

October 2026

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 PriceHubble

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Average rents and change in rents



Average rent (UK)

£1,375

Average UK rents eased slightly in October, which is typical after the busier summer months.



Change monthly

-0.9%

Despite the monthly fall of 0.9%, average rents remain above their October 2025 level.



Average rent (UK excl. London)

£1,164

Outside London, average monthly rents fell by 1.0% to £1,164, but remain 2.3% higher than in October 2025.



Change annual

+2.2%

Year on year, average rents are higher in every region except the East Midlands.

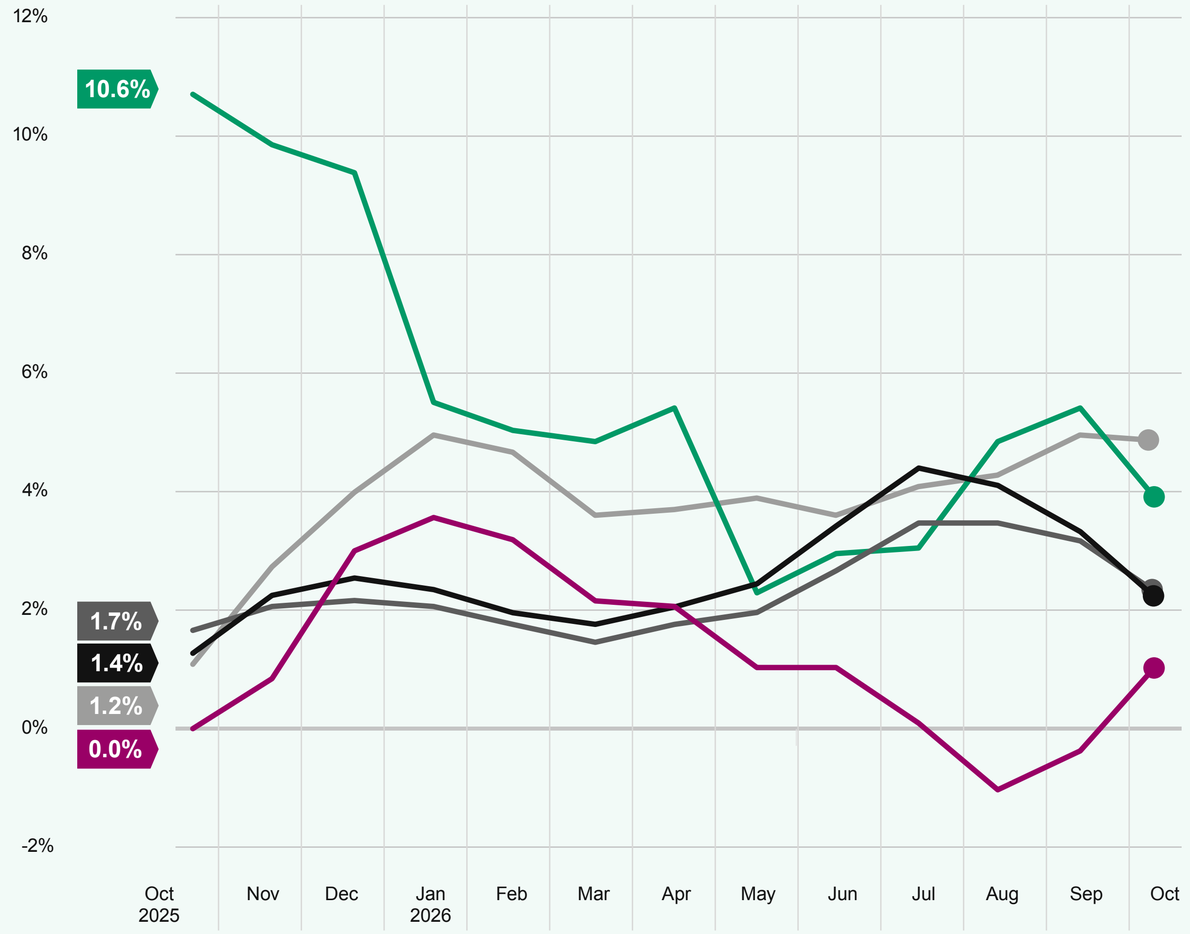
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UK and home nations

Annual change October 2025 to October 2026



4.8%	Scotland
3.9%	Northern Ireland
2.2%	UK
2.3%	UK excluding London
1.1%	Wales

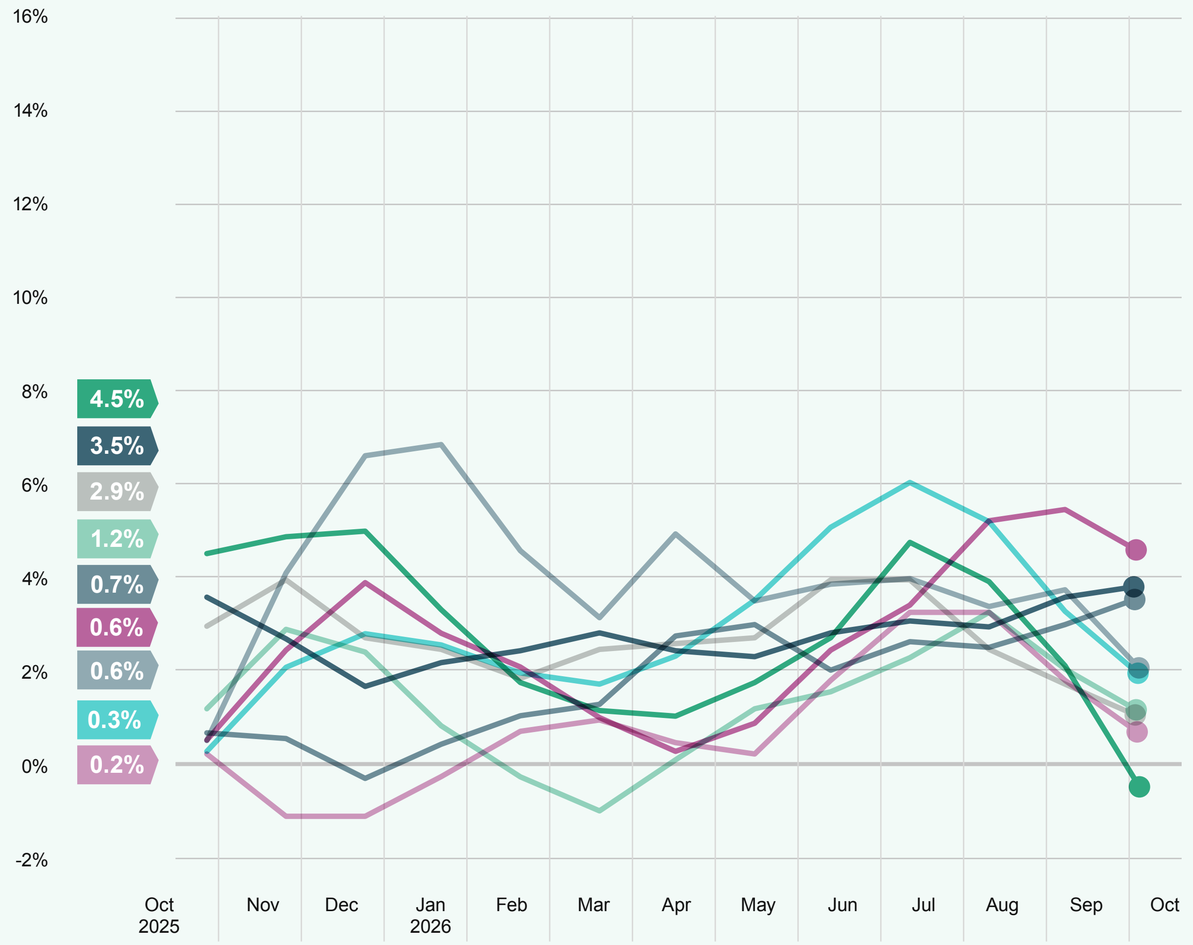
Showing annual change in rents, October 2026 vs October 2025. Average rents are based on agreed rents for tenancies started in each month.

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England by region

Annual change October 2025 to October 2026



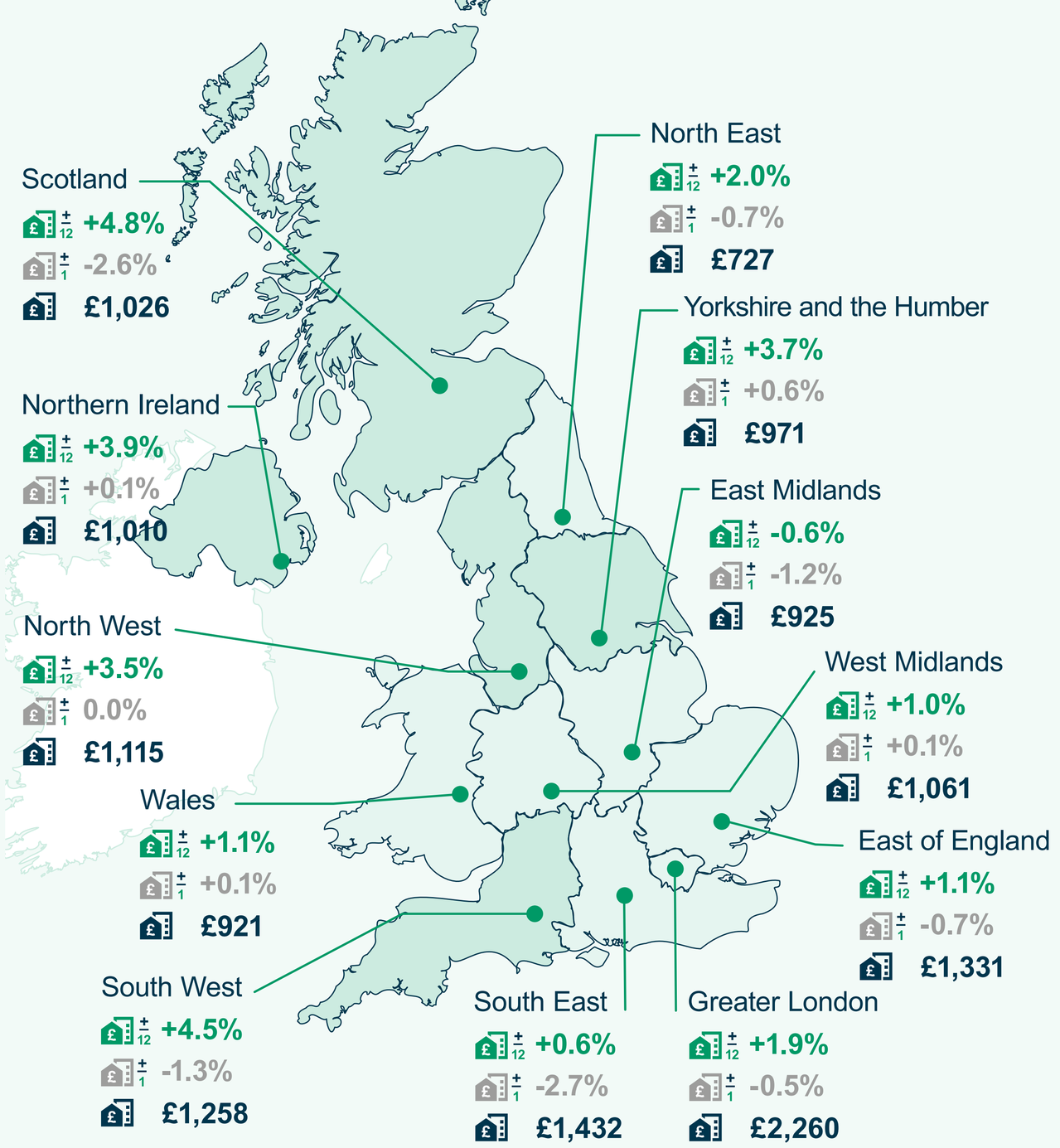
4.5%	South West
3.7%	Yorkshire and the Humber
3.5%	North West
2.0%	North East
1.9%	Greater London
1.1%	East of England
1.0%	West Midlands
0.6%	South East
-0.6%	East Midlands

Showing annual change in rents, October 2026 vs October 2025. Average rents are based on agreed rents for tenancies started in each month.

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Regional snapshot



Annual change

October 2025 to October 2026

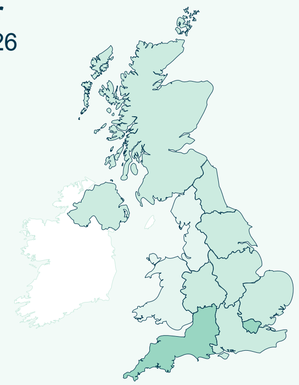
Change **year**

Change **month**

Average **rent**

- Under 2.5%
- 2.5% to 5%
- 5% to 7.5%
- 7.5% to 10%
- 10% and over

September 2025 to 2026



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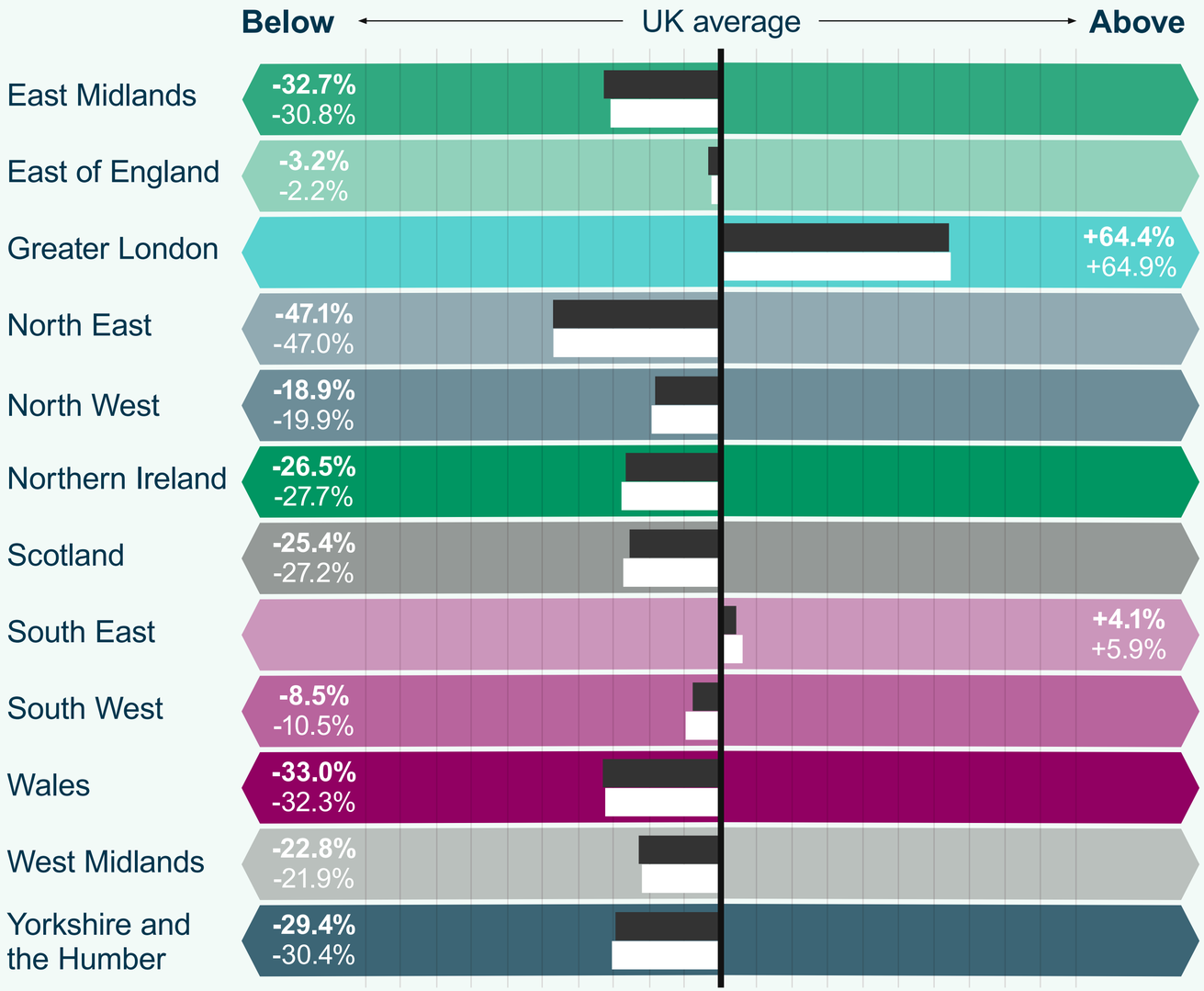
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Next Regional discount / premium »

Regional discount / premium to UK average

Comparison with UK average October 2025 to October 2026



Showing how regional rents compared to the UK average in October 2026 and a year earlier, i.e., average rents in the East Midlands in October 2026 were 32.7% below the national average. However, in October 2025 they were 30.8% below the national average.

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London focus



Average rent

£2,260

After rising by 10% between February and September, average montly rents in London eased slightly in October.



Change annual

+1.9%

This latest fall, together with drops earlier in the year, has slowed annual rental growth in the capital to 1.9%.



Strongest performer

+8.3%

Ealing

Ealing has overtaken Wandsworth this month as the area with the strongest annual rental growth.

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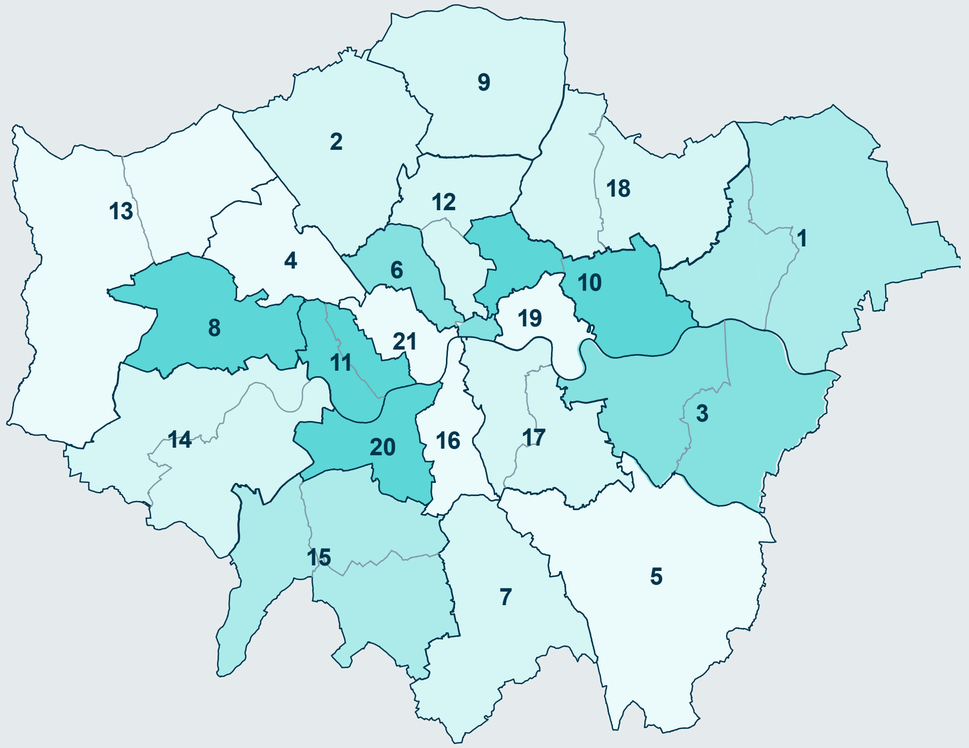
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By borough

Annual change October 2025 to October 2026



- 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	+2.2%	£1,730
2	Barnet	0.0%	£2,197
3	Bexley and Greenwich	+4.5%	£1,800
4	Brent	-6.5%	£2,130
5	Bromley	-0.5%	£2,045
6	Camden, City of London	+5.5%	£2,475
7	Croydon	+0.3%	£1,622
8	Ealing	+8.3%	£2,421
9	Enfield	+1.7%	£1,996
10	Hackney and Newham	+6.4%	£2,363
11	Hammersmith, Fulham, Kensington and Chelsea	+6.1%	£2,752
12	Haringey and Islington	+1.2%	£2,190
13	Harrow and Hillingdon	-3.5%	£1,835
14	Hounslow and Richmond	+0.2%	£2,016
15	Merton, Kingston upon Thames and Sutton	+2.4%	£2,128
16	Lambeth	-0.9%	£2,970
17	Lewisham and Southwark	+1.7%	£2,432
18	Redbridge and Waltham Forest	+0.9%	£1,819
19	Tower Hamlets	-6.0%	£2,096
20	Wandsworth	+8.1%	£2,493
21	Westminster	-2.5%	£3,368

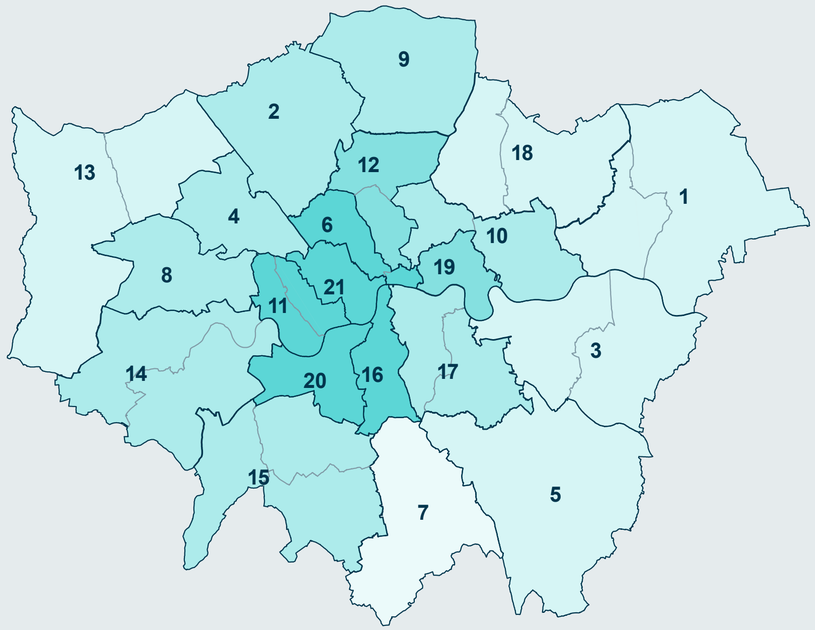
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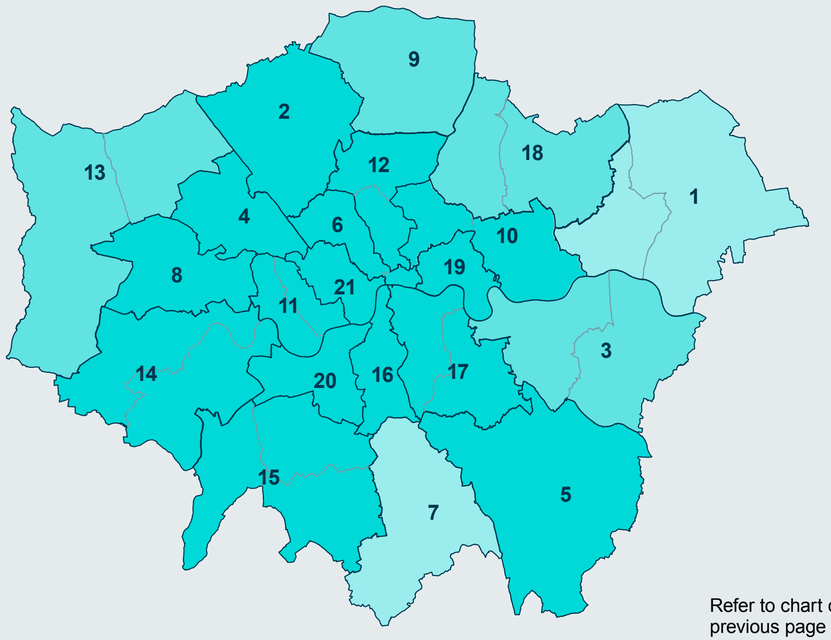
Five-year snapshot

5 YR

Average rent October 2021



Average rent October 2026



Refer to chart on previous page for boroughs

- 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

+49.7% **Hackney and Newham**

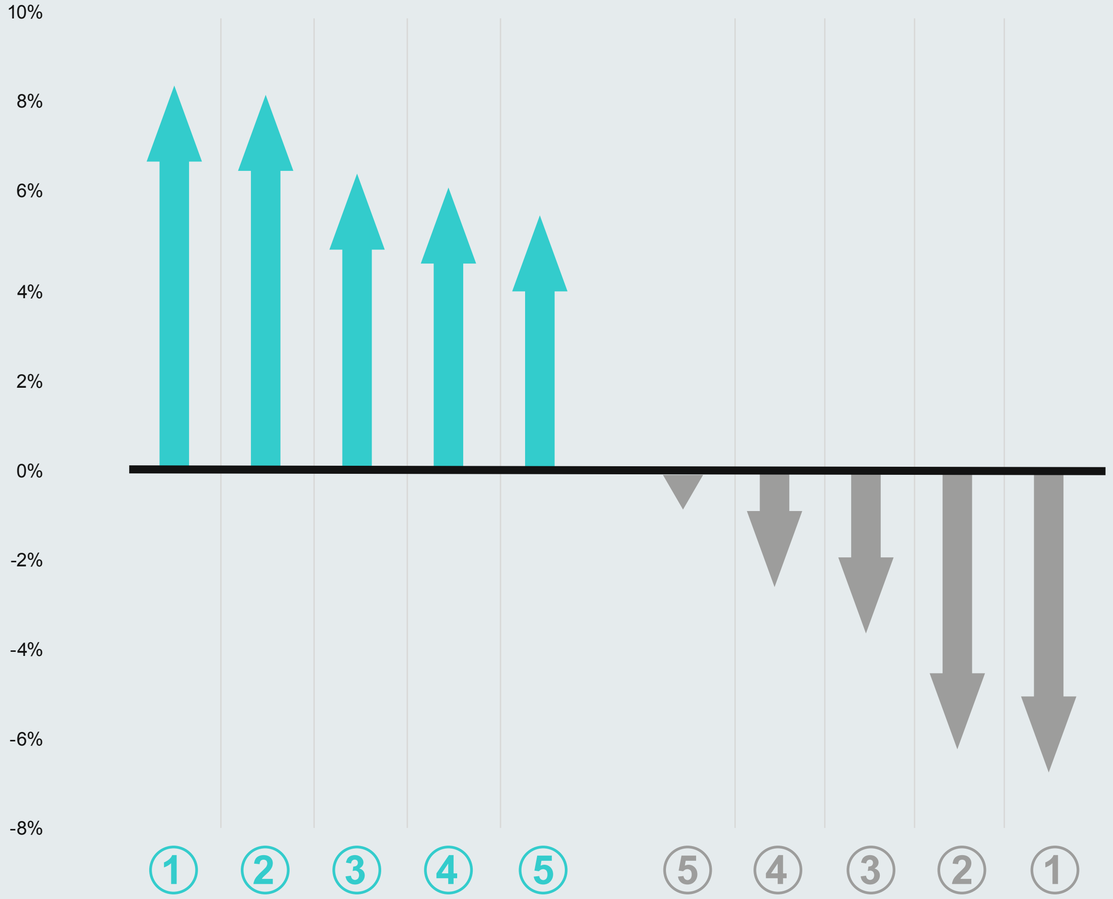
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Strongest and weakest performers

Strongest October 2026

Weakest October 2026



Based on annual change to October 2026

1	+8.3%	Ealing
2	+8.1%	Wandsworth
3	+6.4%	Hackney and Newham
4	+6.1%	Hammersmith, Fulham, Kensington and Chelsea
5	+5.5%	Camden, City of London
5	-0.9%	Lambeth
4	-2.5%	Westminster
3	-3.5%	Harrow and Hillingdon
2	-6.0%	Tower Hamlets
1	-6.5%	Brent

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Affordability



% income spent on rent

32.7%

The share of income UK renters spend on rent rose slightly to 32.7% in October, up from 32.1% in September.



Change annual*

-0.7%

Although affordability has weakened compared with last October, it remains better than the peak of 33.5% recorded in May 2024.



Greatest change

-2.0%

Wales

Year on year, affordability has worsened in every region except the East Midlands.

* calculated by subtracting the October 2026 figure from October 2025. A negative figure reflects worsening affordability.

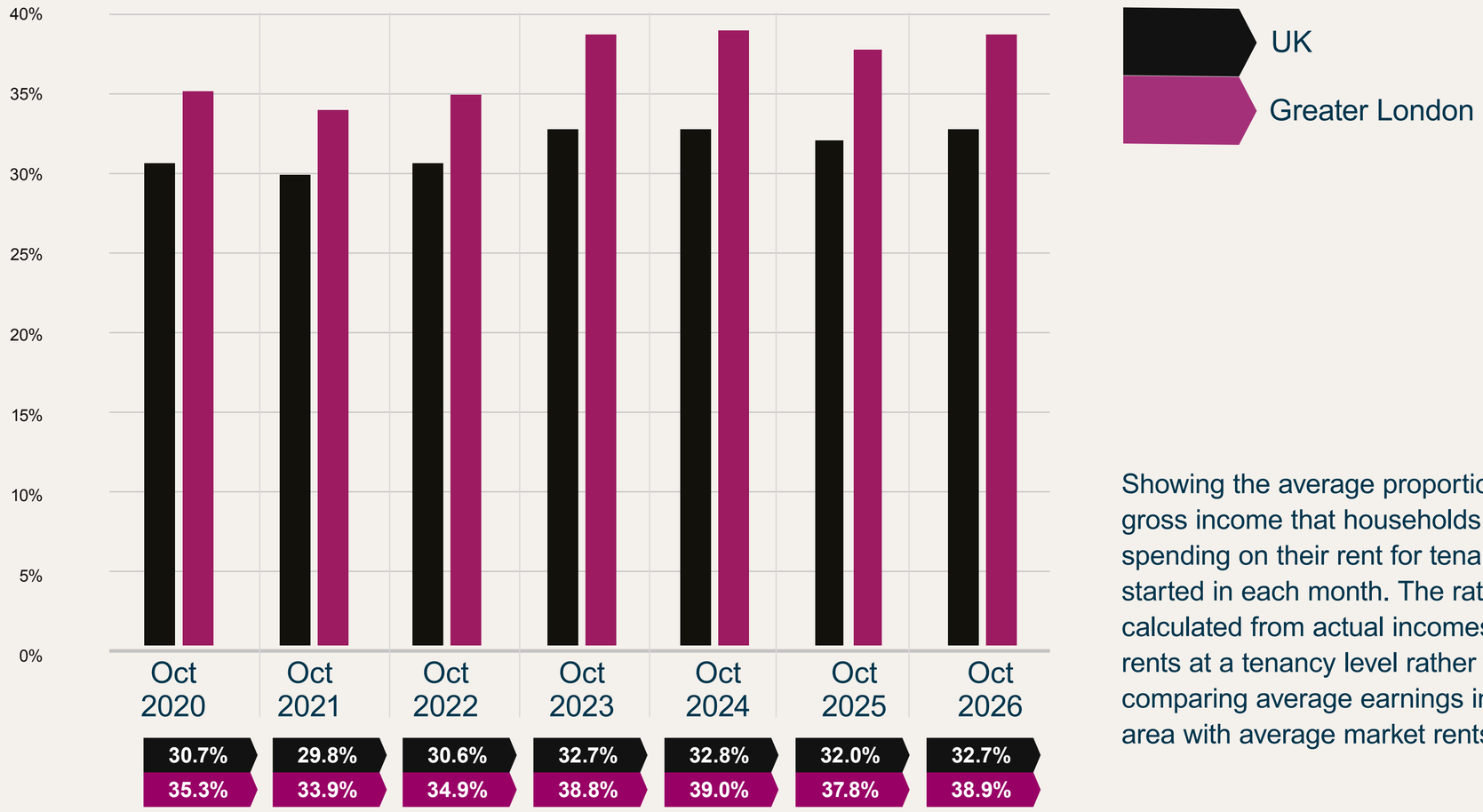
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UK and London

7 YR

Affordability over time October 2020 to October 2026

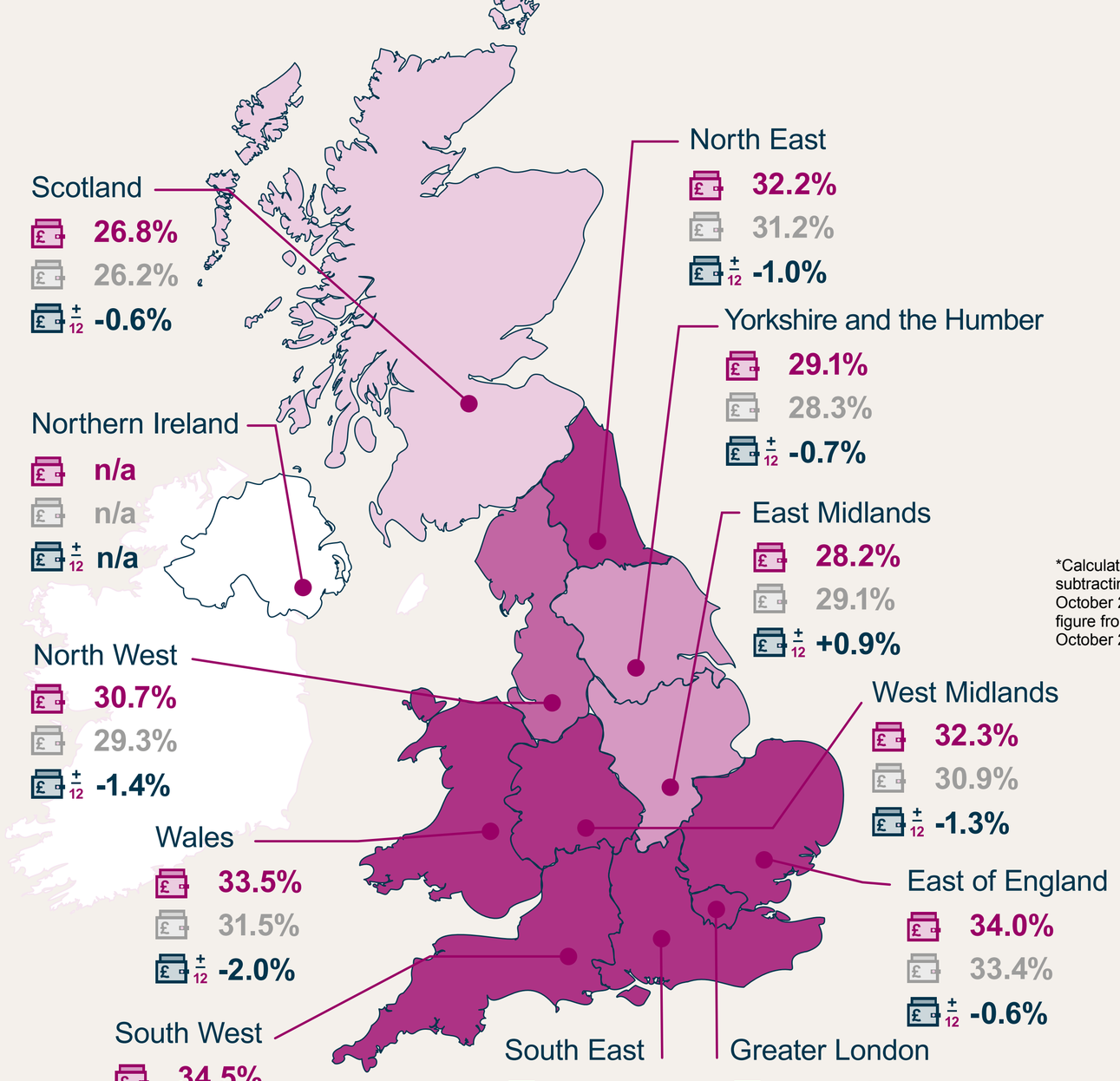


Showing the average proportion of gross income that households are spending on their rent for tenancies started in each month. The ratio is calculated from actual incomes and rents at a tenancy level rather than comparing average earnings in an area with average market rents.

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Regional snapshot



*Calculated by subtracting the October 2025 figure from October 2026.

% income spent on rent

October 2026

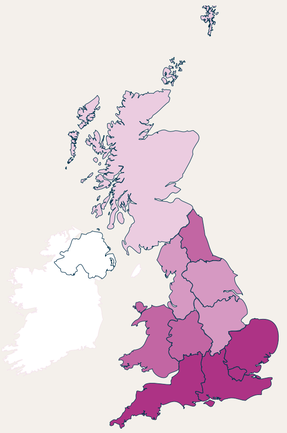
October **2026**

October **2025**

± 12 Change

- < 26%
- 26 to 28%
- 28 to 30%
- 30 to 32%
- 32%+

October 2025



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East of England



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Median tenant **gross income***

£28,768

£28,275

Predominant **age group**

30–39

20–29

Average % tenant **income spent on rent**

34.0%

32.7%

Predominant **rental band**

£500–£749

£750–£999 per month

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 East of England.

*Excludes below £10k and over £500k

East of England



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Distance moved last 12 months

Key
Shows regional average
Shows UK average

Miles

Up to 1	1 to 2	2 to 5	5 to 10	10 to 25	25 to 50	50 to 100	100 to 200	Over 200	Overseas
26%	**12%**	**14%**	**11%**	**15%**	**7%**	**7%**	**5%**	**1%**	**2%**
24%	12%	16%	10%	9%	6%	7%	7%	3%	6%

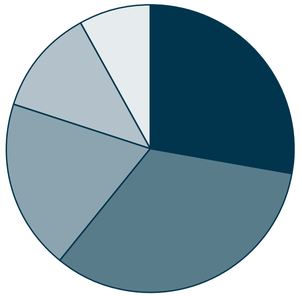
Profile of properties let Last 12 months

Number of bedrooms

Flats			Houses	
0	1	2	3+	1–2	3+
24%		**21%**	**1%**	**25%**	**28%**
27%		25%	5%	20%	23%

Age breakdown Last 12 months

Tenants age



28%	**Under 29**
33%	**30 to 39**
19%	**40 to 49**
12%	**50 to 59**
8%	**60+**

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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 October 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 by PriceHubble

PriceHubble is a European B2B company that builds innovative digital solutions for the financial and real estate industries based on property valuations and market insights. Dataloft by PriceHubble aggregates data from Barbon and other companies to create 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.

www.pricehubble.com/uk

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