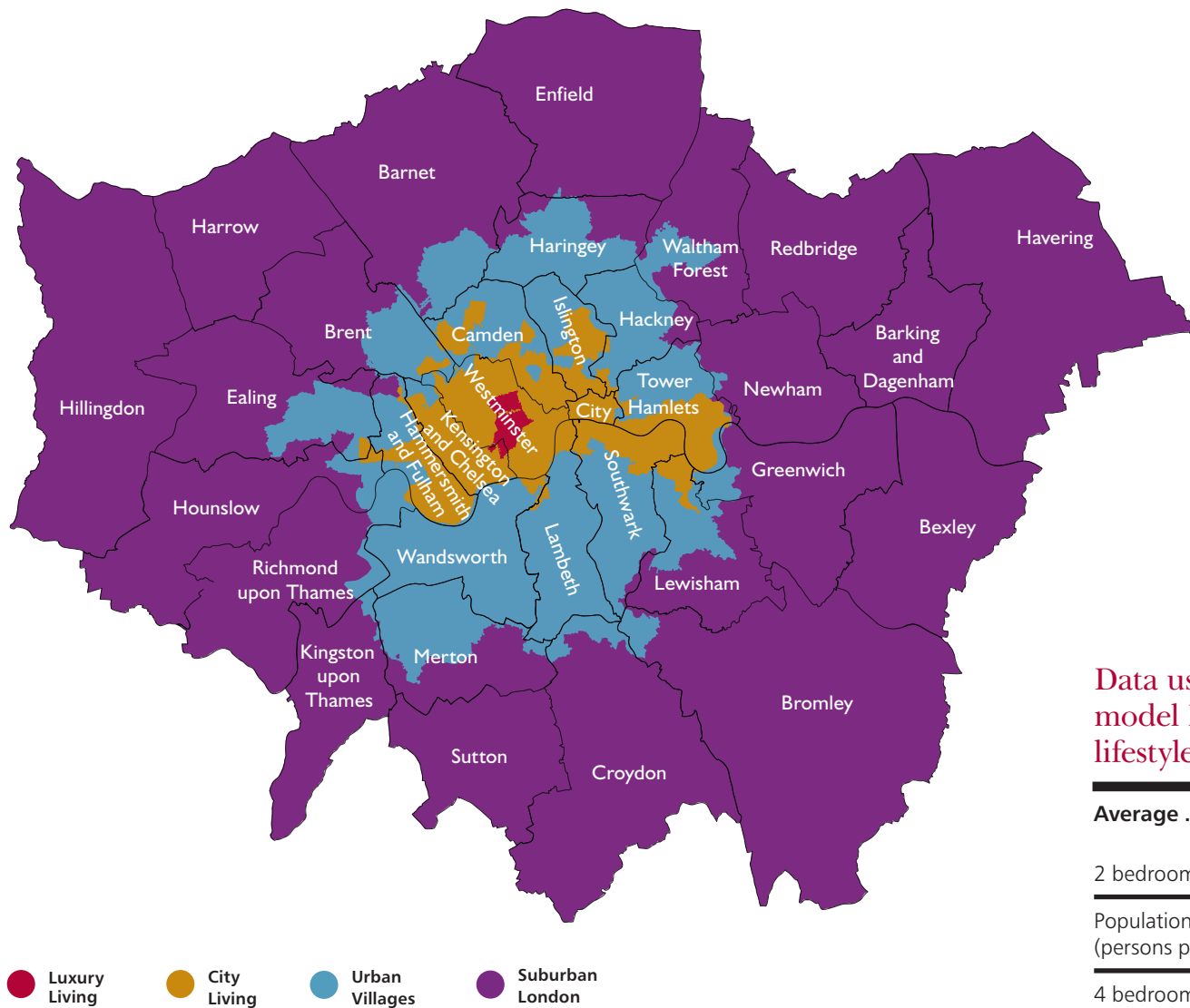


London's lifestyle zones

Where you choose to live in London is part of a lifestyle decision – how far to travel to work each day, how close to your favourite club, how important is a garden, or access to art galleries, or space to park a car? Like most cities, London becomes more leafy and less dense with distance from the centre and as the character of the city changes, so do prices, building types and lifestyles.



London's lifestyle zones



Data used to model London lifestyle zones

Average ...

- 2 bedroom rent
- Population density (persons per hectare)
- 4 bedroom rent
- 2014 sales price
- 5 year sales price change
- % properties built by end WW1
- PTAL Accessibility Index
- Public transport time to Bank Station (mins)
- % domestic gardens
- % households in private rented sector
- % green space
- % of population who travel less than 10km to work
- Number of Michelin stars per population
- Sales price per square foot 2014/15

We decided to re-think the way we analyse market activity to reflect the way Londoners live, rather than points of the compass or local authority boundaries. Using 14 sets of socio-economic and property market data, we have identified common characteristics across broad zones of the capital. These are London's lifestyle zones.

Luxury living

A lifestyle zone characterised by large numbers of period properties, limited garden space and a mix of commercial, residential and cultural uses. Defined by its access to the world's most luxurious retail brands and density of Michelin starred restaurants, capital and rental values are highest here and renting is more common than in other zones.

City living

This lifestyle zone has the highest population density, but a public transport network to match with excellent accessibility to London's key employment centres. The housing stock is predominantly pre-1920. It is on the doorstep of the 'Luxury living' zone (with its retail, leisure and cultural amenities) but the cost of owning or renting a home here is considerably lower.

Urban villages

Housing stock in the urban village zone is predominantly pre-1920 but access to public transport is lower than the more central locations. However, population density remains high and commuting distances short – these are vibrant hubs in their own right. The big win is the increase in green space and local community feel.

Suburban London

Green space and gardens characterise Suburban London. Population density drops to less than half that in the 'Urban village' zone and homes are more likely to be post-World War II. Suburban Londoners tend to commute for longer and live with lower access to public transport, however they get far more home for their money.