

MEWS NEWS

SUMMER 2021



Produced by

LUROT BRAND

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THE FIRST WORD IN MEWS

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GOOD TO BE BACK SAYS MARLON LLOYD MALCOLM AT LUROT BRAND



From Marlon Lloyd Malcolm

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London is coming back to life as people meet in parks, rediscover their local pubs, and enjoy a new pavement café culture, that allows us to eat, drink and be merry. It feels like we have our great city back and we appreciate it like never before.

All around us, the mews communities are firing up the barbecues, dusting off the garden furniture, and concocting summer cocktails to share with neighbours, fellow residents, friends and family, in celebration of the end of one long chapter and the joy of spending summer together again.

In this issue, for our 'One to One', we head to Dunworth Mews, W2 to hear from residents, Rory and Saagarika Brown,

who have discovered first-hand the extraordinary community spirit that fellow mews residents have, their passion for cooking and the shared love of eating!

Our resident Everchanging Mews expert, Martyn Brown, reminds us of how we liked to party in the 1970's and 80's. He takes us back to the decade of political change, economic downturn and the emergence of the party pad mews through the 70's and into the 'greed' decade of excess and big hair in the 80's. Our own urban explorer, Noah Pearlman, when not busy selling Mews in North London, likes to live on the wild side, last time it was artisan gin and this time it's bananas. Need I say more?

It's wonderful to be back and welcoming you to the summer edition of Mews News as we start to take our first steps towards the spontaneity and freedom we've all been craving for so long.



Little Venice is our location of choice for our 'LB Loves' – what more could you want – with waterside views over the canals, open terraces and great hospitality from local business and restaurant owners, looking forward to opening their doors to welcome us back.

Lurot Brand is thrilled to be finally bringing back our 'Mews in Bloom' competition, with professional judges, prizes and awards. We hope to provide motivation to those wanting to invest some of their time in the green fingered joy of dressing their street with an abundance of flora.

As for our business of selling and letting houses, well we never stopped but adapted quickly to the rules during lockdown and the pandemic. Since the start of 2021,

our market sector has really pushed through and we are seeing more and more buyers looking to relocate to a mews house, or find a pied-à-terre for when they need to be in London. You can get the full picture in my conversation with property journalist, Zoe Dare Hall, who compares what London may have in store this summer to the roaring Twenties.

We hope you enjoy this summer edition of Mews News. Never before has our home been so important to us, but now that we can throw the doors open and meet with people we've missed, it really takes on a whole new meaning. We wish you a very happy healthy summertime spent with those you care about wherever you are.

Edited by Amanda Sharpe

LONDON POISED FOR THE NEW ROARING TWENTIES THIS SUMMER

BY ZOE DARE HALL

Lockdowns during the pandemic have made us all question many things – not least, what London-living is all about when the capital has largely shut up shop for a year. But a recent flurry in prime sales shows London is far from over.



You know the quote – the “tired of London, tired of life” one. You’re probably tired of hearing it. But many Londoners have taken Samuel Johnson’s maxim to heart in the past year, deciding they had indeed tired of the city in its inert state brought about by the global pandemic, and instead have sought sanctuary in the countryside.

This knee-jerk reaction, bolstered by opportunities brought about by remote-working and home-schooling, has seen the prime countryside markets exploding with the demand for large country houses to buy or let. Buying agents report parts of 2020 to be their busiest period in decades of being in business. Most of these properties never even reach the open market.

And yet this rural exodus and euphoria may be short-lived. As unlikely as this would have sounded over a year ago, many people are craving a return to the office. Maybe not full-time – two or three days a week is seen by most to be ideal. But people are missing the communality, conviviality and dynamic of their old work environment.

It’s true, no one misses the drudgery of commuting, which is why there’s an inverse trend to the countryside – one with people looking increasingly to live within walking distance of their central London office. But they *do* miss the office buzz and, equally important, all that comes with working in the city centre: pavements alive with the chatter of people enjoying after-work drinks on warm evenings, the glow of restaurants and shops late into the night, standing on

Watching a sunset over the city’s monuments



one of the river bridges or watching a sunset over the city's monuments and landmarks.

"Above all, people miss the creativity of working together. Cities are the result of that productive working environment," says Marlon Lloyd Malcolm, Head of Sales at Lurot Brand. And those that continue their rural remote working, he thinks, risk getting left behind. "There will be a band of people who are able to continue doing their work invisibly, but the most ambitious will want to go back to the office and be seen to be wanting to be part of that dynamic," he comments.

It's telling of Londoners' desire to get back to a sense of normality that Lurot Brand reports a surge in sales in early March, "We agreed a quarter of our typical annual business in a fortnight." Lloyd Malcolm said.

This unexpected flurry of activity is down to the collision of a number of factors. Firstly, when parents were knee-deep in home-schooling earlier this year, while striving to meet their own deadlines, it left little time to contemplate matters such as moving home. But as seen after the easing of lockdowns last year, which lead to a

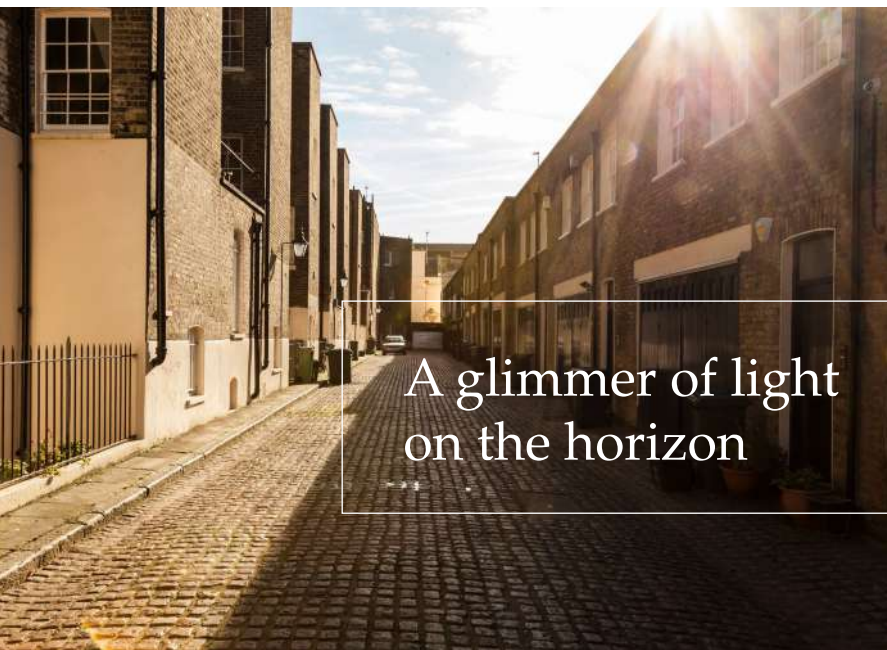
similar spike in sales, "People have started to feel that mental shift again, a glimmer of light on the horizon," says Lloyd Malcolm.

Secondly, owners are also more willing to soften on their prices. "They're taking the approach that it's not likely to get much better this year. The prices achieved have been slightly subdued, but houses in perfect condition, such as a recent sale in Notting Hill's Linden Mews, are achieving asking price because buyers know they will struggle to find anything similar," Lloyd Malcolm comments.

And thirdly, there is optimism that while a third wave of the virus may be likely this autumn, particularly as overseas travel opens up again, the success of the vaccination programme should stave off another all-out lockdown.

Overseas buyers, particularly those from Europe, the US and Australia, are among Lurot Brand's core buyers – typically in the higher-end, £4m plus bracket – and their absence means that sector of the market is suffering.

Domestic downsizers, another key demographic for mews houses, are also holding off, hesitant about committing to a house purchase in the current climate.



A glimmer of light
on the horizon



Cobbled sanctuaries

“They are less impulsive, but they will return to the market when they know where everything’s going,” says Lloyd Malcolm.

But activity in the sub-£3m market has been strong in recent weeks, particularly among first-time buyers with £2m-£3m budgets (usually it’s a case of ‘thank you, Mum and Dad’). “They don’t want to move to the countryside and they don’t want big London townhouses. They see mews houses as fun party pads, which also have the ability of being grown into as it were,” says Lloyd Malcolm.

And London promises to be big fun this summer. Some are predicting a new, Roaring Twenties, on a par with the euphoria seen after World War One. A celebratory spirit will pervade every corner of the city and central London boroughs are ensuring that we feel safe and welcome to return by closing off streets to traffic; turning them instead into al fresco dining and shopping destinations. Among them are Chelsea’s Pavilion Road, Byte Street and Elystan Street. Nobokov restaurant in Mayfair has launched its new ‘Outside’ venture, and many West End streets from Soho to Marylebone will become pedestrian-only, turning this into an outdoor dining summer.

As theatres, cinemas, festivals and other sources of entertainment return, we will all be reminded of what makes London great. The PCL property market will benefit too. As also happened in the 1920s, people saw value and opportunity in buying property in central London after prices were flattened by a global crisis.

Many mews streets are in prime position to lap up this party spirit in central London. But for some, the muted city of recent months has been a great source of pleasure. Part of the charm of Mews streets is their village-like ambience – centrally-located, yet often car-free, cobbled sanctuaries, awash with greenery, tumbling wisteria and strategically placed benches for chats with neighbours.

“Many of our clients have spent lockdown in their country houses,” says Lloyd Malcolm, “and some have said their mews houses are far more peaceful than the countryside. There’s no morning chorus of crows in South Kensington.”

Another reason, indeed, to give the city a second chance.

WHAT DO BANANAS & THE HOUSING MARKET HAVE IN COMMON?

THEY ARE BOTH SLIPPERY & BOTH CAN BE OPENED UP IN TWO DIFFERENT WAYS!



By Noah Pearlman

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Daleham Mews

Whilst talking shop with a delightful resident of Daleham Mews, just moments from my office on Baynes Mews, in Belsize Park, the conversation suddenly took a turn towards a favourite Covid topic - banana bread. I have never baked, nor intend to bake banana bread. I am a bit of a purist when it comes to one of our nation's favourite fruits - the banana.

Since I was a kid, I have always loved eating bananas and have fond memories of my mother regularly telling me there are two ways to peel a banana - bananus to use its official name - from the stalk end and the flat end.

Later that same week, I was discussing the current status of the mews market and what we expect to happen in the coming months. As we enter a post Covid property market,

I predict tentatively two ways the emerging markets will reopen, at one end the fully refurbished 'turn-key' property and at the other, the 'doer-upper'. Both highly desirable options reimagined for a post-Covid era.

It's tricky to know exactly where to start or which end to go for first without slipping up! When peeling a banana, my mother was very firmly in the bananus camp - simply hold your banana by the stalk end, squeeze the bananus and peel back. The re-emerging, post-Covid mews property market is less black and yellow!

So, as we cautiously head towards this post-Covid property market, let's look more closely at the two micro markets within the mews community. Whilst these are not new, the approach is driven by a change in post-Covid buyers' criteria. The 'turn-key'



properties - fully renovated, ready for the new owner to move straight in and just plug in Alexa. These mews properties have maximised their unique architectural design with a view to future proofing our living and working environments for our demanding and changing lifestyles.

Unsurprisingly, there's a renewed focus on usable outside space, from a pretty wooden bench and geranium planters sitting outside the front door to the sleek roof top gardens; or for those lucky enough to have a mansard roof and parapet wall, the hidden gem terrace.

All the hard work has been done and tangible value has been added. It goes without saying this will carry a premium. However, buyers trading up who have tackled a full property refurbishment (and never want to repeat the experience) or have never found the idea of a full refurb appealing, will pay the extra to enjoy the lifestyle a move to a beautifully developed mews property can offer.

Then we have the other end of the emerging market (perhaps the bananus!). This should bring a smile to those looking for a rare to find doer-upper or longer term investment property. In recent years, these types of properties have been a rarity, but it feels like this hiatus may be coming to an end.

The primary reason for this change comes from a generational low in rental yields across the prime London rental market in the last 12 months. There is 36% more property on the market year-on-year and much of this is driven by landlords looking to reduce their property portfolio.

These rare opportunities will be of interest to buyers who relish a refurbishment project and those trading up with an eye on the longer term investment, wanting to be part of the exclusive mews community. Such a property project is a rite of passage when the purchaser is envisaging creating a home with immense individual style and character; safe in the knowledge that it's a tried and tested investment.

Take note, that whilst the market may not yet be buoyant enough for a quick profit, if you're willing to enjoy the results of your hard work for a few years the rewards will be worth it.

TIME TO GO BANANAS...

Lurot Brand has been supporting the mews community for fifty years which we look forward to celebrating in September this year (fingers and toes crossed!). So we can be extremely confident, when we say we know the mews property market better than any other London estate agent.

If this is the year you decide to buy, let, sell or improve what you have, don't drive yourself bananas, let Lurot Brand help you with our five decades of experience taking care of mews.

ELGIN MEWS NORTH • W9 • £950K

Recently refurbished and ready to move in



PINDOCK MEW • W9 • £2,250,000

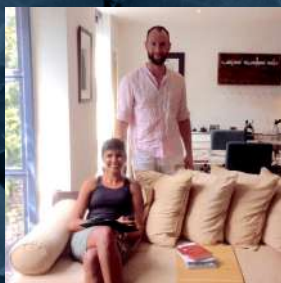
A rare to find perfect project



JOHN'S MEWS • WC1N • £2M

An outstanding project waiting to be started





ONE-TO-ONE WITH HAPPY RESIDENTS

at Dunworth Mews W2
Rory and Saagarika Brown find
the perfect recipe for lockdown
life at Dunworth Mews

How did you end up coming to live in Dunworth Mews?

- **Rory and Saagarika, both 35 and working in international development explain:** When we decided to move from Istanbul to the UK, we had it in our minds to find a Mews house. We registered with Lurot Brand because we knew that was very much their market and they showed us two houses, both of which we really liked. The first was situated on Archery Close, just west of the Edgware Road, which was our preferred option but we didn't get it. We both feel that was serendipitous because we did manage to get the other house in Dunworth Mews and we have had such a super time living here. We could not have been happier.

What appealed to you about the location and when you first arrived, what was it like?

- More than anything, the most important thing for us was living close to green space. We'd spent the last four years living in Istanbul – an amazing city and a wonderful experience, but it is very, very built up and has really limited access to open space and nature. During the previous decade, our careers in international development, had meant we lived in 'expansive' countries with big open landscapes such as Afghanistan, Kenya and Turkey. As urban as London is, we both needed 'enough space' and somewhere with a sense of the multi-ethnic communities we'd enjoyed living in.

Apart from brief work trips to London, we actually weren't familiar with the city at

all never having spent any length of time living here. When we turned up to the area around Portobello and Notting Hill, we thought it was exactly right. It has a perfect multi-cultural vibe – and we loved hearing the mix of Turkish, Farsi, Hindi, Pashto and lots of European languages being spoken all at the same time as we walked along the road! Dunworth Mews is close to Hyde Park, so that was fantastic having so much beautiful green space on our doorstep. And the mews house itself was just perfect – spacious, quiet, green and no looking out on cars from your window.

Of course, this was back in pre-Covid times and at the time we could never have predicted how thankful we would be to find a home close to green open spaces, that was peaceful and welcoming during lockdown when we would find ourselves stuck at home for over a year.

During lockdown how has the mews and the residents responded and coped?

- We have a WhatsApp group which we can all use to communicate with neighbours as well as more traditional ways of just sticking your head out of the window. Everyone has coped in different ways but it's been particularly hard for those with young children. When someone was self-isolating, others in the mews volunteered to do shopping and helped in whatever way they could.

My wife and I were particularly well supported late last year when we had to visit the hospital a few times. We could not have asked for better more thoughtful neighbours, who have now become like family to us.

What inspired you to create a community within the mews?

- It was really the whole mews that came together to create the lovely community that we all benefit from today. We live with a remarkable group of neighbours – from toddlers to the semi-retired, from multiple countries, and doing lots of interesting things professionally and personally.

For me and Saagarika, it felt like we were surrounded by an excellent support system, which stopped us from feeling isolated or lonely, having moved to a new city just before the pandemic hit in our mid thirties. Before Covid, we had begun to get to know people, but in normal times, lots of the residents were working in offices or travelling regularly. It took lockdown when everyone worked from home not travelling, that wonderful sunny warm weather and a communal shared green space, to bring everyone together over some socially-distanced drinks on bright Friday and Saturday evenings, once the strictest measures were lifted.

How did you set about bringing people together and collectively making positive changes?

- Lockdown sent many of us looking to offer support if someone was isolating, or pitching in together on food deliveries, or volunteering for the local mutual aid group. As restrictions eased in mid-2020, but travel was still complicated and people were working from home, it prompted us to seek out the local community immediately around us.

What we discovered was that, without restaurants or other little pleasures, the one thing we could all do together was cook at home. It felt natural to then bring the food outside for everyone else to come together to share and enjoy. We had people who specialised in mains, others in salads, barbecuing, baking and puddings, not to mention some very accomplished in the art of making cocktails...



Some of us took part in outdoor yoga sessions once the weather was warm enough; thanks to a neighbour we discovered was a former teacher. We've also benefited from some great outside exercise sessions in groups of two; sparked by the pandemic as a lesson to not take our health for granted. Saagarika is now swimming in the Serpentine even on winter mornings!

Residents have started compiling a book of all the recipes we have cooked collectively over the past year during various stages of lockdown. Currently, we have about 78 food recipes and 15 cocktail recipes.

More than anything, the past year has brought about a real generosity of spirit among mews residents and an unobtrusive welcome friendliness. We were all in the same boat and everyone rallied around each other as a mews community. It's been really special to have this genuine communal spirit when so much of the rest of life has been quite stressful.

What do you enjoy most about living where you are?

- Most of all the people, the shared space that we have in the Mews, and our lovely house with its big windows. But it's also wonderful to have this quiet little evergreen cul-de-sac that turns immediately onto Portobello, which in contrast is bursting with life at all times of the day and night.

Highlights during your time living here?

- Saagarika and I have lived in Dunworth mews for one and a half years. Undoubtedly, the biggest highlight that mews living has given us are the friendships that we have made for life. That, and having worked most of the way through the Dishoom cookbook!

Future plans and projects for the mews?

- Right now everyone is just looking forward to the easing of lockdown and the opportunity to get out and enjoy some socialising in the sunshine. We've got more outside yoga sessions planned, barbecues, casual evening drinks and plenty of occasions like birthdays to celebrate together.



These are the second and third of a series of five articles published in 2021 relating to the Everchanging Mews over the last 50 years. It looks at how the events of this period have affected the Mews.

All of ECM's 2021 posts have been written in collaboration with LURROT BRAND. 2021 marks half a century of their trading as estate agents; we at ECM congratulate them on their success and look forward to their continuing years of achievement.

EVERCHANGING MEWS THE LAST 50 YEARS OF THE EVERCHANGING MEWS – AN INTRODUCTION

By Martyn John Brown

The Mews have always been a great focus for fashion, films, photography and are associated with many significant events. Even before the 1970's they were in the news, with glimpses of Mews in the Avengers (John Steed lived at the fictitious 3 Stable Mews), in newsreels about the 'Profumo Affair', and in films like Genevieve and What's New Pussycat. The Beatles' film A Hard Day's Night, and Michael Caine's The Italian Job, both featured Mews.

This series of articles looks at some of the occurrences and trends that have taken place over the last 50 years, and provides some of the background that has shaped the Mews over this period.

The UK population was around 53 million at the start of the 1960's and the population of London was around 8.1 million, although this was on a downward trend that continued for the next two decades.

By the 1970's Mews occupation had developed beyond mere accommodation for staff and animals. It had moved from commercial and mixed usage to become primarily residential, featuring enclaves that were much desired especially by bohemians and the artistic.

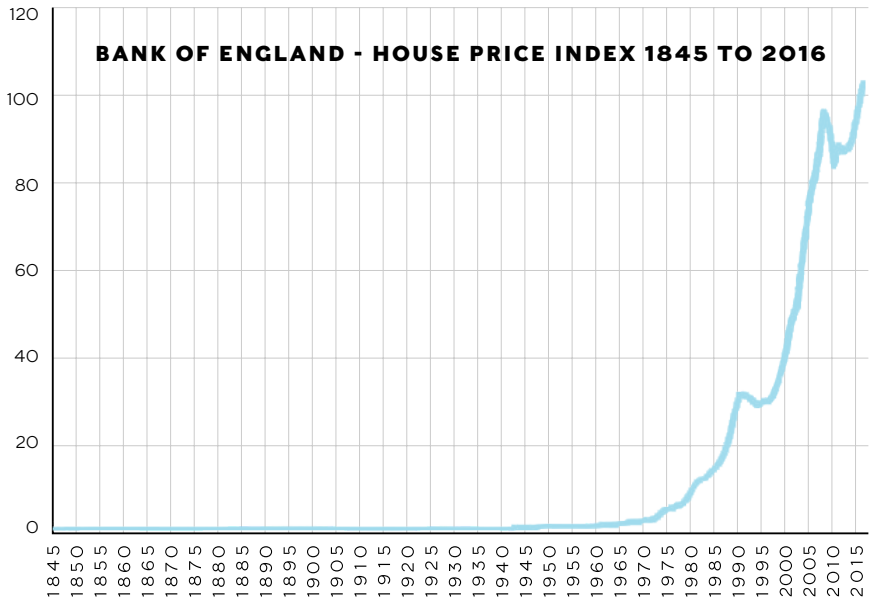
Underlying this movement was a sea-change in property ownership that occurred at the end of the 1960's, following a remarkably sustained period of housebuilding. It resulted in the number of owner occupiers exceeding the number of renters.

The published statistics of nationwide house prices over the last 50 or so years show a clear and consistent upward trend from around 1970, albeit with a few twists and turns along the way.

1960's Mews



From grungy to far out



UK House Price Index showing changes in the value of residential properties

Over the last fifty years house prices generally in the UK have increased dramatically, and have risen even more in London. The price increases for Mews, however, have been even more extraordinary. Generally house price inflation increased by 160%, but in London the price inflation rose by 500% plus, with the result that properties there are now more than double those in the rest of the country. Because they had started slightly lower, London Mews prices rose more.

These increases often surprise people who associate Conservative governments (and Tony Blair's three Labour terms) with low inflation. House price increases, however, are not included in consumer price increases so inflation rates can be misleading. The increase in house prices reflects a global trend where the rate of return on capital is greater than economic growth. Rising property prices mean that property investment is an attractive way for

people to make money, although ultimately it will not match the returns provided by technology investments such as IBM in the 80's, Microsoft in the 90's, Apple in the 00's or Amazon in the 2010's.

THE MEWS MARKET

Mews are variously 'compact, bijou and perfectly proportioned'; or to put it differently, they are desirable for many reasons. Discussions about the Mews are frequently accompanied by the comment that they represent only a small world within the larger world that is the London property market, so it is not surprising to see trends in Mews sales follow those of the general market. However, whilst the overall trends are similar, the limited number of Mews available keeps prices high and make them an especially good investment over time.

You meet the nicest people
in the Mews



Property is unlike other investments as the motivations of buyers and sellers differ. Whereas the cost of a new food item may be based primarily on supply and demand, the value of a new house is based on a number of salient factors such as need, location, confidence, future value, demographics and interest rates as well as the availability of land, plot sizes, new building numbers, and land tenure.

The flat red line on the above graph before 1970, shows that property prices had not moved until then, as the market was previously fundamentally different in nature. Wages were lower and more people rented, mainly through private landlords.

At the end of the First World War, Britain was a nation where around 80% of the population rented their homes; boom and bust cycles in house prices were yet to come. Between 1950 and the early 1980s home ownership steadily increased, and the renting sector fell. Mrs Thatcher encouraged this trend in the 1980s, with a policy of selling off council homes, primarily to their tenants. The stock of social housing has consequently fallen since the early 1980s.

Since the 1960's property prices have risen steadily. However, after the millennium there was a particularly dramatic spike, with properties more than doubling in price in the aftermath of 2007's recession.

The 'swinging sixties' were more complicated than their sobriquet alluded to, and included many major events and changes. It was the decade of revolution, the civil rights movement, the counterculture, political changes, and changes in music and society. The decade was to bring us: the Vietnam War, Civil Rights protests, the assassinations of both John F. Kennedy and Martin Luther King and the Cuban Missile Crisis, but it ended on a more uplifting note with the first landing of a man on the Moon.

The 1960's started with huge potential due to the ebullience of spirit arising to replace the disruption of two world wars. The early 1960's bought us baby boomers

(strong work ethic, self-assured, resourceful and disciplined people) and the late 1960's brought the changing demographic of Generation X (independent, informal, technologically adept, flexible and educated). The decade presented many possibilities, some of which were in nascent form only, which became fully recognised many years later.



MEANWHILE IN THE MEWS

In the 1960's the Mews were very mixed and compromised. Wearing their outer clothing loosely, these simple, often flimsy structures were still recognisable for their equine proportions below with modest human accommodation above.

Understanding Mews house prices over the period is by no means an exact science and takes a specialist knowledge earned the hard way. We are fortunate to have a specialist estate agency that can supply this information, gathered with analysis of their own sales over time.

Lurot Brand commenced trading in 1971 and expanded their operations through the 1970's, onto Thatcher's 1980's and the Blair years, through boom years, a financial crisis, austerity times, then Brexit and, more recently, shutdown Britain. Their operation has come from humble beginnings to be a recognisable brand on the high streets of central London.

LUROT BRAND...

remembers Mews properties since the 1960's

At the end of the 1960's there was a strong sense that people wanted to reclaim the Mews and the rest of central London to live in - after years of being encouraged to commute into London from the outer reaches. The effect of the various transport improvements over the previous 50 years or so was to separate living and working areas. This was not to everyone's advantage and began to be reversed.

The Mews had definitely declined since the previous century when, in effect, they became redundant. As much as there were gains of hope and trends afoot for their reinvention, they were also mired by their underworld association with undesirables. For every inspirational bohemian enclave there was an equal and opposite use by the oppressed and downtrodden.

Leasehold reform was also a big factor, since the Act of 1967. In Belgravia the infamous 'Prince of Wales Clause' was created which meant that the leasehold was extinguished if the Prince of Wales died. A new market in sales of Mews opened up and Lurot Brand was born.

"When I first rode into the Mews on my Honda 'monkeybike' in the 1970's, I was excited at the prospect of selling a Mews property but I had no comprehension that they would become a way of life for me nor that I would still be involved in Mews sales some 50 years later. I didn't or couldn't have anticipated the huge changes that became possible for the Mews.

Likewise, I had no inkling that Honda would go on to enjoy their success and become the largest motorcycle company in the world.

The last fifty years have brought dramatic changes, worth reflecting on to benefit us going forward."



Dove Mews, SW5 sold for £16,750 in 1974, costing £15.15 per square foot.



The same Dove Mews sold for £1,975,000 most recently in 2016, costing £1,787 per square foot.



THE EVERCHANGING MEWS IN THE 1970'S & 1980'S

THE 1970'S

The 1970's is a less easy period to label than the 'swinging sixties'. Referred to as the 'me decade' by author Tom Wolfe, because people became more egocentric to escape from wars and protect themselves.

This was an incredibly varied decade. Domestic and foreign strife, included 1974 and 1979, regarded as two of the worst years on record. The 1970's brought us shocking events and shades of colour, serial killers and killer albums, incredible sporting moments, great books, films and exciting new television shows. Chillingly, the spectre of war remained with both Vietnam and the Cold War reflecting diametrically opposed east and west philosophies.

The UK population was around 56 million and London's population around 7.5 million. Politically, these were the Heath years between 1970 and 1974, when Edward Heath led a Conservative government.

Harold Wilson returned as a Labour prime minister until 1976, when he was replaced by James Callaghan, also Labour, for two more years, until Thatcherism arrived in 1979. This brought about significant changes for the country, including giving people the right to buy their council houses.

The 1970's were marked by massive worldwide monetary inflation exacerbated by an oil crisis in the Middle East. The price of oil increased drastically in the west, when Arab members of the Organisation of Petroleum Exporting Countries (OPEC), announced that they would no longer export petroleum to nations that had supported Israel in its conflict with Syria and Egypt. This, coupled with rationing, meant that economies went into recession due to massive inflationary pressures.

The advance of science created new digital technology used in consumer products to improve the range and function of home

appliances. It was in this period, that the first electronic calculator was introduced.

Across the world it was doom and gloom. The decade began with the split of The Beatles and this coincided with the United States invading Cambodia. The US and its Watergate scandal was rarely out of the news, until Richard Nixon resigned and the Vietnam War ended. New US Presidents came and went with Gerald Ford and then Jimmy Carter.

The decade brought cultural change and technological innovation, such as glam rock and Saturday night fever.



Some of the main events that marked out the 1970's were:

1970

- Edward Heath became Conservative Prime Minister
- The US invaded Cambodia, widening the war in Vietnam
- The Beatles broke up

1971

- **Lurot Brand is born**
- India defeated Pakistan resulting in the birth of Bangladesh
- The Bretton Woods' foreign exchange system, designed to bring world economic stability, was dissolved and currencies were no longer linked to gold – the IMF and World Bank remained

1972

- Watergate scandal started
- Richard Nixon was elected President for a second term
- Bloody Friday: 9 people died and 100 were injured in Belfast
- UK miner strike (also occurred in 1974)

1973

- UK Stock market crash caused recession 1973-75
- The Mariner 10 space probe was launched by NASA becoming the first spacecraft to study Mercury
- UK joined The European Union

1974

- Richard Nixon resigned after the Watergate scandal
- Former VP Gerard Ford became 38th US President
- Edward Heath's Conservative government was defeated by Harold Wilson's Labour minority government and he became Prime Minister for a second time

1975

- Vietnam War ended after the fall of Saigon
- Jaws became the first blockbuster film

1976

- James Callaghan became Labour Prime Minister
- Jimmy Carter defeated the Republican incumbent Gerald Ford to be 39th US President

1977

- The Panama Canal was returned to Panama from the USA
- There was a dip in house prices

1978

- First test tube baby Louise Brown was born
- Space Invaders the video game was released

1979

- After 15 years in exile, Ayatollah Khamenei returned to power in Iran
- Sony Walkman was introduced
- Margaret Thatcher was elected Conservative Prime Minister dominating politics for the next 11 years

Poor economically, the 1970's saw high inflation, high unemployment and strikes. In the housing market, 1970 saw house prices rocket but, despite general unrest, a boom in owner occupation marked the start of the mortgage market.

MEANWHILE IN THE MEWS

If the Mews had not proven to be so adaptable over time, if they had not been so well located, if the demand for them had not taken off, then the Mews would not be what are today.

The 70's was when the Mews came into their own as residential enclaves. Market forces in this period gave them a greater sense of their self-worth, which was clearly reflected in their market standing. When the Conservatives eased credit conditions house price inflation rose peaking at 36% and only ending with the OPEC oil embargo in the mid 1970's.

Prior to this, interest in Mews had not succeeded in making them coveted homes. Most were awaiting modernisation, many still having space for horses with large draughty stables and coach houses below with cramped flats above. As a more cool culture arrived in the 70's, Mews suddenly became places in which to 'shake your bell bottoms whilst listening to disco music'.

People eyed up Mews for their growth potential. A typical Mews, at around 1200sq ft., compared favourably to a two-bedroom flat with the added attraction of a parking space. All that you needed to develop one – apart from the money – was foresight and imagination. An evolution was afoot, but still a long way from multiple en-suites, multimedia rooms, or wi-fi.

Mews properties were mostly located in Conservation areas, designated under the 1967 Civic Amenities Act. Although common for many listed buildings under the Listed Building process 1947, to be located within designated Conservation areas, in London fewer than 6% of Mews properties are listed, but around 90% are in designated Conservation areas. In fact, two Boroughs – Westminster and The Royal Borough of Kensington and Chelsea – contain about 80% of existing Mews (Westminster having about 50% and RBKC about 30%). Within Westminster there are 20 Wards and all but three of these contain Mews. The highest number are in Knightsbridge and Belgravia, followed by Marylebone, the West End and Hyde Park wards.

Across hereditary London Estates, land tenure changes were afoot, where many of the mews had been developed. Over time, Parliamentary Acts were introduced changing the benefits that had historically benefited the aristocracy and landowners.

The first Leasehold Reform Act was dated 1967 and allowed leaseholders to extend their leases, subject to qualifying criteria, to a new standard of 90 years. Then, through subsequent changes to legislation, it became possible to obtain the freehold of the property. All of which meant that the ground landlord's role was diminishing and had to be redefined to deal with the management of the areas previously owned.

In 1973, housing boom and bust arrived with what became known as the 'Barber Boom'. The Conservative chancellor, Tony Barber pushed growth, which resulted in house price inflation peaking at 36%; average house prices doubled in three years. As Britain's finances plummeted, little significant or large scale building development in London occurred.

LUROT BRAND...

remembers Mews properties in 1970's

The 1970's were a good time to sell Mews properties. At the end of the 1970's there was a sense of change coming...

We began selling Mews in 1971 and sold a steady number of properties before there was a defined market and demand accelerated the supply. Initially, the limitation on tenure affected the supply for the first 20 or so years. Now it is possible to buy freeholds, or at the very least a virtual lease with a very long leasehold interest. However, back then you were more likely to have to contend with a short lease or even two separate leasehold interests, left after the hereditary estates had dispensed with the properties. Whilst such uncertainties can still exist, nowadays the

purchaser can buy with the advantage of knowing the various Leasehold Reform Acts will provide more certainty of tenure, when they come to extend their lease or enfranchise.

At the beginning of the 1970's a Mews in Bayswater would sell for around £16,700 (equating to £15/SQFT) whereas by the end of the decade it would sell for £60,000 (equating to £54/SQFT).



Dove Mews in 1974 sold for £16,750.



Dove Mews in 1979, 5 years later, sold for £60,000.

THE 1980'S

The 1980's is referred to by many as the 'greed' decade. The conservative politics of Margaret Thatcher and Ronald Reagan held sway until the 1990's. The 80's brought us Michael Jackson, Gordon Gecko, 'Yuppies', MTV, the Falklands War, Glasnost and Perestroika from the USSR, Aids, drug culture, the first space shuttle (Columbia), the fall of the Berlin Wall and big shoulder pads.

Microsoft, IBM, Intel and Apple began to have a significant impact on our lives as small computers became cheaper and more widespread, increasing their use in homes and businesses. Mobile phones began to be used more generally as technology became cheaper and the products smaller. Famine in Ethiopia caused Bob Geldof to bring major music stars together to raise money and awareness.

When the 1980's dawned, the UK population remained at around 56 million and the London population at around 6.7 million. Politically, a Conservative Government dominated, led by Margaret Thatcher, who remained in power from 1979 until 1990. In 1980, she offered the aspiring working class the right to buy their council houses by introducing the Housing Act 1980 - effectively transferring state capital wealth to the people.

In 1986, the Greater London Council (GLC) was abolished under Margaret Thatcher. The GLC's powers were then devolved to the London Boroughs and other entities.

Towards the end of the 1980's the boom in office building reached a hiatus. Under Nigel Lawson, the UK's second housing boom occurred causing house prices to rise 16% in 1987 and 25% in 1988. The early 1980's bought us the 'millennials' (team players, educated, self-confident, family centric, and achievement-oriented people). Unfortunately, following a long period of growth and low unemployment, by the end of the decade the economy began to slow and unemployment rose.



Simply Bodacious

Towards the end of the 1980's, the commercial property market collapsed and as we entered the 1990s, little public or private development was undertaken.

This was a decade marked by great pop culture, outlandish fashion and 'big' hair. People listened to new wave, punk and funk music as well as rap, introducing other trends from America such as break dancing. People would take to the Mews in their Air Jordans, listening to their Sony Walkmans whilst trying to solve the Rubik's cube.

Some of the main events that marked out the 1980's were:

1980

- John Lennon shot dead
- Ronald Reagan elected 40th President of the United States
- The US boycotted the 1980 Moscow Olympics

1981

- Lady Diana Spencer and Charles, Prince of Wales were married
- The housing market dipped

1982

- Margaret Thatcher was re-elected following British victory in the Falklands War with Argentina

1983

- Microsoft released 'Word', their word processing program

1984

- Band-Aid recorded 'Do they know it's Christmas?', the charity single for famine relief in Ethiopia

1985

- The first version of Microsoft Windows was released (and is being used for this article)

1986

- The Chernobyl nuclear reactor exploded in the USSR

1987

- Construction began on the Channel Tunnel
- Margaret Thatcher elected as British Prime Minister for the third time

1988

- George HW Bush elected 41st US president after defeating Michael Dukakis
- House prices shot up like never before

1989

- The Berlin Wall was torn down at the end of the Cold War
- Pro-democracy protests took place in Tiananmen Square in China

MEANWHILE IN THE MEWS

Mews were in demand like never before.

By 1980, prospective purchasers had begun to cast covetous eyes at the Mews and began to speculate in increasing numbers. Consequently, the number of downtrodden Mews in unattractive streets was fast reducing.

To begin with these properties were simply smartened up, but with the advent of new technology and an emphasis on gloss and glamour, driven partly by the popularity of TV serials such as Dallas and Dynasty, more ambitious conversions were undertaken.

Now Mews became trendy places in which to pogo in your Vivienne Westwood tartan whilst listening to new wave music.

LUROT BRAND...

remembers Mews properties in 1980's

What began as a trickle of Mews sales in the 1970's, turned into a steady flow and then a frenzied flood!

Having defined the Mews market and established a constant flow the demand was picked up by underlying market forces. By 1988 it had become our best year ever.

At the beginning of the 1980's a Mews in Belgravia would sell for around £90,000

(equating to £90/SQFT), whereas by the end of the decade it would sell for £270,000 (equating to £270/SQFT).



Clarendon Mews, W2 in 1980 sold for £90,000.



The same Clarendon Mews, W2 in 1989, sold for £270,000, 9 years later.

In the next article we look at the Everchanging Mews of the 1990's and 2000's.

This article was written by Martyn John Brown
MRICS, MCIQB, 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, MCIQB, MNAEA, MARLA, MISVA who provides professional advice in respect of Mews development and refurbishment projects as well as professional surveying advice – For any appraisal or advice on Mews Projects and Surveys, Valuations and Party Wall matters contact: info@everchangingmews.com or call Martyn on **0207 419 5033**.





MOLLIE SWALLOW'S VIEW OF THE PCL RENTAL MARKET THIS SUMMER

*The end of the tenant's
market might be in sight*

By Mollie Swallow

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020 7479 1996

During the first quarter of 2021, the Prime Central London lettings markets experienced a huge spike in the volume of transactions compared to the same period last year. Here at Lurot Brand, we were inundated with tenant enquiries from the beginning of the year and witnessed a particularly strong demand for mews properties priced at £2,000 plus per week in the upper end of the mews rental market.

It's fair to say that rent levels are still down, but valuation enquiries are on the increase. From our regular conversations with landlords we find they are opting to hold on to their London property assets, preferring to rent out their homes rather than sell up, if they have made the decision to move out of London.

As the easing of lockdown restrictions came into play, Lurot Brand saw a large increase in enquiries from tenants looking to rent, with large numbers of people booking viewings for after the 12th of April. We had a few properties eventually letting for over the asking price.

Assuming this trend continues, I believe we will start to see an end to this current tenant's market. And as we hit the summer months, I anticipate that prices will begin to climb again. Undoubtedly London landlords across the board have had no option but to take significant rent hits this year. The borough of Westminster has suffered the largest decrease of 30 per cent in the Capital.

Tenants have been offering on numerous properties across different areas with the intention of trying to get the best possible deal. However, we believe this is all about to change, as London is hit by the spring/summer market with people beginning to return to the city. Two very large companies have already started to bring across staff, whom we have happily housed and if current enquiry levels are anything to go by, there is every sign that this will continue to gain momentum.

The positive increase in tenants looking to rent has been balanced with a large demand in valuations. If things continue to follow this course, then we predict a strong bounce back in the London rental market for the second half of 2021.

LB LOVES...

LITTLE VENICE



1.

THE WATERWAY

Located on the Union-Canal side in Maida Vale, The Waterway is a family friendly restaurant and bar providing one of the most enjoyable tranquil al fresco dining experiences in all of London. The outdoor terrace at the front of the building extends to 120 sq ft as well as offering a comfortable restaurant and interior space with a bar and lounge area. Enjoy a delicious and varied menu of modern European food accompanied by a fine selection of Old and New World wines and beer. Make sure not to miss the renowned summer barbecues and live acoustic music!

www.thewaterway.co.uk



2.

CLIFTON NURSERIES

A secret haven for gardeners and plant lovers and London's oldest most beautiful garden centre hidden away in Maida Vale. It dates back to 1851 and its elegant glass houses are a feature that continue to draw admiring visitors today. This is an idyllic calm destination overflowing with plants, trees, shrubs, garden inspired gifts and stylish accessories, ready to fire your imagination this summer.

www.clifton.co.uk





3.

PRINCE ALFRED

Minutes from Little Venice's picturesque canals, Warwick Avenue station, and round the corner from Lord's Cricket ground is The Prince Alfred. A beautiful Victorian pub dating back to 1856. The pub is run by Larissa and a friendly team, who provide a delicious daily menu, wonderful cocktails and a beautiful restaurant or private cellars, ideal for celebrating special occasions and private parties.

www.theprincealfred.com



4.

CAFE LAVILLE

Another great spot for waterside views over Regent's Canal. The Italian restaurant serves tasty authentic Italian rustic and contemporary food, using many organic ingredients and the fresh pasta is made on site. The atmosphere is relaxed and feels like Little Italy in Little Venice – popular with locals, for casual business lunches and relaxed or romantic dinners.

www.cafelaville.co.uk



5.

THE HERO OF MAIDA

Maida Vale is steeped in Victorian history and this is another traditional Victorian pub in a leafy street. Walk into the ground floor pub and notice the buzz and atmosphere straightaway. The wine list is extensive, there are many beers and cocktails to choose from and moreish bar snacks to share.

www.theheromaidavale.co.uk



6.

DA DANIELA

More Italian influence to be found at Da Daniela, which extends a great Italian welcome in a homely environment.

The restaurant prides itself on serving a traditional Italian menu, which uses the authentic flavours and recipes of Italy to bring you a selection of dishes to suit every occasion, taste and appetite.

www.dadanielarestaurant.co.uk



7.

THE GRAND UNION CANAL

Little Venice is an oasis of tranquillity where the Regent's Canal and Grand Union Canal meet. The elegant Little Venice mansions provide a stunning backdrop to the famous triangular pool complete with a Willow Tree Island. Famous as a film location – Spotless and The Counsellor were both shot here. This is a popular party destination and around the pool are several business boats – the Waterside Café, London Waterbus and a hotel boat. The original Toll House canal cottage serves as a reminder that this network of waterways running through this part of London is immersed in history and played an important part in the working and social lives of many residents over generations.

www.canalrivertrust.org.uk/news-and-views/media-centre/filming-and-photography/our-filming-and-photography-locations/little-venice





8.

PAULETTE

Wine, deli and restaurant inspired by the French owners' grandmothers, serving delicious homemade comfort food. Paulette takes pride in providing the local community with fresh, locally sourced, seasonal cuisine.

www.paulettelondon.com



9.

THE EVERYMAN CINEMA

Located in Sutherland Avenue, Everyman Maida Vale offers a full food and drink menu, including the Spielburger kitchen, where you can enjoy a drink or order hot food and snacks in the foyer bar.

www.everymancinema.com/maida-vale



10.

PROVENANCE BUTCHERS

Family business, which started off in 2013 in Notting Hill. These expert butchers are committed and passionate about working with and supporting people who farm their animals sustainably and in tune with nature. The team of friendly welcoming butchers are always happy to share their knowledge and expertly cut what customers need. They are also always happy to help when you're looking for inspiration.

www.deliveries.provenancebutcher.com

MEWS IN BLOOM COMPETITION

We are delighted to confirm that we have finalised our dates for the much loved Mews in Bloom gardening competition.



If you would like to enter this year's competition, do send your details along with a couple pictures of your mews street to our Executive Editor, Ugne Krymcevaite - **mewsinbloom@lurotbrand.co.uk**, or post a picture on social media with the hashtag **#mewsinbloom**

The team at Lurot Brand will look at every entry, putting together a shortlist to send to our professional photographer, who will take pictures of your street for our judges to consider.

The award ceremony will take place on September 23rd 2021 and we will be joined by celebrity judges, to be announced on social media, along with prize details nearer to the closing date.

Do follow us on Facebook and Instagram for more updates and announcements regarding 'Mews in Bloom':

www.instagram.com/lurot_brand
www.facebook.com/lurotbrand.co.uk

LUROT BRAND

Selling or renting your property?

Mews News will get your property in front
of the right people at the right time.

Showcase your property here to reach an audience
that trusts our expertise in all things mews.

020 7590 9955
www.lurotbrand.co.uk

FOR SALE

W1J

BRICK STREET

£5,000,000

- 3 Bedrooms
- 1 Reception Room
- 3 Bathrooms

- Roof Terrace
- 1350 sqft
- Freehold





SW1W

EBURY MEWS EAST

£4,250,000

- 3 Bedrooms
- 2 Reception Rooms
- 2 Bathrooms
- 1940 sqft
- Roof Terrace
- Garage
- Leasehold 109 years

FOR SALE

FOR SALE

W2

JUNCTION MEWS

£2,250,000

- 2 Bedrooms
- 3 Reception Rooms
- 2 Bathrooms
- 1530 sqft
- Freehold





W2

ARCHERY CLOSE

£2,000,000

- 2 Bedrooms
- 1 Reception Room
- 2 Bathrooms

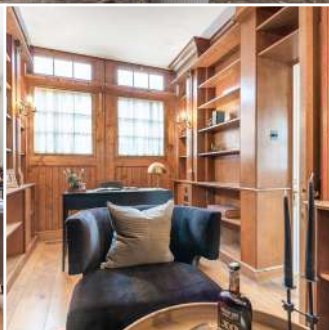
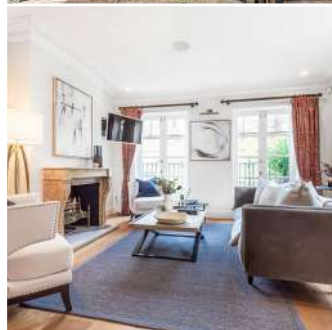
- 1417 sqft
- Freehold

FOR SALE

FOR SALE

W2
RADNOR MEWS
£1,850,000

- 2 Bedrooms
- 2 Reception Rooms
- 2 Bathrooms
- Roof Terrace
- Balcony
- 1305 sqft
- Leasehold 161 years





SW7

ELVASTON MEWS

£4,750,000

• 2 Bedrooms • Freehold



SW3

BURNSALL STREET

£4,500,000

• 4 Bedrooms • Freehold



W2

PALACE COURT

£4,500,000

• 4-5 Bedrooms • Freehold



SW7

STANHOPE MEWS EAST

£4,300,000

• 3 Bedrooms • Freehold

SW7

PETERSHAM MEWS

£4,000,000

• 3 Bedrooms • Freehold

W2

SMALLBROOK MEWS

£3,500,000

• 4 Bedrooms • Freehold



W2

BATHURST MEWS

£3,275,000

• 4 Bedrooms • Freehold

W11

ST. LUKE'S MEWS

Price On Application

• 3 Bedrooms • Freehold

W2

CRAVEN HILL MEWS

£3,000,000

• 5 Bedrooms • Freehold

W2

**ST. STEPHENS
MEWS**

£2,950,000

3 Bedrooms • Freehold •



SW7

MANSON MEWS

£2,950,000

5 Bedrooms • Freehold •



W2

PRINCES MEWS

£2,500,000

3 Bedrooms • Freehold •



W2

PRINCES MEWS

£2,350,000

3 Bedrooms •
Freehold •



SW7

BARNABY PLACE

£2,250,000

2 Bedrooms •
Leasehold 118 years •



W8

EDEN CLOSE

£2,250,000

3 Bedrooms •
Freehold •



W8

KELSO PLACE

£2,250,000

3 Bedrooms • Freehold •



W9

PINDOCK MEWS

£2,250,000

1 Bedroom • Freehold •



W2

PRINCES MEWS

£2,200,000

3 Bedrooms • Freehold •





W2

QUEENS MEWS

£2,200,000

• 3 Bedrooms • Freehold



SW7

CRANLEY MEWS

£2,150,000

• 2 Bedrooms • Freehold



W2

SOUTHWICK MEWS

£2,150,000

• 4 Bedrooms • Freehold



W2

LANCASTER MEWS

£2,100,000

• 2 Bedrooms • Freehold



W2

EASTBOURNE MEWS

£2,000,000

• 2 Bedrooms • Freehold



WC1N

JOHN'S MEWS

£2,000,000

• 3 Bedrooms • Freehold



W2

PRINCES MEWS

£1,975,000

• 3 Bedrooms
• Freehold



SW1X

BOWLAND YARD

£1,900,000

• 2 Bedrooms
• Leasehold 114 years



SW10

ADRIAN MEWS

£1,625,000

• 3 Bedrooms
• Freehold

W2

**RAINSFORD
STREET**

£1,550,000

3 Bedrooms • Freehold •



W14

**RUSSELL
GARDENS MEWS**

£1,500,000

5 Bedrooms • Freehold •



SW1V

WEST MEWS

£1,375,000

2 Bedrooms •
Leasehold 962 years •



W2

**CONDUIT
MEWS**

£1,275,000

2 Bedrooms • Freehold •



W2

**CHILWORTH
STREET**

£1,250,000

2 Bedrooms • SOF 988 years •



W9

BRISTOL GARDENS

£995,000

2 Bedrooms •
Leasehold 99 years •



W9

**ELGIN MEWS
NORTH**

£950,000

1 Bedroom • Freehold •



N6

ARCHWAY ROAD

£850,000

2 Bedrooms •
Leasehold 99 years •



W2

**SHREWSBURY
MEWS**

£850,000

2 Bedrooms • Freehold •



SW7 • £4,000,000
ENNISMORE MEWS

4 Bedrooms • Freehold •



W11 • £2,600,000
ST. LUKE'S MEWS

• 2 Bedrooms • Freehold



RECENTLY SOLD



W2 • £2,000,000
LINDEN MEWS

2 Bedrooms • Freehold •



SW1 • £1,950,000
GROOM PLACE

• 2 Bedrooms • Leasehold 117 years

SOLD

TO LET

W11

LADBROKE WALK

£1,895 pw

- 4 Bedrooms
- 1 Reception Room
- 3 Bathrooms
- Garden
- Unfurnished
- 1659 sqft





W9

CHIPPENHAM MEWS

£1,300 pw

- 3 Bedrooms
- 1 Reception Room
- 3 Bathrooms

- Garage
- 1519 sqft
- Long Let

TO LET

W2 • £2,308 pw

PALACE COURT

4-5 Bedrooms •



SW7 • £2,050 pw

ENNISMORE MEWS

• 4 Bedrooms



SW7 • £1,625 pw

**PETERSHAM
PLACE**

4 Bedrooms •

SW7 • £1,600 pw

**QUEEN'S GATE
PLACE MEWS**

• 5 Bedrooms



SW7

**MANSON
MEWS**

£1,395 pw

• 5 Bedrooms



SW7

**PRINCES
GATE MEWS**

£1,300 pw

• 4 Bedrooms



W2

**RAINSFORD
STREET**

£922 pw

• 3 Bedrooms



W2

**BATHURST
MEWS**

£750 pw

• 2 Bedrooms



W2

**JUNCTION
MEWS**

£625 pw

• 2 Bedrooms



W2

**HYDE PARK
PLACE**

£550 pw

• 1 Bedroom

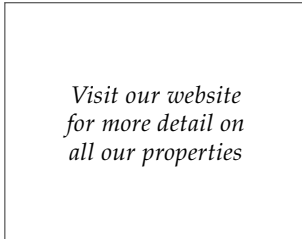


W2

REDE PLACE

£525 pw

• 2 Bedrooms



LUROTBRAND.CO.UK

020 7590 9955

W8 • £950 pw

STAFFORD TERRACE

3 Bedrooms •



SW3 • £855 pw

OVINGTON MEWS

• 3 Bedrooms



RECENTLY LET



W1H • £850 pw

MONTAGU MEWS WEST

2 Bedrooms •

W2 • £692 pw

ARCHERY CLOSE

• 2 Bedrooms

THE LAST WORD IN MEWS

LUROT BRAND

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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