

# London R3ntal Guide

A comprehensive guide to the London rental market

September 2017

# **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.

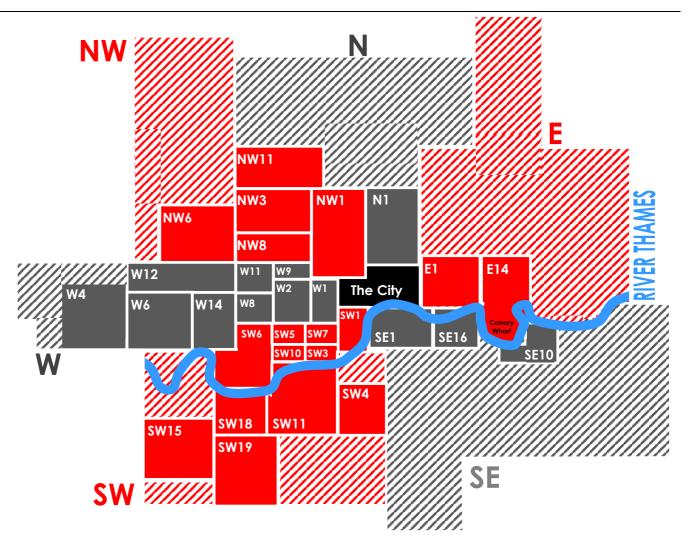
# Sources of data

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:

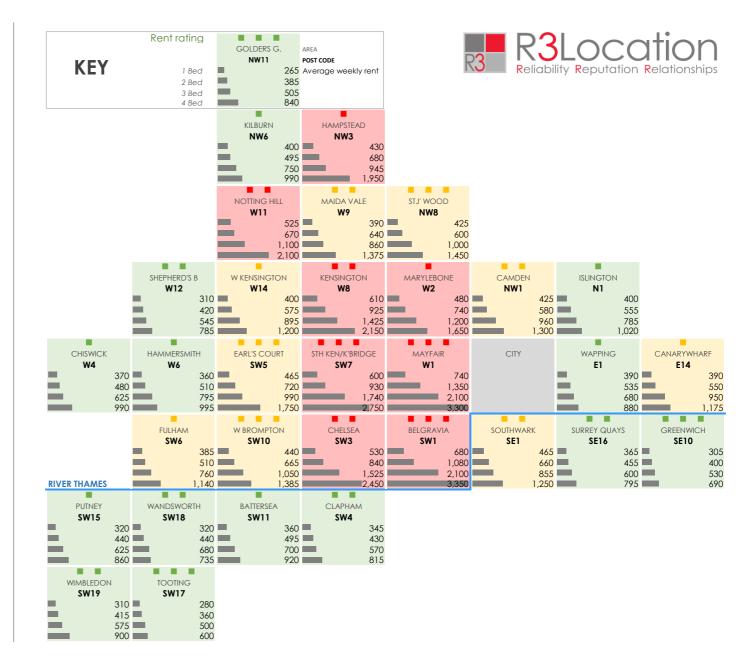
- Lower spectrum of the rental range still central London, but greater value than mid or high due to being away from the core centre of the Capital;
- Mid range closer to the core centre of London but higher rent and smaller £/SQFT ratio
- **Higher range** Mostly prime and super prime. Higher end of 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	243	314	418	651
Mid	340	454	631	854
UQ	412	635	860	1,108
LQ	294	358	506	800
Mid	422	618	927	1,398
UQ	613	956	1,381	1,773
LQ	336	449	747	1,461
Mid	595	934	1,599	2,536
UQ	863	1,518	2,300	3,465

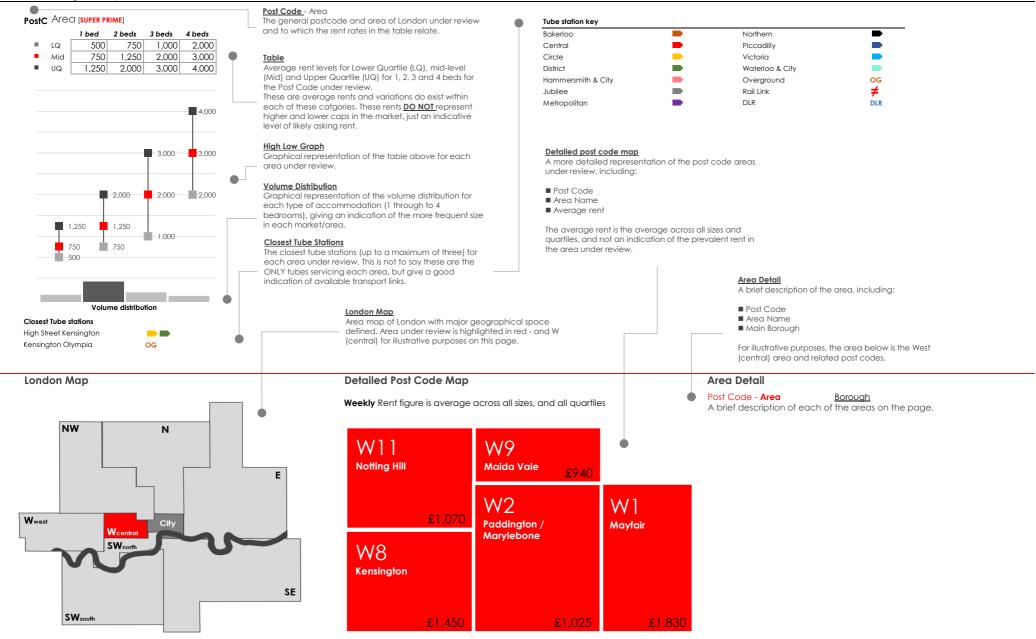
Post Codes	categories
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W9	Maida Vale	SW17	Tooting
W8	Kensington	SW15	Putney
W6	Hammersmith	SW11	Battersea
W4	Chiswick	SW10	West Brompton
W2	Paddington/Marylebone	SW1	Belgravia
W14	West Kensington	SE16	Surrey Quays/Bermondsey
W12	Shepherd's Bush	SE10	Greenwich
W11	Notting Hill	SE1	Southwark
W1	Mayfair	NW8	St Johns Wood
SW7	Sth Ken/Knightsbridge	NW6	Kilburn/West Hampstead
SW6	Fulham	NW3	Hampstead
SW5	Earls Court	NW11	Golders Green
SW4	Clapham	NW1	Camden
SW3	Chelsea	N1	Islington
SW19	Wimbledon	E14	Poplar/Canary Wharf
SW18	Wandsworth	E1	Wapping





# Key - explanation of content





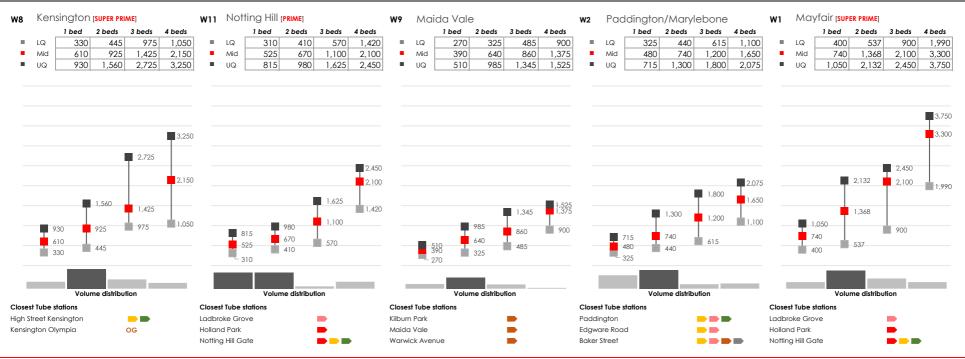
Area	Rent	<b>Summary</b>

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 (C	entral)		LOC	Mila	oq	Loc	mid	o a	Loc	MIG	o Q	100	MIG	Ju
W1	Mayfair	Super Prime	400	740	1,050	530	1,350	2,150	900	2,100	2,450	1,990	3,300	3,750
W2	Paddington/Marylebone	00001111110	325	480	715	440	740	1,300	615	1,200	1,800	1,100	1,650	2,075
W8	Kensington	Super Prime	330	610	930	445	925	1,560	975	1,425	2,725	1,050	2,150	3,250
W9	Maida Vale		270	390	510	325	640	985	485	860	1,345	900	1,375	1,525
W11	Notting Hill		310	525	815	410	670	980	570	1,100	1,625	1,420	2,100	2,450
West (W		'												
W4	Chiswick		260	370	500	330	480	690	395	625	930	660	990	1,150
W6	Hammersmith		240	360	415	330	510	660	540	795	985	700	995	1,350
W12	Shepherd's Bush		240	310	365	330	420	610	375	545	745	610	785	975
W14	West Kensington		310	400	630	375	575	920	550	895	1,225	790	1,200	1,375
	est (North of the river)													
SW1	Belgravia	Super Prime	340	680	1,120	470	1,080	1,975	895	2,100	3,050	1,500	3,350	4,400
SW3	Chelsea	Super Prime	335	530	710	410	840	1,350	600	1,525	2,200	1,670	2,450	4,250
SW5	Earls Court		285	465	600	410	720	1,040	580	990	1,400	1,060	1,750	2,115
SW6	Fulham		240	385	585	330	510	900	450	760	1,100	705	1,140	1,600
SW7	South Kensington/Knightsbridge	Super Prime	315	600	700	435	930	1,310	675	1,740	2,250	1,500	2,750	4,080
SW10	West Brompton		315	440	485	365	665	915	530	1,050	1,425	785	1,385	1,715
South W	est (South of the river)													
SW4	Clapham		250	345	405	305	430	555	400	570	715	715	815	1,070
SW11	Battersea		240	360	485	350	495	975	420	700	1,270	645	920	1,410
SW15	Putney		240	320	380	305	440	590	400	625	1,100	675	860	1,175
SW18	Wandsworth		240	320	335	315	440	690	390	680	895	555	735	945
SW19	Wimbledon		230	310	340	295	415	500	385	575	700	570	900	1,450
North W	est													
NW1	Camden		280	425	565	335	580	710	470	960	1,225	715	1,300	1,500
NW3	Hampstead		305	430	700	330	680	890	480	945	1,350	985	1,950	2,220
NW6	Kilburn/West Hampstead		250	400	490	310	495	600	470	750	920	850	990	1,225
NW8	St Johns Wood		310	425	625	395	600	975	560	1,000	1,690	845	1,450	1,825
NW11	Golders Green		200	265	280	315	385	475	370	505	600	610	840	880
North ar	nd East													
N1	Islington		260	400	595	325	555	875	500	785	1,100	705	1,020	1,200
E1	Wapping		310	390	480	335	535	650	530	680	850	730	880	1,200
E14	Poplar/Canary Wharf		280	390	720	315	550	1,200	420	950	1,850	615	1,175	2,000
South Ec	ıst													
SE1	Southwark		340	465	710	395	660	1,025	530	855	1,200	600	1,250	1,850
SE10	Greenwich		225	305	360	280	400	600	365	530	710	640	690	860
SE16	Surrey Quays/Bermondsey		240	365	425	295	455	580	350	600	700	570	795	970
Home C			000		0.40	105	440	(00	100	***	010	100		
	Esher, Cobham, Weybridge		220	255	360	425	460	680	480	680	910	620	830	1,240





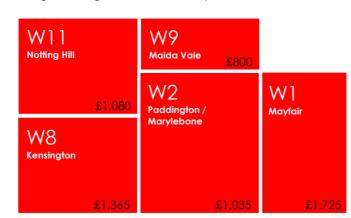


# London Map

# 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

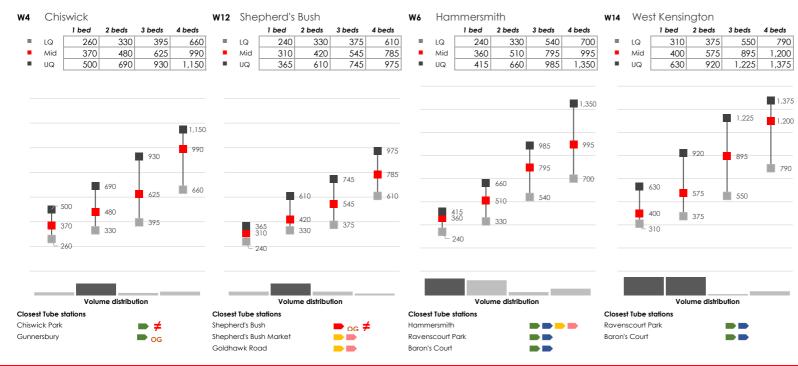
Affluent, inner-city area of central London. Mostly residential, with many private medical and dental practices, traditionally concentrated in Harley Street.

### 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**

SW<sub>south</sub>

# Detailed Post Code Map

Rent figure is average across all sizes, and all quartiles

£655

# NW N N Worth City Shepherd's Bush £525 W6 Hammersmith West Kensington

# 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

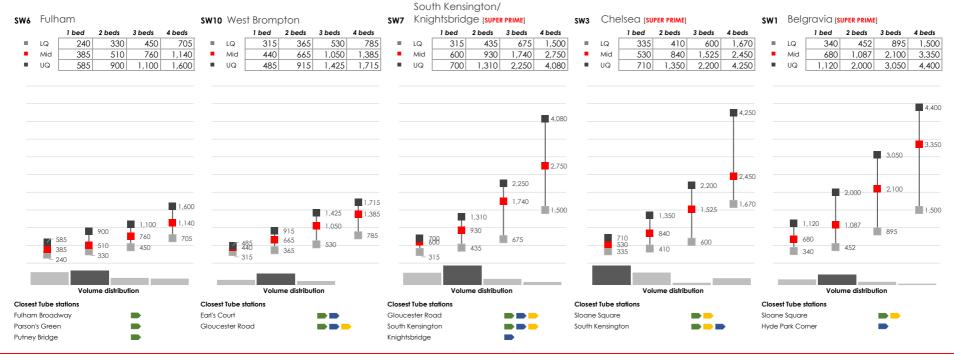
An urban centre on the north bank of the River Thames. One of west London's key transport hubs and commercial and employment centres. It is focused on the two London Underground stations, bus station and road network converging at Hammersmith Broadway.

# W14 - West Kensington Hammersmith&Fulham, RBKC

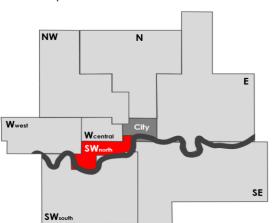
Home to the Olympia (exhibition and events centre), West Kensington is a residential area. It consists mainly of Victorian terraced houses, many of which are subdivided into blocks of flats.







# **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
£1,745

# Area Detail

- Fulham 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.

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

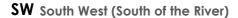
## W3 - Chelse

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 240 305 400 675 10 Mid 320 440 625 860 UQ 590 1,100 1,175 380

# sw18 Wandsworth

		1 bed	2 beds	3 beds	4 beds
	LQ	240	315	390	555
•	Mid	320	440	680	735
	UQ	335	690	895	945

# sw19 Wimbledon

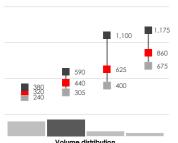
		1 bed	2 beds	3 beds	4 beds
	LQ	230	295	385	570
•	Mid	310	415	575	900
	UQ	340	500	700	1,450

# sw11 Battersea

		1 bed	2 beds	3 beds	4 beds
-	LQ	240	350	420	645
•	Mid	360	495	700	920
	UQ	485	975	1,270	1,410

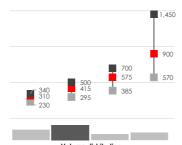
# sw4 Clapham

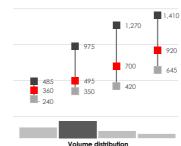
	i bea	2 peas	3 peas	4 peas
LQ	250	303	400	71.
Mid	345	435	570	81
UQ	405	558	715	1,070

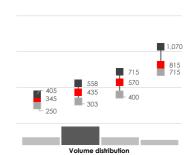




Volume distribution







# Closest Tube stations

Putney East Putney

# Closest Tube stations Clapham Junction



# ≠ og

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

# Closest Tube stations Battersea Park

Vauxhall

# Closest Tube stations Clapham High Street Clapham Common



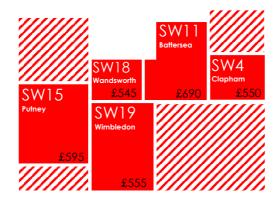


# London Map

# NW Ν Ε Wwest City Wcentral SE

# **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

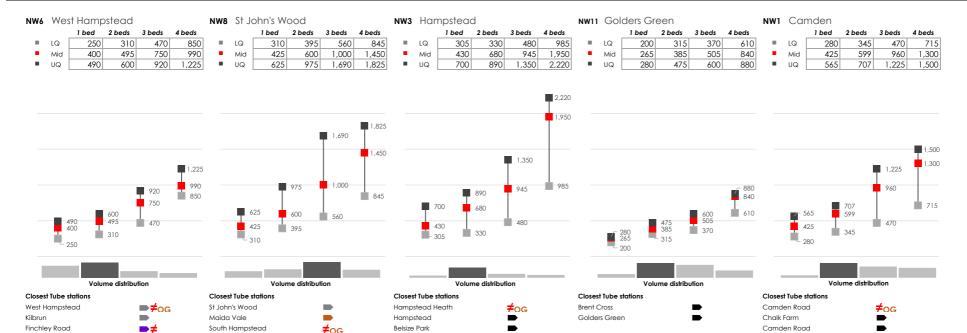
The new US embassy is being constructed at Nine Elms, a new development that also sees the building of luxury apartments in the area. Battersea Park is one of the largest South of the River. Close to Chelsea and more affordable poor transport links.

### 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

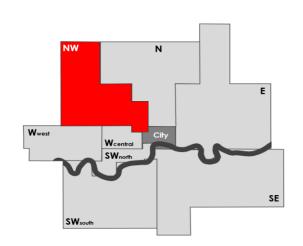


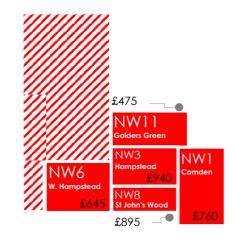


# **London Map**

# 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

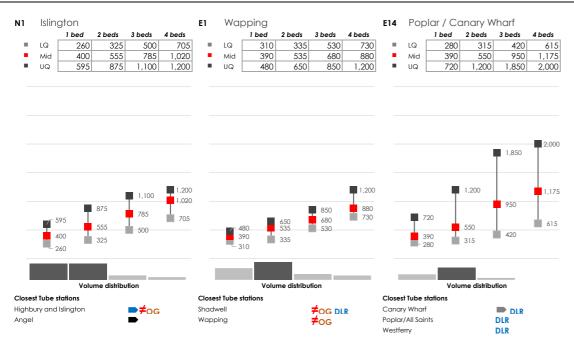
It has a wide variety of housing and a busy main shopping street, Golders Green Road. The area has relatively expensive property .

# 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" clothina.







# London Map

# NW N N E E SE SW<sub>south</sub>

# Detailed Post Code Map

Rent figure is average across all sizes, and all quartiles

Logo Equation 1. Section 1.

# 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	395	530	600
Mid	465	660	855	1,250
UQ	710	1,025	1,200	1,850

# **SE16** Surrey Quays/Bermondsey

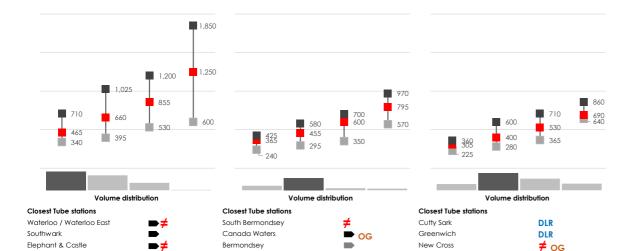
Surrey Quays

	1 bed	2 beds	3 beds	4 beds
LQ	240	295	350	570
Mid	365	455	600	795
UQ	425	580	700	970

# SE10 Greenwich

		1 bed	2 beds	3 beds	4 beds
-	LQ	225	280	365	640
•	Mid	305	400	530	690
	UQ	360	600	710	860

DLR



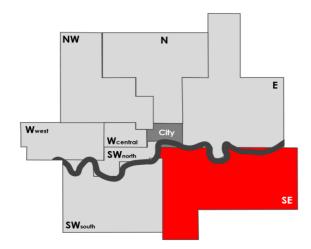
# Lambeth North **London Map**

# Detailed Post Code Map

≠ <u>og</u>

Rent figure is average across all sizes, and all quartiles

Deptford Bridge





# 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).