

A photograph of a green wheelbarrow filled with leafy green vegetables, positioned in a garden. The background is a lush green hedge or wall, and the foreground is a grassy path. The image is slightly blurred, giving it a soft, natural feel.

MIDDLETON®

ADVISORS

Middleton news.
Property views.

Summer 2024

WELCOME TO OUR 2024 NEWSLETTER

Happy 10th birthday to our London office!	4
Little Pink Book 2024/25	6
Client story: Ambitious about Autism	8
The Cotswolds: Iconic. Sought-after. Desirable....	10
Why off-market sales are off the scale	12
Estates & Special Projects news	14
Middleton mentions	16
Full recognition	18



Welcome to our summer 2024 newsletter.

Our Cotswolds expert Gemma Maclaran celebrates her five years with Middleton by describing five USPs that ensure this region remains iconic, sought-after and desirable. The heads of our London departments – Ashley Wilsdon and James Moran – mark our 10 years in the capital with a look at some of the key events, developments and trends. And we are very grateful to our client Simon Mottram for contributing an article describing his involvement in the amazing Ambitious about Autism charity.

As a business we're delighted that Spear's Magazine selected six of the Middleton team for inclusion in their authoritative guide to client advisors, wealth managers, lawyers and service providers.

As ever, thank you to our clients, business partners and fellow professionals for your support.

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HAPPY 10TH BIRTHDAY TO OUR LONDON OFFICE!

Voted the 'Best City in the World' by [worldsbestcities.com](https://www.worldsbestcities.com) every year from 2015 to 2023, London has now been dubbed the 'capital of capitals'.

To mark the 10th anniversary of Middleton's London office, we asked Ashley Wilsdon – Head of Buying, and James Moran – Head of Sales, for the **'top 10 London events, developments and trends'** since 2014.

- 1. Marylebone.** The increased demand for Prime Central London neighbourhoods with a real sense of community and artisan streetscape started here.
- 2. Brexit.** Little more to be said. Yes, it was seismic. But – ultimately – no, it hasn't reduced the allure of the 'capital of capitals'.
- 3. Covid.** In property terms it initially pushed up demand for country property, then shifted the focus to outdoor space and London postcodes such as Notting Hill and more recently to the need for a dedicated home-office.
- 4. The Elizabeth line.** Original estimate £14.8bn, final cost £18.8bn, putting the HS2 shenanigans to shame and setting the seal on the world's most comprehensive urban transport system. Journey times, traffic and pollution are all down.
- 5. Regeneration of King's Cross.** As the Financial Times described it, 'an exemplar of successful regeneration – from London backwater to gleaming new homes and infrastructure'.
- 6. Battersea Power Station.** For 40 years a symbol of indecision, bureaucracy and planning timidity, the 2022 reopening secured its place as an icon of London's skyline.



- 7. Branded residences.** Luxury real estate combined with high-end hospitality – 20 Grosvenor Square (Four Seasons), The Old War Office (Raffles), The Whiteley (Six Senses) and The Peninsula all followed the original One Hyde Park model.
- 8. £10,000 per square foot.** A milestone for London as the most expensive property per-square-foot transaction ever.
- 9. Food.** 'London's modern status as a global culinary capital is unassailable' said
- Travel and Leisure magazine and we couldn't agree more. The unstoppable rise of neighbourhood restaurants and street markets are two reasons why London's food scene has surpassed even New York's.
- 10. Tech-wealth.** 'London serves as the primary hub for AI startups in the UK' according to Forbes Advisor. Tech-driven wealth has created a new breed of wealthy, young entrepreneur and property buyer.



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LITTLE PINK BOOK 2024/25



In February we created our first 'Little Pink Book' – a directory of professional contacts built up over our 16 years in business – to benefit Middleton clients past, present and future.

We've always regarded the acquisition of a new home as just the start of an exciting journey. The directory's 150 pages cover every aspect of owning, living in, managing and developing prime property; an absolute treasure trove of best-in-class architects, designers, advisors, brokers, planners, valuers, surveyors, security experts and more – all of whom share Middleton's values and service ethos.

The criteria for entry are that firstly, they must have engaged in work for a Middleton client on at least one occasion; and secondly, they must subsequently have been positively endorsed by that client to Middleton.

Circulation of the Little Pink Book is restricted to Middleton clients.

CLIENT STORY: AMBITIOUS ABOUT AUTISM

Getting on his bike to raise funds for the national charity for children and young people with autism was the most natural of steps for Rapha founder and Middleton client Simon Mottram.

On Sunday 23 June, the ninth edition of the Rapha + Ambitious about Autism bike ride takes place – a gruelling 220-mile, single-day event that has raised over £1.5 million for the charity that is particularly close to Simon's heart.

Simon's son Oscar, who is now 29, attended the TreeHouse School and Ambitious College, both part of Ambitious about Autism, the leading charity supporting young autistic people. This year, as every year, Simon will be pedalling

hard and encouraging other riders from 5.00am until late in the evening, when the weary riders and fundraisers complete their journey from Manchester to central London.

The charity was originally founded in 1997 when a group of parents set up TreeHouse School – a time when children with autism faced little or no chance of receiving a full and rewarding education. Starting with four pupils, Ambitious about Autism has now supported thousands of young people.



"The passion, expertise and sheer ambition of Ambitious about Autism makes a vital difference to all the families whose lives they touch, and I'm very proud to be one of their ambassadors."

– Simon Mottram



"Ambitious about Autism have supported Oscar and my family for many, many years," says Simon. "Raising funds for the charity by creating this extremely challenging bike ride was a fairly natural thing for me to do."

"And the fact is, autistic people and young people with challenges – who have been disproportionately affected by the pandemic, economic uncertainty and reduced resources – need our support now more than ever. The charity's mission – a world where autistic children and young people can be themselves and realise their ambitions – is one that I will continue to support and promote."



Find out more about the charity, the Manchester to London ride and other fundraising events at:
ambitiousaboutautism.org.uk





THE COTSWOLDS: ICONIC. SOUGHT-AFTER. DESIRABLE.

To mark five years with Middleton, Gemma Maclaran, our lead advisor for the Cotswolds, identifies five characteristics that ensure the region remains the hottest of property hot-spots.

Architectural perfection.

If you asked ChatGPT to create an image of 'the perfect English country house', it would come back with a Cotswolds vicarage or mansion – all honey-coloured stone, steeply-raked gables, arched doorways and mullion windows. Inside there would be thick stone walls, fireplaces and oak beams, while the immaculate exterior would feature a mix of wild flowers, hornbeam hedges and a kitchen garden.

Cotswolds – plural.

The 2,000 km² Area of Outstanding Natural Beauty contains several sub-regions. The countryside bordered by Stow-on-the-Wold, Chipping Norton and Burford is considered the 'golden triangle' – close enough to London for a quick commute, yet truly rural. The Stroud Valley area, originally made famous by the Laurie Lee novels, has a more bohemian vibe. For the perfect mix of city/rural life, choose one of the larger towns such as Cheltenham, Bath or Oxford.

Lots to learn.

The huge choice of excellent schools is often a key factor in a buying brief. In the Cotswolds, you'll almost certainly find one to suit your preferred mix of academic, cultural and sporting ethos. If you are moving out of London, you are sure to feel the allure of the wide, open spaces with which most Cotswolds schools are endowed.

Join the club.

With many young couples plotting their move out of London before, rather than in response to starting a family, the market influence of the Soho Farmhouse bio-trend and the Daylesford hub is well-documented. And so it's unsurprising there are more Cotswold 'honeypots' emerging. Estelle Manor in Eynsham Park near Oxford really does have it all,

while there's much excitement about the transformation of Barnsley House Hotel into the latest member of the Pig family.

Gold standard value.

The combination of these factors ensures that demand always outstrips supply. If you're fortunate enough to acquire that perfect manor, vicarage or country cottage, you're very likely to pass it down through the generations. But, should you regard it as an investment, you will not be disappointed.



Gemma Maclaran
The Cotswolds

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WHY OFF-MARKET SALES ARE OFF THE SCALE

The proportion of 'off-market' transactions in Prime Central London now accounts for 80% of residential transactions over £5m and close to 100% of those over £10m. Middleton's Head of London Sales, James Moran gives an overview.

The best buyers are off-market.

The instinctive desire to create competition around a sale may feel counter-intuitive to an off-market listing. In reality, the best competition is created by qualified, genuine buyers who tend to be represented by a property advisor or buying agent.

Privacy, discretion, security.

It's also important to consider privacy and security. Do you want a floor plan, a brochure or a comprehensive description of your home in the public domain? Off-market, you and your advisor have complete control and disclosure around the people who view your property.

Controlling the narrative.

When selling off-market, you also have more control of the narrative around your property's history. With properties listed on the open market, prospective buyers know how long it has been on the market, and if there has been a price change. These are important bargaining chips in negotiations, over which you lose control when your property has a digital footprint.

How do you accurately value a property for an off-market sale?

To an extent, a property valuation is a question of comparative prices and £ per sq ft data. However, fine-tuning that valuation, identifying means to maximise the perceived value, and bringing qualified buyers to the table, are all much finer arts, predicated on years of experience and professional expertise. For an off-market transaction, strategy plays just as important a part as the valuation.

Do you ever advise clients to sell on the open market?

There are sectors, price brackets and property types that definitely

benefit from being on the open market. If, for example, speed of sale is a greater priority than price, it could benefit you to take an open-market approach. It's worth remembering, however, that one serious, qualified, ready-to-go buyer is much more likely to effect a quick, efficient sale, than multiple, unknown prospects.



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ESTATES & SPECIAL PROJECTS NEWS

Our Estates & Special Projects team – headed by Middleton co-founder Tom Hudson – assists clients looking to acquire estates, farmland and overseas property.

“We know that owning an estate encompasses wide-ranging interests and aspirations relating to family, business and legacy,” says Tom.

“Our aim is to help clients – not just with the acquisition of manor houses and associated buildings and land – but with the broadest possible perspective. When you hold property over the medium to long-term, it’s important to ensure that you derive maximum enjoyment, value and returns.”

With significantly increased demand for the department’s services, we’ve recently welcomed two new team members who are helping to diversify and extend our service offering.



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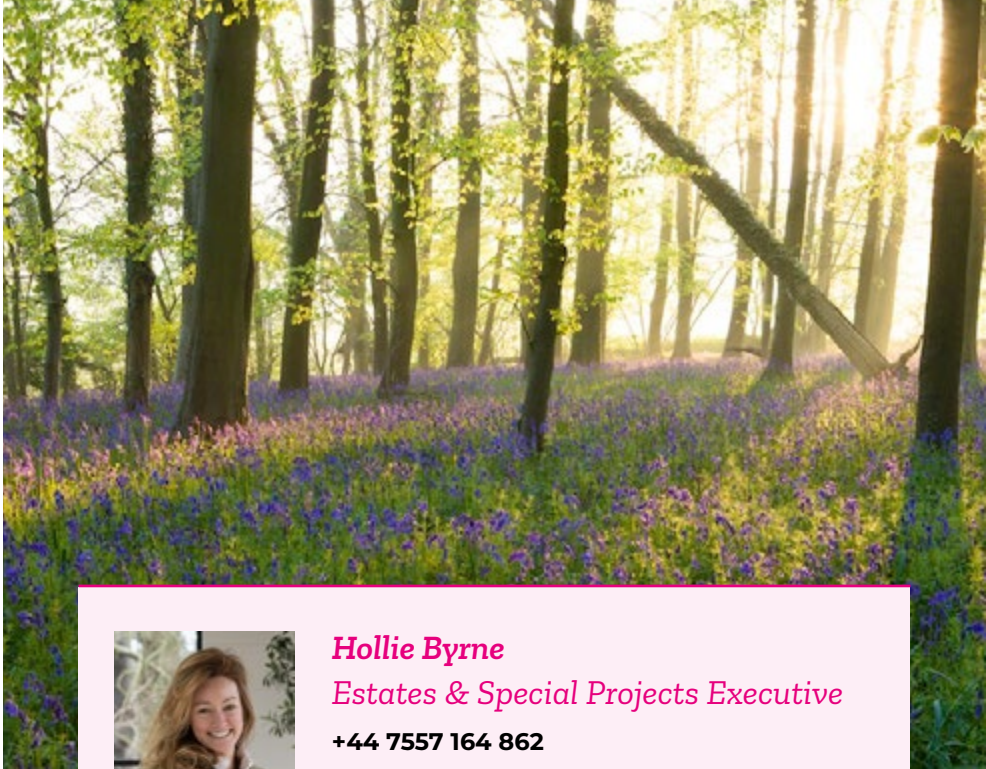
OUR SERVICES & ROLES

Estate acquisition

- ‘Trophy’ estates
- Commercial farmland
- Residential farms
- Sporting estates
- International

Strategic advice

- Trustees
- Family offices
- Market appraisal & due diligence
- High-level estate management
- Sale management



Hollie Byrne
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The team has been boosted by Hollie, who has 13 years’ experience as a rural surveyor and sales agent in the farms sector.



Rosanna Fishbourne
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Rosanna has been appointed to advise Middleton clients on the acquisition of property specifically for hospitality purposes.



MIDDLETON MENTIONS

Our advisors are regularly asked to comment on economic factors, trends and events impacting the property market. Here's a selection from the last few months.



Ben Horne on private school fees & VAT.

"There is a huge amount of interest now in grammar schools and moving to catchment areas. It is still early for the consequences of the Labour policy to be seen but it's coming up in conversation all the time."



Rhianne McIlroy & Mark Crampton on listed buildings.

"Watch out for red flags, especially if a building is old and "feels" special but isn't listed. Ensure you tread carefully."



Ashley Wilsdon on the emergence of the UK broker model.

"While the traditional high street model is likely to be around for many years, only time will tell if adopting the American way of doing things will be well received."



Edward Sainter on the appeal of South Oxfordshire.

"You'll discover picturesque villages like Warborough, Little Haseley, Great Milton, Little Milton and Aston Tirrold. These areas are also coveted for numerous reasons."



Tom Parsons on the importance of a locally-based advisor.

"In my view it is crucial for agents to be based in the area where they're selling properties. Operating from abroad severely limits the level of service that can be provided."



Oliver Sanhaji on property trends in 2024.

"For homes with a little more space, the current craze of padel is being implemented where our clients are looking to build padel courts within their gardens."



Tom Hudson & Mark Parkinson on industry developments.

"Buying advisory has transformed since 2008. A diversified sales market makes it virtually impossible for unrepresented buyers to ensure they are seeing everything."



FULL RECOGNITION

Six members of the Middleton team have been included in this year's 'Spear's 500'.

To compile their definitive directory of the UK's leading professional advisors to UHNW clients, wealth management and luxury lifestyle magazine Spear's conducts rigorous research.

Their journalists and researchers carry out hundreds of interviews, analyse supplied information, review data from third-party sources and gather references and recommendations from clients and industry observers. All the professionals included in the rankings are independently scored by editorial staff and included on merit.

And so, we are particularly proud that Spear's editorial team has selected six members of the Middleton team for inclusion in the 2024 guide, which includes property advisors, wealth managers, lawyers and other service providers.

The six includes the heads of each of our four departments – Estates & Special Projects, Country Buying, London Buying and London Sales – and two more of our senior advisors.

HANDS-UP FOR MOHAWK

This summer the entire Middleton team will spend a day at Camp Mohawk getting our hands dirty and helping the charity to upgrade their facilities.

The centre provides a range of activities, facilities and natural space to encourage children with a variety of special needs to play, socialise and learn in a secure and caring environment.

You can help us support this fantastic cause via the QR code.





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