

# PLYMOUTH PROPERTY NEWS (SALES)

Q4 - 2025

## Plymouth Selected for Major Urban Regeneration Programme

The Plymouth property market is entering a significant new phase. The city has been recommended for inclusion in the Government's "new towns" programme, which will bring at least 10,000 new homes, major infrastructure investment and a strong focus on city centre regeneration. This is expected to drive job creation, attract new residents and strengthen long-term housing demand, particularly in areas set to benefit directly from the improvements.

At the same time, the immediate market is becoming more competitive. There are more homes for sale this autumn than at the same time last year, giving buyers greater choice. Well-priced and well-presented properties are selling quickly, while overpriced listings are taking longer and often require reductions. Presentation and realistic pricing are key to securing the best result.

Overall, the long-term outlook for Plymouth remains positive thanks to significant planned investment, but in the short term, sellers need to adapt to a more price-sensitive marketplace. For advice on navigating these conditions, the team at Martin & Co Plymouth is here to help.

### Want To Know More?



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Market Appraisal

Average UK  
house price



£269,735

↑ 2.8%

Mortgage  
approvals



64,680

↓ -0.5%

Residential  
transactions



93,630

↑ 1.7%

Gross mortgage  
lending



£22.7bn

↑ 14.9%

## What Are Buyers Looking For In Plymouth Right Now?

Today's buyers are focused on practicality, value, and quality of life. Across Plymouth, we're seeing consistent demand for properties with flexible living spaces, particularly those with home office potential or adaptable layouts for growing families.

Outdoor space remains high on wish lists, with gardens, patios and balconies especially desirable. Off-street parking or garage space continues to add value, while proximity to good schools and transport links is a key priority for many movers.

Sustainability is playing an increasing role in purchasing decisions. Properties with strong energy performance, efficient heating systems and modern insulation tend to sell faster and attract more competitive offers. For vendors, understanding these trends can help ensure your home is presented in line with what buyers are actively seeking.

## Preparing To Sell Your Home

First impressions matter when selling your home. A well-presented property attracts more viewings, stronger offers, and a smoother sale. Start by decluttering and giving each room a clean, neutral look. Simple updates like fresh paint, tidy gardens, and better lighting can make a big impact.

Boosting energy efficiency with draught-proofing, LED lighting, or insulation can also enhance your EPC rating and appeal to eco-conscious buyers.

And don't skip professional photography — bright, well-shot images grab attention and drive viewings. Preparing now sets you up for a strong start to the new year.





## Local Property News Highlights

### Plymouth City Centre Vision & Major Housing Ambitions

Plymouth City Council, along with Homes England, has launched a "City Centre Vision" which aims for up to 10,000 new homes in the city centre (and surrounding areas) over the next decade. This initiative aligns with the £4.4 billion investment expected in HM Naval Base Devonport and associated job-growth.

### Memorandum with Homes England to Accelerate City Centre Delivery

A key partnership was formalised via an MoU between the Council and Homes England. It's intended to fast-track regeneration, infrastructure, and housing provision in central Plymouth, helping to unlock the economic potential from dockyard developments.

### Royal William Yard Expansion

Plans have been submitted to regenerate the remaining section of the Factory Cooperage building at Royal William Yard. The proposal is to create 24 luxury townhouses as part of the second phase of development, continuing the revitalisation of this waterfront landmark.

### North Prospect Regeneration Complete, Recognised Nationally

The £130 million North Prospect regeneration — one of the largest housing and community regeneration schemes in the South West — has officially finished. It delivered over 1,100 new homes with a mix of tenures, improved amenities, and has now been shortlisted for major national development awards for its impact.

### Sustainable Homes in Plymstock Wins Award

The Broadland Gardens development in Plymstock (35 homes or fewer) has been awarded for its energy-efficiency and sustainable design. The project is council-led and shows how affordable, green housing is increasingly becoming central to development in Plymouth.

### Barne Barton & Talbot Gardens Regeneration

Significant regeneration is underway in Barne Barton via two major housing association schemes (Clarion and Sanctuary). These involve demolition of older flats and replacement with modern, high quality, energy-efficient homes in a range of sizes, plus accessible housing.

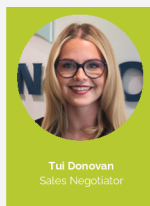
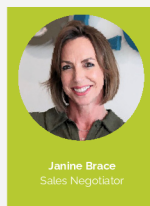
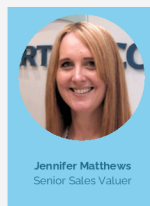
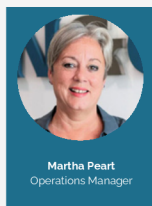
## Demographic Influence On The Market

Plymouth's market remains underpinned by stable growth and shifting demographics. The city's population is around 272,000, with the over-65 age group expected to rise by 34% by 2035, fuelling demand for accessible homes such as bungalows. A strong working-age population continues to drive interest in starter homes and modern apartments. The average house price in July 2025 was £222,000, up 7.8% year on year, while first-time buyers paid £199,000 on average. Detached homes averaged £416,000, and rents have climbed to £959 per month, up 5.5% on last year. Properties typically sell in 65–80 days, with final prices around 2–3% below asking.

For sellers, this reflects a market with active demand but heightened competition, making pricing strategy crucial. For buyers and investors, long-term regeneration plans and demographic trends point to sustained demand. With its growing population, coastal lifestyle and competitive pricing, Plymouth remains a strong and attractive market.

### Sales by property type

	Detached	Semi-detached	Terraced	Flats
Number of sales last 12 months	50	256	918	470
Average price achieved last 12 months	£362,773	£248,088	£221,874	£141,731
Average price change per square foot				
1 year	-4.9%	2%	6.8%	2.2%
5 years	21%	31.1%	26.4%	13.7%
10 years	36.2%	46.4%	36.3%	19.2%



## Smart Choice For Property Investment In Plymouth

Plymouth continues to offer strong opportunities for property investors. With an average house price of £222,000 — well below the national average — and rents averaging £959 per month, the city provides solid yields and accessible entry costs. Rental demand remains high, fuelled by young professionals, families and students.

Investor interest is strong in both flats and starter homes for the rental market and larger family houses in areas like Peverell, Mutley and Mannamead. Demographic trends also point to future growth: 18.5% of residents are over 65, and this figure is set to rise sharply by 2035, increasing demand for low-maintenance, accessible homes.

With its coastal lifestyle, strategic location, and regeneration projects, Plymouth combines rental stability with long-term capital growth potential, making it a smart, balanced investment choice.

