

# London R3ntal Guide

A comprehensive guide to the London rental market April 2016

# **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.

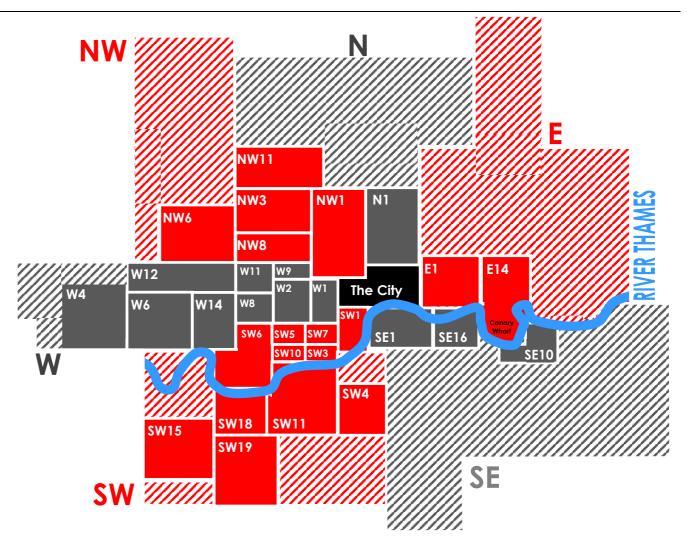
# Sources of data

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.

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**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:

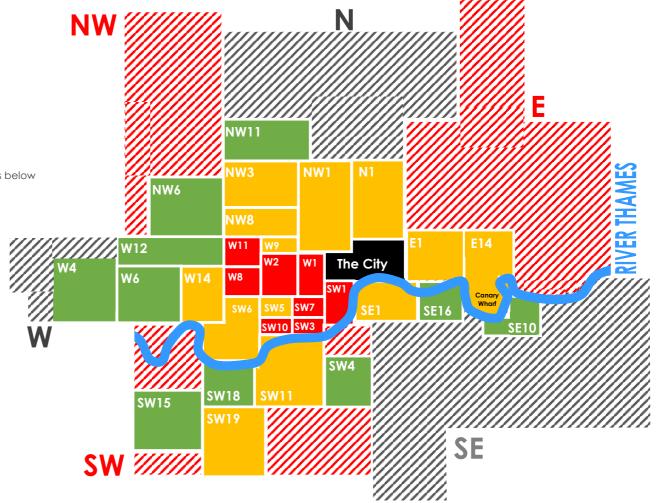
- Lower spectrum of the rental range still central London, but greater value than mid or high due to being away from the core centre of the Capital;
- Mid range closer to the core centre of London but higher rent and smaller £/SQFT ratio
- Mostly **prime and super prime**. Higher end of the rental spectrum, 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	450	610
Mid	330	430	620	790
UQ	410	590	790	980
LQ	310	390	550	790
Mid	400	570	860	1,230
UQ	540	880	1,260	1,700
LQ	400	530	810	1,360
Mid	540	870	1,480	2,230
UQ	810	1,460	2,340	3,360

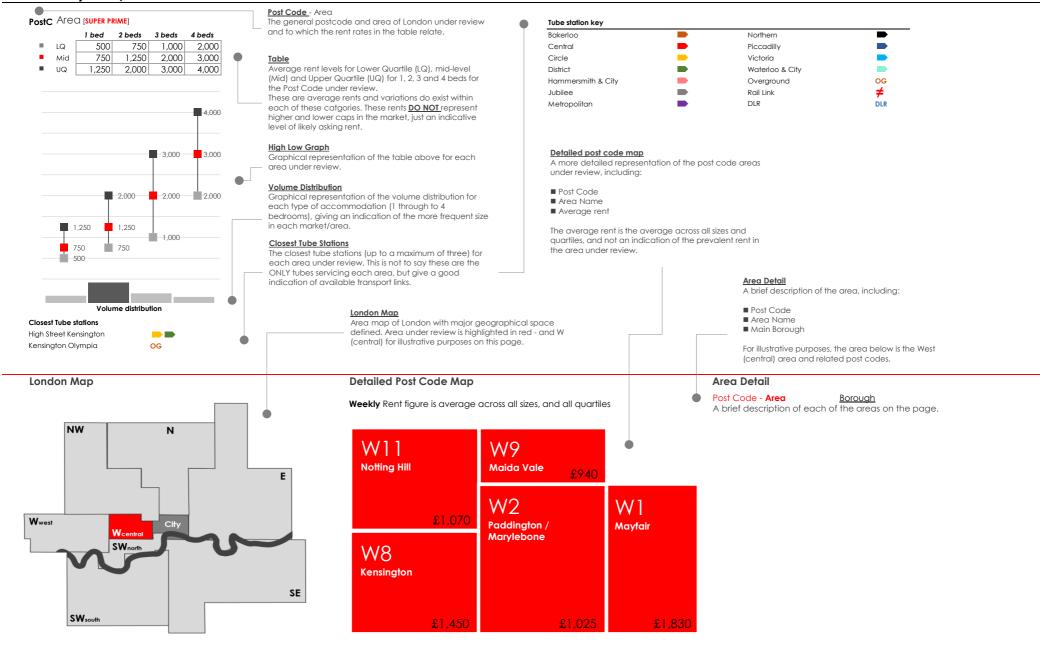
Post	Codes	cate	aories
1 031	Codes	cuie	gones

 	,, ca.egoee		
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	Greenwich		





# Key - explanation of content





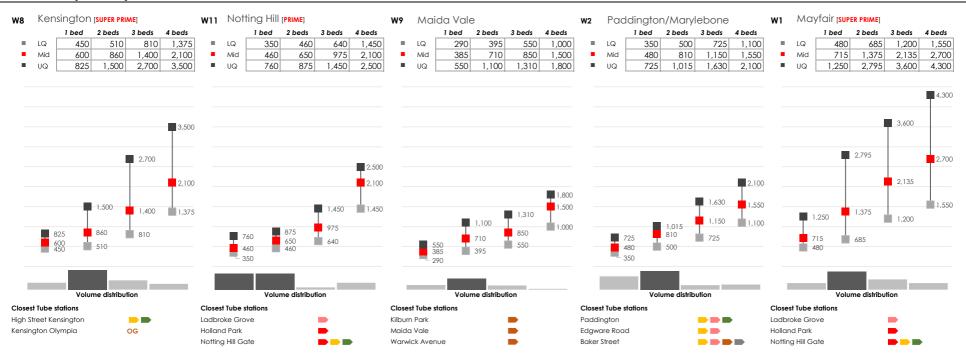
Area	Rent	<b>Summary</b>

Rents are quoted weekly

71100	r kem sommary		kenis die quo	led weekly					1			ı		
				1 bed			2 beds			3 beds			4 beds	
			LQ	Mid	UQ	LQ	Mid	UQ	LQ	Mid	UQ	LQ	Mid	UQ
West (Ce	entral)													
W1	Mayfair	Super Prime	480	715	1,250	685	1,375	2,795	1,200	2,135	3,600	1,550	2,700	4,300
W2	Paddington/Marylebone		350	480	725	500	810	1,015	725	1,150	1,630	1,100	1,550	2,100
W8	Kensington	Super Prime	450	600	825	510	860	1,500	810	1,400	2,700	1,375	2,100	3,500
W9	Maida Vale		290	385	550	395	710	1,100	550	850	1,310	1,000	1,500	1,800
W11	Notting Hill		350	460	760	460	650	875	640	975	1,450	1,450	2,100	2,500
West (We	est)													
W4	Chiswick		325	365	425	360	455	650	460	640	900	665	875	1,000
W6	Hammersmith		280	325	450	340	460	650	450	725	950	600	800	1,100
W12	Shepherd's Bush		280	310	410	350	420	550	450	550	640	500	690	800
W14	West Kensington		325	370	575	370	530	860	550	800	1,200	800	1,100	1,400
South We	est (North of the river)													
SW1	Belgravia	Super Prime	410	560	815	610	1,020	1,900	880	1,850	2,900	1,500	2,775	4,500
SW3	Chelsea	Super Prime	385	535	775	525	780	1,400	800	1,600	2,500	1,600	2,550	4,100
SW5	Earls Court		320	420	550	450	625	1,150	680	1,000	1,200	1,080	1,710	2,150
SW6	Fulham		275	380	495	370	495	685	500	730	900	710	1,000	1,350
SW7	South Kensington/Knightsbridge	Super Prime	395	540	740	525	795	1,350	800	1,600	2,500	1,500	2,600	4,100
SW10	West Brompton		345	425	525	400	600	830	600	1,125	1,400	800	1,450	1,750
South We	est (South of the river)													
SW4	Clapham		295	335	415	370	450	600	500	625	850	660	800	1,100
SW11	Battersea		285	350	450	355	475	750	475	625	1,050	630	950	1,350
SW15	Putney		265	330	430	325	425	610	410	625	850	550	820	1,110
SW18	Wandsworth		275	310	350	325	440	675	420	700	850	555	725	900
SW19	Wimbledon		250	290	360	315	410	575	500	600	800	625	950	1,750
North We	ast .													
NW1	Camden		340	410	475	385	560	780	600	1,000	1,500	800	1,275	1,850
NW3	Hampstead		335	460	750	440	650	975	600	915	1,300	1,000	1,800	2,100
NW6	Kilburn/West Hampstead		310	365	430	370	460	595	545	700	800	760	900	1,175
NW8	St Johns Wood		325	400	525	400	620	850	600	1,080	1,570	925	1,560	1,900
NW11			255	265	295	350	395	480	420	600	700	625	850	900
												ı		
North an			320	400	480	420	570	840	550	750	1,075	770	975	1,240
N1	Islington		320	390	500	380	580	850	570	800	1,100	715	1,020	1,240
E1	Wapping		285	390	635	330	540	1,000	400	980	1,770	510	1,020	2,000
E14	Poplar/Canary Wharf		203	370	633	330	340	1,000	400	700	1,//0	310	1,000	2,000
South Ea			0.40	4/0	505	405	/00	005	F.F.O.	005	1 (00	/00	1.150	0.000
SE1	Southwark		340	460	595	425	600	925	550	925	1,600	600	1,150	2,000
SE10	Greenwich		250	320	395	310	390	550	430	585	750	630	790	950
SE16	Surrey Quays/Bermondsey		295	325	515	310	400	620	430	550	790	575	800	975
Home C	ounties													
Home C	Esher, Cobham, Weybridge		210	260	350	400	500	700	475	600	900	600	800	1,200
	Landi, Cobildin, Weyblidge		210	200			500	, 50	47.0	500	700	1 000	500	1,200







# London Map

# NW N E Wwest City SE SWsouth

# Detailed Post Code Map

Rent figure is average across all sizes, and all quartiles

W11 Notting Hill		W9 Maida Vale	£870	
	£1,055	W2 Paddington/		W] Mayfair
W8 Kensington		Marylebone		Í
	£1,385		£1,010	£1,900

# 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

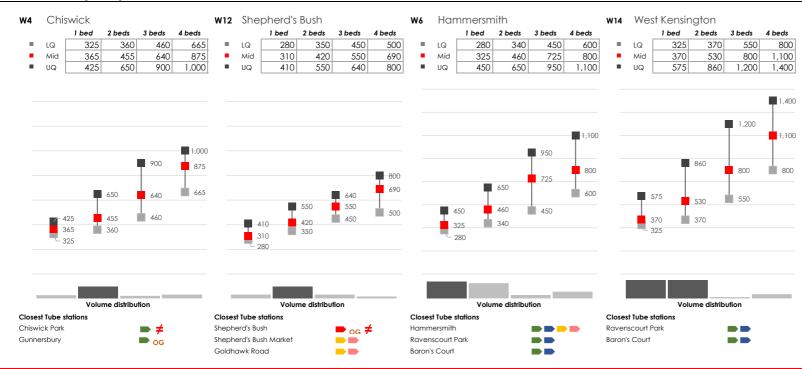
Affluent, inner-city area of central London. Mostly residential, with many private medical and dental practices, traditionally concentrated in Harley Street.

#### 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)

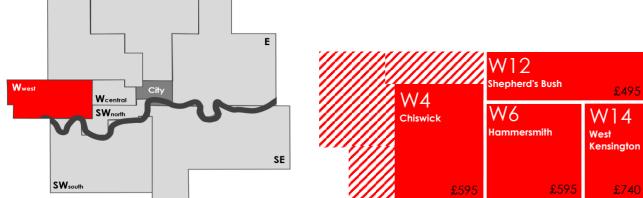




# **London Map**

# Detailed Post Code Map

# Rent figure is average across all sizes, and all quartiles N N



# 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

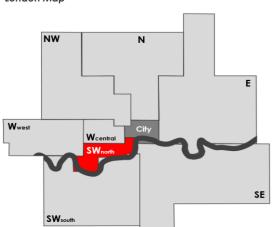
Home to the Olympia (exhibition and events centre), West Kensington is a residential area. It consists mainly of Victorian terraced houses, many of which are subdivided into blocks of flats.







# London Map



# **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
attractive for expatriates over the next two/three
years.

SW7
South Ken /
Knightsbridge
SW3
W. Brompton
SW3
Chelsea
£1,645

# Area Detail

6 - **Fulham** <u>Borough of Hammersmith & Fulham</u>

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.

SW10 - West Brompton 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. SUPER PRIME

### W3 - Chelse

Royal Borough of Kensington & Chelsea

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

# SW1 - Belgravia 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 265 325 410 550 10 Mid 330 425 625 820 UQ 430 610 850 1,110

# sw18 Wandsworth

	1 bed	2 beds	3 beds	4 beds
LQ	275	325	420	555
Mid	310	440	700	725
UQ	350	675	850	900
	Mid	LQ 275 Mid 310	LQ 275 325 Mid 310 440	LQ 275 325 420 Mid 310 440 700

# sw19 Wimbledon

		1 bed	2 beds	3 beds	4 beds
	LQ	250	315	500	625
•	Mid	290	410	600	950
	UQ	360	575	800	1,750

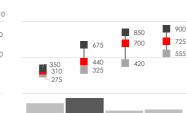
# sw11 Battersea

■ LQ 285 355	475	630
		000
■ Mid 350 475	625	950
■ UQ 450 750	1,050	1,350

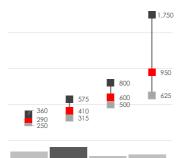
# sw4 Clapham

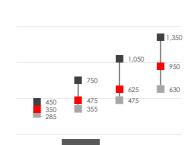
		1 bed	2 beds	3 beds	4 beds
-	LQ	295	370	500	660
•	Mid	335	450	625	800
	UQ	415	600	850	1,100

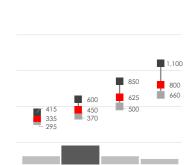




Volume distribution







Volume distribution

## Volume distribution **Closest Tube stations**

Putney East Putney

# Closest Tube stations Clapham Junction Clapham South Clapham Common







# Closest Tube stations Battersea Park

Vauxhall

# Closest Tube stations Clapham High Street

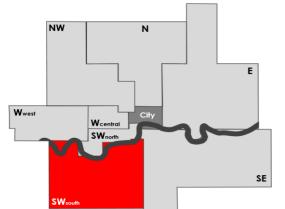


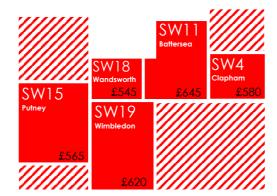


# London Map

# **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.

#### SW4 - 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

UQ



NW1 Camden

# NW6 West Hampstead 1 bed 2 beds 3 beds 4 beds ■ LQ 310 370 545 760 ■ Mid 365 460 700 900

595

800

1,175

430

#### NW8 St John's Wood 1 bed 2 beds 3 beds 325 400 600 Mid 400 620 1,080 UQ 525 850 1,570

		NW
	4 beds	
1	925	-
1	1,560	
	1 900	

٧3	Hampstead					
		1 bed	2 beds	3 beds	4 beds	
	LQ	335	440	600	1,000	
•	Mid	460	650	915	1,800	
	UQ	750	975	1,300	2,100	



480

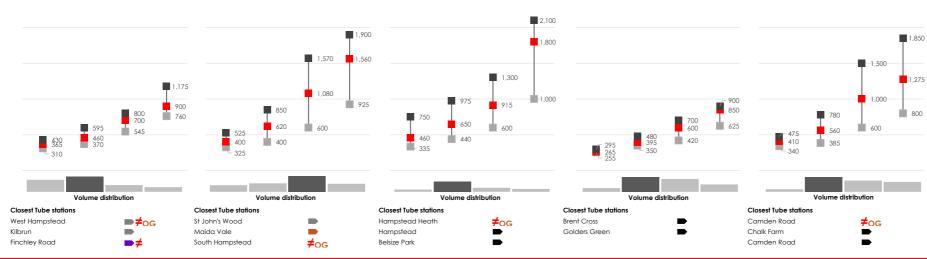
700

900

295

■ UQ

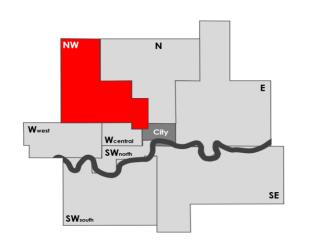
	04.114011				
		1 bed	2 beds	3 beds	4 beds
	LQ	340	385	600	800
•	Mid	410	560	1,000	1,275
	шО	175	78∩	1.500	1.850



# **London Map**

# Detailed Post Code Map

Rent figure is average across all sizes, and all quartiles





# Area Detail

# NW6 - **West Hampstead** <u>Borough of Camden</u>

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

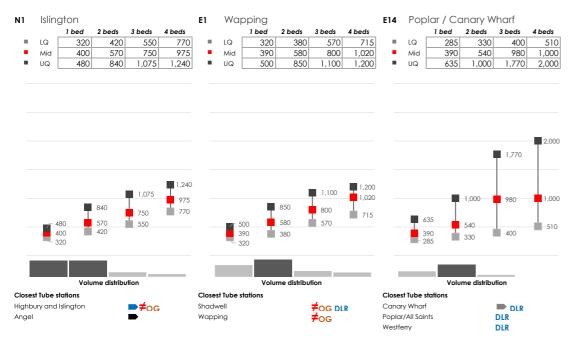
It has a wide variety of housing and a busy main shopping street, Golders Green Road. The area has relatively expensive property .

# 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" clothina.







# London Map

# Wwest Wcentral SWnorth SWsouth

# **Detailed Post Code Map**

Rent figure is average across all sizes, and all quartiles

\$\frac{1}{2}\$
\$\frac{1}{2}

# 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 Tower Hamlet

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 beds	3 beds	4 beds
	LQ	340	425	550	600
•	Mid	460	600	925	1,150
	UQ	595	925	1,600	2,000

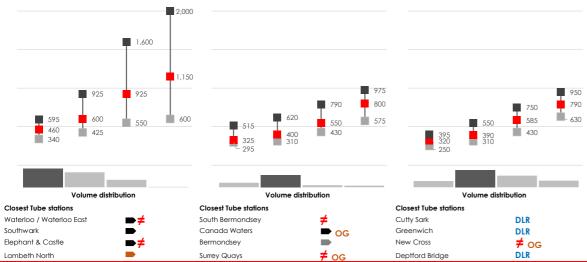
# **SE16** Surrey Quays/Bermondsey

■ LQ

	1 bed	2 beds	3 beds	4 beds
LQ	295	310	430	575
Mid	325	400	550	800
UQ	515	620	790	975

# SE10 Greenwich

		1 bed	2 beds	3 beds	4 beds
	LQ	250	310	430	630
•	Mid	320	390	585	790
	UQ	395	550	750	950



# **London Map**

**SW**<sub>south</sub>

# Detailed Post Code Map

# NW Wwest Wcentral SE



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.

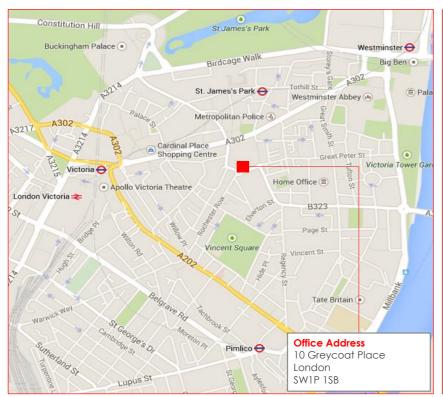
#### SE16 - Surrey Quays Borough of Southwark

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 Royal 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**

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# The Best Things in Life R3