

& Banbury

A particular take on property | ISSUE ONE

**STRUTT
& PARKER**

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





Welcome

to *£*Banbury, 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 Banbury 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 Banbury 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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George Philip, Partner, explains how our Banbury office brings a wealth of experience to the town's robust property market

'Banbury is only 75 miles from London and 50 miles from Birmingham on the M40 motorway. Rail links to the area are among the best in the country, with Chiltern Railways running regular services from London Marylebone and Birmingham Snow Hill. Virgin Cross Country services run through Banbury as well.

'One of our biggest challenges is persuading clients to price their houses realistically in a very price-sensitive market. One of Strutt & Parker's strengths is giving clients good advice. This is borne out by the average time that our properties remain on the market, which is considerably less than our main rivals.

'Demand for country property in the Banbury area continues to outstrip supply, thanks to its beautiful countryside and proximity to London. Our passion for the area and the fact that everyone at Strutt & Parker enjoys living in the patch enables us to sell for our clients and encourage more buyers for them.'

'Strutt & Parker came to Banbury in 2007 in a merger with Lane Fox, which had been in the area since 1967 and the town since 1991, and was very much part of the community. With all the additional services offered by Strutt & Parker, the firm is here to stay and grow.

'Banbury is surrounded by some of the prettiest villages in the country – there are almost 220 within a 15-mile radius. Schooling in the area is also excellent, starting at primary level with a real variety of quality village schools, or private with Carrdus or Winchester House. At the next stage, Bloxham, Tudor Hall and Sibford School are all within a few miles of the town.

'The motor-racing industry is centred in the Banbury area, with the Mercedes racing team based at Brackley, Renault at Enstone and Prodrive in Banbury itself, so demand for houses comes regularly from applicants in the industry.

PARK VIEW

Fawsley Little Hall, Oxfordshire

An outstanding country house designed in the style of an Elizabethan manor house. Fawsley Little Hall is in an elevated position with views across Fawsley Lakes and Capability Brown parkland. The interiors contain a wealth of architectural features from the 17th and 18th centuries, while the gardens feature a stunning stone folly.

£1,950,000 **FOR SALE**

Contact 01295 273592



DELI DELIGHTS

For the past six years, Bread & Milk Deli owners Paul and Donna Kelly have opened their barn-style doors to offer locals and visitors to the charming village of Bloxham a wonderful variety of speciality foods. The emphasis is on fine British produce, and the array of fantastic local cheeses, among other delights, is noteworthy. The small café is always popular, particularly for wholesome light lunches. Upstairs, there's a high-quality gift shop which also includes homeware and a range of beauty treatments.

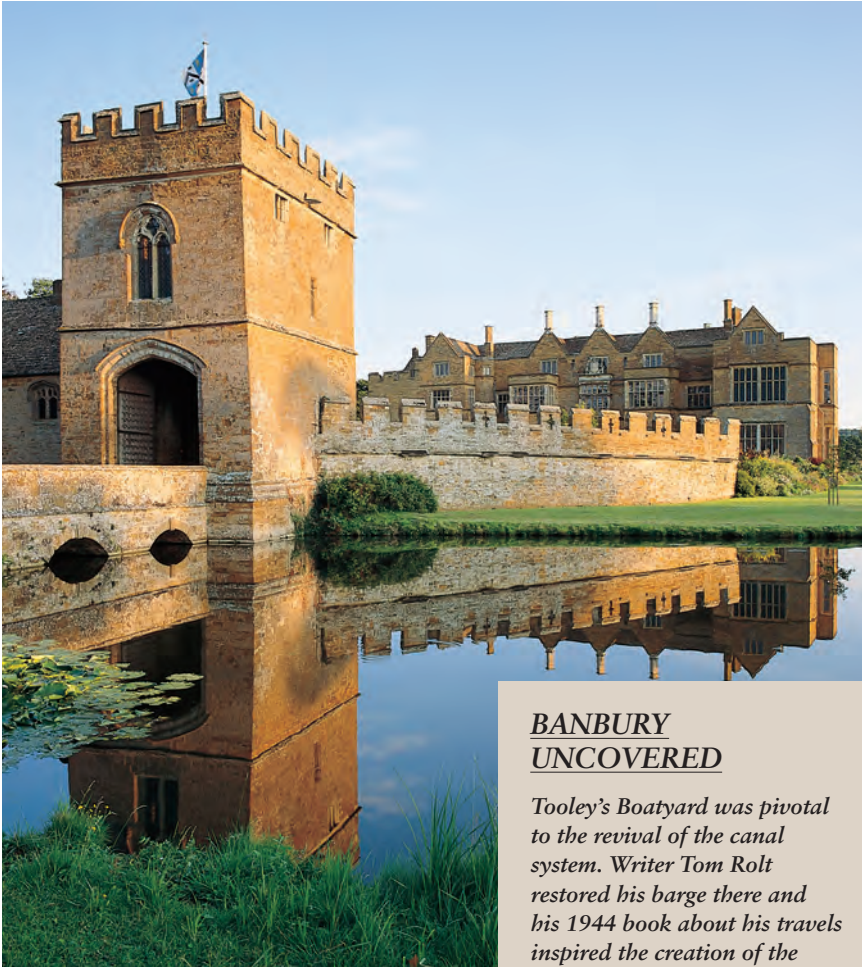
bloxhamdeli.blogspot.co.uk



TIME FOR A BREW

The family-owned Hook Norton Brewery is a delightfully peculiar-looking affair – complete with working steam engine, shire horses and soaring Victorian tower – but the team here is serious about producing a range of traditionally handcrafted and award-winning beers. The brewery has produced famed local beers since 1849, and the Clarke family is eager to explain the complexities of the brewing process: more than 10,000 people go to their visitor centre each year. Head brewer James Clarke is particularly passionate about sourcing the key ingredients (malted barley, hops, yeast and spring water) from local producers and recreating the aromas, flavours and colours of the changing landscape with his seasonal ales. booky.co.uk





RICH HISTORY

Writer Sir Simon Jenkins was certainly impressed with Broughton Castle, ranking the Fiennes' ancestral seat in the top 20 in his book *England's Thousand Best Houses*. Filmmakers have been equally captivated: Broughton's glorious moat and gardens appear in films *Jane Eyre*, *The Madness of King George* and *Shakespeare in Love*, among others. Still very much the Fiennes family home, the present Lord and Lady Saye and Sele welcome thousands of visitors to Broughton each year, with a knowledgeable team of guides bringing the rich history of the castle to life. Highlights include the Great Hall, which was the heart of the original 14th-century house, the gatehouse, moat and battlements and the stunning Ladies' Garden created in the 1890s by Lady Algernon Gordon-Lennox. broughtoncastle.com

BANBURY UNCOVERED

Tooley's Boatyard was pivotal to the revival of the canal system. Writer Tom Rolt restored his barge there and his 1944 book about his travels inspired the creation of the Inland Waterways Association

The town is famed for Banbury cakes. Similar to Eccles cakes but oval in shape, the spiced, currant-filled pastries have been made to secret recipes since around 1586

Chef Gordon Ramsay lived in Banbury, studying hotel management at North Oxfordshire Technical College

FULL OF CHARM

Westway House, Oxfordshire

Westway House is a charming Georgian property with wonderful well-proportioned rooms. Situated in a slightly elevated position, it has a pretty, well-planted walled garden to the rear.

£765,000 **FOR SALE**

Contact 01295 273592



HATS OFF

Silks, hand beading, vintage veiling, feathers and handmade organza flowers give milliner Louise Russell's traditionally crafted designs a unique couture quality. Trained by Rose Cory, milliner to the late Queen Elizabeth the Queen Mother, Louise honed her skills as a textile, knitwear and embellishment designer for major fashion brands. She now creates bespoke hats and headwear for all occasions in her Church Farm studio. Simple, small silhouettes with delicate, soft and romantic embellishments are Louise's signature style, with her bespoke commissions always designed to suit a client's personality and style.

louiserussell.com





◀ **Lane House, Shotteswell**
 This beautiful four-bedroom stone house was built in the 17th century. It is in the heart of the village and enjoys delightful gardens and sweeping views.

£850,000 **FOR SALE**

▼ **Malahide Cottage, Hornton**
 A charming village house recently extended and renovated to a high standard, situated on a quiet no-through road.

£625,000 **FOR SALE**



▶ **Hailcombe Barn, South Newington**

A wonderful, sympathetic five-bedroom barn restoration set in 14 acres of spectacular countryside with views over the Swere Valley.

£1,950,000 **FOR SALE**



▼ **Croughton Road, Aynho**

Recently refurbished, this spacious, light and character-filled property has four bedrooms and a pretty garden.

£325,000 **FOR SALE**

▼ **Wroxton Mill, Wroxton**

This stunning five-bedroom family house boasts magnificent gardens, a swimming pool and tennis court in a superb rural location.

£1,650,000 **FOR SALE**



For further details of any of these properties, contact 01295 273592



**< Cromwell Lodge,
Great Tew**

A pretty Grade II Listed four-bedroom detached house with many period features and located in the wonderful village of Great Tew.

£650,000 **FOR SALE**

The Thatch, Hook Norton >

A stylish listed family home with large garden in the heart of the village.

£795,000 **FOR SALE**



**^ Timber Cottage,
Souldern**

A light and airy three-bedroom Grade II Listed cottage with south-facing garden in the heart of this lovely village.

£525,000 **FOR SALE**

**The Wickets, >
Greatworth**

A pretty period cottage with a large garden and the potential to extend.

£420,000 **FOR SALE**



^ Gabriels Cottage, Sulgrave

This characterful Grade II Listed semi-detached cottage enjoys a quiet location within the popular village of Sulgrave.

£440,000 **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.





◀ ‘The best thing about Banbury is that it is surrounded by wonderful countryside for walking, riding, cycling and other country pursuits. It has an excellent train service to London and major cities, the motorway for car access, and has a wide choice of local and supermarket shopping. It also has an extremely attentive and diligent MP in Sir Tony Baldry.’
Angela Perry MBE, local resident

Why we love Banbury

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

▲ ‘We moved here in 1991 shortly after the M40 was completed. This made it a perfect spot, set in the middle of the country and easy to get anywhere. Banbury is surrounded by picturesque villages and beautiful gardens. Rousham is a particular favourite – Monty Don said it was the most beautiful garden in England.’

Amanda Assheton, Bridge in the Box



▲ ‘I was brought up on a farm in Southam, near Banbury, and have lived here all my life. I set up my shooting school on the farm, and love growing the business in such beautiful, natural surroundings in the heart of the country. I would never consider moving.’

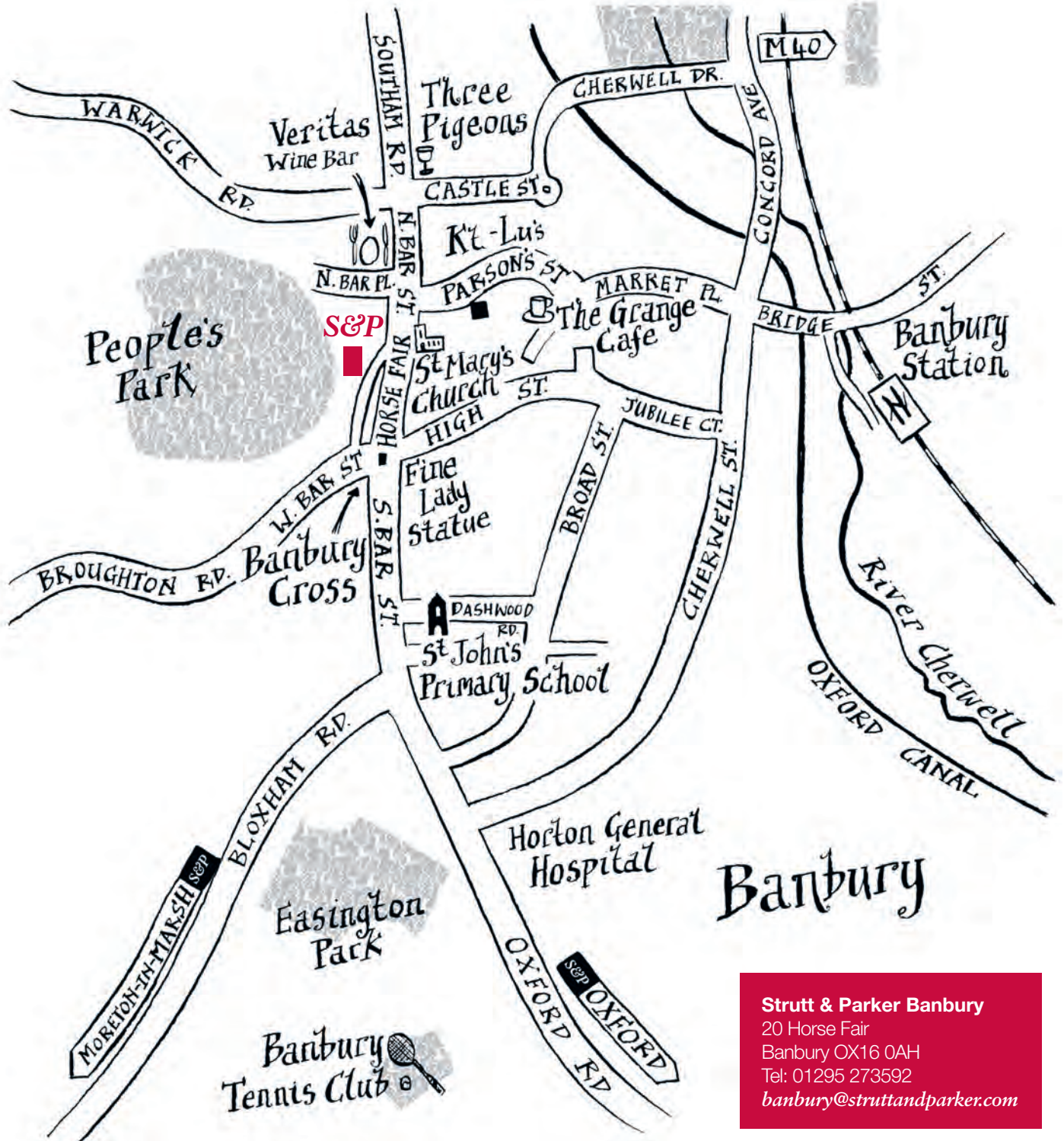
Nick Hollick, Honesberie Shooting School



▲ ‘I moved back here 21 years ago to bring up our young family away from the pressure of London. Even though I was brought up in the area, we quickly formed new lifelong friends. We are very lucky to live in such a lovely area.’

Richard Jones, Chairman, SH Jones Wines

◀ ‘Banbury is in an enviable position in the rural heart of England, surrounded by glorious countryside. The town has a fascinating social history, and is well known for the nursery rhyme “Ride a Cock Horse”; for its Banbury cakes; and for the Oxford Canal.’
Julia Colgrave, Wykham Park Farm Shop



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Strutt & Parker network and services

Strutt & Parker Banbury 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.



Banbury

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