

# The seaside towns where buyers can still bag a bargain

If Sandbanks and Salcombe are now out of reach financially, here are up-and-coming British coastal resorts that are affordable, writes Liz Rowlinson

When the sun shines few things beat a trip to the British seaside. Whether it's a day on the beach with a bucket and spade, catching a wave or a clifftop stroll, these are simple yet rewarding pastimes. It is no wonder properties by the sea command such high prices.

Homes in fashionable Salcombe, Devon; Sandbanks, Dorset; and Padstow in Cornwall have become eye-wateringly expensive. Across Britain the average detached home within a mile of the coast has gone up 35pc since 2019, according to the estate agent Hamptons using Land Registry figures. Even flats, which have typically performed less well during the pandemic race for space. Those within a mile of the coast went up on average by 11pc over the same period, com-

pared to the 2pc for those further inland. However, some locations still

offer value for money. Here are eight towns by the sea where the average second-hand property purchased last year cost below £350,000, according to Savills Research.

## **Eastbourne, East Sussex**

**Average price: £333,447**

In the 1700s it was hailed as the Empress of Watering Places for its health benefits; today Eastbourne's three-mile seafront retains its elegance. Close to the dramatic cliffs of Beachy Head and South Downs National Park, the resort town is an increasingly popular alternative to nearby (and pricier) Lewes. Its schools are a draw, including Eastbourne College and Ratton School.

Adrian Passingham, of Strutt & Parker, says: "We are continuing to see more buyers from London moving out but still wanting to be close enough to commute once a week or so for the office, with train journeys lasting

around an hour and a half." The sought-after areas of Meads, Holywell, Old Town and Ratton are pricier, but you can buy a two-bedroom flat overlooking the harbour for £300,000.

## **Cromer, Norfolk**

**Average price: £279,256**

When it comes to north Norfolk, Blakeney, Cley and Holt will often get all the hype – yet Cromer, east along the coast, is underrated.

The traditional seaside resort famed for its Victorian pier and crab is popular for surfing and among new openings are the beachfront Whitewater Café and the chic revamp of the Edwardian Cliftonville hotel. At nearby Aylsham is the new Stamp pizzeria, whilst Felbrigg Hall is a lovely National Trust estate.

"It's a different price bracket to the Cley-Blakeney-Holt area," says Tim Stephens of Humberts estate agents, who says early retirees favour it.

He is selling a two-bedroom flat in a mid-Victorian terrace at £325,000, or a Grade II listed, three-bedroom cottage with a courtyard at £415,000.

#### **Ilfracombe, Devon**

**Average price: £270,471**

Sitting on an especially scenic tranche of the South West Coast Path with dramatic cliffs, hidden coves and wooded hillsides, Ilfracombe often gets overlooked in favour of nearby Woolacombe or Croyde – but golden surfing beaches are still close to hand, as is Exmoor.

A charming historic harbour surrounded by pastel-coloured houses is home to art galleries, the Landmark Theatre and Damien Hirst's "Verity" statue. The new Watersports Centre at Larkstone Cove will be another attraction, says Lee Hussell of Webbers estate agents. "You can find pretty period cottages for £350,000," he adds.

Ilfracombe attracts those seeking good value coastal property that is not too remote from the rest of the country, says Nick Cunningham of Stacks Property Search, who claims it could be the

"new St Ives". You can find a three-bedroom house in Langleigh Park on the outskirts of town for £350,000 or a renovated period villa with garden and views for £500,000.

#### **Folkestone, Kent**

**Average price: £306,533**

Within an hour's train journey of London and offering easy access to Europe, Folkestone with its famous white cliffs ought to be more popular.

The harbour and rundown seafront including the Rotunda amusement park are undergoing major regeneration led by Sir Roger De Haan, former owner of the Saga Group. The Harbour Arm is home to street food pop-ups and nearby is the Rocksalt restaurant, with new one-bedroom apartments at beachfront Shoreline starting from £475,000. In town, the Creative Quarter is home to more than 700 start-ups, with the Old High Street offering art galleries and workshops. Apartments at the refurb-

bished Edwardian former tearoom Leas Pavilion start from £325,000, through Strutt & Parker. Edward Church of the agent says buyers priced out of London like the grammar schools.

#### **Penzance, Cornwall**

**Average price: £289,063**

According to Hamptons, coastal homes in the South West are 30pc higher than in 2019. Penzance and neighbouring Newlyn still offer some value, according to estate agent Jonathan Cunliffe.

"Many properties in Mount's Bay offer a sea view so you'll find one for £300,000 to £400,000," he says.

Penzance has its celebrated art deco lido, art galleries, artisan food shops alongside centuries-old seafaring pubs, and a promenade undergoing a revamp. In Newlyn, celebrated for its School of Art, the filmhouse and Argos seafood restaurant are highlights.

Buyers can find a three-bedroom period terrace for £300,000 in Newlyn, or Savills is selling a four-bedroom Edwardian villa with for £875,000.

#### **Hastings, East Sussex**

**Average price: £320,326**

Over 10 years, Hastings and its adjunct, St Leonards-on-Sea, have seen some of the most substantial price growth of seaside towns over the past decade.

A go-to choice for bohemian south Londoners looking for a full-time move or an Airbnb investment, they have become a mecca of art galleries, craft beer shops and concept stores, while Source Park, the world's largest underground BMX and skatepark, is a magnet for local teens. The faded Regency facades of the townhouses – some in St Leonards designed by James and Decimus Burton – are fast being spruced up.

Jon Clements, of agent M&W Property, says: "There's been so much regeneration in St Leonards that it is now more expensive than next-door Hastings." You can still find a two-bedroom flat on the seafront's Grand Parade for £300,000, or a three-bedroom house in Hastings for the same price.

## Tenby, Pembrokeshire

**Average price: £337,502**

Pembrokeshire can be pricey these days but try Tenby for its mix of golden sandy beaches, historic charm and affordability. Its medieval town walls and winding streets are full of tempting cafés such as the Loafley Bakery & Deli or there is the food and craft beer hub of Hwb in nearby Narberth. No longer a “stag night” town, it hosts a blues festival, street food festival, as well as art exhibitions, concerts and outdoor theatre (try Carew Castle).

While properties within the city walls or sea views are more expensive, a lot of smaller terrace houses keep their value lower, says Carol Peett of West Wales Property Finders estate agents. “It’s a vibrant year-round town popular with families and retirees,” she says.

You can get a three-bedroom terrace for less than £350,000, or a two-bedroom flat without sea views for £275,000. A pretty five-bedroom house

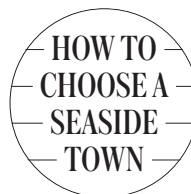
within the city walls is on sale at £475,000 through separate agents West Wales Properties, or your money goes further if you dive inland.

## Whitley Bay, Tyne and Wear

**Average price: £327,052**

Like nearby Tynemouth, Whitley Bay is easily accessed by Metro from Newcastle and is on the up. Whitley Bay’s got its own long swathe of sandy beach great for surfing, and the regeneration of its white-domed Spanish City includes a champagne bar, tea room and its award-winning fish and chip restaurant, Trenchers.

Its microbreweries, improving schools and reasonable property prices help pull in a more arty, younger crowd, according to estate agents in the area. You can find a five-bedroom house for £500,000, or a two-bedroom flat close to the Promenade for £250,000.



### Seasonality is key:

does it close down for summer or offer other things to do?

### Do you like the resident mix:

what is the proportion of second-home owners?

If you seek a second home, is it subject to extra taxation?

### Sea views command a premium:

how much extra are you ready to pay?

Look for planned regeneration or improvements to transport links

## CORNWALL

### Newlyn

**PRICE**  
**£875,000**

**AGENT**  
*Savills*  
*(savills.com)*

Chywoone Hill, below, a detached house with sea views and a garden blooming with tropical and exotic plants

## CORNWALL

### Penzance

**PRICE**  
**£1.2m**

**AGENT**  
 Jonathan Cunliffe  
*(jonathan.cunliffe.co.uk)*

Trewoofe House is on sale for the first time since it was built in 1913/1914 for Newlyn School of Art students

**35%**

*On a wave*  
 Rise in price of a house within one mile of the coast since 2019



Source: The Daily Telegraph {Money}  
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▲ Hallway of the six-bed property, which is one mile from Lamorna Cove, above



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▲ The old town of Hastings with sweeping views over the English Channel coast

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