



MARYLEBONE REPORT

LONDON'S LIVEABLE, WALKABLE VILLAGE

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Mixing beautiful period architecture with stunning new development, this fashionable London neighbourhood retains its cosy village feel while located in the heart of central London.


Bordered to the east by Regent's Park and to the south by Oxford Street's world class shopping destination, renowned eateries and specialist boutiques ensure Marylebone remains one of London's most stylish neighbourhoods. Recent completions of The Chilterns in 2015 and Fitzroy Place in 2016 have set new benchmarks for the area. With stunning new developments Rathbone Square, Chiltern Place and The W1 all due for completion in 2017, this area is creating waves for residents and businesses alike.

House prices

	2016/17	2015/16	2013/14
 Number of sales	300	457*	411
 Sales price	£1.5m	£1.9m*	£1.4m
 Total value	£459m	£877m*	£595m
 Average £psf	£1,581	£1,623	£1,491

Source: dataloft/Land Registry, (July - June), Epsf data from LonRes. * Excludes 207 new build sales at Pearson Square which affected the averages (£365m worth of sales).

Profile of sales by property type, age and value band

	 Previously owned	 New build
Flat	93.9%	100%
Terraced house	6.1%	0%
Under £1m	45.7%	0%
£1m-£2m	31.2%	80.0%
£2m-£5m	20.7%	20.0%
£5m+	2.4%	0%

Source: dataloft/Land Registry, based on sales in the last 12 months

Availability and asking prices

492 properties currently available to purchase in Marylebone.

37% are 2 bedroom properties.

94% of all properties available for sale are flats.

Average asking price for two bedroom apartments currently available in Marylebone is **£1.8 million.**

Source: dataloft/Zoopla, LonRes (average price)

Development

- The Howard de Walden estate expertly nurtures the development of Marylebone, where average values are reaching new highs.
- In total there remain 77 schemes and 1,277 units in the Marylebone pipeline, including all those that are under construction, have planning approval granted or have applied for planning permission. 17 are currently under construction and due to complete by the end of 2018, including 142 private units at Rathbone Square expected in the autumn.
- Fitzroy Place is the largest Marylebone development in over a decade. 236 of the 237 apartments were sold prior to its 2016 completion.
- Frogmore and Galliard's 2016 development, The Chilterns, comprises 44 apartments and two penthouses. Prices start at £2 million, with the penthouse at £25 million.
- Chiltern Place, due for completion November 2017, will offer 56 apartments and townhouses at between £1.9 million and £12.5 million.
- The W1, by esure founder Peter Wood, comprising 19 apartments and five townhouses will complete this development this autumn with prices from £4 million to £12.5 million.

	Schemes	Units
Application	2	47
Permission	58	721
Under construction	17	459

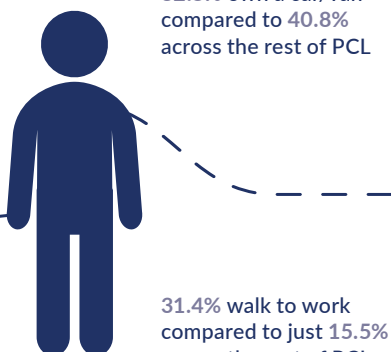
Source: dataloft/EGi

Demographics

Population density of just 115 people per hectare compared to 127 across PCL as a whole.

32.5% own a car/van compared to 40.8% across the rest of PCL

31.4% walk to work compared to just 15.5% across the rest of PCL

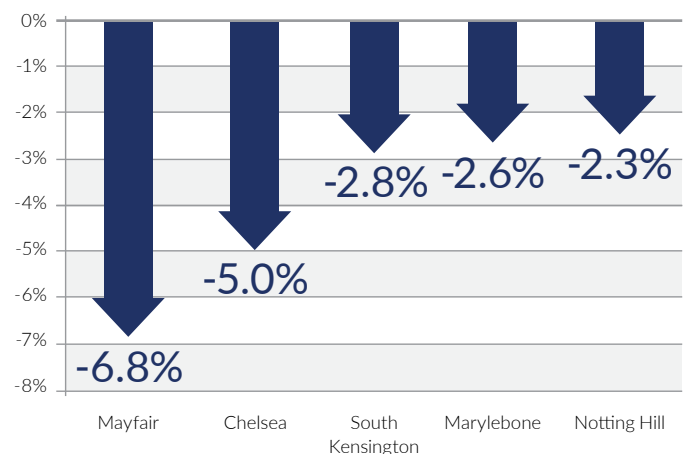


Source: dataloft/Census 2011, CAMEO

Comparison with other prime central London markets

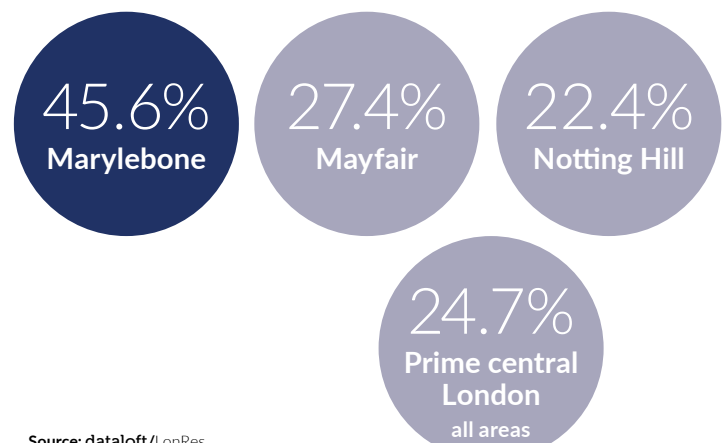
- The rate of growth in Marylebone has outperformed many areas over recent years, and while average values across prime central London fell in the last year, the price fall here has not been as significant as in other areas.
- Over the last five years, average sales prices per square foot in the Marylebone area have increased by 47.8%. This compares to a rise of 27% across Mayfair and 22% in Notting Hill.
- Five years ago, average prices per square foot around Marylebone were 8.3% lower than the average across prime central London, they are now 7.1% higher.

Price falls across Marylebone are less than in traditional prime central areas

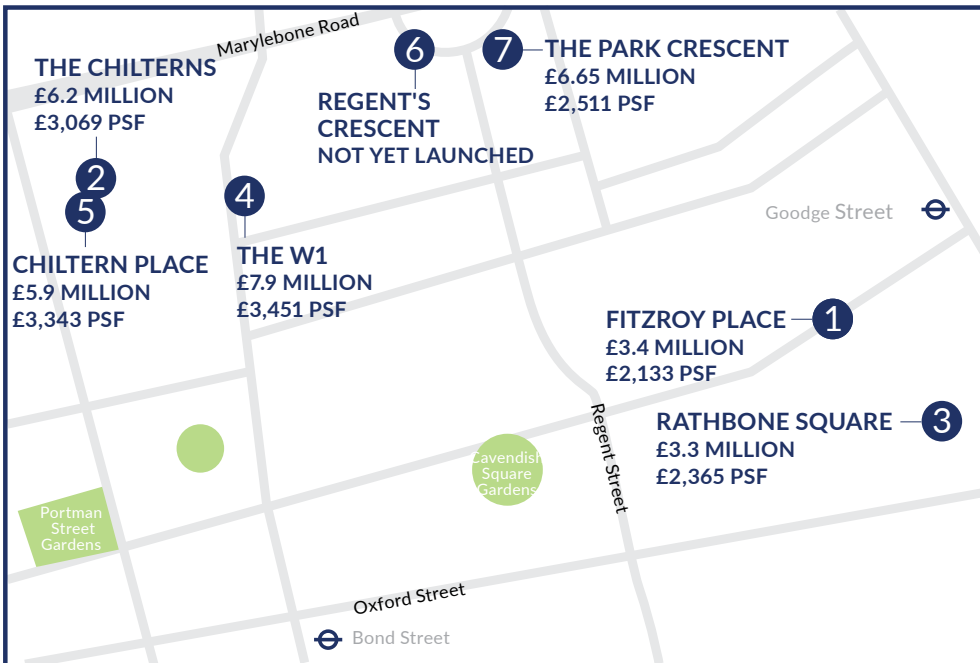


Source: dataloft/LonRes (% change in Epsf June 2017 compared to June 2016)

Five year growth outshines other prime central London areas



Source: dataloft/LonRes



- 1 FITZROY PLACE (2016)
Mortimer Street, W1T 3JA
Aviva Investors
237 APARTMENTS
- 2 THE CHILTERN (2016)
Paddington Street, W1U 5QR
Frogmore and Galliard
44 APARTMENTS
- 3 RATHBONE SQUARE (2017)
1 Rathbone Place, W1T 1AA
Great Portland Estates
142 APARTMENTS
- 4 THE W1 (2017)
Marylebone High Street,
W1U 4AA
W-One International
19 APARTMENTS / 5 TOWNHOUSES
- 5 CHILTERN PLACE (2017)
Chiltern Street, W1U 4AG
Ronson Capital
56 APARTMENTS
- 6 REGENT'S CRESCENT (2018)
Park Crescent, W1B 1AL
PCW Property/CIT
76 APARTMENTS
- 7 THE PARK CRESCENT
W1B and W1W
Amazon Property
16 APARTMENTS PHASES 1-3
PHASE 4 NOT YET LAUNCHED

Select developments in the Marylebone/Fitzrovia market

AVERAGE PRICE AND AVERAGE PRICE PER SQUARE FOOT, PER DEVELOPMENT

ABOUT BEAUCHAMP ESTATES

For nearly 40 years Beauchamp Estates has been at the core of the London property market. With the Mayfair head office nestled behind one of Curzon Street's imposing Georgian facades, Beauchamp Estates has become the heartbeat of prime central London.

Handling an exclusive property portfolio on behalf of a broad client base, Beauchamp Estates' principal activities involve the sale and purchase of exclusive residential and commercial property in prime central London; also undertaking acquisition, investment and letting on behalf of their valued clients.

Beauchamp Estates work closely with international investment purchasers and has unrivalled experience of selling prime central London property to this market.

Beauchamp Estates Private Office, also situated on Curzon Street, has been set up to handle the investment needs of High Net Worth Individuals from Europe, the CIS and Far East. Beauchamp Estates also have offices outside of the United Kingdom, located in Cannes, Florence and Mykonos. They also have real estate associate offices in New York and Herzliya, Israel.

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