

Which is London's 'most desirable' neighbourhood?

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By PrimeResi

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Back Lane in Hampstead (image by Peter Trimming)

If money were no object, most Londoners would choose to live in Hampstead, according to a new survey.

Property firm LiFE Residential asked 1,000 people where they would live "if they could push reality aside and not consider their finances and personal circumstances".

Hampstead came out on top, followed by Richmond, then Kensington, Chelsea and Mayfair.

Top 5 most desirable neighbourhoods in London

1. Hampstead
2. Richmond
3. Kensington
4. Chelsea
5. Mayfair

Director of Sales and Marketing at LiFE Residential Scott Ayliffe: "Areas like Chelsea and Kensington are

perennially popular and it is no surprise that both featured high on this list, but it is nice to see a different place topping the list entirely. With its village feel Hampstead is, for many, somewhere that offers a perfect balance between the vibrancy of the city and all it has to offer, and the peaceful relaxation of a country location.”

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