

REVEALED: Britain's most expensive seaside towns for homebuyers, with Salcombe topping the list

The 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.

- **The average price of a property in a British seaside town is now £265,978, a leap of 10% (£24,055) over the last year.**
- **Salcombe in Devon is Britain's most expensive seaside town, with an average house price of £950,325. Sandbanks in Poole is second on the list at £835,971.**
- **St Mawes in Cornwall has seen the biggest increase in average prices of any seaside town over the last year, jumping by almost half (48%) from £339,912 to £501,638.**
- **Scotland dominates the list of Britain's least expensive seaside towns – with Millport, on the Isle of Cumbrae, offering the most affordable properties at an average of just £74,148.**
- **Over the last ten years, the average house price in Britain's seaside towns has risen by 36% (or £71,046) from an average of £194,932 in 2011 to £265,978 in 2021.**
- **Padstow in Cornwall has seen the biggest average price rise of any seaside town over the last decade, jumping by over a quarter of a million pounds (£264,910), from £351,458 to £616,368.**

66

Russell Galley, Halifax Managing Director, said: *“The housing market has experienced some dramatic changes over the past year, brought about by the impact of the pandemic. But one thing that remains constant is the Brits’ love of the seaside. Properties in these towns have always been highly sought after – with residents prizing the picturesque scenery and coastal way of life – meaning a big price premium in the most desirable locations.*”

“As many people re-evaluate their work and lifestyle priorities, the South West has been a magnet for those drawn to a life by the water, with Salcombe, Sandbanks and Padstow the three most expensive seaside locations in Britain. However, more affordable options exist for those willing to move further north, with many towns on Scotland’s coastline offering great value for money.”

Full data tables on following pages.

Press Office Contact



Kimberley Hamilton Kimberley.hamilton@loydsbanking.com 07557 257 298

Gregor Low gregor.low@loydsbanking.com 07500 078 879

Press Release



Table 1: Britain's most expensive seaside towns

Seaside Town	Region	Average House Price 2021 (£)
Salcombe	South West	950,325
Sandbanks	South West	835,971
Padstow	South West	616,368
Lymington	South East	570,451
Aldeburgh	East Anglia	566,339
Wadebridge	South West	536,760
Dartmouth	South West	523,182
St Mawes	South West	501,638
East Wittering	South East	494,025
Fowey	South West	488,083

Source: Land Registry, England and Wales house price data, 12 months to January 2021

Table 2: Britain's least expensive seaside towns

Seaside Town	Region	Average House Price 2020 (£)
Millport	Scotland	74,148
Girvan	Scotland	90,210
Campbeltown	Scotland	92,726
Rothesay	Scotland	97,753
Greenock	Scotland	99,994
Saltcoats	Scotland	102,164
Thurso	Scotland	104,041
Wick	Scotland	106,062
Irvine	Scotland	109,685
Stranraer	Scotland	110,674

Source: Registers of Scotland, house price data, Full Year 2020

Press Office Contact



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

Gregor Low gregor.low@lloydsbanking.com 07500 078 879

Table 3: Britain's seaside towns biggest annual house price increases

Seaside Town	Region	Average House Price (£) 2019 ^a / 2020 ^b	Average House Price (£) 2020 ^a /2021 ^b	One Year change (%)
St Mawes	South West	339,912	501,638	48%
Eyemouth	Scotland	135,754	183,997	36%
Port Bannatyne	Scotland	95,655	128,405	34%
Dartmouth	South West	403,638	523,182	30%
Hunstanton	East Anglia	306,882	388,828	27%
Brancaster	East Anglia	323,047	396,119	23%
Anstruther	Scotland	176,073	215,659	22%
Cockenzie	Scotland	168,484	206,118	22%
Kingsbridge	South West	373,843	455,981	22%
Fowey	South West	400,873	488,083	22%
All GB Seaside Towns		241,923	265,978	10%

Source: ^aRegisters of Scotland, house price data, Full Year 2019 and 2020 / ^bLand Registry, England and Wales house price data, 12 months to January 2021

Table 4: Britain's seaside towns biggest house price increases over the last decade

Seaside Town	Region	Average House Price (£) 2010 ^a / 2011 ^b	Average House Price (£) 2020 ^a /2021 ^b	10 Year change (%)
Padstow	South West	351,458	616,368	75%
Port Bannatyne	Scotland	73,351	128,405	75%
Herne Bay	South East	189,718	326,812	72%
East Wittering	South East	291,543	494,025	69%
Shoreham By Sea	South East	256,127	428,706	67%
Burnham On Crouch	South East	201,876	335,791	66%
Leigh On Sea	South East	240,859	399,361	66%
Clacton On Sea	South East	153,173	253,776	66%
Folkestone	South East	175,018	288,466	65%
Brancaster	East Anglia	241,034	396,119	64%
All GB Seaside Towns		194,932	265,978	36%

Source: ^aRegisters of Scotland, house price data, Full Year 2010 and 2020 / ^bLand Registry, England and Wales house price data, 12 months to January 2011 and 2021

Press Office Contact



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

Gregor Low gregor.low@lloydsbanking.com 07500 078 879

Press Release



Notes to editors

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. Note that individual seaside towns may be excluded from the lists in any given year if there is an insufficient number of transactions to calculate an average figure.

England and Wales data from the Land Registry © Crown copyright 2021.

Scotland data is from the Registers of Scotland.

© 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 2021

Press Office Contact



Kimberley Hamilton Kimberley.hamilton@loydsbanking.com 07557 257 298

Gregor Low gregor.low@loydsbanking.com 07500 078 879