

ST JOHN'S WOOD STUDENT LETTINGS INSIGHT

Knight Frank



WHAT YOU NEED TO KNOW ABOUT: ST JOHN'S WOOD

Best known for... Abbey Road Studios, Lord's Cricket Ground and the exclusive Avenue Road.

Area overview: With close proximity to Regent's Park and the West End, St John's Wood is a very desirable residential district. It enjoys a secluded and tranquil atmosphere while being just a short journey from the thriving hubs of central London and the West End. The area features some of the UK's most expensive houses and Avenue Road has become renowned for being one of the most exclusive addresses in London, with many houses selling for more than £40 million.

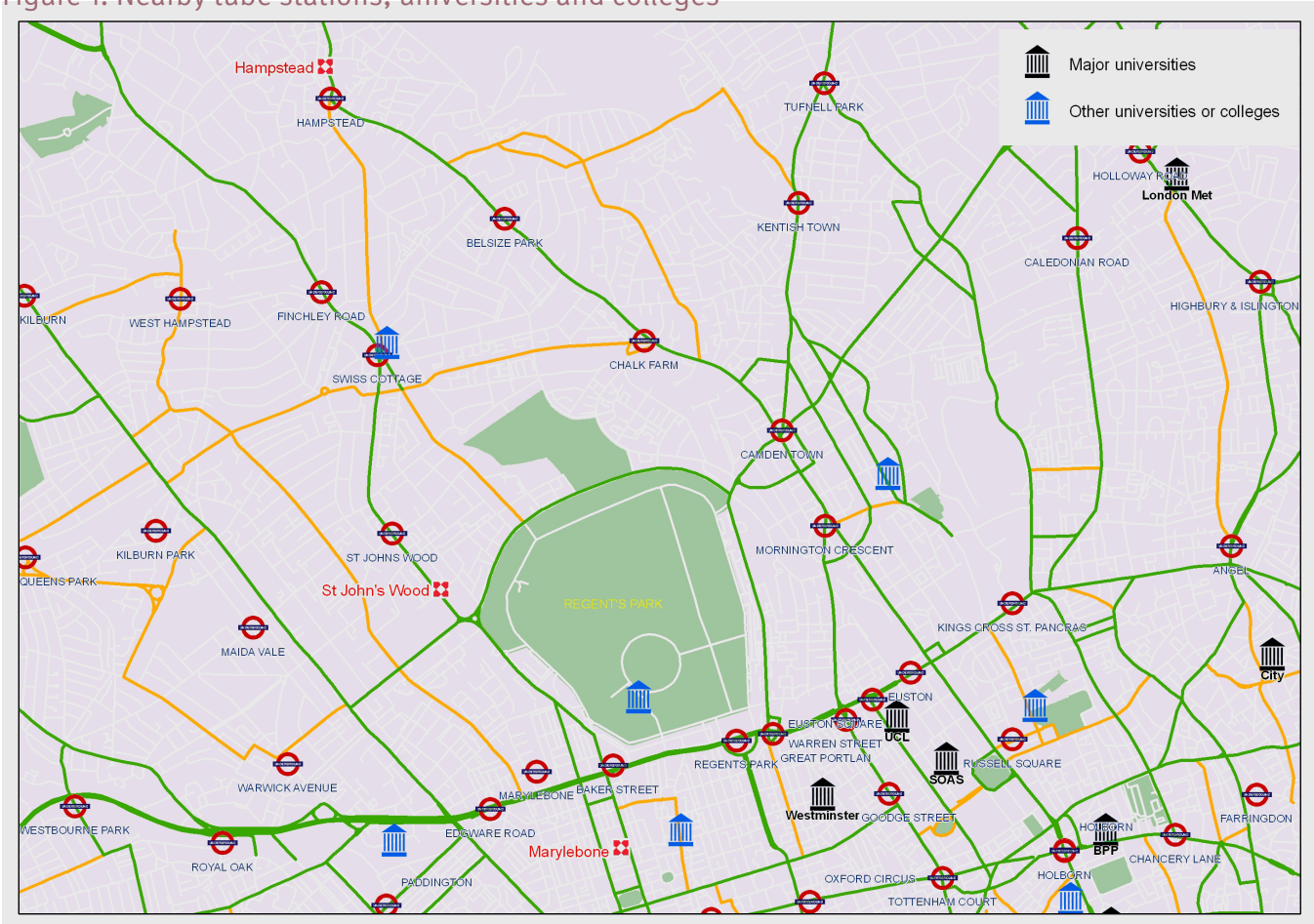
Properties: St John's Wood was one of the first parts of London to eschew typical Victorian terraces for much larger, lower-density housing and the area now offers a mix of stylish, low-built villas and mansions with large gardens. It also has apartment complexes with communal leisure facilities.

Social and cultural: Abbey Road Studios, where the Beatles recorded many of their songs, attracts fans from far and wide - keen to visit the spot where the band shot their iconic Abbey Road album cover. Among other landmarks is the Central London Mosque, which houses up to 2,000 worshippers and is instantly recognisable by its striking gold dome.

Sport and leisure: Active types benefit from being close to some of the capital's most popular parks including Regent's Park, with its sports facilities, boating lakes and world-famous zoo, and Primrose Hill, where visitors can stretch their legs and enjoy some of London's finest views. The area is also home to Lord's Cricket Ground - the legendary cricket venue and landmark media centre.

Transport: Travelling to any of London's university campuses is easy from rail and underground stations including St John's Wood, Swiss Cottage and Marylebone, as well as various buses that run in and around the city.

Figure 1: Nearby tube stations, universities and colleges



Key to major university abbreviations

BPP	BPP University College Of Professional Studies Limited
City	City University
London Met	London Metropolitan University
SOAS	School of Oriental and African Studies (University of London)
UCL	University College London (University of London)
Westminster	University of Westminster



Fast facts: the student rental market in St John's Wood

Figure 2
Average rents in St John's Wood
Range of values per property size

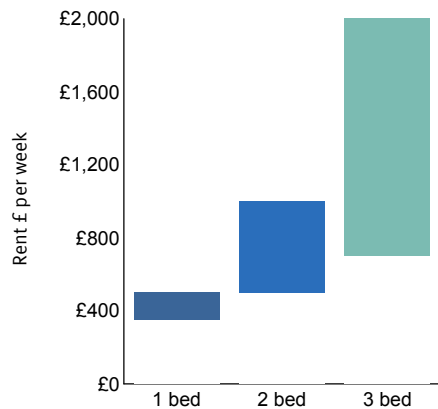
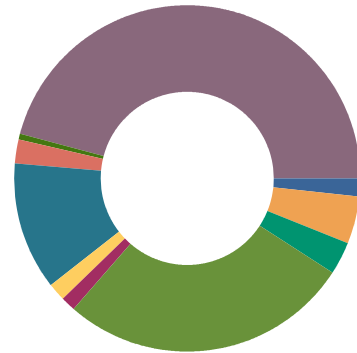


Figure 3
Nationality of Knight Frank tenants
London lettings, past 12 months

Africa	2%
Asia	4%
Australasia	3%
Europe	27%
India	1%
Middle East	2%
North America	12%
Russia & CIS	2%
South America	1%
UK	46%
Total:	100%



St John's Wood properties

Newly refurbished two bed

2 bed

Asking rent: £550pw

Mortimer Court, Abbey Road



Large two bed near Regent's Park

2 bed

Asking rent: £750pw

Elizabeth Court, Palgrave Gardens,



Philippe Starck designed three bed

3 bed

Asking rent: £1,350pw

The Yoo Building



2 bedroom in new development in NW1

2 bed

Asking rent: £800pw

Cornwall House, Allsop Place



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