



Trick or Treat for Halloween House Hunters

- Houses near haunted sites sell for less than county average in many areas
- House prices near I'm a Celeb's haunted Gwrych Castle almost 10% less than the county average
 - Properties close to Dover Castle cost 40% less than county peers
 - Yet Barnard Castle and others cast a paranormal premium

House prices near to some of the UK's most haunted places are lower than the country average in many locations, according to new research from Halifax. Data shows spooky pricing patterns from past to present, with houses selling for significantly less in the vicinity of some of the UK's most famous scary sites, for reasons somewhat unclear in the land of the living.

I'm a Celebrity Get Me Out Of...this haunted castle

Gwrych castle in Abergele, Clwyd - home to this year's run of ITV's *I'm a Celebrity* - has mysteriously seen house prices in the surrounding area drop by 8% this year (£176,169 in 2019 to £161,551 in 2020). When compared to the rest of Clwyd country, homes near the castle cost 9% less on average – a 6 percentage point drop – than in 2010. Contestants may be in for a fright as the castle is rumored to be haunted by a number of spirits, including that of Countess Winifred, who is said to still roam the ruins¹.

In Kent, home to Dover Castle, which is said to be frequented by the apparitions of a drummer-boy, World War 2 soldiers and a mysterious woman in a crimson dress, house prices in the vicinity are on average 40% lower than the rest of the county. However, despite being much lower than the county premium, average house prices have grown by 30% over the past five years, rising to £217,044, from £167,563.

In the capital, Tower Hamlets, host to the majestic Tower of London, has seen house prices rise by over 50% (52%) over the past decade. But local residents should be careful not to lose their heads - homes near the ghoulish gallows are 30% lower than the county average.

Those looking to move to the beautiful coastal county of Cornwall and aren't easily shaken by spooky smuggling stories, might want to look available properties near to the famous Jamaica Inn in Launceston, which are 16% cheaper on average than the county equivalent.

Living near Borley Rectory, in Essex, will also net house-buyers a 11% discount over average house prices across the rest of Essex. According to legend, the Rectory – called by some the most haunted house in England² – has its fair share of specters - including the spirits of nuns, horses, and a Victorian child.

Yet some other parts of the country seem to benefit from a paranormal premium.

This year the historic market town of Barnard Castle, which is built around the castle of the same name, boasts a house price premium of 54% compared to its county counterparts. Visitors on the look-out for ghostly sightings have

¹ <https://www.insider.com/tour-gwrych-castle-north-wales>

² <https://www.essexlive.news/news/essex-news/borley-rectory-haunted-house-essex-4297095>

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reported seeing a woman in white - widely believed to be Lady Ann Day - toppling over the walls and screaming, mirroring her supposed death after being thrown from the castle walls³.

One of the UK's most famous sites, Edinburgh Castle⁴, is also said to be one of the most haunted. Tales abound, including the ghostly piper-boy said to roam the tunnels underneath the castle, and eerie knocking has been heard at the spot of a 1537 execution. This isn't putting sturdy Scots off the local area; average house prices near the castle are £272,179, 5% higher than the country average of £259,816.

Over the past year, there has been supernatural activity near the gothic Woodchester Mansion, one of Britain's most enigmatic haunted houses in Stonehouse⁵, which is said to be home to several ghosts from across its rich history, with average house prices having increased by 16% (£251,576 in 2019 to £290,988). It has been reported that you can smell freshly extinguished candles there, with no candles burning nearby.

Russell Galley, Managing Director at Halifax, said; "Houses near to the haunted sites of Barnard Castle, Tower of London and Edinburgh Castle are bucking the trend of 'haunted' house prices, and it seems the cauldron has been bubbling across the rest of the UK too, where house prices have grown at an average of 13% over the past five years. Looking further back, nationwide prices have grown by a 31% since 2010.

However those looking for a more affordable home this Halloween could save up to 40%, compared to the county premium. Home-buyers will get more for their money in Liverpool or Dover, and will still make a saving in Merseyside and Kent.

More recent events however, mean the outlook is more uncertain and is very unlikely that the housing market will continue to remain immune to the economic impact of the pandemic and we believe that significant downward pressure on house prices should be expected at some point in the months ahead."

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House price difference, 'haunted' location vs country average 2010 – 2020

Source: Land Registry, 12mth rolling to July and Halifax data for Edinburgh, Halifax: 12mths to September

Haunted House	Town	County	Average House Price		% Change	County Average House Price 2020	County Premium 2020
			2010	2020			
Baddesley Clinton	Baddesley Clinton	W Midlands	347,777	545,568	57%	220,339	148%
Tower of London	Tower Hamlets	London	346,067	526,249	52%	753,497	-30%
Hampton Court Palace	Richmond upon Thames	London	543,700	824,722	52%	753,497	9%
Dover Castle	Dover	Kent	145,173	217,044	50%	361,306	-40%
Ham House	Richmond	Surrey	696,022	1,013,168	46%	537,790	88%
Woodchester Mansion	Stonehouse	Gloucestershire	203,532	290,988	43%	309,111	-6%

³ <https://www.spookyisles.com/barnard-castle/>

⁴ <https://www.edinburghlive.co.uk/news/edinburgh-news/four-spine-tingling-tales-edinburgh-17188223>

⁵ <https://www.haunted-britain.com/woodchester-mansion.htm>

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Rectory	Borley	Essex	221,962	316,551	43%	355,663	-11%
Edinburgh Castle	Edinburgh	Midlothian	194,779	272,179	40%	259,816	5%
Blickling Hall	Norwich	Norfolk	218,558	297,991	36%	255,432	17%
Felbrigg Hall	Norwich	Norfolk	218,558	297,991	36%	255,432	17%
Corfe Castle	Wareham	Dorset	263,557	350,341	33%	330,785	6%
Speke Hall	Liverpool	Merseyside	102,319	135,251	32%	175,382	-23%
Newton House	Llandeilo	Dyfed	180,408	231,834	29%	185,220	25%
Chartwell	Westernham	Kent	354,787	448,646	26%	361,306	24%
Dunster Castle	Minehead	Somerset	226,123	279,171	23%	260,851	7%
Jamaica Inn	Launceston	Cornwall	192,731	233,885	21%	278,509	-16%
Chingle Hall	Preston	Lancashire	215,895	260,922	21%	172,727	51%
Nunnington Hall	Nunnington	North Yorkshire	266,093	313,644	18%	264,944	18%
Barnard Castle	Barnard Castle	Co Durham	182,180	206,673	13%	133,906	54%

Notes to Editor

- 5 year and 1 year house price comparison available on request
- Sources include:
 - <https://www.insider.com/tour-gwrych-castle-north-wales>
 - <https://www.kentlive.news/whats-on/whats-on-news/2019-haunted-dover-castle-night-1568611>
 - <https://www.essexlive.news/news/essex-news/borley-rectory-haunted-house-essex-4297095>
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 - <https://www.edinburghlive.co.uk/news/edinburgh-news/four-spine-tingling-tales-edinburgh-17188223>
 - <https://www.haunted-britain.com/woodchester-mansion.htm>

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