

# Area Overview

Fitzrovia, Bloomsbury & Soho Q1 2021 Lettings Report



## Let: Jan-Mar 2021



**-8.4%**

Three-month change in achieved price



**-26.1%**

Three-month change in transaction volume



**£41**

Average £ per square foot per annum for a 2-bed flat



**5.4%**

Average discount on initial asking price

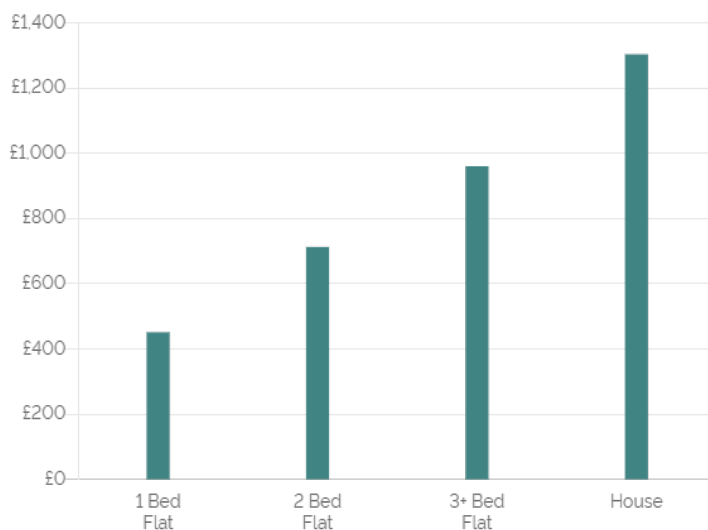
### Let Properties by Type



■ Studio Flat ■ 1 Bed Flat ■ 2 Bed Flat ■ 3+ Bed Flat ■ House

Source: LonRes - Jan-Mar 2021

### Achieved Rental Price per Week by Property Type

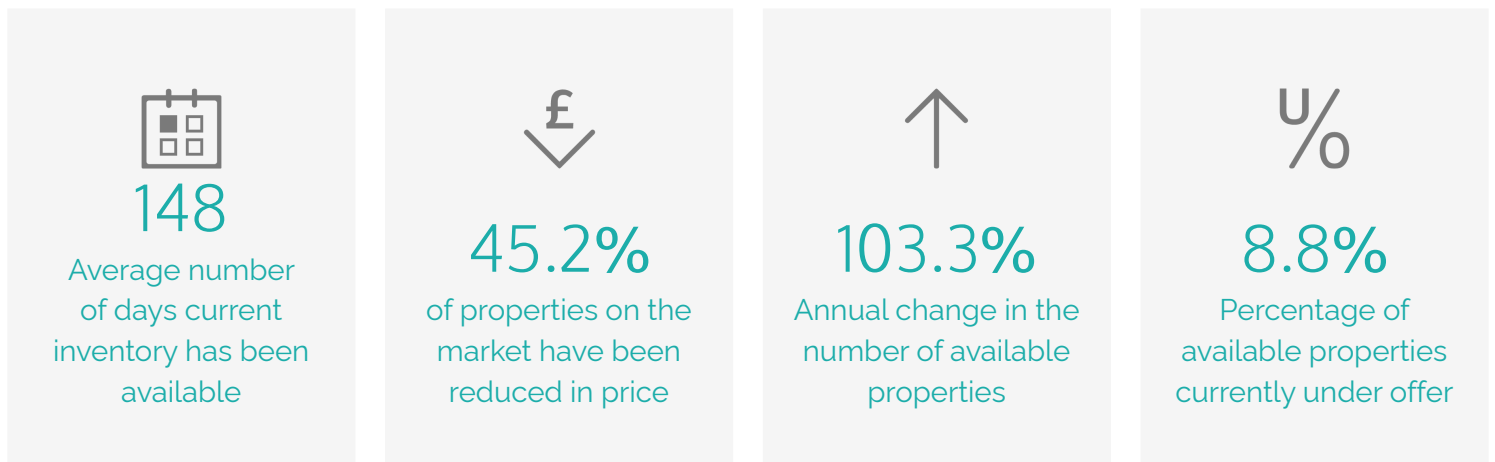


Source: LonRes - Jan-Mar 2021

### Key Findings

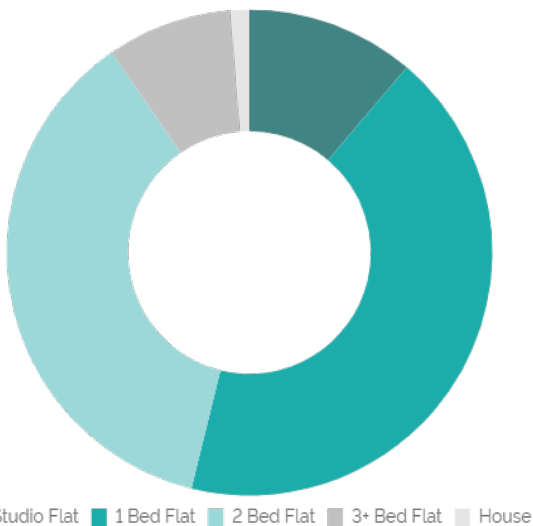
- Rental values averaged £583 per week for flats and £1,303 per week for houses over the last 3 months.
- Properties let over the last 3 months achieved an average of £40.41 per square foot per annum in rent, down from £53.94 at the same time last year, and down from £44.10 6 months ago.
- The number of properties let over the last 3 months was up 10.3% versus the same period last year, but down 26.1% from 3 months ago.
- Achieved rental values fell by 25.1% compared to the same period last year, and fell by 8.4% versus 3 months ago.

# Current Availability



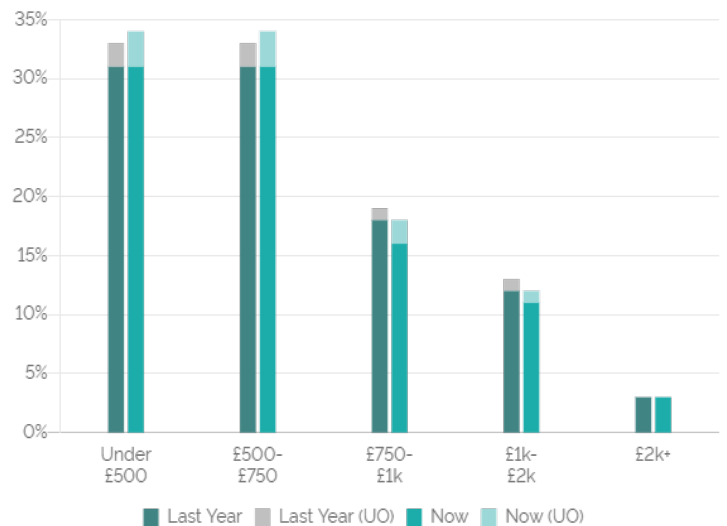
Source: LonRes - As at Apr 6th 2021

## Properties On Market by Type



Source: LonRes - As at Apr 6th 2021

## Properties on the Market by Price Band



Source: LonRes - As at Apr 6th 2021

## Key Findings

- 33.6% of properties have asking prices less than £500 per week, up from 29.8% from the previous 3 months and up from 22.5% from the same time last year.
- 15.1% of properties have asking prices of £1,000 or more per week.
- 45.3% of flats and 37.5% of houses currently available have seen a reduction in asking rents since they were first put on the market.

**⚠️ Proceed with caution!** – Partial closure of the housing market in Q2 2020 and the ongoing impact of COVID restrictions and stamp duty incentives continue to impact the data this quarter.

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April 6, 2021, the Fitzrovia, Bloomsbury & Soho Q1 2021 Lettings Report catchment includes all properties let within the aforementioned area(s).