

Britain's most expensive seaside towns: Sandbanks tops 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.

- **Sandbanks in Dorset is Britain's most expensive seaside town with average prices of £929,187, up 10% on 2020**
- **Salcombe, Devon, 2020's most expensive location is in second place with an average price of £912,599**
- **The South West of England dominates the Top 10 most expensive seaside towns list**
- **The average British seaside home costs £287,087, up 8%**
- **Last year's cheapest seaside town, Millport in Scotland, saw the greatest annual price increase, up 53%**
- **Port Bannatyne in Scotland saw the greatest price rise over the last five years, rising 56% to £111,717**
- **Margate, Kent, saw the greatest 10-year rise, up 98% to £282,734**

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Russell Galley, Managing Director, Halifax, said: "Our ongoing love affair with living by the sea shows few signs of abating. Homes on the coast have long attracted a premium price, and this was no different in 2021, with the move towards working from home being an ongoing influence is where people choose to live. The average seaside home cost £287,087, up 8% on the previous year.

"Whether it's a lifestyle sought, the scenery or the sea air, when it comes to buying homes; we really do love to be beside the seaside. The biggest beneficiary of that desire last year was Millport on the Scottish island of Great Cumbrae, and over the last 5 years it was Port Bannatyne on the Isle of Bute.

"The seaside towns that attract the highest prices overall are dominated by locations across the south coast, with Sandbanks in Dorset taking the title of most expensive seaside town from last year's winner, Salcombe in Devon. Both towns have average house prices of over £900,000."

Full data tables on following pages.

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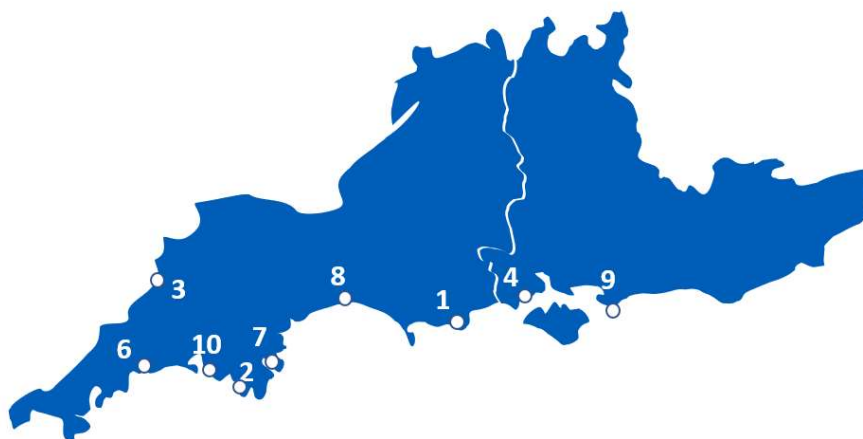
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Britain's Most Expensive Seaside Towns 2021: SW England dominates the Top 10



Rank	Seaside Town
1	Sandbanks
2	Salcombe
3	Padstow
4	Lymington
5	Aldeburgh
6	Fowey
7	Dartmouth
8	Lyme Regis
9	East Wittering
10	Kingsbridge

Table 1: Most Expensive Seaside Towns

Seaside Town	Region	Average House Price 2021 (£)
Sandbanks	South West	929,187
Salcombe	South West	912,599
Padstow	South West	588,090
Lymington	South West	565,790
Aldeburgh	East Anglia	515,444
Fowey	South West	491,042
Dartmouth	South West	485,760
Lyme Regis	South West	473,861
East Wittering	South East	472,364
Kingsbridge	South West	464,858

Source: Land Registry House Price Data 12 months to Dec

Table 2: Least Expensive Seaside Towns

Seaside Town	Region	Average House Price 2021 (£)
Campbeltown	Scotland	91,201

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Girvan	Scotland	101,676
Greenock	Scotland	103,496
Ardrossan	Scotland	104,990
Saltcoats	Scotland	105,505
Wick	Scotland	105,686
Newbiggin by the Sea	North	108,957
Port Bannatyne	Scotland	111,717
Irvine	Scotland	111,742
Millport	Scotland	113,292

Source: Land Registry House Price Data 12 months to Dec, Scotland Full year ROS for 2021

Table 3: Seaside Towns - 20 biggest house price increases 2020- 2021

Seaside Town	Region	Average House Price 2020 (£)	Average House Price 2021 (£)	1 Yr % change
Millport	Scotland	74,148	113,292	53%
The Lizard	South West	347,119	442,573	27%
Perranporth	South West	336,139	412,651	23%
Cardigan	Wales	222,474	270,556	22%
Fishguard	Wales	182,405	219,249	20%
Porthcawl	Wales	256,237	306,932	20%
Rothesay	Scotland	97,753	117,041	20%
Chapel St Leonards	East Midlands	179,071	213,394	19%
Porthleven	South West	265,039	313,147	18%
Anstruther	Scotland	215,659	250,745	16%
Prestatyn	Wales	169,082	196,393	16%
Seaham	North	128,162	148,768	16%
Kinghorn	Scotland	166,308	192,327	16%
Rhyl	Wales	155,430	179,185	15%
Skegness	East Midlands	172,356	198,613	15%
Hythe	South East	360,360	414,880	15%
Paignton	South West	229,285	263,797	15%
Hastings	South East	288,645	332,061	15%
Mablethorpe	East Midlands	168,942	194,112	15%
Sutton on Sea	East Midlands	168,942	194,112	15%
All Seaside Towns in GB		265,005	287,087	8%

^aScotland Full year ROS for 2020 and 2021

^bEngland & Wales LR House Price Data 12mths to Jan 2020 & 2021

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Table 4: Seaside Towns - 20 biggest house price increases 2016- 2021

Seaside Town	Region	Average House Price 2016 (£)	Average House Price 2021 (£)	5 Yr % change	5 Yr £ change
Port Bannatyne	Scotland	71,550	111,717	56%	40,167
Kinghorn	Scotland	125,956	192,327	53%	66,371
Fowey	South West	327,188	491,042	50%	163,854
Salcombe	South West	609,106	912,599	50%	303,493
Looe	South West	237,219	350,979	48%	113,760
Cockenzie	Scotland	138,962	202,928	46%	63,965
Newbiggin by the Sea	North	74,922	108,957	45%	34,035
Chapel St Leonards	East Midlands	147,222	213,394	45%	66,173
Musselburgh	Scotland	158,023	227,425	44%	69,402
Hastings	South East	234,135	332,061	42%	97,926
Ramsgate	South East	204,367	288,330	41%	83,963
Sheringham	East Anglia	245,860	346,692	41%	100,832
Deal	South East	255,545	360,248	41%	104,703
Margate	South East	201,474	282,734	40%	81,261
Porthcawl	Wales	219,030	306,932	40%	87,901
Eyemouth	Scotland	121,354	169,571	40%	48,217
Whitby	Yorks & Humber	200,024	279,299	40%	79,275
Oban	Scotland	131,208	182,839	39%	51,631
Perranporth	South West	296,574	412,651	39%	116,077
Cromer	East Anglia	226,099	313,063	38%	86,964
All GB Seaside Towns		225,760	287,087	27%	61,327

^aScotland Full year ROS for 2016 and 2021

^bEngland & Wales LR House Price Data 12mnths to Dec 2016 & 2021

Table 5: Seaside Towns - 20 biggest house price increases 2011- 2021

Seaside Town	Region	Average House Price 2011 (£)	Average House Price 2021 (£)	10 Yr % change	10 Yr £ change
Margate	South East	142,920	282,734	98%	139,814
Ramsgate	South East	150,517	288,330	92%	137,813
Herne Bay	South East	185,458	349,119	88%	163,662
Deal	South East	195,309	360,248	84%	164,939
Salcombe	South West	504,187	912,599	81%	408,412
Whitstable	South East	240,132	433,648	81%	93,516
Hastings	South East	184,162	332,061	80%	147,900
The Lizard	South West	245,919	442,573	80%	196,654
Walcott	East Anglia	194,440	349,577	80%	155,136

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Shoreham By Sea	South East	247,450	440,103	78%	192,653
Hythe	South East	235,107	414,880	76%	179,773
Leigh On Sea	South East	244,969	428,764	75%	183,795
Southend On Sea	South East	197,605	345,794	75%	148,189
Port Bannatyne	Scotland	64,371	111,717	74%	47,345
Sandbanks	South West	538,352	929,187	73%	390,835
Brighton	South East	264,011	455,668	73%	191,657
Dymchurch	South East	187,778	323,422	72%	135,644
Cromer	East Anglia	182,002	313,063	72%	131,061
Dover	South East	161,114	276,096	71%	114,982
Burnham-on-Crouch	South East	210,601	359,474	71%	148,873
All Seaside Towns in GB		191,488	287,087	50%	95,599

^aScotland Full year ROS for 2011 and 2021

^bEngland & Wales LR House Price Data 12mths to Dec 2011 & 2021

Notes to Eds:

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

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.

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