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### **Richmond voted happiest place to live in the capital**

- Londoners have voted the borough of Richmond as the happiest place to live, with residents saying they're never stuck for things to do and rating the amenities as top notch
- The borough comes in the top 20 of 130 places around Great Britain, with Kingston coming close second and Bromley taking third place
- The boroughs that need a bit of cheering up are Barking & Dagenham at the bottom, and Hounslow which takes the second last spot
- Rightmove's annual Happy at Home Index asks residents to rate their local area on 12 factors which are combined to create the happiness factor of 130 places across the country

Maybe it's the long walks by the river or perhaps it's the variety of transport links into the centre that have helped the borough of Richmond take the top spot in the Rightmove Happy at Home Index this year.

The annual survey asked over 2,700 Londoners to rank a number of factors both in their home and in their local community, with Richmond residents ranking the place high for feeling safe, liking the local area where they live, never being stuck for things to do and having first-class amenities.

Second placed Kingston scored highly for residents saying they were satisfied with the local upkeep of the area.

The four happiest boroughs are all in South London, while the bottom four are north of the river, keeping the friendly rivalry between north and south Londoners well intact.

People can find out how happy residents in their borough say they are by using the Happy at Home microsite available at: [www.rightmove.co.uk/viz/happy-at-home](http://www.rightmove.co.uk/viz/happy-at-home)

### ***What's up in Barking?***

As well as taking the bottom spot in London, Barking & Dagenham also came last in the whole of Great Britain, with its own residents scoring it lowest for safety, the upkeep of the area, amenities and neighbourliness. Despite people saying they're unhappy there, asking prices in the borough have been racing ahead of other areas, up 13.5% on last year, and the average asking price is more in line with the national than the London one at £257,180.

### **The full rankings:**

Rank	Borough
1	Richmond upon Thames
2	Kingston upon Thames
3	Bromley
4	Sutton
5	Havering
6	Kensington and Chelsea
7	Westminster
8	Bexley
9	Wandsworth
10	Southwark
11	Hammersmith and Fulham
12	Camden
13	Barnet
14	Waltham Forest
15	Enfield
16	City of London
17	Redbridge
18	Croydon
19	Islington
20	Hackney
21	Lambeth
22	Ealing
23	Merton
24	Lewisham

25	Haringey
26	Hillingdon
27	Greenwich
28	Tower Hamlets
29	Newham
30	Harrow
31	Brent
32	Hounslow
33	Barking and Dagenham

Rightmove’s Housing Expert Miles Shippside comments: *“London often gets a bad rap and scores quite low in our Happy at Home Index, so this year we’ve taken a closer look at all of the boroughs to see where the happier spots are hiding. How people define happiness obviously varies which is why we’ve come up with a number of factors both inside the home and in the community, to reveal the most contented places. It’s often the case that Londoners have to compromise on location when they’re first trying to get on the property ladder so perhaps that’s why they’re not as content as others round the country.”*

Paul Price, Director of Hamptons International in Richmond, comments: *“Having so many, good quality amenities within walking distance is what people enjoy most about living in Richmond. A walk in Richmond Park makes you feel like you’re in the countryside and yet it’s less than half an hour by train to Central London. There are great restaurants and bars and kids are well catered for with superb primary schools, playing fields and swimming at ‘pools in the park’. The Bank of England sports club is nearby along with the Royal mid surrey golf course and The Richmond golf club located in Richmond Park. For rugby fans, Twickenham stadium for international games is easily reached on foot. The housing market is very similar to London in that the best located properties command a premium and are in rare supply, but there’s a mixture of properties available from first-time buyer apartments to large detached houses.”*

### **The Index**

The 12 measures which contribute to the overall level of happiness we feel in our home and community cover a broad range of factors and are divided into three categories: your property, your home and your community. Responses for each of the 12 measures are averaged to provide both a category score and an overall score – the ‘Happy at Home Index’.

2,771 Londoners responded to Rightmove’s Happy At Home Index survey.

—ENDS—

For further information please contact Amy Funston on 0207 087 0605 or email amy.funston@rightmove.co.uk.

\* The statements used for each of the 12 factors were as follows:

<b>Décor</b>	I like the way my home is decorated/furnished
<b>Space</b>	I have enough living space to live comfortably
<b>Value</b>	I do not worry about the value of my property
<b>Pride</b>	I feel proud of my home
<b>Costs</b>	The cost of running my home is manageable
<b>Safety</b>	I rarely feel unsafe in the community in which I live
<b>Amenities</b>	The local amenities are satisfactory compared to other areas I know
<b>Recreation</b>	I am never stuck for things to do in my area
<b>Community</b>	I like the local area in which I live
<b>Contentment</b>	The property I live in feels like home
<b>Neighbourliness</b>	Generally, the people who live in my area are friendly and polite
<b>Area upkeep</b>	I am satisfied with the upkeep of my local area