

BELVOIR!

September 2014
(Q3 14)

Rental Index

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Belvoir Rental Index September 2014 (Q3): Top 10 Report Highlights

1. The average rent for Q3 2014 across England is £693 per month, for offices which have traded consistently over the last five years, which is a £5 year on year increase.
2. The average monthly rent recorded in the UK for all offices, including new offices, for Q3 2014 is £737, a small year on year rise of 2%.
3. In Scotland, the average rent for Q3 2014 is £588 per month, which is a £4 rise on average rents of £584 in 2013.
4. Across Wales, the average rent for Q3 2014 is £612 per month, a small year on year fall of -1.5% from Q3 2013.
5. Strong tenant demand continues in Northern Ireland during Q3 2014, together with some small increases in rents.
6. The areas where rents are yet to recover to the 2008 heights during Q3 2014 are the North East, North West, East Midlands and East Anglia.
7. Average rents in Yorkshire are just beyond the height of the market in 2008 in Q3 2014.
8. Rents are now exceeding the 2008 heights for Q3 2014 in London, West Midlands, South East and South West.
9. There are 17 counties where Belvoir has been trading since 2008 that show average rents are yet to recover to the heights of 2008, including Dorset, Essex and Kent.
10. The number of counties that now exceed the rental heights recorded in 2008 in Q3 2014 is 13 and these include Gloucestershire, Lincolnshire and Bedfordshire.

National Rental Trends

For all offices in England which have traded consistently over the last five years, there was a small increase year on year of £5 in the Quarter three 2014 average rent to £693, versus the Quarter three 2013 average of £688. Overall there has been very little movement in rents during the last twelve months.

Historically, there has been fairly steady growth in rents from Quarter three 2010, which stabilised during 2013 and the first two quarters of 2014. There was a slight rise in growth during Quarter three. However, rents are yet to recover to the heights seen in Quarter three 2008.

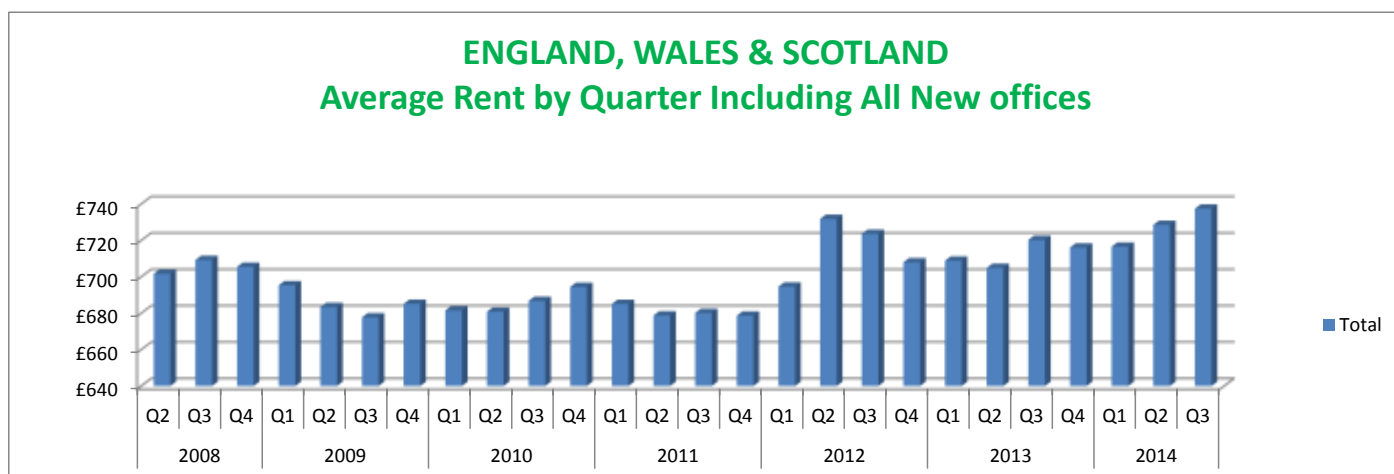
Chart showing the national rental trends for the last six years over consistently trading offices



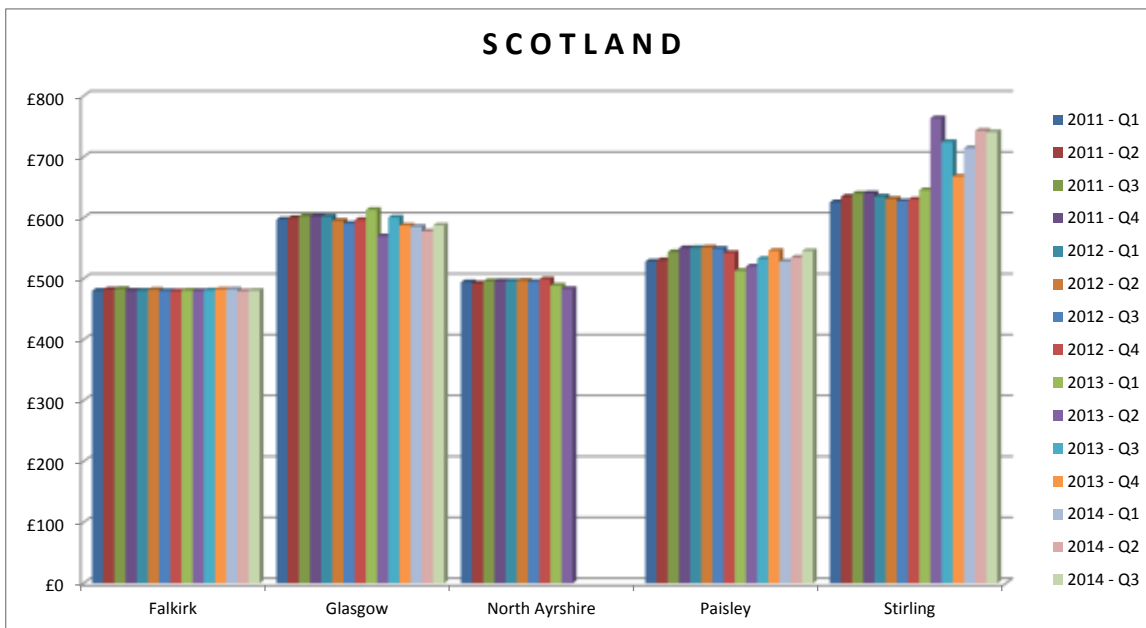
For all offices in England, Wales and Scotland including new Belvoir offices, the average monthly rent for Quarter three 2014 is £737. When compared to the Quarter three 2013 average of £720 per month, this shows a year on year increase of just over 2%. This rise though is mostly due to new offices which have average rents higher than Belvoir's previous average.

When comparing the Quarter three 2014 average rent to the annual average monthly rent for 2014 of £728, this also shows an overall increase of around 2%. This would indicate slight rental growth so far this year.

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



Summary for Scotland



The average rent for Scotland in Quarter three 2014 is £588 per month. Compared to the Quarter three 2013 average monthly rent of £584, this shows a slight year on year increase of £4.

Falkirk

Average monthly rents continue to remain static in Falkirk. The Quarter three 2014 average monthly rent is £480, which is just £1 lower versus Quarter three 2013 for *two bed flats*. There has been no real movement in average rents for Falkirk for the last three years. **Mike Campbell of Falkirk** says *"In Falkirk, demand was sluggish throughout July and August but much stronger in September. The impact of this upon the level of rents, except for larger more expensive properties, remains minimal, suppressed by a lack of wage inflation. There has been speculation about the impact of the independence referendum upon the housing market in Scotland in the last few months, but the main driver of the increase in the national average rent has been due to the lack of supply in a small number of key hotspot markets"*

City of Glasgow

In Glasgow, the average monthly rent for Quarter three 2014 is £587, which would indicate a small year on year increase of around 2% versus the Quarter three 2013 average rent of £600. **Sharon Walker of Glasgow** comments *"This quarter has been extremely quiet for us this year compared to last year. There is still demand for good quality flats, but a good few landlords have sold their properties and we are struggling to get new landlords on board."*

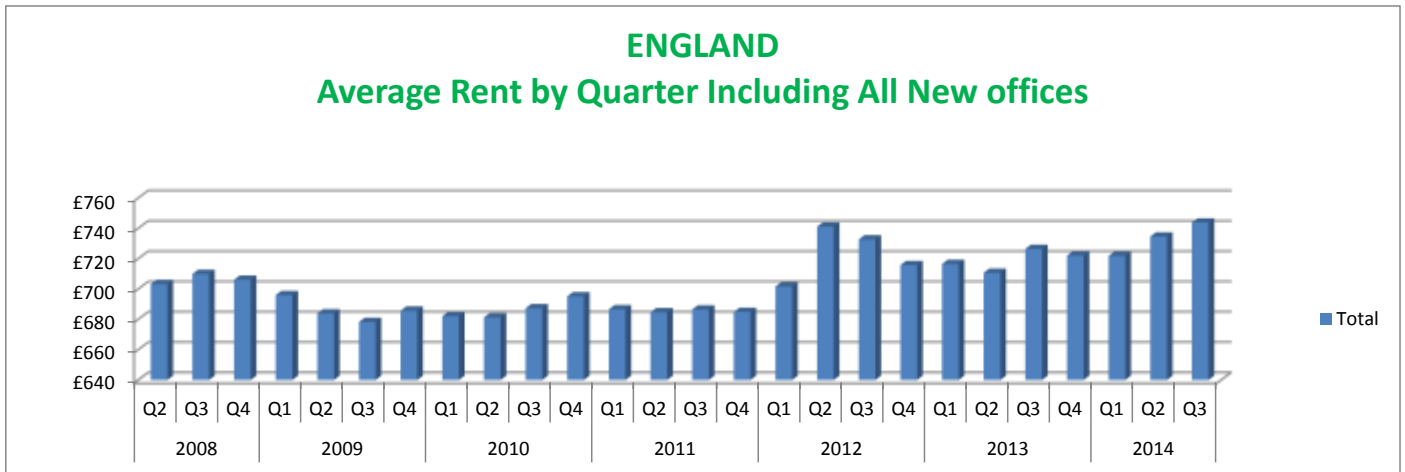
Paisley

For Paisley, the average monthly rent for Quarter three 2014 is £545, versus an average of £532 in Quarter three 2013, this shows a slight year on year rise of just below 2.5%. **Denise Rhodes of Paisley** says *"Paisley growth year to date is 28% over last year. This growth is mainly at the expense of competitors as our reputation for excellence continues to grow. House rents remain stable, flat rents decreased slightly over the same period last year."*

Stirling

The average monthly rents for Stirling have been increasing in the last nine months, however, we understand from the local office this is due to a change in the mix of properties advertised (*see Appendix*).

Summary for England



The Quarter three 2014 average monthly rent for all offices, including new offices, in England, is £744. Compared to the Quarter three 2013 average rent of £726, this shows a year on year increase of 2.5%.

Quarter three 2014 average monthly rent of £744 versus the 2014 annual average of £734, this would indicate a slight increase of just under 1.5%. The reality is that during 2013 and the first nine months of 2014, for most offices, rents have remained fairly stable.

The main reason for the average in England showing an increase across the group is more due to the continued expansion of Belvoir's Network. . More offices are being added in London and the South which have higher than the current average rents.

Summary for Northern Ireland

Bangor

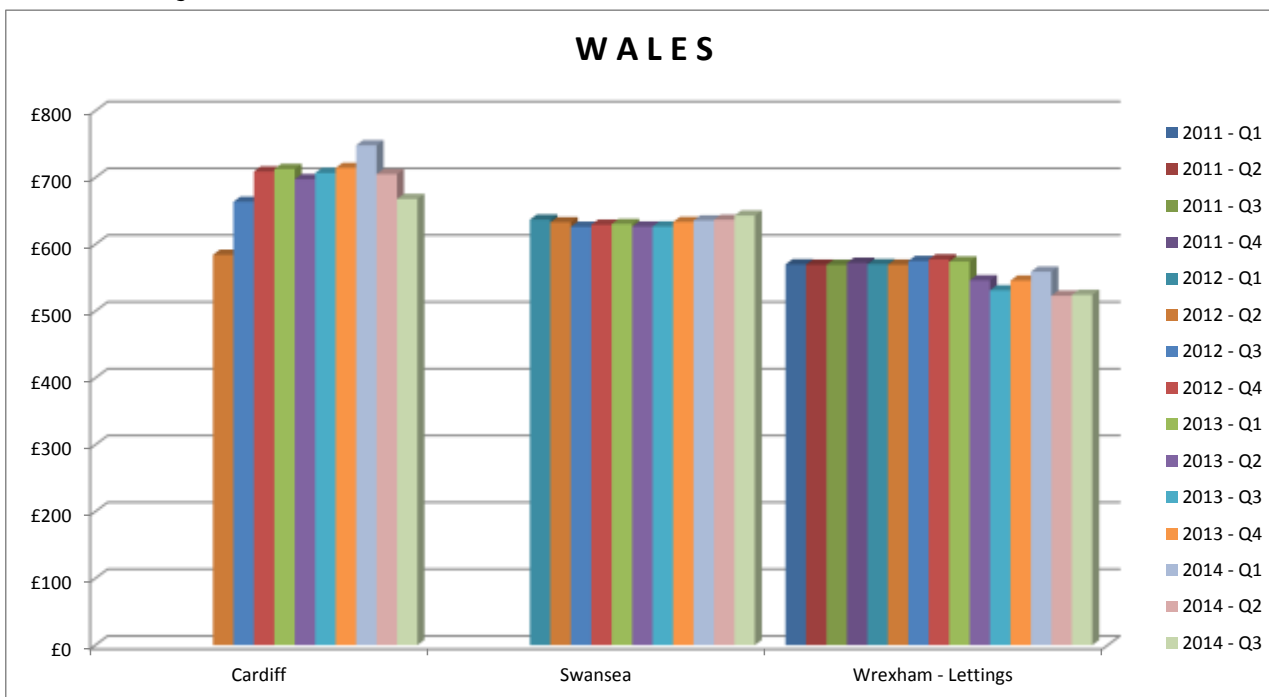
Jackie Burns of Bangor reports *"The demand for rental properties is much greater than the supply. We have 4 - 5 perspective tenants for each quality property. As always the demand is much greater for properties that are modern. We are noticing that tenants are staying longer in their chosen property with some tenants signing for the third and fourth years. This is obviously causing problems from the supply side so we are relying on new investment Landlords to bring in some new properties.*

"The rental prices are definitely going up and tenants are prepared to pay a little extra for a top quality property in the right area."

Newtownards

Trevor Burns of Newtownards comments *"We are still experiencing good tenant demand. The biggest problem that we have is a lack of new properties to let. The rents are starting to increase as a result."*

Summary for Wales



In Wales, the average monthly rent for Quarter three 2014 is £612. The figures would indicate a small year on year fall of around -1.5% compared to the Quarter three 2013 average rent of £622. Versus the annual average rent for 2014 of £627, this also shows a small fall of around -2.5%.

Swansea

The Quarter three 2014 average monthly rent in Swansea is £643, which is a small increase of 2.5%, year on year, versus the Quarter three 2013 average of £627 per month. Compared to the annual average for 2014 of £639, this shows an increase of just over 0.5%.

Ben Davies of Belvoir Swansea says *“We’ve had a record breaking quarter with lots of buy-to-let investors which could stem from people being able to release equity from their pensions. Tenant demand has also been excellent.”*

Wrexham

In Wrexham, the average rent for Quarter three 2014 is £524 per month, versus the Quarter three 2013 average of £531 per month, this shows a year on year decrease of just under -1.5%. Compared to the 2014 annual average monthly rent of £535, this indicates a small decline of 2%.

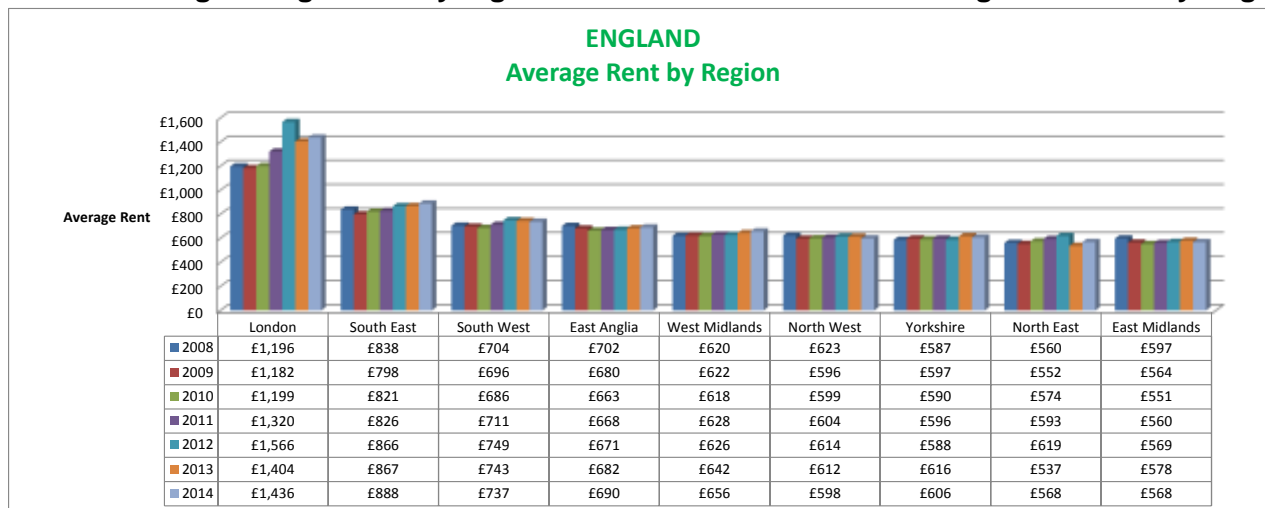
Cardiff

For Cardiff, the Quarter three 2014 average rent is £668 per month. This would indicate a year on year rise of 5.5% compared to the average monthly rent for Quarter three 2013 of £707, and a 5.5% increase versus the annual 2014 average rent of £707.

Belvoir Regional Rental Trends Summary

The average monthly rents vary from around £557 through to £683 for the majority of the national regions in England. Average rents in the South East have shown some year on year increases to £883 in 2014 versus £867 per month in 2013. In the South West, average monthly rents have dropped back slightly to £734 in 2014 from £743 per month in 2013. The average monthly rent in London of £1,406 in 2014 is only slightly above the 2013 average of £1,404.

Chart showing average rents by region 2008 to 2014 for all Belvoir English Offices by Region



Rents in **London** for the third Quarter of 2014 are £1,436, which is a small increase of around 2% compared to the 2013 average, but remain lower than rents achieved in 2012 average.

In the **South East**, Quarter three 2014 average rents are up around 2.5% versus 2013, and 6% up on the height of 2008, six years ago.

South West average rents are slightly down in the third Quarter of 2014 from 2013 at £737, while being 4.5% higher than the £704 height of 2008.

In **East Anglia**, average rents for the third Quarter of 2014 are £690, a slight increase of just 1% on the 2013 average of £682, but around -1.5% lower than the £702 height of 2008.

Rents for the third Quarter of 2014 in the **East Midlands** are £568, a small decrease on the 2013 average of £578, and around -5% lower than the £597 high of 2008.

The average rent in the **West Midlands** for Quarter three 2014 are £656, a 2% increase on the 2013 average of £642, and 5.5% up on the 2009 height of £622.

In **Yorkshire**, average rents for the third Quarter of 2014 are £606, a small -1.5% decrease on the £616 average for 2013, and a small 1.5% increase compared to the 2009 high of £597.

Quarter three 2014 average rents in the **North West** are £598, around 2% lower than the 2013 average of £612 and continues at -4% down on the £623 height of 2008.

The average rents shown for the **North East** are not a true reflection of the real picture due to the enormous differences in property types and values within the region. For more detailed information, please see the North East regional rental trends analysis.

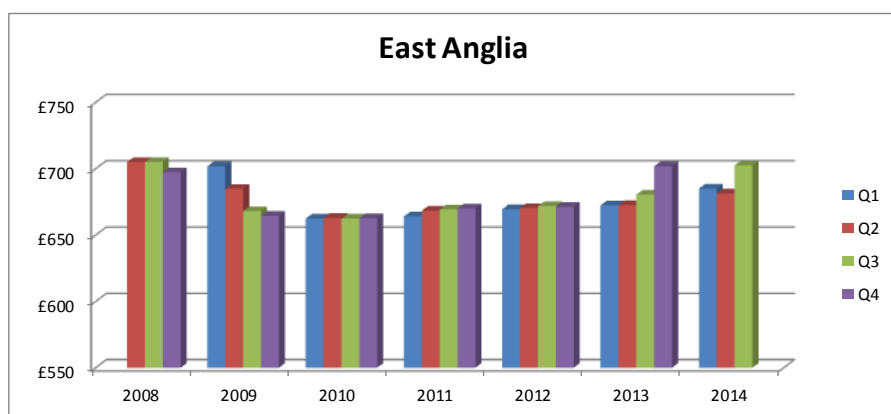
Belvoir Regional Rental Trends

East Anglia

In East Anglia, the average rent for Quarter three 2014 is £702 per month. Versus the Quarter three 2013 average of £680, this shows a year on year increase of just over a 3%. Compared to the 2014 annual average rent of £690, the figures would suggest a slight increase in Quarter three of just over 1.5%.

Around two thirds of offices recorded a small increase in rents during the third Quarter of 2014, with just under a third registering slight falls and stable rents for just over a third, including Norwich and Watton.

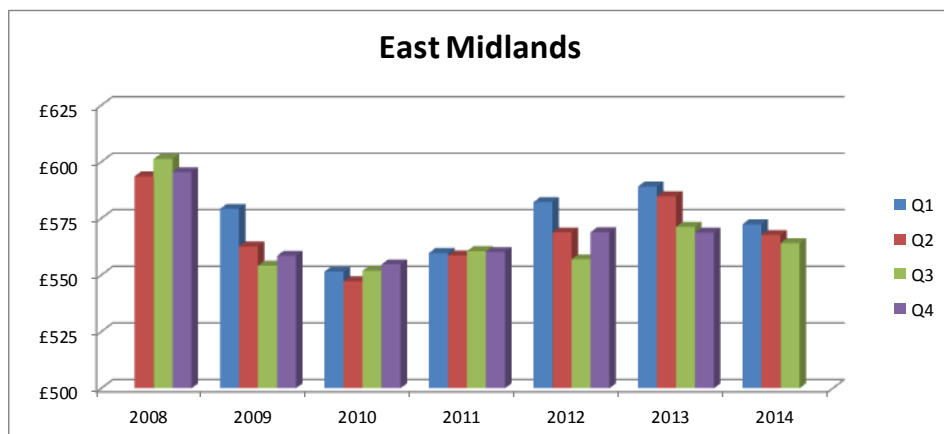
Leah Norman of Belvoir Peterborough comments *“We have seen an increase in demand in Peterborough comparing results from Q3 2013 to Q3 2014, helped by the re-generation projects that are bringing life into Peterborough, making the area more desirable for people to live in and invest in. The rental prices within Peterborough have not increased dramatically since Q3 2013, but there has been a £25 increase in rental price reflected by Peterborough’s growing City. Houses tend to have a lower rental price when located closer to the City Centre as they are older and not modern (internally and externally). Newer developments outside of the City Centre are very popular and properties rent well in those areas.*



East Midlands

The Quarter three 2014 average rent in the East Midlands is £564 per month, compared to the Quarter three 2013 average of £571 per month, the figures suggest a very slight year on year fall of around -1%. Versus the annual average monthly rent of £568 for 2014, this shows a small fall of £4.

Average rents for around half of offices in the East Midlands during Quarter three 2014 were stable, with the remaining offices equally split between slight falls and rises, including Sleaford and Loughborough.



London

In London, the average rent for Quarter three 2014 is £1,488 per month. Versus the Quarter three 2013 average rent of £1,483, this shows a year on year rise of £5. Compared to the 2014 annual average rent of £1,436, this shows a small increase in rents of 3.5%.

As there is such a diverse range of properties in London, average rents can vary quite dramatically. For example, in Quarter three, the average monthly rent in Balham were £1,787, £2,413 in Camden, £1,219 in Wimbledon through to £771 in Basildon. Stable rents were registered in half of the offices, just over a quarter small increases, including Stratford and Balham, with just below a quarter showing small falls.



Dominik Potworowski of Belvoir Maidenhead reports *“Maidenhead in the last quarter has seen supply and demand has stayed steady with more houses coming up for rent than flats. The trend is continuing with more buy to let investors buying up flats and houses. With Crossrail due in less than five years and further large scale regeneration projects in the pipeline, Maidenhead has become a hot bed of property activity.”*

Jeremy Wasden of Belvoir Uxbridge comments *“Demand in Uxbridge and the surrounding area remains good. Demand for smaller property especially remains high, as it does around this time of year which coincides with the start of year at Brunel University. This demand is reflected in the yields locally with a studio typically yielding 6.5% gross, one beds 6.1% and two bed flats 5.2%. However there is a wide variety in prices and rents, for example around Uxbridge (UB8) one bedroom flats are on the market between £159,995 and £250,000 with rents requested of £825pcm to £1250pcm.”*

North East

The North East average monthly rents have a propensity to be quite erratic, which is primarily due to the variable rents in Newcastle.

In **Tynedale**, Quarter three 2014 rents were £540 per month. Versus £548 per month in Quarter three 2013, this shows a decrease of -1.5%, year on year. Compared to the annual average rent for 2014 of £541, there is only a £1 difference.

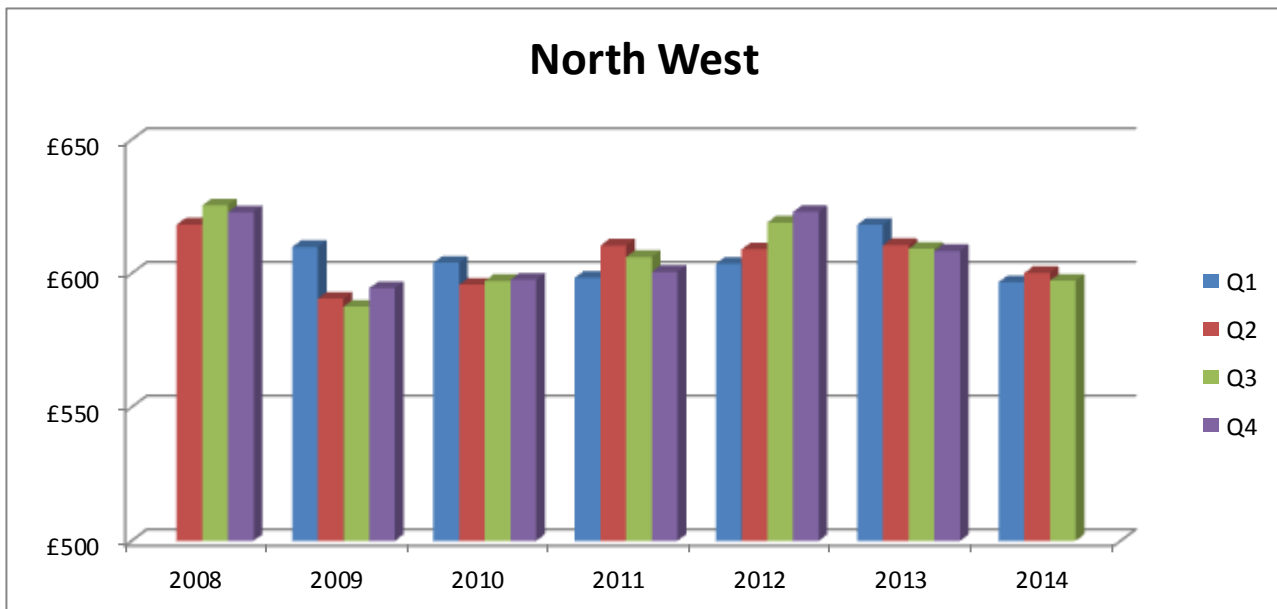
The average monthly rent in **Sunderland** for Quarter three 2014 is £568. Compared to the Quarter three 2013 average of £541, this shows a year on year increase of 5%. Versus the annual average rent of £566, to date, rents have only risen by £2.

Newcastle upon Tyne - Howard King of the **Newcastle upon Tyne** office says *“In Q3 good properties in the right location have seen rent increases, lower quality properties in less desirable areas have seen no rent rises and some have fallen. Properties that predominately go to housing benefit claimants have seen rents fall. The first two months of Q3 started slowly, but we saw a very busy end to the quarter. Again, the supply of quality properties slowed sales, and more tenants where renewing contracts rather than moving.”*

North West

The average monthly rent recorded in the North West for Quarter three 2014 is £597. Comparing this to the Quarter three 2013 average rent of £609, the figures would indicate a small year on year fall of -2%. Versus £598 per month, which is the 2014 annual average rent; this shows a slight fall of just £1.

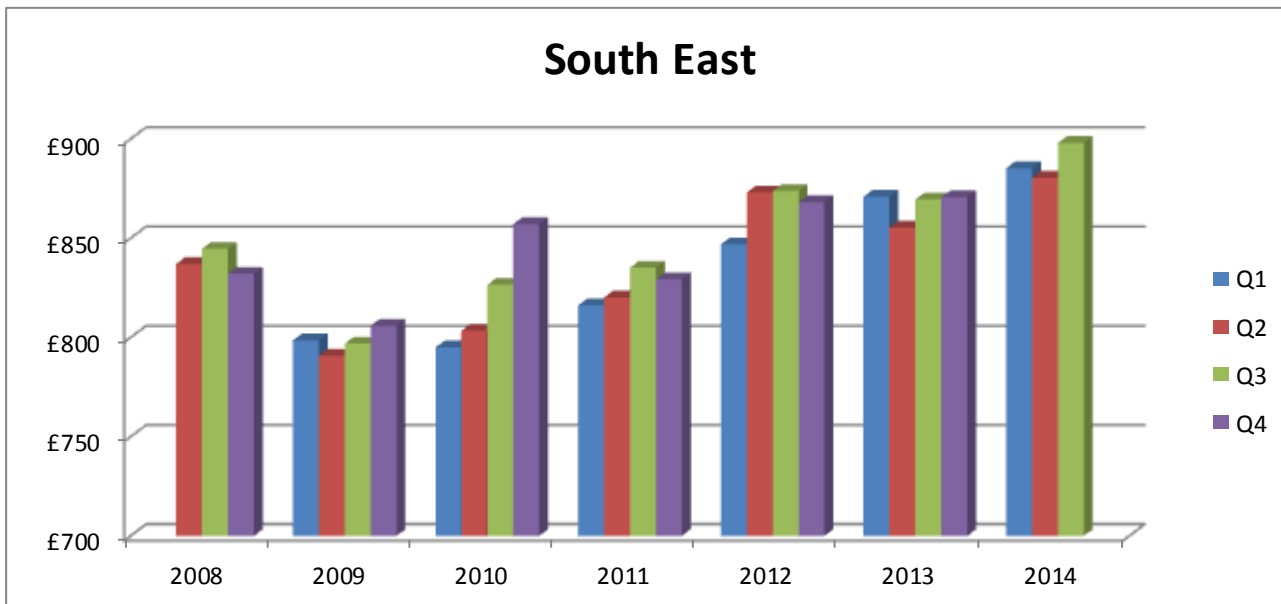
Average monthly rents for around 90% of the offices in the North West remained stable, with the remaining offices equally split with slight falls and rises.



South East

In the South East, the average monthly rent for Quarter three 2014 is £898 per month. Compared to the Quarter three 2013 average of £869 per month, this shows a rise of just over 3%, year on year. Versus the 2014 annual average of £888, this shows a smaller rise of just 1%.

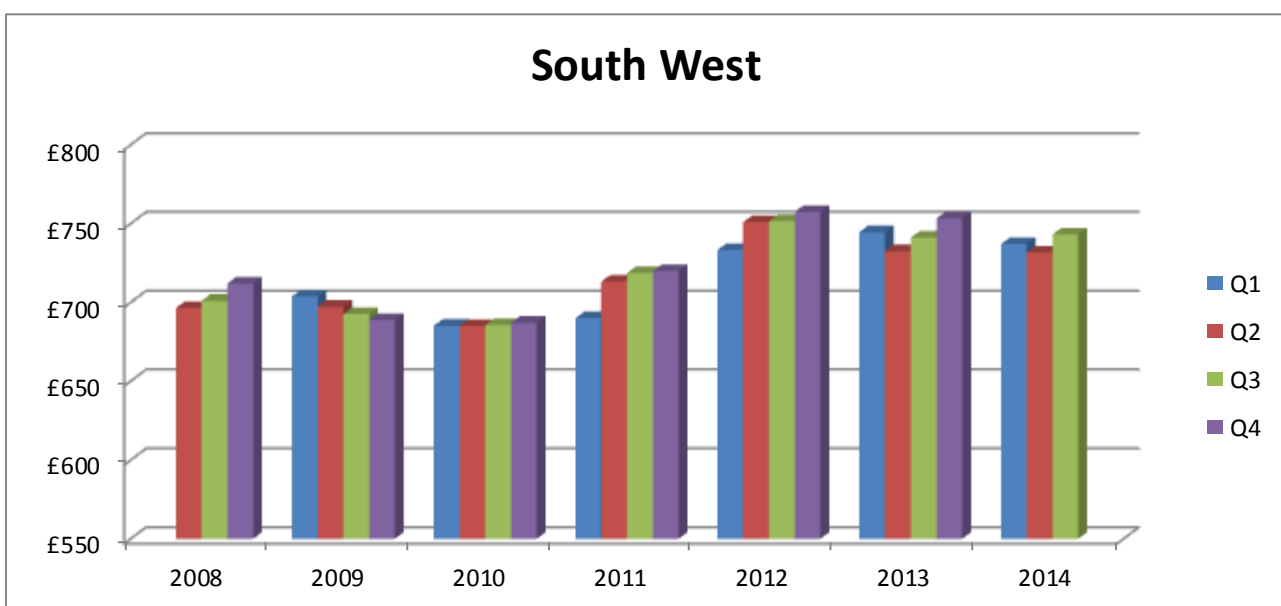
Rents in 40% of South East offices remained stable during Quarter three, with 40% of offices showing small rises, including Hitchin, Luton and Woking, and the remaining 20% experiencing slight falls.



South West

The average monthly rent in the South West for Quarter three 2014 is £743, which is a year on year increase of £2 versus the Quarter three 2013 average rent of £741 per month. Compared to the annual average rent for 2014 of £737, this shows a very slight increase of less than 1%, which would indicate very little movement in rents over the last year.

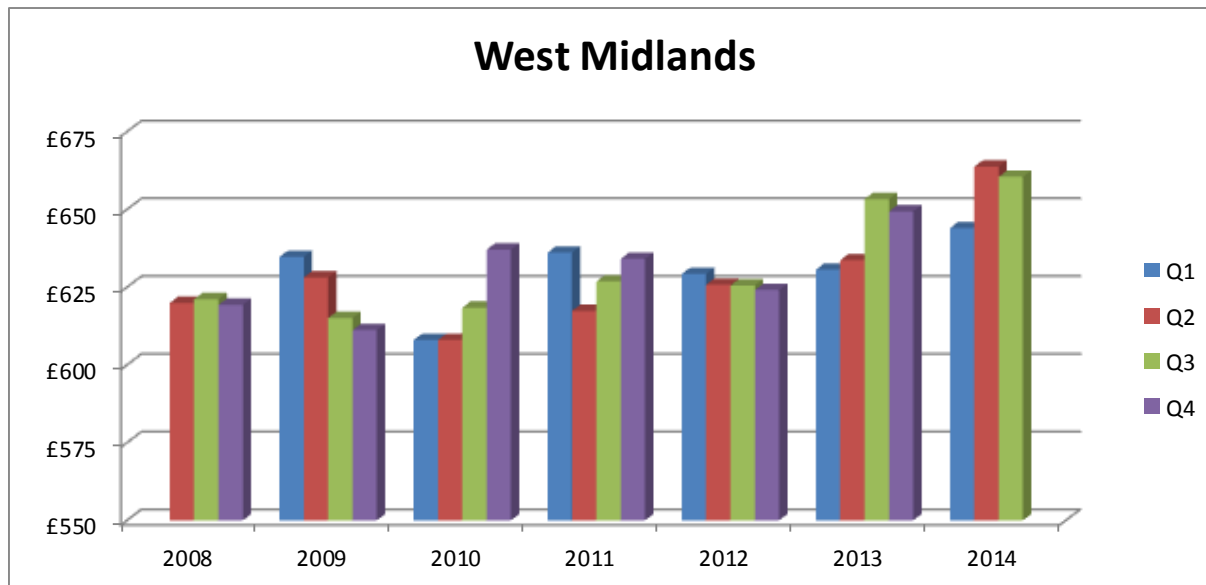
In the South West, three-quarters of offices recorded fairly static rents in Quarter three, with the remaining quarter of offices equally split between small rises, including Weston super Mare and Hove, and slight falls.



West Midlands

In the West Midlands, the average recorded rent for Quarter three 2014 is £660 per month. Versus the Quarter three 2013 average of £653, this shows a very slight year on year rise of 1%. Comparing this to the 2014 annual average rent for 2014 of £656, this shows a small increase of just £4.

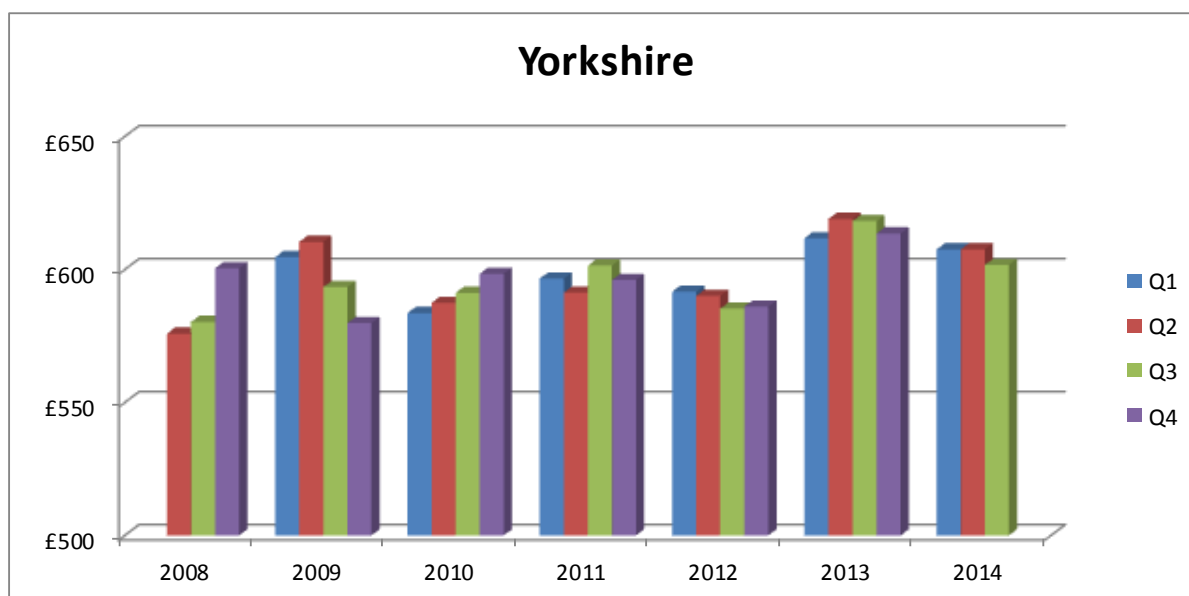
In Quarter three, around 80% of offices in the West Midlands were equally split with stable rents or small increases, which included Rugby, Tamworth and Worcester, with the remaining 20% showing slight falls.



Yorkshire

The average rent in Yorkshire for Quarter three 2014 was £602 per month. Versus the Quarter three 2013 average rent of £618 per month, this shows a small year on year fall of just over 2.5%. Compared to the 2014 annual average rent of £606, rent levels have fallen slightly by just £4.

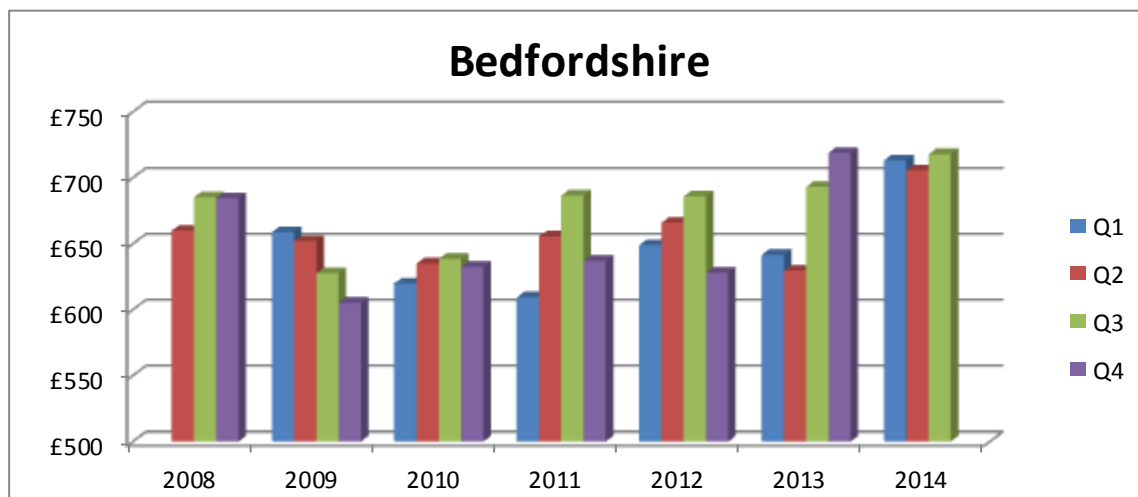
In Yorkshire, just over 40% of the offices recorded stable rents, including Harrogate, Hull and Huddersfield, just under 40% slight falls and the remaining 20% experienced slight rises.



Belvoir Rental Trends by County

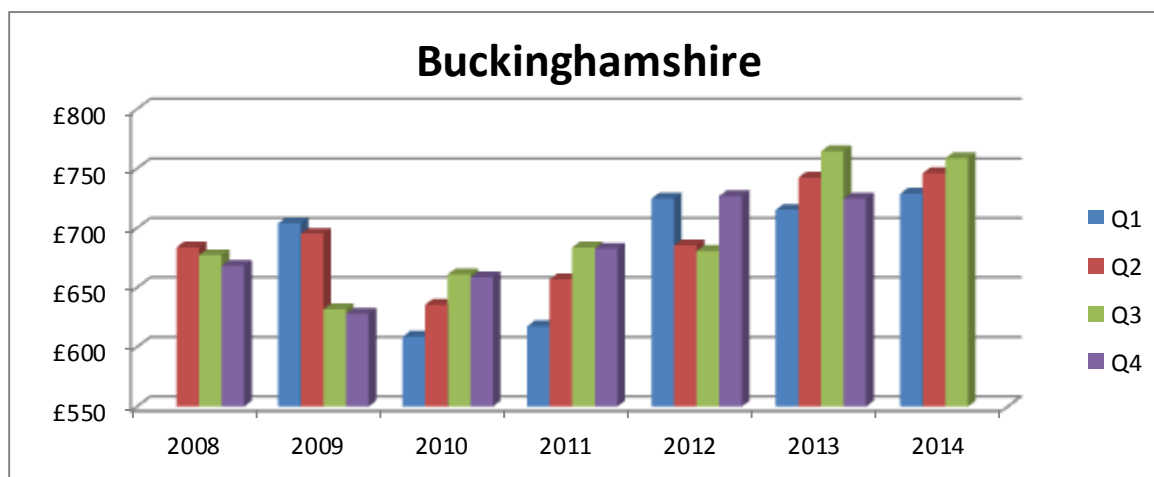
This is where we compare the latest Quarter three 2014 rental averages to Quarter three 2013 averages and how they are performing year on year on a county by county basis.

In Bedfordshire, the average rent for Quarter three 2014 is £718 per month. Comparing this to the Quarter three 2013 rental average of £693, this shows a 3.5% increase, year on year. Comparing the Quarter three 2014 average monthly rent with the 2014 annual average rent of £712, this shows an overall increase of less than 1%.



The average rent for Quarter three 2014 in Milton Keynes, Buckinghamshire, is £759 per month. Versus the Quarter three 2013 average of £764 per month, the figures would indicate an insignificant year on year fall of -0.75%.

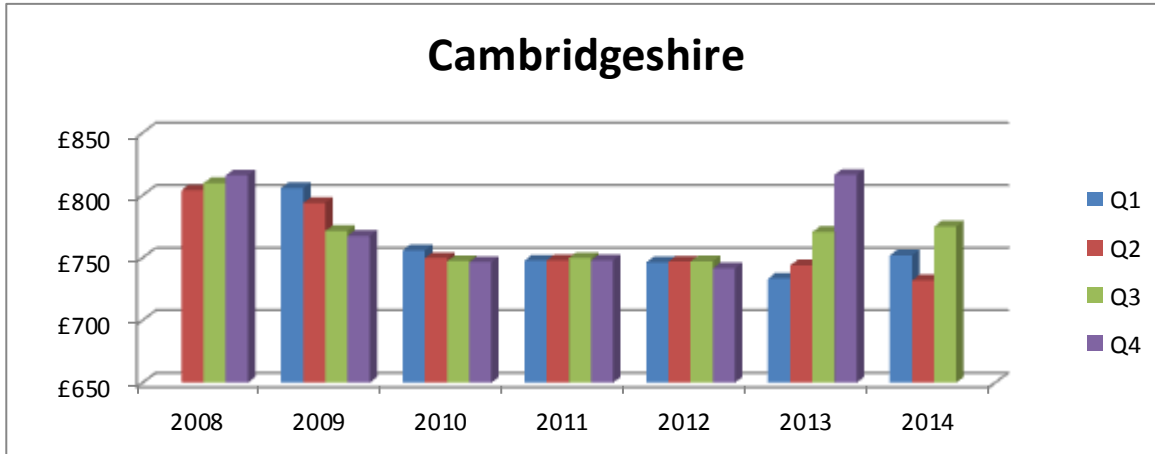
Comparing the Quarter three 2014 average rent to the 2014 annual average of £745 per month, this would indicate a small increase of just below 2%.



The Quarter three 2014 average rent for Cambridgeshire is £775 per month. Compared to the Quarter three 2013 average rent recorded of £771, this would indicate very little change at just 0.5%, year on year.

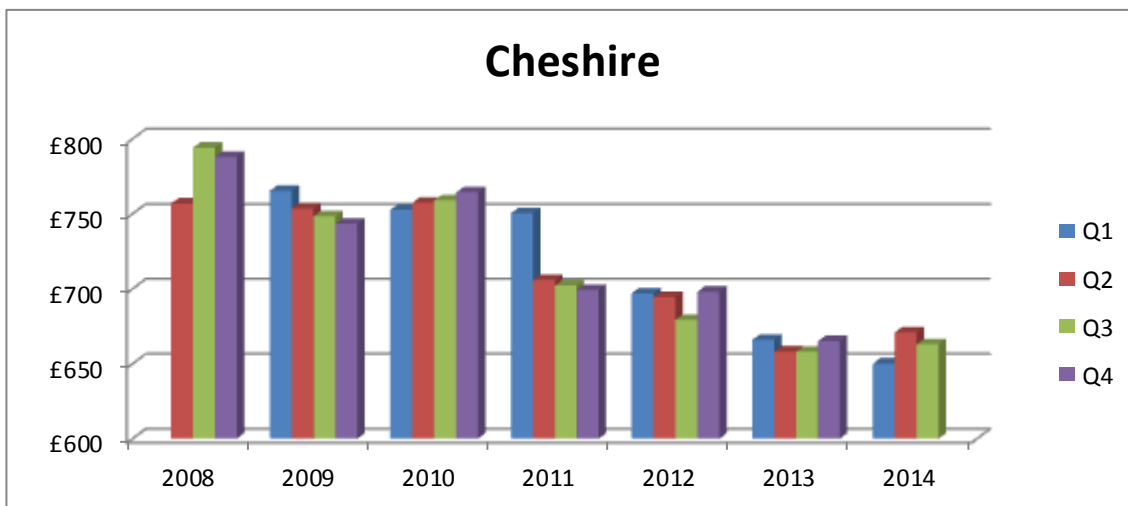
Versus the annual average monthly rent for 2014 of £753, this shows an increase, in line with inflation, of just below 3%.

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



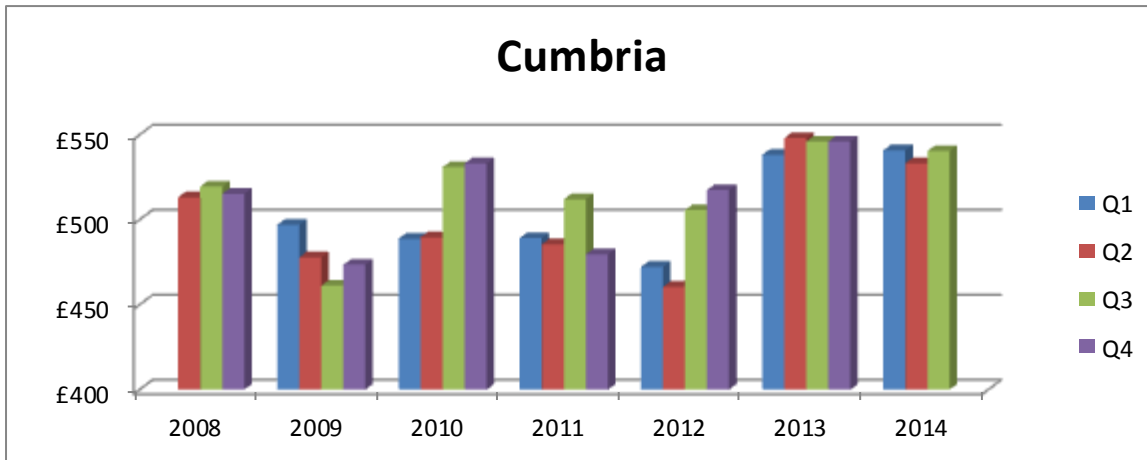
In Cheshire, the average rent for Quarter three 2014 is £663 per month. Comparing this to the Quarter three 2013 monthly average of £658, this shows there is only a 0.75% year on year increase in rents.

Compared to the annual average rent in Cheshire for 2014 of £661 per month, the figures would suggest an uplift in rents of just £2.



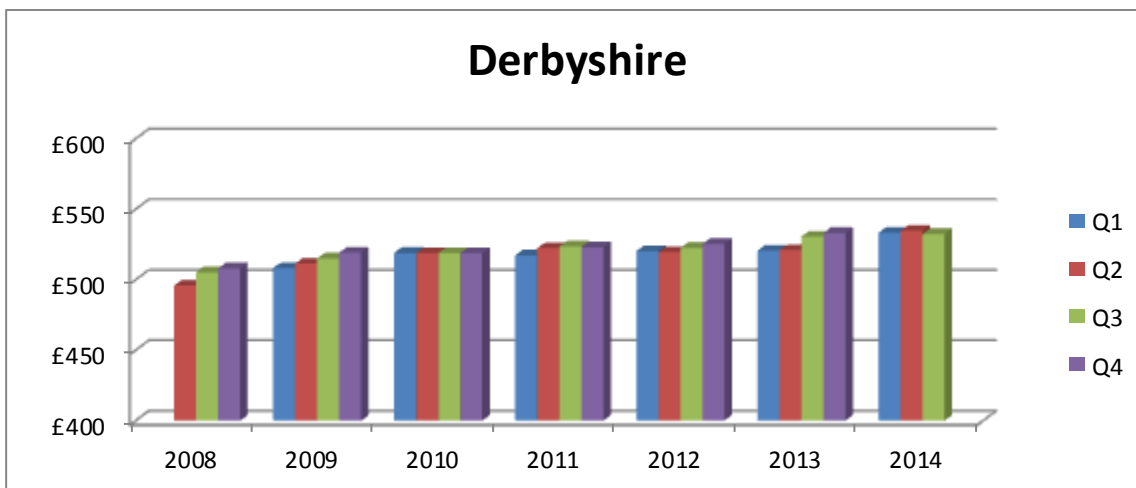
The average monthly rent for Cumbria in Quarter three 2014 is £540. Versus the Quarter three 2013 average rent of £546 per month, this shows a very slight year on year fall of around -1%.

When compared to the annual average rent for 2014 of £538, this shows a very small increase of just £2 per month.



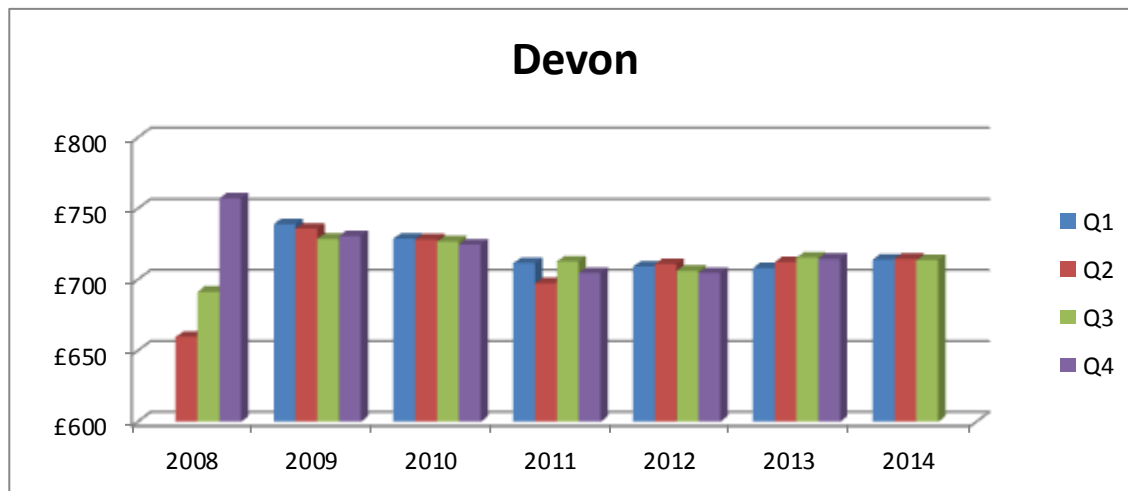
In Derbyshire, the Quarter three 2014 average monthly rent is £532, which represents a £1 difference versus £531 being the Quarter three 2013 average monthly rent.

Compared to the 2014 annual average rent of £533 per month, also with a difference of just £1, this shows rents are static.



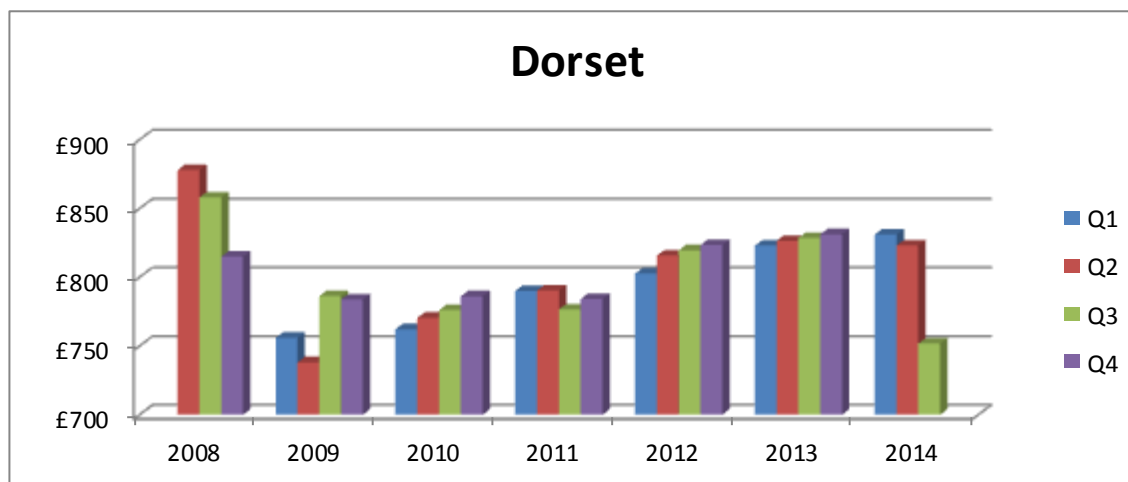
The average monthly rent for Plymouth in Devon for Quarter three 2014 is £714. Compared to the average rent for Quarter three 2013 of £716 per month, this is a slight year on year fall of just £2.

When compared to £714 which is the annual average rent for 2014, this would indicate rents have remained stable since 2011.



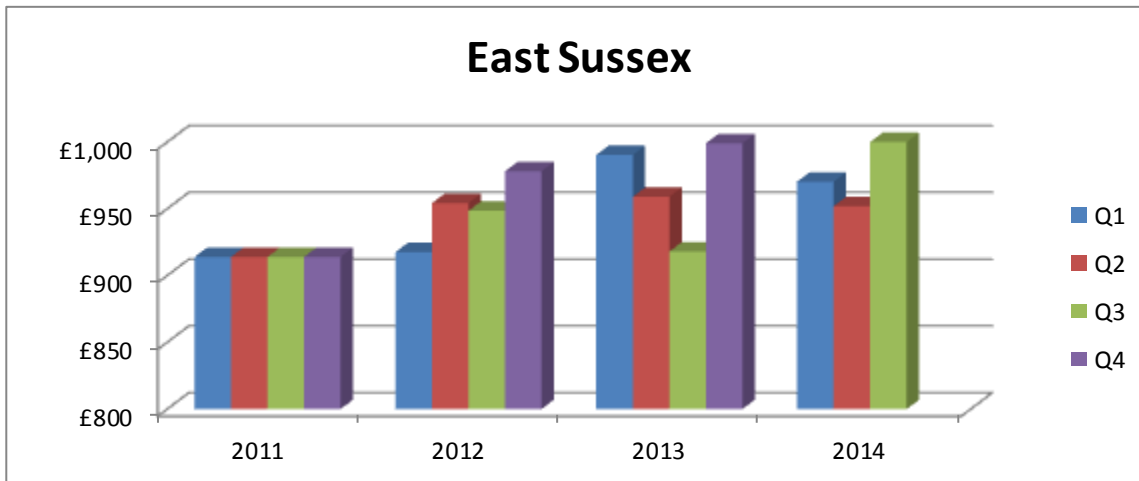
In Dorset, the average monthly rent for Quarter three 2014 is £752. Versus the Quarter three 2013 average of £829 per month, the figures would indicate a -9% year on year decrease in rents. However, the decrease in rental levels is actually due to a change in the mix of properties advertised in Christchurch compared to last year. In contrast, Highcliffe rents remain static with no real changes in rental levels over the last 18 months.

When comparing the Quarter three 2014 average rent to the 2014 annual average of £802 per month, this shows a fall of around -6% for the same reasons.



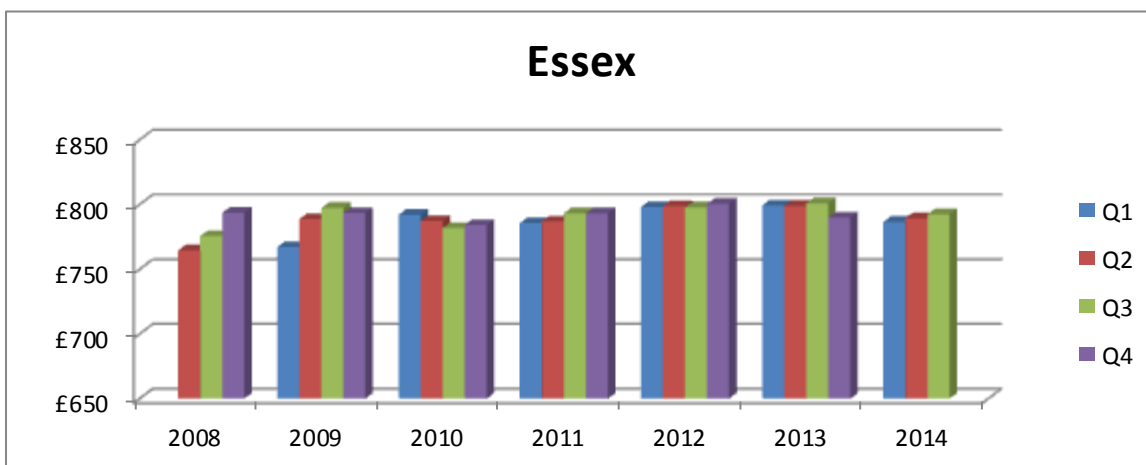
The Quarter three 2014 average monthly rent for East Sussex is £1,009, compared to the Quarter three 2013 average rent of £918 per month, this shows a year on year rise of around 10%. However, this isn't a general rise, it's due to increased rents in Hove during Quarter three, whilst Eastbourne rents continue to remain static.

Compared to the annual average rent for 2014 of £977 per month, this would indicate a rise in rents of just above 6%.



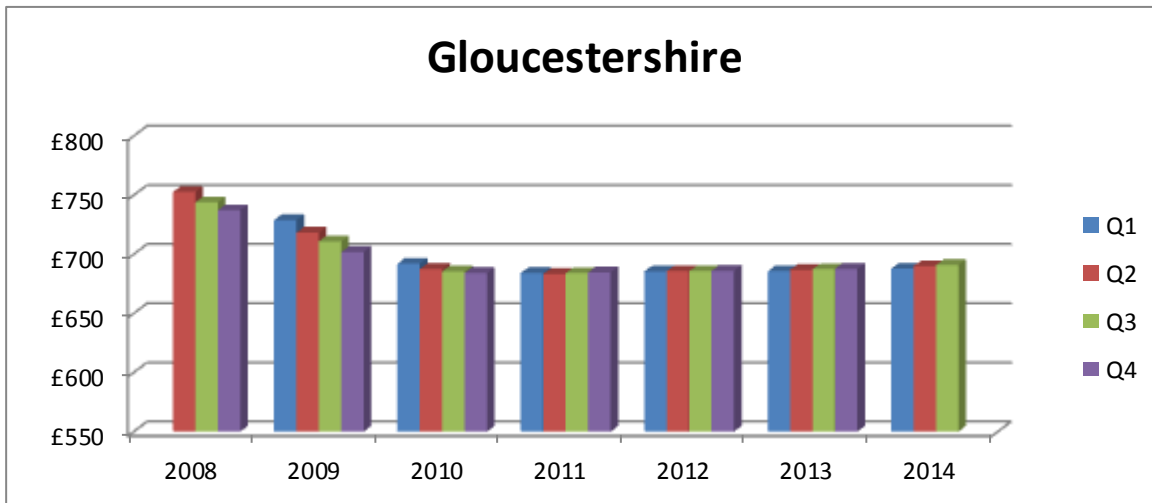
In Quarter three 2014, the average monthly rent for Essex is £792. Versus an average rent of £801 for Quarter three 2013, this shows a small year on year decline of just over 1%.

Comparing this to the 2014 annual average monthly rent for 2014 of £789, this shows a very small increase of £3. Essex rents have fairly static since 2009.



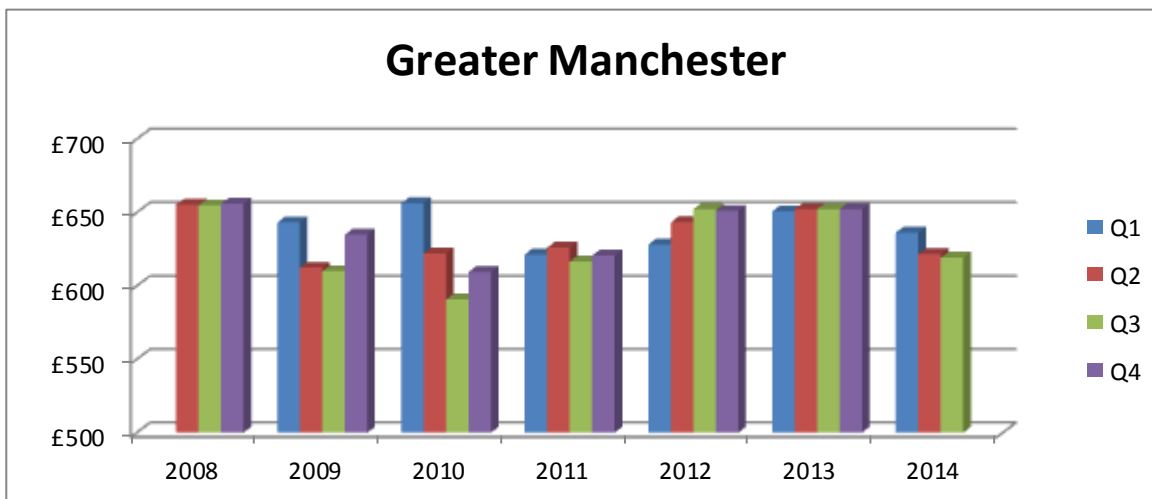
The average monthly rent recorded in Gloucestershire for Quarter three 2014 is £691. Comparing this to the Quarter three 2013 average of £687 per month, this shows an insignificant 0.5% year on year increase.

Versus the annual average monthly rent recorded for 2014 of £690, this shows an increase of only £1. Average rents in Gloucestershire have continued to remain stable for the last five years.



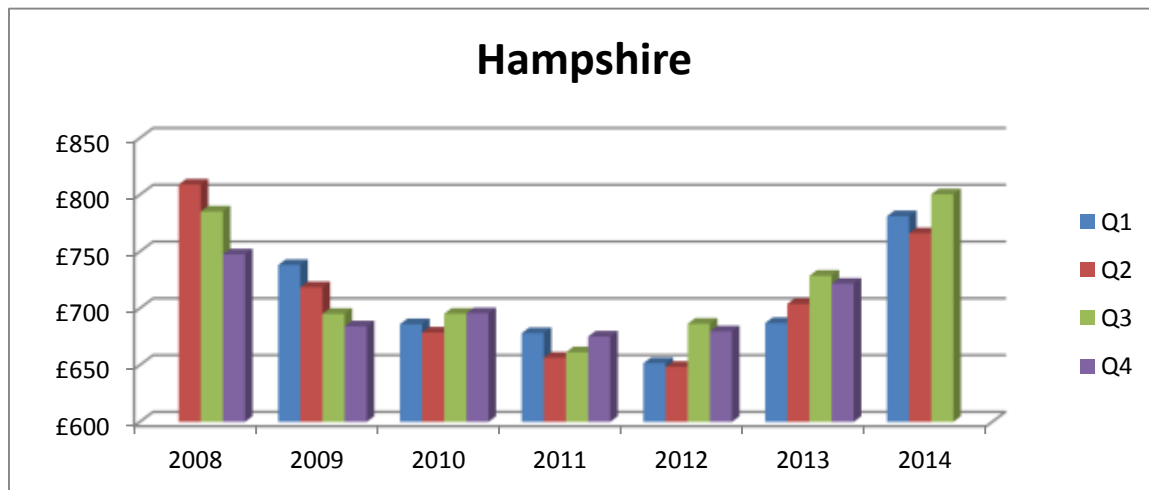
In Greater Manchester, the average monthly rent for Quarter three 2014 is £619. Versus a Quarter three 2013 average rent of £652, there has been an overall fall year on year of around -5%. However, rents in all offices, bar Oldham, are fairly static.

There is also a slight fall of around -1% when compared to the annual average rent for 2014 of £625.



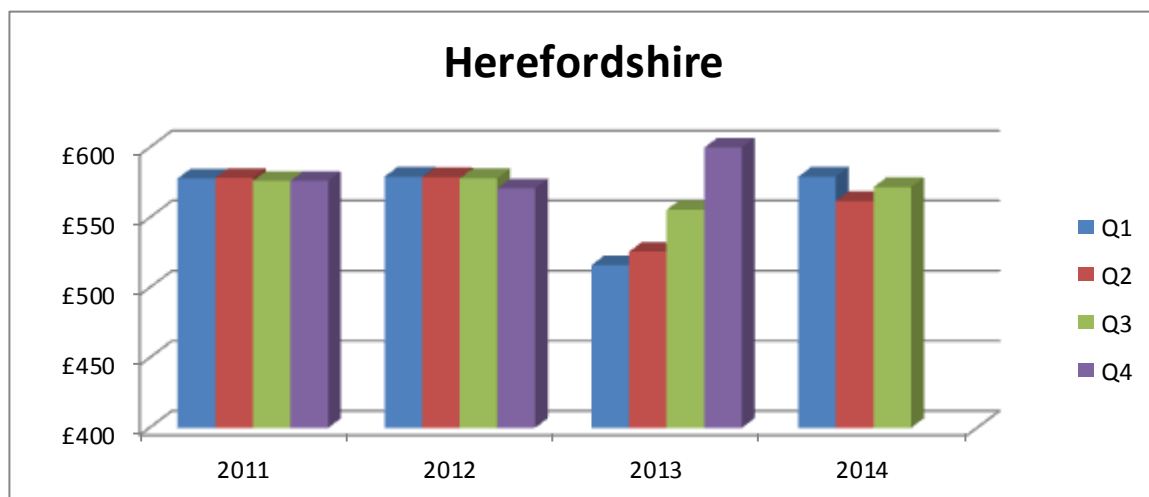
In Hampshire, the average recorded rent for Quarter three 2014 is £800 per month. Compared to the Quarter three 2013 average of £729, this would indicate a large year on year increase of around 10%. However, this is mainly due to the inclusion of two new offices in Quarter one 2014, Basingstoke (New Street) and Tadley, and Southampton in Quarter three 2014, with rents ranging from £780 to £965.

Quarter three 2014 versus the annual average rent for 2014 of £783, this indicates a much smaller increase of just over 2%.



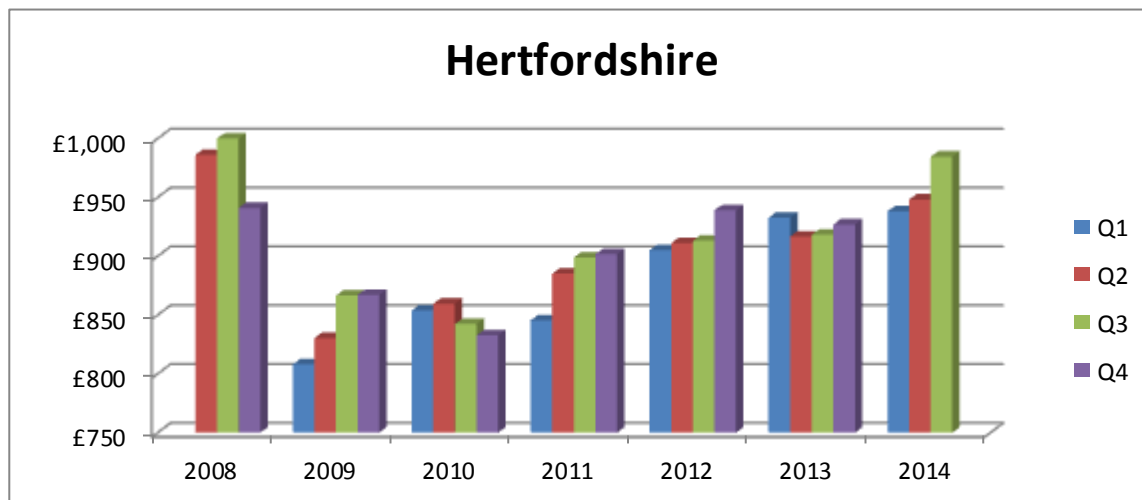
The Quarter three 2014 average rent is £572 per month in Herefordshire, versus £556 being the average monthly rent for Quarter three 2013. This shows a small increase in rents of just below 3%, year on year.

Compared to the Herefordshire 2014 annual average of £571, there is only a £1 rise, which would indicate overall rents are static this year.



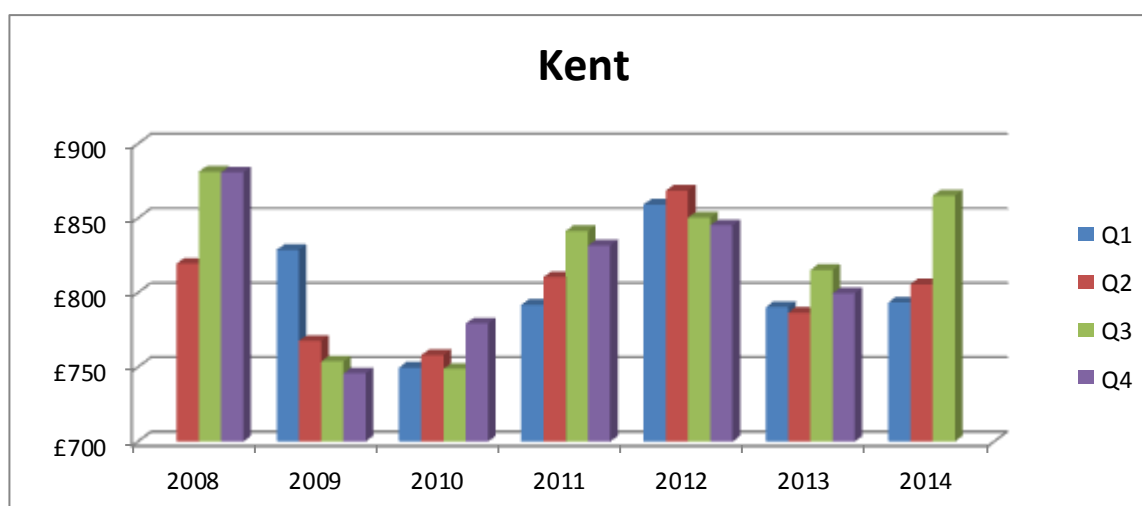
For Hertfordshire, the Quarter three 2014 average rent recorded is £985 per month. Compared to the Quarter three 2013 average rent of £918 per month, this would indicate an increase in rents of around 7%, year on year. These rises are mainly due to increases in average rents in Hitchin and Watford.

Versus the 2014 annual average rent of £957, this shows a more restrained rise of just 3%, in line with inflation.



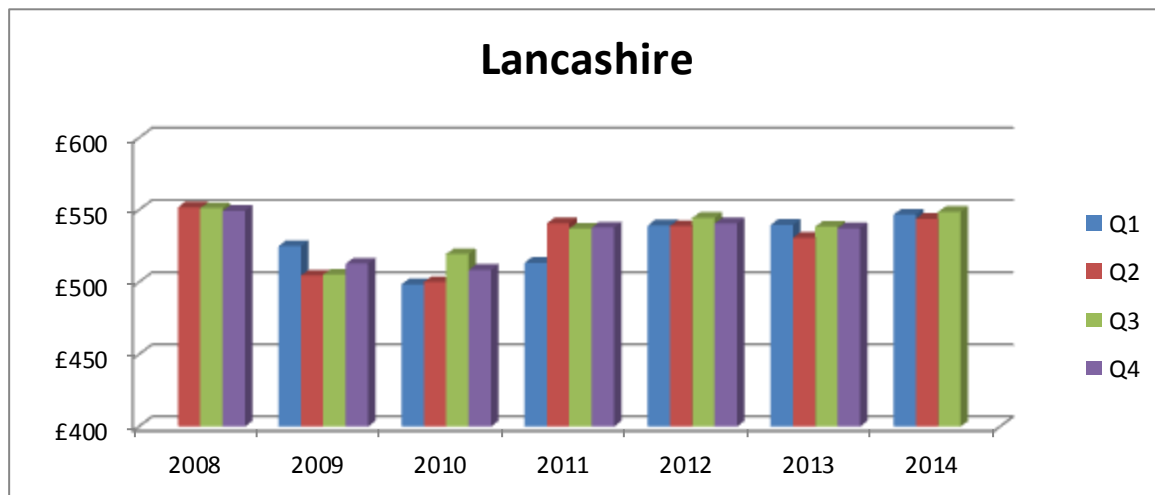
The average monthly rent in Kent for Quarter three 2014 is £865. Versus the Quarter three 2013 average rent of £815 per month, this shows an increase in rents of 6%, year on year. This is mostly due to higher average rents in Sidcup returning to their 2008 heights and Rochester, where we have seen a jump in rents this quarter. Rents remain fairly static in the remaining offices.

Compared to the annual average for 2014 in Kent of £822, this also shows rental increases of around 5%, quite high year on year and only last seen since 2012.



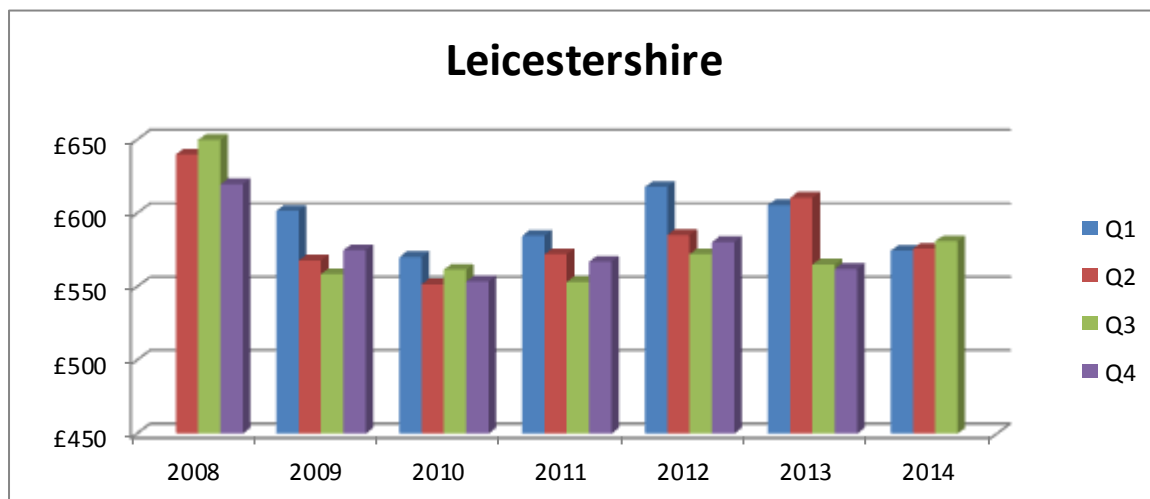
In Lancashire, the average rent for Quarter three 2014 is £549 per month and comparing this to the Quarter three 2013 average rent of £539 per month, the figures would indicate a very small year on year increase of just under 2%.

When compared to the annual average monthly rent for 2014 of £547 per month, this also shows a small rise in rents of just below 2%. Rents have been static now since 2011, but are starting to recover to 2008 heights.



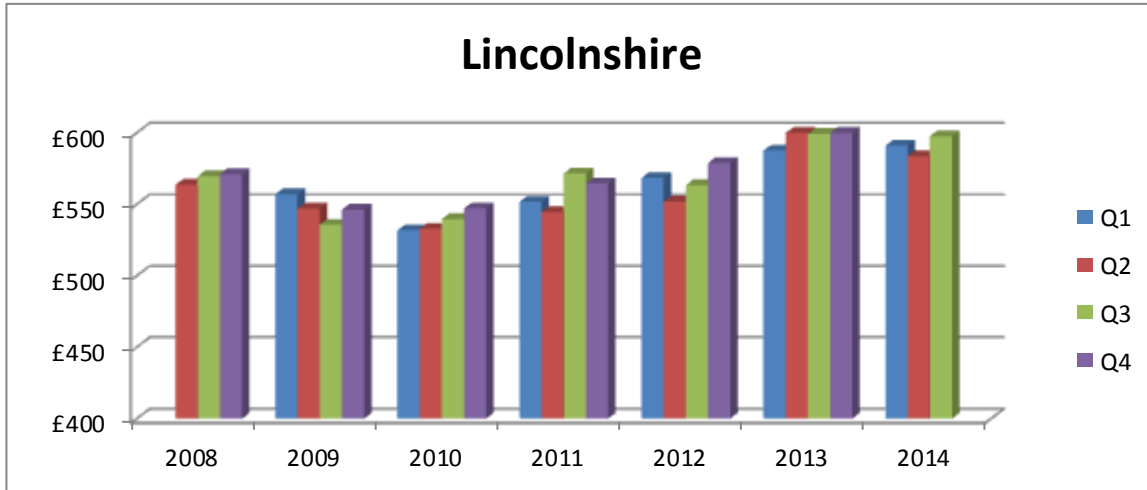
The Quarter three 2014 average monthly rent for Leicestershire is £581. Versus the Quarter three 2013 average rent of £565 per month, year on year, this shows an increase of just under 3%.

Compared to the 2014 annual average of £577, this equates to around a very slight 0.5% increase in rents.



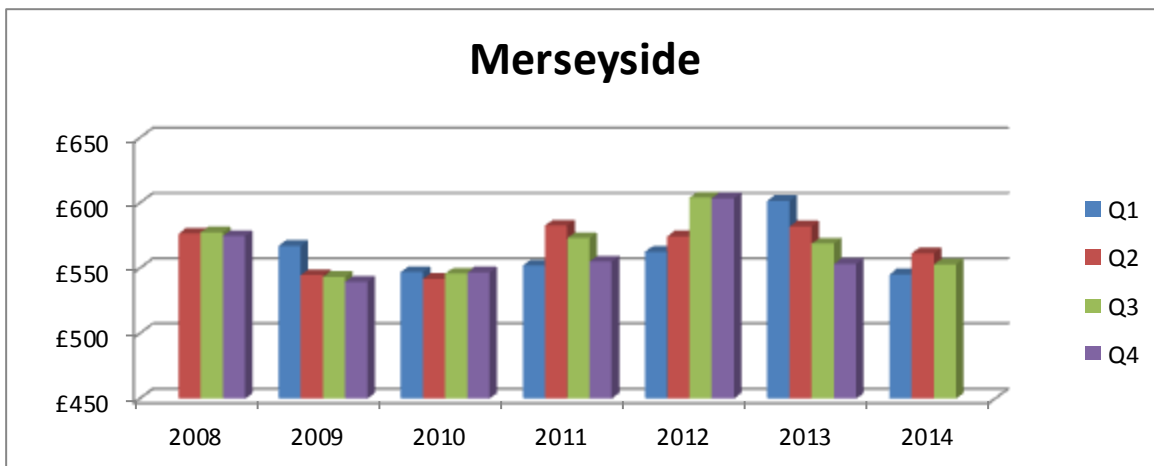
For Lincolnshire, the Quarter three 2014 average monthly rent is £598, which is only £1 less, year on year, than the Quarter three 2013 average rent of £599 per month.

Versus the 2014 annual average rent of £591, this would indicate a very slight rise of around 1%, showing rents in the last two years have recovered from the falls seen in 2009 and 2010.



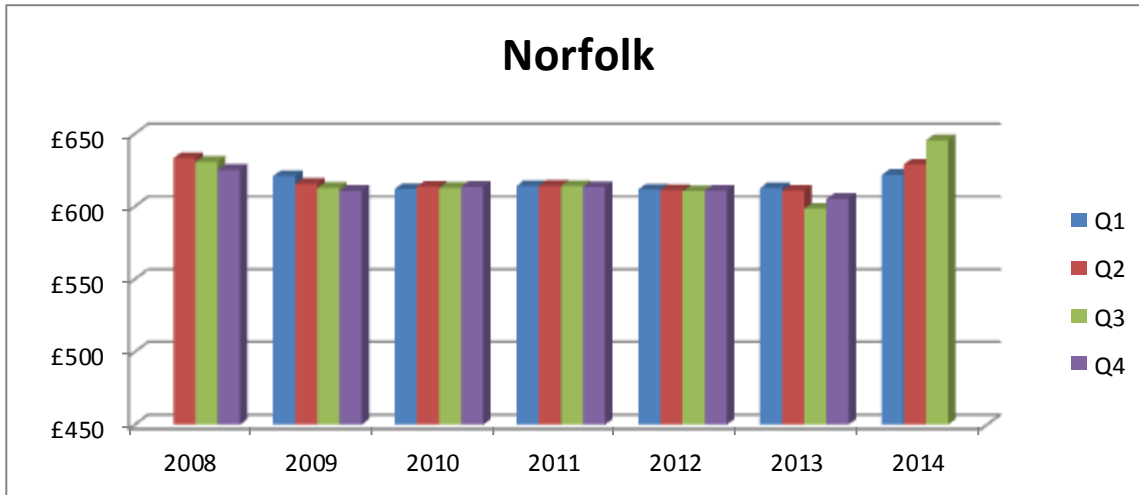
The average rent for Merseyside during Quarter three 2014, is £553 per month. Comparing this to the average monthly rent of £569 for Quarter three 2013, this shows a year on year fall of just under -3%. The fall is mainly down to offices in St Helens and West Derby. Most other offices show rents being stable.

Compared to the annual average rent for 2014 of £553, there has been no real change in rental levels.



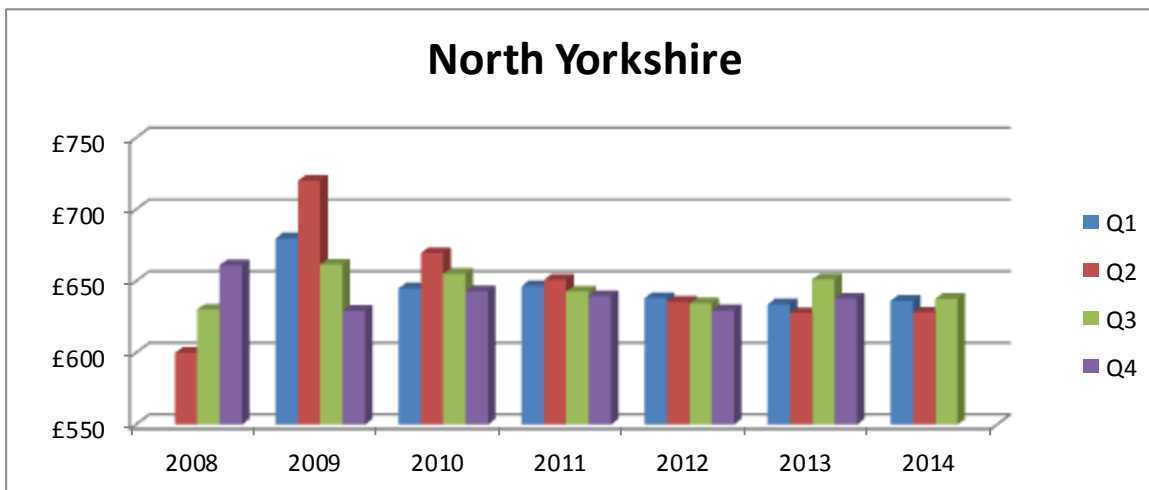
The Quarter three 2014 average rent recorded in Norfolk is £646 per month. Versus the Quarter three 2013 average rent of £599, the figures indicate year on year increases of around 8%. The increase in rents is attributable to the Kings Lynn office, with the remaining offices experiencing static rents.

Compared to the annual average rent to date for 2014 in Norfolk of £632, this shows a much smaller rise of just over 2%, and is slightly higher than rents at the height of the market in 2008, but rents have been pretty stable in the area for the last six years.



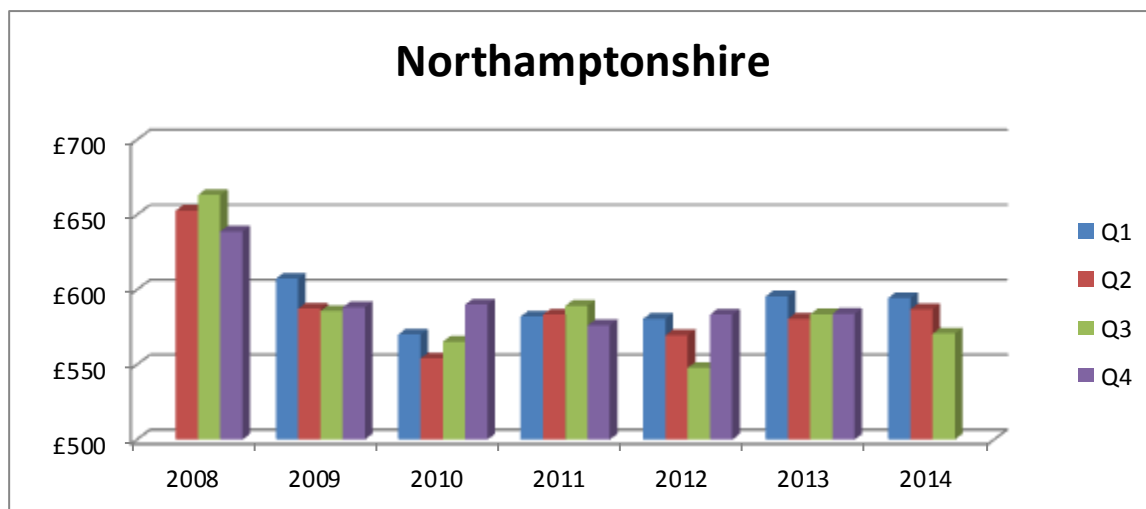
The North Yorkshire average monthly rent recorded for Quarter three 2014 is £638. Compared to £651 per month being the Quarter three 2013 average rent, this shows a small year on year decline of -2%.

Comparing the Quarter three 2014 average to the annual average rent of £634 for 2014 in North Yorkshire, this also indicates a small fall in rents of £4, showing stable rents since 2010.



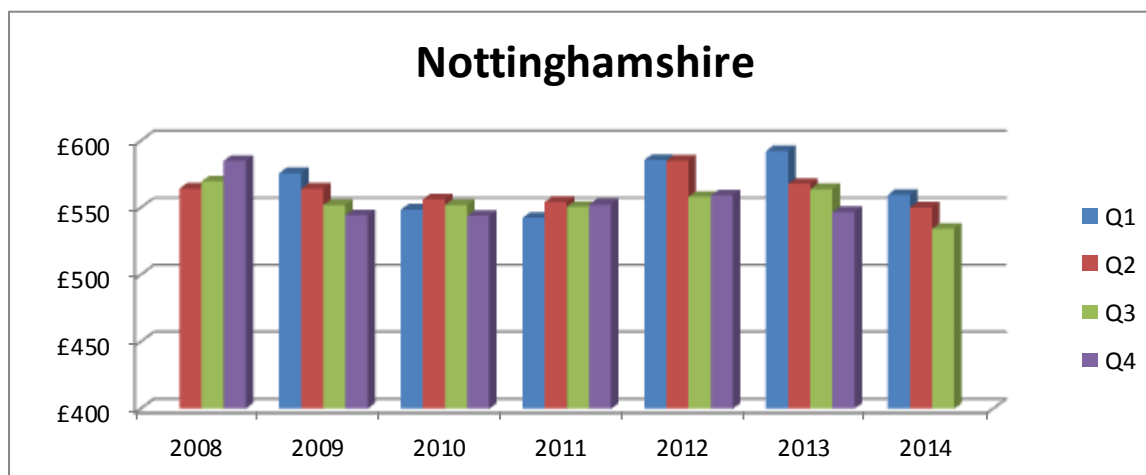
In Northamptonshire, the Quarter three 2014 average monthly rent is £571. Compared to the Quarter three 2013 average of £584 per month, this shows a small year on year decrease of around -2%.

Versus the 2014 annual average rent of £583, this also indicates a small fall of -2% in rental levels, while rents have been static historically since 2009.



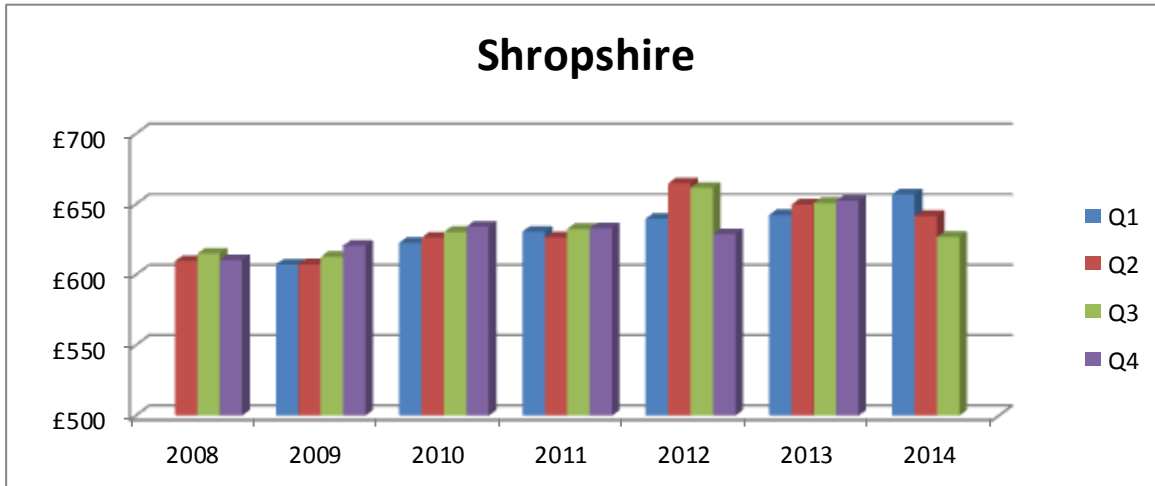
The Quarter three 2014 average rent for Nottinghamshire is £534 per month. Versus the Quarter three 2013 recorded monthly average of £564, this would indicate a decrease in rents of around -5%, year on year, however most of the offices are fairly static, it's changes in the Mansfield area which seem to be causing most of this decline.

Compared to the 2014 annual average rent of £547 per month, this equates to a smaller rental decrease of just over -2%. Rents in the county have been very stable since the second half of 2009.



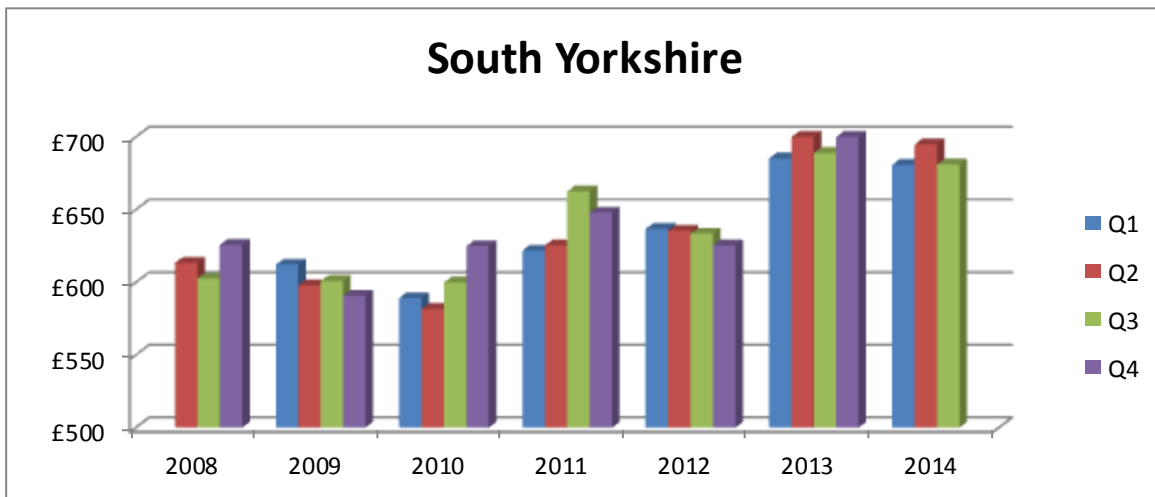
The average monthly rent recorded in Shropshire for Quarter three 2014 is £627. Compared to the Quarter three 2013 average rent of £651 per month, this equates to a year on year decline of just over -3.5%.

Overall, when compared to the annual average rent for Shropshire to date in 2014 of £642, this shows a smaller fall in rents of just over -2%. The falls though seem to be driven by Shrewsbury, Telford rents are pretty static.

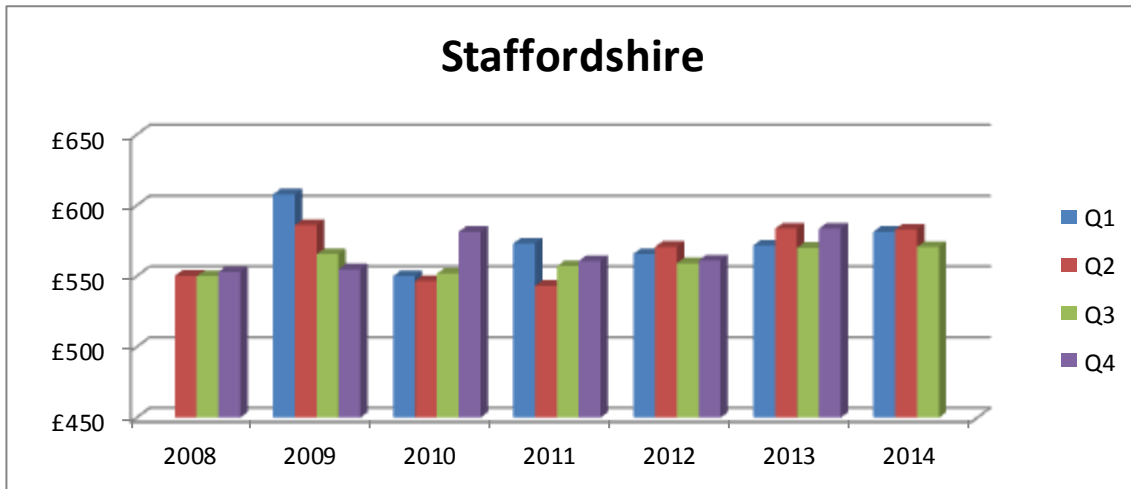


In South Yorkshire, the average monthly rent for Quarter three 2014 is £681. Versus the Quarter three 2013 average of £689 per month, this shows a small year on year decrease of around -1%.

When Compared to the 2014 annual average rent of £686, this indicates smaller rental falls of only -0.75%.

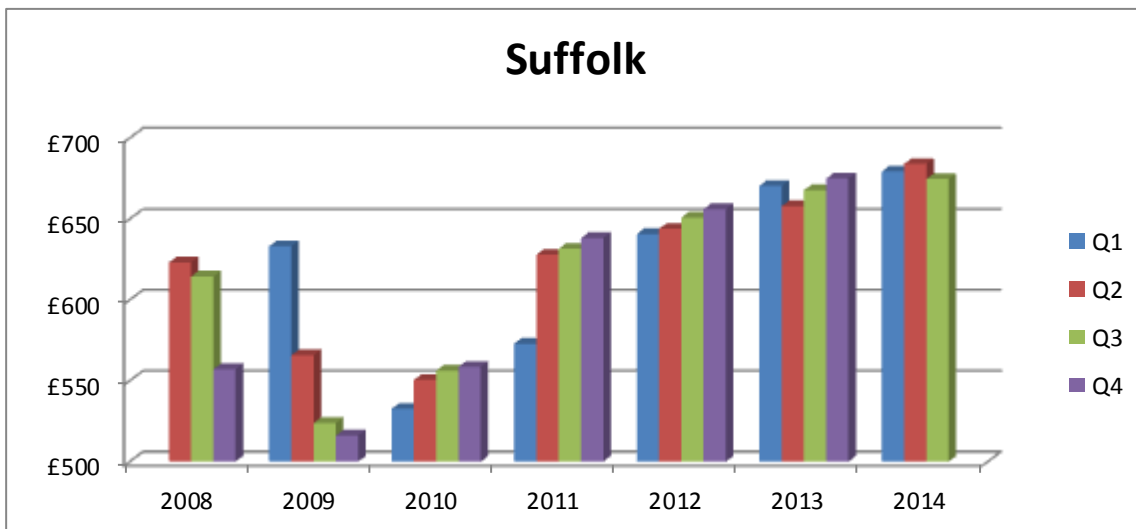


The Quarter three 2014 average monthly rent recorded for Staffordshire is £571, which is only £1 more, year on year, than the average monthly rent for Quarter three 2013. Versus the annual average monthly rent for 2014 of £578 per month, there is only an overall small fall of around -1%.



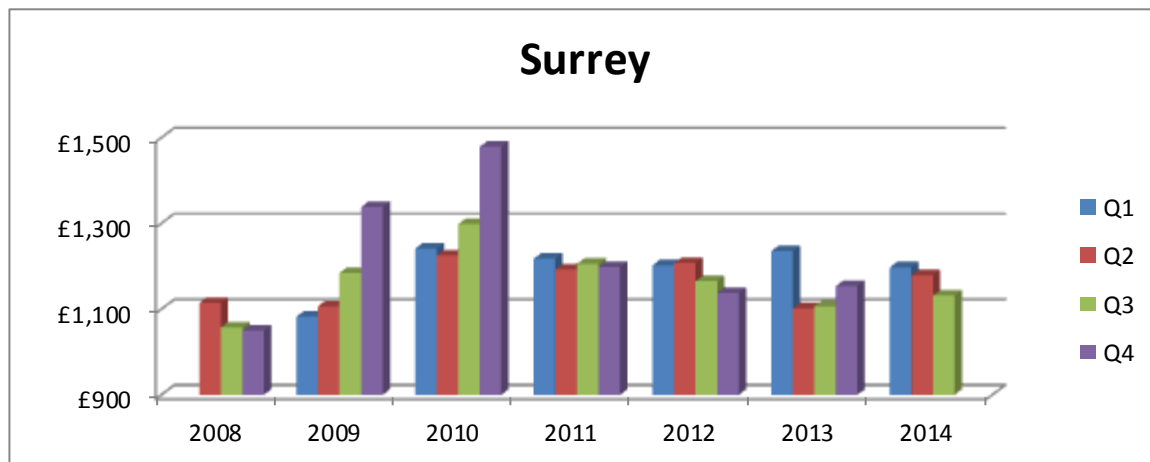
In Suffolk, the average rent for Quarter three 2014 is £675 per month. Versus the Quarter three 2013 average monthly rent of £668, the figures would indicate a very small increase of just 1% year on year.

Comparing this to the 2014 annual average rent of £679 per month, this shows a small overall £4 decrease.



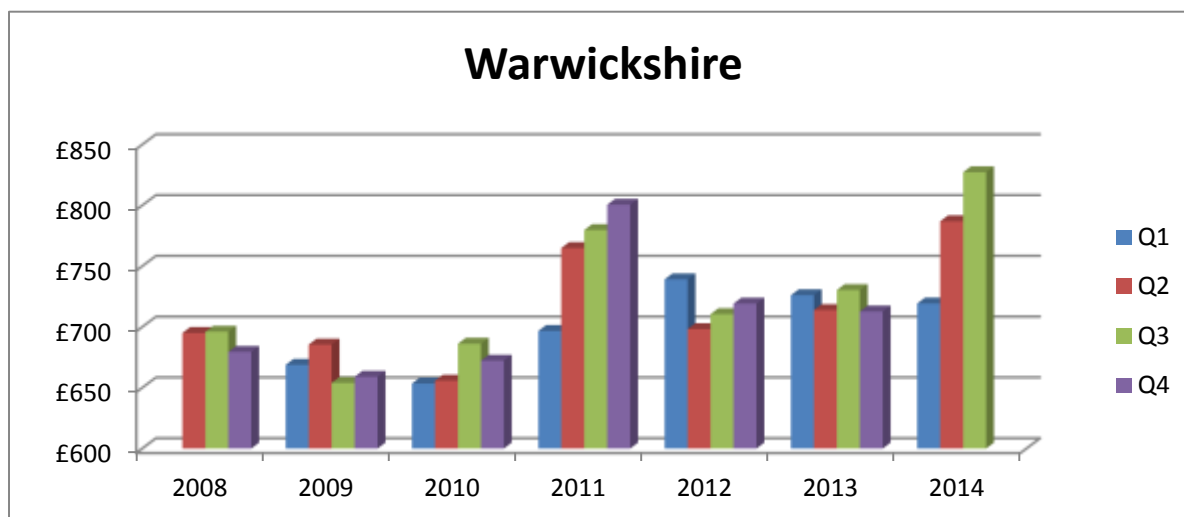
For Surrey, the average monthly rent for Quarter three 2014 is £1,131 per month. Compared to the Quarter three 2013 monthly average of £1,106, this shows a small year on year increase of just over 2%.

Versus the 2014 annual average monthly rent of £1,169, this would indicate that overall rents have fallen by around -3%. This fall seems to be being driven by the somewhat more volatile rents in Guildford. Woking and Camberley offices are pretty static.



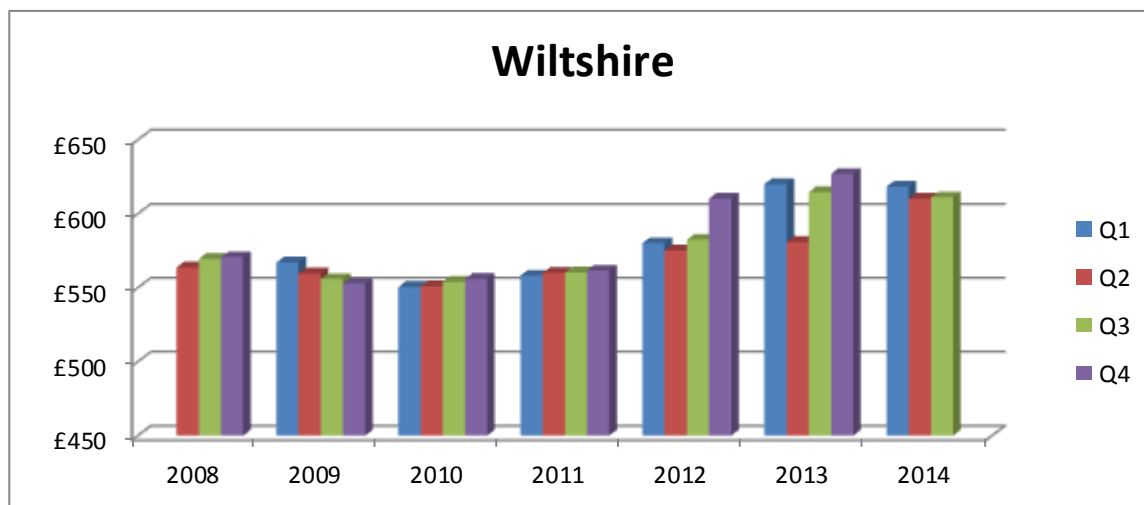
In Warwickshire, the average monthly rent recorded for Quarter three 2014 is £827 per month, and when compared to the Quarter three 2013 average rent of £730 per month, this equates to a year on year increase in rents of around 13%. However, these high rental increases are more due to a change in the mix of properties advertised in Coventry, with rents in the remaining offices staying pretty static.

Versus the 2014 annual average of £779 per month, this also shows an increase in rental levels, driven mostly by Coventry, of around 6%.



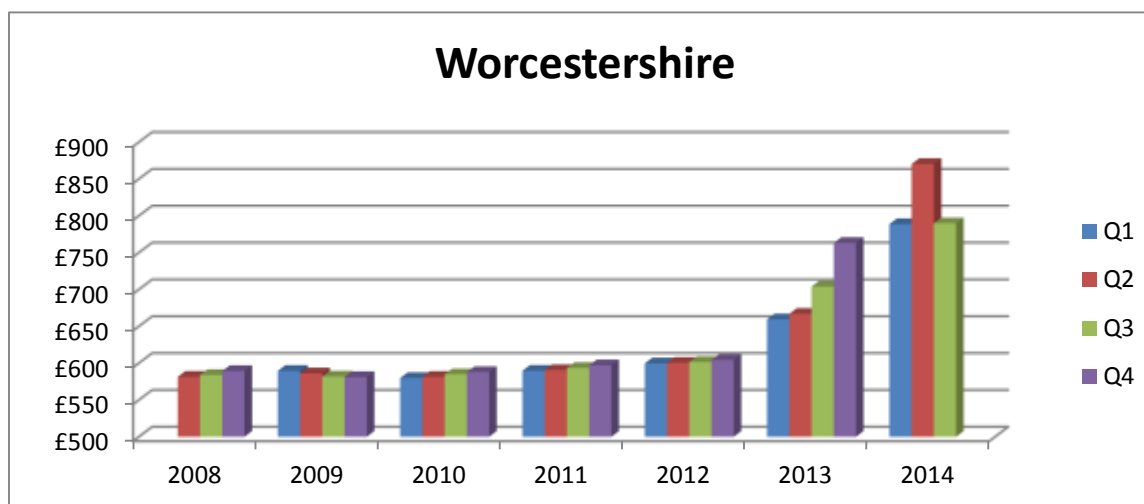
The Quarter three average monthly rent recorded for 2014 in Wiltshire is £611, which is only £4 less, year on year, when compared to the Quarter three 2013 average of £615 per month.

When compared to the annual average rent for 2014 of £613 per month, rents have only fallen by £2. Overall, there is very little movement in Wiltshire rents.



The two offices we cover in Worcestershire are Worcester and Evesham. The Worcester office shows average rents for Quarter three 2014 are £674 per month.

In contrast, Evesham recorded an average rent of £906 per month for Quarter three 2014. The higher Evesham figures is predominantly due to high rent being achieved on a small number of properties, together with an increase in the number of properties being let compared to 2013.



Appendix

Belvoir Rental Index 2008 to 2014

Over the last five years, Belvoir, 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 five years

This is an analysis of rents across offices which have consistently traded across the five 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 91 offices from 2008 to 2013.
2. All offices which have traded via the Belvoir brand over the last five 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:	$£1,540 / 3 = £513$ 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.