



# **PRS PROFILES**

THE REALITY OF PRIVATE  
RENTING IN LONDON



**Alessandra Mossa and Emma Sagor**  
**[LSE London]**

# Context

## **LSE London's** HEIF Knowledge Exchange Project: Housing in London - Addressing the Supply Crisis



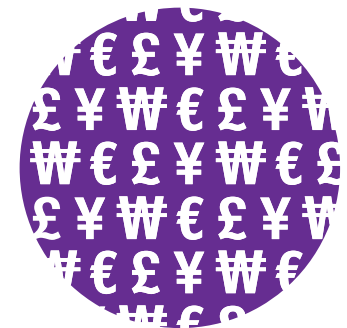
NEW HOUSING AND  
THE LONDON PLAN



**IMPROVING PRIVATE  
RENTING**



ALTERNATIVE  
HOUSING



THE ROLE OF  
FOREIGN MONEY



## “IMPROVING PRIVATE RENTING” Theme

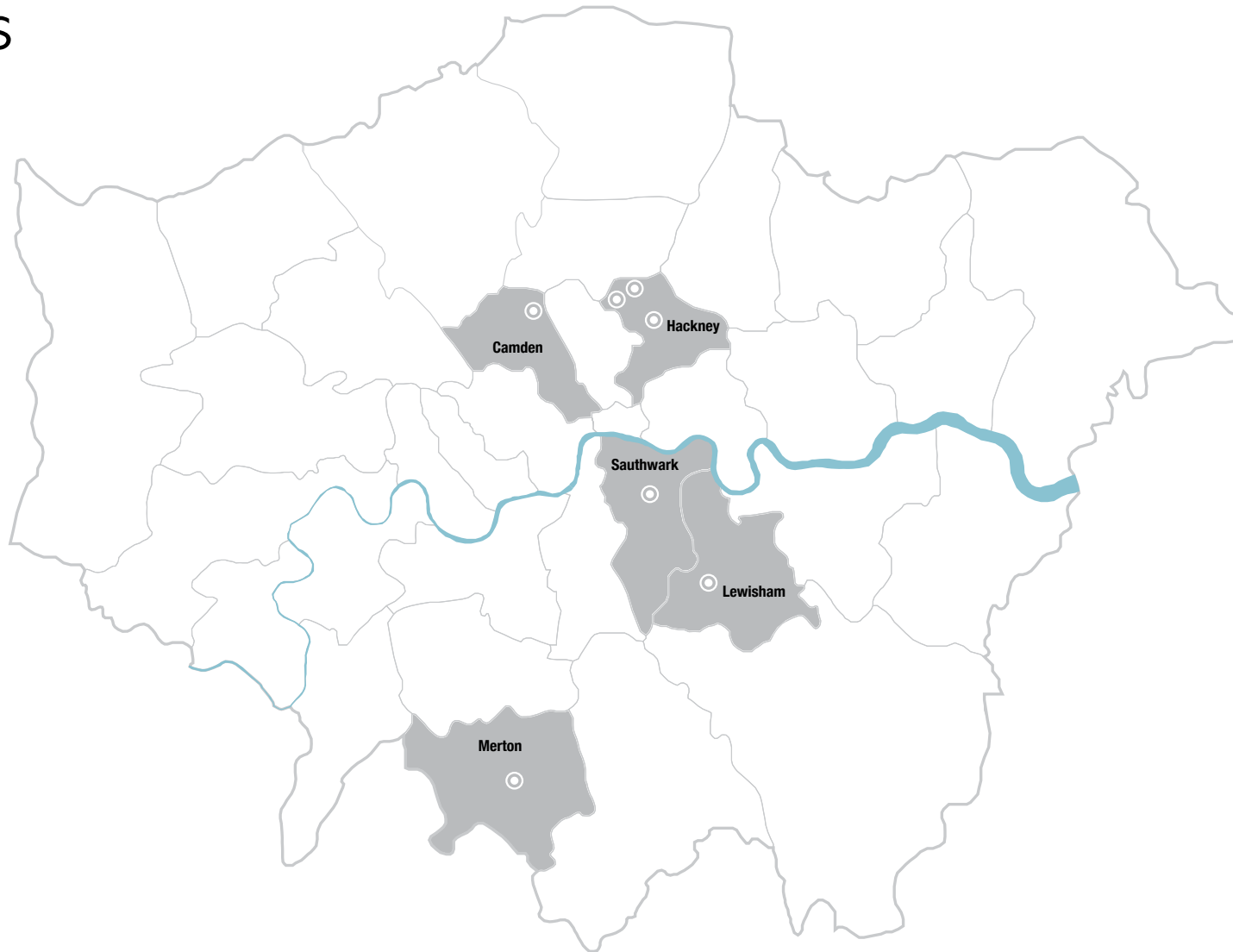
**| Supply story:** immense growth in the Private Rented Sector (PRS), but little growth in supply; government keen to increase institutional investment

**| Demand story:** who is living in the PRS? What are their experiences? What do they value? What are they forced to compromise on?

**| Linking the two:** will this new supply respond adequately to current demand?

# The project

Filmed interviews with 13 private renters around London in their own homes



# The project



Asked the same, **open-ended questions** about their housing trajectory and experiences in the PRS:

- | Number and types of properties renters have lived in
- | Experiences of finding private rented housing
- | Things they particularly like about living in the PRS
- | Things that have been particularly difficult
- | If they could change one thing about the PRS in London, what would it be?
- | Where would they like to be in 5 year's time (location, type of property, tenure)? Is this realistic?



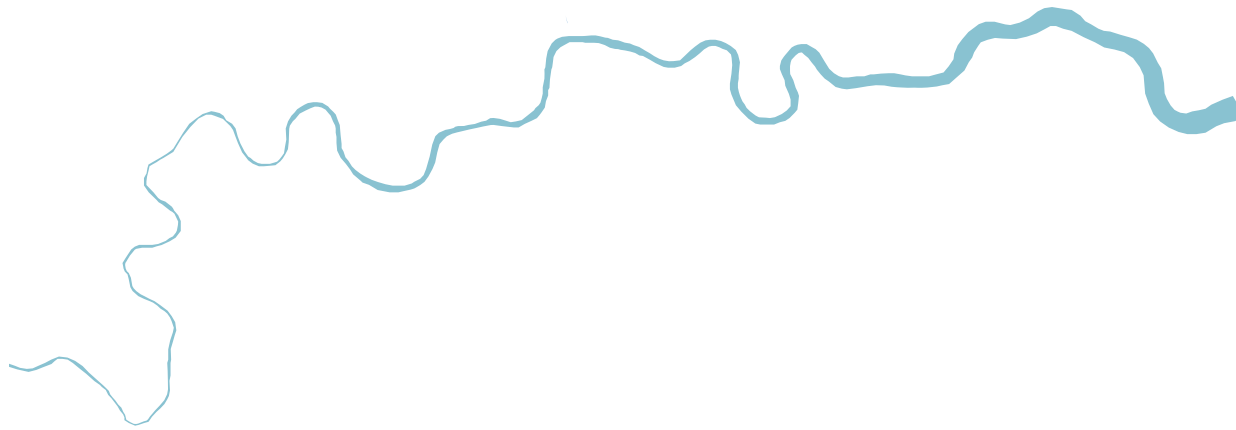
# Emerging themes

Desire **to come to London** for work, lifestyle, education, and culture

Very stressful, complicated (and unprofessional) **process of finding private rented housing**

A variety of **relationships with agents and landlords**; most people have had negative experiences, and most landlords are not very professional

Many **experience insecurity and instability** because of short tenancies, informal arrangements, and lack of information



# Emerging themes

**Benefits** of renting include flexibility, chance to try different neighbourhoods, and have someone responsible for maintenance

People **would like to change** rent prices and rate of rises, amount of information available, rights of tenants

**Aspirations** are diverse, but most think they will still be renting in 5 years time and do not see home ownership as a realistic option

# PRS PROFILES: THE REALITY OF PRIVATE RENTING IN LONDON

This video is the introduction to a series of short films called PRS Profiles, which seeks to showcase the realities of private renting in London from the perspectives of renters themselves.

<http://londonhousing.org/2015/04/prs-profiles-the-reality-of-private-renting-in-london/>



**PRS PROFILES**  
THE REALITY OF PRIVATE  
RENTING IN LONDON

**We interviewed 13  
private rented tenants  
from across London in  
their own homes and  
asked about their  
experiences and views of  
renting in the capital**





# Conclusions



London's PRS houses an **increasingly diverse tenant population**; people staying later in their lives

Despite diversity, **a lot of similarities in experiences** and perspectives

The sector is growing, but **many feel insecure and unstable**, and it is largely an **unprofessional sector** with poor information available for tenants

Increasing supply may help—short term **increase options** and standards; long term **reduce prices**

But there are concerns about **who this new supply is really for**

**Stay tuned for individual, detailed stories soon!**



# Questions?



## Housing in London

Addressing the supply crisis

HEIF 5

<http://lselondonhousing.org/>