# Trump’s re-election sparks surge of wealthy Americans fleeing to the Cotswolds



Thanksgiving in the Cotswolds is an elaborate affair, drawing Americans to the quaint market town of Stow-on-the-Wold each November. This gathering, which features glazed turkey breasts and green bean casserole, is a curious fusion of tradition and relocation for many expatriates. Chef Jesse D’Ambrosi, who orchestrates culinary delights rooted in American culture, reflects on this peculiar yet vibrant tableau. “It’s bizarre,” she acknowledges, noting the surge of American families seeking a slice of life in the tranquil Oxfordshire hills, especially amid the political turbulence back home following Donald Trump's re-election.

The sentiment that life in the UK may offer respite is becoming increasingly prevalent. Political uncertainties, particularly those stirred by Trump’s presidency, have prompted many Americans to explore options abroad. The record surge in applications for UK citizenship—over 6,100 applications in 2024, a remarkable 26% rise from the previous year—underscores this trend. Notably, the final quarter of 2024 saw a 40% spike, coinciding with uncertainties and anxieties surrounding Trump's return to the White House.

As Trump's administration continues to incite fear among many, especially women, the allure of the English countryside as a sanctuary seems to resonate with those feeling displaced or threatened. Harry Gladwin, from the local estate agency Buying Solution, observes a distinct uptick in American buyers considering permanent moves to the Cotswolds. Their motivations are varied: seeking stable properties, holiday homes, or a lifestyle that harmonises with long-term plans of living abroad. Notably, the burgeoning tech sector in the US has facilitated wealth accumulation, leading many high-earners to find alternative havens where real estate investments could thrive.

The picturesque Cotswolds has inadvertently transformed into a modern-day Hamptons, full of chocolate-box villages, where the natural beauty and serene lifestyle appeal significantly to affluent Americans. This shift in property dynamics is echoed in real estate analyses; US buyers have recently overtaken Chinese purchasers in London’s prime property market for the first time since 2019, driven by a strong US dollar that makes UK real estate attractive. Luxury brands are responding to this influx: the reopening of exclusive venues and high-end establishments, such as Daylesford Organic—a wellness haven—cater specifically to the newly affluent American clientele.

D’Ambrosi's establishment exemplifies how traditional American commodities—grape jelly, pancake mix—find their way into the Cotswolds, appealing especially to those longing for a taste of home. The growing number of American clients at shops like hers speaks volumes to the shift in demographic preferences, with many Americans opting for lifestyles brimming with nostalgia and culinary comforts.

Wealth management and tax advisory reports tell a similar tale, noting a significant rise in inquiries from Americans wishing to relocate their financial assets to the UK. Sean Cockburn, from Forvis Mazars, highlights the recent removal of the non-domicile tax regime as a push factor for many seeking refuge in the UK. While some view these changes as beneficial for short-term residents due to new tax exemptions, tech workers especially are grappling with the complex implications of US and UK tax liabilities.

Armand Arton, an expert in citizenship matters, elaborates on this exodus, noting that many prominent Americans—particularly Democrats who are vocal against Trump—view relocation as a viable Plan B. Job market trends further underscore this desire for change, with a notable increase in American interest in UK job openings specifically within scientific and medical research fields. Such shifts not only illustrate the psychological impact of Trump's presidency but also present an intriguing economic opportunity for the UK.

While the allure of life in the Cotswolds may be irresistible, many Americans may find themselves confronted with the reality of lower salaries in the UK tech sector compared to their American counterparts. Even as the political landscape persuades them to leave the US, factors like relaxed tax conditions, combined with historical ties and a rich cultural landscape, are rendering the UK more appealing.

As the turbulence of Trump’s political legacy continues to unfold, the Cotswolds stands as an emblematic choice for many Americans seeking stability. From American culinary delights to luxury living, the influx of American nationals reshapes not only the market but also the very essence of life in this bucolic corner of England.

### Reference Map

1. [[1]](https://www.theguardian.com/business/2025/may/10/were-in-the-hamptons-of-england-trump-sends-wealthy-americans-fleeing-for-the-cotswolds)
2. [[2]](https://www.ft.com/content/e20a2ea0-0fa0-4b6c-a487-05030f4a4c93)
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7. [[7]](https://timesofindia.indiatimes.com/world/us/explained-why-are-record-numbers-of-americans-applying-for-uk-citizenship/articleshow/118755477.cms)

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## Bibliography

1. <https://www.theguardian.com/business/2025/may/10/were-in-the-hamptons-of-england-trump-sends-wealthy-americans-fleeing-for-the-cotswolds> - Please view link - unable to able to access data
2. <https://www.ft.com/content/e20a2ea0-0fa0-4b6c-a487-05030f4a4c93> - In 2024, a record number of Americans applied for UK citizenship, influenced by Donald Trump's re-election and UK tax policy changes. There were over 6,100 applications, a 26% increase from 2023. The last quarter of 2024 saw a particularly sharp rise in American applications by 40% year-on-year. Lawyers attribute this surge to uncertainties generated by Trump's political comeback and the abolition of the UK's non-dom tax status, prompting wealthy Americans to secure citizenship pre-emptively. Additional drivers include individuals seeking broader personal and financial flexibility. With the elimination of non-dom tax status, many affluent Americans hastened to apply for citizenship, seeking to preserve future options. Despite broader motivations for migration, the political and fiscal landscape has notably spurred interest from Americans in both UK and Irish citizenship.
3. <https://www.ft.com/content/634e7274-4873-4fb7-bd43-9b170f85a955> - Eric Schmidt, former Google CEO, has purchased an £42 million mansion in Holland Park, London, marking a significant transaction among increasing property acquisitions by American buyers in the UK capital. Purchased in May 2024, the Grade II-listed, mid-Victorian villa includes mews houses and is located in one of London's most expensive neighborhoods. The previous owner was William 'Bill' Adderley, founder of Dunelm, who acquired the property in 2022 for £36 million. Schmidt’s spokesperson confirmed the acquisition, emphasizing Schmidt’s global portfolio of high-end real estate investments. Schmidt reportedly plans to rent out the property, capitalizing on the growing luxury rental market in London, where tenants seek flexibility and reduced maintenance responsibilities. This trend among American buyers, bolstered by a strong U.S. dollar and a relatively soft UK market, has led Americans to overtake Chinese buyers as the largest group of overseas purchasers in central London by late 2024. Despite increasing property transaction taxes and changes to the UK's non-dom tax regime, American buyers remain active due to applicable tax treaties that mitigate double taxation. High-profile U.S. figures such as fashion designer Tom Ford and Chelsea FC co-owner Behdad Eghbali have also made notable acquisitions in London recently.
4. <https://www.knightfrank.com/research/article/2025-03-10-us-buyers-dominant-in-pcl-as-government-sends-mixed-signals-to-foreign-investors> - In the final quarter of 2024, US nationals accounted for 11.6% of overseas buyers in prime central London (PCL), overtaking Chinese buyers who comprised 8.1%. This shift marks a significant change from 2019, when Chinese buyers led with 5.6% of PCL sales to overseas buyers. The effective discount for US dollar-denominated or pegged buyers is around 38% in prime central London compared to July 2014, considering currency and property price movements. The dominance of US buyers is attributed to factors such as the strong US dollar and a relatively soft UK property market, making London real estate more attractive to American investors.
5. <https://www.theguardian.com/uk-news/2025/mar/09/more-americans-are-now-seeking-uk-citizenship-three-of-them-tell-us-why> - In 2024, more than 6,100 US citizens applied for UK citizenship, marking a 26% increase from 2023 and the highest number recorded since data collection began in 2004. The figures reveal a significant rise in applications during the final three months of last year, coinciding with Donald Trump’s re-election to the White House, when there was a 40% year-on-year rise in applications. The Guardian spoke with three Americans living in the UK about their reasons for wanting to become British citizens, highlighting political concerns and the desire for stability as key motivators.
6. <https://www.ft.com/content/4ca6e9c1-f58a-4bb6-b031-b28d6a5fff96> - London's super-prime property market has seen significant price reductions due to various market pressures. Buyers have gained substantial power in negotiations, reminiscent of the conditions post-2008 financial crisis. High borrowing costs and an inflationary budget have contributed to this shift. Additionally, the new Labour government's removal of tax perks for non-domiciled residents has further shrunk the potential buyer pool, causing some wealthy homeowners to sell their prime properties. High borrowing costs exacerbated by global economic policies are predicted to persist, leading sellers to cut prices to close deals. Despite this, luxury property sales remain dynamic, with many wealthy buyers still investing, particularly those from the US and Middle East who are not affected by non-dom rules. The current supply of unsold new homes in central London is also high, further encouraging price reductions.
7. <https://timesofindia.indiatimes.com/world/us/explained-why-are-record-numbers-of-americans-applying-for-uk-citizenship/articleshow/118755477.cms> - In 2024, the number of Americans applying for UK citizenship reached an all-time high, fueled by factors like Donald Trump’s potential return and recent UK tax policy changes. According to a report in Financial Times, more than 6,100 US nationals applied for UK citizenship in 2024, the greatest number in the recent two decades and a 26% rise over the previous year. Overall, the UK received over 251,000 citizenship applications, representing a 6% increase over 2023 and setting a new record. US applications increased by 40% year over year to reach almost 1,700 in the last quarter of 2024, demonstrating the spike in applications.