

LUROT BRAND



MEWS NEWS

WINTER 2010/2011





MEWS WALK

Following on from our colleagues' visit to the mews pubs of Belgravia, a couple of us headed off to visit Paddington for a Musing the Mews walk, promoted by Paddington Waterside Partnership and Paddington BID.

We met the guide at Paddington Station, designed by Isambard Kingdom Brunel, who is commemorated by a statue now adjacent to Platform 1. The station opened in 1854 as the London terminus for the Great Western Railway. The railway was built with the support of London merchants to offer Bristol a route to bring in goods from America to London.

The children's book character, Paddington Bear, was named after the station and a charming statue of him is located on the station concourse in the former lawn of the Great Western Hotel. Heading out of the station we passed through

the old Great Western Hotel (now known as the Hilton London Paddington Hotel), which forms the main façade of the station.

We moved onto the Mint Wing of St Mary's Hospital which, since 1969, has occupied the former three storey stables which housed 350 horses until the 1940s. The ramps up which the horses were led can still be seen.

And so on to the first mews proper that we visited, Conduit Mews, a quiet haven after the busy roads around the station. Approaching from Craven Road, the original mews houses on the right were built in 1850, the properties on the left having been developed in 2002 by St George PLC on the site of a former Post Office garage. Number 18 on the right has three stone pineapples on top of the building, signifying the wealth of the original owners, as pineapples were extremely expensive in those days.

The name 'conduit' is a reminder that the Westbourne River, one of the 'big three' lost rivers north of the Thames, used to flow through here. Many of these rivers were channelled into tunnels or conduits and many of the names of the mews in the area reflect this association with the river - Westbourne, Upbrook, Brook Mews North, Eastbourne etc...

Originally built for the coachmen, horses and staff of the nearby big houses, some of the buildings were gradually converted into studios for artisans and mews houses which have now become very popular as hideaways in the middle of London.

The next stop was Sussex Gardens. In the late sixteenth century this area was very rural and the

roadway was used by drovers taking sheep and cattle to market but, with the Great Western Railway making Paddington its terminus in the 1820s there was a housing explosion and large terraces of houses were built along both sides of the road in the Greek revival architectural style with columns and pediments.

Turning into Bathurst Mews, wide enough to make a three point turn, we passed one of the two stables still located in the Mews and even saw a blacksmith shoeing a horse. Residents were sitting out in the sun in this charming Mews amongst the rows of colourful window boxes and pot plants.

Our walk ended at Archery Close, which was built to service the large houses in Connaught Square. Whilst there we were able to visit one of the mews houses, which is being refurbished, and have a look at the interior of a typical mews house.

Sue Hynard & Anne Roche



LUROT BRAND ON THE HYDE PARK ESTATE

Next year, we will be celebrating our 40th Anniversary (albeit that the mews specialisation did not start until the mid eighties). Our Head Office has, since 1978, been in Sussex Place on the Hyde Park Estate and we decided to do a small study of the mews houses which we have sold over the years on the Estate.

Although the “how often do people move” figures changed over so many years, I think we have every right to pat ourselves on the back with the figures listed on the right.

On top of this, our research showed that we had been into most of the

MEWS ADDRESS	NO OF HOUSES	NO OF HOUSES SOLD	NO OF SALES
Albion Close	12 houses	10 sold	14 sales *
Albion Mews	15 houses	7 sold	14 sales *
Archery Close	20 houses	5 sold	8 sales *
Bathurst Mews	55 houses	31 sold	46 sales *
Clarendon Close	5 houses	2 sold	2 sales
Clarendon Mews	14 houses	6 sold	8 sales *
Connaught Close	10 houses	4 sold	7 sales *
Hyde Park Gardens Mews	46 houses	30 sold	61 sales *
Radnor Mews	36 houses	19 sold	30 sales *
Sussex Mews East	10 houses	8 sold	12 sales *
Sussex Mews West	9 houses	5 sold	8 sales *

mews houses to either value them, do square footage drawings of them, advise on refurbishment or simply to have a cup of tea with the owners. We will, hopefully, have time to create a list of the few

houses which we have not been into and perhaps the owners of these houses would let us make it 100% of the Hyde Park Estate mews houses.

*We have sold some mews houses multiple times

Lurot Brand has launched the ultimate Augmented Reality mobile application that actually helps you find mews and other properties for sale or to rent with Lurot Brand all around you and as you move!

The application offers real answers to the property Augmented Reality experience by accurately showing properties currently on the market around you. This has been done by using cutting edge technology to combine your handsets camera, GPS and touch screen functions with detailed longitude and latitude coordinates to give unprecedented accuracy.

The Lurot Brand application does not present a gimmicky usage of Augmented Reality but delivers the truly amazing potential of this technology.

HOW DOES IT WORK?
The application shows you the nearest properties for sale or to rent on a conventional map and as you raise your phone and turn to face different directions you can see the available properties around you. A quick superimposed description will help you decide if you want to know more, access the full details, walk to see the outside of the property and contact Lurot Brand to arrange a viewing or for more details. You can also refine your requirements, save your searches and even look further afield using the comprehensive search facility.

AVAILABLE FOR
iPhone 3GS & 4 download on the iPhone Application Store
Android Mobile Phones download on the Android Marketplace

Please note
Accuracy and performance of the application will depend on the GPS and Compass functions ability of the mobile phone used and on mobile provider connection.



**NO JUNK MAIL
EXCEPT FOR MEWS NEWS**

Our distributor has mentioned to us that members of his team are stopped frequently by Mews dwellers saying they are delighted that their "No junk mail" sticker is respected but that they would like to receive our Mews News anyway.

As a result, we have produced a "NO JUNK MAIL EXCEPT FOR MEWS NEWS" sticker and have asked our distribution company to drop Mews News through the letterboxes that have OUR No Junk Mail stickers.

If, like many others, you do not consider Mews News to be junk mail and would like to receive one or more of our stickers for you and neighbours, please contact us by email mewsnews@lurotbrand.co.uk, or by phone 020 7590 9955 or visit any of our offices to collect a few.

We hope that our sticker will be very welcome and find its place on your front door!



Bathurst Mews, W2 – Thank you very much to John Christie for sending us these photos of his mews covered with a lovely winter coat!

Early winter 2010 has already given the capital amazing snowfalls that some of us have enjoyed. Always on the look out for great mews photos, we had the opportunity to take and gather some wonderful mews under snow shots...but we are of course hoping to have another chance for more! If, like John Christie, you would like to share your mews snow photos, please contact us by email mewsnews@lurotbrand.co.uk.



FROM THE ARCHIVES

From The Times, 1962

MEWS PARKING

Sir.—It appears that the St. Marylebone council purpose to erect parking meters in the various mews in the borough.

This seems a quite indefensible action. First, we were given to understand that the primary purpose of parking meters was to control parking and so reduce the dislocation caused to traffic flow by indiscriminate parking—this is hardly applicable to mews.

Secondly, the incorporation of mews into the central zone infers that citizens who quite properly house their motors in garages in the mews, may not wash their vehicles outside the garages.

In a recent case, a motorist was fined for washing his motor on the public highway, and told by the bench that mews were there for that purpose—which is indeed true.

It only requires the issue of an order, as in Russia, making it an offence to use a dirty vehicle, for the whole situation to become quite Gilbertian.

I remain, Sir, your obedient servant,
MICHAEL JACKSON.
2, Montagu Square, W.1, May 4.

MEWS PARKING

Sir.—St. Marylebone Council fully share the concern of Sir Michael Jackson (May 8) about restriction on mews parking. I hope he in turn will understand our difficulty.

Since the inception of parking meters in the area, mews have, up to now, mainly been exempt, and we have had a stream of complaints from mews garage owners that they have been unable to use their cars because the mews have been blocked by long-term parkers who have no regard for the rights of garage owners.

Now we hope he will have undisturbed access to his own garage, and that unless he creates a nuisance or an obstruction his lawful activities will be undisturbed.

Yours faithfully,
REX GLENNY, Leader, St. Marylebone Borough Council.
Town Hall, St. Marylebone, W.1, May 8.



MEWS NEWS
DISTRIBUTION

Each quarter, we not only distribute the new issue of Mews News to all the mews in London, we also send a copy by post to people who contact us and ask to receive Mews News. So, please do not hesitate to contact us if you would like us to send a hard copy of every new issue to a friend or family member (mewsnews@lurotbrand.co.uk or 020 7590 9955).

We will address Mews News directly to them anywhere in the world with great pleasure!



Miss Erna Low (1909-2002), recognized as the doyenne of the snow-holiday industry, operated her travel company out of a picturesque house in Reece Mews, South Kensington. Rightly famous for her ski programmes, the formidable lady received many accolades during her latter years culminating in 1999 with her induction into the Travel Industry Hall of Fame. "Erna epitomises the determined entrepreneurial spirit that created our business world," said the master-of-ceremonies at the grand presentation in the Savoy Hotel. "She created not just a holiday company, but a whole holiday business and played an active part in developing both. She set the standards that are still the guidelines for many in the business today." Eight years after her death, the Erna Low brand is still recognised for its discerning choice of holidays to the finest resorts, all designed with total flexibility, extreme value for money and the kind of personal service that is rare in today's on-line age.

A fanatical skier and former Austrian javelin champion, Erna was studying in London when, in 1932, she placed an advert in the Morning Post which read simply, "Viennese undergradette taking party to Austria, fortnight £15." This included German lessons, ski hire and instruction, rail travel and ten days full board in a village inn in Sölden. Lifts were not included because there weren't any.

And then the war came and

she could no longer send people skiing. But that didn't stop Erna. While monitoring German broadcasts for the Intelligence Service, she conceived the House Party programme. Usually she rented Country Houses, but such was the clamour for her house parties that she even rented entire boarding schools, bringing her own staff of maids and cooks. Nonsense and value for money were her philosophy: "I am not proposing to run these parties in the manner of a luxury hotel. The house will be warm with lots of hot water and good food." ran her 1946 brochure. The cost? Just £9 for 11 days at Christmas.

In 1953, Erna merged the House Party concept with that of the group ski holiday, and the Chalet Party was born. At first, these large groups of friends handled their own cooking and cleaning, but soon Erna added the chalet maid and catering in the same way as she had done with her House Parties.

In more recent years, under the direction of Joanna Yellowlees-Bound, Erna's devoted disciple of 30 years, the company has become

the leader in self-drive self-catering holidays to the Alps as well as running its own spa holiday programme. The innovation continued with the establishing of a new business in 2002, Erna Low Property, which specialises in selling exclusive chalets and apartment in the Alps and villas in the Cote d'Azur. Finally, in 2004, the company achieved Erna's one unfulfilled dream when it opened its first office in the French Alps.

"Every now and again," says Joanna, "We get these savvy business men coming to our offices, who are always telling us we should move to a business park to save money. They just don't get it. This is where it all began and this is where we will stay. Reece Mews is the spiritual home of this company, it is ten years since Erna last walked through these doors, but we still feel her presence. I still see her at her old desk in the corner. To leave the mews would somehow be a betrayal."

Erna Low
9 Reece Mews
London SW7 3HE
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Ski Holidays
www.ernalow.co.uk

Overseas Property
www.ernalowproperty.co.uk

Summer Holidays
www.ernalowsummer.co.uk

Morzine Mountain Holidays
www.aiglonmorzine.com

UK's Leading Luxury Spa Advisor
www.bodyandsoulholidays.info



COMMUNITY MATTERS

In 2010, Lurot Brand was very proud to sponsor many community events, associations and clubs all around Central London. We are looking for new sponsorship opportunities for 2011 and as a result would be very grateful if you could contact us by email mewsnews@lurotbrand.co.uk or call Peggy Lurot on 020 7590 9955 with any details of events where our team may be able to give a helping hand.



London's Green Corners Awards The Mews category that we sponsor has seen two monthly winners to date: the charming display of roses cascading over the gate of this mews cottage in Addison Place W11 (June Winner) and Bingham Place in Marylebone that has been transformed by residents into a green oasis where the olives, bananas, figs, apples and many other plants and trees are admired by passers-by (July winner). For more information, please visit the Conservation Foundation website: www.conservationfoundation.co.uk.



The Cleveland Square Bulb Planting Party Between delicious ice cream and cakes, the residents, with the help of members of Lurot Brand, planted over three thousands bulbs around the gardens. It will be quite a unique experience to be able to say to potentials tenants or buyers "these flower beds were planted by our team" when viewing properties in Cleveland Square!

The Hampden Gurney School Summer Fair The fair saw a big turnout and we are very proud that our posters and leaflets helped spread the word. We are also very thankful to all the dedicated parents who made this day such a great success and for giving us the opportunity to help our community!



The London French Rugby Club Contributing to their expenses and helping them with their organisation and promotion is a great pleasure and seeing our branded Rugby shirts on the field always makes the game and a win that much more special!

LUROT BRAND

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