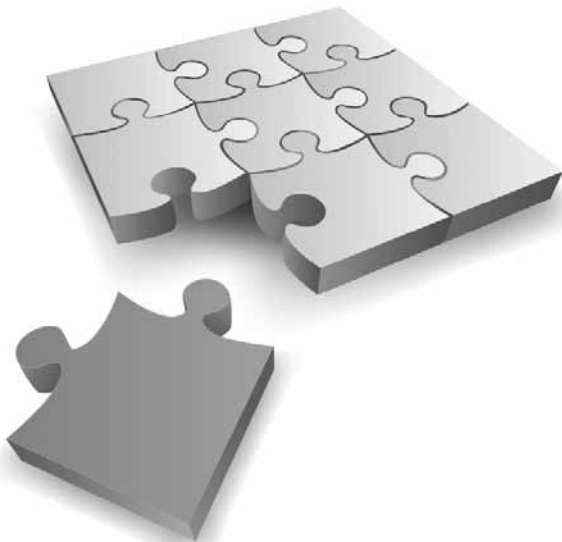


**London million pound  
property market recovers**

**London sales rise by 2% in 2009 whilst  
sales in Great Britain fall by 11% overall**



Market intelligence from  
largemortgageloans.com

**Largemortgageloans.com has researched and analysed residential property sales of at least £1 million at regional and local authority level in Great Britain, using Land Registry data for England and Wales and Registers of Scotland data for 2007, 2008 and 2009.**

## Highlights

- Million pound property sales fall by 11% in 2009
- Million pound property sales remain steady as a percentage of the total market in 2009
- The London million pound property market has started to recover first, up 2% in sales in 2009, whilst all other regions' sales have continued to decrease, particularly in the north
- 86% of the million pound property sales in Britain in 2009 were in London and the South East
- London's share of all million pound property sales in Great Britain has risen in 2009 from 52% to 59%
- Increasing by nearly 11% in 2009, Kensington & Chelsea has the highest number of million pound property sales by local authority, but not all Greater London authorities have seen a recovery
- Elmburgh has the most million pound property sales outside London, whilst Edinburgh has slipped from second to ninth
- 17 local authorities recorded an increase in million pound property sales in 2009

## Million pound property sales fall by 11% in 2009

This research reveals that million pound property sales in Great Britain fell by almost 11% in 2009, compared to the much steeper fall of 41% in 2008. Last year, 4,725 million pound properties were sold in Great Britain, compared with 5,302 in 2008 and 9,003 in 2007. (Table 2)

## Million pound property sales remain steady as a percentage of the total market in 2009

Million pound properties accounted for 0.70% of all property sales in Great Britain in 2009 (4,725 out of 670,763) compared with 0.71% in 2008 (5,302 out of 750,926) a slight increase from the 0.63% share of all property sales in 2007 (9,003 out of 1,432,316) (Table 1)

## The London million pound property market has started to recover first, up 2% in sales in 2009, whilst all other regions' sales have continued to decrease, particularly in the north

There were large differences between the regions of Great Britain, with Greater London the only area seeing an increase in sales from 2008 to 2009. The South West and South East regions saw decreases of 16% and 21% respectively, better than the rest of the country.

In contrast, Wales, Scotland and the North East saw decreases of 44%, 44% and 57% respectively. It would seem that the effects of the credit crunch have now spread to those regional million pound property markets furthest from London. (Table 2)

Table 1: Million pound properties as a percentage of the total market, 2007-2008-2009

	Total Market	£m properties	£m properties as % of total
<b>2009</b>			
England	573,024	4,592	0.80%
Wales	28,128	9	0.03%
Scotland	69,611	124	0.18%
<b>Great Britain</b>	<b>670,763</b>	<b>4,725</b>	<b>0.70%</b>
<b>2008</b>			
England	616,396	5,063	0.82%
Wales	31,464	16	0.05%
Scotland	103,066	223	0.22%
<b>Great Britain</b>	<b>750,926</b>	<b>5,302</b>	<b>0.71%</b>
<b>2007</b>			
England	1,217,960	8,730	0.72%
Wales	58,881	22	0.04%
Scotland	155,475	251	0.16%
<b>Great Britain</b>	<b>1,432,316</b>	<b>9,003</b>	<b>0.63%</b>

Source: Land Registry / Registers of Scotland



## 86% of the million pound property sales in Britain in 2009 were in London and the South East

The Greater London region recorded the highest number of million pound properties sold in 2009, with 2,782 sales, followed by the South East, with 1,304 sales.

Combined, 4,085 out of 4,725 million pound property sales in Great Britain (86%) were in Greater London and the South East, compared with 4,384 out of 5,302 (83%) in 2008 and 7,627 out of 9,003 in 2007 (85%). (Table 2)

Table 2: **Regional million pound property sales 2007-2008-2009**

Land Registry Region	2007	2008	2009	change over last year
Greater London	4,919	2,736	2,782	+1.68%
South West	419	252	212	-15.87%
South East	2,708	1,648	1,304	-20.87%
East Anglia	93	65	50	-23.08%
North West	236	118	90	-23.73%
Yorkshire & The Humber	100	77	53	-31.17%
West Midlands	116	70	47	-32.86%
East Midlands	89	53	35	-33.96%
Wales	22	16	9	-43.75%
Scotland	251	223	124	-44.39%
North East	50	44	19	-56.82%
<b>Great Britain</b>	<b>9,003</b>	<b>5,302</b>	<b>4,725</b>	<b>-10.88%</b>

Source: Land Registry / Registers of Scotland

Table 3: **London's increasing share of the million pound property market over the last year**

Land Registry Region	2008	Share of market	2009	Share of market
Greater London	2,736	51.60%	2,782	58.88%
South East	1,648	31.08%	1,304	27.60%
South West	252	4.75%	212	4.49%
Scotland	223	4.21%	124	2.62%
North West	118	2.23%	90	1.90%
Yorkshire & The Humber	77	1.45%	53	1.12%
East Anglia	65	1.23%	50	1.06%
West Midlands	70	1.32%	47	0.99%
East Midlands	53	1.00%	35	0.74%
North East	44	0.83%	19	0.40%
Wales	16	0.30%	9	0.19%
<b>Great Britain</b>	<b>5,302</b>	<b>-</b>	<b>4,725</b>	<b>-</b>

Source: Land Registry / Registers of Scotland

## London's share of all million pound property sales in Great Britain has risen in 2009 from 52% to 59%

Almost 6 out of every 10 properties sold for in excess of £1 million in Great Britain is a London property. London's share of all million pound property sales in Great Britain has risen from 52% in 2008 (2,736 out of 5,302) to 59% in 2009 (2,782 out of 4,725). At the same time, the South East region's share has decreased from 31% in 2008 (1,648 out of 5,302) to 28% in 2009 (1,304 out of 4,725). (Table 3)



## Increasing by nearly 11% in 2009, Kensington & Chelsea has the highest number of million pound property sales by local authority, but not all Greater London authorities have seen a recovery

Kensington & Chelsea was the local authority which saw the highest number of million pound property sales (645) in 2009; this represented an increase of 11% from 2008 (580).

The two local authority areas of Kensington & Chelsea and Westminster accounted for 25% of million pound property sales in Great Britain in 2009 (1,162 out of 4,725) up from 21% in 2008 (1,107 out of 5,302).

However, the picture emerging from London's most important concentrations of million pound property is that, whilst some authorities have seen growth in sales in 2009, others are still in decline. Wandsworth and Hammersmith & Fulham lead the way in sales growth, with increases of 32% and 21% respectively, followed by Kensington & Chelsea with its 11% growth and Richmond with 9%. But Islington, Camden, Merton and City of Westminster all continued to struggle, with falls in sales of 10%, 8%, 7% and 2% respectively. (Table 4)

## Elmbridge has the most million pound property sales outside London, whilst Edinburgh has slipped from second to ninth

Elmbridge was the leading local authority outside London, with 191 million pound property sales (compared with 201 in 2008), followed by Windsor & Maidenhead (64 sales in 2009, compared to 71 in 2008) and Guildford (63 sales in 2009, compared to 59 in 2008).

Edinburgh's sales of million pound properties plummeted to 47, down from 100 in 2008 and 126 in 2007 and it fell from second to ninth in the 'top ten outside London' table. Edinburgh was the only local authority not located in the South East to feature in this table. (Table 5)

Table 4: Largest number of million pound property sales in 2009 by Local Authority

Local Authority	Land Registry Region	2007	2008	2009	change over last year
Kensington & Chelsea	Greater London	1,106	580	645	+11.21%
City of Westminster	Greater London	828	527	517	-1.90%
Camden	Greater London	293	256	236	-7.81%
Wandsworth	Greater London	404	169	223	+31.95%
Hammersmith & Fulham	Greater London	356	170	205	+20.59%
Richmond upon Thames	Greater London	370	179	196	+9.50%
Elmbridge	South East	357	201	191	-4.98%
Barnet	Greater London	217	122	123	+0.82%
Merton	Greater London	156	96	89	-7.29%
Islington	Greater London	172	93	84	-9.68%
	<b>Great Britain</b>	<b>9,003</b>	<b>5,302</b>	<b>4,725</b>	<b>-10.88%</b>

Source: Land Registry / Registers of Scotland



## 17 local authorities recorded an increase in million pound property sales in 2009

Of those local authorities recording at least 10 separate million pound property sales in 2008 and 2009, seventeen of them recorded an increase in million pound property sales from 2008 to 2009, bucking the overall trend.

Stratford upon Avon, Hackney, Wandsworth, Reigate & Banstead, South Hams Hammersmith & Fulham and Brentwood all recorded increases of at least 20% from 2008 to 2009. (Table 6)

Table 5: Largest number of million pound property sales in 2009 by Local Authority outside Greater London

Local Authority	Land Registry Region	2007	2008	2009	change over last year
Elmbridge	South East	357	201	191	-4.98%
Windsor & Maidenhead	South East	137	71	64	-9.86%
Guildford	South East	112	59	63	+6.78%
Waverley	South East	119	58	59	+1.72%
Sevenoaks	South East	79	68	56	-11.76%
South Buckinghamshire	South East	144	83	54	-34.94%
Bromley	South East	122	47	50	+6.38%
St Albans	South East	85	48	48	No change
Edinburgh	Scotland	126	100	47	-53.00%
Chiltern	South East	105	76	44	-42.11%
	<b>Great Britain</b>	<b>9,003</b>	<b>5,302</b>	<b>4,725</b>	<b>-10.88%</b>

Source: Land Registry / Registers of Scotland

Table 6: The Local Authorities that saw an increase in the number of million pound property sales from 2008 to 2009

Local Authority	Land Registry Region	2008	2009	change over last year
Stratford upon Avon	West Midlands	10	17	+70.00%
Hackney	Greater London	10	16	+60.00%
Wandsworth	Greater London	169	223	+31.95%
Reigate & Banstead	South East	26	32	+23.08%
South Hams	South East	18	22	+22.22%
Hammersmith & Fulham	Greater London	170	205	+20.59%
Brentwood	East Anglia	15	18	+20.00%
Hertsmere	East Anglia	25	29	+16.00%
Cotswold	South West	17	19	+11.76%
Kensington & Chelsea	Greater London	580	645	+11.21%
Richmond upon Thames	Greater London	179	196	+9.50%
Tower Hamlets	Greater London	23	25	+8.70%
Guildford	South East	59	63	+6.78%
Bromley	Greater London	47	50	+6.38%
Hounslow	Greater London	48	49	+2.08%
Waverley	South East	58	59	+1.72%
Barnet	Greater London	122	123	+0.82%
	<b>Great Britain</b>	<b>5,302</b>	<b>4,725</b>	<b>-10.88%</b>

Source: Land Registry / Registers of Scotland. To qualify for the table, the Local Authority must have had at least 10 million pound property sales during both 2008 and 2009.



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