savills

SPOTLIGHT

COTSWOLDS NEW HOMES

RESIDENTIAL - NEW HOMES - SUMMER 2026

RESEARCH

The enduring appeal of the Cotswolds

The strong lifestyle pull of the Cotswolds means house prices are 31% higher than the average across Oxfordshire and Gloucestershire.

Gaby Foord
Director,
Residential Research

Among the UK's most sought-after locations, the Cotswolds continues to draw strong interest from buyers. Expansive countryside, charming market towns and villages rich in heritage underpin its enduring appeal as a place to live.

Demand for homes in the Cotswolds increased significantly during the Covid-19 'race for space'. Since January 2020 house prices in Cotswold local authority have increased by 32%, far above the 20% in Oxfordshire and 26% in Gloucestershire.

As such, affordability has become more stretched – house prices were 11x higher than average earnings in 2025 (the average across the South West was 8.3x), though this has reduced from a peak of 13.3x in 2021.

More recently, house price growth across the Cotswolds has started to slow. In the 12 months to January 2026 house prices increased by just 1.3%, according to Land Registry, roughly in line with growth across wider Oxfordshire and Gloucestershire.

11X

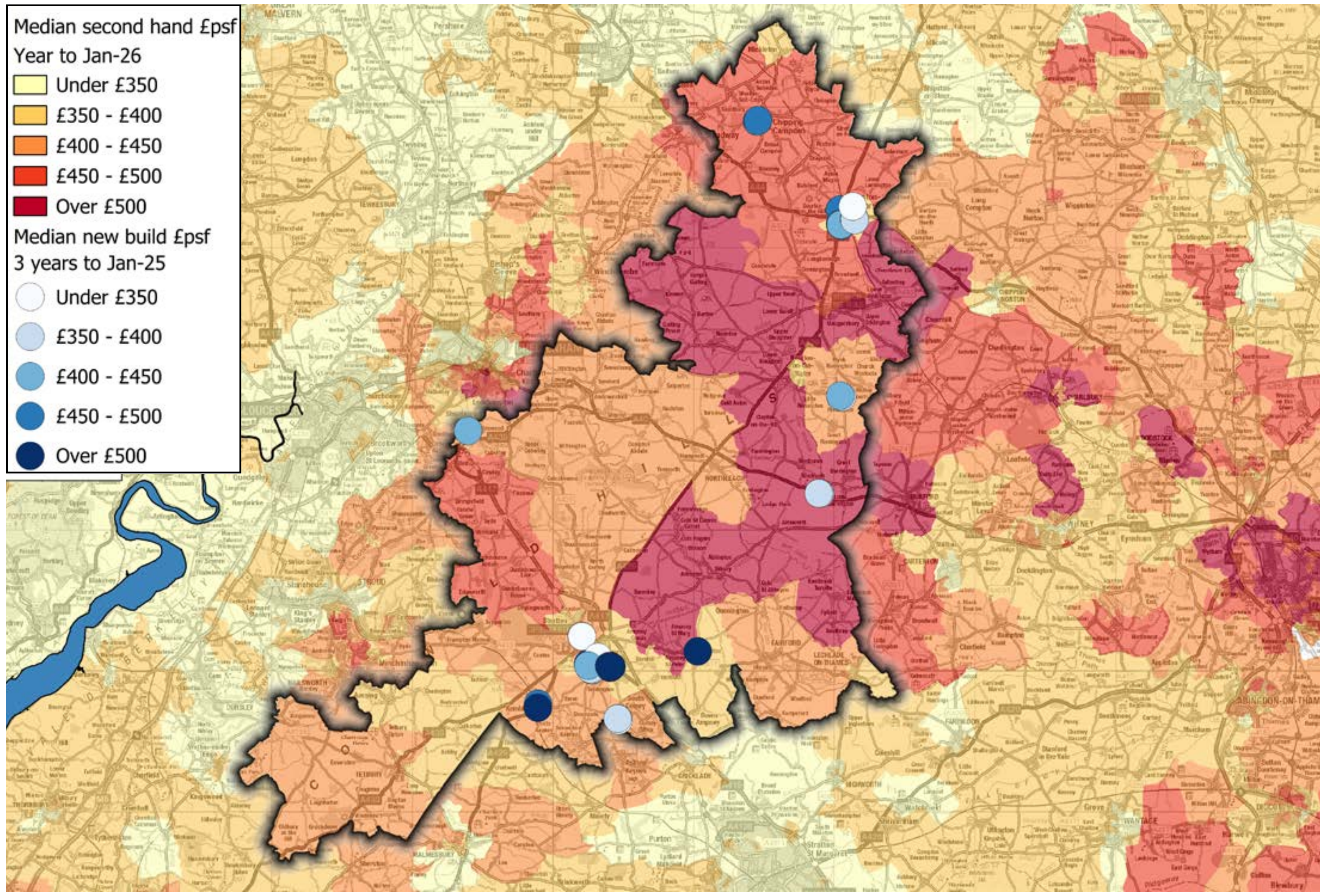
HOUSE PRICES IN THE COTSWOLDS ARE 11X HIGHER THAN EARNINGS

LARGE PROPERTIES COMMAND A SIGNIFICANT PREMIUM AGAINST THE COUNTY AVERAGES

Average house price, 12 months to Jan-26	Cotswold	Oxfordshire	Gloucestershire
Flat	£253,000	£267,000	£198,000
Terrace	£388,000	£389,000	£299,000
Semi-detached	£440,000	£443,000	£348,000
Detached	£803,000	£709,000	£569,000

Source: Savills using HMLR.

THE COTSWOLDS COMMANDS A PREMIUM TO THE SURROUNDING AREA, WITH THE HIGHEST VALUE MARKETS IN THE NORTH



Source: Savills Research using HMLR and EPC.

But the strong demand for homes in the Cotswolds means the average value is 31% higher than the average across the two counties.

The highest value markets for secondhand properties are typically located in the north Cotswolds in villages such as Upper and Lower Slaughter and Stow-on-the-Wold. There is also a corridor of higher value further south towards Burford and Bibury.

These villages feature a high number of period and listed homes, which often command a price premium.

Over the three years to January 2025* there were just under 300 new build sales across the Cotswold local authority, with 45% of these detached houses. Values ranged from £438,000 for new build flats to £789,000 for detached houses, with an average value of £422psf.

There has been relatively little development in the Cotswolds in recent years. Hotspots for sales in the three years to January 2025 focussed around Moreton-in-Marsh in the north and Cirencester in the south.

However the £psf achieved on these new build sales has not necessarily matched the wider secondhand market. The highest value new build sales have been for luxury retirement villages and large detached homes on the outskirts of Cirencester, with lower value sales in the north where secondhand values are highest.

*Due to a significant lag in Land Registry data for new build properties only data up to January 2025 has been used.

Where is the future pipeline of new homes being delivered?

The number of new homes built across the Cotswolds in the 12 months to March 2025 met just 18% of housing need. Future delivery is set to increase, and provide homes more widely across the area.

The supply of new homes across the Cotswolds has fallen significantly, whilst housing need has risen.

Completions peaked at 900 new homes built across the local authority in the 12 months to March 2018. However, since then delivery has fallen to just 184 homes in the 12 months to March 2025. This marks a -80% reduction in annual supply.

Against this, housing need has doubled. Under the new Standard Method 1,036 new homes are needed across the Cotswolds every year to meet demand. Meaning current delivery levels are meeting just 18% of that.

However, development within the Cotswold local authority is complicated by additional planning restrictions such as the large number of listed buildings, conservation areas and its designation as a National Landscape. Many areas also operate under Article 4 Directions, limiting permitted development opportunities. But the strong house price growth in the area demonstrates that demand is high.

Delivery of new homes since 2022 have primarily focused around Cirencester in the south and Moreton-in-Marsh in the north.

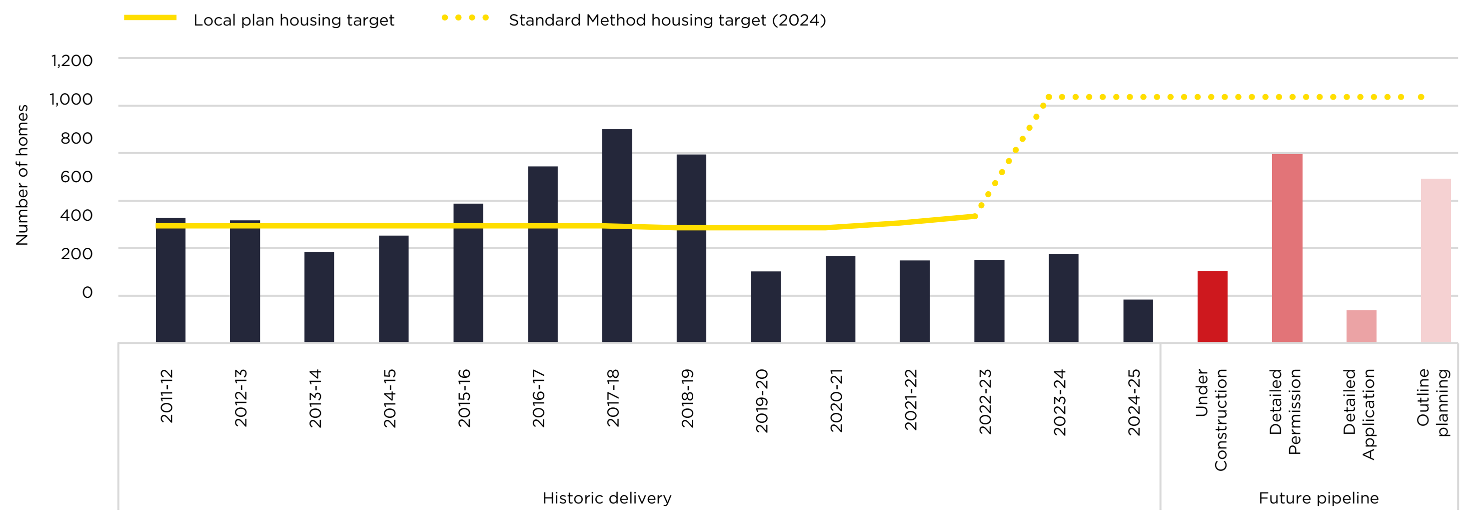
But future delivery is spread more widely across the Cotswold local authority. Looking forward, there are clusters of sites with detailed permission around Fairford, Bourton-on-the-Water, Tetbury and Mickleton.

> "Delivery of new homes in the Cotswolds over the last few years has been significantly lower than demand.

In total there are 4,952 homes in the pipeline, though 61% of these are pre-planning. Larger pre-planning sites are more prevalent in the south, around Cirencester and towards Lechlade.

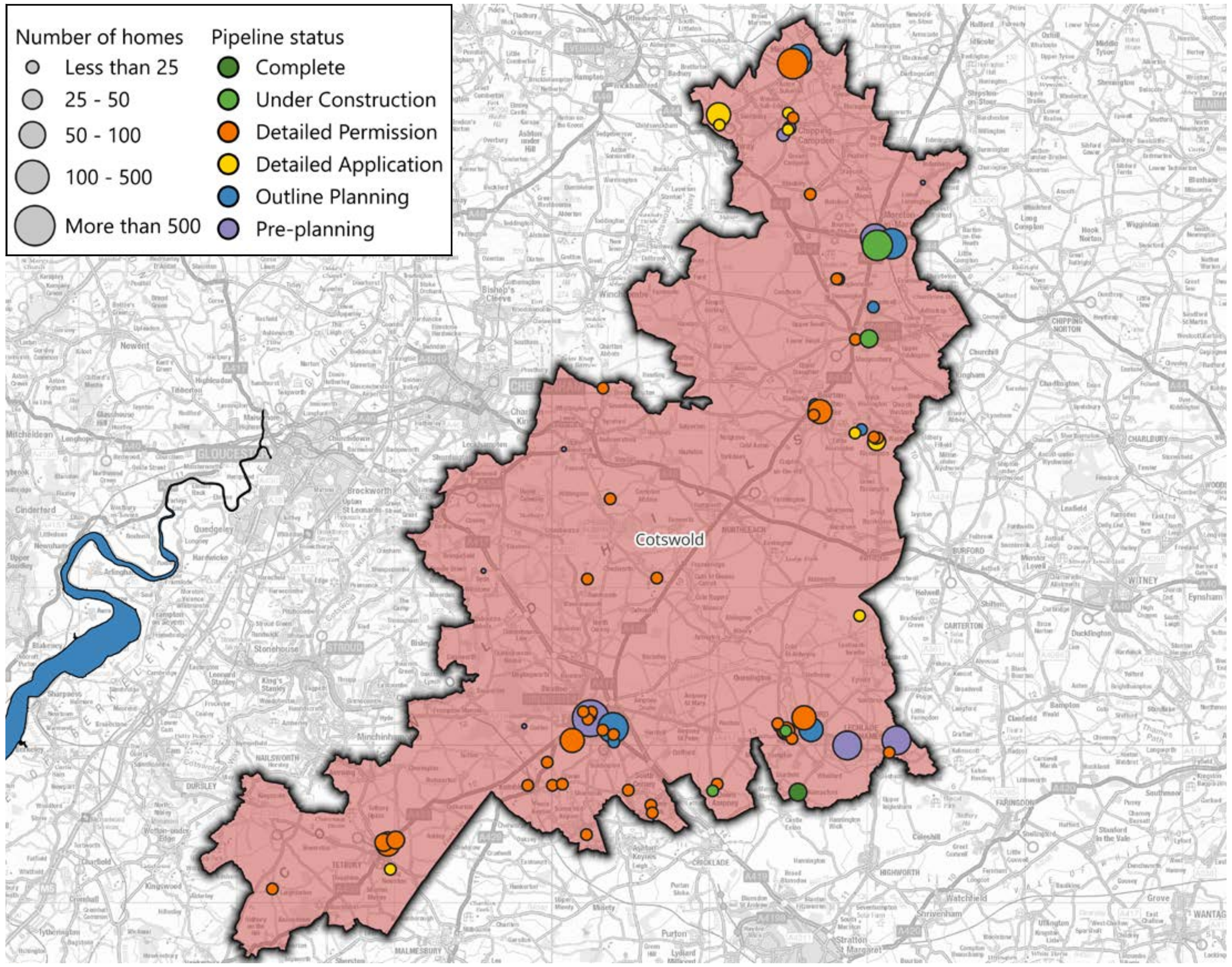
The more immediate pipeline of 300 homes currently under construction would signify a positive increase in housing delivery, but is still some way off those needed.

HOUSING SUPPLY HAS DECREASED SINCE A PEAK IN 2018 WHILST THE STANDARD METHOD HAS INCREASED NEED



Source: MHCLG, Glenigan

THE FUTURE PIPELINE OF NEW HOMES DELIVERY IS SPREAD MORE WIDELY THAN HISTORIC SUPPLY

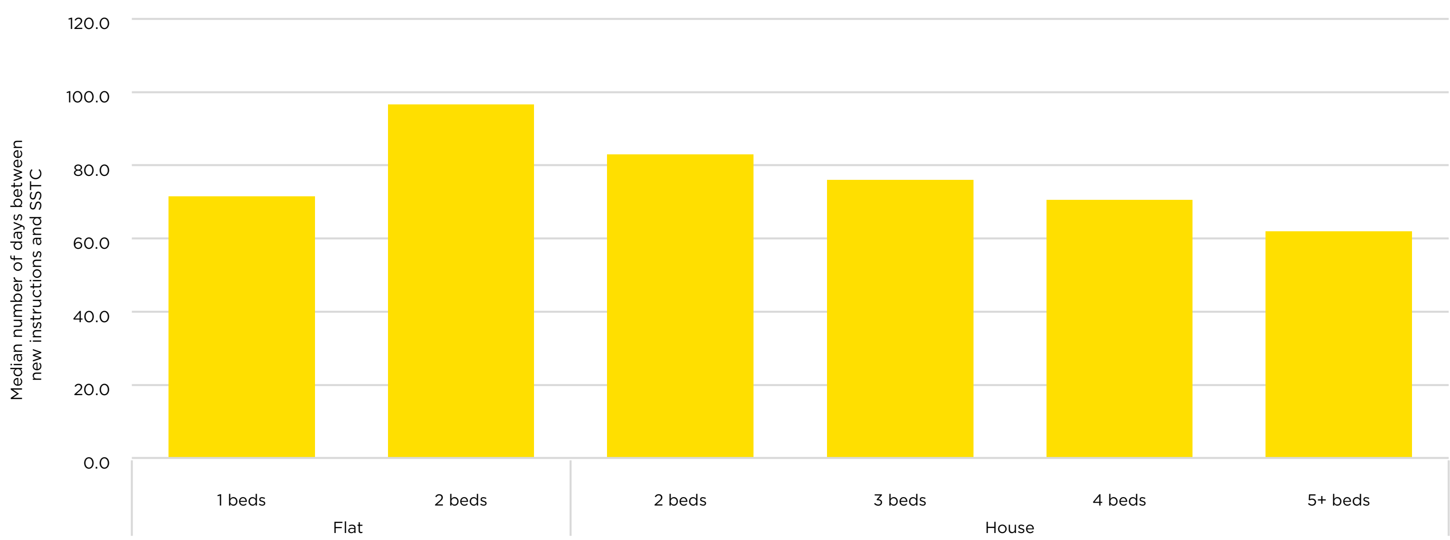


Source: Glenigan

Who is buying new homes in the Cotswolds?

Households moving into new build homes in the Cotswolds are generally younger and more affluent than current residents and more likely to be families. As such the homes which sell quickest, and are most in demand, are large 4 and 5+ bed houses.

LARGE HOUSES SELL QUICKEST, AND HAVE BECOME FASTER TO SELL SINCE 2019



Source: Savills analysis of listings data

COTSWOLDS NEW HOMES

UPMARKET COMMUTERS

Affluent families with high incomes from high level jobs. Children typically live at home, with ages ranging from school-age to adults. Typically living in low-density neighbourhoods in detached, more modern homes with at least four bedrooms.

COUNTRY HERITAGE

Well-off older households living in desirable countryside properties. Homes are typically large, detached and older in style, with land or large gardens.

SUBURBAN CHILDHOODS

Family households with children up to secondary school age. Living in average sized suburban homes with a mortgage, typically semi-detached with three bedrooms. Incomes are above average with reasonable discretionary spend.

> Families are drawn to the space, community and access to strong schooling within a safe rural setting

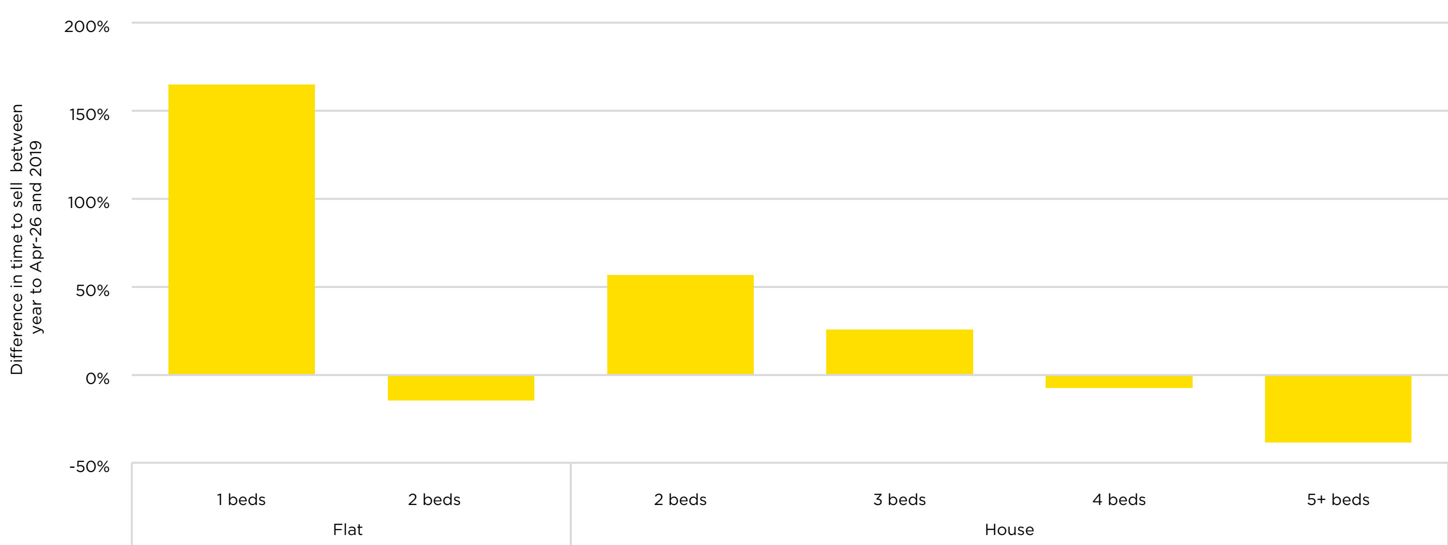
The demographic profile of those moving into new build homes in the Cotswolds does differ from existing residents.

Generally, there is a much higher proportion of younger families moving into new build. Whilst 27% of movers are aged under 40, this compares to just 13% of residents in the Cotswolds. And 40% of movers in new build are families, against just 25% of existing residents.

But despite being younger these movers also tend to be wealthier, with a median income of £73,000 compared to £66,000 for those already living in the Cotswolds.

This is reflected in the three most dominant profiles of movers into new build (see above). The largest proportion of movers are classified as 'Upmarket Commuters' – affluent high earners with children buying large, detached homes. The largest proportion of residents, on the other hand, are 'Country Heritage' – more likely to be older, empty-nesters.

Unsurprisingly then, larger homes are more in demand and sell faster. Five+ bed houses sold 36% faster than 2 bed flats in the year to April 2026, according to Zoopla. And since 2019 the time to sell 4 and 5+ bed homes has fallen whereas the time to sell smaller houses, and particularly 1-bed flats, has increased.



Source: Savills analysis of listings data

KEY STATS

1,211
TOTAL HOMES IN THE PIPELINE (221 PRE-PLANNING)

21%
ACHIEVED NEW BUILD VALUE OVER SECONDHAND

£489,000
MEDIAN VALUE OF A SECONDHAND HOME

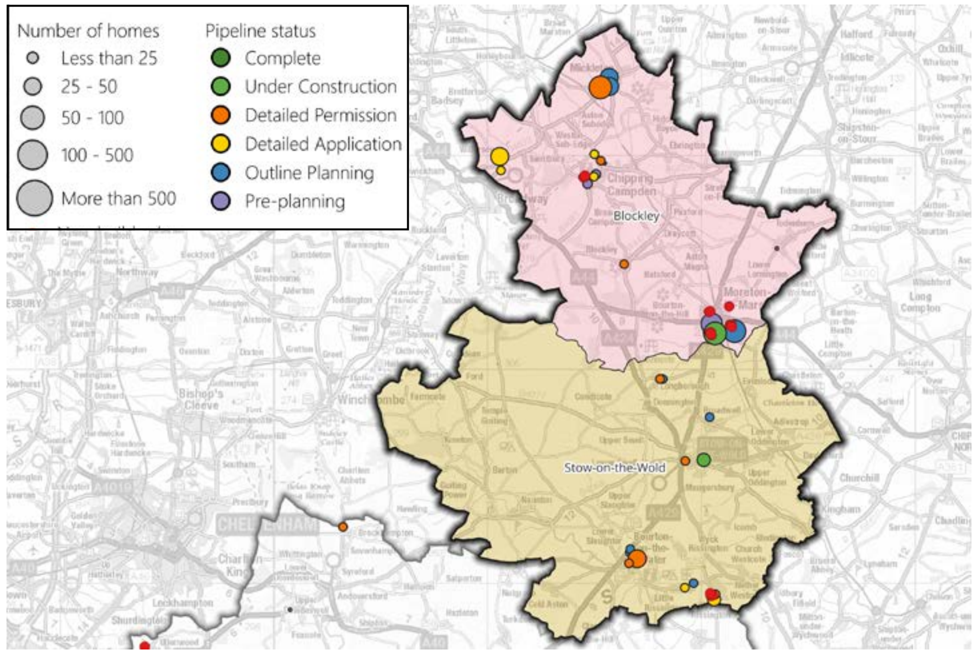
£590,000
MEDIAN VALUE OF A NEW BUILD HOME

> "A quintessential village lifestyle where demand is driven by buyers seeking prestigious, character-rich locations and larger homes

North Cotswolds

The north Cotswolds are made up of the areas of Blockley and Stow-on-the-Wold. New development is concentrated around Moreton-In-Marsh, Bourton-on-the-Water and Chipping Campden.

HOTSPOTS OF NEW DEVELOPMENT IN THE NORTH COTSWOLDS



Source: Savills using HMLR, Glenigan

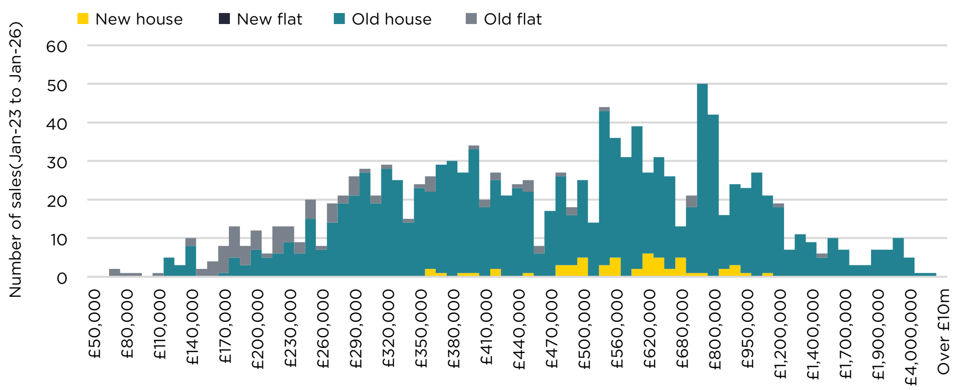
KEY TAKEAWAYS

01
3 bed houses are the most prevalent property type, making up 34% of current listings.

02
5+ beds have seen the biggest reduction in time to sell between 2019 and 12 months to Jan-2026, signifying very strong demand.

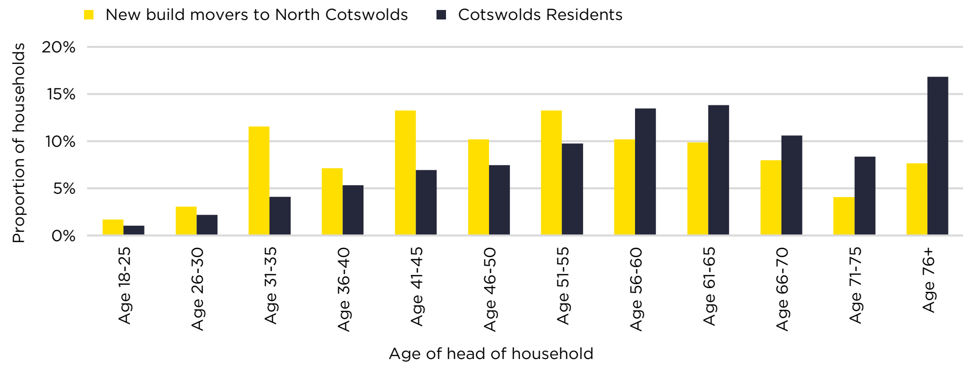
03
4 and 5+ bedroom houses have grown from 27% of listings in 2019 to 41% in the 12 months to Jan-26, showing how demand has changed.

NEW BUILD HOUSES HAVE A BROAD RANGE OF VALUES, MOSTLY ABOVE £500K



Source: Savills using HMLR, Glenigan

MOVERS INTO NEW BUILD IN THE NORTH COTSWOLDS ARE CONSIDERABLY YOUNGER THAN RESIDENTS



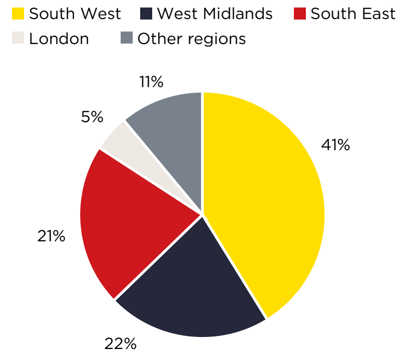
Source: Savills using HMLR, Glenigan

£71,000
MEDIAN SALARY FOR MOVERS INTO NEW BUILD, 8% HIGHER THAN RESIDENTS

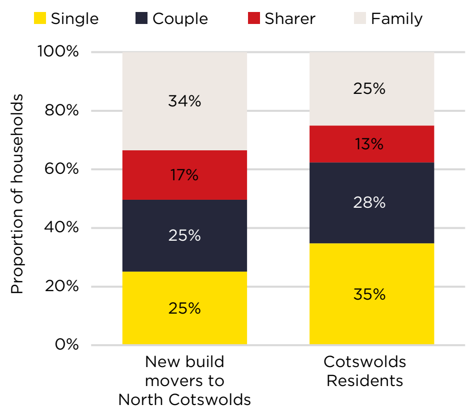
North Cotswolds Buyer Profile

33%
NEW BUILD BUYERS MOVING FROM WITHIN THE COTSWOLDS

60% OF BUYERS HAVE MOVED FROM OUTSIDE THE SOUTH WEST

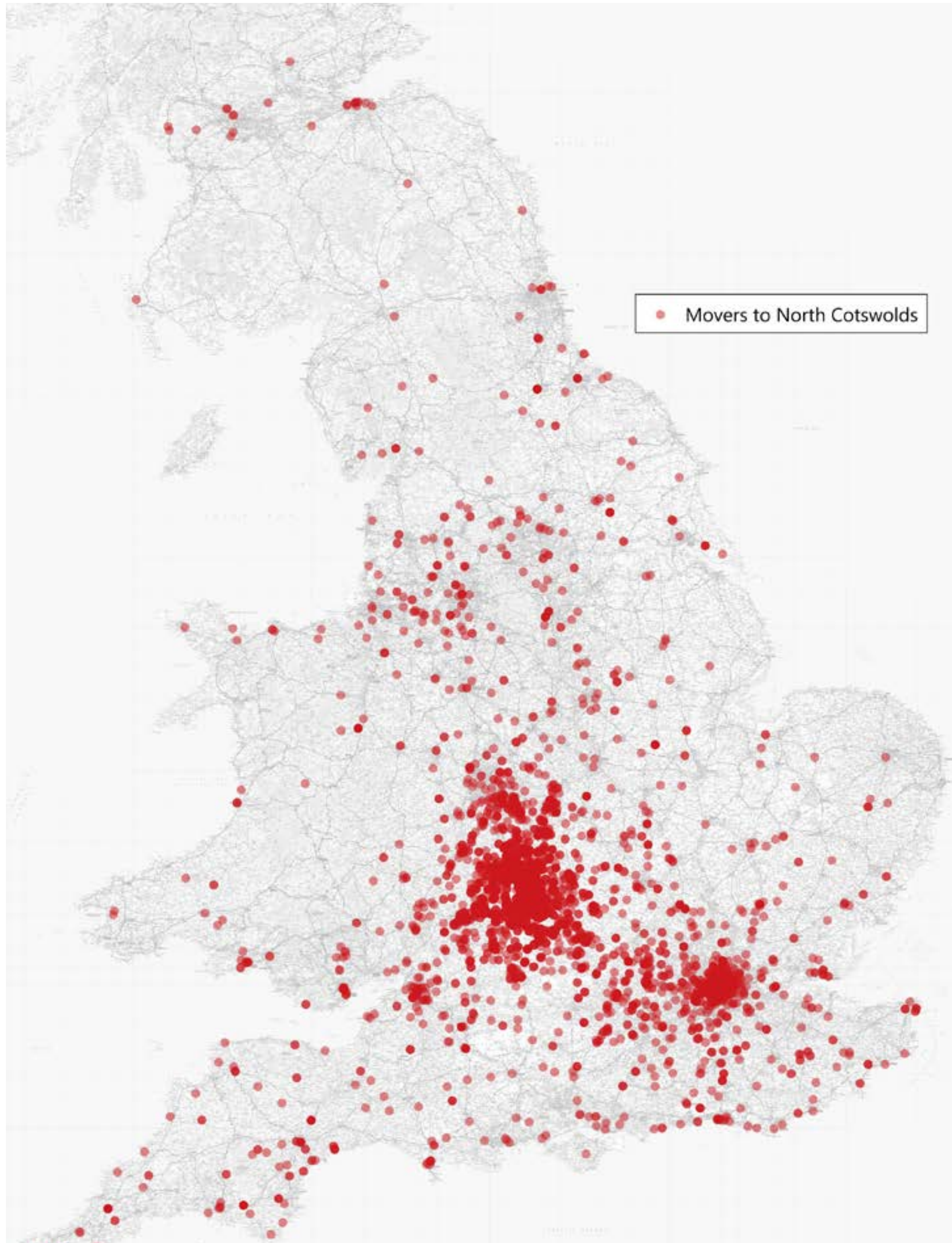


FAMILIES ARE THE LARGEST HOUSEHOLD TYPE FOR MOVERS



Source: Experian

WHERE HAVE MOVERS INTO THE NORTH COTSWOLDS COME FROM?



KEY STATS

3,741
TOTAL HOMES IN THE PIPELINE (221 PRE-PLANNING)

32%
ACHIEVED NEW BUILD VALUE OVER SECONDHAND

£448,000
MEDIAN VALUE OF A SECONDHAND HOME

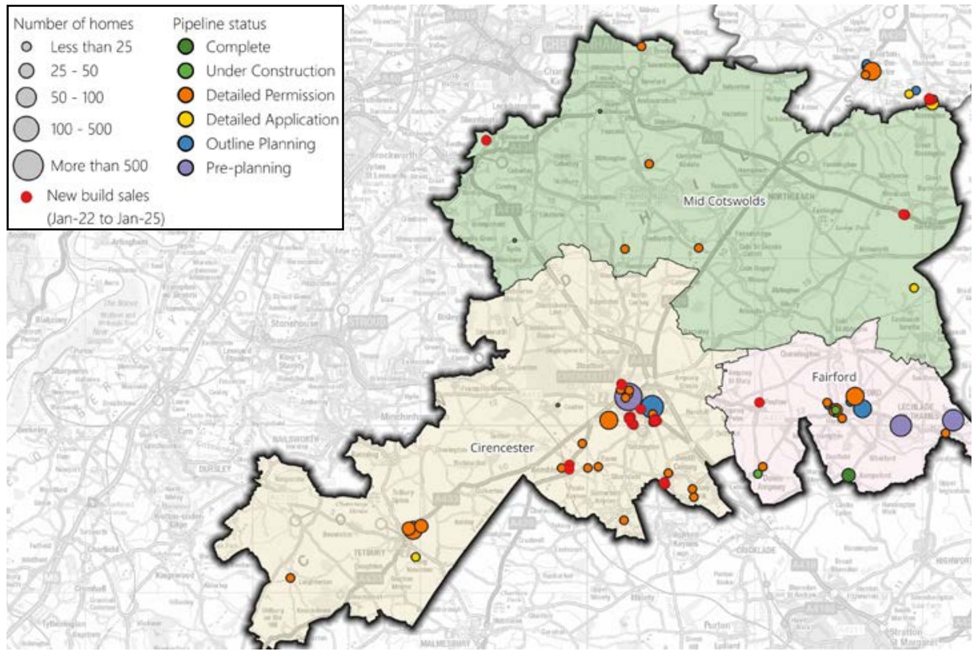
£590,000
MEDIAN VALUE OF A NEW BUILD HOME


> A more accessible lifestyle offer, combining increasing choice with strong value growth and appeal to younger, family-driven buyers

South Cotswolds

The south Cotswolds are made up of the areas of Mid Cotswolds, Fairford and Cirencester. New development is spread more widely across Fairford and Cirencester, with very little in Mid Cotswolds.

HOTSPOTS OF NEW DEVELOPMENT IN THE SOUTH COTSWOLDS



Source: Savills using HMLR, Glenigan

KEY TAKEAWAYS

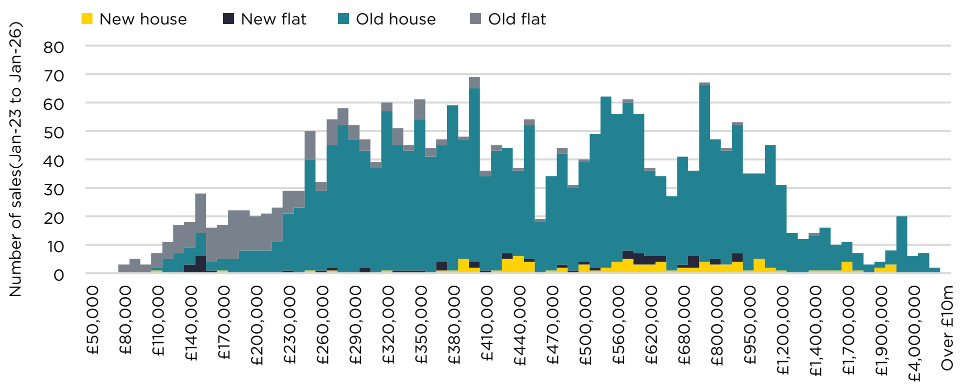
01
The highest achieved new build value in the three years to January 2025 was £560psf.

02
Two-bed flats and 5-bed houses have seen the biggest decrease in time to sell since 2019.

03
The median asking price for houses has increased from £370,000 in 2019 to £465,000 in the 12 months to Jan-26.

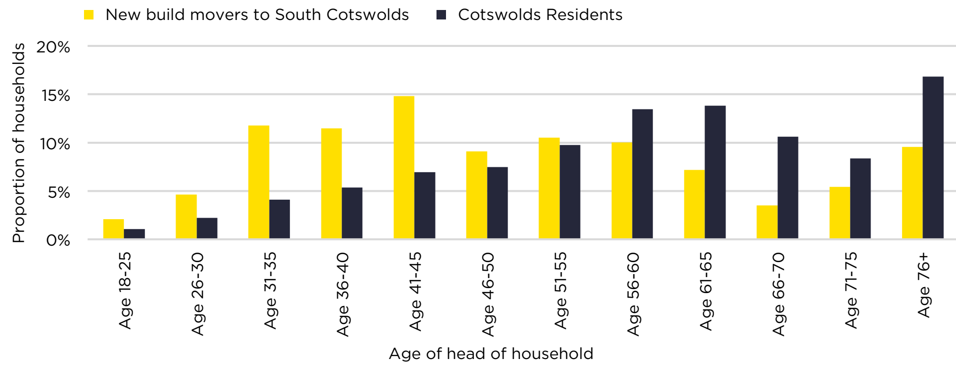
Source: Savills Research using HMLR and EPC, Savills analysis of listings data

NEW BUILD TRANSACTIONS TEND TO BE MORE WEIGHTED TOWARDS THE TOP END OF THE MARKET



Source: Savills using HMLR, Glenigan

ALMOST A THIRD OF MOVERS INTO NEW BUILD ARE AGED UNDER 30, COMPARED TO JUST 13% OF RESIDENTS



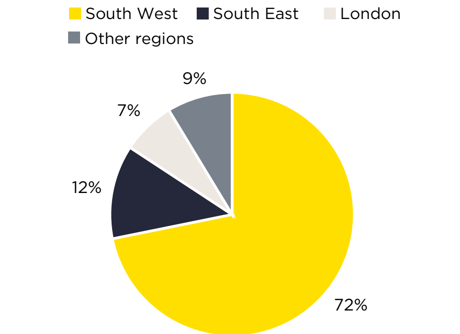
Source: Savills using HMLR, Glenigan

£74,000
MEDIAN SALARY FOR MOVERS INTO NEW BUILD, 12% HIGHER THAN RESIDENTS

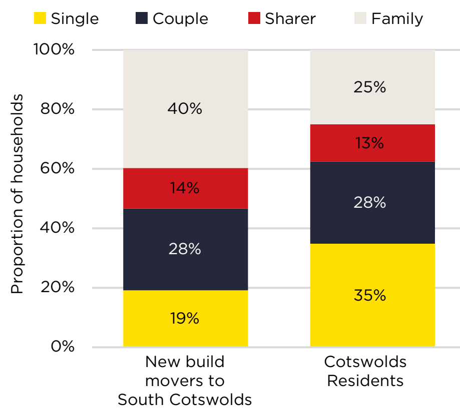
South Cotswolds Buyer Profile

37%
NEW BUILD BUYERS MOVING FROM WITHIN THE COTSWOLDS

ALMOST TWO-THIRDS ARE MOVING WITHIN THE SOUTH WEST

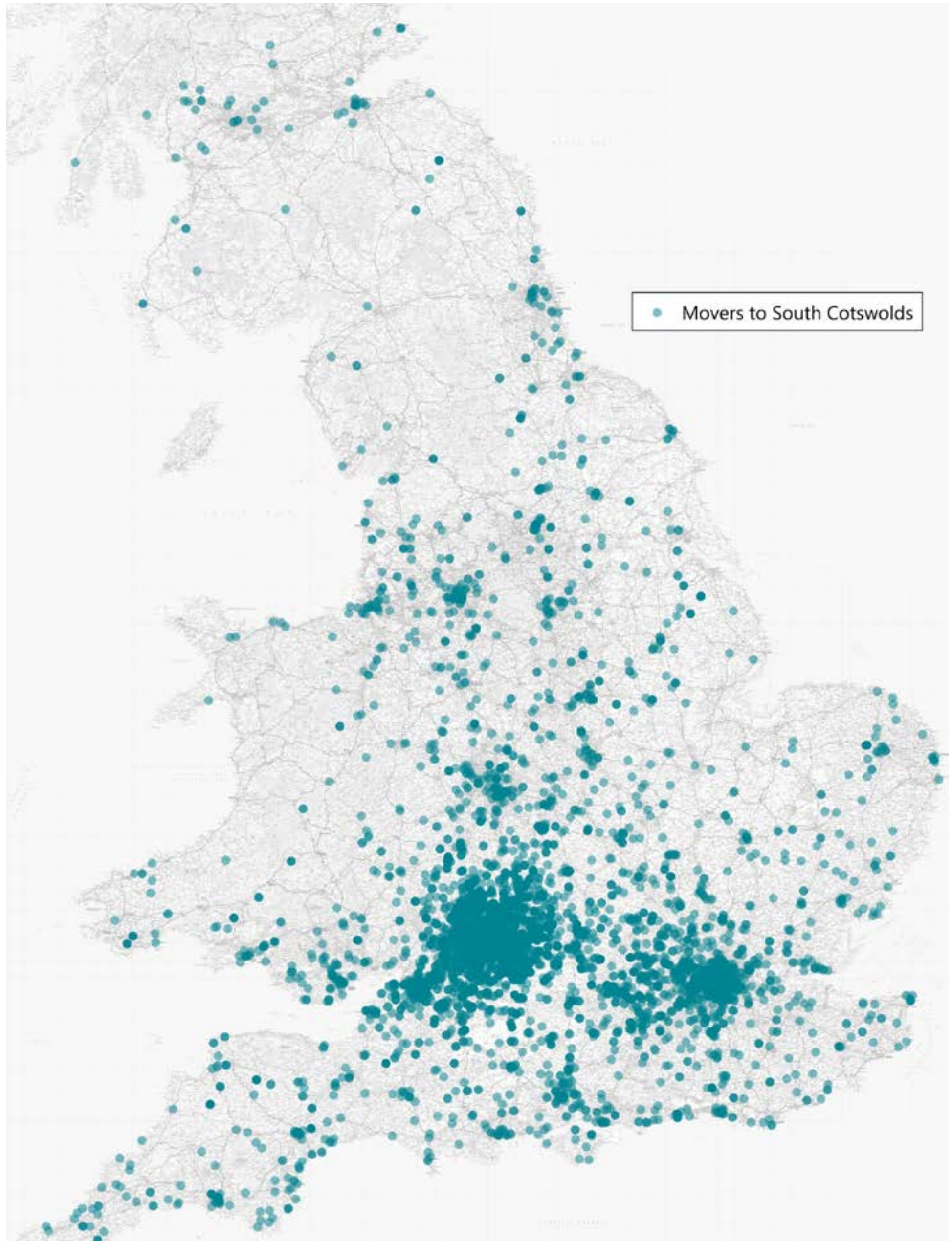


MOVERS INTO NEW BUILD ARE PREDOMINANTLY FAMILIES



Source: Experian

WHERE HAVE MOVERS INTO THE NORTH COTSWOLDS COME FROM?



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Analysis methodology: Forest sales database: Our research on forest sales analyses our transactional database of all mainstream forestry transactions over 50 hectares in area – and, where we are aware, off-market or private sales. While every effort is taken to ensure all transactions are included within the information presented within this publication, it is very likely that further sales are reported after our publishing. Therefore, this Spotlight on the UK forestry market takes into account all new available information. Data recorded on known sales is referred to as price, as a factual recording of the transaction. The impact of price on the wider forest resource is referred to as value and is subjective, but influenced by price. Advertised forest property database: Our research on the supply of forest properties analyses data from our advertised forest property database. This database collates data from publicly marketed forest properties across the UK and utilises asking prices in place of sold prices.