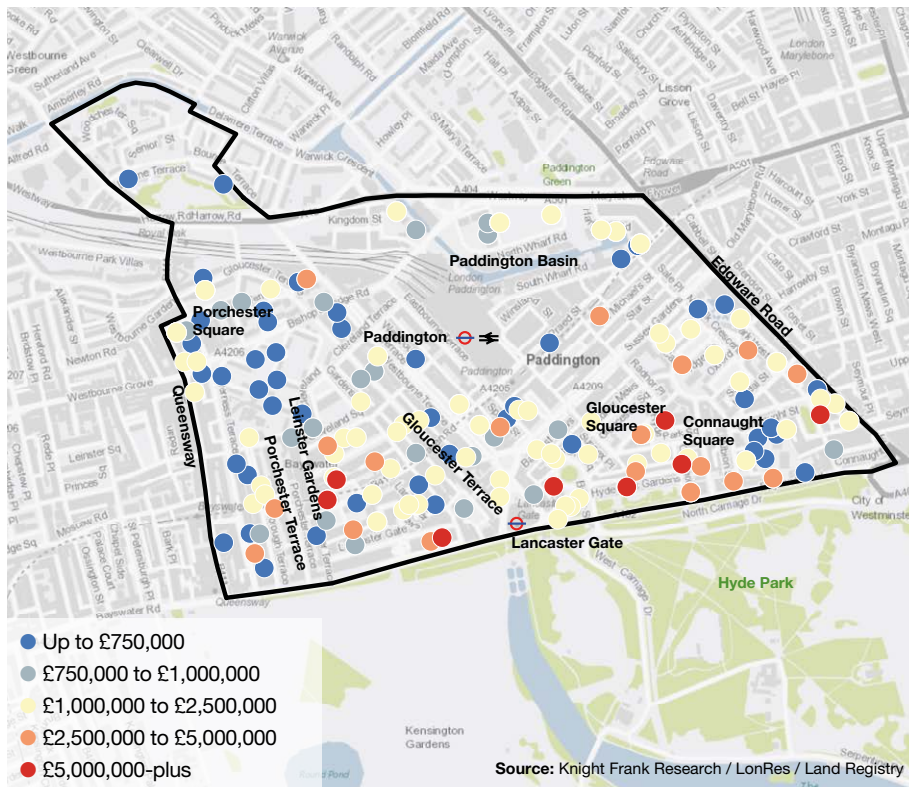




# HYDE PARK AND BAYSWATER SALES MARKET INSIGHT 2018

**FIGURE 1**  
**Property prices in Hyde Park and Bayswater**

Achieved price, year to December 2017



### Prime central London update

Asking price reductions continue to stimulate demand in prime central London, producing 5% growth in sales volumes in the second half of 2017 versus 2016, LonRes data shows. This trend has been more marked in higher price brackets and there were 10 deals above £5 million in the W2 area in the second half of 2017 compared to 6 in 2016. It is also noteworthy that the maximum EPSF in the area rose in 2017 (figure 2). It underlines how prepared buyers remain to purchase best-in-class stock, particularly in the area of north of Hyde Park, which remains comparatively good value versus other sides of the park.

### John White, Hyde Park Office Head

“Market activity has picked up as the political and economic backdrop has become comparatively calmer following the snap general election last June. While issues like Brexit remain, a more significant impact on the market has been the fact that vendors are taking a more pragmatic approach to setting asking prices. As long as there is supporting evidence, buyers are prepared to put in offers close to the asking price. However, it is still too soon to say the market has reached a turning point. Sales volumes will only increase more notably once transaction costs have been absorbed in a more widespread way across the market.”

**FIGURE 2**  
**Hyde Park and Bayswater fact sheet**

**Population: 27,741**

#### AVERAGE EPSF

Year to December 2017	£1,250
Year to December 2016	£1,270
Year to December 2015	£1,270

#### MAXIMUM EPSF

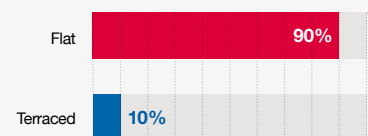
Year to December 2017	£3,080
Year to December 2016	£2,940
Year to December 2015	£2,560

Source: Knight Frank Research / LonRes

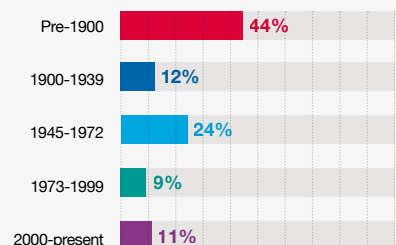
#### BLUE PLAQUES

- Lord Randolph Churchill, politician
- Sir James Barrie, novelist
- Sir Giles Gilbert Scott, architect
- Lady Violet Bonham-Carter, politician
- Hertha Ayrton, physicist

#### STOCK BY PROPERTY TYPE



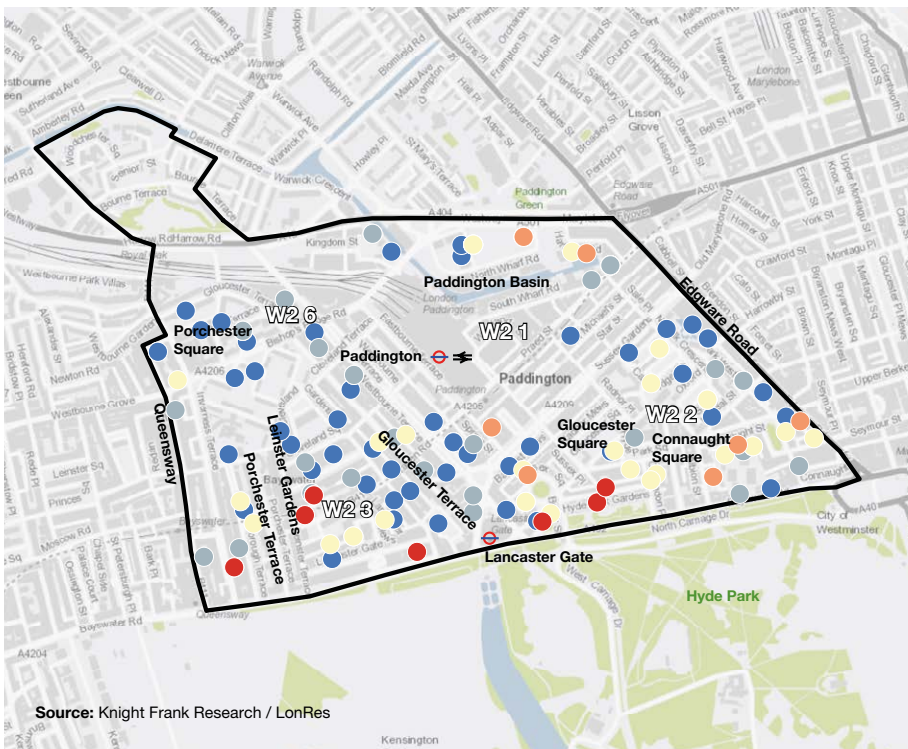
#### AGE OF HOUSING STOCK



Source: Knight Frank Research / Valuation Office Agency

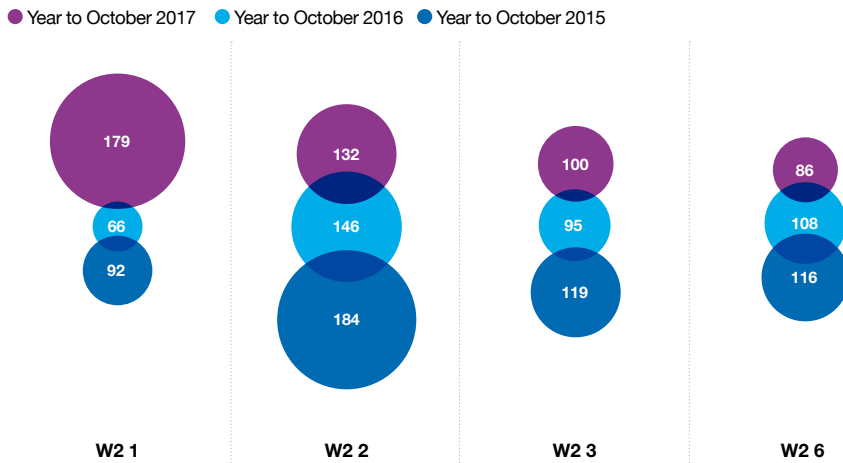
# HYDE PARK AND BAYSWATER SALES MARKET INSIGHT 2018

FIGURE 3 **£PSF map of Hyde Park and Bayswater**  
Achieved prices, year to December 2017 (where available)



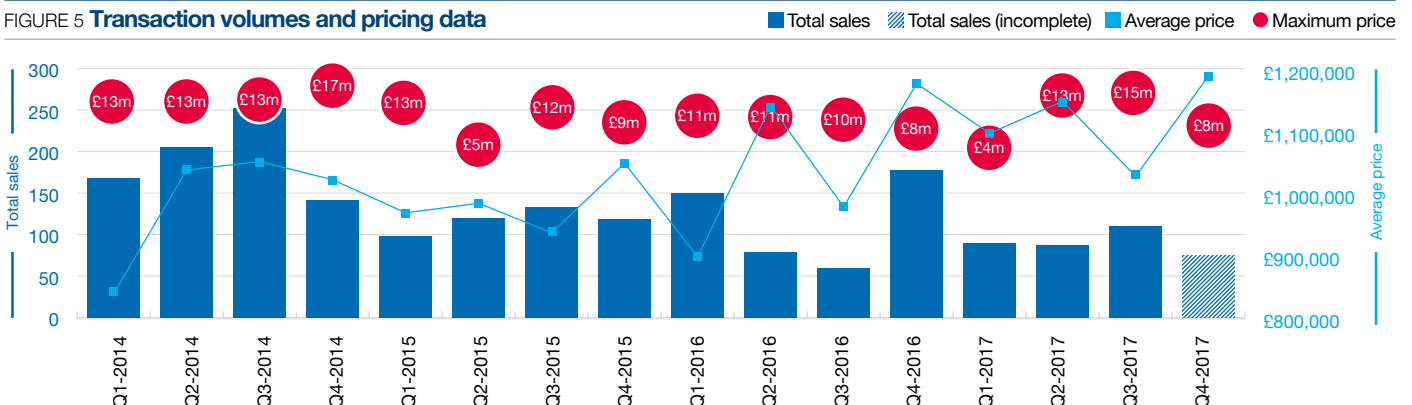
● Up to £1,200 ● £1,200 to £1,400 ● £1,400 to £1,600 ● £1,600 to £2,000 ● £2,000-plus

FIGURE 4 **Sales volumes by neighbourhood**



Source: Knight Frank Research / LonRes / Land Registry

FIGURE 5 **Transaction volumes and pricing data**



Source: Knight Frank Research / Land Registry / LonRes

LONDON RESIDENTIAL



**John White**  
Hyde Park Office Head  
+44 20 7871 5069  
john.white@knightfrank.com

RESIDENTIAL RESEARCH



**Tom Bill**  
Head of London Residential Research  
+44 20 7861 1492  
tom.bill@knightfrank.com

PRESS OFFICE



**Harry Turner**  
+44 20 3861 6974  
harry.turner@knightfrank.com



**Important Notice**  
© Knight Frank LLP 2018 - This report is published for general information only and not to be relied upon in any way. Although high standards have been used in the preparation of the information, analysis, views and projections presented in this report, no responsibility or liability whatsoever can be accepted by Knight Frank LLP for any loss or damage resultant from any use of, reliance on or reference to the contents of this document. As a general report, this material does not necessarily represent the view of Knight Frank LLP in relation to particular properties or projects. Reproduction of this report in whole or in part is not allowed without prior written approval of Knight Frank LLP to the form and content within which it appears. Knight Frank LLP is a limited liability partnership registered in England with registered number OC305934. Our registered office is 55 Baker Street, London, W1U 8AN, where you may look at a list of members' names.