# Surging property prices in commuter belt regions signal shifting housing preferences



Property prices in commuter areas surrounding London have experienced significant increases over the past year, continuing a trend driven by shifting housing preferences and economic factors. Homeowners in towns like Bromley and districts such as Waverley in Surrey have seen remarkable uplifts in their property values, with rises exceeding £40,000 since last summer.

Bromley stands out as a key beneficiary of this suburban boom. According to data analysed by estate agency Purplebricks, Bromley’s homes increased by around 8% since July 2024, adding roughly £45,268 to the average property price and bringing the typical valuation to about £538,904. These figures closely align with official statistics from the Office for National Statistics (ONS), which indicate a 9.0% increase as of May 2025, pushing the average price to £533,000. Further governmental reports from earlier in the year showed steady growth at 4.5% in February and 6.6% in March, cementing Bromley’s standing as a hotspot for commuter households. The appeal stems partly from its accessible transport links to central London combined with relatively affordable pricing compared to inner-city locations.

The Surrey district of Waverley has also witnessed strong upward momentum, with property prices rising by around 7% over the year, valued at approximately £579,891 according to Purplebricks. Complementary ONS data from June 2025 shows an average house price of £569,000 and a 6.6% annual increase—significantly outstripping regional averages in the South East. Waverley’s growth signals sustained demand among buyers prioritising space and commuter convenience.

In contrast to these commuter area gains, the London property market presents a more mixed picture. Earlier reports from Purplebricks indicated Camden as the borough with the largest annual increase nationwide, at 6% or £53,365 added to the average price, placing homes at a lofty £920,087. However, official government figures reveal a more nuanced scenario. The UK House Price Index for March 2025 registered a 4.5% decline in Camden’s average prices to £781,183, and February data recorded a smaller 2.2% drop, reflecting recent cooling in central London’s housing market. Areas traditionally favoured for their trendy reputation, such as Camden, can see significant short-term fluctuations influenced by changing buyer preferences post-pandemic.

Other London boroughs show a divergent experience depending on their location and market segment. For instance, Barking and Dagenham recorded an 8% increase since the previous summer, adding nearly £28,000, while affluent areas like Kensington and Chelsea and Westminster faced declines of around 3% and 5% respectively, translating into tens of thousands knocked off property values. Despite these drops, prices in these prime boroughs remain exceptionally high, with averages exceeding £1 million in Kensington and Chelsea and just under £1 million in Westminster.

Elsewhere in the UK, the trend of rising house prices extends beyond the commuter belt but is less uniformly robust. England overall saw a 2.7% increase with an average property now valued at £291,852, while Wales rose by 2% and Scotland by 3.3%. By comparison, certain areas such as Thanet, Cornwall, Torbay, and Exeter experienced price reductions or stagnation, indicating regional disparities tied to local economic conditions and housing demand.

Market commentators attribute the broader stability and growth partly to improving mortgage conditions. Robert Nichols, managing director of Purplebricks Mortgages, pointed to lower mortgage rates combined with a falling Bank of England base rate as encouraging greater market activity, prompting many reluctant buyers back into the market. Adjustments to borrowing rules aimed especially at first-time buyers have also injected renewed optimism.

Purplebricks' sales director Tom Evans expressed confidence in the ongoing upward trajectory of house prices, emphasizing the good news for homeowners and newcomers alike. The continuing migration towards commuter towns underscores a lasting post-pandemic shift in housing preferences, with buyers valuing space, affordability, and connectivity more than ever.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/property/article-15108421/House-prices-London-commuter-areas-rise-valuations-areas-like-Bromley-Surrey-rocket-40-000-just-year-home-increased.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.londonworld.com/lifestyle/homes-and-gardens/london-house-prices-soar-ps12000-in-a-year-with-homeowners-in-kingston-and-bromley-seeing-biggest-gains-5230495), [[5]](https://www.ons.gov.uk/visualisations/housingpriceslocal/E09000006/), [[6]](https://www.ons.gov.uk/visualisations/housingpriceslocal/E07000216/)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/property/article-15108421/House-prices-London-commuter-areas-rise-valuations-areas-like-Bromley-Surrey-rocket-40-000-just-year-home-increased.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.ons.gov.uk/visualisations/housingpriceslocal/E09000006/), [[4]](https://www.gov.uk/government/statistics/uk-house-price-index-for-february-2025/uk-house-price-index-england-february-2025), [[2]](https://www.gov.uk/government/statistics/uk-house-price-index-for-march-2025/uk-house-price-index-england-march-2025)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/property/article-15108421/House-prices-London-commuter-areas-rise-valuations-areas-like-Bromley-Surrey-rocket-40-000-just-year-home-increased.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.gov.uk/government/statistics/uk-house-price-index-for-march-2025/uk-house-price-index-england-march-2025), [[4]](https://www.gov.uk/government/statistics/uk-house-price-index-for-february-2025/uk-house-price-index-england-february-2025)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/property/article-15108421/House-prices-London-commuter-areas-rise-valuations-areas-like-Bromley-Surrey-rocket-40-000-just-year-home-increased.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/property/article-15108421/House-prices-London-commuter-areas-rise-valuations-areas-like-Bromley-Surrey-rocket-40-000-just-year-home-increased.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/property/article-15108421/House-prices-London-commuter-areas-rise-valuations-areas-like-Bromley-Surrey-rocket-40-000-just-year-home-increased.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 7 – [[1]](https://www.dailymail.co.uk/property/article-15108421/House-prices-London-commuter-areas-rise-valuations-areas-like-Bromley-Surrey-rocket-40-000-just-year-home-increased.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.londonworld.com/lifestyle/homes-and-gardens/london-house-prices-soar-ps12000-in-a-year-with-homeowners-in-kingston-and-bromley-seeing-biggest-gains-5230495)

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

## Bibliography

1. <https://www.dailymail.co.uk/property/article-15108421/House-prices-London-commuter-areas-rise-valuations-areas-like-Bromley-Surrey-rocket-40-000-just-year-home-increased.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.gov.uk/government/statistics/uk-house-price-index-for-march-2025/uk-house-price-index-england-march-2025> - The UK House Price Index for March 2025 reports that Bromley experienced a 6.6% annual increase in average house prices, reaching £520,839. Camden, however, saw a 4.5% decrease, with average prices at £781,183. These figures highlight the varying property value trends across London boroughs during this period.
3. <https://www.londonworld.com/lifestyle/homes-and-gardens/london-house-prices-soar-ps12000-in-a-year-with-homeowners-in-kingston-and-bromley-seeing-biggest-gains-5230495> - An article from LondonWorld highlights significant property price increases in London commuter areas over the past year. Bromley saw a 9% rise, adding £47,951 to property values, while Kingston upon Thames experienced an 8% increase, adding £48,363. These gains underscore the growing appeal of suburban locations for homebuyers.
4. <https://www.gov.uk/government/statistics/uk-house-price-index-for-february-2025/uk-house-price-index-england-february-2025> - The UK House Price Index for February 2025 indicates that Bromley experienced a 4.5% annual increase in average house prices, reaching £517,679. Camden, in contrast, saw a 2.2% decrease, with average prices at £809,827. These statistics reflect the diverse property market dynamics within London boroughs.
5. <https://www.ons.gov.uk/visualisations/housingpriceslocal/E09000006/> - The Office for National Statistics provides detailed data on housing prices in Bromley. As of May 2025, the average house price was £533,000, marking a 9.0% increase from May 2024. This growth is notable compared to the 2.2% rise observed across London during the same period.
6. <https://www.ons.gov.uk/visualisations/housingpriceslocal/E07000216/> - Data from the Office for National Statistics reveals that Waverley had an average house price of £569,000 in June 2025, reflecting a 6.6% increase from June 2024. This growth rate surpasses the 2.8% rise in the South East over the same period, indicating a robust property market in Waverley.
7. <https://www.the-independent.com/news/business/news/uk-house-price-hotspots-commuter-towns-kent-west-midlands-bristol-bromsgrove-a8153031.html> - An article from The Independent discusses UK house price hotspots among commuter towns. Bromsgrove, within reach of Birmingham city centre, saw a 9.61% growth in property prices over the past 12 months, highlighting its appeal to commuters seeking affordable housing options.