

# Anger as new homes in controversial Hampstead development are touted overseas



Esther Rantzen and Tom Conti were among opponents to the Mount Anvil development

**Published: 7 October, 2016**

**By DAN CARRIER**

A CONTROVERSIAL luxury housing development in Hampstead has caused further uproar in the area after it emerged that the developers are sending sales teams on globe-trotting marketing missions with the aim of selling the properties to overseas investors.

The scheme, called Hampstead Manor, is in Kidderpore Avenue on a site that for more than a century had been used for educational purposes.

Last year the land and listed buildings were sold by the University of London to developer Mount Anvil who sparked protests with plans to build 165 homes and a two-storey underground car park carved. That's Life host Esther Rantzen, actor Tom Conti and Reverend Alistair Tresidder, from nearby St Luke's Church, were among the objectors.

Now Mount Anvil are busy selling the new houses through luxury homes estate agents Knight Frank – and campaigners say the marketing strategy underlines why the project should not have been passed.

Documents seen by the New Journal from a marketing brochure show that representatives have arranged marketing pushes in Hong Kong, Shanghai, Bangkok, Singapore, Bahrain, Dubai, Israel, India and Turkey. The document also describes the way the homes are pitched, ranging from “one to one private dinners” in Shanghai to what is described as “an evening seminar with cocktails” in Israel, through to more traditional exhibitions at property fairs.

Fay Walter, who was one of dozens who formally objected to the scheme and lives in the area, said the marketing process showed the homes would not help lessen London’s housing crisis and would simply encourage investors from overseas to “park” money in expensive bricks and mortar, with many homes potentially then remaining empty.

She added: “We are surprised and disappointed to see this marketed around the world, and we do not understand why Camden Council did not specify in a Section 106 agreement that the houses should be marketed in the UK. It is not helping solve London’s housing crisis. Instead, we are losing precious green space that is a site of nature conservation to overseas investors who want an underground car park.”

A spokesman for Mount Anvil refuted the claims that they were aiming the houses at an international market. He added: “We are working with heritage experts to sensitively regenerate the landmark buildings at Hampstead Manor to create much-needed homes for the local community. These homes have all been marketed in London initially and most of those sold have been purchased by London residents.

“We have undertaken some international marketing but our primary focus has always been and will remain creating exceptional homes for Londoners.”