

# MAYFAIR

## STUDENT LETTINGS INSIGHT

**Knight Frank**



### WHAT YOU NEED TO KNOW ABOUT: MAYFAIR

**Best known for...** being London's foreign embassy heartland, home to some of London's finest shops, hotels, bars and restaurants.

**Area overview:** Mayfair is made up predominantly of lateral flats or conversions. Most students ask for modern, neutral apartments that are close to Regent Street. The area tends to attract students from the Middle East due to its proximity to the Saudi Embassy. It is especially popular with students from Bahrain, Qatar, Saudi Arabia, Russia and Kazakhstan. A large proportion of students who come to us are studying MBAs or doing work placement courses. Many of them attend Regent's Business College, the European Business School, The University of Westminster or University College London.

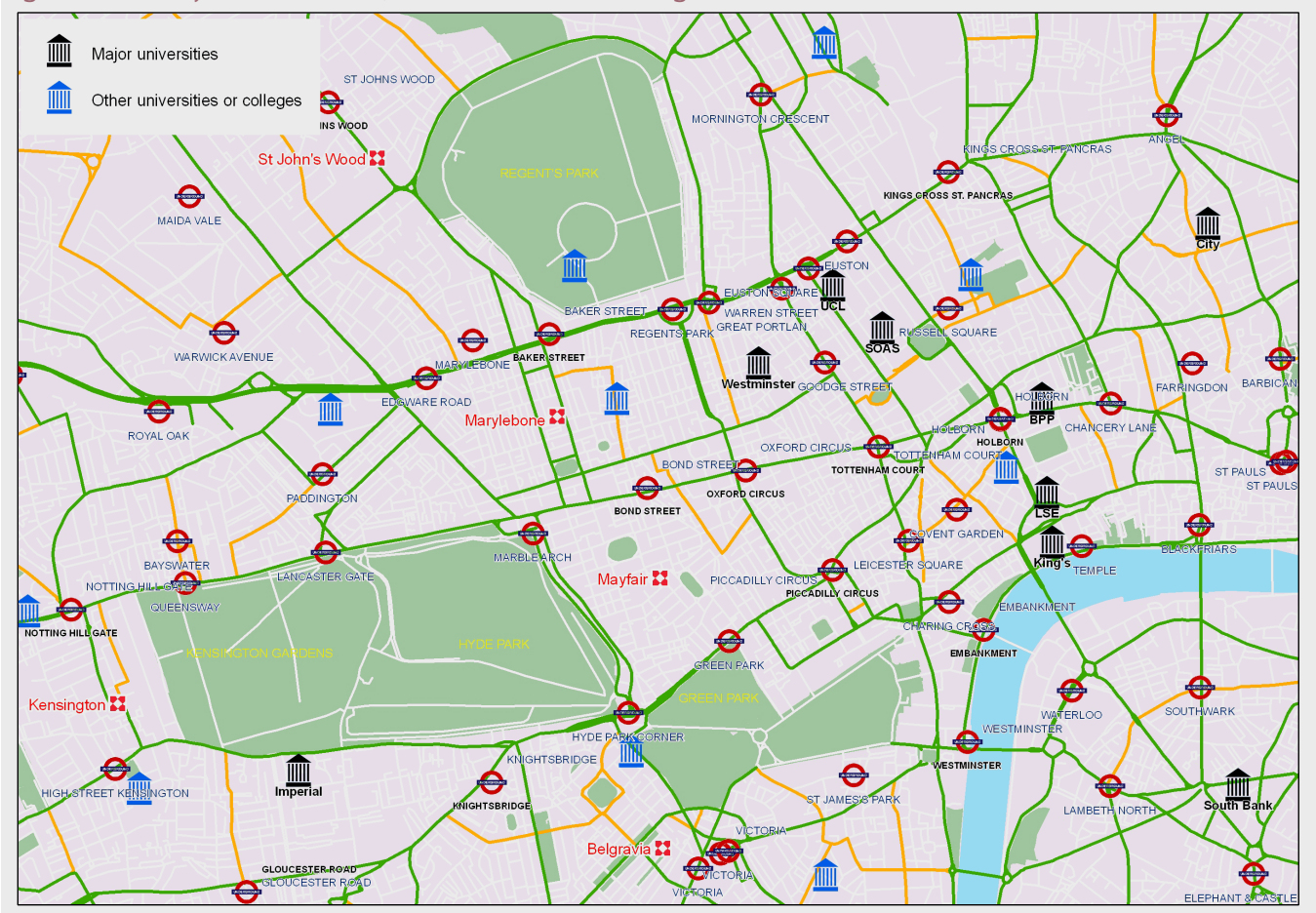
**Social:** Mayfair has some of London's best pubs, bars, hotels and restaurants, including the world-renowned Claridges, Nobu, Le Gavroche and The Dorchester (which has three Michelin stars). The area is also home to a number of bars and nightclubs, including Mahiki - one of the favourite haunts of princes William and Harry. The thriving Piccadilly, Soho, Covent Garden and New Bond Street are all on the doorstep and offer venues to suit all tastes, from theatres and cinemas to comedy clubs.

**Cultural:** Places of interest in Mayfair include the Royal Academy, the Handel House Museum, and Shepherd Market. Hyde Park hosts large concerts and events during the warmer months.

**Sport and leisure:** As well as having a number of renowned garden squares such as Berkeley Square and Grosvenor Square, large parks including Green Park and Hyde Park are a short walk away.

**Transport:** Mayfair is in the heart of the West End, so travelling to and from all of London's university campuses is easy. Nearby undergrounds stations include New Bond St, Green Park and Oxford Circus, all of which take between five and seven minutes to walk to. Good bus services run from Park Lane, Piccadilly, Oxford Street and Regent Street.

Figure 1: Nearby tube stations, universities and colleges



#### Key to major university abbreviations

<b>BPP</b>	BPP University College Of Professional Studies Limited
<b>City</b>	City University
<b>Imperial</b>	Imperial College London
<b>King's</b>	King's College London (University of London)
<b>LSE</b>	London School of Economics and Political Science (University of London)
<b>SOAS</b>	School of Oriental and African Studies (University of London)
<b>South Bank</b>	London South Bank University
<b>UCL</b>	University College London (University of London)
<b>Westminster</b>	University of Westminster



## Fast facts: the student rental market in Mayfair

Figure 2  
Average rents in Mayfair  
Range of values per property size

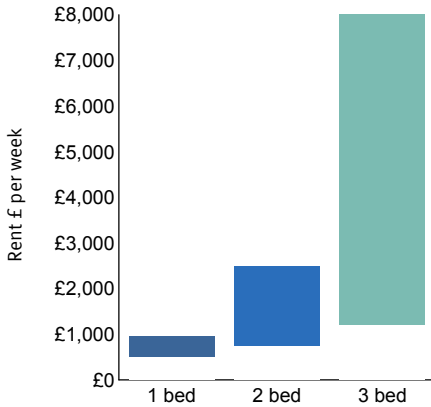
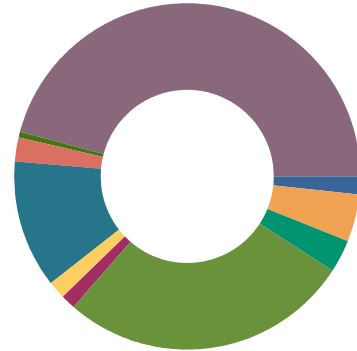


Figure 3  
Nationality of Knight Frank tenants  
London lettings, past 12 months

Africa	2%
Asia	4%
Australasia	3%
Europe	27%
India	1%
Middle East	2%
North America	12%
Russia & CIS	2%
South America	1%
UK	46%
<b>Total:</b>	<b>100%</b>



## Mayfair properties

### Modern Duplex

2 bed  
**Asking rent:** £1,700pw  
2,27 St George St. Mayfair.



### Refurbished one bedroom

1 bed  
**Asking rent:** £525pw  
1, 52 Maddox Street. Mayfair



### Fashionably located.

2 bed  
**Asking rent:** £795pw  
3, 46 South Molton Street.  
Mayfair



### Cool and Contemporary

1 bed  
**Asking rent:** £635pw  
3 Nuffield House, 41-46  
Piccadilly



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