

# W2 Area Guide

RESIDENTIAL

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Explore the unique lifestyle offered in W2.

APRIL 2026



# The Location

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The W2 postcode is one of London's **most desirable and diverse** areas within Prime Central London.



Located in the northwest part of Central London, it stretches from the eastern edge of Hyde Park through Paddington, Bayswater, and Lancaster Gate, and includes parts of Notting Hill, Little Venice, and Westbourne Grove.

This central location places residents' moments from Oxford Street, Marylebone, and Mayfair, while offering a quieter, more residential neighbourhood characterised by beautiful garden squares, such as Pembridge Square, Princess Square and Leinster Square.

W2 is surrounded by some of London's most iconic neighbourhoods, each adding unique value to the area. To the west, Notting Hill brings bohemian charm, pastel townhouses, and the world-famous Portobello Road Market. Little Venice, to the north, offers tranquil canal sidewalks and waterside cafés, perfect for weekend strolls. Marylebone, just east of W2, is known for its boutique shopping and elegant Georgian architecture. And to the south, Hyde Park provides expansive green space and cultural landmarks like Kensington Palace. Together, these bordering districts enrich the lifestyle offering of W2, making it a truly central and connected place to live.

## An Elevated Lifestyle

Living in W2 offers an exceptional blend of cosmopolitan energy and neighbourhood charm with serene canalside strolls and a standout mix of cafés, pubs and restaurants that continues to attract young professionals and long-term investors. Westbourne Grove stretches from East to West through W2, creating a seamless connection into Notting Hill and forming a stylish hub of boutique shopping and vibrant café culture.



The dining scene is remarkable, from the comforting Argentinian dishes at **Casa Malevo** and the eastern Mediterranean flavours of **Ceru Hyde Park**, to the bright seasonal plates at **Granger and Co**, the fire driven cooking of **The Barbary** and refined all day dining at **The Park**, a Michelin Guide restaurant within W2. Local favourites such as The Princess Royal elevate the gastropub experience while canalside gems like Lockhouse and The Summerhouse provide relaxed waterfront dining. Just moments beyond W2, residents enjoy immediate access to **world class Michelin starred destinations** including Core by Clare Smyth, a three star modern British landmark in W11 and The Ledbury, another acclaimed three star restaurant in Notting Hill's dining scene.

W2 also promotes an active **wellness focused lifestyle** centred around the 350 acres of iconic Hyde Park where residents enjoy tennis, open air swimming, horse riding, football and the Serpentine Lido. The Floating Pocket Park at Paddington Basin offers a unique waterside retreat while canal paddleboarding and yoga attract wellness minded locals. Hyde Park's year round programme, from park runs and vibrant summer concerts to Winter Wonderland and the internationally renowned BST Festival, creates an unbeatable outdoor lifestyle right on your doorstep.



## Where Traditional Homes Meet Modern

W2's homes are one of its greatest attractions, offering typical quintessential London living through an exceptional blend of architectural character and modern luxury. Grand stucco fronted houses on streets such as Dawson Place, and colourful villa style and colourful villa style streets such as Newton Road sit alongside elegant Victorian and Georgian terraces in Bayswater and Connaught

Village, where high ceilings, ornate detailing and access to private gardens or leafy communal squares continue to entice discerning buyers. At the contemporary end of the market, the £3 billion regeneration of Queensway is delivering cutting edge homes with concierge services and premium amenities, perfect for pied a terre purchasers or those seeking to downsize without sacrificing quality.

## New Developments

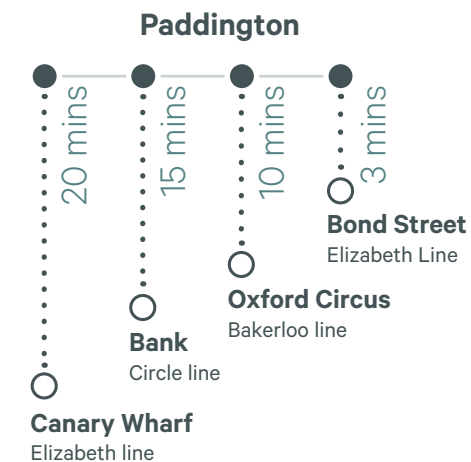
Surrounding streets are also welcoming exclusive boutique developments, including **The Newton**, a gated collection of nine high end apartments launching in Q2 2026, and **The Dairy, Notting Hill**, a characterful former dairy set on a charming, cobbled street between Queensway and prestigious Palace Court. Whether drawn to period elegance or contemporary luxury, W2 offers exceptional residential choices for every lifestyle.



## Connectivity Across London

W2 is exceptionally well connected, with quick access to Underground lines, national rail services, and the **Elizabeth Line**. Paddington Station is the main transport hub, served by the Bakerloo, Circle, District, and Hammersmith & City lines, as well as National Rail links to Heathrow, Reading, and the West Country.

The Elizabeth Line also runs through **Paddington**, providing fast connections to Heathrow and East London. Nearby stations include Lancaster Gate and Queensway on the Central Line, and Bayswater on the Circle and District lines. Typical journey times from Paddington are around 10 minutes to Oxford Circus, 15 minutes to Bank, and 20 minutes to Canary Wharf.



## Access to World Class Education

W2 offers excellent educational opportunities, making it attractive for families and international residents. The area is home to a mix of state, independent, and international schools, many of which are highly rated.

Among the top-rated primary schools are **Hallfield Primary School**, **Edward Wilson Primary School**, **St Mary Magdalene CofE Primary School**, **St James & St John CofE Primary School**, and **Our Lady of Dolours Catholic Primary School**. All of which have received Good ratings from OFSTED. These schools are known for their inclusive environments and strong academic performance.

For secondary education, **Marylebone Boys' School**, **Westminster Academy**, and **College Park School** also hold Good OFSTED ratings and offer a range of academic and extracurricular programmes. These schools are popular with local families and provide solid pathways to further education.

Independent and international options are also plentiful. **Pembridge Hall School**, a girls' prep school, is known for its creative curriculum and nurturing environment. **Wetherby School**, a prestigious boys' prep school, has educated members of the royal family. **L'Ecole Bilingue Elementaire** offers bilingual French English education, while **Kensington Park School** provides co-ed secondary education with strong academic results and university preparation.



## Investment

W2 is undergoing significant regeneration (c. £3bn), particularly around Paddington Basin and Queensway, bringing new exciting new F&B, and luxury hotels, including Six Senses London, making it a hotspot for property investment.

More recently, the appeal for a luxury mixed use development has been the catalyst behind planning approval for a new scheme on Westbourne Grove.

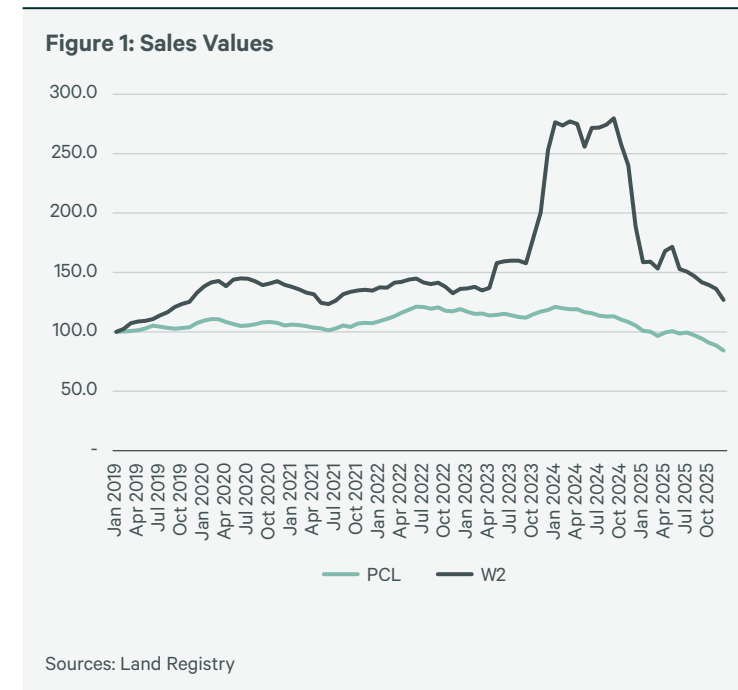
The area's blend of heritage and modernity, combined with its central location, ensures strong demand and long-term value.

# Sales Market

## How does the W2 Market Compare to the wider PCL area?

With the large scale regeneration and quality of the new developments of the area, it is not surprising to see property values have seen much change in recent years.

General sales values in W2 have grown 27% since January 2019, increasing from £1.08m to approaching £1.4m by December 2025. Over the same period, the rest of Prime Central London (PCL) has comparatively seen a 16% decrease in the same period, falling from £.2.06m to £1.74m.



**+27%**

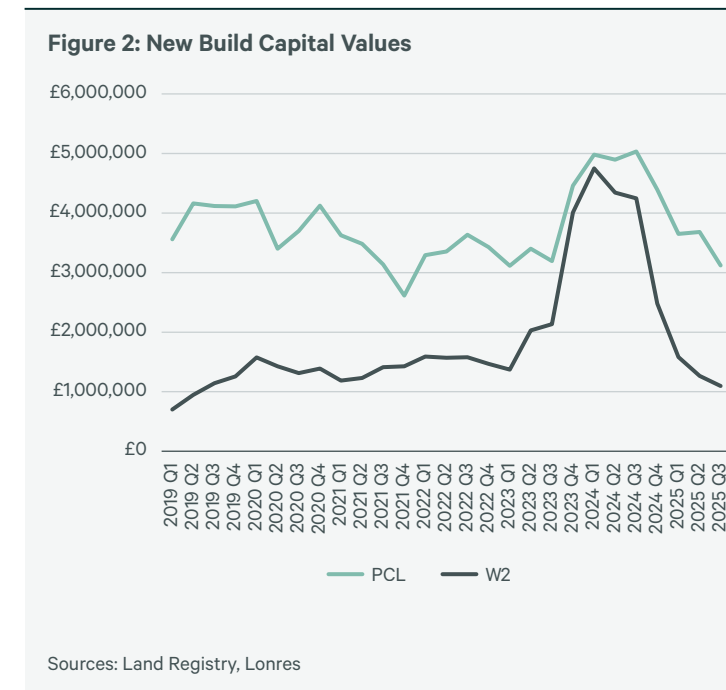
Growth rate for general sales values in W2 since January 2019

This comparison illustrates a considerable outperformance by W2 and highlights the significant surge in buyer demand relative to other core PCL submarkets.

## New Build Market Performance (Capital Values & £psf – W2 vs PCL)

New build average capital values in W2 remain below the PCL average, continuing to offer meaningful relative value for buyers and investors despite strong recent growth.

However, what is most notable is that W2 new build £psf has now overtaken the PCL average since mid 2024:



### 2024 Q4

W2 achieved an average

**£2,477 psf**

Exceeding the PCL average of £2,006 psf.

Many new build sales have now surpassed the **£3,000** per sqft mark. Reflecting increasing scarcity, amenity quality, and enhanced buyer appetite for best in class developments in **Notting Hill** and **Bayswater area**.

2024 data used due to the small data sample during 2025

# Rental Market

## Rental Value Positioning (W2 vs PCL)

Achieved rents (PW) in W2 have **grown by 6.4%** throughout 2025, increasing from £954pw to £1,016pw. Over the same period, the rest of Prime Central London (PCL) has seen a 9.7% decrease, from £1,242pw to £1,121pw.

This comparison illustrates W2's role as a **stable, high-performance** submarket that continues to offer investors exceptional relative value and consistent pricing momentum compared to the wider PCL average.

**+6.4%**

Growth rate for achieved rents **in W2** throughout 2025

**-9.7%**

Growth rate for achieved rents (PCM) in the **rest of Prime Central London (PCL)**



## Recent Rental Trends (2025 – W2 vs PCL)

W2 monthly rents remain **highly competitive**, offering a more accessible entry point for tenants than the PCL average, despite sustained upward growth. However, what is most notable is W2's price resilience throughout 2025:

### 2025 Peak

W2 achieved an average of

**£4,402** PCM

in Q4 2025.

### 2025 W2 vs PCL

Despite significant rental growth, W2 average rent was

**9.7%** lower

than the rest of PCL in the same period

W2's performance highlights a **significant surge** in tenant demand and increasing scarcity for best-in-class developments in **Paddington** and **Bayswater**, cementing its status as one of the most resilient rental hubs in London. However, the lower price point when compared to the rest of PCL, indicates there may be **further opportunity** for rental growth in this area, especially when considering the increasing quality of new developments available.

Rental statistic source: Lonres

# Contacts

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