

& Harrogate

A particular take on property | ISSUE ONE

**STRUTT
& PARKER**

ALL ABOUT YOUR AREA:
A LOCAL PERSPECTIVE
FROM STRUTT & PARKER



Welcome

to Harrogate, a magazine showcasing local properties and giving you a taste of the area. Strutt & Parker is one of the most diverse property businesses in the UK, and the Harrogate office is a focal point for the wide range of departments and services we offer. The residential team specialises in selling a variety of properties across Harrogate and the surrounding towns and villages, while Strutt & Parker also provides unrivalled expertise in farming, land management, commercial property, planning and development.

Read on to find out more

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Toby Milbank, Partner, explains how our Harrogate office brings a wealth of experience to the town's robust property market

Strutt & Parker's Harrogate office sells everything from flats and town houses in Harrogate to cottages, country houses, grouse moors, farms and estates across the north of England. A more varied and interesting branch is hard to find.

'We have been in the same office in Harrogate for 35 years. The traditional building in which we are based belies the young, motivated and forward thinking sales team. For buyers and sellers who want straightforward, professional advice from leaders in their industry, we can be relied upon time and time again.'

'Harrogate remains the honeypot of the north and the residents are very property savvy. They take great pride in their homes and Harrogate is filled with interior design shops and furniture shops, both traditional and modern. Harrogate is also full of open spaces, such as the 200-acre Stray, a centuries-old grassed area with cherry trees, giving the town a unique feel. You never feel trapped in Harrogate – it's urban living with a countryside feel.'

'The two national parks of the north – the Yorkshire Dales and the North York Moors – are both within 45 minutes of Harrogate so if you want to get away

from it all, there is no better way than exploring the pubs, restaurants, hills and valleys at the weekend.

'The nearby A1 runs through the middle of the north of England and the East Coast railway goes through the region, giving access to Edinburgh and London. If you want to fly, Leeds Bradford, Manchester, Newcastle and Tees Valley are the best options and the list of available destinations is growing every year.'

'Money is made in Leeds, Harrogate and York, so the houses in this triangle are generally in hot demand. Yet since the downturn, house prices in the north have been relatively static. The gap in values between the north and south is the widest it's been for many years and more buyers from outside the area are moving in. In the past six months, buyers from London, the Home Counties, Scotland, Europe, America, and even Africa and Singapore have bought houses through this office.'

'We've got the edge over our competitors thanks to our network of offices across the country and in London as well as our association with Christie's International Real Estate, which has helped to attract buyers from outside the north. Overlaying all this is the intense pride we all take in the service we provide, day in, day out.'

First & foremost

PERIOD CHARM

Rossett Grange, Harrogate

A classically designed Edwardian detached house, built in 1907 and offering 6,000 sq ft of family accommodation over four floors. The house is presented to a high standard and retains many of its original period features, including solid oak front doors. The property occupies 0.79 acres with views over the playing fields of Ashville College.

£1,995,000 **FOR SALE**

Contact 01423 561274



CURTAIN CALL

From Charlie Chaplin to Sir Ben Kingsley, some of theatre's biggest names have trod the boards at Harrogate Theatre, which saw its first performance in January 1900. Following an extensive refurbishment programme, the Victorian architectural gem, designed by architect Frank Tugwell, has been returned to its former glory, with rejuvenated original features and a return to the 1900s colour scheme. From panto to comedy, the theatre offers a varied programme from local groups, co-productions and touring shows. It also hosts a number of amateur companies and has a thriving youth theatre. harrogatetheatre.co.uk

LOCAL FLAVOURS

Harrogate's premier foodie destination, Weetons Food Hall, started out as a farm shop in 2005. Staying true to its original ethos, it is today a Mecca for food lovers in quest of Yorkshire's finest produce from high-quality, independent producers – among them award-winning cattle farmer Heather Whittaker and local dairy farmers Michael and Mary Davenport. The gourmet delicatessen stocks a range of fabulous cheeses, cooked meats and antipasti. There's a bakery, well-stocked grocery and restaurant, too. Resident wine expert Martin Jeffries runs regular wine-tasting events and there's an entertaining service to take the heat off home catering. In summer months, take advantage of the Weetons prepared picnics while seasonal hampers make ideal gifts.

weetons.com





FAMILY FAVOURITE

Harrogate's award-winning Grade II Listed Valley Gardens and adjacent Pinewoods cover a meticulously maintained 17 acres in the heart of the town. A network of paths meander past historic buildings and glorious shrub, flower and herbaceous beds. Award-winning garden designer Paul Hervey-Brookes helped the team with planting schemes to promote biodiversity. Look out for the Nectar Bar, a planted area designed to attract bees and other pollinating insects and the intriguing Insect Hotel. The hugely popular park is a favourite with locals who take full advantage of the children's play area, boating pond, paddling pool, crazy golf, tennis courts, skate park and café. On Sunday afternoons in summer, band concerts also take place. harrogate.gov.uk

HARROGATE UNCOVERED

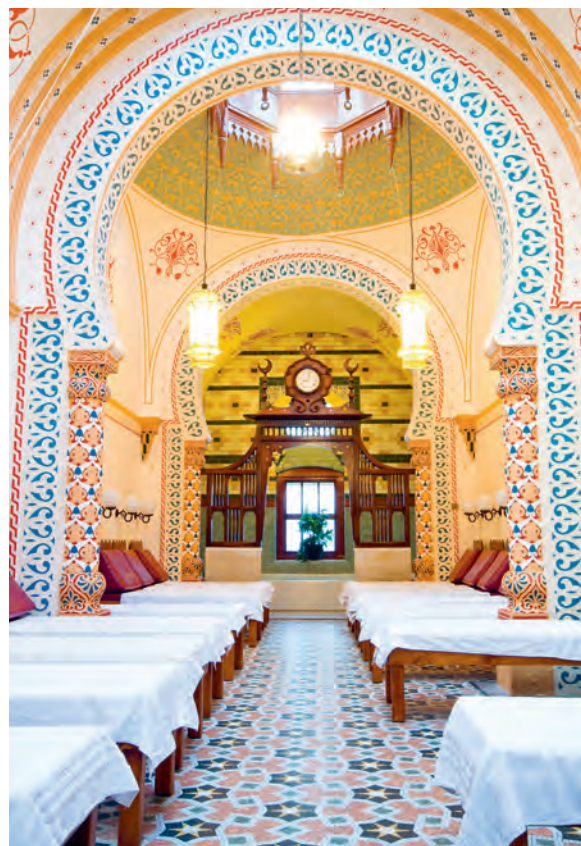
In 1926, crime writer Agatha Christie mysteriously went missing from her home in Berkshire and was finally found 11 days later in a hotel in Harrogate, now known as The Old Swan

The town hosted the 1982 Eurovision Song Contest. Germany won; the United Kingdom came seventh

The Olympic Cauldron for the 2012 London Games, comprising 204 copper 'petals' representing the 204 participating teams, was built in a workshop in Harrogate by designer Thomas Heatherwick

SPA TREATS

You can't come to Harrogate without enjoying a revitalising treatment in its famous spa waters, which contain iron, sulphur and salt. While Yorkshire might be a long way from Istanbul, Harrogate's Turkish Baths and Health Spa offer an authentic experience with traditional eastern steam-room-to-plunge-pool rituals of heating, cooling and cleansing. A range of other therapies for women and men and luxury treatment packages are available. As popular now as in Victorian and Georgian times, be sure to book ahead, especially at weekends. turkishbathsharrogate.co.uk



RARE BEAUTY

Lawrence House, Ripon

In a county typified by limestone houses under slate roofs, this beautiful red-brick house of architectural merit is quite a find. A Grade II Listed family house built in red Flemish bond with ashlar quoins under a slate roof, the property dates back to the late 17th century. Located in the sought-after village of Studley Roger, it is one of the county's most attractive village houses.

£1,500,000 **FOR SALE**

Contact 01423 561274





**< The Beeches,
Harrogate, North Yorkshire**

An outstanding detached house with generous family accommodation in a prime location.

£1,150,000 **FOR SALE**

**∨ Welbury House,
Northallerton, North Yorkshire**

A substantial Grade II Listed family house situated by the church. The majority of this rectory dates back to the Georgian period.

£950,000 **FOR SALE**



**Dougill Hall, Summerbridge, >
North Yorkshire**

A magnificent Listed hall with a cottage and outbuildings, as well as extensive farmland, woodland and amenity land.

£1,250,000 **FOR SALE**



**∨ Strawberry Dale,
Harrogate, North Yorkshire**

A well-presented Victorian townhouse in a prime central Harrogate location.

£315,000 **FOR SALE**



**∨ Benny Carr Farm,
Burnt Yates, North Yorkshire**

A wonderful family house with delightful gardens, grounds and outbuildings.

£1,175,000 **FOR SALE**



For further details of any of these properties, contact 01423 561274



**< Hillside House,
Harrogate, North Yorkshire**

A spacious four-bed flat with elevated views over the West Park Stray. The property has a private paved courtyard garden bordered by hedging.

£795,000 **FOR SALE**

**Heyshaw Farm, >
Heyshaw, North Yorkshire**

A generous country house on the edge of a charming hamlet with distant views over Nidderdale.

£875,000 **FOR SALE**



**^ Park Parade,
Harrogate, North Yorkshire**

A substantial Grade II Listed property, which is directly overlooking The Stray.

£625,000 **FOR SALE**

**Apple Garth, >
Linton, West Yorkshire**

A stunning family house with attractive gardens overlooking the River Wharfe in a sought-after village.

£1,350,000 **FOR SALE**



**^ Ox Pasture Farm,
Barnard Castle, County Durham**

A superbly positioned farmhouse in 0.88 acres of land with attached annexe and views of Stang Forest and Barningham Moor.

£540,000 **FOR SALE**

Trends & analysis

Strutt & Parker experts reflect on the nationwide property picture



Getting stronger

The country house market has weathered the worst of the recession and although last year's 2% rise in stamp duty did have an impact, **James Mackenzie, Head of the Country Department at Strutt & Parker** believes that this was a just a blip. 'People take these things on the chin and move on, particularly when you're talking about buying a family home.'

And while the hard winter of 2012/13 did little to encourage buyers out into the country, Mackenzie believes the market is making up for lost time. 'It's heading back to where it should be, with the potential to get stronger over the next 12 months.'

Little regional variation exists – it's all about properties and prices – but the robust London market remains a key driving factor, with buyers recognising the potential that city budgets have beyond the capital. Equally, international and expat interest remains steady and it's here that Strutt & Parker's relationship with Christie's International Real Estate comes into its own.

'Many more international buyers are being pushed in our direction,' explains Mackenzie. 'Our auction house colleagues are also helping introduce potential sellers to Strutt & Parker. It's simply a much bigger playing field for us now.'



Regional growth

Cost considerations, lifestyle choices, local economic factors and government efforts to kick-start the housing market are creating a complex UK residential property picture, according to **Michael Fiddes, Head of Agency at Strutt & Parker**.

'There's definitely been a stimulus at the bottom of the market because of what the government's sought to do for first-time buyers,' says Fiddes. 'Secondly, while more people are selling up in London and benefiting from fantastic value outside of the capital because of the large price differential, buyers are becoming much more conscious of the costs such as commuting, property maintenance and heating, and education.'

Lifestyle choices, too, are resulting in more people living in an urban or suburban environment beyond London. That's been good for Oxford, Cambridge, St Albans and

Guildford in particular. 'These key regional centres are seeing more growth in residential value than their rural counterparts, although there are hotspots around the UK where different economic factors affect the marketplace,' says Fiddes. 'An example is around Aberdeen, where the oil industry creates a massive number of jobs.'

A complex market then, but one in which Strutt & Parker remains best placed to negotiate, with the interests of clients always paramount.

'When people are moving house, they're usually dealing with their most valuable asset, something that's going to have one of the greatest effects on their lives,' says Fiddes. 'Selling a house is about getting the best possible deal for the client, but also about helping them on a journey. We always endeavour to look after them and proactively make things happen, rather than merely hoping they'll happen.'

25%

of Strutt & Parker vendors outside London are looking to move to smaller properties

up to 32%

of London buyers are planning to move to the country





WHY STRUTT & PARKER?



A holistic view

The new research team at the company's London head office is making its presence felt with vital insights into short- and long-term market trends. While many industry researchers have a narrow focus, this department takes a 'holistic' approach, keeping abreast of developments across the full range of Strutt & Parker's interests.

'Our work is about understanding the markets, knowing what the trends are, and identifying where the demand and stock is coming from,' says **Stephanie McMahon, Head of Research at Strutt & Parker.**

But examining statistics is just part of the process. 'We're interested in the behaviour of buyers and vendors,' explains McMahon. 'It's important to understand what's driving their decision-making.'

Downsizing, or 'right-sizing' as McMahon calls it, is one of the trends currently being tracked by the team. 'Outside London, 25% of our vendors are looking to move to smaller properties,' she says. 'And out in the country, over 80% of people are using their homes for primary use. Even in London, that figure is almost at 55%.'

McMahon is seeing evidence, finally, of movement in the mortgage market: 'It's becoming a little bit more accessible for some buyers, so that's a positive sign.'

OUR BRAND

For more than 125 years, Strutt & Parker has created a brand that signifies outstanding results delivered through high-quality and integrity-rich service.

OUR MARKETING EXCELLENCE

We are committed to constantly evolving our marketing approach to ensure that your property is seen ahead of the rest. Our dedicated in-house marketing and PR team ensures that our brand and your property is consistently and strongly represented in every media outlet.

OUR ONLINE PRESENCE

Strutt & Parker has built an industry-leading website for buyers of quality real estate,

with more than 200,000 visitors to struttandparker.com every month. We also have a mobile-friendly website and use QR codes and NFC technology to give access to properties on the go and from any mobile device.

OUR NATIONAL NETWORK

Strutt & Parker's extensive and growing network of 50 offices covers the whole of the UK, from Exeter to Inverness. Our 400+ sales professionals work as a team to help achieve great property results for you.

OUR BUYERS DATABASE

With 2,000 buyers registering with us every month, we have more than 26,000 active buyers – all of whom are shared across

our network of UK offices, showcasing your home to more prospective buyers nationally.

OUR GLOBAL REACH

As the sole UK affiliate of Christie's International Real Estate, we have access to 920 affiliate offices in 41 countries worldwide, bringing global buyers to your door.

OUR EXPERTS

We offer a total solution approach. Our specialist teams include Residential Sales, Lettings, Building Surveying & Architecture, Farms & Estates, Land Management, Farming, Commercial, Planning, Development, Resources & Energy and Professional Services.



BRINGING BUYERS AND SELLERS TOGETHER

Fiona Stewart, Head of Marketing & Communications at Strutt & Parker, explains why Open House Days are a must

Q What is Open House Day?

A It's a day when we throw open the doors of all the houses we're selling, so that prospective buyers have the chance to view as many properties as they wish, without the need to make appointments. We run Open House Days twice a year, in the spring and autumn.

Q How does it help buyers and sellers?

A Buyers like it because it gives them the freedom to see lots of properties on one day. They can plan their own route and it's really time efficient. They also like the opportunity to meet vendors. From a seller's perspective, you've got a lot of prospective buyers coming through the door to see your

house on a single day. We know that 90 per cent of searches start online, but nothing replaces the value of seeing a property for real.

Q How effective is Open House Day?

A We had 700 properties take part in our last event, with one in ten receiving offers on the day, to a value of more than £85 million. The results speak for themselves.

Q What do you have to do to get involved?

A You can register to take part online at struttandparker.com/openday or with your local Strutt & Parker office. Once you've provided your details, you'll receive a registration card. You can then view as many houses on the day as you wish.





◀ 'I'm obsessed with cricket so there's no finer place to be than the heart of Yorkshire. I moved here to start a new job 15 years ago and now it's very much our home. Harrogate is in a great location and well connected. My favourite escape is to the Dales or Moors with the family.'

Tom Robinson, property search agent

Why we love Harrogate

What makes the town such a special place to work and live? We ask a few local residents

▲ 'Harrogate is such a lovely place to live, with a friendly, relaxed atmosphere. It has everything I need – plenty of green space and lots of great restaurants and shops. The compact town centre makes shopping easy and I never get bored of Bettys Tea Rooms. It's also on the doorstep of the beautiful Yorkshire Dales.'

Josie Fletcher, local resident



▲ 'I love the Victorian architecture, particularly the buildings around the Stray. I run round there most mornings and have also developed some of the houses. I'm lucky to enjoy my place of work so much.'

Adam Thorpe, owner, Superior Home



▲ 'Harrogate fizzes with energy, especially the Stray, which is 200 acres of parkland, protected by residents. In summer, they put big screens up and in winter when it becomes a lake, people put yellow plastic ducks on it.'

Catriona Webb, local resident

◀ 'The town is beautiful, and it's surrounded by fabulous countryside. There's so much to enjoy – Bettys, the RHS Harlow Carr Gardens, Royal Hall, the Stray and Valley Gardens. It's a fabulous place to live.'

Mike Sheldon, solicitor, Raworths LLP



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Strutt & Parker network and services

Strutt & Parker Harrogate is part of a national network with 50 offices around the UK, including 10 offices in central London. As sole UK affiliate of Christie's International Real Estate, we also work with a network of 920 affiliate offices in 41 countries around the globe.

To complement our Residential Sales team, we offer clients a complete service with experts across a wide range of disciplines, including:

Farming – our specialist agricultural advisers work with farmers and landowners to help manage their land and increase profitability.

Land Management – we offer advice to estate and land owners managing thousands of acres with diverse business interests.

Valuation & Enfranchisement Services – from property valuations to client support on planning processes, we offer many specialist property services.

EXCLUSIVE AFFILIATE OF
CHRISTIE'S
 INTERNATIONAL REAL ESTATE



Resources & Energy – we help clients seize the opportunities and manage the risks that energy issues present.

Commercial Property – our highly successful commercial team provides forward-thinking advice across all commercial property sectors.

Planning & Development – we advise on planning strategy and submit applications for clients, as well as advising on development value and selling land with consent.



Harrogate

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London

Ten offices in central London
Visit struttandparker.com for
details

