HomeLet Rental Index

Key headlines

• In the three months to October 2014, average rental values for new tenancies in the UK were 7.8% higher than the same period last year.

• The annual growth in average rental values for the three months to October 2014 (7.8%) was higher than 2013 (4.8%), 2012 (2.9%) and 2011 (5.3%).

• In the three months to October 2014, average tenant incomes were 6.3% higher than in 2013.

• Average rents for new tenancies in London have reduced since last month (-3.8%) but are still 9.5% higher than the same period last year.

• Average rental values for new tenancies in London (£1,411pcm) were £123 more expensive per month when compared to average rental values in October 2013 (£1,288pcm).

• When London is excluded, the average UK rental value was £708pcm - this is 4.9% higher than last year (£675pcm).

October 2014 edition

HomeLet Rental Index provides a comprehensive and up to date data on new tenancies in the UK. As part of the referencing process for around 350,000 prospective tenants each year, HomeLet processes information including the rental amounts agreed, the number of tenants moving into the property together with the employment status, income and age of all tenants. The trends reported within the HomeLet Rental Index are brand new tenancies which were arranged in the most recent period, giving the most relevant insight into changes in the Private Rented Sector.
Change in UK average rental prices

Monthly change in UK rental prices for new tenancies

The figures also show...

- The average UK rent for tenancies starting in October 2014 was £878pcm, this is 7.5% higher than October 2013 (£817pcm)
- When London is excluded, the average UK rental value was £708pcm - this is 4.9% higher than last year (£675pcm)
- All regions saw an increase in average rental values, compared to last year, particularly West Midlands (11.7%), Greater London (9.5%) and East Anglia (8.5%), which have seen a continuing increase in rental values

In detail...
The full regional breakdown can be seen on page four
Rental values and tenant incomes in the three months to October

Average UK rental amounts over the last three months, with annual comparisons

Annual UK tenant income over the last three months, with annual comparisons

The figures also show...

• In the three months to October average rental values for new tenancies were 7.8% higher than the same period last year (£906pcm compared to £840pcm)

• The annual growth in average rental values, for the three months to October 2014, (7.8%) was higher than 2013 (4.8%), 2012 (2.9%) and 2011 (5.3%)

• In the three months to October 2014, average tenant incomes were 6.3% higher than 2013
Greater London v. the rest of the UK

Difference between Greater London and UK rents

The figures also show...

- From September to October, average rental values in the capital decreased by 3.8%, this is the first month on month decrease since May 2014
- Rents in London were 9.5% higher in October 2014, compared to the same time last year
- Average rental values for new tenancies in London (£1,411pcm) were £123 more expensive per month, when compared to average rental values in October 2013 (£1,288pcm)
UK Regional breakdown

Scotland
Average rent Oct 2014: £587
Average rent Sep 2014: £614
Monthly variance: -4.4%
Average rent Oct 2013: £572
Annual variance: 2.6%

North East
Average rent Oct 2014: £524
Average rent Sep 2014: £505
Monthly variance: 3.8%
Average rent Oct 2013: £512
Annual variance: 2.3%

North West
Average rent Oct 2014: £671
Average rent Sep 2014: £660
Monthly variance: 1.7%
Average rent Oct 2013: £624
Annual variance: 7.5%

West Midlands
Average rent Oct 2014: £660
Average rent Sep 2014: £656
Monthly variance: 0.6%
Average rent Oct 2013: £591
Annual variance: 11.7%

North East
Average rent Oct 2014: £524
Average rent Sep 2014: £505
Monthly variance: 3.8%
Average rent Oct 2013: £512
Annual variance: 2.3%

Yorkshire and Humber
Average rent Oct 2014: £608
Average rent Sep 2014: £607
Monthly variance: 0.2%
Average rent Oct 2013: £580
Annual variance: 4.8%

West Midlands
Average rent Oct 2014: £660
Average rent Sep 2014: £656
Monthly variance: 0.6%
Average rent Oct 2013: £591
Annual variance: 11.7%

Scotland
Average rent Oct 2014: £587
Average rent Sep 2014: £614
Monthly variance: -4.4%
Average rent Oct 2013: £572
Annual variance: 2.6%

East Midlands
Average rent Oct 2014: £605
Average rent Sep 2014: £585
Monthly variance: 3.4%
Average rent Oct 2013: £588
Annual variance: 2.9%

Wales
Average rent Oct 2014: £597
Average rent Sep 2014: £603
Monthly variance: -1%
Average rent Oct 2013: £578
Annual variance: 3.3%

East Anglia
Average rent Oct 2014: £781
Average rent Sep 2014: £826
Monthly variance: -5.4%
Average rent Oct 2013: £720
Annual variance: 8.5%

Northern Ireland
Average rent Oct 2014: £578
Average rent Sep 2014: £617
Monthly variance: -6.3%
Average rent Oct 2013: £573
Annual variance: 0.9%

Greater London
Average rent Oct 2014: £1,411
Average rent Sep 2014: £1,466
Monthly variance: -3.8%
Average rent Oct 2013: £1,288
Annual variance: 9.5%

South West
Average rent Oct 2014: £787
Average rent Sep 2014: £868
Monthly variance: -9.3%
Average rent Oct 2013: £760
Annual variance: 3.6%

South East
Average rent Oct 2014: £880
Average rent Sep 2014: £908
Monthly variance: -3.1%
Average rent Oct 2013: £820
Annual variance: 7.3%
## Greater London by area

### North West London
- Avg rent (Oct-14): £1,697
- Avg rent (Oct-13): £1,622
- Annual variation: 4.7%
- Rank: 3

### North London
- Avg rent (Oct-14): £1,551
- Avg rent (Oct-13): £1,451
- Annual variation: 6.9%
- Rank: 4

### Ilford
- Avg rent (Oct-14): £1,289
- Avg rent (Oct-13): £1,152
- Annual variation: 11.8%
- Rank: 10

### South West London
- Avg rent (Oct-14): £1,791
- Avg rent (Oct-13): £1,581
- Annual variation: 13.3%
- Rank: 1

### East London
- Avg rent (Oct-14): £1,441
- Avg rent (Oct-13): £1,370
- Annual variation: 5.2%
- Rank: 1

### West London
- Avg rent (Oct-14): £1,760
- Avg rent (Oct-13): £1,522
- Annual variation: 15.6%
- Rank: 2

### Uxbridge
- Avg rent (Oct-14): £1,193
- Avg rent (Oct-13): £1,104
- Annual variation: 8.1%
- Rank: 12

### Harrow
- Avg rent (Oct-14): £1,358
- Avg rent (Oct-13): £1,241
- Annual variation: 9.4%
- Rank: 8

### South East London
- Avg rent (Oct-14): £1,486
- Avg rent (Oct-13): £1,412
- Annual variation: 5.3%
- Rank: 5

### Romford
- Avg rent (Oct-14): £925
- Avg rent (Oct-13): £871
- Annual variation: 6.2%
- Rank: 6

### Dartford
- Avg rent (Oct-14): £896
- Avg rent (Oct-13): £824
- Annual variation: 8.8%
- Rank: 16

### Kingston Upon Thames
- Avg rent (Oct-14): £1,380
- Avg rent (Oct-13): £1,173
- Annual variation: 17.7%
- Rank: 7

### Sutton
- Avg rent (Oct-14): £1,074
- Avg rent (Oct-13): £1,032
- Annual variation: 4%
- Rank: 14

### Bromley
- Avg rent (Oct-14): £1,275
- Avg rent (Oct-13): £1,188
- Annual variation: 7.3%
- Rank: 11

### Twickenham
- Avg rent (Oct-14): £1,293
- Avg rent (Oct-13): £1,218
- Annual variation: 6.2%
- Rank: 9

### Ilford
- Avg rent (Oct-14): £1,289
- Avg rent (Oct-13): £1,152
- Annual variation: 11.8%
- Rank: 10

### Croydon
- Avg rent (Oct-14): £1,074
- Avg rent (Oct-13): £957
- Annual variation: 12.6%
- Rank: 13

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All rental amounts are an average taken over the three months preceding the date shown.
About the HomeLet Rental Index

As well as information on rental amounts, the HomeLet Rental Index also provides information on tenant demographics, such as their average age, income, previous residential status and property type they’re applying to live in.

In addition, we gather data on how many people share rented properties – so we’re able to gain an insight into the lifestyle of tenants, and see how external factors, such as the lack of mortgage availability, plus supply of, and demand for, rented homes are affecting how and where people live.

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. We reference up to 1,700 applicants every day – so information in the report is comprehensive, accurate and up to date.

About HomeLet

With more than 20 years in the industry, HomeLet is one of the leading sources of support for the UK’s vibrant private rented sector. Part of the Barbon Insurance Group, we’re based in Lincoln, with more than 300 members of staff working hard every day to support letting agents, landlords and tenants.

Visit:

homelet.co.uk/rental-index