

# HomeLet Rental Index

## Key headlines

- Rents in the UK rose by 1.7% in September compared to the same month a year ago; the average monthly rent now stands at £943 a month
- Rents in London increased by 3.0% in September this year compared to September 2017; the average monthly rent in the capital now stands at £1,640 a month
- When London is excluded, the average UK rental value was £780 in September 2018, this is up 1.8% on last year
- HomeLet's September Rental Index reveals that rents rose in 11 of the 12 UK regions covered in the research

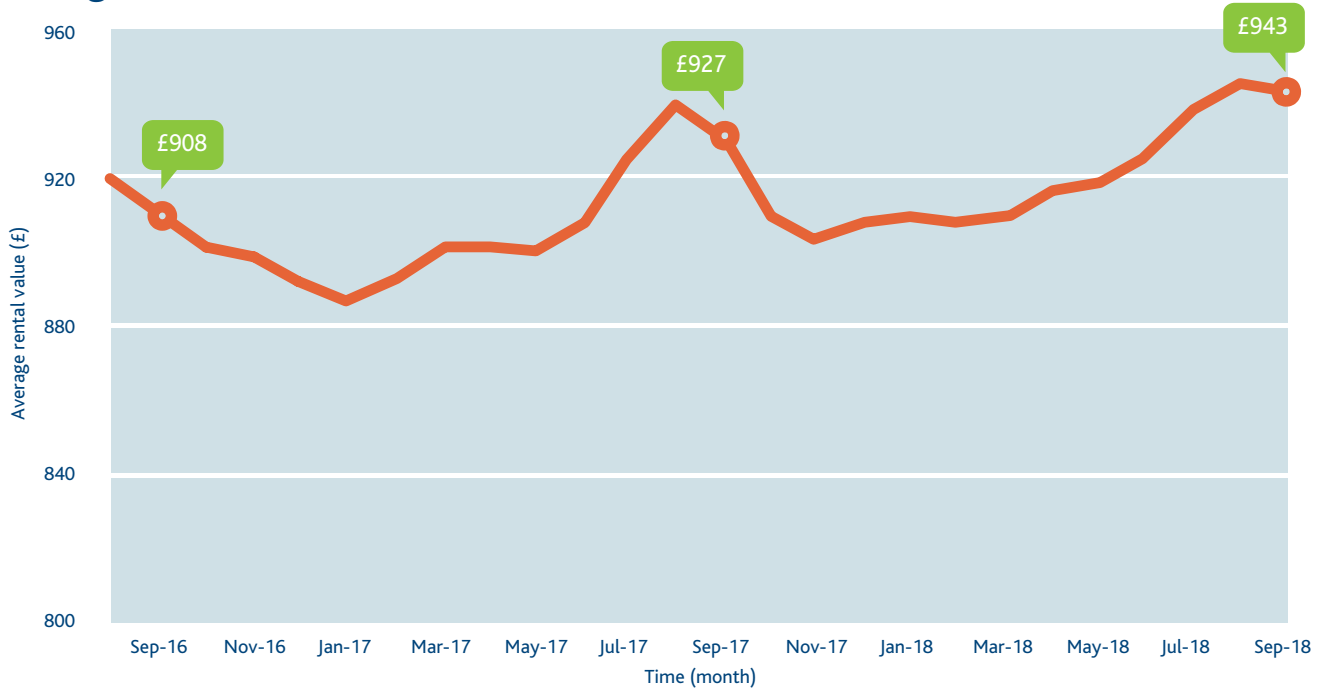


## September 2018 edition

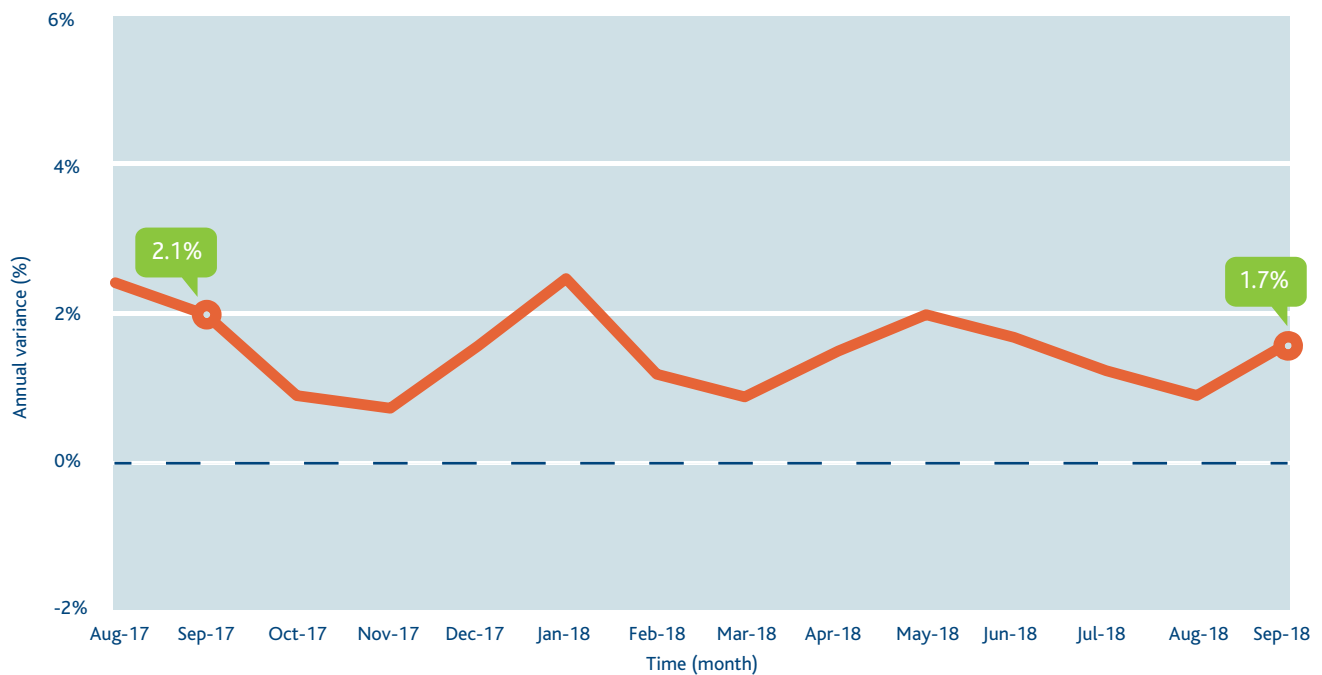
HomeLet Rental Index provides comprehensive and up to date data on new tenancies in the UK. Data is gathered from our tenant referencing service, including the rental amounts agreed, the number of tenants moving into the property together with the employment status, income and age of all tenants. The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

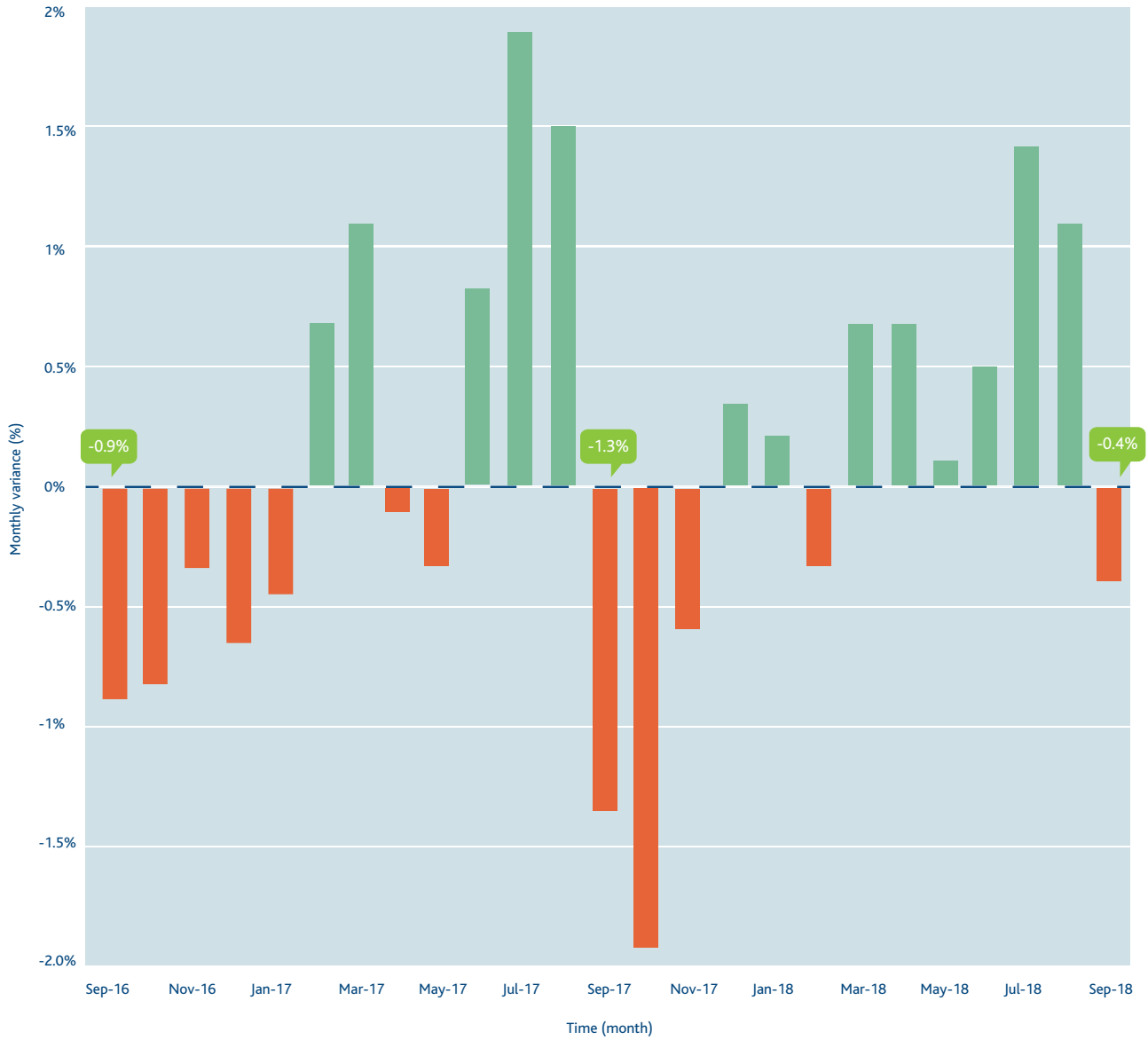


## Annual variance in rental values



- When London is excluded, the average UK rental value was £780 in September 2018, this is up 1.8% on last year

## Monthly variance in average rent in the UK



- The UK average rental value decreased by 0.4% between August and September 2018



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 September 2018	£519	Average rent September 2018	£943
Average rent August 2018	£526	Average rent August 2018	£947
Monthly variance	-1.3%	Monthly variance	-0.4%
Average rent September 2017	£529	Average rent September 2017	£927
Annual variance	-1.9%	Annual variance	1.7%

Scotland	
Average rent September 2018	£663
Average rent August 2018	£664
Monthly variance	-0.2%
Average rent September 2017	£628
Annual variance	5.6%

Yorkshire & Humberside	
Average rent September 2018	£644
Average rent August 2018	£645
Monthly variance	-0.2%
Average rent September 2017	£630
Annual variance	2.2%

North West	
Average rent September 2018	£708
Average rent August 2018	£717
Monthly variance	-1.3%
Average rent September 2017	£697
Annual variance	1.6%

East Midlands	
Average rent September 2018	£629
Average rent August 2018	£639
Monthly variance	-1.6%
Average rent September 2017	£620
Annual variance	1.5%

West Midlands	
Average rent September 2018	£701
Average rent August 2018	£708
Monthly variance	-1.0%
Average rent September 2017	£692
Annual variance	1.3%

East of England	
Average rent September 2018	£915
Average rent August 2018	£913
Monthly variance	0.2%
Average rent September 2017	£914
Annual variance	0.1%

Wales	
Average rent September 2018	£621
Average rent August 2018	£617
Monthly variance	0.6%
Average rent September 2017	£617
Annual variance	0.6%

Greater London	
Average rent September 2018	£1,640
Average rent August 2018	£1,632
Monthly variance	0.5%
Average rent September 2017	£1,593
Annual variance	3.0%

Northern Ireland	
Average rent September 2018	£664
Average rent August 2018	£663
Monthly variance	0.2%
Average rent September 2017	£636
Annual variance	4.4%

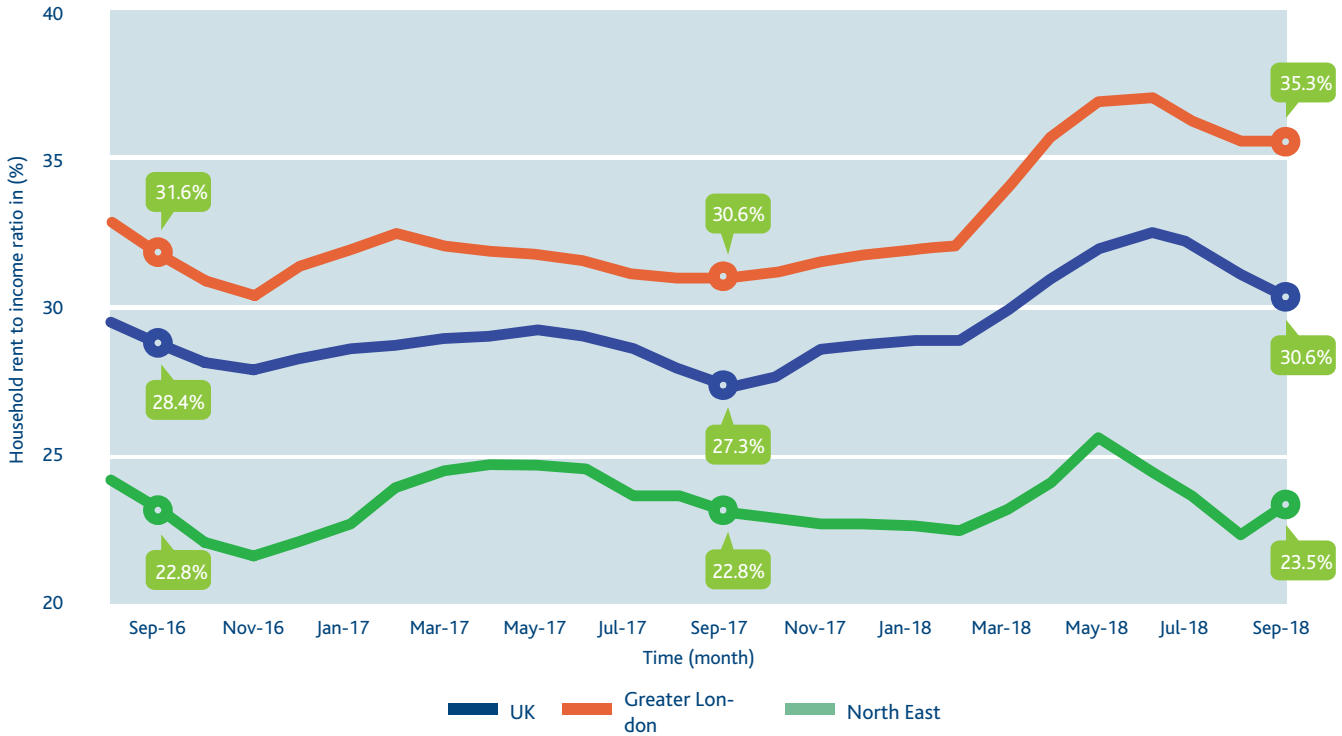
South West	
Average rent September 2018	£818
Average rent August 2018	£826
Monthly variance	-1.0%
Average rent September 2017	£814
Annual variance	0.5%

South East	
Average rent September 2018	£1,043
Average rent August 2018	£1,055
Monthly variance	-1.1%
Average rent September 2017	£1,001
Annual variance	4.2%

# 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

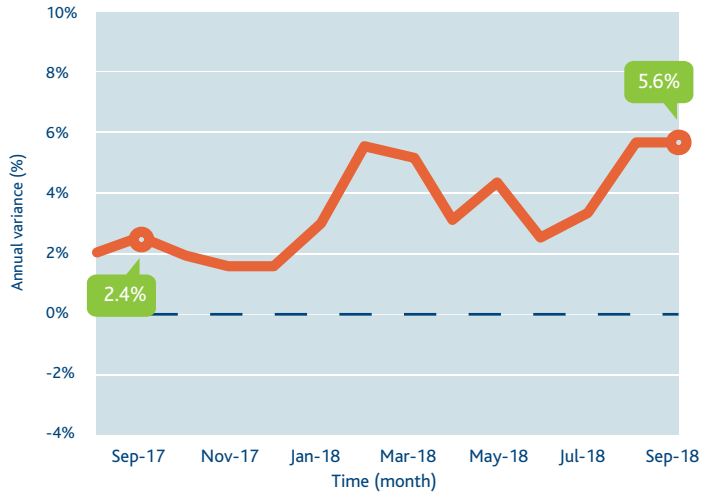


## Household rent to income ratio by region

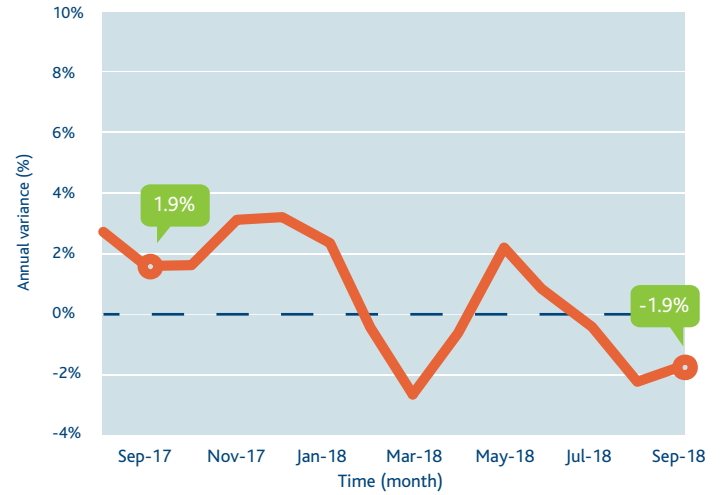
Region	September 2017	September 2018	Variance (percentage points)
North East	22.8%	23.5%	0.7%
North West	24.7%	27.1%	2.4%
Yorkshire and The Humber	23.6%	26.1%	2.5%
East Midlands	25.9%	28.6%	2.7%
Wales	27.6%	29.8%	2.2%
South West	28.3%	31.9%	3.6%
South East	28.4%	31.7%	3.3%
London	30.6%	35.3%	4.7%
East Of England	27.6%	30.4%	2.8%
West Midlands	26.1%	28.9%	2.8%
Scotland	23.7%	26.4%	2.7%
Northern Ireland	24.3%	25.7%	1.4%
UK	27.3%	30.6%	3.3%
UK Ex London	26.4%	29.2%	2.8%

# Annual variance in average rental values by region

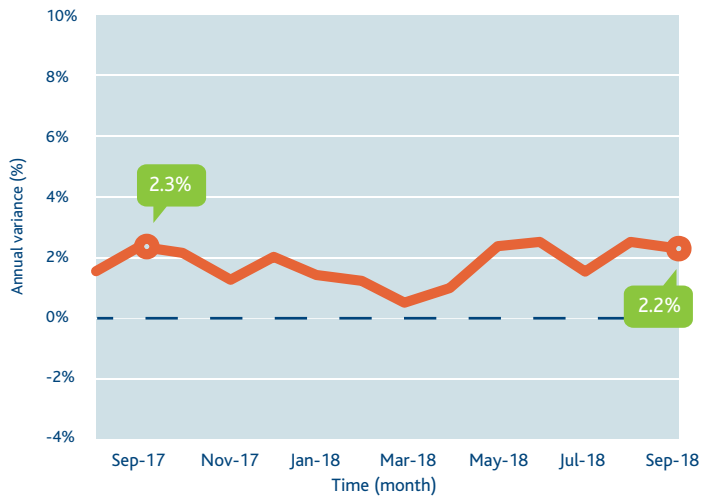
## Scotland



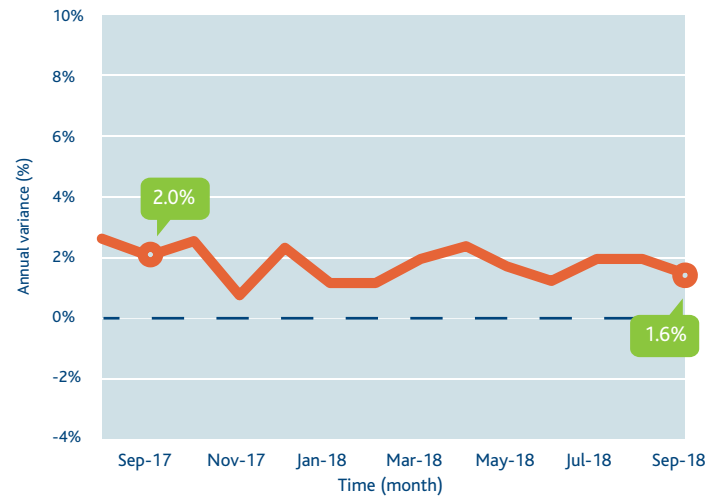
## North East



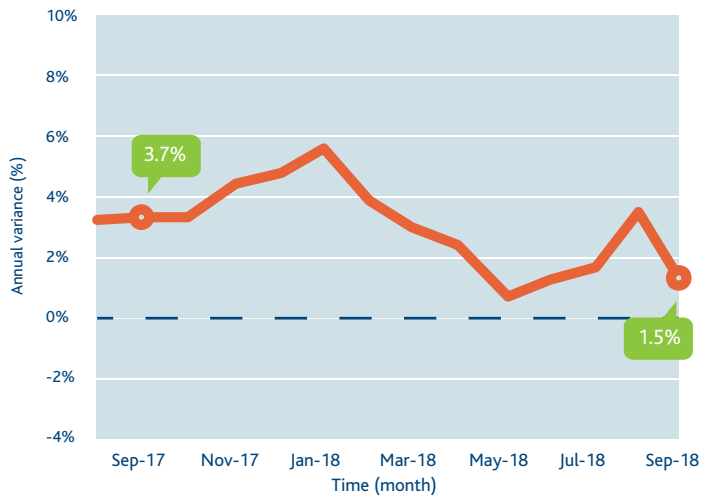
## Yorkshire and the Humber



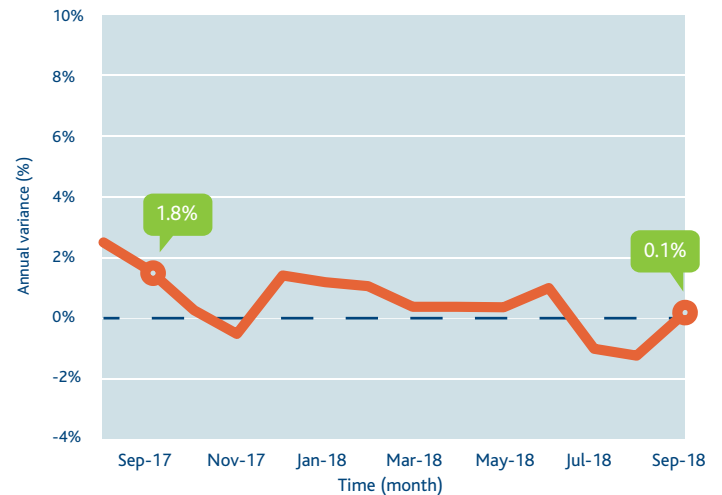
## North West



## East Midlands

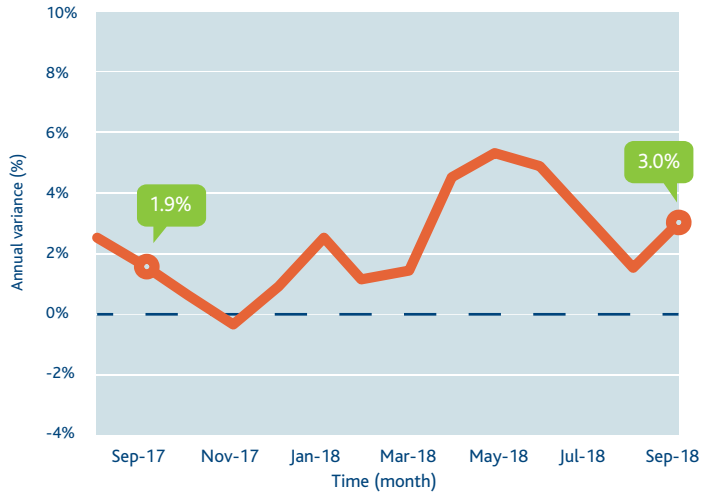


## East of England

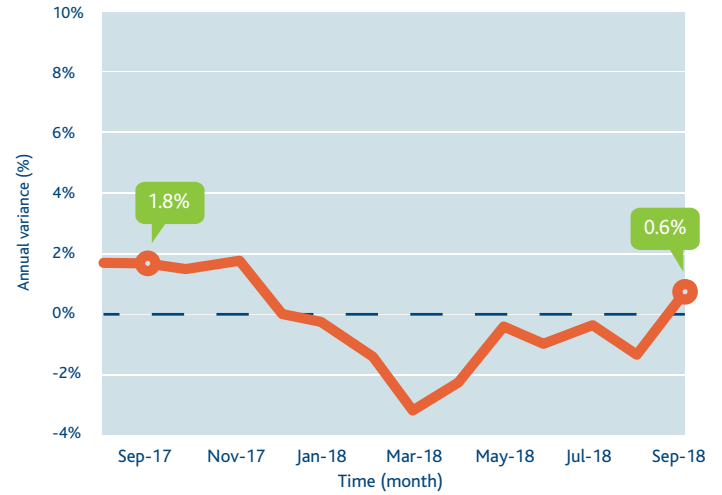


# Annual variance in average rental values by region

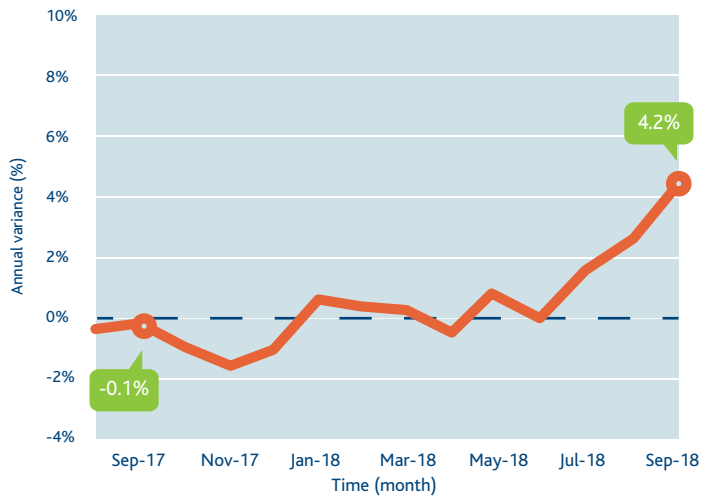
## Greater London



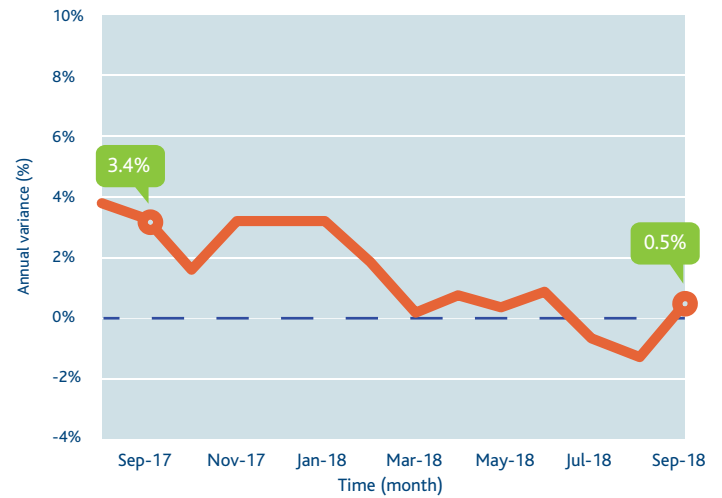
## Wales



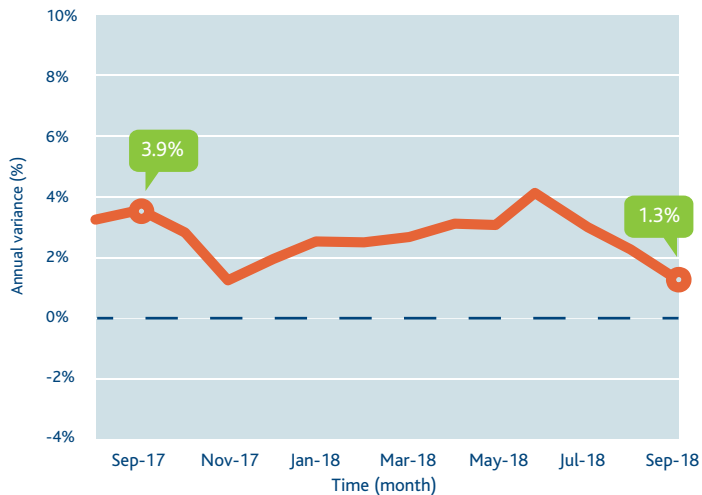
## South East



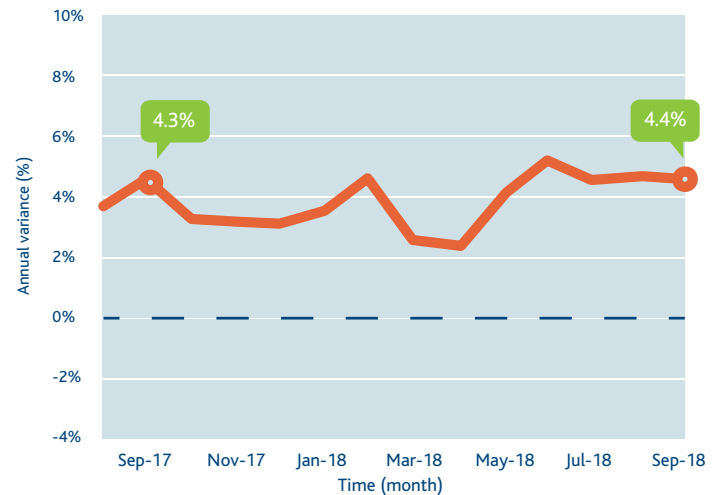
## South West



## West Midlands

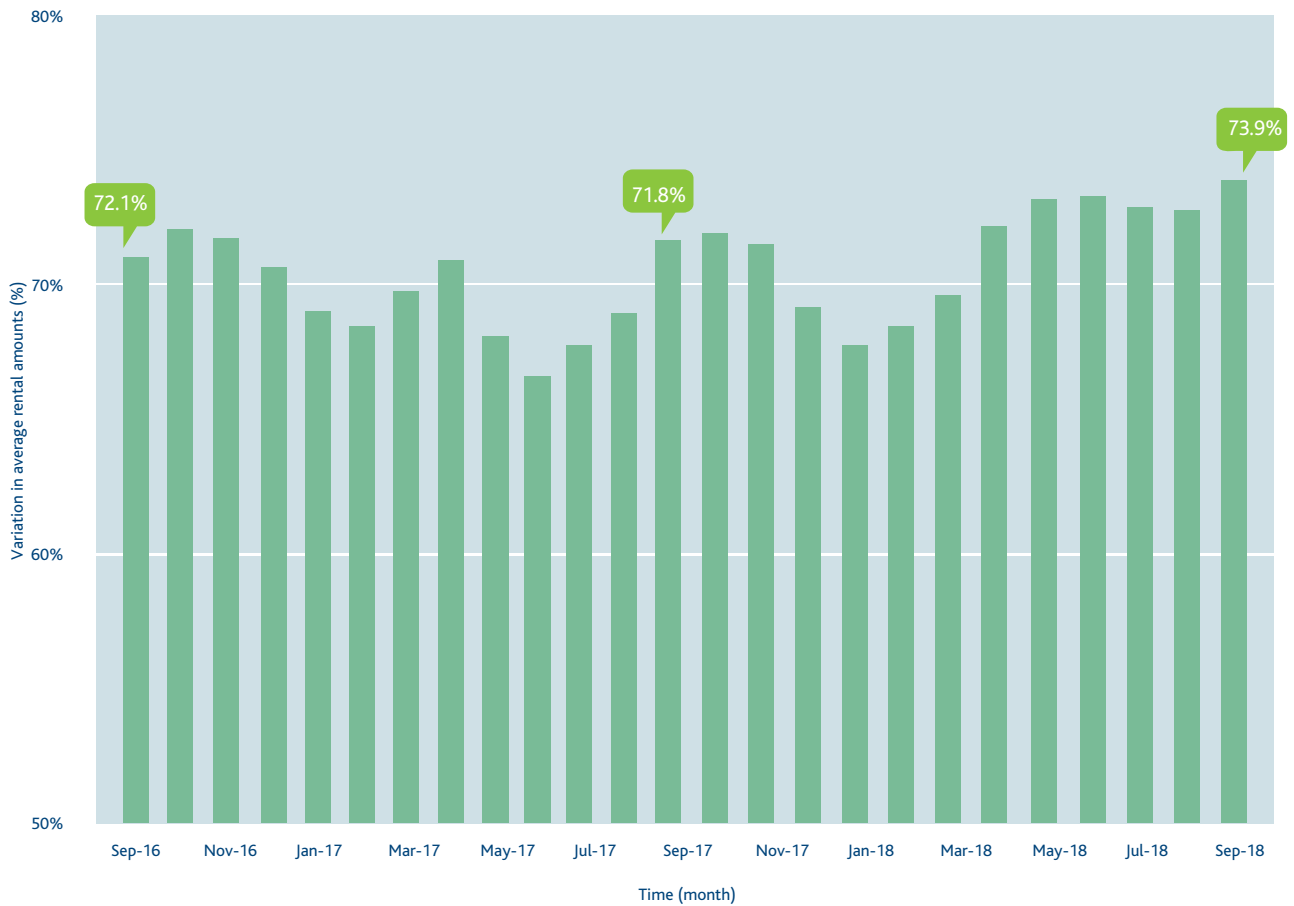


## Northern Ireland



# Greater London vs. the UK

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

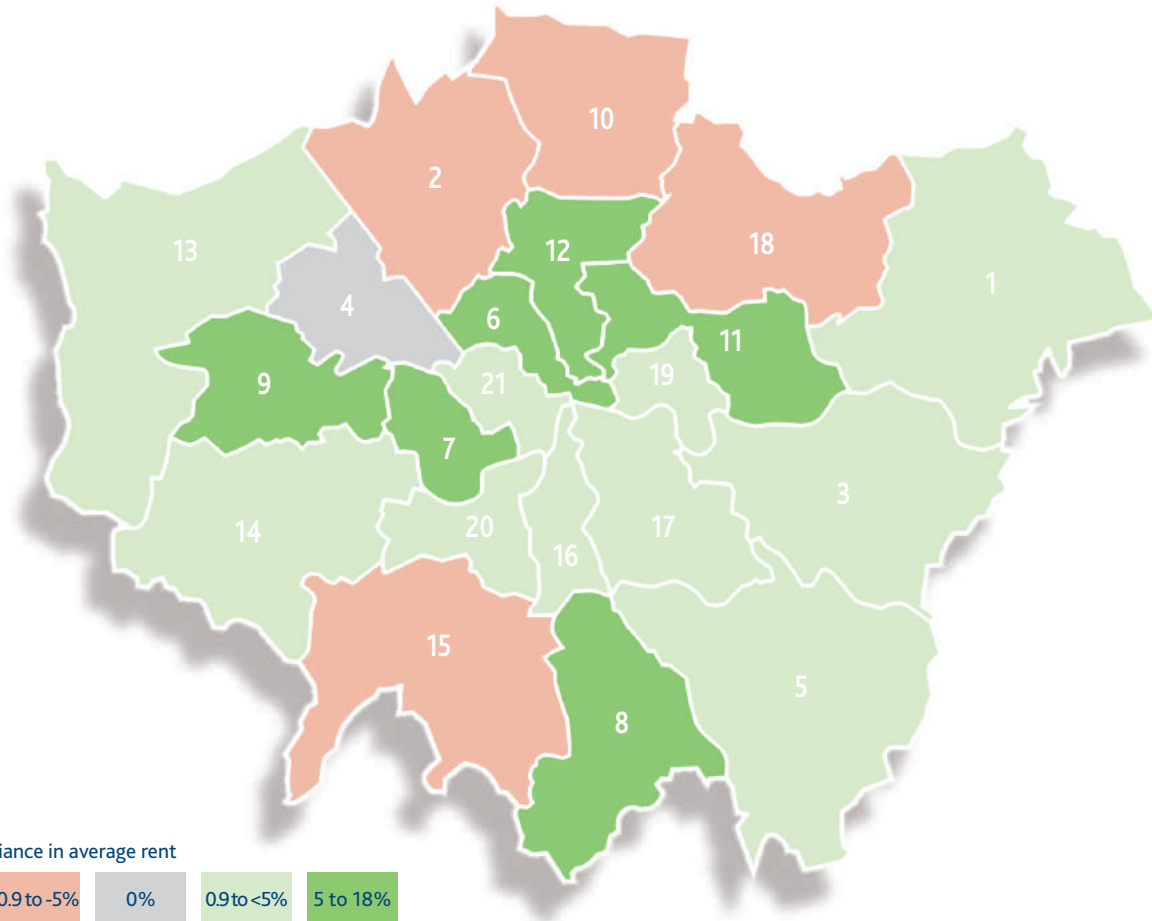


- In September, average rental values in London (£1,640) were 73.9% higher than the UK (£943)
- When London is excluded the average rent in the UK was £780 in September, average rents in London (£1,640) were 110.3% higher than the rest of the UK.



# Greater London by borough

This section looks at the average rental values for new tenancies for the boroughs of London. The annual variance compares September 2018 with September 2017.



<b>1 Barking, Dagenham &amp; Havering</b> Avg rent September 18    £1,244 Annual variance            3.3%	<b>2 Barnet</b> Avg rent September 18    £1,484 Annual variance            -1.5%	<b>3 Bexley &amp; Greenwich</b> Avg rent September 18    £1,346 Annual variance            2.7%	<b>4 Brent</b> Avg rent September 18    £1,552 Annual variance            0.1%	<b>5 Bromley</b> Avg rent September 18    £1,382 Annual variance            3.8%
<b>6 Camden &amp; City of London</b> Avg rent September 18    £2,326 Annual variance            12.0%	<b>7 Chelsea, Fulham, Hammersmith &amp; Kensington</b> Avg rent September 18    £1,971 Annual variance            5.1%	<b>8 Croydon</b> Avg rent September 18    £1,109 Annual variance            5.2%	<b>9 Ealing</b> Avg rent September 18    £1,564 Annual variance            5.4%	<b>10 Enfield</b> Avg rent September 18    £1,345 Annual variance            -4.9%
<b>11 Hackney &amp; Newham</b> Avg rent September 18    £1,578 Annual variance            5.1%	<b>12 Haringey &amp; Islington</b> Avg rent September 18    £1,830 Annual variance            14.8%	<b>13 Harrow &amp; Hillingdon</b> Avg rent September 18    £1,390 Annual variance            4.5%	<b>14 Hounslow &amp; Richmond upon Thames</b> Avg rent September 18    £1,470 Annual variance            3.2%	<b>15 Kingston upon Thames, Merton &amp; Sutton</b> Avg rent September 18    £1,307 Annual variance            -2.5%
<b>16 Lambeth</b> Avg rent September 18    £2,148 Annual variance            0.9%	<b>17 Lewisham &amp; Southwark</b> Avg rent September 18    £1,763 Annual variance            2.9%	<b>18 Redbridge &amp; Waltham Forest</b> Avg rent September 18    £1,244 Annual variance            -1.6%	<b>19 Tower Hamlets</b> Avg rent September 18    £1,926 Annual variance            2.8%	<b>20 Wandsworth</b> Avg rent September 18    £1,782 Annual variance            2.0%
<b>21 Westminster</b> Avg rent September 18    £2,238 Annual variance            1.5%				

## Greater London ranked by borough

### Five London boroughs with the highest average rent

London borough	Average rent September 2018
Camden, City of London	£2,326
Westminster	£2,238
Lambeth	£2,148
Chelsea, Fulham, Hammersmith and Kensington	£1,971
Tower Hamlets	£1,926

### Five London boroughs with the lowest average rent

London borough	Average rent September 2018
Croydon	£1,109
Barking, Dagenham and Havering	£1,244
Redbridge and Waltham Forest	£1,244
Kingston upon Thames, Merton and Sutton	£1,307
Harrow and Hillingdon	£1,320

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

London borough	Annual variance
Haringey and Islington	14.8%
Camden, City of London	12.0%
Ealing	5.4%
Croydon	5.2%
Chelsea, Fulham, Hammersmith and Kensington	5.1%

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

London borough	Annual variance
Enfield	-4.9%
Kingston upon Thames, Merton and Sutton	-2.5%
Redbridge and Waltham Forest	-1.6%
Barnet	-1.5%
Brent	0.1%

## About HomeLet

With 25 years 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)