

BELVOIR!

March 2016
(Q1 16)

Rental Index



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Belvoir Rental Index March 2016 (Q1): Rental Variations

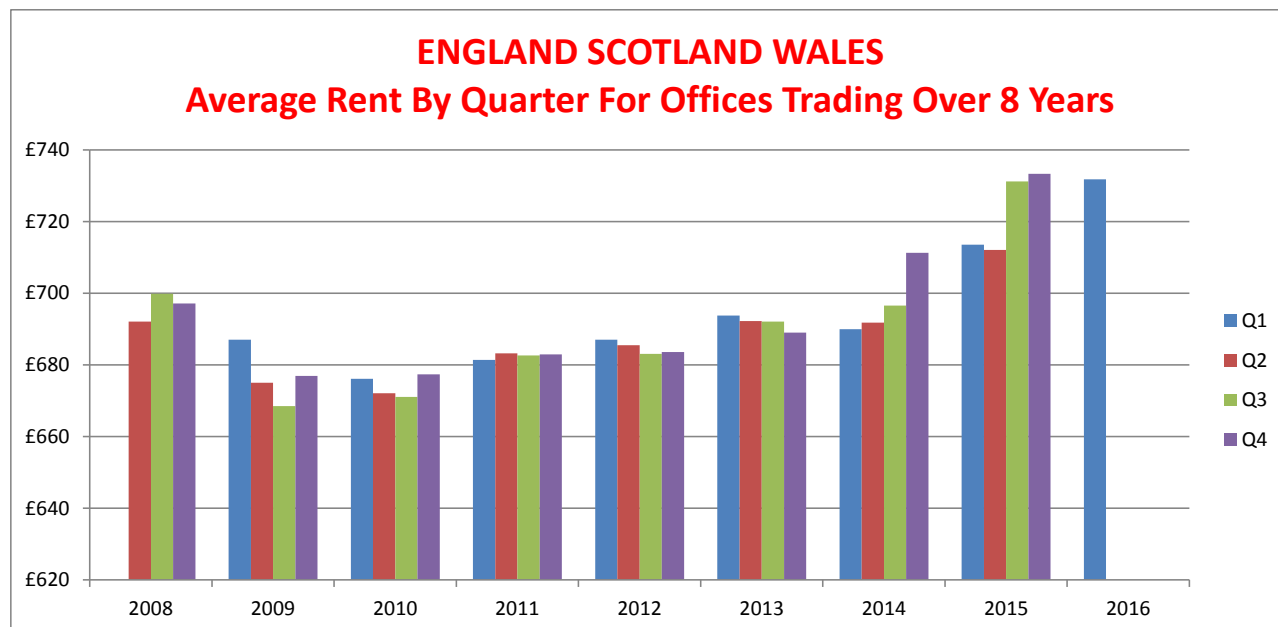
1. For the UK (excl NI), the average rent recorded for Q1 2016 is £774, which is an increase of 3% compared to Q1 2015 and a 1.25% increase versus the 2015 annual average annual rent.
2. Where Belvoir offices have been trading since 2008, average rents were still below their 2008 high in 11 counties during Q1 2016. These include Devon, Gloucestershire and Lancashire.
3. In Q1 2016, 19 Belvoir counties exceeded the 2008 rental height, including Lincolnshire, Suffolk and Shropshire.
4. Nick Horan of Dundee says *"The first quarter has been its usual busy self in Dundee with the normal post Hogmanay rush. Tenant activity has quietened down to a more normal and steady level of enquiries now but we have seen a significant increase in buy to let landlord enquiries in recent months."*
5. Rob Price of Belvoir Cardiff reports *"The first quarter has been consistent with the previous year. Rent levels are holding up and we have not seen any dramatic increases. Compared to last year, more tenants are choosing to stay at their existing property so the number of re-lets has dipped. This has been good news for landlords as void periods are very low. This is also probably a reflection on the good quality properties we have."*
6. Jackie Burns of Bangor reports *"Things are picking up in Bangor (despite the new Stamp Duty). We have quite a few new investment landlords buying properties or looking for advice on what is best to buy. We still don't have quite enough properties to meet the tenant demand but there is improvement. Rents are going up due to the lack of properties."*
7. Charlotte Baker of the Melton Mowbray office reports *"Melton Mowbray is very short of rental stock and has massive tenant demand which means properties in good order are increasing rapidly in price! There is still no major new build development in the town and it's coming up to 10 years since any substantial new building in the town."*
8. Adam Rastall of Liverpool Central/West Derby comments *"In Liverpool City Centre, the rents are rising but in West Derby, rents are static for new tenancies."*
9. Jeremy Clarke of Christchurch reports *"We have a real shortage of properties, especially 2 and 3 bedroom houses. Rents continue to rise due to high demand and low supply; we are now achieving £850 pcm for 2 bedroom estate houses and 3 bedroom houses on similar estates now £1,100 pcm."*
10. Peter Johnson of the Skipton office says *"On the whole, rents are rising year on year and we saw a bit of a scramble to beat the Stamp Duty time line."*

National Rental Trends

For offices which have been trading consistently over the last eight years in England, Scotland and Wales, there was a 2.5% year on year increase in rents, from £714 in Q1 2015 to £732 in Q1 2016.

There was an increase of just below 1.5% when comparing Q1 2016 to the 2015 annual average rent.

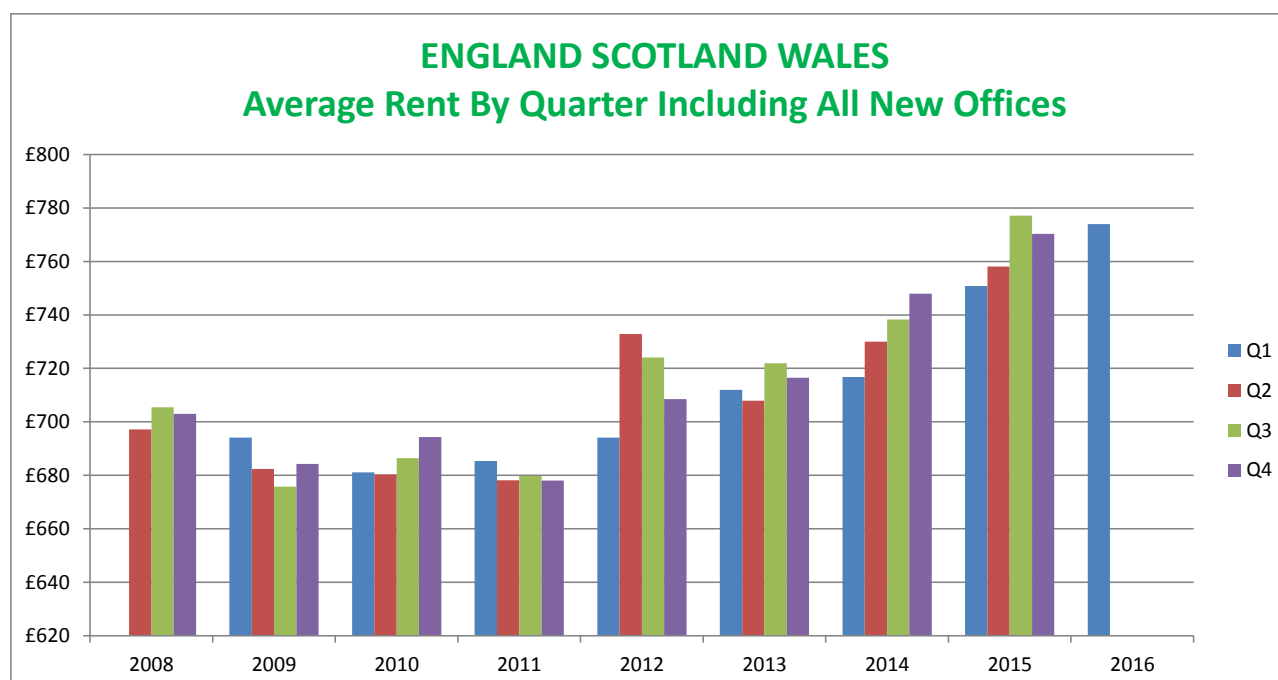
Chart showing the national rental trends for the last eight years over consistently trading offices



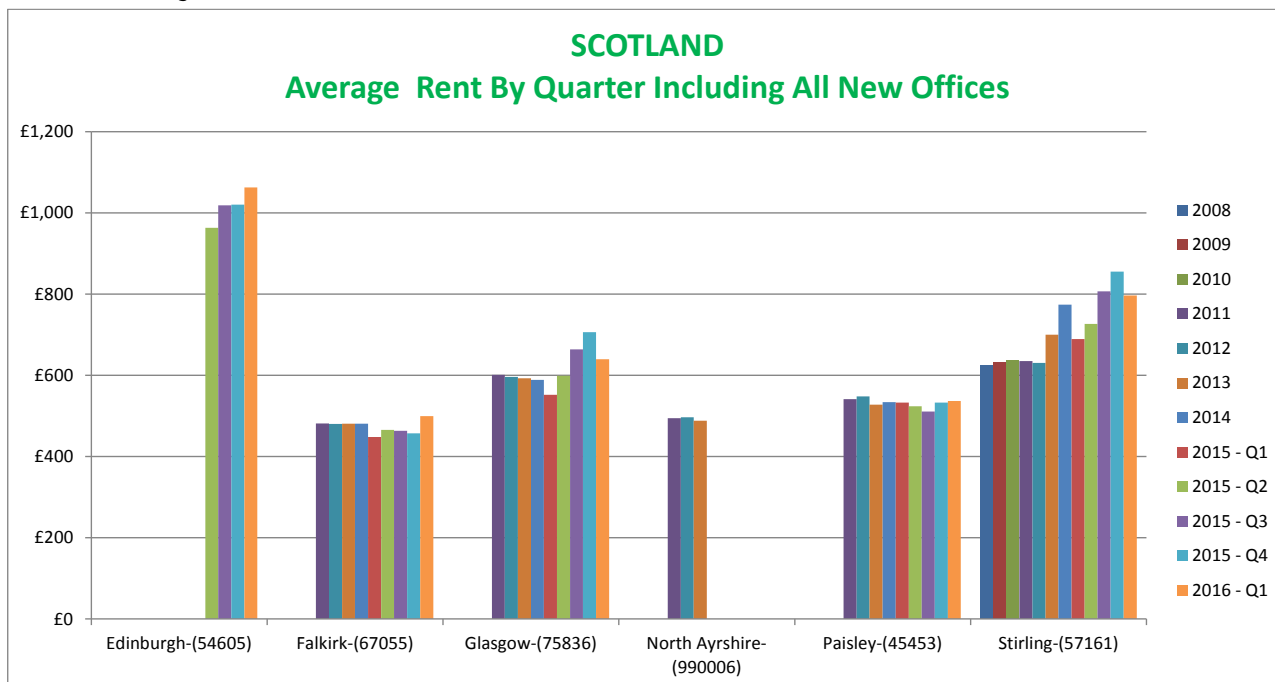
For all offices in England, Wales and Scotland, including the new Belvoir offices, the average rent for Q1 2016 is £774 per month, a year on year increase of around 3% compared to the Q1 2015 average of £751.

The Q1 2016 average rent to the 2015 annual average, this shows rental increases of around 1.25%.

Chart showing the national rental trends for the last eight years, including new Belvoir offices



Summary for Scotland



Falkirk

For Falkirk, the average rent recorded for Q1 2016 suggests a rise of 11.5% year on year versus the Q1 2015 average of £448, however, this isn't reflective of what's happening 'on the ground'.

Mike Campbell of Falkirk reports *"Rents in Falkirk are showing modest increases for Q1 year on year, which is a break from the long run trend of relatively low wages holding rents down in a self-regulating market. For lots of non-scientific reasons, increases tend to be in increments of £25 which can result in misleadingly high % increases given rents are starting from a relatively low base. It begs the question why rents are increasing and my best guess is that it is due to a combination of a reduction in new supply, with reduced levels of buy to let and lengthening average tenancies leading to lower churn. Indeed the concept that rents can be increased mid-term is only relatively recent in Falkirk because of the increasingly debate around rent control nationally. The concept of the frequency of rent increase being restricted to once every 12 months is something of an anachronism in Falkirk where rents have been stable for some time and begs the question whether the introduction of rent control will actually have the counter intuitive effect of increasing rents."*

City of Glasgow

Glasgow rental statistics always overestimate changes in rents, this Quarter suggests rents are up in Q1 2016 to £639, a 1.5% increase versus the 2015 annual average. **Sharon Walker of Glasgow** says: *"We have found the first quarter of the year very quiet, things are now starting to pick up and the demand continues to be for one/two good quality bedrooms."* Rents look to be increasing slightly but not as high as the raw data would suggest.

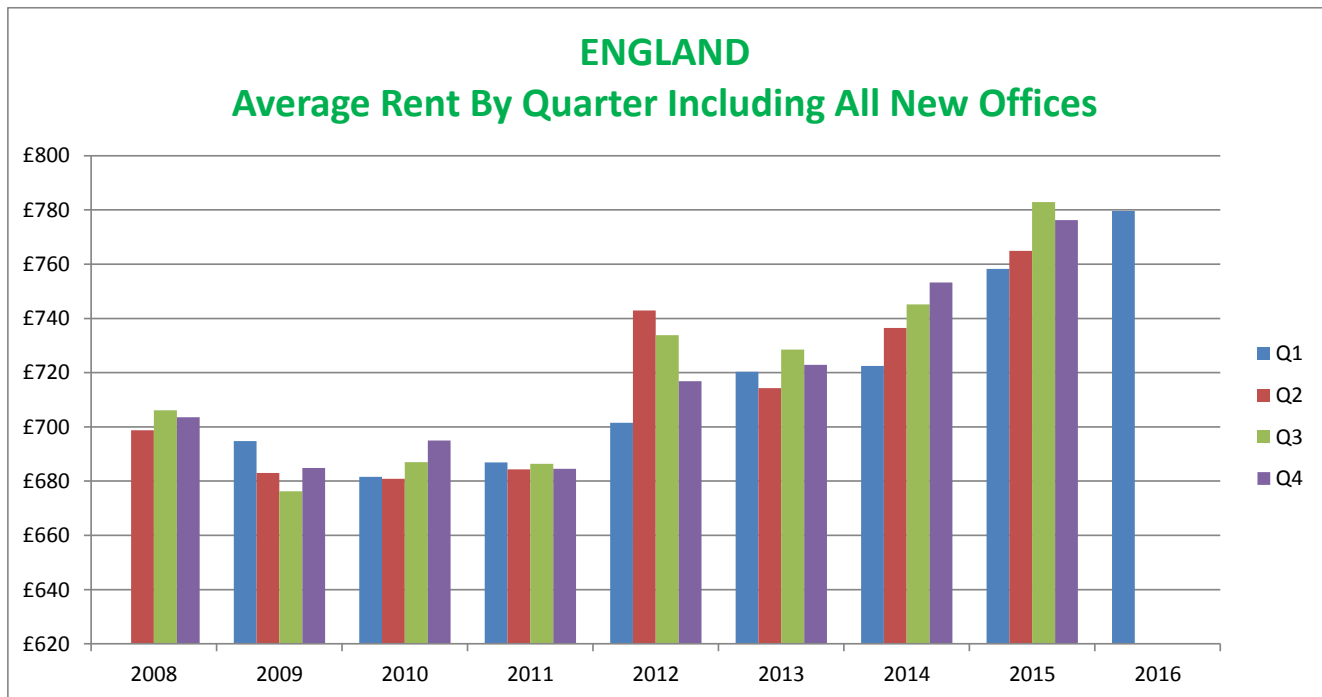
Local buy-to-let expert commentary:

Nick Horan of Dundee says *"The first quarter has been its usual busy self in Dundee with the normal post Hogmanay rush. Tenant activity has quietened down to a more normal and steady level of enquiries now but we have seen a significant increase in buy to let landlord enquiries in recent months. Now this could be the rush as people try and beat the government's hike in stamp duty or it may be part of a longer term trend, at this point it's too early to tell, but my gut feeling is that despite all the 'doom mongers' the lettings market continues to grow for the very obvious reason that there is still a demand from tenants."*

Joseph Curran of Stirling reports *“The rental market in Stirling is very buoyant, with high demand, particularly from students, but stock levels are low. Demand is pushing up rents, for example, monthly rents at £600 in 2015 are now £650 and student lets are up from around £300 to £350.”*

Harry Coates of Belvoir Perth comments *“Overall, rents are rising year on year. There has been no impact as yet from the rise in Stamp Duty, new potential buy to let landlords are still emerging.”*

Summary for England



The average rent recorded for Q1 2016 in England for all Belvoir offices, including new ones, is £780 per month, indicating an increase of just below 3%, year on year, compared to the Q1 2015 average of £758.

A smaller increase of around 1.25% is shown when comparing the Q1 2016 average rent to the 2015 annual average.

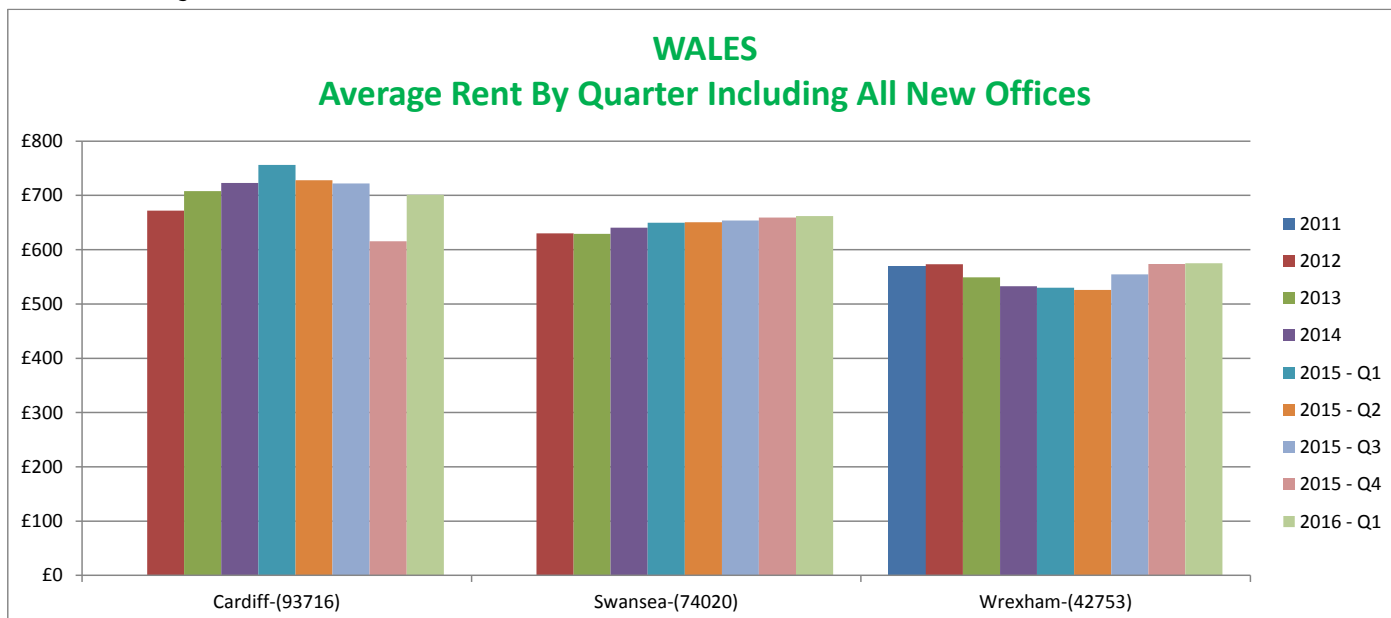
Summary for Northern Ireland

Local buy-to-let expert commentary:

Andrew Jack of Belfast comments: *“City centre apartments and good quality professional houses are rising but middle of the road terrace houses are remaining static. There was a flurry of buying and completion activity up to 31st March, prior to the Stamp Duty changes and we are still taking enquiries from investors but the number has dropped off a bit.”*

Jackie Burns of Bangor reports *“Things are picking up in Bangor (despite the new Stamp Duty). We have quite a few new investment landlords buying properties or looking for advice on what is best to buy. We still don’t have quite enough properties to meet the tenant demand but there is improvement. Rents are going up due to the lack of properties.”*

Summary for Wales



Swansea

The average monthly rent for Q1 2016 in Swansea is £662, a year on year increase of around 1.75% compared to Q1 2015. Q1 2016 average versus the 2015 annual average of £653 would indicate a smaller increase of just over 1.25%.

Cardiff

The average monthly rent recorded in Cardiff for Q1 2016 is £701, indicates a fall in rents of -7.25%, but is only £4 less than the 2015 annual average. **Rob Price of Belvoir Cardiff** reports *“The first quarter has been consistent with the previous year. Rent levels are holding up and we have not seen any dramatic increases. Compared to last year, more tenants are choosing to stay at their existing property so the number of re-lets has dipped. This has been good news for landlords as void periods are very low. This is also probably a reflection on the good quality properties we have.”* This would suggest the stats aren't mirroring what is actually happening at the local office.

Wrexham

For Wrexham, the average rent for Q1 2016 is £575, indicating a 8.5% increase compared to Q1 2015, and a 5.25% increase over the 2015 annual average. Average rents in Wrexham are actually recovering to 2012 levels having seen falls over the past few years.

Local buy-to-let expert commentary:

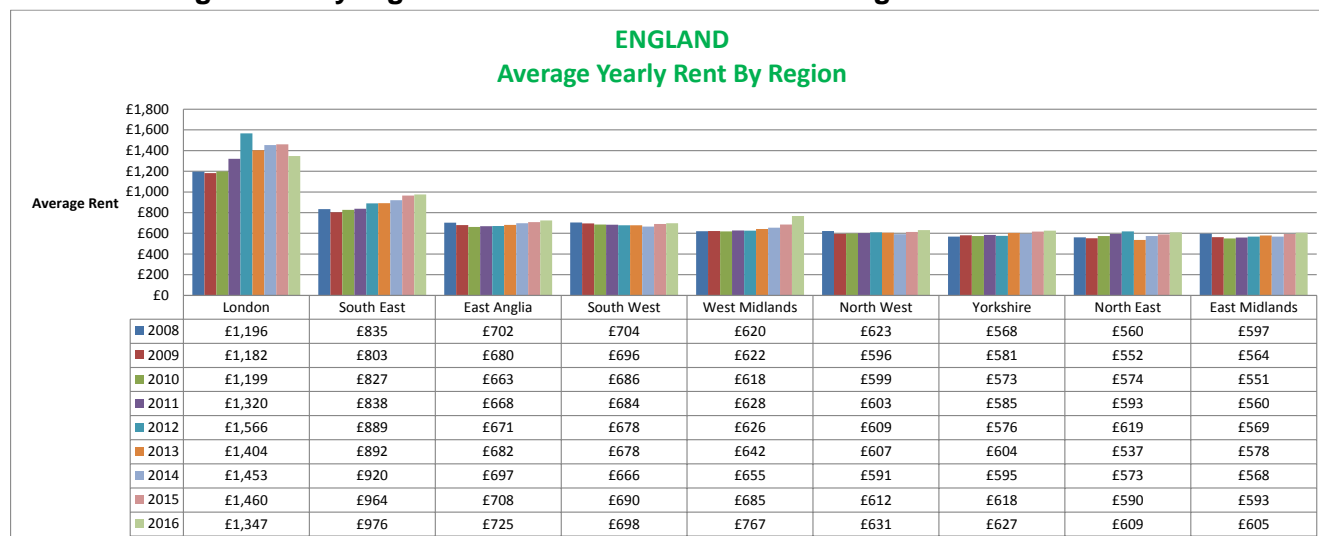
Ben Davies of Swansea reports *“In the main, rents are static year on year. There was a rush of purchases prior to the Stamp Duty changes and we are seeing an increase in new landlords.”*

Vaughan Schofield of Wrexham says *“The Chancellor's Budget and the stamp duty changes in particular meant that there was a 'rush' to buy rental property in particular, with the intention of completing before the changes came into effect. The amount of requests we have received to value rental properties have spiked over the last six weeks fuelled by the 'feeling' of wondering whether being a landlord remains an attractive option. Focus and awareness on Rent Smart Wales and its implications is building, so we are running workshops for landlords.”*

Belvoir Regional Rental Trends Summary

The information below looks at the annual average monthly rents, going back to the start of our Index eight years ago. It shows latest rents range from £605 in the East Midlands, £725 in East Anglia, £976 in the South East, to £1,347 in London.

Annual average rents by region 2008 to 2016 for all Belvoir English offices



Current average rent in Quarter 1 versus annual average rents from 2015

The average monthly rent for 2016 in **London** is £1,347, a fall of around 7.75% when compared to the 2015 annual average of £1,460. London rents are now up around 12.75% on the high of 2008 which is lower than the inflationary cost increase of 20.35% during this time.

For the **South East**, the 2016 average recorded rent is £976, which is 1.25% increase compared to the 2015 annual average of £964, and around 16.75% above the height of 2008 which is also lower than the inflationary cost increase of 20.35% during this time.

In the **South West**, the average monthly rent for 2016 is £698, which is an increase of just over 1% on the 2015 annual average of £690. South West rents are now around -0.75% less than the high of 2008.

The average monthly rent in **East Anglia** for 2016 is £725, an increase of around 2.5% on the 2015 annual average and higher than the 2008 height by around 3.25%.

For the **East Midlands**, the average rent for 2016 is £605, an increase of 2% versus the 2015 annual average of £593, and around 1.25% above the 2008 high of £597.

In the **West Midlands**, the 2016 average recorded rent is £767. This suggests a larger increase of 12% versus the 2015 average. However, this gives a false picture as the increase is due to individual activity at specific offices: Lichfield, Newcastle under Lyme and Tamworth, in the rest of the West Midlands offices, most rents are fairly static month on month (read county explanations)

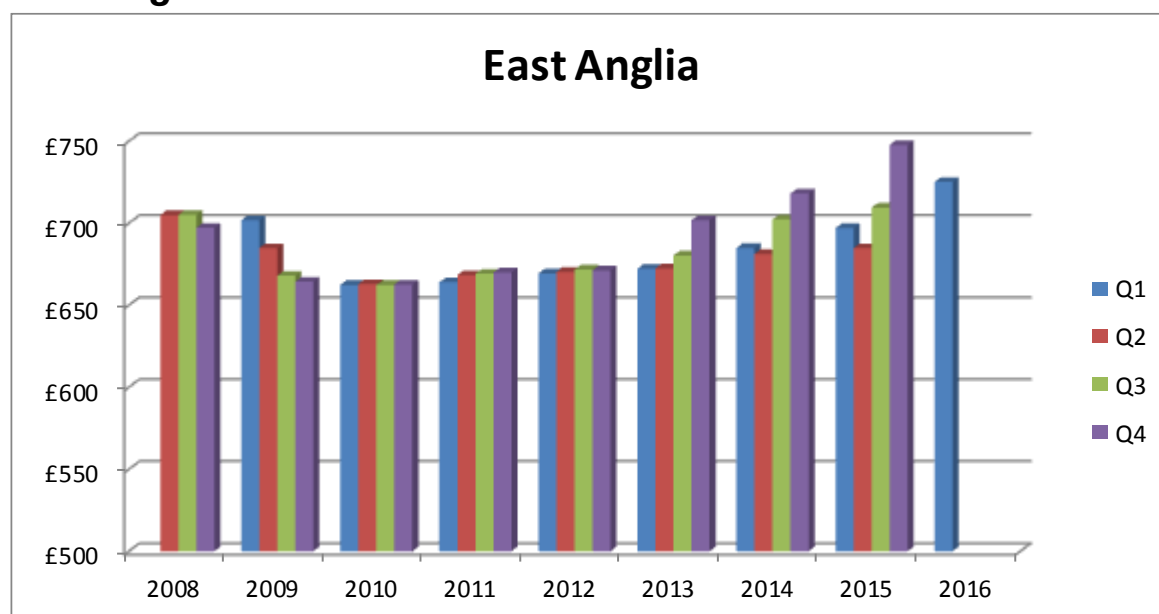
The average monthly rent for 2016 in **Yorkshire** is £627 – up 1.5% versus the 2015 average, and just under 8% above the 2009 high of £581.

For the **North West** the 2016 average monthly rent is £631, a 3% increase compared to the 2015 average of £612, and around 1.25% above the height of 2008.

History shows the **North East** average monthly rents statistically are poor due to the large differences in property values/types within the area. For a more detailed analysis, please see the North East regional rental trends section.

Belvoir Regional Rental Trends

East Anglia



The average rent recorded in East Anglia for Q1 2016 was £725 per month, which is a year on year increase of 4% versus the Q1 2015 average of £697 per month.

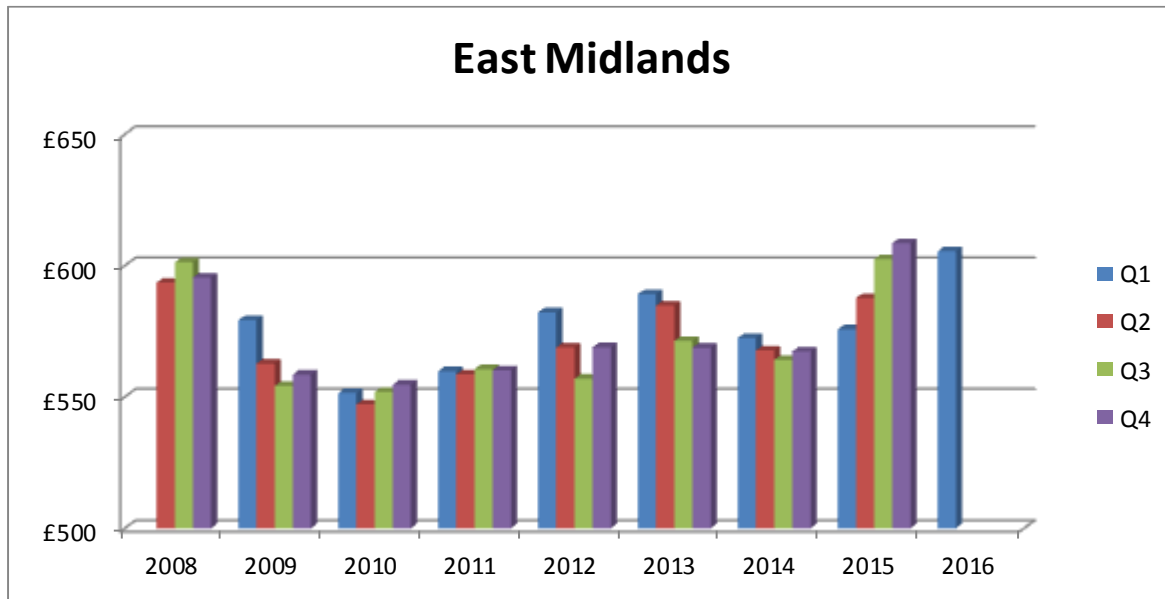
When comparing the Q1 2016 average to the 2015 annual average of £708, this indicates an increase of around 2.5%.

In Q1 2016, just over a third of offices experienced slight falls, including Ipswich, with the remaining offices equally split between slight increases, including Peterborough, and static rents.

Local buy-to-let expert commentary:

Georgina Gray of the **Cambridge** office reports *"In the main, rents are rising year on year. The rents in Cambridge are still increasing, but not at the same speed as 2012-13 and 2013-14 for room lets. We have not seen any dramatic changes in requests we get for Cambridge investment advice since the rise in Stamp Duty, and don't feel this will affect new investors much, as they will not have benefited from the lower rate in the first hand, so as long as the investment stacks up for them, the demand is still here, as capital growth continues to attract investors to Cambridge."*

East Midlands



In the East Midlands, the average monthly rent recorded for Q1 2016 is £605. Versus the Q1 2015 average of £576, this shows an increase of just below 5.25%, year on year.

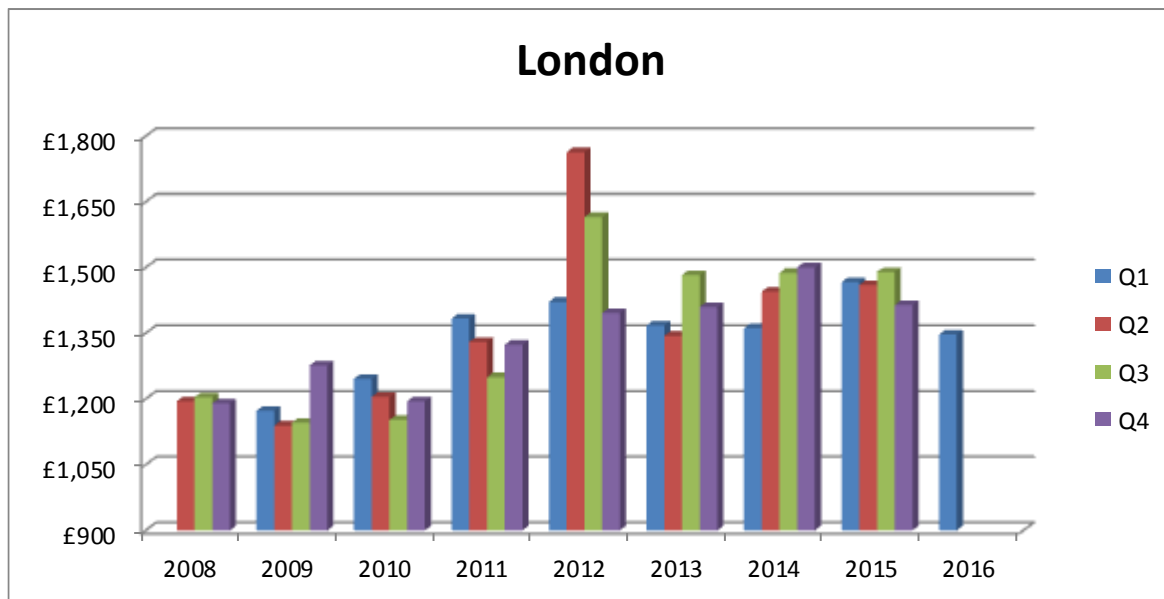
Q1 2016 average versus the annual average rent for 2015 of £593, shows a lower increase of 2%.

Just over a third of offices in the East Midlands experienced stable rents during Q1 2016, with just under a third showing slight increases, including Loughborough and the remaining offices experiencing slight falls, including Market Harborough.

Local buy-to-let expert commentary:

Charlotte Baker of the **Melton Mowbray** office reports *"Melton Mowbray is very short of rental stock and has massive tenant demand which means properties in good order are increasing rapidly in price! There is still no major new build development in the town and it's coming up to 10 years since any substantial new building in the town."*

London



For London, the average rent for Q1 2016 was £1,347 per month, showing falls of around -8.25%, year on year, compared to Q1 2015.

Q1 2016 average recorded rent versus the 2015 annual average also shows a fall of around -7.75%.

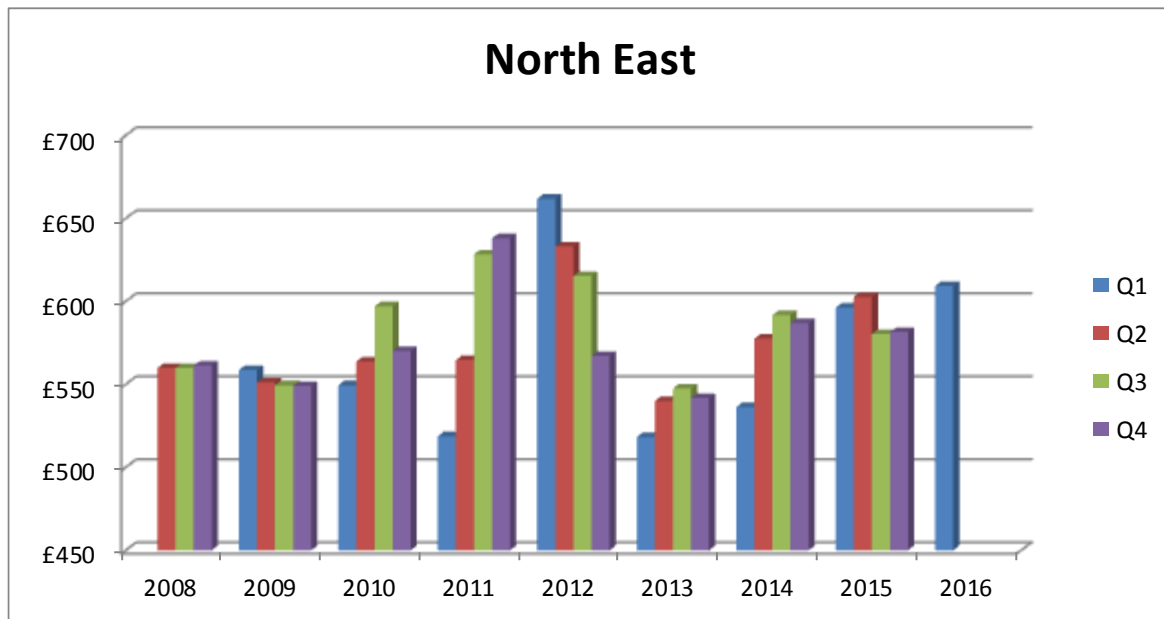
As there is such a varied range of properties in London, monthly average rents can show large contrasts, for example, Basildon has an average of £806 per month, Gants Hill £1,137, Kingston upon Thames £1,659 through to Chelsea and Fulham at £2,213.

During Q1 2016, average rents in half of London offices showed slight increases, with a quarter of offices experiencing stable rents, and the remaining quarter showing some falls, particularly in Uxbridge.

Local buy-to-let expert commentary:

Jeremy Wasden of the **Uxbridge** office reports *"The demand for rental properties remains good, but properties are price sensitive and have to be priced sensibly to let."* For more about what's happening in the local area, [read the Uxbridge blog](#).

North East



Average rents in the North East region are by and large inconsistent, mainly due to the erratic and diverse Newcastle rents.

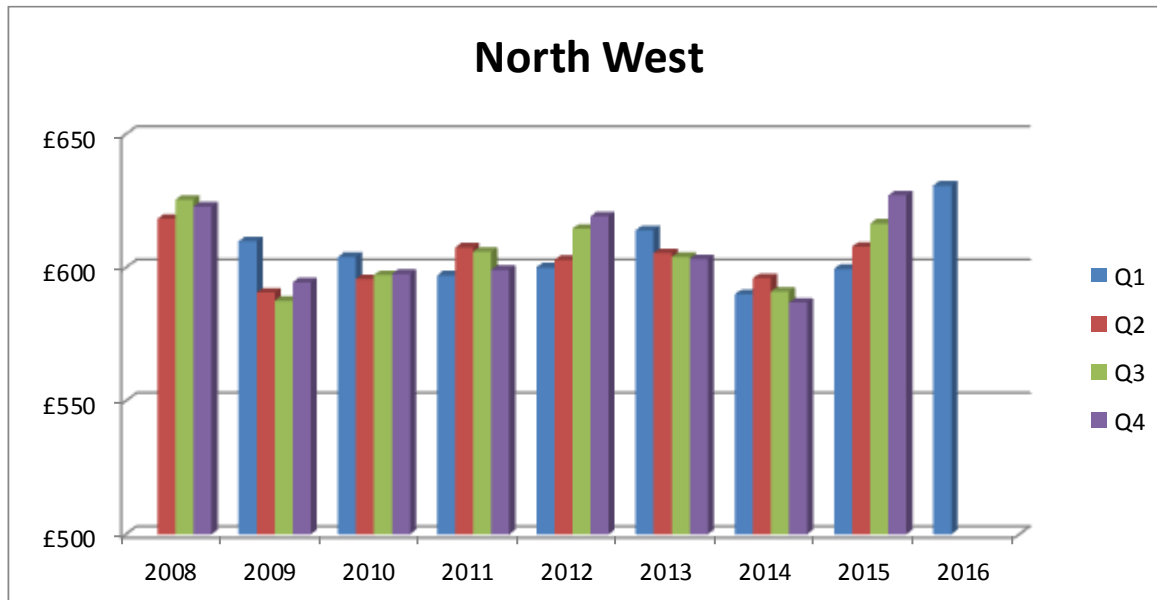
Tynedale average monthly rents remain stable, and are £541 for Q1 2016, and £540 for the 2015 annual average.

In **Sunderland**, the average monthly rent for Q1 2016 is £558 per month – an £8 year on year increase compared to Q1 2015 and only a £2 increase versus the 2015 annual average. For more local buy to let information, read the [Sunderland office blog](#).

Local buy-to-let expert commentary:

Howard King of the **Newcastle upon Tyne** office says *“The first two months of the quarter started strongly but ended poorly probably due to Easter being early this year. Rents saw small rises on good quality properties with the rest holding steady, however over the whole quarter supply outstripped demand in many areas.”*

North West



For the North West, the average monthly recorded rent for Q1 2016 is £631, which shows increases of around 5.25%, year on year, compared to the Q1 2015 average of £600.

Comparing the Q1 2016 average to the 2015 annual average of £612 per month, this indicates rental increases of 3%.

In the North West, just over half of offices experienced static rents, with the remaining offices equally split with slight falls, including Crewe and Whitehaven, and rises, including Bolton and Wirral.

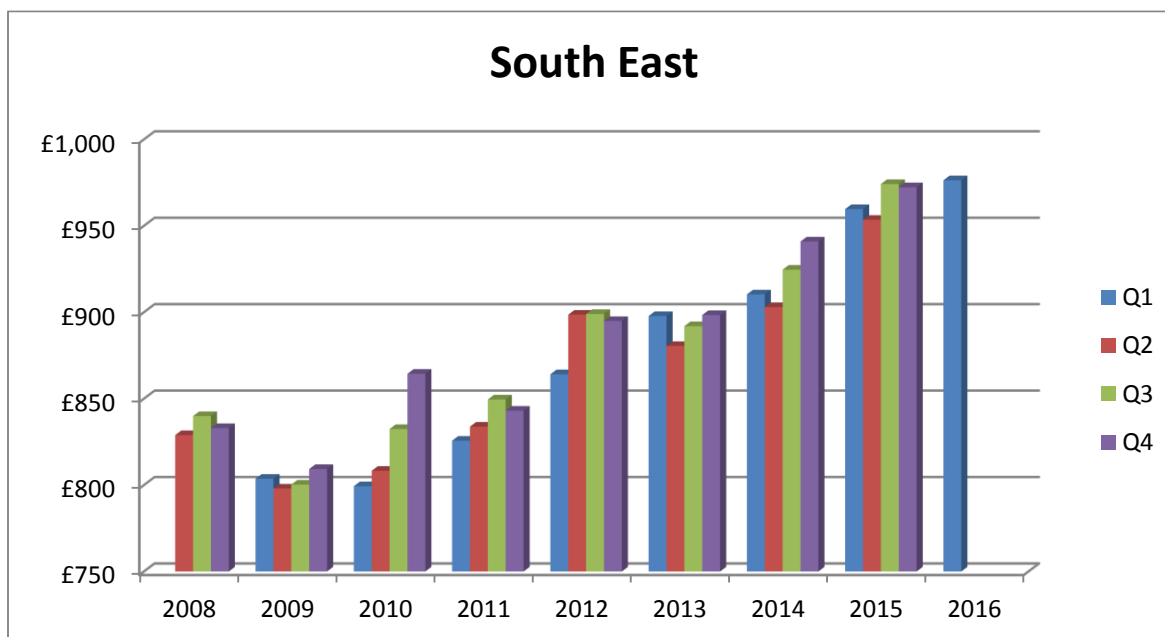
Local buy-to-let expert commentary:

Steve Molloy of the **Wirral** office says *"The rental market is very buoyant, with high demand, particularly for 3+ bed family homes where a number of excellent potential tenants are viewing properties within a very short time of a property being advertised. Average rents have risen for this type of property due to the lack of supply, as an example, the asking rent for a typical 4 bed family home is currently around £700 pcm, previously this would have been around £600 pcm. So far there has been no sign that the increase in Stamp Duty has had an effect on the buy to let market, with landlords still asking for advice on what to buy. We are also experiencing far less void periods due to the high tenant demand."* For more local information, watch [Steve Molloy's latest buy to let video](#).

Gary Pemberton of the **Warrington** office reports *"Overall, rents are rising year on year. Very oddly we have had more landlords talk to us about investing after the Stamp Duty rise than before."*

Adam Rastall of **Liverpool Central/West Derby** comments *"In Liverpool City Centre, the rents are rising but in West Derby, rents are static for new tenancies. It is still very early days to see if there's any impact post Stamp Duty changes, as we are still getting some sales through from new buy to let landlords. I have spoken to lots of professional landlords and although they are unhappy with the additional taxes, they still believe buy to let is the best investment route for them. Clients are aware that they will slowly lose the mortgage relief but I don't believe they fully understand by how much and when."*

South East



The average monthly rent recorded in the South East for Q1 2016 is £976 – an increase of 1.75% versus the Q1 2015 average of £960, year on year.

Comparing Q1 2016 average to the 2015 annual average of £964, this indicates a small 1.25% increase.

During Q1 2016, the offices were evenly split between small rental rises, including Hitchin, small falls, including Woking and static rents, including Bishops Stortford.

Local buy-to-let expert commentary:

Brian Linehan of the **Southampton** office says “Overall, rents are rising year on year. One bedroom and studios are strong, two bed flats sticky and price sensitive, two and three bed houses good. The student market has recovered well following overcapacity. Since the changes to Stamp Duty, the central Southampton market has slowed, however, investors are still looking to purchase as they take the long view but are now looking to claw back some of the extra stamp duty charge through tougher negotiation.”

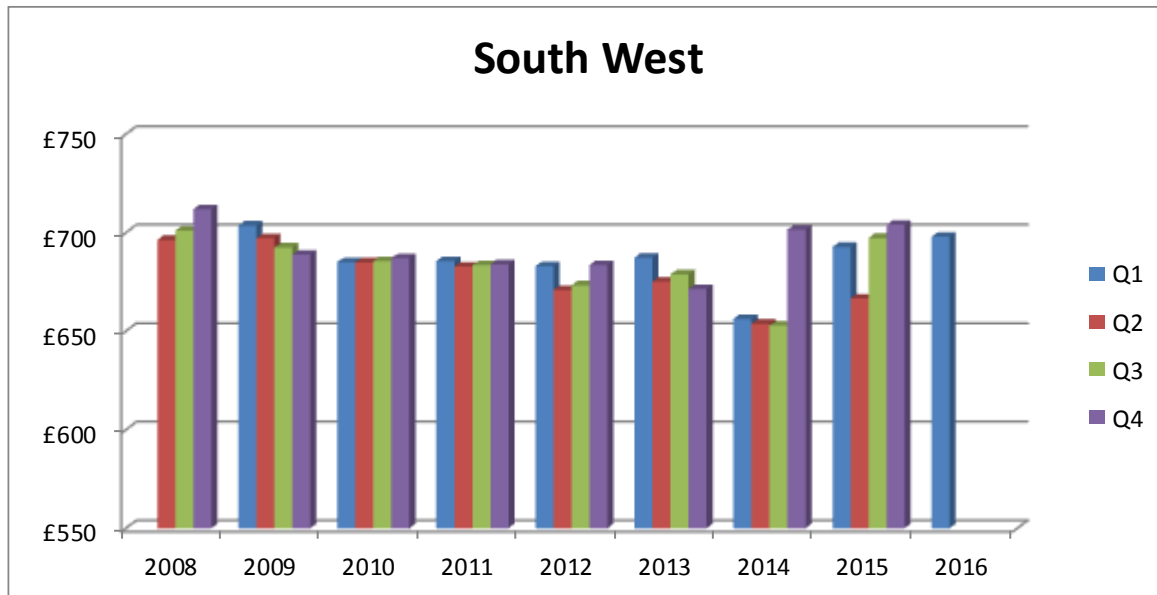
Davinder Gharial of the **Hitchin** office reports “In the main, rents are rising year on year and to date we have not seen any effect from the recent Stamp Duty changes.”

Daniel Bourke of **Dunstable** comments “All rents are rising in Dunstable due to London renters unable to afford the rising London rents. It’s too early to say if there’s an impact from the increased Stamp Duty, but a number of properties were reduced in price straight after the rise came into force.”

Nathan Crombie of **Belvoir Brighton** says “Rents are rising year on year and we have not noticed a decline in people looking to invest since the increased Stamp Duty.”

Stephen Tunney of the **Milton Keynes** office reports “We are seeing year on year rent rises, but as yet a bit too early to tell if there’s any impact from the increased Stamp Duty.”

South West



In the South West, the average rent for Q1 2016 is £698 per month. Versus the average of £693 for Q1 2015, year on year, rents have only increased by £5.

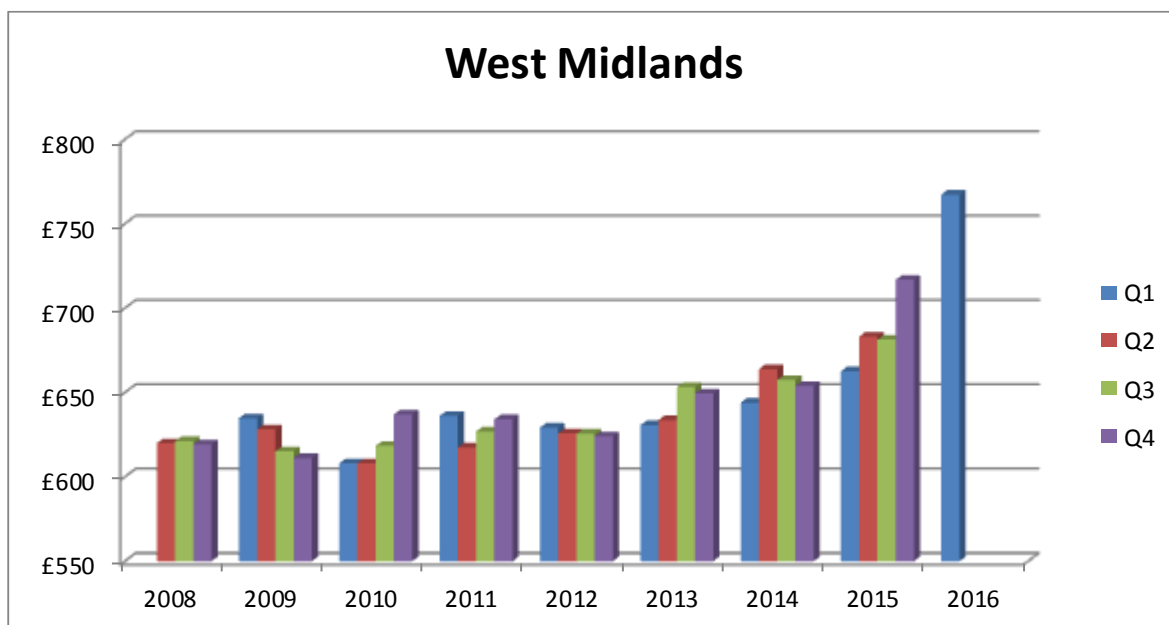
Comparing the 2015 annual average monthly rent of £690, this indicates a small increase of just over 1%.

For the South West, the Christchurch office experienced rental rises, while the remaining offices were equally split between small falls, including Devizes and static rents.

Local buy-to-let expert commentary:

Jeremy Clarke of the **Christchurch** office reports *"We have a real shortage of properties, especially 2 and 3 bedroom houses. Rents continue to rise due to high demand and low supply; we are now achieving £850 pcm for 2 bedroom estate houses and 3 bedroom houses on similar estates now £1,100 pcm."*

West Midlands



In the West Midlands, the average recorded rent for Q1 2016 is £767. Compared to the Q1 2015 average, this shows large year on year rises of 15.75%. When compared to the 2015 annual average of £686 per month, this also shows a large increase of 12%.

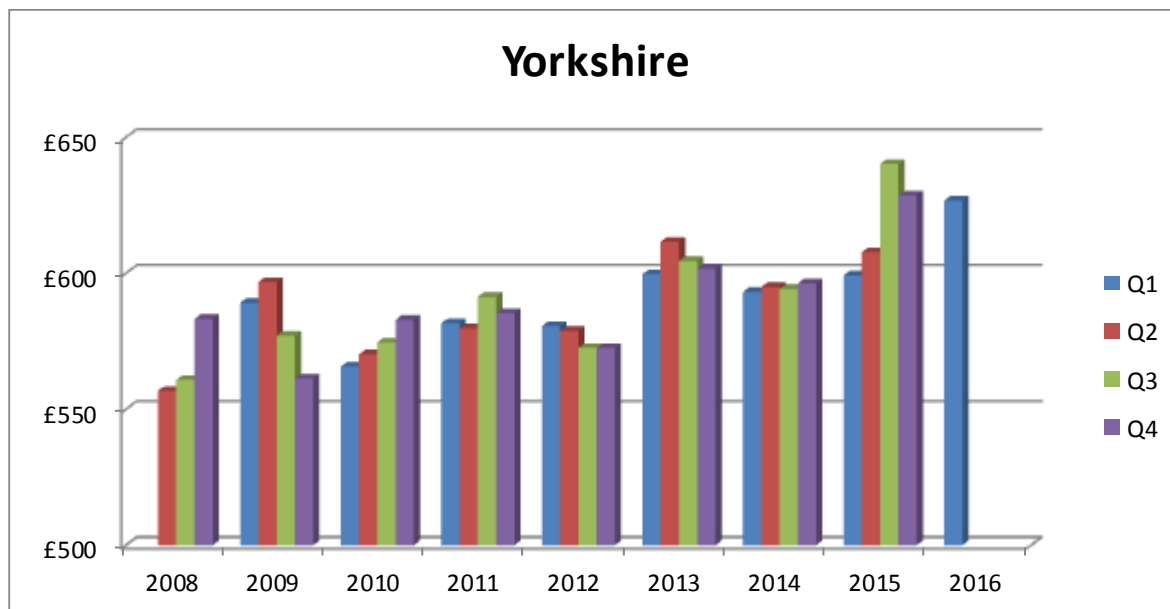
However, these figures are being distorted by a few offices in the area. During Q1 2016, just over a third of offices in the West Midlands experienced static rents, including Leamington Spa, with just under a third showing some falls, including Hereford, and the remaining offices showing some increases, including Newcastle under Lyme, Lichfield and Tamworth, indicating significant increases.

Local buy-to-let expert commentary:

The **Tamworth** office reports much higher than average rents being achieved and a number of large properties being advertised, coupled with very high demand for the area.

The office in **Lichfield** also reported much higher rents with excellent demand for properties in the area.

Yorkshire



The average monthly rent for Q1 2016 in Yorkshire is £627. Versus the Q1 2015 average of £599 per month, this shows increases of around 4.5%, year on year.

Q1 2016 compared to the 2015 annual average rent of £618, this indicates rises of around 1.5%.

For Yorkshire, during Q1 2016 half of offices showed slight rental increases, including Doncaster and Sheffield, with the remaining offices equally split with small falls, including Leeds South and static rents, including Harrogate.

Local buy-to-let expert commentary:

Kevin Burnett from **Sheffield** reports *"In the main, rents are rising in Sheffield year on year."*

Peter Johnson of the **Skipton** office says *"On the whole, rents are rising year on year and we saw a bit of a scramble to beat the Stamp Duty time line."*

Belvoir Rental Trends by County

In this section we look at the **average rent in each quarter by county and compare it to the average rent in the same quarter the previous year eg Q1 2016 versus Q1 2015**. This helps to evaluate how rents are doing versus the same period in the previous year, taking some seasonality into account.

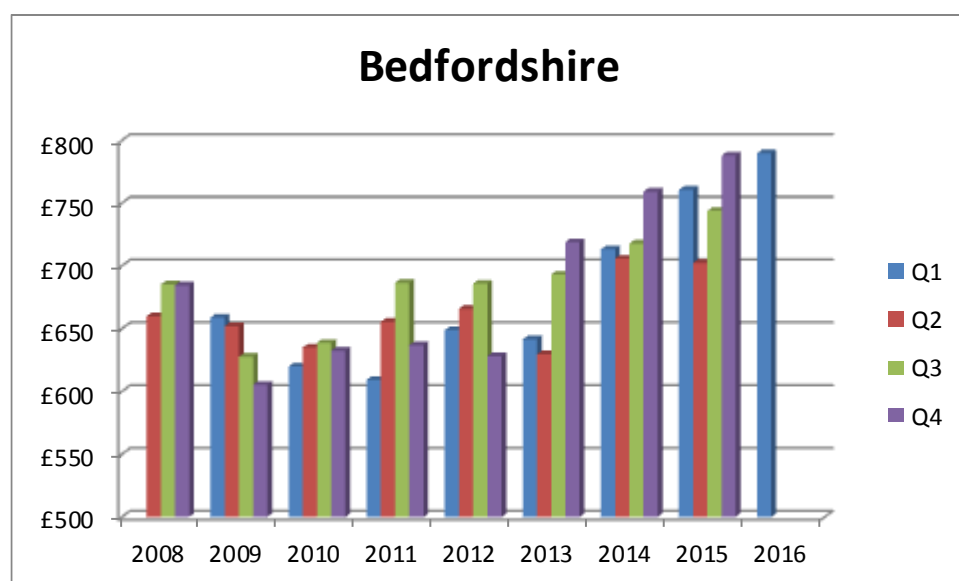
We also compare **the current average rent to the annual average for the previous year eg Q1 2016 versus 2015**. We find overtime that the annual rental average gives the most accurate picture of average rents for an area, so we compare the latest quarter to the previous year's average to see if it is up or down.

We then calculate the **actual amount of extra/lower rent that a tenant is paying/landlord benefiting from**. The percentage increase in this amount helps to see how much rents are rising/falling versus wages and inflation, to give an idea if rents are actually keeping up with the cost of living or falling in real terms.

This is where we compare the Q1 2016 rental averages to Q1 2015 averages, county by county, and how they are performing versus the 2015 annual averages.

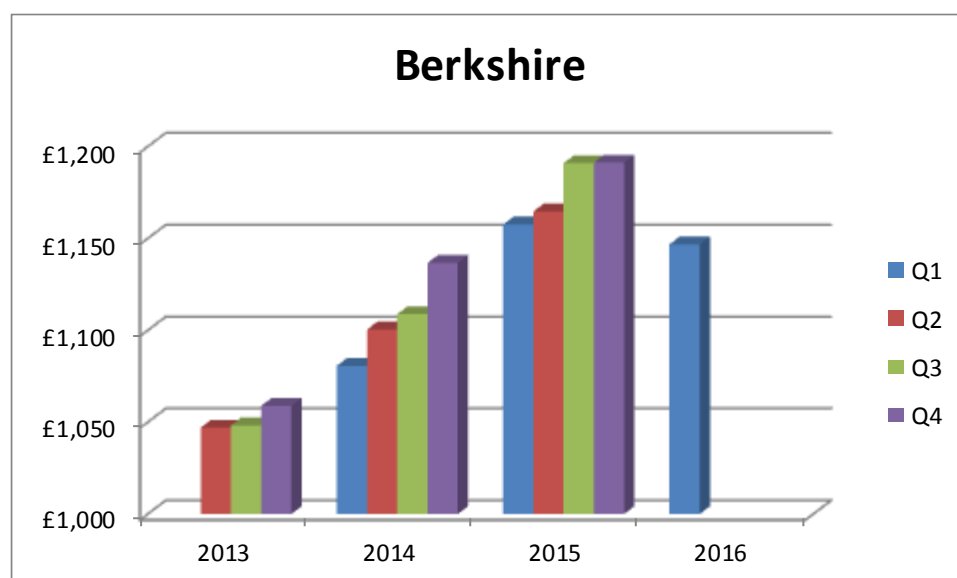
Since running the index (2008) we find rents move broadly in line with wages and that large movements over and above +/-4% rarely happen. As such if we see a fall/rise larger than this we investigate further and explain what's actually happening, for example a new office or let is skewing the figures or if this is a true trend.

Bedfordshire



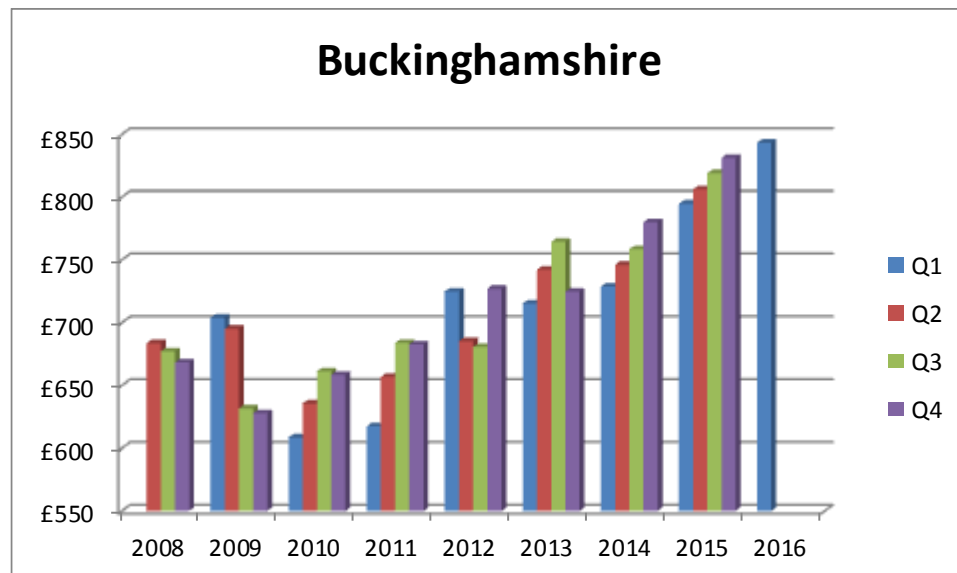
County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Bedfordshire	£ 746	£ 790	5.84%	£ 44	3.81%

Berkshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Berkshire	£ 1,181	£ 1,147	-2.88%	-£ 34	-0.93%

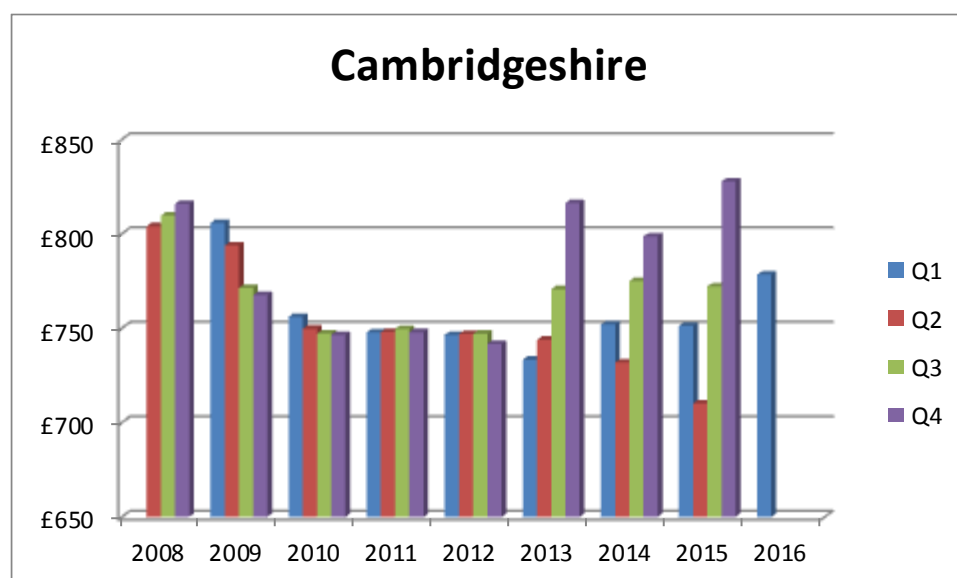
Buckinghamshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Buckinghamshire	£ 813	£ 843	3.74%	£ 30	6.09%

Milton Keynes has shown good steady growth since the start of 2014, with rents increasing by around 1.5% each quarter through to and including Q1 2016.

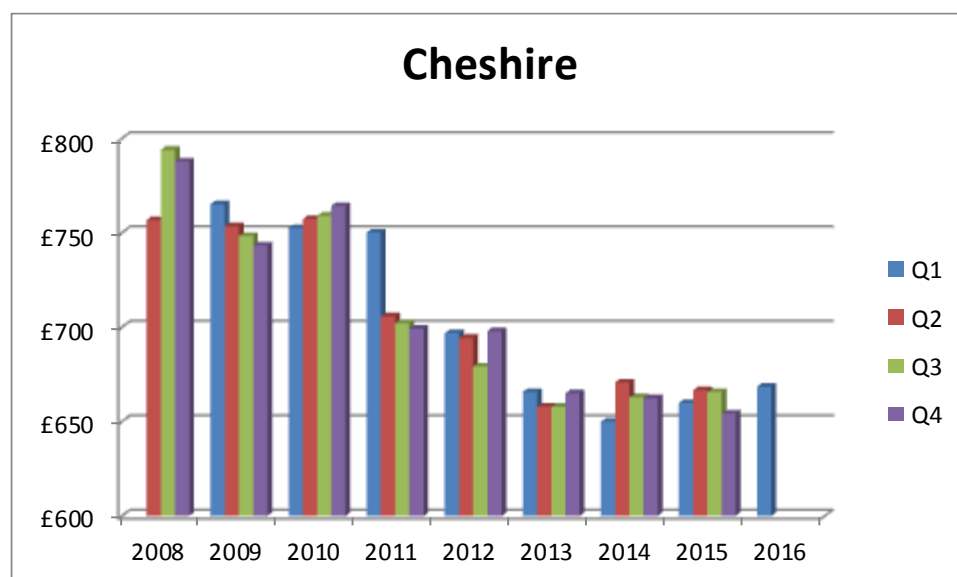
Cambridgeshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Cambridgeshire	£ 761	£ 778	2.30%	£ 17	3.62%

See '**East Anglia**' write up for comment from local offices.

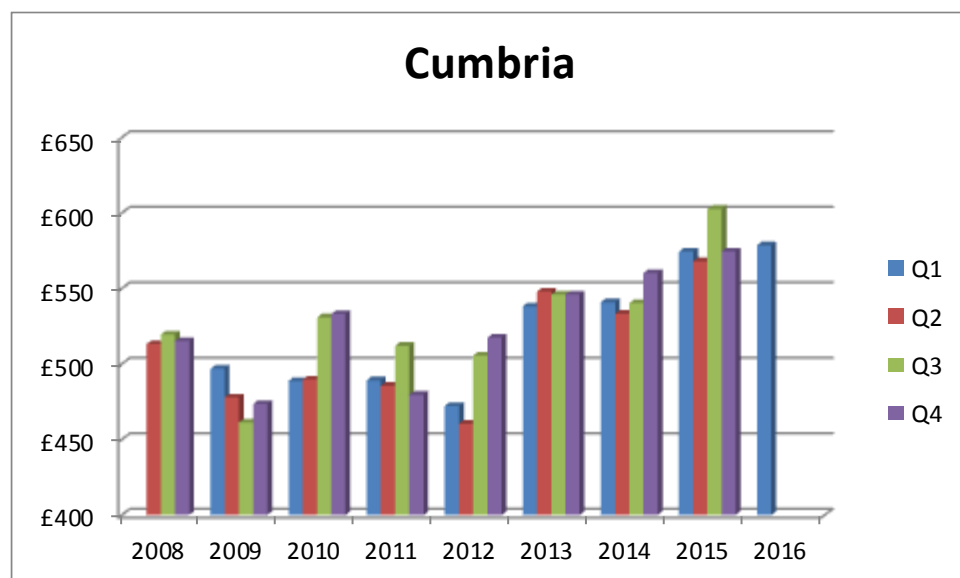
Cheshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Cheshire	£ 662	£ 668	1.03%	£ 7	1.30%

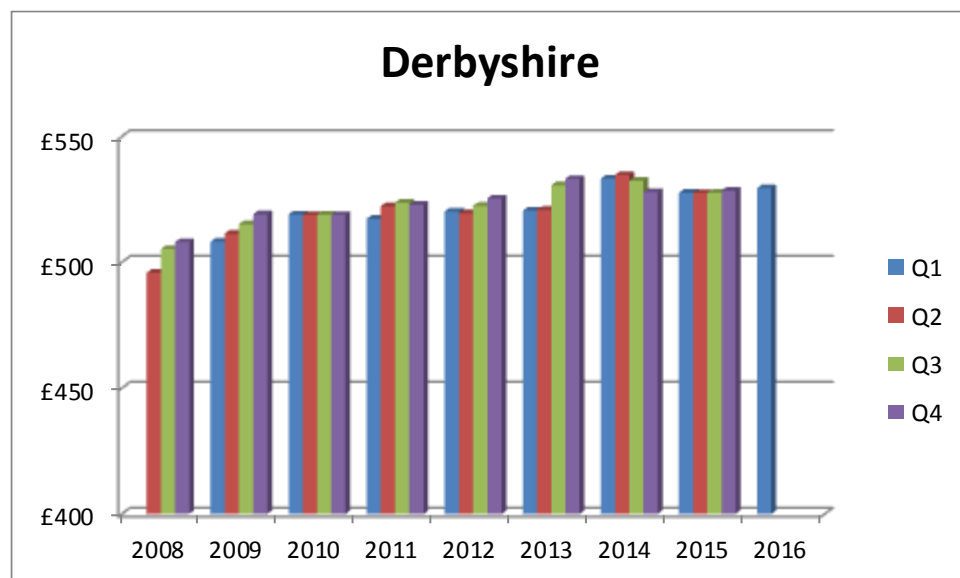
See '**North West**' write up for comment from local offices.

Cumbria



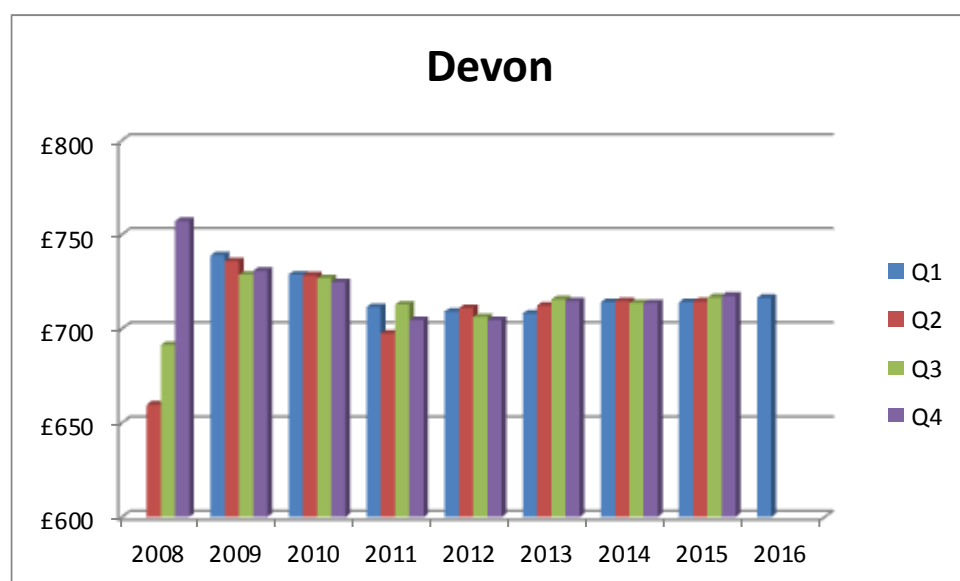
County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Cumbria	£ 580	£ 579	-0.18%	-£ 1	0.73%

Derbyshire



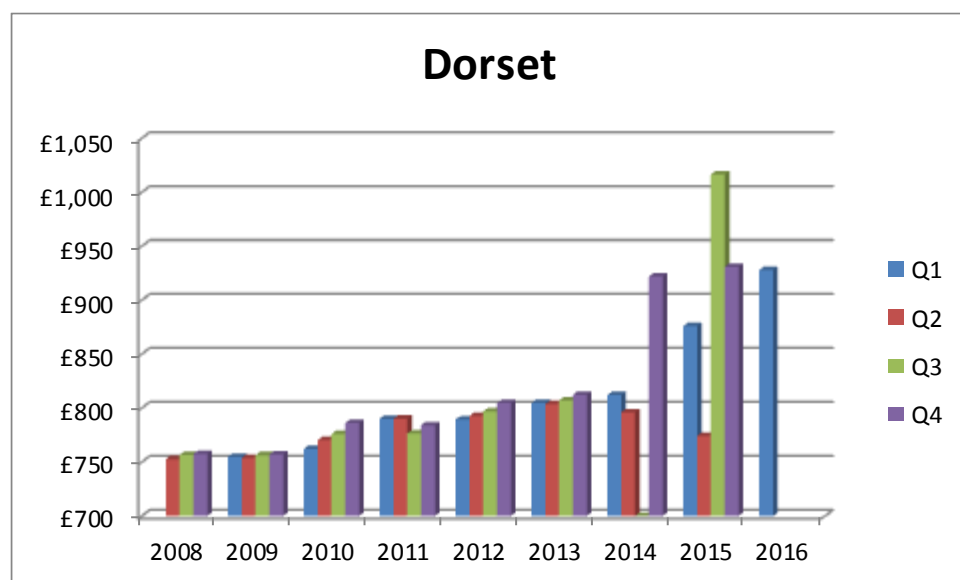
County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Derbyshire	£ 528	£ 529	0.32%	£ 2	0.36%

Devon



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Devon	£ 716	£ 716	0.10%	£ 1	0.33%

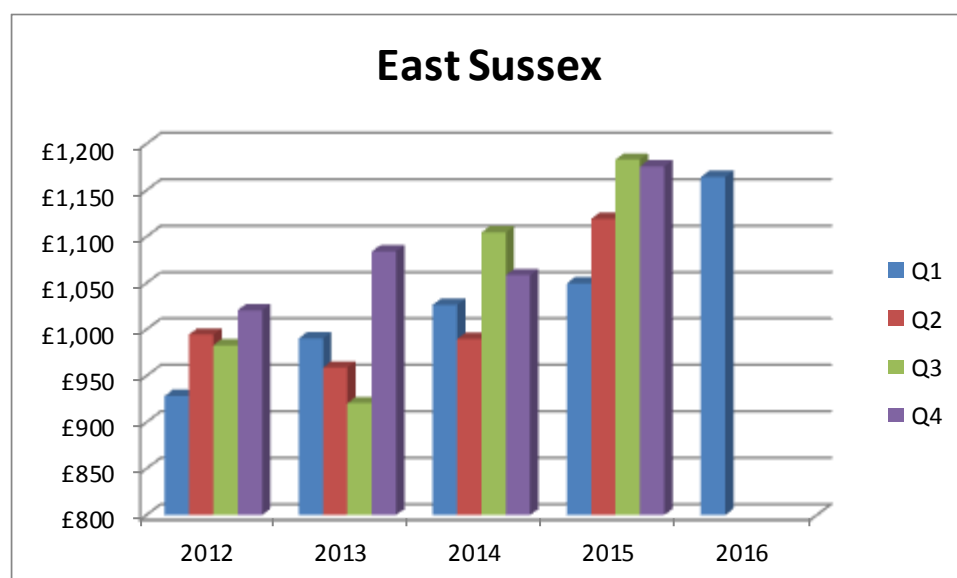
Dorset



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Dorset	£ 899	£ 928	3.16%	£ 28	5.91%

See '**South West**' write up for comment from local offices.

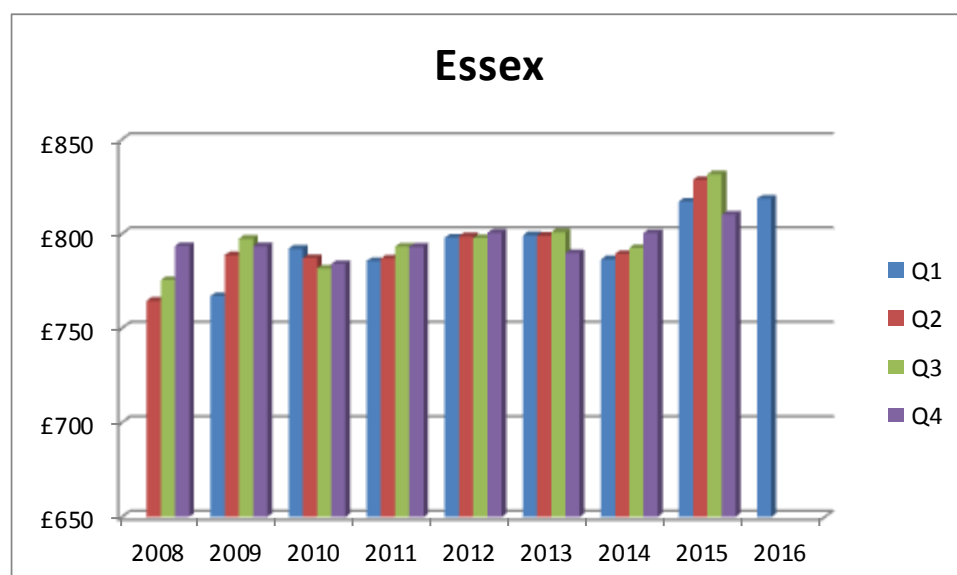
East Sussex



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
East Sussex	£ 1,132	£ 1,164	2.87%	£ 32	10.92%

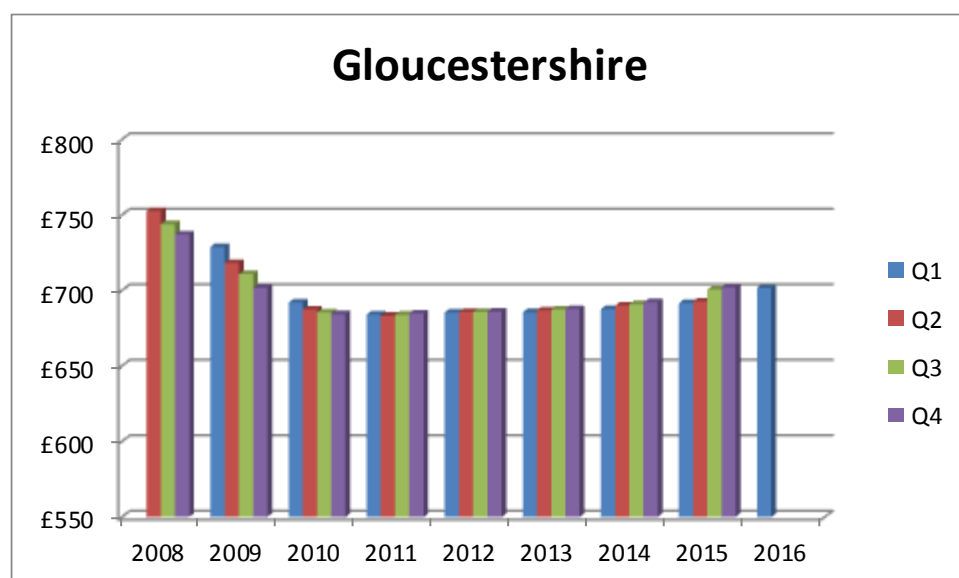
In East Sussex, average rents have seen steady growth from early 2015, and the latest data suggests they are stabilising, as the average for this quarter is within 1.5% of both Q3 and Q4 2015. It is likely that the next quarter will see rent inflation soften in the area.

Essex



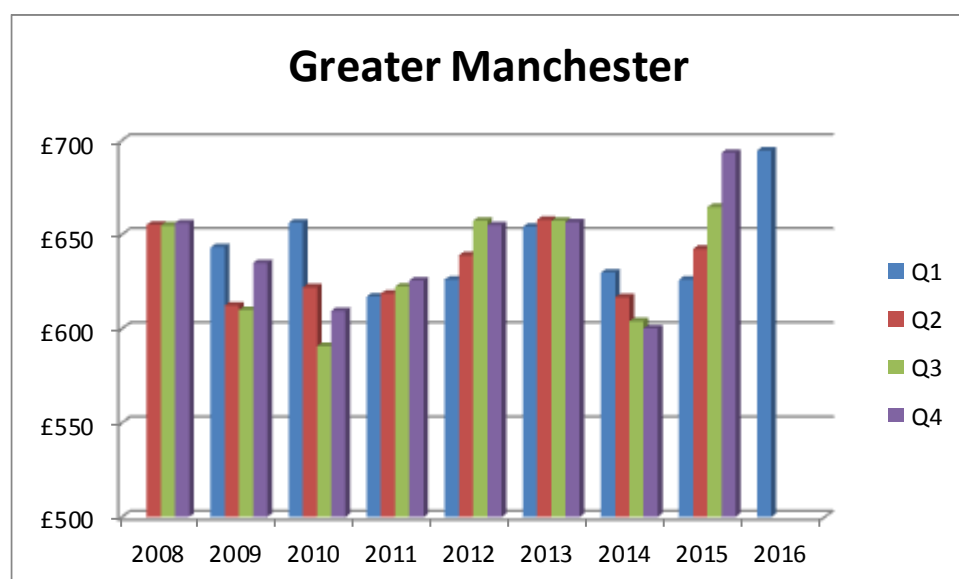
County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Essex	£ 823	£ 819	-0.49%	-£ 4	0.18%

Gloucestershire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Gloucestershire	£ 697	£ 702	0.70%	£ 5	1.45%

Great Manchester

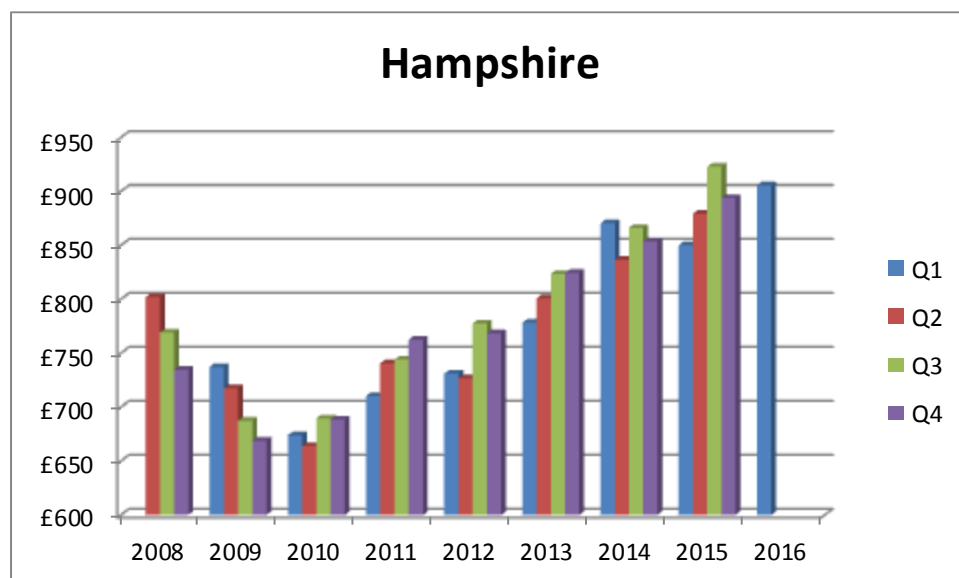


County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Greater Manchester	£ 657	£ 695	5.75%	£ 38	10.93%

The higher recorded rents in Greater Manchester are purely due to many more high valued city centre apartments coming onto the market at around £2,000 a month. The rest of the offices are seeing fairly static rents.

See '**North West**' write up for comment from local offices.

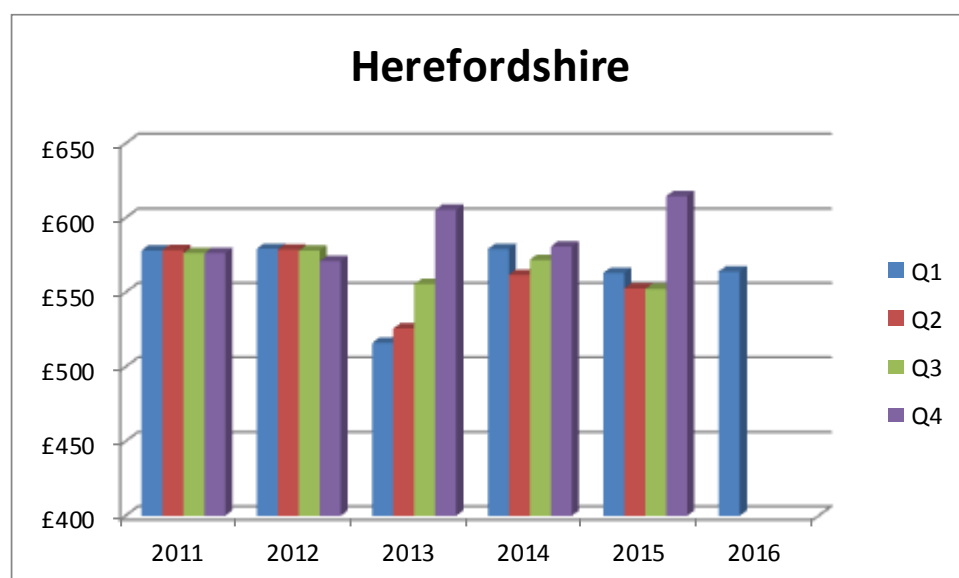
Hampshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Hampshire	£ 887	£ 906	2.15%	£ 19	6.51%

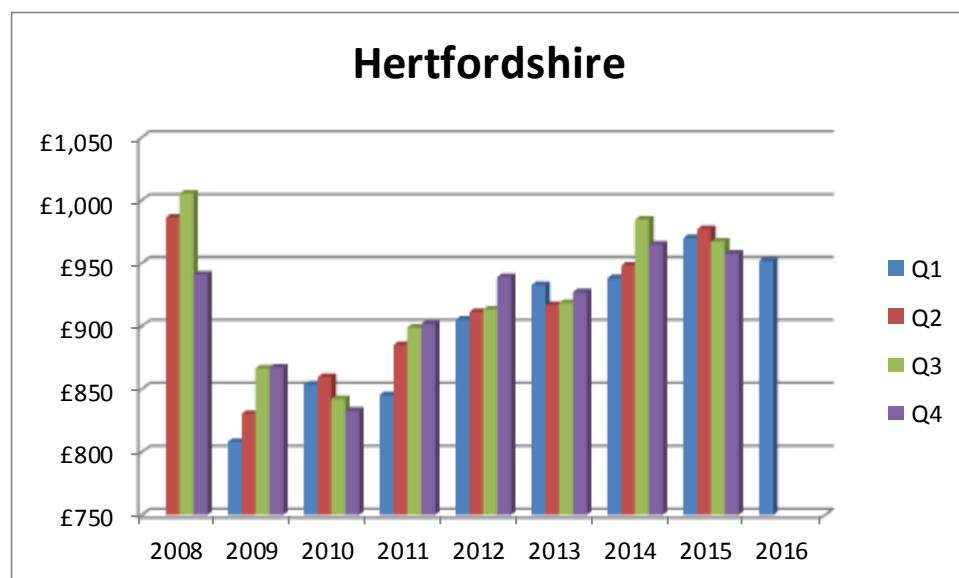
In Hampshire, the higher recorded rents for Q1 2016 vs Q1 2015 is predominantly down to year on year rent increases in Southampton, mainly at the lower end of the market ie studios and 1 bed flats, and Southsea which has a high proportion of large student lets with rents ranging from around £1,750 to £1,050 per month which can skew the figures.

Herefordshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Herefordshire	£ 571	£ 564	-1.15%	-£ 7	0.18%

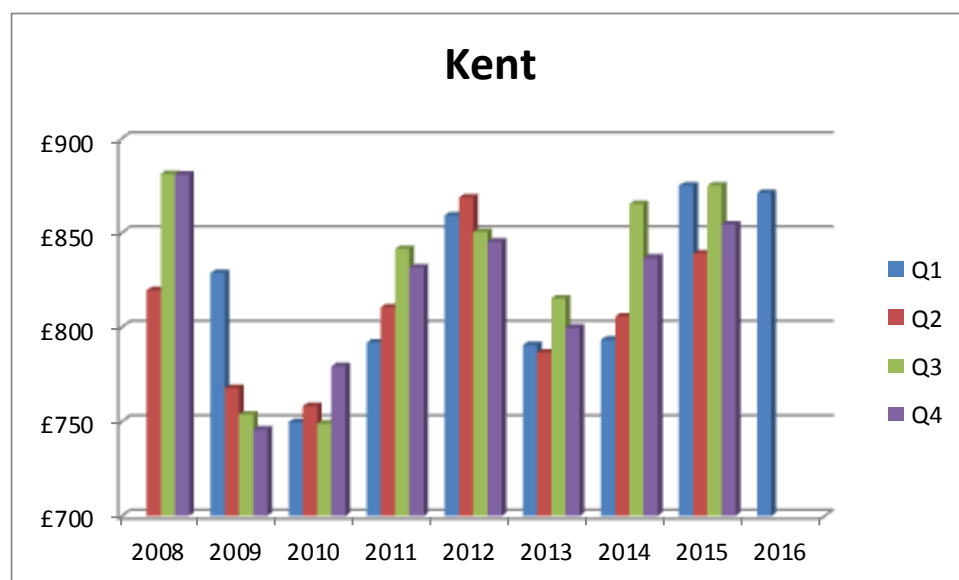
Hertfordshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Hertfordshire	£ 969	£ 952	-1.73%	-£ 17	-1.86%

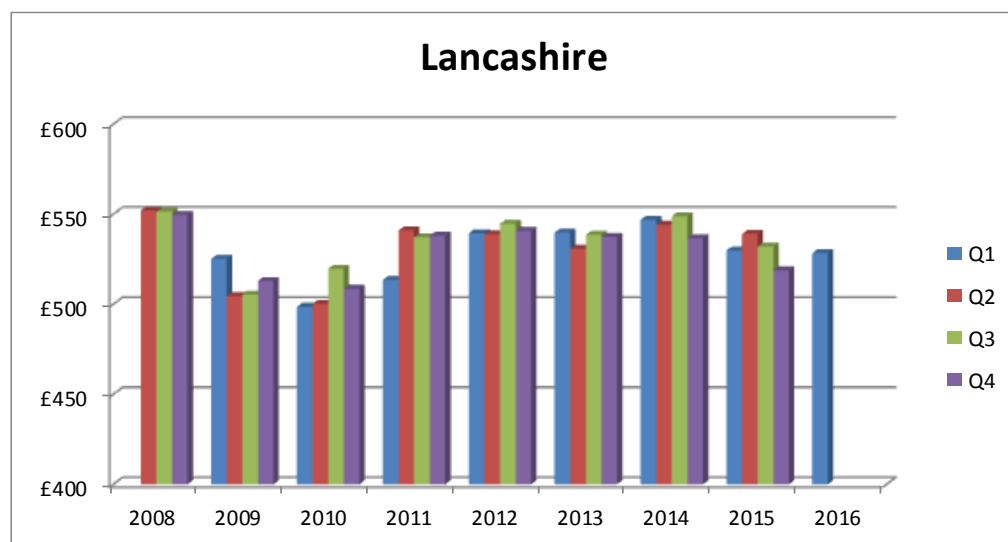
See '**South East**' write up for comment from local offices.

Kent



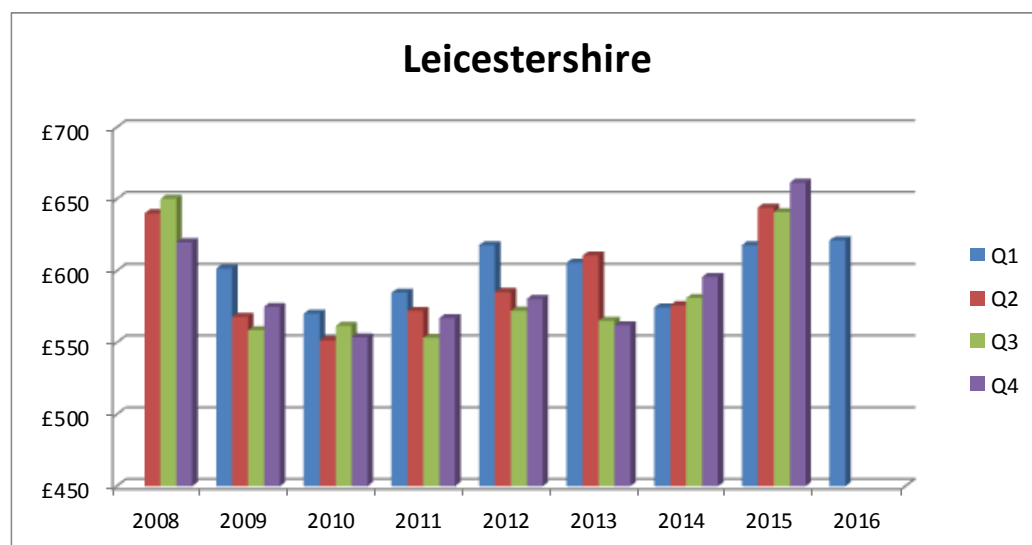
County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Kent	£ 861	£ 871	1.17%	£ 10	-0.45%

Lancashire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Lancashire	£ 531	£ 528	-0.42%	-£ 2	-0.28%

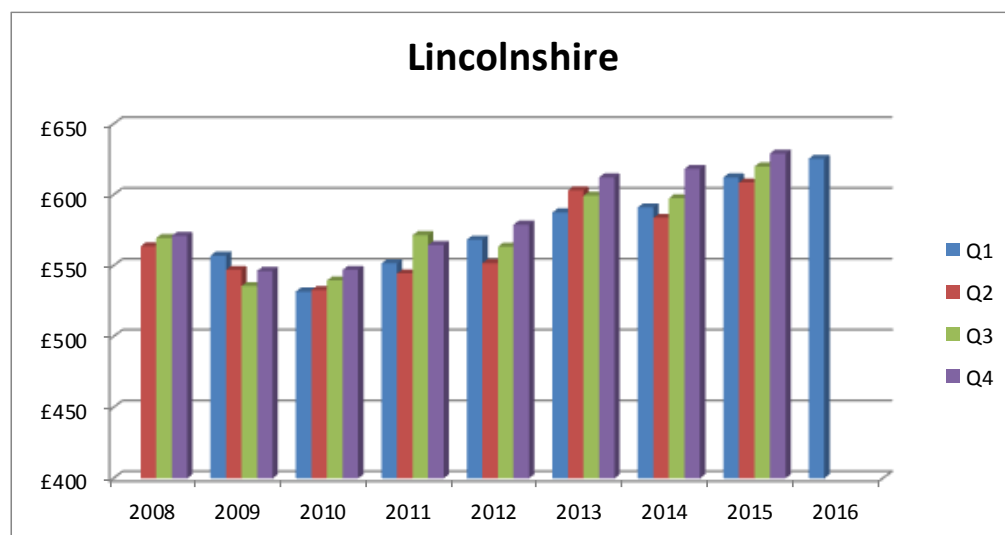
Leicestershire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Leicestershire	£ 641	£ 621	-3.09%	-£ 20	0.55%

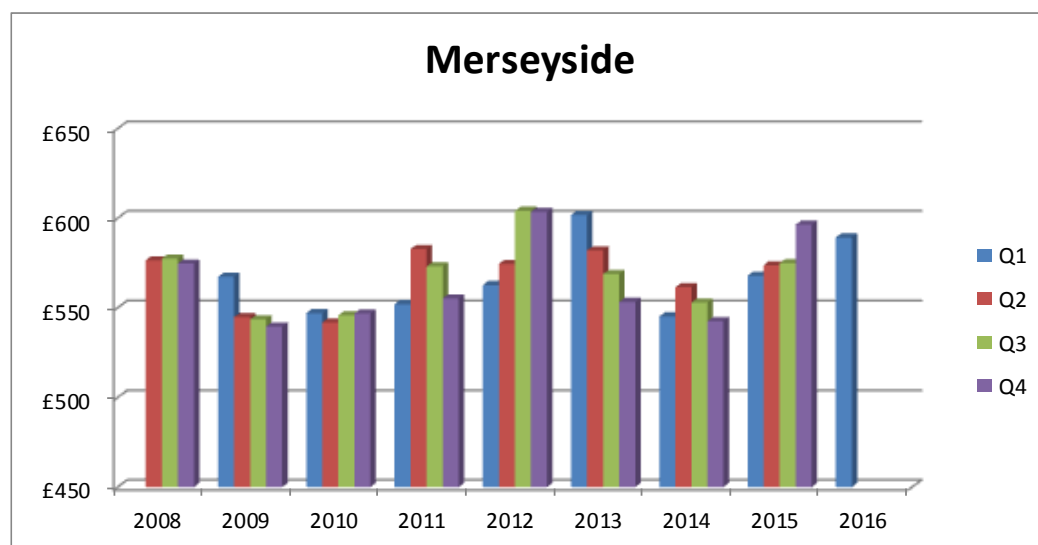
See '**East Midlands**' write up for comment from local offices.

Lincolnshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Lincolnshire	£ 618	£ 625	1.28%	£ 8	2.14%

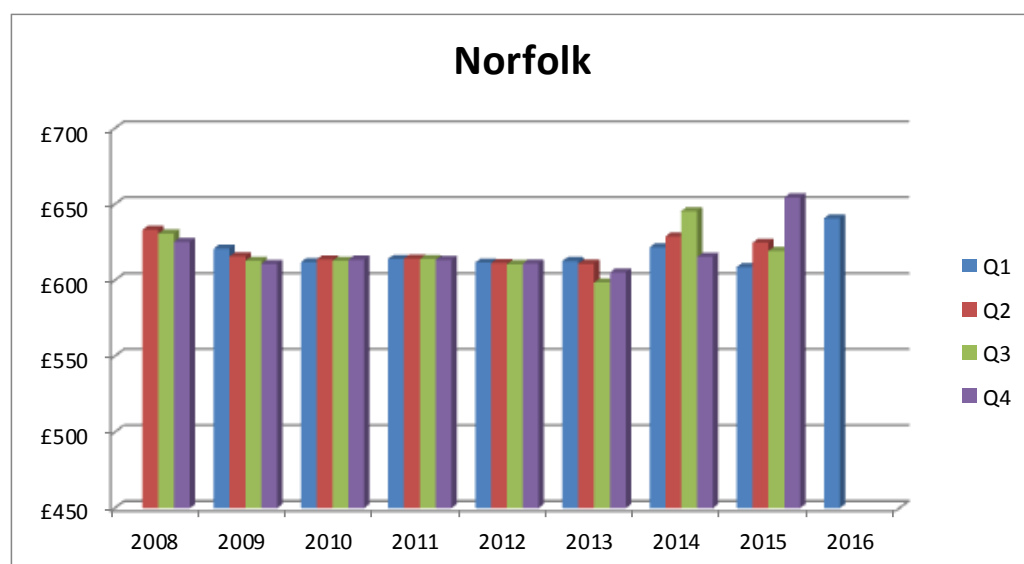
Merseyside



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Merseyside	£ 578	£ 589	1.90%	£ 11	3.75%

See '**North West**' write up for comment from local offices.

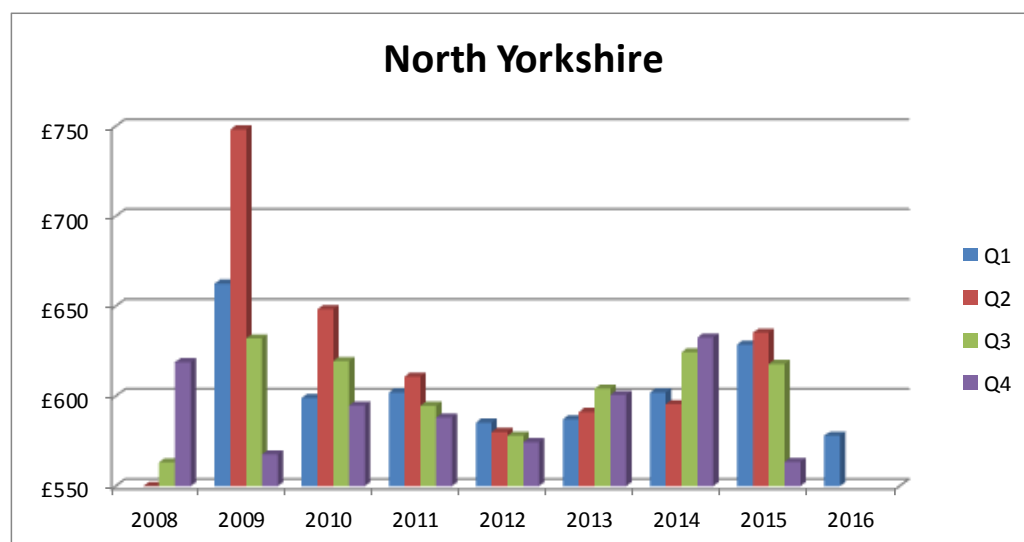
Norfolk



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Norfolk	£ 624	£ 641	2.61%	£ 16	5.27%

Norfolk comprises of offices in Kings Lynn, where there have been healthy rental increases over the past year, while in Watton rents increased very slightly during Q1 2016.

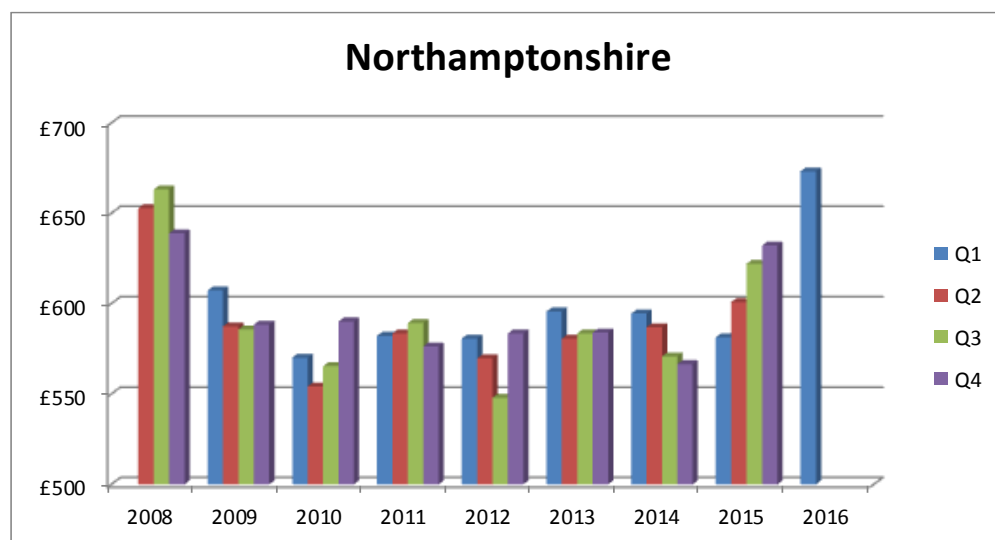
North Yorkshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
North Yorkshire	£ 614	£ 578	-5.93%	-£ 36	-8.07%

In North Yorkshire, the larger than average fall in Q1 2016 rents is mainly due to the temporary closure of the York office which had average monthly rents of around £825. Thirsk and Selby and Goole have also experienced a slight fall in asking rents.

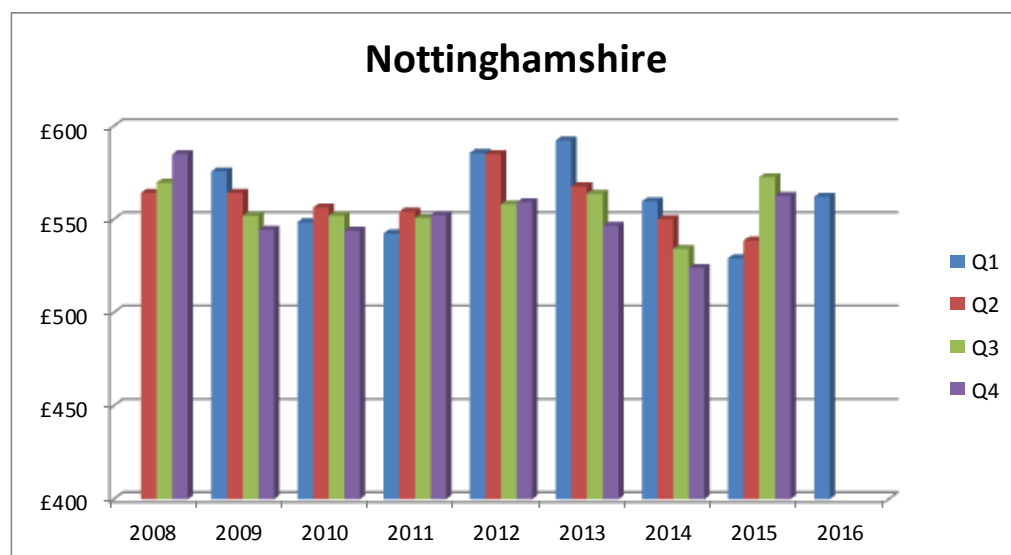
Northamptonshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Northamptonshire	£ 607	£ 673	10.98%	£ 67	15.79%

Average rents in Wellingborough and Corby remain fairly stable. The higher than average rental increases in Northamptonshire for Q1 2016 are predominantly due to so few available properties being advertised to let in Northampton with higher than average asking prices; the Kettering office advertising office space at circa £8,000 per year and a new office opening in Daventry with rents averaging £733 which are approximately 15% above the previous average for the area. Hence rents need to be considered by office.

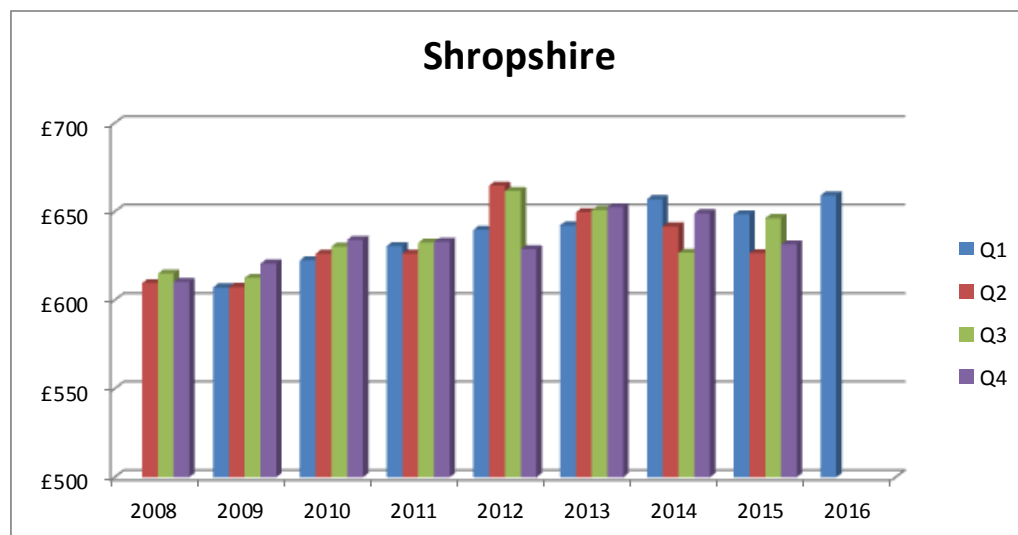
Nottinghamshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Nottinghamshire	£ 550	£ 562	2.18%	£ 12	6.21%

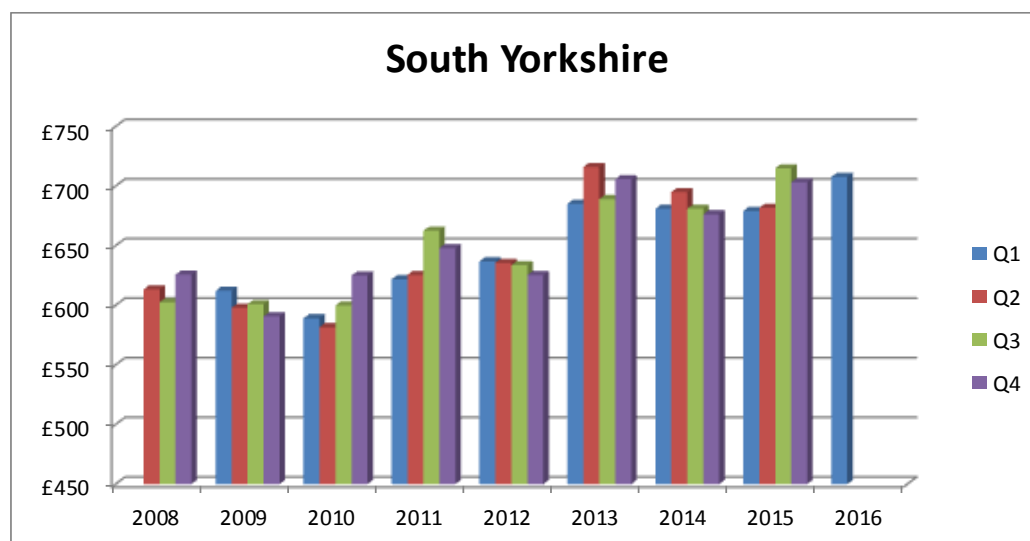
The large supposed rise in Nottinghamshire rents for Q1 2016 vs Q1 2015 is mainly due to rents recovering to 2008 levels in Nottingham Central, South West and West Bridgford. Rents remain static versus Q4 2015.

Shropshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Shropshire	£ 638	£ 659	3.30%	£ 21	1.66%

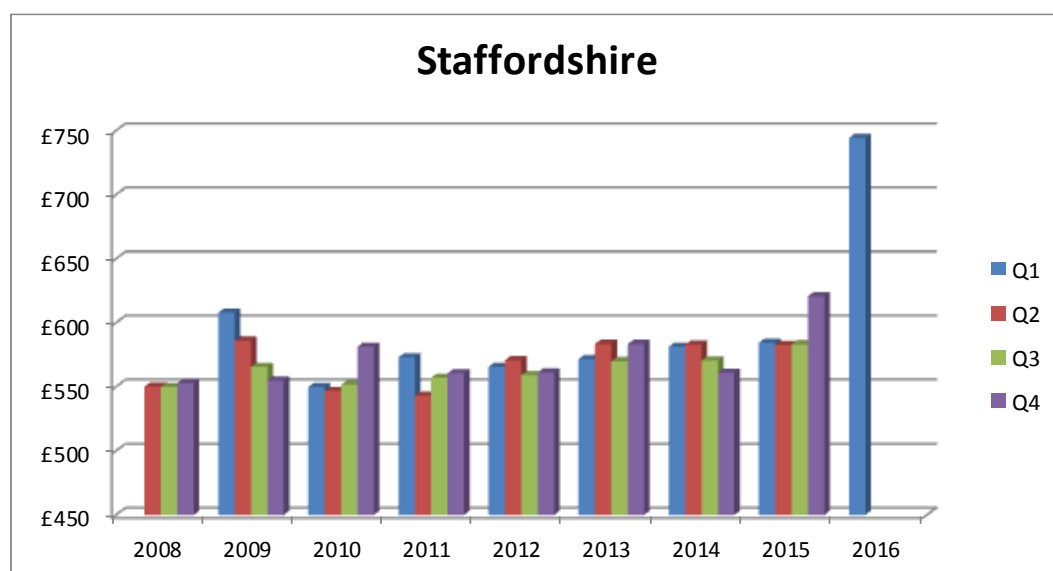
South Yorkshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
South Yorkshire	£ 695	£ 708	1.85%	£ 13	4.19%

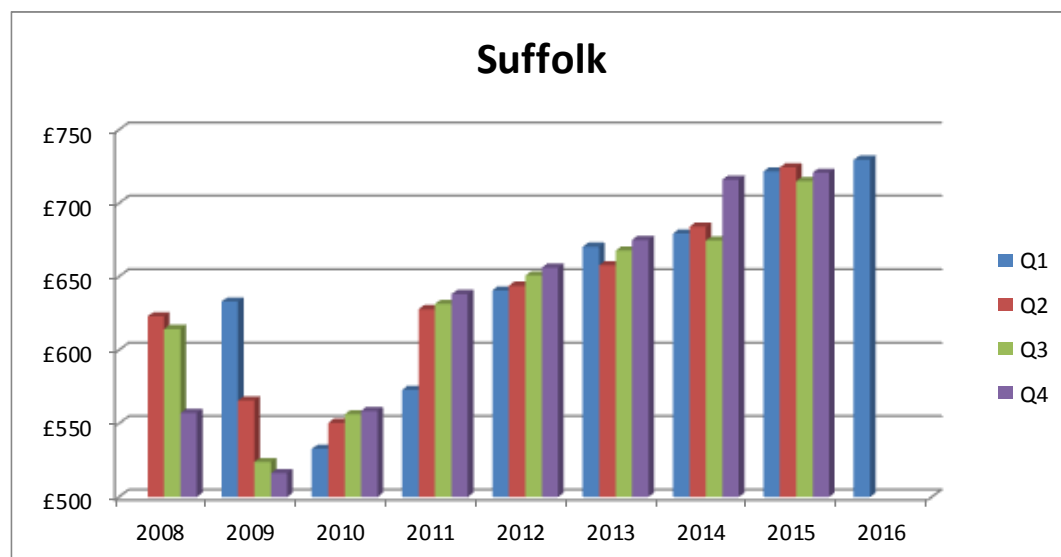
See '**Yorkshire**' write up for comment from local offices.

Staffordshire



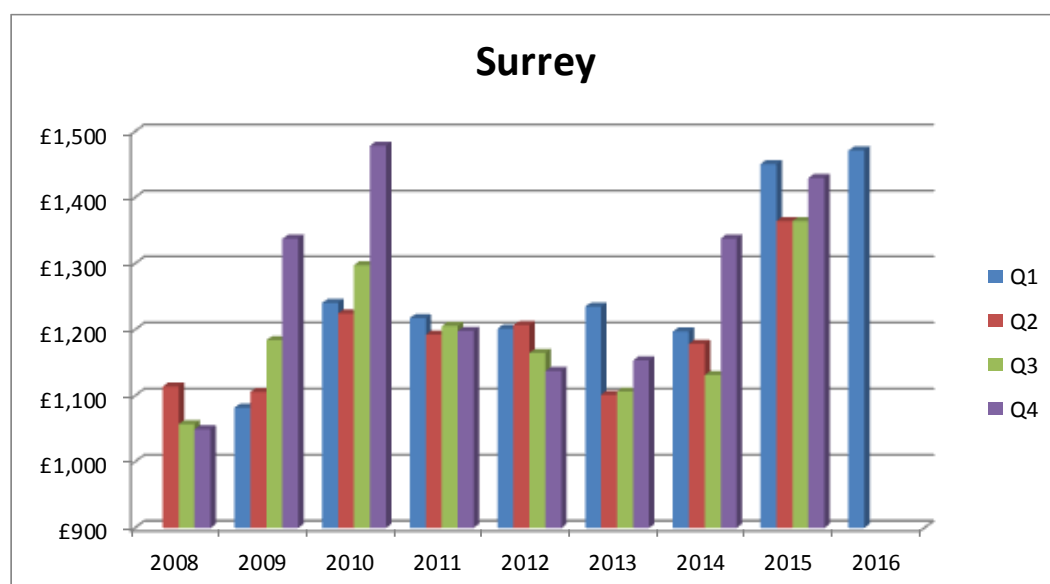
There are seven offices in Staffordshire, of which in three offices rents are fairly static – Stone, Stafford and Stoke on Trent. Average rents are typically £500 to £700 per month in the area. The reason for the bizarre hike in Q1 2016 is due to Newcastle under Lyme advertising a number of large student lets; Burton on Trent also continued to see rental increases continuing the trend from 2015; Tamworth saw significantly higher than average rents being achieved coupled with a number of large properties being advertised and Lichfield due to the mix of properties, much higher rents together with huge demand for the area.

Suffolk



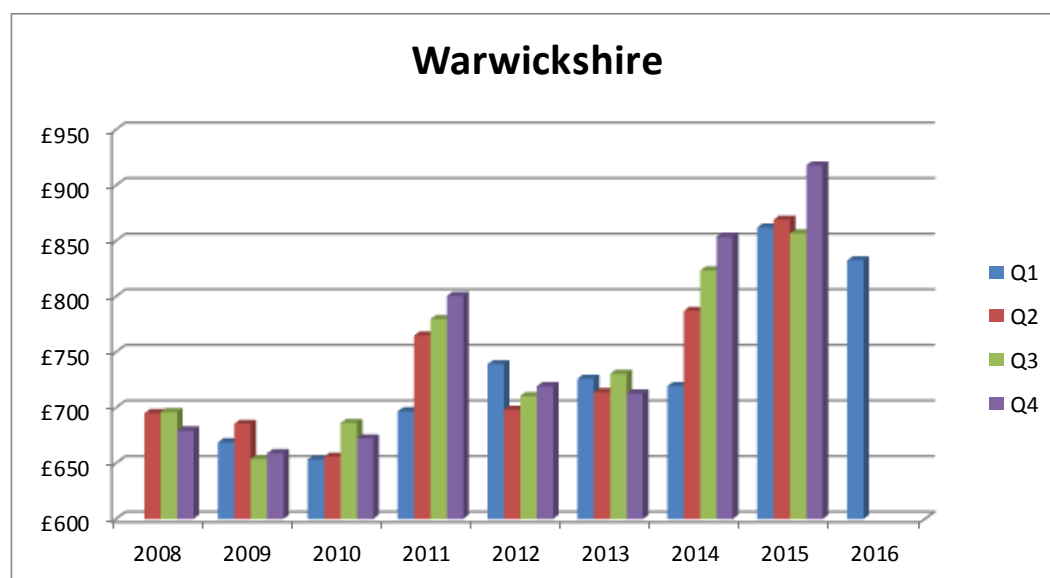
County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Suffolk	£ 720	£ 730	1.27%	£ 9	1.10%

Surrey



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Surrey	£ 1,403	£ 1,471	4.90%	£ 69	1.41%

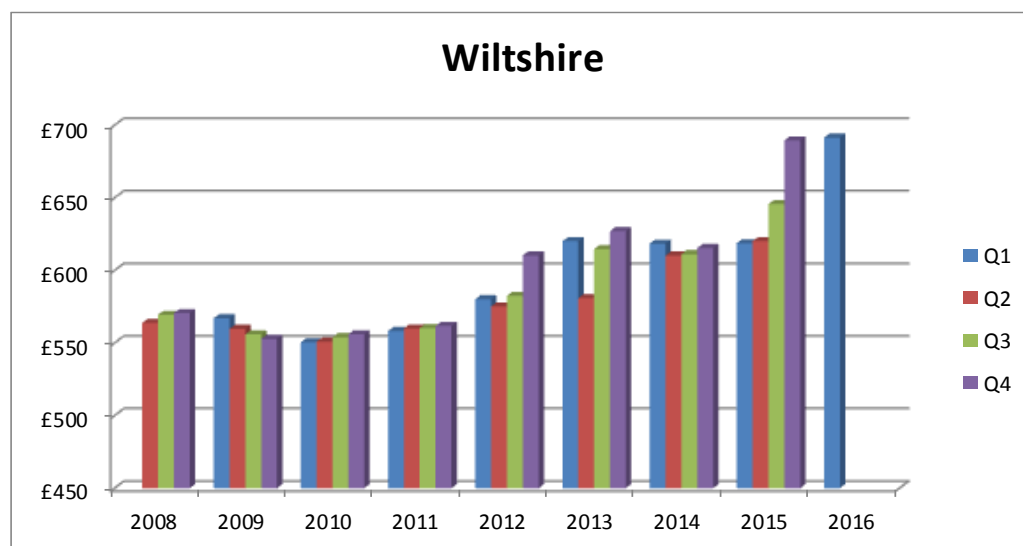
Warwickshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Warwickshire	£ 874	£ 832	-4.76%	-£ 42	-3.45%

The apparent fall in Warwickshire asking rents is attributed to Rugby, however, the Rugby office reports rents rose steadily during 2015 but are now stabilising, which would suggest the advertised rental stats aren't reflecting what is actually happening at the local office.

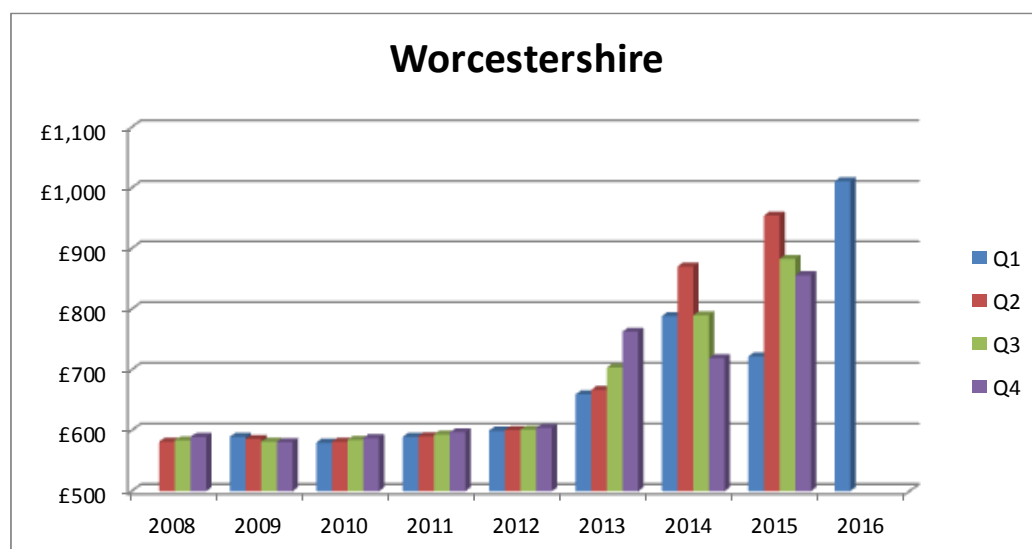
Wiltshire



County	2015 Annual Average Rent	Average Rent in Q1 2016	Q1 2016 Average Rent vs 2015 Annual Average	Actual Rent Increase/Decrease Q1 16 vs 2015	Q1 2016 vs Q1 2015
Wiltshire	£ 644	£ 691	7.45%	£ 48	11.75%

The apparent increase in rents for Q1 2016 vs Q1 2015 is down to landlords catching up with rent rises after a period of stagnation in Devizes, and rents are static when compared to Q4 2015. Swindon rents continue to remain fairly stable.

Worcestershire



Worcestershire has two offices. Worcester has seen a rise of around 7.5% over Q1 2015, however, the big jump seen in Q1 2016 is because of Evesham having an unusually high proportion of large properties to rent with higher than average asking rents.

Appendix

Belvoir Rental Index 2008 to 2016

Over the last eight years, Belvoir Lettings, one of the UK's top lettings only franchises has been tracking monthly rental price movements.

This report analyses the ups and downs of the rental market, not just at a national level, but breaking down monthly rental averages into London, the rest of England, Wales and Scotland as well as county level.

The data is created from average advertised rents. This isn't a perfect way of analysing rents, but most Belvoir agents advertised rents are set at levels they know tenants will pay, and worst case, they may on occasions be approximately 10% less. This doesn't though appear to prevent the index from identifying rental trends. To help ensure the monthly rents aren't too erratic and historic and existing trends can be identified, the average rents are calculated as three month simple averages.

In addition, we don't just produce rental statistics. We liaise directly with over 140 franchised offices to better understand the reality of what's driving rents up or down. We check trends the statistics are showing so we understand at ground level, exactly what they mean for landlords and tenants as well as what the statistics can tell us about the future.

The report breaks down the Belvoir Index analysis in two formats:-

Offices which have consistently traded over the last eight years

This is an analysis of rents across offices which have consistently traded across the seven years we have been tracking the index. Effectively, this analysis looks at rents on a 'like by like' basis, much as analysis is carried out when comparing like for like sales in retailing.

1. This data analyses over 140 offices from 2008 to 2016.
2. All offices which have traded via the Belvoir brand over the last seven years. This analysis looks at rents across all offices. We add an office after it has traded for nine months and can provide a three month simple average over a six month period. This data is particularly useful when analysing regional data as it analyses 139 offices, so increases the number of offices contributing to the data and thus makes the results more robust.

Level of data analysis

In this report we produce the following information:-

1. Average rental movements across the UK
2. Average rental movements across England, Wales and Scotland
3. Average rental movements by region: for example, East Midlands, London
4. Average rental movements by county: for example, Nottinghamshire, Shropshire
5. Commentary from Belvoir, the franchisor and local franchisees

How we analyse the data

The data is analysed on a three month simple average:-

Average rent:	£500
Average June rent:	£525
Average July rent:	£515
Total:	$\text{£1,540} / 3 = \text{£513}$ will be the average July rental figure

We analyse the information on a month by month basis and a year on year basis. However, we also look at the data from the height of the rental market, the market low and whether the latest monthly data suggests rents are rising, falling or stabilising versus previous highs and lows.

The rents analysed are 'average' rents. In the main, we know that the annualised average rent is fairly accurate when considering the rents for the top two properties, for example, two and three bed houses in small and large urban areas, or one and two bed flats in city centres such as London.

Some of the data flaws happen on a month by month basis. For example, it is possible that some trends are affected by agents listing unusually high priced properties. For example, in Shrewsbury, we know the data accurately picks up trends over time, but tracks average rents at around 10% higher due to large, prestigious properties being rented on a regular basis.

In addition, we know data for some offices can show a rise in rents when the reality is that property stock is tight, so isn't as robust as normal, or a higher level of new build properties rent out at higher levels than second hand or previously lived in properties.