

UROTBRAND

estate agents and mews specialists

Spot the difference? Yes, Lurot Brand has a new logo style that is now being incorporated into all our advertising, marketing, stationery and shop fronts. We hope that you like it.

Lurot Brand has long been the trading name of The London Mews Company Ltd but in addition to selling mews properties we also sell general flats and houses and have a separate, corporate entity, Lurot Brand Lettings Ltd, offering full letting and management services for all types of properties. This created a confusing message for the general public and so, after a great deal of head-scratching, debate and advice from branding professionals we have arrived at a conclusion. We have changed the name of The London Mews Co to Lurot Brand Ltd and now the entire firm can trade under the title 'LUROT BRAND'. The strapline very simply says what we do and emphasises the fact that the mews remain our unique specialisation and at the forefront of our business. Of course many companies alter their branding, either dramatically or subtlely. Sometimes the general public notice the changes, most times they don't. We don't expect anyone to rush through our doors as a direct result of the changes we have made but we do think that over time the simplification of our trading names and the modern, fresh, professional image (that's what our advisors call it!) of the new logo will help to set us apart in the market place and attract future business.

To help ensure you remember our new logo please find attached one of our incredibly useful trolley/locker tokens.

Simply clip it to your keyring and you won't need to hunt for a one pound coin at the supermarket, airport or gym.

If you would like one or two more for family or friends just phone 020 7479 1999 or email tokens@lurotbrand.co.uk

THE STATE OF THE MARKET

WHERE IS THE REALISM?

In the last issue of Mews News we said that sellers and buyers were giving each other a hard time when it came to negotiating. Regretably we have to now report that this state of affairs persists. If anything it has become even more difficult. The sentiments of sellers and buyers are now further apart than ever before. The irony is that most sellers are also buyers and what is sauce for the goose ought to be sauce for the gander. But it seldom is.

Sellers are reluctant to acknowledge that London prices have moderated and are often failing to accept the simple equation that if they have to drop their price by 10%, the next property they buy will also, in all probability, have dropped 10%. Buyers on the other hand are being exceedingly cautious. They do their homework, become familiar with values, and look at many properties before deciding to make an offer. When they do it is invariably some way below asking prices.

So the estate agent has a tough choice to make. If they price too high the property will stick because no buyer will come forward. Yet if they price realistically they know that the buyer will make offers below that level - and may not be willing to come up during negotiations. On top of all that, if the seller hears a higher price from another, perhaps less scrupulous, agent the property may go elsewhere. Bridging that 'expectation gap' between sellers and buyers is extremely difficult at the moment and leads to frustration all round.

There is another factor that can come into play after a sale is agreed. We have seen a number of instances in recent months

where sellers have pushed and pushed a potential buyer for the last few thousand pounds on a million pound plus deal. Having been stretched by the negotiations to their financial and emotional limits, buyers will snap if the slightest hiccup occurs in the sale or if they get a whiff of another, seemingly better deal elsewhere. That last few thousand can cost the entire sale. Sellers must accept that there are not many serious buyers around and a bird in the hand...etc.

We had expected the market to have sorted itself out by now as this state of affairs has persisted for an abnormally long time. Yet nothing has caused a change for the better. Rising oil prices are a concern; high street spending is down; personal debt levels are high; housebuilders are warning of lower profits; estate agents report a lack of first-time buyers. Until the News becomes more upbeat and positive public confidence will remain depressed.

Perhaps the lethargy in the market is actually due to people's concern that, after several years of rising values owning a property may not, for now, be such an easy way to earn tax free capital gains? We have always found it curious that house price inflation is welcomed in most quarters when any other commodity subjected to inflation is considered undesirable. If the media stopped equating rising house prices with the health of the property market we might get some realism back into the collective consciousness. Nationally, sales volume has been falling year on year and is a far better indicator of whether the market is healthy or not.

The summer months are likely to be relatively quiet as holidays get under way but, as ever, well priced, attractively presented properties in the best locations will always attract interest. It is our mission to convert the interest into a sale...

MEWS IN BLOOM 2005 RESULT ANNOUNCED

We are delighted to announce the winner of this year's Lurot Brand Mews in Bloom competition judged at the end of June by well-known author and gardening expert Candida Lycett Green.



As ever, the standard of entries was extremely high and it was a very close call between the top places.

Who won? Read the full report inside.

www.lurotbrand.co.uk The only estate agency specialising in the sale and rental of mews properties.

ALBION MEWS WIN MEWS IN BLOOM 20

Every mews street receiving copies of Mews News (and that is just about every mews house in Central London) is automatically entered into the Mews in Bloom competition sponsored by Lurot Brand.

We know that no other estate agency travels around the mews as widely or frequently as we do so we consider that our staff are ideally placed to make the nominations.

During May and early June we compile a list of the mews that we think are the prettiest in terms of their trees, shrubs, flowers, planters, tubs, window boxes and vegetation. In late June that list is whittled down to a shortlist which is visited by our independent judge who decides the winner. Even if you don't win, a prettily planted mews goes a long way toward enhancing the value of the properties in it. Propagate the flowers and you'll propagate the price!



Scenes from Albion Mews W2, winner of the Mews in Bloom competition 2005 sponsored by UROT BRAND











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THE JUDGE'S NOTES...

The English weather played its usual tricks on the day of judging and instead of the hoped-for sunshine we had to contend with grey skies and the odd shower. Such conditions served to highlight the fact that planting is such an important means of enhancing the look of any mews street.

Candida Lycett Green's (pictured below with Antoine Lurot, chairman of Lurot Brand) judging notes follow:



SUSSEX MEWS EAST W2

Verdant idyll in a dull brick mews which conveys a great overall look. Use of vines particularly inspiring. Nice to come home to. Very well maintained and evidently loved.

HYDE PARK GARDENS MEWS W2

No homogenous look . Number 45 particularly outstanding and some good pot displays overall but not enough collective effort.

ALBION MEWS W2

Startlingly lush secret oasis full of sumptuous greenery like a South American jungle. As good as it gets and towered over by the oldest plane tree in London. An oasis.

ELNATHAN MEWS W9

The bold scale of the pots and tall copper beech trees is brave and successful. It overcomes the difficulty of dressing the upper storey from small pots on the ground. It was the community spirit about the mews which was impressive and the enterprising spirit which made it all happen. The dressing of the mews end was particularly good. It is a large mews and must have required a lot of effort to get what appears to be the majority of the mews involved in the scheme.

ST. LUKES MEWS WII

There are some good individual displays and individually coloured houses but it remains imbalanced by no or little effort outside some front doors. Too patchy.

CORNWALL MEWS SOUTH SW7

A real country garden mews. Ravishing, particularly the last three houses whose gardens are in the perfect state of romantic disarray. I liked the grass among the cobbles. Inspirational and totally unassuming. However, the houses nearer the arch are too blank and let the rest down. I would have liked to have seen hanging baskets or climbers on the walls.

ENNISMORE GARDENS MEWS SW7

Architectutally picturesque to the hilt which gives the mews an unfair advantage. A lot of very pretty displays which from the end of the mews give a wonderful overall effect but there are a few too many let-downs in the form of dead bays and box.



The magnificent, solid silver, Lurot Brand armada plate on which the names of the winners from each year of the Mews in Bloom competition are inscribed.



Runner up, Elnathan Mews W9



YET ANOTHER PIECE OF REGULATORY NONSENSE

Living in a prescriptive age it probably shouldn't come as a surprise when a government agency upsets a perfectly satisfactory arrangement. But it is still infuriating. Firms acting as management agents for landlords of tenanted residential property have always been able and willing to arrange building and contents insurance on behalf of their client. It is a necessary task and one that, certainly for overseas landlords, is an essential part of the management service.

Not any more.

In its infinite wisdom the Financial Services Authority (FSA) has deemed that only authorised individuals and firms may carry out the function - and the cost of becoming 'authorised' runs into tens of thousands of pounds. It is simply not financially viable for most firms to go through the accreditation process. So now, most letting and management firms cannot offer advice on insurance matters; cannot recommend insurers; cannot pay premiums; cannot deal with claims. It is a complete nonsense that the heavy-handed FSA should outlaw such long-established and useful functions.

Professional bodies are lobbying for a relaxtion of the rules - but until then landlords will have to deal with their own insurances.



HOLBEIN MEWS SWI £1,000 per week

ECEPTION ROOM ITCHEN BEDROOMS BATHROOMS UTILITY ROOM
BALCONY
GARAGE
UNFURNISHED
020 7479 1999

DOING IT CORRECTLY

There is a plethora of tv programmes and books giving advice about 'how to sell your property' yet judging by some of the properties we get to see the theory is seldom actually put into practice. However, there are exceptions...

The golden rules about showing a property to best advantage are all based upon two major factors. Firstly, strong and individual colour and styling can put off as many potential buyers as it attracts. You may like purple paint on the walls, others may loathe it. So the safest bet is to keep things neutral. The second factor is that buyers view properties with two thoughts in mind. Some are 'aspirational'. They will buy into the lifestyle of the seller as expressed by the design, decoration and furnishing of the property. Others want to be able to



One of the two reception rooms.

envisage their own furniture and effects in place. The safest bet is to keep clutter at bay and to give a feeling of space by limiting the amount and size of furniture.

As an example of how it should be done we are showing here some pictures of a three-storey house in Pont Street Mews SWI that is currently for sale through us at $\pounds 1.6$ million.

Pont Street Mews is arguably

TURNPIKE TALES

"The spread of London's bricks and mortar was slowly smothering the metropolis' turnpike system; and the corresponding increase in traffic was choking the gates. Public agitation for their abolition, in which Punch, The Times and The Illustrated London News joined, grew during the 1850's and in 1858 the Toll Reform Association petitioned both houses of Parliament for their abolition within six miles of Charing Cross. Eventually, by the Metropolis Roads Amendment Act of 1863, their removal was authorised on 1st July 1864 throughout the area covered by the Metropolis Local Management Act. On that date therefore Paddington's two remaining turnpikes, Notting Hill Gate on the Uxbridge Road and Orme's Green Gate on the Harrow Road, were removed, leaving only a few bars across private estate roads in South Paddington. The roads were transferred back to the parishes and, of course, the rates went up. Whereupon some of the very people who had been agitating for the removal of the gates began to hanker after the good old days..."

From a hand typed paper by Arthur C. Jones (Turnpike Roads in and around Paddington) read to the Paddington Society in April 1961. Discovered in July 2004 tucked away in a second-hand bookshop in Letchworth, Hertfordshire.



RECEPTION ROOM
· 2 BATHROOMS (I EN-SUITE)
· KITCHEN
· 3 BEDROOMS
· FREEHOLD
020 7590 9955

the finest mews in London. Private and gated it is just off Walton Street and the local corner store is Harrods. The heart of

Knightsbridge is one of the most desirable of residential areas in the capital.

Recently refurbished, this property has a reception room, dining room, kitchen/breakfast room, 2 bedrooms, 2 en-suite bathrooms, and a shower room. Of immense benefit are the two parking spaces in the mews that go with the house. Knightsbridge may be desirable but it is one of the hardest places to park in London, so space for your own car and that of a visitor is very valuable.

Look at how fresh and clean the property appears, the lack of clutter, the minimum of furniture yet still looking like a home. At 1,461 sq ft this is not a very large house but the sense of space is palpable.



The dining room

With a presentation as good as this the house is sending all the right messages to prospective buyers and we would not expect it to stay on the market for long.



estate agents and mews specialists

The kitchen.

The exterior of the house

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EXTRA COPIES OF MEWS NEWS ARE AVAILABLE ON REQUEST.

www.lurotbrand.co.uk

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NO BLUES IN OXFORD...

A sense of humour is an essential asset in estate agency if one is to stand any chance of retaining sanity. Thus it was that several members of staff recently went up to Oxford for a live recording of two editions of the longrunning BBC Radio 4 programme, 'I'm Sorry I Haven't a Clue'. An uproarious evening was had by all in the packed out New Theatre and the programmes were broadcast in June and July. Veteran chairman Humphrey Lyttleton, with Barry Cryer, Tim Brooke-Taylor, Harry Hill and Graeme Garden had the audience in stitches.

For those unfamiliar with its madness a flavour of the show's cutting wit can be gleaned from Humph's statement that as a child, "My favourite board game was Monopoly. What more innocent fun could there be than to enjoy a silly fantasy world in which it is possible to buy up railway, gas, and electricity companies for a song, with a view to massively overcharging the unsuspecting customer."

As they say, maybe you had to be there ...



HESPER MEWS SW5

2 RECEPTION ROOMS KITCHEN

• 2 BATHROOMS • LARGE GARAGE PATIO AND BALCONY
FREEHOLD 020 7590 9955



HYDE PARK GARDENS MEWS W2 £1.7 MILLION

KITCHEN/BREAKFAST ROOM 3 DOUBLE BEDROOMS 3 BATHROOMS (2 EN-SUITE) 32' X 16' ROOF TERRACE

• GARAGE USED AS A • FREEHOLD



MONTPELIER M	1EWS	SW7
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FIRST FLOOR RECEPTION POGGENPOHL KITCHEN 2/3 BEDROOMS. STUDY/BED 3 PRIVATE MEWS
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THE UNIVERSAL PROVIDER

'Mr Whiteley will take charge of you from cradle to grave, and give you your meals as you go along - if you can pay for it.'

Recently added to our bookshelf of local knowledge is, 'Whiteleys Folly - The Life and Death of a Salesman', by Linda Stratman.

This hugely readable book charts the life story of William Whiteley, a draper's assistant. who. in 1855, arrived in London with just a few pounds in his pocket. Fifty-two years later, owner of the world's largest department store, with illustrious clients including both English and overseas royalty, he was shot dead at the door of his own office. The dramatic story is of a larger-than-life entrepreneur with a bluff public image, controversial retail success, scandalous private life and a tragic end.

Whiteley came across as a kindly family man, courteous to his customers and caring to his staff - at least in public. In private he was a bully and a tyrant, burned in effigy by local tradesmen and sued for divorce by his wife on the grounds of adultery and cruelty. His store buildings were subjected to no less than five major arson attacks. The sensational trial of Whiteley's murderer not only revealed the dark side of the famous storeman, but saw an extraordinary outpouring of public sympathy - not for Whiteley, but for the man in the dock.

Whiteley's story is a cracking good tale, well related by the author. It provides a fascinating insight into the architectural development of the area between Westbourne Grove, where the store began, and the present building in Queensway. Along the way it reveals much about Victorian life and the characters who lived through it.

We heartily recommend this book as first-class holiday reading. Having read it you will not walk through the modern Whiteley's store without thinking of the man who so ruthlessly pursued his vision to become 'The Universal Provider'.

(Whiteley's Folly - The Life and Death of a Salesman is published in hardback by Sutton Publishing, Price £17.99. ISBN 0-7509-3561-8).

FROM A BACK-STREET MEWS TO THE KOREAN WAR...

Being avid collectors of mews trivia means that we are always interested in mews related stories, films and art. Recently, a little remembered black and white film with a mews connection was reaired on cable channels in the United States and we heard about it from an American domiciled

relative of one of our staff.

Britannia Mews came out in 1948 and was directed by Jean Negulesco, adapted from the eponymous book by Margery Sharp. Ring Lardner Jnr also featured in the writing credits.

This bleak tale, set in down-atheel, fictional, Britannia Mews (a back alley where the downand-out struggle to survive), tells how Maureen O'Hara's wealthy character, Adelaide Culver, falls in love with an alcoholic artist, marries him, and watches helplessly as he dies in the poverty-stricken speak with Wilfred Hyde-White.

house in Britannia Mews, turns to

area in which she chooses to live, despite the wrath of her family. O'Hara remarries, this time to a failed lawyer, who helps her to run a puppet theatre for the street urchins, the aim being to bring the neighbourhood into prosperity. Both husbands are played by Dana Andrews. O'Hara's family finally accept her life-choice in time for the traditional happy ending.

Ring Lardner Jnr may be an unfamiliar name to many but his most high-profile success certainly is not. In 1971 he won an Academy Award for the 'Best Adapted Screenplay' of 'M.A.S.H.' - the highly acclaimed film of a mobile army surgical hospital in the Korean War. The long running television series of the same name was spawned by the movie and although Lardner was given the opportunity to write for it, he declined. Twenty five years later he said: "Frankly, I couldn't see how you would sustain a TV series based on a war that had just a few months of action. Shows you what I know. I also didn't think Selznick should buy Gone With the Wind."

Margery Sharp's Britannia Mews was published in 1946. From a young age it had been her intention to earn a living with her writing and as a young typist sharing a flat in Craven Road, Paddington, she set herself the task of making $\pounds 3$ a week - which she was able to achieve by the sale of one short story a month. Apart from her later novels, which included the ever-popular 'Rescuers' series, her short stories and writing were published in Punch, Strand magazine, the Saturday Evening Post. Ladies' Home Journal, Woman's Home Companion, Harper's Bazaar and Fiction Parade. Enduring the bombing of London in the last war had an effect on her writing and through her character Dodo in Britannia Mews she re-lived the fear and experience again. Born in 1905, she died in 1991.



WELLINGTON CLOSE WIT

£795	per	wee	k
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RECEPTION HALL	• 2 BATHROOMS (I EN-SUITE)
RECEPTION ROOM	CLOAKROOM + UTILITY ROOM
STUDY	• TERRACE
KITCHEN	GARAGE
2 BEDROOMS	• UNFURNISHED
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GROOM PLACE SWI

£750 per week

KITCHEN DINING ROOM STUDY AREA 2 BEDROOMS

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HOLLAND PARK MEWS WIT

RECEPTION ROOM
KITCHEN/BREAKFAS
STUDY
3 BEDROOMS
BATHROOM

£900 per week SHOWER ROOM
GARAGE

PART FURNISHED 020 7479 1999



DUNSTABLE MEWS WI

£1.200 per week

PRIVATE GARDEN
POSS GARAGE SPACE

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DINING/TV ROOM KITCHEN/BREAKFAST ROOM EN-SUITE SHOWER ROOM

020 7479 1999





REFURBISHED IN 2001 DRAWING ROOM DINING HALL

EN-SUITE BATHROOM

2 SHOWER ROOMS CLOAKROOM 020 7590 9955

POLLOA LA CACCIATORIA (easier to cook than to pronounce)

Our senior secretary, Anne Roche, provides the recipe for this delicious, traditional, chicken dish.

Pollo a la Cacciatoria (Chicken Chasseur) - Serves 4

1 roasting chicken - jointed 3 tablespoons olive oil 3 tablesepoons flour 150 ml dry white wine 1 small onion sliced 50 gms unsmoked streaky bacon or lardons Salt and papper to taste 1 green pepper cut into strips 1 clove of garlic finely chopped 1 small tin of tomatoes or 250gms fresh tomatoes 1 bavleaf Sprig of rosemary A few sage leaves 125 gms mushrooms 1 tablespoon chopped parsely - optional



1. Cut up chicken into manageable pieces. Add salt and pepper to flour. Coat chicken pieces with flour. Shake off any excess.

2. Heat oil in frying pan. Fry chicken until brown. Transfer to plate.

3. In remaining fat fry onion, bacon pieces and garlic. When browned add wine to pan, boil rapidly, scraping the bottom of the pan.

4. Return the chicken to the pan, add tomatoes, pepper and mushrooms. Add rosemary and sage.

5. Cook covered, over a low heat for 35 mins or until cooked.

At end of cooking add chopped parsley. If sauce is too thin reduce by boiling over low heat.

Keep in Touch

Olives to decorate - optional

The properties in Mews News are a tiny taster of what we have on offer. Keeping in touch with the properties we have for sale and rental is easy. If you have internet access MOST of our properties can be found on our website:

www.lurotbrand.co.uk.

The site is updated daily.

Our printed Mews List is updated regularly and is supplemented by our Mews Update both can be posted to you on request and contain details of ALL our properties. We are also able to email the Mews Update and our full colour details in .pdf (Acrobat) format. Of course, if you prefer, just call us.

BRIGHTON - OR BUST...

Regular readers will know that Nick Salmon, one of our directors, has a passion for old cars. In April he took part in an historic run of pre-war Austin 7 vehicles from Crystal Palace to Madeira Drive, Brighton. The event celebrated the centenary of Austin cars.

Setting off from Hertfordshire at 6.30am on a grey Sunday morning I was crossing Westminster Bridge an hour later. Losing my way around Dulwich and climbing the hill to Crystal Palace I saw my first fellow entrant - going the other way. Not being entirely sure I was heading in the right direction I turned round and hared after him, only to discover that he was lost too! By the time we found the park there were a couple of hundred Austin 7's on the field and within the next two hours the numbers swelled. Some enchanting vehicles, some rough, some concours and several verging on the wacky - ditto their owners. My nephew arrived to act as navigator.

At ten o'clock we were off through the gruesome stop-start traffic across south London, before turning onto the A23.We were running well, the engine not missing a beat and with the sun at last coming through it all became entirely agreeable. Lots of pointing, waving and smiles from pedestrians. Great atmosphere. Then I stalled at a set of traffic lights and she would not restart. We both leapt out and pushed to the side of the road, where, after a couple of minutes fiddling under the



Over 400 pre-war Austin Seven cars gathered at Crystal Palace before setting off for Brighton.

bonnet I found the minor problem and we were off again.

We ran in small convoys of three or four cars at a time but I found that mine is one of the quicker variety and we were able to zoom on while others struggled up hills. Zoom is of course a relative term. It's the difference between 35mph and 40mph. That just encouraged us - when offered, most politely - to have a traffic light burn-up with another owner. With 0-60mph times in the minutes rather than seconds this was a sedate affair accompanied by guffaws of laughter between us - but full of as much edge as any drag race. We won of course!

After the halfway halt and stamping of the rally card to prove we had followed the route, we were off again down the back roads that run parallel to the now three-lane A23 - where only the bravest and fastest cars would venture. It was a delight to be in the country and on quiet roads. With all the pre-war cars around, villages like Handcross and Cuckfield took on a period charm that they are denied by the modern car.



Nick Salmon reaches Madeira Drive with his 1934 Austin 7 Special.

An hour later we were into Brighton and driving down to Madeira Drive where we collected the coveted rally plaque before taking our place in the mile or so of Austins lined up on both sides of the seafront. With over 400 vehicles present this was the largestever gathering of pre-war Austin 7's.

We'd made it!

Nephew departed by train and I stayed for a couple of hours chatting to fellow owners and curious members of the public. It was a beautiful sunny afternoon and the temptation to

remain was strong - but there was the small matter of the 100 mile drive home to attend to. At 4pm I fired up and took off, retracing the downward route. I don't quite know how to describe the little nagging doubt that was constantly in the back of my mind. It was a feeling that this 70 year old car couldn't possibly do the distance without something breaking or falling off. There just HAD to be something go wrong. My ears strained to catch the slightest off-beat noise; my body tensed for the sudden lurch that would tell me the suspension had broken or a tire had burst. Nothing. She just kept going like a train. Lots more smiles and waves all the way.

Into south London the traffic tightened up and it was a tedious grind to the river. Interesting reactions from the inhabitants of Brixton - from the derisory howl of laughter from some, to kids on bikes coming up to say the classic 'What'll she do Mister?' - or in one case 'Is this legit?' - which I took to mean 'Did you nick it?'...

I had to turn the headlights on for the last half hour but that was all according to plan (lights on for more than a few hours can result in a flat battery and a dead car) and I arrived home at 8.30pm just as it got properly dark. Grinning like an idiot I turned the engine off, patted the dashboard and said a word of thanks to the little car for carrying me safely. Every muscle and sinew hurt. Bum numb. Eyes sore. Head aching. I was dog tired and hungry. But I was happy as a sand boy. I'd made it all the way without drama and there was nothing that a soak in a hot bath and a meal wouldn't cure. I pushed the car into garage and stood for a minute just revelling in the achievement. It had been a very long, very tiring, and entirely unforgetable day