Housing rents in Kent

This bulletin presents housing rent data from the Valuation Office (VOA), the Department for Levelling Up, Housing & Communities (DLUHC), The Office for National Statistics (ONS) and the Regulator of Social Housing

NOTE: within this bulletin "Kent" refers to the Kent County Council (KCC) area which excludes Medway Unitary Authority

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Kent facts and figures

The information presented is for all sectors of the rental market; Local authority (LA), Private Registered Providers (PRP) (e.g., Housing Associations), the private rental market and VOA Local Reference Rents (LRR).

Heading

- The average weekly rent for local authority owned properties in Kent in 2023/24 ranges from £92.13 in Thanet to £107.16 in Gravesham for general needs housing, and from £85.57 in Dartford to £91.03 in Gravesham for supported housing.
- The average weekly rent for Private Registered Providers, (e.g., Housing Associations), ranges from £103.86 in Dover to £130.10 in Tonbridge & Malling for general needs housing, and from £104.70 in Sevenoaks to £156.42 in Dartford for supported housing.
- The highest average monthly rent in the private rental market in Kent in March 2025 was in Sevenoaks at £1,720, higher than the England average of £1,386. The lowest was in Dover at £912.
- The index of private rental prices for England at March 2025 was 118.8, +7.8% on the previous year.

Contents

Introduction

This bulletin looks at housing rent levels by sector for Kent Local Authorities using data published by the Valuation Office Agency (VOA), the Department for Levelling Up, Housing and Communities (DLUHC) formerly known as Ministry of Housing, Communities and Local Government (MHCLG), the Office for National Statistics (ONS) and the Regulator of Social Housing.

The different rental sectors included are local authority owned housing, housing association housing, known as private rental providers and housing owned by private landlords, known as the private rental market. Local authority and private registered provider rents latest data is for 2023/24.

The ONS have introduced the Private Index of Private Rents (PIPR) where data is released monthly. The PIPR are official statistics in development. Private rental market data is presented in this bulletin from April 2024 to March 2025. Analysis by number of beds and house type in March 2025 is also presented.

In addition to the different rental sectors this bulletin looks at Local Reference Rents. These rents are used to help determine the amount of Housing Benefit for tenants renting from private landlords. The latest monthly data available at the time is presented, for April 2025.

Local Authority Rents

Local Authority (LA) housing is owned, and managed, by local authorities and is commonly known as council housing. Most local authorities set their rents at the beginning of the financial year. The figures shown do not include rates/council tax or any service charges.

We have previously presented local authority level data collected annually by the Department for Levelling Up, Housing and Communities (DLUHC), formerly known as The Ministry of Housing, Communities and Local Government (MHCLG), which would provide a single rent figure for each district. The data is essential for central and local governments to understand its housing situation and how policies affect it.

While future releases of this data are being reviewed, presented below are LA registered social rents from the Regulator of Social Housing, split into general needs and supported housing rents.

Most housing stock for rent is general needs housing. Supported housing is provided by a registered provider to individuals with specific support needs, which may include accommodation that is designed to enable those with support needs to live independently. Full definitions of the terms can be found at gov.uk.

As of 2023/24 only seven Kent local authorities owned social housing stock. Four of Kent's local authorities have average LA social rents (general needs) higher than the national average of £99.75 per week. The highest average LA social rent (general needs) is in Gravesham at £107.16 per week, and the lowest is in Thanet at £92.13 per week. Thanet has had the lowest rent of the Kent districts each year since 2019/20.

Gravesham, Ashford and Canterbury have higher average LA social rents (supported housing) in 2023/24 than in England where it is £87.41 per week. The highest average LA social rent (supported housing) is in Gravesham at £91.03 per week, and the lowest is in Dartford at £85.57 per week. Folkestone & Hythe had the lowest rent from 2019/20 to 2022/23.

Tables 1 and 2 show the LA registered average weekly net social rents for both general needs and supported housing, from 2019/20 to 2023/24. Rents data is presented for each Kent district, Medway and England.

Table 1: Local authority registered 2023-24 average weekly net social rents – general needs

Area	2019-20	2020-21	2021-22	2022-23	2023-24
Ashford	86.99	91.03	92.33	96.23	102.75
Canterbury	87.77	90.19	91.90	95.95	103.15
Dartford	88.32	90.71	92.54	92.71	93.40
Dover	83.70	85.49	86.68	90.05	96.54
Folkestone and Hythe	84.38	86.80	88.11	91.74	100.08
Gravesham	88.01	90.62	91.90	96.02	107.16
Maidstone	[x]	[x]	[x]	[x]	[x]
Sevenoaks	[x]	[x]	[x]	[x]	[x]
Swale	[x]	[x]	[x]	[x]	[x]
Thanet	79.45	81.55	82.77	86.11	92.13
Tonbridge and Malling	[x]	[x]	[x]	[x]	[x]
Tunbridge Wells	[x]	95.16	123.46	137.23	[x]
Medway	82.94	85.08	86.42	89.46	95.89
England	85.75	88.09	89.53	93.10	99.75

[x] = not available

Source: Local authority registered provider social housing stock and rents in England: additional tables; Tables 2.2 and 2.5, Regulator of Social Housing

Presented by: Kent Analytics, Kent County Council

Table 2: Local authority registered 2023-24 average weekly net social rents – supported housing

Area	2019-20	2020-21	2021-22	2022-23	2023-24
Ashford	77.63	81.09	81.32	85.07	90.98
Canterbury	76.64	78.80	79.78	82.57	88.92
Dartford	80.78	82.56	84.02	84.49	85.57
Dover	77.21	[x]	[x]	[x]	[x]
Folkestone and Hythe	72.69	74.72	75.85	78.96	86.99
Gravesham	75.67	77.82	78.83	82.00	91.03
Maidstone	[x]	77.13	[x]	[x]	[x]
Sevenoaks	[x]	[x]	[x]	[x]	[x]
Swale	[x]	[x]	[x]	[x]	[x]
Thanet	[x]	[x]	[x]	[x]	[x]
Tonbridge and Malling	[x]	[x]	[x]	[x]	[x]
Tunbridge Wells	[x]	[x]	[x]	[x]	[x]
Medway	61.94	63.72	64.56	66.82	72.75
England	**75.87**	**77.25**	**78.10**	**81.46**	**87.41**

[x] = not available

Source: Local authority registered provider social housing stock and rents in England: additional tables; Tables 2.6 and 2.9, Regulator of Social Housing

Presented by: Kent Analytics, Kent County Council

Of the Kent districts, Gravesham has seen the greatest increase in both average weekly general needs and supported housing rents, up £19.15 and £15.36 respectively from 2019/20 to 2023/24.

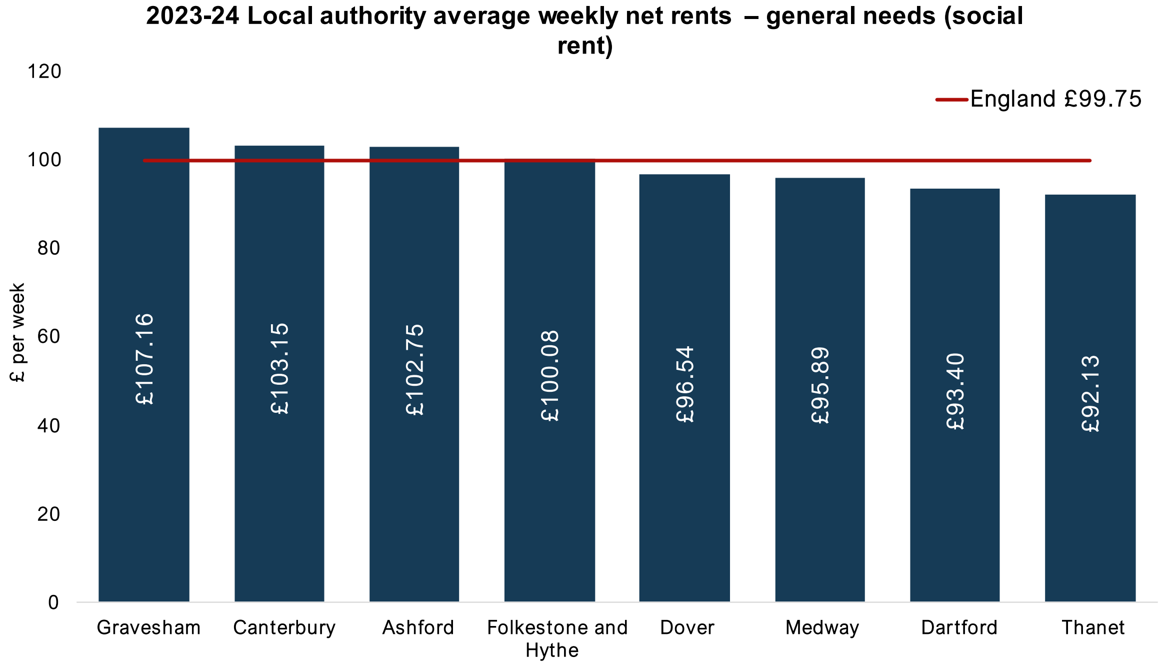
Gravesham also has seen the greatest 1-year increase to 2023/24 in both average weekly general needs and supported housing rents (+£11.14 for general needs rents and +£9.03 for supported housing rents).

Four Kent districts (Ashford, Canterbury, Folkestone & Hythe and Gravesham) saw a higher increase since 2019/20 in average weekly general needs rents than the national increase of £14.00. The same four districts saw a higher increase in average weekly supported housing rents that the national increase of £11.54.

Three Kent districts (Gravesham, Folkestone & Hythe and Canterbury) saw a greater 1-year increase in both average weekly general needs and supported housing rents than the national increases of £6.65 for general needs rents and £5.95 for supported housing rents.

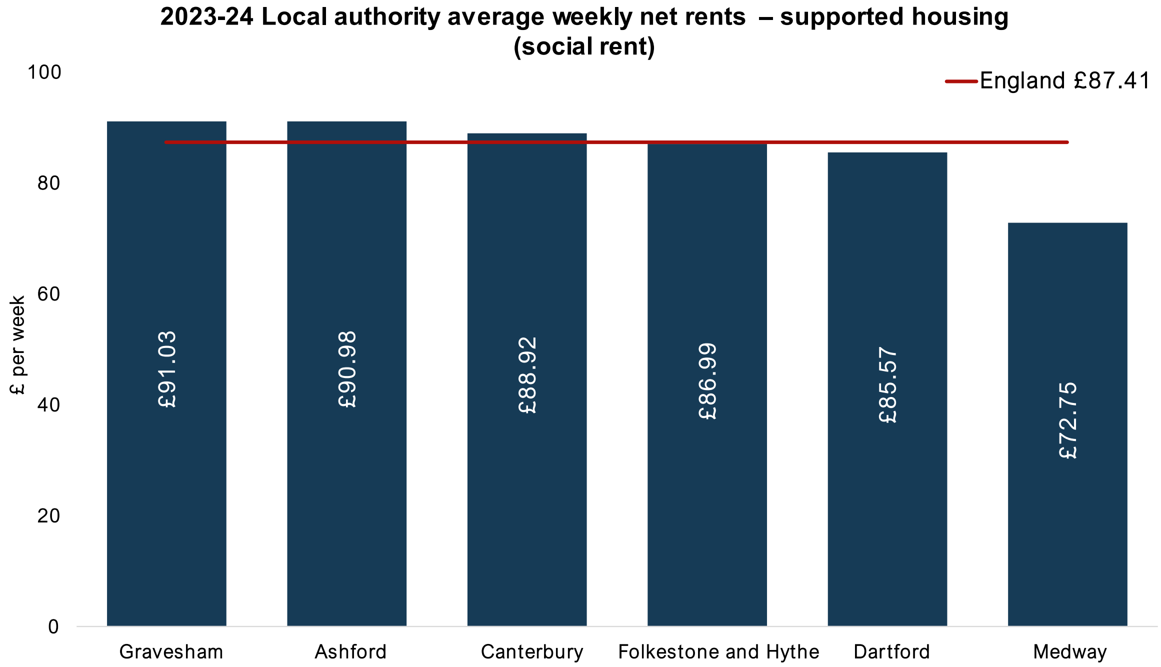
Charts 1a and 1b show the average weekly local authority registered social rents (general needs and supported housing) in Kent districts that have housing stock for rent (either general needs and/or supported housing), and Medway, from the district with the highest rent to the lowest, in comparison to England.

Chart 1a: Average weekly local authority net social rents (general needs) in Kent & Medway in 2023/24



Source: Local authority registered provider social housing stock and rents in England 2023 to 2024: additional tables; Tables 2.2 and 2.5, Regulator of Social Housing
Presented by: Kent Analytics, Kent County Council

Chart 1b: Average weekly local authority net social rents (supported housing) in Kent & Medway in 2023/24



Source: Local authority registered provider social housing stock and rents in England 2023 to 2024: additional tables; Tables 2.6 and 2.9, Regulator of Social Housing
Presented by: Kent Analytics, Kent County Council

Private Registered Provider Rents (PRPs)

PRPs are non-profit and profit-making providers of social housing approved and regulated by Government. Most non-profit providers are also known as housing associations (HAs). Over recent years some local authorities have transferred all or part of their housing stock to PRPs.

Data relating to rents charged by HAs are comparable to the local authority rents data and are collected by the Communities Agency via their Statistical Data Return (SDR). The Valuation Office Agency (VOA) publish this data.

While future releases of this data are being reviewed, presented below are PRP social rents from the Regulator of Social Housing, split into general needs and supported housing rents.

Most housing stock for rent is general needs housing. Supported housing is provided by a registered provider to individuals with specific support needs, which may include accommodation that is designed to enable those with support needs to live independently. Full definitions of the terms can be found at gov.uk.

In 2023/24, nine of Kent's local authorities have higher average PRP social rents (general needs) than the national average of £109.44 per week. Folkestone & Hythe (£107.98), Thanet (£106.44) and Dover (£103.86) have rents lower than the national average.

The district with the highest average PRP social rents (general needs) is Tonbridge & Malling at £130.10 and the lowest is in Dover at £103.86. Tonbridge & Malling has had the highest rent each year and Dover has had the lowest rent each year since 2019/20.

Only Canterbury and Sevenoaks have lower average PRP social rents (supported housing) than the England average of £109.83. In Canterbury the rent is £109.10 per week and in Sevenoaks is £104.70 per week. The rent per week in Sevenoaks is also the lowest of the twelve Kent districts.

The highest average PRP social rent (supported housing) is in Dartford at £156.42 per week. The rent has been highest each year in Dartford since 2019/20.

Tables 3 and 4 show PRP average weekly net social rents for both general needs and supported housing, from 2019/20 to 2023/24. Rents data is presented for each Kent district, Medway and England.

Table 3: Private registered provider 2023-24 average weekly net social rents – general needs

Area	2019-20	2020-21	2021-22	2022-23	2023-24
Ashford	99.03	101.67	103.10	107.24	114.99
Canterbury	101.76	104.35	105.76	110.36	119.10
Dartford	106.57	109.35	110.79	115.24	123.50
Dover	89.08	91.44	92.63	96.96	103.86
Folkestone and Hythe	93.30	95.79	96.64	101.33	107.98
Gravesham	105.55	107.01	108.56	112.90	121.20
Maidstone	94.84	97.50	99.02	103.15	110.85
Sevenoaks	105.28	108.05	109.66	113.28	121.49
Swale	96.31	98.91	100.38	104.53	111.93
Thanet	90.29	92.79	94.32	98.71	106.44
Tonbridge and Malling	112.11	115.10	116.74	121.38	130.10
Tunbridge Wells	108.77	111.74	113.43	118.12	125.40
Medway	98.59	101.21	102.64	106.73	113.95
England	94.25	96.60	98.05	102.15	109.44

Source: Private registered provider social housing stock and rents in England: additional tables; Tables 2.2 and 2.6, Regulator of Social Housing
Presented by: Kent Analytics, Kent County Council

Table 4: Private registered provider 2023-24 average weekly net social rents – supported housing

Area	2019-20	2020-21	2021-22	2022-23	2023-24
Ashford	110.97	114.28	124.16	130.96	144.06
Canterbury	87.11	90.32	92.52	98.81	109.10
Dartford	122.91	127.20	136.26	141.87	156.42
Dover	103.11	107.38	111.54	117.02	130.95
Folkestone and Hythe	95.73	98.81	101.69	105.57	116.32
Gravesham	93.30	95.08	101.98	109.23	132.32
Maidstone	87.64	89.59	93.74	99.27	111.32
Sevenoaks	90.82	93.26	94.71	96.96	104.70
Swale	91.40	93.25	95.50	103.03	111.71
Thanet	95.27	97.43	97.63	101.35	113.87
Tonbridge and Malling	95.36	97.58	101.39	104.70	113.78
Tunbridge Wells	100.22	103.08	104.89	109.04	118.34
Medway	91.07	96.44	98.82	103.63	110.20
England	90.81	93.69	95.60	100.43	109.83

Source: Private registered provider social housing stock and rents in England: additional tables; Tables 2.7 and 2.11, Regulator of Social Housing
Presented by: Kent Analytics, Kent County Council

Tonbridge & Malling has seen the largest increase in PRP rents for general needs since 2019/20 (+£17.99) and Folkestone & Hythe has seen the smallest increase (+£14.68).

Ten districts saw a higher increase since 2019/20 than the national increase of +£15.19. Dover and Folkestone & Hythe saw smaller increases of +£14.78 and +£14.68.

Canterbury has seen the highest 1-year increase in PRP rents for general needs of +£8.74 and Folkestone & Hythe the smallest increase of £6.65. Again, ten districts saw a higher 1-year increase than that seen nationally of +£7.29. Both Dover and Folkestone & Hythe have smaller increases of +£6.90 and +£6.65.

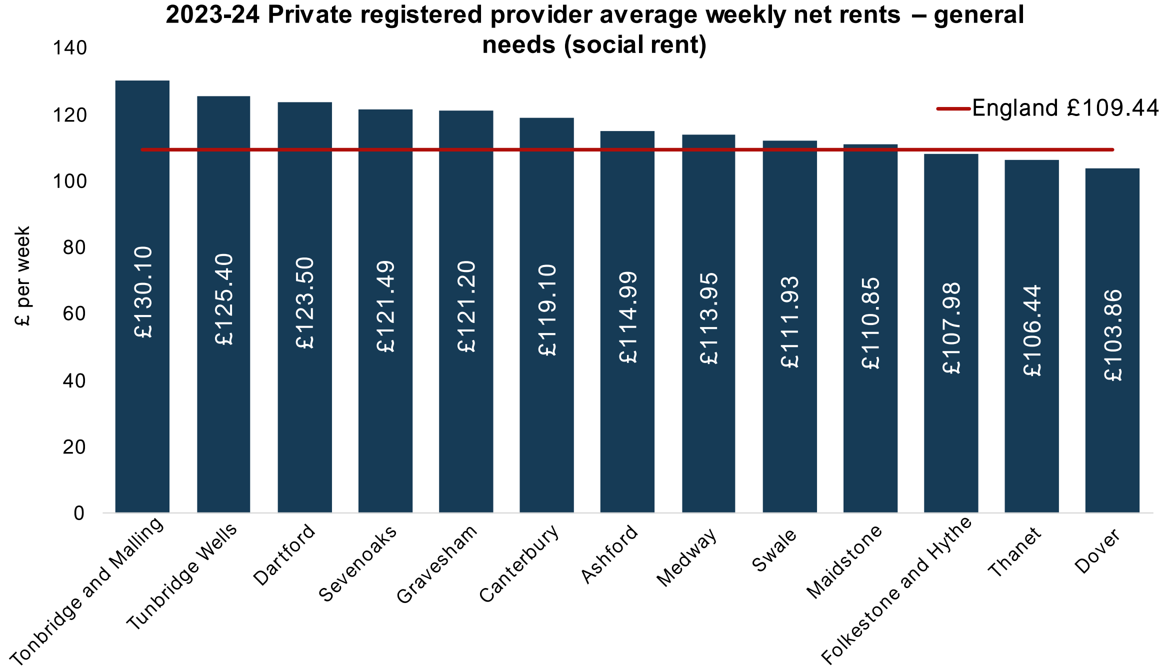
The largest increase in PRP rents for supported housing since 2019/20 is in Gravesham (+£39.02) and the smallest increase has been in Sevenoaks (+£13.88). The largest 1-year increase was also seen in Gravesham (+£23.09) and the smallest increase in Sevenoaks (+£7.74).

Four districts saw a smaller increase in PRP rents for supported housing since 2019/20 than the national increase of +£19.02 (Sevenoaks, Thanet, Tonbridge & Malling and Tunbridge Wells).

Four districts saw a smaller 1-year increase than nationally of +£9.40, being Sevenoaks, Swale, Tonbridge & Malling and Tunbridge Wells.

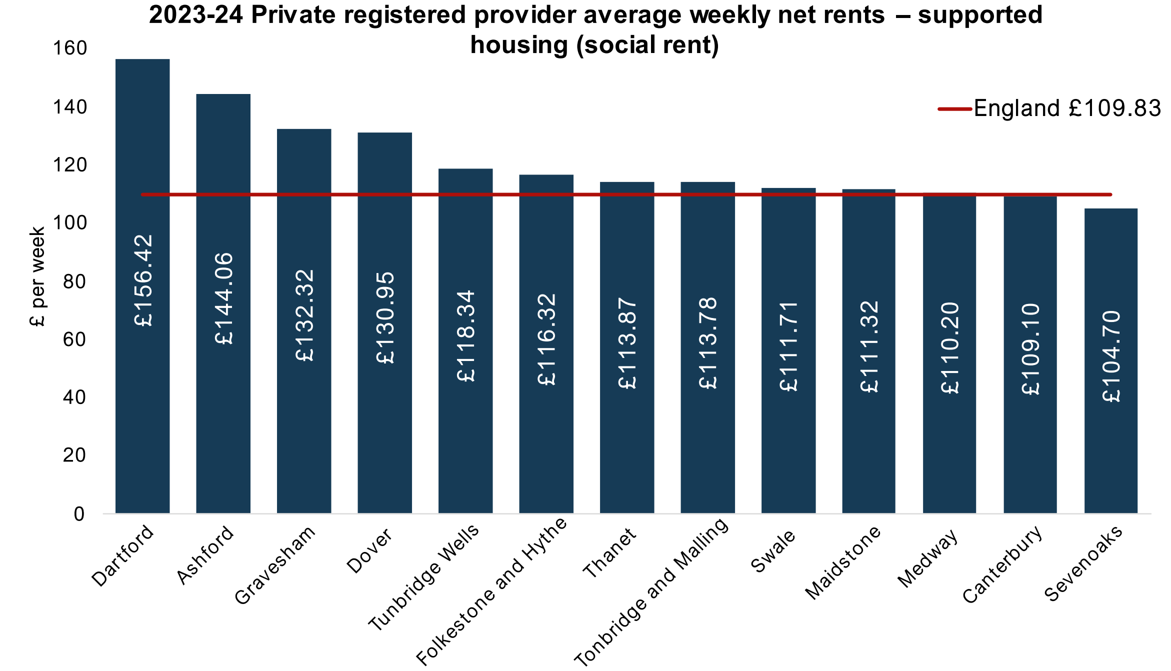
Charts 2a and 2b show the average weekly PRP social rents (general needs and supported housing) in Kent districts and Medway, from the district with the highest rents to the lowest, in comparison to England.

Chart 2a: Average weekly private registered provided net social rents (general needs) in Kent & Medway in 2023/24



Source: Private registered provider social housing stock and rents in England 2023 to 2024: additional tables; Tables 2.2 and 2.6, Regulator of Social Housing
Presented by: Kent Analytics, Kent County Council

Chart 2b: Average weekly private registered provider net social rents (supported housing) in Kent & Medway in 2023/24



Source: Private registered provider social housing stock and rents in England 2023 to 2024: additional tables; Tables 2.7 and 2.11, Regulator of Social Housing
Presented by: Kent Analytics, Kent County Council

Private rental market rents

The private rental market (PRM) summary statistics for England published bi-annually by The Office for National Statistics (ONS) have been replaced with the Price Index of Private Rents (PIPR), UK, which are released monthly. The PIPR uses administrative data on rents. Alongside the data release: PIPR UK monthly price statistics, the ONS produce a monthly private rent and house prices, UK bulletin.

The index data are official statistics in development and therefore the ONS recommend that caution is exercised when drawing conclusions from the data. The index is available for England, the regions of England and at Local Authority level.

Information about the methodology used to create the index is available from: The Office for National Statistics.

A timeseries of the average monthly rental price from April 2024 to March 2025 (2024/25) is presented. Data by the number of beds and house type for the month of March 2025 is also shown.

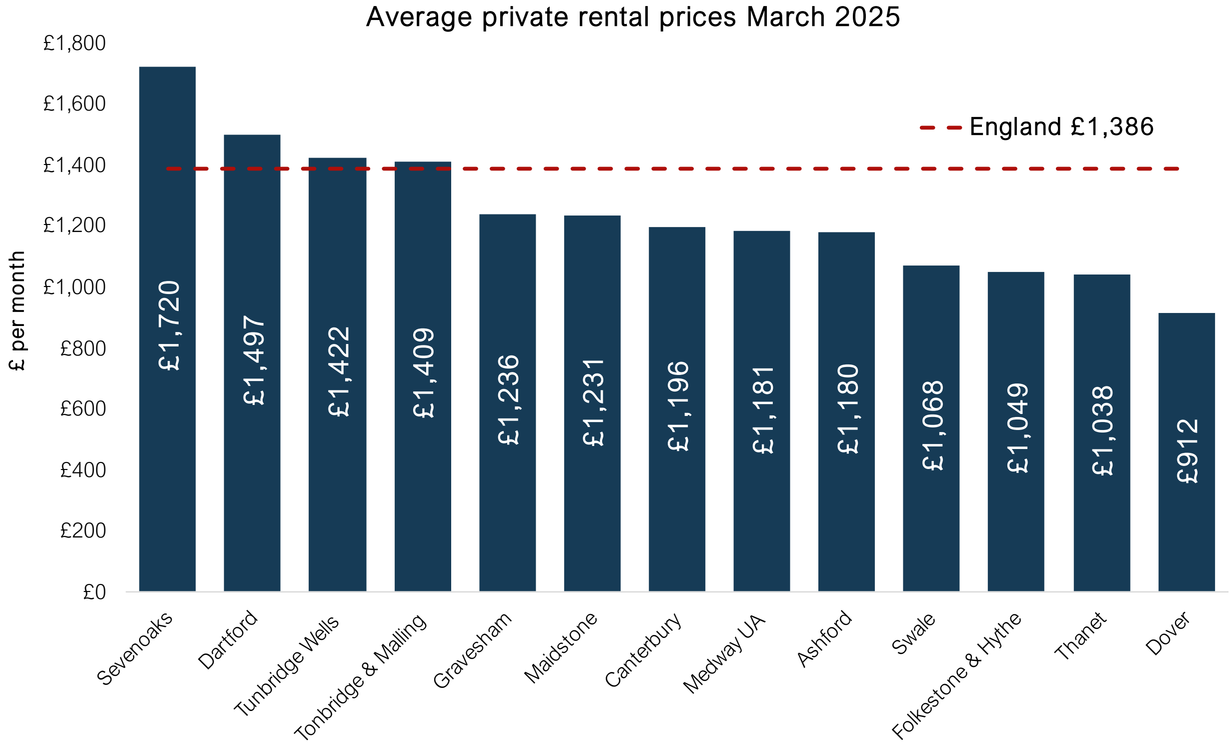
As at March 2025, the average monthly private rent for properties of all sizes in England was £1,386. The average for the South East region was slightly lower at £1,368 per month. The highest average private rent in Kent was in Sevenoaks at £1,720 per month, £334 above the national average. The lowest average private rent was in Dover (£912 per month). Data is not available at county level therefore an overall Kent figure is not provided.

Four local authorities in Kent (Dartford, Sevenoaks, Tonbridge & Malling, and Tunbridge Wells) had average private rents that were higher than both the national and regional average.

Table 5 shows the monthly private rents in Kent districts, Medway, the South East, London and England from April 2024 to March 2025.

Chart 3 overleaf shows the private rental price average in March 2025 in Kent districts and Medway, compared to the England average.

Chart 3: Average private rental prices in Kent and Medway March 2025



Source: Price Index of Private Rents, UK: monthly price statistics: Office for National Statistics (ONS)
Presented by Kent Analytics, Kent County Council

Table 5: Private rents (£ per month) 2024/25

Area	Apr-2024	May-2024	Jun-2024	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025
Ashford	1,093	1,099	1,109	1,120	1,130	1,137	1,144	1,151	1,157	1,164	1,171	1,180
Canterbury	1,143	1,149	1,150	1,151	1,153	1,161	1,170	1,178	1,183	1,187	1,190	1,196
Dartford	1,388	1,398	1,406	1,418	1,432	1,446	1,458	1,468	1,475	1,483	1,490	1,497
Dover	856	859	864	871	874	879	884	889	891	893	900	912
Folkestone & Hythe	989	994	999	1,004	1,012	1,026	1,037	1,044	1,043	1,043	1,046	1,049
Gravesham	1,151	1,154	1,157	1,160	1,172	1,187	1,203	1,211	1,217	1,221	1,228	1,236
Maidstone	1,125	1,141	1,157	1,166	1,172	1,181	1,190	1,203	1,214	1,224	1,228	1,231
Sevenoaks	1,593	1,607	1,620	1,639	1,646	1,658	1,669	1,684	1,696	1,707	1,715	1,720
Swale	1,037	1,031	1,026	1,022	1,027	1,033	1,040	1,046	1,052	1,059	1,063	1,068
Thanet	987	990	995	1,000	1,006	1,010	1,016	1,023	1,027	1,030	1,031	1,038
Tonbridge & Malling	1,330	1,334	1,335	1,338	1,343	1,353	1,363	1,377	1,388	1,397	1,403	1,409
Tunbridge Wells	1,316	1,315	1,319	1,328	1,338	1,349	1,361	1,379	1,392	1,404	1,410	1,422
Medway UA	1,073	1,082	1,089	1,095	1,103	1,115	1,126	1,139	1,152	1,164	1,172	1,181
SOUTH EAST	1,285	1,292	1,301	1,307	1,314	1,324	1,335	1,345	1,351	1,356	1,362	1,368
London	2,071	2,088	2,100	2,116	2,130	2,147	2,172	2,209	2,221	2,229	2,235	2,243
ENGLAND	1,293	1,302	1,311	1,319	1,327	1,336	1,348	1,362	1,370	1,375	1,381	1,386

Source: Price Index of Private Rents, UK: monthly price statistics, Office for National Statistics
Presented by: Kent Analytics, Kent County Council

Dover had the largest percentage change in private rental price per month since the previous month (February 2025) of +1.4%. Dover along with Tunbridge Wells both saw the largest number change in rental price since the previous month of +£12.

Nine Kent districts saw a larger percentage increase in monthly rent since the previous month than seen nationally of +0.4%. Folkestone & Hythe, Maidstone and Sevenoaks saw a slightly smaller monthly percentage increase of +0.3%.

The largest percentage change in private rental price per month since last year was in Maidstone, with a 10.9% increase. Sevenoaks saw the largest change in number with rent being £126 more in March 2025 than the previous year.

The lowest annual number and percentage change was in Swale (+£41, +4.1%).

Half of the districts in Kent (Ashford, Dartford, Gravesham, Maidstone, Sevenoaks and Tunbridge Wells) saw annual increases in private rental price per month higher than the regional and national increases, of 7.0% and 7.8% respectively.

Table 6 shows the private rental price in March 2025 in Kent districts, Medway, the South East, London and England, as well as the index, and the monthly and annual percentage change in rental price.

The Price Index of Private Rents uses January 2023 as the base period for indexing. By setting the same starting point (January 2023=100) we can see any differences in growth more clearly and able to compare areas of different size. A higher index value means a greater change.

In Kent, Folkestone & Hythe (Index 130.8) has seen the largest growth in private rental prices per month since January 2023 as at March 2025 and greater change than seen regionally (Index 117.0) and nationally (Index 118.8).

Canterbury has seen the least change in private rental prices per month between January 2023 and March 2025 (Index 110.4).

Table 6: Price Index of Private Rents: Monthly and annual change in rental price March 2025

Area	Index	Rental price March 2025	Monthly change (%)	Annual change (%)
Ashford	118.6	1,180	0.8	8.9
Canterbury	110.4	1,196	0.5	5.1
Dartford	118.7	1,497	0.5	9.0
Dover	117.9	912	1.4	6.6
Folkestone & Hythe	130.8	1,049	0.3	6.1
Gravesham	116.3	1,236	0.6	8.4
Maidstone	120.6	1,231	0.3	10.9
Sevenoaks	113.4	1,720	0.3	7.9
Swale	114.2	1,068	0.5	4.1
Thanet	116.6	1,038	0.6	5.9
Tonbridge & Malling	115.0	1,409	0.5	6.3
Tunbridge Wells	116.4	1,422	0.9	8.2
Medway Unitary Authority	122.6	1,181	0.8	11.3
South East	117.0	1,368	0.4	7.0
London	122.5	2,243	0.3	9.1
England	118.8	1,386	0.4	7.8

Source: Price Index of Private Rents, UK: monthly price statistics, Office for National Statistics
Presented by: Kent Analytics, Kent County Council

Private rents by number of beds

The highest average private rent in Kent for 1 bed to 4+ bed properties in March 2025 was in Sevenoaks whereas Dover had the lowest average private rent.

The average private rent of 1 bed and 3 bed properties increased the most in Sevenoaks in the last year, with an increase of £94 for 1 bed properties and £135 for 3 bed properties. The greatest annual increase in private rent of 2 bed properties was in Maidstone (+£113) and of 4+ bed properties was in Dartford (+£166).

Table 7 shows the monthly private rents by number of beds in March 2025, and the annual change.

Table 7: Private rents (£ per month) by number of beds March 2025

Mar-25	1 bed	2 bed	3 bed	4+ beds	Annual change 1 bed	Annual change 2 bed	Annual change 3 bed	Annual change 4+ beds
Ashford	841	1,078	1,328	1,952	74	90	108	137
Canterbury	812	1,054	1,275	1,800	47	54	64	67
Dartford	1,031	1,346	1,620	2,276	90	113	134	166
Dover	648	849	1,043	1,503	42	53	63	73
Folkestone & Hythe	713	916	1,143	1,551	46	55	65	71
Gravesham	837	1,108	1,351	1,939	69	87	104	125
Maidstone	869	1,130	1,384	1,892	91	113	134	162
Sevenoaks	1,195	1,497	1,831	2,854	94	112	135	165
Swale	743	985	1,192	1,804	33	40	45	47
Thanet	714	930	1,139	1,577	45	53	63	66
Tonbridge & Malling	970	1,258	1,537	2,381	64	76	92	109
Tunbridge Wells	975	1,300	1,576	2,315	81	100	119	142
Medway UA	854	1,087	1,277	1,766	91	111	130	159
South East	948	1,218	1,485	2,147	69	82	97	114
London	1,685	2,143	2,535	3,546	148	179	207	251
England	1,133	1,265	1,407	2,072	91	94	100	123

Source: Price Index of Private Rents, UK: monthly price statistics, Office for National Statistics
Presented by: Kent Analytics, Kent County Council

Private rents by house type

For all house types (detached, semi-detached, terraced and flat/maisonette), Sevenoaks again had the highest average PRM in Kent in March 2025, and Dover had the lowest average PRM rent.

The average PRM rent of detached and flat/maisonette properties increased the most in Sevenoaks in the last year, with an increase of £175 for detached properties and £105 for flat/maisonettes. The greatest annual increase in PRM rent of semi-detached and terraced properties was in Dartford (+£136 for semi-detached and +£123 for terraced properties).

Table 8 shows the monthly private rents by house type in March 2025, and the annual change.

Table 8: Private rents (£ per month) by house type March 2025

Mar-25	Detached	Semi detached	Terraced	Flat/ maisonette	Annual change Detached	Annual change Semi detached	Annual change Terraced	Annual change Flat/ maisonette
Ashford	1,697	1,259	1,196	988	132	105	96	82
Canterbury	1,567	1,375	1,248	956	67	66	61	50
Dartford	2,203	1,622	1,495	1,213	170	136	123	101
Dover	1,246	1,023	921	746	72	64	58	47
Folkestone & Hythe	1,445	1,183	1,066	820	73	66	61	51
Gravesham	1,795	1,430	1,248	953	130	110	98	75
Maidstone	1,714	1,373	1,232	1,004	158	135	121	101
Sevenoaks	2,653	1,809	1,568	1,398	175	135	117	105
Swale	1,525	1,193	1,103	832	49	47	43	35
Thanet	1,370	1,185	1,075	842	70	65	61	48
Tonbridge & Malling	2,099	1,507	1,345	1,154	114	92	80	69
Tunbridge Wells	2,068	1,546	1,409	1,139	141	117	106	90
Medway UA	1,596	1,323	1,194	974	155	135	120	101
South East	1,919	1,509	1,385	1,099	116	99	90	75
London	2,812	2,841	2,729	1,977	218	232	219	168
England	1,562	1,373	1,356	1,378	96	96	96	108

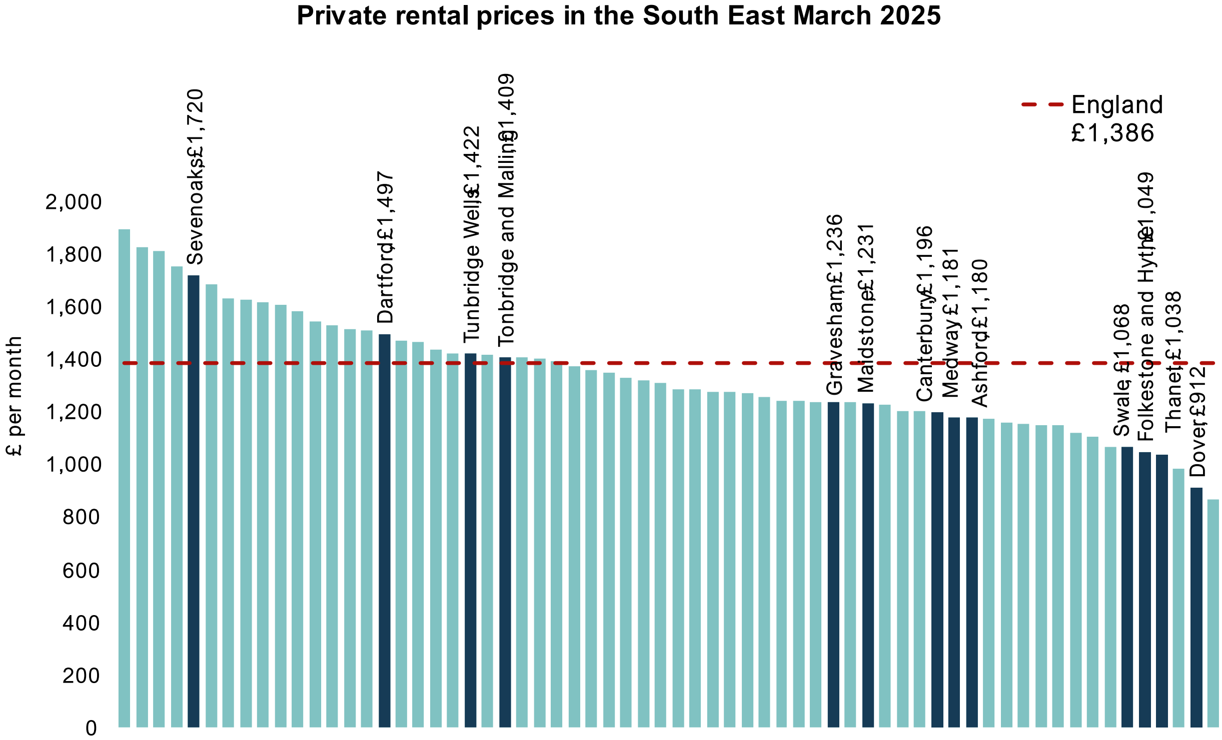
Source: Price Index of Private Rents, UK: monthly price statistics, Office for National Statistics
Presented by: Kent Analytics, Kent County Council

Chart 4 shows the average monthly PRM rents for all properties in local authorities in the South East region in March 2025. Sevenoaks has the fifth highest average monthly PRM rent in the region, at £1,720 per month.

The average monthly PRM in Dover is £912 per month, the second lowest in the South East.

Four Kent districts (Dartford, Sevenoaks, Tonbridge & Malling, and Tunbridge Wells) have higher average monthly private rents than the national average of £1,386. A table of the PRM rents in all South East local authorities can be found in the Annex.

Chart 4: Monthly private rents in South East local authorities March 2025



Source: Price Index of Private Rents, UK: monthly price statistics: Office for National Statistics (ONS)
Presented by Kent Analytics, Kent County Council

Price Index of Private Rents – London, South East and England

Presented in table 9 is the Price Index of Private Rents from January 2020 to March 2025 for London, the South East and England. The table also presents the monthly and annual change in rent in each area. January 2023 is used as the base period for indexing.

Average rents in England have increased by 7.8% on the previous year as at March 2025. The South East has seen a slightly lower annual increase in average rents than in England at +7.0%, and London has seen a higher annual increase of +9.1%.

The highest annual increase seen in England was in the 12 months to November 2024, at +9.2% on the previous year.

Table 9: PIPR for London, the South East and England

Year	Month	London monthly % change	South East monthly % change	England monthly % change	London annual % change	South East annual % change	England annual % change	London Index (Jan 2023 = 100.0)	South East Index (Jan 2023 = 100.0)	England Index (Jan 2023 = 100.0)
2020	Jan	0.1	0.1	0.1	2.5	1.6	2.1	95.0	90.7	91.3
2020	Feb	0.4	0.1	0.2	2.5	1.6	2.1	95.3	90.8	91.5
2020	Mar	0.2	0.0	0.1	2.8	1.6	2.2	95.5	90.8	91.6
2020	Apr	-0.4	0.1	-0.1	2.6	1.5	2.1	95.1	90.9	91.5
2020	May	0.1	0.2	0.1	1.6	1.5	1.7	95.2	91.0	91.6
2020	Jun	-0.1	0.1	0.0	1.7	1.5	1.8	95.1	91.1	91.7
2020	Jul	0.2	0.0	0.1	1.9	1.2	1.8	95.3	91.2	91.8
2020	Aug	0.0	-0.2	0.1	1.7	0.7	1.7	95.3	91.0	91.9
2020	Sep	0.0	0.2	0.1	1.3	0.8	1.5	95.3	91.1	92.0
2020	Oct	0.0	0.2	0.2	1.0	0.9	1.4	95.3	91.3	92.2
2020	Nov	-0.2	0.0	0.0	0.5	0.9	1.2	95.2	91.3	92.2
2020	Dec	-0.3	0.2	0.0	0.0	1.0	1.1	94.9	91.5	92.2
2021	Jan	-0.1	0.2	0.1	-0.2	1.0	1.0	94.8	91.7	92.2
2021	Feb	0.0	0.1	0.2	-0.6	1.1	1.0	94.8	91.8	92.4
2021	Mar	-0.2	0.2	0.1	-1.0	1.3	1.0	94.6	92.0	92.5
2021	Apr	-0.6	0.0	-0.1	-1.2	1.2	1.0	94.0	92.0	92.5
2021	May	-0.5	0.2	0.0	-1.8	1.3	0.9	93.5	92.2	92.5
2021	Jun	0.1	0.3	0.2	-1.6	1.5	1.1	93.6	92.5	92.7
2021	Jul	-0.4	0.3	0.1	-2.2	1.7	1.0	93.2	92.8	92.7
2021	Aug	0.0	0.4	0.3	-2.2	2.3	1.2	93.2	93.1	93.0
2021	Sep	0.1	0.2	0.3	-2.1	2.4	1.3	93.3	93.3	93.2
2021	Oct	0.3	0.6	0.4	-1.8	2.8	1.5	93.6	93.9	93.6
2021	Nov	0.2	0.3	0.3	-1.5	3.1	1.8	93.8	94.2	93.9
2021	Dec	0.4	0.4	0.5	-0.8	3.3	2.3	94.2	94.5	94.3
2022	Jan	0.2	0.4	0.4	-0.4	3.5	2.6	94.4	94.9	94.7
2022	Feb	0.4	0.4	0.4	0.0	3.9	2.8	94.8	95.3	95.0
2022	Mar	0.3	0.4	0.3	0.5	4.0	3.1	95.0	95.7	95.3
2022	Apr	0.4	0.5	0.4	1.5	4.5	3.5	95.4	96.1	95.7
2022	May	0.2	0.2	0.3	2.2	4.4	3.9	95.6	96.3	96.0
2022	Jun	0.2	0.5	0.4	2.4	4.7	4.0	95.8	96.8	96.4
2022	Jul	0.5	0.5	0.5	3.4	4.9	4.4	96.3	97.3	96.9
2022	Aug	0.6	0.4	0.5	3.9	4.9	4.7	96.8	97.6	97.3
2022	Sep	0.7	0.4	0.6	4.5	5.1	5.0	97.5	98.0	97.9
2022	Oct	0.3	0.4	0.4	4.5	4.9	5.0	97.8	98.4	98.3
2022	Nov	0.9	0.5	0.6	5.2	5.1	5.4	98.7	99.0	98.9
2022	Dec	0.7	0.5	0.6	5.4	5.3	5.4	99.3	99.5	99.4
2023	Jan	0.7	0.5	0.6	5.9	5.4	5.6	100.0	100.0	100.0
2023	Feb	0.6	0.6	0.5	6.1	5.6	5.8	100.6	100.6	100.5

Year	Month	London monthly % change	South East monthly % change	England monthly % change	London annual % change	South East annual % change	England annual % change	London Index (Jan 2023 = 100.0)	South East Index (Jan 2023 = 100.0)	England Index (Jan 2023 = 100.0)
2023	Mar	0.4	0.5	0.5	6.3	5.8	6.0	101.0	101.2	101.1
2023	Apr	1.1	0.6	0.8	7.1	5.9	6.4	102.2	101.8	101.9
2023	May	1.4	0.5	0.9	8.4	6.2	7.0	103.6	102.3	102.7
2023	Jun	1.0	0.7	0.7	9.2	6.4	7.4	104.6	103.0	103.5
2023	Jul	0.8	0.8	0.7	9.5	6.7	7.6	105.5	103.8	104.2
2023	Aug	0.8	0.6	0.7	9.7	7.0	7.8	106.3	104.5	105.0
2023	Sep	0.6	0.6	0.6	9.6	7.2	7.9	106.9	105.1	105.6
2023	Oct	0.7	0.6	0.7	10.0	7.4	8.2	107.7	105.7	106.3
2023	Nov	0.6	0.7	0.6	9.7	7.6	8.1	108.3	106.5	106.9
2023	Dec	0.6	0.7	0.6	9.7	7.7	8.2	108.9	107.2	107.6
2024	Jan	0.8	0.8	0.7	9.7	8.1	8.4	109.7	108.1	108.4
2024	Feb	1.3	0.6	0.9	10.5	8.1	8.8	111.1	108.8	109.4
2024	Mar	1.1	0.5	0.8	11.2	8.1	9.0	112.3	109.4	110.2
2024	Apr	0.7	0.5	0.6	10.7	8.0	8.8	113.2	109.9	110.9
2024	May	0.8	0.6	0.7	10.1	8.0	8.6	114.0	110.5	111.6
2024	Jun	0.6	0.7	0.7	9.6	8.1	8.6	114.7	111.3	112.4
2024	Jul	0.8	0.4	0.7	9.6	7.7	8.5	115.6	111.8	113.1
2024	Aug	0.7	0.5	0.6	9.5	7.5	8.4	116.4	112.4	113.8
2024	Sep	0.8	0.8	0.7	9.7	7.8	8.5	117.3	113.3	114.6
2024	Oct	1.2	0.8	0.9	10.2	8.0	8.7	118.7	114.2	115.6
2024	Nov	1.7	0.7	1.1	11.5	8.1	9.2	120.7	115.0	116.8
2024	Dec	0.5	0.4	0.5	11.4	7.8	9.1	121.4	115.5	117.4
2025	Jan	0.3	0.4	0.4	11.0	7.3	8.8	121.8	116.0	117.9
2025	Feb	0.3	0.4	0.4	9.9	7.1	8.3	122.1	116.5	118.4
2025	Mar	0.3	0.4	0.4	9.1	7.0	7.8	122.5	117.0	118.8

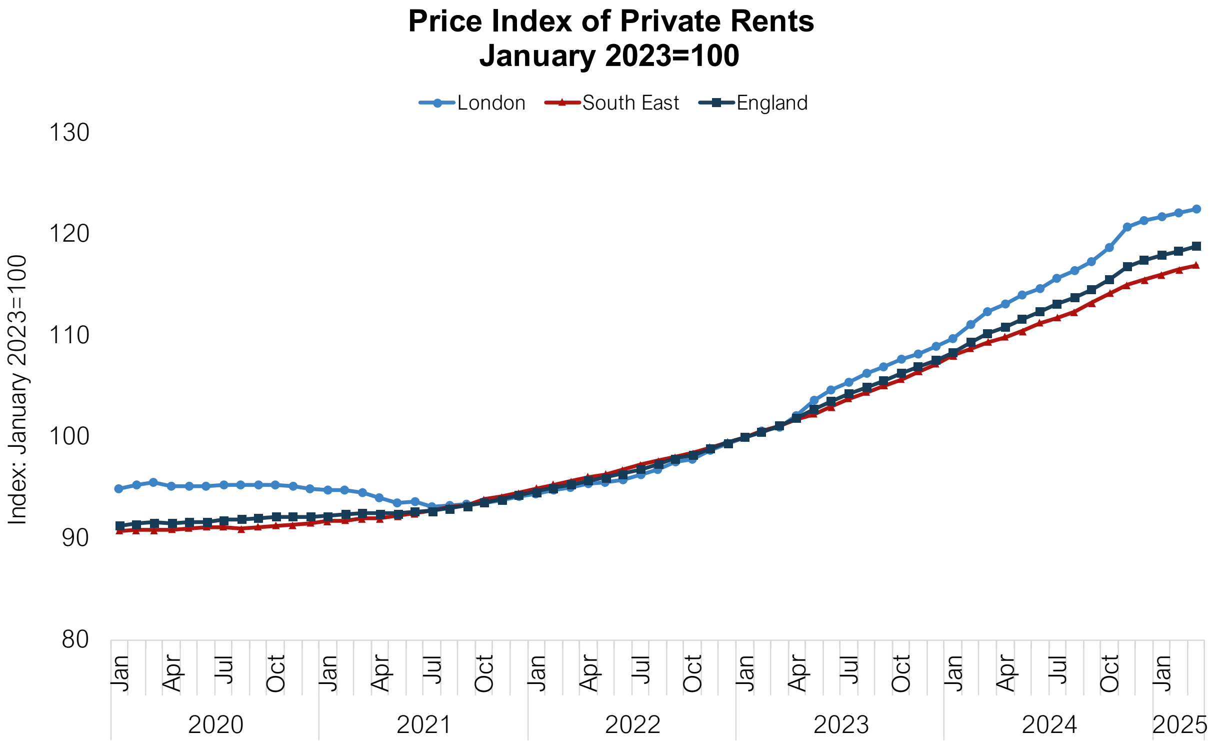
Source: Price Index of Private Rents, UK: monthly price statistics, Office for National Statistics
Presented by: Kent Analytics, Kent County Council

Chart 5 overleaf shows the price index of private rents in London, the South East and England from January 2020 to March 2025.

We can see any difference in growth more clearly by the same starting point being set in January 2023 of 100.

London has seen the largest change in private rental prices per month between January 2023 and March 2025. The South East region and England have seen similar growth, though the change nationally has been slightly larger.

Chart 5: PIPR for London, the South East and England from 2023



Source: Price Index of Private Rents, UK: monthly price statistics: Office for National Statistics (ONS)
Presented by Kent Analytics, Kent County Council

Comparison of rents

A comparison of local authority rents, PRP rents and PRM rents are presented in tables 10 and 10a.

Please note that Local Authority rents (general needs and supported housing) for 2023/24 are not available for Maidstone, Sevenoaks, Swale, Tonbridge & Malling and Tunbridge Wells. Local Authority rents (supported housing) are also not available for Dover and Thanet.

The latest LA and PRP rents per week and per month data are based on the average rents for the year 2023/24, whereas the private rental market rents data presented is the March 2025 monthly average.

Table 10: Comparison of LA rents, PRP rents and PRM rents in Kent & Medway – published rents

Published rents	LA Rents (general needs) £ per week	LA Rents (supported housing) £ per week	PRP Rents (general needs) £ per week	PRP Rents (supported housing) £ per week	Private Rental £ per month
Area	2023/24	2023/24	2023/24	2023/24	Mar-25
Ashford	£102.75	£90.98	£114.99	£144.06	£1,180
Canterbury	£103.15	£88.92	£119.10	£109.10	£1,196
Dartford	£93.40	£85.57	£123.50	£156.42	£1,497
Dover	£96.54	..	£103.86	£130.95	£912
Folkestone & Hythe	£100.08	£86.99	£107.98	£116.32	£1,049
Gravesham	£107.16	£91.03	£121.20	£132.32	£1,236
Maidstone	..	..	£110.85	£111.32	£1,231
Sevenoaks	..	..	£121.49	£104.70	£1,720
Swale	..	..	£111.93	£111.71	£1,068
Thanet	£92.13	..	£106.44	£113.87	£1,038
Tonbridge & Malling	..	..	£130.10	£113.78	£1,409
Tunbridge Wells	..	..	£125.40	£118.34	£1,422
Medway	£95.89	£72.75	£113.95	£110.20	£1,181

.. Indicates not available

Source: Regulator of Social Housing; ONS. Presented by: Kent Analytics, Kent County Council

Table 10a: Comparison of LA rents, PRP rents and PRM rents in Kent & Medway – calculated monthly equivalent

Calculated monthly equivalent	LA Rents (general needs	LA Rents (supported housing)	PRP Rents (general needs)	PRP Rents (supported housing)	Private Rental
Area	2023/24	2023/24	2023/24	2023/24	Mar-25
Ashford	£445.25	£394.25	£498.29	£624.26	£1,180
Canterbury	£446.98	£385.32	£516.10	£472.77	£1,196
Dartford	£404.73	£370.80	£535.17	£677.82	£1,497
Dover	£418.34	..	£450.06	£567.45	£912
Folkestone & Hythe	£433.68	£376.96	£467.91	£504.05	£1,049
Gravesham	£464.36	£394.46	£525.20	£573.39	£1,236
Maidstone	..	..	£480.35	£482.39	£1,231
Sevenoaks	..	..	£526.46	£453.70	£1,720
Swale	..	..	£485.03	£484.08	£1,068
Thanet	£399.23	..	£461.24	£493.44	£1,038
Tonbridge & Malling	..	..	£563.77	£493.05	£1,409
Tunbridge Wells	..	..	£543.40	£512.81	£1,422
Medway	£415.52	£315.25	£493.78	£477.53	£1,181

Monthly equivalents calculated per calendar month: weekly rent x 52 weeks/12 months

.. Indicates not available

Source: Regulator of Social Housing; ONS. Presented by: Kent Analytics, Kent County Council

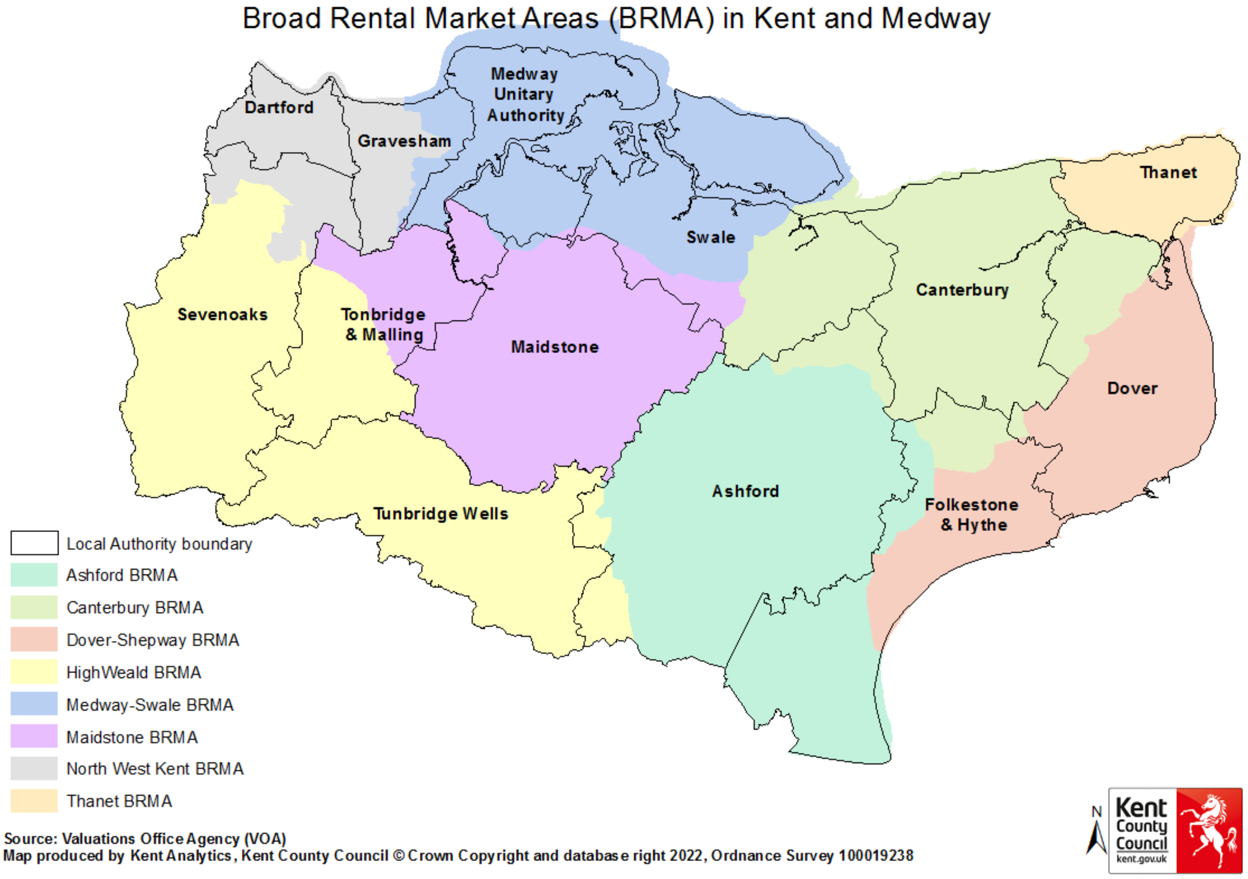
Local reference rents

The Valuation Office Agency (VOA) publish Information on Local reference Rents. They are used to help determine Local Housing Allowance (LHA) rates used to calculate housing benefit for tenants renting from private landlords. LHA rates are based on private market rents being paid by tenants in the broad rental market area (BRMA).

A BRMA is an area within which a tenant of the dwelling could be expected to live regarding facilities and services for the purposes of health, education, recreation, personal banking, and shopping, taking account of the distance of travel, by public and private transport, to and from those facilities and services. A BRMA (LRR) must contain sufficient privately rented residential premises, to ensure that, in the Rent Officer's opinion, the Local Reference Rents for tenancies in the area are representative of the rents that a landlord might be expected to obtain in that area.

Map 1 shows Kent and Medway local authorities and the BRMA areas.

Map 1 BRMAs in Kent and Medway



Local reference rents are highest in the High Weald BRMA. This BRMA contains Sevenoaks, Tonbridge and Malling and Tunbridge Wells, where previously noted private rental market rates are highest.

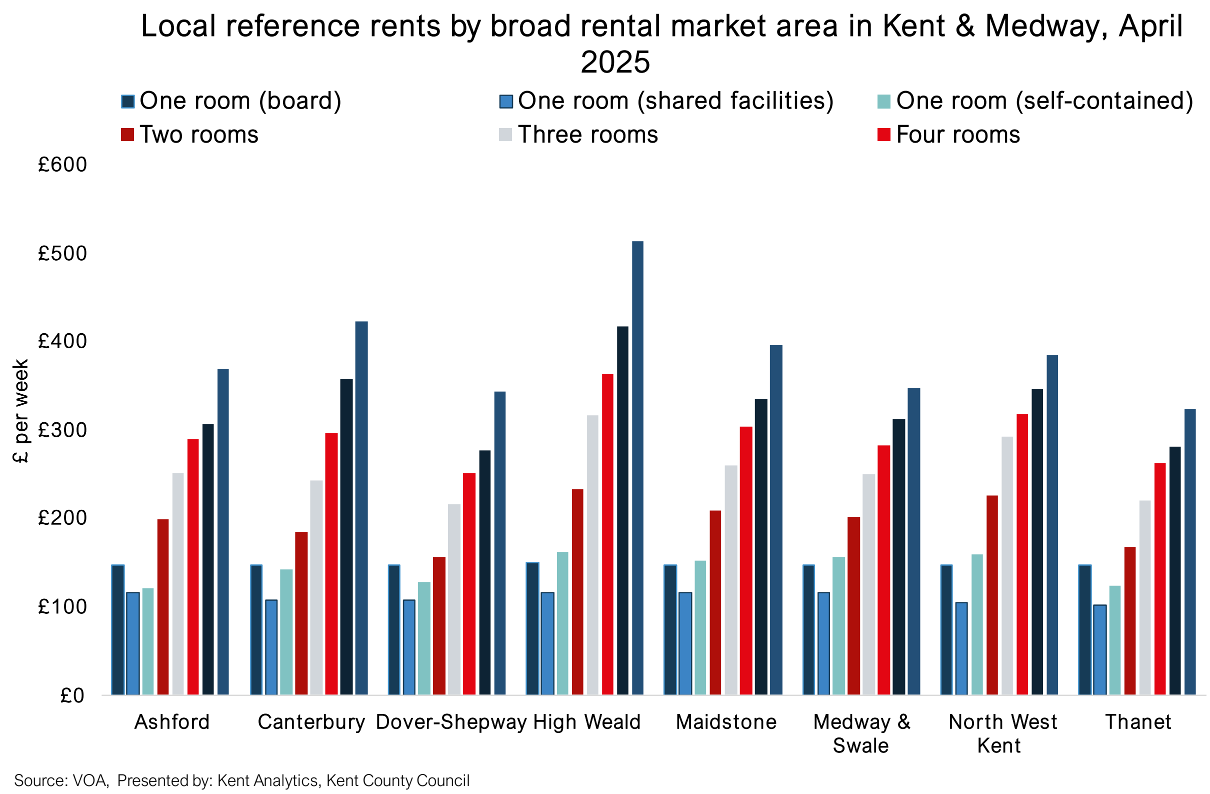
Table 11 and chart 6 show local reference rents in each BRMA in Kent and Medway in April 2025, by property size (number of rooms).

Table 11: Local reference rents (£ per week) in Kent and Medway BRMAs April 2025

BRMA (LRR)	One room (board)	One room (shared facilities)	One room (self-contained)	Two rooms	Three rooms	Four rooms	Five rooms	Six Rooms
Ashford	146.63	115.12	121.14	199.04	250.97	289.62	305.77	368.08
Canterbury	146.63	107.73	141.50	184.62	242.31	296.54	357.69	422.20
Dover-Shepway	146.63	106.46	126.93	155.77	215.77	250.39	276.93	342.69
High Weald	150.25	116.27	162.10	233.08	316.73	363.46	416.54	513.46
Maidstone	146.63	115.70	152.29	207.69	259.62	302.89	334.62	395.77
Medway & Swale	146.63	115.43	155.92	201.92	249.38	282.70	311.54	347.89
North West Kent	146.63	104.16	158.81	225.00	291.35	317.31	346.16	383.66
Thanet	146.63	101.12	124.04	167.31	219.23	262.50	280.39	323.08

Source: Valuation Office Agency, Presented by: Kent Analytics, Kent County Council

Chart 6: Local reference rents by BRMA in Kent & Medway



Annex

Annex A: Private rental prices in South East local authorities March 2025

Area	Mar-25
Elmbridge	1,893
Oxford	1,825
Brighton and Hove	1,809
Windsor and Maidenhead	1,752
Sevenoaks	**1,720**
Epsom and Ewell	1,683
Woking	1,633
Runnymede	1,626
Guildford	1,618
Spelthorne	1,608
Reigate and Banstead	1,581
Tandridge	1,545
Reading	1,527
Slough	1,514
Mole Valley	1,510
Dartford	**1,497**
Waverley	1,470
Surrey Heath	1,464
Winchester	1,436
Wokingham	1,422
Tunbridge Wells	**1,422**
Crawley	1,416
Tonbridge and Malling	**1,409**
Bracknell Forest	1,407
Buckinghamshire	1,402
Horsham	1,391
South Oxfordshire	1,373
Mid Sussex	1,360
Hart	1,349
Adur	1,328
Portsmouth	1,321
Vale of White Horse	1,309
Milton Keynes	1,287
West Oxfordshire	1,285
Chichester	1,276
Rushmoor	1,274
Worthing	1,271
Basingstoke and Deane	1,255
West Berkshire	1,241
Lewes	1,240
Cherwell	1,239
Gravesham	**1,236**
Wealden	1,235
Maidstone	**1,231**
East Hampshire	1,226
New Forest	1,205
Southampton	1,204
Canterbury	**1,196**

Area	Mar-25
Medway	**1,181**
Ashford	**1,180**
Arun	1,175
Eastleigh	1,159
Fareham	1,154
Rother	1,150
Eastbourne	1,148
Test Valley	1,121
Havant	1,105
Gosport	1,069
Swale	**1,068**
Folkestone and Hythe	**1,049**
Thanet	**1,038**
Hastings	984
Dover	**912**
Isle of Wight	868

Source: Price Index of Private Rents, UK: monthly price statistics, Office for National Statistics
Presented by: Kent Analytics, Kent County Council

Related documents

Further information about housing in Kent is available via Kent Analytics' Housing statistics webpages.

These include information about:

- New housing
- Housing and land prices
- Housing stock

Kent Analytics, Kent County Council

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