

# PRIME SURREY MARKET REPORT

A RARE OPPORTUNITY FOR AN EXCEPTIONAL LIFESTYLE



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# PRIME SURREY REPORT

Less than an hour's commute from the capital and situated in some of the most highly protected landscapes of the UK, Surrey offers an exceptional lifestyle and some exceptional properties; it is no wonder that it is highly prized as an idyllic location by the UK's property elite.

Elmbridge and Runnymede boroughs house some of the most exclusive and desirable real estate outside the capital. In recent times price growth here has exceeded prime central areas of London. Exclusive private estates in Oxshott, St George's Hill and ultimately Wentworth, are home to some of the world's most affluent and discreet families. The area, and in particular Wick Lane, in close proximity to Windsor Great Park, offers some of the most prized homes in the area. The owners are afforded beautiful grounds, privacy, luxury and a quality of life second to none.

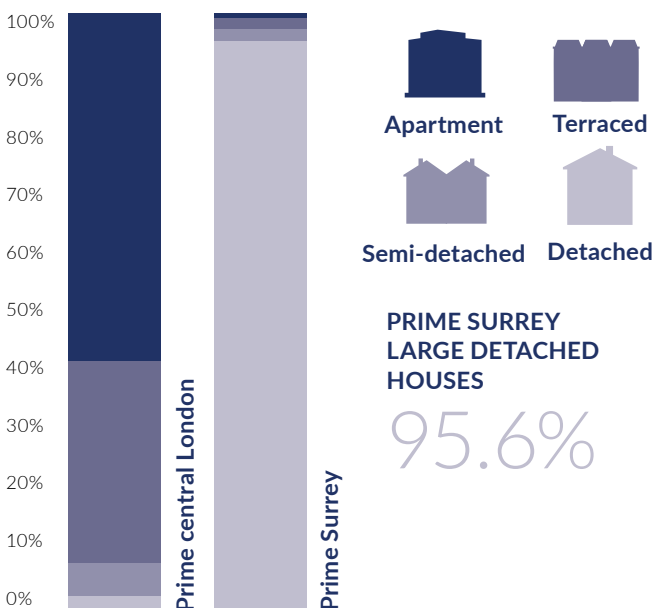
## Price growth across prime Surrey exceeds that of the capital

	RUNNYMEDE	ELMBRIDGE	SOUTH EAST	LONDON	PRIME CENTRAL LONDON <sup>3</sup>
Average price prime property <sup>1</sup>	£4.3m	£3.1m	£2.9m	£4.0m	£4.6m
Average price per square metre <sup>2</sup>	£5,612	£6,594	£4,079	£8,323	£18,103
Average price per square foot	£521	£613	£379	£773	£1,682
1 year growth	14.1%	8.9%	9.4%	10.7%	1.1%
5 year growth	44.9%	45.5%	28.2%	39.0%	27.9%

Source: dataloft/Land Registry/LonRes. Office for National Statistics, <sup>1</sup> based on average values of properties sold for over £2 million 2015-2017, <sup>2</sup> based on average value per square metre for property sales excluding apartments (2016), <sup>3</sup> prime central London defined as the postcode districts of SW1, SW3, SW7, SW10, NW1, NW3, NW8, W1, W2, W8, W9, W11, W14 and average sales price based on LonRes

## More for your money

Large detached estates dominate the Surrey market



Source: dataloft/Land Registry sold properties by type, £2 million+, 2015-2017

## Connectivity



### By air

Fairoak and Farnborough accommodate private aircraft, while Heathrow is less than 30 minutes' drive and Gatwick within an hour's drive of Wentworth Golf Club.

	miles*
FAIROAK	6
HEATHROW	10
FARNBOROUGH	16
GATWICK	37



### By rail

Frequent mainline services to London Waterloo with journey times of less than 45 minutes.

TO WATERLOO FROM	less than
COBHAM	45
OXSHOTT	minutes
VIRGINIA WATER	



### By road

Convenient access to the capital with the West End a maximum of an hour's drive away.

TO LONDON'S WEST END	25
A30, M3, M4, & M25	miles*

Source: dataloft \* from Wentworth Golf Club



# PRIME SURREY REPORT

## Prime Surrey real estate

- With available properties coming to the market infrequently and land scarce across the area's ultra prime locations, often the only way to secure an estate and the perfect home in locations such as Wick Lane is to purchase and develop a site, as and when it becomes available.
- The Wentworth Estate in Virginia Water, covering 2.7 square miles, the size of a small village, forms one of Europe's premier residential areas. The majority of properties have been rebuilt in a range of styles including neo-Georgian, Colonial and Postmodern. Virginia Water forms part of Windsor Great Park, the principal piece of Crown Estate in South East England.
- Englefield Green lies at the south eastern corner of Windsor Great Park and borders Egham and Virginia Water, with over 2.5 square miles of open space. Marilyn Monroe and Arthur Miller famously spent their honeymoon here.
- Internationally celebrated as one of England's most sought-after private estates, the 964 acre St George's Hill includes a suite of stunning leisure facilities including private golf club, tennis club and courts, pool and gym. Home to just 420 properties, almost every plot is a minimum of one acre (4,000 square metres).
- Oxshott is renowned as one of the most prestigious and expensive villages in England. This leafy suburb is home to just under 2,000 households and features desirable detached properties on private roads. A myriad of famous faces call this area home.
- Esher and Cobham are just 15 miles from London's West End and offer pubs and restaurants with a London vibe. They are natural locations to relocate to after a property in the capital and well known for their easy commute.

## Lifestyle indicators

### Population density

**PRIME SURREY** **PRIME CENTRAL LONDON**  
**3.2** per acre **44.6** /ACRE

The population density across prime Surrey is just 7.9 people per hectare (ppha), compared to 110 across prime central London.

### Homes with children

**PRIME SURREY** **PRIME CENTRAL LONDON**  
**33%** **19.7%**

One third of households have dependent children, just one fifth across prime central London.

### Luxury car ownership

**PRIME SURREY** **PRIME CENTRAL LONDON**  
**9%** **6%**

With a higher proportion of luxury cars\* located in prime Surrey, it is no wonder the area boasts many of the UK's top supercar dealerships<sup>1</sup>

\*Porsche, Bentley, Aston Martin, Ferrari, Rolls Royce, Lamborghini

Source: dataloft/Census 2011, DCLG, 2017, Prime Surrey based on the postcode sectors KT10 9, KT11 2, KT 13 0, KT12 5, KT22 0, GU25 4, TW20 0, SL5 0, prime central London as defined above.<sup>1</sup> Based on MOT tests undertaken during 2016, Prime Surrey refers to GU, SL, KT and TW postcode areas

## A comparison of ultra prime enclaves

### SURREY

### LONDON

#### Wentworth

**£8.4m** £1048 psf

£5m+ 3.0% £10m+ < 5

#### Sunningdale/Wick Lane

**£5.6m** £793 psf

£5m+ 0.6% £10m+ < 5

#### St George's Hill

**£7.8m** £710 psf

£5m+ 3.0% £10m+ < 5

#### Oxshott

**£6.3m** £642 psf

£5m+ 5.0% £10m+ 0

#### Esher/Cobham

**£6.3m** £618 psf

£5m+ 0.9% £10m+ 0

#### All prime Surrey

**£7.1m** £679 psf

£5m+ 1.5% £10m+ 5-10

#### Mayfair

**£10.1m** £3112 psf

£5m+ 22.6% £10m+ 20-30

#### Knightsbridge/Belgravia

**£9.0m** £2951 psf

£5m+ 22.2% £10m+ over 30

#### Kensington/Chelsea

**£8.0m** £2370 psf

£5m+ 11.0% £10m+ 10-20

#### Marylebone

**£7.3m** £2181 psf

£5m+ 7.0% £10m+ < 5

#### Fulham/Chiswick

**£5.2m** £1482 psf

£5m+ 0.2% £10m+ 0

### Key

**Average price** **Average £psf\***  
**% sales £5m+** **No. sales £10m+**

Source: dataloft/Land Registry/LonRes /DCLG, based on sales since 1st January 2015  
 \*Over £5m in London, over £2m in Surrey

## The rarity of ultra-prime property

- Surrey is one of the wealthiest counties outside of the capital, however opportunities to purchase ultra-prime property here are rare. Just 1.5% of property sales since the start of 2015 have been for properties priced over £5 million, with just a handful of properties sold per year with a £10 million tag. Across prime central London one in every 55 sales hits the £10 million figure.
- Although the ratios for high value sales across the prestigious areas of Wentworth, St George's Hill and Oxshott are higher, the number of properties is finite and the frequency with which they come to the market low. Development sites across prime Surrey areas are rarer still, due to planning constraints arising from designated protected landscapes and the proximity of Windsor Great Park.
- While the average price of a property across Wentworth and Sunningdale / Wick Lane rival those of the prestigious residential enclaves of Mayfair, Knightsbridge and Chelsea, ultra-prime properties across prime Surrey offer considerably more for the money than their capital counterparts. On average, ultra-prime properties (over £5 million) in prime Surrey offer over twice the level of internal floor space, 7,950 sq ft compared to 3,678 sq ft, with outside space of five acres and upwards.

# Enviably lifestyle

## COWORTH PARK

Part of the luxury hotel group 'The Dorchester Collection', set in a 240 acre estate this unique destination offers Michelin-starred dining and an award-winning spa (Condé Nast Johansens Destination Spa, 2017 Winner).

## WENTWORTH GOLF COURSE

Headquarters of the PGA European Tour and home to the annual BMW PGA Championships every May, the club is open to private members only and offers three 18 hole championships courses along with tennis and spa facilities.

## GUARDS POLO CLUB

Founded in 1955, Europe's largest Polo Club has HRH Prince Philip, Duke of Edinburgh as its president. Located within Windsor Great Park, the club has over 1,000 non-playing members, and 160 playing members, including a number of the highest ranked players in the world.

Tournament sponsors include Cartier, Land Rover, La Martina and Tempus as well as Laurent Perrier Champagne.

## WINDSOR GREAT PARK

Owned by the Crown Estate and with more than 1,000 years of royal history. There are over 4,800 acres of stunning historic parkland, award-winning gardens and ancient woodlands to explore in this stunning local landscape.

## ROYAL ASCOT

Home of Britain's most valuable race meetings with prize money of close to £7 million. The Gold Cup, run during Ladies Day is one of the biggest racing draws of the calendar.

## SCHOOLS

Schools of note within the vicinity include the ACS Egham and Cobham International Schools (Egham being the only school in the UK to offer all four

International Baccalaureates); the 55 acre Danes Hill Preparatory School and the Notre Dame Preparatory and Senior School. Eton College, where no fewer than 19 British Prime Ministers have received their education, is also within easy travelling distance.

## MICHELIN-STARRED DINING

Within a short drive, the village of Bray is home to two of the UK's five three Michelin-starred restaurants: 'The Waterside Inn', under the leadership of chef-patron Alain Roux, is the only restaurant in the UK to have retained the coveted stars for over 30 years and Heston Blumenthal's 'Fat Duck' is renowned for its multi-sensory dining experience. Other venues of note include the one-star, four AA rosettes, 'The Latymer' at Pennyhill Park and the one-star 'The Tudor Room' at Great Fosters.

## BEAUCHAMP ESTATES

Beauchamp Estates handle an exclusive property portfolio on behalf of some of the world's most affluent individuals: their principal activities involve the sale and purchase of exclusive prime and super prime residential and commercial property, in addition to undertaking acquisition, investment and letting on behalf of valued clients. Beauchamp Estates are based in Mayfair, London with offices located in Cannes, Florence and Mykonos, and associate offices in New York and Herzliya.

Beauchamp Estates Private Office, also located in Mayfair, London, handles the investment needs of High Net Worth Individuals from Europe, the CIS and Far East.

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## BARNES INTERNATIONAL REALTY PRIVATE OFFICE

Barnes Private Office manages the investment, enhancement and realisation of real estate - and a selection of other asset classes - on behalf of some of the world's most affluent individuals. A division of Barnes International Realty, with access to a global network of over 70 offices.

Barnes Private Office, located in Marylebone, London, was founded to provide a high level of personalised, discreet and totally confidential service to a select number of private individuals and their companies, specialising in the super-prime real estate market in Prime Central London and the Home Counties.

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