

# CAMBRIDGE HOUSING MARKET UPDATE

SALES

£868,788

AVERAGE DETACHED HOUSE PRICE

1.5x

TIMES THE NATIONAL AVERAGE

-0.4%

ANNUAL PRICE GROWTH (ALL TYPES)

LETTINGS

£1,350 pcm

AVERAGE RENT

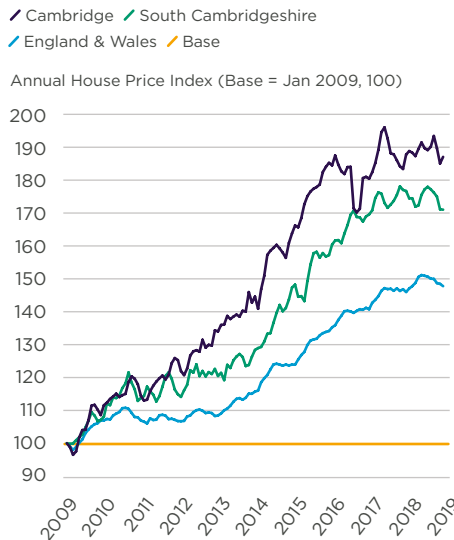
3.4% - 4.2%

GROSS YIELDS

## MARKET OVERVIEW AND THE VIEW ON THE GROUND

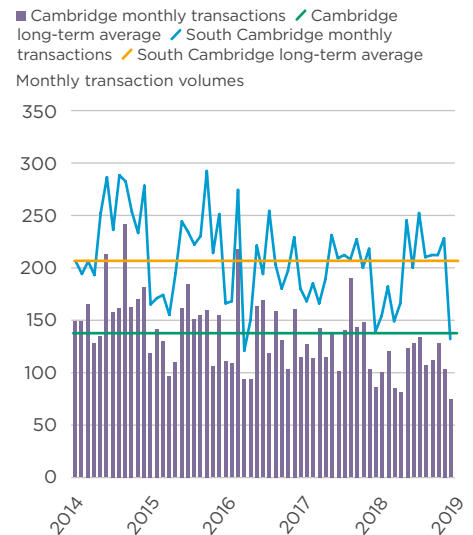
- Despite what the official house price growth data is indicating, the housing market in 2019 has actually been more positive than much of last year. We have seen an upturn in activity across the board with an increase in more serious buyers, particularly following a very cautious 2018. Vendors are also more realistic in their pricing which has now stabilised and in some cases has resulted in some competitive bidding which we have not seen for quite some time in this market.
- A similar sentiment which we have seen in many of our other regional locations also abounds across Cambridge so far this year. After trying to 'wait out' Brexit, purchasers are now heading back into the market as Brexit worries cannot last forever and they are growing tired of waiting. Therefore we have seen more deals crossing the line as confidence returns and buyers know they will be in the home for a decade or more. This has had a knock-on effect, with slightly more properties coming onto the market this year as cautious vendors regain confidence knowing that they cannot put lives and moves on hold for much longer.
- The lettings market in Cambridge has recently been affected by increased legislation and financial regulations and as such we have seen investors and private landlords leaving the sector. The result, while being a really busy 2019 to date, there have been fewer lettings compared with the same time last year.
- Lettings activity has been most prevalent in town, although the villages around Cambridge are becoming increasingly popular rental destinations. Activity in the upper-end of the market (£1,600 pcm +) has been particularly strong this year as demand for high-end, highly specified units continues. We have seen some rents already increasing across the area as landlords factor in the ban on some agency fees which came into effect 1 June.

Figure 1 House price index



Source: Land Registry

Figure 2 Monthly sales volumes



Source: Land Registry

Figure 3 Forecasts

	2019	2020	2021	2022	2023	5 year growth
Population (thousands)	124.5	124.4	124.1	124.0	124.0	-0.4%
Households (thousands)	44.4	44.1	43.9	43.9	43.9	-1.0%
Average household size	2.80	2.82	2.83	2.82	2.82	
Unemployment rate (%)	3.0	3.0	3.0	3.0	3.1	
GVA (%)	1.4	1.6	1.9	1.9	1.9	

Sources: ONS (2016-based forecasts), Experian (March 2019)  
Note: Data refers to Cambridgeshire

# UK REGIONAL RESIDENTIAL DATA DASHBOARD

## 1 BATH

Average House Price	£356,390
Average Rent	£1,100
Gross Yield (%)	3.8%-4.6%

## 2 CAMBRIDGE

Average House Price	£436,255
Average Rent	£1,350
Gross Yield (%)	3.4%-4.2%

## 3 HARROGATE

Average House Price	£278,498
Average Rent	£775
Gross Yield (%)	3.2%-3.8%

## 4 LEEDS

Average House Price	£184,517
Average Rent	£770
Gross Yield (%)	5.0%-6.0%

## 5 MARLBOROUGH

Average House Price	£427,041
Average Rent	£775
Gross Yield (%)	3.3%-3.9%

## 6 NEWBURY

Average House Price	£332,643
Average Rent	£995
Gross Yield (%)	3.1%-3.7%

## 7 NORTHAMPTON

Average House Price	£215,176
Average Rent	£750
Gross Yield (%)	4.2%-5.0%

## 8 OXFORD

Average House Price	£414,972
Average Rent	£1,300
Gross Yield (%)	3.6%-4.4%

## 9 PRIME CENTRAL LONDON

Average House Price	£1,037,899
Average Rent	£3,180
Gross Yield (%)	3.1%-3.7%

## 10 SOUTH WEST LONDON

Average House Price	£635,171
Average Rent	£1,880
Gross Yield (%)	3.3%-3.9%

## 11 SUFFOLK (LONG MELFORD)

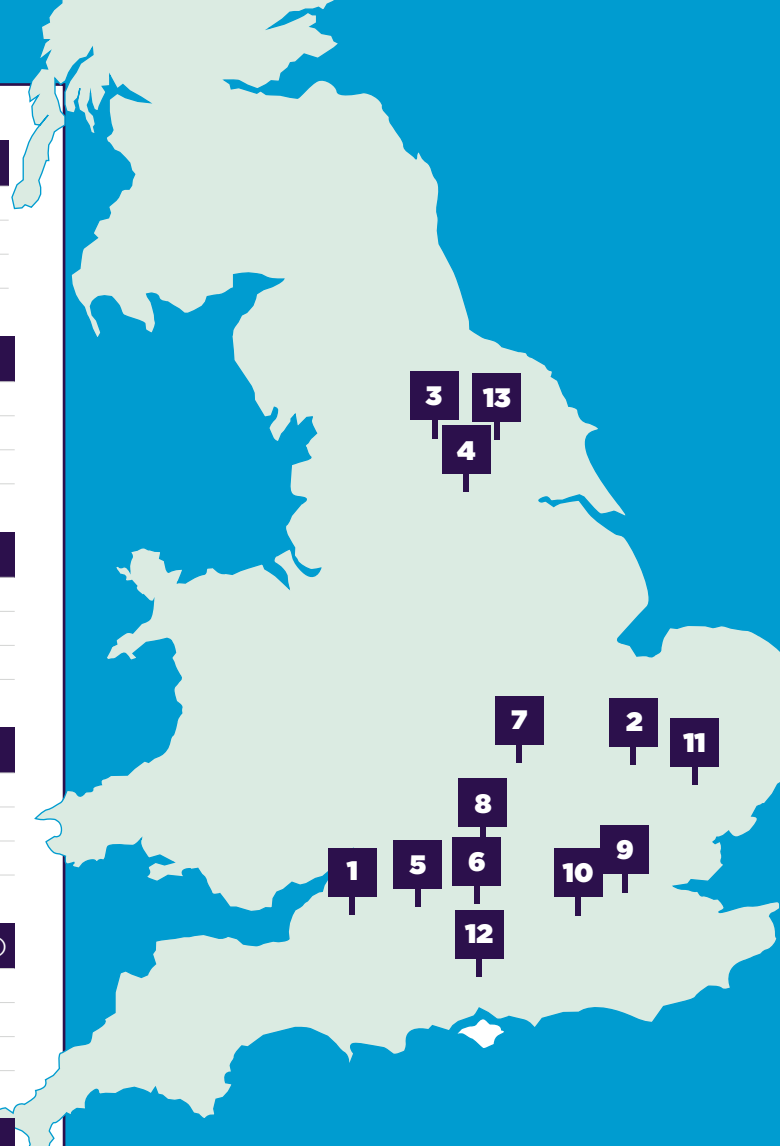
Average House Price	£242,580
Average Rent	£725
Gross Yield (%)	3.3%-4.0%

## 12 WINCHESTER

Average House Price	£426,859
Average Rent	£1,000
Gross Yield (%)	2.7%-3.2%

## 13 YORK

Average House Price	£251,507
Average Rent	£800
Gross Yield (%)	3.8%-4.5%



Sources: Front page dashboard and back page map: ONS, VOA (Q1 2019), HM Land Registry (March 2019).

Notes: Unless otherwise stated, average rents, prices and sales volumes are for the Local or Unitary Authority. Average rents are 2-bed, upper quartile

© Carter Jonas 2019  
The information given in this publication is believed to be correct at the time of going to press. We do not however accept any liability for any decisions taken following this report. We recommend that professional advice is taken.

### RESIDENTIAL RESEARCH

#### Leslie Schroeder

Head of Residential Research  
020 7529 1538  
leslie.schroeder@carterjonas.co.uk

### RESIDENTIAL SALES

#### Hugh Blake

Head of Residential Sales  
01223 403330  
hugh.blake@carterjonas.co.uk

### RESIDENTIAL LETTINGS

#### Anton Frost

Partner, Residential Lettings  
01223 403330  
anton.frost@carterjonas.co.uk

### ABOUT CARTER JONAS

Carter Jonas LLP is a leading UK property consultancy supported by a national network of 33 offices and 800 property professionals. Our team is renowned for their quality of service, expertise and the **simply better advice** they offer their clients.

**01223 403330**

**The Marque, 141 Hills Rd,  
Cambridge CB2 8RJ  
cambridge@carterjonas.co.uk**

Follow us on Twitter, LinkedIn and Instagram @carterjonas  
[carterjonas.co.uk/research](http://carterjonas.co.uk/research)



# Carter Jonas