

# In and around... Notting Hill

## From piggeries to chic west London hub

Once hit by cholera and home to displaced pigs and their keepers but now home to properties worth millions, **Natasha Higgins** tells us what Notting Hill has to offer.

When cholera hit London in the mid 1800s, Notting Hill and the surrounding areas were worst affected. This was due to the large number of pigs and their keepers that moved over in the 1820s, after being forced out of areas such as Edgware Road and Marble Arch as London expanded westwards.

The bottom part of Notting Hill, North Kensington, had come to be known as the Piggeries and Potteries. In a magazine called *Household Words*, Charles Dickens famously wrote about the level of sanitation during that time:

“In a neighbourhood studded thickly with elegant villas and mansions viz.: Bayswater and Notting Hill, in the parish of Kensington, is a plague-spot scarcely equalled for its insalubrity by any other in London; it is called the Potteries”.

Despite the lethal effects of contaminated water, it wasn't until the late 1870s that the pigs were finally removed.

When taking a casual stroll down fashionable streets such as Pottery Lane in and around Notting Hill today, there is little evidence of the former slums where people lived amongst pigs, sludge and filth.

From Piggeries and Potteries to chic west London hub, Notting Hill has grown to become one of the most sought-after residential spots in the capital. With properties worth millions, and everyone desperate to buy,



Kell Skott Haircare, Notting Hill's legendary hair salon

what are the key facts?

Alex Thompson, Director of Winkworth, Notting Hill, tells us which roads in the area, in his opinion, are most desirable:

“A number of streets might be classed as Notting Hill's most desirable for their own individual attractions but the top four would be: Dawson Place, Pembridge Place, Clarendon Road and Lansdowne Road. Prices on these roads can vary from £5,000,000 to £40,000,000.

“In terms of architecture, the most familiar style of properties are terraces of white stucco fronted houses backing onto private communal gardens.”

Thompson further explains that although Notting Hill has become defined by its international cross section of residents, not all are international investors. Many are international by domicile but have been London residents for a good number of years.

Has Notting Hill always been this trendy? “No,” says Thompson. “Notting Hill's appeal was originally quite the opposite, being definitively bohemian. As bohemia itself became fashionable however, Notting Hill's popularity increased, with which came price increases, increases which were the catalyst for its transformation into the chichi, fashionable village it has become”.

The area also appeals to young families. Keith Rigby, Director at Bective



Electric Brasserie (Portobello Road). The good food and atmosphere make it a worthwhile choice



Trailer Happiness has it all. A great name, great cocktails and a top atmosphere

Leslie Marsh, says Notting Hill has fantastic nurseries, prep schools and outstanding public schools.

In Rigby's opinion, the most desirable roads in Notting Hill are any property around communal gardens such as Dawson Place and Kensington Park Gardens. “Average properties on these roads are priced at £10,000,000 plus”.

Which areas nearby are still good value? “W2 Bayswater/Queensway still offer good value but everything is relative,” says Rigby.

So what exactly makes Notting Hill so popular? Maddie Lewington, Sales Manager, at Douglas & Gordon says:

“It's a vibrant, young and exciting area. It is excellent from a transport perspective, which is why it's so incredibly popular with City workers (the Central line runs from Notting Hill Gate underground). The square footage price ranges hugely from just over £1,000 per sq ft right up to £1,600 plus”.

Notting Hill's stunning architecture, central location, sophisticated bars, restaurants, Portobello Road's legendary market and its overall charm are certainly all contributing factors.

Here's a flavour for what's around:

### Restaurants and cafes

On a sunny day, there is often no better place than the Electric Brasserie on Portobello Road to sit and soak up Notting Hill's cool vibe. It's a popular choice, especially at weekends, but the good food and atmosphere make it a worthwhile choice.



Portobello Road's famous market



Pizza East, a stylish pizzeria that serves delicious ten inch pizzas made from a house recipe and baked in a stone oven

Alternatively, at the top of Portobello Road is Pizza East, a stylish pizzeria that serves delicious ten inch pizzas made from a house recipe and baked in a stone oven. If feeling indulgent have the salted caramel tart for desert and grab a table on the outdoor terrace – weather permitting!

For an exquisite Italian meal, in relaxed surroundings, look no further than Assaggi on Chepstow Place. The starter of Pecorino cheese with Parma ham on Sardinian flat bread is enough to go back time and time again. This local favourite, is about as authentic as it gets.

For a light bite, 202 Café, on Westbourne Grove, is full-on 'chic'. In spring, when the cherry blossom is out and sunglasses start making their first appearances, there is a real buzz to Westbourne Grove. Spend a relaxing afternoon at this restaurant-come-cafe eating and drinking while chatting with friends or reading the paper – it's quite possibly London at its best.

### Good time bars

Tucked away between Ledbury Road and Colville Road is Notting Hill's famous Lonsdale bar. It's popular with the trendy west London crowd and with a menu comprising over 80 cocktails and 200 spirits there's something for everyone!

For a bit of wow-factor, the stunning interior of Beach Blanket Babylon, a former Georgian mansion, is a must see. This Notting Hill hotspot combines the ornate, the decadent, the bohemian and the elegant. It's full of glamorous people and has an air of sophistication – a good night is almost guaranteed.

Alternatively, head to Trailer Happiness on Portobello Road and indulge in some kitch glamour. This place has it all – a great name, great cocktails and a top atmosphere.

### Delis and fresh produce

Daylesford Organic Farmshop & Cafe sells organic meat, fresh bread, fruit and vegetables, cheese, wine and more. Located in the heart of Notting Hill, seasonal produce is delivered daily. One couldn't wish for a better local grocer; the quality of the produce is instantly noticeable, as is the taste.

You can't beat a good deli. Tom's Deli has become something of an institution, having opened in 1990. Famed for its 'Full English' breakfast served at its upstairs cafe, it's exactly the place you'd want to have on your doorstep!

### Top hair salon

With Summer arrived, it's time to get glamorous. Kell Skott Haircare, Notting Hill's legendary hair salon, is our first point of call. New on their list of treatments is one that removes frizz from your hair leaving it looking ultra glossy. The properties of argan oil are combined with steam from the high tech 'MicroMist' machine allowing conditioners to permeate deeper into damaged hair. “The result is repaired, rejuvenated and frizz-free hair,” explains Jacqueline Skott, Salon & Marketing Director. The salon itself is an oasis of calm – everything has been thought of including the chocolate brownies and a fresh mint tea mid-way through the session – ah, paradise! The treatment is priced at £80 and includes a full blow dry.



Kensington Park Gardens, £2,200,000  
Douglas and Gordon 020 7727 7777

A stunning ground floor apartment situated in this beautiful period building with a glorious south facing reception room plus access to the private and communal gardens. Double bedroom, en-suite bathroom and kitchen.



Chepstow Place, £1,500,000  
Winkworth 020 7727 3227

A simply perfect two bedroom apartment in this highly-sought after location and featuring wonderful light, aspect and proportions. Situated in an impressive period development with lift.



Artesian Road, £3,000,000  
Bective Leslie Marsh 020 7221 4805

A simply beautiful Victorian house brimming with charm and character, which has undergone a loving refurbishment programme and is presented in immaculate order. Large double reception room, open plan kitchen/dining room,

### GET BOOKING

Electric Brasserie: [electricbrasserie.com](http://electricbrasserie.com) 020 7908 9696

Pizza East Portobello: [pizzaeast.com](http://pizzaeast.com) 020 8969 4500

Assaggi: 020 7792 9033

202 Café: [202london.com](http://202london.com) 020 7792 6888

Lonsdale: [thelonsdale.co.uk](http://thelonsdale.co.uk) 020 7727 4080

Beach Blanket Babylon: [beachblanket.co.uk](http://beachblanket.co.uk) 020 7229 2907

Trailer Happiness: [trailerh.com](http://trailerh.com) 020 7065 6821

Daylesford Organic Farmshop & Café:

[daylesfordorganic.co.uk](http://daylesfordorganic.co.uk) 020 7313 8050

Tom's Deli: [tomsdeli.co.uk](http://tomsdeli.co.uk) 020 7221 8818

Kell Skott Haircare: [kellskotthaircare.com](http://kellskotthaircare.com) 020 7229 1671