October 2026

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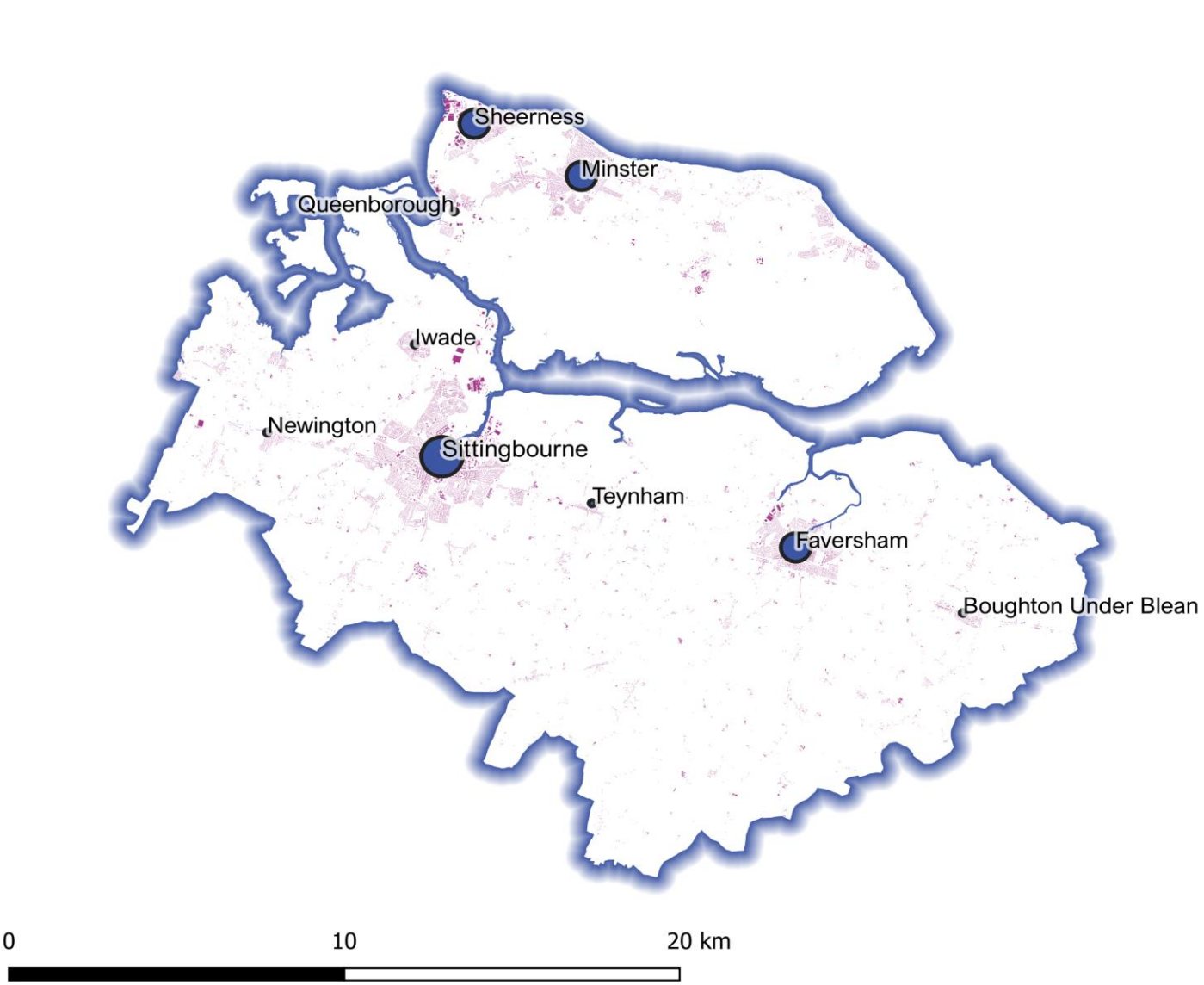
Detailed Price Paid Report:

Swale



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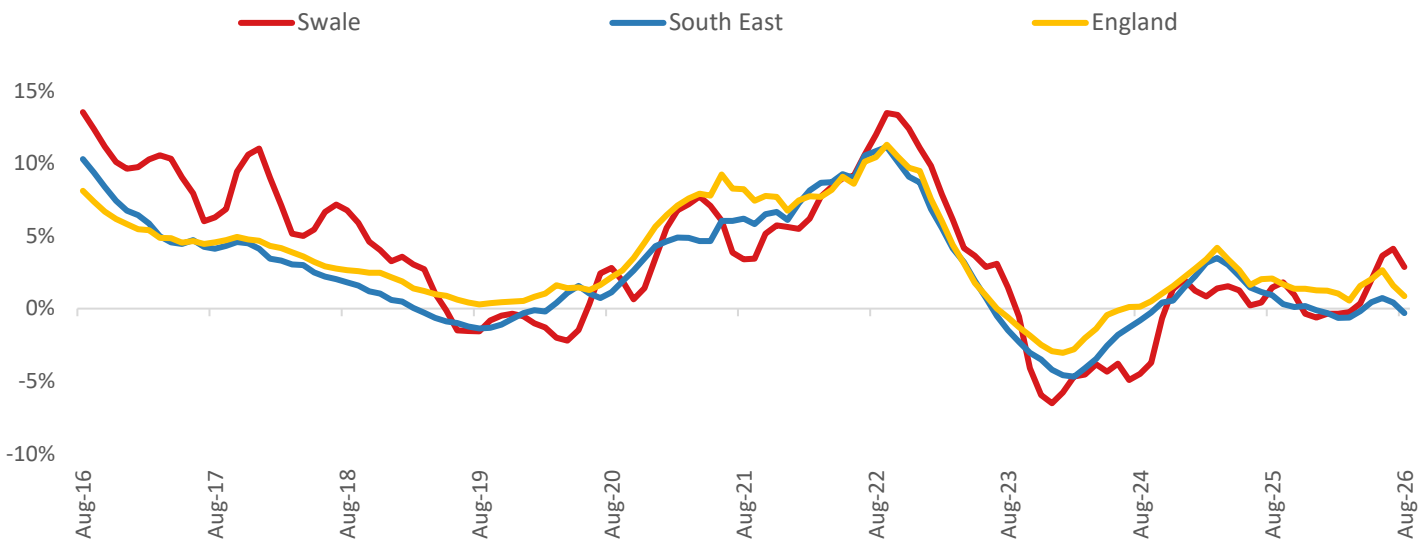
Click the main map above to visit our Cities, Towns & Villages page, for local analysis of the locations shown and over 2000 more

Headline Data

	Current level	3 month	Annual	5 year	10 year
House prices	£296,578	2.2%	2.9%	13.3%	34.4%
Transactions	2,031	-2.1%	-13.9%	-33.6%	-25.8%

House Price Growth (August 2026 data)

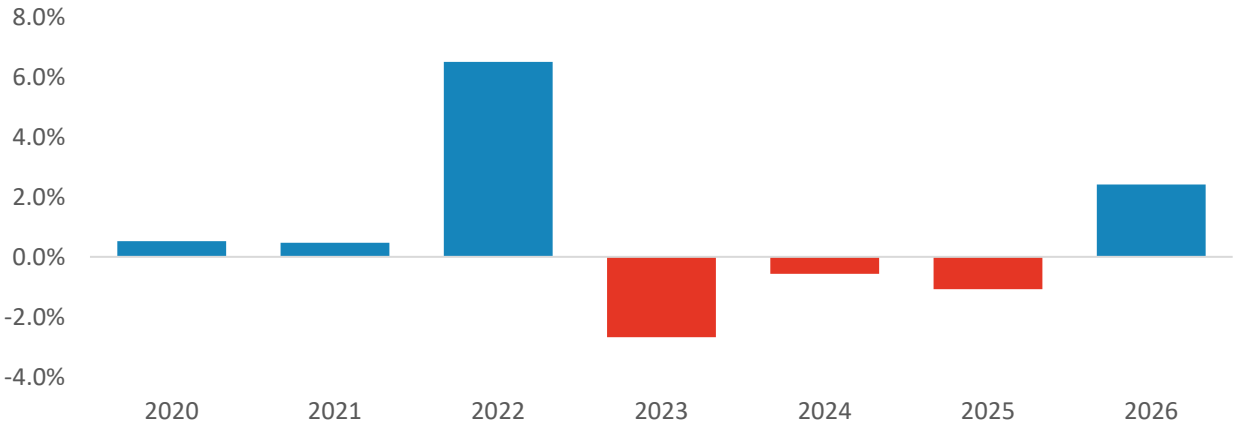
Annual Change in House Prices



House prices in Swale grew by 2.9% in the 12 months to August 2026 (based on 3-month smoothed data). By comparison national house prices grew by 0.9% and prices in the South East fell by 0.3% over the same period.

Swale house prices are now 64.4% above their previous peak in 2007, compared to +58.7% for the South East and +59.5% across England.

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

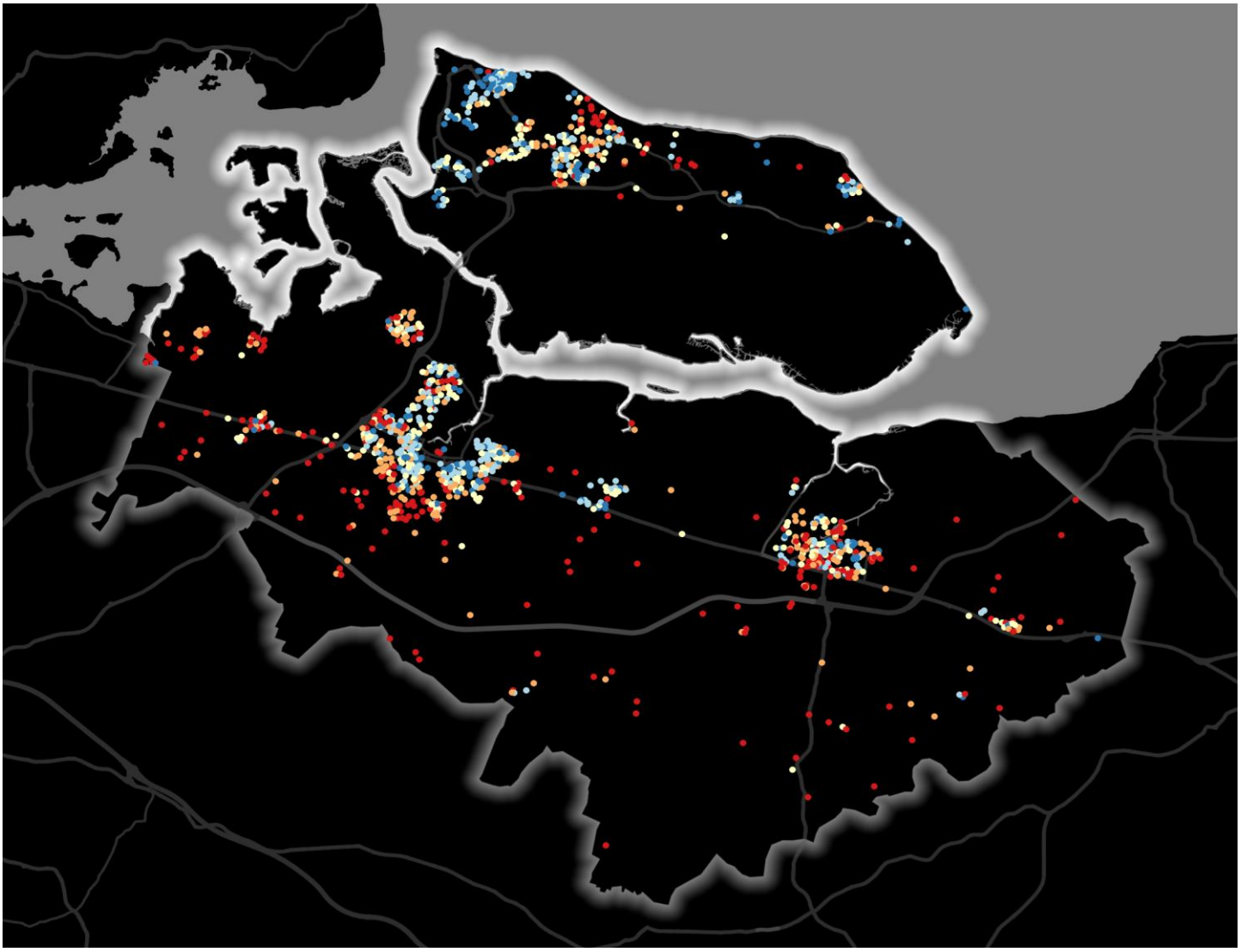


Local prices have grown by 2.4% in 2026 so far, compared to a fall of 1.1% over the same period in 2025.

Source: OS OpenData; UK House Price Index (Contains HM Land Registry data © Crown copyright)

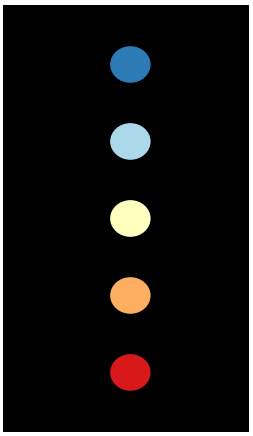
House Price Map

12 months to August 2026



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

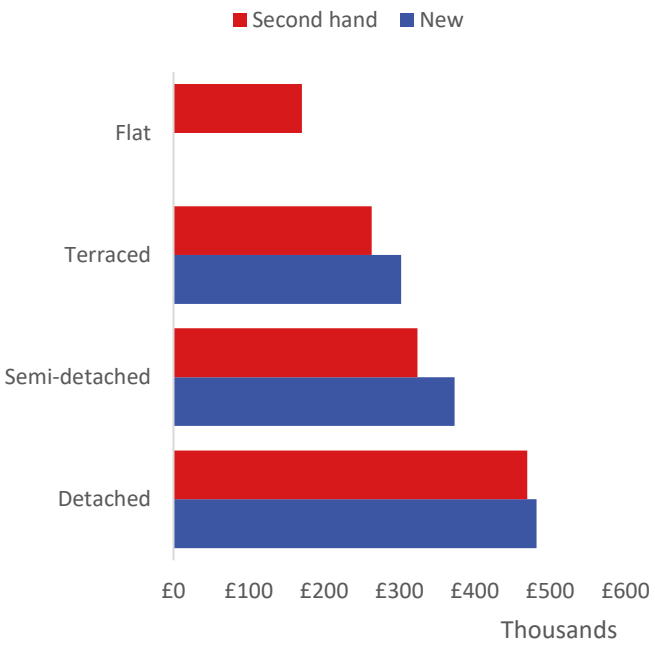


Min	Max	
Up to	£209,000	*1st quintile / lowest 20%*
£209,000	£268,000	*2nd quintile*
£268,000	£318,000	*3rd quintile*
£318,000	£397,000	*4th quintile*
£397,000	and over	*5th quintile / highest 20%*

Source: OS OpenData; UK House Price Index (Contains HM Land Registry data © Crown copyright)

Average House Price by Property Type

12 months to August 2026



	New	Second hand
Flat	No recorded sales	£170,660
Terraced	£302,125	£262,994
Semi-detached	£373,223	£323,774
Detached	£481,750	£469,596

House Price Distribution by Year

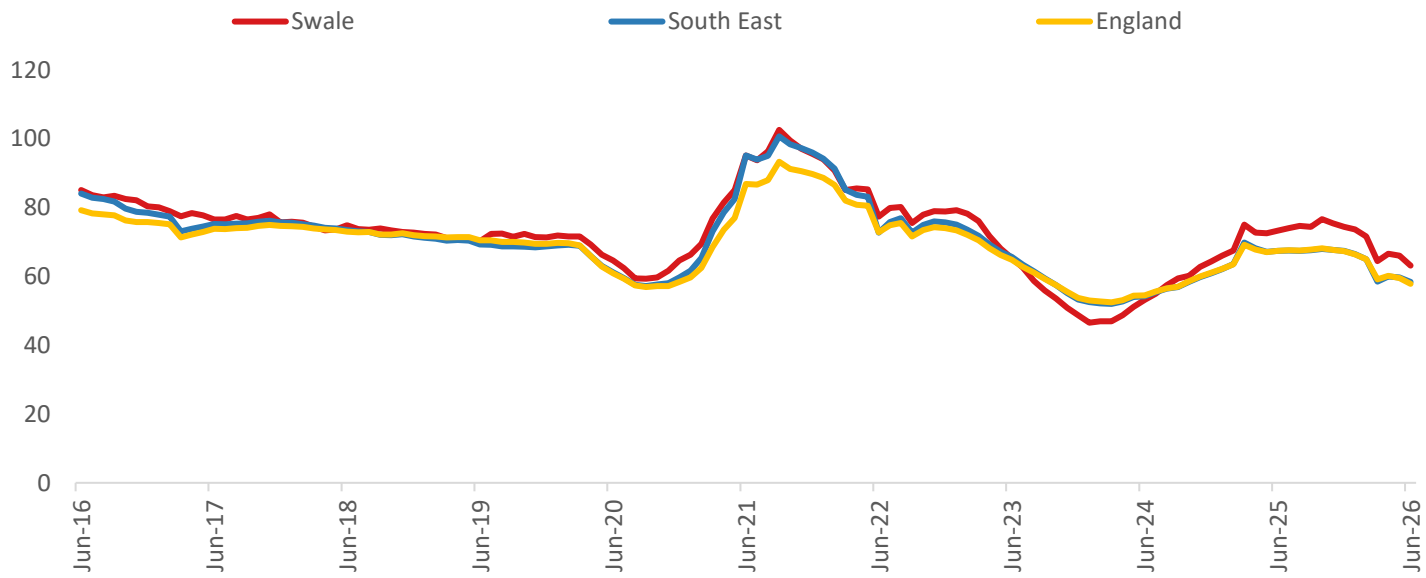
All properties, by price band and calendar year

	1997	2007	2017	2022	2023	2025	2026
Under £100k	89%	8%	2%	1%	2%	1%	1%
£100-200k	10%	64%	31%	11%	16%	14%	17%
£200-300k	1%	21%	41%	33%	35%	36%	37%
£300-400k	0%	5%	16%	30%	26%	27%	27%
£400-500k	0%	2%	6%	13%	12%	12%	10%
£500k-1m	0%	1%	4%	10%	9%	9%	7%
£1-2m	0%	0%	0%	1%	1%	0%	0%
Over £2m	0%	0%	0%	0%	0%	0%	0%

Source: OS OpenData; UK House Price Index (Contains HM Land Registry data © Crown copyright)

Transactions (June 2026 data)

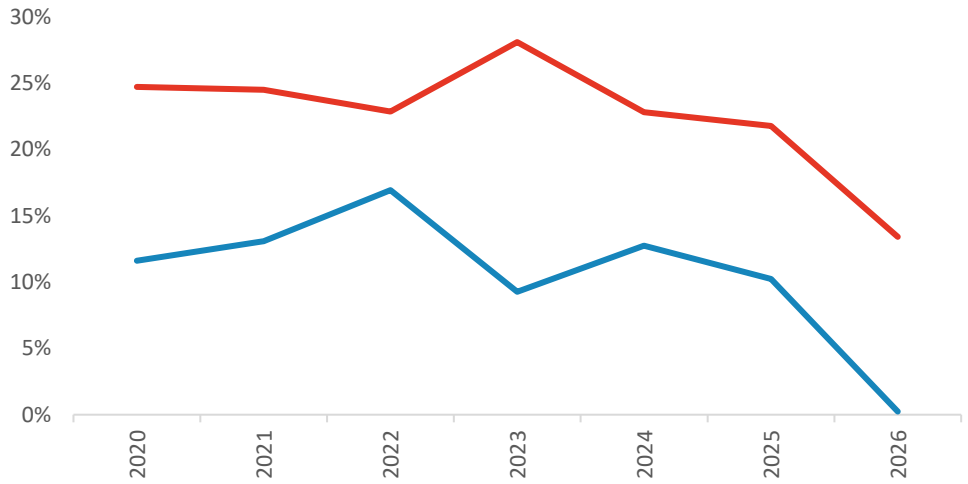
Annual Transactions, Indexed (2001-05 average = 100)



There were 2,031 transactions in Swale during the 12 months to June 2026. This is 63% of the average from 2001-05 and suggests activity is significantly below pre-downturn levels.

Transactions in Swale have fallen by 21.4% since 2014, compared to changes of -30.1% for South East and -24.7% for England.

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



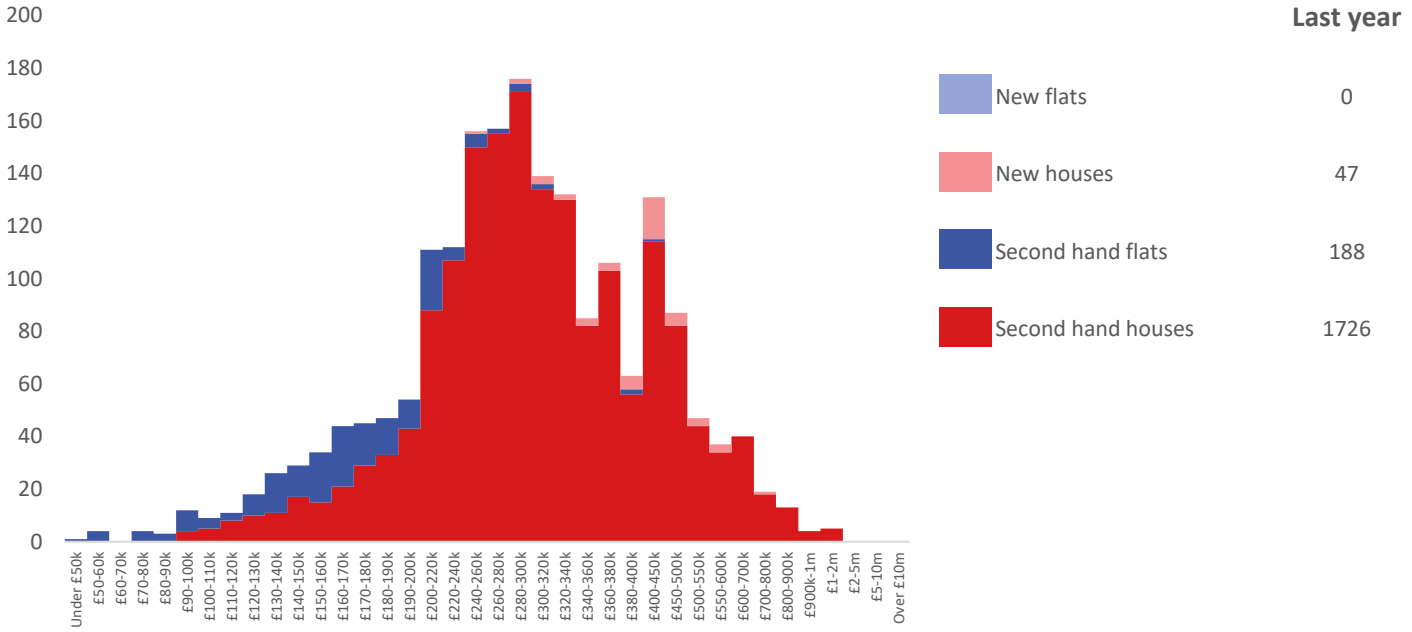
	2026
Cash	13.4%
New build	0.2%

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.

Source: OS OpenData; UK House Price Index (Contains HM Land Registry data © Crown copyright)

Depth of Market by Property Type

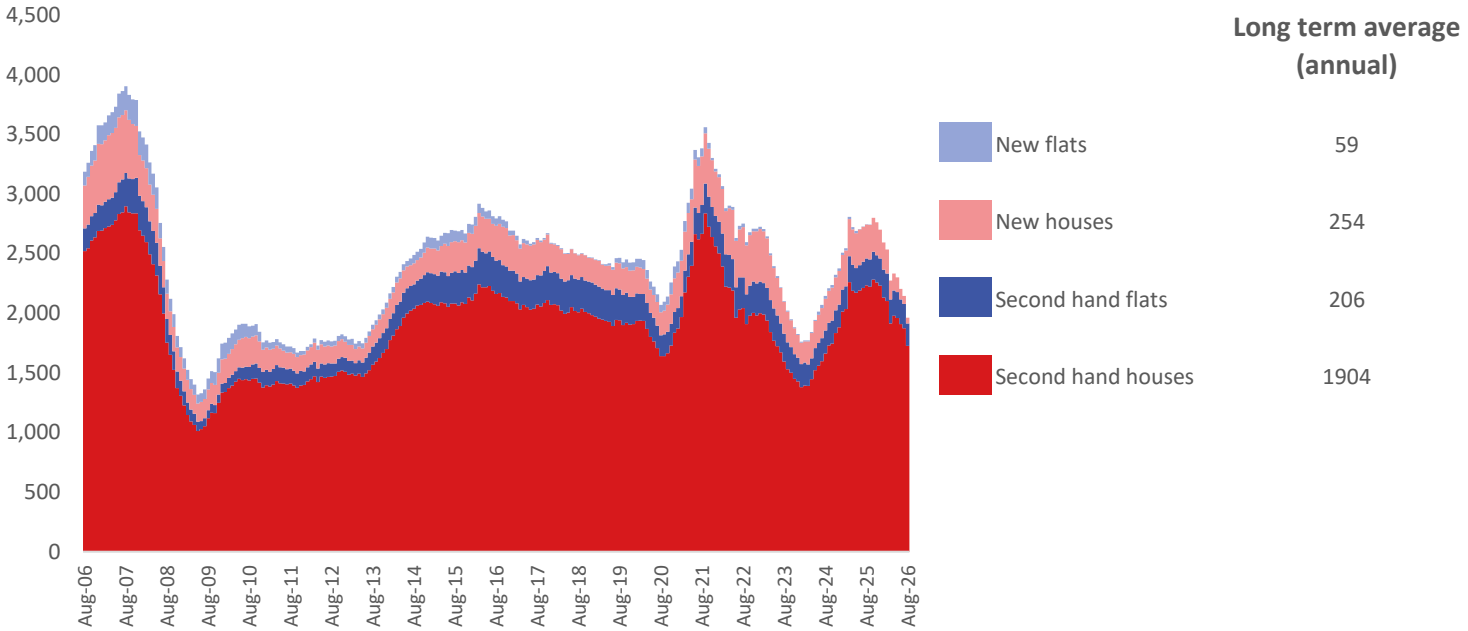
12 months to August 2026



The most common property type transacted over the past 12 months in Swale was 'second hand houses' with 1,726 sales, 88% of all sales over the same period. The annual total of 1,961 transactions is equivalent to 81% 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 1,904 sales per year on average, making up 79% of the typical annual total over that period.

Source: OS OpenData; UK House Price Index (Contains HM Land Registry data © Crown copyright)