



MARKET REPORT

A CLASS OF ITS OWN

An in-depth look at the impact school admissions have on the local property market

10 YEARS OF CAROLS

We're celebrating the 10th anniversary of our annual Christmas Carol Service held at St. Matthew's Church

LOCAL EXPERTS

Meet the team that can handle all of your property needs

STAIRWAY TO HEAVEN

Meet Sophie Cooney, the local resident designing stunning runners to add a touch of character to your stairs



LOCAL | INDEPENDENT | INVOLVED

MARKET INSIGHT



St. Paul's Girl's School, Brook Green

£2.4m

is the average value of homes sold to families in the area



87%

of homes sold across the three villages (specifically W6, W12 and W14) in the past two years were to families with school age children



15%

of all homes sold to families in the past two years were on streets offering larger homes of 2,500 sqft – 3,000+ sqft



62%

of buyers' children attend local schools

In a class of its own – high performing schools drive market demand

The prime West London villages of Brook Green, Brackenburg and Askew have long been regarded as some of the most coveted residential locations for families, as we are privileged to have some of the most highly rated independent schools in the UK.

St. Paul's Girls' School and St. Paul's School for Boys were recently named the top two independent schools by The Sunday Times, with Godolphin and Latymer fourth on the best schools list, taking the title of International Baccalaureate School of the Year.

Close proximity to some of the best schools in the country also has a marked impact on home values and is a driving force behind the annual cycle of the local property market, according to one of the area's longest established estate agencies, Finlay Brewer.

Data exclusively compiled by Finlay Brewer, tracking the performance of the local property market, reveals interesting trends triggered by the school calendar throughout the year.

One of the key findings of Finlay Brewer's research is that 87% of homes sold across the three villages (specifically W6, W12 and W14) in the past two years were to families with school age children. Of this figure, 62% of buyers' children go to local schools with the remainder unidentified or attending schools in neighbouring areas, such as Kensington and Notting Hill.

The out-of-London prime prep schools also recognise the area's strong family profile and offer pick up and drop off points on or around Brook Green for their daily school buses.

The demand for school places and a desire for a short commute is a key driver of the market, with application dates for schools such as

St. Paul's, fuelling a significant spike in market activity. These key school calendar dates trigger families, typically from other parts of London, to start their search for a suitable home in the area.

The next market trend is then marked by a surge in completions in and around July and August, as families with confirmed places keen to move in ahead of the new September term. The premier roads for families are those that offer larger homes of approximately 2,500 sqft – 3,000+ sqft with prices ranging from £2.4m to £5m.

Close to 15% of all homes sold to families in the past two years were on these streets, with Sterndale Road proving the most popular, which is likely due to its prominent position in Brook Green and short walking distance to St. Paul's and Godolphin schools.



There are a lot of aspects to the three villages that make it one of the most attractive areas to live in London, including fabulous green spaces, boutique shops and excellent housing stock. However, the collection of top-rated schools is a major draw for families and has an impact on market activity throughout the year. We regularly receive enquiries for homes close to specific schools, whilst we see a spike at certain points, such as when applications open and placement decisions are made.

The local property market isn't immune to wider market conditions, however, it is the constant demand for school places that offers a degree of protection to home values that is comforting to local homeowners. Properties still need to be well maintained and offer suitable living spaces to achieve their optimum values but the need for family homes will continue to be a key driver for activity in the area.



Paul Cosgrove
PARTNER

Homes perfect for families

FOR SALE £2m Milson Road W14



FOR SALE £2.35m Rowan Road W6



FOR SALE £3.25m Addison Gardens W14



PROPERTY NEWS

MEET THE TEAM

RECENTLY SOLD:

Guide £2.9m
Cromwell Grove W6



Guide £1.485m
Hofland Road W14



RECENTLY LET:

£1,850 per week
Addison Gardens W14



Simon Greswell
FOUNDING PARTNER



Teresa Brewer
FOUNDING PARTNER



Paul Cosgrove
PARTNER



Debs McFadyen
HEAD OF SALES



Sebastian Rivett
SENIOR SALES BROKER



Hettie Freeland
OFFICE & COMMUNICATIONS
MANAGER



Caitlin McFadyen
SALES BROKER



Monty Elworthy
SALES BROKER



Sophie Campbell
SALES TEAM
ADMINISTRATOR



Will Gresswell
SENIOR LETTINGS BROKER



Paula Szulinska
LETTINGS TEAM
ADMINISTRATOR



Joseph Amood
LETTINGS BROKER



Andrew Halim
SENIOR PROPERTY MANAGER



Candy Hancock
PROPERTY MANAGER



Donna Bizzell
SALES PROGRESSOR



Monica Salamanca
COMPLIANCE OFFICER



Agnes Ryszkiewicz
CLIENT ACCOUNTS



Rista Backovic
HEAD OF INTERNATIONAL
PROPERTY

SUPPORTING OUR COMMUNITY

Celebrating 10 years of the annual Finlay Brewer Christmas Carol Service

Celebrating our 10 year anniversary, we are delighted to share the date of our annual Finlay Brewer Christmas Carol Service! This wonderful event has become a much anticipated evening in calendars far and wide and we can confirm that this year's service will be held on **Monday, 4th December** at the stunning, gothic St Matthew's Church (100 Masbro Road W14).

The Carol Service will be raising money for two truly deserving charities - **Heartburn Cancer UK** and the **Shepherds Bush Families Project & Children's Centre**, and you can start taking your seats at 6.30pm in time for the service which will start promptly at 7pm.



"We are delighted that our Carol Service is still such a roaring success after 10 years and remains an important fixture in the calendars of our unique community – friends and clients who have become friends! Over the years we have raised a considerable sum for very worthwhile charities thanks to the support of our local community and we hope to continue to spread Christmas cheer for many years to come!" Simon Gresswell, Finlay Brewer Founding Partner



Scan the QR code to donate or visit www.finlaybrewer.co.uk/Carol-Service



Shepherds Bush Families Project & Children's Centre

The **Shepherds Bush Families Project and Children's Centre** do incredibly valuable work for the local community. The charity was established in 1988 in response to the growing need for housing assistance within the Borough of Hammersmith & Fulham and has been supporting families facing the threat of homelessness in conjunction with other housing needs for 35 years. By providing a range of educational and recreational services and activities, the charity enables children and young people to flourish both at home and at school.



Our second charity is **Heartburn Cancer UK**, a charity working to raise awareness of the early signs of Oesophageal Cancer. Founded in 2002 by Mimi McCord, they continue to expand and do incredibly important work in educating the public on how the disease is detected, diagnosed and treated.

KOFMA



We are thrilled to be sponsoring the KOFMA (Kensington Olympia Festival of Music and the Arts) concert which will be taking place on the **18th & 19th January 2024** at Leighton House, Holland Park Road. Please visit kofma.co.uk/book-tickets/ for more information and to book tickets.

Sophie Cooney – Stair runners in the heart of Brook Green

In 2014, Sophie Cooney bit the bullet and decided to open her own studio that specialises in creating fabulous, bespoke, high-end runners for stairs.

Sophie's passion began when she decided to design and create her own Kilim-inspired, flatweaves for her stairs, which she felt added the perfect finish to her home. Following the work receiving glowing praise Sophie began to create different designs that were rich in material and bright in colour.

Initially Sophie used her home as a showroom to exhibit her work and following a number of successful local commissions she decided to uproot herself from a tiny office and open her own independent studio on Blythe Road.

'Sophie Cooney Runners' are characterised by two distinct ranges that have a traditional look and feel but have a contemporary twist. The Wool Range is handwoven in Turkey with bespoke designs that create lasting impressions and are hard-wearing – they will endure a lifetime of footsteps! The Raw Cotton Range takes inspiration from India with vibrant colours and a 'lived-in' look – much like a pair of well-loved denim jeans.

The retail price for these high-end, luxurious stair runners start from £180 per metre. In addition Sophie Cooney works with sophisticated interior designers, catering for private projects and home renovations.

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LONDON | MONACO | MONTENEGRO | MARBELLA | CÔTE D'AZUR



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Can't find what you're looking for? Finlay Brewer has one of the most exclusive collections of off-market properties in the three villages. Please contact us for further information and to arrange a viewing.

