OpenVoiceNews U.K.

Transparent. Unbiased. Yours.

Goodlord Index Reveals Highest-Ever Rental Costs Across England

August 7, 2025

— Categories: Real Estate

Rental prices in England have surged to record-breaking levels, according to the latest figures from tenancy platform Goodlord. The company's Rental Index, which tracks the cost of new tenancies, showed that the average rent for July reached £1,496 per month, the highest level recorded since the Index began in 2019.

This new peak eclipses the previous record of £1,470 set in July 2024 and marks an 18.3 percent increase from the average monthly rent recorded just a month earlier in June. The dramatic spike highlights how seasonal demand, particularly in the summer months, continues to exert pressure on the private rental sector.

Each year, July typically brings a surge in rental activity. Families seek to relocate ahead of the new school term, students move into fresh accommodation, and graduates begin jobs in new cities. These patterns, intensified by the post-pandemic shift in tenancy cycles, have concentrated demand into the early summer period and driven prices upwards.

Goodlord's data shows that this impact has been particularly acute in certain regions. The North West saw average rents rise by an astonishing 42 percent in July compared to June. The South West followed closely, with prices jumping by 34 percent, while tenants in the North East faced a 27 percent increase. In contrast, Greater London saw a more modest rise of 4 percent, and the South East recorded a 6 percent monthly increase.

For those taking out new tenancies in July, the cost of renting was on average £231 higher per month than for renters who moved in during June, translating to £2,772 more per year.

However, while July's figures are historic in monthly terms, the pace of annual rental inflation has begun to cool. Year-on-year growth for July stood at 1.8 percent, significantly lower than the 4 percent recorded back in February. This could signal the start of a gradual stabilisation in rental prices after years of steep increases.

Regional data supports this trend. The East Midlands and South West both reported slight year-on-year declines in average rents, down by 1 percent and 1.6 percent respectively. On the other hand, Greater London saw a 5 percent rise compared to the previous year, and the West Midlands recorded an increase of more than 6 percent.

Void periods, referring to the number of days a property remains unoccupied between tenants, also fell sharply in July. Nationally, the average void dropped from 20 days in June to just 12 days in July, a 40 percent reduction. This mirrors the pattern seen in July 2024, when the void period was 11 days.

The most significant drop occurred in the North West, where voids fell from 22 days to just 5, marking a 77 percent reduction. The North East followed, with voids decreasing by 65 percent to an average of 7 days. Meanwhile, Greater London recorded the smallest change, with a reduction from 16 days to 14.

Commenting on the data, Goodlord chief executive William Reeve said: “Throughout the year, the data has been pointing to two clear trends: firstly, that we were likely to see new rental records set over the summer and secondly, that the year-on-year pace of price increases overall is starting to slow.

“This month’s figures show both predictions coming to pass. Across six years of operating the Index, we’ve never recorded a higher monthly rental average. Likewise, every month of 2025 has brought a softening of year-on-year rent inflation. So whilst the market continues to operate under intense pressure, the late autumn could bring something more predictable in terms of rents and voids.”

While the rental market remains under significant strain, the signs of slowing annual inflation may offer some relief for renters and landlords seeking stability. All eyes will now turn to the year’s final quarter to see whether the market continues toward moderation.