



## Help to Buy: ISA scheme Quarterly Statistics

16 August 2018

Data from 1 December 2015 to March 2018

### Key points:

- Since the launch of the Help to Buy: ISA, 146,753 property completions have been supported by the scheme.
- 196,007 bonuses have been paid through the scheme with an average bonus value of £800.
- The highest proportion of property completions with the support of the scheme is in the North West, Yorkshire and The Humber and West Midlands, with a lower proportion in the North East and Northern Ireland.
- The mean value of a property purchased through the scheme is £172,448 compared to an average first-time buyer house price of £188,429 and a national average house price of £224,144.
- The median age of a first-time buyer in the scheme is 27 compared to a national first-time buyer median age of 30.

Introduction	2
Help to Buy: ISA	2
Monthly figures	3
Property value	4
Age breakdown	5
Country and regional breakdown	6
Local authority breakdown	7
Background notes	9
Enquiries	10

### Statistical enquiries:

[HelpToBuyISASTatistics@hmtreasury.gov.uk](mailto:HelpToBuyISASTatistics@hmtreasury.gov.uk)

### Media enquiries:

[pressoffice@hmtreasury.gov.uk](mailto:pressoffice@hmtreasury.gov.uk)

### Date of next publication:

November 2018

# Introduction

---

This statistical release contains Official Statistics on the government's Help to Buy: ISA scheme, covering the number and value of bonuses paid, property completions by value, breakdowns by age and by geographical area. Excel tables with all the data set out in this release are available at:

[www.gov.uk/government/collections/official-statistics-on-the-help-to-buy-isa-scheme](http://www.gov.uk/government/collections/official-statistics-on-the-help-to-buy-isa-scheme)

The quarterly release of the Official Statistics for the Help to Buy: mortgage guarantee scheme can be found at:

[www.gov.uk/government/collections/help-to-buy-mortgage-guarantee-scheme-quarterly-statistics](http://www.gov.uk/government/collections/help-to-buy-mortgage-guarantee-scheme-quarterly-statistics)

The quarterly release of the Official Statistics for the Help to Buy: Equity Loan scheme can be found at:

[www.gov.uk/government/collections/help-to-buy-equity-loan-and-newbuy-statistics](http://www.gov.uk/government/collections/help-to-buy-equity-loan-and-newbuy-statistics)

In order to provide context for users of the Help to Buy: ISA scheme statistics, comparisons are made to various Council of Mortgage Lenders (CML) statistics, which cover the UK mortgage lending market as a whole. More information about CML statistics is available at:

[www.cml.org.uk/cml/statistics](http://www.cml.org.uk/cml/statistics)

## Help to Buy: ISA

---

The Help to Buy: ISA scheme was launched on 1 December 2015 with accounts available through banks, building societies and credit unions. The scheme enables people saving for their first home to receive a 25% boost to their savings from the Government when they buy a property of £250,000 or less (with a higher price limit of £450,000 in London). This means that for every £200 saved, first-time buyers can receive a government bonus of £50. The maximum government bonus is £3,000.

The scheme will be open to new savers until 30 November 2019. Help to Buy: ISA account holders can, however, continue saving into their account until 30 November 2029 when accounts will close to additional contributions. The Help to Buy: ISA government bonus must be claimed by 1 December 2030.

# Monthly figures

Table 1 below shows the number of Help to Buy: ISA bonuses paid through the scheme alongside the number of property completions, the total value of bonuses paid and the total value of the properties purchased. From scheme opening until the end of March 2018, there were 196,007 bonuses paid through the scheme, which supported 146,753 property completions. The total value of the bonuses paid in this period was £157 million which were used to finance properties worth £25.3 billion in total.

**Table 1: Number of bonuses paid, property completions, total value of bonuses and properties from December 2015 to March 2018**

	Bonuses	Total property completions <sup>1,2</sup>	Value of bonuses (£m)	Value of properties (£m)
<b>2015</b>				
December	-	-	-	-
<b>2016</b>				
January	-	-	-	-
February	370	245	0	41
March	1,648	1,195	1	195
April	3,229	2,271	1	371
May	3,619	2,634	2	442
June	6,011	4,238	3	720
July	6,753	4,772	4	807
August	8,126	5,695	5	971
September	7,993	5,645	5	955
October	7,727	5,489	5	937
November	8,450	6,102	6	1,044
December	8,345	6,085	6	1,052
<b>2017</b>				
January	6,383	4,864	5	833
February	6,961	5,302	5	907
March	9,334	7,080	7	1,216
April	8,019	6,071	7	1,037
May	9,345	7,106	8	1,227
June	10,852	8,268	9	1,436
July	9,905	7,493	9	1,312
August	10,772	8,282	10	1,443
September	9,252	7,093	9	1,233
October	9,754	7,503	9	1,291

<sup>1</sup> Total property completions include property purchases where confirmation of completion is still being awaited from the acting solicitor or conveyancer.

<sup>2</sup> Total property completions is lower than the total bonuses paid as multiple bonuses can be used for a single property, i.e. a couple each with a Help to Buy: ISA buying a property together.

<b>November</b>	10,152	7,798	10	1,353
<b>December</b>	8,865	6,873	9	1,222
<b>2018</b>				
<b>January</b>	7,258	5,605	7	982
<b>February</b>	7,354	5,681	8	993
<b>March</b>	9,530	7,363	10	1,293
<b>Total to end March</b>	196,007	146,753	157	25,313

## Property value

Table 2 below shows the number of property completions supported by the scheme broken down by property value. The mean value of a property completion in the Help to Buy: ISA scheme to the end of March 2018 was £172,448, compared to the average first-time buyer price of £188,429<sup>3</sup> and the average UK house price of £224,144<sup>4</sup>. 72% of completions were in the lower value bands of £200,000 or less. 20% of completions were on properties valued at between £200,000 and £250,000. This reflects the fact that most completions in the scheme have been on properties outside London, in regions where prices are typically lower.

**Table 2: Bonuses and property completions from December 2015 to March 2018, by property value**

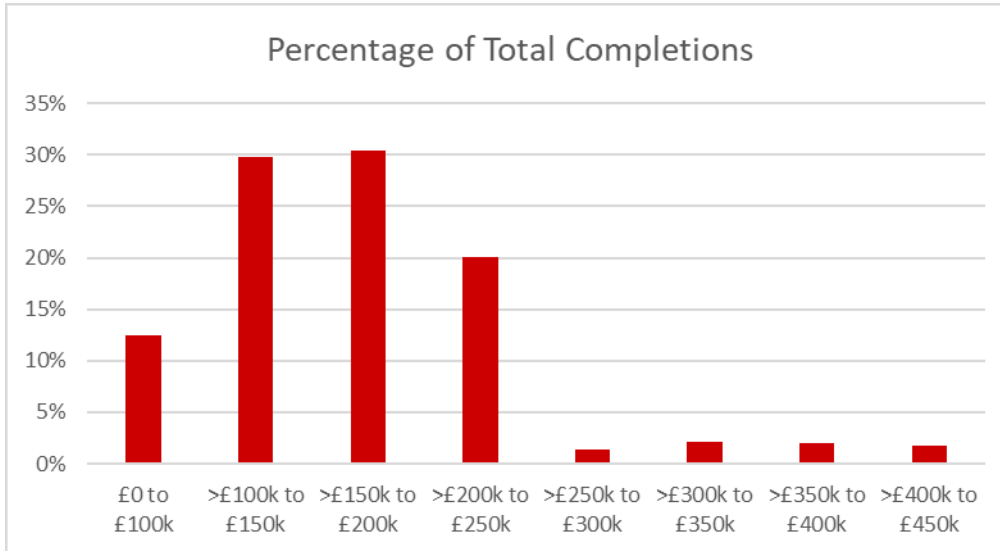
Price band	Bonuses	Total property completions	Percentage of total completions (%) <sup>5</sup>
<b>£0 – £100,000</b>	21,296	18,273	12
<b>£100,000 – £150,000</b>	56,566	43,703	30
<b>£150,000 – £200,000</b>	62,151	44,719	30
<b>£200,000 – £250,000</b>	41,753	29,479	20
<b>£250,000 – £300,000</b>	2,696	2,070	1
<b>£300,000 – £350,000</b>	4,051	3,013	2
<b>£350,000 – £400,000</b>	3,988	2,959	2
<b>£400,000 - £450,000</b>	3,506	2,538	2
<b>All properties</b>	196,007	146,753	100

<sup>3</sup> Source: <https://www.gov.uk/government/publications/uk-house-price-index-summary-march-2018/uk-house-price-index-summary-march-2018>

<sup>4</sup> Source: <https://www.gov.uk/government/publications/uk-house-price-index-summary-march-2018/uk-house-price-index-summary-march-2018>

<sup>5</sup> Due to rounding, numbers may not add up to 100%.

**Chart 1: Property completions from December 2015 to March 2018, by property value**



## Age breakdown

---

Table 3 shows the number of bonuses paid, broken down by age of first-time buyer.

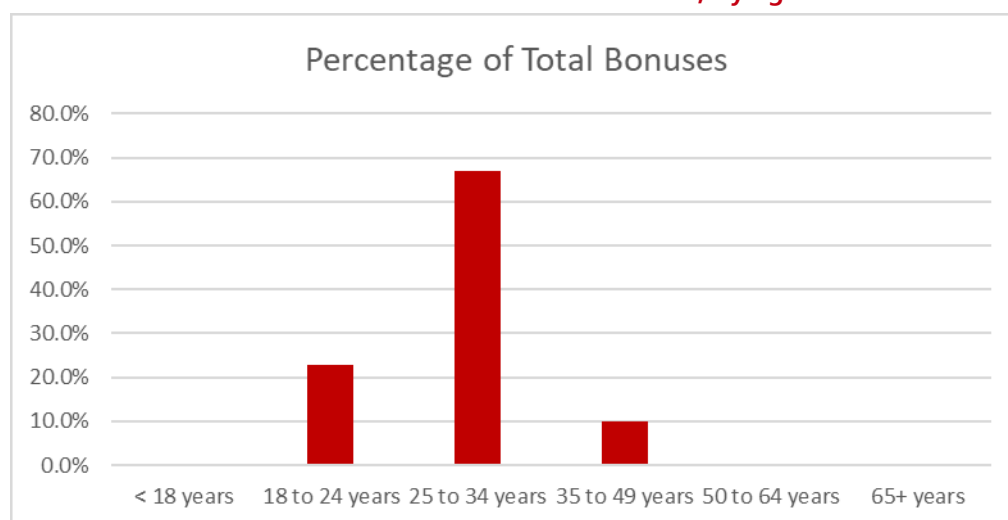
67% of first-time buyers that have been supported by the scheme were between the ages of 25 to 34. The median age of a first-time buyer in the scheme is 27 compared to a median first-time buyer age across the market in the same period of 30<sup>6</sup>.

<sup>6</sup> Source: The Council of Mortgage Lenders industry data for median age of first-time buyers.

**Table 3: Bonuses and property completions from December 2015 to March 2018, by age**

Age	Bonuses	Total property completions <sup>7</sup>	Percentage of total bonuses (%) <sup>8</sup>
18 to 24	44,458	32,424	23
25 to 34	130,996	98,099	67
35 to 49	19,786	15,608	10
50 to 64	733	597	0
65+	34	26	0
<b>Total</b>	<b>196,007</b>	<b>146,753</b>	<b>100</b>

**Chart 2: Bonuses from December 2015 to March 2018, by age**



## Country and regional breakdowns

Table 4 shows the country and regional distribution of the number of bonuses paid and property completions through the scheme in each region of England<sup>9</sup> as well as in the devolved administrations. It also shows a country and regional breakdown of the mean property value.

Scotland accounted for 9% of property completions, Wales accounted for 5% of property completions and Northern Ireland accounted for 2% of property completions.

79% of bonuses paid were in England and this supported 80% of total property completions through the scheme. London and the South East received 17% of total bonuses paid and made up 17% of total property completions. At a regional level a higher proportion of property completions were supported by the scheme in the North West, Yorkshire and The Humber and West Midlands.

<sup>7</sup> Property completions by age band is allocated by splitting the property in two to account for where multiple bonuses are used for a single property.

<sup>8</sup> Due to rounding, numbers may not add up to 100%.

<sup>9</sup> The regions used in this publication are based on regions as defined by the ONS. ONS data regions can be found here: [www.ons.gov.uk/methodology/geography/ukgeographies](http://www.ons.gov.uk/methodology/geography/ukgeographies)

**Table 4: Number of bonuses and mean bonus paid, property completions and mean property value from December 2015 to March 2018, by country/region<sup>10</sup>**

Country/ Region	Bonuses	Percentage of total bonuses (%)	Mean bonus paid (£)	Property completions	Percentage of total completions (%)	Mean property value (£)
<b>United Kingdom</b>	196,007	100	800	146,753	100%	172,488
<b>Great Britain</b>	181,826	93	803	137,517	94%	173,429
<b>England and Wales</b>	165,312	84	806	124,471	85%	176,870
<b>England</b>	155,233	79	807	116,834	80%	178,974
<b>North East</b>	8,811	4	783	6,751	5%	136,284
<b>North West</b>	26,602	14	798	20,120	14%	148,098
<b>Yorkshire and The Humber</b>	20,280	10	795	15,242	10%	145,313
<b>East Midlands</b>	17,709	9	793	13,230	9%	155,245
<b>West Midlands</b>	18,391	9	808	13,761	9%	160,433
<b>East</b>	13,202	7	812	9,791	7%	184,445
<b>London</b>	16,714	9	849	12,875	9%	318,224
<b>South East</b>	15,298	8	823	11,575	8%	189,717
<b>South West</b>	18,226	9	799	13,489	9%	180,514
<b>Wales</b>	10,079	5	789	7,637	5%	144,681
<b>Scotland</b>	16,514	8	773	13,046	9%	140,607
<b>Northern Ireland</b>	4,973	3	791	3,634	2%	132,014
<b>Other</b>	9,208	5	758	5,602	4%	175,634
<b>Total</b>	<b>196,007</b>	<b>100</b>	<b>800</b>	<b>146,753</b>	<b>100</b>	<b>172,448</b>

<sup>10</sup> Due to rounding, numbers may not add up to 100%.

# Local authority breakdown

---

Map 1 overleaf shows the number of bonuses paid through the Help to Buy: ISA scheme by local authority from 1 December 2015 to 31 March 2018.

Accompanying tables are available to download alongside this release:

Table 5: Breakdown by local authority, England, Scotland, Wales and Northern Ireland.

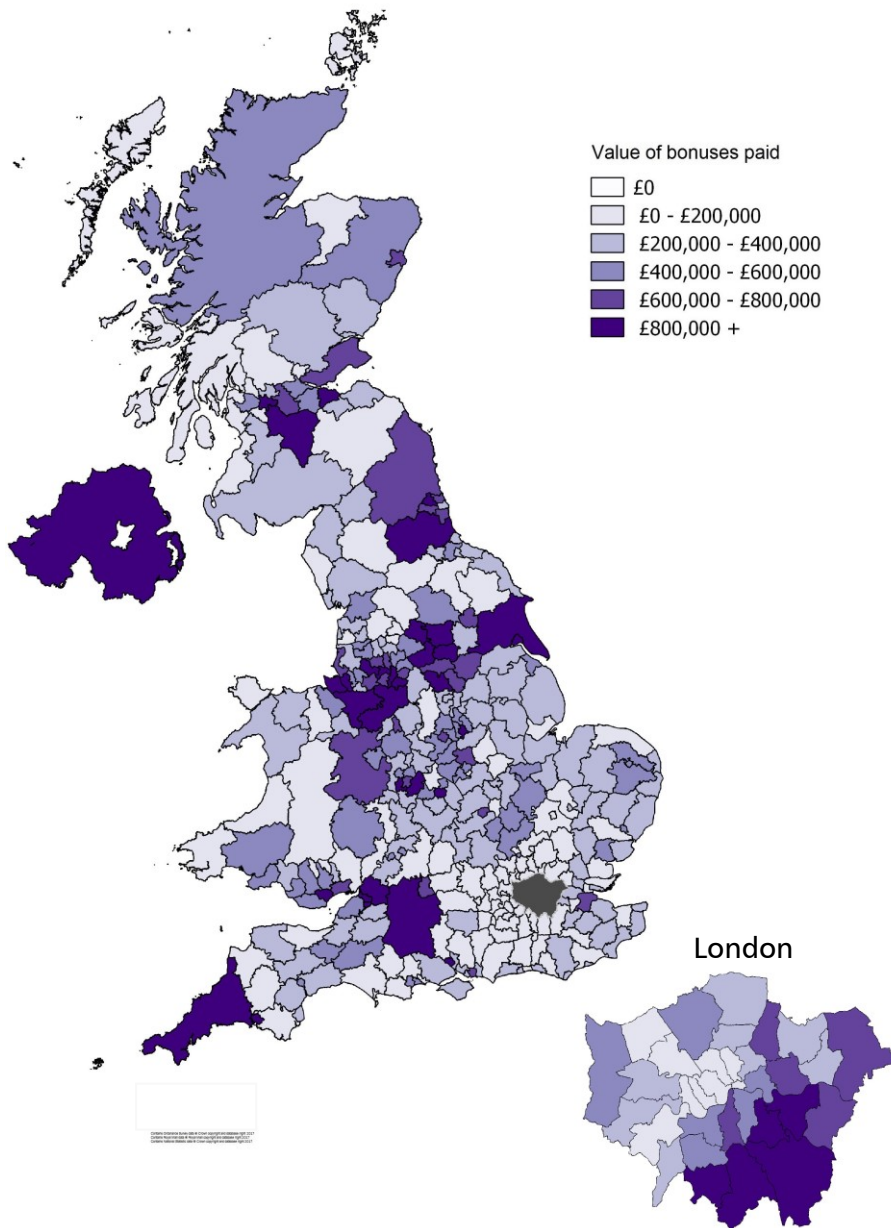
Table 6: Breakdown by postcode district, England, Scotland, Wales and Northern Ireland.

Table 7: Breakdown by constituency, England, Scotland, Wales and Northern Ireland.



Map 1: Number of bonuses paid through the Help to Buy: ISA from December 2015 to March 2018, by local authority, UK<sup>11</sup>

## Value of Help to Buy ISA bonus payments by Local Authority March 2018



NB: Contains Ordnance Survey data © Crown Copyright and database right 2014

Contains Royal Mail data © Royal Mail copyright and database right 2014

Contains National Statistics data © Crown copyright and database right 2014

<sup>11</sup> Where the number of bonuses paid falls on the boundary between two bands, it is allocated on the lower band, i.e. 200 number of bonuses paid will be included in the 0-200 band.

# Background notes

---

## Data collection

UK Asset Resolution corporate services (UKARcs), who administer the scheme on behalf of HM Treasury, collect data from providers participating in the scheme in accordance with monitoring and reporting requirements set by HM Treasury.

## Data quality

Both UKARcs and HM Treasury quality assure the data, using IT solutions and manual processes.

## Audit and financial reporting

The scheme requires a rigorous audit regime to monitor and enforce compliance with the eligibility criteria and scheme rules. Providers are required to conduct internal audits, in addition to administrator audits carried out by UKARcs to seek assurance as to the provider's compliance with the scheme rules.

## Mean and median

The following explanation uses property value as an example, but the median and mean are used in the same way throughout the publication. The median property value is the midway point of all the properties values included in the analysis. That is, if there were 101 property completions during a time period and they were ranked by value, the median property value would be the value in the middle i.e., that has 50 house prices above it and 50 house prices below it.

This differs to the arithmetic mean value, which equates to the average price – adding the property values together and then dividing this by the number of completions included in the analysis.

It can be useful to look at both the mean and median with property values. Extreme values at either end of the scale can skew the mean. Therefore, the median can give users an additional way of interpreting the data.

## Revisions policy

This policy has been developed in accordance with the UK Statistics Authority Code of Practice for Official Statistics and the Treasury Revisions policy:

[www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/191042/statistics\\_revisions\\_policy.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/191042/statistics_revisions_policy.pdf)

There are two types of revision covered by the policy above, unscheduled revisions and scheduled revisions.

In line with the policy above, if a significant unscheduled revision is needed (for example from an error in the result of the compilation, imputation or dissemination process), the statistical release and accompanying tables would be updated with a correction notice as soon as is practical.

There should be relatively few scheduled revisions as the data is compiled from established administrative systems. Where there are scheduled revisions these will be indicated in the time series and highlighted in the release.

## Users of the data

The data is used for monitoring the delivery of the Help to Buy: ISA scheme by users including the public, Parliament, financial and housing companies and markets. They are also used to inform wider government policy on housing.

## Data sources

The publications of this scheme use the official UK House Price Index (UK HPI) which replaces the existing, and

previously used, house price indices published by the Office for National Statistics (ONS) and Land Registry for England and Wales.

An explanation of the change in House Price Index by the ONS is published here:

[www.ons.gov.uk/economy/inflationandpriceindices/articles/introducingthesingleofficialhousepriceindex/2016-03-30](http://www.ons.gov.uk/economy/inflationandpriceindices/articles/introducingthesingleofficialhousepriceindex/2016-03-30)

### **User engagement**

Users are encouraged to provide feedback on how these statistics are used and how well they meet user needs. Comments on any issues relating to this statistical release are welcomed and encouraged. Responses should be addressed to the "Public enquiries" contact given in the "Enquiries" section below.

The department's engagement strategy to meet the needs of statistics users is published here:

[www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/191041/statistics\\_user\\_engagement.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/191041/statistics_user_engagement.pdf)

### **Further information**

Further information about the Help to Buy: ISA scheme can be found at:

[www.helptobuy.gov.uk/help-to-buy-isa/how-does-it-work/](http://www.helptobuy.gov.uk/help-to-buy-isa/how-does-it-work/)

## **Enquiries**

---

### **Media enquiries:**

Office hours: 020 7270 5238

Out of hours: 020 7270 5000

Email: [pressoffice@hmtreasury.gov.uk](mailto:pressoffice@hmtreasury.gov.uk)

### **Public enquiries:**

Email: [HelptoBuyISASTatistics@hmtreasury.gov.uk](mailto:HelptoBuyISASTatistics@hmtreasury.gov.uk)