Bayswater lettings market update

The number of lettings listings in Bayswater declined 10% year-on-year in August 2018, reflecting a broader pattern in prime central London for lower levels of supply. More landlords have explored a sale due to a recent series of tax changes. As a result of falling supply, annual rental values are strengthening across prime central London. Rental values in Bayswater declined 0.4% in the year to August, which compared to declines of more than 5% recorded at the start of 2017. Meanwhile, activity has increased and the number of tenancies agreed by Knight Frank in Bayswater rose 17% year-on-year in August.

Guy Spencer, Bayswater lettings head

“Average rental values in prime central London are rising on an annual basis after a 28-month period of declines. However, we are still seeing modest declines in Bayswater, a fact which underlines how rents in the area need to reflect good value because of historically weaker demand compared to the other markets around the perimeter of Hyde Park. However, properties that are specified and furnished to a sufficiently high standard are more likely to attract tenants to Bayswater. This fact favours institutional landlords like the Church Commissioners. Its properties generally have lower void periods than the market average in Bayswater and rental values for its properties are still robust.”

FIGURE 2

Bayswater fact sheet

Population: 27,135

NUMBER OF LISTINGS

Year to August 2018 1,085
Year to August 2017 1,295
Year to August 2016 1,168

AVERAGE WEEKLY RENTAL VALUES

Year to August 2018 £635
Year to August 2017 £607
Year to August 2016 £606

MAXIMUM WEEKLY RENTAL VALUES

Year to August 2018 £3,500
Year to August 2017 £10,000
Year to August 2016 £9,000

Source: Knight Frank Research / LonRes

BLUE PLAQUES

Lady Violet Bonham Carter, Politician, Writer
Lord Randolph Churchill, Politician
Sir Giles Gilbert Scott, Architect
Marie Taglioni, Ballet dancer

STOCK BY PROPERTY TYPE

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat</td>
<td>93%</td>
</tr>
<tr>
<td>Tenanted</td>
<td>7%</td>
</tr>
<tr>
<td>Semi-detached</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

AGE OF HOUSING STOCK

<table>
<thead>
<tr>
<th>Period</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-1900</td>
<td>45%</td>
</tr>
<tr>
<td>1900-1939</td>
<td>13%</td>
</tr>
<tr>
<td>1945-1972</td>
<td>23%</td>
</tr>
<tr>
<td>1973-1999</td>
<td>8%</td>
</tr>
<tr>
<td>2000-present</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Knight Frank Research
Figure 3: Achieved £psf/week rental values in Bayswater and surrounding area
Achieved weekly rental values, year to August 2018
Circles can denote multiple transactions in the same postcode, in which case the highest value is displayed

- Up to £0.70
- £0.70 to £0.80
- £0.80 to £1.00
- £1.00 to £1.20
- £1.20+

Figure 4: Rental market analysis by property type in Bayswater
Average achieved weekly rents, year to August 2018

<table>
<thead>
<tr>
<th>Type</th>
<th>Beds</th>
<th>Average achieved weekly rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td>0</td>
<td>£330</td>
</tr>
<tr>
<td>Flat</td>
<td>1</td>
<td>£440</td>
</tr>
<tr>
<td>Flat</td>
<td>2</td>
<td>£630</td>
</tr>
<tr>
<td>Flat</td>
<td>3</td>
<td>£1,035</td>
</tr>
<tr>
<td>House</td>
<td>2</td>
<td>£770</td>
</tr>
<tr>
<td>House</td>
<td>3</td>
<td>£1,045</td>
</tr>
<tr>
<td>House</td>
<td>4</td>
<td>£1,415</td>
</tr>
<tr>
<td>House</td>
<td>5</td>
<td>£1,835</td>
</tr>
</tbody>
</table>

Lettings market breakdown by property type
- Studio: 6%
- Flat: 31%
- House: 38%
- Other: 15%

Figure 5: Transaction volumes and rental value data in Bayswater

Source: Knight Frank Research / LonRes

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Please get in touch
If you’re thinking of moving to or from Bayswater or would just like some property advice, please do get in touch, we’d love to help

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