

# LUROT 1971 - 2011 40 BRAND



## MEWS NEWS

SUMMER 2011

[www.lurotbrand.co.uk](http://www.lurotbrand.co.uk)





## MESSAGE FROM THE CHAIRMAN

do not want them openly marketed. We only have 3 offices, but all are located in those areas of London with the highest concentration of Mews houses.

The level of our instructions is reflected in the rising number of units we sell and let each year.

Based on the above figures, the “Global” firm does not seem to have much right to their claim. In terms of global appeal, again Lurot Brand does well: in 2010 we fielded enquiries from 166 different countries, from the richest - UK, USA, France, Switzerland, Germany, Japan, China - to the most unexpected – Mongolia and the Faroes. In the first 5 months of 2011, we have already received enquiries from 128 countries; we are gathering ever more speed and will soon run out of countries... (source Google Analytics).

Our MD often tells us we are too modest, too gentlemanly and not aggressive enough in selling ourselves. Well, the claim made by the “Global” chaps and also by another firm claiming to be a Mews specialist (one that has only 4 mews houses on its books), has made me come out of my corner and write this message.

We all want the maximum price for

our houses. Like it or not, it is a fact of life and the primary reason why prices rise. It is also the reason why Lurot Brand is driven to achieve record prices for its clients. We look after you and we hope you’ll look after us. It is our only guarantee of future business.

To do that, we have built the firm, its knowledge, contacts and the teams so many of you know. We keep them professional and competitive at all times. It has been going on non-stop for 40 years and we are still growing. That is why we deplore today’s lowering of commercial standards with the sort of empty, irresponsible claims that are now being made. It was only after many years of hard work, research and results that I dared to call this firm “The Mews Specialist”.

For further evidence of our ability to perform well for all of you in our Mews world and why you should continue to employ Lurot Brand, see the box below for a few more facts and figures.

It only remains for me to thank our competitors for once more bringing to our clients’ attention the charm and appeal of Mews properties.

How right they are, we’ve been doing it for 40 years! **Antoine Lurot**

### Many professional valuers use Lurot Brand’s database of past sales:

*“Apart from my own offices, by necessity I have spoken to Lurot Brand as they have sold the majority of the Mews houses in the area...” Savills, in an ‘Expert’s Valuation Report’ to a Court of Law in December 2010*

*“Although Lurot Brand involve themselves in the sale of all matter of residential property, they have made it their business to specialise in particular in the sale of Mews. There is no other firm of estate agents which has this position in the market: indeed Lurot Brand sell the great majority of Mews houses that come on the market in Central London... it is impossible to value Mews houses without referring to Lurot Brand.” Scott Davidson, a Chartered professional valuation firm, in an ‘Expert’s Valuation Report’ to Court in September 2010*

## RECORD RESULTS

A small selection of mews streets where Lurot Brand holds the record for the highest pound per square foot values or rental price ever achieved\*:

Ennismore Gardens Mews, SW7 - £2,489/sq ft  
Grosvenor Crescent Mews, SW1X - £2,372/sq ft  
Kynance Mews, SW7 - £1,736/sq ft  
Hyde Park Gardens Mews, W2 - £1,550/sq ft  
Norland Place, W11 - £1,432/sq ft  
Queen’s Gate Place Mews, SW7 - £1,303/sq ft  
De Vere Cottages, W8 - £1,234/sq ft  
Astwood Mews, SW7 - £1,225/sq ft  
Victoria Grove Mews, W2 - £1,172/sq ft

Vantage Place W8 (3 bed) - £2,750 per week  
Horbury Mews W11 (3 bed) - £2,500 per week  
Clarendon Close W2 (3 bed) - £2,500 per week  
Prince’s Gate Mews SW7 (2 bed) - £2,100 per week  
Hyde Park Gardens Mews, W2 (2 bed) - £1,500 per week  
Bathurst Mews, W2 (2 bed) - £1,050 per week

\*2010, 2011 - Source Lonres



## A BLUE PLAQUE IN PETERSHAM MEWS

Lurot Brand has just sold a charming three bedroom mews house, in need of refurbishment, in Petersham Mews. The house attracted great interest from the time it came to the market and almost immediately we received offers. After a bidding war between multiple interested parties, the sale was agreed. The new owners, who are not new to mews houses, are currently researching the best layout and will soon be able to enjoy their new home where the well known WWII fighter pilot, Sir Douglas Bader, used to live (1955-1982).

## SIR DOUGLAS BADER

Group Captain Sir Douglas Robert Steuart Bader (21 February 1910 – 5 September 1982) was a Royal Air Force (RAF) fighter ace during the Second World War. He was credited with twenty aerial victories, four shared victories, six probables, one shared probable and eleven enemy aircraft damaged.

Bader joined the RAF in 1928, and was commissioned in 1930. In December 1931, whilst attempting some aerobatics, he crashed and lost both legs. Having been on the brink of death, he recovered, retook flight training, passed his check flights and then requested reactivation as a pilot. Although there were no regulations applicable to his situation, he was retired on medical grounds. After the outbreak of the Second World War in 1939, however, Bader returned to the RAF and was accepted as a pilot. He scored his first victories over Dunkirk during the Battle of France in 1940. He then took part in the Battle of Britain and became a friend and supporter of Air Vice-Marshal Trafford Leigh-Mallory and his “Big Wing” experiments.

In August 1941, Bader was forced to bail out over German-occupied France and was captured. Soon afterward, he met and befriended Adolf Galland, a prominent German fighter ace. The circumstances surrounding how Bader was shot down in 1941 are controversial. Recent research strongly suggests he was a victim of friendly fire. Despite his disability, Bader made a number of escape attempts and was eventually sent to the POW camp at Colditz Castle. He remained there until the camp was liberated by the First United States Army in April 1945.



Bader left the RAF permanently in February 1946 and later worked in the oil industry. During the 1950s, a book and a film, Reach for the Sky, chronicled his life and RAF career to the end of the Second World War. Bader campaigned for the disabled – for which he was knighted in 1976 – and continued to fly until ill health forced him to stop in 1979. He died three years later, on 5 September 1982, from a sudden heart attack.

(Source Wikipedia; visit: [http://en.wikipedia.org/wiki/Douglas\\_Bader](http://en.wikipedia.org/wiki/Douglas_Bader))




# ROYAL WEDDING


I have outstanding memories of 1981 when Prince Charles married Lady Diana Spencer. It was a Wednesday wedding but on the previous Friday there was a concert in Hyde Park, attended by so many people that the entire Hyde Park Estate came to a complete standstill with people abandoning their cars and creating a gridlock.


Nevertheless, I was fortunate to be on the roof terrace of No. 7 Albion Close, which at the time belonged to a close friend, John Hollamby, the chairman's much loved ex boss then Senior Partner of Chestertons. What a party! We listened to the music and had a birds eye view of the most amazing fireworks. On the wedding day, Sussex Place, outside our office, was closed and a joyous street party was held including a very brave police officer doing a striptease watched in open mouthed amazement by Oliver, my then 6 year old son. Oliver's amazement reached a crescendo on seeing his father involved in fisticuffs with Dick Briggs, owner of the Hyde Park Stables in Bathurst Mews, only to be separated by the stripper policeman and his colleague. What a day!


Since I moved to my mews house 50 yards from Hyde Park, I have been privy to concerts, fun fairs, marathons, pentathlons, the last night of the Proms, etc so I decided that watching the Hyde Park Screens on the 29th April - when Prince William married Kate Middleton – was essential.

I know there are those on the Hyde Park Estate who think that these big events are an intrusion – I am not one of them.

 I must say that I approached this Royal Wedding with some trepidation. The idea that there might be between 200,000 and 400,000 people arriving in the area was a bit scary. I was amazed that on the day the streets were free of visiting cars – the visitors having taken the advice to use public transport.

 I walked with a friend to the screens first at 7am (with the dog) and there were already several thousand people claiming their spots. When we returned just after 1pm to watch the flypast (oh how I love old aeroplanes), the crowds had swelled to 120,000 (so said the papers). The atmosphere was amazing, the old aeroplanes exciting and my dog hating it all.

 Unlike 1981, we did not organise a street party in Sussex Place because of the difficulty in getting the necessary permissions from the police and local authorities but I know that some of the cul-de-sac mews on the Hyde Park Estate did so. My colleagues who attended some of these have given their own experiences in another article in this issue of Mews News.

 I feel honoured to live where I do and to feel a part of the amazing events in Hyde Park (which I refer to as MY GARDEN). **Kati Lurot**



Photograph courtesy of Shelley Montez



## Kersley Mews, SW11

What a patriotic day! The buzz in Kersley Mews was fabulous! You could not see for bunting and flags and all things British!

One of the most desirable mews south of the river, it had been officially closed off to ensure that there was no disruption to the celebrations. The effort made by all - residents and friends - was incredible. All invited guests started to descend on the mews around 2 o'clock for the post-ceremony festivities with everyone bringing their own contribution. There was a seemingly endless amount of British themed food from Kate & William cupcakes and finger sandwiches to scones and coronation chicken, pavlova and victoria sponge, not to mention plenty of champagne to toast the happy couple. This was the perfect day for mews residents to come together and celebrate this most British of occasions with their neighbours. **Melissa Holdron**



## London Mews, W2

Whilst the residents of Kersley Mews demonstrated commendable patriotic spirit south of Old Mother Thames, London Mews in Paddington definitely flew the flag with great style and much frivolity. Even the homemade cupcakes were emblazoned with red, white and blue!

In the morning, the weather over W2 did look somewhat dubious but thankfully with live running commentary from all the terrestrial TV stations over Westminster Abbey and Buckingham Palace in

*"I visited London for the first time for the Royal Wedding festivities and was delighted to see the beautiful Mews in South Kensington. It was truly a favorite part of my visit. Seeing the different personalities of the owners was fun and I could truly picture myself living there. I love the charm of the street and the various styles of the front doors!"*

*Dianne LaBissoniere  
(Washington – 10th May 2011)*

nearby SW1, we were kept abreast of developments and rain stayed away.

After the London Mews residents had fretted the week before that all their invitees would be otherwise engaged in far flung corners of the globe, I arrived after 'the royal kiss' with my bottle of Pimms and punnets of strawberries in hand to find well over 100 sun-kissed partygoers enjoying a lazy and friendly get together. Many had

come from the Abbey via Hyde Park and shared excited banter about *that* dress and the ensuing festivities.

There is something quite unique about mews living that you will all be well accustomed to and this party was a fine example of a community coming together and celebrating all things British! Republican Australians rubbed shoulders with staunch American monarchists, all united in enjoying the significance of the occasion.

As the bunting fluttered in the evening breeze and the last of the children finished their impromptu game of cricket on the pavement, you could have been forgiven for forgetting that you were in the heart of the buzzing metropolis that is London. A lasting image for me was of the curious tourists who chanced upon the mews from the anonymous entrance in London Street and took photos to share – I am sure they would say that Londoners are actually very friendly indeed! **Lajla Turner**





## COLLINGE HINGES

The 'Charles Collinge' hinge is a unique form of cast iron strap hinge that has been used to adorn many mews house garage doors over the last 150 years. We have found a company that supplies new Charles Collinge hinges and cups traditionally cast in sand from original patterns.

For more information:

[www.charlescollingehinges.com](http://www.charlescollingehinges.com),

tel 01432 850100

email: [sales@charlescollingehinges.com](mailto:sales@charlescollingehinges.com)

*"My intention is to replace the up and over garage door on my house with handmade doors, replicating, as closely as possible, the style that would have been used when the house was originally built. My preference was to use Charles Collinge Hinges. Research revealed that they are still available through Oak Leaf Gates. The service that I received from Jonathan Woodcock was exemplary. He gave sound advice on sizing, installation, etc. The products arrived exactly as arranged. They are expensive, but these properties are valuable and, as a surveyor, I consider that attention to detail is of paramount importance in maintaining the integral style of the Mews". P.B. (Mews Owner)*

We often say that we have encyclopaedic records of all things mews but we don't often mention our "out of the ordinary" archives. I was amused to find this paper cutting recently which also confirms that we try never to miss a 'mews' thing.

### Seagull stops mail

Mail deliveries to a London street have been suspended because a dive-bombing seagull is terrorising the postman. Residents in Weymouth Mews, W1, near Regent's Park, received a letter from the Royal Mail saying that it was unsafe until the situation changed. Attacks by animals cost the service £1 million a year.

\* The Times, 28th July 2001



### The Apprentice, Series 7 Create, Brand and Launch a Pet Food Episode 5 of 12

Missed it? Catch up on BBC:

<http://www.bbc.co.uk/programmes/b011qjtm>

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