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The annual **Halifax Seaside Town Review** tracks house price movements in 193 seaside towns in Great Britain. The **review** is based on house price data from the Land Registry and Registers of Scotland.

## All you need is a bucket, spade and £627k to live in Britain's priciest seaside town

- Sandbanks in Poole remains top of Britain's list of most expensive seaside towns despite a £37,500 drop in prices
- Average house prices in British seaside towns increase by 21% in the past decade – over £4,000 a year
- Residents of Aldeburgh in Suffolk are happiest of the 10 most expensive seaside towns

**Sandbanks in Poole has scored a house price (sun) hat trick as Britain's most expensive seaside town for the third year running, according to Halifax's latest research.**

Although a home in this sought after coastal location will set you back an average £626,553, both Sandbanks, and the second most expensive seaside town, Salcombe in South Devon, are the only seaside towns in the top 10 to have seen a dip in house prices over the last year by an average £37,494 and £52,702 respectively. (See Table 1)

The second and third spots remain unchanged on last year with average prices in Salcombe of £577,591 followed by Aldeburgh in Suffolk (£535,872).

While Sandbanks jointly tops the table with Lymington in Hampshire and East Wittering in Sussex for most hours of sunshine a week in the top 10 most expensive seaside towns with an impressive 33 hours, it drops to fifth place in terms of happiness. Aldeburgh tops the happiness table, closely followed by East Wittering and Budleigh Salterton in Devon.

**Russell Galley, Halifax Managing Director, said:** *"It's no surprise that the South coast continues to be home to the most expensive seaside towns in the country, including those with the greatest growth in house prices over the last 10 years.*

*"What we can see though is that the two most desirable locations have in fact seen prices drop over the last year. This fall is likely to have been impacted by the higher costs of stamp duty for these more expensive homes.*

*“Having a postcard view can be a dream that comes with a hefty price tag attached, but while more sun is undoubtedly appealing, it doesn’t appear to guarantee happy homeowners. Seaside house hunters may be more tempted by Newbiggin by the Sea in Northumberland, where average prices stand below £95,000 and offer a higher happiness rating than nine out of 10 of the most expensive towns.”*

### **South East rules the roost for largest growth in seaside town prices**

Since 2008 the average house price in Britain’s seaside towns has risen by 21%, from an average £193,859 in 2008 to 234,654 in 2018. This equates to an average increase of over £4,000 a year. (See Table 2)

The vast majority of the top 20 seaside towns with the biggest house price growth over the last 10 years are in the South East. Average house prices in Burnham on Crouch in Essex (£330,684) and Whitstable in Kent (£368,563) have both increased by 57% since 2008. Joining them in the top three is Aldeburgh (56%).

The only other seaside towns in the top 20 outside the South East are Lerwick, in Shetland (45%), Campbeltown in Argyll and Bute (39%) and Cromer, in Norfolk (36%).

### **Cheapest seaside towns in Scotland and the North**

Of the 10 least expensive seaside towns, nine are in Scotland with Millport, on the island of Great Cumbrae in the Firth of Clyde, leading the least expensive list with an average price of £81,233. (See Table 3)

This is followed by Girvan in South Ayrshire (£91,459) and Saltcoats in North Ayrshire (£92,891).

England’s least expensive seaside town is Newbiggin by the Sea in Northumberland, with an average house price of £94,385.

While seven seaside towns have an average house price below £100,000, and the hours of sunshine for the 10 least expensive seaside towns range from 26 to 21 hours a week, their residents scored well in the happiness stakes – better than those living in some of the most expensive locations.

Those in Newbiggin by the Sea were happiest, scoring 8.1 out of 10, followed by Wick in Caithness, Port Bannatyne on the Isle of Bute, and Dunoon in Argyll and Bute, with 7.8.

**Table 1: Most Expensive Seaside Towns / Happiness / Sunshine**

Seaside Town	Region	Average House Price 2018a (£) <sup>1</sup>	Happiness <sup>2</sup>	Sunshine hours/week <sup>3</sup>
Sandbanks	South West	626,553	7.6	33
Salcombe	South West	577,591	7.6	31
Aldeburgh	East Anglia	535,872	8.2	32
Lymington	South East	487,143	7.5	33
Padstow	South West	435,833	7.6	32
Dartmouth	South West	431,539	7.6	31
East Wittering	South East	414,005	7.9	33
Fowey	South West	403,622	7.6	32
Lyme Regis	South West	397,584	7.7	32
Budleigh Salterton	South West	396,034	7.8	31
<b>UK</b>			<b>7.5</b>	<b>30</b>

<sup>1</sup>E&W LR House Price Data 12mths to Jan 18

<sup>2</sup>ONS Personal Well-Being Survey: April 2016-March 2017

<sup>3</sup>Met Office Average: 2009/2013

**Table 2: Seaside Towns - 20 biggest house price increases 2008- 2018**

Seaside Town	Region	Average House Price (£) 2007 <sup>a</sup> / 2008 <sup>b</sup> (£)	Average House Price (£) 2017 <sup>a</sup> /2018 <sup>b</sup> (£)	10 Yr % change
Burnham On Crouch	South East	210,404	330,684	57%
Whitstable	South East	234,995	368,563	57%
Aldeburgh	East Anglia	343,264	535,872	56%
Leigh On Sea	South East	241,481	373,779	55%
Brighton	South East	256,935	389,176	51%
Southend On Sea	South East	197,083	292,663	48%
Shoreham By Sea	South East	246,833	359,454	46%
Lerwick	Scotland	117,627	171,117	45%
East Wittering	South East	288,996	414,005	43%
Deal	South East	203,760	283,016	39%
Campbeltown	Scotland	76,053	105,389	39%
Worthing	South East	224,977	311,307	38%
Cromer	East Anglia	187,673	255,436	36%
Herne Bay	South East	202,781	275,957	36%
Lymington	South East	358,838	487,143	36%
Hastings	South East	187,197	252,788	35%
Dymchurch	South East	200,806	270,657	35%
Thanet	South East	181,551	243,639	34%
Sandwich	South East	230,080	308,336	34%
West Mersea	South East	249,553	333,129	33%
<b>All Seaside Towns in GB</b>		<b>193,859</b>	<b>234,654</b>	<b>21%</b>

<sup>a</sup>Scotland Full year ROS for 2007 and 2017

<sup>b</sup>England & Wales LR House Price Data 12mths to Jan 2008 & 2018

**Table 3: Least Expensive Seaside Towns**

Seaside Town	Region	Average House Price (£) 2007 <sup>1</sup> / 2008 <sup>1</sup> (£) <sup>2</sup>	Happiness <sup>3</sup>	Sunshine hours/ week <sup>4</sup>
Millport	Scotland	81,233	7.3	26
Girvan	Scotland	91,459	7.6	25
Saltcoats	Scotland	92,891	7.3	26
Wick	Scotland	93,487	7.8	21
Newbiggin by the Sea	North	94,385	8.1	26
Irvine	Scotland	97,727	7.4	26
Greenock	Scotland	98,203	7.4	26
Ardrossan	Scotland	100,496	7.3	26
Port Bannatyne	Scotland	101,094	7.8	24
Dunoon	Scotland	101,118	7.8	24

<sup>1</sup>Scotland Full year ROS for 2007 and 2017

<sup>2</sup>E&W LR House Price Data 12mths to Jan 18

<sup>3</sup>ONS Personal Well-Being Survey: April 2016-March 2017

<sup>4</sup>Met Office Average: 2009/2013

## ENDS

### Editors' Notes:

<sup>1</sup>Sources: Land Registry. Refers to simple arithmetic average price over the 12 months to January 2018; Registers of Scotland for average prices in 2017.

<sup>2</sup>ONS Personal Well-Being Survey: April 2016-March 2017

<sup>3</sup>Met Office average: 2009/2013

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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