



dataloft



# Who lives in Build-to-Rent?

**NOVEMBER 2021 - ENGLAND**

An analysis of Build-to-Rent  
occupancy across England



Photo: Vox Manchester, Allsop



16 NOVEMBER 2021

## Contributors

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The British Property Federation (BPF), DataLoft, London First and the UK Apartment Association (UKAA) would like to thank our partners for this study:

**allsop apo\_**

**Dolphin Square**  
LONDON SW1

**grainger plc** Investing in homes since 1912 **getliving**

**Invesco**

**LONG|HARBOUR PLATFORM\_**

**QUINTAIN LIVING**

**Sigma Capital Group plc**

**Spruce**

**Touchstone**

**urbanbubble**

We would also like to thank HomeViews for providing certified reviews of additional Build-to-Rent developments and Savills for their collaboration on the BPF/Savills Quarterly Build-to-Rent statistics.

**homeviews**

**savills**

**1** Photo: Canada Gardens, Wembley Park, Quintain Living



# Welcome

## KEY FINDINGS LOCATED ON PAGE 4

*The British Property Federation (BPF), Dataloft, London First and the UK Apartment Association (UKAA) are pleased to release our second publication of 'Who Lives in Build-to-Rent?'*

*This publication builds on our [London-focussed publication](#) (our first publication, released in January 2021) in more ways than one. Its scope is England-wide, looking at Build-to-Rent homes and their residents across our major cities and towns. Its sample size is much larger, constituting nearly 20 per cent of total completed homes. Its dataset is wider, looking at different resident demographics in addition to those found in our first publication. And, it explores the emergence of 'Suburban Build-to-Rent', - high quality, professionally managed homes for rent in outer-urban and peri-urban areas.*

*This publication demonstrates that Build-to-Rent residents are much more representative of the private rented sector than is often perceived - with similar affordability, incomes, professions and ages. We hope this publication will build understanding of who Build-to-Rent is housing in the UK - and the supply gap that Build-to-Rent is helping to address in our housing market. It is of paramount importance that the UK seeks to address the housing crisis by building a range of different properties and tenures to suit everyone's needs. Renting should be a positive experience and Build-to-Rent provides exactly that, through a high-quality, professionally managed renting experience in new and vibrant communities across England.*

*Finally, we would like to give particular thanks to the Build-to-Rent providers who generously gave their time and expertise to participate in this study. Exercises like this demonstrate the value of collaboration and data sharing - a move that will only make the sector better understood by others. This work builds a key foundation of knowledge that the sector can draw on as it evolves.*

# Context: Build-to-Rent in the UK

Build-to-Rent is a fast-growing part of the UK housing sector and is increasingly contributing to overall housing supply. Together with Savills, the BPF prepares quarterly statistics on the Build-to-Rent pipeline for the UK. The latest quarterly statistics show that at the end of Q3 2021 the Build-to-Rent sector comprised 205,525 completed and planned homes, a 14% increase year-on-year.

63,950  
completed

42,032  
under construction

99,543  
in planning

Source: Savills/BPF Build-to-Rent Statistics, Q3 2021

Additional research undertaken by Savills and the BPF as part of the Q3 2021 statistics looked at how Build-to-Rent is providing homes in the 20 cities identified by the UK Government for additional housing growth.

The vast majority of completed Build-to-Rent homes (81%) are located in the 20 cities where the UK Government has increased housing targets by 35%, including London, Birmingham, Liverpool, Bristol and Manchester. This underlines the critical role that high-quality homes built for renters will play in achieving national housing targets.

Table 1: Delivery of BTR homes - top 10 cities (3 years to Q2 2021)

City	BTR (Complete)	New Home Completions	BTR as % of New Home Completions
London	16,176	120,324	13%
Manchester	8,188	24,330	34%
Liverpool	1,476	6,223	24%
Birmingham	1,420	10,243	14%
Leeds	1,237	11,476	11%
Sheffield	771	4,809	16%
Leicester	684	3,970	17%
Newcastle	445	3,622	12%
Bristol	699	5,095	14%
Nottingham	552	2,986	18%

Source: Savills, British Property Federation, Molior, DLUHC

# Profile of our 2021 Build-to-Rent Data

The data in this publication covers **over 20,000 residents**, living in **over 15,000 homes** across **89 schemes** in England. This represents nearly 20% of completed Build-to-Rent homes in the UK - the largest ever UK resident study for Build-to-Rent.

The data is split out into two samples. The 'BTR sample' constitutes the typical urban Build-to-Rent product seen across our cities and town centres. It is the subject of the majority of this publication and is benchmarked against data representing c40% of the whole rental market, provided by Dataloft. Dataloft's whole rental market data is a well distributed, balanced sample of all types of private rental stock and is labelled 'PRS.'

## BTR SAMPLE

<b>49</b>	<b>12,404</b>	<b>15,887</b>
<b>Schemes</b>	<b>Homes</b>	<b>Residents</b>

The Suburban Build-to-Rent (Suburban BTR) sample in the report is located on pages 12-14, taking additional data from Sigma Capital's Simple Life Homes. The Suburban BTR sample is benchmarked against the BTR sample to show how the two products are complementary to each other - providing a variety of renting options across England.

## SUBURBAN BTR SAMPLE (PAGES 12-14)

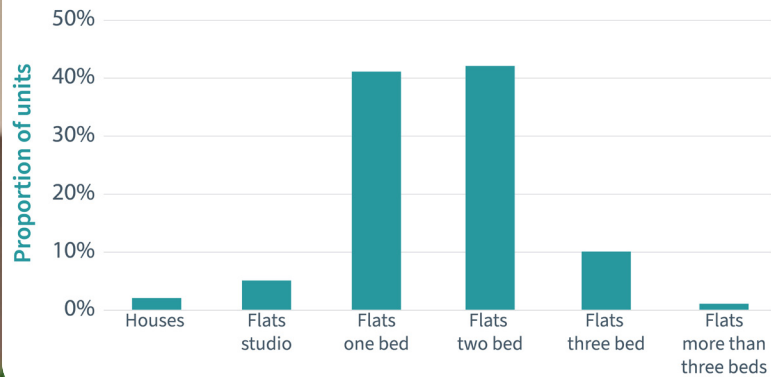
<b>40</b>	<b>Over 3,000</b>	<b>Over 5,000</b>
<b>Schemes</b>	<b>Homes</b>	<b>Residents</b>

## Disclaimer

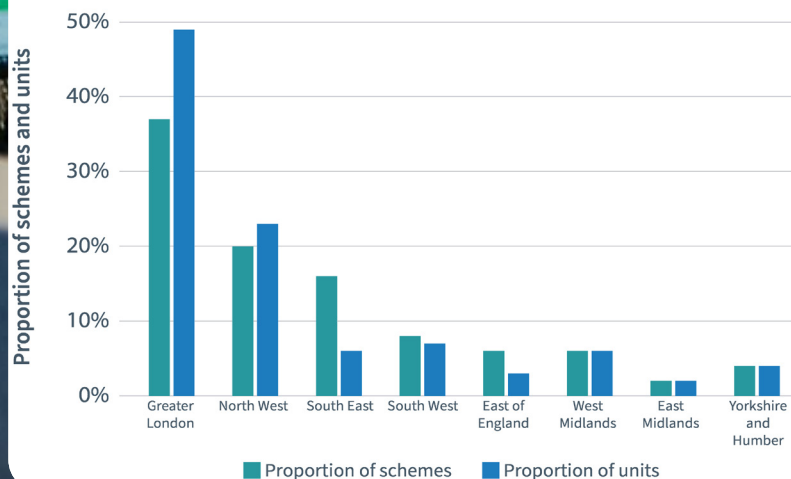
*The data presented throughout this report is the average for each category, and in some instances, due to rounding not everything will add up to 100%. Data was taken over a three-year period to July 2021.*

*Due to data collection and reporting differences between participants, some datasets do not constitute the full scheme, unit and resident totals outlined above but are instead a portion of the total sample size. For the purposes of this work, the number of residents are defined as those whose names are registered on the tenancy agreement and not the total number of residents living in the home.*

Graph 1: Profile of Properties in BTR sample



Graph 2: Regional Distribution of BTR sample





# Key Findings: Build-to-Rent in England

We compared our BTR sample to PRS data and found that...

## Income

Build-to-Rent residents' incomes are similar to the PRS - in our BTR sample, 32% of residents earn between £19-32k per year and in the PRS this income band constitutes 37%.

## Age

The most common age band for residents in both Build-to-Rent and the PRS is 25 to 34 years old (both over 40%). Our BTR sample houses similar numbers in each age band to the PRS although it has more 16-24 year olds (31%) than the PRS (24%).

## Household Type

Build-to-Rent is home to a diverse range of households. Our BTR sample has more couples and sharers (58%) than the PRS (41%) and a comparable number of singles. Our Suburban BTR sample houses a large portion of families (43% of households) - much more than the 22% in the PRS.

## Affordability

Build-to-Rent has comparative levels of affordability to the PRS for all types of residents. Our BTR sample spends on average 29-33% of their income on rent across England.

## Employment

Build-to-Rent residents are professionally diverse and employed in many different industries. Our BTR sample houses the same proportion of public sector workers as the PRS - 18%. This shows that Build-to-Rent is suitable for key workers.

## Resident Experience

The most common amenities in our BTR sample included in the monthly rent are shared garden/roof terrace (78%), concierge (73%), social events (73%), parcel acceptance (69%) and co-working (61%) and lounge (61%) spaces. In addition, 73% of BTR schemes in our BTR sample allow pets in some or all homes.



# Build-to-Rent: An Unparalleled Renting Experience

Each Build-to-Rent development is different and will offer residents a variety of amenities and services included in their monthly rent. This provides huge added value for residents and means they save by not having to pay for separate gym memberships, co-working spaces or bike storage - costs they would have to incur if they lived in the PRS. In addition to such services, the creation of high quality public realm with access to green spaces, cafes and restaurants all support the local economy and wellbeing of the residents living there.



- options available for no deposits
- longer-term, secure tenancies and predictable rents
- high energy efficiency and EPC ratings - cheaper bills
- high quality finishes and appliances



- resident lounges and dining areas
- gyms and/or fitness studios
- shared gardens and/or roof terraces
- event and co-working spaces



- rapid repairs and maintenance
- parcel acceptance and storage, resident apps
- 24/7 security
- concierge/on-site staff



- superfast broadband
- social calendars and resident events
- bike sheds
- access to good public transport links

## BTR Sample: Pet Friendly Renting

In our BTR Sample, 73% of schemes allow pets in all or some of their homes. 61% of schemes allow pets in all homes as standard, whilst 12% allow pets in some homes within a scheme.

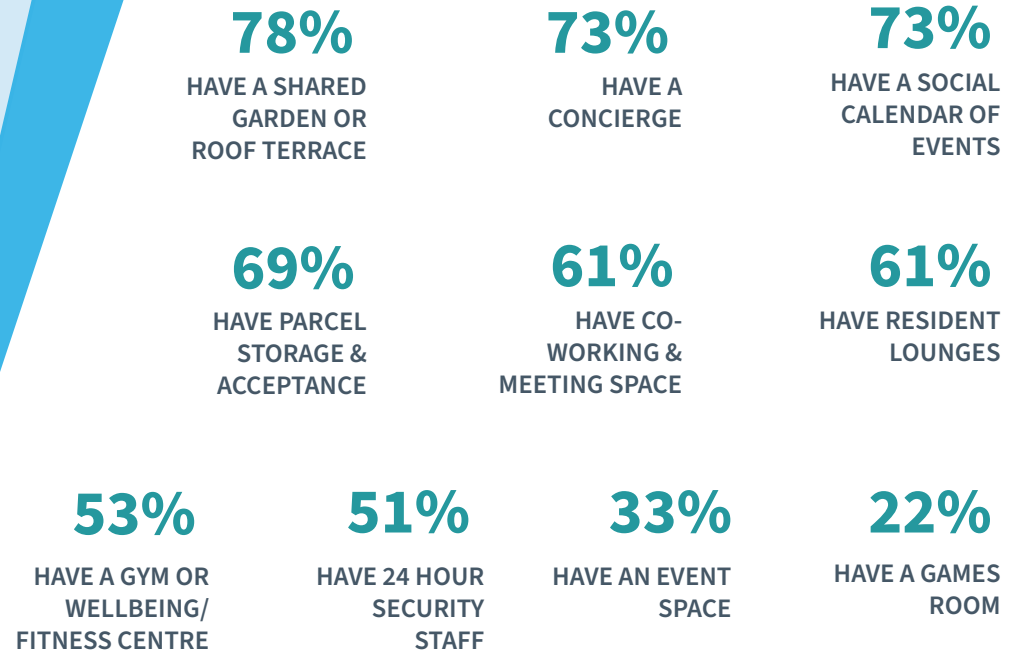


## BTR Sample: Amenities

Our BTR sample shows that Build-to-Rent provides a whole lot more than just a home and gives residents value for money. We collected data on shared amenities in our BTR sample and found that a significant portion provided a range of shared amenities included in residents' monthly rent payments.

Of those schemes with amenity space, on average it makes up 4%, or 5,689 sq ft of the floorspace of the scheme.

### Top 10 Amenities included in Rent



### Amenities provided for an additional fee

In addition to the shared amenities included in rents, many Build-to-Rent schemes in our BTR sample also offered amenities at an additional charge. These included a parking space (63%), a cleaning service (20%) and on-site retail (12%) food and beverage (also 12%).

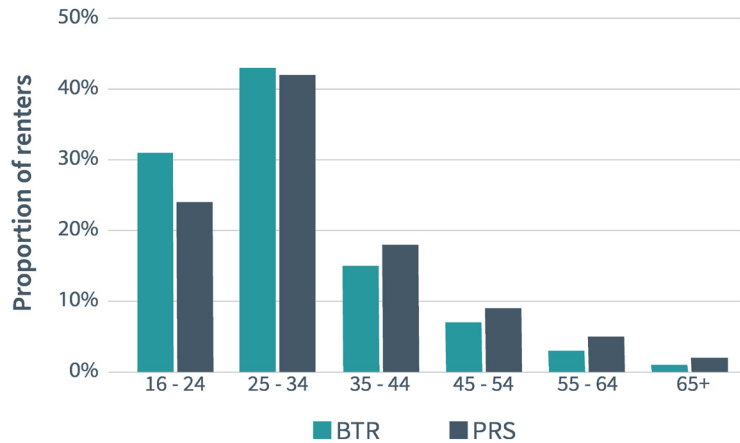


# BTR Sample: Age of Residents

Build-to-Rent is providing housing for residents of all different ages and has a similar age profile to that of the PRS.

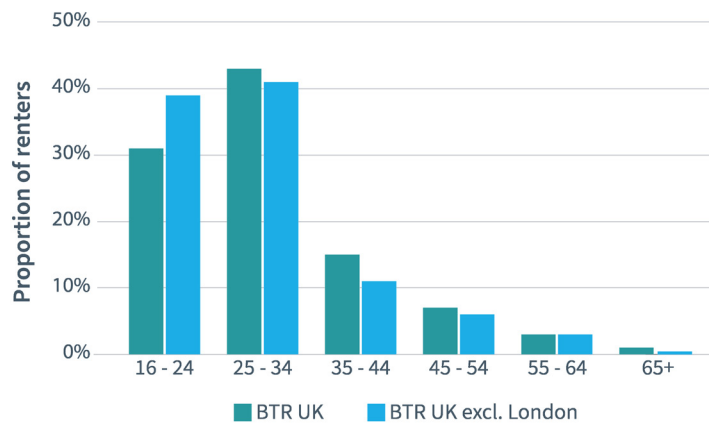
The most common age band for residents in both our BTR sample and the PRS is 25 to 34 years old (constituting over 40% in both). Of all age bands, the biggest difference between our BTR sample and the PRS is that our BTR sample has more 16-24 year olds (31%) than the PRS (24%).

Graph 3: Residents' Age BTR vs PRS



When London Build-to-Rent schemes are excluded from our BTR sample, the proportion of residents in the age group 16 to 24 rises further to 39%.

Graph 4: Residents' Age BTR vs BTR excl. London

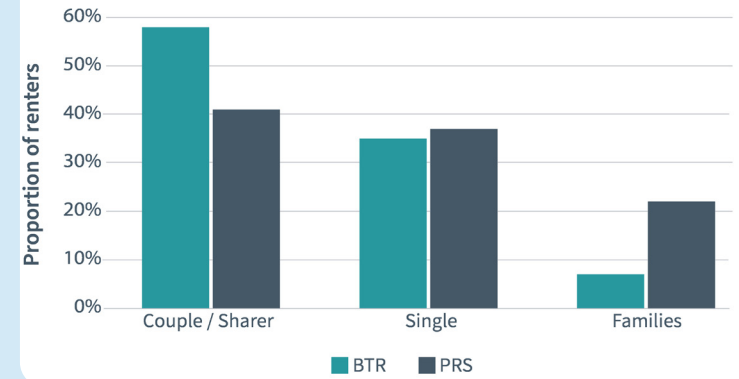


# BTR Sample: Household Types

When comparing household types in our BTR sample we look at couples and sharers combined as a single category. Compared to the PRS, our BTR sample has a much higher proportion of couples and sharers, at 58% vs 41%.

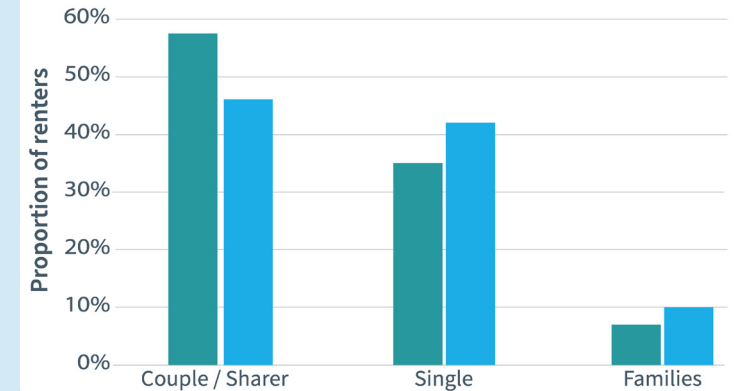
This is likely because a large portion (83%) of our BTR sample homes are one and two bed urban flats - naturally a more attractive option for couples/sharers and singles. However, as our Suburban BTR sample shows (page 14), Suburban BTR is providing a high-quality professionally managed option for families, which are more than doubly represented at 43% of our Suburban BTR Sample compared to 22% in the PRS.

Graph 5: Household Types BTR vs PRS



When London Build-to-Rent schemes are excluded from our BTR sample, the proportion of single occupants rises. This is likely linked to the affordability of renting in London, whether in Build-to-Rent or the PRS, compared to the regions.

Graph 6: Household Types BTR vs BTR excl. London





## Residents' Stories

### Loide & Joao Azinheiro and family

*Canada Gardens, Quintain Living*

Loide and Joao Azinheiro first moved into Quintain Living in April 2019, renting a two-bedroom apartment in Landsby West. Then, in January 2021, with a new addition to the family, they moved into a three-bedroom apartment in Canada Gardens.

The move was inspired by a number of drivers. Canada Gardens' outstanding social spaces was one. The development is home to a pirate ship themed children's play area and water feature, an acre of private podium gardens, awash with garden-party design features like outdoor kitchen entertainment spaces and BBQs, a huge roof terrace and a serviced clubhouse for indoor relaxation. There are hireable resident allotments, work-from-home garden sheds and a beautiful playhouse for private party hire. It is the ideal setting for family life and the children's spaces in particular appealed to Loide and Joao.

Working from home also played into the couple's decision to move, as they switched from a two-bedroom apartment to one with three bedrooms, turning the third bedroom into an office. Loide and Joao have both worked from the clubhouse too, observing how nice the environment is there.

"We have booked the BBQ so we will be using it soon and we'll try the playhouse and the pirate ship soon enough too. Can't wait for the weather to get better so we can play with Benji at the garden and paddling pool."

The couple are also delighted with the wider Wembley Park area. Loide loves all the new, appealing developments that are appearing, while the CCTV and well-lit boulevards make her feel safe and confident, even when walking on her own at night. Working just outside Marylebone (when not home-based), the location is also ideal for her commute. And for little Benji, attending the local, bilingual (English-French) nursery is absolutely perfect.

Life with Quintain Living comes with plenty of added extras. Loide checks the Groups in the resident app daily and uses it to sign up for the events that Quintain Living arranges for residents. So far, she has joined Pilates and yoga classes, art and painting lessons and baking classes with local artisan bakery Bread Ahead.

She concludes that Quintain Living's way of renting is better than traditional renting and would definitely recommend it to others.

**Loide & Joao Azinheiro and their son Benjamin**

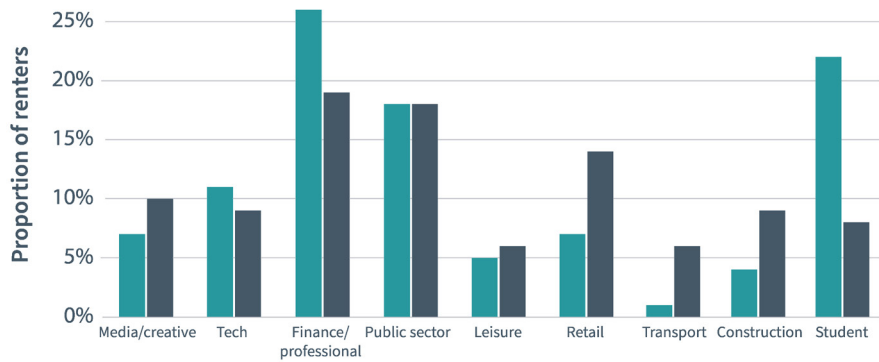


# BTR Sample: Employment Sectors

Our BTR sample shows that Build-to-Rent is housing residents from a wide range of employment sectors. The Public sector employs 18% of renters in both our BTR sample and the PRS.

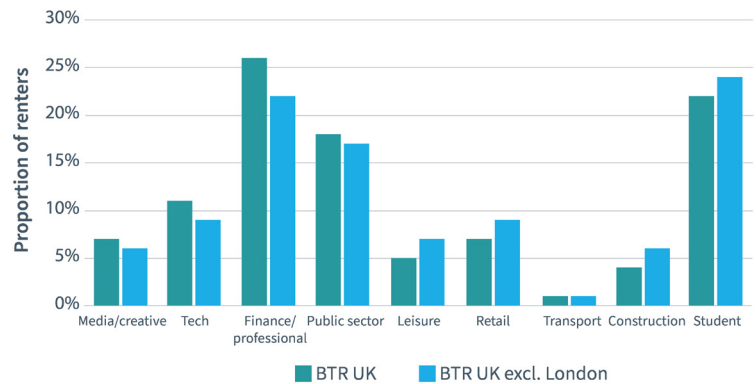
The most common employment sector for residents in our BTR sample and the PRS is finance and professional services, and both have similar numbers of media/creatives, technology and leisure workers. Our BTR sample included some schemes that were plugging a gap in local supply of student accommodation, boosting the overall average.

Graph 7: Residents' Employment Sector BTR vs PRS



When London is removed from our BTR Sample, small changes to employment sectors occur - including a slight decrease in financial/professional services, media/creative, tech and public sector. Slight increases occur in retail, construction, leisure and students.

Graph 8: Residents' Employment Sector BTR vs BTR excl. London





# Residents' Stories

## Melissa and Andy

*Vox Manchester, Allsop*

According to a recent survey by the Pet Food Manufacturers' Association, 3.2 million households in the UK have acquired a pet since the start of the pandemic. For couple Melissa Wilson (21) and Andy Sciambarella (26) the chance of owning a dog made them want to move.

Melissa comments, "We had been renting in the city centre of Manchester but had always wanted to own a pet. After discovering our landlord wouldn't let us, we decided to start looking for a new property."

"We both work in retail for Jack and Jones, with my job based in the Trafford Centre and Andy in the Arndale Centre so part of the search was also to live closer to work and in a new build, but the main factor was somewhere pet friendly!"

"During our search we discovered details about Vox in the Cornbrook area of Manchester and were really interested in looking at it, as it was pet friendly with no extra charges. We arranged a visit and as soon as we walked in, we knew straight away it was the right place."

Andy takes up the story. "Dan, the letting manager took us around the show apartment and we were completely blown away by the quality and style of the development, I even said to Dan – what's the catch! They were so accommodating about us having a pet and we loved the fact that the gym is included and there is also a residents' lounge to be able to meet and get to know our neighbours. We worked out that for just an extra £50 a month, we could save on gym memberships and would probably end up going out far less to bars because we already have the residents' lounge at the development."

"Our move into the development was so easy. They made us feel so welcome and settled straight away. We were introduced to the residents app where we could find out about events taking place and also contact other people if we had questions."

Andy and Melissa moved into their one bedroom apartment at Vox at the start of April 2021 and their French Bull Weiner puppy Mocha, quickly joined them a few weeks later. "Even with restrictions in place, the development is so warm and friendly, and we have been able to meet people and get to know them on dog walks. We already feel like we have made some really good friends in the space of six weeks and even reached out to a couple who already have a dog to help us walk Mocha on a Saturday when we are working. We are already great friends with them and go on regular walks together." Continues Melissa.

Andy says, "We initially have a one year tenancy but have already said we can't see ourselves living anywhere else for a long time, and if we needed a larger property we would look to move within the development."

"We would 100% recommend living in a build to rent development like Vox. We didn't really have that many friends when we lived in the city centre, but already we feel like we have made so many and things couldn't get any better."

**Melissa and Andy at Vox Manchester**

Photo: Vox Manchester, Allsop

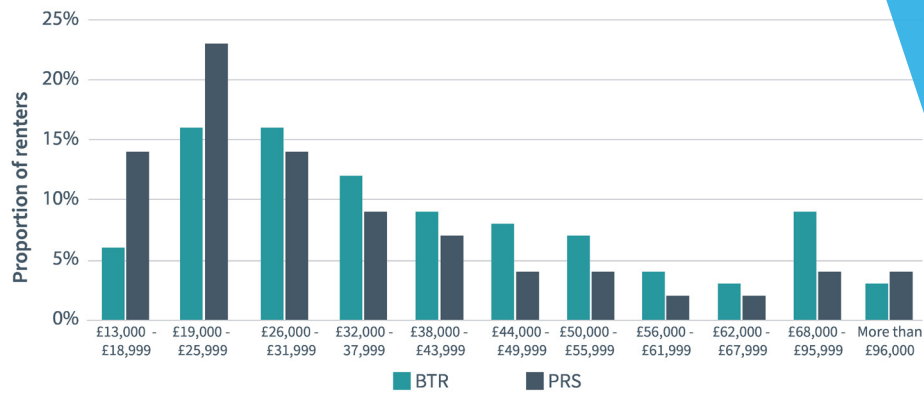


# BTR Sample: Income

Build-to-Rent residents' incomes are broadly similar to the PRS - in our BTR sample, 32% of residents earn between £19-32k per year and in the PRS it is 37%. These incomes are based on individual incomes, not household incomes.

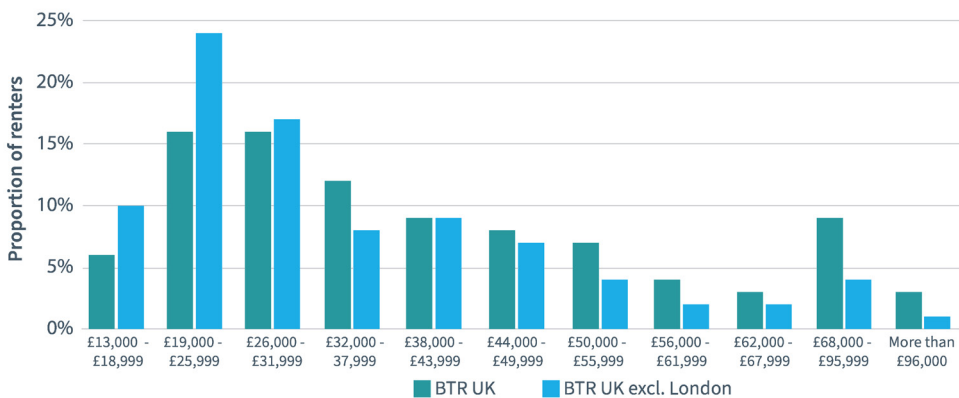
The most common income band for residents in both our BTR sample and the PRS is £19,000 to £25,999, albeit a higher proportion are in the PRS (23%). In our BTR sample, 21% of residents earn £32-44k whilst in the PRS 16% of renters earn £32-44k. Whilst there is some difference in incomes, our BTR sample shows that Build-to-Rent is housing residents with a range of incomes similar to the PRS.

Graph 9: Residents' Income Band BTR vs PRS



When London is removed from our BTR sample, the proportion of lower income earners increases and higher earners decreases. This is likely due to differences in the labour markets between London and the Regions.

Graph 10: Residents' Income Band BTR vs BTR excl. London

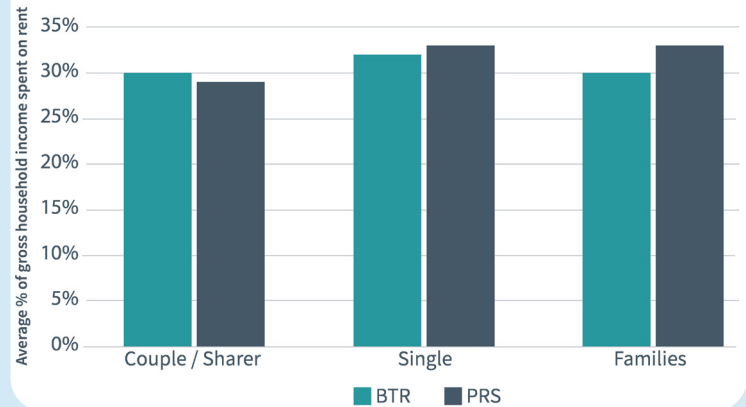


# BTR Sample: Affordability

Our BTR Sample shows that Build-to-Rent is an affordable option for all residents, with couples & sharers, singles and families spending around 30% of their incomes on housing. This is the commonly accepted affordability benchmark in the UK. For families, our BTR sample affordability average of 30% compares to 33% in the PRS. It's important to remember that the Build-to-Rent residents are getting more for their rent - with amenities such as gyms, lounges and co-working spaces included in monthly rent (see page 5).

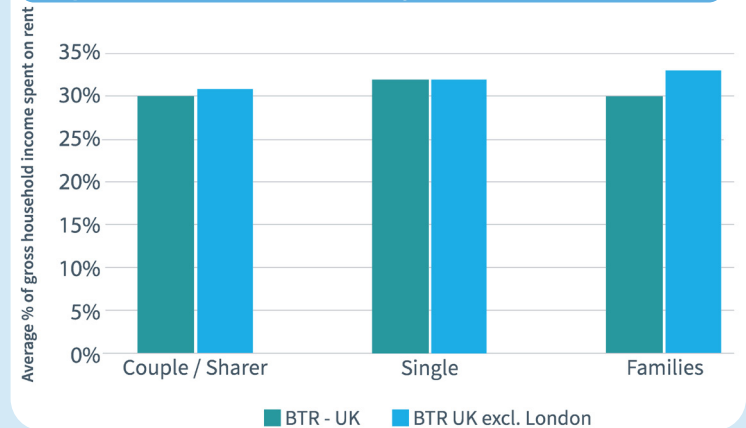
In our BTR sample, singles spend 32% of their income on housing, slightly above the benchmark but 1% below the PRS which sits at 33% of income spent on housing.

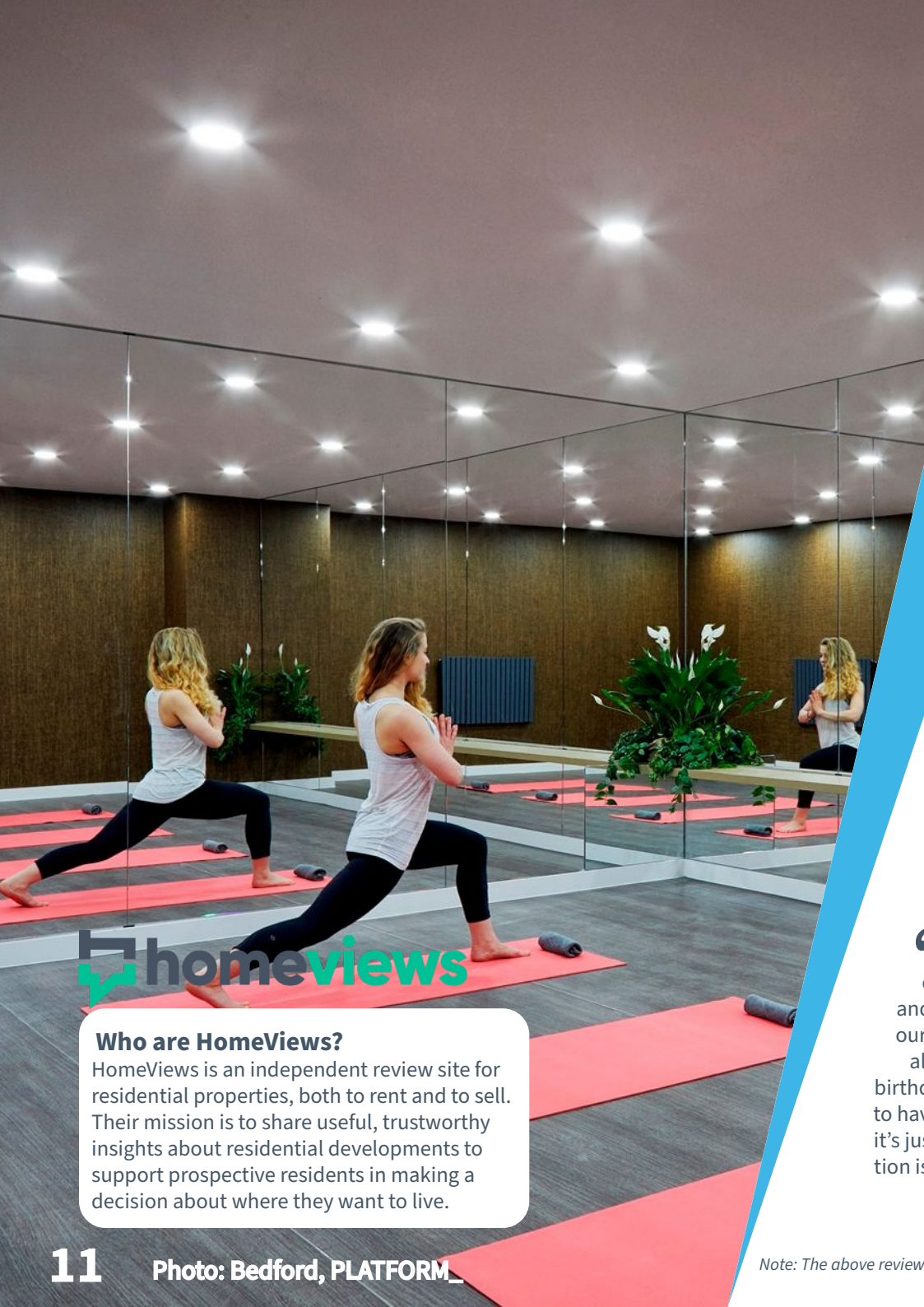
Graph 11: Residents' Affordability BTR vs PRS



When London is excluded from our BTR sample, the proportion of income spent on rent increased for sharers, couples and families. This is likely to be due to lower earnings outside London.

Graph 12: Residents' Affordability BTR vs BTR excl. London





### Who are HomeViews?

HomeViews is an independent review site for residential properties, both to rent and to sell. Their mission is to share useful, trustworthy insights about residential developments to support prospective residents in making a decision about where they want to live.

## Residents' Reviews

*Supplied by HomeViews*

### DLobo, Verified resident of Fizzy Canning Town in London (Fizzy Living)

“ Building wise: the flats are modern and cosy. There’s nothing not to like. But if you think this is the best part, just wait for it! Fizzy is not just a building with an exceptional property management service, but a proper home with friends at your doorstep. Especially this year, which has been tough for everyone, I have been completely overwhelmed by Fizzy’s random acts of kindness and support. They’re so full of surprises. I work for the NHS, and one day I received a hamper by the post with a thank you note for my service as a mid-wife during the pandemic. I can’t tell how much it warmed my heart, in these times of fear and uncertainty. Another day, my daughter was delighted by the random visit of a Disney Princess (our 808 Serina really goes the extra mile!), who was waiting at the door with a present, a balloon and a chocolate. All to make Fizzy’s childrens’ lives a bit happier! The Fizzy community brought us the best of friends and paw friends too (our doggie Gandalf has a few girlfriends around the building). After living in both Fizzy Stepney Green and Fizzy Canning Town, I can honestly say that home is where Fizzy is.

”

### J&P, Verified residents of Tillermans at Greenford Quay in London (Greystar)

“ We are previously from central London from a flat share. A baby was on the way so we decided to find something just for us! We were looking for more space and something new and not expensive and Greenford quay was perfect for us. The central line takes us straight to our work place and we are just 30 minutes from Oxford Circus! The amenities are amazing we already book every space - the dining room for our baby shower, the barbecue podium for a birthday lunch and the cinema. We love living here, we love our flat, our bedroom is big enough to have our baby with us. Soon a nursery will be open and a Co-op shop just under the building. it’s just amazing and very practical! The Greystar team works in the building so the communication is very easy and fast. We really recommend Greenford Quay because if you are looking for a well-designed, stylish place to live and where you can feel relaxed, it’s here!

”

*Note: The above reviewed schemes are not included in our BTR sample but provide further evidence of the widespread experience of Build-to-Rent residents.*



# Focus: Suburban Build-to-Rent (Suburban BTR)

## What is Suburban BTR?

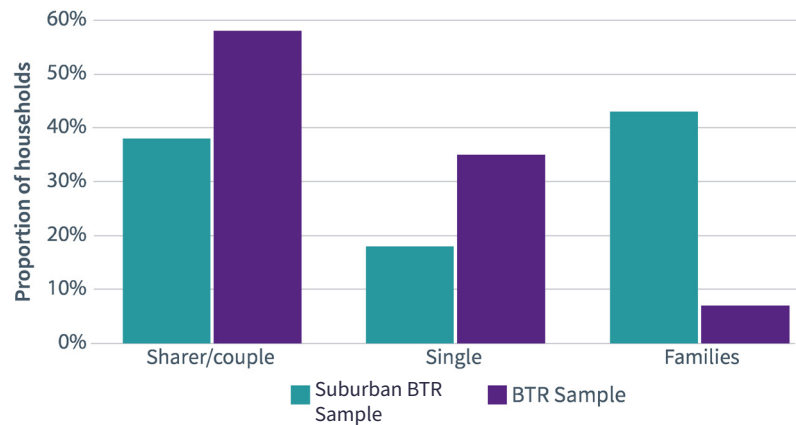
Suburban Build-to-Rent, or ‘Single Family Housing (SFH)’ is an emerging type of professionally managed, high quality renting experience. Suburban BTR sites are typically located in outer or peri-urban areas, close to local amenities, transport links and good schools. There are a variety of house types to choose from, from one bedroom flats to five bedroom houses. For further detail and analysis of Suburban BTR in the UK by Savills, click [here](#).

## Our Suburban BTR Sample

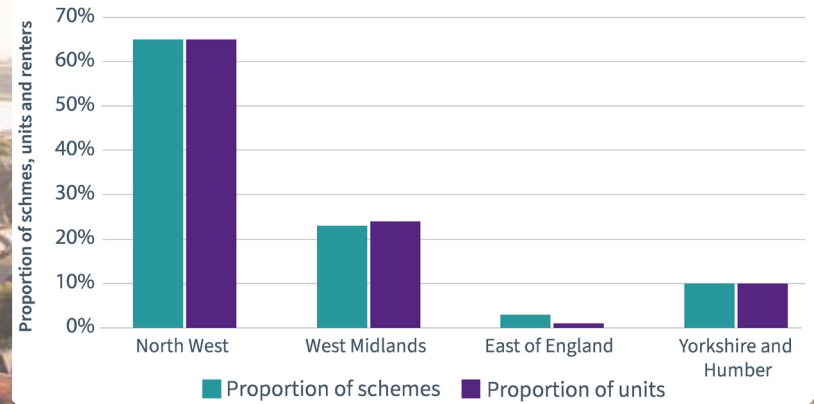
Our separate Suburban BTR sample, taken from Sigma Capital’s Simple Life developments, covers a data from 40 schemes, over 3,000 homes and over 5,000 residents. This section compares the Suburban BTR sample to the BTR sample that forms the rest of this publication - and shows how the two products are complementary and both providing a fantastic renting experience.

Suburban BTR is an attractive option for families - making up 43% of household types in our Suburban BTR sample - reflecting the preference of many families to live in suburban areas and in houses. However, sharer/couples and singles still make up a significant proportion of residents, constituting a collective 57% of our Suburban BTR sample.

Graph 13: Residents’ Household Type Suburban BTR and BTR Samples



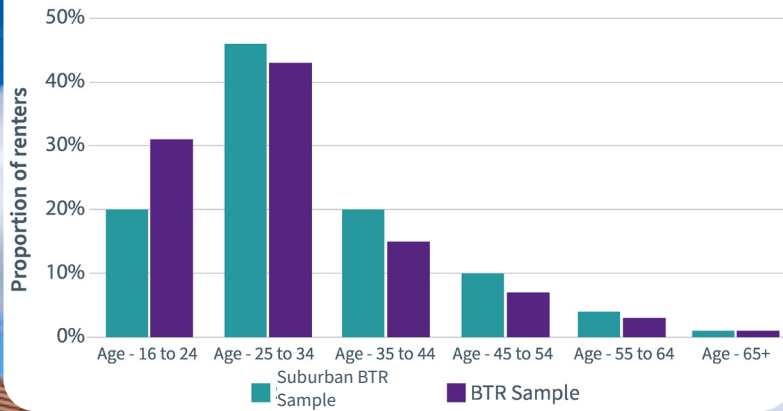
Graph 14: Suburban BTR - Regional Distribution







**Graph 15: Residents' Age Suburban BTR and BTR Sample**

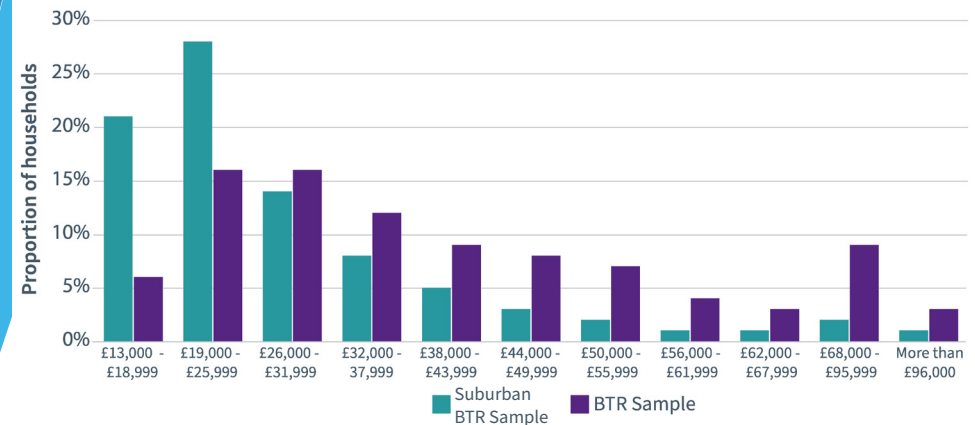


Looking at the age of Suburban BTR residents (Graph 15, left) compared to our BTR sample based in urban centres, there is a higher proportion of all age bands from 25+ living in Suburban BTR. One noticeable difference is that there are fewer 16-24 year-olds living in Suburban BTR.

## Focus: Suburban BTR continued

The individual incomes of Suburban BTR residents differ to those in the BTR sample - particularly in the £13-19k and 19-25k income bands, where substantially more Suburban BTR residents earn lower incomes. There is broad similarity between the two samples in the £26-32k income band.

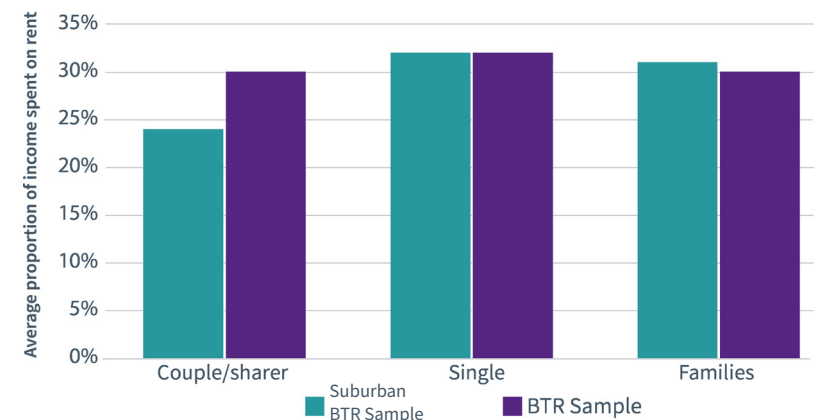
**Graph 16: Residents' Income Band Suburban BTR and BTR Sample**



Suburban BTR is also affordable - particularly for couples and sharers, who spend on average 24% of income on rent. For singles and families, affordability is broadly the same as the BTR sample.

The differences between the BTR sample and the Suburban BTR sample on income and affordability are likely attributed to geographic housing market characteristics - living in outer-urban areas is typically cheaper and more affordable for renting and buying.

**Graph 17: Residents' Affordability Suburban BTR and BTR Sample**





## Residents' Stories

### Brian Mace, Park Grange House, Sheffield (Simple Life by Sigma)



*After retirement, Brian who is now in his 70s, sold-up and began to reap the benefits of renting. In November 2017 he moved into his Simple Life home in Sheffield, to be closer to family and a city centre. Brian knew that as a single person whose children no longer live at home, he wanted a place that was the right size for him and his needs.*

“I knew I didn’t want a bungalow, because when I sold my house, I also got rid of all the gardening equipment, the lawnmower etc, and I knew I didn’t want a house because that would be too big for me.”

“When I came across the plans for the different apartments at Park Grange House, I spotted the ground floor apartment. It was perfect for me as I have a son, Andrew, who is in a wheelchair, who needs plenty of space to get around. In fact, one of his friends visited and commented that the rooms were big enough to do a little dance!”

“The building also has a lift, which means that all apartments are easily accessible. In the past, this area of Sheffield has been known to be one of the rougher parts of town, however it has undergone a regeneration.”

“It really is a lovely peaceful area, surrounded by trees and greenery, yet I’m just one mile from the city centre, which I walk down to every Sunday. It’s also a relief to know that I have people close-by if I need them here in Sheffield.”

“One thing I really noticed is the thermal and sound insulation in the apartment – it couldn’t be improved! The flat I used to live in is approaching its 100th birthday, so as you can imagine, I’m saving around £400 a year on electricity and gas.”

“I’m really happy with the maintenance service from Simple Life. If I need anything fixing, they are always quick to respond and get things fixed. I don’t have the means to buy a house and one real positive about renting for me is that if anything goes wrong, you aren’t the one to foot the bill!”

### Jeanie Logan and family, Baytree Lane, Middleton (Simple Life by Sigma)



*Jeanie Logan lives with her husband, their young son and two ‘four-legged friends’ at Simple Life’s Baytree Lane, Middleton. After years of bad rental experiences and the financial ties of home ownership, Jeanie and her family sought a life with more freedom.*

“My husband and I had owned a home for the last 13 years. We wanted a change but didn’t want to commit to owning a second-hand home or rush into buying again,” Jeanie explained. “As we’re still a young family, we wanted to travel with our son. However, there were things going wrong with our old home, such as leaking pipes, and it was costing a fortune. We needed a home that was worry-free and gave us more freedom to enjoy life.”

After searching for a more flexible alternative, Jeanie’s husband suggested renting. “I was a little apprehensive at first”, Jeanie admits, “as I’d lived in rented accommodation in the past and had some problems with stolen post and poor-quality, unsafe appliances. However, after searching on the internet, we came across Simple Life and its brand-new rental homes. It just seemed perfect.”

Jeanie and her family decided to rent a four-bedroom, semi-detached home at Baytree Lane. Their home has three bathrooms, including an ensuite, as well as a garden and large storage spaces. “I’m used to rental homes being low-quality, but everything here is high-spec and brand new. We’ve got high-quality integrated appliances and soft grey carpets. We all love it”, Jeanie said.

“Simple Life has been great at every stage and the move was just so easy. They really seem to care. We even received a welcome pack with all the essentials when we moved in and it’s the little things like that make all the difference. “If you need any help, you know you can call the maintenance team and they’ll be out to fix any issues, free of charge, and that’s a huge benefit to us.”





## Conclusion

### Build-to-Rent is attracting residents from all walks of life.

Build-to-Rent homes – high-quality, professionally managed, purpose-built homes for private rent – are being taken up by a diverse range of people across England.

The data shows that Build-to-Rent is comparable to the wider private rented sector in providing for different age groups, incomes and affordability - and is an attractive option for prospective residents in our cities and town centres across England. Furthermore, Build-to-Rent is providing value for money through a range of additional amenities included in monthly rent.

But Build-to-Rent is also evolving. The emergence of Suburban BTR, an offering that is tailored to a suburban lifestyle, is attracting a large proportion of families to its offering. Build-to-Rent is providing a positive renting experience for residents up and down the country - with high quality, professionally managed properties surrounded by shared amenities, new friends and new opportunities.

### Build-to-Rent is contributing to England's housing supply.

Build-to-Rent presents an enormous opportunity to tackle the housing crisis and build the homes that we so desperately need. Our BPF/Savills statistics show that Build-to-Rent is playing a key role in providing additional housing supply in the 20 cities identified by the UK Government for additional housing growth.

### What's next?

We want to continue to improve understanding of the Build-to-Rent sector across the levels of government, the media and the public.

We will continue to publish thematic Build-to-Rent studies and are intending to publish our next study early in 2022 focussing on Build-to-Rent's affordability in London.



# dataloфт

## About Dataloфт

Dataloфт is a data-driven research consultancy, specialising in residential property and delivering market insight and location intelligence at local, regional and national geographies.

## Dataloфт Rental Market Analytics (DRMA)

DRMA is Dataloфт's unique source of achieved rents and renter demographics covering the whole UK and updated monthly with over 30,000 new transactions. The data is aggregated from multiple tenant reference companies and is accurate, comprehensive and clean. With this dataset, Dataloфт can undertake fine-grained analysis of rental markets anywhere in the UK to support investment or design decisions and marketing strategies.

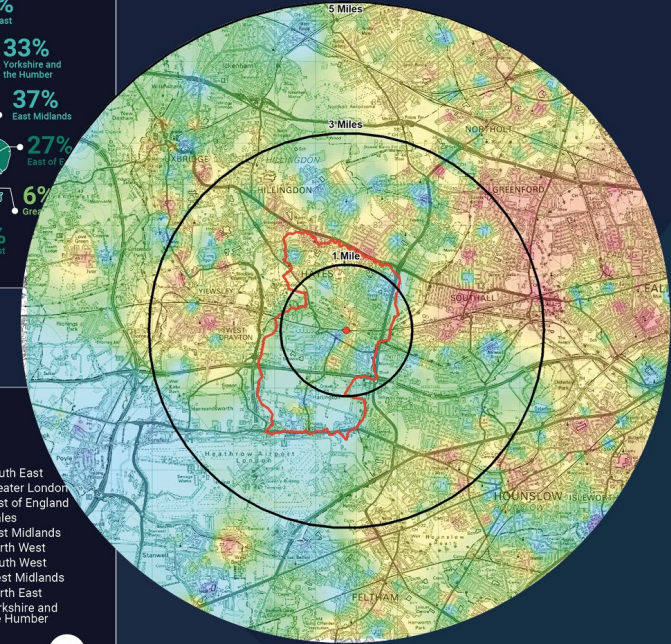
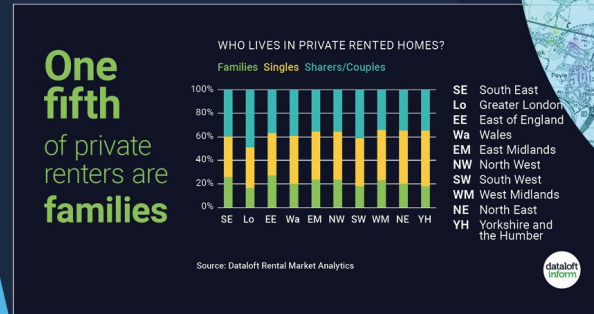
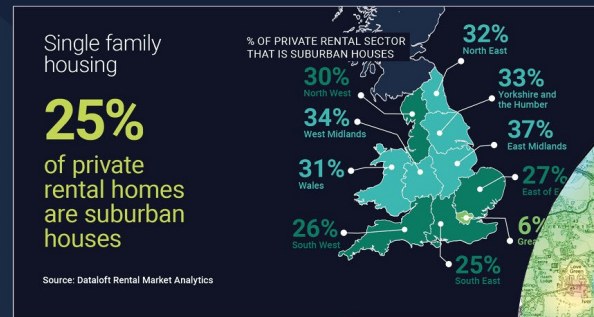
## DRMA Reports

DRMA Reports are a fast turnaround overview of any rental market with metrics on: Rents Achieved (average/quartiles; per sq ft; by size/property type), Affordability (income to rent ratios), Household Type (singles, couples, sharers, families), Age (in bands), Employment (by sector), Workplace (and journey to work) and Migration Patterns (distance moved, or origin).

## Dataloфт Inform

Dataloфт Inform is a proptech platform delivering fully automated analytics on local housing markets with interactive charts, tables, commentary and infographics at any local geography.

To get in touch with us please contact [HELLO@DATALOFT.CO.UK](mailto:HELLO@DATALOFT.CO.UK).



Rental report

### Tottenham Hamle

October 2019

Property Type	1 bed	2 bed	3+ bed	3+ bed
Average rental values	£877	£1,199	£1,262	N/A
Annual change in average rental values	-9%	-1%	2%	N/A
Top quartile rental value threshold	£1,000	£1,200	£1,400	N/A
Annual change in top quartile rental value threshold	-9%	0%	-1%	-2%

Property Type	1 bed	2 bed	3+ bed	3+ bed
Average rental values	£1,076	£1,209	£1,922	£1,919
Annual change in average rental values	0%	2%	0%	-9%
Top quartile rental value threshold	£1,200	£1,400	£2,204	£1,733
Annual change in top quartile rental value threshold	0%	2%	-1%	-2%

Metric	Value
Average rent	£1,284
Threshold of top quartile rents per month	£1,625
Most active rental band	£1,250-£1,500
Rent growth over past year	1.0%
% of tenant income spent on rent	32.3%
Average age of tenants	33
Average income of tenants	£29,601
Households in PRS and % of total	8215 27%

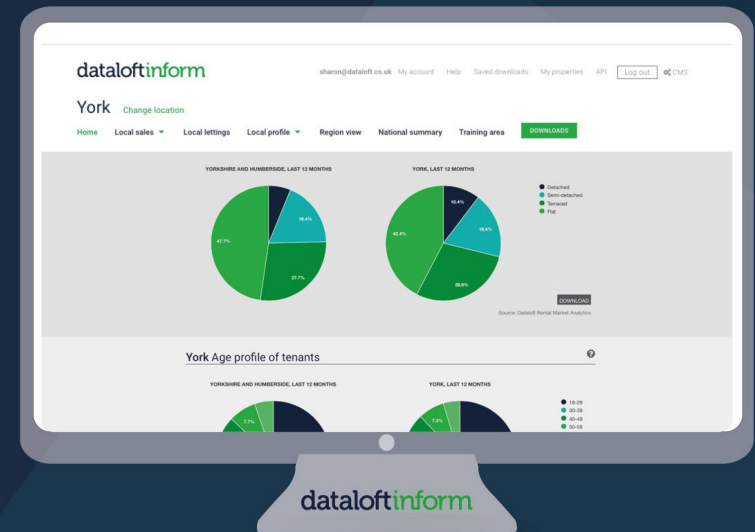






Photo: The Robinson, Wembley Park, Quintain Living



*We help the UK real estate industry grow and thrive*

**dataloft**

*Intelligent, transparent, data driven insight for residential property*



*Making London the best city in the world to do business*



*Shaping the future of Build-to-Rent*