We Are Fitzrovia

Summer Edition

2025

Welcoming our new neighbours

WALDOR CLINIC

53 Great Portland Street

Beauty

TheArtof South Korean Aesthetics

SHORI

39 Great Titchfield Street

Food

Authentic Donburi

WORK PLACE

50 Mortimer Street

Gallery

Contemporary British & International Art

BODY 20

82 Great Portland Street

Fitness

EMS Fitness Specialists

THE HIGH LLAMA

38 Riding House Street

Food

Lebanese Bakery & Deli

LA SPOT

18 Charlotte Street

Food

Tapas & Brioche Sandwiches

Arrivals

A selection of recent office moves within our community.

10 Whitfield Street
Fitzrovia W1

Size

4,356 sqft

Rent

£86 per sqft

Tenant

IDC UK LTD

Arthur Stanley House, 40-50 Tottenham Street
Fitzrovia W1

Size

3,917 sqft

Rent

£156.50 per sqft

Tenant

BMC UK Subadvisor Support Limited

16-17 Little Portland Street Third Floor
Fitzrovia W1

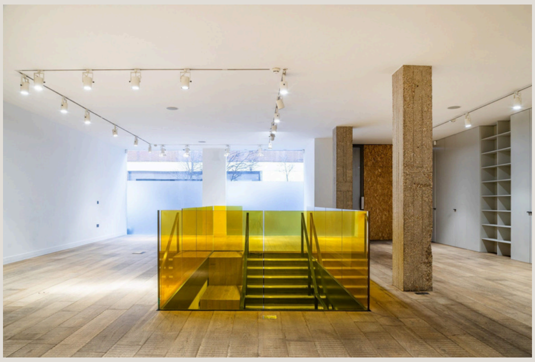
Size
1,814 sqft
Rent
£73.50 per sqft
Tenant
Luchford apm

Rathbone House, 15-16 Rathbone Place
Fitzrovia W1

Size
10,795 sqft
Rent
£110 per sqft
Tenant
Union VFX

93 Mortimer Street
Fitzrovia W1

Size
10,000 sqft
Rent
Private & Confidential
Tenant
Kamel Lazaar Foundation



23-25 Eastcastle Street
Fitzrovia W1

Size
5,990 sqft
Rent
£100 per sqft (Ground Floor)
Tenant
Sisters Grimm Limited

Insights

Commercial

For this quarter, decision paralysis and procrastination remain common themes. However, we’re starting to see signs of medium-sized organisations (20-40 desks) beginning to take action. A recurring theme in these negotiations has been the need for landlords to act quickly, often because organisations have left decisions to the last minute. In a recent example, our client at 16-17 Great Portland Street was given just 10 working days to complete a lease. Fortunately, this landlord had a prepared short-form lease, so the deadline was achievable. Many landlords, however, don't instruct their solicitors to draw up a lease until an offer is agreed - and that often causes delays.

Whereas we previously saw an influx of cosmetic and beauty enquiries on the retail side, these sectors appear to have cooled in recent activity. This may be an early sign of acceptance among operators, that oversaturation is unhelpful. In contrast, coffee shops continue to flood the central London market. So much so, we've boldly advised landlords to turn away concepts that are solely coffee focused. Our aim is to protect existing businesses already embedded in the community and to ensure retail diversity in Fitzrovia, for the betterment of the neighbourhood. We wish other agents would follow suit, but unless they embrace the community like we have, it's hard for them to see the downstream impact the way we do.

We're also delighted to announce that Cindy Mariniello has recently joined the team as part of our new SME property advisory service, dedicated to helping companies seeking offices. Supporting SMEs and start-ups from day one is invaluable for the West End, ensuring they put down roots in our community. It's also important in engaging with our clients, that they understand their markets' trends, which often gets overlooked.

For more of our recent insights, visit our blog page where Harrison Eagles explores the impact of decision-making paralysis, and check out our latest LinkedIn article by Daniel Castle highlighting how working from home may be contributing to a rise in fall-throughs.

Property Management

Big changes are coming – here's what they mean in practice

The Renters' Rights Bill aims to create a smarter, fairer and more balanced private rental sector. Whether you're a landlord, tenant, or letting agent, it's time to get familiar with the proposals and understand the opportunities they bring.

At LDG, we've always stood for straightforward property advice and professional service. Here's our take on what's changing – so we're here to break down what the new law means for you – jargon-free and straight to the point.

But first – a quick note on timing.

With over 200 amendments proposed and the government pushing the Bill through Parliament at pace, it's no longer a question of if but when. Royal Assent is now expected in early autumn 2025 – though with key provisions still under debate, the final shape of the legislation remains to be seen.

Key Changes:

ASTs will be abolished

Under the new Bill, every tenancy will automatically be periodic. This means tenants can serve notice at any point (with two months' notice), and landlords can only regain possession for legitimate, legally defined reasons.

This shift gives tenants more control, while still offering landlords protection when they genuinely need to reclaim a property.

A New Approach to Evictions

Section 21, the "no-fault" eviction, is being scrapped. Landlords will no longer be able to evict tenants without reason. Instead, they must rely on revised legal grounds - such as:

–Selling the property

–Moving in themselves

–Serious rent arrears

–Anti-social behaviour

For professional landlords, this shouldn't be a problem. It's about putting structure around the process - not taking away control.

Rent Rises – Sensible and Fair

Landlords will be limited to one rent increase per year and must give tenants two months' formal notice. Tenants also have the right to challenge excessive increases through a tribunal.

This helps keep rent growth reasonable and in line with local values, not inflation or speculation.

Limit on Upfront Rent

To ease financial pressure on tenants, landlords will only be able to ask for one month's rent in advance. However, landlords can still request a guarantor if additional security is needed.

Pets Are (Reasonably) Welcome

The Bill introduces a fairer, more structured approach to pet ownership:

– Tenants have the right to request a pet
Landlords must consider it reasonably and can't simply say "no"
–A pet insurance policy can be required to cover potential damage

It's about encouraging responsibility – not risk – and it's a win-win that recognises how important home life – and pets – have become.

Ending Discrimination

The Bill makes it illegal for landlords or agents to operate blanket policies excluding tenants with children or those on benefits.

Each tenant must be assessed based on their individual application and affordability - not assumptions or outdated policies.

This is a major step toward a more inclusive private rented sector – and one we welcome.

Fairer Lettings Process without Rental bidding

As part of its wider reforms, the Bill proposes to remove rental bidding – meaning agents and landlords will no longer be able to accept offers above the advertised rent. While this may seem restrictive at first glance, it encourages a more consistent and transparent approach to pricing, helping to reduce delays and disputes during the lettings process. For landlords, this means greater clarity and efficiency when launching a property to market, with less pressure to navigate unpredictable bidding scenarios and more focus on setting a fair and market-aligned rent from the outset.

Raising Standards

For the first time, the Decent Homes Standard will apply to the private sector – previously a rule for social housing. This means properties must meet minimum criteria for:

–Homes are warm, safe and well-maintained

–Repairs are addressed promptly

–Standards are met before letting or renewing a tenancy

Local councils will have increased powers to enforce these rules, with fines of up to £40,000 for serious breaches. For quality landlords, this simply formalises what should already be in place.

In short, renting a poorly maintained property will no longer be an option. Good landlords already doing the right thing have nothing to worry about.

Awaab's Law Comes to the Private Sector

Following the tragic case of Awaab Ishak, the Bill introduces Awaab's Law to the private sector. This means:

–Damp, mould and other serious health hazards must be addressed quickly

–Landlords will be held accountable for delays that put tenant health at risk

This ensures a more humane and responsive approach to safety – one that protects both tenants and reputations.

Introducing the PRS Database and Ombudsman

All landlords must register on the Private Rented Sector (PRS) Database and Landlord Ombudsman.

–The Private Rented Sector (PRS) Database will register all landlords and properties, giving local councils more oversight and ensuring compliance.

–The PRS Ombudsman will offer a free, binding service to resolve complaints between tenants and landlords.

Both measures are designed to make the system clearer, fairer and easier to navigate for everyone.

What does this mean in practice?

While much is still to be finalised, landlords should be preparing now. Here's what we expect:

–**Upward pressure on asking rents**

With no bidding wars allowed and restrictions on rent in advance, landlords may set higher starting rents to create breathing room. In turn, expect more thorough referencing processes.

–**More evidence-driven rent reviews**

Any proposed increase will need to be justified with strong comparables. Agents and landlords alike will need to be armed with open market data to avoid delays or rejections at tribunal.

–**Regular property inspections will matter more**

Keeping tabs on the property and tenancy compliance will be essential – not just for protecting your asset, but also to ensure any grounds for possession can be clearly evidenced.

–**Getting possession right will be critical**

The margin for error will shrink. Landlords must follow the letter of the law, or risk delays and additional notice periods. Documentation and process will be key.

So, what now?

The average tenant in the UK stays just over 4 years – and in London, it's often less. Most tenancies end voluntarily, so despite the changes, tenant movement will still provide opportunities for landlords to update terms and adjust rents in line with the market.

That said, some landlords may use this as a chance to restructure portfolios – especially when you factor in minimum EPC requirements and interest rate changes. We're already seeing a shift toward professionalisation and consolidation, with larger landlords increasing their market share.

But for many, property remains a solid long-term investment. As rental supply tightens, values and rents are likely to rise – particularly at the prime end of the market.

We're here to help.

At LDG, we're already working closely with our landlords to future-proof every aspect of their lettings – from updating tenancy agreements to reviewing management practices and ensuring compliance with the upcoming changes.

As soon as the legislation is finalised, we'll be hosting a dedicated webinar exclusively for landlords, breaking down what the changes really mean in practice – no fluff, just clear guidance on what you need to do and when. Whether you own one flat or a full portfolio, we'll make sure you're prepared for what's next.

Watch this space – more details coming soon.

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 sales market has entered a new and significant phase - one shaped by recalibration, realism, and downward price movement. After years of stagnation, prices have now begun to drop in real terms, and this is not just a short-term correction. Multiple persistent factors are driving this adjustment: new and higher stamp duty thresholds, increasing service charges that just feel exorbitant, and more recently, punitive council tax measures for second homes. These aren't temporary obstacles, they reflect a deeper, possibly deliberate government shift toward suppressing long-term house price growth across the UK.

This recalibration has led to a market saturated with stock, much of which is sitting unsold. The reason is clear: many properties are still priced with yesterday's expectations in mind. Buyers, both domestic and international, are increasingly savvy and selective - they know what represents value and what doesn't. The properties that are selling today are those whose sellers are focused, realistic, and willing to accept the new normal. Realism has never been more critical, and those who embrace it are the ones making meaningful progress.

Despite the correction, Fitzrovia remains active. Sales are being agreed, but only at the right level. Buyers we're working with are driven by real needs and desires. They've watched the market evolve and recognise that this phase of adjustment presents a great buying opportunity. With more choice on offer than at any point in recent years, this is a time to refine priorities. Buyers are honing in on properties that may not be perfect in every aspect, but which come closer than ever to ticking the right boxes, at a price that finally makes sense.

Looking ahead, we don't anticipate prices rebounding for at least three to five years. Even if interest rates fall, we don't expect any real impact on prices. That makes now a compelling moment to act for those seeking long-term value. Fitzrovia isn't in decline - it's undergoing a reset. And in that, there is opportunity: for buyers who are ready, and for sellers who are willing, this market is not only navigable, but negotiable.

Featured Residential Property

Bourlet Clouse

Fitzrovia W1

Size

1,772 sq ft

Asking Price

£3,000,000

Bedroom

3

Bathroom

3

Great Portland Street

Fitzrovia W1

Size

688 sq ft

Asking Price

£925,000

Bedrooms

2

Bathroom

1

Eastcastle Street

Fitzrovia W1

Size

830 sq ft

Asking Price

£1,500,000

Bedrooms

2

Bathroom

2

Residential Lettings

The rental market is steadily gaining momentum, with increasing student registrations for summer move-ins. This is great news for landlords looking to minimise void periods. That said, pricing remains sensitive due to higher than usual supply, largely driven by a quieter sales market. Rental growth is modest year on year, so realistic pricing is key. Presentation will play a crucial role, and well-presented properties continue to attract the strongest interest. LDG will keep you informed on any legislative changes around The Renters Rights Bill, but for now, we are focusing on capitalising on the summer rush.

Featured Lettings Properties

North Row
Mayfair W1

Size
485 sqft
Asking Price
£692 per week
Bedrooms
1
Bathroom
1

Alfred Place
Bloomsbury WC1

Size
794 sqft
Asking Price
£980 per week
Bedrooms
2
Bathroom
2

West Street
CoventGarden WC2

Size
413 sqft
Asking Price
£600 per week
Bedrooms
1
Bathroom
1

Invest-IN

Hallam House, 56-60 Hallam Street, W1

Size

10,570 sqft

Achieved Price

£7,560,000

Purchaser

Dukelease

20 Fitzroy Square, W1

Size

4,640 sqft

Achieved Price

£4,250,000

Purchaser

PrivateIndividual (Occupier)

17, 17a, 17b & 19 Riding House Street, W1

Size

6,417 Sq Ft

Achieved Price

£3,750,000

Purchaser

Private Investors

Comment...

Q2has mirroredthe steadiness of Q1, but with a noticeable shift in sentiment.

Investor and occupier confidence is improving, driven by growing alignment between vendor expectations and market fundamentals. We're seeing more realistic pricing across the board, which is translating into higher quality enquiries and a healthier pipeline of offers. The market may not be moving at pace just yet, but the foundations for a stronger second half are clearly forming.

With further interest rate cuts expected and inflation showing signs of easing, the outlook is increasingly constructive. For investors with a medium to long-term view, opportunities are emerging particularly in prime, well-positioned assets where value is now more transparent.

Short Stay Accommodation

If you're not already aware - we want to highlight LDG's sister company, Frankie Says, a specialist short term accommodation provider.

Frankie provides premium accommodation without breaking the bank in all of Londons most central and sought after neighbourhoods. For further information please click here.

We are delighted to offer our community preferential rates - use WEAREFITZ10 for 10% off your booking via our website.

LDG Happenings

It’s been a busy timeatLDG,andwe’re thrilled to welcome four fantastic new faces to the team. Each one brings something unique to the table, and we’re excited to have them on board:

Short Let Department:

Welcome Lou Bumagat, Our Short Lets Operations Assistant Manager.

Lou is the latest addition to our family, stepping in as our Short Lets Operations Assistant Manager. With a natural flair for logistics and a calm, can-do attitude, Lou's already proving to be the glue that keeps everything ticking.

Her background in operations and sharp eye for detail means guests and team members are in safe hands. We're so excited to have her on board.

Welcome Lucy Appell, Our Short Lets Operations Assistant.

Joining the team, Lucy has hit the ground running. From guest communications to last-minute logistics, she's cool under pressure and always ready to go the extra mile to make sure everything's just right.

With an eye for detail and a genuinely helpful spirit, she's an essential part of the team. We're so pleased to have her here – welcome, Lucy!

Commercial Department:

Welcome Cindy* Mariniello, *Our SME Property Advisor

Our newest addition to the Commercial team, Cindy brings a brilliant mix of energy, insight and genuine passion for helping people find the right space to grow their business. Her thoughtful approach has already made her a hit with clients and colleagues alike.

Her sharp mind and steady approach are exactly what you want in your corner – she's the perfect fit for LDG's mission to support London's thriving SME scene and we're thrilled she's chosen LDG as her next chapter.

Lettings Department:

Welcome Freya Bennett, Our Lettings Progressor.

Freya's one of those people who just gets stuck in – no fuss, no flapping, just a calm energy.

She's got a natural instinct for people, and a real drive to get things done properly. From the moment she walked through the door, she's brought positivity, focus and a fantastic energy to the team. Our clients are going to love her.

Make Fridays Great Again (MFGA)

We've been on a mission to bring the energy back to Fridays and where better to start than Fitzrovia?

In collaboration with our fellow local Fitzrovians, Daniel Castle launched the Make Fridays Great Again video series: a light-hearted campaign with a serious goal, to revive the end-of-week buzz that's been missing since the rise of remote work.

Each week, we've visited a different Fitzrovia favourite, to find out what Fridays look like for them, how things have changed, and what they're doing to encourage people to get back to work on Fridays. From behind-the-scenes glimpses to quick-fire questions, it's been a brilliant reminder of the creativity, community and culture right here on our doorstep.

Fitzrovia has always thrived on energy and exchange, and we believe Fridays still have a big role to play in that. Whether it's team lunches, after-work drinks or simply reconnecting with local businesses, Fridays should feel like something to look forward to again.

Click to catch up on EP 1, EP 2 and EP 3 of our Make Fridays Great Again series and see how we're working with our neighbours to bring back the Friday feeling.

Our Community

Fitzrovia Run Club

We're three runs into thelaunchoftheFitzroviaRunCluband the turnout has been nothing short of fantastic.

What started as a simple idea to get people in our community moving after work has already built real momentum, with runners of all paces coming together, connecting with others and enjoying the buzz of Fitzrovia in a whole new way.

From first-timers to seasoned runners, everyone's welcome, and it's been brilliant to see such a mix of faces joining in each week. The atmosphere has been upbeat, and the community spirit amazing, which was everything we hoped it would be.

A huge thanks to the local businesses who've supported and sponsored the club so far, offering huge perks to our run club members, like free health checks, full body mass scans – and to every runner who's shown up and made it happen. We're just getting started.

Join us every other Wednesday at 5:30pm outside LDG – free, friendly and open to all. Let's get Fit(zrovia) together.

Scan the QR code below to sign up!

SIGN UP:

Fitz & Sits

THINK TWICE

We’re proud to see our sponsored bench, Think Twice, come to life as part of the new Fitzrovia seating trail, Fitz & Sits.

Massive credit to the incredibly talented Ioana Andrada Calin and Tabby Bunyan for raising awareness of fast fashion’s environmental impact and for turning textile waste into something so clever, and completely usable.

Public spaces matter, and projects like this show how design can bring real value to a neighbourhood. We’re proud to support initiatives that make Fitzrovia more accessible, more considered and more community minded. Head to Berners Street to enjoy our bench!

Big thank you to The Fitzrovia Partnership and London Festival of Architecture for leading the charge – and to everyone involved in bringing this trail to life. We’re big fans already, as you can tell.

“We are thrilled to be a part of this project. Bee & all at the Fitzrovia Partnership have such a positive impact on our neighbourhood and we’re grateful they gave us an opportunity to be a part of this. Knowing that Andrada and Tabby’s incredible work of art includes recycled clothing from the LDG family - and will be enjoyed by our community for years to come is especially satisfying.” – Daniel Castle

Click here for more info on the Think Twice bench.

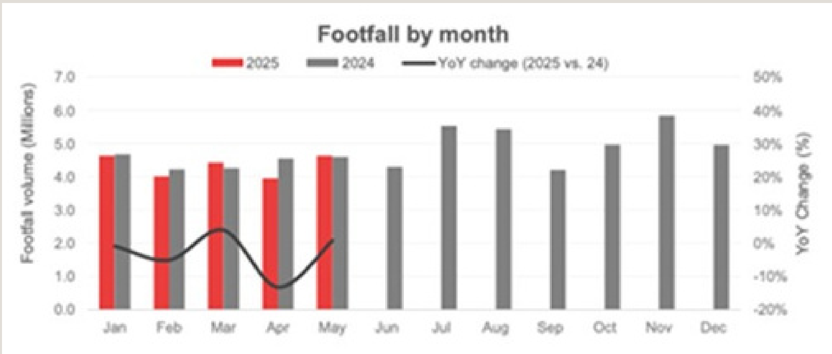
Mural on Mortimer Street

~~Oliwia Bober~~has been announcedasthe artist for theMortimerStreet Mural.

She has been selected to create a brand-new mural on Mortimer Street – a bold and exciting addition to Fitzrovia’s growing creative landscape.
Commissioned as part of The Langham Estate’s ongoing placemaking efforts in the Fitzrovia Quarter, the mural will be a celebration of the area’s unique identity and artistic spirit. Known for her vivid use of colour and storytelling through imagery, Oliwia’s work is set to bring fresh vibrancy to the street and will no doubt become a much-loved local landmark.

The mural is more than just a wall, it’s a symbol of how Fitzrovia continues to champion creativity, culture and community at every turn.

We can’t wait to see it take shape.



22,100,000 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