Sandbanks and Canford Cliffs sold more £2 million homes in 10 years than the rest of Poole combined

Wednesday 11 November, 2026

Key facts

- **Finding:** 177 of Poole's 282 sales at £2 million or more from 2016 to 2025 were in postcode sector BH13 7 (Sandbanks, Canford Cliffs and part of Branksome Park); the rest of Poole had 105
- **Share:** BH13 7 had 5.2% of Poole's sales but 46.5% of its sales at £1 million or more
- **Median sale:** £825,000 in BH13 7, against £300,000 across Poole
- **Source:** Poole Bay Removals analysis of HM Land Registry Price Paid Data, standard sales, 2016 to 2025
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POOLE, 11 November 2026 … Postcode sector BH13 7, which takes in Sandbanks, Canford Cliffs and part of Branksome Park, recorded 177 standard sales of £2 million or more between 2016 and 2025, according to HM Land Registry records. The rest of Poole recorded 105 in the same ten years.

That puts 177 of Poole's 282 sales at £2 million or more in one postcode sector, about 63 in every 100. Over the decade BH13 7 had 1,361 of Poole's 26,287 sales, or 5.2%.

The gap is similar at £1 million. In BH13 7, 575 sales (42.2%) were at £1 million or more. Across Poole the figure was 1,237 sales (4.7%), so BH13 7 had 46.5% of the town's £1 million-plus sales.

The median sale in BH13 7 was £825,000, against £300,000 for Poole as a whole.

Other parts of Poole sit well below that. In Lilliput and Lower Parkstone (BH14 8) the median sale was £539,000 and 14.8% of sales reached £1 million. The median was £280,000 in Parkstone and £280,250 in Hamworthy.

The analysis counts by postcode sector because Land Registry fills in a place name such as Sandbanks for only some sales. Leaving out the 14 BH13 7 sales of £2 million or more recorded as Branksome Park, the count is 163 against 119 for the rest of Poole.

Each figure counts sales, not properties: a home sold twice in the ten years counts twice.

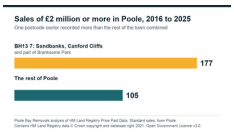
"More than six in every ten of Poole's £2 million sales in the last ten years were in one postcode sector," said a spokesperson for Poole Bay Removals. "Whatever the price of your move, book the survey as soon as you have a likely completion date, so the quote covers everything that is going."

The area-by-area table and the full method are published at poolebayremovals.co.uk/sandbanks-poole-property-sales-data/.

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