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## A HOME IN BRITAIN'S MOST EXPENSIVE STREET TOPS £17 MILLION PRICE TAG

- **Ilchester Place in London's Holland Park retains crown as most expensive street**
- **Top 10 most expensive streets have average price tag of more than £14 million**
- **Charlbury Road in Oxford becomes the most expensive street outside London**

Homebuyers dreaming of living on the most expensive street in England and Wales can now expect to pay over £17million for such a luxury address.

A property in Ilchester Place – located in the heart of London's Holland Park and home of the rich and famous – has gone up from £15.6million last year to an average price of £17.2million, at more than 62 times the national house price average of £275,000<sup>1</sup> – according to the latest research from Lloyds Bank.

Hot on its property heels, the keys to a house in Princes Gate in Westminster will also set buyers back an average of £17.1 million. This prestigious address – which overlooks Hyde Park and was once home to President John F Kennedy – neighbours both Kensington and Buckingham Palace.

In the borough of Kensington and Chelsea, Phillimore Gardens is third (£16,360,000), followed by Tregunter Road (£16,211,000) and Chesham Place (£15,013,000). The most expensive street outside of these historically grand addresses is Camden Street in North London, where the average house price is now above £11 million and number 10 in this year's top table.

Of the 20 most expensive streets, the top 10 are in London, mainly located in the prime residential areas of Kensington and Chelsea and the City of Westminster.

The most expensive street outside London is in Oxford, where a house on Charlbury Road will cost an average of £5,258,000. The rest of the top 20 are all located in the South East of England with an average house price tag of £4,369,000.

**Andrew Mason, Mortgage Director, Lloyds Bank, said:** “The country's most expensive streets are getting even pricier, with the top 20 rising by an eye-watering £1.7million on average over the past year. While the prime London boroughs of Westminster and Kensington and Chelsea continue to top the tables, the South East's Charlbury Road in Oxford becomes the most expensive street outside London.

“The average house prices in the top 10 priciest streets in the South East have risen by around £300,000 in the past year, with the 10 prestigious addresses in the area commanding an average house price in excess of £4.4 million.

“More than 80 of the most expensive regions across England now all have at least one million-pound street, while the most expensive address in Wales has an average house price just short of the mark at £900,000.”

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### REGIONAL KEY FINDINGS

#### North

Three out of the top five most expensive streets in the North are in Newcastle, Montague Avenue (£1,065,000), followed by Graham Park Road (£1,041,000) and Runnymede Road (£1,025,000). Newby Bridge Road, Windermere, is the most expensive in the region at an average of £1,533,000, followed by Crossgate in Durham in second place with average house prices of £1,370,000.

#### North West

In the North West, the majority of expensive streets are located in, Altrincham, Macclesfield, Knutsford and Alderley Edge. Chesham Place in Altrincham is the most expensive street with homes selling, on average, for £2,486,000 followed by Park Drive (£2,292,000) and Stanhope Road (£2,206,000). Legh Road, Knutsford (£2,089,000) and Withinlee Road in Macclesfield (£2,032,000), complete the top five.

#### 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. The top five most expensive streets in the region are within these areas, and two of which are in Harrogate. Fulwith Mill Lane in Harrogate has the most expensive homes in Yorkshire and the Humber (£1,631,000). Others include LinTheLangham18g Lane in Leeds (£1,431,000), Linton Lane in Wetherby (£1,420,000), Queens Road in Harrogate (£1,228,000) and Curly Hill in Ilkley (£1,106,000).

#### West Midlands

In the West Midlands, Rising Lane in Solihull (£1,908,000), Ladywood Road (£1,629,000) and Bracebridge Road (£1,540,000) – both in Sutton Coldfield, are the three priciest addresses. These are followed by Langley Road in Warwick (£1,461,000) and Farquhar Road, Birmingham (£1,449,000).

#### East Midlands

Leicester Road in Ashby-De-La-Zouch is the most expensive street in the East Midlands with an average price of £1,567,000, closely followed by St. Marys Street, Stamford (£1,484,000) and Northampton Road in Rushden (£1,469,000). Warren Hill, Leicester (£1,372,000) and Melton Road, Nottingham (£1,162,000) complete the top five.

#### East Anglia

Streets of Cambridge dominate the five 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 (£2,325,000) followed by Barrow Road (£2,040,000), Wilberforce Road (£1,848,000), Grundisburgh Road in Woodbridge (£1,826,000) and then Woodlands Road, Cambridge (£1,812,000).

#### South East

The region's most desirable addresses are located in the towns of Oxford, Weybridge and Leatherhead. Charlbury Road in Oxford is the most expensive with an average price of £5,258,000. Closely followed by Camp End Road in Weybridge (£5,237,000). In third place is East Road in Weybridge at an average price of £4,892,000 and completing the South East Top 5 are Eaton Park, Cobham (£4,440,000) and Stokesheath Road, Leatherhead (£4,343,000).

#### South West

Panorama Road in Poole is the most expensive street in the South West with an average house price of £2,806,000. Druid Stoke Avenue in Bristol follows with an average house price of £2,687,000. The following four most expensive streets are in Poole, which has a total of seven out the top 10 most expensive streets in the South West: Western Road (2,275,000), Brudenell Avenue (2,139,000), Haig Avenue (£2,085,000) and Bury Road (£2,081,000).

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### Wales

Channel View in Swansea is Wales's most expensive street with an average price of £907,000. The most expensive street in the Welsh capital of Cardiff is Cyncoed Road where the average house price will set buyers back £855,000.

**Table 1: 20 Most expensive streets in England and Wales 2019**

Street Name	Posttown	Region	Postcode	Average House Price £ 2014-2019*
Ilchester Place	Kensington And Chelsea	Greater London	W14	17,193,000
Princes Gate	Westminster	Greater London	SW7	17,070,000
Phillimore Gardens	Kensington And Chelsea	Greater London	W8	16,360,000
Tregunter Road	Kensington And Chelsea	Greater London	SW10	16,211,000
Chesham Place	Kensington And Chelsea	Greater London	SW1X	15,013,000
Eaton Square	Westminster	Greater London	SW1W	13,951,000
Kensington Road	Kensington And Chelsea	Greater London	W8	12,925,000
Knightsbridge	Westminster	Greater London	SW1X	12,800,000
Carlyle Square	Kensington And Chelsea	Greater London	SW3	11,957,000
Camden Street	Camden	Greater London	NW1	11,337,000
Charlbury Road	Oxford	South East	OX2	5,258,000
Camp End Road	Weybridge	South East	KT13	5,237,000
East Road	Weybridge	South East	KT13	4,892,000
Eaton Park	Cobham	South East	KT11	4,440,000
Stokesheath Road	Leatherhead	South East	KT22	4,343,000
Birdshill Road	Leatherhead	South East	KT22	4,216,000
Queens Drive	Leatherhead	South East	KT22	4,139,000
Gorse Hill Road	Virginia Water	South East	GU25	3,867,000
Eriswell Road	Walton-On-Thames	South East	KT12	3,657,000
Heath Rise	Virginia Water	South East	GU25	3,643,000

Source: Land Registry and Royal Mail. \*For period between January 2014 and September 2019

### Notes to editor:

All prices are based on transactions between January 2014 and September 2019 recorded on the Land Registry database for transactions in England and Wales.

<sup>1</sup> UK average house price based on LBG data, 12 months rolling to September 2019

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 2014 and September 2019. 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.

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

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