# Mumbles joins UK’s most expensive coastal towns amid 47% house price surge since 2015



Lloyds Bank has unveiled its latest Coastal Homes Review, shedding light on the property landscape across 197 seaside locations in Britain. Despite a slight dip in prices over the past year, the overall trend reveals a staggering increase of 18% since 2019, reinforcing the enduring appeal of coastal living.

Mumbles, a picturesque town in South Wales, is prominently featured in this year’s rankings. With an average house price now hitting £417,043, Mumbles has earned its spot among the most expensive seaside towns in the UK, alongside others like Sandbanks and Salcombe. The allure of Mumbles lies in its beautiful coastline and vibrant community, factors that continue to attract homebuyers, particularly those looking for a change in lifestyle amid shifting working patterns post-pandemic.

The report illustrates a wider disparity in house prices across coastal towns, revealing a stark contrast between the priciest and more affordable locations. For instance, while the average property in Mumbles now stands significantly higher than the national average, the least expensive seaside towns—primarily in Scotland—offer homes for as little as £103,078 in Campbeltown. This price divergence underscores the unique economic dynamics of coastal areas, where some locations thrive as lifestyle hotspots while others grapple with economic challenges.

Several factors contribute to Mumbles’ price surge. According to a Rightmove study, asking prices in the area have risen by an impressive 47% since 2015, thanks in part to developments like the Oyster Wharf seafront, which boasts a variety of restaurants and enhances local amenities. This kind of development has transformed Mumbles into an attractive destination for both homebuyers and tourists alike. It has also drawn interest from buyers in London and Bristol, facilitated by the improved remote working capabilities and convenient transport links.

Amanda Bryden, Head of Mortgages at Lloyds, highlighted the mixed fortunes of coastal towns across the UK. “Coastal living continues to hold a special appeal,” she stated, pointing to the desire for sea views and a slower pace of life. However, she also acknowledged that not all coastal areas are experiencing the same level of demand and growth. Some towns still face significant obstacles, including seasonal economies that struggle to provide stable employment and a dearth of affordable housing options for local residents.

As the desire for coastal living persists, Mumbles serves as a compelling case study of a seaside town balancing both growth and challenges. Its rise in property prices reflects broader trends in the housing market while illustrating the unique character of this vibrant community. The future of Mumbles, much like other coastal towns, rests on navigating the fine line between appealing to external buyers and addressing the needs of existing residents.

With ongoing changes in work culture and lifestyle preferences, the outlook for coastal towns remains dynamic. For those seeking a blend of community, natural beauty, and a touch of luxury, Mumbles exemplifies what many are looking for in a seaside home—a trend that is likely to shape the broader property landscape in the years to come.

## Reference Map:

* Paragraph 1 – [[1]](https://www.southwalesargus.co.uk/news/25191225.mumbles-named-among-expensive-seaside-towns-britain/?ref=rss), [[2]](https://www.lloydsbanking.com/media/press-releases/2024/lloyds-bank-2024/britains-most-expensive-coastal-location-salcombe-tops-the-list.html)
* Paragraph 2 – [[1]](https://www.southwalesargus.co.uk/news/25191225.mumbles-named-among-expensive-seaside-towns-britain/?ref=rss), [[3]](https://www.rightmove.co.uk/press-centre/mumbles-in-wales-is-britains-top-coastal-price-hotspot/), [[4]](https://news.sky.com/story/mumbles-in-wales-named-britains-top-seaside-hotspot-for-house-price-growth-12135516)
* Paragraph 3 – [[5]](https://www.itv.com/news/wales/2020-11-18/mumbles-named-top-seaside-hotspot-for-house-price-growth-in-britain), [[6]](https://www.itv.com/news/wales/update/2015-05-25/mumbles-among-most-expensive-for-uk-seaside-homes/)
* Paragraph 4 – [[4]](https://news.sky.com/story/mumbles-in-wales-named-britains-top-seaside-hotspot-for-house-price-growth-12135516), [[5]](https://www.itv.com/news/wales/2020-11-18/mumbles-named-top-seaside-hotspot-for-house-price-growth-in-britain), [[1]](https://www.southwalesargus.co.uk/news/25191225.mumbles-named-among-expensive-seaside-towns-britain/?ref=rss)
* Paragraph 5 – [[1]](https://www.southwalesargus.co.uk/news/25191225.mumbles-named-among-expensive-seaside-towns-britain/?ref=rss), [[2]](https://www.lloydsbanking.com/media/press-releases/2024/lloyds-bank-2024/britains-most-expensive-coastal-location-salcombe-tops-the-list.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.southwalesargus.co.uk/news/25191225.mumbles-named-among-expensive-seaside-towns-britain/?ref=rss> - Please view link - unable to able to access data
2. <https://www.lloydsbanking.com/media/press-releases/2024/lloyds-bank-2024/britains-most-expensive-coastal-location-salcombe-tops-the-list.html> - Lloyds Bank's 2024 report identifies Salcombe in Devon as the UK's most expensive coastal location, with average property prices of £970,657. This marks a 22% decrease from the previous year, where prices exceeded £1.2 million. Sandbanks in Poole follows closely, with average prices of £957,739. The report also highlights Lyme Regis in Dorset and St Ives in Cornwall entering the top 10 most expensive coastal locations, each with average property prices over £500,000.
3. <https://www.rightmove.co.uk/press-centre/mumbles-in-wales-is-britains-top-coastal-price-hotspot/> - Rightmove's study reveals Mumbles in Wales as Britain's top coastal price hotspot, with average asking prices rising by 47% since 2015, reaching £344,832. This increase is attributed to developments like the Oyster Wharf seafront, which offers various restaurants, and the town's outstanding beaches. The study also notes that Mumbles' asking prices are over £22,000 higher than the national average and nearly £130,000 more than the Welsh average.
4. <https://news.sky.com/story/mumbles-in-wales-named-britains-top-seaside-hotspot-for-house-price-growth-12135516> - Sky News reports that Mumbles in Wales has been named Britain's top coastal home price hotspot, with average asking prices surging by 47% since 2015. The typical asking price is £344,832, significantly higher than the national average. The rise is attributed to factors such as the development of Oyster Wharf, a seafront area with various restaurants, and the town's beautiful beaches. The report also mentions increased interest from buyers in London and Bristol due to improved remote working capabilities.
5. <https://www.itv.com/news/wales/2020-11-18/mumbles-named-top-seaside-hotspot-for-house-price-growth-in-britain> - ITV News highlights Mumbles as the top seaside hotspot for house price growth in Britain, with average prices increasing by 47% since 2015. The average asking price is £344,832, attributed to developments like the Oyster Wharf seafront and the town's outstanding beaches. The report also notes a rise in homebuyers from London and Bristol, facilitated by commuter train links from Swansea and the trend of remote working during the pandemic.
6. <https://www.itv.com/news/wales/update/2015-05-25/mumbles-among-most-expensive-for-uk-seaside-homes/> - ITV News reports that Mumbles in South Wales is among the most expensive seaside towns in the UK outside southern England, with an average property value of £271,349. The report cites a survey by Halifax, which found that Salcombe in Devon is the most expensive seaside location, with an average house price of £672,874. The least expensive is Port Bannatyne in Scotland, where a property averages £73,539.
7. <https://www.thefreelibrary.com/Sea%2C%2Bsand%2C%2Bcelebs%2Band%2Bpounds%2B-m%2Bhouses%2Binto%2BWales%27%2BMonaco%2Bturning...-a0227634389> - An article from The Free Library discusses Mumbles' transformation into a high-end property market, earning it the nickname 'the Monaco of Wales.' The average price of a home in Mumbles and surrounding areas like Langland Bay, Caswell, and Newton is £248,532, making it the priciest place in the UK outside the South East and South West of England to purchase a seaside home. The article also mentions that celebrities like Catherine Zeta-Jones and Michael Douglas have homes in the area.