



PRESS RELEASE

EMBARGOED TO 00.01 ON TUESDAY 30TH DECEMBER 2025

Lloyds reveals its 2025 housing hot spots

- Plymouth property prices up +12.6% over the past year
- Hull joins the top 10, up +6.5%, and fresh from being named a 2026 ‘Best of the World’ destination by National Geographic
- Value of a London home dipped slightly (-0.1%) but remain the most expensive overall, averaging £574,514
- **Amanda Bryden, Head of Mortgages at Lloyds:** *“Our customers’ dream homes are found in pockets around the UK and we’ve supported thousands of people to take their next home buying step this year. While house prices play a role, choosing where to live is also about finding a place that feels right – a community you connect with, a commute that works for you, and a lifestyle that fits you.”*

Plymouth saw the steepest rise in the value of homes during the last year, up +12.6%, according to the latest analysis from Lloyds, based on its own mortgage data.

Stafford and Wigan also recorded double-digit growth, up +12.0% and +10.5% respectively.

Two of the top 10 areas for house price increases are in Yorkshire and The Humber. Wakefield saw 8.7% growth and Hull - named one of National Geographic’s “[Best of the World](#)” destinations for 2026 – saw a 6.5% rise.

Top 10 greatest growth in home values UK towns and cities – 2024 to 2025

Local area	Region	Average home value 2024	Average home value 2025	£ Growth in home value	% Growth in home value
Plymouth	South West	£247,579	£278,808	£31,229	12.6%
Stafford	West Midlands	£286,732	£321,248	£34,516	12.0%

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Wigan	North West	£225,822	£249,562	£23,740	10.5%
Wakefield	Yorkshire and The Humber	£263,381	£286,268	£22,887	8.7%
Mansfield	East Midlands	£223,807	£243,251	£19,444	8.7%
Woking	South East	£518,453	£560,499	£42,046	8.1%
Liverpool	North West	£236,864	£254,550	£17,686	7.5%
Rugby	West Midlands	£349,203	£374,653	£25,450	7.3%
Falkirk	Scotland	£222,718	£238,512	£15,794	7.1%
Hull	Yorkshire and The Humber	£187,142	£199,348	£12,206	6.5%

Source: 2025 vs 2024, rolling 12-month data to end October each year. Locations only included where Lloyds Banking Group has made a minimum of 150 mortgage offers in the period, all buyers excluding Buy to Let and Shared Ownership.

Where property prices fell

The South East dominates the list of towns where the value of homes fell or grew most slowly in the last year.

Crawley and High Wycombe saw the sharpest declines, with home values falling by -8.9% and -7.4% respectively.

Chester also dropped -6.4%, although overall the North West recorded growth of 3.7%. Cardiff saw a fall of -5.2%, despite home values rising in Wales by 2.3% overall.

Top 10 biggest falls in home values UK towns and cities – 2024 to 2025					
Local area	Region	Average home value 2024	Average home value 2025	£ Fall in home value	% Fall in home value
Crawley	South East	£408,519	£372,202	–£36,317	–8.9%
High Wycombe	South East	£471,373	£436,379	–£34,994	–7.4%
Chester	North West	£363,529	£340,415	–£23,114	–6.4%
Solihull	West Midlands	£416,268	£390,292	–£25,976	–6.2%
Worcester	West Midlands	£353,701	£331,977	–£21,724	–6.1%
Cardiff	Wales	£327,656	£310,577	–£17,079	–5.2%
Cheltenham	South West	£433,208	£411,593	–£21,616	–5.0%
Brighton	South East	£425,129	£404,874	–£20,254	–4.8%
Barnsley	Yorkshire and The Humber	£226,176	£215,552	–£10,624	–4.7%
Stockport	North West	£346,943	330,654	–16,289	–4.7%

Source: 2025 vs 2024, rolling 12-month data to end October each year. Locations only included where Lloyds Banking Group have made a minimum of 150 mortgage offers in the period, all buyers excluding Buy to Let and Shared Ownership.

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Amanda Bryden, Head of Mortgages at Lloyds, said:

“Our customers’ dream homes are found in pockets around the UK and we’ve supported thousands of people to take their next home buying step this year - whether they’re getting on the ladder for the first time or moving up. We’ve seen significant change in property values with some areas rising sharply, while others have cooled.

“If you’ve got your heart set on a particular location, it’s worth taking time out to do some research and see what’s happening with prices there, as swings in value at a local level can make a big difference to how much you may need for a deposit, Stamp Duty or wider moving costs.

“If you’re open to exploring, you might find places where your money goes further. Northern regions and Scotland are still generally more affordable than the south of England, with a huge amount to offer in terms of culture and history, alongside some of the most beautiful parts of the UK countryside.

“While house prices play a role, choosing where to live is also about finding a place that feels right - a community you connect with, a commute that works for you, and a lifestyle that fits you.

“When you’re thinking about house hunting, getting mortgage advice early will help you to plan and setting a realistic budget, alongside factoring in extra costs like stamp duty and legal fees, will help make the process less daunting and keep your dream of homeownership on track.”

Regional picture

Across the UK, most regions saw the value of homes grow.

Northern Ireland led with growth of +5.8%, while London was the only region to see home values stall, dipping -0.1%.

UK nations and regions growth in home values - 2024 to 2025				
Region	Average home value 2024	Average home value 2025	£ Growth in home value	% Growth in home value
Northern Ireland	£227,231	£240,486	£13,255	5.8%
Scotland	£248,098	£257,399	£9,302	3.7%
North West	£271,789	£281,722	£9,933	3.7%
Yorkshire and The Humber	£261,355	£270,856	£9,501	3.6%
South West	£351,039	£360,317	£9,278	2.6%
East Midlands	£290,635	£297,588	£6,953	2.4%
Wales	£256,892	£262,854	£5,961	2.3%
East of England	£409,044	£417,897	£8,853	2.2%
West Midlands	£300,784	£304,640	£3,856	1.3%

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North East	£222,938	£224,725	£1,787	0.8%
South East	£449,454	£452,961	£3,507	0.8%
London	£574,855	£574,514	-£342	-0.1%
UK	£352,124	£365,110	£12,986	3.7%

Source: 2025 vs 2024, rolling 12-month data to end October each year. Regional data shows all LBG mortgage offers in the region, no minimum sample applied.

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Notes to Editors

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.

The prices quoted are taken from the Lloyds Banking Group database and refer to average prices for the 12 months to October of each year. Prices are arithmetic average prices of houses – otherwise known as crude averages – **on which an offer of mortgage has been granted by Lloyds Banking Group.**

These prices are not standardised and therefore can be affected by changes in the sample from year to year – as such, care should be taken when comparing prices. This differs from the methodology used in the monthly Halifax House Price Index and those figures should not be compared on a like-for-like basis with this report.

Towns were researched based on a sample size of at least 150 transactions. Note that individual towns may be excluded from the lists in any given year if there is an insufficient number of transactions to calculate an average figure.

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