

## RISING DEMAND BOOSTS BATH PROPERTY PRICES

**Strong demand underpinned house price growth in Bath in 2014. Oliver Knight examines the latest figures.**

### Key facts Q4 2014

**Prime property prices in Bath rose 5% in 2014**, outperforming the wider prime country market

**Prices rose by 1.2% between October and December 2014**

**Some 22% of all sales in 2014 were to buyers from London**, up from 14% the previous year

Property values in **Lansdown rose by 5.8% year-on-year**

Prime property prices in Bath increased by 1.2% in the final three months of 2014, taking the annual change in prices for the year to 5%.

This compares to annual growth of 3.4% for the wider prime market in the UK, where the countdown to the 2015 general election, tighter mortgage lending and the prospect of an interest rate rise put a brake on growth in the second half. Outperformance in Bath suggests that the city property market has proven to be resilient in the face of such concerns.

Price growth in the city has been driven for the most part by an increase in demand for properties from both local buyers and those from further afield. This is highlighted by a 7.4% rise in the number of sales completed in 2014 compared to the previous year.

The market for properties valued between £600,000 and £1.8m was particularly strong, accounting for 60% of all sales in the last quarter and nearly two thirds of all sales in 2014.

Buyers already living in Bath or the South West accounted for nearly 60% of purchasers over the last 12 months, but demand has also been supported by an increase in the number of buyers from London many of whom are looking to take advantage of the disparity between house prices in the capital and in Bath. Buyers coming directly from London made up 22% of all sales in 2014, rising from 14% of purchasers the previous year.

Agents also report dealing with a growing number of second-steppers who are moving from larger country houses in the surrounding area and are drawn to Bath's amenities and city lifestyle, its transport links and good schools.

Locations including Lansdown and central Bath are seeing more interest from potential buyers and the performance of prices here has reflected this with increases of 1.8% and 1.1% respectively in the fourth quarter and of 4.8% and 5.8% over the last year.

South of the city centre, in Bathwick and Widcombe annual price growth of 4.6% and 5.5% has been reported.



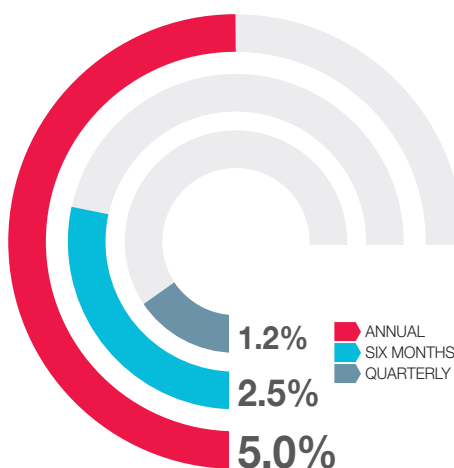
**OLIVER KNIGHT**  
Residential Research

"The upturn in house prices has for the most part been driven by an increase in demand for properties in the city from both local buyers and those from further afield."

Follow Oliver at [@oliverknightkf](https://twitter.com/oliverknightkf)

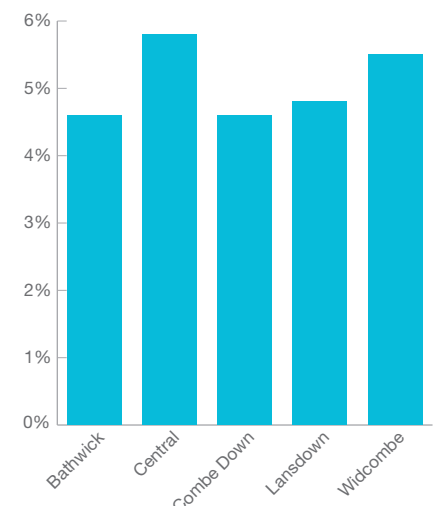
For the latest news, views and analysis on the world of prime property, visit [Global Briefing](#) or [@kfglobalbrief](#)

FIGURE 1  
**Change in prime prices in Bath (2014)**



Source: Knight Frank Residential Research

FIGURE 2  
**Bath: Annual price growth by area 2014**

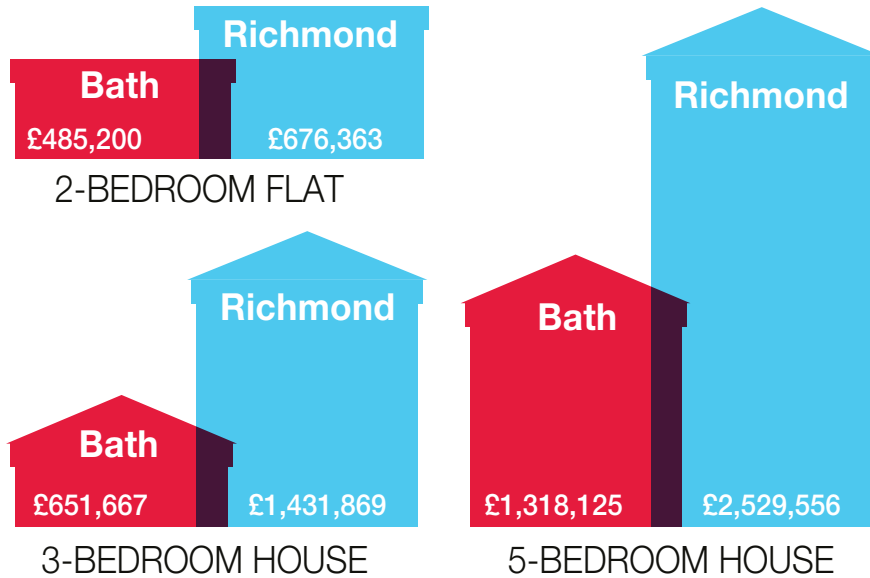


Source: Knight Frank Residential Research

FIGURE 3

**London v country price differential**

Average cost of property in 2014, based on Knight Frank sales



Source: Knight Frank Residential Research

“The market for properties valued between £600,000 and £1.8m was particularly strong, accounting for 60% of sales in Q4 2014.”



**GLOBAL BRIEFING**

For the latest news, views and analysis on the world of prime property, visit [KnightFrankblog.com/global-briefing](http://KnightFrankblog.com/global-briefing)

**RESIDENTIAL RESEARCH**

**Oliver Knight**  
Residential Research  
+44 20 7861 5134  
[oliver.knight@knightfrank.com](mailto:oliver.knight@knightfrank.com)

**Gráinne Gilmore**  
Head of UK Residential Research  
+44 20 7861 5102  
[grainne.gilmore@knightfrank.com](mailto:grainne.gilmore@knightfrank.com)

**PRESS OFFICE**  
**Lizzie Copestake**  
+44 20 7861 1033  
[lizzie.copestake@knightfrank.com](mailto:lizzie.copestake@knightfrank.com)



© Knight Frank LLP 2015 - This report is published for general information only and not to be relied upon in any way. Although high standards have been used in the preparation of the information, analysis, views and projections presented in this report, no responsibility or liability whatsoever can be accepted by Knight Frank LLP for any loss or damage resultant from any use of, reliance on or reference to the contents of this document. As a general report, this material does not necessarily represent the view of Knight Frank LLP in relation to particular properties or projects. Reproduction of this report in whole or in part is not allowed without prior written approval of Knight Frank LLP to the form and content within which it appears. Knight Frank LLP is a limited liability partnership registered in England with registered number OC305934. Our registered office is 55 Baker Street, London, W1U 8AN, where you may look at a list of members' names.

**RECENT MARKET-LEADING RESEARCH PUBLICATIONS**



**The Wealth Report 2014**



**Prime Country House Index Q4 2014**



**Prime Country Review Winter 2014**



**House Price Sentiment Index (HPSI) Jan 15**



**Edinburgh City Index Q4 2014**



**Bristol City Index Q4 2014**



**Cheltenham City Index Q4 2014**



**Oxford City Index Q4 2014**

Knight Frank Research Reports are available at [KnightFrank.com/Research](http://KnightFrank.com/Research)