

# HomeLet Rental Index

## Key headlines

- Rents in the UK rose by 2.7% in October compared to the same month a year ago; the average monthly rent now stands at £953 a month
- Rents in London increased by 2.8% in October this year compared to October 2018; the average monthly rent in the capital now stands at £1,665 a month
- When London is excluded, the average UK rental value was £788 in October 2019, this is up 2.6% on last year
- HomeLet's October Rental Index reveals that rents rose in all 12 of the UK regions covered in the research

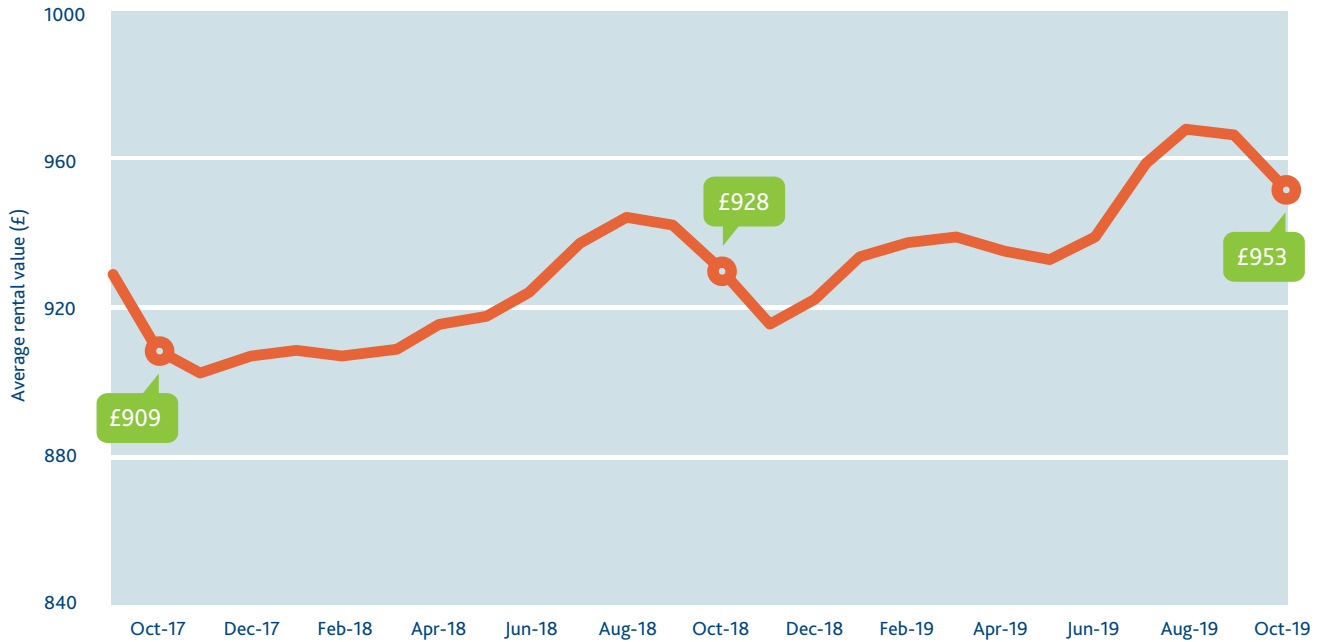


## October 2019 edition

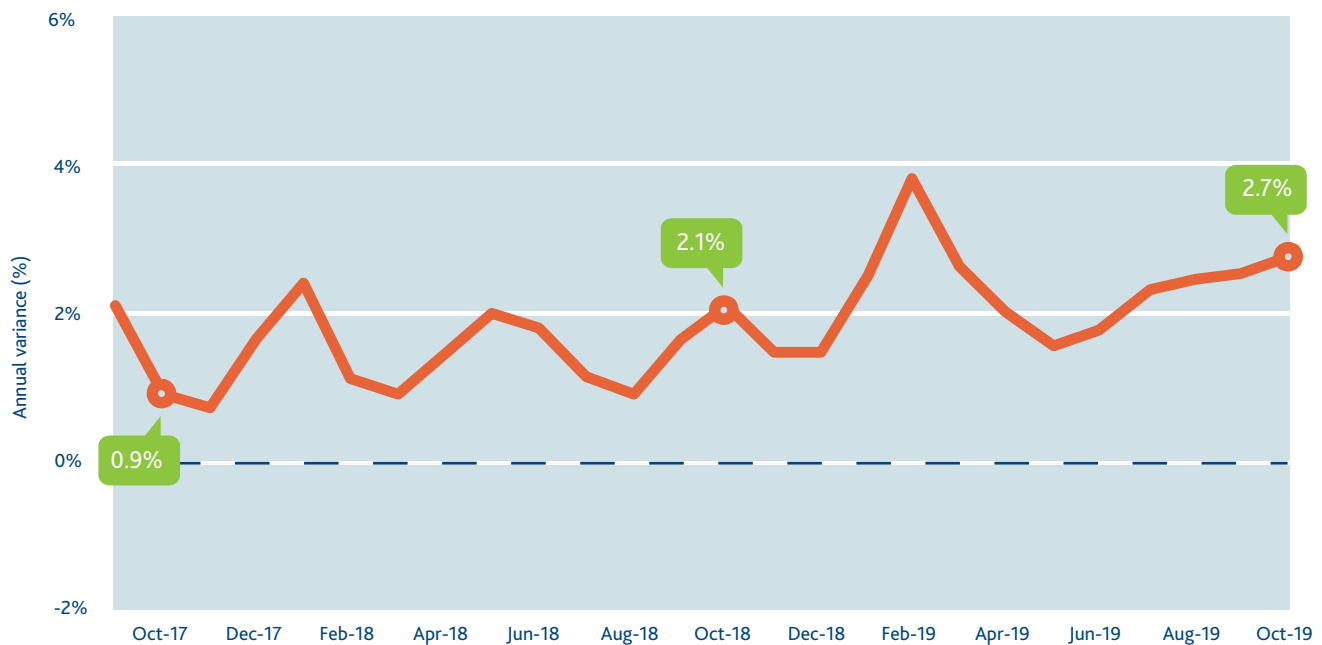
HomeLet Rental Index provides comprehensive and up to date data on new tenancies in the UK. Data is gathered from our tenant referencing service, including the rental amounts agreed, the number of tenants moving into the property together with the employment status, income and age of all tenants. The 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.

# Average rental values in the UK

## Average rental values

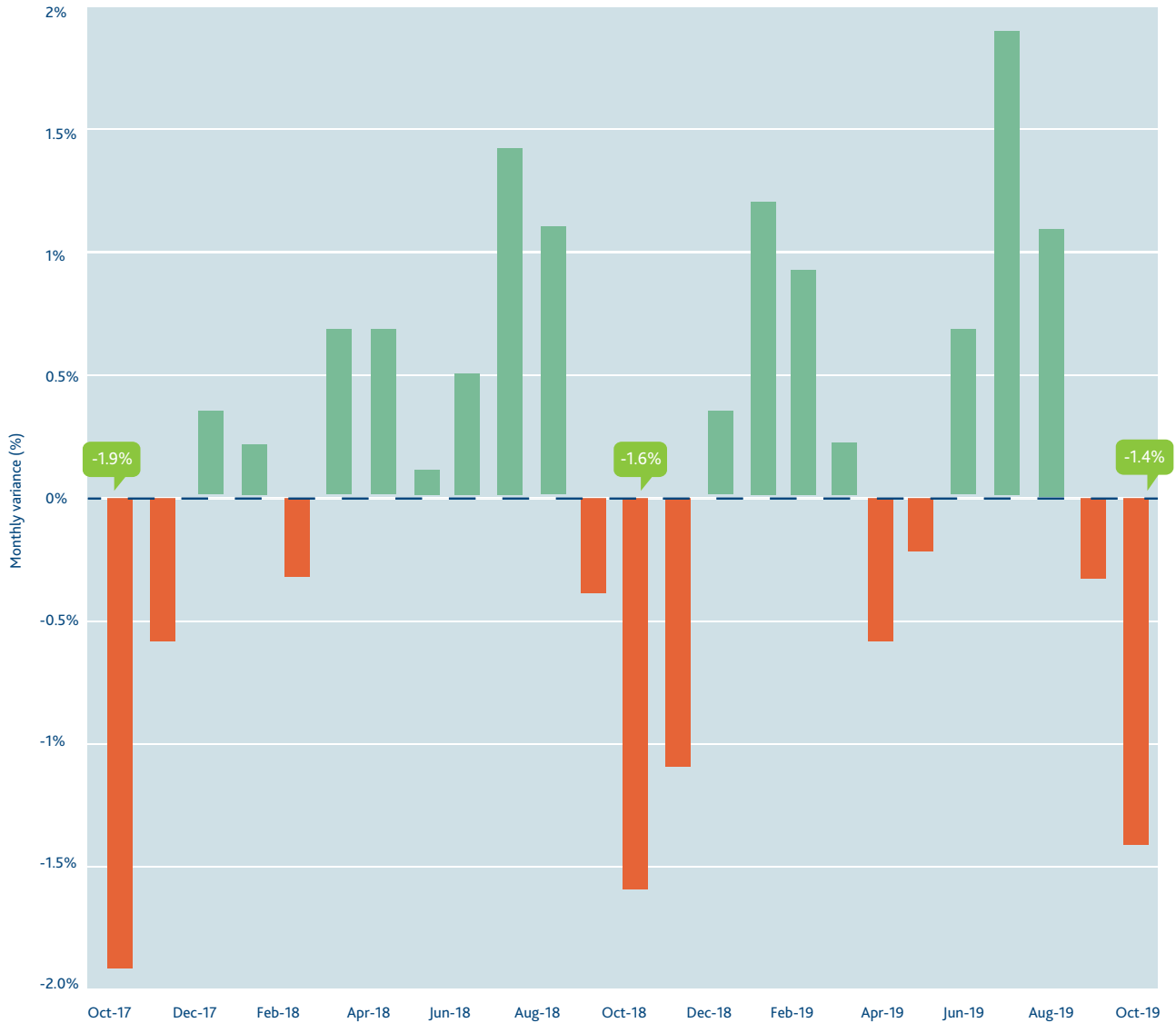


## Annual variance in rental values



- When London is excluded, the average UK rental value was £788 in October 2019, this is up 2.6% on last year

## Monthly variance in average rent in the UK



- The UK average rental value decreased by -1.4% between September 2019 and October 2019



In detail...  
The full regional breakdown  
can be seen on the next page



# UK regional breakdown

% Annual variance in average rent



| North East                  |      | UK                          |       |
|-----------------------------|------|-----------------------------|-------|
| Average rent October 2019   | £538 | Average rent October 2019   | £953  |
| Average rent September 2019 | £535 | Average rent September 2019 | £967  |
| Monthly variance            | 0.6% | Monthly variance            | -1.4% |
| Average rent October 2018   | £515 | Average rent October 2018   | £928  |
| Annual variance             | 4.5% | Annual variance             | 2.7%  |

| Scotland                    |       |
|-----------------------------|-------|
| Average rent October 2019   | £674  |
| Average rent September 2019 | £676  |
| Monthly variance            | -0.3% |
| Average rent October 2018   | £647  |
| Annual variance             | 4.2%  |

| Yorkshire & Humberside      |       |
|-----------------------------|-------|
| Average rent October 2019   | £653  |
| Average rent September 2019 | £657  |
| Monthly variance            | -0.6% |
| Average rent October 2018   | £631  |
| Annual variance             | 3.5%  |

| North West                  |       |
|-----------------------------|-------|
| Average rent October 2019   | £727  |
| Average rent September 2019 | £739  |
| Monthly variance            | -1.6% |
| Average rent October 2018   | £697  |
| Annual variance             | 4.3%  |

| East Midlands               |       |
|-----------------------------|-------|
| Average rent October 2019   | £642  |
| Average rent September 2019 | £653  |
| Monthly variance            | -1.7% |
| Average rent October 2018   | £628  |
| Annual variance             | 2.2%  |

| West Midlands               |       |
|-----------------------------|-------|
| Average rent October 2019   | £706  |
| Average rent September 2019 | £718  |
| Monthly variance            | -1.7% |
| Average rent October 2018   | £693  |
| Annual variance             | 1.9%  |

| East of England             |       |
|-----------------------------|-------|
| Average rent October 2019   | £924  |
| Average rent September 2019 | £927  |
| Monthly variance            | -0.3% |
| Average rent October 2018   | £908  |
| Annual variance             | 1.8%  |

| Wales                       |       |
|-----------------------------|-------|
| Average rent October 2019   | £623  |
| Average rent September 2019 | £634  |
| Monthly variance            | -1.7% |
| Average rent October 2018   | £614  |
| Annual variance             | 1.5%  |

| Greater London              |        |
|-----------------------------|--------|
| Average rent October 2019   | £1,665 |
| Average rent September 2019 | £1,694 |
| Monthly variance            | -1.7%  |
| Average rent October 2018   | £1,619 |
| Annual variance             | 2.8%   |

| Northern Ireland            |       |
|-----------------------------|-------|
| Average rent October 2019   | £672  |
| Average rent September 2019 | £673  |
| Monthly variance            | -0.1% |
| Average rent October 2018   | £653  |
| Annual variance             | 2.9%  |

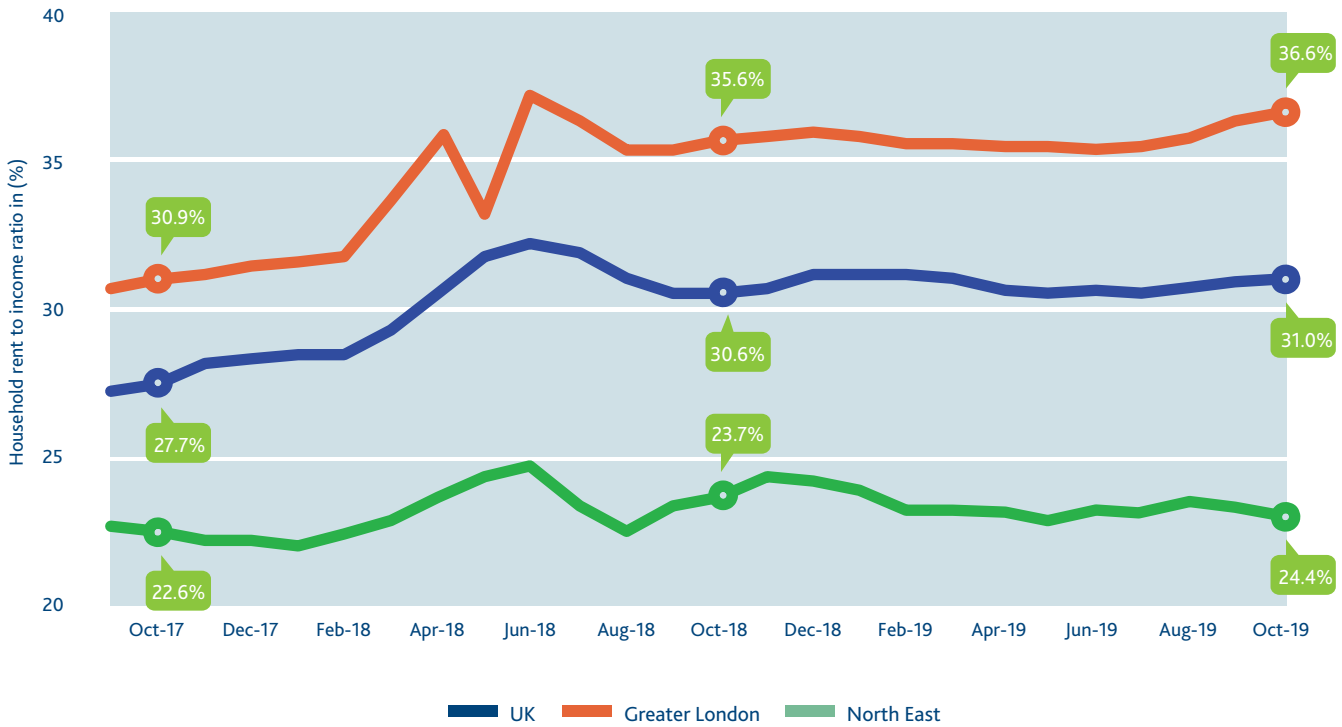
| South West                  |       |
|-----------------------------|-------|
| Average rent October 2019   | £840  |
| Average rent September 2019 | £846  |
| Monthly variance            | -0.7% |
| Average rent October 2018   | £811  |
| Annual variance             | 3.6%  |

| South East                  |        |
|-----------------------------|--------|
| Average rent October 2019   | £1,020 |
| Average rent September 2019 | £1,045 |
| Monthly variance            | -2.4%  |
| Average rent October 2018   | £1,010 |
| Annual variance             | 1.0%   |

# Household rent to income ratio in the UK

The data displayed below looks at the average gross household income per property against the average total rental value per property.

## Household rent to income ratio in the UK, London and the North East

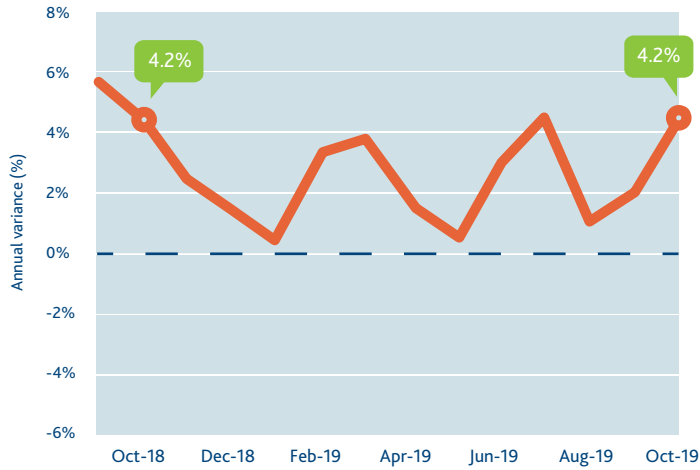


## Household rent to income ratio by region

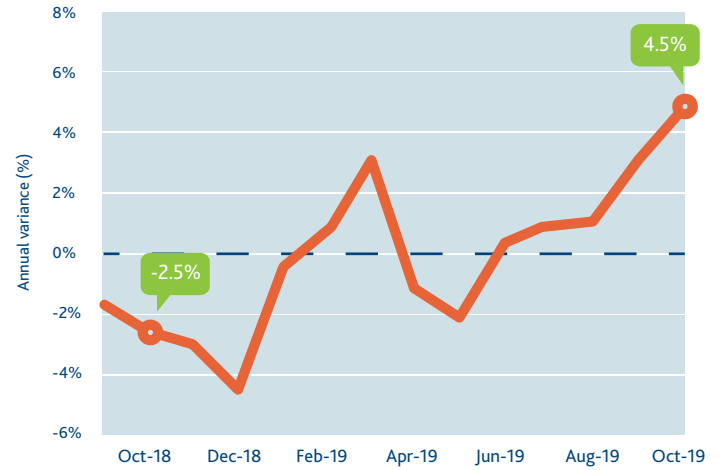
| Region                   | October 2018 | October 2019 | Variance (percentage points) |
|--------------------------|--------------|--------------|------------------------------|
| North East               | 24.4 %       | 23.7 %       | -0.7%                        |
| North West               | 28.6 %       | 27.1 %       | -1.5%                        |
| Yorkshire and The Humber | 26.0 %       | 26.3 %       | 0.3%                         |
| East Midlands            | 28.7 %       | 28.8 %       | 0.1%                         |
| Wales                    | 29.0 %       | 29.3 %       | 0.3%                         |
| South West               | 32.8 %       | 31.5 %       | -1.3%                        |
| South East               | 31.6 %       | 31.6 %       | 0.0%                         |
| London                   | 36.6 %       | 35.6 %       | -1.0%                        |
| East Of England          | 30.3 %       | 30.3 %       | 0.0%                         |
| West Midlands            | 28.5 %       | 29.2 %       | 0.7%                         |
| Scotland                 | 27.5 %       | 27.0 %       | -0.5%                        |
| Northern Ireland         | 26.6 %       | 25.9 %       | -0.7%                        |
| UK                       | 31.0 %       | 30.6 %       | -0.4%                        |
| UK Excluding London      | 29.4 %       | 29.2 %       | -0.2%                        |

# Annual variance in average rental values by region

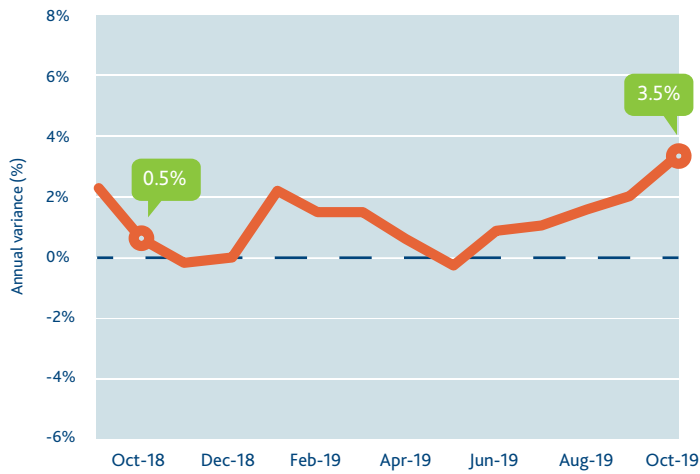
## Scotland



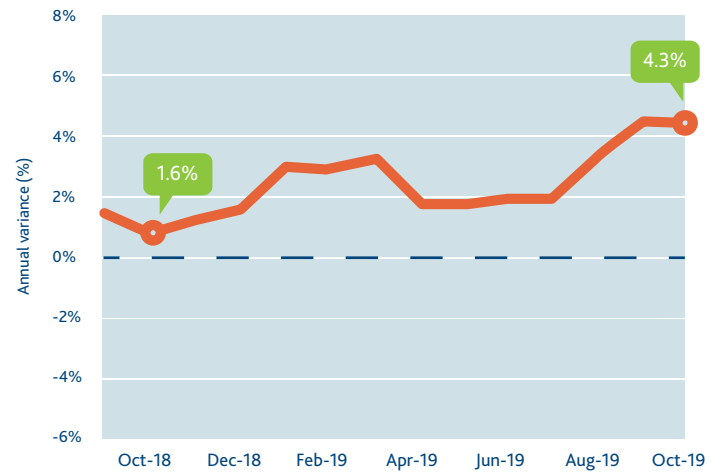
## North East



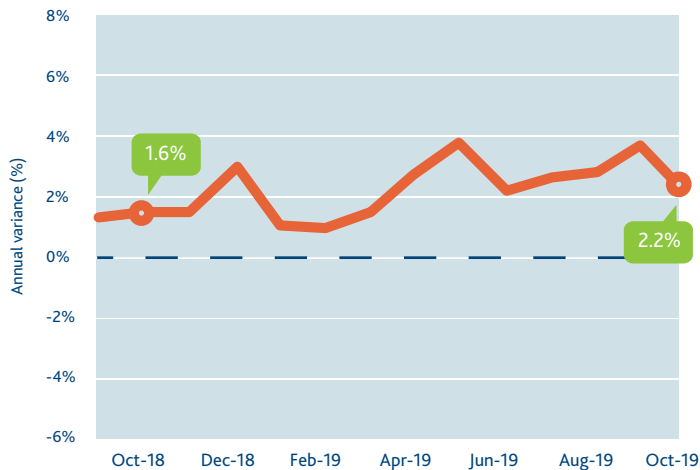
## Yorkshire and the Humber



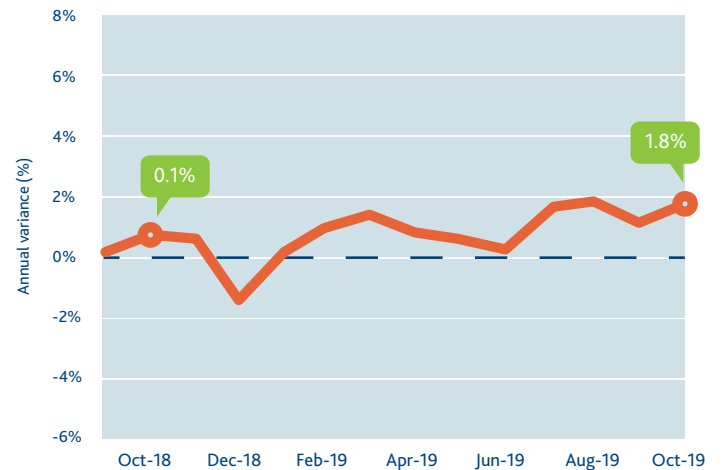
## North West



## East Midlands

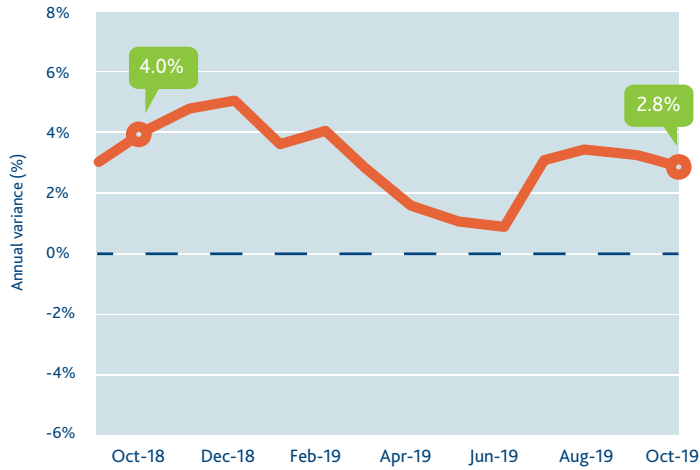


## East of England

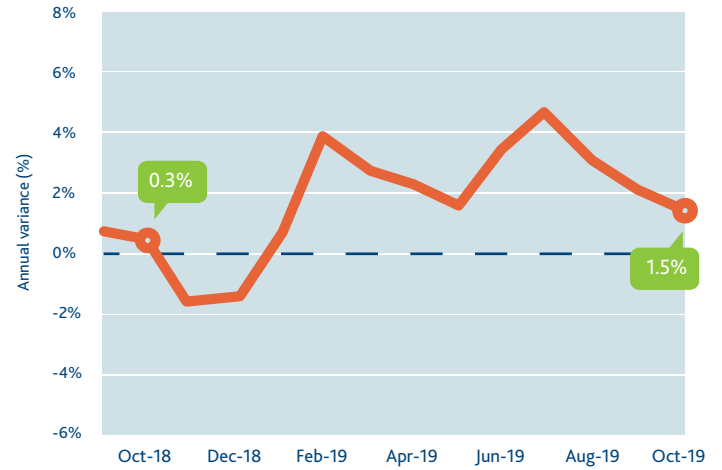


# Annual variance in average rental values by region

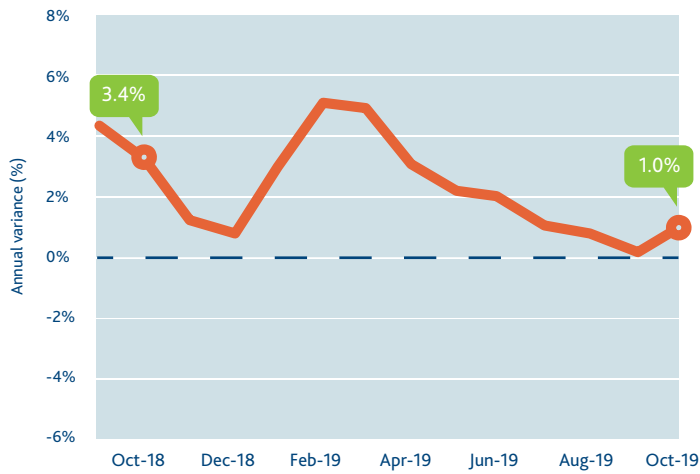
## Greater London



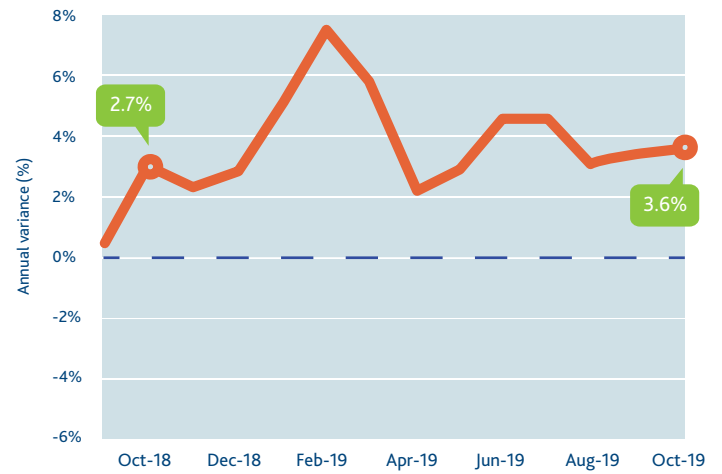
## Wales



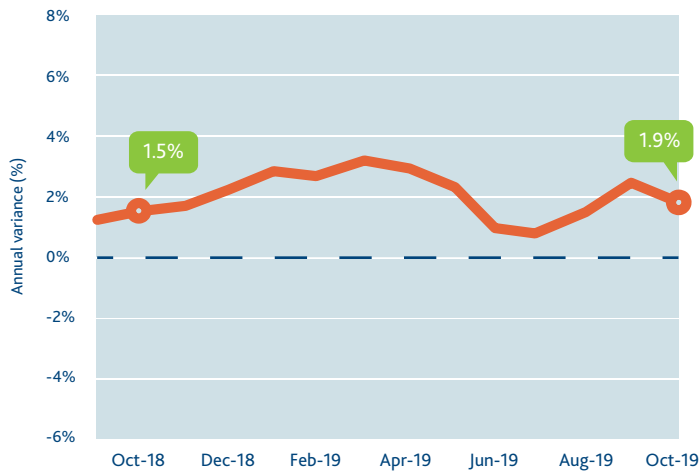
## South East



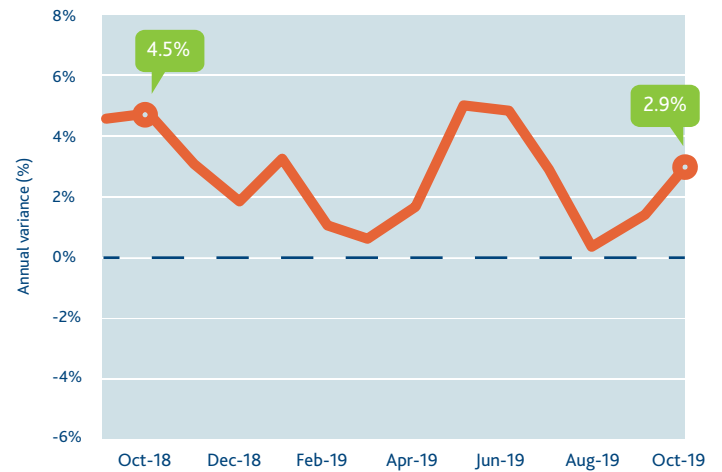
## South West



## West Midlands

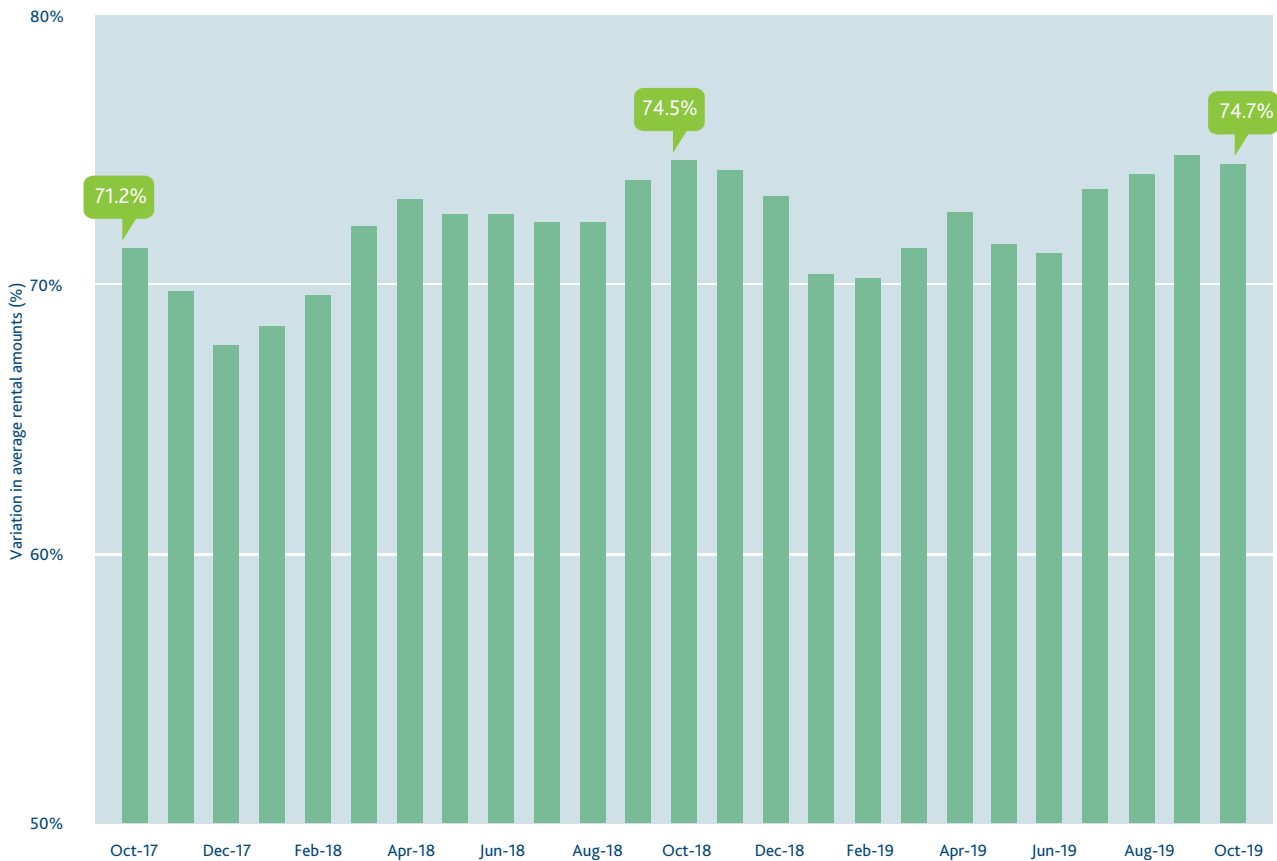


## Northern Ireland



# Greater London vs. the UK

## Monthly variation between Greater London rental prices and the UK average

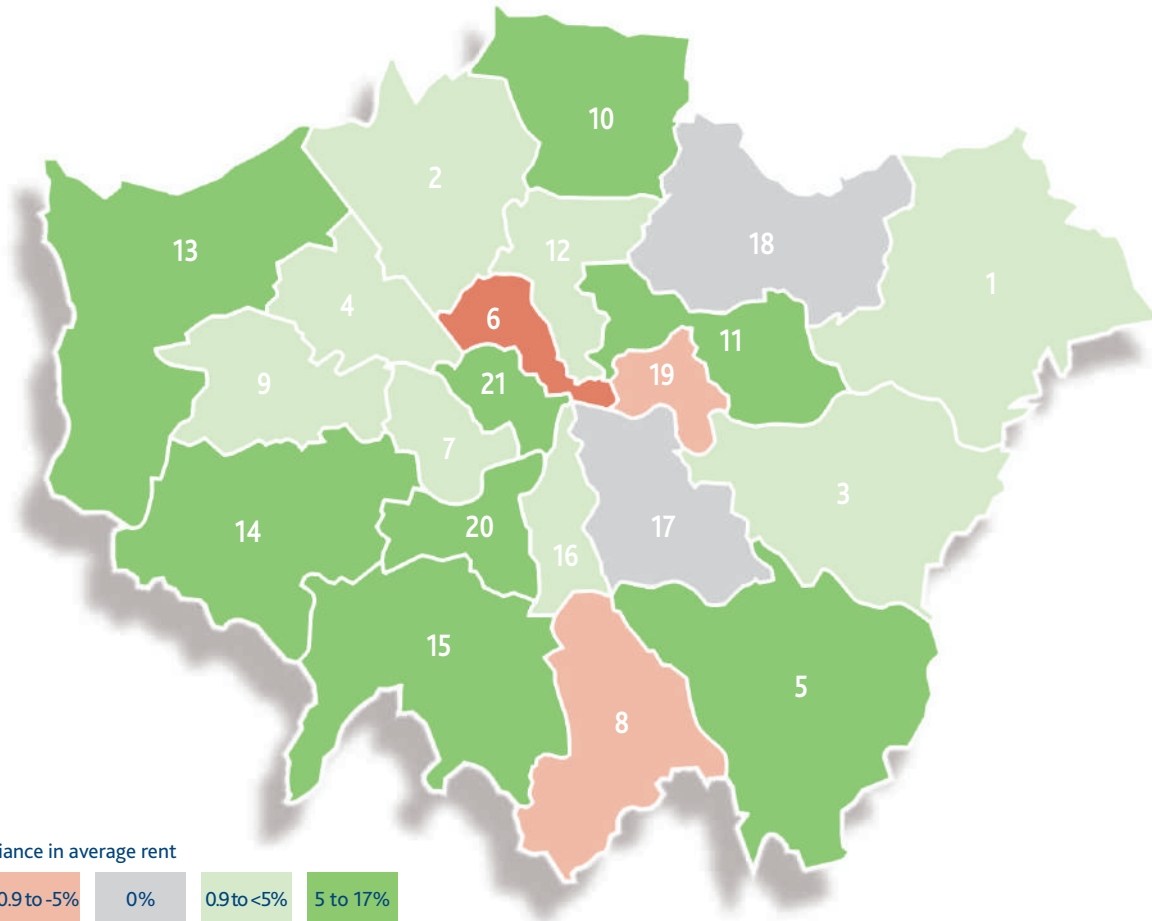


- In October, average rental values in London (£1,665) were 74.7% higher than the UK (£953)
- When London is excluded the average rent in the UK was £788 in October, average rents in London (£1,665) were 111.3% higher than the rest of the UK.



# Greater London by borough

This section looks at the average rental values for new tenancies for the boroughs of London. The annual variance compares October 2019 with October 2018.



|  |   |  |   |  |
|--|---|--|---|--|
| <b>1 Barking, Dagenham &amp; Havering</b><br>Avg rent November 19    £1,256<br>Annual variance            3.3% | <b>2 Barnet</b><br>Avg rent November 19    £1,553<br>Annual variance            4.9%  | <b>3 Bexley &amp; Greenwich</b><br>Avg rent November 19    £1,362<br>Annual variance            1.7%           | <b>4 Brent</b><br>Avg rent November 19    £1,628<br>Annual variance            4.8%                                 | <b>5 Bromley</b><br>Avg rent November 19    £1,449<br>Annual variance            6.7%                                    |
| <b>6 Camden &amp; City of London</b><br>Avg rent November 19    £2,069<br>Annual variance            -9.4%     | <b>7 Chelsea, Fulham, Hammersmith &amp; Kensington</b><br>Avg rent November 19    £2,028<br>Annual variance            2.0% | <b>8 Croydon</b><br>Avg rent November 19    £1,092<br>Annual variance            -4.0%                         | <b>9 Ealing</b><br>Avg rent November 19    £1,492<br>Annual variance            0.9%                                | <b>10 Enfield</b><br>Avg rent November 19    £1,471<br>Annual variance            7.8%                                   |
| <b>11 Hackney &amp; Newham</b><br>Avg rent November 19    £1,621<br>Annual variance            5.3%            | <b>12 Haringey &amp; Islington</b><br>Avg rent November 19    £1,820<br>Annual variance            0.9%                     | <b>13 Harrow &amp; Hillingdon</b><br>Avg rent November 19    £1,378<br>Annual variance            5.3%         | <b>14 Hounslow &amp; Richmond upon Thames</b><br>Avg rent November 19    £1,533<br>Annual variance            10.1% | <b>15 Kingston upon Thames, Merton &amp; Sutton</b><br>Avg rent November 19    £1,446<br>Annual variance            8.6% |
| <b>16 Lambeth</b><br>Avg rent November 19    £2,156<br>Annual variance            2.3%                         | <b>17 Lewisham &amp; Southwark</b><br>Avg rent November 19    £1,717<br>Annual variance            -0.8%                    | <b>18 Redbridge &amp; Waltham Forest</b><br>Avg rent November 19    £1,238<br>Annual variance            -0.6% | <b>19 Tower Hamlets</b><br>Avg rent November 19    £1,805<br>Annual variance            -1.5%                       | <b>20 Wandsworth</b><br>Avg rent November 19    £1,869<br>Annual variance            5.4%                                |
| <b>21 Westminster</b><br>Avg rent November 19    £2,608<br>Annual variance            16.2%                    |   |  |   |  |

## Greater London ranked by borough

### Five London boroughs with the highest average rent

| London borough                              | Average rent October 2019 |
|---|---------------------------|
| Westminster                                 | £2,608                    |
| Lambeth                                     | £2,156                    |
| Camden, City of London                      | £2,069                    |
| Chelsea, Fulham, Hammersmith and Kensington | £2,028                    |
| Wandsworth                                  | £1,869                    |

### Five London boroughs with the lowest average rent

| London borough                 | Average rent October 2019 |
|--------------------------------|---------------------------|
| Croydon                        | £1,092                    |
| Redbridge and Waltham Forest   | £1,238                    |
| Barking, Dagenham and Havering | £1,256                    |
| Bexley and Greenwich           | £1,362                    |
| Harrow and Hillingdon          | £1,378                    |

### Five London boroughs with the highest annual variance in average rent

| London borough                          | Annual variance |
|---|-----------------|
| Westminster                             | 16.2%           |
| Hounslow and Richmond upon Thames       | 10.1%           |
| Kingston upon Thames, Merton and Sutton | 8.6%            |
| Enfield                                 | 7.8%            |
| Bromley                                 | 6.7%            |

### Five London boroughs with the lowest annual variance in average rent

| London borough               | Annual variance |
|------------------------------|-----------------|
| Camden, City of London       | -9.4%           |
| Croydon                      | -4.0%           |
| Tower Hamlets                | -1.5%           |
| Lewisham and Southwark       | -0.8%           |
| Redbridge and Waltham Forest | -0.6%           |

## About HomeLet

With over 25 years' experience supporting 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.

## About the HomeLet Rental Index

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.

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For more information on the HomeLet Rental Index please visit

[homelet.co.uk/homelet-rental-index](https://homelet.co.uk/homelet-rental-index)