

Reallymoving.com

Quarterly Migration Monitor

April 2010

Contents

Overview	2
City lights lose out as homemovers are drawn to country life	2
Shifting economic sands drive dynamic internal migration	3
No room at the inn - London postcode zones	4
Notes to Editors	4

Overview

The reallymoving.com Quarterly Migration Monitor looks at migration patterns and prevailing trends among home movers around the UK. The latest data for Q1 2010 shows that:

- Inverness is the top destination for home movers
- Uxbridge is the least popular destination
- The average move in the UK is 70.26 miles
- West Central London properties are the smallest in the UK, with an average of just 1.6 bedrooms

City lights lose out as homemovers are drawn to country life

- Inverness is the top postcode area for home movers
- Uxbridge is the least popular postcode area
- Dynamic provincial towns lead the popularity stakes
- Urban areas out of favour
- London dominates at the bottom of the rankings

	In Favour – Most popular postcode areas	Out of Favour – Least popular postcode areas
1.	IV – Inverness	UB - Uxbridge
2.	TR – Truro	RM – Romford
3.	IP – Ipswich	BD – Bradford
4.	NR – Norwich	IG – Ilford
5.	TQ – Torquay	TW – Twickenham
6.	PH – Perth	SE – London SE
7.	DT – Dorchester	SW – London SW
8.	LN – Lincoln	AB – Aberdeen
9.	BH – Bournemouth	LU – Luton
10.	TA – Taunton	WD - Watford

Rosemary Rogers, Director, reallymoving.com comments:

“These figures show a clear trend: Urban areas, particularly around London, are out of favour among UK homemovers who are instead flocking to dynamic and desirable provincial centres.”

Country towns in favour

“Homemovers, in and around London, have seen the economic downturn as an opportunity to escape the rat-race for a more balanced lifestyle. The data shows a clear trend of people viewing the early stages of the recovery as an ideal time to buy into desirable but previously unaffordable country towns before renewed house price growth takes values out of reach once again.

“The Norfolk/Suffolk Coast, Bournemouth, Dorchester and the West Country, while still as desirable as ever, are now much more affordable than before, accounting for the popularity of areas like Ipswich, Norwich, Bournemouth and Torquay. Those who have significant equity are therefore looking to buy now, cashing in on a still-buoyant London market and taking advantage of the historically low base rate.

“Inverness is the most popular destination for UK homemovers, which is perhaps no surprise given the city’s reputation as the fastest growing in Western Europe thanks to a range of hi-tech industries and transport connections which make it a perfect base from which to explore the highlands. Second-placed Truro has also long been seen as desirable as a gateway to Cornwall’s charms.”

London dominates at the bottom of the table

“The Greater London area dominates the bottom of the table, suggesting that homemovers have fallen out of love with the bright lights of the capital.

“Uxbridge is the least popular area according to our data. The area, much like Ilford and Romford, is traditionally home to a high proportion of first-time buyers. The town has therefore struggled through the recession as the restriction of mortgage lending has stymied many people from entering the market.

“On the other hand, fearful of unemployment and faced with rising house prices and tightened credit conditions, many white-collar city-based workers living in the SE, SW and TW postcode areas in South London will have been feeling vulnerable through the recession. These concerns will have led many to leave these fashionable but expensive areas in favour of more affordable commuter towns on the fringes of the M25.”

Shifting economic sands drive dynamic internal migration

- The typical home move in Halifax is just over 34 miles – the shortest in the UK
- Residents in Inverness typically move the furthest distance – almost 300 miles
- The average distance moved in the UK is just over 70 miles – equivalent to the distance between London and Folkestone

	Shortest Moves	Longest Moves
1.	HX – Halifax	IV – Inverness
2.	DA – Dartford	FY – Blackpool
3.	DY – Dudley	KY – Kirkcaldy
4.	AL – St. Albans	AB – Aberdeen
5.	SN – Swindon	TD – Galashiels
Average distance moved in the UK: 70.26 miles		

Rosemary Rogers, Director, reallymoving.com comments:

“The average distance moved in the UK is surprisingly large at just over 70 miles. It seems likely that this is in part due to the recession as, with fewer jobs available, people are forced to look beyond their immediate local area when searching for work. I would anticipate this trend to continue in the medium term as structural changes in the UK economy caused by the downturn affect the location of industry and, therefore, patterns of internal migration.

“Residents of Halifax move the shortest distance on average. This is perhaps surprising given the upheaval in the town, particularly following the difficulties faced by the Halifax bank and its subsequent merger with the Lloyds banking group in January 2009.

“However, the town benefits from being placed directly between the two major economic centres of Leeds-Bradford and Manchester, with good transport links to both. It is also close to the more attractive and desirable towns of Harrogate and York. Halifax’s prime position at the heart of the industrial North means that the shifting economic fortunes of the town itself have not translated into significant migration away from the area.

“It is noticeable that Scottish towns dominate the list of the longest average moves. In part this is no surprise given the lower population density and greater distance between urban centres north of the border, but it also reflects significant changes in local economies. Inverness and Aberdeen are both looking to develop burgeoning reputations as centres for hi-tech industries such as renewable energy, attracting skilled workers from far beyond the local area.”

No room at the inn - London postcode zones

	Most Bedrooms	Fewest Bedrooms
1.	PE - Peterborough	WC – London WC
2.	IV – Inverness	EC – London EC
3.	NN – Northampton	E – London E
4.	TA – Taunton	UB – Uxbridge
5.	TN – Tonbridge	N – London N
6.	MK – Milton Keynes	W – London W
7.	KY – Kirkcaldy	SE – London SE
8.	SY – Shrewsbury	TW – Twickenham
9.	LD – Llandrindod Wells	SW – London SW
10.	IP – Ipswich	EN - Enfield

- Homes in Peterborough have the most bedrooms of anywhere in the UK
- Space is at a premium in the capital with London areas make up the entire bottom 10

Rosemary Rogers, Director, [reallymoving.com](http://www.reallymoving.com) comments:

"London has always been notorious for its high property prices. Our data shows that, in addition to high values, homes in the capital also typically offer the least space of anywhere in the UK. Properties in the WC and EC postcode zones are unique in the country in having less than two bedrooms on average. Peterborough properties by contrast, average 3.2 bedrooms each.

"Edinburgh, in 13th place, is the highest postcode area on the list that is outside the M25, highlighting the premium on space in the capital, even compared with the UK's other major urban centres.

Notes to Editors

About the [reallymoving.com](http://www.reallymoving.com) Migration Monitor

The Migration Monitor is a quarterly report on home-moving trends in the UK, based on information entered by users of [reallymoving.com](http://www.reallymoving.com). The Migration Monitor is based on data from 33,425 registrations for quotes for moving services such as Conveyancing, Home Removals, HIPS and Surveys in the first quarter of 2010.

About [reallymoving.com](http://www.reallymoving.com)

[reallymoving.com](http://www.reallymoving.com) was launched in November 1999, and has become the UK's leading provider of free instant online quotes for home-moving services. The site provides instant quotes for a variety of services including domestic removals, surveys, conveyancing solicitors, Home Information Packs, Energy Performance Certificates and Scottish Home Reports and a choice between local and national service providers.

For more information visit <http://www.reallymoving.com>

For further information please contact The Wriglesworth Consultancy, 020 7427 1400

Fiona Brandhorst – Director – f.brandhorst@wriglesworth.com

Suman Hughes – Senior Account Manager – s.hughes@wriglesworth.com

Rob Bartlett – Account Executive – r.bartlett@wriglesworth.com