

Bradford retains top hotspot crown

Hotspots Index | April 2025











New research tracks the most active or 'hottest' areas of the country

Our latest Hotspots Index reveals that Bradford has retained the top spot for the past six months having also topped the table for the same period of time from January to June in 2024. It was only in the last three months of 2024 when Newcastle, currently 6th in the table, briefly usurped Bradford as the hottest local market.

The Hotspots Index looks at the number of available sales properties, comparing that against the volume of onsite activity, creating a score that represents the intensity of interest in that area.

Barnsley and Stoke-on-Trent were new entrants to the top 10, jumping to 8th place from 13th and 10th from 17th respectively. Meanwhile, Derby and Blackburn moved the other way, dropping out of the top 10 completely to 15th and 24th place respectively.

Top 10 UK Hotspots

 <p>1. Bradford → Previous ranking #1</p>	 <p>2. Sunderland ↑ Previous ranking #4</p>	 <p>3. Burnley ↓ Previous ranking #2</p>	 <p>4. Wigan ↑ Previous ranking #5</p>	 <p>5. Leicester ↓ Previous ranking #3</p>
 <p>6. Newcastle ↑ Previous ranking #9</p>	 <p>7. Liverpool ↓ Previous ranking #6</p>	 <p>8. Barnsley ↑ Previous ranking #13</p>	 <p>9. Coventry ↓ Previous ranking #8</p>	 <p>10. Stoke-on-Trent ↑ Previous ranking #17</p>

The north-south divide appears to hold firm, with the top of the list being dominated by some of the cheapest yet vibrant locations in the north where the housing marketing is most active. Conversely, at the foot of the table are the southern seaside towns, such as Brighton, Worthing and Bournemouth. The coolest hotspot once again was Southend-on-Sea which has maintained its position at the bottom of the table for the past year.

Jason Tebb, President of OnTheMarket, says: "Affordability continues to be a concern for many, even following two base-rate reductions in the second half of last year and a further quarter-point cut in February. It is perhaps not surprising that buyers are seeking out better-value locations where their money will go further. Despite strong wage growth, average property values have also increased, making it difficult for many to bridge the gap."

“It will be interesting to see whether the drive by employers to encourage more workers to return to the office will have an impact on activity in more remote locations where a longer commute is acceptable as long as it doesn’t have to be undertaken every day.”

Other notable big movers in this Index are Middlesbrough, which climbed from 21st at the end of last year to 14th, displacing Luton, which fell the other way from 14th to 21st. Crawley jumped from 29th to 20th, while Gloucester climbed from 40th to 28th place as activity heated up.

In the London boroughs there was less fluctuation than nationally with the top two spots being held by the City of London and Barking and Dagenham for successive reports. Meanwhile, Newham dropped out of the top 10, from 3rd to 14th, as did Hounslow falling to 11th place. New entrants to the top 10 were Harrow up from 11th and Waltham Forest rising to 8th from 14th at the end of last year.

Top 10 London Hotspots



1. City of London

→ Previous ranking #1



2. Barking & Dagenham

→ Previous ranking #2



3. Havering

↑ Previous ranking #4



4. Bexley

↑ Previous ranking #7



5. Redbridge

→ Previous ranking #5



6. Sutton

↑ Previous ranking #8



7. Enfield

↓ Previous ranking #6



8. Waltham Forest

↑ Previous ranking #14



9. Harrow

↑ Previous ranking #11



10. Hillingdon

↓ Previous ranking #9

Methodology:

- The OnTheMarket Hotspots ranking data is calculated by looking at the number of available sales properties within a certain area and comparing that against the volume of onsite activity over the same period to create a score that is representative of the intensity of interest in that market.
- Areas are ranked by this score and this score is compared across different time periods to show how the "heat" of the market is changing over time.