

Bradford property market retains top hotspot crown as Coventry climbs to second position

Hotspots Index, August 2025



Our latest Hotspots Index shows that Bradford was the property hotspot in the country between May and July, topping the table for the third report in a row.

The Hotspots Index compares the number of available sales properties over a three month period against the volume of onsite activity, creating a score that represents the intensity of interest in the area.

Coventry sees one of the largest increases in ranking, from 9th to 2nd position, driven by a spike in enquiries showing growing interest in the area. Stoke-on-Trent was a new entry to the top 10, jumping to 9th place from 12th. Meanwhile, Barnsley moved the other way, dropping out of the top 10 completely to 15th position.

Top 10 UK Hotspots



1. Bradford

→ Previous ranking #1



2. Coventry

↑ Previous ranking #9



3. Burnley

↑ Previous ranking #4



4. Liverpool

↑ Previous ranking #5



5. Newcastle

↑ Previous ranking #6



6. Wigan

↓ Previous ranking #3



7. Sunderland

↓ Previous ranking #2



8. Leicester

↓ Previous ranking #7



9. Stoke-on-Trent

↑ Previous ranking #12



10. Rochdale

↓ Previous ranking #8





The 'coldest' spot was Brighton, swapping places with Southend-on-Sea which rose three positions. Bristol drops eight positions entering the bottom 10 for the first time in a year.



Jason Tebb
President, OnTheMarket

“Once again, the north/south divide is holding firm, with the top of the list dominated by some of the most vibrant and best-value locations in the north of England, where we find the most heat in terms of activity. Conversely, at the foot of the table the southern seaside towns with comparatively higher average property values are to be found, such as Worthing, Southend-on-Sea and Bournemouth.

Despite five interest rate reductions in the past year, along with many lenders easing their criteria, the continued high cost of living means affordability is still a concern for many. As a result, buyers are favouring those locations where their money will go further. However, despite strong wage growth, average property values have also increased, making it difficult for many to bridge the gap.”











Other notable big movers in the index are Luton, which climbed to 11th in this report from 22nd in the previous period. Southampton jumped from 25th to 16th, while Slough leapt from 36th to 20th and Oxford from 30th to 17th place as interest increases. Meanwhile, Swindon went the other way, falling to 34th from 20th position.



London market hotspots

In the London boroughs there were fewer fluctuations than nationally with Barking and Dagenham and the City of London switching places at the top. The composition of the top 10 did not change at all, with a bit of shuffling of positions but no new entrants or dropouts.

Top 10 London borough hotspots

 <p>1. Barking and Dagenham ↑ Previous ranking #2</p>	 <p>2. City of London ↓ Previous ranking #1</p>	 <p>3. Havering → Previous ranking #3</p>	 <p>4. Redbridge ↑ Previous ranking #5</p>
 <p>5. Bexley ↓ Previous ranking #4</p>	 <p>6. Sutton → Previous ranking #6</p>	 <p>7. Newham ↑ Previous ranking #9</p>	 <p>8. Enfield ↓ Previous ranking #7</p>
 <p>9. Harrow ↑ Previous ranking #10</p>		 <p>10. Hillingdon ↓ Previous ranking #8</p>	



Gary Scargill
Branch Partner, haart, Dagenham

“Dagenham continues to attract strong interest from buyers thanks to its combination of affordability and excellent transport links. With four stations serving the area, residents are never far from direct connections into London. Freehold houses start from around £325,000, offering exceptional value compared to many neighbouring locations.

The area also boasts plenty of recreational space, making it popular with families and those seeking a balanced lifestyle. Recent major developments, such as the opening of Eastbrook Studios, London’s newest and largest film and television studio campus, have further enhanced Dagenham’s profile and appeal, contributing to the growing demand.”





Similarly to the top 10, there was no change in the bottom 10 London boroughs, though their rankings shifted slightly. Lambeth's housing market was the lowest intensity level of any London borough once again, consistent with its last placed position in the previous two Hotspots Indexes.

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.

The data in this report is for May to July 2025.

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