

HYDE PARK AND BAYSWATER STUDENT LETTINGS INSIGHT

Knight Frank



WHAT YOU NEED TO KNOW ABOUT: HYDE PARK & BAYSWATER

Best known for... one of London's largest parks - home to Speakers' Corner, open-air concerts and the Serpentine lake

Area overview: Hyde Park's proximity to many of central London's university campuses, as well as the 24-hour party atmosphere of the West End, adds to its appeal to international students, giving the area a strong cosmopolitan presence. Our office has found rental properties for a broad spectrum of international students, with many moving here from mainland Europe, the Middle East and Asia.

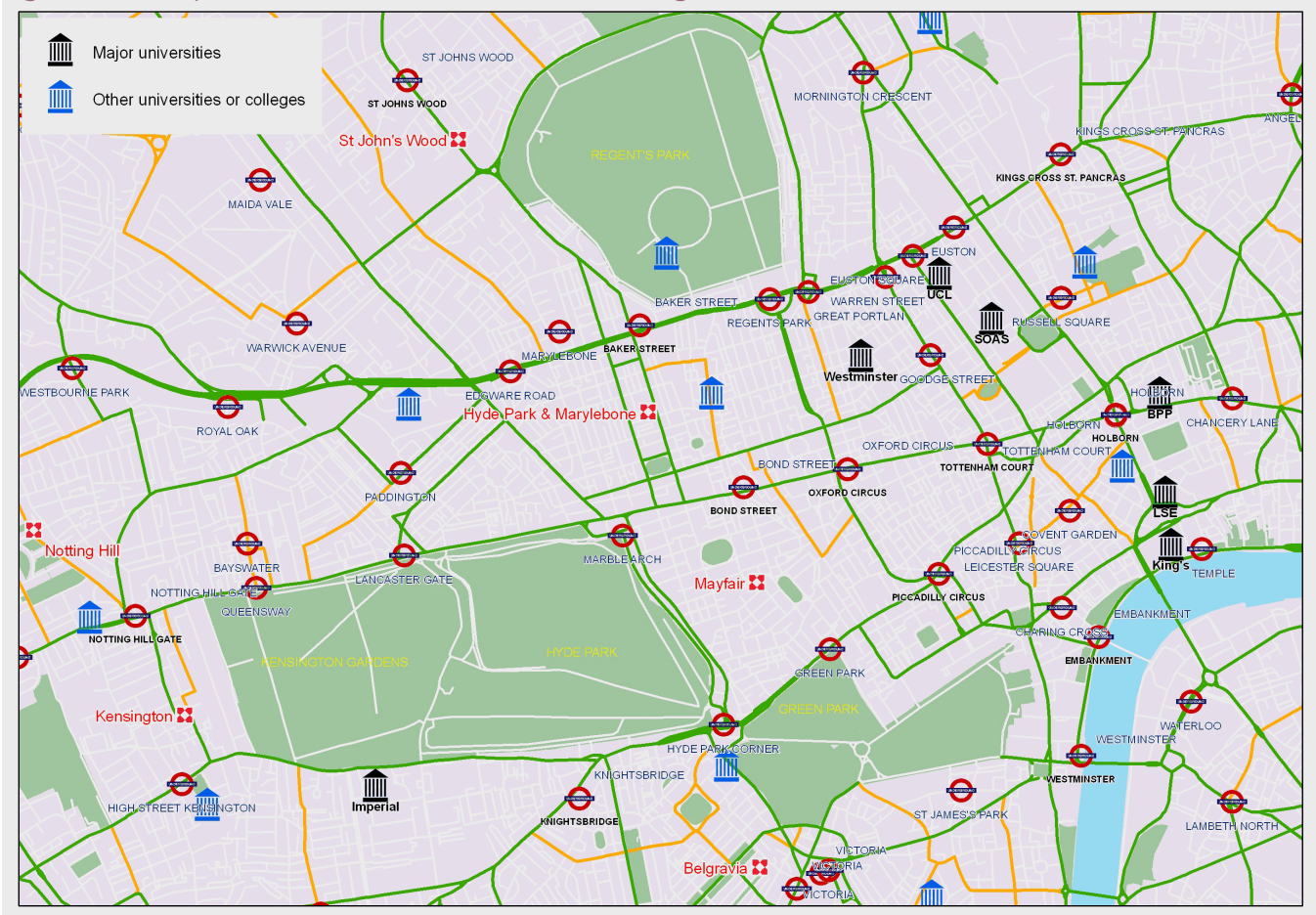
Properties: The majority of students ask to be within walking distance of their university to minimise travel costs. They also like the security of having a porter or concierge. One bedroom apartments are proving very popular, particularly at the new Merchant Square development in Paddington Basin.

Social and cultural: Residents and visitors alike flock to the area's designer boutiques and high-end cafes and eateries. Residents also benefit from being on top of London's thriving West End, where there is a venue to cater for all discerning tastes, from its abundant cafes, restaurants, pubs and clubs to its cinemas, casinos, theatres and comedy clubs.

Sport and leisure: Hyde Park is one of the Royal Parks of London and one of the capital's largest parks, making it a great spot for joggers and cyclists. As well as offering residents a huge area of parkland, the Serpentine lake and surrounding facilities including boating and tennis courts, it also hosts large events in the warmer months, ranging from pop concerts and music festivals to speakers' corner and triathlons.

Transport: Travelling to any of London's university campuses is easy as the area is served by a number of nearby rail and underground stations including Marble Arch, Edgware Road and Paddington, from which the Heathrow Express takes just 15 minutes to get to the airport.

Figure 1: Nearby tube stations, universities and colleges



Key to major university abbreviations

BPP	BPP University College Of Professional Studies Limited
Imperial	Imperial College London
King's	King's College London (University of London)
LSE	London School of Economics and Political Science (University of London)
SOAS	School of Oriental and African Studies (University of London)
UCL	University College London (University of London)
Westminster	University of Westminster

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Fast facts: the student rental market in Hyde Park

Figure 2
Average rents in Hyde Park
Range of values per property size

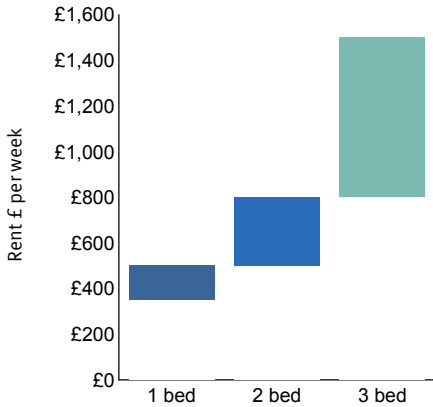
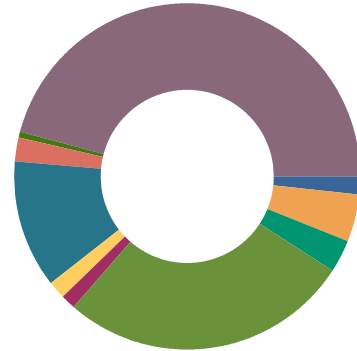


Figure 3
Nationality of Knight Frank tenants
London lettings, past 12 months

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%



Hyde Park and Bayswater properties

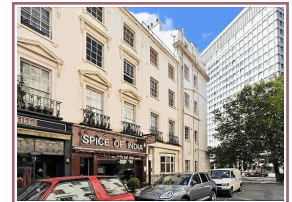
Studio Flat in fantastic location

Studio
Asking rent: £320pw
Porchester Place, Connaught
Village, W2



2 bedroom flat near Lancaster Gate

1 bed
Asking rent: £550pw
Bathurst Street, Hyde Park,
W2



1 bedroom and brand new

1 bed
Asking rent: £475pw
Merchant Square,
Paddington, W2



Studio Flat close to Hyde Park

Studio
Asking rent: £320pw
Connaught Stret, Connaught
Village, W2



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