

London Living Rent: Updated rent benchmarks for 2024-25

January 2024

Introduction

This note summarises the approach behind the updated ward-level London Living Rent (LLR) benchmark rent figures, published in January 2024 and applying to homes let in 2024-25.

Background

The LLR benchmarks set the maximum monthly rent chargeable in each ward (using the ward boundaries that currently apply, reflecting recent changes). They are updated by the GLA each year in line with the method developed for the initial introduction of London Living Rent in 2016.

This method calculates the maximum rent chargeable in each ward as a third of the estimated median gross household income in the relevant London borough, with an allowance made for the variation of housing costs between different wards in each borough, and between different sizes of property (measured by the number of bedrooms).

From 2021-22, the monthly benchmark rents have been capped at a maximum of £1,400, to align with planning guidance on affordability and the £60,000 maximum income cap for intermediate rented products.

In 2023 the GLA consulted on increasing the maximum income cap for intermediate rented products. If that proposal is implemented, the 2024-25 benchmarks will be re-calculated using a new maximum monthly rent. Larger homes are more likely to be capped at present and would therefore be more likely to see an increase in maximum rents.

Details of the calculation

The method for calculating the benchmarks has six main stages, set out below.

1. Estimate median London-wide household income

The first stage calculates the median gross household income for London as a whole, using data from the official Households Below Average Income survey (which, despite the name, covers households of all incomes). In order to generate robust estimates and minimise year-to-year volatility caused by limited annual samples, the mean average of estimates from the last three years is used.

The latest three years of data cover 2019-20 to 2021-22, and the estimated median gross household income in London for this period is £47,386, an increase of 8 per cent from the figure for the previous three-year rolling period 2018-19 to 2020-21. This figure establishes a baseline increase for the LLR benchmarks, which is modified in the following stages.

2. Rescale London-wide income using borough-level earnings

The second stage takes this London-wide estimate of median household income and re-scales it to the London borough level using data on median individual earnings (in the absence of any local-level estimates of household income).

The earnings data used is the median gross annual earnings for all workers from the ONS Annual Survey of Hours and Earnings, averaged over the three years 2021 to 2023. In Greenwich, Hackney, Harrow, Richmond and Tower Hamlets there are only two years of data available to average across. For 32 of the 33 councils the average earnings by place of residence is used, but for the City of London earnings by place of work are used due to its small resident population.

The following worked example shows how this re-scaling works. The estimated earnings figure for London is £34,071, and for Southwark it is £35,721, 4.8 per cent higher. Applying this increment to the London-wide median household income figure of £47,386 results in a re-scaled estimated median household income for Southwark of £49,681.

3. Calculate borough-level benchmarks

The LLR benchmarks are based on a third of estimated household. In the case of Southwark, the annualised borough-level benchmark would be one third of £49,681, or £16,560 a year. Dividing this by 12 gives a monthly figure of £1,380.

This figure is used to calculate the ward-level benchmarks, using the methodology below.

4. Vary borough-level figures using ward-level house prices

Borough level benchmarks are disaggregated to ward-level, using data on the ratio of median prices in each ward to median prices for the relevant borough. In this analysis the City of London is treated as a single ward.

To reduce the distorting effect of different property type mixes, only the prices of flats are used. Ward-level price figures were last calculated in the 2020 round of benchmarks (for 2021-22), using data for 2015-19. For the 2024-25 benchmarks, the period of data used has been extended to cover the calendar years 2015 to 2022.

The calculation used takes the borough-wide figure derived in the previous stage and sets it equal to the notional two-bedroom benchmark for that borough. It then varies this borough-wide benchmark according to the ratio of median ward-level flat prices to the borough median, with the variation re-scaled so that the maximum amount in each direction is 20 per cent.

For example, the notional benchmark for Southwark as a whole is £1,380 a month, but in the ward with the highest house prices (Borough and Bankside) it is set 20 per cent higher at £1,656 (a figure that is then capped at £1,400 – see below), while in the ward with the lowest house prices (Old Kent Road) it is set 20 per cent lower at £1,104.

5. Vary ward-level figures by number of bedrooms

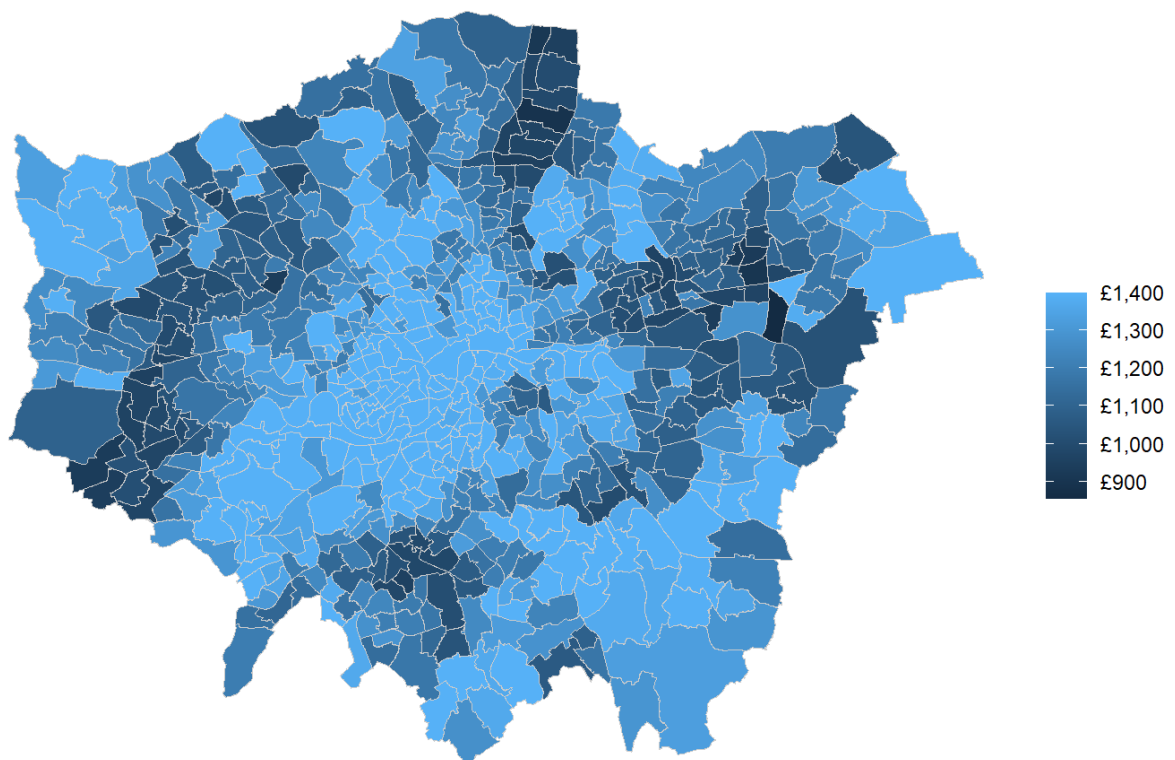
The next stage takes the two-bedroom benchmark for each ward calculated in the previous stage and varies it according to the number of bedrooms, with a change of 10 per cent for each additional or fewer bedroom. For example, the two-bedroom benchmark for Old Kent Road is £1,104, so the one-bedroom benchmark is 10% lower at £994, the three-bedroom benchmark is 10% higher at £1,214, the four-bedroom benchmark is 20% higher at £1,325, and so on up to six bedrooms. These figures have all been rounded to the nearest pound.

6. Cap ward-level benchmarks at £1,400

The final stage, introduced for the first time when the 2021-22 benchmarks were calculated, is to cap each benchmark (for any property size) at £1,400 a month. This cap ensures that every benchmark is consistent with GLA planning guidance which states that the maximum gross household income for tenants accessing LLR is £60,000 and that households should not spend more than 40 per cent of their net income on housing costs (with net income assumed to be 70 per cent of gross income). As set out above, if the income cap were to be increased then the monthly rent cap would also increase.

Results

The map below shows the resulting monthly benchmark rent for a two-bedroom LLR home in each London ward (with the City of London being treated for these purposes as one ward). In 174 wards (up from 100 last year) the benchmark is capped at £1,400, while the lowest figure is £855 in the Beam ward of Barking and Dagenham.



The impact of the cap on benchmarks for homes of different sizes is shown in the chart below. In 65 out of 680 wards the cap affects rents for one-bedroom homes, rising to 174 for two-beds and 320 for three-beds, up to 632 for six-bedroom homes. In practice there are likely to be few six-bedroom LLR homes built, so it is still probable that the majority of new LLR homes will be in wards with uncapped benchmarks.

**Impact of £1,400 cap on monthly London Living Rent
maximum rents in London's wards, 2024-25**

