

# Reallymoving.com

## Quarterly Migration Monitor

July 2010

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## Overview

The reallymoving.com Quarterly Migration Monitor looks at migration patterns and prevailing trends among home movers around the UK. The latest data for Q2 2010, based on 13,460 registrations shows that:

- Northern towns are increasingly out of favour as residents move away
- Truro proves popular, recording the largest influx of home movers
- Residents of Scottish towns are the most likely to move within their area
- The average move in the UK was 75.3 miles 5.1 miles longer in Q2 than Q1

## Public sector squeeze overshadows Northern lights

- Northern towns are prominent at the bottom of the ranking – with more people moving away than to
- Truro is the top postcode area for home movers – 184% more people moved to the area than away
- Uxbridge is the least popular postcode area – 60% more people moved away from the area than moved to it
- South West towns are among the most popular areas

**Rosemary Rogers, Director, reallymoving.com comments:**

“The migration data for Quarter 2 divides clearly on regional lines. Northern towns are increasingly prominent at the bottom of the rankings, with the region set to be hit hard as government cuts target public sector jobs. The South East and London also remain out of favour with home movers, whereas the South West gained popularity at the start of the Summer holiday season.”

**Table A:  
Most popular and least popular postcode areas – Q2 2010**

	<b>In Favour – Most popular postcode areas</b>	<b>Out of Favour – Least popular postcode areas</b>
1.	TR – Truro 184%	UB – Uxbridge -60%
2.	IV – Inverness 180%	EN – Enfield -50%
3.	NR – Norwich 120.9%	WF – Wakefield -44.0%
4.	HR - Hereford 100%	TW – Twickenham -43.7%
5.	FK - Falkirk 84.2%	IG – Ilford -42.9%
6.	LN - Lincoln 83.9%	SE – London SE -42.8%
7.	CT - Canterbury 71.4%	SW – London SW -39.2%
8.	NP - Newport 64.3%	BL – Bolton -38.6%
9.	TQ - Torquay 61.1%	WD – Watford -38.6%
10.	EX - Exeter 56.9%	BD – Bradford -33.9%

### ***Home movers losing confidence in Northern towns ahead of public sector cuts***

“Home movers appear wary of future prospects in many Northern towns, which are set to be hit hard by public sector job losses under the coalition government’s programme of spending cuts. As well as Wakefield, Bolton and Bradford in the top ten, four other Northern towns feature between eleventh and twentieth in the ranking, as significantly more people moved away from these areas than moved to them.

“With the coalition having already announced plans to close all NHS Primary Care Trusts and local authority spending likely to face a significant squeeze, many residents may be forced to look further afield as local employment opportunities dwindle. The uncertainty will have already impacted on many people whose moves to the area will have stalled because of the civil service recruitment freeze.

### ***London postcodes continue to struggle at the foot of the table***

“The data for Q2 shows a continuation of last quarter’s trend with London postcodes remaining unpopular with home movers. With fears of a double-dip recession or second credit crunch persisting among some commentators, many white-collar workers will be anxious about their future prospects and opt for more affordable accommodation outside the M25.

“It is also noticeable that South London postcodes in particular continue to feature prominently in the bottom 10. Many parents will now be struggling to pay for private education in the capital so are looking to move to areas with good state secondaries in the Home Counties ahead of the new school year in September.

### ***South West proves popular as the holiday season begins***

“Truro, Torquay and Exeter are all in the top 10 most favourable postcode zones, making the South West the most popular region with home movers as it sees the biggest proportional increase in new residents. With the promise of a warm English Summer, and house prices still down on the peak, the South West currently appeals to the heads and the hearts of potential buyers.

“Newport also appears in the top 10 this quarter. With the Ryder Cup golf tournament set to be held at Celtic Manor this October, the area is likely to continue to attract a significant influx of new residents throughout into the third quarter.”

## **Scots stay put while Londoners look further afield**

- Falkirk is the area that is most popular with its residents – 66.1% of movers stayed in the area
- Ilford is the least popular area for current residents – just 12.5% of movers stayed
- Scottish towns feature prominently in the top ten most popular areas

### **Rosemary Rogers, Director, reallymoving.com comments:**

“Scottish towns tend to retain a higher proportion of residents, according to the latest figures, with Falkirk topping the list as 66.1% of home movers stayed with the FK postcode zone. London areas dominate the bottom of the list, indicating that home movers are less attached to their local area.”

**Table B:  
Highest and lowest proportion of local moves – Q2 2010**

	<b>In Favour – Highest proportion of local moves</b>	<b>Out of Favour – Lowest proportion of local moves</b>
1.	FK – Falkirk 66.1%	IG – Ilford 12.5%
2.	TS – Cleveland 65.1%	NW – London NW 21.3%
3.	CF – Cardiff 64.5%	TR – Truro 26.5%
4.	L - Liverpool 63.0%	W – London W 26.5%
5.	NN – Northampton 61.3%	HA – Harrow 27.7%
6.	CM – Chelmsford 60.6%	SM – Sutton 28.6%
7.	ML - Motherwell 60.5%	UB – Uxbridge 28.6%
8.	GL – Gloucester 60.1%	E – London E 31.7%
9.	DE – Derby 59.6%	N – London N 32.1%
10.	DD - Dundee 59.5%	WD – Watford 32.1%

#### ***Scottish towns popular as Falkirk comes top***

“With 66.1% of home movers staying in the area, Falkirk gets a big thumbs up from its local residents. Motherwell and Dundee also feature in the top ten, coming in at seventh and tenth respectively.

“In part this indicates strong community ties and a healthy local economy in those immediate areas, but also reflects the strong pull of Scotland’s major cities. Motherwell and Falkirk are within the spheres of influence of both Edinburgh and Glasgow, while Dundee is well placed for access to Perth and Edinburgh.

#### ***London areas struggle to retain residents***

“Postcode zones within Greater London take up nine places in the top ten of the least popular areas for home movers.

“The fact that these areas are failing to retain residents is a measure of the non-stop pace of the UK’s biggest city. The low proportion of local moves is indicative of the Capital’s flexible and dynamic workforce, who are prepared to break the bond with a local community in search of better job prospects.”

## **Home movers go the extra 5 miles**

- The average distance moved in the UK rose to 75.3 miles in Q2 from 70.2 miles in Q1
- The typical home move from West London is the shortest in the UK – just 36.2 miles
- Inverness moves remain the longest in the UK on average at 294.4 miles

#### **Rosemary Rogers, Director, reallymoving.com comments:**

“The anticipated trend of a gradual increase in the average distance moved in the UK has materialized in Q2, with the average move 5.1 miles longer than in Q1.”

**Table C:  
Shortest and Longest Moves – Q2 2010**

	<b>Shortest Moves</b>	<b>Longest Moves</b>
1.	W – London W 36.2 miles	IV – Inverness 294.4 miles
2.	TW – Twickenham 36.9 miles	TR – Truro 197.7 miles
3.	IG – Ilford 40.3 miles	AB – Aberdeen 172.0 miles
4.	IP – Ipswich 44.8 miles	BT – Belfast 163.4 miles
5.	BR – Bromley 45.7 miles	NE – Newcastle 148.8 miles
<b>Average distance moved in the UK: 75.3 miles</b>		

***Average distance moved set to increase further***

“Just as the recession has forced changes in the location of private sector jobs, so the Chancellor’s emergency budget is set to drive significant changes for the public sector workforce. With the North set to be worse affected by government cuts than the more heavily-populated South and East, we expect the average distance to continue to increase through Q3 and Q4.

***Equity concerns keep Londoners close***

“Residents in West London typically move the shortest distance, just 36.2 miles. Whilst the buzz, attractions and sheer convenience of life in Central London doubtlessly deters people from moving away, it is likely that high house prices are also a significant factor. With house price inflation in this most fashionable area of London continuing apace, many residents will be unwilling to leave for fear of missing out on increasing equity.

***Tourist season draws new residents from far and wide***

“Inverness continues at the top of the rankings, recording the longest average move in the UK of almost 300 miles. Truro is in second-place, with an average distance of almost 200 miles. Both places are well known centres for tourism, indicating the importance of the industry to local economies by drawing in new residents from far and wide.”

## **Notes to Editors**

### **About the reallymoving.com Migration Monitor**

The Migration Monitor is a quarterly report on home-moving trends in the UK, based on information entered by users of reallymoving.com. The Migration Monitor is based on data from 13,460 registrations for quotes for moving services such as Conveyancing, Home Removals and Surveys in the second quarter of 2010.

Table A measures the number of people moving to a postcode area as a percentage of the number that moved away in Q2 2010. A negative percentage indicates that more people moved away from the area than moved in.

Table B measures the number of people staying within a postcode area as a percentage of the total moves from that area.

Table C measures the average distance moved from postcode zones.

## About reallymoving.com

[reallymoving.com](http://reallymoving.com) was launched in November 1999, and has become the UK's leading provider of free instant online quotes for home-moving services. The site provides instant quotes for a variety of services including domestic removals, surveys, conveyancing solicitors and Scottish Home Reports and a choice between local and national service providers.

For more information visit <http://www.reallymoving.com>

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