# Londoners opt for rural escapes amid rising remote work and lifestyle shifts



Sam Whigham and Mike Perry, former residents of Shoreditch, London, found themselves questioning the practicality of city life, especially when it came to their dog, Archie. They were struck by the irony that taking their dog for a meaningful walk often required driving out of Zone 1, spending more time on the road than actually in the fresh air. This sparked a decision to seek a lifestyle better suited to their needs, leading them to relocate to the Cotswolds.

Their move to the countryside brought a number of benefits beyond just space for Archie’s walks. They discovered a larger home, which was surprisingly more affordable than their previous London property. Far from feeling isolated, the couple experienced a vibrant social life, with a strong community spirit and numerous activities to engage with. Their business, Wilton London, which produces botanical laundry products, is run remotely, allowing them the freedom to enjoy rural living without compromising their professional commitments. This reflects a broader trend where flexible working arrangements enable people to move out of cities seeking improved quality of life.

This shift is echoed in other personal stories of leaving London for more relaxed locales. For instance, Sam Wilson’s move from London to Brighton in autumn 2023 marked a significant turnaround in his mental health and lifestyle. He adopted healthier habits, such as running and cooking from scratch, and found solace in the city’s seafront environment. Professionally, he thrived, securing roles in films and TV series, despite initially feeling that he might miss the buzz of London. Such narratives highlight how different environments can profoundly impact well-being and career trajectories, especially when balanced with personal priorities and remote work possibilities.

In the broader cultural landscape, London continues to be a vibrant hub for creative endeavours despite these outward moves. For example, the Unrestricted View Film Festival in Islington remains a key event, showcasing emerging talents with a lineup that includes shorts and feature films, underscoring the capital’s ongoing significance in fostering independent filmmaking. Additionally, platforms like Britflicks maintain a comprehensive network of British filmmakers and industry professionals, reinforcing London’s role as a nexus for creative industries even as some residents seek life beyond the city.

Meanwhile, personalities such as Pete Wicks are also expanding cultural and social awareness through projects linked to animal welfare, with his upcoming documentary "Pete Wicks: For Dogs' Sake" spotlighting the efforts of the Dogs Trust charity. This programme, airing on UKTV in early 2025, highlights another facet of British life and values, emphasizing compassion and community involvement, themes that resonate with those relocating to places like the Cotswolds where such values are often cherished.

Overall, the experiences of individuals like Whigham, Perry, and Wilson illustrate a nuanced picture of life beyond London—one where the allure of space, community, and a balanced lifestyle intertwine with ongoing professional vitality and cultural engagement. As remote working grows and lifestyle preferences evolve, such moves are becoming increasingly common, reflecting changing notions of where fulfilling lives and careers can be built.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.standard.co.uk/homesandproperty/where-to-live/london-leaver-shoreditch-cotswolds-renting-b1250930.html), [[2]](https://www.standard.co.uk/homesandproperty/where-to-live/london-leaver-shoreditch-cotswolds-renting-b1250930.html)
* Paragraph 2 – [[2]](https://www.standard.co.uk/homesandproperty/where-to-live/london-leaver-shoreditch-cotswolds-renting-b1250930.html), [[1]](https://www.standard.co.uk/homesandproperty/where-to-live/london-leaver-shoreditch-cotswolds-renting-b1250930.html)
* Paragraph 3 – [[3]](https://www.standard.co.uk/homesandproperty/where-to-live/leaving-london-brighton-b1201982.html)
* Paragraph 4 – [[4]](https://www.thefancarpet.com/movie_news/islington-based-unrestricted-view-film-festival-announces-this-years-programme-with-pickups-opening-the-festival/), [[5]](https://www.britflicks.com/blog/Contact.aspx)
* Paragraph 5 – [[6]](https://bangpremier.com/permalink/3201434)
* Paragraph 6 – [[1]](https://www.standard.co.uk/homesandproperty/where-to-live/london-leaver-shoreditch-cotswolds-renting-b1250930.html), [[2]](https://www.standard.co.uk/homesandproperty/where-to-live/london-leaver-shoreditch-cotswolds-renting-b1250930.html), [[3]](https://www.standard.co.uk/homesandproperty/where-to-live/leaving-london-brighton-b1201982.html)

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## Bibliography

1. <https://www.standard.co.uk/homesandproperty/where-to-live/london-leaver-shoreditch-cotswolds-renting-b1250930.html> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/homesandproperty/where-to-live/london-leaver-shoreditch-cotswolds-renting-b1250930.html> - Sam Whigham and Mike Perry, former Shoreditch residents, relocated to the Cotswolds to provide their dog, Archie, with more space for walks. They found that their new home was larger and more affordable than their previous London property. Despite initial concerns, they discovered a more active social life in the countryside, with a strong sense of community and numerous activities. Their business, Wilton London, which offers botanical laundry products, operates remotely, allowing them to enjoy the benefits of rural living while maintaining their professional commitments.
3. <https://www.standard.co.uk/homesandproperty/where-to-live/leaving-london-brighton-b1201982.html> - Sam Wilson moved from London to Brighton in autumn 2023, experiencing significant improvements in mental health. He adopted a healthier lifestyle, including quitting drinking, taking up running, and learning to cook. The move also provided him with a more relaxed environment, with easy access to the seafront for stress relief. Professionally, his career flourished, with roles in upcoming series and films. Despite initial feelings of boredom for leaving London, the change proved to be a positive transformation.
4. <https://www.thefancarpet.com/movie_news/islington-based-unrestricted-view-film-festival-announces-this-years-programme-with-pickups-opening-the-festival/> - The Unrestricted View Film Festival, based in Islington, has announced its programme for this year, featuring a diverse selection of films. The festival will open with the film 'Pickups' and includes a range of shorts and features from various directors. The event aims to showcase emerging talent and provide a platform for independent filmmakers. The festival is set to take place at The Hen & Chickens Theatre in Islington, offering audiences a unique cinematic experience.
5. <https://www.britflicks.com/blog/Contact.aspx> - Britflicks, a platform dedicated to British independent cinema, has updated its blog with a comprehensive list of filmmakers and industry professionals. The list includes directors, actors, and producers from various genres, highlighting the diversity and talent within the British film industry. The blog serves as a valuable resource for those interested in the latest developments and contacts in the UK film scene, providing insights into both established and emerging figures in the industry.
6. <https://bangpremier.com/permalink/3201434> - Television personality Pete Wicks, known for 'Strictly Come Dancing,' is set to host a new documentary titled 'Pete Wicks: For Dogs' Sake.' The programme will air on UKTV channel U+W in January 2025 and focuses on the work of the Dogs Trust charity in Basildon. Wicks, a passionate advocate for animal welfare, expressed his excitement about the project, aiming to provide viewers with an in-depth look at the lives of rescue dogs and the dedicated volunteers who care for them.
7. <https://aarkangel.wordpress.com/tag/hampstead/> - The blog post delves into the life of Michael, an actor and writer who lived in Camden Town during the 1970s and 1980s before relocating to Istanbul. After 30 years in Turkey, he was deported back to Britain in 2013 following an arrest related to a collage he created. The post also touches upon his involvement with the Pentameters Theatre in Hampstead, where he was considered a talented actor. The narrative provides insights into his experiences and the challenges he faced during his career.