

**A Broad Rental Market Area is an area** *'within which a person could reasonably be expected to live having regard to facilities and services for the purposes of health, education, recreation, personal banking and shopping, taking account of the distance of travel, by public and private transport, to and from those facilities and services.'*

**A BRMA must contain** *'residential premises of a variety of types, including such premises held on a variety of tenures', plus 'sufficient privately rented residential premises, to ensure that, in the rent officer's opinion, the LHA for the area is representative of the rents that a landlord might reasonably be expected to obtain in that area'.*

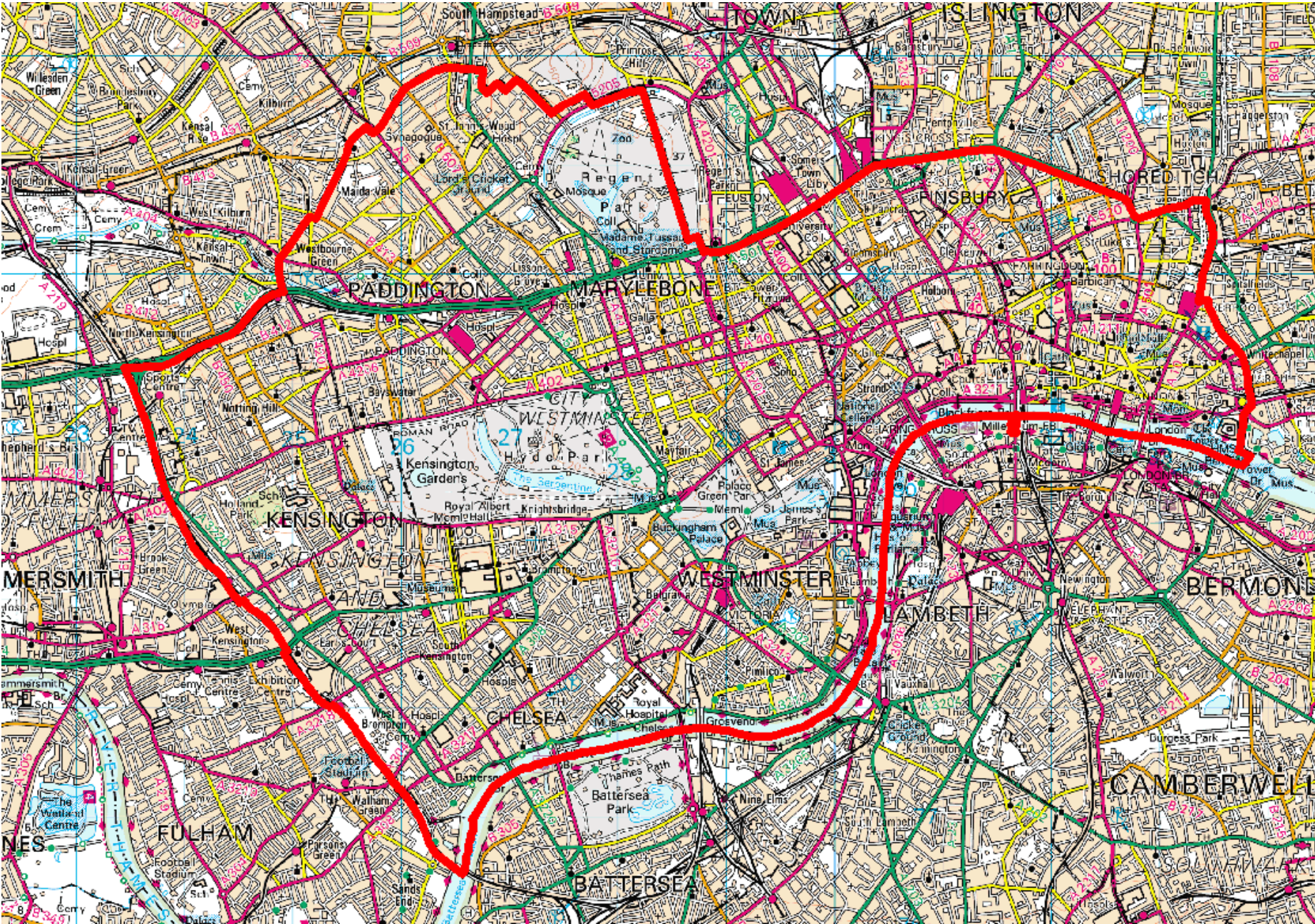
[Legislation - Rent Officers (Housing Benefit Functions) Amendment (No.2) Order 2008]

# CENTRAL LONDON

**Broad Rental Market Area (BRMA) implemented on 1<sup>st</sup> March 2011**



Map of the BRMA





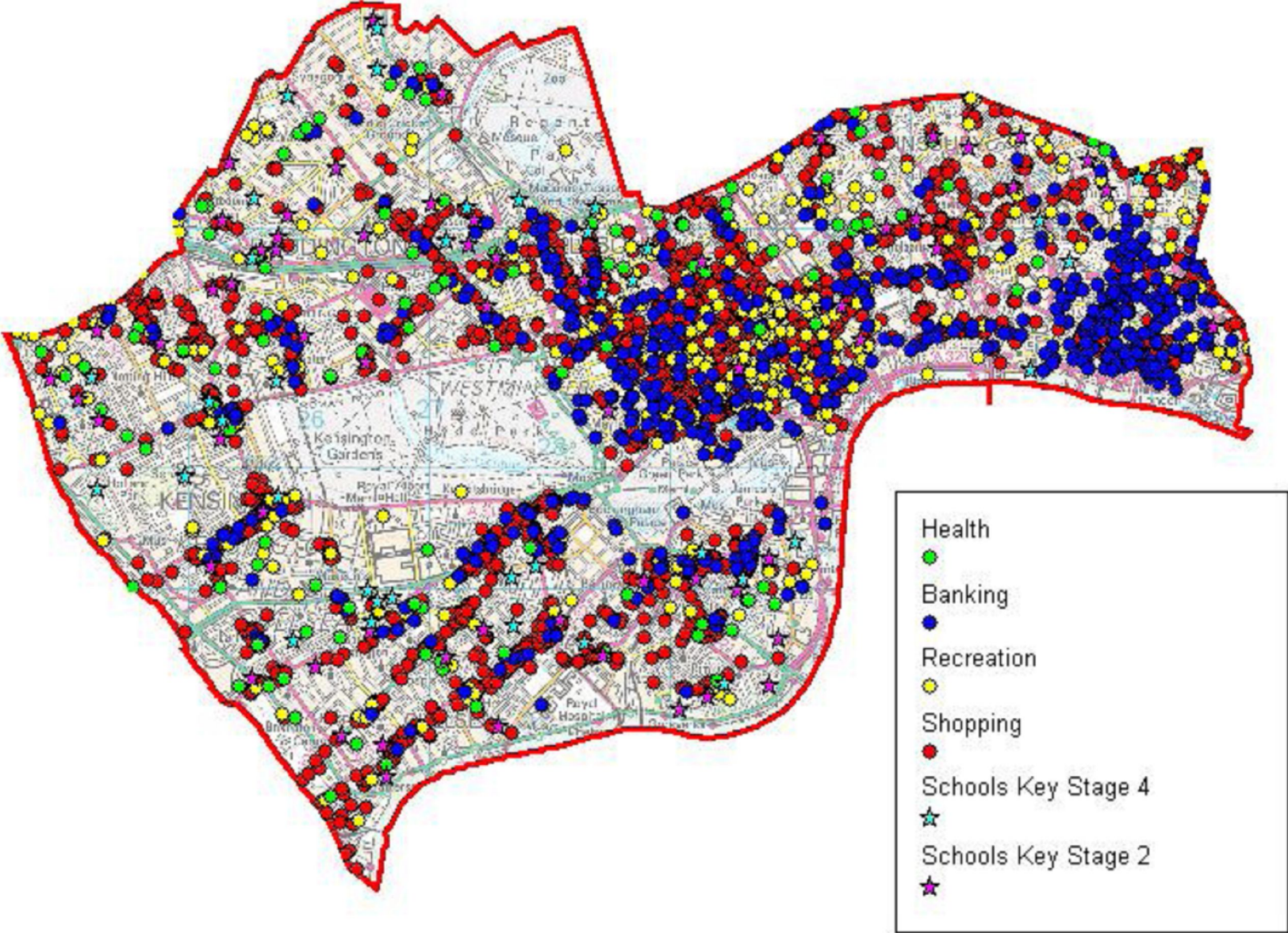
## **Overview of the BRMA**

The above map shows the West End, the City, Westminster, Kensington, Chelsea, Paddington and Finsbury within a boundary marked in red. The area comprises the Royal Borough of Kensington & Chelsea, the City of London, most of the City of Westminster and parts of the London Boroughs of Camden and Islington. It measures about four miles from north to south and six miles from east to west.

Central London is the heart of the capital and is dominated by many of the world's principal financial and commercial organisations. It contains renowned medical and academic centres and its commercial property portfolio is a major driver of the UK economy. The area is the cultural and artistic centre of the UK and contains the country's major tourist attractions and institutions of government. However, the BRMA also supports a large residential population.

Falling mostly within Transport for London Zone 1, the area is comprehensively served by tube stations and buses. There is a dense road network and London taxis play a significant role here.

Identification of Health, Education, Recreation, Banking and Shopping (HERBS)



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The above map shows how the facilities and services (HERBS) are distributed. They mainly cluster in and around the West End.

## Accessibility to facilities and services

(Information sourced from publicly available websites)

| From               | To               | Distance By Car<br>(based on the<br>quickest rather<br>than the shortest<br>route) | Time by Car | Time By Bus | Time By Train | Remarks (where<br>applicable) |
|--------------------|------------------|--|-------------|-------------|---------------|-------------------------------|
| Notting Hill       | Oxford<br>Circus | 3.3  | 12          | 43          | 8             |                               |
| Kensington         | Oxford<br>Circus | 3.3  | 13          | 43          | 17            |                               |
| Chelsea            | Oxford<br>Circus | 3.5  | 13          | 45          | 14            |                               |
| Pimlico            | Oxford<br>Circus | 3.4  | 14          | 40          | 7             |                               |
| Tower Hill         | Oxford<br>Circus | 3.9  | 16          | 47          | 17            |                               |
| Aldgate            | Oxford<br>Circus | 4.9  | 16          | 40          | 19            |                               |
| Old Street         | Oxford<br>Circus | 3.7  | 10          | 37          | 15            |                               |
| St Johns<br>Wood   | Oxford<br>Circus | 3.6  | 13          | 27          | 12            |                               |
| Maida Vale         | Oxford<br>Circus | 2.6  | 9           | 39          | 12            |                               |
| Westbourne<br>Park | Oxford<br>Circus | 3.3  | 12          | 44          | 23            |                               |
| Paddington         | Oxford<br>Circus | 1.8  | 6           | 30          | 9             |                               |

The above table shows the approximate distances in miles and journey times in minutes to Oxford Circus from various locations. Journeys are under an hour, demonstrating the reasonableness of accessibility to the main facilities and services in the area. By implication the table also indicates that journeys to and from nearer destinations are also reasonable.

## Variety of Property Types and Tenures

|  |               |
|--|---------------|
| <b>Variety of Property Types</b>                                   |               |
| <b>All Household Spaces (Total)</b>                                | <b>203916</b> |
| In an Unshared Dwelling  | 199421        |
| <b>House or Bungalow (Subtotal)</b>                                | <b>24026</b>  |
| Detached   | 1969          |
| SD   | 4123          |
| Terr or ET   | 17934         |
| <b>Flat, Maisonette or Apartment (Subtotal)</b>                    | <b>175254</b> |
| Flat, Maisonette or Apartment: In a Purpose-Built Block of Flats   | 115878        |
| Flat, Maisonette or Apartment: Part of a Converted or Shared House | 52524         |
| Flat, Maisonette or Apartment: In a Commercial Building            | 6851          |
| Caravan or Other Mobile or Temporary Structure                     | 142           |
| In a Shared Dwelling   | 4495          |
| <b>Variety of Tenure Types</b>                                     |               |
| <b>All Households (Total)</b>                                      | <b>184457</b> |
| <b>Owned (Subtotal)</b>  | <b>70434</b>  |
| Owned: Owns outright   | 36952         |
| Owned: Owns with a mortgage or loan                                | 32275         |
| Owned: Shared ownership  | 1207          |
| <b>Social rented (Subtotal)</b>                                    | <b>51760</b>  |
| Social rented: Rented from Council (Local Authority)               | 24643         |
| Social rented: Other social rented                                 | 27118         |
| <b>Private rented (Subtotal)</b>                                   | <b>55398</b>  |

The figures in bold in the above table show the number of houses and flats in the BRMA and how many of them are owned, socially rented and privately rented. The other figures show sub categories. The table demonstrates that the BRMA contains a variety of types of residential premises and that they are held on a variety of tenures. Note: The table was compiled by matching the Office of National Statistics 2001 Census data as closely as possible to the BRMA map boundary.

### Sufficient Privately Rented Premises

The table shows 55,398 privately rented premises in the BRMA.

We would expect to collect approximately 20% of the private rented sector market; this would be about 11,079 pieces of lettings information to include on our list of rents. This is considered sufficient privately rented residential premises to ensure that, in the Rent Officer's opinion, the Local Housing Allowance for tenancies in the area is representative of the rents that a landlord might reasonably be expected to obtain in that area.