

## London R3ntal Guide

A comprehensive guide to the London rental market
October 2018


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 evel 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 ocation. 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 6 different reputable sources and has consolidated it accordingly. Sources of data include well known web-based property sites, estate agency marke information, London Government official figures market in London

## Index

London - Rental Heat Map
London - Commute Map
Summary explanation and key
West London (Central)
West London (West)
South West London (North of the River)
South West London (South of the River)
North West London
North London and East London . . . . . . . . . . . . . . . . . . . . . . . . . 9
South East London


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 highe rent and smaller $£ /$ /SQFT ratio
- Higher range - 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 | 267 | 353 | 464 | 611 |
| Mid | 344 | 462 | 632 | 840 |
| UQ | 418 | 625 | 826 | 1.051 |
| LQ | 306 | 409 | 566 | 775 |
| Mid | 415 | 603 | 914 | 1,304 |
| UQ | 594 | 937 | 1,387 | 1,799 |
| LQ | 384 | 550 | 807 | 1,226 |
| Mid | 581 | 883 | 1,565 | 2,405 |
| UQ | 843 | 1,507 | 2,410 | 3,27 |


| E1 | Wapping | SW18 | Wandsworth |
| :---: | :---: | :---: | :---: |
| E14 | Poplar/Canary Wharf | SW19 | Wimbledon |
| N1 | Islington | SW3 | Chelsea |
| NW1 | Camden | SW4 | Clapham |
| NW11 | Golders Green | SW5 | Earls Court |
| NW3 | Hampstead | SW6 | Fulham |
| NW6 | Kilburn/West Hampstead | SW7 | South Kensington/Knightsbridge |
| NW8 | St Johns Wood | W1 | Mayfair |
| SE1 | Southwark | W11 | Notting Hill |
| SE10 | Greenwich | W12 | Shepherd's Bush |
| SE16 | Surrey Quays/Bermondsey | W14 | West Kensington |
| SW1 | Belgravia | W2 | Paddington/Marylebone |
| SW10 | West Brompton | W4 | Chiswick |
| SW11 | Battersea | W6 | Hammersmith |
| SW15 | Putney | W8 | Kensington |
| SW17 | Tooting | w9 | Maida Vale |



## London Commute Map

## London Commute Map (right)

## A mature network

London benefits from a mature and extensive commuter network of tubes, buses, rail, overground and river services. In addition, many commuters now also opt to cycle into work.

## Commute time

Here, we provide a summary of commute time, station to station. Timings shown are from most relevant station to Cannon Street and Canary Wharf. In order to get to a more realistic door to door commute time, walking to and from the station needs to be added, as well as waiting for tubes and other modes of transport.

In order to arrive at more realistic estimate, we suggest adding at least 10-15 min to these average journey times.

## Some facts about Commuting

According to the latest Transport Statistics Great Britain, London commuters have the longest average commute in the UK, at 46 minutes door to door. This is nearly twice the national average

As this is an average, the reality is that many residential areas include locations where the commute time is much longer. Moreover the reach of London is also far greater than any other large UK city. On average, London workers who live outside the capital commute 62 km to their job. Whilst this may not be directly relevant to international expats, it does translate into a significant number of commuters going in and out of the City every day.

Commuting in London costs on average $£ 132$ per month.

## Main modes of public transport

■ London Underground (The Tube)

- National Rai
- London Overground
- River Bus

DLR

- Emirates Air Line

For more details on these, visit the transport for london website on https://tfl.gov.uk/plan-a-journey





w4 Chiswick

|  | 1 bed | 2 beds | 3 beds | 4 beds |
| :---: | :---: | :---: | :---: | :---: |
| LQ | 275 | 350 | 445 | 715 |
| Mid | 345 | 455 | 610 | 910 |
| UQ | 420 | 650 | 765 | 1,085 |

w12 Shepherd's Bush

| W6 | Hammersmith |  |  |  |  | W14 | West Kensington |  |  | 3 beds | 4 beds |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 1 bed | 2 beds | 3 beds | 4 beds |  |  | 1 bed | 2 beds |  |  |
| - | LQ | 285 | 385 | 515 | 635 | - | LQ | 300 | 380 | 565 | 700 |
| - | Mid | 380 | 595 | 840 | 885 | - | Mid | 375 | 500 | 760 | 1,100 |
| - | UQ | 500 | 850 | 1,000 | 1,100 | - | UQ | 485 | 675 | 980 | 1,250 |

- $\quad$ LQ
- Mid LQ
Mid

UQ | $\mathbf{1}$ bed | 2 beds | $\mathbf{3}$ beds |  |
| ---: | ---: | ---: | ---: |
| 275 | $\mathbf{4}$ beds |  |  |
| 340 | 375 | 450 | 550 |
| 370 | 565 | 535 | 735 |
|  | 750 | 830 |  |


4 West Kensingto


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Closest Tube stations
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Chiswick Park
Gunnersbury

## London Map



Detailed Post Code Map
Rent figure is average across all sizes, and all quartiles

W4
Chiswick


## Area Detai

## W4-Chiswick Borough of Hounslow

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.

W12-Shepherd's Bush
Borough of Hammersmith \& Fulham An area of west London well connected to the City. Primarily residential in 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
W6 - - Aammersmith $\quad$ 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.

wlo West Brompton

sw3 Chelsea [super prime]


SW1 Belgravia [super prime]





Closest Tube stations
Gloucester Road
Gloucester Road
South Kensington
Knightsbridge


Area Detail
SW6 - Fulham Borough of Hammersmith \& Fulham Increasingly affluent area of south west London, very green and within very affordable than other SW north of the River.
SW10-West Brompton Royal Borough of Kensington\&Chelsea SWIO - West Brompton
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
SW3 - Chelsea 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

SW South West (South of the River)



NW1 Camden

| NW6 | West Hampstead |  |  |  |  | NW8 | St John's Wood |  |  |  |  | NW3 | Hampstead |  |  |  |  | Nw11 Golders Green |  |  |  |  |  | NW1 | Camden |  | 2 beds | eds | 4 beds |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 1 bed | 2 beds | 3 beds | 4 beds |  |  | 1 bed | 2 beds | 3 beds | 4 beds |  |  | 1 bed | 2 beds | 3 beds | 4 beds |  |  | 1 bed | 2 beds | 3 beds | 4 beds |  |  | 1 bed |  |  |  |
| - | LQ | 280 | 355 | 505 | 650 | - | LQ | 275 | 425 | 615 | 1,000 | - | LQ | 320 | 415 | 550 | 800 | - | LQ | 205 | 335 | 410 | 560 | - | LQ | 300 | 404 | 570 | 765 |
| - | Mid | 360 | 430 | 585 | 910 | - | mid | 385 | 650 | 1,100 | 1,875 | - | Mid | 400 | 575 | 850 | 1,475 | - | Mid | 275 | 400 | 550 | 810 | - | Mid | 42 | 613 | 945 | 1,175 |
| - | UQ | 430 | 565 | 700 | 1,150 | - | UQ | 585 | 950 | 1,650 | 2,200 | - | UQ | 600 | 890 | 1,175 | 1,875 | - | UQ | 310 | 495 | 700 | 975 | - | UQ | 575 | 739 | 1,300 | 1,600 |



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.
Ceveloped 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 he most expensive housing in the London area (on the sales market).

NW11-Golders Green Borough of Barnet If 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.



## Area Detail

SEI - 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.

E16-Surrey Quays Borough of Southwark
Koung professionals tend enioy Surrey Quays for the modern, relatively maintenance free properties, fast links to the City and the West End and maintenance free, properties, tast inks to the City and the West End and amilies moving here.

SE10-Greenwich
Greenwich offers a mixture of Royal Borough of Greenwich areas, but is still situated close enough to the likes of Canary Wharf and 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.

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