



EMBARGOED UNTIL 00.01 ON THURSDAY 31ST JULY 2025

First-time buyers get more market town for their money in the Midlands

- Leek, West Midlands is the **most affordable market town for first-time buyers**, at an average £191,359
- Immingham, Yorkshire and the Humber most affordable for all buyers, at £176,918
- Overall, average **house price in market towns now £363,456**, up 5% in the last year and 24% in the last five years
- **First-time buyers paying an average £280,582** to live in these historic locations, up 2% in the last year and 26% since 2020
- **Case study:** Amy Flynn, 26, says Bromsgrove – where she bought her first home – has “everything a young couple could need”

Living in the storybook setting of a picturesque market town now costs an average £363,456, up 5% in the last year, according to the latest data from Lloyds.

Living in these historic locations will cost a **first-time buyer** an average £280,582, up 2% over the last year.

Overall, property price growth in market towns has risen 24% over the past five years, and slightly more for first-time buyers, at 26%. This slightly greater growth may have been influenced by the pandemic, where first-time buyers were able to cast their net wider while searching for a property, following the introduction of support schemes such as Stamp Duty relief. This meant a greater number of properties became an option for first-time buyers, increasing demand in desirable market towns.

What makes market towns popular? Andrew Asaam, Homes Director, Lloyds, speaks about the enduring popularity of market towns for home buyers.

“It’s no wonder market towns have stood the test of time with home-buyers, whether people are stepping onto the first rung of the housing ladder, or are making a move to their next home. These charming locations are filled with historic landmarks and architecture, quaint charm and community spirit, offering a calmer pace of life, often within the reaches of bigger towns and cities. That ‘best of both worlds’ feeling has led to house prices in these areas holding up – in fact, the priciest market towns are amongst the most expensive locations, outside of Greater London, to settle into a home.

“It’s worth looking beyond the most popular spots as some market towns are great value for money while offering the farmer markets, independent shops and community spirit that make these historic places so appealing.”

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First-time buyers get more market town for their money in the Midlands

There are more affordable options available for those looking to lay roots in a market town.

First-time buyers in Leek, West Midlands will now pay an average £191,359 and six of the 10 most affordable market towns for first-time buyers can be found in the Midlands.

For all buyers, it is Immingham in Yorkshire and the Humber where buyers money goes furthest, with property prices an average £176,918.

Helping first-time buyer income go further

To help more first-time buyers live in the locations they want to, Lloyds is making an additional £4billion in lending available, by extending First-Time Buyer (FTB) Boost.

FTB Boost now offers 5.5 times loan to income, easing some of the affordability challenges these buyers experience and helping even more customers get the keys to their first home.

“Bromsgrove has everything a young couple could need” – Amy Flynn, 26, made it onto the property ladder in Bromsgrove

“When looking to buy our first home, location was very important to us. We chose Bromsgrove, a market town, primarily for its connectivity, allowing us to easily commute to work and visit family and friends.

“Beyond logistics, we were drawn to the town’s atmosphere. It has plenty of supermarkets, coffee shops, parks, pubs, gyms, barbers, nail salons and lots of charity shops to browse – everything a young couple could need. Plus, the Saturday morning market is an excuse to get out of the house early on the weekend and treat myself to a fresh pastry or bunch of flowers.

“After our university years and busy social lives, having these conveniences and the ability to host friends in our hometown is important to us, to help us entertain and create more memories.

“Being within walking distance of everything we need means we don’t need to spend as much money on petrol or delivery, helping us to save those extra pennies which are very important when navigating bills and expenses for the first time. Choosing Bromsgrove means we can still enjoy a fulfilling lifestyle while managing the financial responsibilities of buying our first home.”



Photo shows Amy and her partner Liam.

Hitchin priciest pick for first-time buyers

Hitchin, Hertfordshire is the most expensive market town for first-time buyers, with an average price of £410,366.

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Amongst all buyers looking for a home in a historic location, Beaconsfield comes out the costliest. A property here, in the South East of England, will set buyers back £839,468 on average.

Ends

Notes to Editors

Find out more about First-Time Buyer Boost here: [£4 billion extra boost for first time buyers from Lloyds Banking Group](#)

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

Data sources: This survey tracks house price movements in 116 market towns in England and Newport, Wales.

Although Newport in Wales is now a city, it was historically a market town. We have therefore included within our data to provide a benchmark for the cost of living in a historic area in Wales.

House price data is from the Halifax and all price figures refer to the arithmetic average of house prices. The latest data refers to the average for the 12 months to May in each year.

Table one: **Buyer trends in market towns**

Market town home buyers	Average market town house price 2025*	Market town price change over last year*	Market town price difference since 2020**
All buyers, market towns	£363,456	+5%	+24%
First-time buyers, market towns	£280,582	+2%	+26%

Source: Halifax *12 months to May 2025 and **12 months to May 2020

Table two: **First-time buyers** least expensive market towns

Market Town	Region	First-time buyers average house price 2025*
Leek	West Midlands	£191,359
Chesterfield	East Midlands	£198,054
Northallerton	Yorkshire and the Humber	£201,628
Selby	Yorkshire and the Humber	£202,092
Driffield	Yorkshire and the Humber	£203,160
Boston	East Midlands	£211,404
Buxton	East Midlands	£224,896
Newport	Wales	£227,784
Sleaford	East Midlands	£229,197
Grantham	East Midlands	£230,464

Source: Halifax * 12 months to May 2025

Note – see Notes to Eds re inclusion of Newport, Wales.

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Table three: **All buyers** least expensive market towns

Market Town	Region	All buyers average house price 2025*
Immingham	Yorkshire and the Humber	£176,918
Saltburn-by-the-sea	North East	£186,222
Crook	North East	£207,250
Driffield	Yorkshire and The Humber	£240,658
Chesterfield	East Midlands	£248,304
Leek	West Midlands	£261,698
Boston	East Midlands	£262,955
Yeovil	South West	£268,838
Newport	Wales	£274,398
Market Drayton	West Midlands	£279,276

Source: Halifax * 12 months to May 2025

Note – see Notes to Ed re inclusion of Newport, Wales

Table four: **First-time buyers** most expensive market towns

Market Town	Region	First-time buyers average house price 2025*
Hitchin	East of England	£410,366
Altrincham	North West	£404,864
West Malling	South East	£396,925
Hertford	East of England	£392,310
Saffron Walden	East of England	£363,960
Wimborne	South West	£361,591
Market Harborough	East Midlands	£353,250
Chipping Norton	South East	£353,077
Didcot	South East	£352,919
Thatcham	South East	£349,602

Source: Halifax * 12 months to May 2025

Table five: **All buyers** most expensive market towns

Market Town	Region	All buyers average house price 2025*
Beaconsfield	South East	£839,468
Henley-On-Thames	South East	£776,986
Chipping Norton	South East	£617,697
Petersfield	South East	£604,884

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Cranbrook	South East	£570,104
Lewes	South East	£560,109
Altrincham	North West	£552,831
Malmesbury	South West	£546,397
Saffron Walden	East of England	£544,470
Hertford	East of England	£532,618

Source: Halifax * 12 months to May 2025

Table six: **First-time buyer** market towns with biggest house price increases 2020-2025

Market Town	Region	Average house price 2020*	Average house price 2025*	Five year % change
Newmarket	East of England	£225,667	£347,967	+54%
Goole	Yorkshire and the Humber	£161,966	£237,810	+47%
Macclesfield	North West	£211,344	£296,255	+40%
Buxton	East Midlands	£165,692	£224,896	+36%
Market Harborough	East Midlands	£260,440	£353,250	+36%
Boston	East Midlands	£157,057	£211,404	+35%
Sleaford	East Midlands	£170,765	£229,197	+34%
Chipping Sodbury	South West	£209,628	£278,314	+33%
Beverley	Yorkshire and the Humber	£189,722	£249,477	+31%
Newport	Wales	£175,150	£227,784	+30%
First-time buyer market towns average		£223,061	£280,582	+26%

Source: Halifax * 12 months to May 2020 and 2025

Note – see Notes to Ed re inclusion of Newport, Wales

Table seven: **All buyers**, market towns with biggest house price increases 2020-2025

Market Town	Region	Average House price 2020*	Average house price 2025	Five year % change
Crook	North East	£104,220	£207,250	+99%
Helston	South West	£214,618	£348,017	+62%
Chipping Norton	South East	£384,342	£617,697	+61%
Skipton	Yorkshire and the Humber	£228,979	£365,674	+60%
Carnforth	North West	£217,959	£326,911	+50%
Wetherby	Yorkshire and the Humber	£334,718	£498,661	+49%
Holmfirth	Yorkshire and the Humber	£267,815	£391,639	+46%
Boston	East Midlands	£183,020	£262,955	+44%

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Selby	Yorkshire and the Humber	£204,172	£286,525	+40%
Retford	East Midlands	£218,149	£305,674	+40%
All buyers, market towns average		£292,836	£363,456	+24%

Source: Halifax * 12 months to May 2020 and 2025

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.

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