

We Are Fitzrovia

Spring Edition

2025

Welcoming our new neighbours



AGRODOLCE LONDON

67 Charlotte Street

Restaurant

Italian Cuisine



3 GORGES

36 Goodge Street

Restaurant

Hubei and Cantonese Cuisine



FITNESS FIRST

Cavendish Mews North

Gym

Premium Gym Facility



LAPO SKINCARE

4 Great Portland Street

Skincare Shop

Shanghai-born Skincare Brand



REVIV

45 Great Portland Street

Medical Spa

Wellness Clinic



THE LONDON HAIR CLINIC

27-28 East Castle Street

Hair Specialist

Hair Replacement Clinic

Arrivals

A selection of recent office moves within our community.



4-8 Maple Street
Fitzrovia W1

Size

4,075 sqft

Rent

£95 per sqft

Tenant

Lendinvest



Coachworks, 7-10
Charlotte Street
Fitzrovia W1

Size

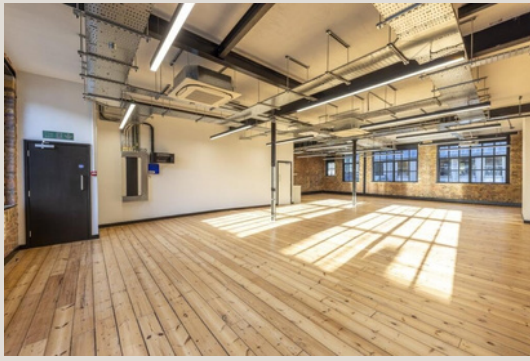
1,467 sqft

Rent

£97.50 per sqft

Tenant

Longmeade Capital



**Coachworks, 7-10
Charlotte Street
Fitzrovia W1**

Size

1,463 sqft

Rent

£91.50 per sqft

Tenant

Exagen



**Woolverstone House, 61-62
Berners Street
Fitzrovia W1**

Size

2,859 sqft

Rent

£87.50 per sqft

Tenant

Cote Restaurants



**16-17 Little Portland Street,
Second Floor
Fitzrovia W1**

Size

2,084 sqft

Rent

£72.00 per sqft

Tenant

Fairgrove Partners



**10 Whitfield Street
Fitzrovia W1**

Size

4,951 sqft

Rent

£77.50 per sqft

Tenant

Valvoline



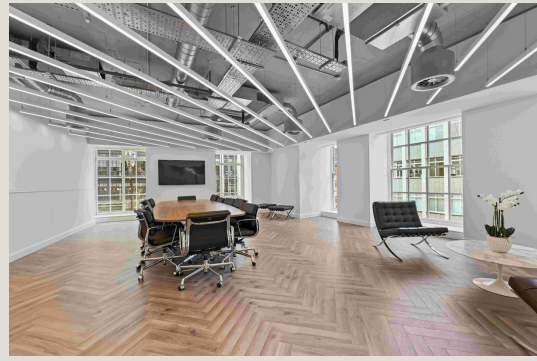
66 Berners Street Fitzrovia W1

Size 64,367 sqft

Rent £75.00 per sqft

Tenant

VCCP



UK House, 2-5 Great Titchfield Street Fitzrovia W1

Size

8,980 sqft

Rent

£90.00 per sqft

Tenant

Beam Suntory



16-17 Little Portland Street, Fourth Floor Fitzrovia W1

Size

1,080 sqft

Rent

£65.00 per sqft

Tenant

Orbital Mobile

Insights ***Commercial***

After a whirlwind end to 2024, where the triple-digit rents per square foot (£100psf+) on Grade A stock were firmly established, right out of the gates January felt strong and

energised. Frustratingly, the markets pace dropped towards the end of the month, all through February and the start of March, before feelings of new wind in the second half of March.

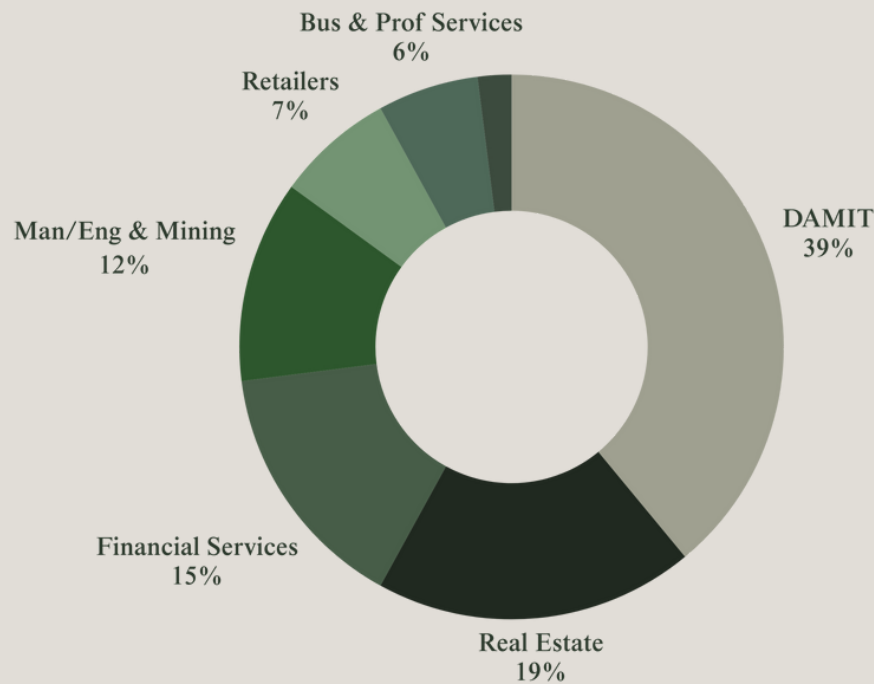
The positives are occupiers are refocussed now that last year’s election cycles are over.

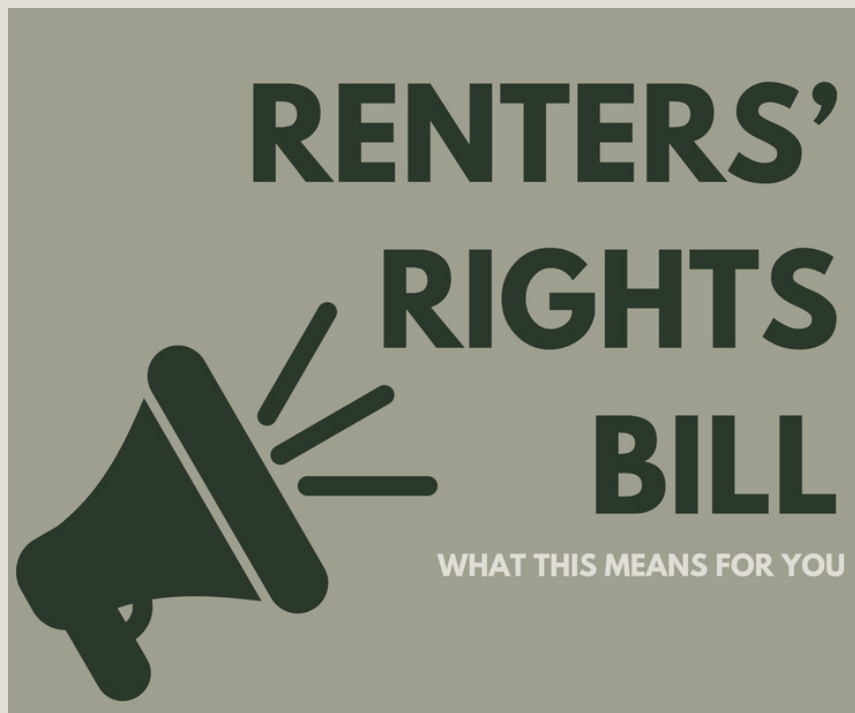
We are also seeing clearer confirmation that companies are prepared to move, as opposed to holding over and renewing with many ‘post-covid deals’ finally coming to expiry. Despite this, one area of frustration that remains is ‘deal speed’, with the process from start to finish being more protracted than ever and can often feel painful. We are constantly amazed by how many of our clients/applicants allow their solicitors to dictate this pace rather than the other way round. With abortive transaction rates at an all-time high, having agile legal representation who are always contactable has never been more crucial to a successful transaction. We are also finding a lot of companies might be prepared to commit (legally) but with start dates later in the year. This isn’t ideal, but we hope the pace of the market picks up now that we are getting into March, which is traditionally a key quarter for office leasing.

Separately retail leasing continues to be robust, especially in Fitzrovia, where supply is still low. Price point still needs to be practical to ensure retailers can thrive and survive, but as the economy and local footfall continue to increase, especially during weekdays, uplifts can and will be justified. We anticipate staggered rental increases becoming a market norm for retail, allowing retailers to build their profile from day one.

One final key point to make is just how diverse our neighbourhood is, as you will note from the below graphic. The upshot of this is the varied demographic means we are not beholden to one particular industry, and we have a brilliant eclectic mix of people in the area.

Take up by occupier sector (2024)





Understanding the Renters' Rights Bill: Changes you need to know

The Renters' Rights Bill is progressing through Parliament, with several important elements expected to become law over the Summer. For landlords and tenants, this upcoming legislation marks a significant shift in how tenancies are managed. If you're one of the many landlords managing assured shorthold tenancies (ASTs) with fixed terms - common for most LDG lets - it's essential to be aware of the upcoming changes. We've broken down the key points of the Renters' Rights Bill and what they mean for both landlords and tenants. Read on for everything you need to know.

When Will the New Legislation Take Effect?

Although the government hasn't confirmed specific dates yet, we expect the Bill to be introduced early Autumn, with enforcement likely happening a few months later. This means the legislation could become law as early as October 2025.

How Will Fixed-Term Tenancies Be Affected?

One of the most significant changes for landlords is how the Bill will affect fixed term assured shorthold tenancies (ASTs). Under the new rules, fixed-term ASTs will automatically convert to periodic tenancies, meaning they will roll on a month-to-month basis with no set end date.

Additionally, any existing break clauses or options to renew tenancies will no longer apply. While this may initially cause concern for some landlords, it's important to note that most tenants still seek to rent for a period of at least 6-12 months. In fact, the current average tenancy length at LDG is 12 months.

We will, of course, continue to carefully assess applicants to understand their intended tenancy length when they first apply.

New Rules for Serving Notice

One of the more notable changes introduced by the Renters' Rights Bill is around serving notice. Tenants will now have a 12-month period of protection from eviction, starting from the beginning of their tenancy, as long as they don't breach any of the tenancy terms.

When it comes to ending a tenancy after the initial 12-month period, landlords will only be able to serve a Section 8 notice, which must be based on a valid Ground for possession. Grounds for possession could include moving into the property or selling it. Both of these grounds will require a 4-month notice period.

The Bill also abolishes Section 21 notices (no-fault evictions), meaning landlords will need to use the new procedures when ending a tenancy.

Will Rent Payment Terms Change?

If tenants currently pay their rent more than a month in advance - whether quarterly or annually - they will need to switch to monthly payments once their prepaid period expires. This is a key point to be aware of, as the new rules take effect.

Another important update is that once the Bill is in force, Section 13 notices will be the only method landlords can use to increase rent. Rent increase notices can be served once per year, and the increase must align with market value. Thankfully, this aligns with LDG's current rent increase policies, so you won't see a major change in how we manage rent increases.

Additional Resources

If you want to dive deeper into the new rules and their potential impact on your tenancies, you can read more about the changes [here](#).

We're Here to Help

At LDG, we are fully prepared for the upcoming changes and are committed to supporting landlords as we all adjust to the new rules. If you have any questions or concerns about the Renters' Rights Bill or how it may affect your tenancies, please don't hesitate to reach out.

We'll continue to monitor the progress of the Bill and provide updates as necessary to ensure you're well-informed and prepared for the changes ahead.



The Cloak of Invisibility:

Growing up who didn't ever imagine being INVISIBLE at least once?

Well, with LDG's help we are now able to turn that fantasy into reality.

Our Property Management team has been developed with service, knowledge & integrity at the epicentre of our values.

Our sole mission is to offer our landlords ultimate peace of mind while safeguarding their investments allowing, them to enjoy other things in life.

Interested in becoming invisible? Please [click here](#) to learn more.

Residential Sales

The Fitzrovia residential property market has seen heightened activity as solicitors expedite transactions before the impending stamp duty increase. This well-publicised change has spurred buyers, including recent purchasers, to finalise deals swiftly.

Will this hike disrupt Fitzrovia's market? Unlikely. Current prices, comparable to 2016 levels, provide a strong base, mitigating the impact. This stability makes the area appealing to buyers.

A recent study confirms London's enhanced value. A \$1 million investment now yields about 43% more space than a decade ago, placing London alongside New York and

Monaco as a leader in value. Fitzrovia, with its prime location and vibrant atmosphere, benefits greatly..

Domestic buyers remain the market's core, seeking both primary homes and pied-à-terres. Notably, many pied-à-terre buyers now reside in the Cotswolds and Gloucestershire, attracted by Fitzrovia's blend of city life and easy access to the West and Paddington.

There is an abundance of new listings coming to the spring market. Traction with these depend on accurate pricing and reasonable service charges. Discerning buyers favour properties that meet these criteria.

Looking forward to 2025, Fitzrovia's fundamentals appear solid. Its enduring appeal, combined with current value, positions it as a resilient and attractive destination for homeowners and investors.

Featured Residential Property

Lyon House

Fitzrovia W1

Size

461 sq ft

Asking Price

£725,000

Bedroom

1

Bathroom

1



Langham Street Fitzrovia W1

Size

614 sq ft

Asking Price

£1,250,000

Bedrooms

1

Bathroom

1



Lyon House Fitzrovia W1

Size

644 sq ft

Asking Price

£835,000

Bedrooms

2



Residential Lettings

Continuing from last quarter, the rental market is currently navigating a period of heightened price sensitivity alongside increased stock levels, which is granting tenants a greater choice. This dynamic necessitates that landlords remain flexible with their pricing strategies/expectations and make sure the properties present well. Traditionally, demand is lower during this season, but an anticipated summer surge is expected to revitalise the market in the coming weeks and months.

Furthermore, both tenants and landlords are curious about the proposed tenant rights bill. Changes to legislation can impact rental agreements and property standards but LDG will keep our clients informed as it evolves and gets finalised. Until then, it is business as usual.

Featured Lettings Properties

North Audley Street

Mayfair W1

Size

840 sqft

Asking Price

£1,150 per week

Bedrooms

2

Bathroom

2



Hollen Street Soho W1

Size

1,309 sqft

Asking Price

£1,350 per week

Bedrooms

2

Bathroom

2



Park Crescent Marylebone W1

Size

718 sqft

Asking Price

£1,350 per week

Bedrooms

1

Bathroom

1



Invest-IN



Ariel House, 74a Charlotte Street, W1

Size

28,820 sqft

Achieved Price

£29,000,000

Porch Capital



78-92 Great Portland Street & 15-23 Riding House Street Fitzrovia W1

Size

36,410 sqft

Achieved Price

TBC

Purchaser

PrivateProp Co



31 Tottenham Street, W1

Size

450 Sq Ft

Achieved Price

£400,000

Purchaser Buckle Global Limited

Comment...

After a very busy Q4 last year, first-quarter transactional levels were rather more subdued.

However, trying to forecast the year ahead, hasn't dampened our belief that this will not set the tone for the remainder of the year.

More and more vendors are finally coming to terms with market levels, and expectations around pricing are starting to reflect the market realities. Naturally, there will always be exceptional circumstances that buck the trend. However, owners who are under no pressure to sell and have price aspirations in line with the market highs are advised to continue to sit on their investments and wait for sunnier days.

Vendors who are motivated to sell (at the right price, but no fire sales) will be encouraged by November and February's Interest rate cut. With further cuts expected this year (inflation rate pending), for the first time in a long while we hope to finally see seller and buyer aspirations aligned.

The number of inspections we have undertaken, and offers received on our instructions

confirms this and provide optimism for the year ahead.

LDG Happenings

Kato's 2025 West End Agent of the Year Award Winner

We were delighted to find out that one of our own - Harrison Eagles won Kato's West End Agent of the Year award at their inaugural awards.

It's an incredible achievement and it came at a perfect time after we celebrated Harrison's 10-year anniversary with LDG. Harrison brings his expertise and unwavering commitment to delivering the best for our clients and we couldn't be prouder to have him as part of the team.

"This is a huge honour for me, especially when you consider there are over a 1,000 members registered for West End Office Agents Society. I am lucky to have met and worked with a fair few over the years and there are some brilliant people working in our industry and marketplace. For this alone, it is very rewarding to be recognised amongst a sea of very worthy names." - Harrison's [LinkedIn](#)



Paris 2025

There's something special about stepping out of the daily routine and experiencing something new together. This time, it was Paris for our annual Christmas celebration.

From the moment we boarded the Eurostar, it was clear this trip wasn't just about sightseeing. It was about celebrating who we are as a team - beyond the office, beyond the deals, beyond the day-to-day. LDG has always been more than just a workplace, and the trip to Paris proved exactly that.

We explored, we laughed, we indulged (some more than others), and we reminded ourselves why culture is at the heart of what makes LDG special. It's easy to talk about teamwork and company values, but it's another thing to see them play out so naturally. This trip highlighted the genuine friendships, unwavering support, and shared ambition that make LDG more than just a business.

So, to our LDG family - merci for making this trip one to remember. Here's to many more!



Southwark Climate Collective

We're excited to share that we've proudly received a Certificate of Participation from the Southwark Climate Collective in recognition of our efforts to reduce carbon emissions in freight!

Sustainability is at the heart of what we do, and as part of this initiative, we've been working on smarter, more eco-friendly ways to manage deliveries and logistics. By reducing emissions, we're not just cutting our carbon footprint - we're contributing to a cleaner, greener London for everyone. We were proud to take part in the SCC project and look forward to continuing our sustainability journey.



Our Community

Fitzrovia Run Club

Starting the 7th of May, join us every other Wednesday at 17:30 outside LDG for a community run like no other.

Whether you're chasing a PB or just fancy a social jog, all paces are welcome - just bring your trainers and good vibes.

Led by a former Extreme Ironman competitor and a Hyrox addict, you're in seriously good hands.

Plus:

- Post-run drinks at The King's Arms
- Exclusive hair treatment discounts with Nadia Jonning
- Special rates on LDG property services

Drop us a line to register your interest:

fitzrunclub@ldg.co.uk

Let's get Fit(zrovia) together!

Nadia Jönning
London





**FITZROVIA
RUN CLUB**

Join us every other Wednesday at 17:30 outside LDG and let's get Fit(xrovia) together. All paces welcome - just bring your trainers and good vibes.

START DATE	TIME	LOCATION
7th May 2025	17:30	LDG, 53, Great Titchfield Street, W1W 7PJ



REGISTER YOUR INTEREST HERE - FITZRUNCLUB@LDG.CO.UK

Nadia Jönning
London





WHY JOIN?

- *Led by a former Extreme Ironman competitor and a hyrox addict!*
- *A great way to meet like minded people in our community*
- *Special rates on property services with LDG*
- *Exclusive discounts on hair treatments with Nadia Jonning*
- *Post-run drinks at The King's Arms*

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7th May 2025	17:30	LDG, 53, Great Titchfield Street, W1W 7PJ



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Fitz & Sits

Following the success of The Fitzrovia Partnerships LFA in Fitzrovia in June 2024, they have announced the launch of the programme for June 2025 exploring the theme of 'Voices'. For 2025, their objective is to address the public seating shortfall in the area by transforming pockets of small spaces into creative seating solutions, forming a trail of artist-designed seats – Fitz & Sits.

We're proud to be taking part in The Fitzrovia Partnerships Fitz & Sits, bringing artist-designed seating to the streets of Fitzrovia. Tackling the area's lack of public seating while encouraging exploration, celebrating diversity, and enhancing sustainability - all through the power of art and design.

For us, sponsoring Fitz & Sits meant more than just supporting talent; it was about contributing to the community we know and love.

From concept to installation, we're thrilled to see this vision come to life and can't wait to watch people enjoy these vibrant new spaces created by talented artists.

Keep an eye out for updates and the LDG bench!



Fitzrovia Sustainability: Strategy for Action

We had the pleasure of attending the first Fitzrovia Sustainability Group (FSG) meeting - a fantastic initiative bringing together businesses, the local community, and key partners to shape a greener future for our area.

The event discussed the Fitzrovia Sustainability Strategy and Action Plan, outlining ambitious goals to make Fitzrovia one of London's most sustainable districts. It was inspiring to hear how businesses across the area are already doing their bit - whether through reducing waste, cutting emissions, or advocating sustainable practices.

The FSG will play a crucial role in driving this vision forward, from setting measurable sustainability targets to securing funding and influencing policy. Collaboration is key, and it's clear that by working together, we can create real change.

We're excited to be part of this journey and look forward to seeing Fitzrovia lead the way in sustainability!



Making Fitzrovia more cycle friendly!

Great news for cyclists in Fitzrovia! Westminster Council has introduced new cycle contra-flows on Foley Street, Nassau Street, and parts of Riding House Street, making it

easier and safer to navigate the area by bike. Originally [proposed in 2024](#), the blue and white signage has now been put in place.

These changes mean cyclists can now ride both ways on previously one-way streets, improving connectivity and reducing the need for detours or riding on busy roads. The aim? To create a safer, more accessible cycling network and encourage more people to choose bikes over cars for short trips.

With clear signage now in place and final road markings set to be completed by March 2025, Fitzrovia is becoming a more cycle-friendly neighbourhood - one step closer to a greener, more sustainable city.



The Observer finds a new home on Berners Street

Big media moves are happening in Fitzrovia! This spring, Tortoise Media will begin publishing The Observer newspaper and news site, with its team based at 22 Berners Street.

The transition hasn't been without controversy, though. More than 20 Observer staff opted for redundancy rather than moving to Fitzrovia under Tortoise's ownership. The deal, completed in December, followed strike action at The Observer and The Guardian.

Under Tortoise, The Observer will shift to a paywall model, marking a significant change for the historic publication. It's yet another sign that Fitzrovia continues to be a hub for major media and publishing players!



National Park City pop-up visitor centre opens up in Fitzrovia

London's ambition to be a greener, healthier, and wilder city takes centre stage with the launch of a National Park City pop-up visitor centre on Mortimer Street in Fitzrovia.

First designated a National Park City in 2019 supported by Mayor of London Sadiq Khan, London may not have the same status as a UK National Park, but it does champion biodiversity, tree planting, and the protection of urban wildlife - essential efforts as the capital's summers grow hotter.

The pop-up, housed in a former coffee shop, is open most afternoons, Monday to Friday, and by appointment until at least July. Visitors can meet the National Park City team, grab a copy of the London Urban Nature Map, and pick up the latest edition of Maker Paper. The space will also host events, including film screenings.

This is a fantastic opportunity to discover how we can all play a part in making London a greener place to live.





8,700,000 HAVE VISITED Fitzrovia so far this year.

That's a lot of potential new neighbours!

OUR FAMILY



OFFICE AGENCY



RESIDENTIAL LETTINGS



OPERATIONS



**PROPERTY
MANAGEMENT**



SERVICED APARTMENTS



**RESIDENTIAL
SALES**



Want to know more? Let's talk!

020 7580 1010 - hello@ldg.co.uk - ldg.co.uk - [@ldglondon](https://www.instagram.com/ldglondon)



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