

Where London leavers move to

A mixture of affordability, lifestyle and flexible working have combined to make moving out of London an attractive proposition for people leaving the capital to set up home. Whether renting or buying, our analysis shows that the majority of London leavers move to areas just outside Greater London.

Top 20 areas where Londoners moved to in 2018

Local Authority	Londoners moving in	% of movers from London	Londoners to locals	Average purchase price of London buyer
Thurrock	6,080	66%	1.9	£ 261,530
Dartford	5,300	65%	1.8	£ 282,470
Broxbourne	3,290	59%	1.4	£ 309,580
Spelthorne	3,450	59%	1.4	£ 362,350
Epping Forest	4,750	58%	1.4	£ 442,900
Epsom and Ewell	3,180	56%	1.3	£ 517,620
Hertsmere	3,920	54%	1.2	£ 460,140
Tandridge	2,860	52%	1.1	£ 460,030
Elmbridge	4,200	49%	1.0	£ 620,800
Slough	3,660	49%	1.0	£ 346,950
Brentwood	2,170	48%	0.9	£ 455,810
Sevenoaks	3,350	46%	0.8	£ 436,720
Reigate and Banstead	4,180	44%	0.8	£ 413,600
Watford	2,900	43%	0.7	£ 367,860
Gravesham	2,110	40%	0.7	£ 271,870
Harlow	1,800	40%	0.7	£ 293,820
Basildon	3,720	40%	0.7	£ 303,270
Three Rivers	2,500	40%	0.7	£ 541,130
Medway	4,680	38%	0.6	£ 218,940
Luton	3,370	37%	0.6	£ 240,980

Thurrock in Kent tops the list with 66% of incomers last year moving from London and where they spent an average of £261,530 on their home. But increasingly London leavers are moving further afield with places such as Southend-on-Sea in Essex, Chiltern (which takes in Buckinghamshire) and Canterbury in Kent creeping into the top 30 areas that Londoners move to.

The analysis shows which boroughs in the capital people have moved from and demonstrates the way in which London leavers generally move along linear lines extending outwards from where they currently live. Broadly speaking this means people in East London tend to move out to Eastern regions while those in the South West of the capital are more likely to move further West. But affordability barriers mean people are moving even further, to purchase the biggest home that they can afford, so that they don't have to keep moving and paying transactions costs.

Of the largest cities around the country, Oxford and Cambridge attract the largest proportion of London buyers (22%) given their close links with the capital. But places such as Leicester (20%), Portsmouth (18%) and Bournemouth (16%) where house prices and rents are more affordable than London, come close behind. One of the greatest drivers for London leavers with families is the opportunity to buy more property for their money, while for first-time buyers, a move out of London provides the chance to get onto the initial rung of the property ladder.

Londoners moving to other cities

	Londoners moving in (2018)	% of movers from London (2018)	Change in proportion of movers from London (2018 v 2013)
Oxford	3,710	22%	2%
Cambridge	3,540	22%	1%
Leicester	4,390	20%	5%
Portsmouth	2,510	18%	4%
Bournemouth	3,630	16%	3%
Bristol	5,440	16%	3%
Birmingham	7,770	15%	2%
Southampton	2,700	15%	2%
Nottingham	4,080	13%	1%
Manchester	4,560	11%	1%
Leeds	4,300	10%	2%
Sheffield	2,790	9%	2%
Cardiff	1,980	9%	1%
Liverpool	2,300	8%	1%
Newcastle	1,540	7%	1%

Source: Hamptons International & ONS