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Morecambe Named England's Cheapest Seaside Spot with Homes Under £200k

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Once overlooked as a faded resort, Morecambe has emerged as England's most affordable coastal town, offering buyers a rare opportunity to enjoy seaside living without breaking the bank. With average property prices coming in at just £194,295, the Lancashire town has earned its place at the top of the Co-operative Bank's ranking of the most budget-friendly seaside locations.

Demand for coastal living is now 115 percent higher than pre-pandemic levels, pushing house prices in many traditional seaside resorts well beyond the national average.

Sandbanks in Poole, Dorset, now commands average house prices of £965,708. By contrast, Morecambe offers a much-needed alternative for those seeking a gentler pace of life without sacrificing access to stunning scenery or beachside charm.

According to the Co-operative Bank, “This Lancashire gem captures the essence of the English seaside, offering panoramic views over the seafront, as well as some of the most affordable house prices in the country.” The analysis found that the average property price in the town is just 7.44 times the average annual income, making it more accessible for working families and retirees.

Seaside Revival

While Morecambe's house prices remain low, rental demand is also climbing. The average monthly rent currently sits at £821, which translates to 37.7 percent of the average monthly income. This may be higher than in some other budget-friendly towns, but it reflects the town's growing popularity and continued regeneration.

Long dismissed as a shadow of its former self, Morecambe is undergoing what many locals and tourism officials call a revival. Its five miles of sandy shoreline, award-winning promenade, and sweeping views across Morecambe Bay to the Lake District fells have become key attractions for new residents and visitors alike.

Tourism agency Visit Lancashire is keen to highlight the town's renewed charm, saying: “Morecambe offers you the chance to enjoy the many pleasures of the seaside, whether it's flying kites, building sandcastles or enjoying the views across the bay. Stroll along Morecambe's promenade with an ice cream or have fun seeing it on two wheels, before grabbing a picnic and heading on down to the beach for a spot of sandcastle making or kite flying.”

Part of Morecambe's revival lies in its investment in culture and heritage. The town's seafront boasts the TERN Project, an outdoor trail of sculptures celebrating local birdlife, including steel cormorants and razorbills. A statue of the town's most famous son, comedian Eric Morecambe, was unveiled by Her Late Majesty Queen Elizabeth II in 1999 and remains a popular photo stop.

A further jewel in Morecambe's crown is the restored Midland Hotel, an Art Deco landmark now a stylish hotel with 1930s-inspired interiors, a gourmet restaurant, and sweeping views

across the bay. Starting at £145 per night, it offers luxury in a town on the up.

With growing interest from homebuyers and holidaymakers alike, Morecambe is making a credible case as a strong alternative to pricier resort towns in the South. Its resurgence signals a shift in how Britain's seaside gems are being rediscovered, not just for nostalgic weekends away, but as viable places to live, work, and invest in property.