

# Market insight

## Rental update

### UK headlines\*

**£890**

**Average rent**  
(£pcm)

**1.7%**

**Annual change in rents**  
(excluding London)

**2.0%**

**Annual change in rents**  
(12 months ago)

**0.9%**

**3-year average change in rents**

**31%**

**Affordability single earner\***

**17** days

**Time to rent**

\*Data up to end of Q3 2020

Constrained supply from investors is supporting annual rental growth in major UK cities. Exceptions to this are major commuter and tourist cities - London and Edinburgh in particular. Changes to working and travel patterns have brought short lets back into these local markets.

Alongside this, a lack of higher-LTV mortgage finance and economic uncertainty is supporting rental demand in many areas, with would-be homeowners staying in the rental market for longer. Time-to-let is now down from an average 20 days to 18 for flats - and it stands at just 16 days for houses.

**“Time-to-let is now down from an average 20 days to 18 for flats - and it stands at just 16 days for houses.”**

**Gráinne Gilmore**  
Head of Research  
Zoopla

In terms of trends seen in BTL lending, directly after the March lockdown we saw a 60% decrease in BTL applications (based on Hometrack AVM data). However, the recovery was relatively sharp, with applications by June and July surpassing that of pre-coronavirus levels.

**Please don't hesitate to get in touch if you'd like further information about our wider market insight to support investor decision-making.**

## Rental market in detail: Q3 2020

	Average rent (£pcm**)	Annual change	Annual change (12m ago)	3-year average change	Affordability single earner*	Time to rent (days)
<b>UK</b>	<b>£890</b>	<b>-0.5%</b>	<b>2.0%</b>	<b>0.9%</b>	<b>31%</b>	<b>17</b>
<b>UK (ex. London)</b>	<b>£744</b>	<b>1.7%</b>	<b>1.9%</b>	<b>1.7%</b>	<b>26%</b>	<b>18</b>
<b>Regions</b>						
Scotland	£631	0.1%	3.0%	1.6%	23%	15
Wales	£616	2.5%	1.9%	2.3%	26%	21
N. Ireland	£590	3.3%	2.2%	2.6%	25%	16
North East	£520	3.2%	0.7%	1.4%	21%	19
North West	£619	1.8%	2.0%	1.6%	24%	17
York & Humber	£599	2.3%	2.9%	2.3%	24%	19
East Midlands	£660	2.5%	3.2%	2.9%	26%	17
West Midlands	£674	0.0%	0.5%	0.9%	26%	19
East of England	£894	2.2%	1.3%	1.5%	30%	18
London	£1,596	-5.2%	2.3%	-0.9%	44%	17
South East	£1,021	0.8%	1.3%	1.0%	33%	19
South West	£813	2.7%	2.7%	2.3%	31%	16
<b>Cities</b>						
Belfast	£604	3.5%	2.2%	2.7%	25%	18
Birmingham	£684	-0.5%	0.4%	0.7%	26%	21
Bristol	£1,008	3.1%	4.4%	3.2%	38%	13
Cardiff	£814	1.8%	2.0%	2.1%	34%	22
Edinburgh	£941	-1.6%	3.2%	2.5%	35%	17
Glasgow	£648	2.4%	2.4%	2.9%	24%	18
Leeds	£727	0.8%	4.6%	2.4%	29%	19
Liverpool	£601	2.1%	2.4%	1.7%	23%	13
Manchester	£742	-0.1%	2.6%	1.2%	28%	18
Nottingham	£706	2.4%	4.9%	3.8%	28%	14
Sheffield	£607	2.6%	2.6%	2.1%	24%	19
Southampton	£858	1.8%	1.1%	1.0%	27%	20

\* % of income for rent, based on average rent and average salary \*\* All properties

# Get in touch

We're the UK's leading provider of valuations and core market insights. Each year, we help thousands of investors with critical decision-making, across the property investment life cycle.

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