

14/08/2014

The **Halifax Premier League Football Grounds House Prices Review** tracks house price movements in postal districts of the 20 football clubs that will be competing in the 2014 -15 Premier League season. The review is based on data from the Land Registry. The 23rd Premier League season kicks off on Saturday 16th August.

## High premium for Premier League houses

Homes close to Premier League grounds rise 129% over the past decade  
Prices have more than doubled in the areas close to three grounds

Average house prices close to Premier League football grounds have increased by 129% over the last ten years, according to research by Halifax.

The average house price in the surrounding postal districts of the 20 clubs contesting the Premier League for 2014/15 is now £329,520 – a third (£79,918) higher than the average for the whole of England and Wales (£249,601) – and more than double the 55% increase in house prices across England and Wales as a whole over the same period.

This represents an average increase of £185,478 during the past decade; from £144,042 in 2004 to £329,520 in 2014, and is equivalent to a weekly rise of £386.

### Winners and losers in Premier League house price table

The biggest increases in value have been seen in homes close to Manchester City's Etihad Stadium, where the average home value in this postal district has risen by 150% over the decade rising from £39,193 in 2004 to £98,178 in 2014.

The area around Hull City's KC Stadium has seen the second biggest increase with a rise in average property prices of 123% (from 32,569 to 72,535), and house prices around Chelsea's Stamford Bridge ground have recorded the third biggest rise from 435,089 to 959,522 (121%).

Newcastle United finished bottom of the Premier League house price table with the average value of properties close to its home ground falling by 22% between 2004 and 2014; the only stadium to record a decline in prices over the past decade (**See Table 1**).

### Price variations around Premier League grounds

Despite not seeing the largest percentage increase in prices, the postal district covering Stamford Bridge (SW6) is the most expensive area to live in currently, with an average house price of £959,522. This is more than fifteen times the average price in the least expensive Premier League postal district of L4: home to both Liverpool and Everton Football Clubs where the average house price is £62,416 (**see Table 1**).

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## **Premier League homes cost nearly 10 times average annual earnings**

At £329,520, the average house price outside a Premier League ground in 2013 may not stretch a Premier League footballer (as average wages reportedly topped more than £30,000 a week in 2013) it's a different story for everyone else, as this is 10 times higher than national average gross annual earnings.

Nevertheless there are some variations, and while four of the five least affordable Premier League postal districts are in the Capital, it's not the same story at other grounds around the country. Chelsea has the least affordable Premier League postal district with the average property price of £959,522 being more than eighteen times (18.4) gross average earnings in the area. Arsenal (11.7 x) is in the second least affordable postal district, followed by Queen Park Rangers (10.6 x) and Tottenham Hotspur (8.7 x).

However, at the other end of the league, the postal district L4 – home to Liverpool and Everton Football Clubs – is the most affordable Premier League postal district with the price of the typical home just over double (2.2) gross annual average earnings. **(See table 2)**

**Craig McKinlay, Mortgage Director, Halifax said:** “With the Premier League hailed by many as the best in the world, for many clubs some of this success also seems to have rubbed off on the surrounding areas. In the last decade average house prices immediately outside some of the country's leading clubs have seen price rises that far outstrip the rest of the country.

“There is no rule governing why some areas have seen greater price rises than other. Some areas – but not all – have benefitted from clubs moving to a new stadium and all the infrastructure improvements which are associated with this. And neither is success on the pitch a guaranteed boost to house prices either, with only two of the top five areas being able to boast Premier League winners in the last ten years.”

**ENDS**

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**Table 1 – Ten year % change in house prices in postal districts of the 20 Premier league team stadia for the 2014/15 season.**

Club	Stadium	Year Opened/ first Occupied	Average House Price 2004 (£)	Average House Price 2014 (£)	Ten year % change
Manchester City	Etihad <sup>1</sup>	2003	39,193	98,178	150%
Hull City	KC Stadium	2002	32,569	72,535	123%
Chelsea	Stamford Bridge	1905	435,089	959,522	121%
Arsenal	Emirates	2006	324,904	631,142	94%
Queens Park Rangers	Loftus Road	1917	286,473	556,545	94%
Burnley	Turf Moor	1883	55,356	98,655	78%
Tottenham Hotspur	White Hart Lane	1899	176,676	307,270	74%
Liverpool	Anfield	1884	42,216	62,416	48%
Everton	Goodison Park	1892	42,216	62,416	48%
Stoke City	Britannia	1997	76,178	110,396	45%
Crystal Palace	Selhurst park	1925	160,938	228,815	42%
Sunderland	Stadium of Light	1997	67,800	93,832	38%
Swansea City	The Liberty	2005	83,359	114,401	37%
Manchester United	Old Trafford	1910	127,486	173,250	36%
Leicester City	King Power Stadium	2002	141,171	177,415	26%
West Ham United	Upton Park	1904	165,747	208,435	26%
Aston Villa	Villa Park	1897	73,175	88,674	21%
West Bromwich Albion	The Hawthorns	1900	102,429	117,014	14%
Southampton	St Mary's	2001	165,676	171,745	4%
Newcastle United	Sports Direct Arena <sup>2</sup>	1892	171,864	134,444	-22%
<b>Premier League Average<sup>3</sup></b>			<b>144,042</b>	<b>329,520</b>	<b>129%</b>
<b>England and Wales</b>			<b>161,391</b>	<b>249,601</b>	<b>55%</b>

Sources: Halifax, Land Registry

<sup>1</sup>Previously used as an athletics stadium

<sup>2</sup>Previously known as St James' Park

<sup>3</sup>Average of the 19 postal districts encompassing the 20 Premier League teams weighted by the number of property sales.

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**Table 2 – Home affordability in the postal districts of the 20 Premier league team stadia for the 2014/15 season.**

Club	House Price 2014 (£)	House Prices as a multiple of Average Earnings <sup>1</sup>
Chelsea	959,522	18.4
Arsenal	631,142	11.7
Queens Park Rangers	556,545	10.6
Tottenham Hotspur	307,270	8.7
Leicester City	177,415	6.9
West Ham United	208,435	6.6
Crystal Palace	228,815	6.3
Southampton	171,745	6.2
West Bromwich Albion	117,014	4.7
Newcastle United	134,444	4.5
Manchester United	173,250	4.5
Stoke City	110,396	4.2
Swansea City	114,401	4.1
Burnley	98,655	3.6
Sunderland	93,832	3.5
Manchester City	98,178	3.3
Aston Villa	88,674	3.1
Hull City	72,535	2.9
Liverpool	62,416	2.2
Everton	62,416	2.2
<b>Premier League Average<sup>2</sup></b>	<b>329,520</b>	<b>10.0</b>
<b>England and Wales</b>	<b>249,601</b>	<b>8.0</b>

Sources: Halifax, Land Registry, ONS

<sup>1</sup>Average house price divided by average annual gross earnings for full-time employees in the relevant local authority district.

<sup>2</sup>Average of the 19 postal districts encompassing the 20 Premier League teams weighted by the number of property sales.

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**Table 3 – Five year % change in house prices in postal districts of the 20 Premier League team stadia for the 2014/15 season.**

Club	Stadium	Year Opened/ first Occupied	Average House Price 2009(£)	Average House Price 2014(£)	Five year % Change
Arsenal	Emirates	2006	409,674	631,142	54%
Queens Park Rangers	Loftus Road	1917	401,889	556,545	38%
Chelsea	Stamford Bridge	1905	704,179	959,522	36%
Tottenham Hotspur	White Hart Lane	1899	233,484	307,270	32%
Crystal Palace	Selhurst park	1925	193,153	228,815	18%
Hull City	KC Stadium	2002	64,997	72,535	12%
Manchester United	Old Trafford	1910	156,404	173,250	11%
Southampton	St Mary's	2001	157,713	171,745	9%
Stoke City	Britannia	1997	105,558	110,396	5%
West Ham United	Upton Park	1904	199,565	208,435	4%
Leicester City	King Power Stadium	2002	170,198	177,415	4%
Manchester City	Etihad <sup>1</sup>	2003	94,494	98,178	4%
Burnley	Turf Moor	1883	96,946	98,655	2%
Sunderland	Stadium of Light	1997	92,551	93,832	1%
West Bromwich Albion	The Hawthorns	1900	118,667	117,014	-1%
Aston Villa	Villa Park	1897	103,039	88,674	-14%
Liverpool	Anfield	1884	76,532	62,416	-18%
Everton	Goodison Park	1892	76,532	62,416	-18%
Swansea City	The Liberty	2005	151,117	114,401	-24%
Newcastle United	Sports Direct Arena <sup>2</sup>	1892	188,939	134,444	-29%
<b>Premier League Average<sup>3</sup></b>			<b>205,837</b>	<b>329,520</b>	<b>60%</b>
<b>England and Wales</b>			<b>210,403</b>	<b>249,601</b>	<b>19%</b>

Sources: Halifax, Land Registry

<sup>1</sup>Previously used as an athletics stadium

<sup>2</sup>Previously known as St James' Park

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**Table 4 – One year % change in house prices in postal districts of the 20 Premier League team stadia for the 2014/15 season.**

Club	Stadium	Year Opened/ first Occupied	Average House Price 2013(£)	Average House Price 2014 (£)	One year % Change
Crystal Palace	Selhurst park	1925	196,606	228,815	16%
Chelsea	Stamford Bridge	1905	855,372	959,522	12%
Tottenham Hotspur	White Hart Lane	1899	275,644	307,270	11%
Queens Park Rangers	Loftus Road	1917	508,874	556,545	9%
West Ham United	Upton Park	1904	192,841	208,435	8%
Arsenal	Emirates	2006	595,178	631,142	6%
Leicester City	King Power Stadium	2002	167,521	177,415	6%
Southampton	St Mary's	2001	165,800	171,745	4%
Swansea City	The Liberty	2005	110,475	114,401	4%
Sunderland	Stadium of Light	1997	91,129	93,832	3%
Burnley	Turf Moor	1883	96,021	98,655	3%
Stoke City	Britannia	1997	109,945	110,396	0%
Newcastle United	Sports Direct Arena <sup>2</sup>	1892	134,468	134,444	0%
Manchester City	Etihad <sup>1</sup>	2003	98,243	98,178	0%
Manchester United	Old Trafford	1910	176,024	173,250	-2%
West Bromwich Albion	The Hawthorns	1900	121,286	117,014	-4%
Liverpool	Anfield	1884	65,907	62,416	-5%
Everton	Goodison Park	1892	65,907	62,416	-5%
Hull City	KC Stadium	2002	76,825	72,535	-6%
Aston Villa	Villa Park	1897	98,329	88,674	-10%
<b>Premier League Average<sup>3</sup></b>			<b>311,398</b>	<b>329,520</b>	<b>6%</b>
<b>England and Wales</b>			<b>240,196</b>	<b>249,601</b>	<b>4%</b>

Sources: Halifax, Land Registry

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# Press Release



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## EDITORS' NOTES:

Halifax Premier League Grounds Review tracks house price movements in postal districts of the 20 football clubs for the 2014-15 Premier League season. Liverpool and Everton football clubs (L4) share the same postal districts.

House price data is from the Land Registry and all price figures refer to the arithmetic average of house prices. The data covers the 12 months to April for the period between 2004 and 2014. These prices are not standardised and therefore can be affected by changes in the sample from year to year. Average earnings figures are from the ONS's "Annual Survey of Hours and Earnings" (ASHE) and refer to the means for full-time employees in the relevant local authority district for each ground.

Details of the 20 Premier League grounds have been sourced from official club websites.

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