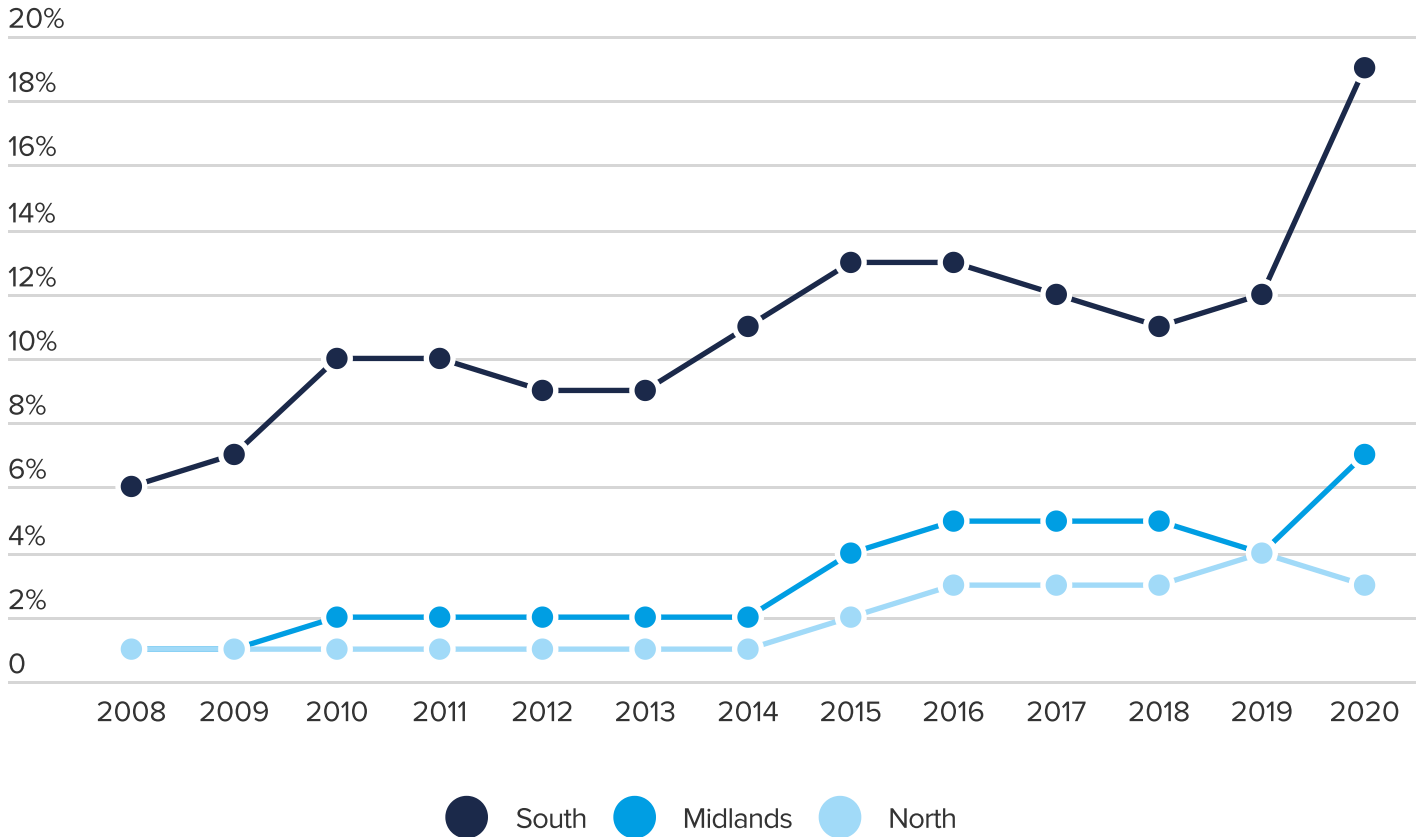


Londoners on the move out of town

Proportion of applicants registering from London



Source: Hamptons International

Londoners it seems are on the move and they're heading out of town. In April - a good month into lockdown, 15%, or three out of 20 applicants who registered in one of our branches outside London to buy a home, were from the capital. This is up from 8% in March and from 9% in April 2016, when the number of London leavers last peaked.

The average Londoner looking for a home outside the capital had a budget of £422,000, of which 5% were looking to spend over £1m on their new home.

Our analysis also showed that it's not just homeowners who are making the move out of the capital, but first-time buyers are too. In April this year, 37% of those applicants registering to buy outside London were first-time buyers - a record-high and up from 27% on the same time last year.

But where are they moving to? The South seems to be the favoured choice with nearly one in five (19%) of London-based applicants registering with Southern offices in April. This is up from 12% in April 2019 and 13% in April 2016.

And the Midlands is proving popular too - 7% of applicants registering to buy a home there are currently living in London. However the share of London applicants registering to buy a home in the North fell slightly year-on-year.



19%

of applicants registering to buy a home in the South are from London

Source: Hamptons International

It may not be surprising to learn that 25 out of the top 50 local authorities with the highest proportion of applicants from London were in the South East. Most buyers still want to remain within touching distance of the capital.

Broxbourne in Hertfordshire tops the list with 78% of applicants registering to buy a home in the area coming from London in March and April this year. This is up 5% compared with the same period last year. And it's easy to see the appeal. On average a home here costs 29% less than a home in London.

Previous research has shown that the number of Londoners buying homes outside the capital has remained relatively flat over the last few years after last peaking in 2016. In fact, Londoners bought 73,000 homes outside the capital in 2019, slightly down from 75,690 in 2016.

However due to the lockdown restrictions and the knock-on effect these will have on the total number of house purchases able to take place, we do not expect the number of Londoners buying homes outside the capital to rise this year.

This said, early signs suggest that while the numbers may not be so large as the 2016 peak (when more transactions took place), London buyers will play a bigger proportionate role in markets outside of the capital again this year.

All this means that if this trend continues, London outmigration could reach a new peak in 2021.

Top 15 local authorities with highest share of London applicants

LA	Region	% apps from London (Mar & Apr 2020)	YoY change	Average price
Broxbourne	East	78%	5%	£339,140
Epping Forest	East	71%	14%	£451,540
Dartford	South East	64%	7%	£299,730
Tandridge	South East	61%	8%	£455,260
Thurrock	East	58%	2%	£267,800
Sevenoaks	South East	56%	-9%	£440,390
Reigate & Banstead	South East	47%	13%	£404,800
Watford	East	44%	-4%	£346,920
Aylesbury Vale	South East	43%	14%	£318,750
Medway	South East	41%	14%	£ 238,300
Elmbridge	South East	40%	-1%	£593,080
Luton	East	40%	5%	£232,420
Gravesham	South East	38%	-9%	£284,190
Mole Valley	South East	36%	7%	£483,830
Brentwood	East	34%	3%	£426,770

Source: Hamptons International