



MAYFAIR

HEALTH IS WEALTH REPORT

NEW RESEARCH REVEALS MAYFAIR IS LONDON'S TOP ADDRESS FOR GYMS;
60% ARE GYM USERS & 50% OF RESIDENTS WILL BE AGED BETWEEN 25 & 44 BY 2021

TAKING THE PLUNGE

WITH THE SERPENTINE SWIMMING CLUB

Synonymous with boating and ducks the Serpentine lake is situated in the heart of Hyde Park. However, before most of London is awake hardy members of The Serpentine Swimming Club brave the waters between 5-9.30am. Their biggest event of the year is the famous 'Peter Pan' race held on Christmas Day. Even with waters regularly verging on freezing in the winter, wet suits are frowned upon by the regulars. The winter water is densest at 4 degrees C when the water expands before freezing – when the water freezes the swimmers use hammers to break the ice.



BRINGING RESIDENTIAL LIFE BACK TO MAYFAIR

HEALTH IS WEALTH

New research conducted by research consultants Dataloft, reveals that Mayfair has more gyms/health clubs than any other central London residential district; 60% are regular gym users; a wave of new homes are being built with private gyms and pools, and by 2021 almost 50% of residents will be aged between 25-44 years old

There is a current total of 30 commercial gyms in Mayfair and St James's, more than any other central London residential district, with additional gym developments in the pipeline. Landowner Grosvenor has allocated several new D2 (gym) operating licenses with proposed new gyms/health clubs planned for North Audley Street, South Audley Street and Grosvenor Square.

Mayfair and St James's 30 gyms can be compared to five in Westminster/Victoria, nine in Covent Garden, three in Bloomsbury, eight in Farringdon, six in Shoreditch, five in Aldgate, nine in Southwark, four in Docklands and 30 in the City of London office district: The City being the only location to rival Mayfair for health clubs (source Colliers International 2017). Londoners in districts such as Mayfair, the City and Farringdon are significantly more active than people in the rest of the UK, with 3 out of 5 adults (60%) spending on average at least 2.5 hours per week doing physical/

gym activity (Public Health England 2015). This can be compared to a gym usage rate of just 15% for residents in the rest of the UK (State of the UK Fitness Industry 2018).

We forecast that the fitness industry in Mayfair and wider Central London is likely to grow over the next two years due to demographic changes. The 2018 State of the UK Fitness Industry Report calculates that the UK fitness industry is now valued at nearly £5 billion, with 1 in 7 UK residents (15%) a gym user. Mayfair's population is also getting younger; by 2021 the proportion of Generation Z residents (those under the age of 25) will account for 48% of Mayfair's population. Both Generation Z & Millennials are identified by top fitness industry experts as seeking a **'high performance fitness regime focused lifestyle'**.

Access to luxury gyms or at-home fitness are now a top priority for high-net-worth individuals when hunting for a new home. In addition to the 30 commercial gyms



State of the art Equinox Club on St James's opened in 2018

in Mayfair and St James's, operated by firms ranging from Fitness First in Berkeley Square to Equinox on St James's Street to the famous Danceworks studios in Balderton Street, there are also health clubs with impressive swimming pools at The Connaught Hotel (60 sqm pool), Marriott Park Lane Place Hotel (12.5m long pool), Le Meridien Piccadilly (15.24m long pool), with a new health club currently under construction under Claridge's.

MAYFAIR TOPS GYM LEAGUE

Number of Gyms

NUMBER OF GYMS BY LONDON DISTRICTS



Source: Colliers International

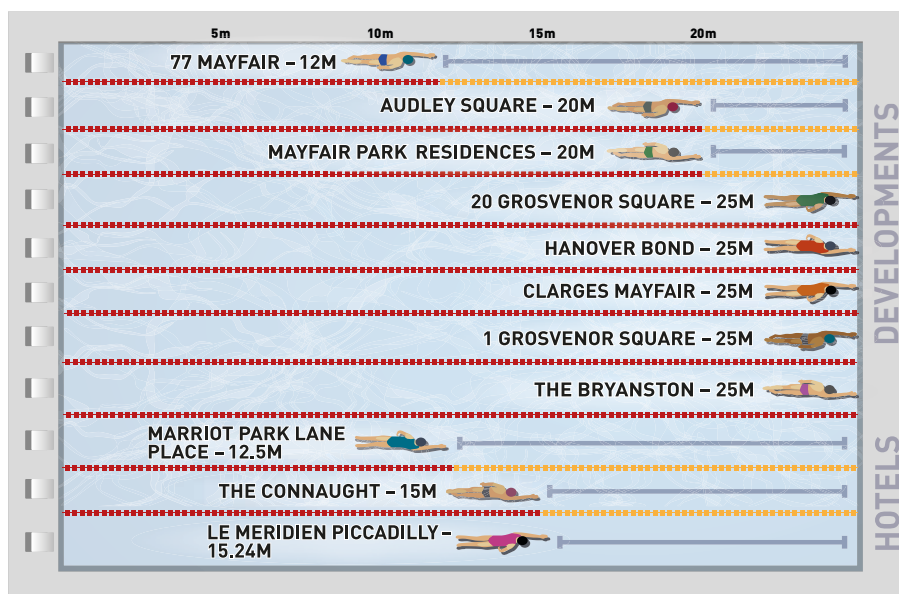


NEW DEVELOPMENTS

In addition to these commercial/hotel health spas, there are seven new private gyms, each with swimming pools, in Mayfair's new and pipeline ultra-prime multi-unit residential developments. These are **20 Grosvenor Square** (25m pool), **One Grosvenor Square** (25m pool), **Clarges Mayfair** (25m pool), **Audley Square** (20m pool) **77 Mayfair** (12m pool), **Mayfair Park Residences** (20m pool), **Hanover Bond** (25m pool) and **The Bryanston Hyde Park** (25m pool).



Clarges Mayfair: 25m steel lined pool with private cabanas & hydro therapy zone



New Mayfair Developments have larger swimming pools than the leading 5 star hotels

HOME GYMS

Mayfair's new and refurbished family houses and townhouses have been upgraded by owners or developers to offer at-home gyms, some with private swimming pools. An example is **Culross House**; exceptional new-build mansion, which incorporates both fitness technology of the highest calibre and a beautiful family home, just off Park Lane. Culross House benefits from a spacious gym with the latest fitness technology, a luxury swimming pool, a sauna and a treatment room.

Another example of luxury fitness at home is a townhouse on **Adams Row**, which has a gym and fitness suite that could also be used

as a dance studio, benefitting from natural light and a stylish mirrored wall, perfect for 'dance-cardio' which is an increasingly popular way to work out.

Outdoor fitness is also highly popular across central London, with 92 Licensed Royal Park fitness operators giving Mayfair and other London residents the chance to exercise in their preferred place of greenery. A one bedroom flat on Park Lane offers the perfect pied-à-terre of contemporary living space and is located just moments from Hyde Park where several renowned personal trainers offer classes.



The Bryanston Hyde Park by Architect Rafael Viñoly is a 19 floor development by Almacantar overlooking Hyde Park with 25m pool and spa



CULROSS HOUSE
New Build Mayfair Mansion with Private Garden. Swimming Pool, Steam Room, Gym and Treatment Room
£32,500,000 Freehold

GENERATION Z HIGH PERFORMANCE

Our research report identifies Generation Z as highly technologically savvy, motivated by an entrepreneurial spirit and seeking exclusivity in their lifestyle, with homes that feature smart technology and fitness amenities a popular choice. Mayfair is named as the ideal location for this younger generation, fulfilling both fashion / retail needs and offering the healthy, high performance lifestyle desired.



PARK LANE

Duplex Maisonette in Original Georgian Townhouse. Concierge and Driveway Parking
£11,500 per week

MAYFAIR'S REVERSE EVOLUTION

FROM BABY BOOMERS TO GENERATION Z

While the UK is facing the challenges of an ageing population, residents of Mayfair are getting younger, more active, more cosmopolitan and more tech savvy. Mayfair's diversity and change can be characterised as evolution in reverse - from old person to young.

GENERATION Z - (born 1995+)

Generation Z look set to be a growing proportion of Mayfair in the future. Highly tech savvy, mobile lifestyle, entrepreneurial spirit.

MILLENNIALS / GENERATION Y - (born 1980-1994)

The current core market of Mayfair. Millennials are well-educated, prefer to live and work in the centre of cities and characterised by rapid career progression.

GENERATION X - (born 1965-1979)

To this generation luxury equates to good taste, whether in property or luxury experiences. Well-qualified and professionally employed, they demand high quality services.

BABY BOOMERS - (born 1946-1964)

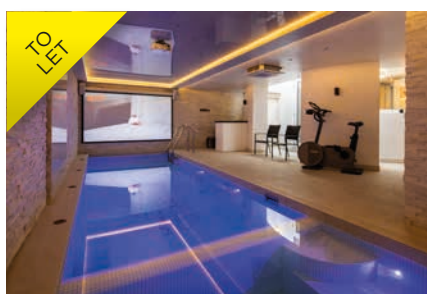
Nearly one fifth of residents across Mayfair are Baby Boomers. With this generation security, privacy and relaxation are the key components of a 'home', with properties more likely to be a traditional than contemporary style.

LETTING LIVING

Rental properties are ideal for this younger and active population, with the research identifying that 55% of households in Mayfair are singles, of which 68% of single person households privately rent.

Prime examples of luxury rental opportunities in Mayfair include a four bedroom apartment on Park Lane, complete with its own gym and sauna facilities, located just yards from Hyde Park for further outdoor fitness space.

A focus on work-life balance signifies a desire for access to leisure and experiences such as enjoying the theatre, with Mayfair offering quick access to the West End theatre district in 15 minutes, and has a resident : restaurant ratio of 38 : 1, compared to 319 : 1 across prime London. Our research reveals that Mayfair is home to 28% of London's Michelin starred



One of the first private Swimming Pools in Mayfair

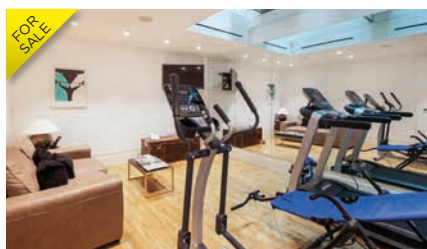
restaurants; including two of the capital's Three Starred restaurants, offering Millennials and residents the high-dining experiences they desire. For both Millennials and Generation Z, there is a growing desire for a 'high performance lifestyle', with Mayfair offering the ideal location.



WHITEHALL PLACE

Brand New Four Bedroom Lateral Apartment with access to one of the most prestigious spas in London.

£11,250,000



ADAMS ROW

Freehold Mayfair Village House with Private Fitness Studio and Garaging for Two Cars.

£10,950,000



PARK LANE

Perfect One Bedroom Pied-à-Terre. Easy Access to Hyde Park for Outdoor fitness junkies.

£995,000

"As Mayfair's population grows younger and Generation Z are set to dominate the market, it can be expected to see an increase in demand for access to state-of-the-art fitness facilities for both rental and sales. Equally, older high-net-worth-individuals are increasingly willing to invest in their health, with luxury developments and private homes catering to a new level of fitness amenities desired. Mayfair is certainly leading the way."

Peter Wetherell, Chief Executive of Wetherell



BRINGING RESIDENTIAL LIFE BACK TO MAYFAIR



102 Mount Street · London · W1K 2TH
T: 020 7493 6935 E: mail@wetherell.co.uk
wetherell.co.uk