

August
2024

HomeLet rental index report

The HomeLet Rental Index represents the largest, most insightful, and up-to-date view on the UK's private rented sector. With data qualified through high-quality tenant referencing, conducted on behalf of over 4,500 UK letting agents, the trends reported within the Index are based on brand new tenancies and agreed rents, giving the most relevant insight into changes in the Private Rented Sector.

In conjunction with Dataloft, a PriceHubble company

HomeLetTM
THE RENTAL INDEX

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Average rents and change in rents



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**Average
rent**
(UK)

£1,325

Average monthly rents rose to £1,325 in August. Although reaching a new high, the rate of growth is slowing.



**Average
rent**
(UK excl. London)

£1,126

Outside of London, average rents grew by 1.2% in the month to £1,126, 7.1% higher than a year ago.



**Change
monthly**

+1.3%

A 1.3% increase in the month is fairly typical of seasonal movements at this time of year.



**Change
annual**

+5.1%

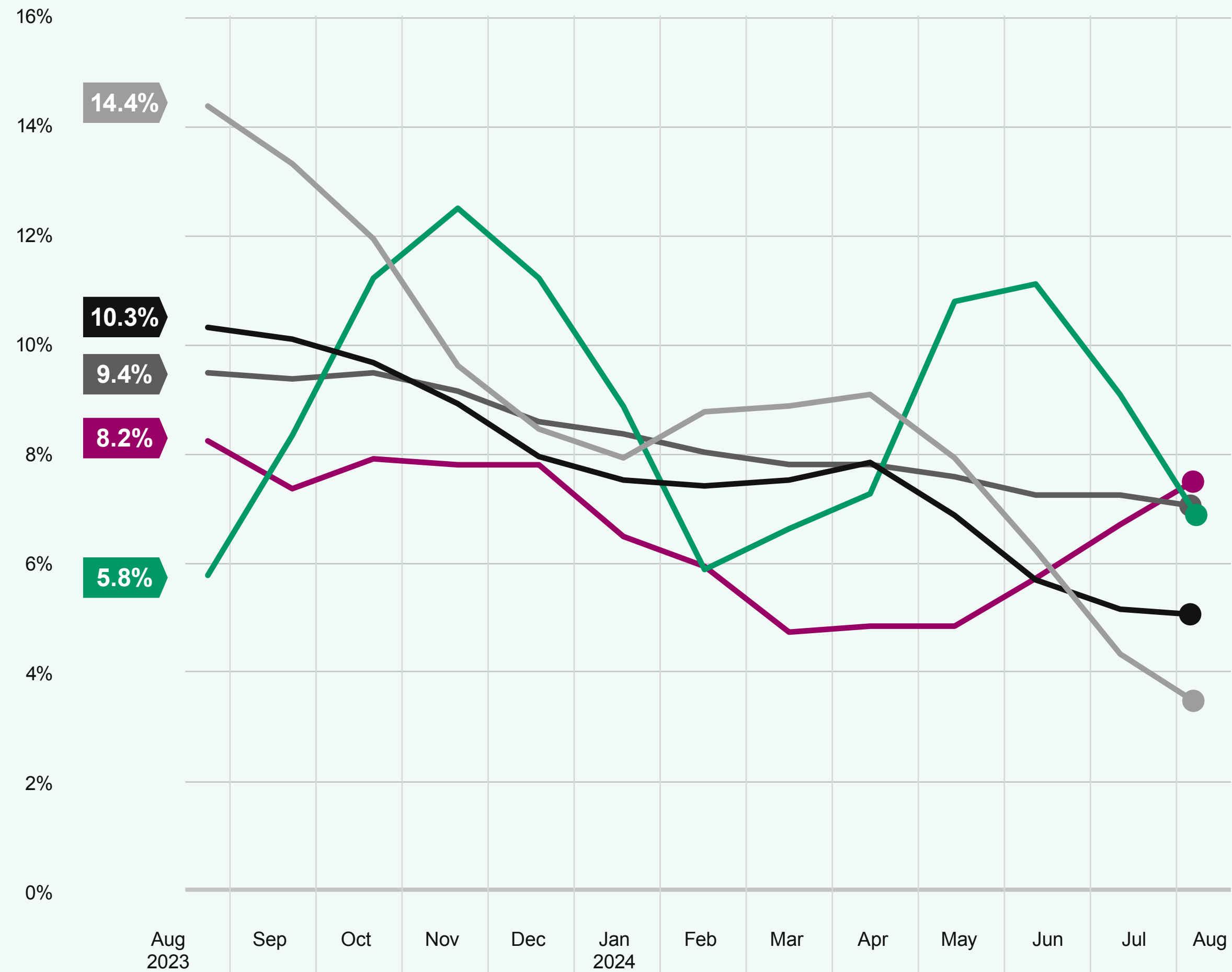
While rents are 5.1% higher than a year ago, in August 2023 they were rising at an annual rate of 10.3%.

UK and home nations



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Annual change August 2023 to August 2024



- 7.5% Wales
- 7.1% UK excluding London
- 6.8% Northern Ireland
- 5.1% UK
- 3.4% Scotland

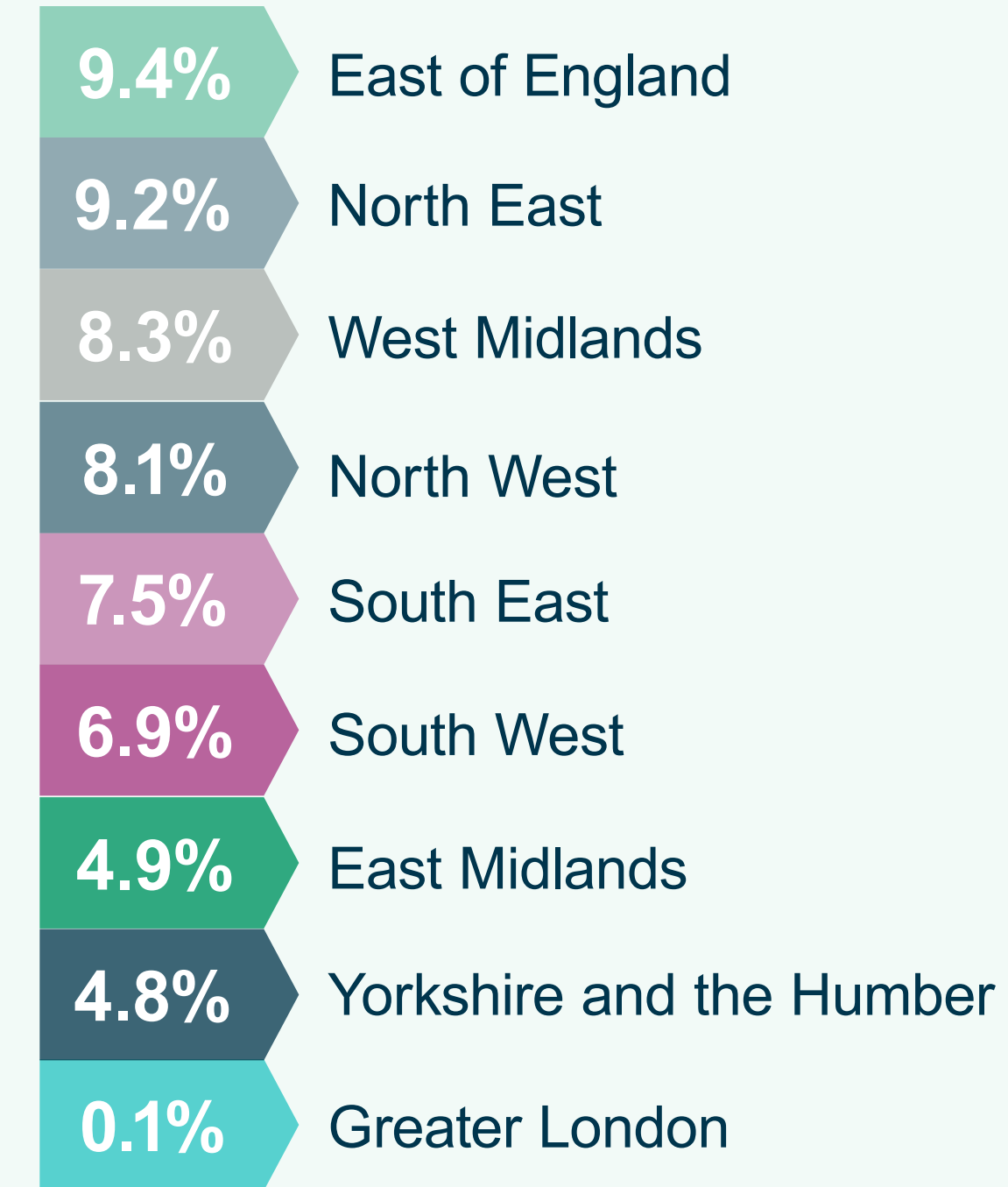
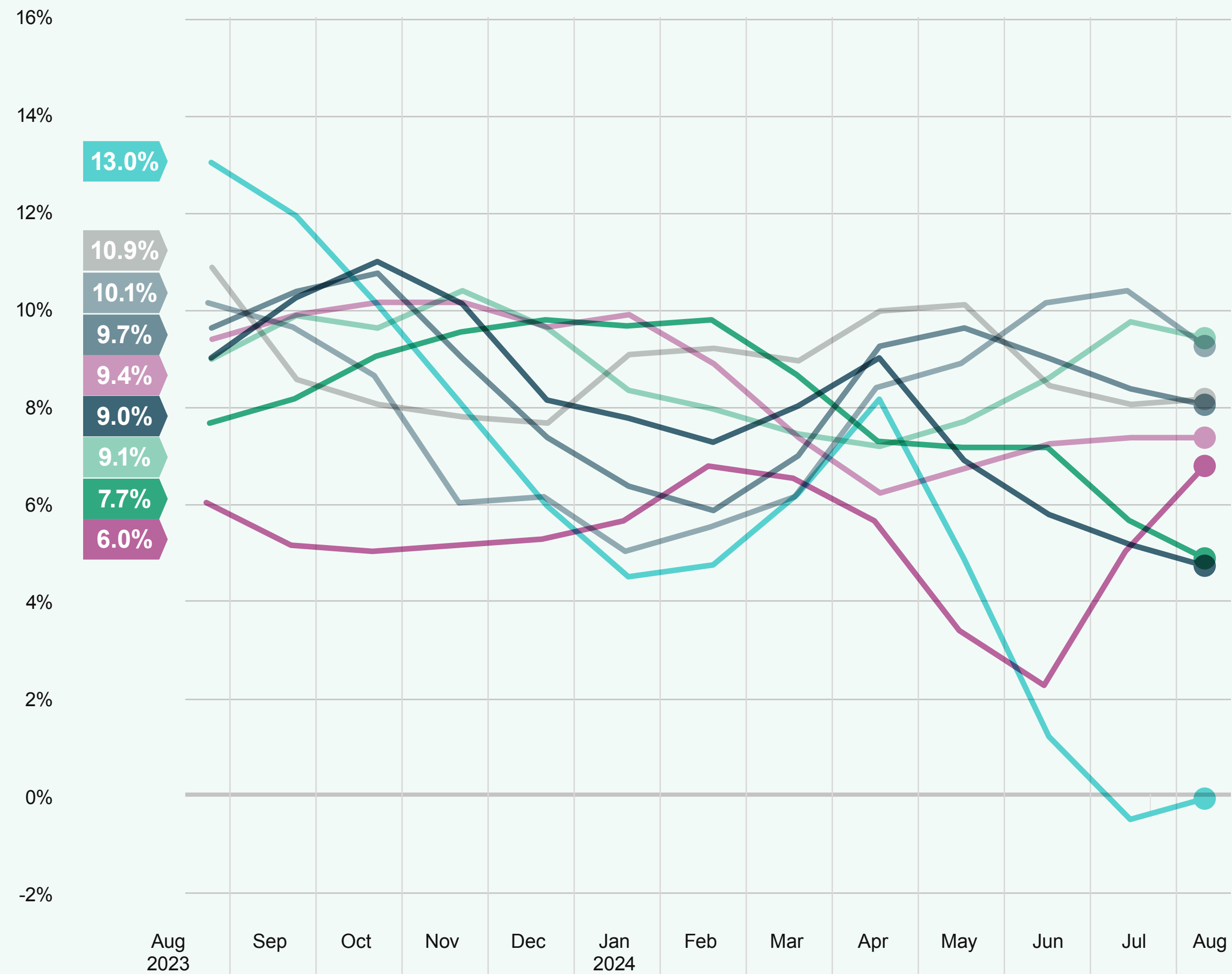
Showing annual change in rents, August 2024 vs August 2023. Average rents are based on agreed rents for tenancies started in each month.

England by region



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Annual change August 2023 to August 2024

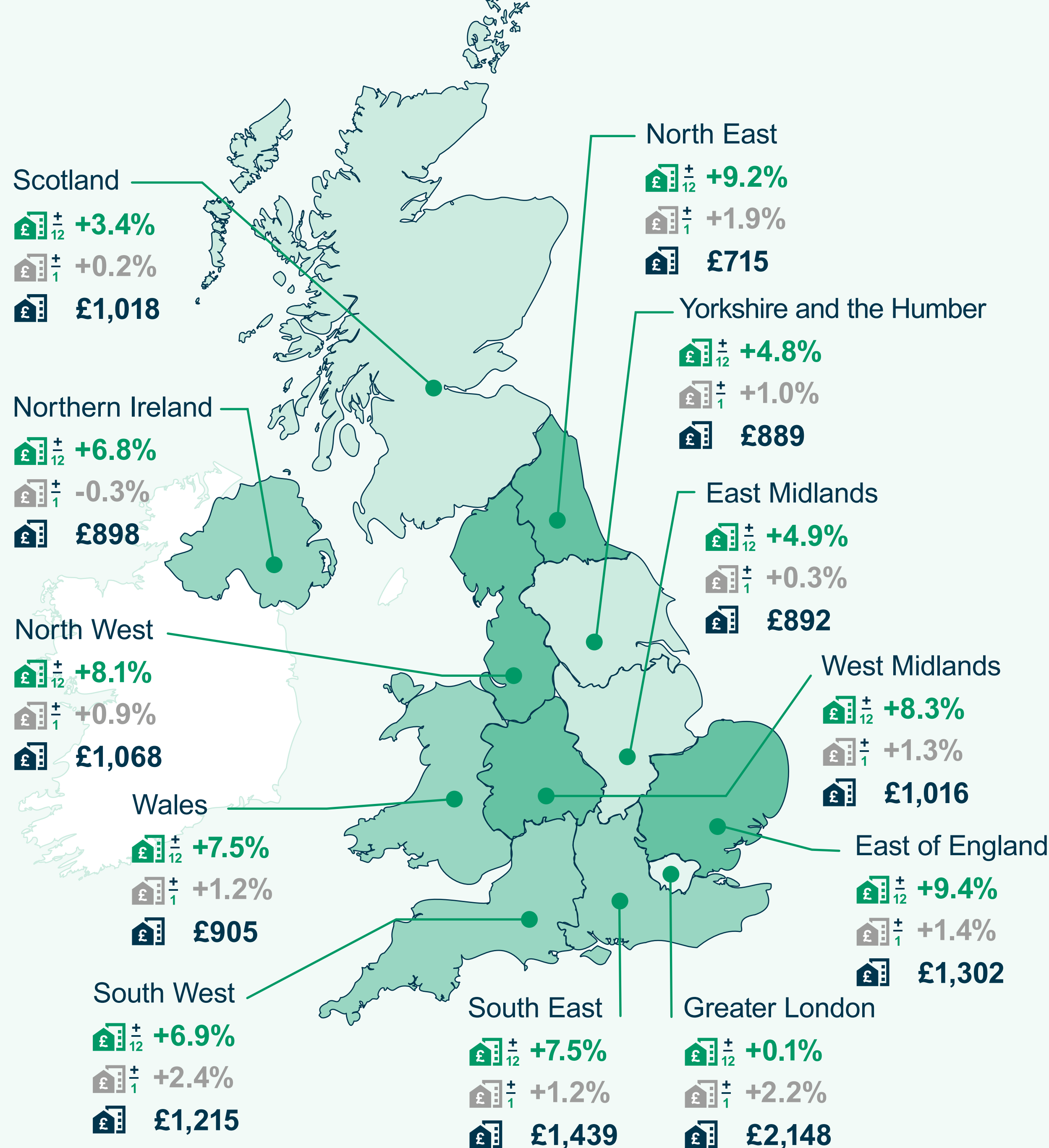


Showing annual change in rents, August 2024 vs August 2023. Average rents are based on agreed rents for tenancies started in each month.

Regional snapshot

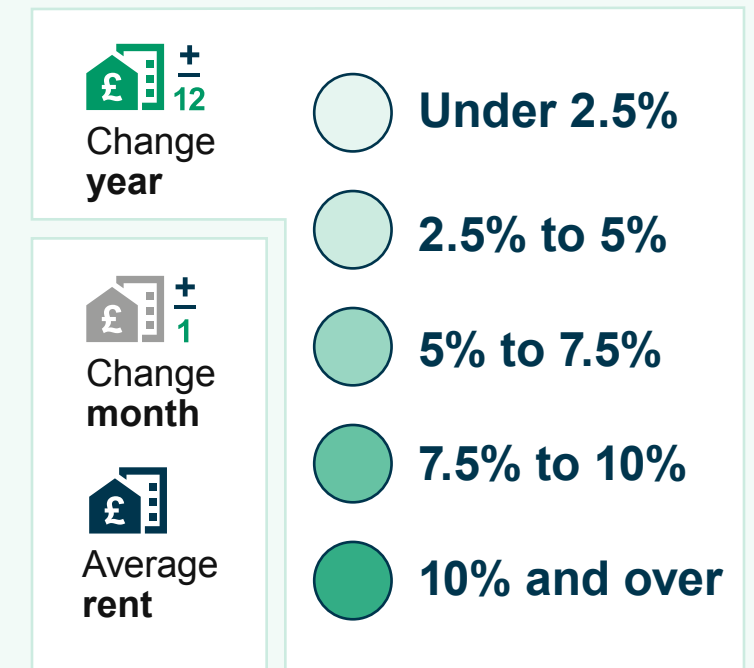


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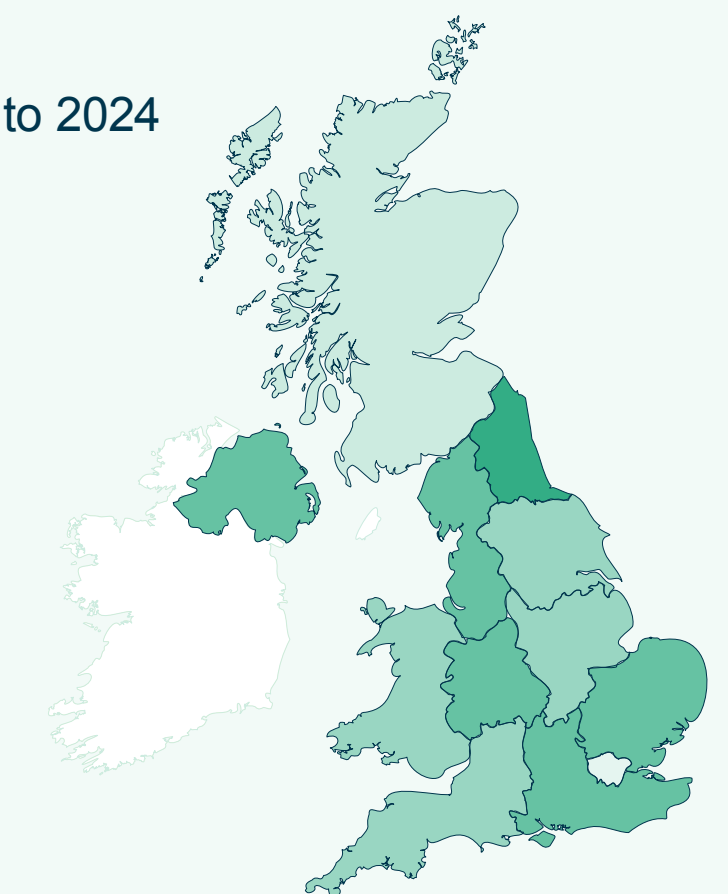


Annual change

August 2023 to August 2024



July 2023 to 2024



Next Regional discount / premium

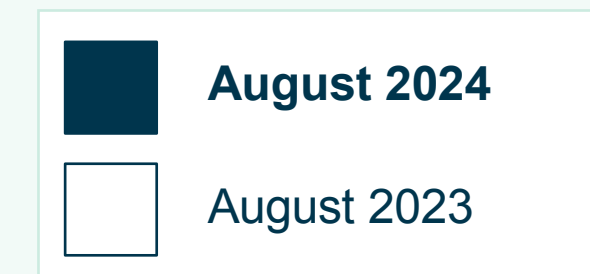
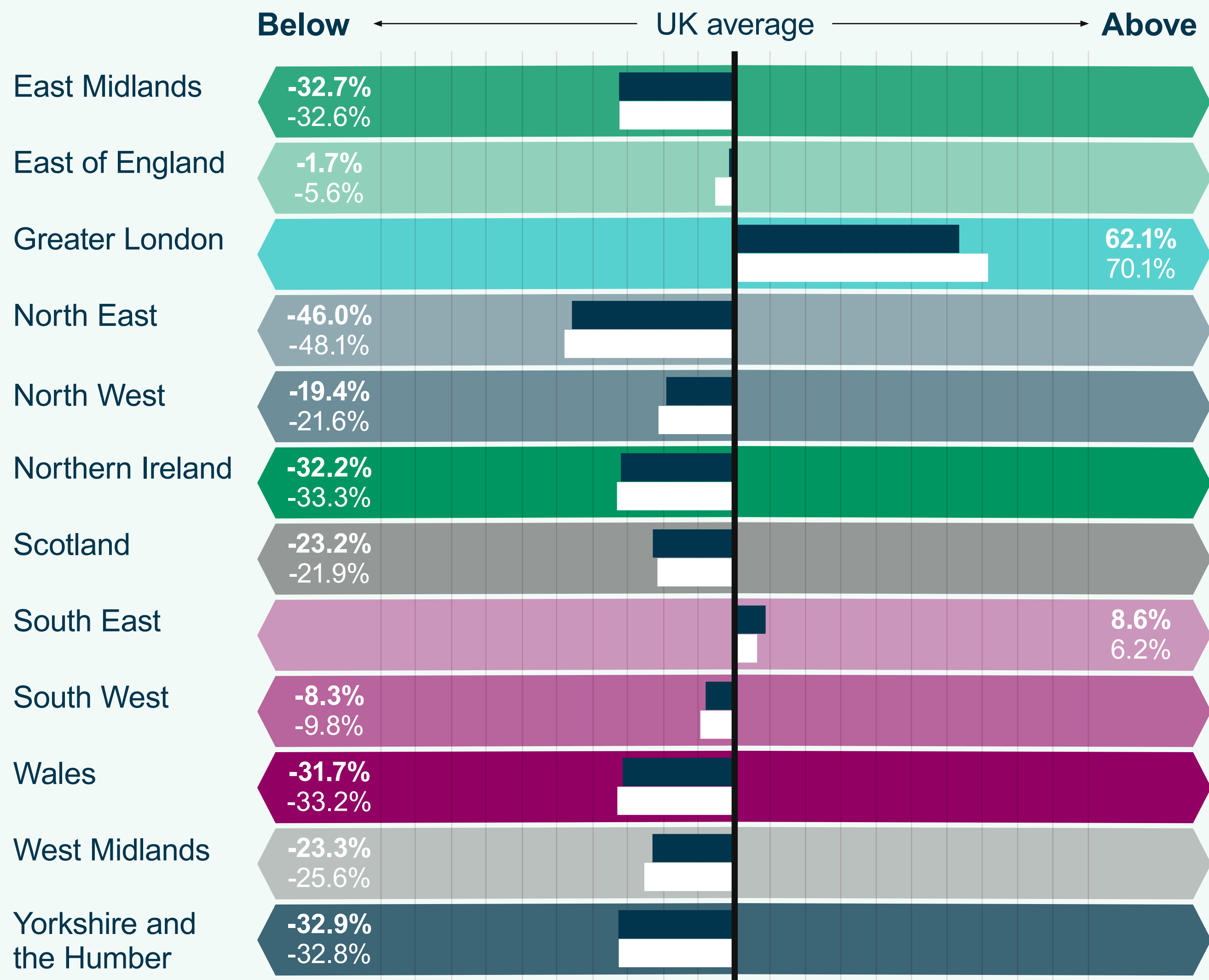


Regional discount / premium to UK average



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Comparison with UK average August 2023 to August 2024



Showing how regional rents compared to the UK average in August 2024 and a year earlier, i.e., average rents in the East Midlands in August 2024 were 32.7% below the national average. However, in August 2023 they were 32.6% below the national average.

London focus



Average rent

£2,148

Following three months of small falls, average rents in London rose by 2.2% in August.



Change annual

+0.1%

Despite the summer rise, rental growth on an annual basis has slowed over the course of 2024 with rents now at a similar level to where they were a year ago.



Strongest performer

+12.2%

Bromley

While rents in Bromley are still rising strongly, rents in 6 out of 21 London areas are now lower than they were a year ago.



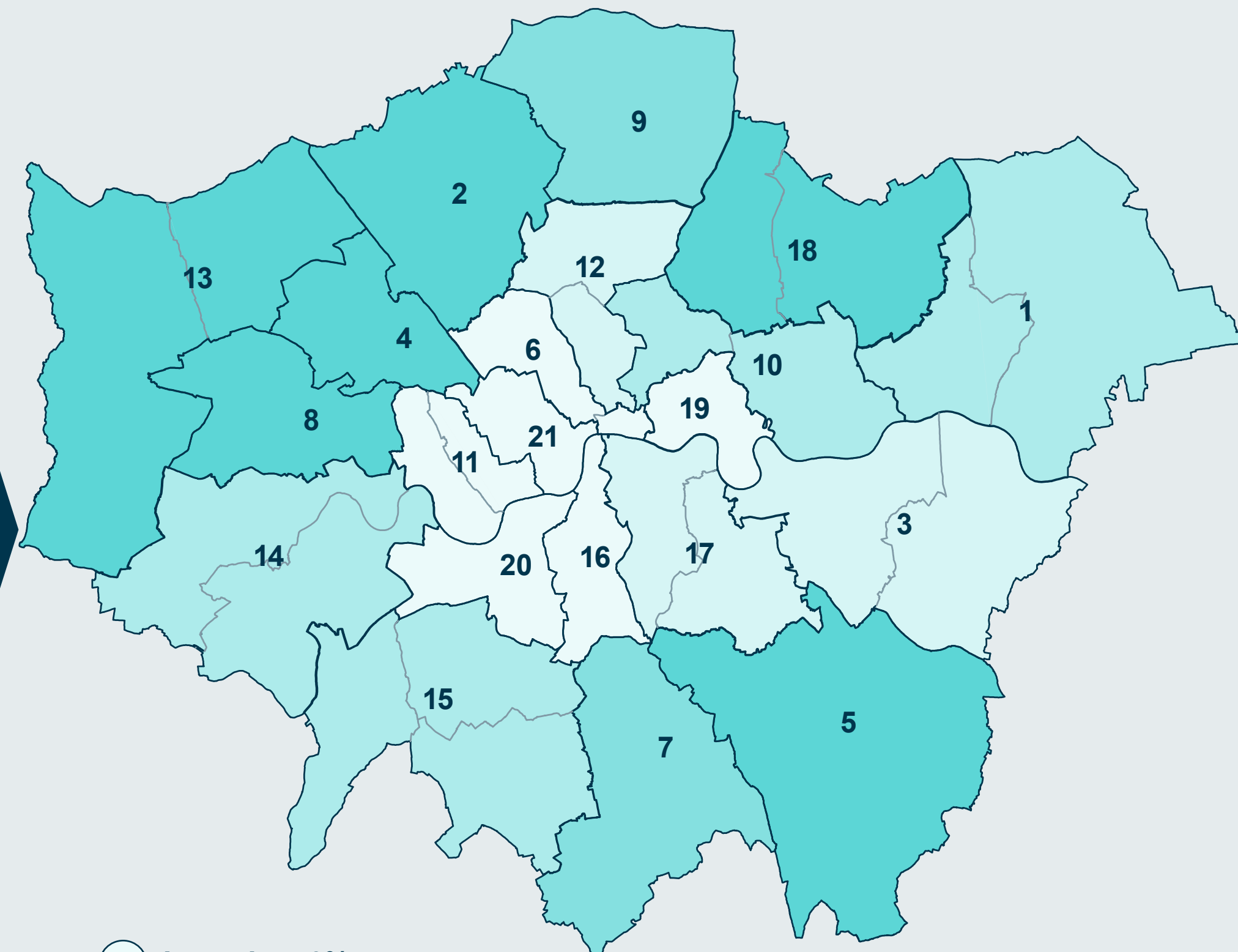
Annual change August 2023 to August 2024



Annual change



Average rent



- Less than 0%
- 0% to 2%
- 2% to 4%
- 4% to 6%
- 6% and over

Aggregations of London Boroughs are based on the NUTS2 statistical classification model.

		Annual change	Average rent
1	Barking, Dagenham and Havering	3.5%	£1,759
2	Barnet	8.3%	£2,256
3	Bexley and Greenwich	0.8%	£1,737
4	Brent	9.9%	£2,258
5	Bromley	12.2%	£2,043
6	Camden, City of London	-4.1%	£2,488
7	Croydon	4.8%	£1,553
8	Ealing	7.5%	£2,220
9	Enfield	5.6%	£1,917
10	Hackney and Newham	3.1%	£2,009
11	Hammersmith, Fulham, Kensington and Chelsea	-8.1%	£2,515
12	Haringey and Islington	0.5%	£2,156
13	Harrow and Hillingdon	7.2%	£1,873
14	Hounslow and Richmond	3.4%	£2,033
15	Merton, Kingston upon Thames and Sutton	4.0%	£1,956
16	Lambeth	-1.3%	£2,724
17	Lewisham and Southwark	1.4%	£2,177
18	Redbridge and Waltham Forest	10.7%	£1,748
19	Tower Hamlets	-4.6%	£2,236
20	Wandsworth	-8.5%	£2,233
21	Westminster	-3.5%	£3,281

By borough



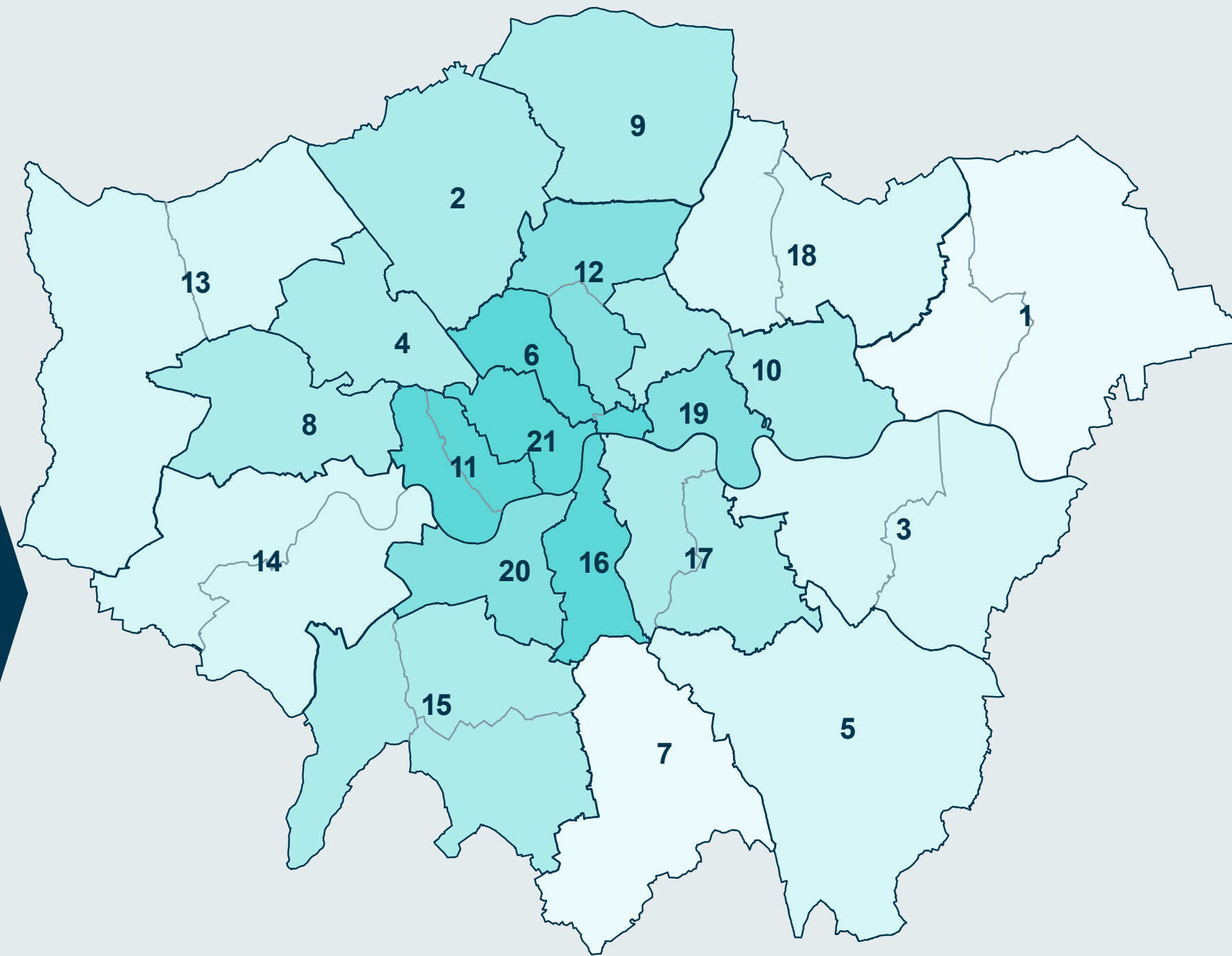
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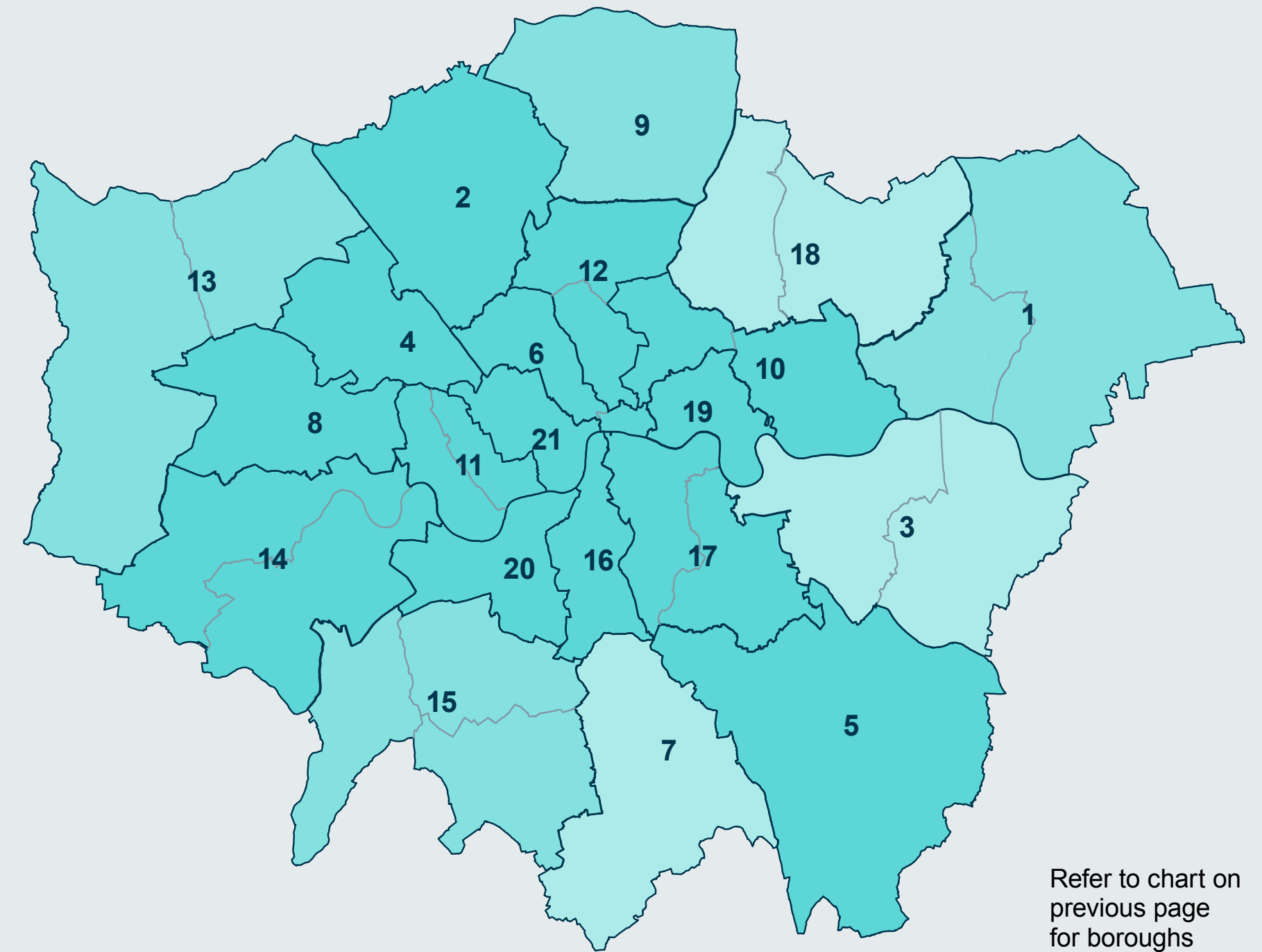
Next Five-year snapshot »



Average rent August 2019



Average rent August 2024



Refer to chart on previous page for boroughs

Five-year snapshot



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- Less than £1,250
- £1,250 to £1,500
- £1,500 to £1,750
- £1,750 to £2,000
- Over £2,000


5 YR Greatest change over five years
 +46.7%
Ealing

Strongest and weakest performers



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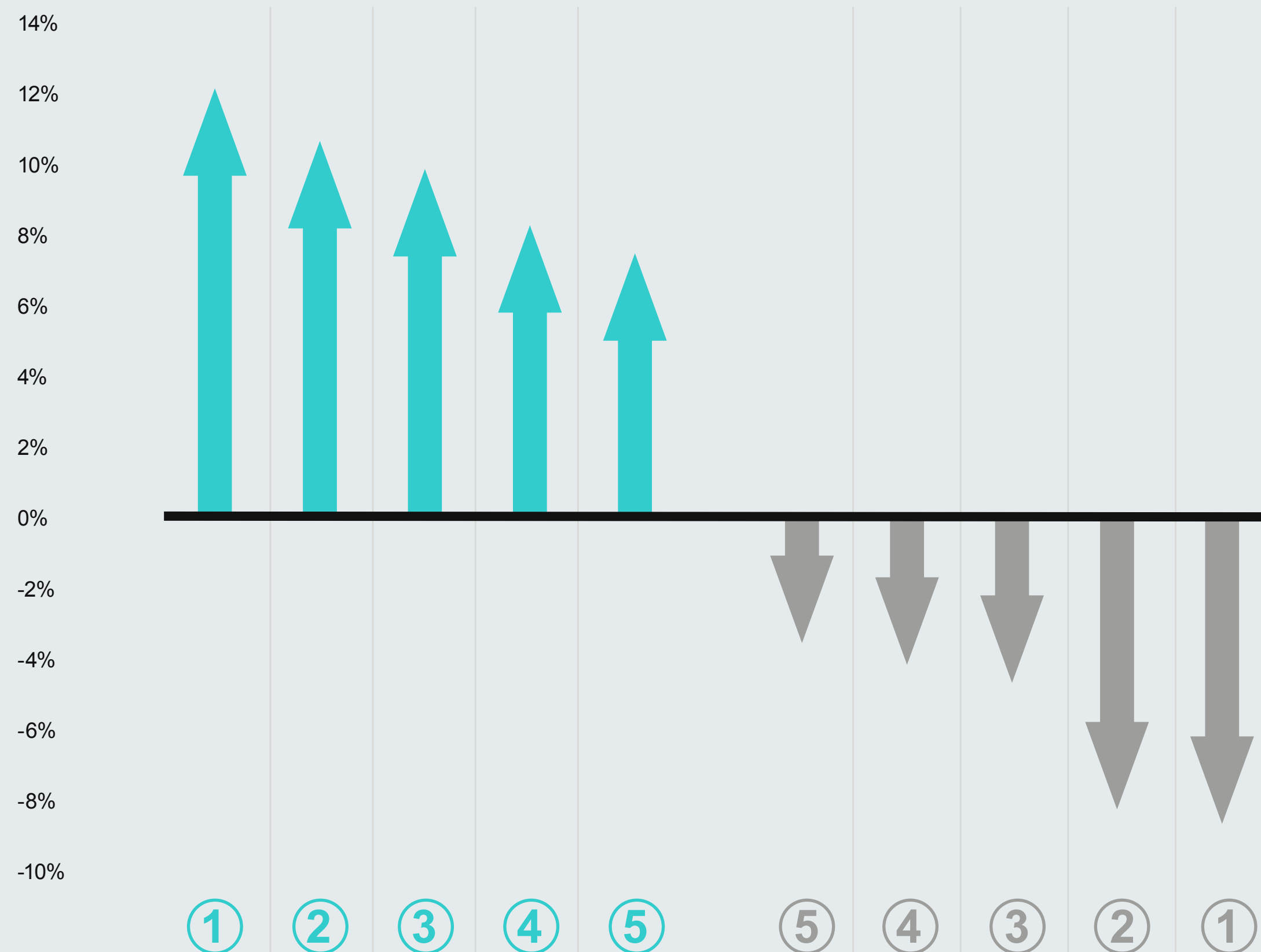
Next Affordability »



Strongest August 2024



Weakest August 2024



Based on annual change to August 2024

- 1 +12.2% Bromley
- 2 +10.7% Redbridge and Waltham Forest
- 3 +9.9% Brent
- 4 +8.3% Barnet
- 5 +7.5% Ealing
- 5 -3.5% Westminster
- 4 -4.1% Camden, City of London
- 3 -4.6% Tower Hamlets
- 2 -8.1% Hammersmith, Fulham, Kensington and Chelsea
- 1 -8.5% Wandsworth

Affordability



**% income
spent on rent**

32.6%

The average amount of income that UK renters spent on their rent in August was 32.6%, compared to 32.7% in July.

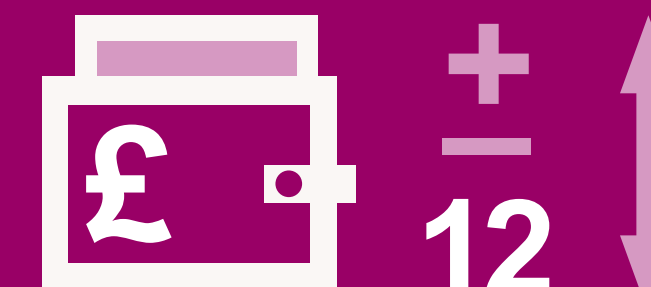


**Change
annual***

-0.3%

Renter affordability has improved from the beginning of the year but renters are still spending more of their income on rent than they did a year ago.

* calculated by subtracting the August 2024 figure from August 2023. A negative figure reflects worsening affordability.



**Greatest
change**

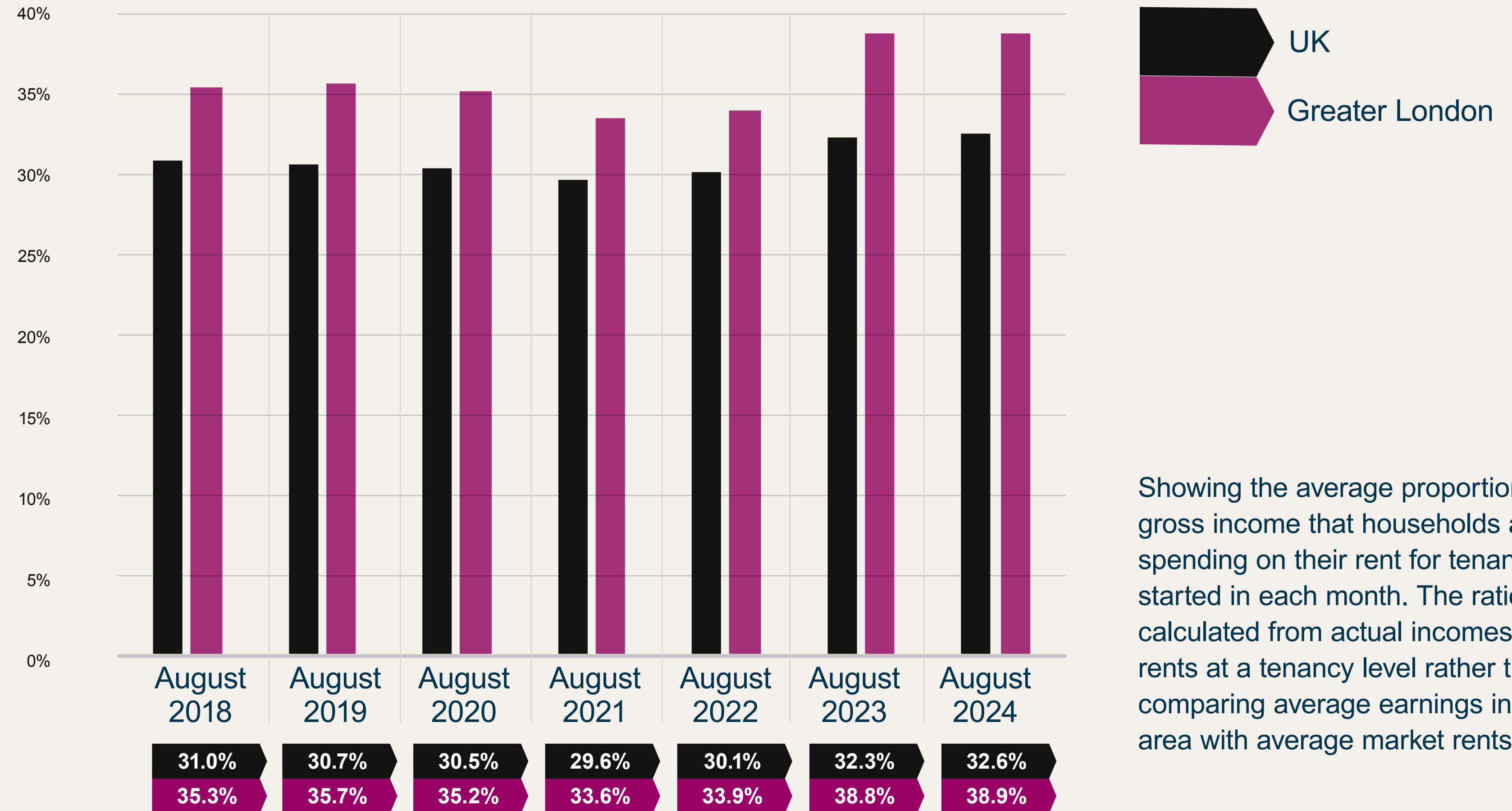
-7.4%

North East

Renters in the South East, East of England and East Midlands are paying a smaller proportion of their income on their rent than in August 2023.



Affordability over time August 2018 to August 2024



Showing the average proportion of gross income that households are spending on their rent for tenancies started in each month. The ratio is calculated from actual incomes and rents at a tenancy level rather than comparing average earnings in an area with average market rents.

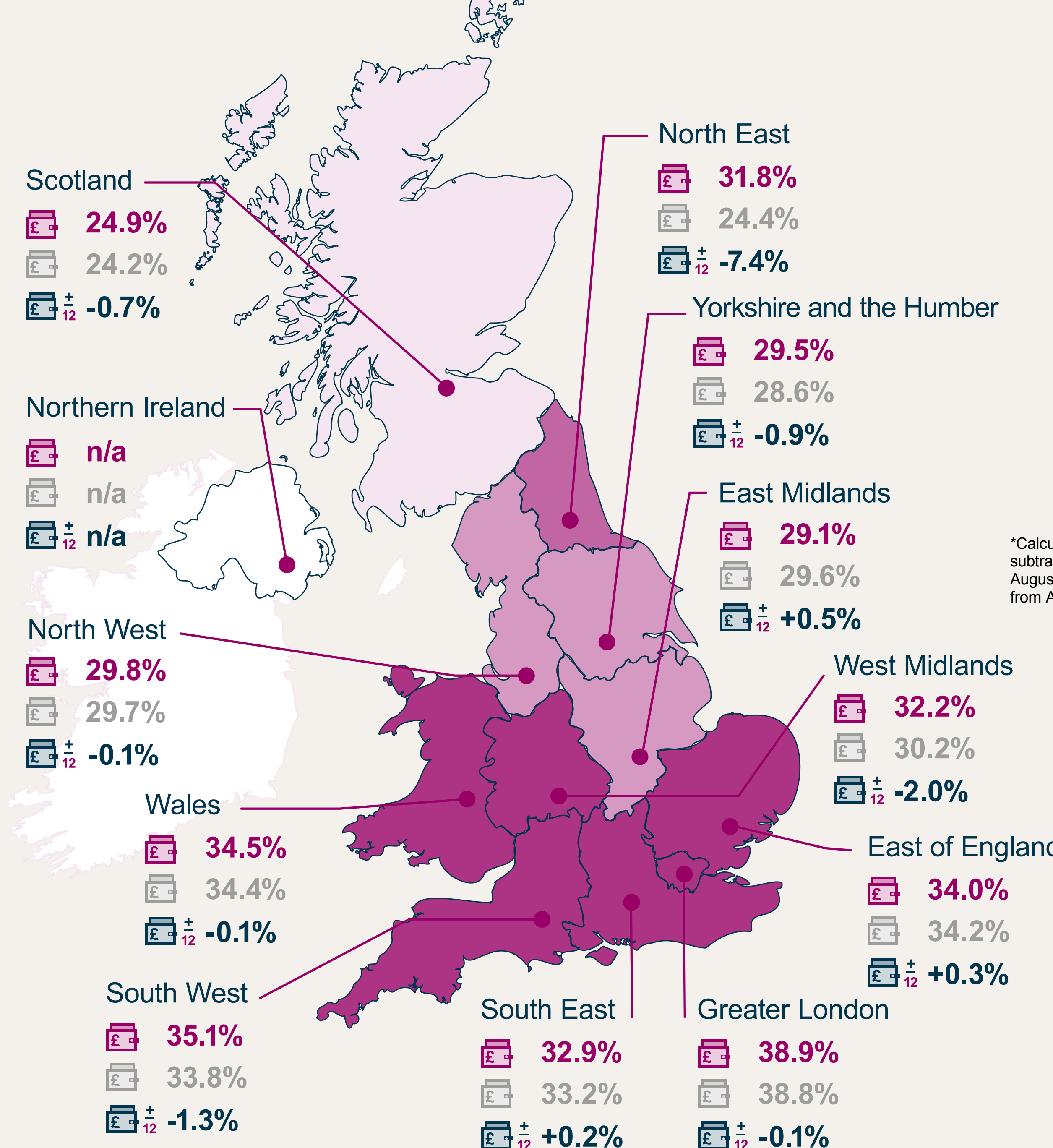
UK and London



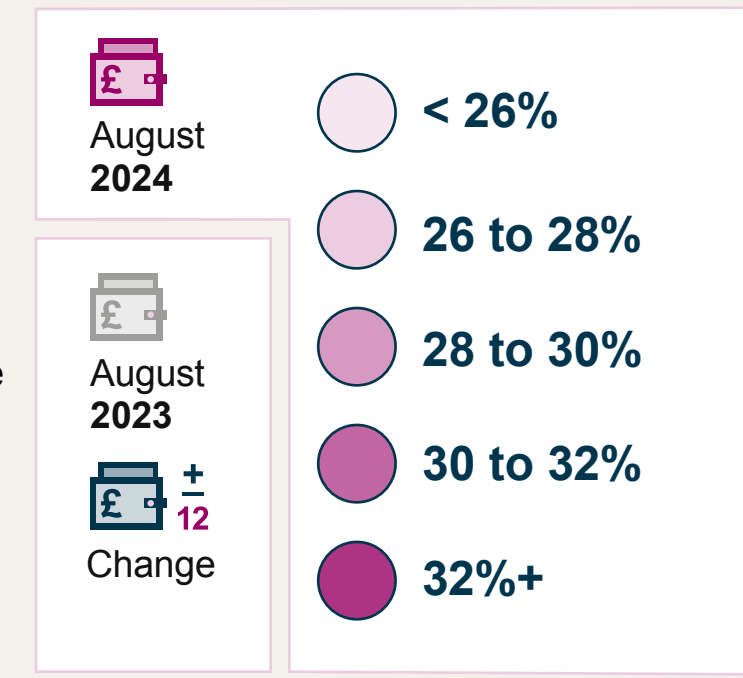
Regional snapshot



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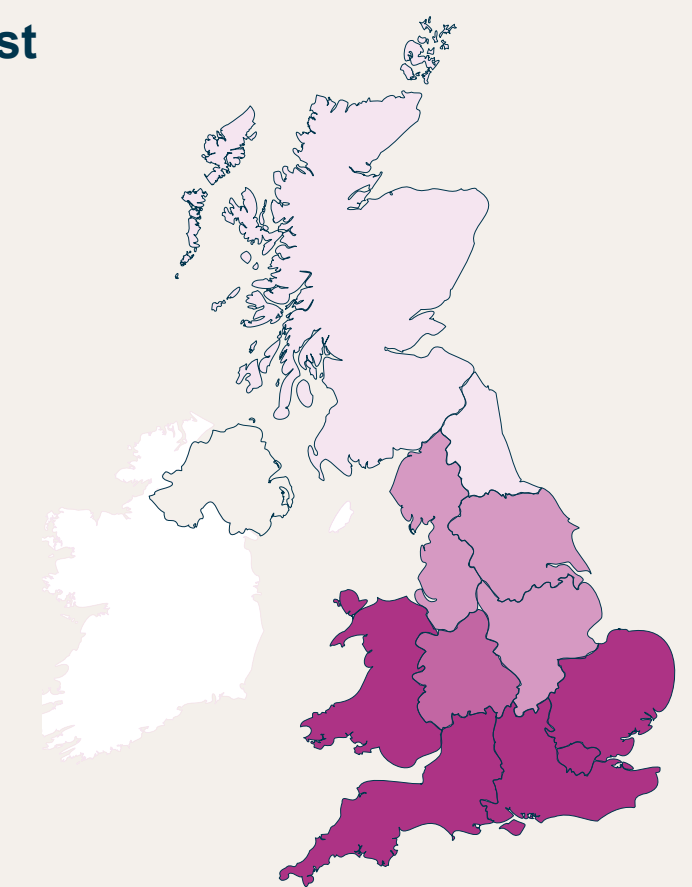


% income spent on rent August 2024



*Calculated by subtracting the August 2023 figure from August 2024.

August 2023



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West Midlands



Median tenant gross income*

£27,997

£30,001



Predominant age group

20–29

20–29

Key
Shows regional average
Shows UK average

Delving deeper into the data we are able to provide tenant demographic and market profiling at a local level. Each month, we provide a snapshot of the profile of tenants across different UK regions based on data for the last 12 months. This month's focus is on the West Midlands.

*Excludes below £10k and over £500k



Average % tenant income spent on rent

32.2%

32.6%



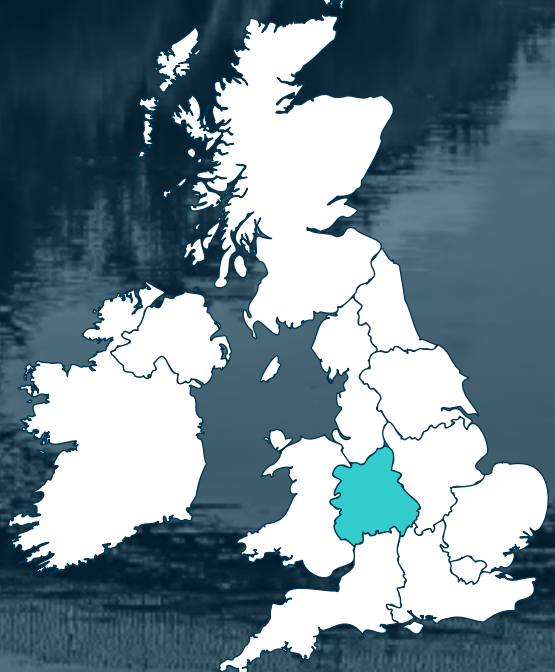
Predominant rental band

£750–£1000

£750–£1000 per month



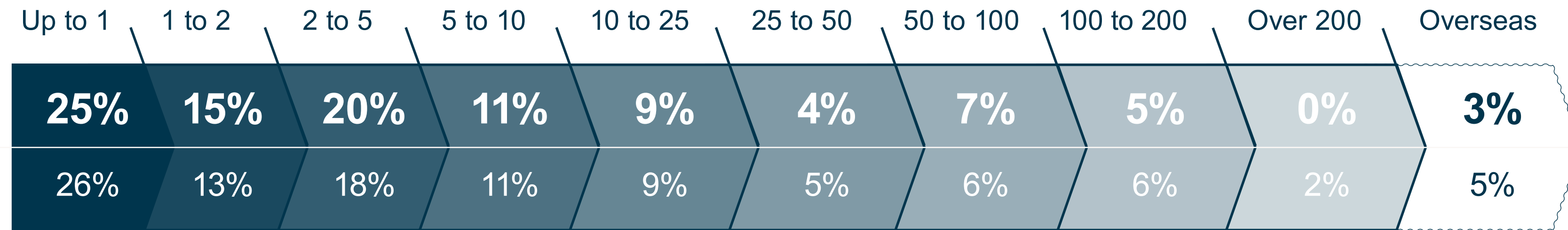
West Midlands



Distance moved last 12 months

Key
 Shows regional average
 Shows UK average

Miles



Profile of properties let Last 12 months

Number of bedrooms

Flats



4% 18% 17% 3%

6% 20% 22% 8%

Houses

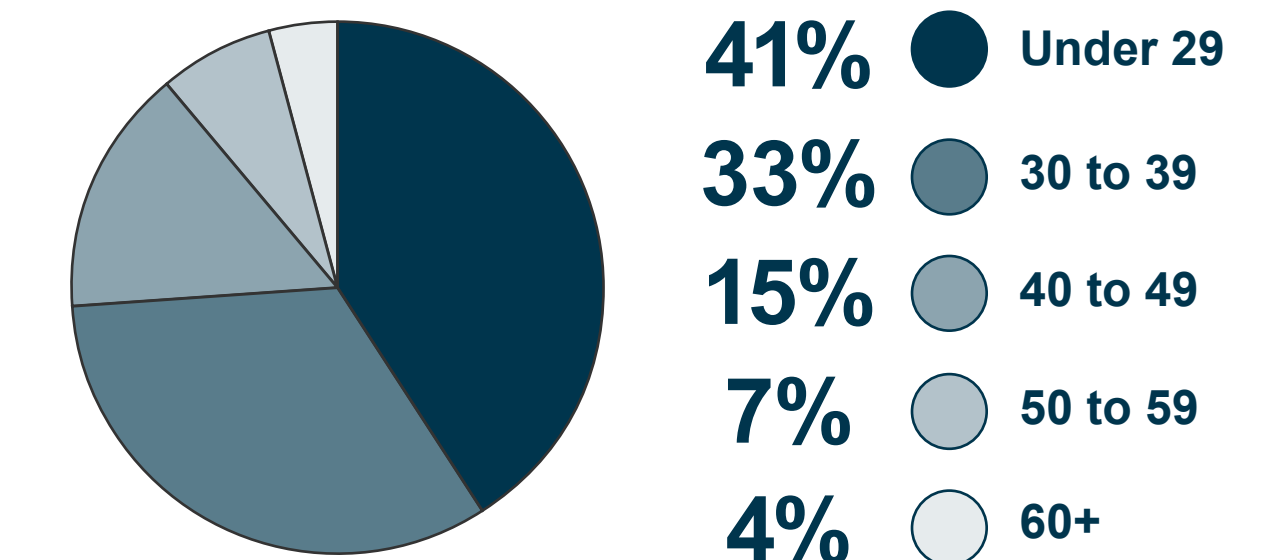


22% 37%

16% 29%

Age breakdown Last 12 months

Tenants age





With over 30 years of experience, we're the UK's leading tenant referencing and specialist protection supplier for the private rented sector. We've got a team of over 300 co-workers dedicated to providing market-leading support to our letting agents, helping them to grow and develop their business.

We always strive to exceed our customers' expectations. Our expertise combined with our innovative approach drives a continual development of our proposition – and the value that we provide for our customers.

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About the HomeLet rental index report

The index and average prices are produced using HomeLet's mix adjusted rental index methodology. This helps to track the representative rental values over time, which factor in changes in the mix of property types and locations of rented properties. Data is gathered from our tenant referencing service, and our rental amounts are based on actual achieved rental prices with accurate tenancy start dates in a reported month, rather than advertised costs. The data used in the HomeLet Rental Index is aggregated to regional, county and city level only. This ensures that all property or individual records remain strictly anonymous.

The HomeLet Rental Index is prepared from information that we consider is collated with careful attention, but we do not make any statement as to its accuracy or completeness. We reserve the right to vary our methodology and to edit or discontinue this report. The HomeLet Rental Index may not be used for commercial purposes; we shall not be liable for any decisions made or action taken in reliance upon the published data.

About Dataloft

Dataloft creates data-driven insight on UK housing markets as part of PriceHubble, the leading provider of residential data, valuations and insights across Europe. Dataloft aggregates data from Barbon and other companies to create Dataloft Rental Market Analytics (DRMA), the largest and most comprehensive single source of achieved rents and renter demographics for the UK. Their team of analysts and data scientists produce the evidence needed by clients for marketing strategies, investment decisions and planning submissions.

[dataloft.co.uk](https://www.dataloft.co.uk)

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