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Howay the baguette: Morrisons to slice £1bn of prices

Morrisons has projected a giant baguette on to the wings of the Angel of the North to promote its latest round of discounts in

the price war against rival supermarkets. The Yorkshire firm slashed prices on 1,200 products last week on both big

brands and own-label goods. Last month, Morrisons said that it would spend £1bn on cutting prices in the next three years.

House price confidence ‘inflating bubble’

72pc believe prices will keep rising for the next two years, survey finds, as thousands of first-time buyers turn to parents to fund a mortgage

By Szu Ping Chan

BRITONS have taken a one-way bet on house prices that could be creating bubbles in some parts of the country, research suggests.

would rise, compared with just 62pc of people in the North.

Rapidly increasing house prices have also made it harder for first-time buyers to get on the housing ladder. More than four-fifths of the 1,000 people surveyed

with financial assistance to get on the housing ladder.

“Our Index reveals a growing expectation from both children and parents themselves that they will be required to help ‘fill the gap’ when it comes to their

to the bank, 63pc of those between 20 and 45 years old who bought a home in the last four years received help from their parents.

“For many buyers, parental support is now the fundamental first step onto the

the housing market at its next Financial Policy Committee meeting in June.

Sir Jon Cunliffe, the Bank’s deputy governor for financial stability, said last week that it would be “dangerous to ignore the momentum that has built up

before the general election next year. House prices in central London grew by 7.5pc in April compared with a year ago, according to Knight Frank – unchanged from March. On a monthly basis, prices rose 0.8pc, representing the 49th con-