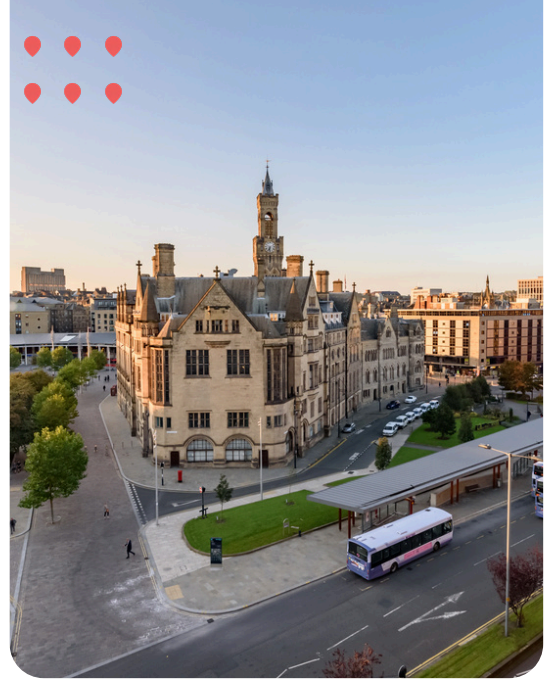


Bradford holds firm while coastal markets stall

Hotspots Index, May 2026













The latest Hotspots Index shows a familiar picture at the top and a stubborn one at the bottom. Bradford once again claims the number one spot as England's "hottest" property market, maintaining its lead thanks to strong listing activity, high search volumes and consistent buyer demand.

England's popular urban areas: Big risers, big fallers

While Bradford keeps its spot at the top, Wigan holds steady in second place. Sunderland makes one of the biggest moves of the last three months, climbing from seventh to third while Blackburn also breaks into the top 10 after an impressive eight place rise and Barnsley edges upward to ninth.

Top 10 England hotspots

 <p>1. Bradford → Previous ranking #1</p>	 <p>2. Wigan → Previous ranking #2</p>	 <p>3. Sunderland ↑ Previous ranking #7</p>	 <p>4. Stoke-on-Trent → Previous ranking #4</p>
 <p>5. Rochdale ↓ Previous ranking #5</p>	 <p>6. Liverpool ↑ Previous ranking #8</p>	 <p>7. Newcastle upon Tyne ↓ Previous ranking #6</p>	 <p>8. Blackburn ↑ Previous ranking #10</p>
 <p>9. Barnsley ↑ Previous ranking #12</p>	 <p>10. Coventry ↓ Previous ranking #5</p>	<p>Check out the full list at OnTheMarket</p>	

At the other end of the table, Brighton, Southend-on-Sea and Worthing remain rooted at the bottom, unchanged from the last edition. Elsewhere, several notable shifts have taken place across England's hotspots. Peterborough has fallen 28 places to 39th, while Derby has dropped 16 places to 34th. In contrast, Telford has risen significantly, climbing 17 places to 32nd.

These movements highlight how sensitive some markets remain to fluctuations in supply, demand and seasonal trends.











A new number one emerges in London's hotspots

In the capital, Barking & Dagenham has moved into first place, overtaking the City of London to become the hottest performing borough in this edition. Elsewhere at the top of the table, Havering, Redbridge and Bexley remain unchanged in third, fourth and fifth positions respectively, continuing to demonstrate sustained demand. Waltham Forest also records positive momentum, climbing into the top 10, while Harrow makes a notable upward move, now sitting just outside of the top 10.

At the lower end of the rankings, Lambeth remains in 33rd place, with Tower Hamlets and Hackney also continuing to feature among the slower-performing boroughs. In terms of downward movement, Barnet sees the most significant shift, falling nine places to 18th.

In contrast, both Camden and Greenwich show signs of renewed activity, each rising three places in the latest rankings.

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 #4</p>
 <p>5. Bexley → Previous ranking #5</p>	 <p>6. Sutton ↑ Previous ranking #8</p>	 <p>7. Enfield ↓ Previous ranking #6</p>	 <p>8. Newham ↓ Previous ranking #7</p>
 <p>9. Waltham Forest ↑ Previous ranking #12</p>	 <p>10. Islington → Previous ranking #10</p>	<p>Check out the full list at OnTheMarket</p>	



Jason Tebb
President, OnTheMarket

“The latest Hotspots Index shows just how dynamic the UK property landscape continues to be. Markets like Bradford and Wigan are demonstrating remarkable consistency, while areas such as Sunderland and Blackburn are seeing real momentum as buyer interest grows.

In London, the rise of Barking & Dagenham to the top spot highlights how affordability and accessibility continue to shape demand across the capital.

Whether rising or falling, every shift in this edition of the Hotspots Index tells a story about how consumers are searching, engaging and making decisions. We’ll keep tracking these trends closely to help agents stay one step ahead.”

Methodology

The OnTheMarket Hotspots ranking data is calculated by looking at the number of available sales properties within a certain area in England, 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 February to April 2026.

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