



NOT FOR BROADCAST OR PUBLICATION BEFORE 00.01 HRS ON 06/05/2019

The annual **Halifax Seaside Town Review** tracks house price movements in 191 seaside towns in Great Britain. The **review** is based on house price data from the Land Registry and Registers of Scotland.

Seek to sea more: £785k to anchor down and live in Britain's most expensive seaside town

- **Sandbanks tops Britain's list of most expensive seaside towns**
- **Average house prices in UK seaside towns have increased by 29% in the past decade**
- **Average house prices in Southend on Sea have grown over 50% in five years**

Sandbanks in Poole remains Britain's most expensive seaside town for the fourth year running; according to Halifax's latest research. A home in this sought-after coastal location will set you back an average £785,426 - up by an average £161,944 (26%) in the past year.

The second most expensive seaside town is Aldeburgh, which is also the only seaside town in the top 10 to have seen a dip in house prices over the last year, by an average of £22,773, to £526,064. This is followed by Lymington with an average house price of £502,253 and Padstow (£482,015). (See *Table 1.*)

Since 2009 the average house price in Britain's seaside towns has risen by 29%, from an average £185,428 in 2009, to £239,138 in 2019. This equates to an average increase of over £5,000 a year. (See *Table 2.*)

The South East remains 'shore' of itself with the largest growth in seaside town prices, with the majority of the top 20 seaside towns with the biggest house price growth, over the last 10 years, dotted along the South East coast.

Average house prices in Southend on Sea have risen by 73% (£311,718) followed by Shoreham by the Sea (69%) and Whitstable and Herne Bay (both 63%). The only seaside towns in the top 20 outside the South East are Lewick in the Shetlands (62%), Wadebridge (56%), Brancester (49%) and Aldeburgh (46%).

Most affordable seaside towns in Scotland and the North

Of the ten least expensive seaside towns; nine are in Scotland. Port Bannatyne is the most affordable town with an average price of £86,830, closely followed by Campbeltown (£87,651). England's least expensive seaside town is Newbiggin by the Sea in Northumberland, with an average house price of £88,844. (See *Table 3.*)



Russell Galley, Halifax Managing Director, said: *“Seaside towns are highly popular places to live, offering sought-after scenery, lifestyle and good weather. Being by the sea side does come at a price, with the overall marked increase in house prices, reflecting the demand for rooms with a sea view.*

“The South East coast continues to be home to the most expensive seaside towns in the country, while many of the least expensive are in the north, particularly in Scotland. Despite a clear north-south divide in property prices among seaside towns, the continuing price growth in many northern seaside towns over the years suggests the popularity of coastal living isn’t exclusive to the south.”

ENDS

Editors' Notes:

Table 1: Most Expensive Seaside Towns

Seaside Town	Region	Average House Price 2019 (£)
Sandbanks	South West	785,426
Aldeburgh	East Anglia	526,064
Lymington	South East	502,253
Padstow	South West	482,015
Dartmouth	South West	449,685
Wadebridge	South West	421,800
Lyme Regis	South West	419,106
Budleigh Salterton	South West	414,705
Brighton	South East	395,144
Bigbury on Sea	South West	385,243

E&W LR House Price Data 12mths to Mar 19

Table 2: Seaside Towns - 20 biggest house price increases 2009- 2019

Seaside Town	Region	Average House Price (£) 2008^a/ 2009^b (£)	Average House Price (£) 2018^a/2019^b (£)	10 Yr % change
Southend On Sea	South East	180,089	311,718	73%
Shoreham By Sea	South East	225,754	382,135	69%
Whitstable	South East	236,196	384,916	63%
Herne Bay	South East	188,808	307,691	63%
Lerwick	Scotland	114,179	184,990	62%
Leigh On Sea	South East	238,084	379,712	59%
Burnham On Crouch	South East	218,076	346,170	59%
Wadebridge	South West	270,643	421,800	56%
Margate	South East	151,520	235,012	55%
Brighton	South East	256,372	395,144	54%
Deal	South East	197,169	301,722	53%
Worthing	South East	208,662	318,753	53%
Peacehaven	South East	193,801	291,935	51%
Frinton On Sea	South East	217,658	325,154	49%
Brancester	East Anglia	217,964	325,452	49%
Littlehampton	South East	229,548	341,991	49%
Thanet	South East	176,634	261,753	48%
Lymington	South East	340,035	502,253	48%
Aldeburgh	East Anglia	357,610	526,064	47%
Hastings	South East	182,890	267,784	46%
All Seaside Towns in GB		185,428	239,138	29%

^aScotland Full year ROS for 2008 and 2018

^bEngland & Wales LR House Price Data 12mnths to Mar 2009 & 2019

Table 3: Least Expensive Seaside Towns

Seaside Town	Region	Average House Price 2018 ^a /2019 ^b (£)
Port Bannatyne	Scotland	86,830
Campbeltown	Scotland	87,651
Newbiggin by the Sea	North	88,844
Millport	Scotland	91,850
Wick	Scotland	92,295
Girvan	Scotland	93,187
Saltcoats	Scotland	95,400
Rothsay	Scotland	100,774
Stranraer	Scotland	100,954
Thurso	Scotland	101,627

Scotland Full year ROS for 2008 and 2018

E&W LR House Price Data 12mths to Mar 19

Table 4: Seaside Towns - 20 biggest house price increases 2018- 2019

Seaside Town	Region	Average House Price (£) 2017 ^a / 2018 ^b (£)	Average House Price (£) 2018 ^a /2019 ^b (£)	1 Yr % change
Sandbanks	South West	623,482	785,426	26%
Inverkip	Scotland	168,327	192,664	14%
Seahouses	North	204,035	231,953	14%
Millport	Scotland	81,233	91,850	13%
Mundesley	East Anglia	268,396	302,897	13%
Kirkwall	Scotland	141,063	158,927	13%
Oban	Scotland	143,539	159,922	11%
Helensburgh	Scotland	170,986	189,192	11%

161,944



Cockenzie	Scotland	166,800	184,230	10%
Lossiemouth	Scotland	139,207	153,694	10%
Littlehampton	South East	310,129	341,991	10%
Kirkcudbright	Scotland	150,114	165,392	10%
Ayr	Scotland	146,506	160,666	10%
Hunstanton	East Anglia	293,526	321,506	10%
Dalgety Bay	Scotland	179,353	196,342	9%
Herne Bay	South East	281,153	307,691	9%
Watchet	South West	216,479	236,666	9%
Wadebridge	South West	386,684	421,800	9%
Irvine	Scotland	97,727	106,378	9%
Margate	South East	215,914	235,012	9%
All Seaside Towns in GB		235,718	239,138	1%

Sources: Land Registry. Refers to simple arithmetic average price over the 12 months to March 2019; Registers of Scotland for average prices in 2018.

The prices used are simple arithmetic ('crude') averages. These prices are not standardised and therefore can be affected by changes in the sample from period to period.

Data produced by Land Registry © Crown copyright 2019.

Scotland data is from the Registers of Scotland and refers to the 12 months to December 2008 and December 2018.

© Crown copyright material reproduced with the permission of Registers of Scotland.

Viewers of this Information are granted permission to access this Crown copyright material and to download it onto electronic, magnetic, optical or similar storage media provided that such activities are for private research, study or in-house use only. Any other use of the material requires the formal written permission of Land Registry which can be requested from us, and is subject to an additional licence and associated charge.

"This report is prepared from information that we believe is collated with care, however, it is only intended to highlight issues and it is not intended to be comprehensive. We reserve the right to vary our methodology and to edit or discontinue/withdraw this, or any other report. Any use of this report for an individual's own or third party commercial purposes is done entirely at the risk of the person making such use and solely the responsibility of the person or persons making such reliance." © Bank of Scotland plc all rights reserved 2019.