



Move Assistant - move with confidence

LOCATION INSIGHTS

Area Report

SO30 2QE •

Hedge End

Comprehensive area analysis
based on official UK data



**INVESTMENT
ANALYSIS REPORT**

Geographic Coverage

Locality: Hedge End

IMMEDIATE NEIGHBOURHOOD

Eastleigh 010E

E01022694

Immediate neighbourhood (LSOA): used for fine-grained, street-level statistics (crime, property, population). Typical size ~1,500 residents.

GREATER NEIGHBOURHOOD

Eastleigh 010

E02004721

Wider neighbourhood (MSOA): used for commuting catchment and broader market signals (e.g. new-build activity). Typical size ~7,500 residents.

LOCAL AUTHORITY

Eastleigh

Used for regional comparisons

Location Insights Summary

SO30 2QE Area Analysis – Hedge End

Investment Assessment: Cautious Buy-to-Let with Long-Term Hold Strategy

SO30 2QE presents a mixed investment profile requiring careful consideration of timing and strategy. The recent -2.0% price decline over two years, combined with an average property value of £365,107, suggests potential entry opportunities for patient investors. However, the high new build activity (36.8%) indicates significant supply pressure that may continue suppressing capital appreciation in the near term. The exceptional population growth rate of 5.67% annually provides a strong fundamental demand driver, but this must be weighed against the low sales volume of just 14 transactions, indicating limited market liquidity that could complicate exit strategies.

The rental market dynamics appear favorable for buy-to-let investors, with the demographic profile showing 50.2% of residents in prime rental age groups (18-54). The substantial family presence (25.7% under 18) suggests demand for larger rental properties, while the excellent crime rate of 39.9 per 1,000 (58% below national average) enhances tenant appeal and reduces insurance costs. The area's infrastructure supporting families—6 primary schools, 2 secondary schools, and 3 GP practices—should support tenant retention and justify premium rents. Energy efficiency averaging 71.8 indicates reasonable regulatory compliance, though investors should budget for EPC improvements to meet evolving standards.

Risk/Reward Analysis: This location suits investors seeking steady rental yields rather than rapid capital appreciation. The combination of strong population growth, low crime, and family-friendly amenities supports rental demand, but supply-side pressures and market illiquidity present capital growth headwinds. Consider for portfolio diversification with 5-7 year minimum hold period.

Generated by AI • 22/02/2026

01 • OVERVIEW

Key Facts

Essential metrics for this area



<p>TOTAL CRIMES (LAST 12 MONTHS)</p> <p>71</p>	<p>AVERAGE AGE</p> <p>36.9</p>	<p>SCHOOLS (WITHIN 1 MILE)</p> <p>6 primary, 2 secondary, 0 post-16</p>
<p>AVG. PURCHASE PRICE</p> <p>£365,107</p>	<p>GP PRACTICES (WITHIN 3 MILES)</p> <p>3</p>	<p>LOW INCOME FROM WORK</p> <p>8.1%</p>

How to Read This Report

Understanding the data, metrics, and layout

About This Report

This report provides a comprehensive analysis of the area around **SO30 2QE** using official UK government datasets. It covers safety, education, property, economy, and local amenities to help you make informed decisions about this location.

Data is sourced from Police.uk, DfE, NHS Digital, Land Registry, Companies House, ONS, and the English Indices of Deprivation (IoD) 2025.

Understanding the Deprivation Scale

Throughout this report you will see **deprivation decile badges** — coloured numbers from 1 to 10. These come from the English Indices of Deprivation 2025, which ranks every neighbourhood in England across multiple domains.



Decile 1 = bottom 10% nationally (most deprived). Decile 10 = top 10% (least deprived). The scale applies independently to each domain (Income, Employment, Crime, Education, etc.).

Section Structure

Each section of this report follows a consistent layout:



Crime Overview

Safety, policing, and community representation • Source: Police.uk, UK Parliament

8/10 CRIME

This section analyses safety and community data for your LSOA (Eastleigh 010E).

- **Crime Rate:** Annual crimes per 1,000 residents, compared across LSOA, MSOA, Local Authority, and national average
- **Monthly Trend:** 5-year time series showing seasonal patterns and overall trajectory
- **Crime Types:** Breakdown by category (theft, violence, ASB, etc.)
- **Political Representation:** Your MP, council composition, and ward councillors

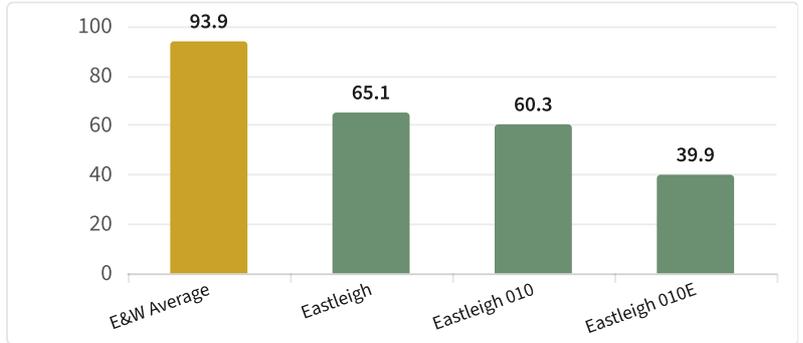
Hedge End Shows Below Average Crime Rate

SO30 2QE recorded 71 crimes over 12 months, resulting in a crime rate of 39.9 per 1,000 residents, significantly below the national average of 93.9 per 1,000. Violence and sexual offences dominated with 38 incidents, followed by anti-social behaviour with 10 cases. The area ranks in crime decile 8 out of 10, indicating relatively low crime deprivation compared to other areas nationally.

 Crime rate of 39.9 per 1,000 residents is 57% below the national average.

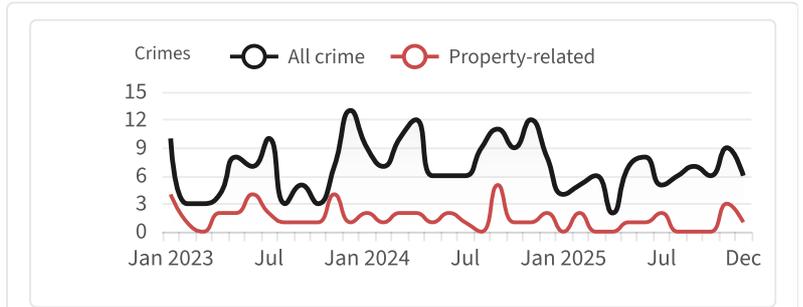
Crime Rate Comparison

Annual crime rates per 1,000 residents • Source: Police.uk Crime Data



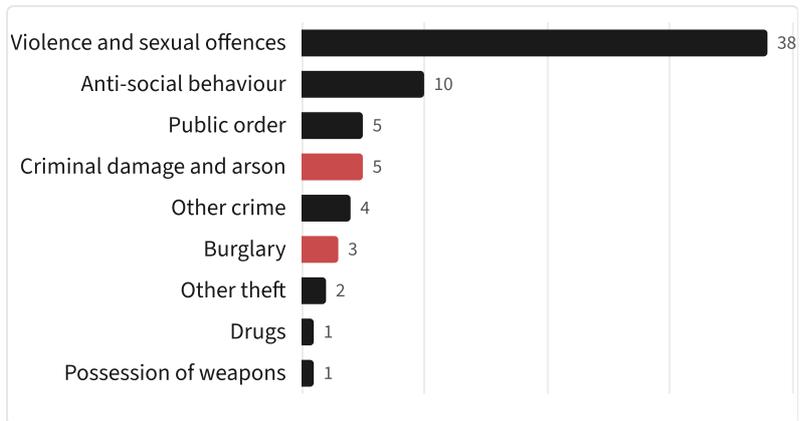
Crime rates calculated from rolling 12-month totals to 2025-12

Immediate neighbourhood Monthly Crime Trend (Last 5 Years)



Change over period: -4 (-40.0%) from 2023-01 to 2025-12 (total 252 crimes)

Crime Type Breakdown (Last 12 Months)



Top 9 crime categories by count; period: 2025-01 to 2025-12.

Political Representation

Your elected representatives • Source: UK Parliament, Local Government



MEMBER OF PARLIAMENT

Paul Holmes MP

Hamble Valley

Conservative (Con)

Elected 12 December 2019

COUNCIL Eastleigh	TOTAL COUNCILLORS 42	WARDS 14	NEXT ELECTION May 2026
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Council Party Composition



Your Ward Councillors

Hedge End North Ward

Derek Pretty

Liberal Democrats

Up for election: May 2028

Ian Corben

Liberal Democrats

Up for election: May 2027

Leigh Hadaway

Liberal Democrats

Up for election: May 2026

Education & Families

Demographics, schools, healthcare • Multiple sources

9/10 EDUCATION

9/10 HEALTH

9/10 CHILD POVERTY

This section covers population, education, healthcare and family amenities for your area.

- **Demographics:** Population trends, age structure, and migration patterns (ONS)
- **Schools:** Schools within 1 mile with type, pupil count, and Ofsted ratings (DfE)
- **Healthcare:** GP practices within 3 miles, patient capacity, and access levels (NHS Digital)
- **Emergency Services:** Distance and travel time to nearest police, fire, and ambulance stations
- **IoD Education:** Deprivation deciles for education, health, and child poverty

Well-resourced area with strong educational provision

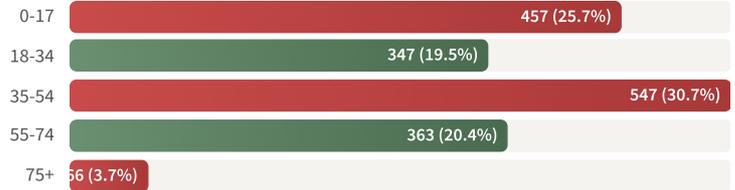
The area has 6 primary schools and 2 secondary schools nearby, with no post-16 options locally. Three GP practices serve the area. Recreational facilities include 6 parks and 12 playgrounds within one mile. Deprivation indices show favourable outcomes: education decile 9/10, children and young people sub-domain 9/10, health decile 9/10, and child poverty decile 9/10.



Strong deprivation scores across education and health measures, all rating 9/10.

Age Structure

IMMEDIATE NEIGHBOURHOOD (LSOA)



Population Changes

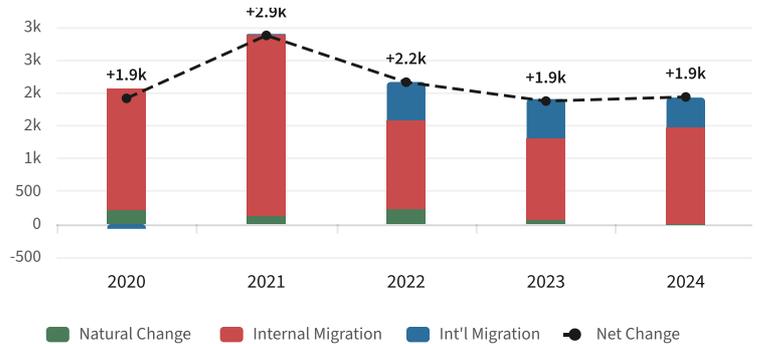
GREATER NEIGHBOURHOOD (MSOA)

YEAR	POP.	CHANGE	%	PATTERN
2022	12,439	+668	+5.67%	HIGH GROWTH
2021	11,771	+390	+3.43%	HIGH GROWTH
2020	11,381	+642	+5.98%	HIGH GROWTH
2019	10,739	+409	+3.96%	HIGH GROWTH
2018	10,330	+284	+2.83%	MODERATE GROWTH

Last 5 years shown.

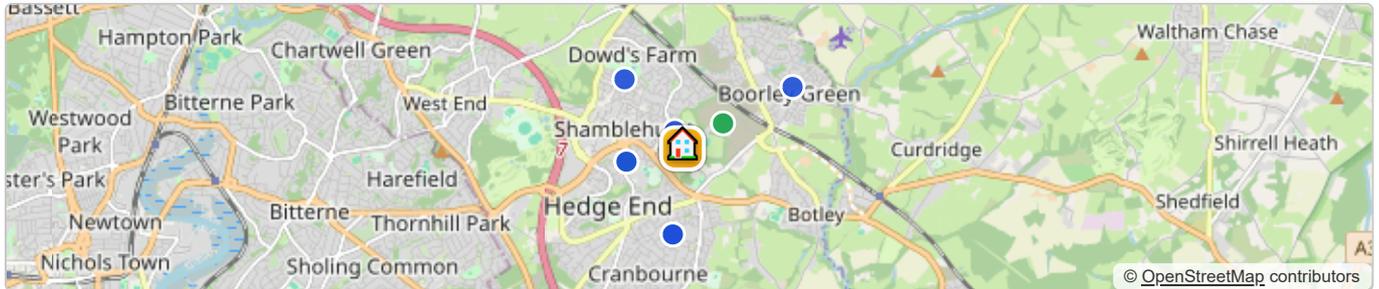
Population Change Drivers

LOCAL AUTHORITY • LAST 5 YEARS • SOURCE: ONS



Schools & Education

Schools within 1 mile • Source: DfE



● Primary ● Secondary ● Academy

NAME	OFSTED	PUPILS	DISTANCE
● Berrywood Primary School	Good (May 2021)	617	0.1 mi
Community school · Ages 4–11 · SEN: 4.9% support, 12.2% EHC · FSM: 11.8% · EAL: 7.8%			
● Deer Park School	Good (Nov 2023)	487	0.4 mi
Free schools · Ages 11–16 · SEN: 7.2% support, 2.9% EHC · FSM: 22.6% · EAL: 1.2%			
● Wildern School	Good (Apr 2024)	1,869	0.5 mi
Academy converter · Ages 11–16 · SEN: 2.6% support, 10.8% EHC · FSM: 16.5% · EAL: 5.1%			
● Shamblehurst Primary School	Good (Mar 2023)	433	0.5 mi
Community school · Ages 5–11 · SEN: 3.9% support, 20.3% EHC · FSM: 23.4% · EAL: 5.3%			
● Freegrounds Junior School	Good (Oct 2023)	335	0.7 mi
Community school · Ages 7–11 · SEN: 2.4% support, 18.5% EHC · FSM: 18.2% · EAL: 4.2%			
● Freegrounds Infant School	Good (Mar 2023)	234	0.7 mi
Community school · Ages 5–7 · SEN: 0.9% support, 14.1% EHC · FSM: 12.4% · EAL: 6.0%			
● Wellstead Primary School	Good (Jan 2020)	421	0.7 mi
Community school · Ages 4–11 · SEN: 3.6% support, 13.1% EHC · FSM: 19.2% · EAL: 8.6%			
● Boorley Park	Good (Sep 2023)	262	1.0 mi
Free schools · Ages 4–11 · SEN: 3.8% support, 14.9% EHC · FSM: 24.4% · EAL: 3.1%			

Showing up to 10 schools within 1 mile.

Key: SEN = Special Educational Needs · EHC = Education, Health & Care Plan · FSM = Free School Meals (DfE deprivation proxy) · EAL = English as Additional Language

Healthcare

GP practices & access • Source: NHS Digital

Healthcare & GP Access

PRACTICES	REGISTERED PATIENTS	AVG PER PRACTICE
3	56,351	18,784

PRACTICE	POSTCODE	SIZE	PATIENTS	DISTANCE
HEDGE END MEDICAL CENTRE	SO30 4FQ	Large Practice	19,192	0.6 mi
THE PEARTREE PRACTICE	SO19 0HS	Large Practice	19,462	2.5 mi
WEST END ROAD SURGERY	SO18 6TG	Large Practice	17,697	2.9 mi

Emergency Services

Travel time to nearest services



POLICE STATION
Hedge End Police Station

5 min 1.4 mi



FIRE STATION
Botley Fire Station

6 min 2.0 mi



AMBULANCE STATION
St John Ambulance

8 min 3.3 mi

Property Market Insights

Property analysis for Immediate neighbourhood (last 5 years) • Source: HM Land Registry

5/10 HOUSING BARRIERS

9/10 LIVING ENVIRONMENT

This section presents property market data for your LSOA (Eastleigh 010E), covering transactions over the past 5 years from HM Land Registry.

- **Market Summary:** Average prices, growth trends, and activity levels
- **Property Types:** Distribution and pricing by Detached, Semi, Terraced, and Flat
- **Energy Efficiency:** EPC ratings and energy costs
- **New Builds:** Development activity in the wider neighbourhood (MSOA)

Market Summary

RECENT AVG. PRICE

£365,107

PRICE GROWTH (2YR)

-2%

MARKET ACTIVITY

High Activity

Energy Efficiency Summary

TOTAL CERTIFICATES

131

AVG EFFICIENCY SCORE

71.8

AVG ENERGY COST

£806

Property Type Distribution

Hedge End Property Market Shows Mixed Performance

The average property price in SO30 2QE stands at £365,107, with an overall decline of 2.0% year-on-year. Market activity remains high despite only 14 sales in the last 12 months. Terraced houses show significant price volatility ranging from £250,000 to £360,000, while detached properties vary between £467,000 and £750,000. The area scores well on housing quality with a 9/10 living environment decile and 10/10 indoor conditions decile.



Average property prices declined 2.0% to £365,107 despite high market activity levels.

New Build Transactions (Greater neighbourhood)

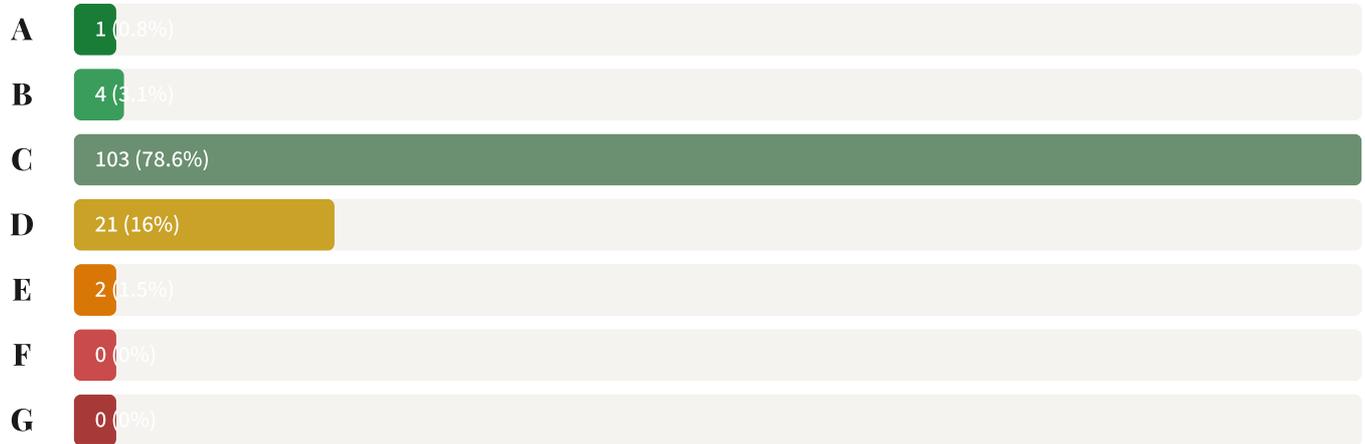
YEAR	TOTAL TRANSACTIONS	NEW BUILD COUNT	NEW BUILD %
2025	210	32	15.24%
2024	321	132	41.12%
2023	330	178	53.94%
2022	321	139	43.3%
2021	335	108	32.24%

Wider neighbourhood refers to MSOA; shows the share of new-build sales activity by year.

Energy Efficiency

Source: Energy Performance Certificates

Rating Distribution



Property Type Performance

TYPE	CERTIFICATES	AVG EFFICIENCY	AVG CO2	AVG FLOOR AREA
House	104	71.3	2.8	93 m ²
Flat	22	74	1.5	51 m ²
Maisonette	3	76.7	1.7	70 m ²
Bungalow	2	68.5	4.5	152 m ²

Transport & Commute

STATION	DISTANCE	DESTINATION	JOURNEY	TRAINS/HR	OPERATOR
Hedge End	0.43 mi	London Waterloo	102 min	3	South Western Railway
		Portsmouth Harbour	48 min		South Western Railway
Botley	1.57 mi	London Waterloo	104 min	2	South Western Railway
		Portsmouth Harbour	40 min		South Western Railway

London (65 mi) · Southampton (5 mi) · Portsmouth (12 mi). Journey times based on current National Rail timetable.

Nearest Airports

AIRPORT	CODE	STRAIGHT-LINE	DRIVE DISTANCE	DRIVE TIME
Gatwick Major	LGW	50.9 mi	79 mi	1h 38m
Southampton	SOU	3.4 mi	6.4 mi	12 min
Bournemouth	BOH	25.9 mi	35.1 mi	40 min

Drive times via OpenRouteService. Showing closest major airport + 2 nearest regional airports.

Economy & Business

Business environment and employment • Source: Companies House, IoD

9/10 INCOME

10/10 EMPLOYMENT

10/10 ADULT SKILLS

9/10 ELDERLY POVERTY

This section analyses the business landscape for your LSOA (Eastleigh 010E).

- **Company Stats:** Total, active, and recently formed companies (Companies House)
- **Sectors:** Business category breakdown by SIC code
- **Employment & Income:** Deprivation rates, working-age population, and LA comparison (IoD 2025)

Hedge End Shows Strong Employment and Skills Performance

The area has 138 active companies with net growth of 2 new registrations in the past 12 months. The top business sectors include other business support services and residents property management, each with 8 companies. The location performs exceptionally well on deprivation measures, ranking in the 9th or 10th decile for income, employment, adult skills and elderly poverty. This significantly exceeds the Eastleigh local authority averages of 7.2 for income and 7.5 for employment deciles.



Hedge End ranks 10th decile for employment and adult skills, outperforming local authority averages.

Employment & Income Overview

EXCLUDED FROM WORK 4.2% <small>% of working-age excluded from work</small>	LOW INCOME FROM WORK 8.1% <small>% of population on low income</small>
WORKING-AGE POPULATION (18-66) 1,166 (66%)	LOCAL AUTHORITY EMPLOYMENT RATING 7.5 /10 <small>This area: 10/10 · Better than LA average (1 = most deprived, 10 = least)</small>

Business Overview

TOTAL COMPANIES 145	ACTIVE COMPANIES 138 (95.2%)
RECENT FORMATIONS (2YR) 2	ACTIVITY LEVEL High Business Activity

Top Company Categories

CATEGORY	COMPANIES	SHARE
Private Limited Company	127	92%
PRI/LTD BY GUAR/NSC (Private, limited by guarantee, no share capital)	8	5.8%
Limited Liability Partnership	3	2.2%

Top 3 categories of active companies.

Industry Sectors & Formation Trends

SIC code analysis and company formation history • Source: Companies House

Top Industry Sectors

SIC CODE	INDUSTRY SECTOR	COMPANIES	SHARE
82990	Other business support service activities n.e.c.	8	5.9%
98000	Residents property management	8	5.9%
70229	Management consultancy activities other than financial management	6	4.4%
74990	Non-trading company	6	4.4%
64209	Activities of other holding companies n.e.c.	6	4.4%

Top 5 SIC codes among active companies (excluding "None Supplied").

Business Formation Trends (Last 5 Years)

YEAR	NEW COMPANIES	STILL ACTIVE	SURVIVAL RATE
2024	2	2	100%
2023	7	7	100%
2022	5	5	100%
2021	2	2	100%

Local Amenities

Shops, restaurants, pubs & parks nearby • Source: OpenStreetMap

Local Shops & Convenience (within 1 mile)

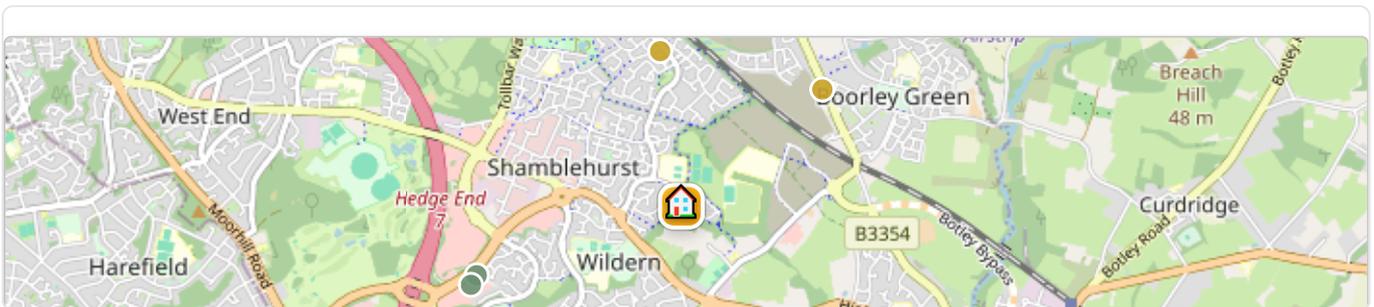
- | | |
|---|--|
| <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Asda Express 0.41 mi
 Grange Road, SO30 2FU
 24/7 </div> | <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Tesco Express 0.48 mi
 Saint Luke's Close, SO30 2US
 Mo-Su 06:00-23:00 </div> |
| <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Co-op Food 0.69 mi
 Mo-Sa 06:00-23:00; Su 10:00-16:00 </div> | <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Central 0.74 mi </div> |
| <div style="border: 1px solid #ccc; padding: 5px;">  Unnamed 0.92 mi </div> | <div style="border: 1px solid #ccc; padding: 5px;">  Tesco Express 0.98 mi
 Tanhouse Lane, Southampton, SO30 2SZ </div> |

Supermarkets (within 3 miles)

- | | |
|---|--|
| <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Sainsbury's 0.84 mi
 Mo-We 07:00-23:00; Th,Fr 07:00-24:00; Sa 07:00-22:00; Su 10:00... </div> | <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Lidl 0.93 mi
 Tollbar Way, Southampton, SO30 2UH
 Mo-Sa 07:00-22:00; Su 10:00-16:00 </div> |
| <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  ALDI 1.00 mi
 Southampton, SO30 4RT </div> | <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  The Co-operative Food 1.13 mi
 High Street, Southampton, SO30 2EA
 Mo-Su 06:00-22:00 </div> |
| <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Asda 1.89 mi
 High Street, Southampton, SO30 3DQ
 Mo-Sa 07:00-22:00; Su 10:00-16:00 </div> | <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  The Co-operative Food 1.99 mi
 318, Hinkler Road, Southampton, SO19 6DF
 Mo-Su 07:00-22:00 </div> |
| <div style="border: 1px solid #ccc; padding: 5px;">  Aldi 2.10 mi
 Bursledon Road, Southampton, SO19 8BR </div> | <div style="border: 1px solid #ccc; padding: 5px;">  Lidl 2.18 mi
 Bursledon Road, Southampton, SO19 8NE
 Mo-Sa 08:00-22:00; Su 10:00-16:00 </div> |

Top 8 of 12 supermarkets shown.

Restaurants & Pubs (within 1 mile)



● Restaurant ● Pub ● Cafe

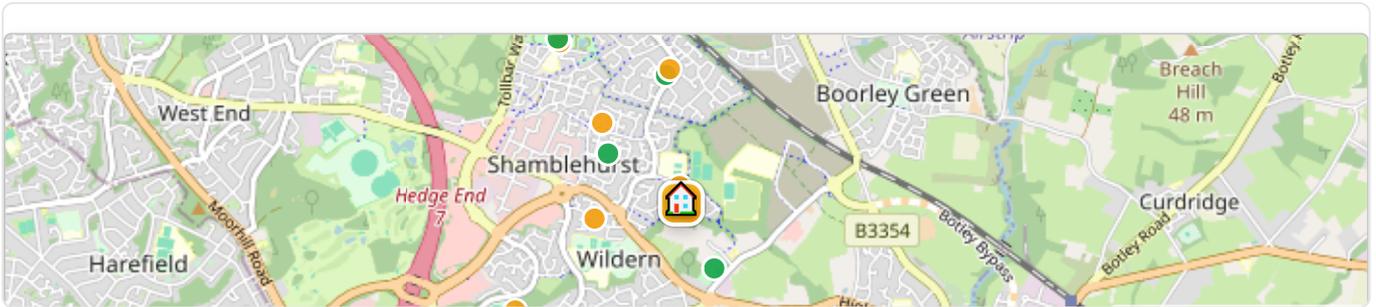
Pubs

Shamblehurst Barn	0.61 mi
The Barleycorn	0.68 mi
Pear Tree	0.71 mi

Cafes

Cafe Cream	0.69 mi
Costa	0.75 mi
Spring Tides	0.79 mi
Costa	0.84 mi
Starbucks	0.87 mi

Parks & Playgrounds (within 1 mile)



● Park ● Playground

Locke Road Play Area	0.06 mi	Unnamed	0.29 mi
Unnamed	0.34 mi	Westward Rd Play Area	0.34 mi
Drummond Play Area	0.44 mi	Unnamed	0.50 mi
Shamblehurst Green Play Area	0.52 mi	Unnamed	0.54 mi

YOUR INPUT

Feedback & Suggestions

Help us improve this report

What other information would you like to know?

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Move Assistant Move with confidence, not guesswork

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