

30/05/2016

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The annual **Halifax Seaside Town Review** tracks house price movements in 196 seaside towns in Great Britain. The review is based on house price data from the Land Registry and Registers of Scotland.

A ROOM WITH A VIEW: SANDBANKS IS MOST EXPENSIVE SEASIDE TOWN IN BRITAIN

- Average house prices in British seaside towns increased by £440 a month over past decade
- Scottish seaside towns see biggest growth in the past decade
- Sandbanks in Poole is Britain's most expensive seaside town

House prices have increased by a third (32%) across British seaside towns over the past decade, according to the latest research from Halifax.

The annual **Halifax Seaside Town Review** revealed average house prices have grown from £166,565 in 2006 to £219,386 in 2016, equivalent to an average increase of £440 per month.

Scottish seaside towns dominate the list of areas with the greatest price growth, with seven of the top 10 located in Aberdeenshire, which for much of the period has been well served by growth in the oil and gas sector. Fraserburgh has seen the greatest house price growth with a rise of 139%, from £63,540 in 2006 to £151,719 in 2016, equivalent to a monthly increase of £735. In Macduff, average property value doubled from £66,226 to £133,567 (102%), followed by Peterhead (95%), Cove Bay (94%) and Newtonhill (91%). (See **Table 1**)

Brighton recorded the greatest increase in value outside of Scotland (59%), jumping from £214,863 to £341,235 over the decade. Other seaside towns in England with the best price performance include Whitstable in Kent (53%), Shoreham on Sea in West Sussex (53%), Leigh on Sea in Essex (52%) and Truro in Cornwall (50%).

Sandbanks and Salcombe still highest priced seaside towns

Despite the growth of property values in Scottish seaside towns over the past 10 years, nine of the 10 most expensive seaside towns in Britain are on the South coast – with eight in the South West. The most expensive seaside town is Sandbanks in Poole, where the average house price is £664,655. Sandbanks knock Salcombe off the top spot, a position which Salcombe – in the South Devon Area of Outstanding Natural Beauty – has enjoyed since 2010.

Other most expensive seaside towns located in the South West include Padstow (£443,396), Dartmouth (£401,361) and Fowey (£379,003). Aldeburgh in Suffolk (£439,379) and Lymington in Hampshire (£426,112) are the most expensive seaside towns outside the South West. (See **Table 2**)

Martin Ellis, housing economist at Halifax, said: "Seaside towns are highly popular places to live, offering sought-after scenery, weather and lifestyle which no doubt come at a price. They also attract those

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looking for holiday properties, which add upward pressure on house prices, which our research shows have increased by an average of £440 per month since 2006.”

Despite the price performance the least expensive seaside towns still in Scotland

Nine of the 10 least expensive seaside towns are in Scotland. There is a marked difference in price at top and bottom end of the scale, with the most expensive town – Sandbanks in Poole, at £664,655 – almost 10 times more expensive than Port Bannatyne on the Isle of Bute in Scotland, at £77,132. Seven of the least expensive are in western Scotland, including Girvan (£91,912), Campbeltown (£91,938) and Saltcoats (£93,479). Newbiggin by the Sea in Northumberland (£81,259) is the least expensive seaside town in England. The research found 11 seaside towns in total with an average price below £100,000. (See **Table 3**)

Martin Ellis added: “Over the 10-year period, coastal towns north of the border have been the strongest performing in terms of house price rises, but locations in the South West remain the most expensive. So if you’re looking for a bargain, it’s still easier to find the further North you go, where average price in several areas is still below £100,000.”

Table 1: Seaside Towns - 20 biggest house price increases 2006-2016

Seaside Town	Region	Average House Price (£) 2005 ^a / 2006 ^b (£)	Average House Price (£) 2015 ^a /2016 ^b (£)	10 Year % change
Fraserburgh	Scotland	63,540	151,719	139%
Lerwick	Scotland	77,513	159,325	106%
Macduff	Scotland	66,226	133,567	102%
Peterhead	Scotland	68,987	134,789	95%
Cove Bay	Scotland	101,381	196,390	94%
Newtonhill	Scotland	128,548	245,507	91%
Inverbervie	Scotland	112,752	213,468	89%
Millport	Scotland	53,656	98,742	84%
Stonehaven	Scotland	131,722	236,057	79%
Campbeltown	Scotland	54,373	91,938	69%
Montrose	Scotland	74,646	125,113	68%
Buckie	Scotland	73,989	122,055	65%
Wick	Scotland	60,988	100,440	65%
Cullen	Scotland	89,780	147,195	64%
Banff	Scotland	75,287	121,143	61%
Brighton	South East	214,863	341,235	59%
Alness	Scotland	81,067	127,894	58%
Lossiemouth	Scotland	89,867	139,297	55%
Kirkwall	Scotland	82,282	127,483	55%
All Seaside Towns in GB		166,565	219,386	32%

^a Scotland Full year Registers of Scotland for 2005 and 2015; ^b England & Wales Land Registry 12 months to February 2006 & 2016

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Table 2: Most Expensive Seaside Towns

Seaside Town	Region	Average House Price 2016 (£)
Sandbanks	South West	664,655
Salcombe	South West	539,950
Padstow	South West	443,396
Aldeburgh	East Anglia	439,379
Lymington	South East	426,112
Dartmouth	South West	401,361
Fowey	South West	379,003
St Mawes	South West	373,746
Wadebridge	South West	373,351
Budleigh Salterton	South West	360,984

Source: Land Registry House Price Data 12 months to February 2016

Table 3: Least Expensive Seaside Towns

Seaside Town	Region	Average House Price 2016 ^a (£)
Port Bannatyne	Scotland	77,132
Newbiggin by the Sea	North	81,259
Girvan	Scotland	91,912
Campbeltown	Scotland	91,938
Saltcoats	Scotland	93,479
Stranraer	Scotland	96,476
Invergordon	Scotland	98,673
Millport	Scotland	98,742
Rothesay	Scotland	99,005
Thurso	Scotland	99,660

^a Scotland Full year Registers of Scotland for 2005 and 2015; ^b England & Wales Land Registry 12 months to February 2006 & 2016

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Notes to editors

¹ Sources: Land Registry. Refers to simple arithmetic average price over the 12 months to February 2016; Registers of Scotland for average prices in 2015.

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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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