

PRESS RELEASE

23 DECEMBER 2016



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London's Eaton Square is England and Wales' most expensive street

- Average house price in Eaton Square, Belgravia, is £17million
- London boroughs of Westminster and Kensington dominate the Top 10 most expensive streets
- Outside London, Weybridge and Leatherhead dominate the list
- Every region in England and Wales now has a million pound street

Eaton Square, in the heart of London's wealthy Belgravia district, has been crowned the most expensive street in England and Wales, with an average house price of £16,944,000, according to the latest research from Lloyds Bank¹.

One of three garden squares built by the Grosvenor family in the 19th century, Eaton Square includes a mix of grand houses and apartments behind Grade II listed white stucco facades overlooking 2.5 hectares of private garden squares, making it one of the most desirable addresses in the capital.

With upmarket and fashionable areas close by, including Knightsbridge, Sloane Street and Chelsea, Eaton Square has attracted many famous residents over the years, including former Prime Ministers Neville Chamberlain, Stanley Baldwin and Margaret Thatcher, and former James Bond stars Sean Connery and Roger Moore.

Such is the pull of Eaton Square that the average house price is over three times more than the costliest street in the South East; Camp End Road in Weybridge, which has an average price of £5,164,000. (See Table 1)

Prime prices for prime locations

Central London boroughs dominate the list of the top 10 most expensive streets, with seven streets based in Westminster and Kensington having an average price of at least £10 million and three over £16 million.

Just a few streets away from Eaton Square, Grosvenor Crescent – which was the most expensive street in the 2014 survey - is the second most expensive street this year, with an average price of £16,918,000, followed by Ilchester Place in Notting Hill (£16,029,000). Other expensive locations

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in these two areas include Lansdowne Road (£12,830,000), Chester Square (£12,543,000), Lansdowne Crescent (£10,842,000) and Kensington Road (£10,185,000).

Other streets in the capital to make the top 20 are Coombe Park in Kingston Upon Thames (£4,398,000), The Green (£3,656,000) and Ham Common both in Richmond upon Thames (£3,606,000).

Andrew Mason, Mortgage Director at Lloyds Bank, said: "Eaton Square, and prime central locations such as Westminster, and Kensington and Chelsea, have established reputations as exclusive addresses. Not only do these streets possess a rich historical legacy, but properties located there are some of the most prestigious in the world and are close to superb local amenities in Knightsbridge, Sloane Street and Chelsea, as well as the capital's business and entertainment districts.

"Away from London, our figures show that the most expensive streets tend to be tightly clustered within pockets in the same area. For example, the Edgbaston district in Birmingham, the Wilmslow and Altrincham areas in Cheshire, the so-called 'Golden Triangle' in Yorkshire and the Humber and Sandbanks in Dorset on the south coast."

After London, Weybridge and Leatherhead dominate the list

Away from London, the most desirable addressees are in the Surrey towns of Weybridge and Leatherhead. Camp End Road in Weybridge is the most expensive street outside London, with an average price of £5,164,000. The other most expensive Weybridge addresses are Cavendish Road (£4,705,000), East Road (£4,521,000) and West Road (£4,373,000). Leatherhead has four streets in the top 20, including Queens Drive (4,410,000), Leys Road (£3,687,000), Spicers Field (£3,522,000) and Princes Drive (£3,505,000).

Panorama Road in the Sandbanks area of Poole (£4,618,000) and Crick Road in Central North Oxford (£4,049,000) complete the top 20.

A million pound street in every region

There is at least one million pound street in every region of England and Wales. Outside London and the South East the most expensive streets are in, or close to, Sandbanks in Poole. After Panorama Road, the most expensive street is Western Avenue in Sandbanks, with an average price of £2,340,000, followed by Sandbanks Road (£2,270,000) and Haig Avenue (£2,159,000). Storeys Way in Cambridge is the most expensive street in East Anglia (£1,914,000) followed by Millington Road (£1,787,000).

In northern England, Park Lane in Altrincham is the most expensive street with homes selling, on average, for £2,059,000 followed by Leycester Road in Knutsford (£1,786,000). In the North East the majority of the most expensive streets are located in Newcastle, with Runnymede Road (£1,103,000) and Elmfield Park (£1,081,000) leading the way.

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In the West Midlands, Farquhar Road in Edgbaston (£1,434,000) and Ladywood Road in Sutton Coldfield (£1,302,000) are the two priciest addresses. In Wales, Llys Helyg Drive in Llandudno takes the top spot with an average price of £1,064,000 followed by St Annes Close in Swansea (£1,029,000). Ling Lane in Leeds has the most expensive homes in Yorkshire and the Humber (£1,319,000). Warren Hill in Newtown Linford in Leicester is the most expensive street in the East Midlands with an average price of £1,288,000.

Table 1: 20 Most Expensive Streets in England and Wales 2016

Street Name	Posttown	Region	Postcode	Average House Price £ - 2011-2016*
Eaton Square	Westminster	Greater London	SW1W	16,944,000
Grosvenor Crescent	Westminster	Greater London	SW1X	16,918,000
Ilchester Place	Kensington	Greater London	W148	16,029,000
Lansdowne Road	Kensington	Greater London	W112	12,830,000
Chester Square	Westminster	Greater London	SW1W	12,534,000
Lansdowne Crescent	Kensington	Greater London	W112	10,842,000
Kensington Road	Kensington	Greater London	W85N	10,185,000
Camp End Road	Weybridge	South East	KT13	5,164,000
Cavendish Road	Weybridge	South East	KT13	4,705,000
Panorama Road	Poole	South West	BH13	4,618,000
East Road	Weybridge	South East	KT13	4,521,000
Queens Drive	Leatherhead	South East	KT22	4,410,000
Coombe Park	Kingston Upon Thames	Greater London	KT27	4,398,000
West Road	Weybridge	South East	KT13	4,373,000
Crick Road	Oxford	South East	OX26	4,049,000
Leys Road	Leatherhead	South East	KT22	3,687,000
The Green	Richmond upon Thames	Greater London	TW91	3,656,000
Ham Common	Richmond upon Thames	Greater London	TW10	3,606,000
Spicers Field	Leatherhead	South East	KT22	3,522,000
Princes Drive	Leatherhead	South East	KT22	3,505,000

Source: Land Registry and Royal Mail. *For period January 2011 and October 2016

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REGIONAL KEY FINDINGS

North East

Eight of the ten most expensive streets in the North East are in Newcastle, mostly in areas such as Gosforth and Jesmond. Runnymede Road (£1,103,000) is the most expensive, followed by Elmfield Park (£1,081,000) and Graham Park Road (£948,000). Outside Newcastle, Burgham Park in Morpeth (£759,000) and South Street in Durham (£733,000) are the most expensive.

North West

In the North West, Park Lane in Altrincham is the most expensive street with homes selling, on average, for £2,059,000 followed by Leycester Road in Knutsford (£1,786,000) and Congleton Road in Alderley Edge (£1,872,000). The majority of the region's most expensive properties are located south of Manchester in Wilmslow and Altrincham. Other popular roads include Eyebrook Road (£1,524,000) and Langham Road both in Altrincham (£1,489,000), Fletsand Road (£1,514,000), Hough Lane in (£1,478,000) and Prestbury Road all are in Wilmslow (£1,451,000). Shireburn Road in Formby in Liverpool (£1,415,000) is the only entry from outside Cheshire area.

Yorkshire and the Humber

The most expensive streets in Yorkshire and the Humber are mainly in the area that makes up the so-called "Golden Triangle" between Harrogate, Wetherby and north Leeds. Nine of the ten most expensive streets in the region are within these areas with five in Harrogate. Ling Lane in Scarcroft, Leeds has the most expensive homes in Yorkshire and the Humber (£1,319,000). Others include Rutland Drive in Harrogate (£1,254,000), Linton Lane (£1,127,000) and The Ridge (£981,000) – both are in Wetherby. Curly Hill in Ilkley (£970,000) is the only road in the top 10 from outside the Golden Triangle.

West Midlands

In the West Midlands, Farquhar Road in Edgbaston (£1,434,000) and Ladywood Road in Sutton Coldfield (£1,302,000) are the two priciest addresses. These are followed by Luttrell Road also in Sutton Coldfield (£1,211,000), Wellington Road (£1,190,000) and Westfield Road (£1,185,000) - both in Edgbaston.

All ten of the region's most expensive streets have an average price of over a £1 million and are mostly in Edgbaston, Sutton Coldfield and Solihull.

East Midlands

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Warren Hill in Newtown Linford in Leicester is the most expensive street in the East Midlands with an average price of £1,288,000. Three of top 5 most expensive in the region are in Nottingham: Croft Road (£1,216,000), Valley Road (£946,000) and Beeston Fields Drive (£936,000). Other desirable residencies include Forest Road in Loughborough (£914,000) and Sandy Lane in Northampton (£865,000).

East Anglia

Streets of Cambridge dominate the 10 most expensive in East Anglia. Most of these streets are close to the main University area in the CB2 and CB3 postal districts. Storeys Way in Cambridge is the most expensive street in East Anglia (£1,914,000) followed by Millington Road (£1,787,000), Newton Road (£1,778,000), Mingle Lane (£1,687,000) and Glisson Road (£1,650,000).

South East

The region's most desirable addressees are located in the Surrey towns of Weybridge and Leatherhead. Camp End Road in Weybridge is the most expensive street outside London with an average price of £5,164,000. The other most expensive Weybridge addresses are Cavendish Road (£4,705,000), East Road (£4,521,000) and West Road (£4,373,000). Leatherhead has four streets in the top 20, including Queens Drive (£4,410,000), Leys Road (£3,687,000), Spicers Field (£3,522,000) and Princes Drive (£3,505,000).

Crick Road in Central North Oxford (£4,049,000) is the only street from outside Surrey to make the region's ten most expensive addresses.

South West

Outside London and the South East, the most expensive streets are in or close to Sandbanks in Poole. After Panorama Road (£4,618,000), the most expensive street is Western Avenue, also in Sandbanks, with an average price of £2,340,000, followed by Sandbanks Road (£2,270,000) and Haig Avenue (£2,159,000). Restrouquet Point in Truro (£1,808,000), Bathwick Hall in Bath (£1,696,000) and Upper Castle Road in Truro (£1,634,000) are the only ones from outside Poole in the list.

Wales

In Wales, Llys Helyg Drive in Llandudno takes the top spot with an average price of £1,064,000 followed by St Annes Close in Swansea (£1,029,000). Most of the expensive streets in Wales are in Cardiff; they include Druidstone Road (£790,000), Llandennis Avenue (£784,000), Westminster Crescent (£773,000), Lisvane Road (£750,000) and Rudry Road (£747,000).

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Editors' Notes

¹All prices are based on transactions between January 2011 and October 2016 recorded on the Land Registry database for transactions in England and Wales.

The data in this report are compiled from over 1.78 million UK post codes supplied by the Royal Mail in conjunction with the Land Registry database of housing transactions and prices.

House prices shown in the tables are arithmetic average prices of house transactions between January 2011 and October 2016. Data revisions after October 2016 are not captured in this survey. The transactions data is sourced from the Land Registry, and individual post codes (and not street name, as there can be several occurrences with same name) from the Royal Mail. Only post codes/streets where there have been at least five transactions over the period are included.

For further information

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