# MEWS NEWS

SPRING 2021



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# LUROT BRAND

THE FIRST WORD IN MEWS

# CONTENTS SPRING 2021

04	WELCOME TO MEWS NEWS from Marlon Lloyd Malcolm
06	<b>LONDON'S PROPERTY MARKET</b> by Zoe Dare Hall
10	<b>MEWS LIFE IN NORTH LONDON</b> by Noah Pearlman
12	<b>ONE-TO-ONE WITH</b> Ian Puddick, Founder of The Old Bakery Gin
	<b>EVERCHANGING MEWS</b> 50 years of Mews Sales, by Martyn John Brown
20	<b>RENTAL MARKET REPORT</b> by Mollie Swallow
21	MEWS IN BLOOM June 2021
22	<b>LB LOVES W2</b> <i>Our tried and tested recommendations</i>
26	PROPERTIES FOR SALE
38	PROPERTIES TO LET

### LOOK AHEAD... SPRING IS ROUND THE MEWS CORNER

04

FROM MARLON LLOYD MALCOLM

HE.

# a whole new world is waiting



It doesn't seem long ago that I was writing my previous introduction for Mews News and like many, hoping that 2021 and a new year would ring the changes for us all feeling the effects of winter and Covid cabin fever. Well on the positive side, a little light in the form of a new vaccine, should certainly edge us nearer to a different kind of daily life from the one we are all living in lockdown. Only time and the next few months will tell, but longer days, the first splash of colour from spring bulbs and the early shoots of leaves on trees, will bring a welcome change of scenery and sense of hope.

In keeping with the mood of looking forward and anticipation that a new season and spring brings, this issue of Mews News is going to try to give you some light relief by being crammed with new topics away from anything pandemic related.

For me, one of the most enjoyable articles in this quarterly issue is Noah Pearlman's contribution. Our very own Lurot Brand mews detective uses the lockdown to go investigating the secrets of an artisan enterprise tucked away in Pymmes Mews, North London. The perk of his research meant Noah ended up with a bottle to drown away the January blues.

Whether you were sticking to 'dry' January or not, a sense of being in this together is very much at the heart of the mews community. We are all thankful for what we have and others do not. The fact is that things will improve and a whole new world is waiting.

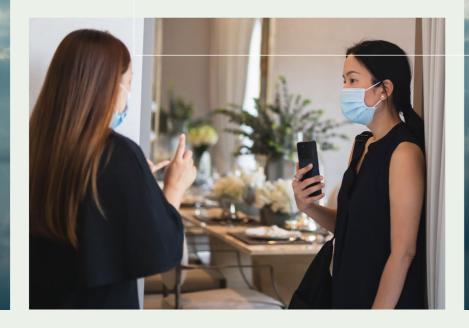
Resident surveyor and mews expert, Martyn Brown writes about the evolution of the mews over time and his historical references remind us of how nothing stays the same, reminding us of how life was before computers and mobile phones. We must never underestimate how the mews miraculously seems to adapt itself to offer a welcome home or a practical work space through the most challenging and testing of times – onwards and upwards we go into the future.

### LONDON'S PROPERTY MARKET – CALM AFTER THE CURRENT STORM BY ZOE DARE HALL

The year has begun with a perfect storm – one in which Brexit and Covid, along with the usual seasonal lull, have combined to leave the central London market looking lost at sea. But what lies ahead for prime property in the capital?

As across so much of the world currently, central London is eerily quiet. The shops are shut, offices empty, and half the residents of Kensington, Chelsea and Mayfair have decamped to their country homes, seeing them as preferable sanctuaries from which to see out the storm. Many estate agents are trying to put a positive spin on this unprecedented period of hiatus tinged with hope, as Covid vaccines are rolled out in their millions, but the nation is still largely stuck at home. Some agents are hailing this as a great time to buy, without the usual competition from foreign investors. And in a sense this is true, with the only international buyers either already based in London or prepared to buy virtually, from a distance, based purely on 3D walkthroughs and Facetime viewings.

# Some agents are hailing this as a great time to buy



In fact, it's a market devoid of many of its staple buyers, including buy-to-let investors and international students. But, as Marlon Lloyd Malcolm, head of sales at Lurot Brand, points out, "if it's a good time to buy, through lack of competition, that also means it's a bad time to sell. It's only a good time to buy if the vendor really needs to sell, and most in prime central London do not."

The introduction of a 2% stamp duty levy for foreign buyers from April will add to owners' reluctance to sell, thinks Lloyd Malcolm. "The fallacy surrounding stamp duty is that it's a cost for the buyer, but it's really the seller who shoulders the cost," he says.

"Buyers have a set budget and they will spend the whole thing on buying the best home they can afford. A property levy makes no difference to buyers as they still have the same budget and will need to pay less for the property to cover the tax. It's the seller who will be forced to accept a lower amount, or lose the sale. And if they accept a lower amount, it gives the perception that values in that particular market have fallen." Lloyd Malcolm thinks, a "stop-start" year lies ahead. "It will be a year of bursts of activity. There will be moments where people will feel positive as lockdown restrictions are eased, and they will view everything they possibly can, make a decision and buy. And then there will periods of very little activity."

As nearly five years of uncertainty have shown, beginning with the EU vote, followed by long periods of political upheaval and now the pandemic, unpredictability is a passion killer for property markets. "People want to buy, but they still lack confidence. They need to get rid of the pandemic restrictions before they can make decisions, and they need to get rid of the unknowns," says Lloyd Malcolm.

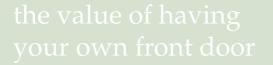
Those buying homes in prime central London currently know that the cost of stamp duty, combined with predictions of lacklustre 2-5% price growth over the next five years, means they will need to hold on to the property for at least five years to hope to recoup the buying costs. "It means that buyers at the moment have a genuine need. They are buying for their personal use and their motivation goes beyond money," Lloyd Malcolm comments.

The reported 74,000 Londoners who spent a combined £27.6bn on countryside properties last year, so they could spend lockdowns among green fields, suggests that prime central London is not the most desirable place to be in a pandemic. But no one can predict how long their working-fromhome lifestyles will be allowed to continue – and that's going to be quite some commute from the Cotswolds if the City office wants them back at their desks on Monday.

For those who made moves within prime London last year, the demand was overwhelmingly in favour of houses rather than flats. House sales of  $\pounds5m$ + were up by 13% in 2020, while sales of  $\pounds5m$ + flats fell by 16%, according to LonRes. House prices in the year's final quarter rose by 5.7%, compared with a 1.3% fall for flats.

> back at their desks on Monday





Along with gardens and roof terraces, which are more sought after than ever while lockdowns persist, the value of having your own front door should never be underestimated. Mews houses, Lurot Brand's speciality, may often lack private outdoor space, but they come with that 'own front door' cachet and a village-like charm, set in traffic-free, often cobbled streets in which residents take great pride and develop a strong sense of community.

Any activity in the market in a climate like this relies on vendors being realistic. "We currently have two offers, including one at asking price, for a mews house in Notting Hill, and that's because the asking price is fair, which means it's what something similar sold for last year," says Lloyd Malcolm. "Too many owners ask for more, but you have to ask yourself 'why is it better?" Its real value is only what someone will pay, not what an agent or an owner think". A source of consolation for owners who are prepared to price realistically is that while viewing numbers are down by around 80%, due to the restrictions imposed by lockdown, "the viewing to offer ratio has gone through the roof, as everyone is prepared before they arrive for a viewing. They are serious buyers," says Lloyd Malcolm. "For sellers, it may feel like trying to find a needle in a haystack, but pick the agent that sells the most amount of your type of property and your chances of finding the buyer that will pay the most will be far higher."

The coming year may not yet be promising to restore some of the certainty we are all longing for. But with all storms there follows calm – and, as we saw last year when lockdown restrictions were lifted, buyers and sellers in London will be poised to act as soon as the red flags are taken down.

### MEWS LIFE IN NORTH LONDON AND HOW ILLICIT GIN HELPED SAVE ME IN LOCKDOWN

By Noah Pearlman

Lockdown 3, worst sequel ever (one of the better memes)! Like everyone, I live in hope of getting back to 'normal' as soon as possible. This year Lurot Brand will reach its 50<sup>th</sup> anniversary, so we are looking forward to being able to celebrate this summer.

The North London Lurot Brand office is now in its second year and who could have predicted events over the last 11 months? Despite life's restrictions, mews life seems to keep giving as I continue to come across new Mews with unique stories.

One constant, and by far one of the most pleasurable since the original lockdown, has been taking time for daily outdoor exercise. Luckily for me, I've always enjoyed a good walk; to get lost while on foot is one of life's little pleasures, 'a suburban safari' if you will!

The villages of North London are regularly described as green and leafy and for good reason. Walk in any direction and you'll soon find yourself in woods, heaths or greens, wide avenues, historic cemeteries, lakes and ponds and of course, surprising mews locations. For nearly 20 years, Muswell Hill has been my home. A green leafy North London village surrounded by wonderful ancient woods, parks, a truly surprising number of tennis courts and not forgetting Alexandra Palace or 'Ally Pally' to the locals.

However, even a stroll through the park is no match for discovering an architectural gem along a lane, at the bottom of a yard or hidden on a mews. To my surprise, Muswell Hill has more mews than you might imagine. During each lockdown, I have discovered secrets in the heart of my local neighbourhood and so far, have uncovered a further six mews including: Dukes Mews, Muswell Mews, Avenue Mews, Hillfield Park Mews, Alexander's Mews, Parkwood Mews and a good number of yards. But it was my most recent find that surprised me most.



Pymmes Mews - primarily a commercial mews rather than residential. But coming across a gin distillery was not what I expected on a cold Saturday morning in lockdown. *The Old Bakery Gin Distillery* occupies three of the six properties that run the length of this mews. The three buildings comprising the Old Stables, the Old Bakery and the Old Grain Store have been sympathetically redeveloped, retaining all original features and have since been placed on the Listed 'Heritage Buildings of historic interest'.

During the redevelopment the owner, Ian Puddick, discovered that over 12O years ago the Old Bakery had a secret... they made illegal gin! Bakery by day and illicit gin by night! Being a gin lover, Ian decided to try and make it happen again but legally, and today they supply some of the leading stores in London including *Harrods* and *Fortnum & Mason* to name just a few.

For the purpose of research for this article, I thought it only right that I sampled this small batch of now legal London dry gin. I am very pleased to report it is exceptionally good. And like many innovative enterprises during the pandemic, they turned their distilleries to a more pressing use; supplying hand sanitiser to the Met Police, NHS Local Authorities and the MOD.





A short walk from Muswell Hill, you'll find Highgate, known for amongst other things - great pubs, beautiful houses, the odd mega mansion, access to Hampstead Heath and of course Highgate cemetery and catacombs. Whilst walking to the latter, I came across another new mews off Swains Lane and a stone's throw from the most famous cemetery in London as well as Waterlow Park. Also tucked away off Highgate high street, you'll find Cobble Mews on the doorstep to all the best pubs in Highgate, and Castle Yard, close to Highgate School, one of London's renowned independent schools, both still offering the unique guiet and secluded Mews life which all Mews owner's relish.

You might not expect to discover a traditional cobbled mews in places like Muswell Hill, Highgate, or Crouch End or indeed more well known, Hampstead, Belsize Park and St John's Wood. However, these leafy North London villages have a great deal more to offer than may be first apparent.

Now that there is a greater focus on outdoor space, flexible working means less reliance on living close to the office or tube station and gets you more square footage for your pound. Would-be mews owners can happily consider the mews that North London has held secret far longer than the rest of central London.

This attractive area of our city combines the feel of London village life with the opportunity to enjoy the sense of community that living in a Mews brings, factor in excellent schools, the green open spaces, a mouthwatering selection of eateries, bars and pubs and you have an irresistible blend of mews spirit on your doorstep.



www.oldbakerygin.com

### **ONE-TO-ONE WITH IAN PUDDICK** Founder of The Old Bakery Gin

### What a tonic! Old Bakery gin made in the mews spirit!

Ian Puddick, founder of The Old Bakery Gin at Pymmes Mews in Palmers Green, North London, bought the rundown collection of properties in 2013. By chance, he discovered that illicit gin had been made there over 100 years ago and this inspired him and son George to create their own secret botanical recipe.

#### As relative distillery 'newbies', how did you experiment and learn the process to make such palatable gin, rum and whisky?

 It was a bloody nightmare, initially I googled and identified loads of small distillers, I called them and told them my story. I asked if I could pay them to teach me how to distil using my own 'secret four' botanical recipe which I had discovered, but their answer was always no.

So, I watched videos on-line and discovered Richard from Love Brewing **www.lovebrewing.co.uk** - his videos were simple to follow. I called Richard and he was brilliant; I bought a simple 'Fisher Price' style easy to use kit in order to experiment with my recipe... and the rest is history.

As we have grown and expanded my plumbers have made some of the gin stills and have made and installed all the pipe work. We're sure there are some secret ingredients that you cannot divulge, but are there any that you can share, which you believe make all the difference when creating a fine gin?

 There are only four botanicals which is incredibly few as most gins have a min of 12 botanicals and the gin market has grown (there are over 4500 UK gins now). The various distils have used the number of botanicals as a way to differentiate their brand from other gins which means there are now gins with 125 botanicals. What's in our gin? Not even Harrods, Forthum & Mason or Buckingham Palace know! It's an official North London state secret; however, I can tell you that the Juniper berries are young and from Tuscany.

#### How long does the process of making gin take from start to final bottled product and how long can you keep gin for?

 Not long, in fact when we have tours it's definitely the most asked question.
 I always reply, 'how long do you think?'. The reply varies from a week to a month.
 The reality is, that if we start making Old Bakery (London Dry Style) gin in the morning, we are bottling and labelling the finished product at the end of the same day and then it's ready to be despatched.
 We now export to Hong Kong and Taiwan.

#### The Old Bakery and stables has an interesting history, what are your favourite features about the buildings you converted and what is appealing about life at Pymmes Mews?

• Easy peasy... definitely the 'ghost' sign which had faded and was unrecognisable. We tracked down an original picture and restored the sign, I was quite obsessive and counted the bricks in the original picture so that when I restored the bakery sign it was the same size/footprint. After six weeks, the local council said it was 'graffiti' and wanted us to remove it or they would obtain an enforcement notice and charge me for removing it! It was a bureaucratic nightmare. I appealed twice and lost despite providing the whole background heritage with the original picture to the Council. Finally, out of desperation, I contacted the local councillor Alan Sitkin who was once a Californian hippy, he was God's ambassador - he loved it! In the end, common sense prevailed and the Council changed its mind; it decided the 'graffiti' was no longer graffiti' and they put a preservation order on the sign so since then it's been protected, you couldn't make it up!

#### If you could sip a gin and tonic at any bar in the world, where would you choose?

• Somewhere hot... can I choose two places please? Firstly, Barbados Oistins fish market, George Place - a wonderful sunset, wonderful buzz of the fish market that turns into a night street food market serving local fish in the company of all my family. Secondly, Sa Trinxa Playa de Ses Salines Ibiza - a family restaurant on the beach, great food and drink and the music is brilliant - again with all my family.

#### And if you could share a drink with anyone famous from the past or present, who would it be?

• Alan Turing a brilliant mathematician who broke the German codes during WW2 and shortened the length of the war. He was a in lover and persecuted by the state after the war for being homosexual.

#### What does the future hold for The Old Bakery, will you continue to keep it a family affair and are you planning to start making vodka etc?

 No plans for vodka. We are in a very very crowded market, where volume is based on selling volume at a low price. Our strategy is very simple, we can't and don't want to enter price wars within the market, so we are keeping our operation small and very niche; believe it or not we have turned down two large supermarket chains. We are concentrating on premium customers... more to come later this year – if and when we return to some normality.

#### You've shown plenty of initiative and community spirit making hand sanitiser during the pandemic – how has that come about?

 We applied to HMRC Customs and Excise for a licence to purchase Denatured alcohol, they said no, so we made our own alcohol - the old fashioned bootleg method using water sugar and yeast.
 We made a video explaining how we were making illict hand sanitiser www. youtube.com/watch?v=N8ldF9yXCfU We then got contracts with the NHS,

Met Police Gold Command and the Ministry of Defence on Whitehall.

# Now you have a choice of gin, rum and whisky, what's your favourite tipple?

• Bourbon - *Blantons Gold* with one piece of ice.

#### You've promoted the distillery at the Ministry of Defence, Buckingham Palace plus No.10. All very impressive, can you share any national secrets with us?

• Yes! There is a 17<sup>th</sup> Century cock fighting pit in the basement of the Ministry of Defence building just 80m down the road from Downing Street, and in the same room as the cock fighting pit, are a series of tunnels that go underground from Whitehall to Buckingham Palace and the Houses of Parliament.

## EVERCHANGING MEWS 50 YEARS OF MEWS SALES

This is the first in a series of five articles to be published in 2021. The year in which Lurot Brand celebrates its 50<sup>th</sup> year as a specialist Mews estate agent in London. All of ECM's 2021 articles have been written in collaboration with Lurot Brand. We at ECM congratulate them and look forward to their continuing years of achievement.

#### MICRO PERSPECTIVE ON MEWS

These articles will relate to house prices and sales that are specific to London Mews over the last 50 years. As the Mews represent a small-scale world themselves, we start with a micro perspective to consider the detail that underlies the selling of the Mews over the last half a century.

#### **SELLING THE MEWS**

Since the start of their 'golden age' 200 years ago, the London Mews have undergone remarkable changes and it is a testimony to their adaptability that so many remain in occupation. No longer home to horses, but home to people who have come to expect such comforts as indoor sanitation, changing the way estate agents operate, market and sell Mews properties.

Today modern technology such as the use of computers, digital cameras, laser printers, and specialised software have transformed the processes.

#### **MEWS IN THE 1970'S**

In the 1970's, London's Mews were very simple. Most were still unmodernised and retained the old equine proportions with large drafty stables, coach houses below, and cramped flats above.

Back then, buyers tended to be from one of two main groups: well-to-do individuals who were young and successful or had inherited money and older individuals, probably downsizers, who wanted to move back into London.

Basements with gyms and multimedia rooms were highly desirable but seemed a long way off.



In 1970, people had long enjoyed refrigerators, freezers and other appliances. For over 50 years kitchens had been equipped with large, buzzing boxes to keep food cold but their capacity was limited compared to current, efficient appliances.

Kitchens were also equipped with automatic washing machines, generally unstable top-loaders and clanking dishwashers, which had been around for about 20 years. No one had heard of self-cleaning ovens, environmentally friendly appliances, robotic vacuum cleaners or Alexa!

Back then televisions in the corner of each living room only had three programme channels with sets in black and white or colour. Whilst this now seems primitive, remember that only 30 years before, those seeking contemporary information had to rely on cinema newsreels to see broadcasts of major events like the Coronation or the Olympic Games.

#### LUROT BRAND... remembers Mews selling in 1970's

50 years ago, we had just opened our first shop in Brompton Road and the real world as well as the Mews world were very different places.

Estate agents everywhere appeared to be fueled by coffee and nicotine. As hard as it may be to imagine today, puffing away on a cigarette whilst quaffing copious amounts of instant coffee was the way to pull a deal together. Offices were conspicuously overflowing with paper. Before computers made an appearance, we were helped by the use of electric typewriters, that crucially allowed mistakes to be dealt with without the inconvenience of having to start the entire process again which, for those fortunate enough not to recall, a traditional typewriter required.

Analogue photographs for our sales particulars were taken more sparingly than is now the digital norm since the film reels were a notable expense and needed to be properly accounted for within each fee. This required more imagination and skill on behalf of the agent, but arguably the quality of the product was today's equal... and all the better to show off the fashionable avocado bathroom suite!



Sales pitches were harder than at present and were to become harder still. Certainly, descriptions were more florid, as there was less legislation to guide us with...'tucked away out of sight and mind with oodles of period charm, many original features, some modernisation needed... and priced to sell!'



#### **MEWS IN THE 1980'S**

By 1980 people were showing greater interest in the Mews and were beginning to speculate in ever increasing numbers. This resulted in a rapid reduction in the number of decaying Mews in rundown streets.

To begin with, these properties would be just smartened up, but with the advent of new technology and an emphasis on glossy appearance, driven by the popularity of American serials such as Dallas and Dynasty, more ambitious conversions were undertaken.



Before the arrival of the internet and desk top computers, estate agents would continue with their daily mailings to their customers, most of whom had probably responded to newspaper advertisements. Each agent had a box of plastic cards containing client details that would be used to conduct their business.

The agents would spend their time dictating creative and flowery property descriptions into a tape machine and the office secretary would type them out. The details would then appear on a dot matrix printer – which as it was so noisy, was situated under a huge double glazed Perspex capsule that occupied too much of the office space. Photos would be taken sparingly and were generally of exteriors since interiors were deemed to be a security risk. There were no requirements for floorplans, no video tours or energy performance certificates (EPC's).

#### LUROT BRAND... remembers selling in 1980's

40 years ago there was a massive reliance on newspaper advertising as Antoine Lurot remembers... such as The Sunday Times and Telegraph.

No sooner had we established our best practices for selling the Mews when the vagaries of supply and demand intervened, and we became first inundated with sales and then abandoned by the market.

1988 was our best year, selling around 80 properties across the whole area of central London. From the slightly down at heel ones in Kensington to the highly polished ones in Knightsbridge.

1989 could not have been more different. For Mews that were fair or foul, the sales wind would not blow and it is difficult to recollect any number of sales much beyond double figures for the year.

Still, there was no shortage of cigarettes or strong coffee to keep us going.

#### **MEWS IN THE 1990'S**

The 1990's were nicknamed the 'slacker generation' or 'generation X'. Whilst Mews owners and tenants might not all have dressed as if attending a Nirvana gig, dress code in the Mews was certainly less formal.

Over this decade people looked for a more flexible approach to Mews living and because of the proven capital appreciation, were looking to invest in expanding and extending the properties.

Initially, this came with a desire to build upwards and in a number of different ways subject to planning approvals. Planners were generally accommodating, although each planning department had its own perspective on how roofs should adorn the Mews. As a result, the relationship between inside and outside space was not consistent and this in turn determined the size and type of accommodation that could be produced. For example, an extra bedroom with an en-suite would not require any significant balcony or outside space whereas a reception room would benefit from a generous external space.

Not all Mews could be changed in this way as some Mews would not countenance any upward expansion at all, e.g. Bathurst Mews which, even today, remains two storey.



Improvements in technology, especially in communications, signalled a change in work environments and practices. The introduction of IT during this decade, sparked a big change to the estate agents' business with far less reliance on newspaper advertising and a sharp increase in digital marketing.

1991 was something of an industry watershed as it brought in the Property Misdescription Act - making it a criminal offence for estate agents to make false or misleading statements about properties offered for sale. This Act was subsequently repealed and replaced by other consumer and business protection legislation.

#### LUROT BRAND... remembers selling in 1990's

30 years ago estate agents were embracing IT, new narratives and political correctness. We can no longer describe a property as we had before. We can also no longer use terms such as 'master bedroom' since it has connotations with slavery.

The challenge was to avoid being too flowery or too dull and to jettison plain verbosity with imagery and direct communication, that appeals to the buyer, by conveying the best experiences the seller has enjoyed at the property.

#### **MEWS IN THE 2000'S**

By 2000, the number of opportunities for mansard roof extensions was dwindling. Awareness of the capital value increases that had accompanied this trend in development meant that a new direction for expansion was arrived at – digging down to create basements with gyms and multimedia rooms had finally arrived.

This trend was to last for another 15 years or so, until planners began to respond to public concerns about the disruption this type of development caused.







Televisions were now offering 300 plus channels and were vying for attention with computers and the internet. Laptops followed, until the end of the decade when the iPad arrived.

Laptops and tablets had the massive advantage of not needing a dedicated space, thus allowing more flexible arrangements in the Mews.

#### LUROT BRAND... remembers selling in 2000's

20 years ago estate agents were embracing the internet with complementary technologies such as digital photography.

The internet in the late 1990's made everyone a property professional and meant we had to up our game!

With the likes of Rightmove (founded 2000) and Zoopla (founded 2008) the role of the estate agent has changed and was evolving.

And like everyone else, after 2007, we all had to stop smoking in the office.

#### MEWS IN THE 2010'S

By 2010 basement development had evolved all too frequently into basement wars... figuratively at least. At first, there were sufficiently few schemes to ensure that they were carried out by those with the specific construction experience. Demand for such developments increased along with the ambition of those undertaking the schemes; unfortunately the know-how of those drawn to these developments did not match demand.

Plans for single basements were soon replaced with plans for basements with lower service rooms, which in turn were replaced with plans for double (lower) basements. Such projects were stretching the bounds of domestic architecture and became major engineering exercises. The London Aquifer supporting them could not always be relied upon for this type of development. Neighbours were also increasingly up in arms about the disruption.





Planners responded to the objections raised by this mayhem making basement applications a much more rigorous process.

Technology continued to advance the iPad arrived in 2010 and Alexa in 2014.

#### LUROT BRAND... remembers selling in 2010's

10 years ago estate agents were caught up in the fallout from the financial irregularities from the banking sector, which created the Money Laundering and Terrorist Financing Act. This came into force to prevent criminal proceeds being invested into legitimate assets like Mews properties.

In 2015 the 'on the Market' property search portal became the third of the big three property portal providers.

#### **MEWS IN THE 2020'S**

The 2020's started with a worldwide pandemic that at the time of writing appears worse than ever. But the news of vaccines means hope springs eternal.

#### THE MEWS MARKET TODAY AND IN THE FUTURE

The future offers up all manner of possibilities for selling the Mews. Estate agents continue to use and explore technology, experimenting with virtual reality and artificial intelligence in ways that we can't begin to fathom.

Ultimately though, Mews will remain long term survivors. From cheap adaptable spaces, they have been altered and converted and imaginatively reworked to make the best of their limitations; to fulfil the needs of increasingly appreciative residents.

When stables were no longer needed, they proved to be sufficiently adaptable for motor trade use, only to find a more frequent use as residences for humans. Throughout their chequered history, Mews have survived until someone intervenes. Presently, they remain hugely desirable places in which to live and work.

Brexit and the new world order will inevitably bring changes to the planning process which should streamline and speed it up. Lessons learned from the past and the knowledge gained over decades, puts us in a good position to achieve our architectural goals and complement the art of living.

#### LUROT BRAND... looks forward beyond the pandemic

LB believes that the role of the specialist estate agent will become even more important. The trend for fewer Mews coming to the market will mean that there will be a demand for those that do, to be properly presented and handled.

What we have learnt from our experiences over the last 50 years is that it is not sufficient to merely rely on technology, branding and all that stuff. Though they're all fantastic tools there is no substitute for bringing our unique experience and insight to benefit those who appreciate good counsel. Ultimately, for all sales now and in decades to come, the one piece of kit you need to sell your property is the estate agent.

Whatever happens rest assured ECM will continue to record the Everchanging nature of the Mews.



This article was written by Martyn John Brown MRICS, MCIOB, MNAEA, MARLA,MISVA of Everchanging mews - **www.everchangingmews.com** who is a specialist Mews Consultant.

Everchanging mews is owned and run by Martyn John Brown MRICS, MCIOB, MNAEA, MARLA, MISVA who provides professional surveying advice – For surveys, valuations and Party Wall matters contact: **info@everchangingmews.com** or call Martyn on **O207 419 5025**.



### THE MEWS RENTAL MARKET BACK DUE TO POPULAR DEMAND

Mollie's rental market report

For us at Lurot Brand, the New Year rental market started with a bang. Throughout the low-key festive period, we continued to receive more enquiries. Tenants were energised in their searches and motivated to make a move.

It's true to say that during 2020 there was a large volume of rental stock available. However, now we are at the beginning of 2021, once again there is a market shift seeing stock levels dwindle.

This gearing up of demand for good quality rental properties has not gone undetected by tenants, who are now finding that properties are not hanging around. Tenants are having to be decisive and quick when they find a suitable rental home.

The stronger demand has meant that once again properties are beginning to achieve their current asking rents, albeit lower than in previous 'boom' years.

Inevitably, the government's announcement of a third national lockdown at the start of January 2021, due to the escalation of Covid infection rates, initially did put the rental market back on a brief pause. However, people's impetus and need to move and to secure a rental home in such uncertain times has certainly returned.



# June 2021 MEWS IN BLOOM

We are delighted to confirm that Lurot Brand will be holding our annual Mews in Bloom competition next year, so do prepare yourself for June 2021 and surprise us with colour.

Serious tenants are back in the current market, wanting to view and make decisions to move relatively quickly. There is a general feeling that as the Covid vaccine rolls out and winter passes, we will be in a better place come the spring; moving now means feeling settled and ready to embrace lighter brighter days in London's mews.

#### MINDFUL RENTING BEFORE YOU BUY

One of the most important lasting lessons the previous year has taught many of us is to be more present and live in the moment.

This 'mindful' mantra certainly applies to the Prime Central London rental market. We are seeing an increasing number of tenants choose to rent the property they 'really, really want' – opting for a spectacular property in the most fabulous location, when before they may not have been convinced to go ahead and commit to buying now.

Amid the current uncertainty and social restrictions, for some, the notion of purchasing a mews house might feel too overwhelming. Giving yourself the opportunity to 'mews test' a property by renting before taking the leap to buying could be the most therapeutic way of embracing what living in a London mews is like.

#### MEWS FOR YOU – THE TRY AND TEST FORMULA WORKS

We are great advocates of renting before you buy. Huge numbers of our purchasers are previous tenants who rented with us in either the same property, or numerous mews homes across London over several years. Holding off until they felt comfortable about investing in this special area of the property market.

Once you've experienced life in a mews, you really never look back. Beyond the charm and calm of a mews property you become part of a genuine community spirit, welcomed and shared with fellow residents who take pride in their individual homes and the mews itself with its rich never ending history.

Luckily, here in London we are spoiled for choice when it comes to the selection of mews properties from Knightsbridge to Battersea. Renters are able to try and test different areas before choosing to become a forever mews owner.

If you are interested in finding a property to rent in a mews please get in touch with our team at **lettings@lurotbrand.co.uk** and they will be able to assist in finding you a new home.







#### THE FRONTLINE CLUB

Opened in 2003 in a three storey Victorian coach house, The Frontline Club is a gathering place for journalists, photographers and other likeminded people interested in international affairs; members champion independent journalism and freedom of speech. Members include many prominent writers, journalists and broadcasters including Giles Coren, Louis Theroux and Jeremy Paxman.

The ground floor Frontline Restaurant is open to the public and offers the best in modern British cuisine, with many ingredients provided by the owner's farm in Norfolk. The Frontline Restaurant is decorated with some of the most iconic photographs of the 20<sup>th</sup> century, put together by picture editor John Morris of Magnum.



#### THE VICTORIA, PADDINGTON

This is the very pub where Lurot Brand's founder, Antoine Lurot enjoyed his first meal when he arrived in the UK and came to Paddington and next door is our head office! This is really one of the best pubs near Paddington, The Victoria is simply a great London pub. Fuller's Pub of the Year in both 2007 and 2009, it is steeped in history, offers a wonderfully friendly atmosphere, and serves some of the best beer and home-cooked food around. Famous for serving delicious Sunday roasts and for sourcing local fresh daily produce.

www.victoriapaddington.co.uk

www.frontlineclub.com



www.herefordroad.org

# Once a Victorian butcher's

HEREFORD ROAD

shop, this restaurant has been open since 2007. It is very much an affordable neighbourhood restaurant with a loyal Notting Hill following. Hereford Road offers simple yet imaginative British cooking created by chef, Tom Pemberton, formerly head chef of St. John Bread and Wine. The team are passionate about using the best nationally sourced, seasonal produce and knowing the provenance of all their meat, fish and vegetables.

#### HALEPI

The Kazolides family have run this restaurant since 1966. Steve and Kostas Kazolides have been running the restaurant since 1984. The Automobile Association of America Guide cites Halepi as the best Greek restaurant in the world. It's relaxed and very welcoming with classic Greek dishes always available served on rows of brightly clothed tables with a large native Greek clientele and great staff.

www.halepi-restaurant.co.uk

In 2020. The Cow celebrated 25 years in business. It's very much a local for many who enjoy the friendly atmosphere and cheer. As the green neon sign above

the door says. 'Guinness &

and their sea food platters

are renowned. Influenced

by Northern Europe, the

menu is unapologetically

simple food done very well

from steak to seafood, with

Forest Gateau on the menu.

Paul McCartney is known to

heritage over a pint. www.thecowlondon.com

be a visitor, perhaps enjoying a nod to his Irish Scouse

traditional retro puddings like Sherry Trifle and Black

Oysters' are served here

THE COW







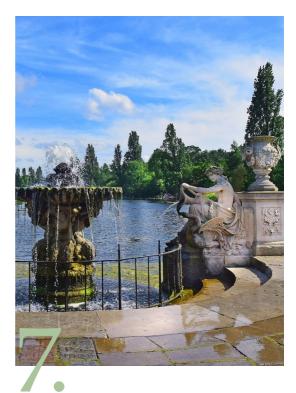




You can expect more than bananas two for a pound from Ben's as they handpick the best of English fresh fruit and vegetables from two of London's best wholesale markets and select the finest produce from daily deliveries from the garden of England, Kent and France. Their shop in Westbourne Grove is a cornucopia of colourful displays of fresh flavourful produce to inspire cooking at home.

www.bensfruitveg.com

\* During lockdown and when Covid restrictions apply, many of these establishments are offering a takeaway delivery service through Deliveroo.



#### THE ITALIAN GARDENS, HYDE PARK

Located close to Lancaster Gate on the north side of Hyde Park, this magnificent ornamental water garden was created in the 1860's, reputedly as a gift to Queen Victoria by her husband Prince Albert.

The Grade II Listed Italian gardens comprises of four elaborate main basins with central rosettes carved out of fine Carrara marble, the Portland Stone, a white marble Tazza fountain and a collection of stones and urns. This is a place to take time out away from the hustle of the city, to reflect and recharge surrounded by great ornaments and landscape design.

www.royalparks.org.uk/parks/ kensington-gardens/things-to-see-and-do/ gardens-and-landscapes/italian-gardens



#### DARCIE & MAY GREEN

The two barges share a combined open air 50m upper deck overlooking the Grand Union Canal. Open all day, pop artist Peter Blake, transformed the boats into vibrant buzzing all-day dining spots on the water.

Darcie Green provides the perfect setting for canal side dining, serving Aussie brunches, healthy lunches and relaxing dinners. With an Antipodean-inspired menu, dishes are bold, fresh, comforting and delicious.

May Green opens from the early hours of the morning (check out the perfectly executed flat whites and banana bread) to the late hours of the evening, with a buzzing bar, innovative cocktails and nine fantastic local craft beers on tap.

www.paddingtoncentral.com/ eatdrinkshop/darcie-may-green



#### HARRISON'S COFFEE, SPRING STREET

Complete with a downstairs spacious seating area great for working on your laptop, this is a café known for great coffee, food and excellent staff. It has a lovely friendly atmosphere and serves delicious sandwiches with veggie options and many other snacks. 'Amazing' and 'spectacular' are just some of the adjectives regulars use to describe Harrison's.

www.facebook.com/Harrisons-Coffee-1597934646957432

## W2 **PALACE COURT** £4,500,000

- 4-5 Bedrooms
- 2 Reception Rooms
- 4 Bathrooms
- Patio
- 2280 sqft
- Freehold





# SW1W EBURY MEWS EAST £4,250,000

- 3 Bedrooms
- 3 Reception Rooms
- 2 Bathrooms
- Garage

- Roof Terrace
- 1940 sqft
- Leasehold

## SW7 MANSON MEWS £2,950,000

- 5 Bedrooms
- 2 Reception Rooms
- 3 Bathrooms
- Roof Terrace
- Garage
- 1523 sqft
- Resident Parking
- Freehold





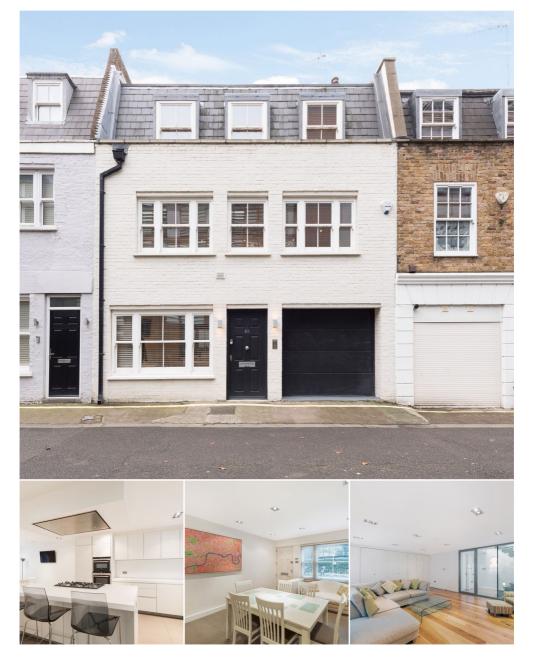


W14 RUSSELL GARDENS MEWS £2,500,000

- 3 Bedrooms
- •1 Reception Room
- 2 Bathrooms
- 1915 sqft
- Resident Parking
- Freehold

# W2 EASTBOURNE MEWS £2,000,000

- 2 Bedrooms
- 2 Reception Rooms
- 2 Bathrooms
- Garage
- 1704 sqft
- Resident Parking
- Freehold







W2 **RAINSFORD STREET** £1,550,000

- 3 Bedrooms
- •1 Reception Room
- 2 Bathrooms
- 1151 sqft
- Off Street Parking
- Freehold

# W1J • £5,000,000 SW7 • £4,750,000

# **BRICK STREET ELVASTON MEWS**

3 Bedrooms • • 2 Bedrooms









### SW7 • £4,700,000 **STANHOPE MEWS EAST**

3 Bedrooms •

### SW7 • £4,600,000 QUEEN'S GATE PLACE MEWS

• 3 Bedrooms



SW7 PETERSHAM MEWS

£4,000,000

• 3 Bedrooms



NW3 **BAYNES MEWS** £3,250,000

• 5 Bedrooms



SW7 PETERSHAM PLACE £2,800,000 • 3 Bedrooms



W2 SMALLBROOK MEWS £3,500,000

• 4 Bedrooms



W2

### CRAVEN HILL MEWS

£3,000,000

• 5 Bedrooms



W8 KELSO PLACE £2,500,000



W2 **BATHURST MEWS** £3,275,000

• 4 Bedrooms



W2 FULTON MEWS £3,000,000 • 4 Bedrooms



W9 **PINDOCK MEWS** £2,500,000 •1Bedroom

W2 PRINCES MEWS £2,350,000

3 Bedrooms •



W11 ST. LUKE'S MEWS £2,200,000 3 Bedrooms•



W2 LINDEN MEWS £2,000,000 2 Bedrooms•



WC1N JOHN'S MEWS £2,450,000

3 Bedrooms •



W2 **PRINCES MEWS** £2,500,000 3 Bedrooms•



SW7 **CRANLEY MEWS** £2,250,000 2 Bedrooms •

SW7 BARNABY PLACE £2,250,000 2 Bedrooms•



> W2 LANCASTER MEWS £2,100,000

> > 2 Bedrooms •



W2 SOUTHWICK MEWS £2,150,000

4 Bedrooms •





W2 PRINCES MEWS £1,975,000

• 3 Bedrooms



SW1X BOWLAND YARD £1,900,000 • 2 Bedrooms



W11 DENBIGH CLOSE £1,850,000

• 3 Bedrooms



SW10 **ADRIAN MEWS** £1,625,000 • 3 Bedrooms



NW1 EGLON MEWS £1,595,000 • 3 Bedrooms



W14 RUSSELL GARDENS MEWS £1,500,000

• 5 Bedrooms



SW1V **WEST MEWS** £1,375,000 • 2 Bedrooms



W11 **LAMBTON PLACE** £1,300,000 • 3 Bedrooms



W10 MUNRO MEWS £1,300,000 • 3 Bedrooms

W9 BRISTOL GARDENS £995,000

2 Bedrooms •



N6 ARCHWAY ROAD £850,000 2 Bedrooms •



### W9 **ELGIN MEWS** NORTH £1,050,000

1 Bedroom •



W1H

MONTAGU **MEWS NORTH** £895,000

1 Bedroom •

W2 **CONDUIT MEWS** £1,275,000 2 Bedrooms •



W2

SHREWSBURY MEWS £995,000

2 Bedrooms •





SW7 **STANHOPE MEWS WEST** 

> LUROTBRAND.CO.UK 020 7590 9955

£585,000

1 Bedroom •



Visit our website for more detail on all our properties

### SW7 • £4,000,000 SW7 • £3,400,000 ENNISMORE QUEEN'S GATE MEWS PLACE MEWS

4 Bedrooms •

• 5 Bedrooms



**RECENTLY SOLD** 



## W11 • £2,600,000 **ST. LUKE'S MEWS**

2 Bedrooms •



## W2 • £2,450,000 LEINSTER MEWS

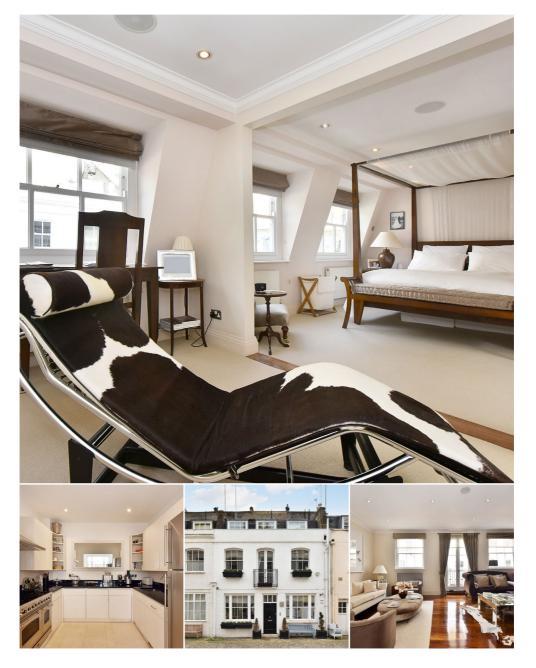
• 4-5 Bedrooms

### SW7

### PETERSHAM PLACE

## £1,795 pw •5 Bathrooms

- 4 Bedrooms
- 3 Reception Rooms
- 2087 sqft
- Resident Parking
- Unfurnished





SW7 MANSON MEWS £1,395 pw

- 5 Bedrooms
- 2 Reception Rooms
- 3 Bathrooms
- Roof Terrace
- Garage
- 1523 sqft
- Resident Parking
- Unfurnished

### SW7

## **PRINCES GATE MEWS**

## £1,300 pw

- 4 Bedrooms
- 2 Reception Rooms
- 3 Bathrooms
- Balcony
- 1530 sqft
- Unfurnished





SW3 OVINGTON MEWS £855 pw

- 3 Bedrooms
- 2 Reception Rooms
- 2 Bathrooms

#### • Balcony

- 1058 sqft
- Resident Parking
- Unfurnished

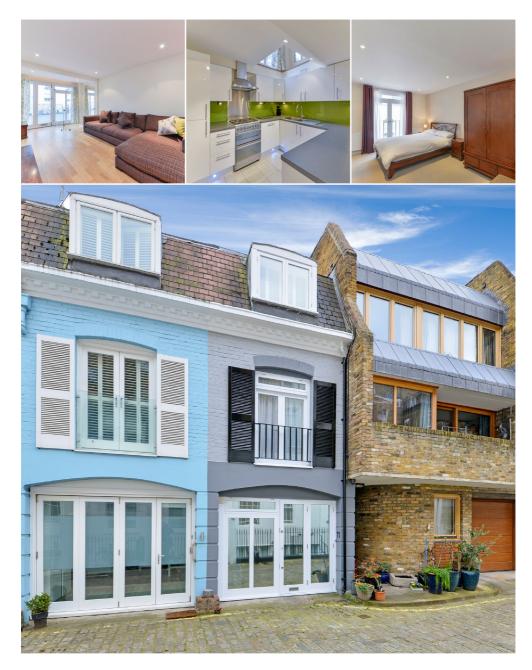
### W2

### JUNCTION MEWS

## £850 pw ·2 Bathrooms

- 3 Bedrooms
- 2 Reception Rooms
- 928 sqft
- Resident Parking
- Part Furnished





## W2 CRAVEN HILL MEWS £725 pw

- 2 Bedrooms
- •1 Reception Room
- 2 Bathrooms
- 1020 sqft
- Furnished
- Resident Parking

## W2 GLOUCESTER MEWS WEST

- 3 Bedrooms
- 2 Reception Rooms
- £692 pw
- 2 Bathrooms
- Patio
- 1114 sqft
- Furnished





W8 STAFFORD TERRACE

£1,050 pw

• 3 Bedrooms



W2 RAINSFORD STREET £922 pw • 3 Bedrooms



SW7 RUTLAND STREET £900 pw

• 2 Bedrooms



W2 ARCHERY CLOSE £725 pw • 2 Bedrooms



SW5 **REDFIELD LANE** £808 pw

• 2 Bedrooms



W2

LEINSTER MEWS £790 pw • 3 Bedrooms



W2 BATHURST MEWS £725 pw • 2 Bedrooms



W2 JUNCTION MEWS £675 pw



W2 **REDE PLACE** £525 pw • 2 Bedrooms

### SW7 • £1,890 pw W1H • £1,450 pw **BRYANSTON MEWS WEST**

3 Bedrooms • • 3 Bedrooms





PRINCES GATE MEWS





W2 • £990 pw **BATHURST MEWS** 

W11 • £950 pw QUEENSDALE WALK

• 2 Bedrooms 3 Bedrooms •

# LUROT BRAND

THE LAST WORD IN MEWS

8 Ladbroke Grove, Notting Hill, London W11 3BG

37-41 Sussex Place, Hyde Park, London W2 2TH

4-5 Kynance Place, South Kensington, London SW7 4QS

> 8a Baynes Mews, Belsize Park, London NW3 5BH

#### 020 7590 9955

WWW.LUROTBRAND.CO.UK



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