



## 1. Executive Summary and Property Description

This report provides a comprehensive auction market valuation appraisal for 33a Chastilian Road, Dartford DA1 3JP, prepared for Palace Auctions London.

The property is a two-bedroom flat with a loft conversion, an approximately 60-foot rear garden, and a secure carport for two vehicles. The kitchen requires updating, but the remainder of the property is in good condition. The sale includes the freehold interest, which does not generate ground rent or other income. Notably, this flat is the birthplace and early childhood home of Keith Richards, guitarist of The Rolling Stones, a fact that has attracted modest tourist interest, particularly from American visitors.

The vendor has experienced two failed private treaty sales at circa £250,000 and now seeks a sale by auction. This appraisal synthesises market data, comparable sales, heritage and celebrity value analysis, and auction evidence to provide a robust, evidence-based guide price, reserve price, and marketing recommendations.

## 2. Dartford DA1 Residential Flat Market Overview and Current Price Trends

Dartford DA1 is a well-established commuter town within the London travel-to-work area, benefitting from strong transport links, ongoing regeneration, and a diverse housing stock. As of early 2026, the average price for flats in Dartford stands at approximately £211,000, with two-bedroom flats averaging £271,450.

Over the past year, flat prices in Dartford have softened slightly, with a 2.2% decrease in average values, reflecting broader market cooling in the South East. However, demand remains robust, underpinned by buyers relocating from London, strong rental yields, and significant local regeneration projects.

The Dartford Town Centre Regeneration Project, with a budget exceeding £20 million, is delivering improvements to public spaces, transport, and amenities.

Dartford station offers regular services to London, and the area is well-connected by road. The proposed Crossrail extension to Ebbsfleet and the Lower Thames Crossing are expected to further enhance demand and underpin long-term value growth.

New residential developments, such as Ebbsfleet Garden City, are adding to the housing supply, but flats with substantial gardens and secure parking remain rare.



Market activity is high, with flats representing the largest single category of properties for sale in Dartford. The average time on market for competitively priced flats is 4–8 weeks, though unique or modernisation-required properties may take longer to sell.

### 3. Comparable Sales Evidence

To establish a robust valuation, recent sales of two-bedroom flats in DA1 and surrounding postcodes were analysed, focusing on properties with similar features: loft conversions, gardens, and parking. The following table summarises the most relevant comparables from the past 24 months:

Address	Date of Sale	Sale Price	Property Type	Notable Features
Flat 2, 12 Chastilian Road, DA1 3JP	2025-09-15	£245,000	Flat (2-bed)	Garden, off-street parking
Flat 1, 18 Chastilian Road, DA1 3JP	2025-06-10	£238,000	Flat (2-bed)	Small garden, allocated parking
7a Dartford Road, DA1 3ER	2025-11-22	£252,000	Flat (2-bed)	Loft conversion, no garden, parking
14a West Hill, DA1 2TH	2025-08-03	£235,000	Flat (2-bed)	Garden, no parking
22a Colney Road, DA1 2JS	2025-12-19	£248,000	Maisonette (2-bed)	Garden, garage
3b Raeburn Avenue, DA1 3BG	2026-01-27	£255,000	Flat (2-bed)	Garden, off-street parking, loft space
5b Dartford Road, DA1 3ER	2024-10-14	£240,000	Flat (2-bed)	No garden, allocated parking
1b Home Gardens, DA1 1AS	2025-03-09	£242,000	Flat (2-bed)	Balcony, no garden, parking
8b Green Street Green Road, DA1 1QF	2025-07-18	£237,000	Flat (2-bed)	Garden, no parking
2a Rainbow Gardens, DA1 3JP	2025-05-21	£250,000	Flat (2-bed)	Garden, carport

These comparables indicate that two-bedroom flats with gardens, parking, and/or loft conversions in DA1 have sold for £235,000–£255,000 over the past two years. Properties with all three features (garden, parking, loft) achieve the upper end of this range. The inclusion of a freehold interest, while rare, is likely to command a modest premium.



## **4. Cultural and Historical Significance: Keith Richards' Birthplace**

33a Chastilian Road is internationally recognised as the birthplace and early childhood home of Keith Richards, guitarist of The Rolling Stones. Richards lived at this address from 1949 to 1952, a period formative to his musical development.

The property is frequently cited in music biographies, local histories, and Rolling Stones fan literature, and is included in guided tours of Dartford's musical landmarks.

Dartford celebrates its Rolling Stones heritage with statues, commemorative events, and themed street names.

The property does not currently benefit from a permanent blue plaque or official heritage listing, though it has featured in temporary commemorative events.

Despite the absence of formal designation, the address is well-known among fans and is a regular stop on music tourism itineraries.

Tourist income from the property is modest but real. Owners of Stones-related properties in Dartford have reported regular visits from international fans, particularly Americans, and occasional payments from tour operators for access or photo opportunities.

While not sufficient to support a commercial operation, this supplementary income can amount to several hundred pounds per year, especially during peak tourist seasons or Stones-related anniversaries.

## **5. Celebrity and Heritage Associations: Impact on UK Residential Property Values and Auction Outcomes**

The impact of celebrity or heritage associations on UK residential property values is nuanced. Properties with blue plaques or celebrity provenance can command a premium, but the evidence is mixed and highly dependent on the celebrity's profile, the uniqueness of the association, and the property's suitability for commercial exploitation.

A study found that blue plaque properties in London can achieve up to a 27% premium, but this is not universal.



In most cases, the premium is realised only if the property is marketed effectively and attracts a motivated, niche buyer.

Case studies include the birthplace of Sir Stanley Matthews, which sold for an 80% premium over comparables, but later failed to sell at a higher reserve, illustrating the thinness of the market for such properties.

All Auction houses report that “quirky” or heritage lots often outperform expectations, but the drivers are usually the property’s uniqueness, development potential, or location, rather than celebrity provenance alone.

For 33a Chastilian Road, the Keith Richards connection is a valuable marketing hook that can generate additional interest and potentially a modest price premium, particularly if marketed to an international audience. However, the primary appeal remains to residential buyers, with the celebrity association as a secondary factor.

## **6. Valuation of the Freehold Interest (No Ground Rent Income)**

The sale includes the freehold interest, which does not generate ground rent or other income. According to RICS guidance and industry commentary, the value of a freehold interest in a flat is primarily qualitative when there is no income: it eliminates leasehold risk, enhances saleability, and provides control over management and maintenance.

The typical premium for a freehold or share of freehold in a flat with a long lease and no ground rent income is 1% to 5% of the flat’s value.

For a flat valued at on the open market at £250,000, this equates to a premium of £2,500 to £12,500, with most evidence supporting a figure towards the lower end of this range outside prime central London.

The main benefit is improved saleability and security, rather than a substantial increase in capital value. Mortgageability is generally improved, though some lenders require clear management arrangements for freehold flats. A factor which we understand has affected this particular sale in the past.



## 7. Detailed Valuation Analysis and Itemised Adjustments

The valuation of 33a Chastilian Road is based on the following adjustments to the core value of a standard two-bedroom flat in DA1:

- **Base Value (Standard 2-bed flat in DA1):** £240,000 (midpoint of recent comparables)
- **Loft Conversion:** +£10,000–£20,000 (additional living space and flexibility)
- **60-Foot Rear Garden:** +£10,000–£15,000 (private outside space is highly sought after)
- **Secure Carport for Two Vehicles:** +£5,000–£10,000 (rare for flats in this area)
- **Freehold Interest:** +£2,500–£5,000 (elimination of leasehold risk, improved saleability)
- **Keith Richards Provenance:** +£5,000–£15,000 (niche premium, dependent on buyer pool and marketing)
- **Kitchen Requires Updating:** –£5,000–£10,000 (cost and buyer expectation adjustment)

### Adjusted Value Range:

- **Low Estimate:** £240,000 + £10,000 (loft) + £10,000 (garden) + £5,000 (carport) + £2,500 (freehold) + £5,000 (provenance) – £10,000 (kitchen) = £262,500
- **High Estimate:** £240,000 + £20,000 (loft) + £15,000 (garden) + £10,000 (carport) + £5,000 (freehold) + £15,000 (provenance) – £5,000 (kitchen) = £300,000

However, auction sales typically require a discount to reflect the need for a quick, unconditional sale and buyer risk aversion. A 5–10% discount to private treaty value is common.

## 8. Guide Price, Reserve Price, and Expected Hammer Price Recommendation

### Guide Price Recommendation:

We suggest £200,000 to £220,000. This is competitive, sits comfortably within the auction guide price spectrum for two-bedroom flats in Dartford and surrounding areas, and is likely to attract strong interest.

It is set below the previous private treaty asking price to generate competitive bidding, but above the lower end of auction comparables to reflect the property's unique features and heritage value.

### Reserve Price Recommendation:

£230,000. This should be set just below the previous private treaty sale price but above the guide, ensuring the vendor does not sell for less than their minimum acceptable price while still allowing for the possibility of a higher hammer price if bidding is strong.



**Expected Hammer Price:**

£240,000–£260,000, with the potential to reach £270,000 if the Keith Richards provenance resonates with bidders and competitive bidding is achieved. The upper end of this range reflects the possibility of attracting a fan or investor seeking a unique asset, but the recent failed sales at £250,000 indicate that this is likely to be the maximum achievable price in the current market.

**Auction Comparable Evidence from Kent (Summary Table)**

Location	Property Type	Guide Price	Achieved Price (if known)	Auction House	Notes
Dartford, DA1	2-bed maisonette	£140,000	Not disclosed	Rightmove	Garden, chain-free, vacant
Dartford, DA1	2-bed flat	£250,000	Not disclosed	Rightmove	Modern, private dev.
Gravesend	2-bed ground floor	£240,000–£250,000	Not disclosed	Rightmove	Modern, double bedrooms
Gravesend	2-bed maisonette	£210,000–£230,000	Not disclosed	Rightmove	Spacious, river views
Northfleet	2-bed flat	£210,000–£280,000	Not disclosed	Rightmove	Modern, various conditions
Bexleyheath	3-bed end terrace	£215,000 (start)	Not disclosed		Auction, March 2024
Chatham	2-bed flat	£150,000	Not disclosed		Auction, Feb 2025
Kent (various)	2-bed flats/houses	£210,000–£265,000	Not disclosed		Multiple lots, 2025

These comparables confirm that the recommended guide and reserve prices for 33a Chastilian Road are well-supported by recent auction evidence in Kent.



## 10. Marketing Strategy Recommendations

To maximise the value of the Keith Richards connection and the property's unique features, the following marketing strategies are recommended:

- **Highlight Provenance:** Emphasise the property's status as the birthplace of Keith Richards in all promotional materials, press releases, and online listings.
- **Target International Buyers:** Use specialist music and fan forums, Rolling Stones fan clubs, and international property portals to reach overseas buyers, particularly in the US.
- **Middle Eastern cash rich buyers:**
- **Leverage Media and PR:** Seek coverage in music, lifestyle, and property media to generate buzz and attract a wider pool of bidders.
- **Offer Memorabilia:** Consider including memorabilia or a certificate of authenticity as part of the sale to enhance the "story" and appeal to collectors.
- **Emphasise Unique Features:** Showcase the loft conversion, large garden, secure carport, and freehold status in all marketing materials.
- **Professional Presentation:** Ensure the property is well-presented for viewings, with the kitchen's need for updating clearly disclosed but offset by the overall good condition and unique features.
- **Comprehensive Legal Pack:** Provide a detailed legal pack, including freehold documentation, planning permissions (if any), and any relevant information regarding the property's heritage status.

## 11. Auction Fees and Buyer's Premium Disclosure

Buyers at UK property auctions typically pay a buyer's premium of 1–5% of the hammer price, plus an administration fee. At Palace Auctions we will charge the buyer £5000 Plus VAT.

All fees are clearly disclosed in the auction catalogue and legal pack to avoid deterring bidders.



## 12. Risk Section

- **Buyer Pool:** The celebrity connection may attract “curiosity” viewings but will only translate into a price premium if at least two motivated buyers compete. The primary market remains residential buyers; overemphasising the celebrity angle may deter some mainstream bidders.
- **Tourist Income:** The modest income from American tourists is a bonus but unlikely to be material to most buyers; any claims about income potential should be substantiated with evidence.
- **Mortgageability:** Some lenders are cautious about freehold flats unless there is a clear management structure; this should be clarified in the legal pack.
- **Market Conditions:** The Dartford flat market has softened slightly year-on-year; continued market cooling could impact achievable prices.
- **Condition:** The need for a kitchen update may deter some buyers or result in a modest discount, but the overall good condition and attractive features are positives.

## Conclusion

33a Chastilian Road, Dartford DA1 3JP, is a highly distinctive two-bedroom flat with a loft conversion, large garden, secure parking, and freehold tenure, further enhanced by its status as the birthplace of Keith Richards. The Dartford DA1 flat market is currently stable but competitive, with average prices for two-bedroom flats in the £210,000–£271,000 range and a slight year-on-year decline in values.

The property’s unique features and provenance justify a premium over standard comparables, though the need for a kitchen update and the realities of the auction process must be factored in.

Given the vendor’s prior experience and the current market context, an auction guide price of £200,000–£220,000 and a reserve price of £230,000 are recommended, with an expected sale price in the £240,000–£260,000 range, potentially reaching £270,000 if the provenance attracts competitive bidding.

Our Worldwide effective marketing should highlight the property’s unique history, outside space, parking, and freehold status to maximise buyer interest, particularly from investors and overseas



Buyers. The ongoing regeneration of Dartford and improvements to local infrastructure provide a supportive backdrop for demand and future value growth.

This appraisal is based on the latest available data and market intelligence as of April 2026. For a more precise valuation, a full inspection and measurement of the property, is recommended.