



Liz Thomson Director

It has been another rollercoaster year in our local housing market, but it hasn't been all doom and gloom. There is no doubt the property market has slowed; however, people are still investing in property and both our sales and lettings teams have seen steady activity throughout the year. We have enjoyed our year dealing with the constant flow of fascinating people and fabulous properties; we hope our latest Village Matters newsletter will provide some insight



Michael Wilson Director

on the state of the market. As always we are proud to promote a few new businesses in our Villages, along with an interesting tale from a long standing resident. Read on!

## Latest on Lettings...

This year our short let department has grown as landlords have needed to be willing to consider both long and short-term tenancies.

*Find out more on page 3 ►*

## Sales update...

A combination of more motivated and realistic sellers and lower prices has tempted more buyers into purchasing in prime central London this year. The number of properties sold within the first six months was up 3% on the same period a year ago. *Find out more on page 3 ►*

## Luna Mae London, Bespoke Lingerie



A client of ours Claudia Lambeth has just moved in to her new flat in Notting Hill. Driven by a desire to create the most luxurious bra she could imagine, Claudia started her distinctive bespoke lingerie business at age 22 and now travels the world for private fittings. Her love of experimentation with symmetry and luxury in lingerie design has brought her a very high-profile clientele over the years. Her clients vary tremendously but all have a shared interest in wanting

to look the best versions of themselves by wearing exquisite lingerie which is individually created to suit their exact body shape.

### Where are your favourite places to go out in the area?

My favourite restaurants are Hix Soho and Tramshed – any food by Mark Hix is always incredible. I also love The Cow in Notting Hill as their oysters are delicious. I am a big fan of Aesop on Golborne Road and can't get enough of their beautifully smelling potions.

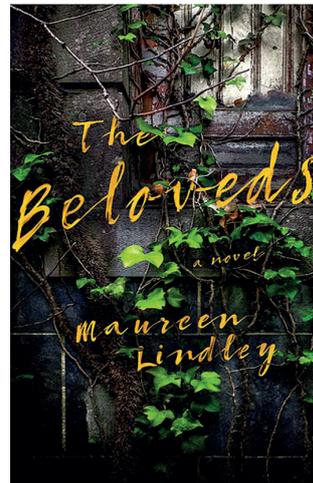
Claudia opened Luna Mae's first flagship store in September.

75 Elizabeth Street, Belgravia, SW1W 9PJ

[lunamaelondon.com](http://lunamaelondon.com)

SALES  
& LETTINGS  
MARKET REPORT  
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## Notting Hill author and longstanding client Maureen Lindley on her new book 'The Beloveds'



Notting Hill author Maureen Lindley trained as a psychotherapist and is particularly interested in character. "It's fascinating the way we all have a light and a dark side; that none of us know what we are capable of, or how we might react to any given circumstance. It's a thin line between being in control and out of control, and that's the line I'm interested in writing about", she says.

Lindley's latest book, *The Beloveds*, is about a psychopath called Betty. "Betty has crossed many lines, but we would hazard a guess that most of us have shared some of her dark thoughts. The difference between Betty and the rest of us though is that she acts on them, while we don't. One definition of conscience perhaps?"

### How did you start your career?

I wouldn't say that I have always wanted to be a writer, but I started writing around age twelve. I was given the novel 'Forever Amber', for Christmas, and I lived in that book until it was finished. I couldn't bear to let the story go, and wrote a twenty page (it seemed a lot at the time) sequel, called with a shaming lack of originality, 'Always Alice.'

*(continued on page 2) ►*

## Who are the most interesting people that you met during your career so far?

Jung Chang, the author of the wonderful 'Wild Swans' and the historical novelist and Richard & Judy prizewinner Julia Gregson, who is remarkably generous with her advice and encouragement. Then there's Deborah Moggach who will have no memory of me sitting next to her at a lunch she was speaking at; she was a terrific speaker, no notes, very funny, truthful, and able to make fun of herself. I doubt I will ever be able to hold an audience like her, but she was inspirational.

## What is the best part of your job?

The best part of my job is the copy-edit. It means you have sold the book and have a publishing date. You have told the story to the best



of your ability and can even have high hopes for the book. The worst part is knowing that something you have written just will not do.

I had to ditch 30,000 words when I first started 'A Girl Like You'. You can write something that seems good one day and lame the next. I've learnt that first draft is really just that, first

draft, a raw outline only of what the book will end up being.

[maureenlindley.com](http://maureenlindley.com)

'The Beloveds' published by Gallery Books – A Division of Simon and Schuster. Available from 3rd April 2018

## Evolve Healing and Meditation Notting Hill

Notting Hill local Emma Ball has been a healer for over 25 years and recently launched Evolve Healing and Meditation practice. "I called it Evolve", she says, "because it has LOVE in it. Loving

# EVOLVE

yourself, knowing your worth and finding your place in the world is a process. It's about looking at yourself

and conquering the beliefs, conditions and attitudes that no longer serve you. I have always known that going outside the comfort zone is where the magic happens".

Emma offers hour-long healing sessions, working with individuals to bring more self-empowerment and awareness into their lives.

She also holds group meditation sessions on the first Tuesday of the month. Sessions are held in Notting Hill Gate, West London.

## Where are your favourite places to go in the area?

I love hula hoop lessons at the church on Ledbury Road.

I have three favourite restaurants:

Redemption (vegan), Farmacy (vegetarian) and Nama (raw).

I also love Venusrox, the crystal shop in All Saints Road.



[evolvehealingandmeditation.com](http://evolvehealingandmeditation.com) 07832 519 762.

## Story from the Village

### 54 years in North Kensington by Keith Downer

I moved into Wallingford Avenue in June 1963 with my wife Joan. We already had one child and Joan was pregnant with our second so we were looking for a bigger house.



I knew the area well. I was born in Chesterton Road in 1933 and I was from a large family of seven children. The area was considered to be a close knit but a poor part of London. It was predominately working class with a significant Irish immigrant community.

When the Second World War began in 1939, me and my younger brothers were sent away to avoid the bombings but we all missed home and returned to London within six months.

The area was heavily bombed and I vividly remember playing in the bombed out houses with my brothers and friends at the intersection of St Marks Road and Chesterton Road. Of course it wasn't all fun and a number of families I knew lost their lives during this period of the war. My Dad was too old to serve, but a number of my older brothers saw action and my eldest sister served as an air raid warden.

Although there wasn't a lot of money in the community, the Earl Percy pub (now known as the Portobello Hotel) was a focal point for evenings out. My father would tell us stories about the local area,



THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA VIRTUAL LIBRARY

including the "Ghost Bus" which he (and other bus drivers) claimed to have seen late at night in Cambridge Gardens, with no driver or passengers.

I met my wife Joan when I began work at the RCA radio company in Shepherds Bush in the early fifties. Both of us loved North Kensington. The market at Portobello Road was a great place to wander around and during the sixties it began to gain a reputation as the place to go for fashion and antiques. The local community began to mix with the "bright young things" of the swinging sixties including Terence Stamp, David Hemmings, Mary Quant etc.

The local shops on St Helen's Gardens and North Pole Road were real community hubs where you would meet neighbours and friends and that gave the area the authentic feel of a village in the middle of the wonderful city that is London.

Our three children all went to Oxford Gardens Primary School which was also the same school that my brothers and sisters and I attended. Wallingford Avenue was well populated with families with lots of children and, with so little traffic, the road was regularly used for games of cricket, football and bike riding. In the winters, I built a number of sledges and my children used the road as a racetrack to skate on.

We have always considered the house to be a family home. Looking back we are so proud that the house became the centre of so many lives and memories. Now almost 54 years to the month we have moved on to another chapter in our lives. The area has changed in so many ways, but we will always feel there is something special and unique about North Kensington.

This freehold property is for sale at £2,500,000.

Contact our North Kensington office 020 8960 0181

# Sales Market Report

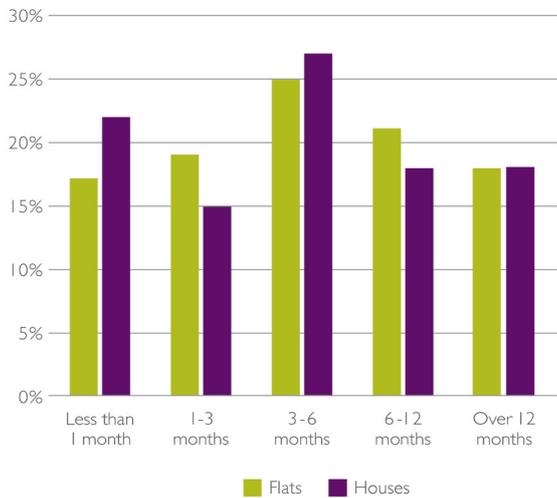
The local property market is *still* coming to terms with the recent raft of tax changes and the ongoing uncertainty of Brexit. The impact of this instability is clear to see, with a total of 41.4% of currently available properties reduced in price. We've also seen an increase of 5.3% in available properties. In light of this change of rhythm, sellers, on the most part, have tempered their expectations. There remains a steady flow of international investment buyers, in

particular from Asia, buoyed on by the weak pound, which is helping to counterbalance any downward pressure.

The decision for purchasers is whether to buy now, and take advantage of lower prices or wait and see how the current economic and political situation will further impact the market.

If you would like a free consultation session with one of our senior sales advisers please call 020 8960 0181.

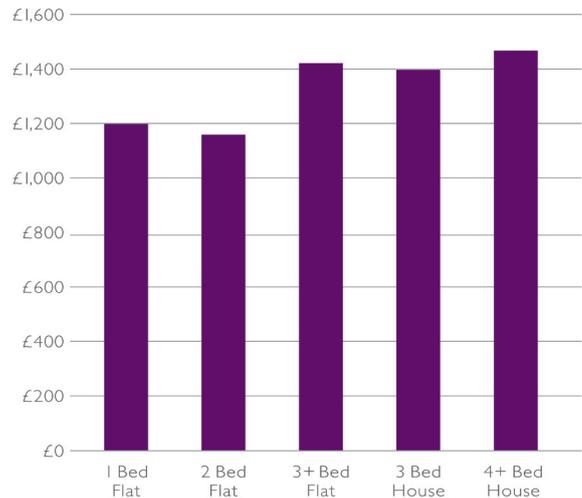
## Time on the Market



- 31.5% of properties on the market are priced at £2 million or higher.
- 38.5% of properties currently available have been on the market for over six months.
- 12.9% of flats and 7.8% of houses on the market are currently under offer.

## Achieved Prices by Property Type

(£ per square foot)

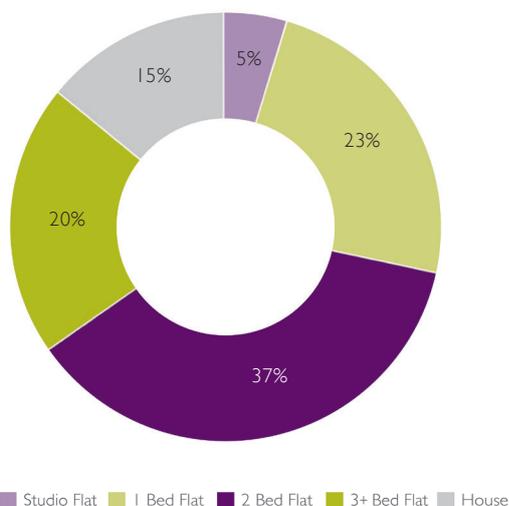


# Lettings Market Report

This year our short let department has grown as landlords have needed to be willing to consider both long and short-term tenancies. However, on the flip side, in these uncertain times nearly 20% of the tenancies we have negotiated since the beginning of the year have been for two or three year fixed terms. There are two main drivers for this, one is that rents are

lower than they have been for several years and tenants want to tie themselves down to these rents. The second is that people seem to feel that while everything else around them shifts, at least their choice of home is shrouded in some certainty. If you would like a free consultation session with one of our senior lettings advisers please call 020 7221 2277.

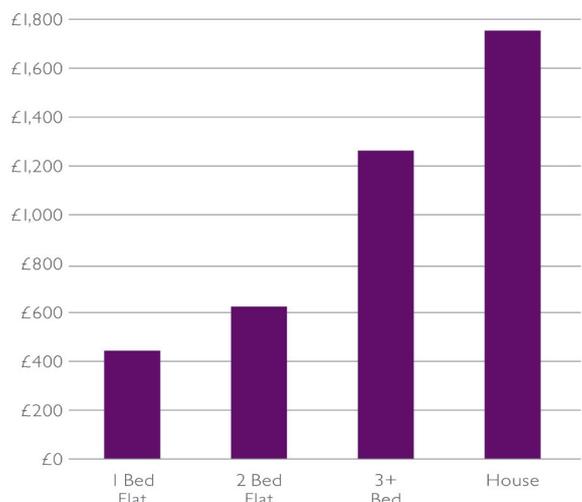
## Properties on Market by Type



- 71.9% of properties have asking prices of less than £1,000 per week.
- 9.7% of properties have asking prices of £2,000 or more per week.
- 36% of flats and 47.9% of houses have seen a reduction in asking rents.

## Achieved Rental Price per Week by Property

(Price per week)



Source: LonRes – as at October 4th 2017

Figures relate to Sales and Lettings in W11, W2, W8, W10, W14

# A small selection of our current properties...



**TO LET Wellington Close, W11** £2,250 per week  
Stunning house located in a tranquil cobbled mews close to Westbourne Grove. Two reception rooms, four bedrooms, three bathrooms, roof terrace, garage. **Sole Agents**



**FOR SALE Denbigh Terrace, W11** £3,450,000 Freehold  
An elegant Victorian townhouse perfectly positioned in the vibrant heart of Notting Hill. Reception room, double-height kitchen/dining, three double bedrooms, two bathrooms. **Joint Sole Agents**



**TO LET Kensington Court, W8** £1,950 per week  
Wonderful lateral apartment on the top floor (with lift), spanning approx. 1,964 sq ft. Two reception rooms, four bedrooms, three bathrooms. **Sole Agents**



**FOR SALE Stratford Road, W8** £1,795,000 Freehold  
An upper maisonette arranged over three floors with south-facing roof terrace and its own private entrance on the ground floor. Three bedrooms, two bathrooms. **Sole Agents**



**TO LET Chesterton Road, W10** £450 per week  
Newly refurbished and cleverly redesigned first floor flat with good storage and wood floors throughout. Reception room, bedroom, bathroom. **Sole Agents**



**FOR SALE Barlby Gardens, W10** £1,325,000 Freehold  
A gorgeous Freehold house which overlooks a small communal garden located in North Kensington. Reception room, three bedrooms, two bathrooms. **Sole Agents**