

# PRESS RELEASE



03/08/2018

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The annual **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 2018-19 Premier League season. The review is based on data from the Land Registry. The 27th Premier League season kicks off on Friday 10<sup>th</sup> August.

**NOT FOR BROADCAST OR PUBLICATION BEFORE 00.01 HRS ON 3<sup>rd</sup> AUGUST 2018**

## Penny Lane: Premier League footballers could almost buy a house per game in Liverpool

- On average, a Premier League player nearly makes enough per game to buy a house near Anfield or Goodison Park
- Fulham joins Chelsea as having the most expensive Premier League homes
- House prices near White Hart Lane almost double in 10 years

To mark the start of the 27<sup>th</sup> Premier League season, new research from Halifax has revealed that, on average, a Premier League player earns almost enough every game (£69,540) to buy a house near the grounds of Liverpool or Everton, where the average house price is £78,093.

At the other end of the spectrum, players would need to save up for almost half the season to scrape together the £1,111,986 needed to buy in the surroundings of Stamford Bridge or Craven Cottage. However, with an annual salary of £4,451,200, the average Chelsea player could move next door to the stadium after just 13 weeks. In stark contrast, with an average annual salary of £63,361, it would take locals almost 18 years (17.6) to earn enough to be able to buy the same home. (Table 1)

When it comes to house price growth, Tottenham Hotspur are once again the run-away champions. Since 2008, average local house prices have rocketed by 94% to £481,609. North London rivals Arsenal's position in the Premier League has been matched by local house prices, with an increase of 60% over 10 years also putting them sixth in our table. (Table 2)

### **Russell Galley, managing director Halifax said:**

*"As clubs gear up for the start of the 27<sup>th</sup> Premier League season, it appears that for many, success on the field has rubbed off as property prices in the areas surrounding the grounds of England's top flight clubs have risen ahead of the rest of the country.*

*"While football may not be coming home, many players looking to buy a house near their team's stadium need just a few games to earn the equivalent of the average house price. Locals living nearby some grounds, such as the Emirates, have benefitted from the associated infrastructure improvements as clubs upgrade or move stadiums."*

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## **House prices near Premier League clubs up by half in last decade**

The average house price near Premier League clubs has risen by £127,451 (47%), from £273,917 in 2008 to £401,457 in 2018. This figure is well ahead of the rest of the UK, where house prices have increased by £66,194 on average – an increase of 30%.

While clubs from the North may have dominated the top four last season, when it comes to house prices they are lagging behind the rest of the country. Since 2008, only four clubs have not seen growth in house prices. Those living near St James' Park have seen prices fall by 14%, from £187,470 to £161,335, whilst on Merseyside homes near Everton and Liverpool have dropped by 11% to £78,093. No clubs outside London and the South have seen increases ahead of the national average of 30%.

Unsurprisingly, London-based clubs have seen the biggest increases. Behind Tottenham Hotspur, Crystal Palace has seen the second biggest increase as prices have gone from £208,348 in 2008 to £351,924 in 2018 (69%). Chelsea and Fulham, which share a postal district, have increased by two thirds (66%) to £1,111,986.

## **House price growth stalls since 2013 at Premier League clubs**

However, when looking at the last five years average prices of homes close to Premier League clubs have only grown by £11,687 (3%) – slower than the rest of England and Wales, which has risen by £46,954 (19%). For Crystal Palace, promotion to the Premier League in 2013 has also seen its house prices soar to £351,924 and growth of 79% sits them top of our table. (Table 3)

While 2017/18 may have been a season to forget for supporters of Manchester United as Manchester City cruised to the title, those living in the shadow of Old Trafford saw the value of their homes increase by 13% over the year. Bournemouth (10%) and Newcastle United (9%) complete a top three of teams based outside of London. (Table 4).

**Table 1: Home affordability in postal districts of the 20 Premier league team stadia for the 2018/19 season**

Club	House Price 2018 (£)	Average Earnings 2018***	P/E ratio	No of games for Player to buy house
Everton	78,093	31,148	2.5	1
Liverpool	78,093	31,148	2.5	1
Wolverhampton Wanderers	109,979	30,108	3.7	2
Burnley	106,995	29,117	3.7	2
Huddersfield Town	120,098	31,957	3.8	2
Manchester City	121,950	31,556	3.9	2
Newcastle United	161,335	34,866	4.6	2
Manchester United	223,932	41,509	5.4	3
Cardiff City	196,228	34,230	5.7	3
Southampton	201,949	30,483	6.6	3
Watford	374,980	49,183	7.6	5
Leicester City	214,016	26,496	8.1	3
Crystal Palace	351,924	40,224	8.7	5
Bournemouth	323,947	33,535	9.7	5
West Ham United*	341,022	32,973	10.3	5
Brighton & Hove Albion	427,104	38,383	11.1	6
Tottenham Hotspur	481,609	42,937	11.2	7
Arsenal	747,196	55,691	13.4	11
Chelsea	1,111,986	63,361	17.6	16
Fulham	1,111,986	63,361	17.6	16
<b>Premier League Average**</b>	<b>401,457</b>	<b>38,613</b>	<b>10.4</b>	<b>6</b>
<b>England and Wales</b>	<b>287,202</b>	<b>34,081</b>	<b>8.4</b>	<b>4</b>
<b>Average Premiership £/player per game****</b>				<b>69,540</b>

\* Previously used as an athletics stadium

\*\* Average of the 18 Premier League teams weighted against transactions

\*\*\* ASHE Full Time average earnings - Halifax estimate

\*\*\*\*Global Sports Salaries Survey 2017 - Sporting Intelligence

**Table 2: Ten year % change in house prices in postal districts of the 20 Premier league team stadia for the 2018/19 season**

Club	Stadium	Average House Price 2008(£)	Average House Price 2018 (£)	Ten year % Change
Tottenham Hotspur	White Hart Lane	248,012	481,609	94%
Crystal Palace	Selhurst park	208,348	351,924	69%
Chelsea	Stamford Bridge	669,895	1,111,986	66%
Fulham	Craven Cottage	669,895	1,111,986	66%
Watford	Vicarage Road	229,104	374,980	64%
Arsenal	Emirates	466,405	747,196	60%
West Ham United*	Upton Park/London Stadium	215,620	341,022	58%
Brighton & Hove Albion	Amex	273,797	427,104	56%
Manchester United	Old Trafford	173,605	223,932	29%
Bournemouth	Vitality Stadium	259,954	323,947	25%
Leicester City	King Power Stadium	175,406	214,016	22%
Manchester City	Etihad	106,144	121,950	15%
Cardiff City	Cardiff City Stadium	178,535	196,228	10%
Southampton	St Mary's	184,042	201,949	10%
Burnley	Turf Moor	102,606	106,995	4%
Wolverhampton Wanderers	Molinuex	108,402	109,979	1%
Huddersfield Town	John Smith	129,342	120,098	-7%
Everton	Goodison Park	88,165	78,093	-11%
Liverpool	Anfield	88,165	78,093	-11%
Newcastle United	St James' Park	187,470	161,335	-14%
<b>Premier League Average**</b>		<b>273,917</b>	<b>401,457</b>	<b>47%</b>
<b>England and Wales</b>		<b>221,008</b>	<b>287,202</b>	<b>30%</b>

\* Previously used as an athletics stadium

\*\* Average of the 18 Premier League teams weighted against transactions

**Table 3: Five year % change in house prices in postal districts of the 20 Premier league team stadia for the 2018/19 season**

Club	Stadium	Average House Price 2013(£)	Average House Price 2018(£)	Five year % Change
Crystal Palace	Selhurst park	196,290	351,924	79%
West Ham United*	Upton Park/London Stadium	193,229	341,022	76%
Tottenham Hotspur	White Hart Lane	275,137	481,609	75%
Watford	Vicarage Road	235,408	374,980	59%
Brighton & Hove Albion	Amex	292,143	427,104	46%
Chelsea	Stamford Bridge	855,762	1,111,986	30%
Fulham	Craven Cottage	855,762	1,111,986	30%
Manchester United	Old Trafford	175,069	223,932	28%
Leicester City	King Power Stadium	167,421	214,016	28%
Bournemouth	Vitality Stadium	257,193	323,947	26%
Arsenal	Emirates	604,629	747,196	24%
Manchester City	Etihad	98,773	121,950	23%
Wolverhampton Wanderers	Molinuex	89,434	109,979	23%
Southampton	St Mary's	165,536	201,949	22%
Newcastle United	St James' Park	134,573	161,335	20%
Everton	Goodison Park	65,920	78,093	18%
Liverpool	Anfield	65,920	78,093	18%
Cardiff City	Cardiff City Stadium	168,770	196,228	16%
Burnley	Turf Moor	96,752	106,995	11%
Huddersfield Town	John Smith	113,069	120,098	6%
<b>Premier League Average**</b>		<b>389,770</b>	<b>401,457</b>	<b>3%</b>
<b>England and Wales</b>		<b>240,608</b>	<b>287,202</b>	<b>19%</b>

\* Previously used as an athletics stadium

\*\* Average of the 18 Premier League teams weighted against transactions

**Table 4: One year % change in house prices in postal districts of the 20 Premier league team stadia for the 2018/19 season**

Club	Stadium	Average House Price 2017(£)	Average House Price 2018(£)	One year % Change
Manchester United	Old Trafford	199,026	223,932	13%
Bournemouth	Vitality Stadium	294,889	323,947	10%
Newcastle United	St James' Park	148,659	161,335	9%
Wolverhampton Wanderers	Molinuex	101,856	109,979	8%
Crystal Palace	Selhurst park	326,046	351,924	8%
Brighton & Hove Albion	Amex	397,957	427,104	7%
Tottenham Hotspur	White Hart Lane	451,362	481,609	7%
Leicester City	King Power Stadium	201,530	214,016	6%
Watford	Vicarage Road	357,489	374,980	5%
Huddersfield Town	John Smith	116,224	120,098	3%
West Ham United*	Upton Park/London Stadium	332,222	341,022	3%
Everton	Goodison Park	76,091	78,093	3%
Liverpool	Anfield	76,091	78,093	3%
Cardiff City	Cardiff City Stadium	193,289	196,228	2%
Burnley	Turf Moor	106,336	106,995	1%
Chelsea	Stamford Bridge	1,111,139	1,111,986	0%
Fulham	Craven Cottage	1,111,139	1,111,986	0%
Southampton	St Mary's	205,635	201,949	-2%
Manchester City	Etihad	124,309	121,950	-2%
Arsenal	Emirates	767,538	747,196	-3%
<b>Premier League Average**</b>		<b>390,383</b>	<b>401,457</b>	<b>3%</b>
<b>England and Wales</b>		<b>280,331</b>	<b>287,202</b>	<b>2%</b>

\* Previously used as an athletics stadium

\*\* Average of the 18 Premier League teams weighted against transactions

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## Editors' Notes:

<sup>1</sup> Halifax Premier League Grounds Review tracks house price movements in postal districts of the 20 football clubs that will be competing in the 2018-19 Premiership League season. Liverpool and Everton football clubs (L4) share the same postal districts. Chelsea and Fulham football clubs (SW6) also 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 2008 and 2018. These prices are not standardised and therefore can be affected by changes in the sample from year to year.

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

Data produced by Land Registry © Crown copyright 2018.

"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." © Bank of Scotland plc all rights reserved 2018.

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