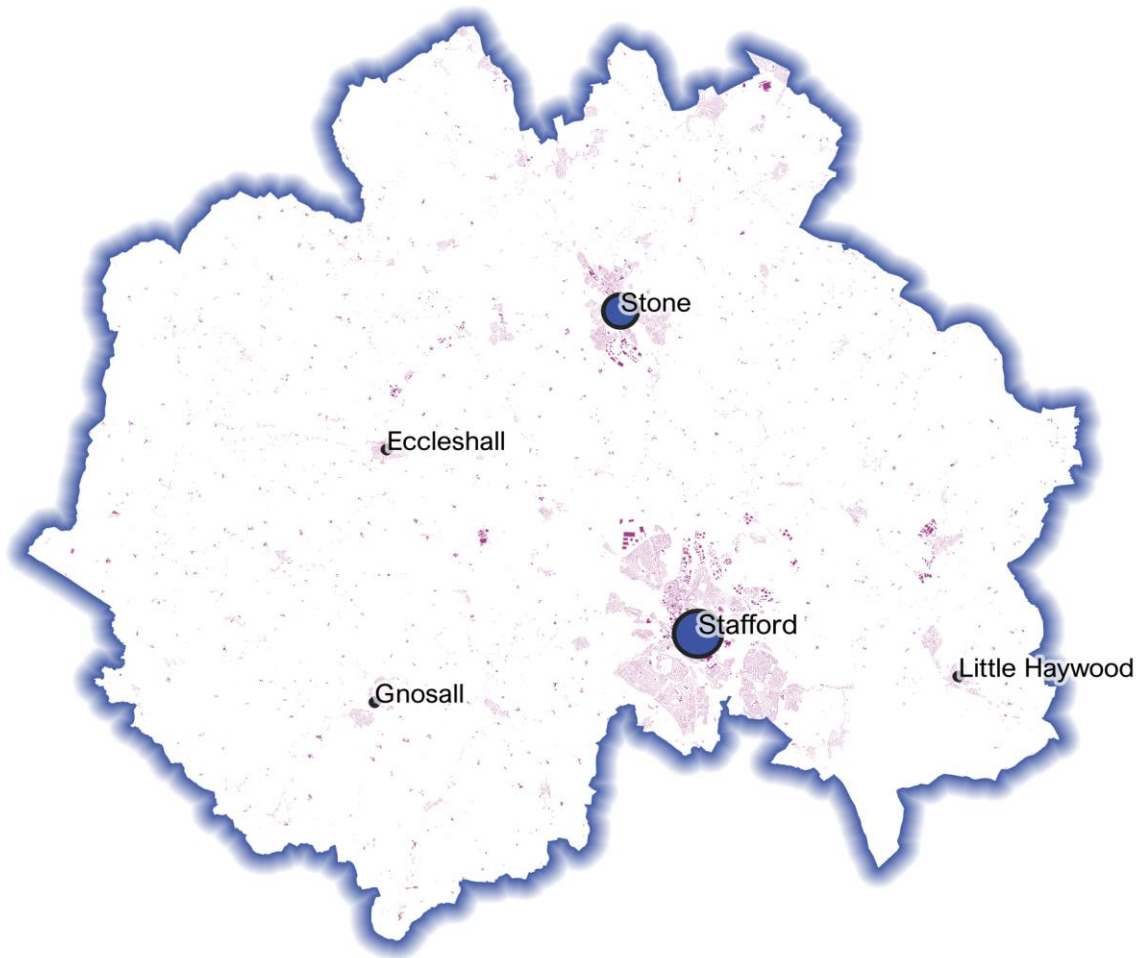


Detailed Price Paid Report:

Stafford



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2	House price growth
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4	Average prices + distribution
5	Transaction timeline
6	Depth of market

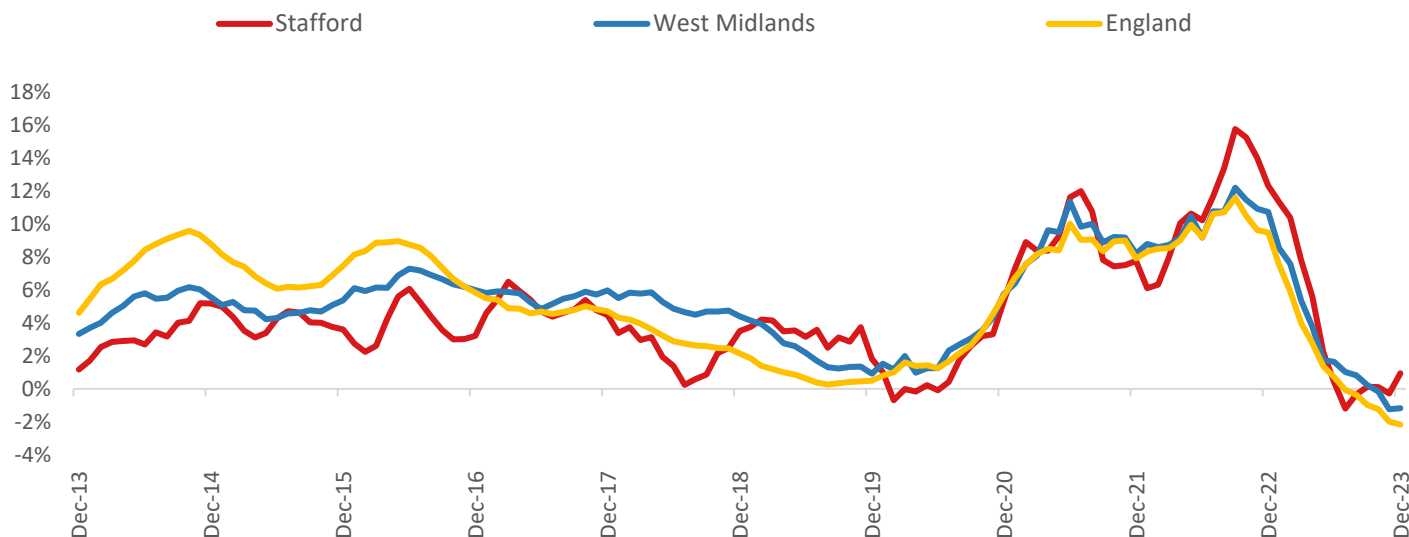


Headline Data

	Current level	3 month	Annual	5 year	10 year
House prices	£275,341	1.0%	0.9%	30.9%	59.2%
Transactions	1,561	-7.8%	-16.7%	-40.1%	-7.2%

House Price Growth (December 2023 data)

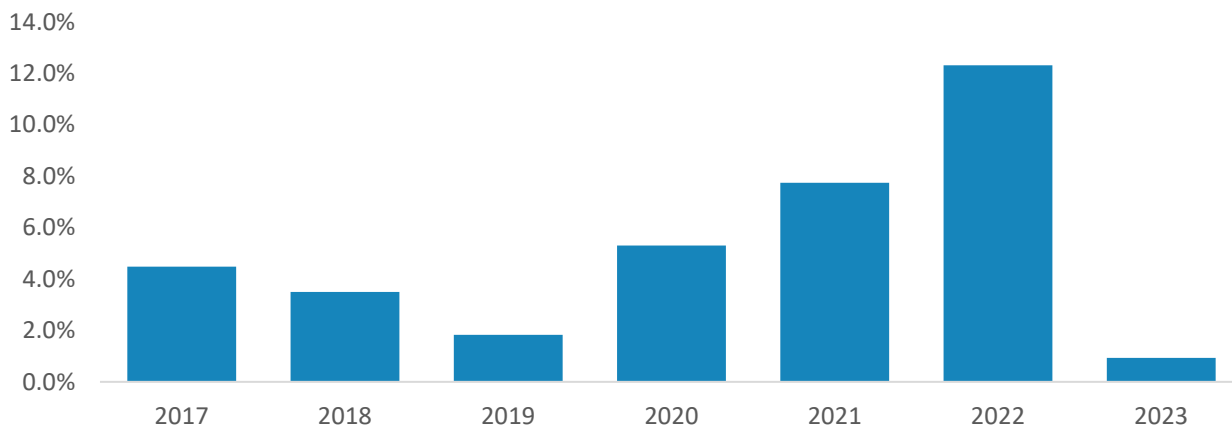
Annual Change in House Prices



House prices in Stafford grew by 0.9% in the 12 months to December 2023 (based on 3-month smoothed data). By comparison national house prices fell by 2.2% and prices in the West Midlands fell by 1.2% over the same period.

Stafford house prices are now 44.6% above their previous peak in 2007, compared to +51.4% for the West Midlands and +56.0% across England.

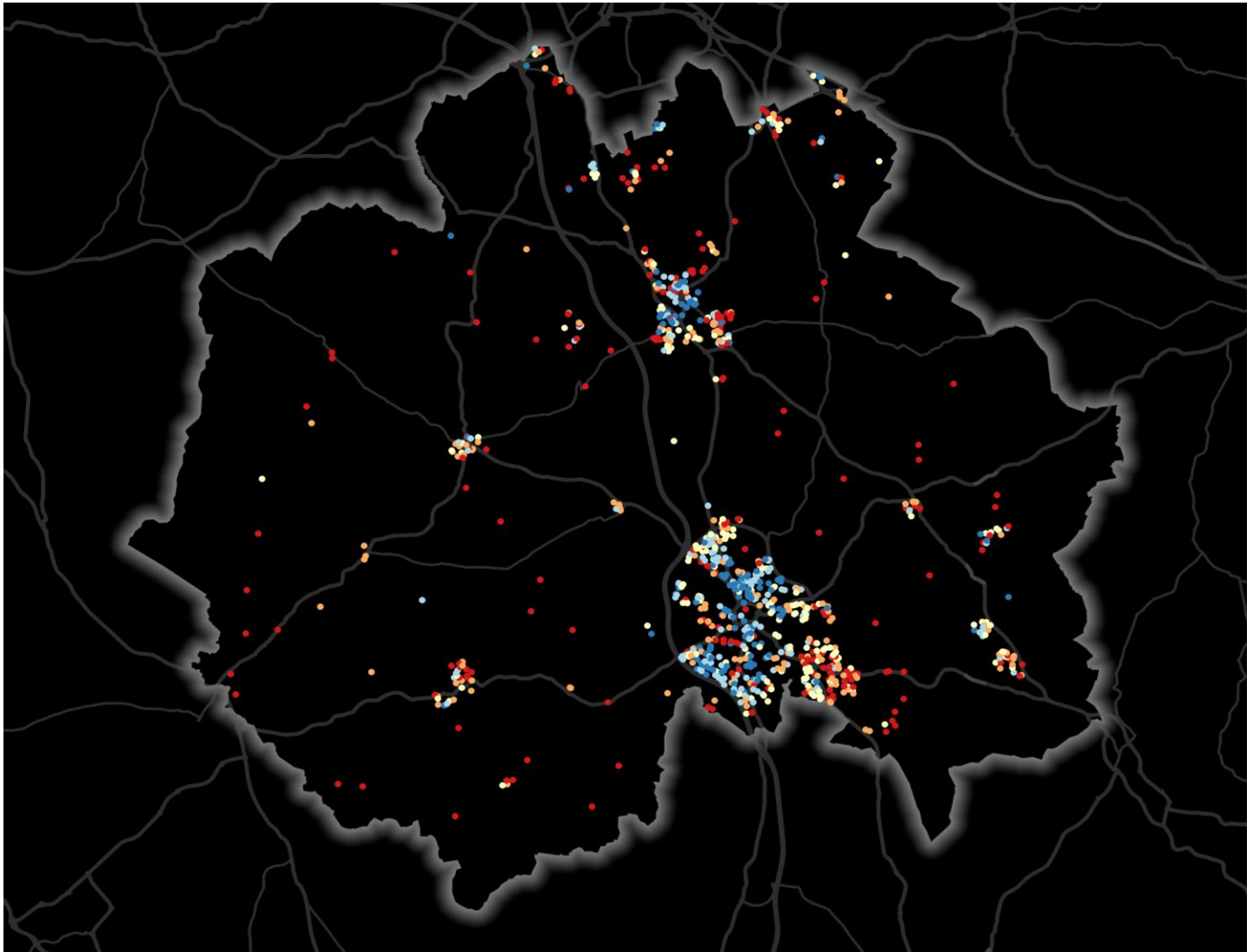
Year-To-Date Change in House Prices, December to December



Local prices have grown by 0.9% in 2023 so far, compared to growth of 12.3% over the same period in 2022.

House Price Map

12 months to December 2023



Each point is one postcode, coloured by the average value relative to all sales in this local authority (price bands are LA-specific quintiles).

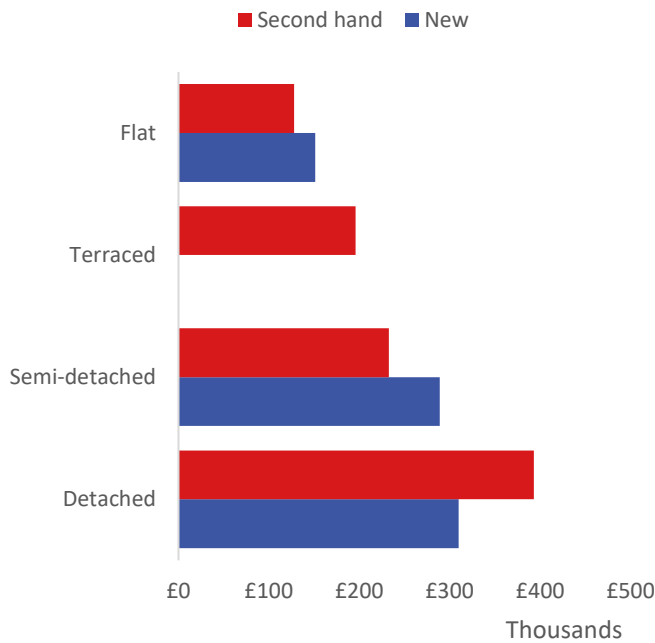
Map Key



	Min	Max	
	Up to	£163,000	1st quintile / lowest 20%
	£163,000	£213,000	2nd quintile
	£213,000	£269,000	3rd quintile
	£269,000	£358,000	4th quintile
	£358,000	and over	5th quintile / highest 20%

Average House Price by Property Type

12 months to December 2023



	New	Second hand
Flat	£151,125	£127,965
Terraced	No recorded sales	£195,930
Semi-detached	£289,123	£232,693
Detached	£309,913	£392,969

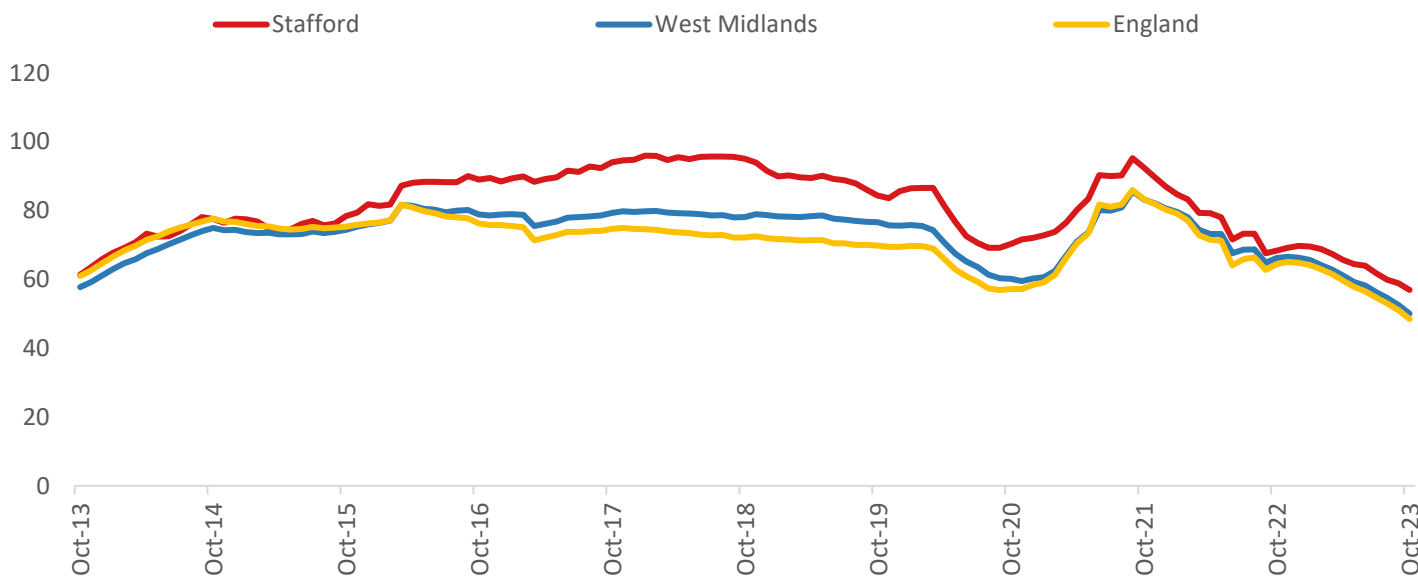
House Price Distribution by Year

All properties, by price band and calendar year (2023 = year to date)

	1997	2002	2007	2012	2017	2022	2023
Under £100k	86%	56%	10%	11%	5%	4%	5%
£100-200k	13%	34%	59%	61%	47%	29%	31%
£200-300k	1%	8%	21%	19%	30%	37%	34%
£300-400k	0%	1%	7%	6%	11%	16%	16%
£400-500k	0%	0%	3%	2%	4%	6%	7%
£500k-1m	0%	0%	1%	1%	2%	7%	6%
£1-2m	0%	0%	0%	0%	0%	0%	0%
Over £2m	0%	0%	0%	0%	0%	0%	0%

Transactions (October 2023 data)

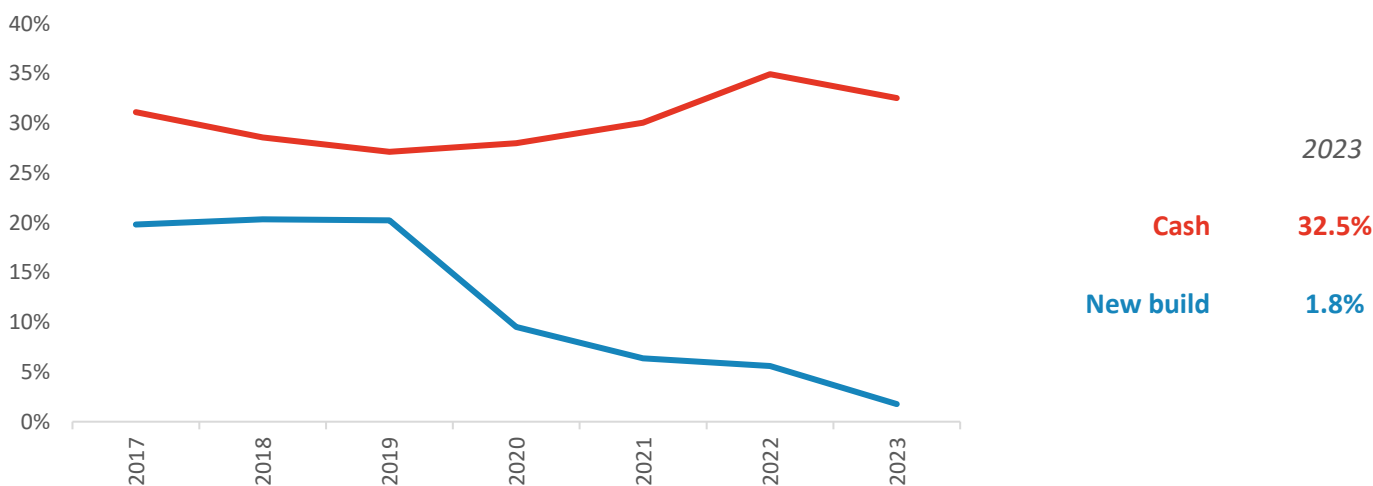
Annual Transactions, Indexed (2001-05 average = 100)



There were 1,561 transactions in Stafford during the 12 months to October 2023. This is 57% of the average from 2001-05 and suggests activity is significantly below pre-downturn levels.

Transactions in Stafford have fallen by 26.6% since 2014, compared to changes of -32.7% for West Midlands and -36.8% for England.

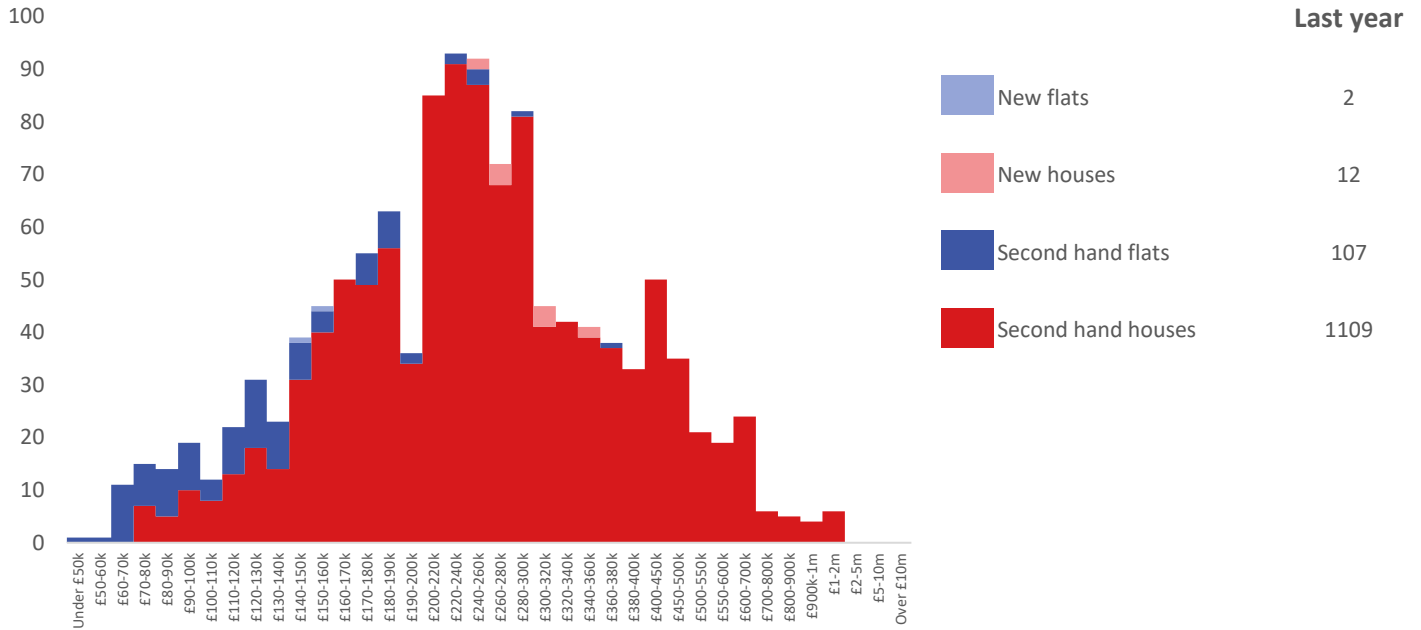
Cash and New Build Sales as % of Total, by Year



Note: The data on this page EXCLUDES transactions identified as transfers under a power of sale/repossessions, buy-to-lets (where they can be identified by a mortgage), and transfers to non-private individuals - i.e. it comprises only Land Registry 'A' data.

Depth of Market by Property Type

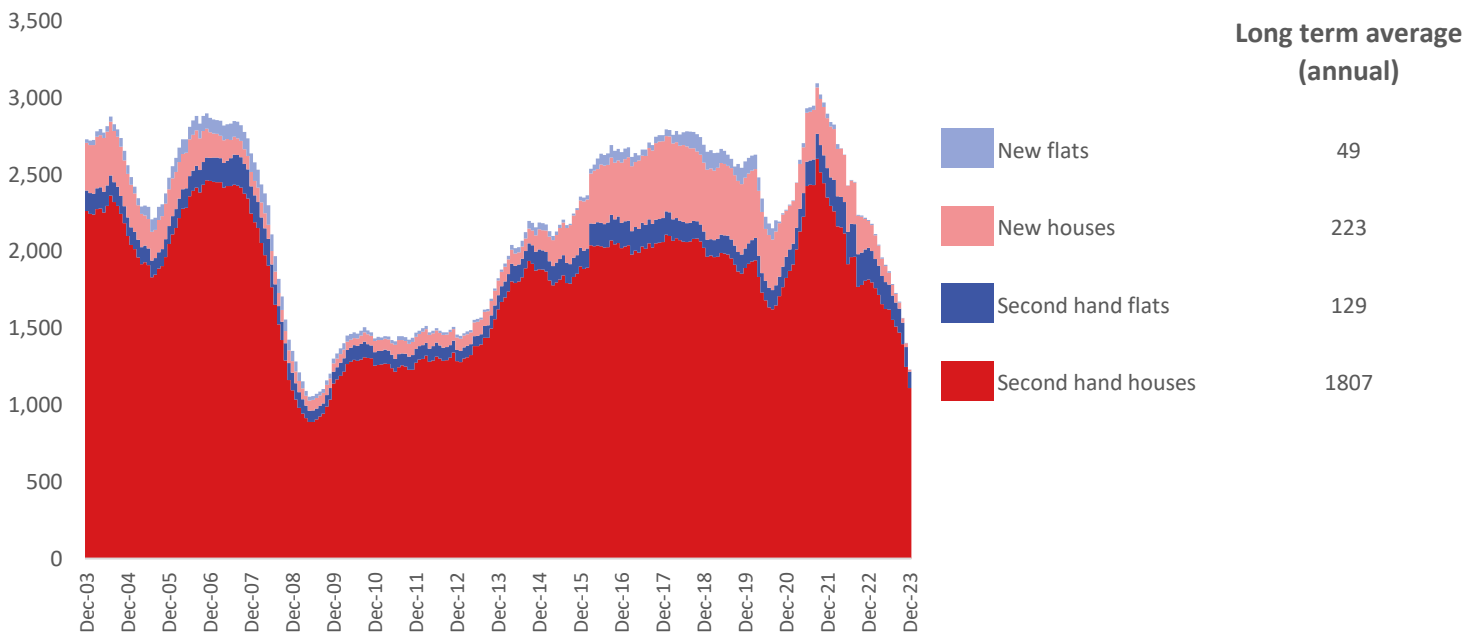
12 months to December 2023



The most common property type transacted over the past 12 months in Stafford was 'second hand houses' with 1,109 sales, 90% of all sales over the same period. The annual total of 1,230 transactions is equivalent to 56% of the long term average level of activity.

Timeline of Transactions by Type

Rolling 12 months, past 20 years



The most common property type transacted over the past 20 years was 'second hand houses' with the equivalent of 1,807 sales per year on average, making up 82% of the typical annual total over that period.