

# London R3ntal Guide

A comprehensive guide to the London rental market

October 2018

# **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.

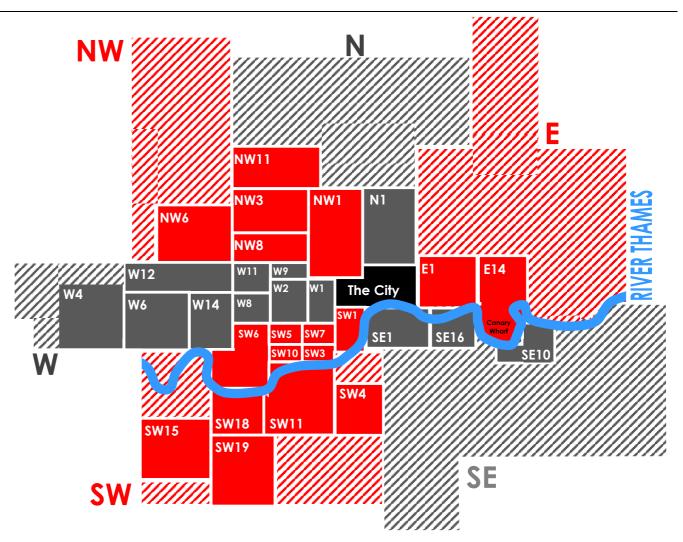
# Sources of data

In providing this overview, R3Location has gathered up to date London rental data from 6 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
London - Commute Map	2
Summary explanation and key	3
West London (Central)	4
West London (West)	5
South West London (North of the River)	6
South West London (South of the River)	7
North West London	8
North London and East London	9
South East London	10

**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:

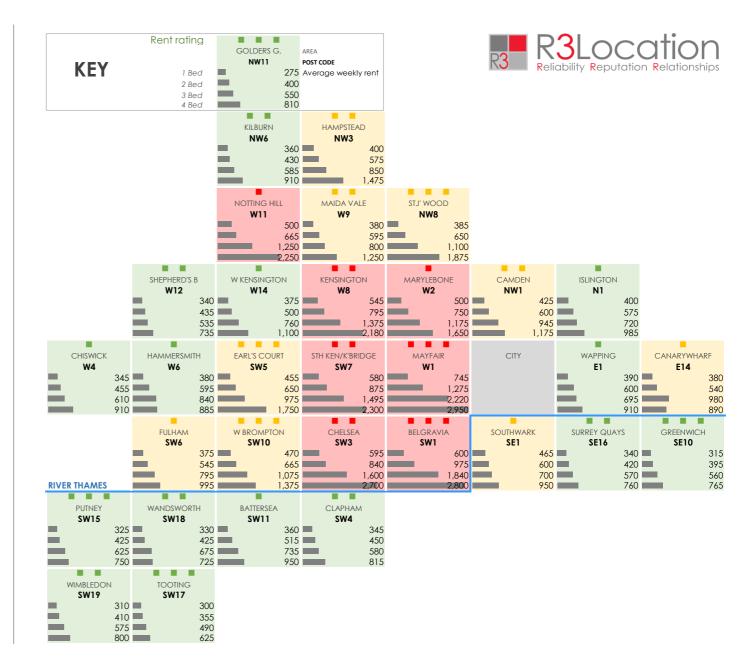
- Lower spectrum of the rental range still central London, but greater value than mid or high due to being away from the core centre of the Capital;
- Mid range closer to the core centre of London but higher rent and smaller £/SQFT ratio
- **Higher range** Mostly prime and super prime. Higher end of 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	3,272

Post	Codes	cate	gorie
------	-------	------	-------

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.

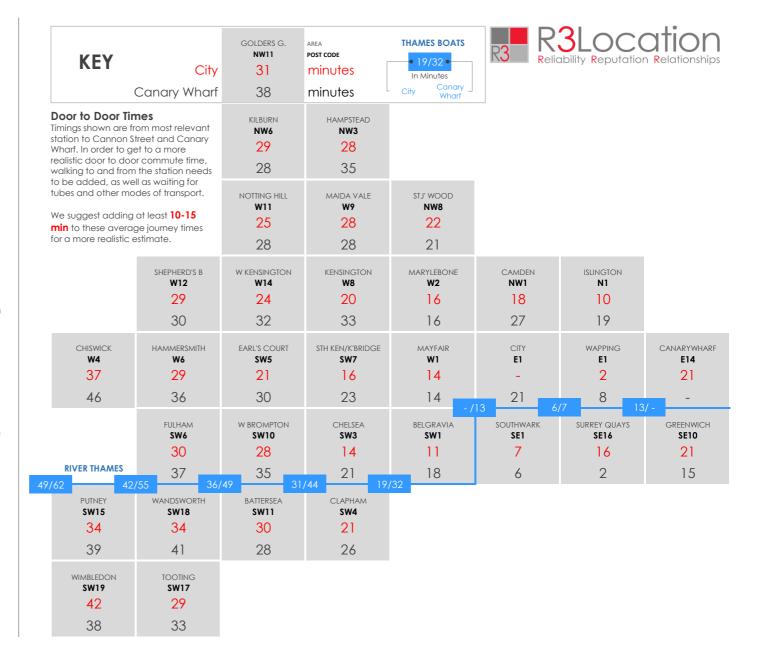
As this is an average, the reality is that many residential areas include locations where the commute time is much longer. Moreover the reach of London is also far greater than any other large UK city. On average, London workers who live outside the capital commute 62 km to their job. Whilst this may 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

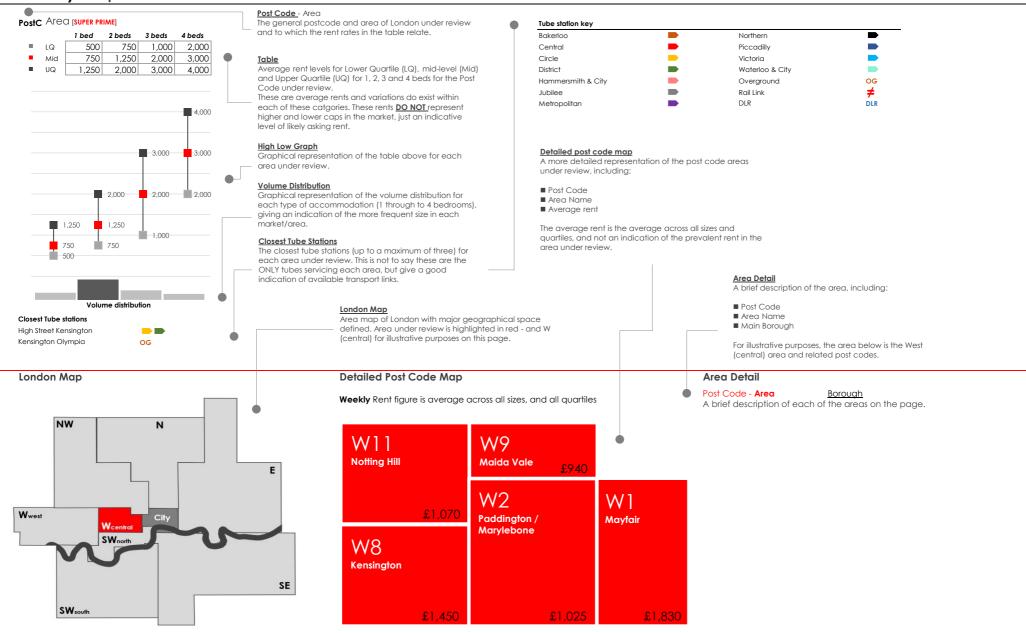
- London Underground (The Tube)
- National Rail
- London Overground
- River Bus
- DIR
- Emirates Air Line

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





# Key - explanation of content





Area	Rent	<b>Summary</b>

Rents are quoted weekly

				1 bed			2 beds			3 beds			4 beds	
			LQ	Mid	UQ	LQ	Mid	UQ	LQ	Mid	UQ	LQ	Mid	UQ
West (Co	entral)													
W1	Mayfair	Super Prime	500	745	1,050	685	1,275	2,350	1,085	2,220	3,085	1,200	2,950	3,900
W2	Paddington/Marylebone		365	500	700	500	750	1,015	785	1,175	1,735	985	1,650	2,000
W8	Kensington	Super Prime	365	545	820	525	795	1,500	745	1,375	2,350	1,395	2,180	3,100
W9	Maida Vale		260	380	500	375	595	900	525	800	1,200	825	1,250	1,650
W11	Notting Hill		350	500	780	460	665	930	655	1,250	1,700	1,250	2,250	2,950
West (W	est)													
W4	Chiswick		275	345	420	350	455	650	445	610	765	715	910	1,085
W6	Hammersmith		285	380	500	385	595	850	515	840	1,000	635	885	1,100
W12	Shepherd's Bush		275	340	370	375	435	565	450	535	750	550	735	830
W14	West Kensington		300	375	485	380	500	675	565	760	980	700	1,100	1,250
South W	est (North of the river)													
SW1	Belgravia	Super Prime	355	600	900	525	975	1,725	730	1,840	2,800	1,100	2,800	4,000
SW3	Chelsea	Super Prime	375	595	900	595	840	1,400	800	1,600	2,650	1,400	2,700	3,850
SW5	Earls Court		325	455	675	455	650	1,125	630	975	1,500	1,020	1,750	2,150
SW6	Fulham		295	375	545	395	545	810	515	795	1,150	660	995	1,400
SW7	South Kensington/Knightsbridge	Super Prime	375	580	750	555	875	1,625	845	1,495	2,550	1,250	2,300	3,100
SW10	West Brompton		375	470	625	450	665	1,125	655	1,075	1,750	775	1,375	1,915
South W	est (South of the river)													
SW4	Clapham		295	345	405	370	450	600	475	580	730	650	815	1,000
SW11	Battersea		284	360	495	380	515	800	480	735	1,140	630	950	1,350
SW15	Putney		255	325	375	325	425	545	395	625	765	510	750	900
SW18	Wandsworth		275	330	385	325	425	550	420	675	885	600	725	950
SW19	Wimbledon		245	310	340	310	410	575	435	575	785	575	800	1,250
North W	est													
NW1	Camden		300	425	575	405	600	740	570	945	1,300	765	1,175	1,600
NW3	Hampstead		320	400	600	415	575	890	550	850	1,175	800	1,475	1,875
NW6	Kilburn/West Hampstead		280	360	430	355	430	565	505	585	700	650	910	1,150
NW8	St Johns Wood		275	385	585	425	650	950	615	1,100	1,650	1,000	1,875	2,200
NW11	Golders Green		205	275	310	335	400	495	410	550	700	560	810	975
North ar	nd Fast													
N1	Islington		305	400	550	405	575	795	520	720	950	675	985	1,300
E1	Wapping		275	390	500	395	600	825	500	695	1,035	640	910	1,100
E14	Poplar/Canary Wharf		275	380	555	360	540	995	480	980	1,500	525	890	1,750
South Ec												1		
SE1	Southwark		325	465	685	395	600	895	550	700	1,250	600	950	1,650
SE10	Greenwich		250	315	360	310	395	495	430	560	710	610	765	930
SE16	Surrey Quays/Bermondsey		215	340	410	335	420	575	470	570	745	560	760	860
Home C			07.5	0.10	075	0.1.0	0.10	550	0.75	4	015	F70	705	1.000
	Esher, Cobham, Weybridge		215	240	275	310	360	550	365	475	815	570	735	1,020



# W West (central)



# **London Map**

# NW N E Wwest City SWnorth SE SW<sub>south</sub>

# **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.

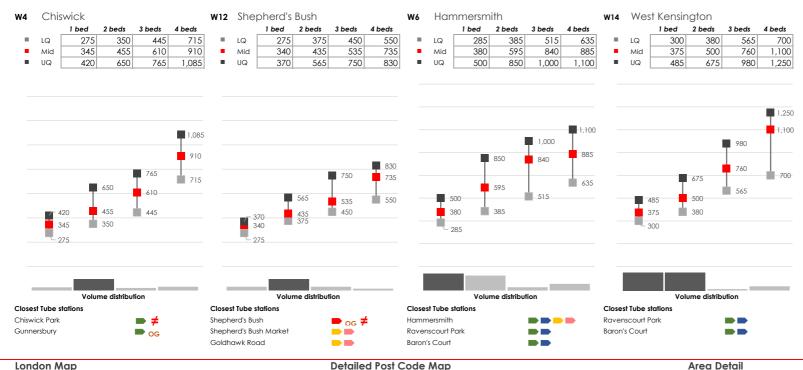
# W1 - Mayfair

# 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

# W West (west)





# Rent figure is average across all sizes, and all quartiles NW Ν Е Shepherd's Bush £520 City W4 **W**central W6 SWnorth W14 Chiswick Hammersmith West Kensington SE **SW**south £675

## Area Detail

#### 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

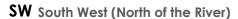
An area of west London well connected to the City. Primarily residential in character, its focus is the shopping area of Westfield shopping centre, the largest urban shopping centre in Europe.

#### W6 - Hammersmith Borough of Hammersmith & Fulham

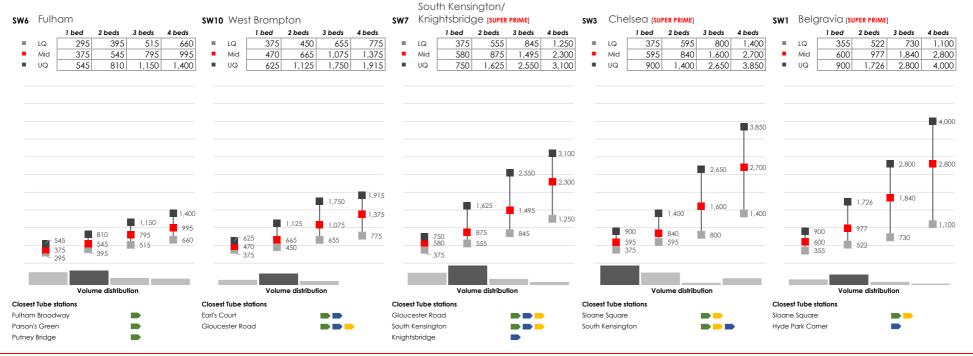
An urban centre on the north bank of the River Thames. One of west London's key transport hubs and commercial and employment centres. It is focused on the two London Underground stations, bus station and road network converging at Hammersmith Broadway.

#### W14 - West Kensington Hammersmith&Fulham, RBKC

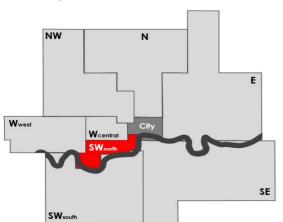
Home to the Olympia (exhibition and events centre), West Kensington is a residential area. It consists mainly of Victorian terraced houses, many of which are subdivided into blocks of flats.







# 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.

\$\times\_{\text{Fulham}}\$\$ SW7 South Ken / Knightsbridge SW1 W. Brompton SW3 Chelsea

£940

£1,475

# 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** 

# 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** 





# SW15 Putney

		1 bed	2 beds	3 beds	4 beds
	LQ	255	325	395	510
•	Mid	325	425	625	750
	UQ	375	545	765	900

#### sw18 Wandsworth 1 bed 2 beds 3 beds 275 325 LQ

425

550

330

385

#### sw19 Wimbledon 4 beds 420 600 675 725 885 950

#### 1 bed 2 beds 3 beds 4 beds 245 310 435 575 LQ Mid 310 410 575 800 ■ UQ 340 575 785 1,250

# sw11 Battersea

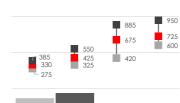
#### 1 bed 2 beds 3 beds 4 beds 284 380 480 630 LQ Mid 360 515 735 950 800 UQ 495 1,140 1,350

# sw4 Clapham

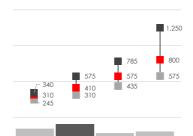
		1 bed	2 beds	3 beds	4 beds
-	LQ	295	372	475	650
•	Mid	345	451	580	815
	UQ	405	600	730	1,000



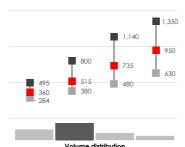
Volume distribution

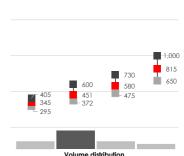


Volume distribution



Volume distribution





# Closest Tube stations

East Putney

# Closest Tube stations Clapham Junction

Mid

UQ

Clapham South Clapham Common

# ≠ og

#### Closest Tube stations Wimbledon **=** ± Wimbledon Park Southfields

# Closest Tube stations Battersea Park

Vauxhall

# Closest Tube stations

Clapham High Street Clapham Common Clapham North

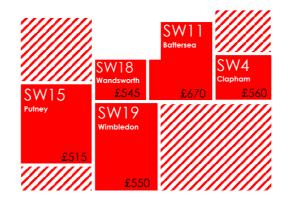


# London Map

# NW Ν Е Wwest City Wcentral SWnorth SE

# **Detailed Post Code Map**

Rent figure is average across all sizes, and all quartiles



# Area Detail

# Borough of Wandsworth

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

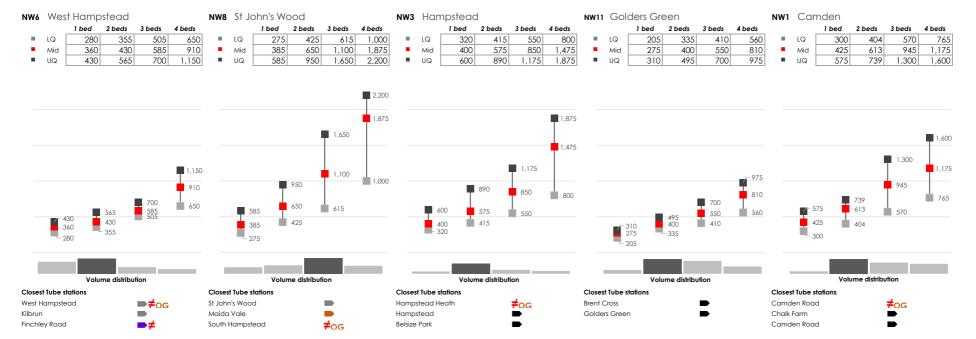
The new US embassy is being constructed at Nine Elms, a new development that also sees the building of luxury apartments in the area. Battersea Park is one of the largest South of the River . Close to Chelsea and more affordable - poor transport links.

#### 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

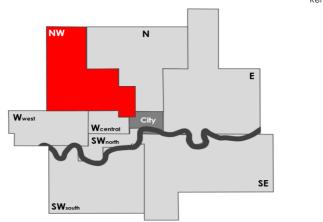




# London Map

# 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

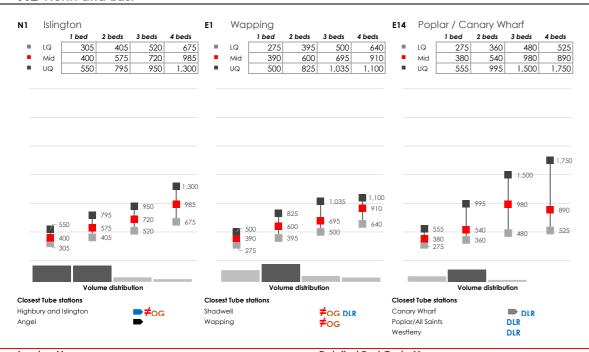
It has a wide variety of housing and a busy main shopping street, Golders Green Road. The area has relatively expensive property .

# 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" clothing.







# Rent figure is average across all sizes, and all quartiles Wwest SW south SW south SE £680 E1 Wappling Foplar F770

# 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	325	395	550	600
Mid	465	600	700	950
UQ	685	895	1,250	1,650

# SE16 Surrey Quays/Bermondsey 2 beds 3 beds

335

420

575

1 bed

215

340

410

LQ

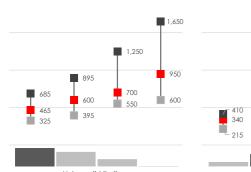
Mid

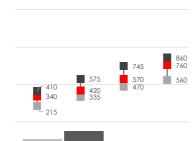
UQ

iuse y		36
oeds	4 beds	
470	560	
570	760	
745	860	

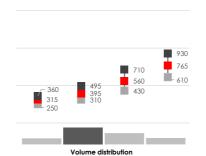
# SE10 Greenwich

		1 bed	2 beds	3 beds	4 beds
	LQ	250	310	430	610
•	Mid	315	395	560	765
	UQ	360	495	710	930





Volume distribution



# Volume distribution

Waterloo / Waterloo East	<b>₽</b> ≠
Southwark	
Elephant & Castle	<b>₽</b> ≠
Lambeth North	

# Closest Tube stations South Bermondsev

Canada Waters

Bermondsey

Surrey Quays

<b>≠</b>	
■ og	
4	

# Closest Tube stations

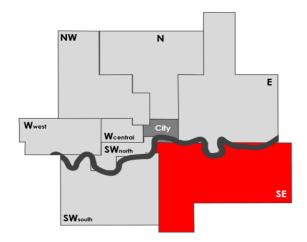
Cutty Sark DLR Greenwich DLR New Cross ≠ og Deptford Bridge DLR

# **London Map**

Closest Tube stations

# **Detailed Post Code Map**

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.

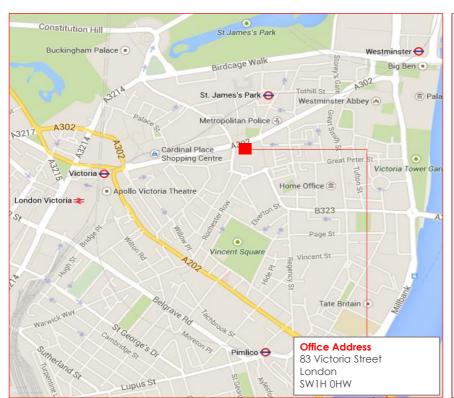
#### SE16 - Surrey Quays Borough of Southwark

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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