Q1 2025 Lettings Report

A Focus on Renters' Rights Bill

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The Renters' Rights Bill is progressing through the House of Lords and expected to become law soon. This special report focuses on how landlords and tenants are responding to the proposed changes. As one of the most significant pieces of housing legislation in a generation, the Bill has the potential to reshape the private rented sector — from tenancy structure and eviction rules to registration, enforcement, and rights on both sides.
In this special edition, we've gone beyond market trends. We have just surveyed 222 landlords and 201 tenants to understand how well-informed both groups are, what concerns they hold, and where support or resistance is strongest. The aim is to provide a snapshot of current sentiment at a critical moment — before the reforms are enacted, but with the direction of travel now firmly set.

Allison Thompson, National Lettings Managing Director of LRG

"This report highlights just how wide the gap still is between policy and awareness — especially among tenants. While many of the proposed reforms are designed to improve transparency and security.

The reality is that most renters still don't know what the Bill means for them.

At the same time, landlords are understandably cautious about the scale of change. What we're hearing is a call for balance: fair protections, but with the clarity and support needed to make the system work for everyone."

Perceptions of the Renters' Rights Bill

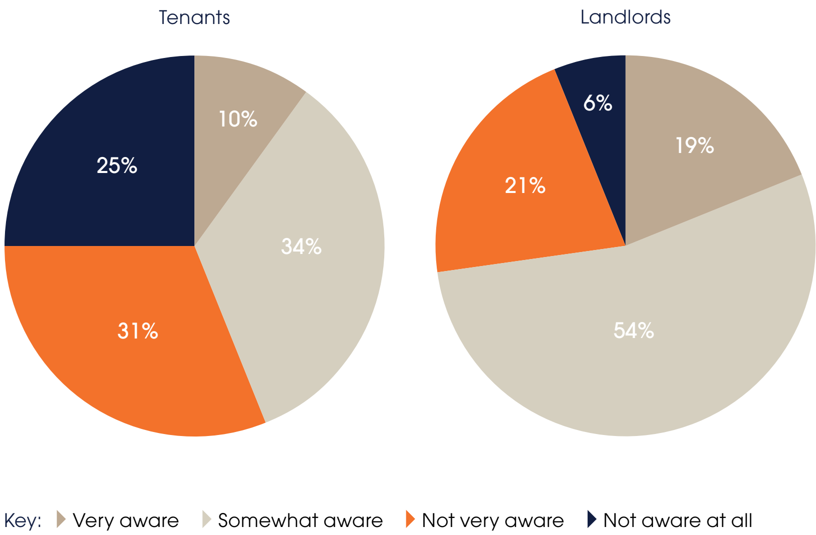
Sentiment toward the Bill - how well it is understood, the balance of needs of landlords and tenants, and trust in the new ombudsman - reveals a key divide between perceived political intent and practical outcomes.

Our most recent findings show awareness remains low:

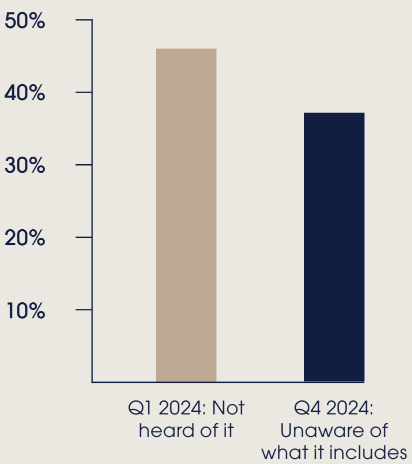
Just 10% of tenants are very aware of the Bill, while 56% are either not very aware or have never heard of it. Despite the national political conversation around rental reform, most tenants aren't clear what the changes mean for them — highlighting the need for more accessible communication.

Among landlords, awareness is higher: 19% are very familiar with the Bill and 54% are somewhat aware of it. However, 27% still have limited knowledge, which is concerning given they will shortly have to enact it.

How aware are you of the Renters' Rights Bill?



Awareness in Previous Surveys - 2024



Tenant awareness of the Renters' Rights Bill has remained consistently low. In March 2024, 46% of tenants had never heard of it. By December, 62% still didn't know if it would address their concerns, and 37% were either unaware of what it included or had never come across it.

56%

of tenants are unaware of the Bill

27%

of landlords still have limited knowledge

Confidence in the new ombudsman to resolve disputes fairly

While just 15% of tenants are very confident in the ombudsman's ability to resolve disputes fairly, 69% are somewhat confident. For landlords, trust is lower.

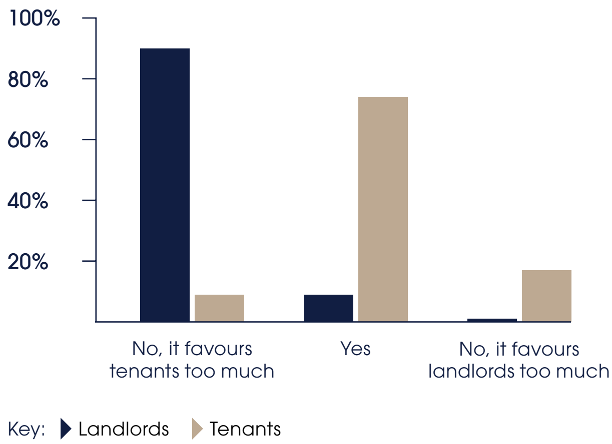
Only 4% are very confident and 54% are not confident at all.

This highlights widespread uncertainty and a need for the ombudsman to prove its value to both groups. When you combine the opinions of both tenants and landlords only 9% are very confident and 36% are not confident at all. Tenants and landlords need more information on the process and to build trust in the system for it to work.

How confident are you that the new ombudsman will resolve disputes fairly?

	Tenants	Landlords	Both
Not confident	16%	54%	36%
Somewhat confident	69%	42%	55%
Very confident	15%	4%	9%

Do you believe the Bill strikes the right balance between tenant protections and landlord rights?



The balance between tenant protections and landlord rights

Views on the Bill's fairness are deeply split between landlords and tenants. 90% of landlords believe the Bill favours tenants too heavily. By contrast, tenants are much more supportive - 74% think the balance is about right. These opposing perceptions underscore the challenge of crafting policy that satisfies both sides of the rental relationship. The results suggest the Bill falls short of striking that balance.

Landlord Rights and Responsibilities

The Bill proposes significant changes to regulations, particularly relating to evictions and enforcement. We wanted to know how landlords believe these reforms will affect their confidence and their plans for the future, and whether the measures are seen as meaningful improvements or administrative burdens.

Will Strengthening Section 8 Evictions be Sufficient Protection for Landlords?

Landlords remain unconvinced about Section 8 reforms. Just 16% believe the changes will provide adequate protection following the loss of Section 21. 51% believe that they won't. This highlights widespread concern about whether landlords can achieve timely and fair resolutions when necessary.

Do you believe strengthening section 8 evictions will be sufficient protection for landlords?

51% Said No.

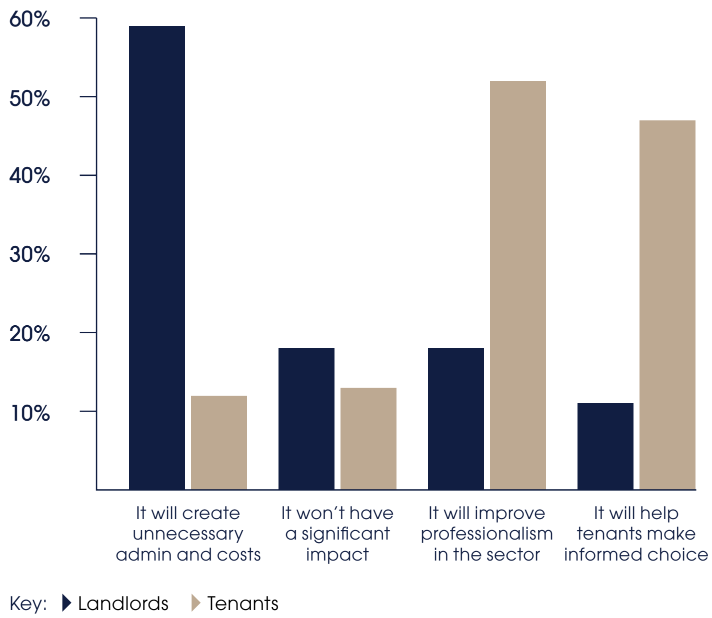
16% Said Yes.

33% Said I don't Know.

The Proposed New Landlord Register

Most landlords, 72%, are concerned a register will create unnecessary administration and cost. Only 18% believe it will improve professionalism. Conversely, 52% of tenants think it will improve professionalism and 46% say it will help them make better-informed choices. While some landlords are concerned about growing regulation, tenants often view the register as a move towards greater accountability and transparency in the rental market.

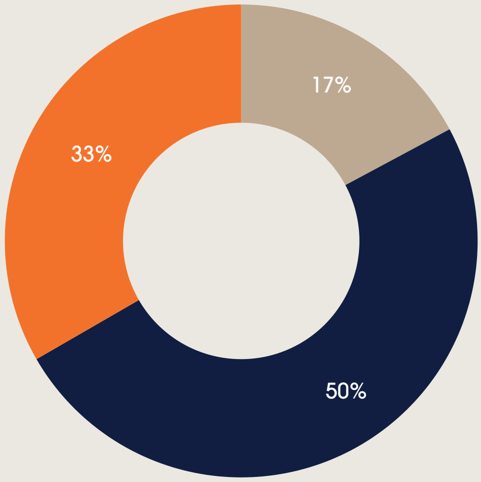
What is your view on the proposed new landlord register



Landlord views on new penalties for non-compliance

Among landlords, 17% said they were very concerned about the new fines, 49% were somewhat concerned, and 33% were not concerned. While some are clearly wary of further regulation, many view the changes as reasonable or manageable. There's a strong sense that enforcement should be focused on tackling poor practice, without placing unnecessary pressure on those who already meet their obligations.

How concerned are you about new fines and penalties for non-compliance



Key: Very concerned   Somewhat concerned   Not concerned

Tenancy Structure and Rent Reform

A major aim of the Bill is to create stable and transparent tenancies. Periodic tenancies will replace fixed terms, rent increases will be limited to once per year, and tenants will be able to appeal rent rises or request longer-term agreements. Will this improve affordability and security?

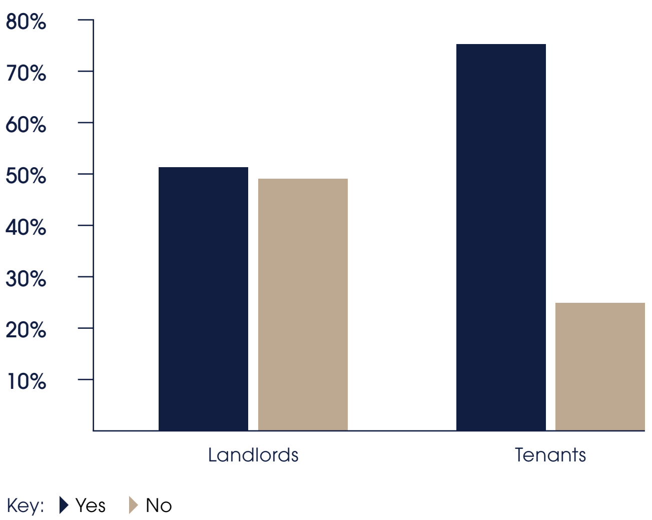
Will periodic tenancies make renting more secure?

Tenants are mostly in favour of periodic tenancies, with 77% believing they will make renting feel more secure. However, 23% would still prefer fixed term agreements, highlighting the range of needs among tenants. Among landlords, only 20% support the move to periodic tenancies, with 80% preferring to retain fixed term agreements. This points to a clear divide in opinion, particularly as landlords weigh up the implications of wider reforms such as the end of Section 21.

Will moving from fixed terms to periodic tenancies make renting more secure?

	Tenants	Landlords
No, I prefer fixed-term tenancies	23%	80%
Yes, it offers more flexibility and security	77%	20%

Will limiting rent increases to once per year and allowing appeals keep rents affordable?



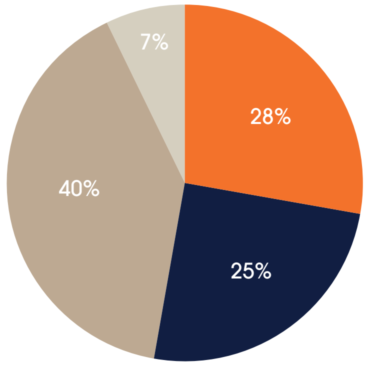
Rent appeals and limiting rent increases

75% of tenants believe that limiting rent increases to once a year and allowing appeals on rises above market value will improve affordability, though 25% are not convinced. Interestingly, 51% of landlords also see potential benefits in the approach, while others may have reservations about the added process involved in managing appeals.

Are tenants likely to challenge rent increases?

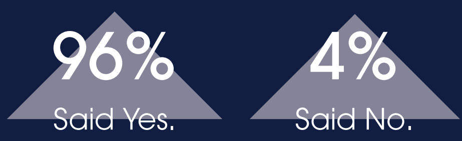
53% of tenants say they would be likely to challenge a rent increase, with 28% very likely to do so. In practice, this will depend on how clear the rules are and how straightforward the process is. Even if only a small proportion go ahead with an appeal, it could create added pressure for both landlords and the government in managing tribunal cases. To avoid disputes, the grounds for appeal need to be clearly defined and consistently applied, so landlords can set rents with confidence. Using a professional letting agent can also help ensure rents remain fair, competitive, and in line with market conditions.

How likely are you to challenge any rent increase under the new system allowing tribunal appeals?



Key: Very likely Somewhat likely Unlikely Very unlikely

Should tenants have the right to request long-term tenancies beyond periodic?



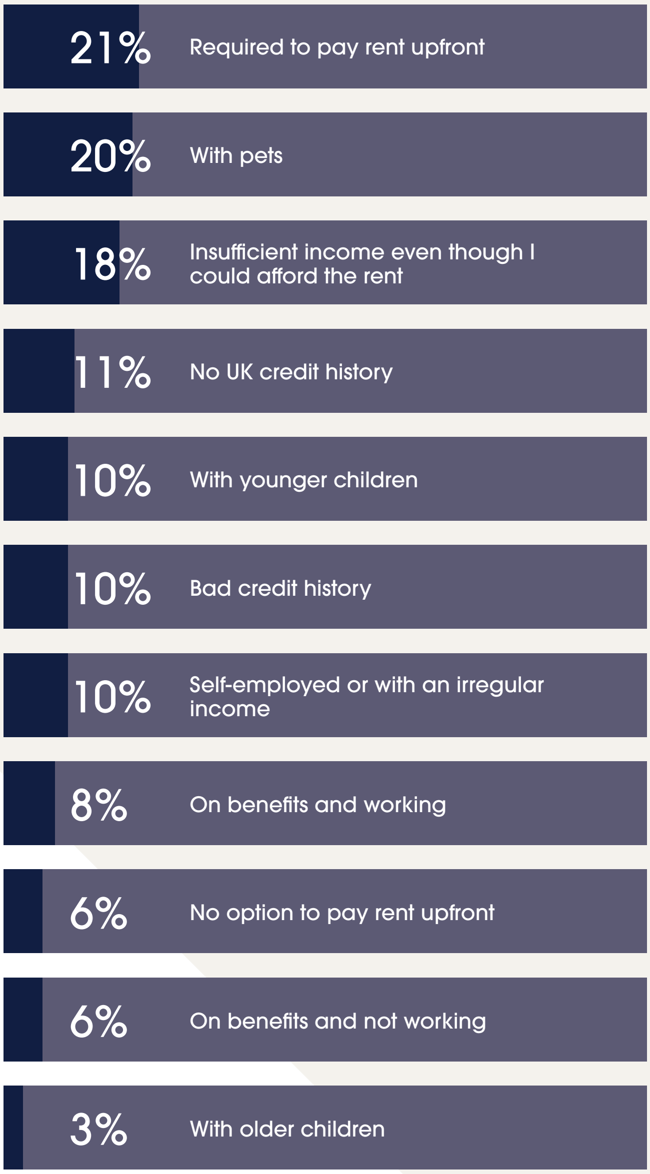
The right to request long-term tenancy agreements

Of the tenants who expressed a view, an overwhelming 96% support the right to request a long-term tenancy agreement – despite their preference for periodic tenancies over fixed terms. This reflects a strong desire for housing stability, particularly among those looking for longer-term security. While this may seem at odds with landlord preferences, it needn't be. Many landlords also value reliable long-term tenants but often favour fixed terms as a way to retain flexibility if things don't work out.

Balancing Tenant Needs and Landlord Risk

This Bill addresses the real-life challenges people face when trying to secure a home. From renting with pets or children to affordability concerns, it raises the question – are landlords ready to be flexible and recognise modern lifestyle needs, especially when people are looking for stability in all kinds of circumstances?

Have you ever struggled to find a rental property in the following circumstances?



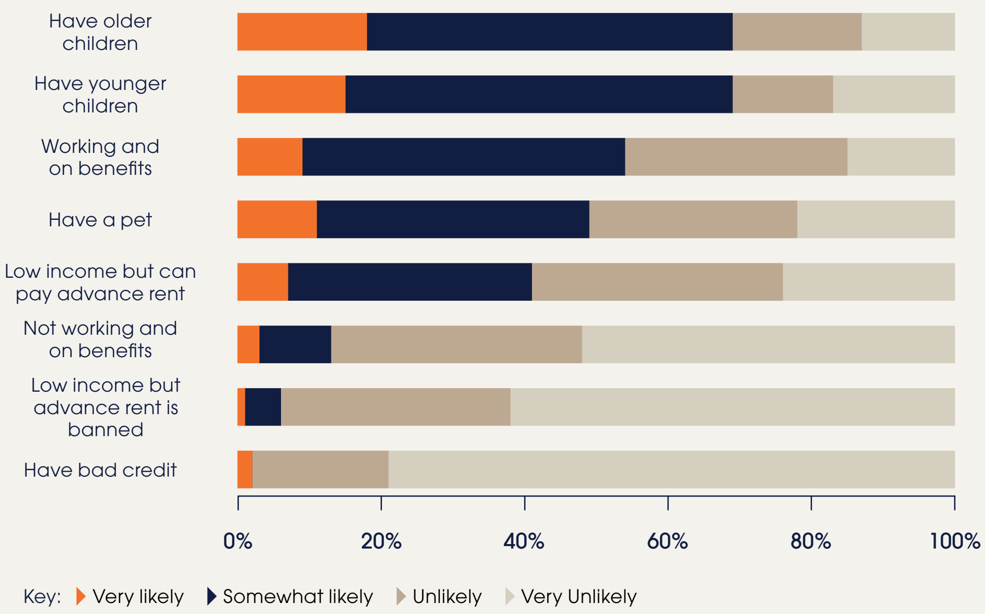
Finding a place to live

While 57% of tenants say they've struggled to secure a rental, 43% have not faced difficulties. The most common barriers include being asked to pay rent upfront (21%), renting with pets (20%), and being told they don't earn enough—despite being able to afford the rent (18%). Fewer tenants reported issues linked to receiving benefits (14%) or renting with children (13%). Encouragingly, many of these barriers are addressed in the legislation, with upfront payments set to be banned.

Insurance to rent with pets

Given that pets remain a key barrier to finding a rental home, it's no surprise that 81% of tenants say they'd be willing to pay for pet insurance if it meant being allowed to rent with a pet. Meanwhile, 19% believe the cost should fall to landlords. That said, questions remain around how effective this insurance will be in covering potential damage, and whether it will offer landlords the reassurance they need.

How likely are you to accept tenants in the following circumstances?



Finding a reliable tenant

Landlord acceptance varies by tenant circumstances. Tenants with children are generally viewed positively, with 69% of landlords likely to accept them.

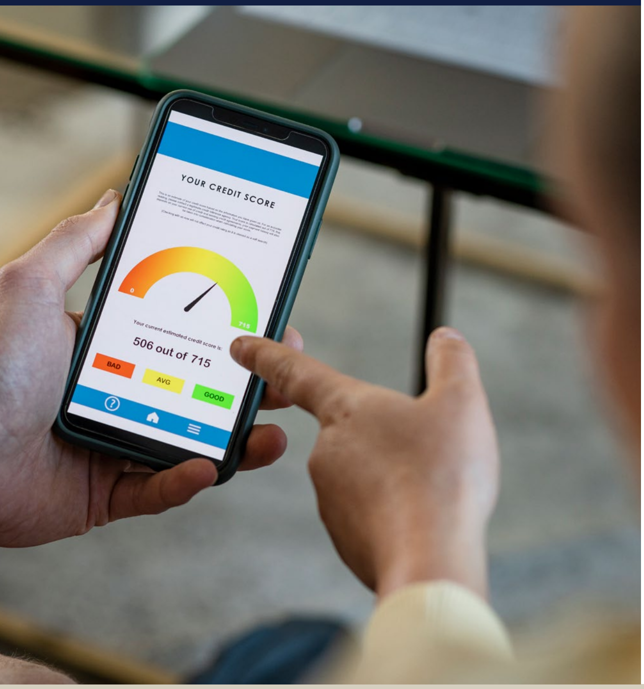
Pet ownership is more of a barrier - only 49% of landlords are likely to accept tenants with pets.

For those working and receiving benefits, 54% of landlords are open to accepting them. Low-income tenants are more acceptable if they can pay rent in advance (41%), but this falls to just 6% without that option.

Tenants with bad credit face the biggest hurdle - 98% of landlords are unlikely to accept them. Similarly, 87% would not accept tenants who are not working and receiving benefits.

Should tenant rent arrears impact their credit rating?

There is overwhelming support for linking rent arrears to a tenant's credit score - 99% of landlords are in favour and 70% of tenants agree. Despite concerns about fairness, the majority on both sides appear to favour stronger financial accountability in the rental system.



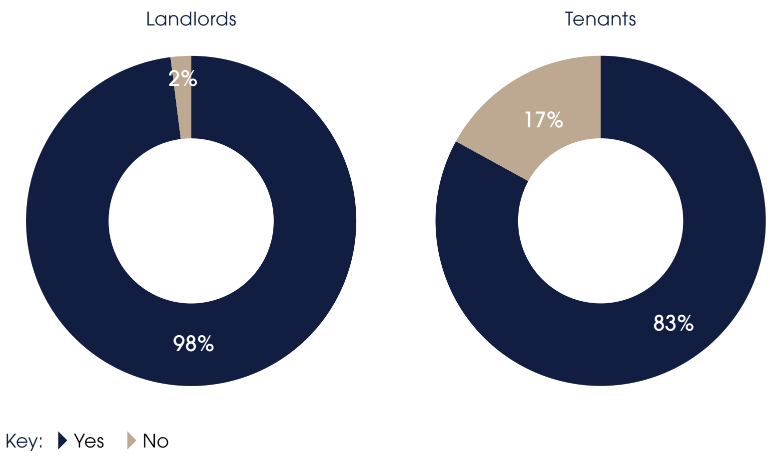
A key change in the Bill is banning upfront rent payments, which tenants cited as their main barrier to finding a home. But removing that option will reduce landlords who accept low-income tenants from 41% to just 6%.

Would you support a tenant register?

98% of landlords and 83% of tenants support a tenant register to give visibility of rental history. Although some tenants have concerns, a majority see value in a system that could build trust and reward reliable tenants.

Although not in the Renters' Rights Bill, a tenant register could help balance the legislation, giving landlords more confidence in the tenants they're housing, while offering tenants a way to demonstrate positive rental history.

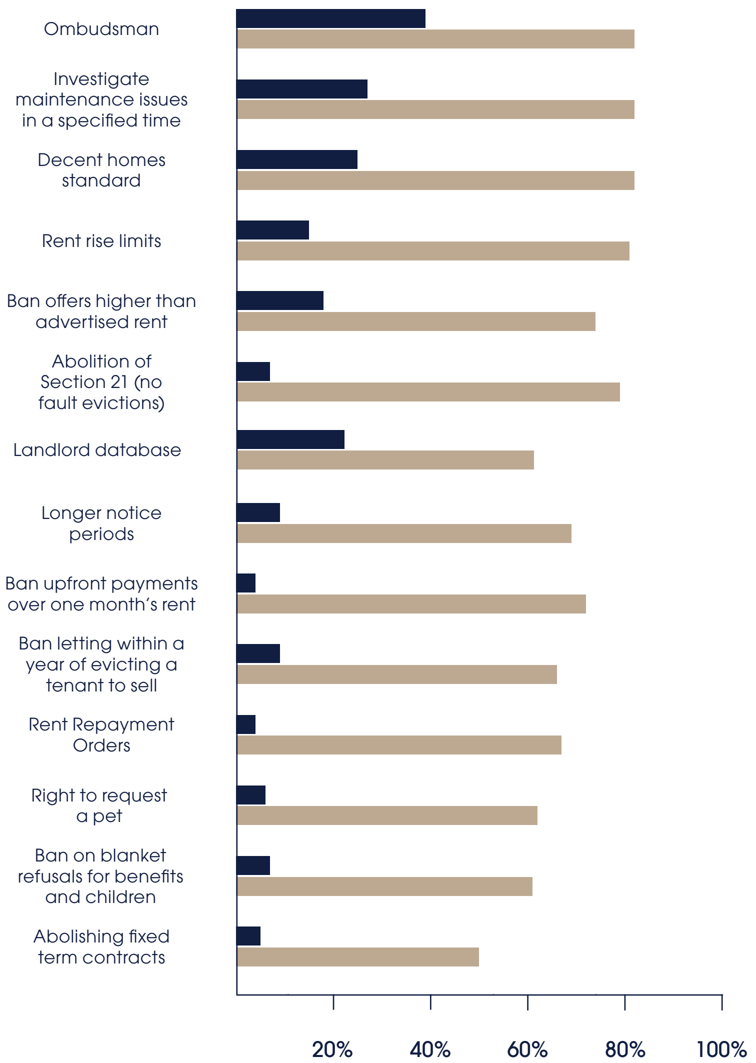
Would you support a tenant register that allows landlords to view rental history?



The impact of the Renters' Rights Bill

Landlords and tenants have clearly different expectations — but there are areas of agreement. The ombudsman is broadly welcomed, recognition of the value in clearer, fairer dispute resolution. New standards for maintenance see support from both sides, with over 80% of tenants seeing a benefit, and landlords either agreeing or not expecting a negative impact — suggesting many already exceed these expectations. 81% of tenants welcome rent controls and while only 15% of landlords do, 58% don't expect serious disruption, showing many already operate within those boundaries.

These will have a positive impact on me

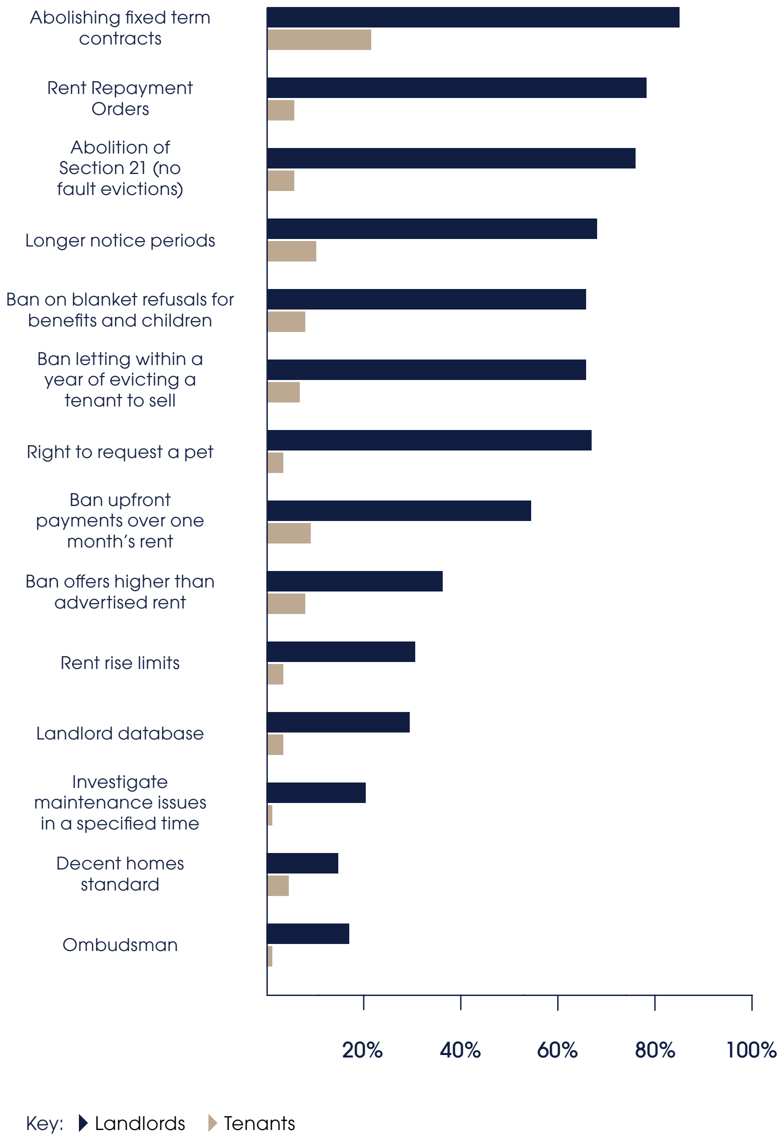


Key: Landlords Tenants

Views on the Landlord Database are mixed. While 61% of tenants support it, only 22% of landlords agree, with many raising concerns about added regulation. On rent bidding, 74% of tenants see a ban on offers above the advertised price as making the process fairer, but landlords are divided—32% oppose the ban, while 18% support it.

The clearest dividing line is on extended notice periods. 60% of landlords say they'll be negatively affected, while 64% of tenants expect greater security. Striking the right balance between fairness and flexibility will be a key test for the Bill.

These will have a negative impact on me



Overall, tenants see the reforms as long-awaited protections. Landlords aren't simply rejecting the changes — in many cases, they're already aligned with good practice. But they have valid concerns about implementation, red tape, and the risk of unintended consequences.

Rental Values Q1 2025*

Region	Apr 25	Mar 25	Month Change	Apr 24	Year Change
South East	1,223	1,223	0.1%	1,163	5.2%
South West & Wales	1,075	1,074	0.1%	1,006	6.8%
London	1,749	1,760	-0.6%	1,669	4.8%
Midlands	806	803	0.4%	756	6.7%
East	939	941	-0.1%	886	6.0%
North	883	878	0.6%	814	8.5%
Total	**1,170**	**1,171**	**-0.1%**	**1,110**	**5.5%**

*All Tenancies

Regional View Highest increases by region

Region	Apr 25	Mar 25	Month Change	Apr 24	Year Change
East					
Norwich	920	938	-1.9%	813	13.1%
Spalding	808	797	1.4%	745	8.5%
Lowestoft	726	724	0.3%	675	7.5%
Lincoln	726	725	0.2%	681	6.6%
London					
West Drayton	1,390	1,387	0.2%	1,263	10.0%
Highbury	2,215	2,190	1.1%	2,034	8.9%
Bloomsbury	2,431	2,445	-0.6%	2,250	8.0%
Hammersmith	1,787	1,780	0.4%	1,656	7.9%
Midlands					
Long Eaton	816	808	1.0%	738	10.6%
Leicester	988	986	0.1%	897	10.1%
Loughborough	814	813	0.2%	747	8.9%
Bromsgrove	885	876	1.1%	814	8.7%
North					
Liverpool	772	757	2.0%	624	23.8%
Warrington	787	780	0.9%	694	13.5%
Crewe	794	783	1.3%	711	11.6%
St Helens	683	680	0.4%	624	9.4%
South East					
Eastbourne	1,053	1,048	0.5%	938	12.3%
Shanklin	878	914	-3.9%	790	11.1%
Southampton	982	978	0.4%	884	11.0%
Luton	997	980	1.7%	902	10.6%
South West & South Wales					
Bournemouth	1,041	1,035	0.5%	937	11.1%
Cheltenham	945	937	0.9%	863	9.5%
Swindon	992	979	1.3%	921	7.7%
Cirencester	1,138	1,123	1.3%	1,063	7.1%

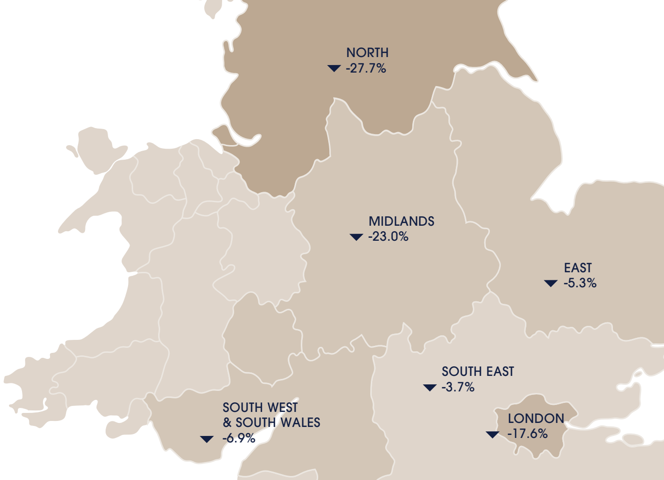
What our Regional Directors say

"Monthly rents have fallen as properties find their value early in the year, where some agents have gone in very strong. But average rents have increased massively year-on-year. Demand is still extremely strong. We are seeing more tenants staying longer in their existing properties reducing the churn, which effects the supply and subsequently increases the rental value. We expect the value to increase further this year."

Graham Mitchell, Regional Lettings Director in the East

"Areas outside London continue to have strong rent price growth. Costs have caused some landlords to sell, limiting the rental stock and driving rents higher. Tenants are looking at more affordable commuter areas that still provide infrastructure and desirability. Cheltenham, Cirencester and Swindon have always been popular for rentals with strong local infrastructure, a direct rail link to London and a good tenant base supported by large local employers. The increase in capital values in these areas have continued to support rental growth. Plans to make Cheltenham the epicentre of UK cyber development and innovation will see the number of renters looking to relocate rise steadily."

Adam Jones, Regional Lettings Director in the South West



Tenant Property Viewings Q1 2025

Region	Month Change (Feb-Mar 25)	Year Change (Mar 24 - Mar 25)
South East	13.1%	-3.7%
South West & Wales	3.7%	-6.9%
London	12.6%	-17.6%
Midlands	-1.3%	-23.0%
East	13.4%	-5.3%
North	-4.6%	-27.7%
Total	**10.1%**	**-10.4%**

Regional View Highest increases by region

Region	Month Change (Feb - Mar 25)	Year Change (Mar 24 - Mar25)
East		
Woodbridge	40.5%	212.9%
Bury St Edmunds	-6.9%	94.5%
Ipswich	67.4%	20.6%
Lincoln	21.5%	7.2%
London		
Woodford	73.4%	111.5%
Brentford	109.9%	83.6%
Camden	6.4%	79.5%
Stratford	-9.0%	75.1%
Midlands		
Worcester	9.1%	147.7%
Mansfield	37.3%	6.6%
Belper	-9.2%	4.2%
Northampton	15.8%	-0.9%
North		
Liverpool	-24.4%	133.6%
Chester	40.3%	54.5%
Sheffield	41.8%	40.0%
Warrington	-19.9%	5.1%
South East		
Lower Earley	58.7%	122.7%
Clacton-On-Sea	53.4%	117.5%
Witham	15.6%	60.0%
Dunstable	38.9%	51.8%
South West & South Wales		
Bournemouth	-20.4%	32.8%
Cheltenham	-1.2%	23.9%
Cirencester	-12.5%	12.0%
Bath	46.2%	-7.4%

What our Regional Directors say

"Rent value rises are starting to slow down now as we experience some issues relating to affordability with applications. However, since rent values have remained fairly static we are seeing an upward trend in viewing activity as more people look to make the most of the increased level of stock in the market place and choice now available. This increase in tenant choice is also driving rents down as landlords aim to become more competitive, wanting to attract tenants to their property over competitors."

Chris Myers, Regional Lettings Director in the South West

"In the London region, we've seen the market begin to rebalance. While the number of available properties has increased, tenant enquiries dropped in the first quarter compared to the same period last year. Areas on the fringes of London such as Woodford have bucked the trend, however. After several years of significant rent increases, tenant affordability has become a challenge, especially in more central locations, which is putting pressure on tenant demand. Despite this shift, rents across Greater London are still up year-on-year, with standout growth seen in Hammersmith, Highbury and West Drayton."

Sophie Durkin, Lettings Director in London

LRG