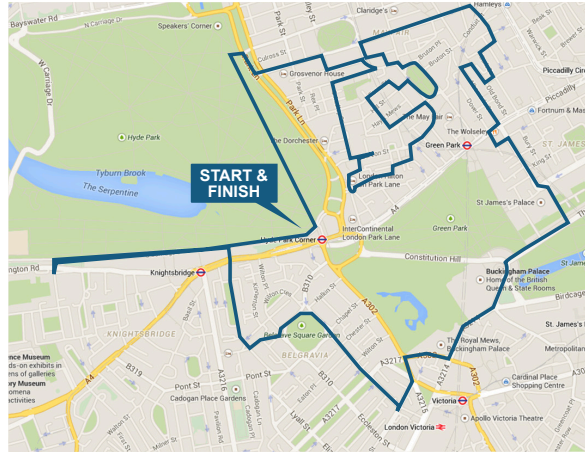


WEALTHY AND CELEBRITY WESTMINSTER RIDE



Discover the City of Westminster's Knightsbridge, Belgravia and Mayfair where the super-rich live, socialise and shop. There are 80 billionaires in London, more than any other city in the world according to the Sunday Times Rich List 2015, and this 8 mile ride shows you how they spend and invest some of their money.

KNIGHTSBRIDGE

A ONE HYDE PARK

The 86 glitzy flats across three blocks, opened in 2009, epitomise super-prime development for the richest. Developers Nick and Christian Candy made a fortune in the real estate boom in London that followed the post-Soviet privatization of state assets such as gas, oil and coal fields. The Candy brothers' partners included former Qatar Prime Minister Sheikh Hamad bin Jassim al-Thani who paid £40m for an apartment here. In 2013 only 17 of the apartments were registered as primary residences; few are lit at night. Mainly owned by secretive companies in offshore tax-havens, the flats have 24-hour SAS-trained security, an in-house maid service, and room service from the Mandarin hotel. A one bedroom flat was on the market for £9.9m in January 2015.



ONE HYDE PARK

B 5 PRINCES GATE AND 13/14 PRINCES GATE

The penthouse flat at no. 5 was, at £50m (plus £3.5m Stamp Duty), the most expensive UK home purchased in 2014. In January 2015 no. 13/14 Princes Gate sold for £70m. As neither is architecturally special, it's an option to cycle to see these and return. Much of the value is in their location and the views residents enjoy across Hyde Park.



5 PRINCES GATE

BELGRAVIA

Much of Belgravia and Mayfair forms part of the Duke of Westminster's 300-year-old Grosvenor Estate, which began in 1677 as 500 acres of land. In the 1820s the then Duke developed Belgravia into grand terraces of white stucco houses, using Thomas Cubitt as the main contractor.

High-end from the beginning, **C BELGRAVE SQUARE** (now home to many embassies) and **D EATON SQUARE** set the scene, while **E MOTCOMB STREET** has useful neighbourhood shops along the lines of Ottolenghi and Christian Louboutin. The Duke, who placed 9th in the Sunday Times 2015 list of Britain's wealthiest people, with £8.56bn, has his London home in Eaton Square.



EATON SQUARE

F IAN FLEMING'S HOUSE 22b Ebury St

Born into a privileged banking family, James Bond's creator bought this bachelor pad from the fascist leader Oswald Mosley in 1934 and lived in it until 1945, latterly working for Naval Intelligence. He subsequently lived nearby at 16 Victoria Square from 1953 until his death in 1964.



IAN FLEMING'S HOUSE

WEALTHY AND CELEBRITY WESTMINSTER RIDE

ST JAMES'S

G BUCKINGHAM PALACE

The Queen doesn't own Buckingham Palace, but she does own Sandringham House in Norfolk and Balmoral Castle in Aberdeenshire. According to the 2015 Sunday Times Rich List, the Queen has dropped out of the wealthiest top 300 for the first time, despite increasing her wealth by £10 million to £340 million. Clarence House is the official residence of Prince of Wales and Duchess of Cornwall, aka Charles and Camilla.

H LOCK THE HATTER AND LOBB THE BOOTMAKER 6 and 9 St James's Street

Lock the hatters, founded in 1676, have been on this site since 1765. Their Town Coke, or bowler hat, is a snip at £325. Established in 1866, the family firm John Lobb will sell you a pair of made-to-measure leather shoes for £4164; a crocodile skin pair will set you back £12,472.

I WHITE'S AND BOODLE'S CLUBS 37 and 28 St James's Street

The oldest gentleman's club in London is White's (1693). British Prime Minister David Cameron was a member for fifteen years - his father Ian Cameron had been the club's chairman. Prince Charles is a member and held his stag night at the club before his wedding to Lady Diana Spencer in 1981. It remains resolutely male only. The slightly more recent club, Boodle's (1762) now boasts a ladies' side, accessed around the back.

J THE RITZ PICCADILLY

Opened by Swiss hotelier César Ritz in May 1906, in 1995 the hotel was bought by the Barclay brothers, Sir David and Sir Frederick (12th in the 2015 Sunday Times Rich List with £6.5bn). Thanks to tax reliefs, no corporation tax was paid on profits at the Ritz by the Barclay brothers during the seventeen years to 2012. Afternoon Tea costs £50 a head, while a suite can cost several thousand a night. Former Prime Minister, Margaret Thatcher stayed in a suite at the Ritz from December 2012 to her death there on 8 April 2013.

MAYFAIR

K NEW BOND STREET

Luxury goods retailers - such as jewellers Tiffany, Asprey and Cartier - aspire to have a flagship shop here and will pay a high price to do so; it's the most expensive high street in Europe. Rents reached over £800/sq.ft./yr. in 2014.

L SAVILE ROW

Long the home of British tailors, a bespoke suit can cost upwards of £3,800. The Savile Row Bespoke Association, with member houses including Hardy Amies and Huntsman, requires suits to be made within 100m of Savile Row and at least 50 hours of hand labour put into a typical two-piece suit.

M JD CLASSIC CARS 26-28 MOUNT ROW

Established over 25 years ago by a former dentist who meticulously restored classic cars as a hobby, their new central London showroom is where the rich can drop into to buy a 'good as new' fully restored vintage car on a whim - for six or seven figure sums.

N JACK BARCLAY OF BERKELEY SQ

The rich have been buying luxury cars - Bentley, Rolls Royce or Bugatti - here since 1953. You may spot Barclay's number plate RRR1 locally. They often have gleaming vintage cars for sale too.

O ANNABEL'S AND THE CLERMONT CLUB 44 Berkeley Square (though shortly to move next door)

In 1963, aristocrat Mark Birley established this exclusive members-only dining club and discotheque below John Aspinall's gambling den, the Clermont Club, which had opened in 1962 with an original membership list of five dukes, five marquesses and nearly 20 earls. Annabel's is where posh London, including on one occasion the Queen, met swinging London with the likes of Frank Sinatra, Ella Fitzgerald, Jack Nicholson, Elizabeth Taylor and Shirley Bassey dropping in. Mark Birley sold Annabel's, Harry's Bar and some others he owned to Richard Caring for £90m in 2007. Subsequently Mark's son, Robin, opened 5 Hertford Street in 2012.



LOBB THE BOOTMAKER



BOODLE'S



NEW BOND STREET



SAVILE ROW



JD CLASSIC CARS



JACK BARCLAY



ANNABEL'S AND CLERMONT

WEALTHY AND CELEBRITY WESTMINSTER RIDE

P THE PUNCHBOWL

In March 2008 Guy Ritchie (director of *Lock, Stock and Two Smoking Barrels*) and his wife Madonna bought their local pub the Punchbowl for a reputed £2.5 million. It had featured in the 2004 documentary film following Madonna "I'm Going to Tell You a Secret". In Ritchie and Madonna's November 2008 divorce settlement Ritchie gained ownership of Madonna's share of the pub and he sold it in 2013.

Q THE LANSDOWNE CLUB 9 Fitzmaurice Pl

Formerly the home of Gordon Selfridge, founder of the eponymous store, this private members club was founded in 1935, and boasts an Art Deco swimming pool and a fencing salle.

R GEO F TRUMPER 9 Curzon Street

This barber's shop, honoured with the Royal Warrant of six monarchs, has pampered gentlemen since 1875. A Shave and Hot Towels will set you back upwards of £38.

S SHEPHERD MARKET

This tangle of streets with its pubs and restaurants tucked behind the Park Lane 5* hotels has historically been London's 'respectable' red-light district. In recent years the visible extent of prostitution has receded, though some 'walk-up' first floor flats, having proved a long trade history, have been granted planning permission for "mixed prostitution and residential use".

T 5 HERTFORD ST

Robin Birley's 5 Hertford Street opened in 2012 as a next-generation Annabel's. Spanning five floors it includes Loulou's subterranean disco, restaurants and bars, a cinema, and a cigar shop. William and Kate (the Duke and Duchess of Cambridge) have been there, while George Clooney, Tom Cruise and Kate Moss are members. Look out for the maroon paint; there is no sign.

U CROWN ASPINALS AND CROCKFORDS GAMBLING CLUBS 27--28 and 30 Curzon Street

Aspinalls, the final of a string of casinos established by mogul John Aspinall, opened here in 1992. Bought by Crown Resorts in 2011, Aspinalls is known for its high-end services and reflects its current surrounding area of Mayfair. To get an idea of how much can be wagered, during a court case it came to light that a Syrian born aeroplane and oil trader, Fouad al-Zayat, had gambled £91.5m at Aspinall's between 1994 and 2006, losing £23.2m.

Crockfords, which is marketed as the world's oldest private members gaming club, is the flagship of the 40 UK casinos owned by the 50 year old Malaysian Genting Group. In August 2012 Phil Ivey, regarded by many as the world's best poker player, had £7.7 million winnings on a remarkable streak over four sessions, playing for as much as £150,000 a hand. It turned out he had spotted flaws in the backs of the cards, which gave him an edge. In court, the judge ruled the club, which had repaid Ivey's stake, needn't pay him his winnings.

V JAMES PURDEY AND SONS, Gunsmiths 57-58 South Audley Street

Established in 1814 and at this site since 1882, you can join the shooting set having bought a hand-crafted and engraved shotgun or rifle here. You may have to rob a bank first though as a bespoke gun costs upwards of £80,000. The company is now part of Compagnie Financière Richemont SA, owner of Dunhill, Baume & Mercier, Cartier, and Montblanc among others.

W MOUNT STREET

Long the preserve of art dealers and women who lunch, Mount Street has recently seen an influx of high-end fashion shops. Celebrities dine at Scott's seafood restaurant, now owned by Richard Caring who also owns The Ivy and Annabel's.

X THE CONNAUGHT HOTEL

Opened in 1897, rooms cost upwards of £450 while a suite here costs as little as £1,175 a night. Qatar Holding, the sovereign wealth fund backed by the Qatari royal family, are majority owners of the Connaught – as well as Claridges, The Berkeley and the Intercontinental Park Lane.



THE PUNCHBOWL



GEO F TRUMPER



CROWN ASPINALS



JAMES PURDEY AND SONS



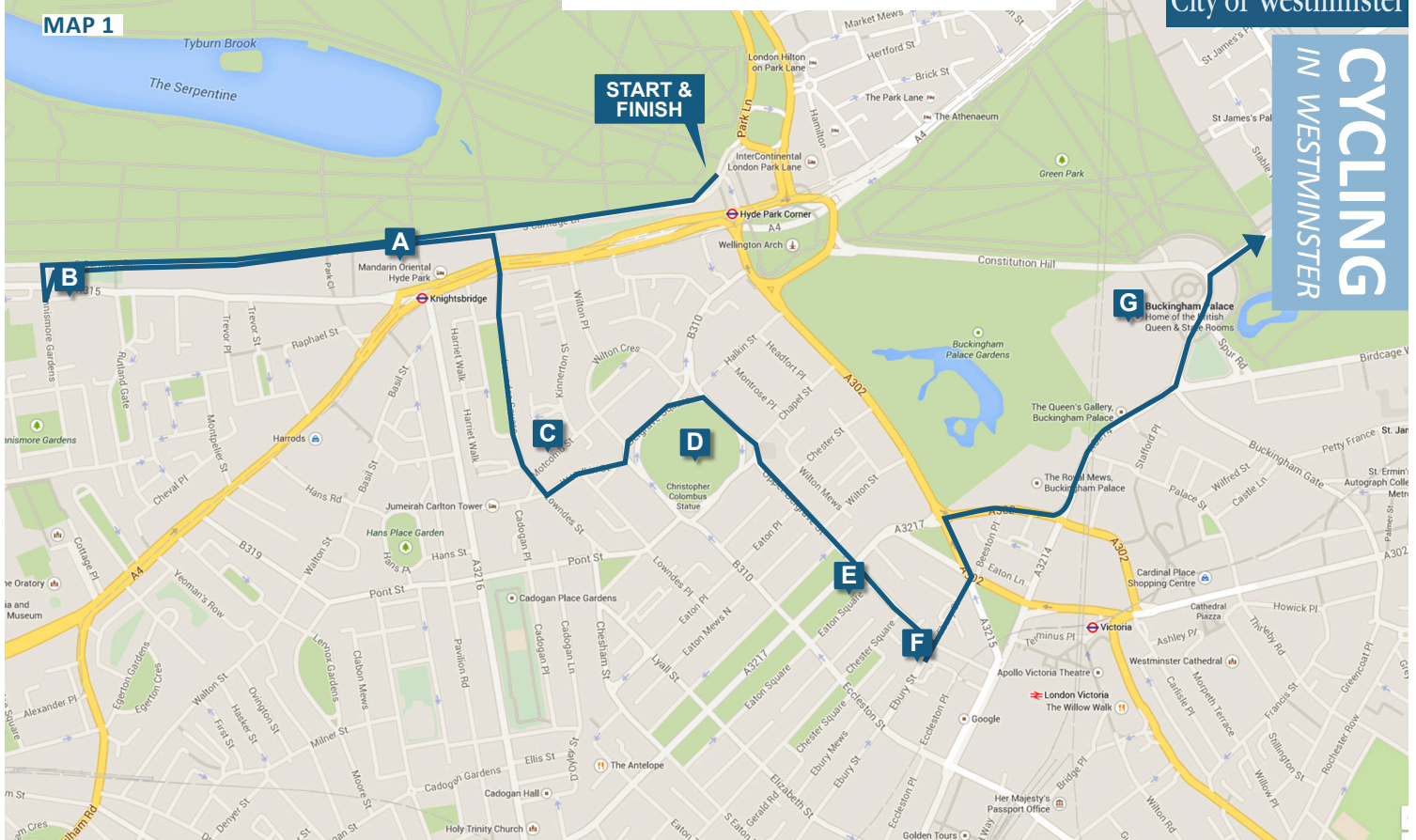
MOUNT STREET



THE CONNAUGHT HOTEL

ROUTE DIRECTIONS

! As London is constantly changing, check road signs and adapt route as necessary.



L Left **SO** Straight on **X** Cross Roads **LHS** Left Hand Side **RAB** Roundabout
R Right **T** T Junction **TL** Traffic Lights **RHS** Right Hand Side

START: This circular route can be started at any point.
 Enter Hyde Park at Hyde Park Corner docking station
L onto S Carriage Drive
Stop on LHS next to statue of two large faces looking skywards, outside

A ONE HYDE PARK

(Option to **continue** along S Carriage Drive, then **L** into Ennis-
 more Gdns, **L** into

B PRINCE'S GATE for no's 5 and 13/14)

Return along S Carriage Drive
R onto cycle track through Albert Gate
SO @ TL into William St (cycle contraflow)
Continue SO to Lowndes St and **stop on LHS** just before

C MOTCOMB ST

Walk along Motcomb St to see shops
Cycle back along Motcomb St
L into Lowndes St
L into W Halkin St and into

D BELGRAVE SQ

Continue R around Belgrave Sq and **SO** into Upper Belgrave St
Continue past

E EATON SQ

and **R** into Ebury St

Stop outside

F 22 EBURY ST, IAN FLEMING'S HOME

Turn around and cycle to end of Ebury St
L @ TL onto A302 Grosvenor Gdns (one way) and move across to
 go

R @ TL onto A302 Lower Grosvenor Pl

L @ TL onto A3214 Buckingham Palace Rd

Bear L into Spur Rd outside

G BUCKINGHAM PALACE

R before the Victoria Memorial into The Mall and onto the **cycle**
track on the LHS

L @ TL into Marlborough Rd

L @ T into Pall Mall

Follow R into St James's St

Stop on LHS opposite ...

ROUTE DIRECTIONS

! As London is constantly changing, check road signs and adapt route as necessary.



H LOCK AND LOBB

Continue up St James's St and stop on LHS opposite

I BOODLE'S with WHITE'S in sight further up

L into Bennet St

R into Arlington St with

J THE RITZ on the LHS

R @ TL onto Piccadilly

L @ TL into Albemarle St

R @ T into Grafton St

R into

K NEW BOND ST for Asprey and Cartier etc. shops

1st L into Burlington Gdns

1st L into Cork St

R @ T into Clifford St

L @ T into

L SAVILE ROW

L @ T into Maddox St, becomes Grosvenor St

L @ TL by entrance to Grosvenor Sq into Carlos Pl

1st L into Mount Row, stop on LHS outside

M JD CLASSIC CARS

1st R into Carpenter St

L @ T into Mount St and continue into Berkeley Sq

Follow Berkeley Sq around to R, stop on LHS outside

N JACK BARCLAY OF BERKELEY SQ

Continue around Berkeley Sq and stop on LHS opposite Jack

Barclay outside

O THE CLERMONT CLUB AND ANNABEL'S (No 44, currently)

L into Hill St

1st R into Farm St and stop outside

P THE PUNCHBOWL

1st L onto Chesterfield Hill

L @ T onto Charles St

R before Berkeley Sq into Fitzmaurice Pl to see

Q THE LANSDOWNE CLUB on RHS

R into Curzon St and stop by

R GEO F TRUMPER on RHS

Cross and walk through passage past

S SHEPHERD MKT

R onto Shepherd St,

Stop at junction with Hertford St. On RHS

T NO 5 HERTFORD STREET has maroon paintwork and no sign.

L into Hertford St

R @ RAB into (mini) Park Lane

Follow R to Pitt's Head Mews

1st L into Derby St

R @ T into Curzon St. Stop opposite

U 27-28 / 30 CROWN ASPINALLS AND CROCKFORDS

Return along Curzon St

R into S Audley St,

V PURDEY no 57-58 on LHS

R into

W MOUNT ST with

X THE CONNAUGHT at the end LHS

L into Carlos Pl

1st L into Adam's Row

R @ T into S Audley St

L @ T into Upper Grosvenor St

R @ TL onto Park Lane and immed L onto pavement cycle track into Hyde Park

L on Hyde Park cycle track down to Hyde Park Corner docking station.

END