

London R3ntal Guide

A comprehensive guide to the London rental market April 2015

INDEX



London Map (right)

In summarising the London market, R3Location has focused on the most popular residential areas for international assignees. In doing so, some areas have by necessity been excluded.

London is too large a market to attempt to summarise in a meaningful high level way. In applying some broad assumptions R3Location believes that it has provided some insightful analysis that will help assignees and HR to make better decisions about allowances and areas to live.

Rent

Prices vary considerable in London depending on size, quality and location. This summary provides a broad overview of rental prices by area and size. These are indicative as the market in London is a fast moving one, but they do provide a good approximation of rental values for the different key neighborhoods of London and the surrounding areas.

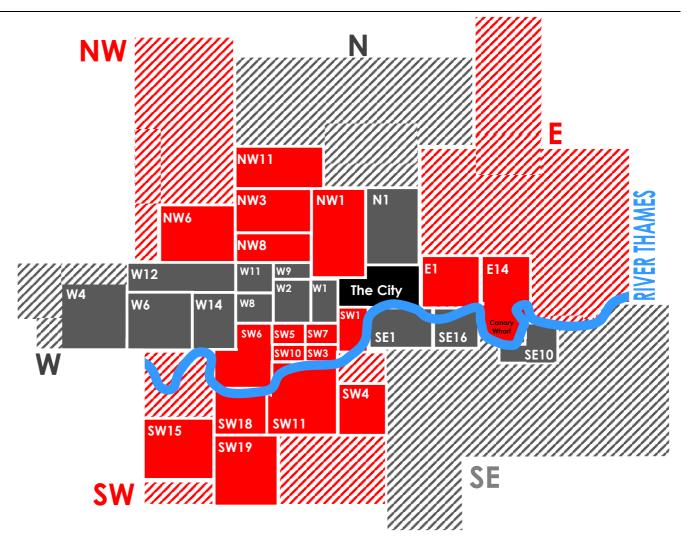
Sources of data

In providing this overview, R3Location has gathered up to date London rental data from 8 different reputable sources and has consolidated it accordingly. Sources of data include well known web-based property sites, estate agency market information, London Government official figures, and other data sources deemed relevant in the context of the rental market in London.

Index

| London - Rental Heat Map | 1 |
|--|---|
| Summary explanation and key | 2 |
| West London (Central) | 3 |
| West London (West) | 4 |
| South West London (North of the River) | 5 |
| South West London (South of the River) | 6 |
| North West London | 7 |
| North London and East London | 8 |
| South East London | 9 |

Note: Rental values are quoted as weekly rent. This is the norm in London. To convert into annual rent, simply multiply by 52.





London Heat Map - Rentals

London Heat Map (right)

The London Map on the right hand side depicts Post Code areas into three broad categories according to price:

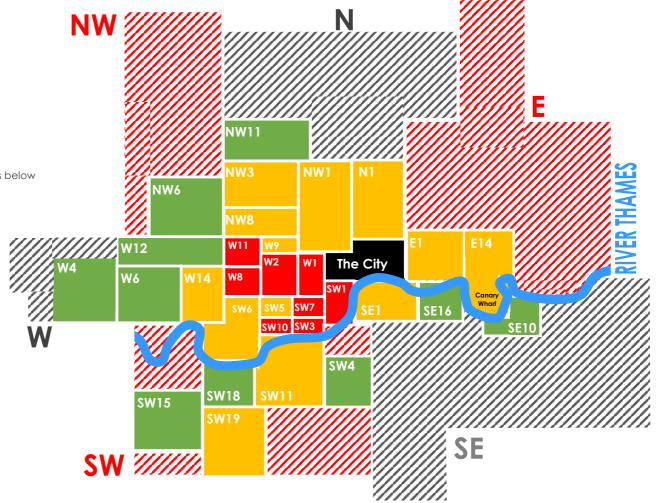
- Lower spectrum of the rental range still central London, but greater value than mid or high due to being away from the core centre of the Capital;
- Mid range closer to the core centre of London but higher rent and smaller £/SQFT ratio
- Mostly **prime and super prime**. Higher end of the rental spectrum, includes some of the most prestigious areas of London. All very central.

Areas Spread across size - Average across post code categories below

| | 1 bed | 2 beds | 3 beds | 4 beds |
|-----|-------|--------|--------|--------|
| LQ | 280 | 340 | 440 | 610 |
| Mid | 320 | 420 | 600 | 810 |
| UQ | 400 | 590 | 800 | 1,070 |
| LQ | 310 | 390 | 560 | 830 |
| Mid | 390 | 570 | 890 | 1,290 |
| UQ | 520 | 880 | 1,310 | 1,910 |
| LQ | 400 | 530 | 810 | 1,410 |
| Mid | 540 | 850 | 1,500 | 2,320 |
| UQ | 800 | 1,440 | 2,340 | 3,530 |

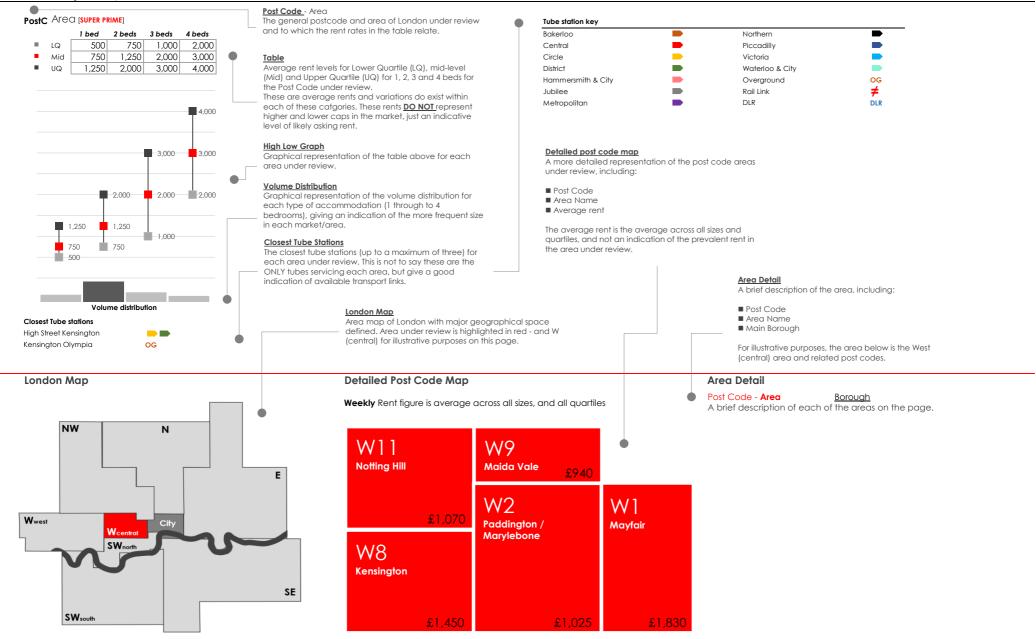
| Post | Codes | cate | aories |
|-------|-------|------|--------|
| 1 031 | Codes | cuie | gones |

| | i osi code | es calegories | | |
|---|------------|------------------------|------|--------------------------------|
| Ì | W1 | Mayfair | SE16 | Surrey Quays/Bermondsey |
| | W2 | Paddington/Marylebone | SW1 | Belgravia |
| | W4 | Chiswick | SW3 | Chelsea |
| | W6 | Hammersmith | SW4 | Clapham |
| | W8 | Kensington | SW5 | Earls Court |
| | W9 | Maida Vale | SW6 | Fulham |
| | W11 | Notting Hill | SW7 | South Kensington/Knightsbridge |
| | W12 | Shepherd's Bush | SW10 | West Brompton |
| | W14 | West Kensington | SW11 | Battersea |
| | NW1 | Camden | SW15 | Putney |
| | NW3 | Hampstead | SW18 | Wandsworth |
| | NW6 | Kilburn/West Hampstead | SW19 | Wimbledon |
| | NW8 | St Johns Wood | N1 | Islington |
| | NW11 | Golders Green | E1 | Wapping |
| | SE1 | Southwark | E14 | Poplar/Canary Wharf |
| | SE10 | Croonwich | | |





Key - explanation of content



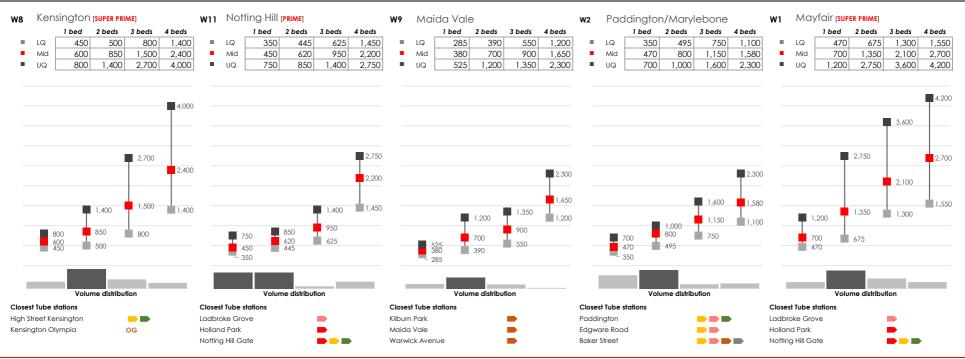


Rents are quoted weekly

| | r Kern Johnmary | | | 1 bed | | | 2 beds | | | 3 beds | | | 4 beds | |
|----------|---------------------------------------|---------------|-----|-------|-------|------|---------------|-------|-------|--------|-------|-------|---------------|-------|
| | | | 10 | | 110 | 10 | 2 beas Mid | 110 | 10 | | 110 | 10 | 4 beas Mid | 110 |
| W1 (C | a salara D | | LQ | Mid | UQ | LQ | MIa | UQ | LQ | Mid | UQ | LQ | міа | UQ |
| West (Co | · · · · · · · · · · · · · · · · · · · | Super Prime | 470 | 700 | 1,200 | 675 | 1,350 | 2,750 | 1,300 | 2,100 | 3,600 | 1,550 | 2,700 | 4,200 |
| W1 W2 | Mayfair | super Prime | 350 | 470 | 700 | 495 | 800 | 1,000 | 750 | 1,150 | 1,600 | 1,100 | 1,580 | 2,300 |
| W2 W8 | Paddington/Marylebone Kensington | Super Prime | 450 | 600 | 800 | 500 | 850 | 1,400 | 800 | 1,500 | 2,700 | 1,400 | 2,400 | 4,000 |
| W9 | Maida Vale | super Filline | 285 | 380 | 525 | 390 | 700 | 1,200 | 550 | 900 | 1,350 | 1,200 | 1,650 | 2,300 |
| W11 | Notting Hill | Prime | 350 | 450 | 750 | 445 | 620 | 850 | 625 | 950 | 1,400 | 1,450 | 2,200 | 2,750 |
| | - | THINE | 000 | 400 | 700 | 440 | 020 | 000 | 020 | 700 | 1,400 | 1,400 | 2,200 | 2,700 |
| West (W | - | | 205 | 2.40 | 400 | 0.50 | 470 | /75 | 450 | /00 | 0.50 | /50 | 0.50 | 075 |
| W4 | Chiswick | | 325 | 360 | 400 | 350 | 470 | 675 | 450 | 630 | 850 | 650 | 850 | 975 |
| W6 | Hammersmith | | 280 | 330 | 425 | 345 | 460 | 650 | 425 | 700 | 950 | 600 | 825 | 1,150 |
| W12 | Shepherd's Bush | | 280 | 310 | 400 | 350 | 415 | 525 | 440 | 525 | 625 | 495 | 700 | 900 |
| W14 | West Kensington | | 325 | 365 | 500 | 360 | 525 | 850 | 560 | 775 | 1,250 | 900 | 1,100 | 1,450 |
| South W | est (North of the river) | | | | | | | | | | | | | |
| SW1 | Belgravia | Super Prime | 400 | 550 | 800 | 600 | 1,000 | 1,850 | 850 | 1,800 | 2,750 | 1,500 | 2,775 | 4,750 |
| SW3 | Chelsea | Super Prime | 400 | 550 | 800 | 540 | 800 | 1,400 | 800 | 1,650 | 2,500 | 1,775 | 2,700 | 4,000 |
| SW5 | Earls Court | | 325 | 425 | 550 | 450 | 625 | 1,050 | 700 | 975 | 1,150 | 1,100 | 1,750 | 2,450 |
| SW6 | Fulham | | 275 | 385 | 500 | 375 | 500 | 695 | 500 | 725 | 860 | 750 | 1,025 | 1,450 |
| SW7 | South Kensington/Knightsbridge | Prime | 400 | 540 | 750 | 530 | 780 | 1,350 | 775 | 1,575 | 2,400 | 1,700 | 2,600 | 4,000 |
| SW10 | West Brompton | | 350 | 425 | 525 | 400 | 600 | 850 | 550 | 1,200 | 1,750 | 775 | 1,600 | 2,200 |
| South W | est (South of the river) | | | | | | | | | | | | | |
| SW4 | Clapham | | 280 | 320 | 385 | 365 | 440 | 600 | 475 | 620 | 850 | 650 | 750 | 1,100 |
| SW11 | Battersea | | 285 | 350 | 450 | 350 | 475 | 900 | 450 | 700 | 1,200 | 625 | 950 | 1,475 |
| SW15 | Putney | | 260 | 325 | 425 | 340 | 420 | 595 | 400 | 625 | 875 | 550 | 875 | 1,250 |
| SW18 | Wandsworth | | 270 | 300 | 340 | 325 | 435 | 695 | 450 | 700 | 950 | 550 | 725 | 1,050 |
| SW19 | Wimbledon | | 240 | 285 | 350 | 310 | 420 | 600 | 500 | 630 | 800 | 675 | 1,050 | 2,000 |
| North W | est | | | | | | | | | | | | | |
| NW1 | Camden | | 340 | 400 | 470 | 385 | 550 | 775 | 600 | 1,100 | 1,400 | 850 | 1,300 | 2,000 |
| NW3 | Hampstead | | 325 | 450 | 715 | 430 | 650 | 1,000 | 585 | 900 | 1,300 | 1,000 | 1,750 | 2,000 |
| NW6 | Kilburn/West Hampstead | | 300 | 350 | 415 | 350 | 440 | 560 | 525 | 650 | 750 | 775 | 900 | 1,100 |
| NW8 | St Johns Wood | | 325 | 390 | 500 | 400 | 625 | 750 | 625 | 1,100 | 1,750 | 1,000 | 1,500 | 2,000 |
| NW11 | Golders Green | | 260 | 270 | 300 | 350 | 390 | 500 | 425 | 550 | 775 | 630 | 900 | 1,100 |
| North ar | ad Earah | | | | | | | | | | | | | |
| | | | 315 | 400 | 475 | 420 | 575 | 850 | 550 | 750 | 1,100 | 800 | 1,000 | 1,350 |
| N1 | Islington | | 310 | 380 | 475 | 395 | 525 | 650 | 575 | 1,000 | 1,100 | 725 | 1,100 | 1,600 |
| E1 | Wapping | | 285 | 400 | 650 | 330 | 600 | 1,200 | 400 | 1,000 | 1,800 | 550 | 1,100 | 2,750 |
| E14 | Poplar/Canary Wharf | | 200 | 400 | 630 | 330 | 600 | 1,200 | 400 | 1,000 | 1,000 | 330 | 1,300 | 2,/30 |
| South Ec | | | 000 | 450 | F7.5 | 105 | /00 | 000 | | 0.50 | 1.550 | /00 | 1.050 | 0.000 |
| SE1 | Southwark | | 330 | 450 | 575 | 425 | 600 | 900 | 575 | 950 | 1,550 | 600 | 1,050 | 2,000 |
| SE10 | Greenwich | | 230 | 300 | 380 | 300 | 390 | 580 | 415 | 590 | 800 | 650 | 800 | 950 |
| SE16 | Surrey Quays/Bermondsey | | 300 | 330 | 525 | 310 | 400 | 650 | 415 | 540 | 800 | 600 | 900 | 1,300 |
| | | | | | | | | | | | | | | |
| Home C | Esher, Cobham, Weybridge | | 220 | 245 | 265 | 460 | 530 | 650 | 520 | 700 | 840 | 600 | 800 | 1,200 |
| | Laner, Cobridin, Weybridge | | 220 | 240 | 200 | 700 | 550 | 000 | 520 | , 00 | 040 | 000 | 000 | 1,200 |





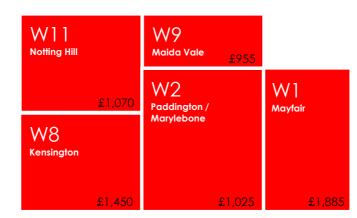


London Map

NW N Wwest City SE SWsouth

Detailed Post Code Map

Rent figure is average across all sizes, and all quartiles



Area Detail

W8 - Kensington

Royal Borough of Kensington&Chelsea Kensington is an affluent and densely-populated area. Its commercial heart is Kensington High Street. SUPER PRIME

W11 - Notting Hill

Royal Borough of Kensington&Chelsea Notting Hill is a cosmopolitan, affluent and fashionable district known for

the annual Notting Hill Carnival, and the home to the Portobello Road Market. PRIME

W9 - Maida Vale City of Westminster

Residential district in West London between St John's Wood and Kilburn. Mostly residential, and mainly affluent, consisting of many large late-Victorian and Edwardian blocks of mansion flats.

W2 - Paddington/Marylebone City of Westminster

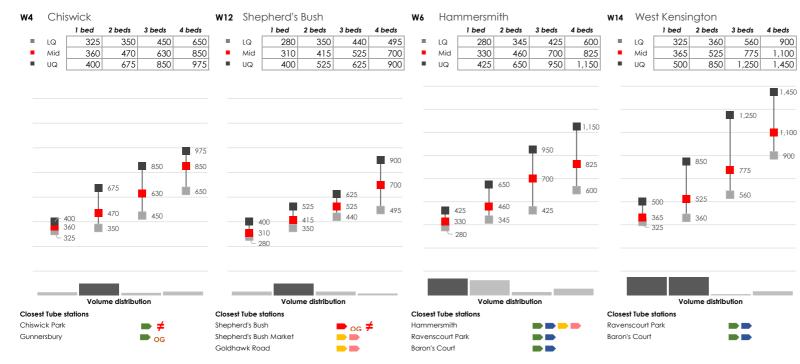
Affluent, inner-city area of central London. Mostly residential, with many private medical and dental practices, traditionally concentrated in Harley Street.

W1 - Mayfair City of Westminster

Fashionable central residential area. Many blocks of flats are under the ownership of the Grosvenor family, with strict leases and head leases. SUPER PRIME

W West (west)

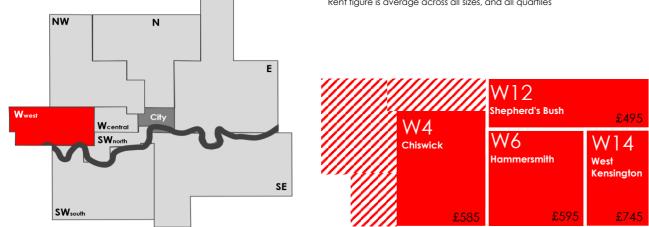




London Map

Detailed Post Code Map

Rent figure is average across all sizes, and all quartiles



Area Detail

W4 - Chiswick

Chiswick is a large, leafy suburb of west London. It is located close to the River Thames and is poplar with families. Its links to central London are very good.

Borough of Hounslow

W12 - **Shepherd's Bush**Borough of Hammersmith & Fulham

An area of west London well connected to the City. Primarily residential in character, its focus is the shopping area of Westfield shopping centre, the largest urban shopping centre in Europe.

W6 - **Hammersmith** Borough of Hammersmith & Fulham

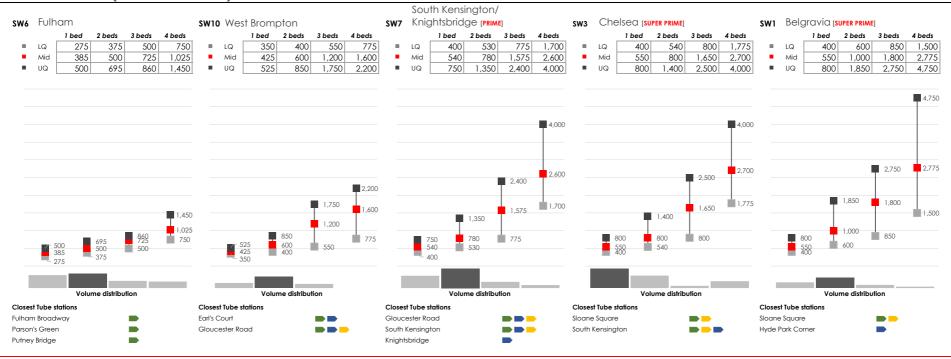
An urban centre on the north bank of the River Thames. One of west London's key transport hubs and commercial and employment centres. It is focused on the two London Underground stations, bus station and road network converging at Hammersmith Broadway.

W14 - West Kensington Hammersmith&Fulham, RBKC

Home to the Olympia (exhibition and events centre), West Kensington is a residential area. It consists mainly of Victorian terraced houses, many of which are subdivided into blocks of flats.







London Map

NW Ν Wwest City Wcentral SE SW_{south}

Detailed Post Code Map

Rent figure is average across all sizes, and all quartiles

SW5 - Earls Court: Material regeneration of the Earls Court Exhibition Centre, surrounding car parks and two council estates to be demolished and replaced by residential project of four new urban villages. Disruptions to this area may not make it £1,450 attractive for expatriates over the next three years. outh Ken / Fulham £935 £1,495

Area Detail

Borough of Hammersmith & Fulham Increasingly affluent area of south west London, very green and within very close reach of Chelsea and Kensington. Good for families, and more affordable than other SW north of the River.

Royal Borough of Kensington&Chelsea Boasts many beautiful traditional residential squares with many imposing properties fronting onto them. Some more expensive pockets within it such as The Boltons.

SW7 - South Ken/Knightsbridge RBKC (Kensington & Chelsea)

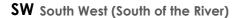
Graceful garden squares and streets, and includes the Natural History Museum, the Science Museum, the Royal Albert Hall, Imperial College London, the Victoria and Albert Museum, the Royal College of Art, the Royal College of Music. It is also the home of Harrods and Harvey Nicholls. PRIME

Royal Borough of Kensington & Chelsea

Most desirable part of Chelsea is around Sloane Saugre and Knightsbridge tube. This property market attracts considerable attention, and is a very complex market that can vary from street to street. SUPER PRIME

City of Westminster/RBKC

Noted for its immensely expensive residential properties, it is one of the wealthiest districts in the world together with parts of Chelsea and Knightsbridge. A complex property market. SUPER PRIME





sw15 Putney

1 bed 2 beds 3 beds 4 beds 260 340 400 550 10 Mid 325 420 625 875 UQ 425 595 875 1,250

sw18 Wandsworth

| | | 1 bed | 2 beds | 3 beds | 4 beds |
|---|-----|-------|--------|--------|--------|
| | LQ | 270 | 325 | 450 | 550 |
| • | Mid | 300 | 435 | 700 | 725 |
| | UQ | 340 | 695 | 950 | 1,050 |

sw19 Wimbledon

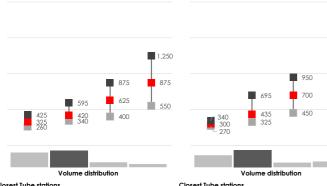
| | | 1 bed | 2 beds | 3 beds | 4 beds |
|---|-----|-------|--------|--------|--------|
| | LQ | 240 | 310 | 500 | 675 |
| • | Mid | 285 | 420 | 630 | 1,050 |
| | UQ | 350 | 600 | 800 | 2,000 |

sw11 Battersea

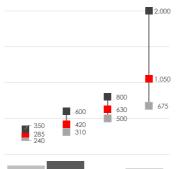
| | 1 bed | 2 beds | 3 beds | 4 beds |
|-----|-------|--------|--------|--------|
| LQ | 285 | 350 | 450 | 625 |
| Mid | 350 | 475 | 700 | 950 |
| UQ | 450 | 900 | 1,200 | 1,475 |

sw4 Clapham

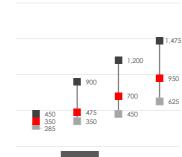
| | | 1 bed | 2 beds | 3 beds | 4 beds |
|---|-----|-------|--------|--------|--------|
| | LQ | 280 | 365 | 475 | 650 |
| • | Mid | 320 | 440 | 620 | 750 |
| | UQ | 385 | 600 | 850 | 1,100 |







= ±





Volume distribution

Closest Tube stations

Putney East Putney

Closest Tube stations Clapham Junction Clapham South

Clapham Common



Closest Tube stations Wimbledon Wimbledon Park Southfields

Closest Tube stations Battersea Park Vauxhall

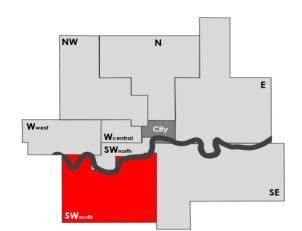
Closest Tube stations Clapham High Street Clapham Common Clapham North



London Map

Detailed Post Code Map

Rent figure is average across all sizes, and all quartiles





Area Detail

Borough of Wandsworth SW15 - Putney

Residential and shopping district in south London, near the river Thames. Good for families with plenty of open spaces and clean air, and good links to the City.

SW18 - Wandsworth Borough of Wandsworth

Also known as 'Nappy Valley' due to the larger numbers of middle-class, affluent families, it is an area of, mainly, Victorian houses bordered by the west side of Wandsworth Common, a large park.

SW19 - Wimbledon Borough of Merton

The combination of convenient access to central London with the benefit of plentiful recreational facilities has seen strong demand for homes, especially the larger properties in the Wimbledon Village and Wimbledon Park areas; with a resulting effect on prices to make it amongst the highest in the outer London area.

SW11 - Battersea **Borough of Wandsworth**

The new US embassy is being constructed at Nine Elms, a new development that also sees the building of luxury apartments in the area. Battersea Park is one of the largest South of the River. Close to Chelsea and more affordable poor transport links.

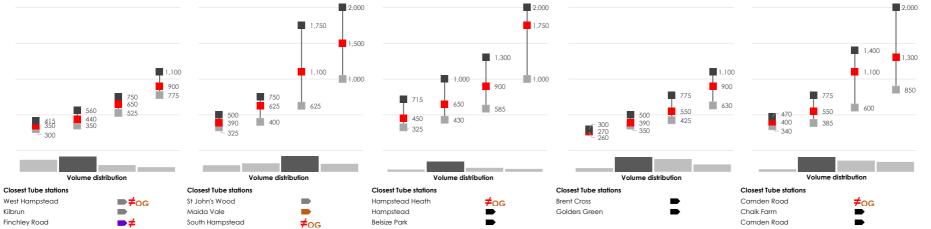
SW14 - Clapham Borough of Lambeth

Relative proximity to expensive areas of central London has led to an increase in middle-class people living in Clapham. The area is an affluent place, though its professional residents often live relatively close to significant pockets of social housing.

NW North West



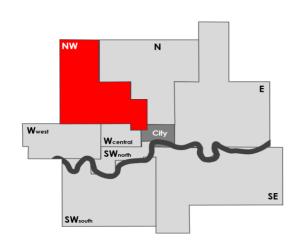
NW1 Camden **NW6** West Hampstead NW8 St John's Wood **NW3** Hampstead NW11 Golders Green 1 bed 2 beds 3 beds 4 beds 1 bed 2 beds 3 beds 4 beds 1 bed 2 beds 3 beds 4 beds 2 beds 3 beds 4 beds 1 bed 2 beds 3 beds 4 beds LQ 585 ■ LQ LQ 385 300 350 525 775 325 400 625 1,000 325 430 1,000 260 350 425 630 340 600 850 Mid 350 440 650 900 Mid 390 625 1,100 1,500 Mid 450 650 900 1.750 Mid 270 390 550 900 Mid 400 550 1,100 1,300 UQ 415 560 750 1,100 UQ 500 750 1,750 2,000 ■ UQ 715 1.000 1.300 2,000 ■ UQ 300 500 775 1.100 UQ 470 775 1.400 2,000 2,000 1,750 1.750



London Map

Detailed Post Code Map

Rent figure is average across all sizes, and all quartiles





Area Detail

NW6 - **West Hampstead** Borough of Camden

Mainly residential with several small shops, restaurants, cafes, bakeries concentrated on the northern section of West End Lane and West End Green.

NW8 - **St John's Wood** <u>City of Westminster</u>

Developed with a large amount of low density "villa" housing, as opposed to the terraced housing it remains a desirable residential district. Close to ASL International School.

NW3 - **Hampstead**Borough of Camden

Known for its intellectual, liberal, artistic, musical and literary associations and for the large and hilly parkland Hampstead Heath, It is home to some of the most expensive housing in the London area (on the sales market).

NW11 - Golders Green Borough of Barnet

It has a wide variety of housing and a busy main shopping street, Golders Green Road. The area has relatively expensive property .

NW1 - Camden Borough of Camden

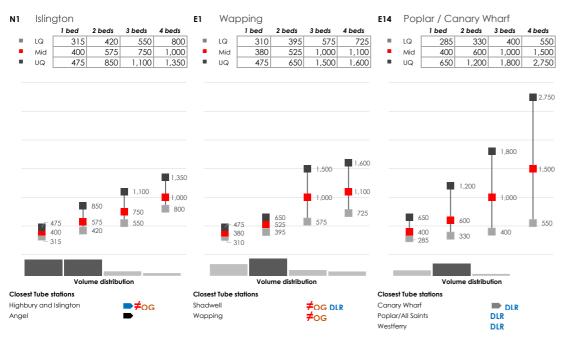
Known for its markets as a major tourist attraction at weekends, selling goods of all types including fashion, lifestyle, books, food, junk/antiques and more bizarre items; they and the surrounding shops are popular with young people, in particular those searching for "alternative" clothing.



London Map

SWsouth





SE

NW N E

Detailed Post Code Map

Area Detail

N1 - Islington Borough of Islington

It is an inner-city district in London, spanning from Islington High Street to Highbury Fields, encompassing the area around the busy Upper Street. Young, up and coming, trendy and close to the City.

E1 - Wapping Borough of Tower Hamlets

It forms part of the Docklands to the east of the City of London. Wapping's proximity to the river has given it a strong maritime character, which it retains through its riverside public houses. Many warehouses have been converted into luxury flats. Good for Citry commute; not great for families.

E14 - Poplar/Canary Wharf Borough of Merton

Poplar, Isle of Dogs, Limehouse, Canary Wharf make up much of the residential area surrounding Canary Wharf's business district. Extremely popular with young professionals, it is becoming increasingly more residential, and well served with different amenities.

SE South East



SE1 Southwark 1 bed 2 be

450

575

Mid

UQ

2 beds 3 beds 4 beds 425 575 600 600 950 1,050 900 1,550 2,000

■ LQ

Mid

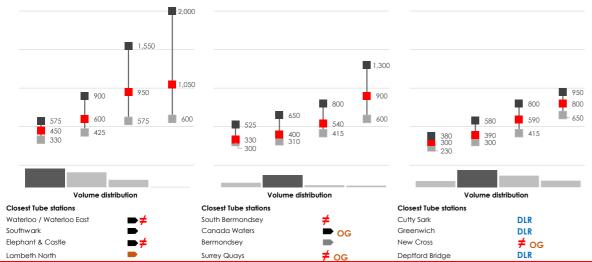
■ UQ

SE16 Surrey Quays/Bermondsey

| | 1 bed | 2 beds | 3 beds | 4 beds |
|---|-------|--------|--------|--------|
| Г | 300 | 310 | 415 | 600 |
| Г | 330 | 400 | 540 | 900 |
| | 525 | 650 | 800 | 1,300 |

SE10 Greenwich

| | | 1 bed | 2 beds | 3 beds | 4 beds |
|---|-----|-------|--------|--------|--------|
| | LQ | 230 | 300 | 415 | 650 |
| • | Mid | 300 | 390 | 590 | 800 |
| | UQ | 380 | 580 | 800 | 950 |



London Map

Detailed Post Code Map

NW N

E

Weentral
SWnorth

SE

SWsouth



Rent figure is average across all sizes, and all quartiles

Area Detail

SE1 - **Southwark**

Borough of Southwark

Generally an area of mixed development, with council estates, major office developments, social housing and high value residential gated communities side by side with each other. It has undergone extensive redevelopment in the last 10 years, it's the home of the Shard, and the increasingly trendy, up and coming Borough Market.

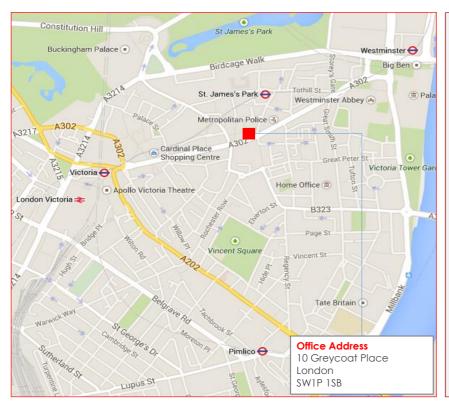
SE16 - Surrey Quays Borough of Southwark

Young professionals tend enjoy Surrey Quays for the modern, relatively maintenance free, properties, fast links to the City and the West End and the affordable house prices. There is also a newly emerging popularity with families moving here.

SE10 - Greenwich Borough of Greenwich

Greenwich offers a mixture of wide open spaces and lower density living areas, but is still situated close enough to the likes of Canary Wharf and London Bridge to feel like a part of London. Well known for its maritime history and giving its name to the Greenwich Meridian and Greenwich Mean Time (GMT).







R3Location LIMITED

Who we are

R3Location is the only Central London based company in the relocation industry that delivers a new approach for organisations moving key executives into London and the South East of England. finding, on-going and departure support.

Where we are

With offices in St James's Park, R3Location offers a range of bespoke services, ranging from pre assignment and home finding support through to ongoing tenancy and departure support.

Experienced management team

R3Location is managed under the careful supervision of two industry veterans who have over 25 years collective relocation experience.

Contact Details

T: +44 203 463 9774 E: info@r3location.co.uk



The Best Things In Life R3