

Office for National Statistics consultation on the Price Index of Private Rents

Response from Propertymark

September 2025

Background

1. Propertymark is the UK's leading professional body for estate and letting agents, property inventory service providers, commercial agents, auctioneers and valuers, comprising over 19,000 members representing over 12,800 branches. We are member-led with a Board which is made up of practicing agents and we work closely with our members to set professional standards through regulation, accredited and recognised qualifications, an industry-leading training programme and mandatory Continuing Professional Development.¹

Overview

2. The Price Index of Private Rents (PIPR) measures the change in price of renting residential property from private landlords. The PIPR is published as a series of price indices and levels covering the United Kingdom (UK), England, Scotland, Northern Ireland and Wales, English regions, local authorities in England and Wales, and broad rental market areas in Scotland and Northern Ireland.
3. The Office for National Statistics (ONS) brought together private rental price statistics by replacing the [Index of Private Housing Rental Prices \(IPHRP\)](#) and the [Private rental market summary statistics in England \(PRMS\)](#) bulletins with a new monthly housing statistical bulletin, [Private rent and house prices, UK](#), in March 2024. Until March 2025, PIPR methodology was used for rents in Great Britain and the IPHRP methodology continued to be used for Northern Ireland rents.
4. The ONS would like to understand how the PIPR is used, and feedback will inform their future publication strategy. They ONS would particularly like to know if there are any improved explanations, or additional analysis that could be provided.

Propertymark's written evidence

Have you used the ONS PIPR statistics?

5. Propertymark regularly publishes ONS statistics on average rent levels across England, Scotland, and Wales in our monthly Housing Insight Report². However, because the Northern Ireland data

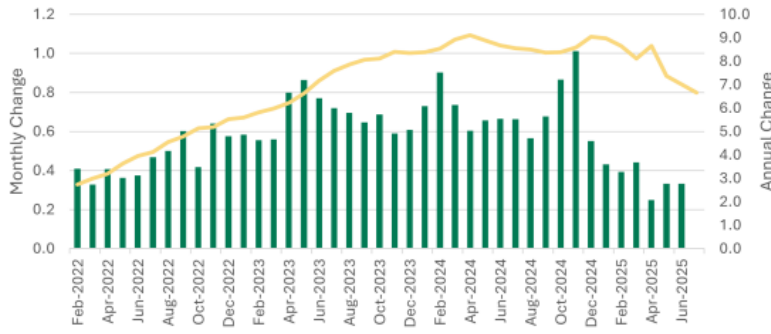
¹ <https://www.propertymark.co.uk/>

² <https://www.propertymark.co.uk/news-reports/housing-insight-report.html>

is older than the comparable data for the other nations, Northern Ireland average rent levels are not currently included in the Housing Insight Report. Propertymark’s Policy and Campaigns team also use the PIPR statistics on an ad hoc basis to inform policy research and consultation responses.

The relevant section of the Housing Insight Report for June 2025 is shown below as an example:

Figure 25: Average UK rent levels year on year and month on month



Source: ONS

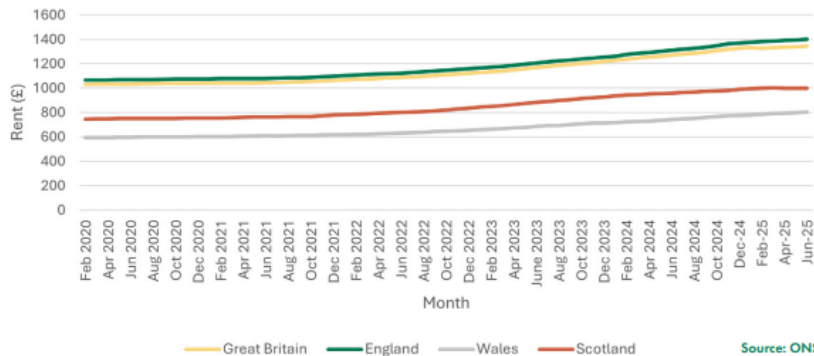
RENTAL GROWTH

Official stats from ONS show rents were 6.7% higher year-on-year and 0.3% higher month-on-month in June 2025. (Figure 25).

AVERAGE RENT ACROSS ENGLAND, SCOTLAND AND WALES

In June 2025, the average rent was £1,399 in England, £999 in Scotland and £804 in Wales (Figure 26).

Figure 26: Average private rent (£), Great Britain, England, Scotland and Wales



Source: ONS

What have you used the PIPR for?

- 6. Propertymark’s Policy and Campaigns team uses PIPR for exploratory analysis; supporting policy and decision making; and understanding and contextualising movements in the data. For example, we might use PIPR statistics to support a particular contention about the impact of a policy intervention on private rental statistics.

How often do you use the PIPR?

- 7. Irregular or occasional usage. As discussed above, Propertymark uses the data on a monthly basis to inform our monthly update, and on a more irregular basis to inform any policy or lobbying work for which private rental price data is relevant.

Please explain what you have used the PIPR for and why?

8. As discussed above, for Propertymark's monthly update to members and to inform policy and lobbying work. Propertymark members also use the statistics to guide their own advice to landlords on whether their rents are competitive in a given locality.

Please explain how well the PIPR meets your needs

9. It is a useful resource, but please see the response below for some improvements from which Propertymark and the wider sector would benefit.

Are there any improvements you would like to see to the PIPR?

10. Ideally, the data from Northern Ireland would be up to date/ in line with the data from the other nations in the UK. In both Northern Ireland and Scotland, we would like to see the data based on achieved rents rather than advertised rents. We would also like to be able to compare average incomes in a given area to rental prices to estimate affordability. Currently the data available for income is published on an annual basis and so any information we could use to analyse affordability by region is often out of date and not sufficiently useful for our members or policy makers.

Do you understand the methods used to produce PIPR, described in the PIPR Quality and Methodology Information article?

11. Yes, the article which describes the methods used to produce PIPR is clear and helpful.

How could ONS improve the way it explains the PIPR methodology?

12. The Hedonic regression model requires a reasonably high level of mathematical understanding, and a plain English explanation alongside the current explanation would be helpful.

What information could the ONS publish to help improve your understanding of the PIPR's data quality and representativeness?

13. More information on the methods which Rent Officers use to collect the initial data and their purposes for doing so would be helpful.

Does the PIPR private rental price statistics provide you with a sufficient level of detail?

14. Yes, notwithstanding the comments made in response to other questions.

Are there any statistics on the private rental sector you would like to see produced or improved, and how would you use the data?

15. The chief concern for Propertymark is the lag in collating and publishing the data, because this means our updates are on figures from several months prior to publication. Any steps that could be taken to improve the speed of publication would be welcome, but Propertymark appreciates the practical difficulties involved in doing so.