

## House prices: Halifax reveals 2024’s regional rises and falls

- Biggest house price growth in Stoke-on-Trent, +17.2% in the 12 months to September 2024.
- Cost of a home fell most in Huddersfield (-6.6%) - after the area topped the house price growth table in 2023.
- Regionally, the South East had the smallest percentage growth in average house prices, +1.8%.

House prices in Stoke-on-Trent surged by +17.2% during the 12 months to September 2024, emerging as the best performing area for house price growth in the UK housing market, according to the latest data from Halifax.

Following closely behind, Slough experienced a rise of +14.9% in house prices, and, in Oldham, the cost of a home increased by +14.6%. Research from Halifax earlier this year found that over seven in 10 (73%) house purchases in Slough were made by first-time buyers.

### Top ten UK towns and cities with greatest house price growth 2023 to 2024

Town / LA	Region	Average Price 2023	Average Price 2024	£ Growth in Price	% Growth in Price
Stoke-On-Trent	West Midlands	£193,662	£227,002	£33,339	17.2%
Slough	South East	£433,194	£497,704	£64,510	14.9%
Oldham	North West	£218,595	£250,546	£31,951	14.6%
Bradford	Yorkshire and The Humber	£200,093	£226,261	£26,168	13.1%
Bolton	North West	£223,231	£252,070	£28,839	12.9%
Barnsley	Yorkshire and The Humber	£199,725	£224,886	£25,161	12.6%
Wolverhampton	West Midlands	£247,403	£278,083	£30,680	12.4%
Doncaster	Yorkshire and The Humber	£204,371	£228,040	£23,669	11.6%
Dunfermline	Scotland	£208,013	£230,379	£22,365	10.8%
Hamilton	Scotland	£208,360	£229,835	£21,474	10.3%

2023 vs 2024, rolling 12-month data to end September each year, minimum sample 150

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## Capital dominates for lowest house price growth

The ten towns and cities with the smallest house price growth are led by Huddersfield, which saw a decline of -6.6% over the 12 months to September of this year, equivalent to a fall of £18,514.

This should be seen in some important context – Huddersfield came top of the table last year, with an average growth in house price of +8.7% meaning, over the two years, house prices in the area have risen overall.

Several London boroughs also experienced some of the lowest house price growth over the period, including Ealing, Southwark and Harrow.

### Top ten UK towns and cities with lowest house price growth 2023 to 2024

Town / LA	Region	Average Price 2023	Average Price 2024	£ Growth in Price	% Growth in Price
Huddersfield	Yorkshire and The Humber	£279,012	£260,498	-£18,514	-6.6%
Wirral	North West	£311,003	£294,250	-£16,753	-5.4%
Ealing	London	£588,383	£559,788	-£28,596	-4.9%
Southwark	London	£583,203	£555,325	-£27,878	-4.8%
Kingston Upon Thames	London	£607,522	£582,282	-£25,240	-4.2%
Enfield	London	£527,807	£506,667	-£21,140	-4.0%
Harrow	London	£572,921	£552,203	-£20,718	-3.6%
Westminster	London	£757,083	£730,859	-£26,224	-3.5%
Bromley	London	£558,980	£541,131	-£17,848	-3.2%
Aylesbury	South East	£435,416	£423,252	-£12,164	-2.8%

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**Amanda Bryden, Head of Mortgages, said:**

“Some areas of the UK – including Stoke-on-Trent, Wolverhampton and Dunfermline - have seen remarkable house price growth this year, as buyers perhaps seek out more affordable areas where house prices, despite increases, are still coming in under the national average. This trend is causing house prices in some areas to flip from slowing, to growing, such as Stoke-on-Trent, which was the biggest faller last year but showed the highest rate of growth, regionally, this year.

“That story doesn’t play out nationally. The high asking price for London properties means house prices have fallen in several boroughs - perhaps a reflection that the relatively high cost of properties is stretching affordability for buyers, or perhaps what they are willing to pay. Overall, London has a house price to earnings ratio of 8.22, making it one of the least affordable places to live in the country, against a national ratio of 6.55.

“Regionally, while the South East has seen some robust growth – in places like Basingstoke and Maidstone, overall, it is lagging behind the rest of the UK, with movement of just +1.8%, compared to +6.3% for the UK overall. Much like London, first-time buyers won’t find a bargain here, as the slow growth is likely a consequence of the already-high property prices, relative to the national average.

“When you’re buying a home there’s so much to consider - it can become overwhelming, with the cost of a property just one of many things to think about. My advice would be to make yourself a list of everything that’s important to you, decide which are the deal-breakers and which you’re willing to compromise on, then get stuck in with viewing houses and visiting areas to get a feel for each place. Be open to everything that’s affordable and suits your personal circumstances – you never know where you might find a hidden gem that’s just right for you.”

**Nations and regions**

**UK nations and regions house price growth 2023 to 2024**

	Average Price 2023	Average Price 2024	Change in £	Change in %
Northern Ireland	£203,724	£225,271	£21,547	10.6%
Yorkshire and The Humber	£245,214	£260,946	£15,731	6.4%
West Midlands	£281,510	£299,318	£17,807	6.3%
Scotland	£233,360	£247,094	£13,733	5.9%
Wales	£241,628	£255,197	£13,569	5.6%
North West	£255,296	£269,139	£13,843	5.4%
East Midlands	£276,825	£290,129	£13,304	4.8%
North East	£213,166	£221,869	£8,704	4.1%

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South West	£337,880	£350,553	£12,673	3.8%
London	£551,673	£571,583	£19,910	3.6%
East of England	£392,996	£406,888	£13,891	3.5%
Unknown	£378,358	£390,724	£12,365	3.3%
South East	£440,509	£448,456	£7,947	1.8%
<b>UK:</b>	<b>£329,444</b>	<b>£350,066</b>	<b>£20,622</b>	<b>6.3%</b>

2023 vs 2024, rolling 12-month data to end September each year, minimum sample 150

## Ends

This information is intended for the sole use of journalists and media professionals.

The prices quoted are taken from the Halifax database and refer to average prices for the 12 months to September of each year. Prices are arithmetic average prices of houses – otherwise known as crude averages – on which an offer of mortgage has been granted. These prices are not standardised and therefore can be affected by changes in the sample from year to year – as such, care should be taken when comparing prices. This differs from the methodology used in the monthly Halifax House Price Index and those figures should not be compared on a like-for-like basis with this report.

Towns were researched based on a sample size of at least 150 transactions. Note that individual towns may be excluded from the lists in any given year if there is an insufficient number of transactions to calculate an average figure.

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