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LUXURY MARKETING HOUSE
LONDON



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JANUARY 2022

David Gandy

EMBRACING HIS EMOTIONS

FOCUS ON WELLNESS

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HEALTHY LIVING

For property, the impact of the pandemic has resulted in health and wellbeing services and features becoming a core part of what is on offer to buyers in 2022.

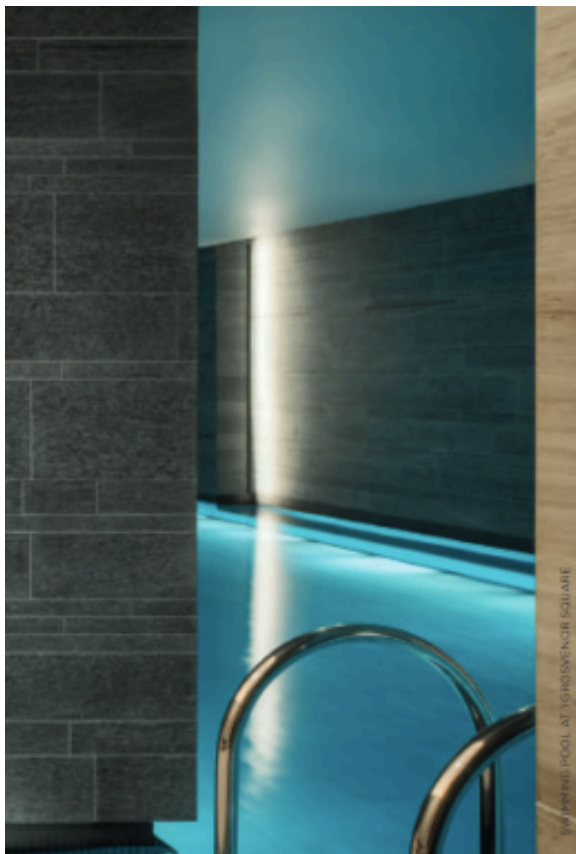
"People are taking their health much more seriously today, and particularly as a result of Covid-19," says Simon Barry, head of new developments at Harrods Estates. "As a result, there is a demand for properties that are able to offer amenities that go beyond a basic residence; something that fits in with the health requirements, needs and wants of buyers from around the world."

Barry notes that, while two decades ago, few developers offered residential with access to even a gym or spa, today, properties are aiming to go above and beyond in terms of wellbeing provisions. Many residential developments coming to the market today include access to green spaces, offer light, airy spaces with far-reaching views as standard.

Amenities are now onsite and range from spas, saunas, and health centres to round-the-clock services from chefs

and nutritionists. Together, these features allow residents to maintain healthy lifestyles on their own terms. Such is the demand for these services in properties in and around Mayfair, the difference between developments providing them and those not doing so is stark and reflected in the price. Developments offering such services charge a hefty service fee – and buyers are only too willing to pay it.

Moreas Madani, partner in the Knight Frank Central London Developments team, says: "London has come a long way since the 1990s. Increasingly, and especially at the prime end of the market, buyers who stay in five-star hotels expect to experience an element of luxury in their permanent residences, and a large part of that focuses on health and wellbeing. Developers are also realising that providing such services helps to differentiate themselves and the development on offer." Madani alludes to the price premium of a luxury development that has views of a London park. According to research by Knight Frank, on average, this can add 33 per cent to the value.



PROPERTY

Concerns about health, fitness and wellbeing have intensified because of the ongoing Coronavirus pandemic, and many property businesses are moving in a new direction as a result

WORDS
HARDEEP SANDHER

AT ITS FINEST

It is something that developer Almacantar is emphasising at The Bryanston. With far-ranging views over Hyde Park, the 18-storey building boasts a range of apartments with three-metre ceiling heights. The development also has specialist air units that regulate temperature, provide air filtration and monitor indoor pollution. According to Knight Frank's Heating and Cooling Study 2020, air-cooling systems are one of the most requested and value-added features in high-end new London homes.

"To walk into this development as a buyer and see these wonderful views and outstanding space and light shining in is very appealing," says Madani. "Its access to green space, the best in London arguably, is another tick for buyers. Moreover, the proximity of the development to restaurants and leisure facilities means they can walk to their favourite destinations."

Meanwhile, at Ledha's 1 Grosvenor Square, the high-end residential development offers a dedicated 'lifestyle' floor. Alongside a heated indoor pool, hot vitality pool, cool plunge pool and gym, there is a private spa, library, cinema and

performance venue. All of this comes alongside a 24-hour concierge service. Simon Hirst, who has held roles at luxury hotels around the world, has been appointed general manager.

Madani says: "One of the biggest differentiating factors between developers building residential schemes today is the fact they are offering hotel-style services at home. And Mayfair is really leading the way in terms of what is being offered in places like 1 Grosvenor Square."

Further afield, this change of pace is being seen in other ways. For example, The Whiteley in Queensway is currently for sale with Savills and is serviced by Six Sense London providing a spa, social and wellness club for residents. Meanwhile, 80 Holland Park is offering buyers who like to keep fit something unique, with a gym that has been designed by former Olympic triathlete Tim Weeks and allows residents to facilitate their own fitness and wellbeing ambitions from their home.

Whilst there is an inevitable pattern in residential London following the health and wellbeing trend, there are questions



ROOM WITH A VIEW AT THE BROADWAY

as to how far these services could stretch, and how developers will continue to differentiate themselves when it comes to luxury living.

Developer Northacre has taken the concept of wellbeing quite literally and is building a wellbeing eco-hub combining residential and commercial space. The group's Broadway development in SW1 comprises six new towers of 250 luxury apartments, office space and a myriad of retail and restaurant outlets. It is being referred to as "the wellness capital of London".

The concept of wellbeing was a key part of the development when it was first conceived six years ago, but chief executive Niccolò Barattieri di San Pietro admits the project is particularly timely due to the pandemic.

As well as a range of spa-like services – including a 25-metre heated swimming pool, vitality pool and steam room, and treatment room – the group is focused on encouraging wellness via the retail and space surrounding the development. The office space is also earmarked to provide flexible co-working space for residents.

He says: "For us, wellness is not just a physical thing. It is about the mental aspect of living in a place that makes you happy; one that truly caters for your needs; appreciates and

reflects your views and values regarding sustainability and community. It is never just about having access to a nearby gym or a swimming pool. And, although we envisaged this development several years ago, what we are building makes so much sense in a Covid-19 world."

The development aims to provide a cohesive ecosystem where everybody comes together to use the services onsite – including the office space and co-working spaces.

Meanwhile, the retail outlets are likely to shun generic fashion retail names in favour of local, wellbeing, sustainable or low-carbon footprint businesses.

"It could be a local bakery, a dog-grooming or cycle specialist store. We will have an active member community engagement programme for residents, so we want the retail to be something they use every day; a community intertwined."

He adds: "We fell in love with this site because of its incredible potential for creating something magnificent, something that would merge the valued aspects of the surrounding conservation area with tomorrow's contemporary architecture and design. We always knew it was an asset where we could build something truly aspirational; a new contemporary lifestyle destination like no other."

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