

HomeLet Rental Index

Key headlines

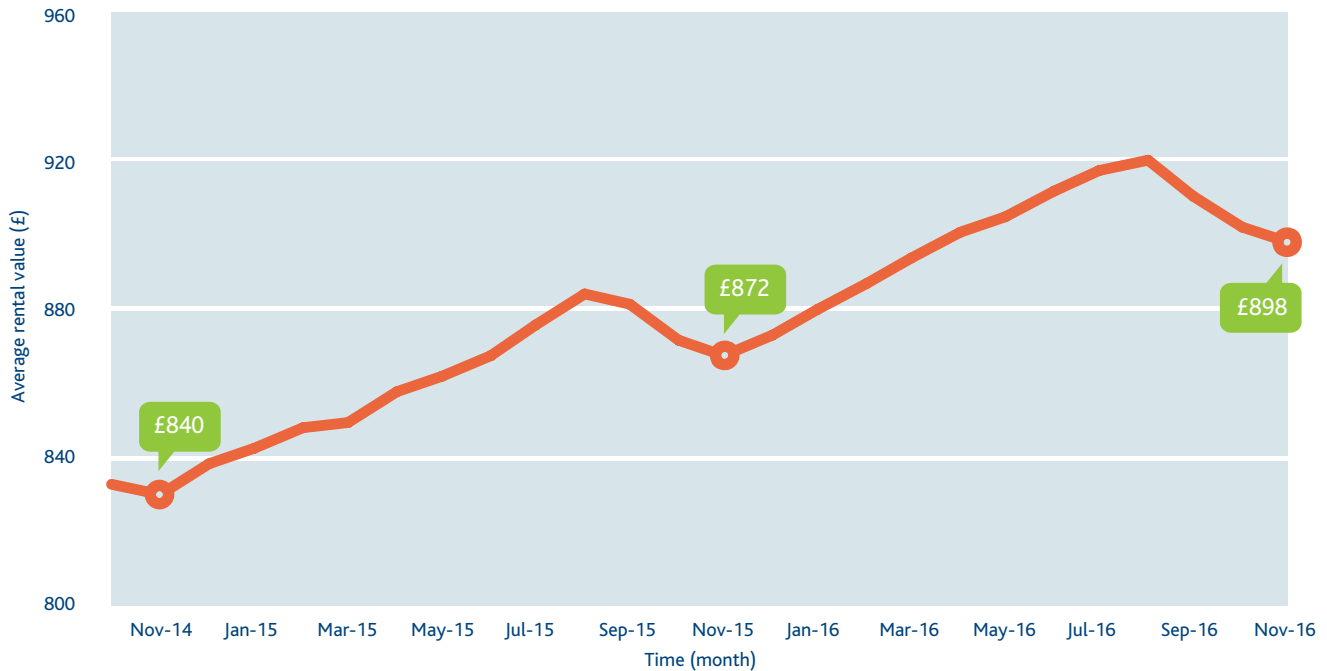
- 2016 to date has seen a slower rate of rental growth, compared to the same period last year
- The average UK rental value was £898pcm - this is 3.1% higher than the same period last year (£872pcm)
- This month the lowest annual growth was seen in Greater London (1.6%) and the East Midlands (1.6%)
- Average rental values have increased in all regions in the UK, compared to the same period last year
- In November 2016, the UK household rent to income ratio was 27.7%



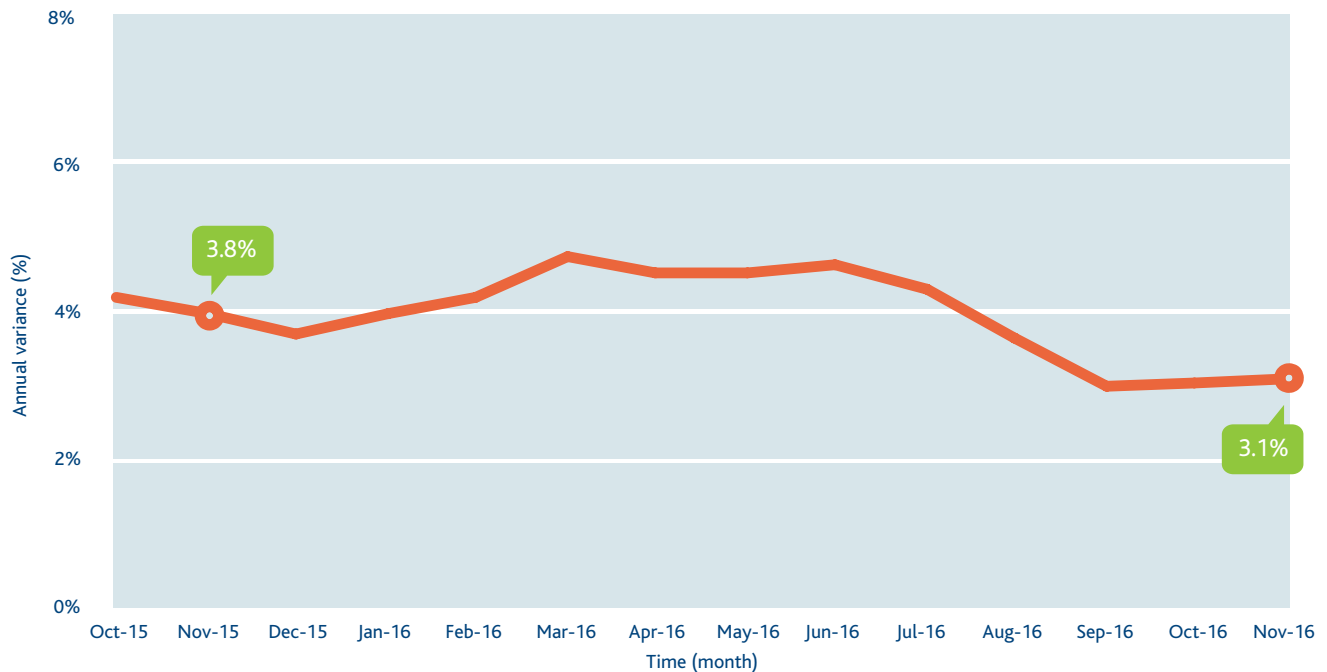
November 2016 edition

Average rental values in the UK

Average rental values



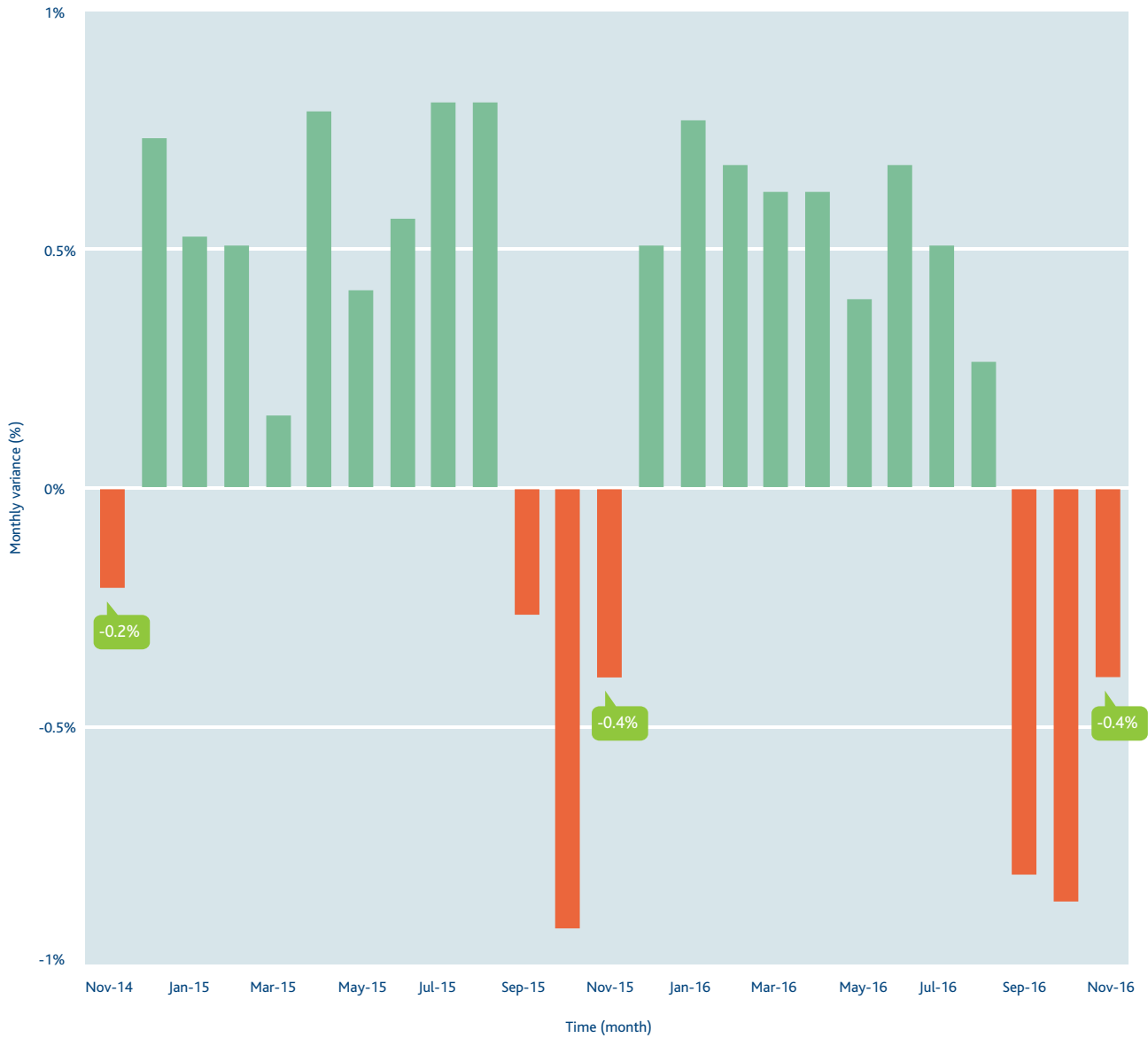
Annual variance in rental values



It's interesting to note...

- The average UK rental value was £898pcm - this is 3.1% higher than the same period last year (£872pcm) and a reduction in the rate of increase seen in October 2015 (3.8%)

Monthly variance in average rent in the UK



It's interesting to note...

- The UK average rental value has reduced by 0.4% since October 2016 – this is the same as the monthly variance in November 2015 (-0.4%) and marginally higher than November 2014 (-0.2%)



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 November 2016	£524	Average rent November 2016	£898
Average rent October 2016	£525	Average rent October 2016	£902
Monthly variance	-0.3%	Monthly variance	-0.4%
Average rent November 2015	£510	Average rent November 2015	£872
Annual variance	2.8%	Annual variance	3.1%

Scotland	
Average rent November 2016	£610
Average rent October 2016	£606
Monthly variance	0.7%
Average rent November 2015	£584
Annual variance	4.4%

Yorkshire and Humber	
Average rent November 2016	£620
Average rent October 2016	£619
Monthly variance	0.2%
Average rent November 2015	£605
Annual variance	2.4%

North West	
Average rent November 2016	£678
Average rent October 2016	£676
Monthly variance	0.2%
Average rent November 2015	£648
Annual variance	4.5%

East Midlands	
Average rent November 2016	£596
Average rent October 2016	£601
Monthly variance	-0.8%
Average rent November 2015	£587
Annual variance	1.6%

West Midlands	
Average rent November 2016	£662
Average rent October 2016	£663
Monthly variance	-0.1%
Average rent November 2015	£634
Annual variance	4.3%

East of England	
Average rent November 2016	£901
Average rent October 2016	£904
Monthly variance	-0.3%
Average rent November 2015	£874
Annual variance	3.1%

Wales	
Average rent November 2016	£604
Average rent October 2016	£609
Monthly variance	-0.8%
Average rent November 2015	£590
Annual variance	2.4%

Greater London	
Average rent November 2016	£1,521
Average rent October 2016	£1,542
Monthly variance	-1.3%
Average rent November 2015	£1,497
Annual variance	1.6%

Northern Ireland	
Average rent November 2016	£592
Average rent October 2016	£592
Monthly variance	-0.1%
Average rent November 2015	£565
Annual variance	4.8%

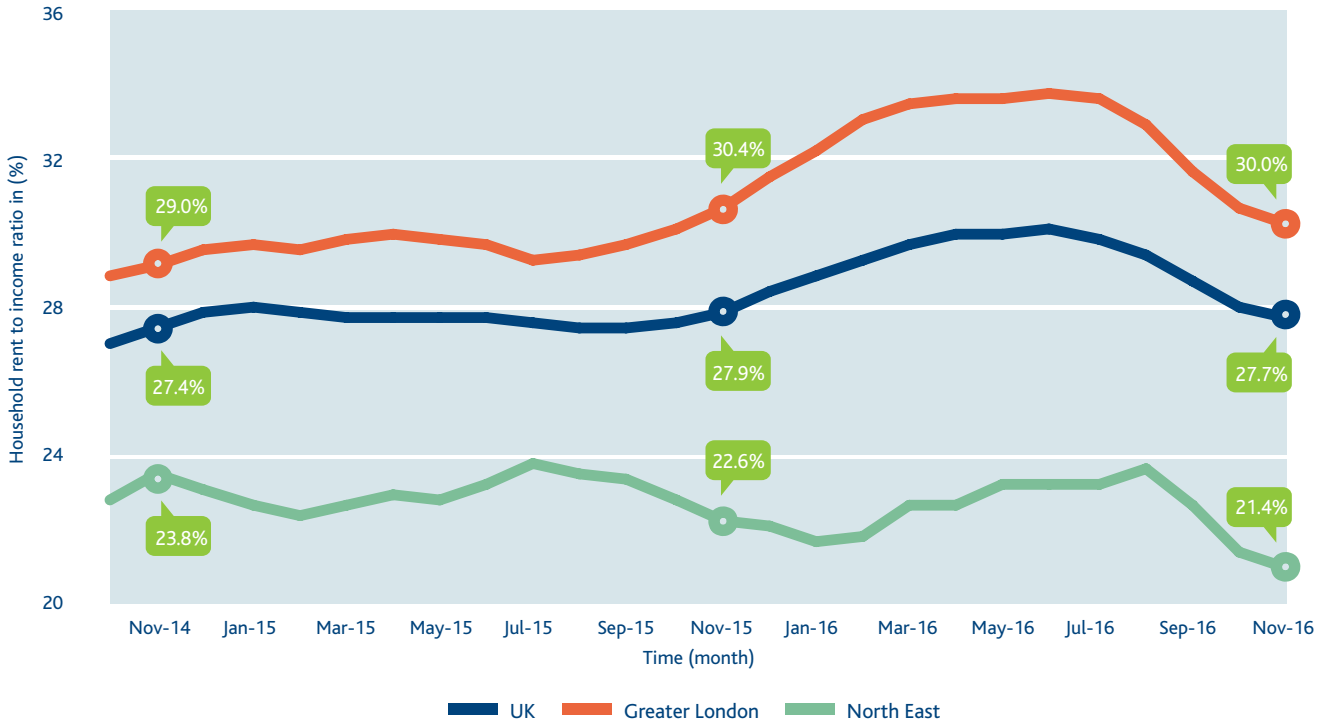
South West	
Average rent November 2016	£786
Average rent October 2016	£787
Monthly variance	-0.1%
Average rent November 2015	£767
Annual variance	2.5%

South East	
Average rent November 2016	£1,009
Average rent October 2016	£999
Monthly variance	1.0%
Average rent November 2015	£964
Annual variance	4.7%

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

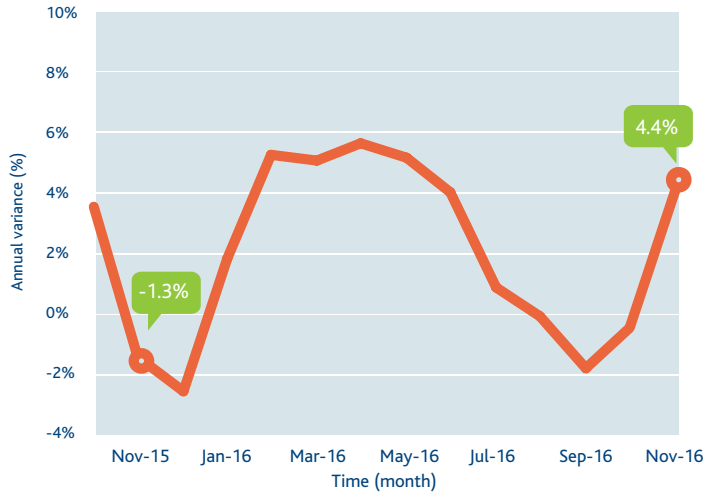


Household rent to income ratio by region

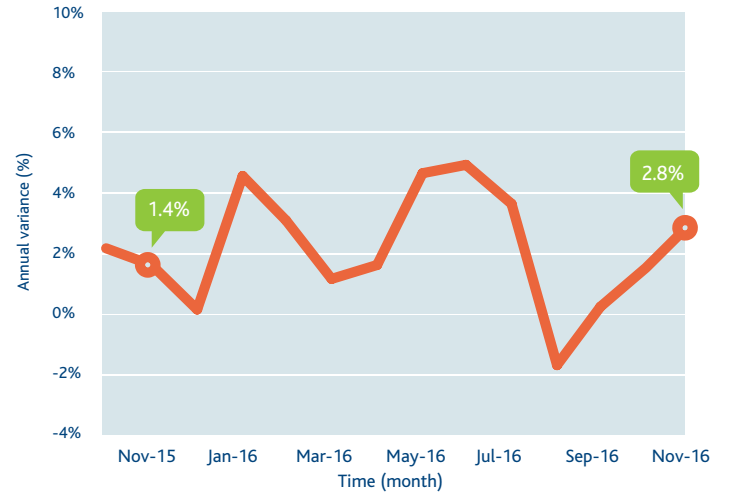
Region	November 2016	November 2015	Variance (percentage points)
Greater London	30.0%	30.4%	-0.4%
Wales	29.8%	29.5%	+0.3%
South West	29.1%	29.8%	-0.7%
South East	28.6%	28.0%	+0.6%
East of England	28.0%	28.2%	-0.2%
West Midlands	26.1%	26.7%	-0.6%
East Midlands	26.0%	25.5%	+0.6%
North West	26.0%	26.6%	-0.6%
Northern Ireland	25.6%	24.7%	+1.0%
Yorkshire and The Humber	24.3%	24.6%	-0.3%
Scotland	24.3%	24.3%	-0.0%
North East	21.4%	22.6%	-1.2%
UK	27.7%	27.9%	-0.2%
UK excluding Greater London	27.1%	27.1%	+0.0%

Annual variance in average rental values by region

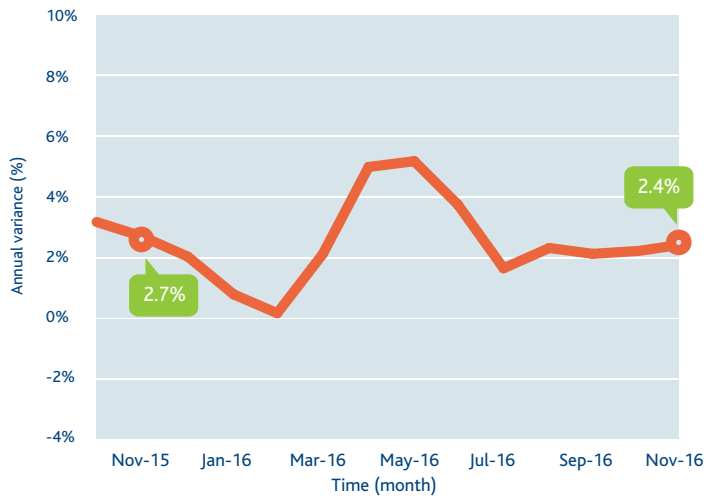
Scotland



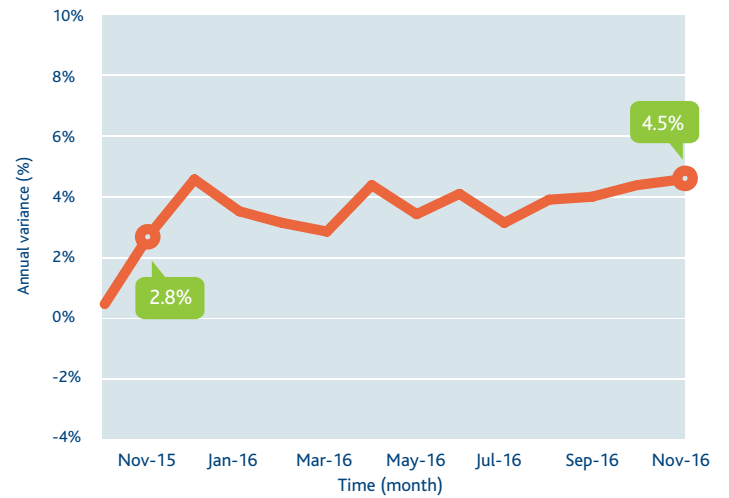
North East



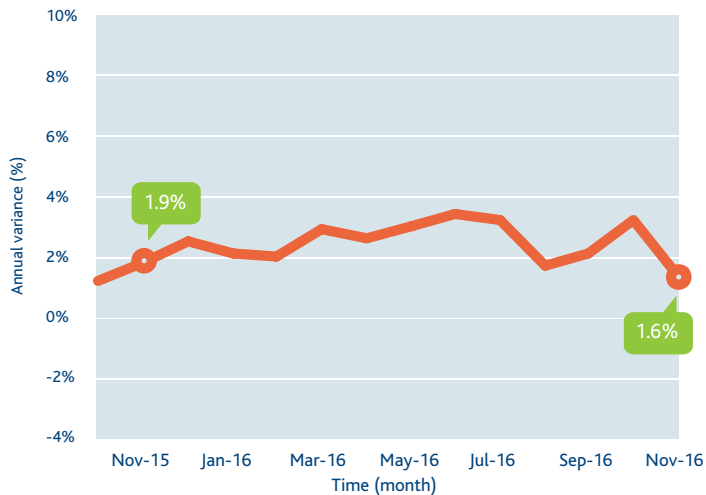
Yorkshire and the Humber



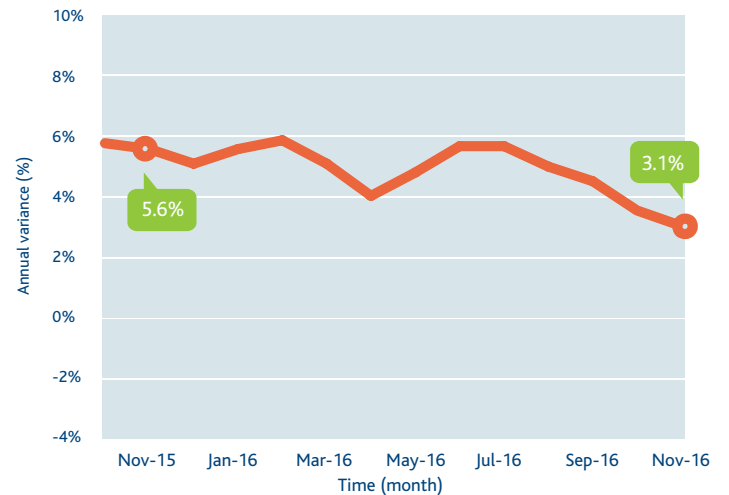
North West



East Midlands

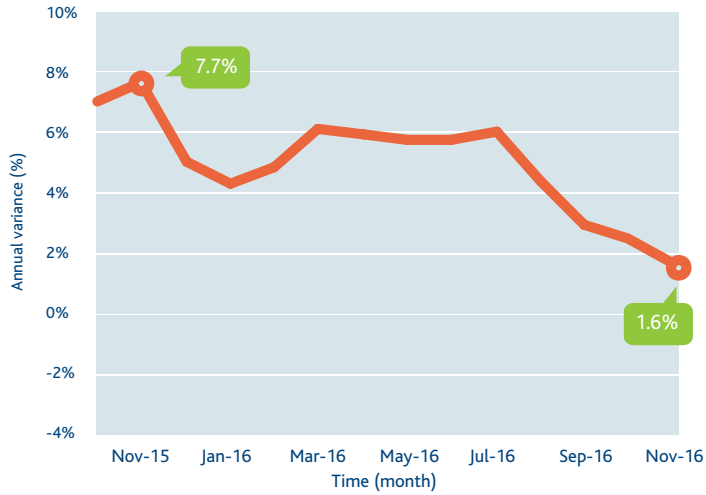


East of England

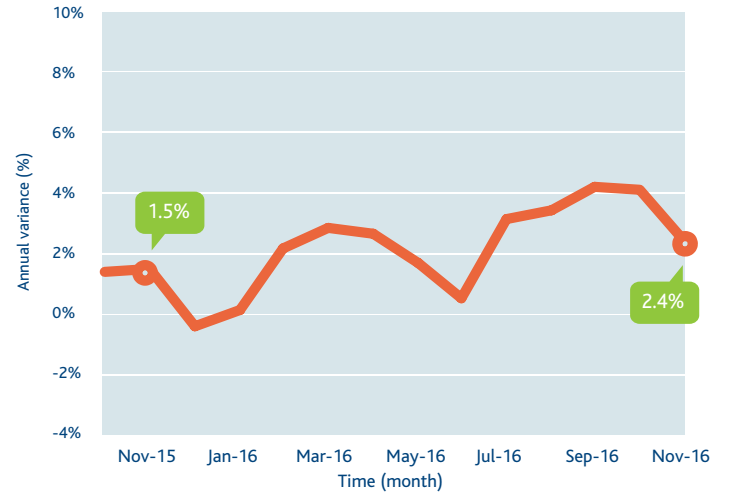


Annual variance in average rental values by region

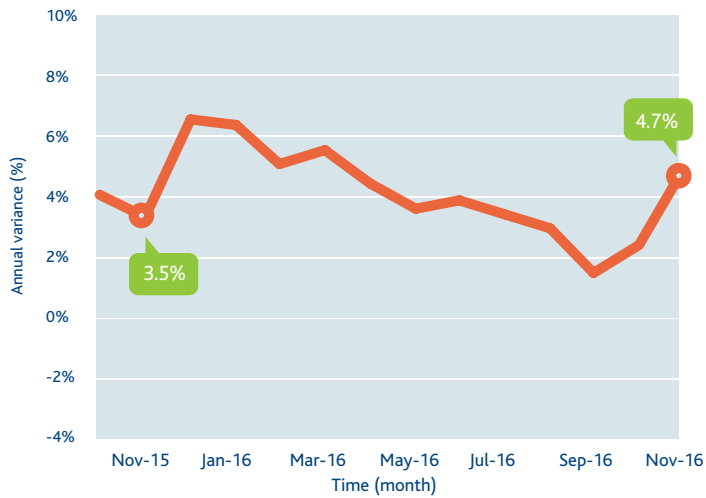
Greater London



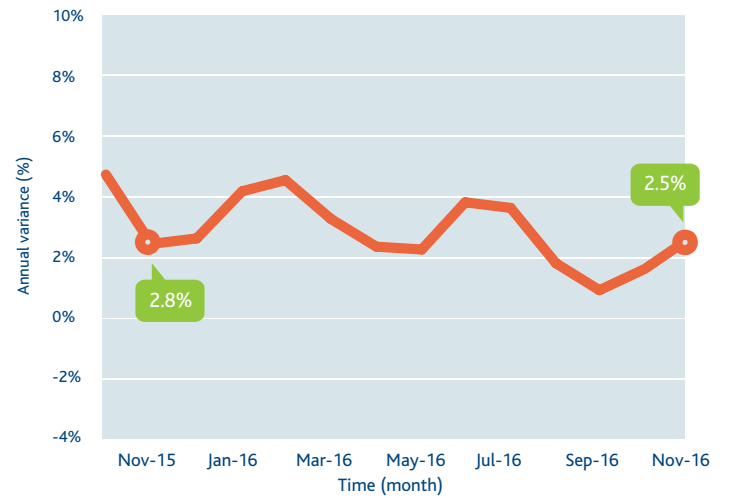
Wales



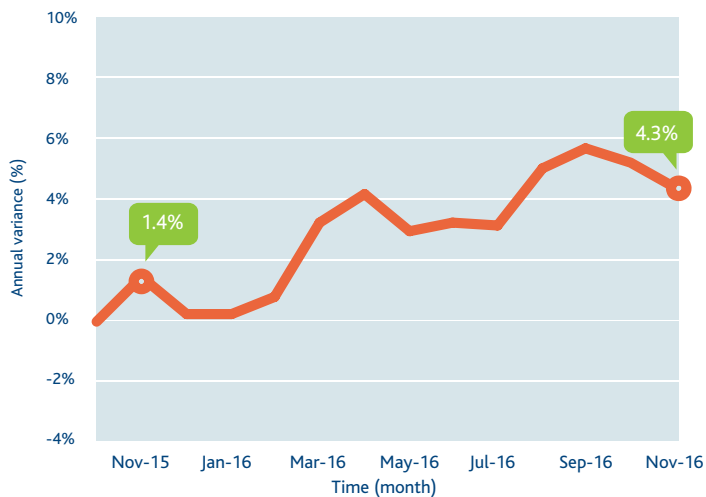
South East



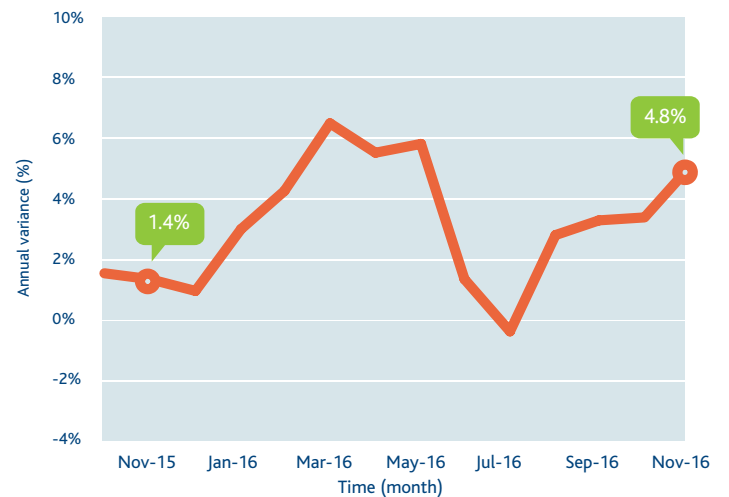
South West



West Midlands

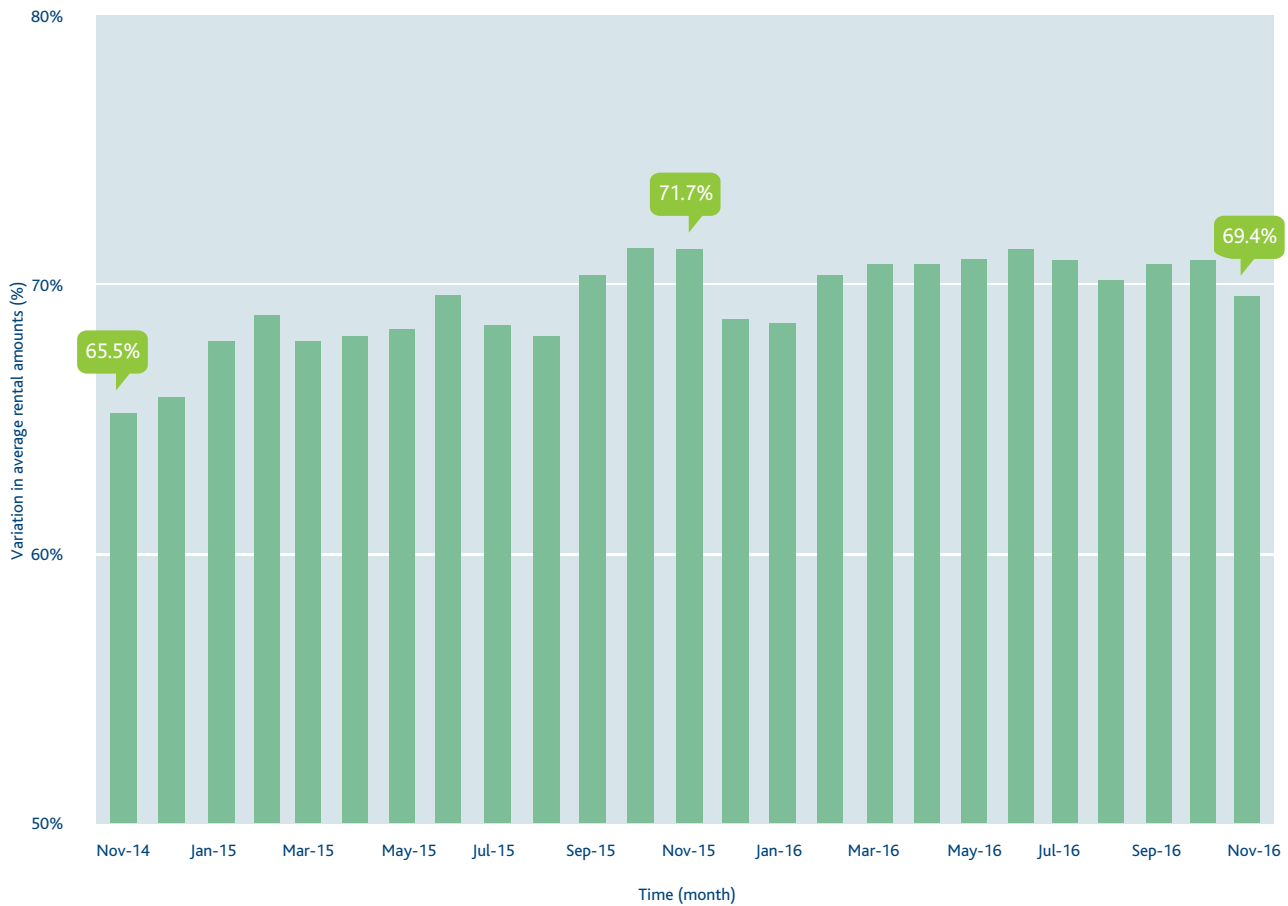


Northern Ireland



Greater London vs. the UK

Monthly variation between Greater London rental prices and the UK average

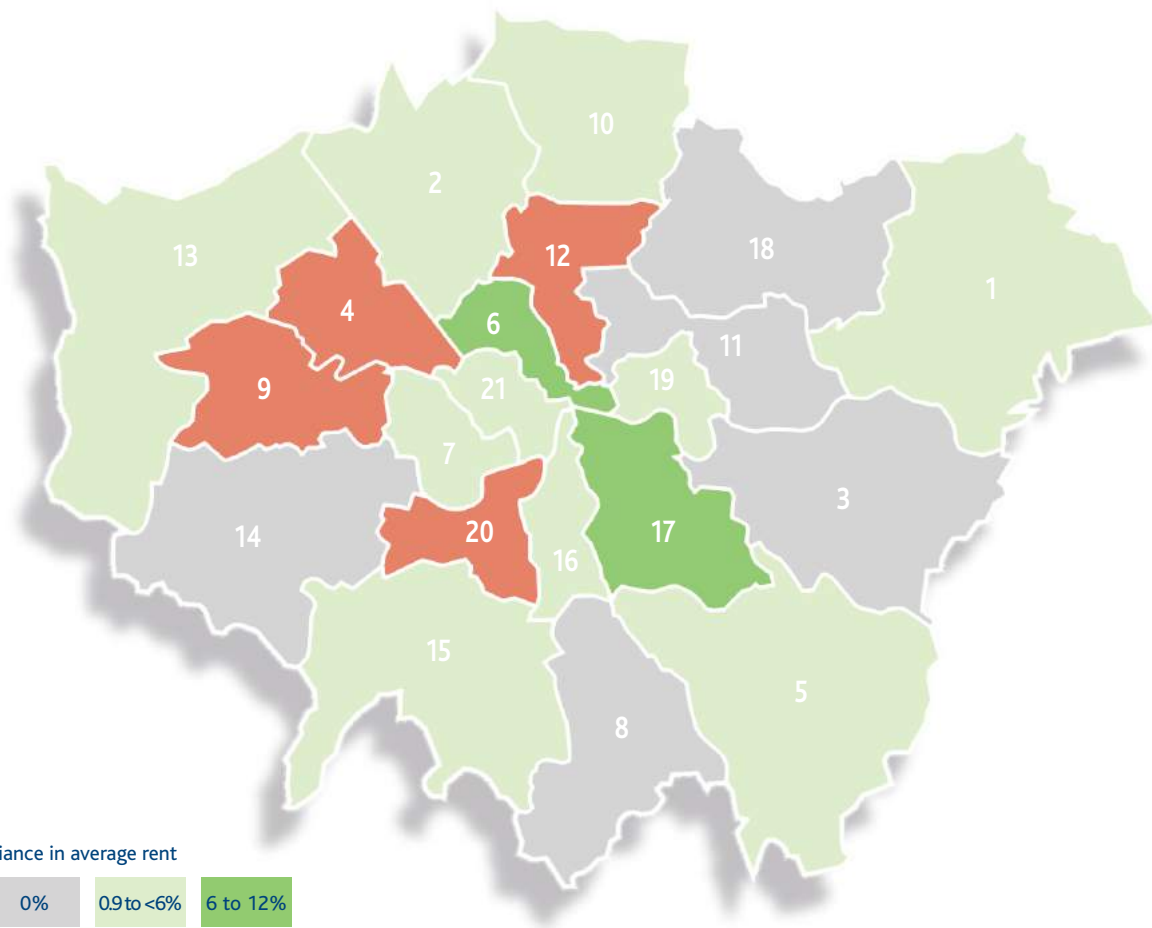


The figures also show...

- In November 2016 average rental values in London (£1,521) were 69.4% higher than the UK (£898)
- The gap between London and the rest of the UK was lower than November 2015 (71.7%) and higher than November 2014 (65.5%)

Greater London by borough

This section looks at the average rental values for new tenancies for the boroughs of London. The annual variance compares November 2015 with November 2016.



% Annual variance in average rent



1 Barking, Dagenham & Havering Avg rent Nov 16: £1,177 Annual variance: 1.6%	2 Barnet Avg rent Nov 16: £1,497 Annual variance: 2.4%	3 Bexley & Greenwich Avg rent Nov 16: £1,224 Annual variance: -0.3%	4 Brent Avg rent Nov 16: £1,560 Annual variance: -1.9%	5 Bromley Avg rent Nov 16: £1,342 Annual variance: 0.9%
6 Camden & City of London Avg rent Nov 16: £1,878 Annual variance: 14.3%	7 Chelsea, Fulham, Hammersmith & Kensington Avg rent Nov 16: £1,743 Annual variance: 5.3%	8 Croydon Avg rent Nov 16: £1,131 Annual variance: -0.4%	9 Ealing Avg rent Nov 16: £1,386 Annual variance: -1.9%	10 Enfield Avg rent Nov 16: £1,289 Annual variance: 4.1%
11 Hackney & Newham Avg rent Nov 16: £1,407 Annual variance: 0.4%	12 Haringey & Islington Avg rent Nov 16: £1,474 Annual variance: -7.6%	13 Harrow & Hillingdon Avg rent Nov 16: £1,362 Annual variance: 3.1%	14 Hounslow & Richmond upon Thames Avg rent Nov 16: £1,440 Annual variance: 0.8%	15 Kingston upon Thames, Merton & Sutton Avg rent Nov 16: £1,435 Annual variance: 3.4%
16 Lambeth Avg rent Nov 16: £1,811 Annual variance: 3.5%	17 Lewisham & Southwark Avg rent Nov 16: £1,674 Annual variance: 6.9%	18 Redbridge & Waltham Forest Avg rent Nov 16: £1,287 Annual variance: 0.4%	19 Tower Hamlets Avg rent Nov 16: £1,692 Annual variance: 2.3%	20 Wandsworth Avg rent Nov 16: £1,592 Annual variance: -3.3%
21 Westminster Avg rent Nov 16: £2,171 Annual variance: 3.1%				

Greater London ranked by borough

Five London boroughs with the highest average rent

London borough	Average rent Nov 2016
Westminster	£2,171
Camden & City of London	£1,878
Lambeth	£1,811
Chelsea, Fulham, Hammersmith & Kensington	£1,743
Tower Hamlets	£1,692

Five London boroughs with the lowest average rent

London borough	Average rent Nov 2016
Croydon	£1,131
Barking, Dagenham & Havering	£1,177
Bexley & Greenwich	£1,224
Redbridge & Waltham Forest	£1,287
Enfield	£1,289

Five London boroughs with the highest annual variance in average rent

London borough	Annual variance
Camden & City of London	14.3%
Lewisham & Southwark	6.9%
Chelsea, Fulham, Hammersmith & Kensington	5.3%
Enfield	4.1%
Lambeth	3.5%

Five London boroughs with the lowest annual variance in average rent

London borough	Annual variance
Haringey & Islington	-7.6%
Wandsworth	-3.3%
Ealing	-1.9%
Brent	-1.9%
Croydon	-0.4%

About HomeLet

With almost 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.

For more information on the HomeLet Rental Index please visit

homelet.co.uk/homelet-rental-index