

RedBook

PROJECT DIRECTORS

FOLLY FARM, NW7

PROPERTY PARTICULARS & PROJECT APPRAISAL

IN PARTNERSHIP WITH



FOLLY FARM

Overview

Folly Farm offers a unique opportunity to create a private retreat on the outskirts of London – well-connected yet surrounded by open farmland. Set within the Green Belt, this private and peaceful retreat enjoys panoramic views across wildflower meadows and agricultural land, making it a rare offering in such proximity to the capital.

The existing property spans approximately **6,180 sq ft (574 sqm)** and stands in just under **4 acres of land** which includes a range of amenities including an outdoor pool, football pitch, and basketball court surrounded by farmland views.

The property benefits from **planning consent** to demolish the existing house and amenities, and to replace it with a contemporary **new-build home of approximately 6,400 sq ft (594 sqm), including a basement of 815 sq ft (76 sqm)**. This consent is being lawfully implemented by the vendor to ensure it remains live, giving future owners the freedom to build the consented design in their own time.

For those seeking to retain the farmhouse charm, RedBook has developed an alternative, light-touch proposal that resembles a refurbishment throughout, which seeks to enhance the internal layout, increase natural light, and update the interiors to meet the standards of contemporary living – all within permitted development rights and without the need for further planning consent.

RedBook's specialist team has provided indicative programmes and budgets for both the refurbishment and new build options. Depending on the chosen route, Folly Farm could be ready for occupation in as little as 21 months.

We are pleased to present our Project Appraisal for Folly Farm – a one-of-a-kind opportunity to invest in a characterful, well-connected, and private home on London's rural fringe.



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EXISTING BUILDING

On the edge of London

AT A GLANCE: THE SETTING

- **3.9 acres of private land** in the London Borough of Barnet – offering a rare sense of seclusion within easy distance of central London.
- **Surrounded by Green Belt countryside** and fringed by mature trees, providing natural privacy with panoramic views of meadows, fields and pastureland.
- **Bordered by Folly Brook and a wildlife pond**, attracting bird-life and offering a year-round connection to nature.
- **1.2 miles (2km) to Mill Hill East Underground Station** – a 5-minute drive to the Northern Line.
- **2 miles (3km) to Mill Hill Broadway** – local shops, cafés, restaurants, and everyday essentials close at hand.
- **1 hour** from major London mainline stations, including Paddington and Liverpool Street.
- **Nearby leading independent schools**, including Mill Hill School, Belmont, and Grimsdell.
- **Not listed and outside a Conservation Area**, allowing greater design freedom for future refurbishments.





EXISTING BUILDING

Accommodation

Folly Farm is a detached house originally built in the 1970s and extending to approximately 6,180 sq ft (574 sqm). It includes a generous range of outdoor amenities for recreation and leisure, notably a 25m outdoor lap pool, tennis court, basketball court, football pitch, and access to an adjacent 1.7-acre wild-flower meadow.

ACCOMMODATION

- Reception room
- Open-plan TV Room and kitchen
- Office
- Gym
- Sauna
- Utility Room
- 2 Guest cloakrooms
- 4 Bedrooms
- Dressing room
- Bathroom
- 3 Shower rooms
- Bedroom studio suite
- Terrace
- 25m Swimming pool
- Tennis court
- Garden and wildflower meadow
- Private off-street parking for multiple cars



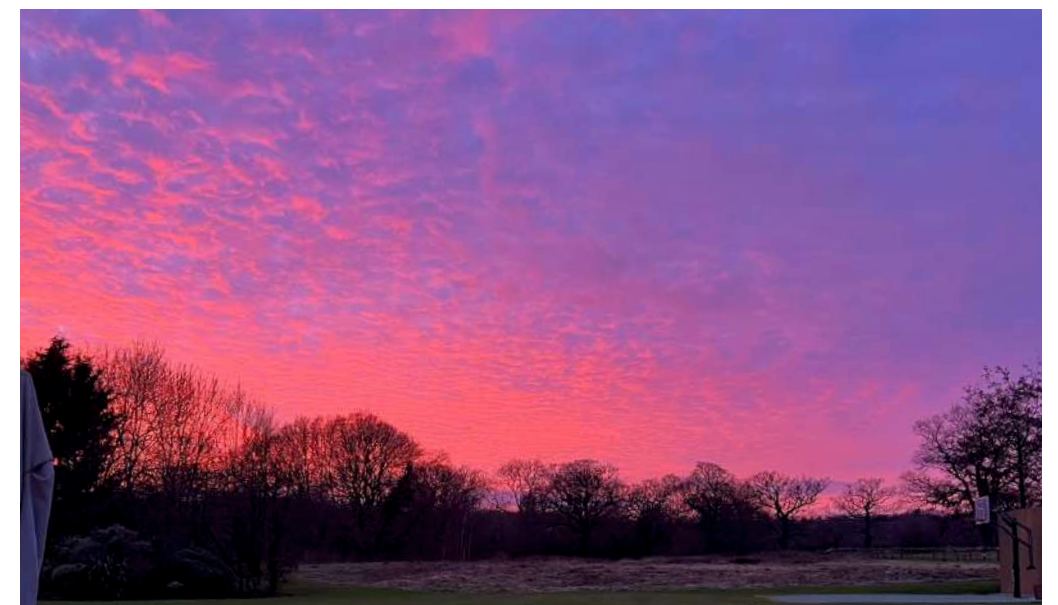


EXISTING BUILDING

Life in Folly Farm

Positioned beside Folly Brook and close to Darland's Lake Nature Reserve, Folly Farm enjoys a unique setting that offers the best of both worlds: the peace and quiet of the countryside with easy access to central London.

The property offers uninterrupted views across open farmland and meadows, with regular glimpses of grazing animals and local wildlife. Throughout the year, the landscape transforms with the seasons—bringing golden autumns, crisp winter frosts, and vibrant spring blooms—while sunrises and sunsets regularly cast spectacular colours across the sky, creating a sense of calm and connection to nature that's rare to find in a London property.



BUYER POSSIBILITIES

Refurbishment or new build

AT A GLANCE: TRANSFORMATION POTENTIAL

RedBook has identified two distinct routes for transforming this property, depending on the ambition and preferences of the future owner.

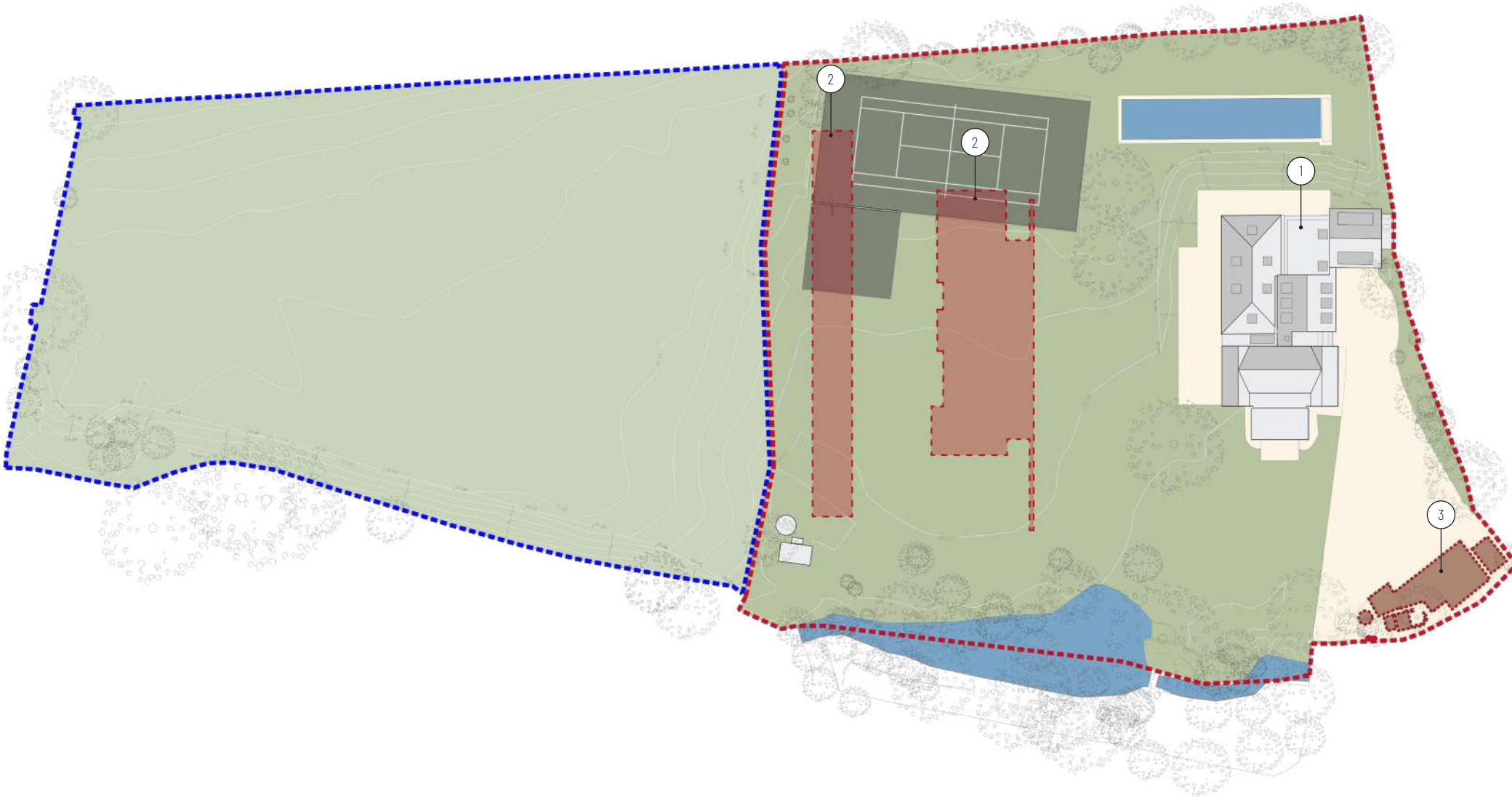
- **Option 1: Refurbishing the existing house** – A lighter-touch approach that avoids the need for planning permission.
- **Option 2: A contemporary new-build house** – A more ambitious transformation, using the live planning consent already secured.

IN MORE DETAIL

RedBook has analysed the property’s planning history, investigating what interventions would be favourable to the London Borough of Barnet. The property benefits from full planning consent for demolition and replacement with a contemporary new-build home, complete with a pool. For those interested in a dramatic and future-facing transformation, this approach brings the opportunity to transform the site for contemporary living. This is illustrated as Option 2 on the adjacent diagram.

A new owner seeking a simpler, more immediate uplift might prefer a well-considered refurbishment offers the chance to rework the internal layout and upgrade the building’s exterior – all without the delays or uncertainties of a planning application. Interventions including carefully executed like-for-like replacements, such as new windows and upgraded external finishes, can significantly elevate the architecture. This is illustrated as Option 1 on the adjacent diagram.

The following pages will showcase the designs, floor plans, budgets, and programmes of both options.



-  The Site
-  Wildflower meadow in ownership
-  Option 1: Existing building to be refurbished
-  Option 2: Consented new build and pool
-  Existing out-houses to be demolished



OPTION 1

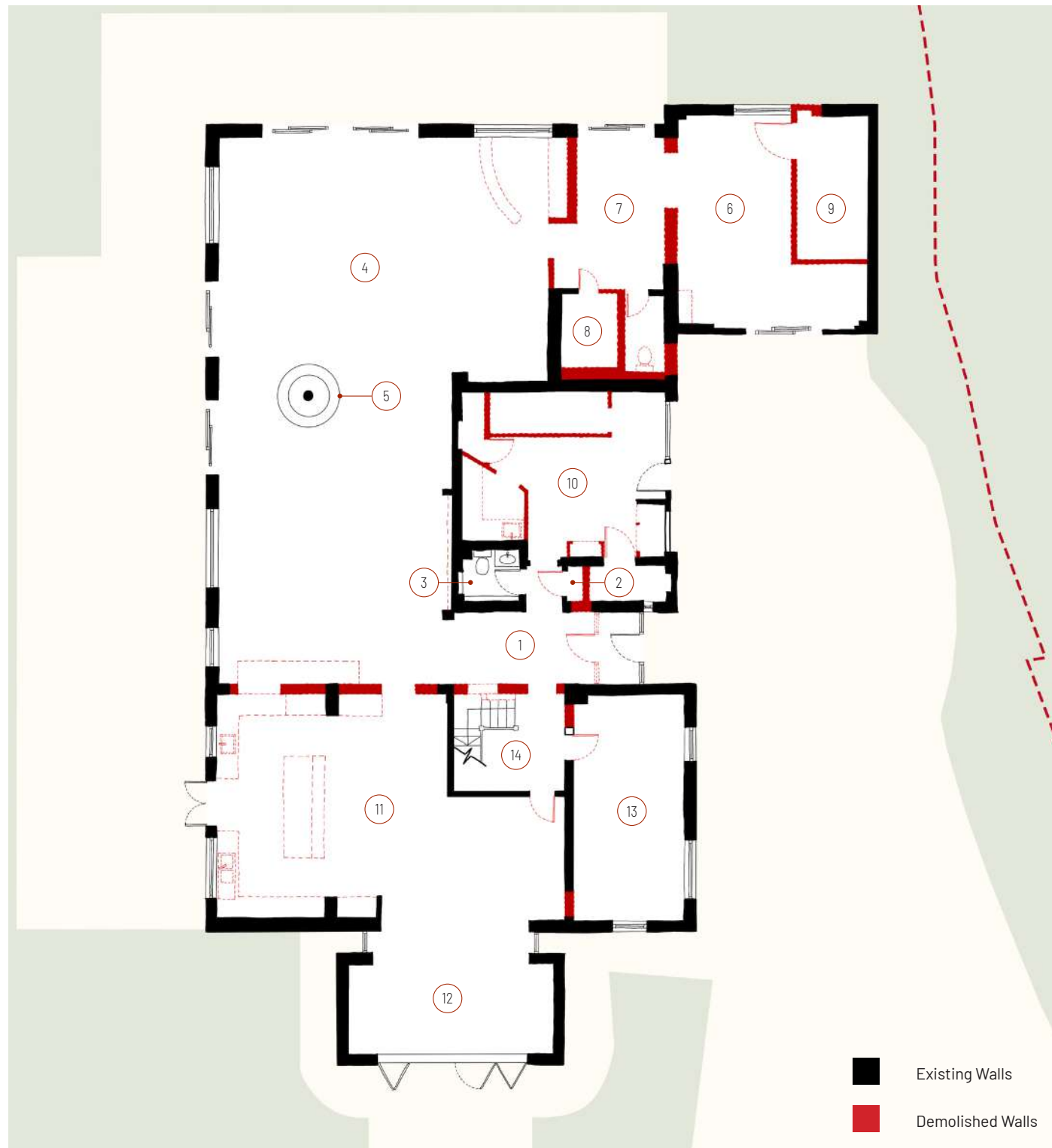
REFURBISHING THE EXISTING



OPTION I | Refurbishment
Site Plan

Site Plan showing the existing house, land, and amenities.
Drawings provided by Seth Stein Architects.



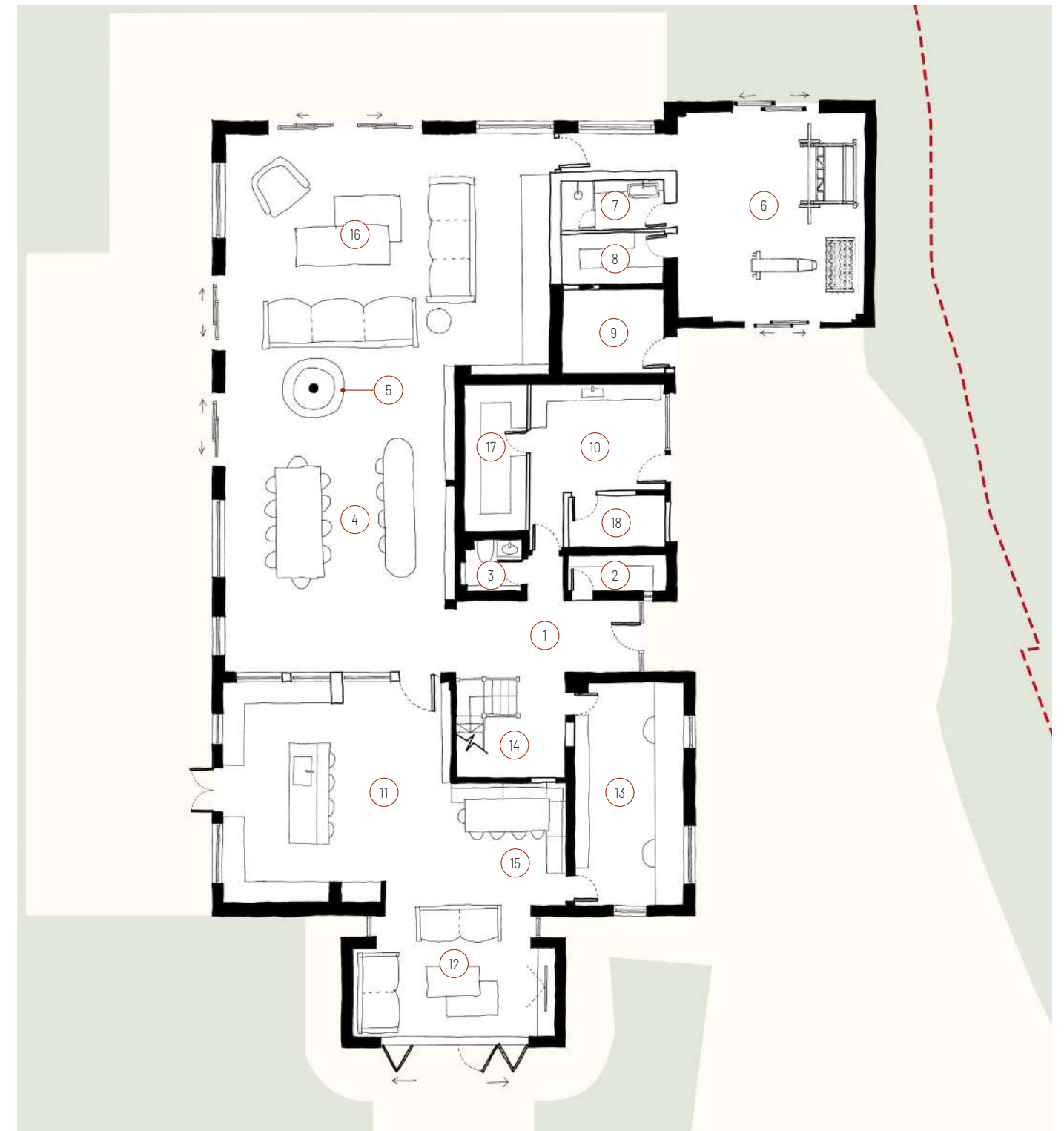


EXISTING Ground Floor Plan

Approx. 378 sqm / 4068 sq ft (GIA)

All areas are approximate and based on agent-supplied plans. Areas should be verified by a qualified surveyor.

- | | | |
|--|---|--|
| 1 Entrance Hall
12 sqm / 129 sq ft | 6 Gym
25 sqm / 273 sq ft | 11 Kitchen
59 sqm / 635 sq ft |
| 2 Cloak Cupboard
1 sqm / 5 sq ft | 7 Changing/ Shower Room
17 sqm / 181 sq ft | 12 Family/ TV Room
24 sqm / 258 sq ft |
| 3 Powder Room
3 sqm / 28 sq ft | 8 Sauna
4 sqm / 41 sq ft | 13 Office
23 sqm / 247 sq ft |
| 4 Principal Reception Room
137 sqm / 1473 sq ft | 9 Pool Plant Room
9 sqm / 101 sq ft | 14 Stair Hall
10 sqm / 107 sq ft |
| 5 Existing Fireplace | 10 Utility Room
30 sqm / 319 sq ft | |



POTENTIAL Ground Floor Plan

Approx. 378 sqm / 4068 sq ft (GIA)

All areas are approximate and based on agent-supplied plans. Areas should be verified by a qualified surveyor.

- | | | | |
|---|---|--|---|
| 1 Entrance Hall
12 sqm / 129 sq ft | 6 Gym
37 sqm / 394 sq ft | 11 Kitchen
47 sqm / 502 sq ft | 16 Reception Room
71 sqm / 765 sq ft |
| 2 Cloak Room
3 sqm / 35 sq ft | 7 Changing/ Shower Room
5 sqm / 51 sq ft | 12 Family/ TV Room
24 sqm / 258 sq ft | 17 Store
8 sqm / 88 sq ft |
| 3 Powder Room
3 sqm / 28 sq ft | 8 Sauna
5 sqm / 56 sq ft | 13 Office
23 sqm / 247 sq ft | 18 Plant Room |
| 4 Bar and Dining Room
66 sqm / 706 sq ft | 9 Pool Plant Room
8 sqm / 85 sq ft | 14 Stair Hall
10 sqm / 107 sq ft | |
| 5 Existing Fireplace | 10 Laundry Room
15 sqm / 163 sq ft | 15 Breakfast Nook
13 sqm / 142 sq ft | |



DESIGN POSSIBILITIES

Re-imagined living and dining



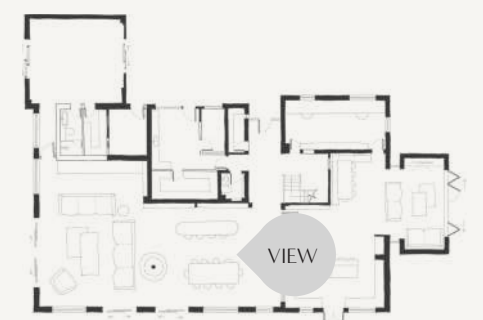
RE-IMAGINED LIVING AND DINING

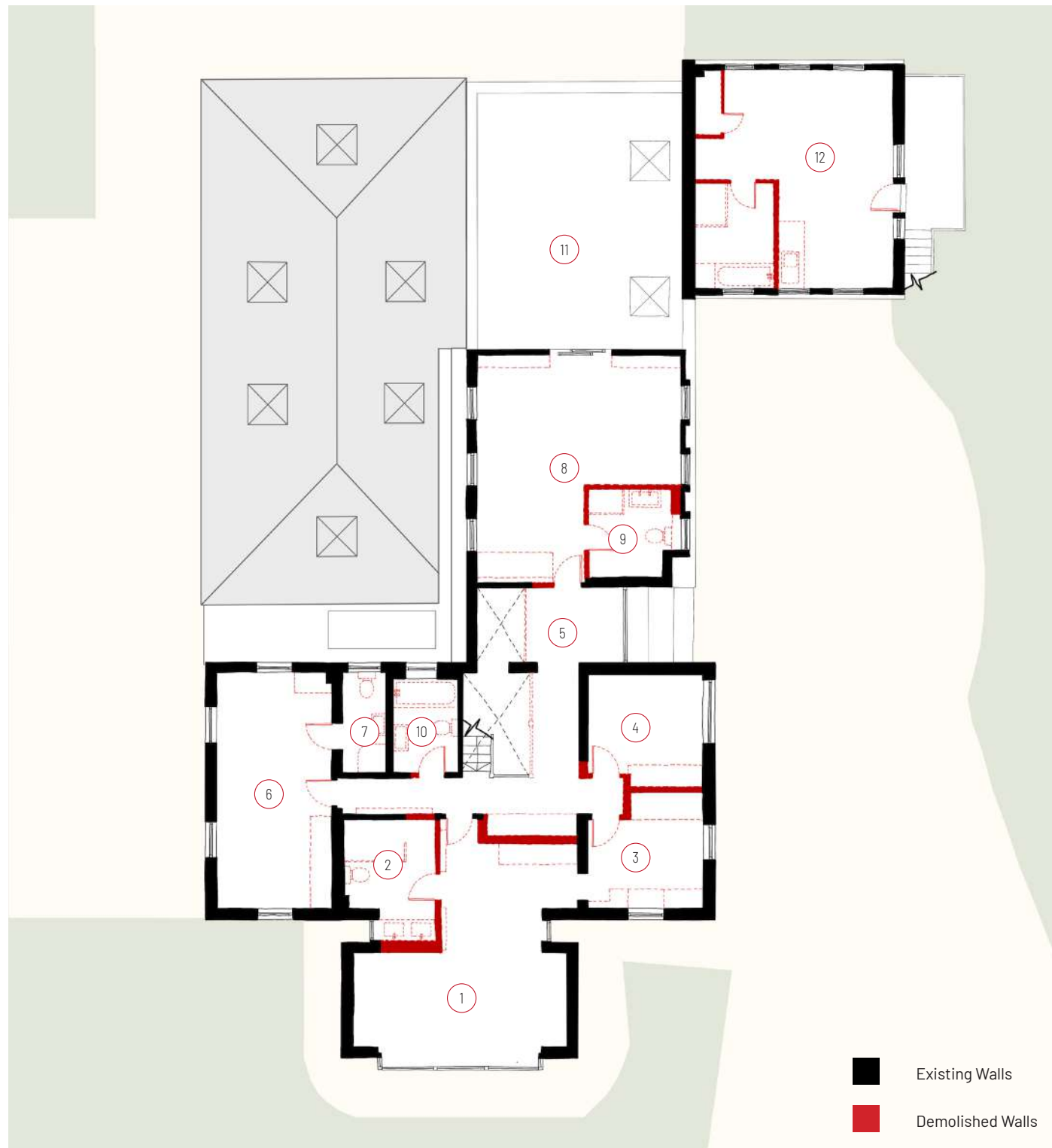
Bright, far-reaching, panoramic views

Visualisation by RedBook Agency

The main reception room has been re-designed using contemporary materials, enhancing the farmhouse character of the property while making it better suited for modern living. Pitched ceilings with sky lights and large expanses of glazing make the most of the natural light and spectacular views which add an ever-changing backdrop to this entertainment and living area.

(Right) Proposed refurbishment Ground Floor Plan



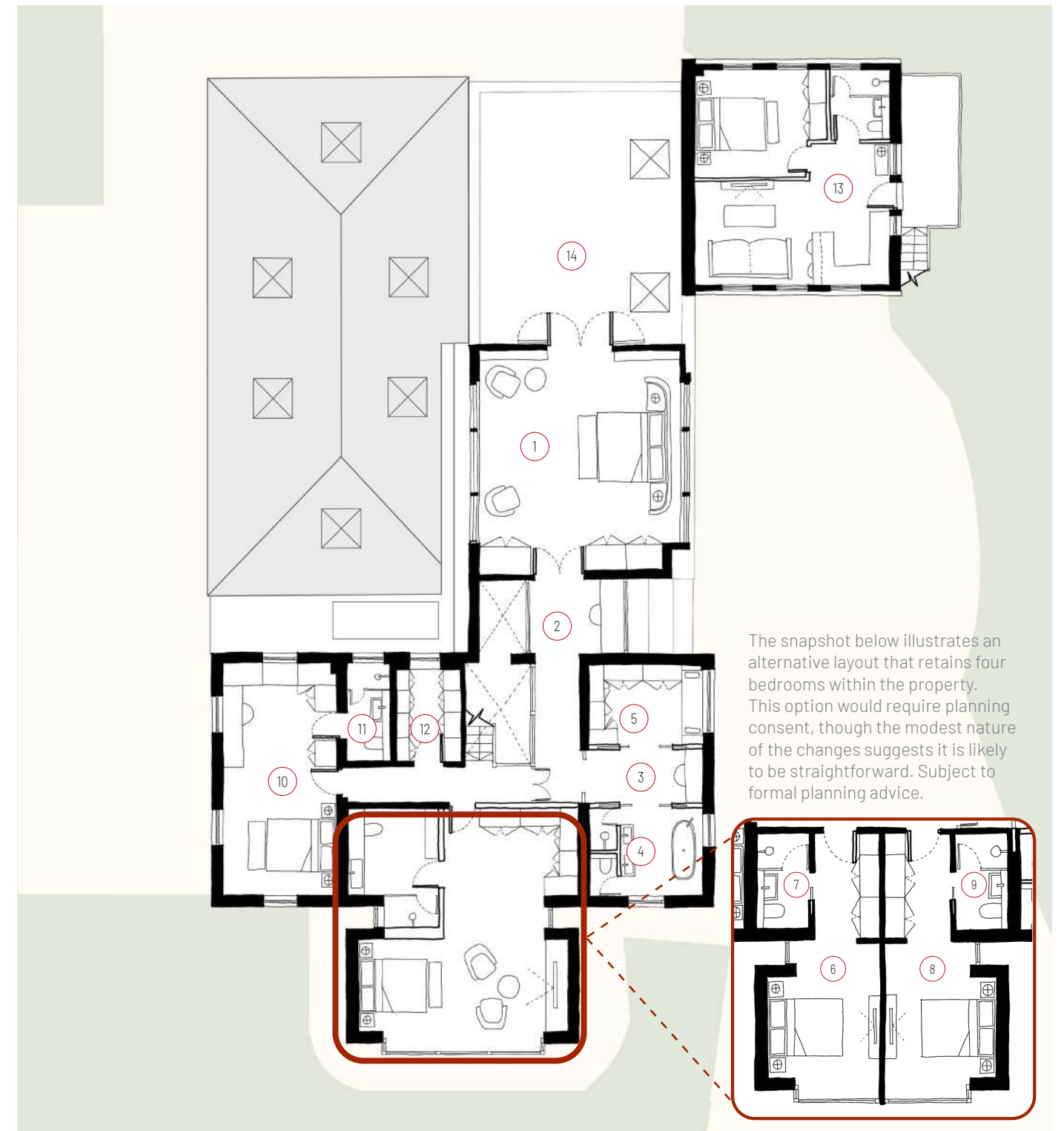


EXISTING First Floor Plan

Approx. 206 sqm / 2217 sq ft (GIA)

All areas are approximate and based on agent-supplied plans. Areas should be verified by a qualified surveyor.

- | | | |
|--|--|---------------------------------|
| ① Principal Suite
31 sqm / 337 sq ft | ⑥ Bedroom 3
23 sqm / 247 sq ft | ⑪ Terrace
44 sqm / 470 sq ft |
| ② Principal En-suite
9 sqm / 92 sq ft | ⑦ Bedroom 3 En-suite
4 sqm / 40 sq ft | ⑫ Studio
36 sqm / 387 sq ft |
| ③ Principal Dressing
10 sqm / 110 sq ft | ⑧ Bedroom 4
31 sqm / 338 sq ft | |
| ④ Bedroom 2
10 sqm / 112 sq ft | ⑨ Bedroom 4 En-suite
6 sqm / 63 sq ft | |
| ⑤ Landing/ Corridor | ⑩ Family Bathroom
5 sqm / 56 sq ft | |



The snapshot below illustrates an alternative layout that retains four bedrooms within the property. This option would require planning consent, though the modest nature of the changes suggests it is likely to be straightforward. Subject to formal planning advice.

POTENTIAL First Floor Plan

Approx. 206 sqm / 2217 sq ft (GIA)

All areas are approximate and based on agent-supplied plans. Areas should be verified by a qualified surveyor.

- | | | |
|--|--|--|
| ① Principal Suite
37 sqm / 395 sq ft | ⑥ Bedroom 2
16 sqm / 172 sq ft | ⑪ Bedroom 4 En-suite
4 sqm / 40 sq ft |
| ② Study/ Coffee Nook
6 sqm / 61 sq ft | ⑦ Bedroom 2 En-suite
3 sqm / 36 sq ft | ⑫ Store
5 sqm / 56 sq ft |
| ③ Vanity
5 sqm / 58 sq ft | ⑧ Bedroom 3
16 sqm / 172 sq ft | ⑬ Guest /Staff
36 sqm / 387 sq ft |
| ④ Master En-suite
8 sqm / 89 sq ft | ⑨ Bedroom 3 En-suite
3 sqm / 36 sq ft | ⑭ Terrace
44 sqm / 470 sq ft |
| ⑤ Master Dressing
7 sqm / 81 sq ft | ⑩ Bedroom 4
23 sqm / 247 sq ft | |



DESIGN POSSIBILITIES

A new principal bedroom retreat



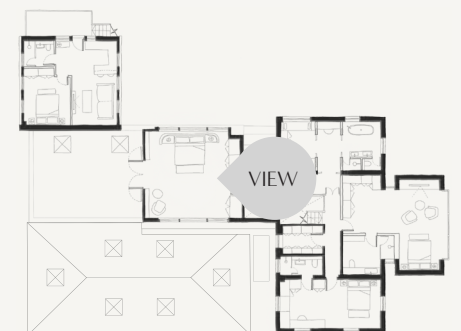
A NEW PRINCIPAL BEDROOM RETREAT

A light-filled, tranquil escape in London's precious Green Belt

Visualisation by RedBook Agency

The existing main bedroom has been transformed into a serene suite, enhancing the volume, light and privacy. The bathroom has been relocated to create a larger space for sleeping, lounging and dressing – all with panoramic views of the surrounding fields and meadows.

(Right) Proposed refurbishment First Floor Plan



INITIAL COSTINGS

Indicative estimate for Option 1

The data within this cost estimate utilises RedBook’s industry-leading tool, the ‘[RedBook Index](#)’, which tracks and analyses build costs in luxury projects across London and the rest of the UK. Drawing on 1,750+ live luxury projects from the past 12 months.

These figures reflect the indicative average estimate. Actual costs will be subject to the developed scheme.

- The cost estimate demonstrates a **construction budget** with an **average estimated cost from £2.2 million**. This will vary depending on the chosen level of material specification.
- **Professional services** are likely to generate fees from **approximately £490,000**, depending on the teams chosen.
- With all costs considered, **the total estimated budget is from £2.7 million**.

RedBook can also connect you with a specialist VAT consultant to assess whether any reduced VAT rates may apply to the project.

After undertaking a full analysis of the requirements and aspirations for the project, RedBook will embark on a comprehensive costing exercise before the project launch to establish the breadth of costing options and carefully align these to the agreed budget.



REFURBISHMENT

‘Refurbishment’ refers to internal layout reconfigurations and external surface-level upgrades only (i.e. window replacements), or works to an existing garden.



NEW BUILD

‘New build’ refers to new construction, extensions and replacement buildings, or new gardens where one was not previously defined.



ESTIMATED PROJECT COST		
	area(sq.ft.)	price(£)
DEMOLITION	3,204	50
REFURBISHMENT TOTAL:	3,204	1,329,660
Ground Floor	1,685	415
First Floor	1,519	415
REDECORATION TOTAL:	2,727	327,240
Ground Floor	1,953	120
First Floor	774	120
RAW BUILD COSTS		£1,817,100
PRELIMINARY WORKS	12%	218,052
CONTRACTORS OH&P	10%	181,710
CONSTRUCTION COST		£2,216,862
PROFESSIONAL FEES*	22%	£487,710
TOTAL PROJECT COST		£2,704,572

* PROFESSIONAL FEES INCLUDE: (ARCHITECTURE, INTERIOR DESIGN, LANDSCAPE DESIGN, PROJECT MANAGEMENT, QS, ETC.)

EXCLUSIONS:
VAT - The overall cost plan is exclusive of VAT . RedBook can introduce VAT specialists to assess opportunities for minimising the VAT.
FF&E - The overall cost plan is exclusive of works relating to Furniture, Fixtures, and Equipment.
Landscaping - The overall cost plan is exclusive of works relating to hard and soft landscaping.

TEAM ASSEMBLY

Engaging the right team

RedBook's specialist team can advise you on assembling and delivering high-value property projects. From identifying the most appropriate team to overseeing early-stage coordination, we support clients with tailored guidance to streamline complex design and construction processes.

REDBOOK TEAM ASSEMBLY

RedBook helps clients identify and appoint the best professionals for their project through a structured process that includes briefing, partner short-listing, and fee benchmarking.

REDBOOK PROJECT GUARDIAN

RedBook acts as a single point of contact to coordinate early-stage project requirements, review contracts, advise on procurement, and monitor progress to support smooth project delivery.

RedBook will also bring together trusted experts whose early-stage involvement can unlock both time and value. This includes:

ARCHITECT

RedBook offers a short-listed range of Architects with the special skills, finesse, and expertise needed to deliver the project at Folly Farm.

PLANNING CONSULTANT

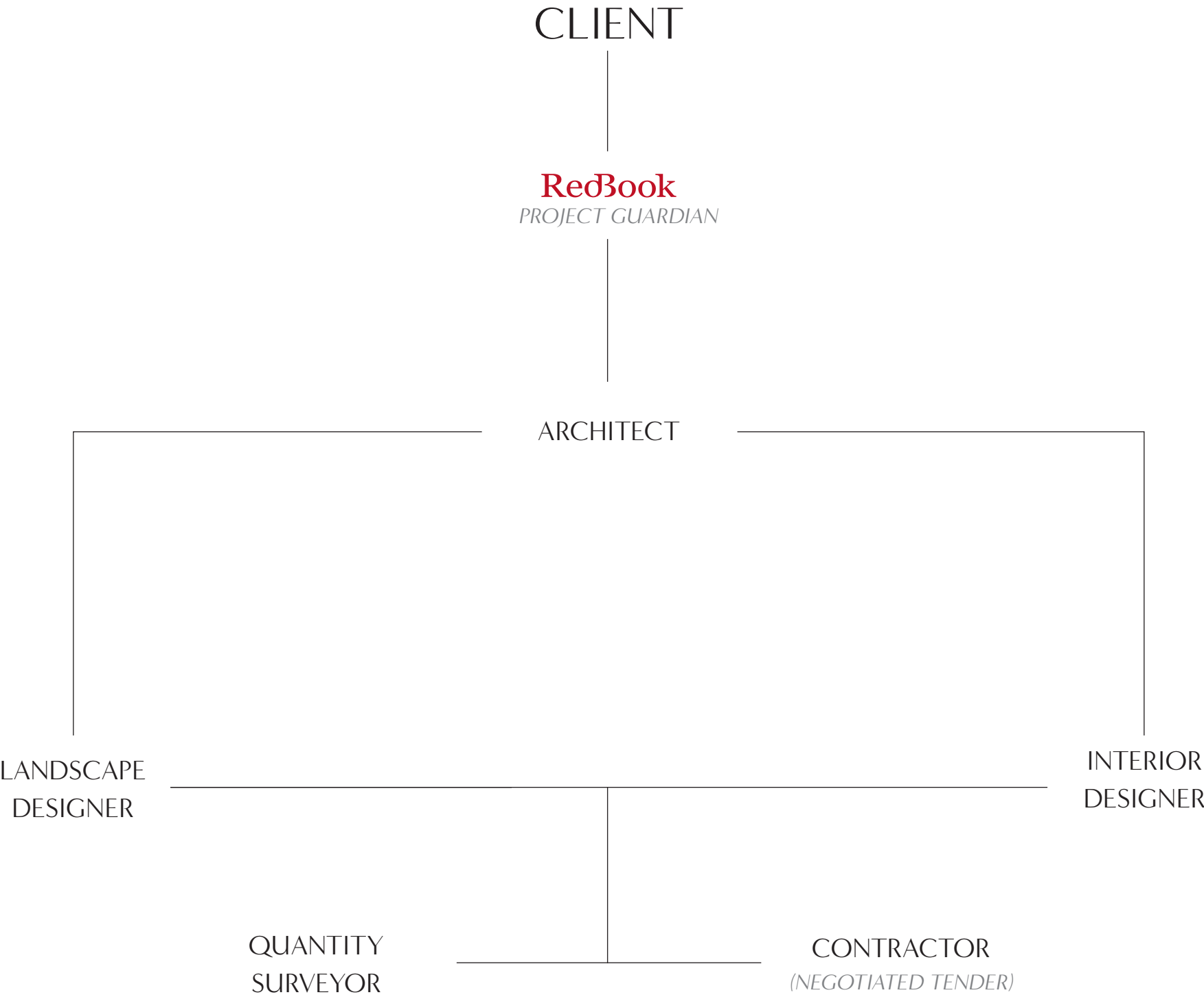
RedBook has engaged the best Planning Consultants in Britain, most appropriate for the project at Folly Farm. Their early-stage input will save the project time, setting it up for success.

BUILDING CONTRACTOR

Using the right building contractor will be critical to achieving time savings on the project and ensuring the quality of the finished result.

OTHER CONSULTANTS

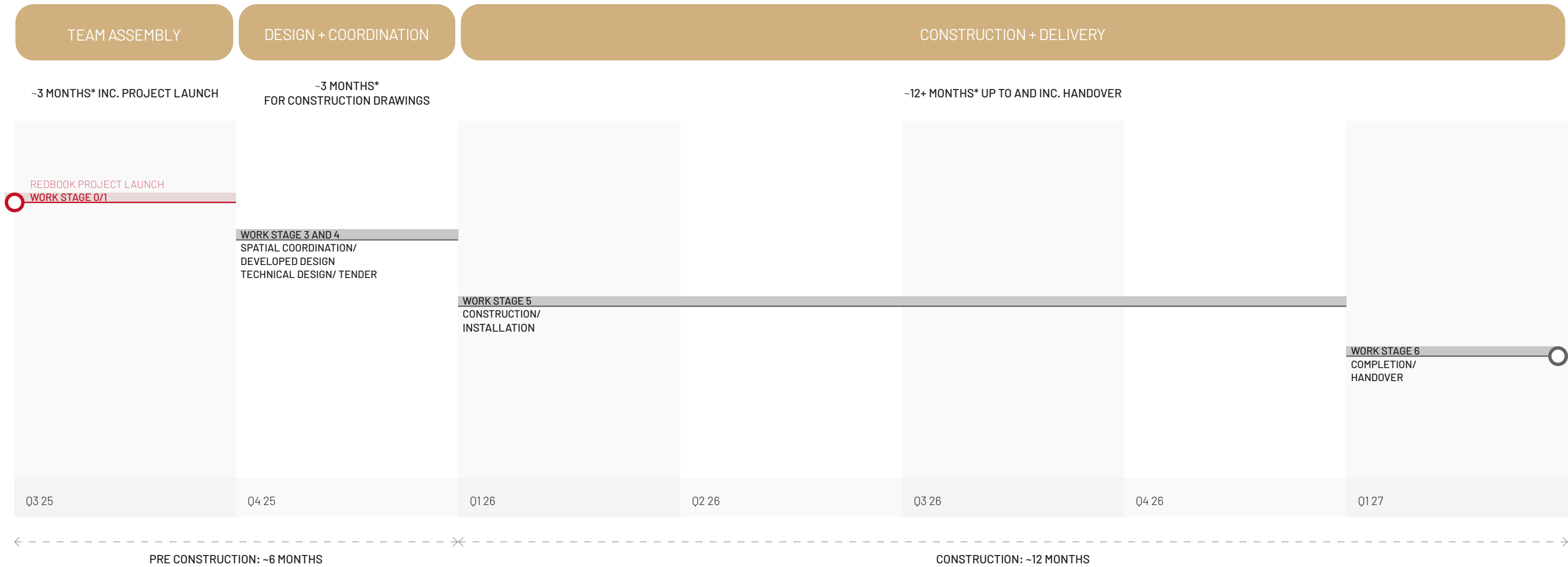
RedBook will also guide you in choosing from a range of curated, internationally leading design and delivery experts, such as Interior Designers, Landscape Designers, Project Managers, and Quantity Surveyors.



DELIVERY TIMELINE

Refurbishing the existing

Internal refurbishment of the existing property does not require planning permission, allowing the design team to move directly into coordination and technical detailing. A full strip-out of the interiors can also be scheduled immediately, enabling early momentum on site.



*The above timelines are based on RedBook's proposed plans as laid out within this document and are subject to change should the plans be changed. A detailed timeline and programme will be provided for a client against their preferred scope of works. This timeline is for illustrative purposed only.

OPTION 2

A CONTEMPORARY NEW BUILD



OPTION II | Consented New build

Site Plan

Site Plan showing the consented new construction and pool on the site.
Drawings provided by Seth Stein Architects.



FOLLY FARM, NW7

Option 2: Consented New build

RedBook

DESIGN POSSIBILITIES

In London's precious Green Belt



IN LONDON'S PRECIOUS GREEN BELT

Consented new build scheme with basement

Visualisation by RedBook Agency / Design by Seth Stein Architects

This consented new-build property, designed by Seth Stein Architects, offers a rare opportunity to create a striking modern home surrounded by open agricultural land — all within easy reach of central London. With its crisp geometry, extensive glazing, and integrated landscaping, the scheme balances privacy and far-reaching views.

DESIGN POSSIBILITIES

Modern design meets rural stillness

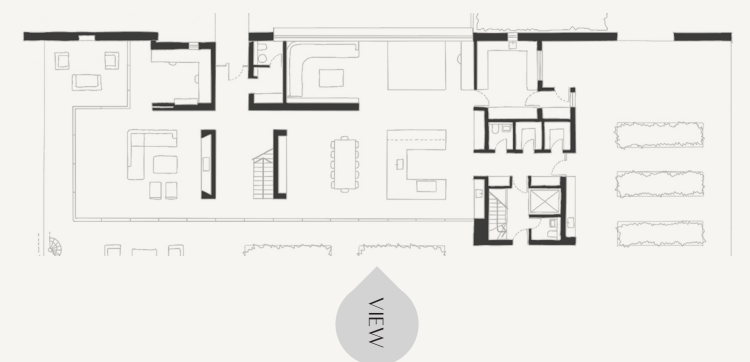


MODERN DESIGN MEETS RURAL STILLNESS

Consented new build scheme with basement

Visualisation by RedBook Agency / Design by Seth Stein Architects

The scheme balances contemporary design with expansive glazing and transparency, framing panoramic views of the rural Green Belt and bringing nature indoors.





CONSENTED

Ground Floor Plan



Approx. 296 sqm / 3181 sq ft (GIA)

Drawings provided by Seth Stein Architects.

All areas are approximate and based on agent-supplied plans. Areas should be verified by a qualified surveyor.

- | | | | |
|--|------------------------------------|--|--------------------------------------|
| 1 Entrance and Lobby
5 sqm / 58 sq ft | 6 Media Room
24 sqm / 254 sq ft | 11 WC
3 sqm / 27 sq ft | 16 WC
2 sqm / 27 sq ft |
| 2 Cloak Room
4 sqm / 44 sq ft | 7 Kitchen
54 sqm / 579 sq ft | 12 Cold Room
3 sqm / 29 sq ft | 17 Fireplace |
| 3 Powder Room
3 sqm / 31 sq ft | 8 Light-well | 13 Pantry
3 sqm / 29 sq ft | 18 Living Room
58 sqm / 620 sq ft |
| 4 Hall
23 sqm / 249 sq ft | 9 Study
5 sqm / 56 sq ft | 14 Pool Changing
10 sqm / 102 sq ft | 19 Study
18 sqm / 194 sq ft |
| 5 Dining Room
35 sqm / 374 sq ft | 10 Utility
17 sqm / 184 sq ft | 15 Lift | 20 Outdoor Pond |



CONSENTED

First Floor Plan



Approx. 222 sqm / 2395 sq ft (GIA)
Drawings provided by Seth Stein Architects.

All areas are approximate and based on agent-supplied plans. Areas should be verified by a qualified surveyor.

- | | | | | | |
|---|---------------------------------------|----|--|----|--|
| 1 | Gallery
39 sqm / 422 sq ft | 6 | Bedroom 2
19 sqm / 201 sq ft | 11 | Bedroom 4 En-suite
5 sqm / 59 sq ft |
| 2 | Terrace | 7 | Bedroom 2 En-suite
4 sqm / 44 sq ft | 12 | Bedroom 5
16 sqm / 167 sq ft |
| 3 | Master Bedroom
40 sqm / 430 sq ft | 8 | Bedroom 3
26 sqm / 277 sq ft | 13 | Bedroom 5 En-suite
6 sqm / 68 sq ft |
| 4 | Master En-suite
22 sqm / 233 sq ft | 9 | Bedroom 3 En-suite
8 sqm / 82 sq ft | 14 | Light-well/ Rooflight |
| 5 | Master Dressing
12 sqm / 129 sq ft | 10 | Bedroom 4
17 sqm / 186 sq ft | | |



CONSENTED

Basement



Approx. 76 sqm / 815 sq ft (GIA)

Drawings provided by Seth Stein Architects.

All areas are approximate and based on agent-supplied plans. Areas should be verified by a qualified surveyor.

① Plant Room
6 sqm / 63 sq ft

② Lift

③ AV
3 sqm / 34 sq ft

④ Wine Store
5 sqm / 57 sq ft

⑤ Gym
27 sqm / 296 sq ft

⑥ Terrace/ Light-well
16 sqm / 169 sq ft

DESIGN POSSIBILITIES

In harmony with nature



IN HARMONY WITH NATURE

Consented new build scheme with basement

Visualisation by RedBook Agency / Design by Seth Stein Architects

A refined composition of rammed earth, timber, and glass mirrors the tones and textures of the rural setting. Conceived to sit low in the landscape, the building embraces a discreet, sculptural presence at the end of the private driveway.



INITIAL COSTINGS

Indicative estimate for Option 2

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- With all costs considered, **the total estimated budget is from £5.7 million**.

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area(sq.ft.)		price(£)	
NEW BUILD TOTAL:			
Ground Floor		6,394	
First Floor		3,186	600
Basement		2,390	600
		818	700
RAW BUILD COSTS		£3,918,200	
PRELIMINARY WORKS		12%	470,184
CONTRACTORS OH&P		10%	391,820
CONSTRUCTION COST		£4,780,204	
PROFESSIONAL FEES*		20%	£956,041
TOTAL PROJECT COST		£5,736,245	

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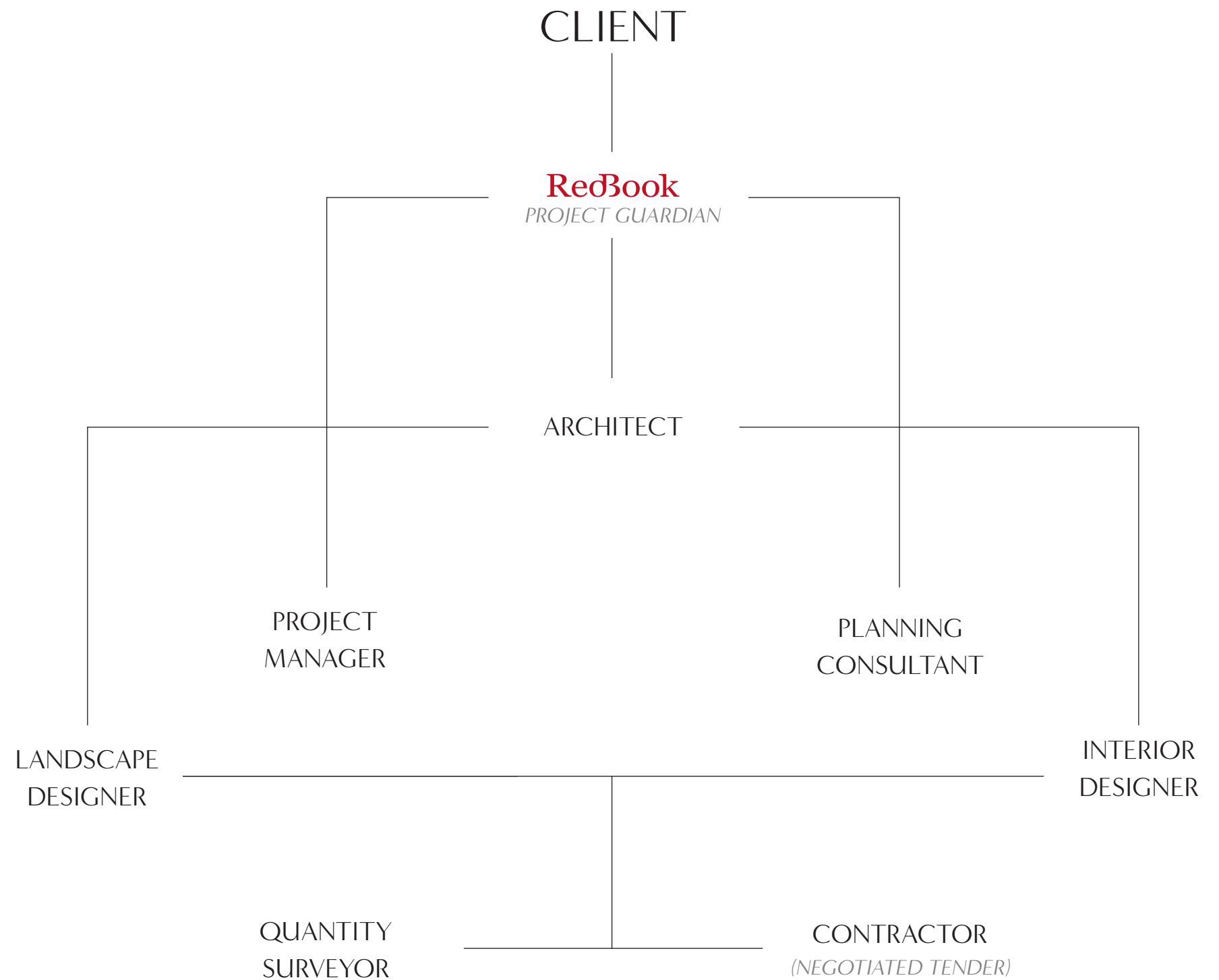
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OTHER CONSULTANTS

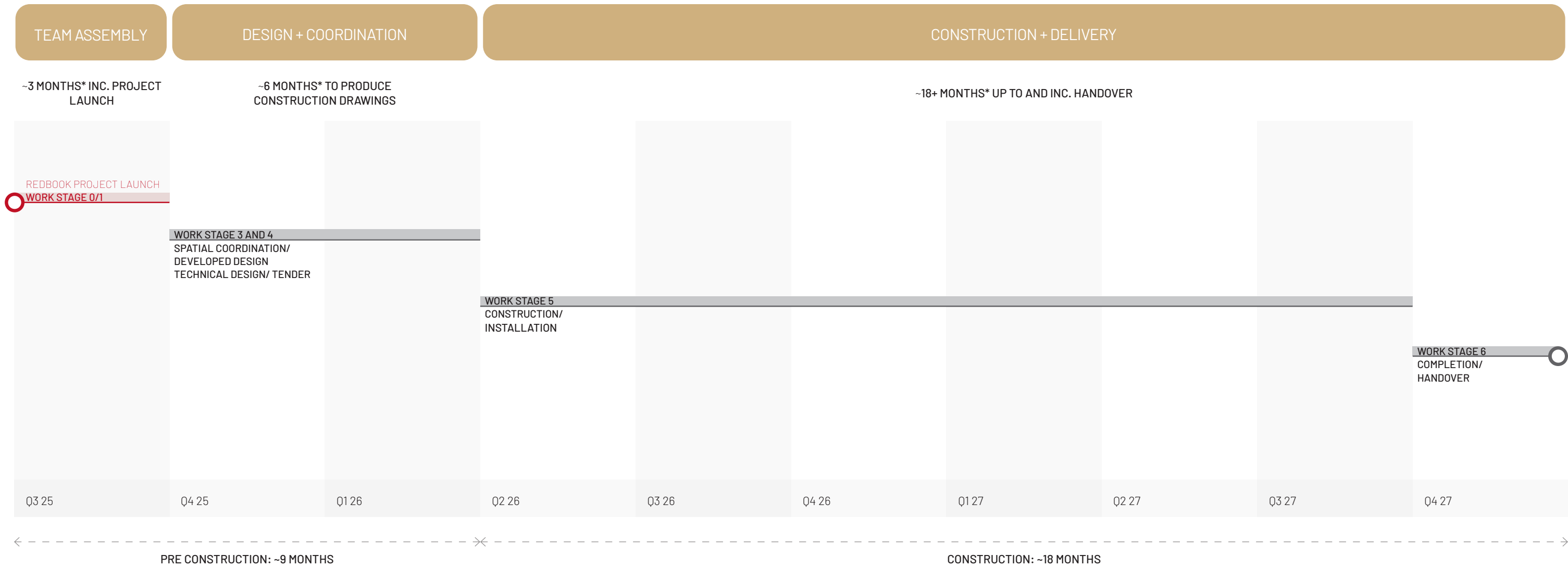
RedBook will also guide you in choosing from a range of curated, internationally leading design and delivery experts, such as Interior Designers, Landscape Designers, Project Managers, and Quantity Surveyors.



DELIVERY TIMELINE

A contemporary new build

As the new build scheme already benefits from planning consent, the design team can proceed straight to coordination and technical detailing. This accelerates the programme and enables an efficient start on site, avoiding the delays usually associated with securing planning approval.



*The above timelines are based on Seth Stein's proposed plans as laid out within this document and are subject to change should the plans be changed. A detailed timeline and programme will be provided for a client against their preferred scope of works. This timeline is for illustrative purposed only.

DESIGN POSSIBILITIES

A secluded retreat



RedBook

PROJECT DIRECTORS

RedBook are Project Directors, providing personalised team assembly and delivery for high value private-client homes.

RedBook has over 15 years of experience, delivering nearly 350 high-value projects.

We represent 200 best-in-class design and delivery firms to create tailored project teams. Between RedBook and our Advisory Board, we only introduce trusted and verified professionals to our clients. Our stable of Partner talent includes –



Architects



Interior Designers



Landscape Designers



Planning Consultants



Quantity Surveyors



Project Managers



Contractors

At RedBook, we tailor-make professional teams based on our clients' personalities, tastes and project requirements. Consequently, we facilitate a smooth delivery with outstanding results, all the while mitigating risk to the client.

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