

Analysis of house price data by ward and by housing market area

Data source

A bespoke dataset for Herefordshire, known as the “Price Paid” dataset , purchased from the Land Registry who supplied the data on 23rd February 2010, and covering the four year period 1/1/2006 to 31/12/2009.

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For each property, the data includes

- Post code
- Purchase date
- Price paid
- Property type – detached, semi-detached, terraced, or flat / maisonette
- Whether the property is new
- Whether it is freehold or leasehold.

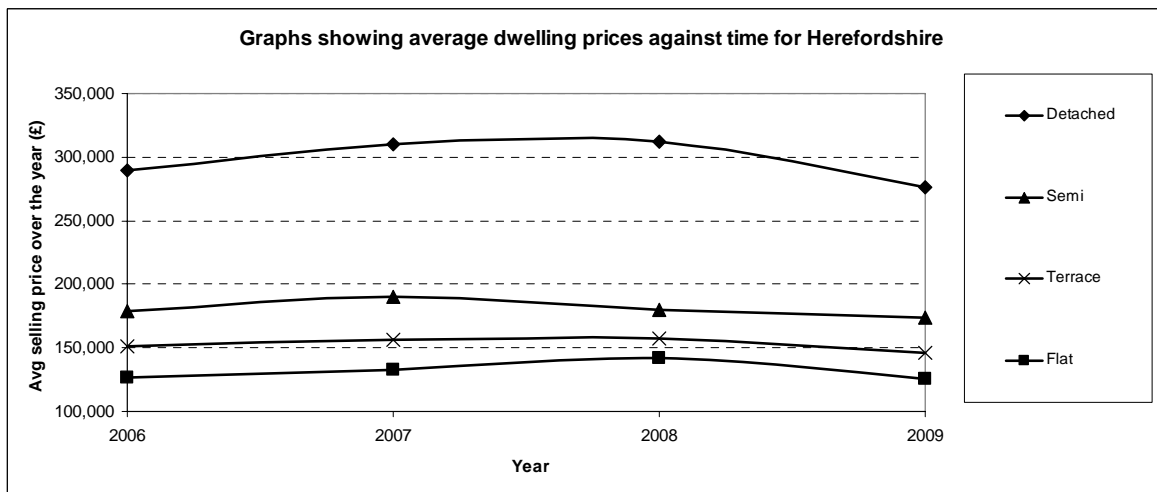
The picture across Herefordshire

Table 1 below shows the average selling price across Herefordshire over each of the four years, for each property type.

Table 1

Year	Average price (rounded to the nearest £100)			
	Detached	Semi	Terrace	Flat / maisonette
2006	290,100	178,700	150,900	126,800
2007	310,400	189,800	156,600	133,000
2008	312,000	179,500	157,700	142,300
2009	275,900	173,600	145,700	126,000

Chart 1: an illustration of Table 1



Prices for each of the four dwelling types show a similar pattern, rising between 2006 and 2007/2008, and then descending so that the prices in 2009 were below those for 2006. Prices for detached houses showed the biggest fall from 2006 to 2009.

Analysis by ward

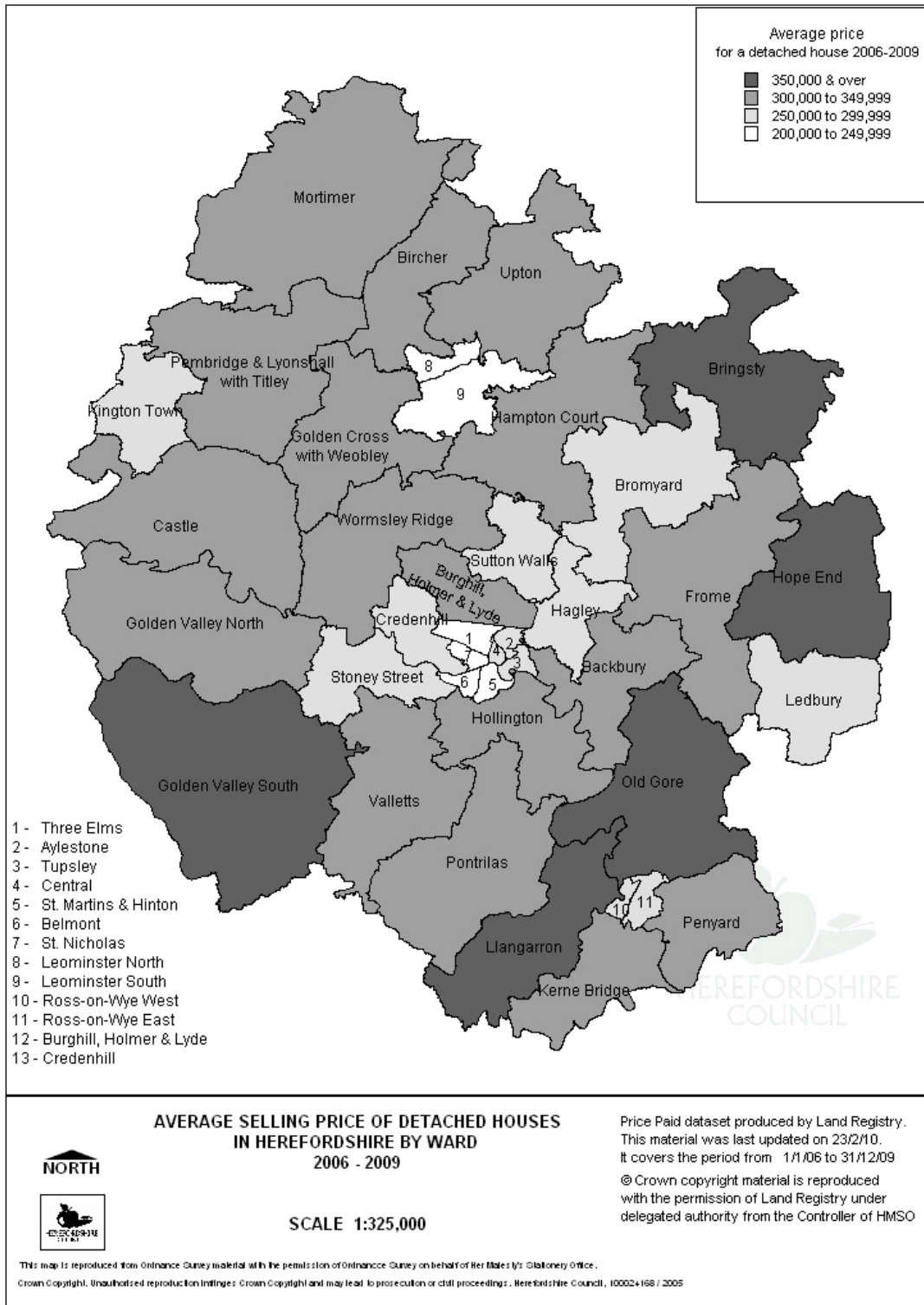
For this analysis the aim is to show differences within Herefordshire, therefore an average taken over the four-year period was used, so as to increase the number of individual sales per ward which is available for analysis. Where a ward had less than 10 sales of a particular property type over the four-year period, the figure for that property type has been excluded due to the danger that such a figure would be un-representative.

Table 2: Average property selling price 2006-9, rounded to the nearest £100, sorted by the price of a detached dwelling

Ward	Detached	Semi	Terrace	Flat
Leominster North	202,300	148,300	126,500	88,900
St Martins & Hinton	207,500	154,000	139,900	99,300
Belmont	214,000	139,200	130,500	87,300
Three Elms	241,100	163,900	135,500	99,400
Leominster South	245,000	157,500	150,700	95,300
St. Nicholas	245,800	182,400	162,500	133,900
Ross-on-Wye East	250,800	180,700	148,300	146,400
Ross-on-Wye West	253,800	173,000	144,500	113,000
Hagley	268,900	181,600	175,300	212,500
Credenhill	272,400	179,400	184,300	-
Kington	274,400	167,400	131,600	124,500
Tupsley	275,700	194,900	156,100	146,600
Central	276,400	203,600	175,600	136,300
Sutton Walls	277,600	171,800	145,200	-
Ledbury	280,200	185,200	166,300	159,600
Stoney Street	283,700	190,400	209,600	212,500
Aylestone	294,400	196,900	144,700	155,200
Bromyard	297,400	177,400	148,500	99,400
Upton	304,400	231,200	212,000	-
Hollington	305,700	184,500	-	-
Valletts	309,700	167,600	139,500	-
Castle	311,600	221,300	170,600	-
Burghill, Holmer & Lyde	312,100	209,400	206,200	-
Pembridge & Lyonshall with Titley	317,500	217,900	199,900	-
Golden Valley North	322,000	196,700	117,100	-
Golden Cross with Weobley	325,000	229,300	183,800	-
Mortimer	325,600	168,500	154,200	-
Wormsley Ridge	326,500	210,700	-	-
Bircher	328,400	180,000	207,100	-
Hampton Court	331,300	210,400	183,000	-
Kerne Bridge	338,900	234,100	189,900	-
Backbury	339,400	218,000	191,800	-
Pontrilas	340,000	207,500	-	-
Penyard	344,200	231,800	-	143,900
Frome	347,800	242,200	201,300	-
Llangarron	350,800	216,900	243,300	192,200
Old Gore	362,800	212,600	214,000	-
Golden Valley South	373,500	182,700	166,800	-
Hope End	377,000	288,100	212,200	188,900
Bringsty	396,700	240,800	-	123,600

A dash means that there were less than 10 sales over the period

The pattern for each dwelling type is examined in more detail, with maps and commentary, in the following pages



Apart from Golden Valley South, the highest prices are seen in the east of the county – this is likely to be due to better communications – access on to the motorway system, and also rail available from Ledbury and Colwall. Possible factors leading to high prices in Golden Valley South are shortage of property, availability of large properties arising from the sale of farms and barn conversions, spectacular

scenery, and possibly the attractiveness of Hay-on-Wye just over the county border, which has gained a high profile due to the annual literature festival.

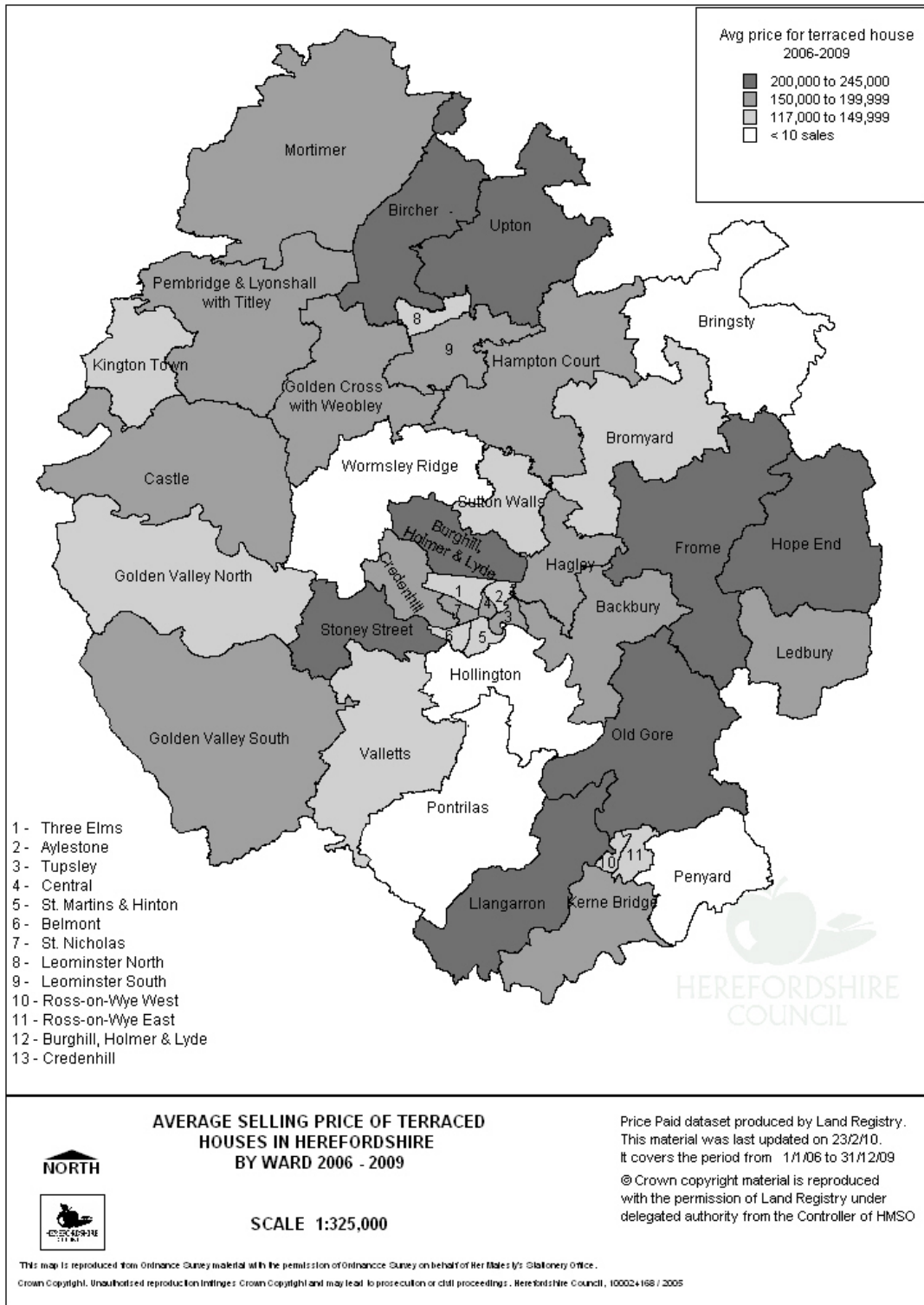
Lower average prices are found in Hereford city and the market towns – this is likely to be due to the availability of smaller detached properties in the towns.



Hope End ward comes out as in the highest price band for semi-detached properties – communications are likely to be a factor here – see the comments for detached properties. Apart from Hope End, there are swathes of more expensive properties across the east of the county, and also across an area north of Hereford city. As with detached properties, in general the highest average prices are not found in Hereford city and the market towns, and this is likely to be due to the availability of smaller properties in the

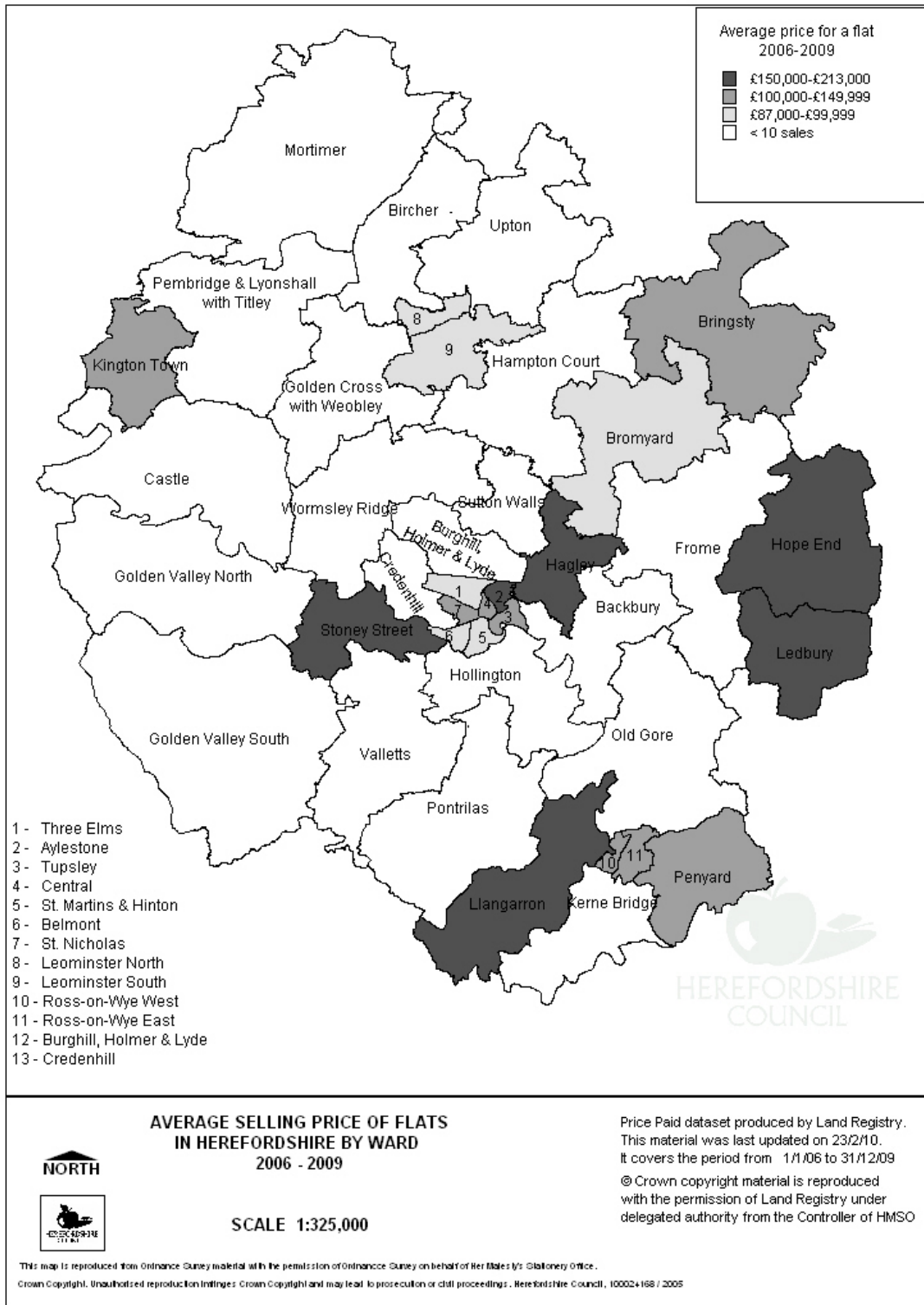
towns. The Central ward of the city is an exception here – presumably the attraction of a central city location, north of the river, is a factor in this case.

The wards of Belmont and Leominster North come out as having the lowest average prices for semi-detached properties.



With terraced houses, there are gaps in the figures due to the scarcity of this property type in certain rural wards.

Lower prices can be found in market towns, with the exception of Ledbury, parts of Hereford city, and the rural wards of Golden Valley North and Valletts, and there is a general tendency towards higher prices towards the east of the county.



Looking at flats and maisonettes, these are concentrated into 20 out of the 40 wards, with the remaining 20 wards showing less than 10 sales over the four-year period. Once more, the east of the county tends to command high prices, and the lowest prices were found in Three Elms, Belmont, St Martins & Hinton, Leominster and Bromyard.

Analysis by Housing Market Area

By looking mainly at travel to work patterns, Herefordshire wards have been grouped into 7 Housing Market areas.

Table 3: Wards which make up the 7 Local Housing Market Areas (HMAs)

Name of the HMA	Wards in this Housing Market Area
Bromyard HMA	Bromyard, Bringsty, Hampton Court
Golden Valley HMA	Golden Valley North, Golden Valley South
Hereford HMA	Hereford city wards (Aylestone, Belmont, Central, St Martins & Hinton, St Nicholas, Three Elms, Tupsley) Burghill, Holmer & Lyde, Credenhill, Hagley, Hollington, Sutton Walls, Stoney Street, Backbury, Wormsley Ridge
Kington HMA	Kington Town, Castle, Pembridge & Lyonshall with Titley
Ledbury HMA	Ledbury, Hope End, Frome
Leominster HMA	Leominster North, Leominster South, Bircher, Upton, Golden Cross with Weobley, Mortimer
Ross HMA	Ross-on-Wye West, Ross-on-Wye East, Penyard, Llangarron, Kerne Bridge, Old Gore Pontrilas, Valletts

The same analysis as for wards has been carried out for HMAs

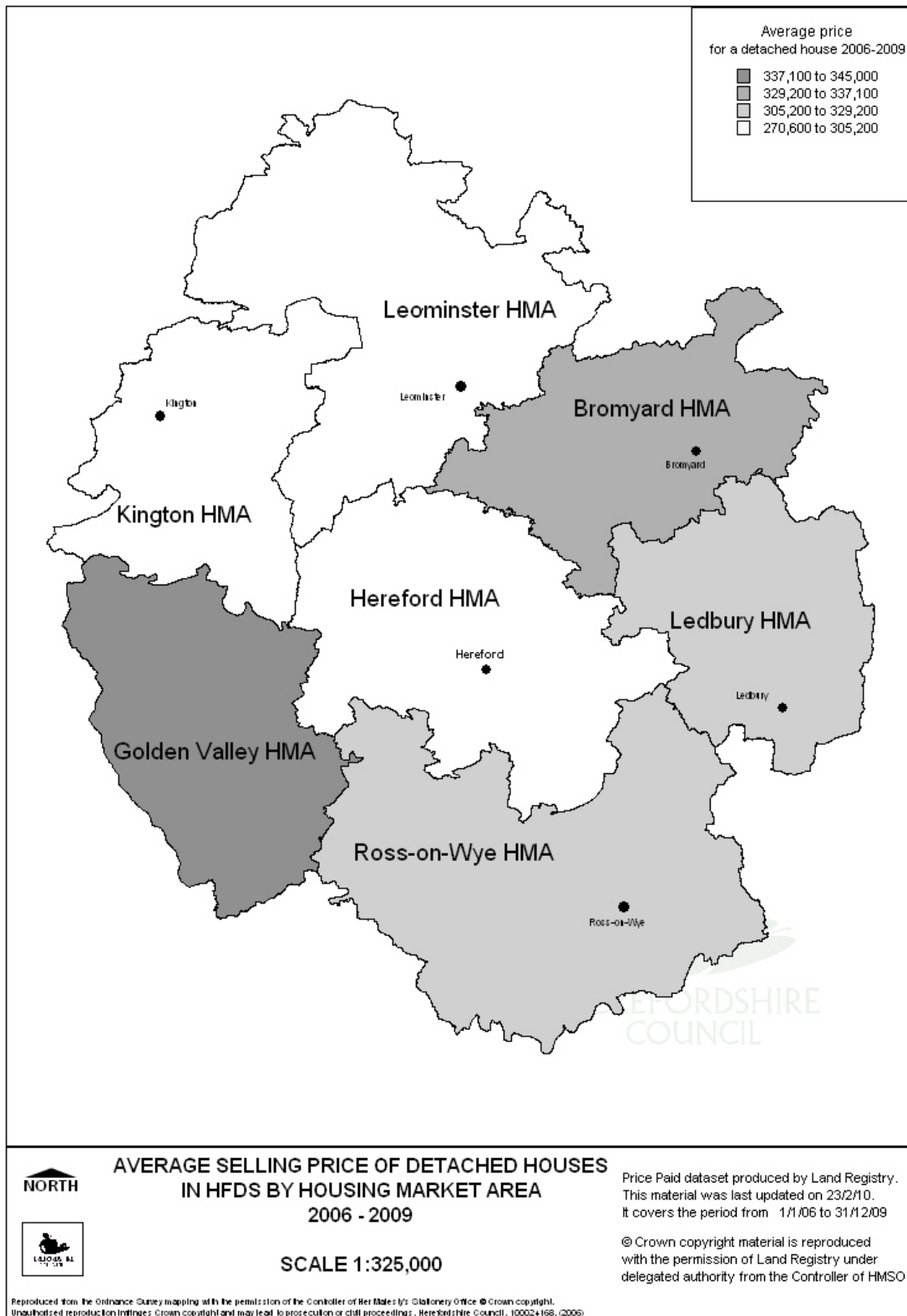
Table 4: Average property selling price 2006-9, rounded to the nearest £100, sorted by the price of a detached dwelling

HMA	Detached	Semi	Terrace	Flat
Hereford	270,600	175,600	149,200	128,700
Leominster	282,300	166,900	153,300	100,500
Kington	305,200	199,300	157,100	124,500
Ross	314,000	191,200	154,100	141,600
Ledbury	329,200	213800	174900	168100
Bromyard	337,100	190,200	156,100	108,000
Golden Valley	345,000	191,200	139,800	< 10 sales
Range of average prices by ward, lowest to highest, for comparison	202,300 – 396,700	139,200 – 288,100	117,100 – 243,300	87,300 – 212,500

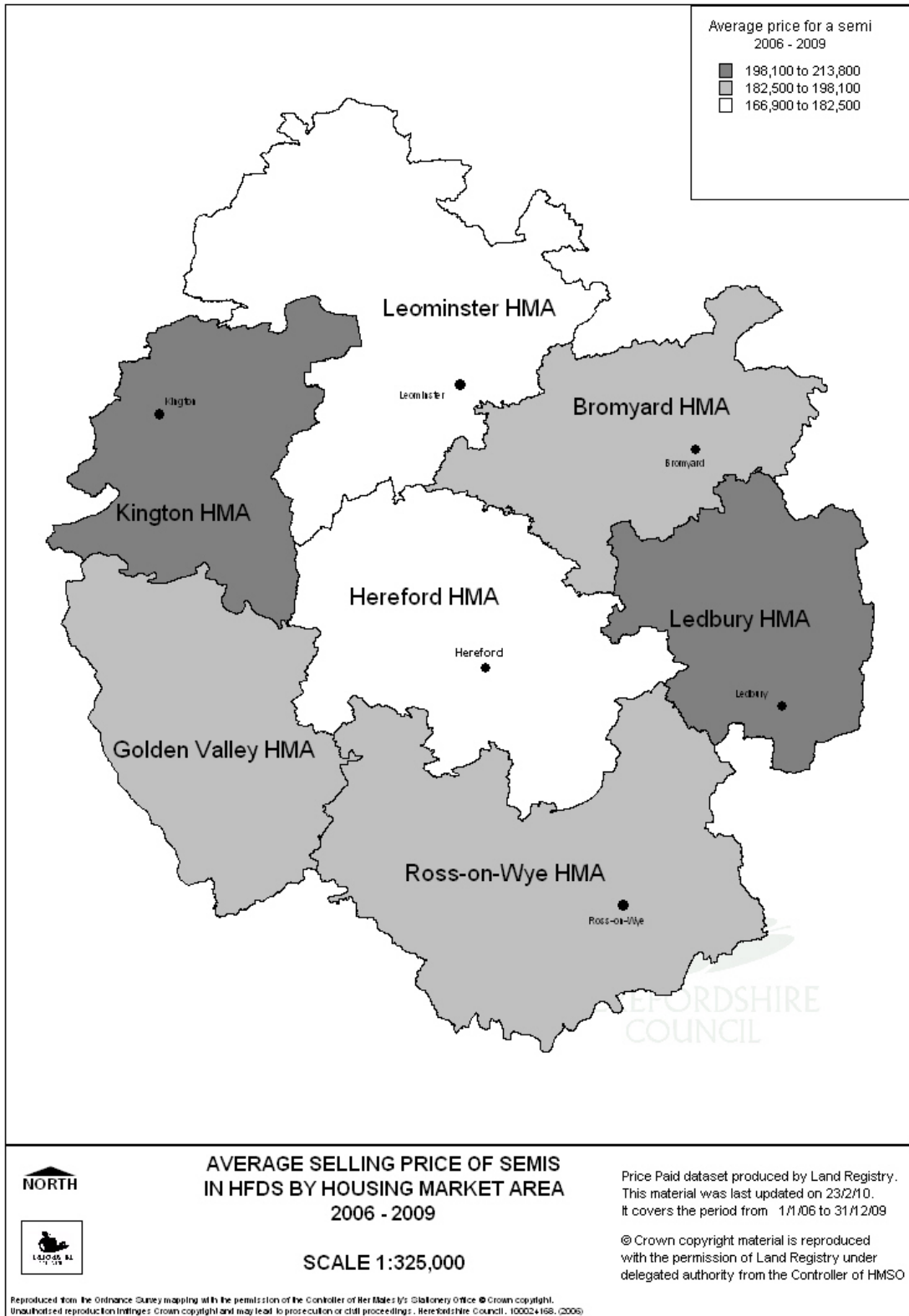
Looking at average prices by Housing Market Areas, “evens out” the prices, so a much smaller range of prices is shown, particularly for the cheaper property types, than when the analysis is by ward. In other words, analysis by HMA loses much of the fine detail.

Hereford HMA has the lowest average price for detached and terraced properties, while Leominster HMA has the lowest average price for semis and flats.

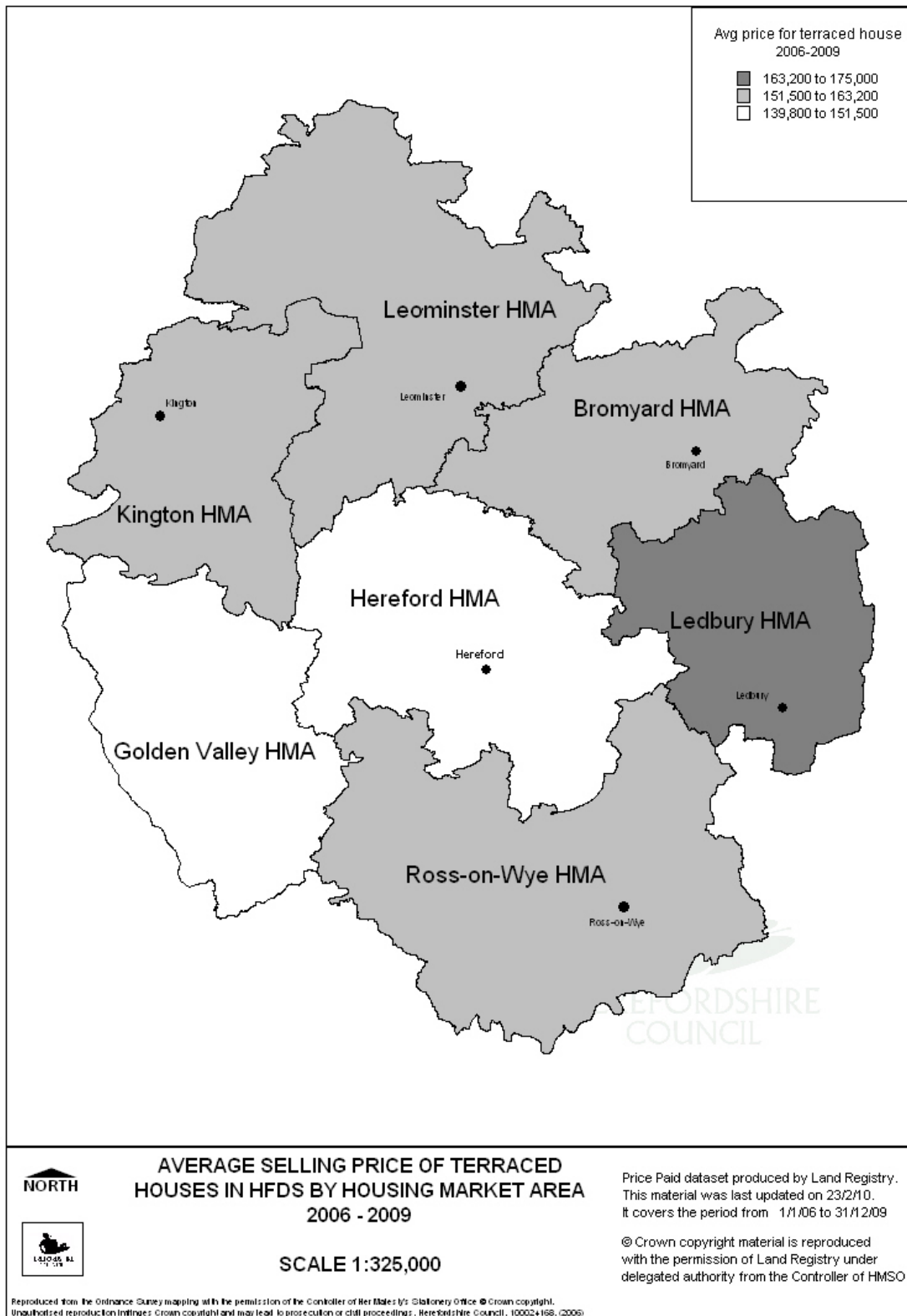
The highest rankings go to Golden Valley HMA for detached properties, and to Ledbury HMA for the other 3 property types, once more exhibiting high demand in the east of the county.



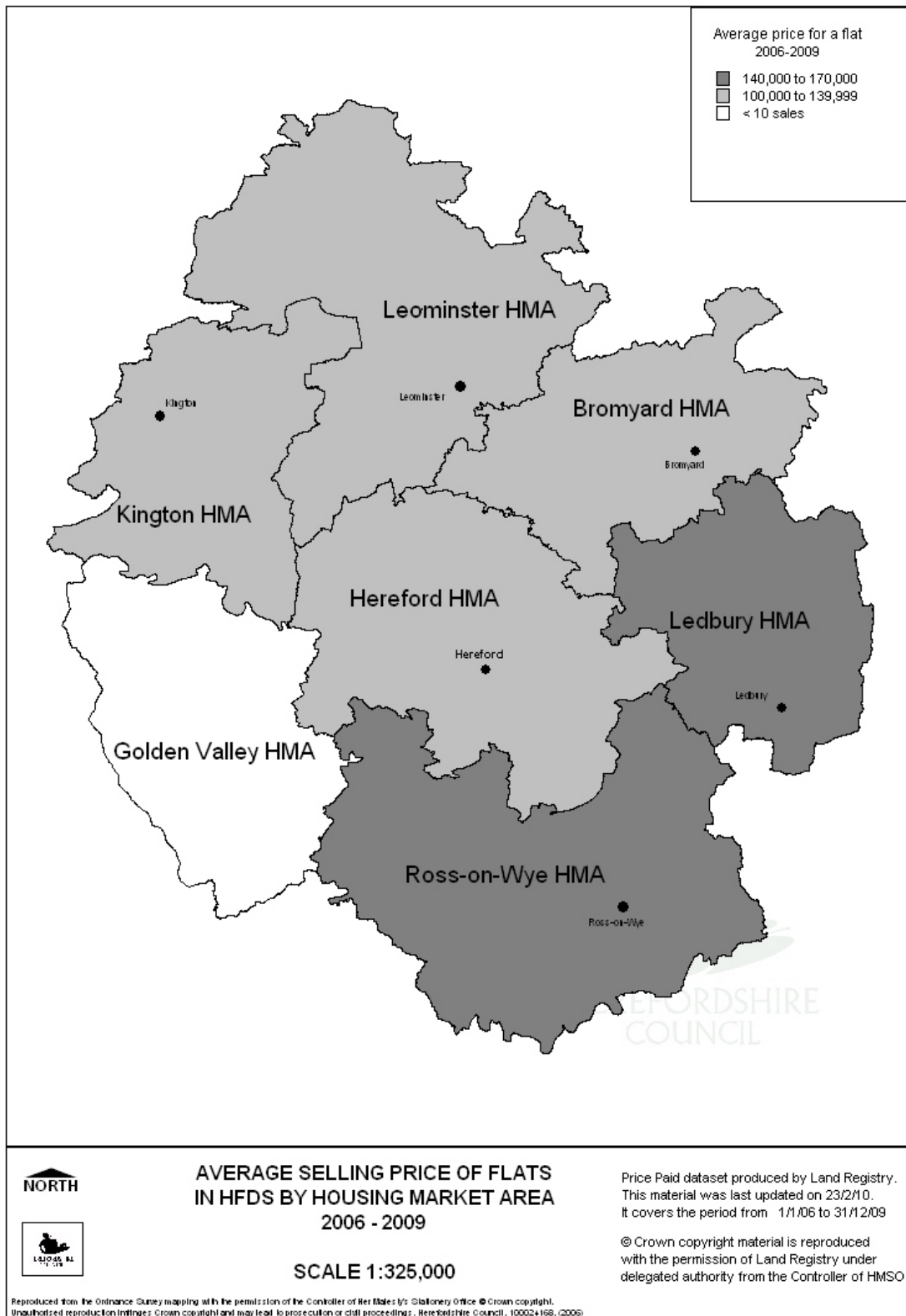
It is interesting that Bromyard HMA comes out as being in a higher price band for detached houses than does Ledbury. Looking back at the analysis by ward, shows that the high-priced ward of Bringsty is likely to be pushing up the price in Bromyard HMA.



Ledbury and Kington HMA's show the highest prices for semi-detached houses.



The range of average prices for terraced houses by HMA is quite small, from £139,800 to £175,00. Ledbury HMA comes out as the most expensive, with Hereford and Golden Valley HMA's coming out as the cheapest. The availability of some cheaper housing in Peterchurch is likely to be the reason for the lower average price in Golden Valley HMA.



Absence of flats in the Golden Valley HMA is evident in this picture. The south and east of the county come out as more expensive than the remainder.

For further information on the data in this article, please contact the Research Team on 01432 260 464 or e-mail researchteam@herefordshire.gov.uk