



NOT FOR BROADCAST OR PUBLICATION BEFORE 00.01 HRS SATURDAY 27TH OCTOBER 2018

HOMEBUYERS NEED TO FIND AN EXTRA £40K TO LIVE IN ENGLAND'S MARKET TOWNS

- House prices in English market towns have grown by almost a quarter in the past ten years
- Homebuyers looking to live in one of England's picturesque market towns will need to pay a premium of £41,633
- Beaconsfield is the most expensive market town to live with homes costing 158% above Buckinghamshire's average

Homebuyers looking to live in one of England's picturesque market towns will need to pay on average, a premium of £41,633 or 17% higher than the country average. According to latest research from Lloyds Bank, house prices in these areas have grown on average, by 23% in the past ten years to an average of £290,775, this is nearly 8 times more than the average gross earnings of full time workers across England*.

Homebuyers continue to be attracted to living within the London commuter belt

Home county market towns have seen the highest house price increases in the past decade. The top 10 market towns (found in Buckinghamshire, Hampshire, Oxfordshire, Hertfordshire, Bedfordshire, Kent, and Essex) house prices have grown on average 60% since 2008 compared to the average market town growth of 23%.

Beaconsfield in Buckinghamshire, close to the Chiltern Hills and within a 40 minute commute to London, carries the largest house price premium with homes costing 158% (or £644,995) above the county average of £408,980. The most affordable market town can be found further north in Ferryhill, Durham, where the average home will cost buyers £78,317, 93% (£975,658) less than Beaconsfield (£1,053,975).

In the past five years house prices in market towns have risen by an average of £915 per month

The average English market town home has risen by £54,908 from £235,867 in 2013 to £290,775 in 2018. Oxfordshire towns Henley on Thames and Thame had the biggest increase in price since

MEDIA CONTACTS

Lloyds Bank Press Team:

Kimberley Hamilton 07557 257 298 kimberley.hamilton@lloydsbanking.com

Olwen Morris-Jones 07741 291 601 olwen.morris-jones@lloydsbanking.com

PRESS RELEASE

SATURDAY 27 OCTOBER 2018



LLOYDS BANK

2013, where the average house price rose by £325,266 (63%) to £838,206 and £189,482 (66%) to £477,664. respectively.

Andrew Mason, mortgages product director at Lloyds Bank, said:

"With house prices rising by almost £1,000 a month in the most popular market towns over the past five years, the value put on quality of life is clear. Homebuyers continue to be attracted to towns on the commuter belt into London and are prepared to pay extra to live there. For home buyers who are looking for market charm, but not necessarily needing to commute to London, the most affordable towns reside in Yorkshire, Lincolnshire and the North."

-Ends-

Table 1: 10 Most Expensive Market Towns 2018

Market Town	County	Region	Average House Price 2018*
Beaconsfield	Buckinghamshire	South East	1,053,975
Henley on Thames	Oxfordshire	South East	838,206
Alresford	Hampshire	South East	542,614
Cranbrook	Kent	South East	492,333
Petersfield	Hampshire	South East	483,222
Thame	Oxfordshire	South East	477,664
Lewes	Sussex	South East	460,671
Hertford	Hertfordshire	South East	449,963
Saffron Walden	Essex	South East	441,709
Marlborough	Wiltshire	South West	441,296

MEDIA CONTACTS

Lloyds Bank Press Team:

Kimberley Hamilton 07557 257 298 kimberley.hamilton@lloydsbanking.com

Olwen Morris-Jones 07741 291 601 olwen.morris-jones@lloydsbanking.com



Table 2: 10 Market Towns with Highest Premium to County House Prices 2018

Market Town	County	Average House Price 2018*	Average House Price in County 2018*	Premium to County 2018* %	Premium to County 2018* £
Beaconsfield	Buckinghamshire	1,053,975	408,980	158%	644,995
Henley on Thames	Oxfordshire	838,206	408,095	105%	430,112
Wetherby	West Yorkshire	363,692	178,881	103%	184,812
Bakewell	Derbyshire	354,141	193,629	83%	160,512
Keswick	Cumbria	323,373	184,937	75%	138,436
Altrincham	Cheshire	428,491	250,714	71%	177,776
Southwell	Nottinghamshire	312,293	184,187	70%	128,106
Middleton St George	Durham	222,099	132,289	68%	89,810
Alresford	Hampshire	542,614	324,108	67%	218,506
Stamford	Lincolnshire	314,423	196,384	60%	118,039
All Market Towns in England		290,775	249,142	17%	41,633

Table 3: 10 Most Affordable Market Towns 2018

Market Town	County	Region	Average House Price 2018*
Ferryhill	Durham	North	78,317
Immingham	Lincolnshire	Yorkshire and Humberside	115,765
Crook	Durham	North	115,975
Saltburn	Durham	North	142,849
Stanhope	Durham	North	146,126
Tickhill	Derbyshire	East Midlands	147,761
Guisborough	North Yorkshire	Yorkshire and Humberside	153,966
Marsden	West Yorkshire	Yorkshire and Humberside	155,439
Boston	Lincolnshire	East Midlands	159,403
Berwick upon Tweed	Northumberland	North	165,437

MEDIA CONTACTS

Lloyds Bank Press Team:

Kimberley Hamilton 07557 257 298 kimberley.hamilton@lloydsbanking.com

Olwen Morris-Jones 07741 291 601 olwen.morris-jones@lloydsbanking.com



Table 4: Market Towns with Highest House Price Increases 2008 – 2018

Market Town	County	Region	Average House Price 2008* £	Average House Price 2018* £	10 Year % Change
Beaconsfield	Buckinghamshire	South East	584,736	1,053,975	80%
Yateley	Hampshire	South East	238,226	388,418	63%
Thame	Oxfordshire	South East	293,319	477,664	63%
Hitchin	Hertfordshire	South East	243,835	393,845	62%
Ampthill	Bedfordshire	East Midlands	229,185	365,050	59%
Henley on Thames	Oxfordshire	South East	530,411	838,206	58%
Didcot	Oxfordshire	South East	210,895	331,373	57%
Alresford	Hampshire	South East	351,857	542,614	54%
West Malling	Kent	South East	271,190	414,645	53%
Saffron Walden	Essex	South East	290,223	441,709	52%
Average Market Town			236,369	290,775	23%

Table 3: 10 Least Expensive Market Towns 2018

Market Town	County	Region	Average House Price 2018*
Ferryhill	Durham	North	78,317
Immingham	Lincolnshire	Yorkshire and Humberside	115,765
Crook	Durham	North	115,975
Saltburn	Durham	North	142,849
Stanhope	Durham	North	146,126
Tickhill	Derbyshire	East Midlands	147,761
Guisborough	North Yorkshire	Yorkshire and Humberside	153,966
Marsden	West Yorkshire	Yorkshire and Humberside	155,439
Boston	Lincolnshire	East Midlands	159,403
Berwick upon Tweed	Northumberland	North	165,437

Source: Land Registry *12 months to June 2018

MEDIA CONTACTS

Lloyds Bank Press Team:

Kimberley Hamilton 07557 257 298 kimberley.hamilton@lloydsbanking.com

Olwen Morris-Jones 07741 291 601 olwen.morris-jones@lloydsbanking.com

PRESS RELEASE

SATURDAY 27 OCTOBER 2018



LLOYDS BANK

Notes to Editors:

Data sources:

This survey tracks house price movements in 135 market towns in England. House price data is from the Land Registry and all price figures refer to the arithmetic average of house prices. The latest data refers to the average for the 12 months to June 2018. These prices are not standardised and therefore can be affected by changes in the sample from year to year.

Southern England is defined as the South East, the South West and East Anglia. Northern England includes the North, North West, Yorkshire and the Humber, West Midlands and East Midlands.

Data produced by Land Registry © Crown copyright 2018.

*Halifax estimate; mean gross annual earnings for full-time employees, £37,161

For Further Information

Kimberley Hamilton 07557257298 kimberley.hamilton@lloydsbanking.com

Olwen Morris-Jones 07741291601 olwen.morris-jones@lloydsbanking.com

"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. © Lloyds Bank plc all rights reserved 2017."

This information is intended for the sole use of journalists and media professionals.

MEDIA CONTACTS

Lloyds Bank Press Team:

Kimberley Hamilton 07557 257 298 kimberley.hamilton@lloydsbanking.com

Olwen Morris-Jones 07741 291 601 olwen.morris-jones@lloydsbanking.com