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The Pollution Solution: Channel Islands' Environmental and Wellbeing Proposition Could Help Attract Top City Talent

New global research from HSBC shows that homebuyers are fleeing cities due to growing concerns around pollution and mental health, and Guernsey, Jersey and the Isle of Man could be well positioned to capitalise on that trend and attract top city talent, according to HSBC's Head of Retail Banking in the Channel Islands and Isle of Man.

The latest 'Beyond the Bricks' survey undertaken by the Bank shows an overall net movement of people out of cities of 4% globally and 6% in the UK.

More than one in ten (13%) Brits moving out of cities made the move to escape the impact of pollution on their wellbeing, more than those who moved to retire (7%) or pursue more career opportunities (10%).

Mental health is another major trend driving movement, with 15% of Brits saying the potential for improved mental health elsewhere influenced their decision to 'escape to the country', with more than one in five (22%) moving for a more active lifestyle and 28% moving for a safer environment for their families.

Another important factor allowing these city switchers to escape pollution and alleviate the day-to-day stress of city life is technology. In fact, the rise of flexible working and the increasing ability to work from home has now encouraged more than one in ten Brits (13%) to move away from cities, whilst 16% said they moved for a better sense of community.

The figures follow the findings of the most recent HSBC Expat Explorer Survey late last year, which found that the Channel Islands and Isle of Man benefit from a [better work culture and work-life balance](#) than in many other locations around the world. In particular, that survey found that 77% of expats found their work-life balance to be better in the islands than in their home country whilst 73% agreed that the

environment, including air pollution and water quality, is better than their home country.

John Goddard, Head of Retail Banking for HSBC Channel Islands and Isle of Man, commented:

“A new generation of people are starting to value their health more than the location of their home. People who are turning their backs on cities are doing so due to pollution and stress, as health and wellbeing rise up their list of priorities.

“Moving house has become the ‘pollution solution’ and the Channel Islands and Isle of Man are well placed to capitalise on this trend if they want to attract top talent from major urban hubs as part of their sustainable population and growth strategies. The islands benefit from fantastic countryside and offer an enviable work-life balance, short commute times and family-friendly facilities, and all that should resonate with those looking to move away from urban environments.”

Media enquiries to:

Adam Riddell +44 (0)1534 618613 adam@crystalpr.co.uk

Notes to editors:

About the research

The research was carried out by Toluna on behalf of HSBC through an online survey. The total sample size was 11,932 adults aged 21+ across the globe. Fieldwork was undertaken between November 11th to December 5th 2018. The figures have been weighted and are representative of all adults in 10 markets: Australia, UK, Canada, USA, Mexico, France, United Arab Emirates, Singapore, Malaysia and Taiwan.

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