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The annual **Halifax Seaside Town Review** tracks house price movements in 195 seaside towns in Great Britain. The review is based on house price data from the Land Registry and Registers of Scotland.

Making waves: Sandbanks retains hot spot as Britain's most expensive seaside town

- Average house prices in British seaside towns increase by 25% in the past decade – £382 a month
- Sandbanks in Poole is Britain's most expensive seaside town for the second year
- Scotland's Fraserburgh see average house prices almost double in the past decade – largest growth in Britain

House prices in British seaside towns have increased, on average, by a quarter over the past decade, according to the latest Halifax Seaside Town Review.

During the last 10 years, the average house price in Britain's seaside towns rose by 25% from £181,060 in 2007 to £226,916 in 2017 – the equivalent to an average increase of £382 per month.

However, there is a marked north-south divide in property values in seaside towns, with nine out of 10 of the most expensive seaside towns on the southern coast of England.

Sandbanks in Poole remains Britain's most expensive seaside town for the second consecutive year, where the average price of a home is £664,051, followed by Salcombe in South Devon (£617,743) and Aldeburgh in East Anglia (£526,689). Salcombe was the most expensive seaside town in 2015. (See Table 1)

Outside southern England, the most expensive seaside areas are the Scottish towns of North Berwick (£314,435) and St Andrews (£300,319), together with The Mumbles in South Wales (£284,804).

Scottish seaside towns see largest growth in prices

Scottish seaside towns have seen the greatest average house price growth in the last 10 years, with the average price in Fraserburgh in Aberdeenshire almost doubling (95%) from £70,255 in 2006¹ to £136,889 in 2016, followed by Lerwick in the Shetlands (77%).

Shoreham by Sea on the South East coast (70%) and Aldeburgh in East Anglia (67%) saw the next largest rises.

Average house prices in Aldeburgh, East Anglia increased by the greatest value from £315,641 in 2007 to £526,689 in 2017 – £211,048 or £1,759 a month, followed by Sandbanks (£162,852 or £1,357 a month).

Least expensive seaside towns in Scotland and the North

Nine out of the 10 least expensive seaside towns are in Scotland; Port Bannatyne on the Isle of Bute is the least expensive seaside town in this survey, with an average price of £71,550. This is almost £600,000 lower than in Sandbanks – Britain's most expensive seaside town.

Newbiggin by the Sea in Northumberland follows and is the least expensive seaside town in England with an average house price of £75,779.

Eight of the 10 least expensive towns are in Western Scotland including Campbeltown (£80,737), Girvan (£85,082) and Millport (£86,392).

The research found that 12 seaside towns in total have an average price below £100,000. (See Table 3)

Martin Ellis, Halifax housing economist, said: *“Seaside towns are extremely popular places to live, offering sought-after views and desirable weather. Being by the sea side does come at a price – with the marked increase in house prices reflecting the demand for rooms with a ‘sea’ view.*

“Over the past decade, house prices in the South East, especially coastal towns within commutable distance to London, have shown strong growth and have become Britain’s most expensive seaside towns.

“However, the strongest performing coastal towns in terms of growth have been in north of the border in Scotland, where property prices on the Aberdeenshire coastline have been helped by the oil industry more than the sunshine.”

Table 1: Most Expensive Seaside Towns

| Seaside Town | Region | Average House Price 2017 ^a (£) |
|-----------------|-------------|---|
| Sandbanks | South West | 664,051 |
| Salcombe | South West | 617,743 |
| Aldeburgh | East Anglia | 526,689 |
| Lymington | South East | 441,357 |
| Padstow | South West | 422,916 |
| Dartmouth | South West | 391,775 |
| East Wittering | South East | 384,434 |
| Brighton | South East | 374,622 |
| Shoreham By Sea | South East | 373,056 |
| Bigbury on Sea | South West | 372,105 |

Source: Land Registry House Price Data 12 months to February 2017

Table 2: Seaside Towns - 20 biggest house price increases 2007- 2017

| Seaside Town | Region | Average House Price (£) 2006 ^a / 2007b (£) | Average House Price (£) 2016 ^a /2017b (£) | 10 Yr % change |
|-----------------------------|-------------|--|---|----------------|
| Fraserburgh | Scotland | 70,255 | 136,889 | 95% |
| Lerwick | Scotland | 90,608 | 160,689 | 77% |
| Shoreham By Sea | South East | 218,825 | 373,056 | 70% |
| Aldeburgh | East Anglia | 315,641 | 526,689 | 67% |
| Inverbervie | Scotland | 124,823 | 201,837 | 62% |
| Whitstable | South East | 217,994 | 347,680 | 59% |
| Brighton | South East | 235,734 | 374,622 | 59% |
| Leigh On Sea | South East | 220,061 | 337,503 | 53% |
| Macduff | Scotland | 85,461 | 130,804 | 53% |
| Sandwich | South East | 221,915 | 334,177 | 51% |
| Hythe | South East | 232,274 | 349,110 | 50% |
| Banff | Scotland | 81,106 | 119,937 | 48% |
| Newhaven | South East | 166,006 | 244,635 | 47% |
| Brancester | East Anglia | 216,719 | 316,254 | 46% |
| East Wittering | South East | 264,345 | 384,434 | 45% |
| Montrose | Scotland | 87,619 | 127,182 | 45% |
| Buckie | Scotland | 84,222 | 121,862 | 45% |
| Herne Bay | South East | 187,014 | 269,601 | 44% |
| Newtonhill | Scotland | 150,751 | 217,218 | 44% |
| Southend On Sea | South East | 178,193 | 255,337 | 43% |
| All Seaside Towns GB | | 181,060 | 226,916 | 25% |

^aScotland Full year ROS for 2006 and 2016; ^bEngland & Wales LR House Price Data 12mths to Feb 2007 & 2017

Table 3: Least Expensive Seaside Towns

| Seaside Town | Region | Average House Price 2017 ^a (£) |
|----------------------|----------|--|
| Port Bannatyne | Scotland | 71,550 |
| Newbiggin by the Sea | North | 75,779 |
| Campbeltown | Scotland | 80,737 |
| Girvan | Scotland | 85,082 |
| Millport | Scotland | 86,392 |
| Saltcoats | Scotland | 87,881 |
| Rothesay | Scotland | 90,284 |
| Irvine | Scotland | 94,070 |
| Wick | Scotland | 94,623 |
| Ardrossan | Scotland | 94,823 |

^aScotland Full year Registers of Scotland for 2006 and 2016; ^bEngland & Wales Land Registry 12 months to February 2007 & 2017

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Editors' Notes:

¹Sources: Land Registry. Refers to simple arithmetic average price over the 12 months to February 2017; Registers of Scotland for average prices in 2016.

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.

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