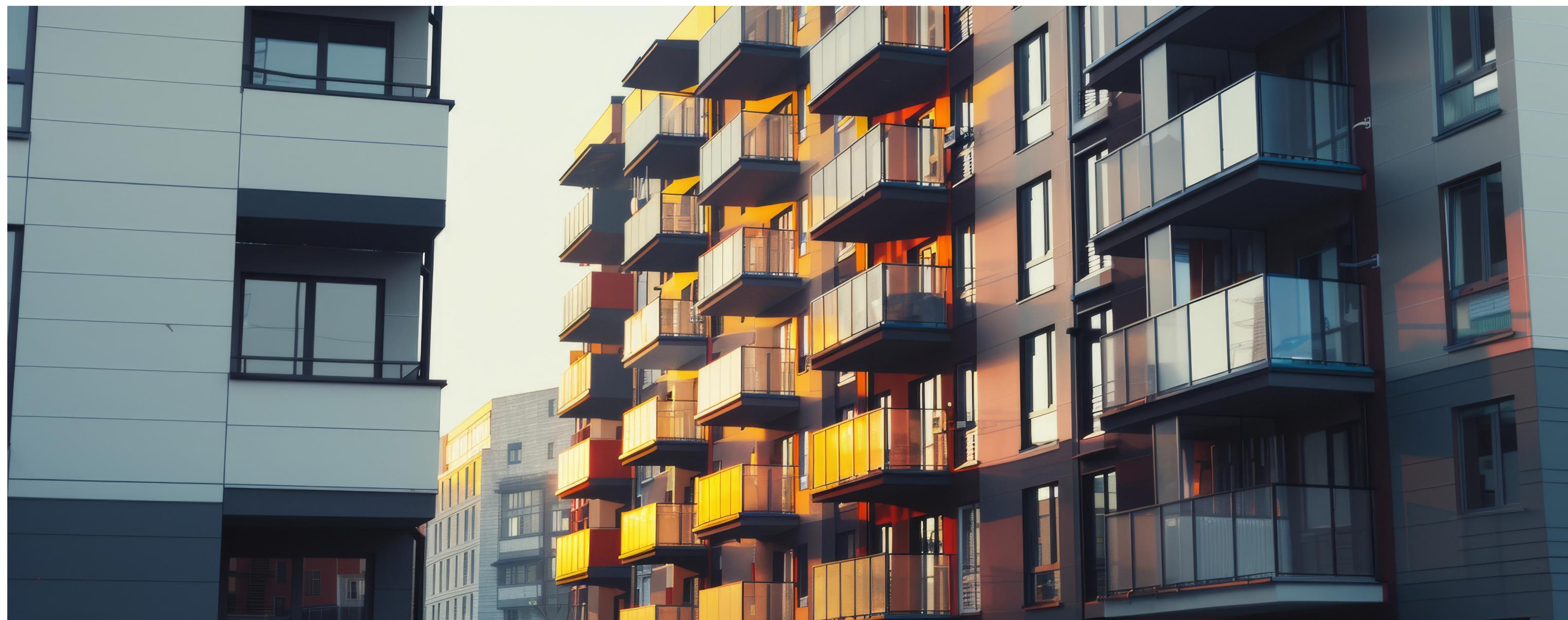




Stability Returns to Plymouth as Growth Moderates



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The Plymouth rental market continues to demonstrate resilience, supported by relative affordability and steady tenant demand, even as rental growth slows in the country as a whole. The most recent data suggests the market is moving away from the sharp post-pandemic rental inflation of recent years and towards a more balanced, sustainable phase that should suit long-term landlords.

Latest ResiAnalytics analysis highlights clear variation across the city. Average monthly rents currently stand at around £867 in PL1, £906 in PL2 and £1,046 in PL3, reflecting stronger demand for larger family homes and better-quality stock. PL4 remains the most affordable district at approximately £720 per month, driven by a higher proportion of student and smaller rental units. This spread underlines the importance of micro-location and property type when setting rents and managing expectations.

At a regional level, Plymouth continues to track slightly below both South West and UK averages. HomeLet data shows South West rents fluctuating between £1,142 and £1,209 over the past year, with November figures at £1,197. Zoopla reports an average South West rent of £1,149, with annual growth of 3.0%. This compares with UK-wide rental growth of 2.2%, the slowest rate seen in four years, and an average new-let rent of £1,320.

The cooling of rental inflation is being driven by structural changes rather than weakness. Nationally, there are 15% more homes available to rent than a year ago, while rental demand has fallen by around 20%, largely due to sharply lower net migration and

improved mortgage affordability for first-time buyers. This dynamic is also visible locally, with more properties taking longer to let and tenants becoming increasingly selective.

For Plymouth landlords, this means pricing and presentation matter more than ever. Homes are now taking an average of 17 days to let nationally, the longest since 2019, and similar trends are emerging across the South West. Well-maintained, sensibly priced properties continue to attract strong interest, while overstretched rents risk longer voids.

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Looking ahead, Zoopla expects rents for new lets to rise by around 2.5% in 2026. In a city like Plymouth, where affordability remains a key strength, this points to steady, incremental growth rather than rapid gains. Landlords who focus on tenant retention, property quality and realistic pricing should find the market remains dependable, offering stability and sustainable returns rather than headline-grabbing rent surges.

