



**EMBARGOED TO 00:01 ON FRIDAY 26<sup>TH</sup> JUNE 2026**

## **UK's most Instagrammable streets revealed: Bath's Royal Crescent takes the crown**

- **New research from Lloyds reveals the most popular streets on Instagram and TikTok**
- **Bath's Royal Crescent tops the list, where average house prices are £590,786**
- **London, Edinburgh, Bristol, Cardiff and Manchester all feature in the top 20**
- **From £1.66m in Notting Hill to £158,559 near Loch Lomond – picture-perfect streets feature at every price point**

New research from [Lloyds](#) has revealed the UK's most Instagrammable streets – with Bath's iconic **Royal Crescent** (pictured right) taking the top spot.

Famous for its sweeping Georgian design, the crescent's postcard-perfect look has made it a firm favourite for photos, reels and travel snaps. Latest data shows homes on the street cost an average of £590,786.



From colourful city backdrops to historic cobbled lanes, the research highlights the streets Brits can't stop sharing online. The rankings are based on how often each street features on Instagram and TikTok, as well as how frequently it is tagged in location posts.

London's **Portobello Road** – known for its pastel-coloured houses and bustling market – takes second place, followed by **The Street** in the picturesque village of Castle Combe.

Edinburgh also performs strongly, with both **Victoria Street** and **Circus Lane** making the top 10, while **Pier Road** in Luss, on the banks of Loch Lomond, highlights the growing appeal of scenic waterfront spots.

### **Contact**

Gregor Low | [gregor.low@lloydsbanking.com](mailto:gregor.low@lloydsbanking.com) | 07500 078 879



## Where are the UK's most Instagrammable streets?

Here are the UK's 20 most Instagrammable streets, according to Lloyds' research:

Rank <sup>1</sup>	Street	Location	Average price <sup>2</sup>
1	Royal Crescent	Bath, Somerset	£590,786
2	Portobello Road	Notting Hill, London	£1,661,144
3	The Street	Castle Combe, Wiltshire	£428,759
4	Victoria Street	Old Town, Edinburgh	£414,596
5	Gold Hill	Shaftesbury, Dorset	£470,721
6	Kynance Mews	South Kensington, London	£1,447,738
7	Vicars Close	Wells, Somerset	£364,489
8	Arlington Row	Bibury, Gloucestershire	£519,773
9	Circus Lane	Stockbridge, Edinburgh	£447,344
10	Mermaid Street	Rye, East Sussex	£471,101
11	Sion Hill	Clifton, Bristol	£521,586
12	Elm Hill	Norwich, Norfolk	£235,822
13	Prior Park Road	Bath, Somerset	£556,645
14	Anita Street	Ancoats, Manchester	£257,319
15	Steep Hill	Lincoln, Lincolnshire	£314,395
16	Church Street	Ledbury, Herefordshire	£376,698
17	Barn Hill	Stamford, Lincolnshire	£492,364
18	Eastgate Street	Chester, Cheshire	£263,811
19	Pier Road	Luss, Argyll and Bute	£158,559
20	Windsor Esplanade	Cardiff Bay	£198,125

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Clockwise from top left: Portobello Road (London), The Street (Castle Combe), Victoria Street (Edinburgh), Gold Hill (Shaftesbury)

## Amanda Bryden, Head of Mortgages at Lloyds:

“Social media is changing how people discover new places, and even where they start to picture themselves living.

“What really stands out about these streets is their character. Whether it’s colourful homes, heritage buildings or a standout setting, they’re the kind of places people can’t help but share.

“It’s also great to see such a broad mix of locations. While some are among the UK’s most premium streets, others are far more accessible, which shows you don’t need a huge budget to find somewhere that genuinely feels special.”



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## How much does it cost to live on these streets?

You don't necessarily need a million-pound budget to live somewhere worthy of your camera roll. In fact, many could even be within reach of [first-time buyers](#).

While London hotspots like **Portobello Road** (£1.66m) and **Kynance Mews** (£1.45m) sit at the top end of the market, there are far more affordable options on the list. Streets such as **Elm Hill** in Norwich (£235,822) and **Eastgate Street** in Chester (£263,811) come in well below the UK average house price of £298,806<sup>3</sup>.

The most affordable street in the top 20 is **Pier Road** in Luss, where the average property costs £158,559.

### Amanda adds:

“While social media has helped shine a spotlight on some of the UK's most beautiful streets, it can also bring challenges for the people who live there. Popular locations can see a big rise in visitors, particularly at busy times of year.

“As interest grows, it highlights the importance of visiting thoughtfully – respecting local residents and helping to protect the charm that makes these places so widely shared.”

## Amanda's top tips for first-time buyers

Lloyds mortgage expert Amanda Bryden has built a career in the industry that spans almost 30 years. She started as a mortgage broker and has since filled a variety of senior roles across several of the country's biggest lenders. Here's what she suggests:

1. **Do your research** – Get familiar with the homebuying process. From an Agreement in Principle to mortgage approval and completion. The Lloyds First-Time Hub includes free guides, and access to expert-led online sessions, to help explain the jargon and make things clearer.
2. **Get advice** – Speak to a mortgage professional early on, don't wait until you think you've saved enough or found your dream home. They can help explain what you can afford, typical costs and what to expect along the way. You can often choose a video appointment if that's more convenient.
3. **Explore your options** – It's important to know what support is available. A mortgage expert will show you options you might not have considered and guide you on ways to build up the funds quicker. For example low-deposit mortgages can make buying more affordable than you might think.

**ENDS**

## Contact

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## Notes to editors

The research was conducted by Lloyds in partnership with digital specialists at Kinesso (part of the Omnicom group).

- 1) The study analysed a selection of notable UK streets using four social media and digital visibility metrics:
  - Instagram hashtag volume
  - Instagram engagement levels
  - Geolocation popularity on Instagram
  - TikTok popularity and visibility

Each street was assigned a weighted score across the four categories, with the combined total determining its final position in the ranking.

The research was based on a selected sample of streets meeting criteria for both social media visibility and availability of property price data. As a result, some notable locations may not have been included.

- 2) Average property values were calculated using mortgage approval data from Lloyds Banking Group (includes customers of Lloyds, Halifax and Bank of Scotland). Figures represent average property values within the postcode areas corresponding to each ranked street. Prices shown are arithmetic averages of residential property transactions over the 12 months to March 2026. In some cases, averages are based on a limited number of transactions and may therefore vary significantly over time or differ from other published figures.
- 3) UK average house price figure taken from Halifax House Price Index for May 2026.

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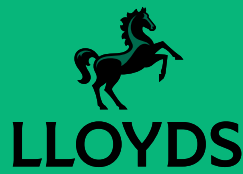
## Support for first-time buyers

Lloyds is Britain's number 1 direct lender for [first-time buyers](#).\* Here are some of the ways it can help.

- **£5k Deposit mortgage**  
If you have £5,000 saved up, you can use this as your mortgage deposit and borrow more than the typical 95% of your home's value (on homes worth up to £300,000). This could help you get on the property ladder sooner.
- **First Time Buyer Boost**  
You could borrow up to 5.5x your yearly household income with a 10% deposit or more. It's designed to help eligible first time buyers access a larger loan than a standard mortgage.
- **Your first home with a 5% deposit**  
With this mortgage, you could borrow up to 95% of your home's value. This means you'll just need to pay a 5% deposit, reducing the time needed to save.
- **Government schemes**  
Lloyds supports a range of government-backed schemes that could help you to buy a home. These include First Homes, Help to Buy, Right to Buy and more.

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- **Lend a Hand mortgage**

With a Lend a Hand mortgage, instead of a deposit, your family's savings act as security, earning them interest for 3 years.

- **First Home Deposit Gift**

Your family member can borrow more on their Lloyds mortgage and gift it towards your deposit. It can cover all or part of your deposit and they could receive £500 cashback.

*\* Based on monthly completion values from July to December 2025. Source: CACI Ltd's mortgage database.*

## Events for first-time buyers

From working out your budget to getting the keys to your first home, we're here to help. We're running free online events for first time buyers, available to everyone, you don't even need to be an existing Lloyds Bank customer.

Our mortgage experts will help you find out about:

- **Starting Out:** Saving for a deposit and government schemes available
- **House Hunting:** Finding the right property for you
- **Other costs:** Protecting you and your home, other costs to consider
- **Journey to Completion:** Valuations, surveys and the final stages to getting your keys.

Find a free event here: <https://branches.lloydsbank.com/events>

**The information in this release is not intended to constitute financial advice. Mortgage customers or applicants should refer to the Lloyds website for full details, including terms and conditions, eligibility criteria, and how to obtain regulated advice. You could lose your home if you don't keep up your mortgage repayments.**

For full details visit: <https://www.lloydsbank.com/mortgages.html>

Information correct as at 23<sup>rd</sup> June 2026 and subject to change thereafter.

*The information in this release is intended for the sole use of journalists and media professionals. It has been prepared from information that we believe is collated with care, but 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. © Lloyds Bank plc all rights reserved 2026.*

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