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Inside



page 75

FEATURES

Property news	56-57
Feature home	58-59
Historic property	66-67
Renovation	75
New homes	87-89
Lettings	94



pages
88-89

RESIDENTIAL SALES

Cooke Curtis	60-61
Bidwells	62-63
Jackson-Stops & Staff	64-65
Cheffins	68-73
Pocock & Shaw	74
Carter Jonas	76-85

NEW HOMES

BPHA	86, 88-89
Carter Jonas	90-93

LETTINGS

Pocock & Shaw	95
Carter Jonas	96-103
Cheffins	104

City's first home and garden

With the inaugural Cambridge Home + Garden Show almost upon us, organiser Jennifer Chong talked to **Adrian Peel** about what visitors can expect and how the preparations are coming along.

It's now a little over a month until the first ever Cambridge Home + Garden Show, which will take place at the Guildhall on Saturday September 9.

Dedicated to home and garden design, this new, free event – for which the *Cambridge Independent* is media partner – will feature a full exhibition hall, talks and demonstrations, a pop-up café and professional design consultations.

It will be open to the public all day and is set to be an inspirational experience for visitors when it comes to helping them to create their dream home.

The Cambridge Home + Garden Show is organised by Jennifer Chong, of Feioi, a Cambridge interior designer and project manager. She said that preparations were coming along very well.

"I'm really pleased with the line-up that we've got – we've got some really interesting companies, lots of different styles and types, and I think it's got a rich appeal."

Discussing recent additions to the impressive list of exhibitors, Jennifer said: "The main one is [supplier of own-brand paint and handcrafted wallpaper, brushes and rollers] Farrow & Ball. They were really keen for a long time but it still took a while because they're a big company.

"We've got Devlin Architects, Eclectic Mix Cambridge – they've recently signed up, which is nice because I was keen to put forward local artists, and they will be featuring works from various local artists on their stand.

"Zion Landscapes is now signed up, as well as [specialist timber merchant] Millworks."

The main hall will house the exhibitors, with a strong focus on



Jennifer Chong, organiser of the Cambridge Home + Garden Show

Picture: Richard Marsham

local and independent business. From larger, established companies – like Farrow & Ball and John Lewis of Hungerford – to small start-ups and freelancers, each has a real passion for what they do, offering high-quality products and exceptional service.

Venturing into the adjacent small hall, visitors will find an area for talks and demos by industry professionals, including advice from Cambridge interior designer

Katie Malik, a Farrow & Ball colour talk with a question-and-answer session, flower arranging by local florist Wild Rosamund, a styling demo by interiors stylist and editor Victoria Harrison, and a talk by blogger Vailla Morrison on Inclusive Design.

Event partner Novi – based on Regent Street – will be hosting a pop-up café at the show featuring its delicious food and drinks with superb Frank & Earnest coffee.

'Home of eccentric British Design' Mineheart is partnering with the Cambridge Home + Garden Show and will be bringing some of its stylish furniture and accessories along to create a luxurious seating space by the café for visitors to admire and enjoy.

Jennifer said: "They haven't told me exactly what they're going to be bringing, but I think they'll be setting up a living room seating area with some of their pieces. Knowing what their pieces are like, I'm sure it's going to be fabulous."

Visitors looking for help with their projects can submit a question or problem on the Cambridge Home + Garden Show website with Ask Me Anything – sponsored by Mineheart – which gives them a chance to have a free 30-minute design consultation with a professional on the day.

Ask Me Anything was Jennifer's idea. She said: "I've actually done them before as an interior designer, and it was quite good on both sides. Obviously the customer gets free advice and for the professional it's a nice way to impart advice, but also show what they can do and what value they can bring."

Whether it's an architect, interior designer, garden landscaper or a niche specialist, the organisers will find the right person to deal with the query. For anyone wanting to submit their question, there is a form on the website.

Visitors can also register on the site for a ticket but entrance won't cost them a penny.

RIBA (Royal Institute of British Architects) East has recently been

What the exhibitors say

"We are very excited to be a part of the Cambridge Home + Garden show and are confident that it will be a huge success. Jennifer's enthusiasm and confidence in this project, among the wide variety of different stallholders that will be exhibiting, made the decision an easy one for us and we were keen to get involved. We are looking forward to greeting all guests with a lovely goodie bag."

Hannah Greenhow,
sales & marketing
manager, **Laragh Homes**

"We have been showing all over the world – New York, Paris, Tokyo etc – so it will be good to do something also

in Cambridge, meet other local businesses and share experiences. We are very excited to be part of the first Cambridge Home + Garden Show and we are very happy to support the event. We wish Jennifer good luck and let's hope for many more shows in the future."

Vanessa Battaglia,
co-founder, **Mineheart**

"We are excited to be part of the first Cambridge Home + Garden show event. This is a great opportunity to support local and national businesses, celebrating creative interior design and providing inspiration and guidance helping you to find services and products

for your next home or garden project."

Farrow & Ball Cambridge

"Cambridge Classics is delighted to be part of this brand new event for Cambridge – finally it feels that independent businesses are being given a platform and we are very excited about it."

Camilla Carter,
sales & marketing director,
Cambridge Classics

"As a new event, Anglia chose to support it as it is targeting homeowners in the Cambridge area. As a local family company of some 37 years, we felt we needed to be present, to continue to promote our

extensive services and expertise in relation to the supply, installation and service of fires, fireplaces and chimneys – and with other local companies also attending, we feel there may be useful business contacts to make as well."

Nicola Harding,
managing director, **Anglia
Fireplaces & Design Ltd**

"We're delighted to be exhibiting at the Cambridge Home + Garden Show. We are a mainly online business so the show will give us an opportunity to meet customers in person and showcase our sofas and chairs to a more local audience."

**Penny Oliver and Rachel
Wirrmann, Pelikan Online**

show is coming up roses



Above, the Yellow Pencil canvas, Mineheart
Below, John Lewis of Hungerford
Left, Robert Barker Design

announced as a new partner for the event and will have a stand manned by architects.

Ticket holders will be eligible to receive a goodie bag, sponsored by Laragh Homes, and be entered into a prize draw. The lucky winner of the competition will receive two VIP tickets to the Cambridge Roar Fire & Ice Grand Finale Ball on September 30, along with an overnight stay for two at the luxurious Quy Mill Hotel and Spa, including breakfast and two 30-minute spa treatments.

■ For ticket information, visit eventbrite.co.uk/e/cambridge-home-gardenshow-2017-tickets-33341594607 or camhomeshow.com.



Full list of exhibitors

- Anglia Fireplaces & Design Ltd
- Cambridge Classics
- Cambridge Garden Studios
- The Cambridge Shutter Company
- Colour + Shape
- David Hall Kitchen & Furniture Makers
- Design Republic
- Devlin Architects
- Eclectic Mix Cambridge
- Farrow & Ball
- FiMi
- Harri James Slate
- Indiana
- John Lewis of Hungerford Plc
- Karen Jinks Design
- Koti & Co
- Lanai Outdoor Living Ltd
- Laura Chaplin Artist
- Mabel Fox
- Millworks Ltd
- OpenForm Furniture
- Oxbow & Peach
- Pelikan
- Profile Designs
- Robert Barker Garden & Landscape Design
- Sunflower Artistry
- Vescom
- Wild Rosamund
- Zion Landscapes



Lanai Outdoor Living



Analysis

Cambridge house price growth outstrips the UK

Hugh Blake, associate partner at Carter Jonas Cambridge, reflects on new data from the Land Registry.

The price of houses in Cambridge has risen 8 per cent in a year, according to the latest Land Registry data, compared with growth across the UK of 4.7 per cent.

Despite the political turmoil that has gripped the nation over the past 12 months – and a deceleration of price growth elsewhere – it is apparent that the Cambridge market harbours an inherent strength.

However, while the news for homeowners is positive, it is always worth considering what is driving house price growth, whether it is sustainable and what the long-term outlook is.

In the first instance, prices have been boosted by their relative affordability compared to London. We have a breadth of second steppers moving out of the capital, trading in their £600,000-plus two-bedroom apartments in east London for a three- or four-bedroom period property in the heart of Cambridge while retaining their high-paying jobs in the City because of our excellent commuter links.

Such high earners have inevitably pushed up prices and, on best in class stock, we are seeing many engaging in bidding wars, which has seen guide prices eclipsed on occasion.

We have buyers waiting for properties to come to the market on the most sought-after roads, such as Newton Road, Barrow Road and Bentley Road; they are prepared to pay whatever is necessary to

secure a prime address near their friends, close to excellent schools and, of course, the station.

Cambridge has long since proved popular with overseas investors too, which in turn is absorbing supply and leveraging property values.

The long-awaited opening of Cambridge North station has boosted values to the north of the city, which historically offered greater affordability than areas to the south. House prices have some margin for growth around Chesterton, which is attracting families looking for both a good long-term investment and a forever home.

Looking ahead, Cambridge's popularity inevitably safeguards values for the foreseeable future, but it's my instinct that, particularly at the top end of the market, price growth will slow for the remainder of the year.

Having said that, at the lower to mid end of the market, there is still a perception of value for money, particularly among buyers coming out of London, which could potentially perpetuate a further round of growth over the next six to 12 months.

Ultimately, prices are determined by what a buyer thinks a property is worth, so for vendors thinking of bringing their home to market after the summer lull, we would recommend preparing now and ensuring their house looks its best, ready for the upsurge in viewings starting from September.

■ Carter Jonas Cambridge - 01223 403330, carterjonas.co.uk