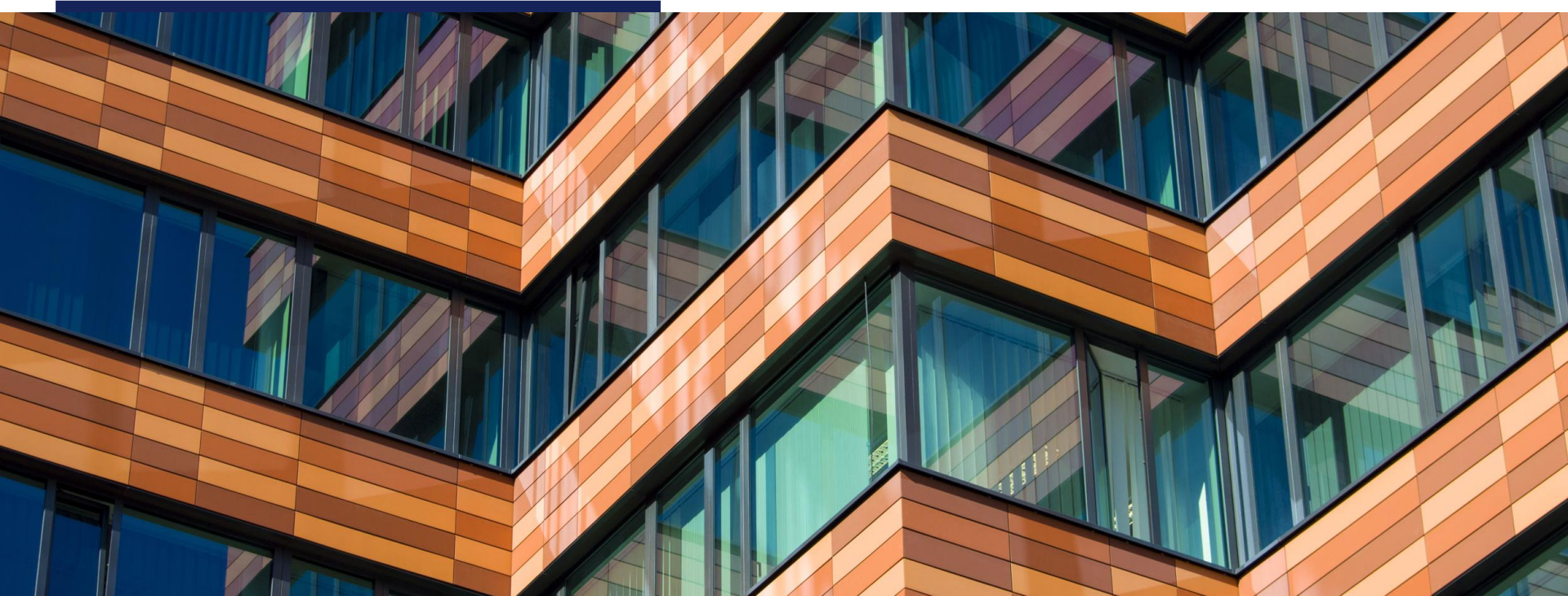


ARL  
May 2024



# BUILD-TO-RENT (BTR) MARKET SNAPSHOT

## STOKE-ON-TRENT



# SUMMARY

---

**Stoke-on-Trent, Staffordshire's largest city, has a population of around 258,000 having grown 3.8% in the ten years to 2021. It is a post-industrial city in which regeneration has become a crucial focus. The local council was the recipient of a £56 million grant from the government's Levelling Up Fund in October 2021 to encourage this. BTR has arrived in Stoke-on-Trent with 151 operational units at Clayworks which opened in October 2020. There are 322 units in the current pipeline, consisting of a further granted 148 units at Clayworks and Capital & Centric's 174-unit Goods Yard scheme, set to complete in early 2025.**

Rental values in Stoke-on-Trent increased in the year to Q1 2024. Due to the limited number of 3 beds listed for rent in Stoke-on-Trent, this unit size has been excluded from this report's rental analysis.

- Studio apartment rents have increased by 5% from £537 pcm to £565 pcm
- 1 beds have increased 12% from £550 pcm to £616 pcm
- 2 beds have increased 2% from £761 pcm to £779 pcm

There has been a 6% increase in rental listings on Rightmove in Stoke-on-Trent between Q4 2023 and Q1 2024.

Stoke-on-Trent's 'BTR Uplift' (the gap between average and BTR rents) is 25% across studio, 1-bed and 2-bed apartments.




▲ Clayworks, Stoke-on-Trent's first operational BTR community

# STATS

---


## 6%

Increase in rental listings on Rightmove between Q4 2023 and Q1 2024



## 25%

Average BTR rental uplift across all unit sizes compared to average rent




## £779

Average PCM for a 1 bed BTR apartment




## 151

Operational BTR units

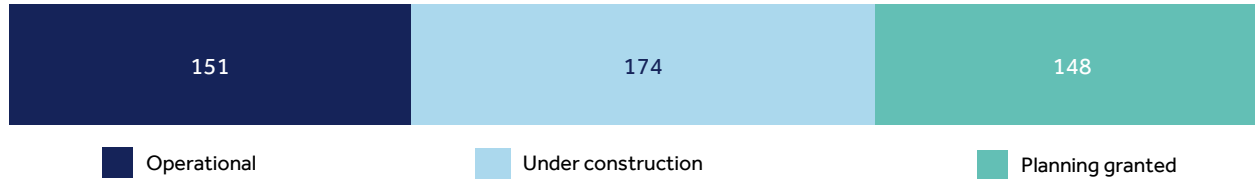


## 322

Pipeline BTR units



### ▼ Stoke-on-Trent BTR Operational & Pipeline tracker

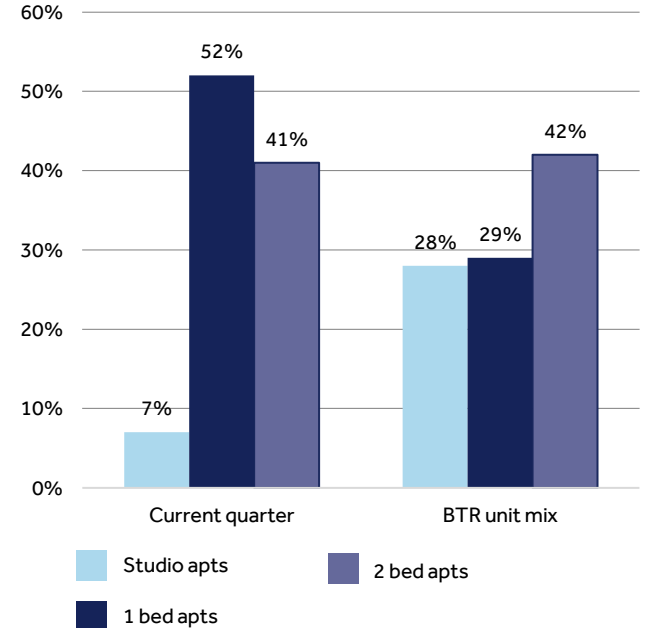


# LATEST STOKE-ON-TRENT RENTS

## Q1 2024

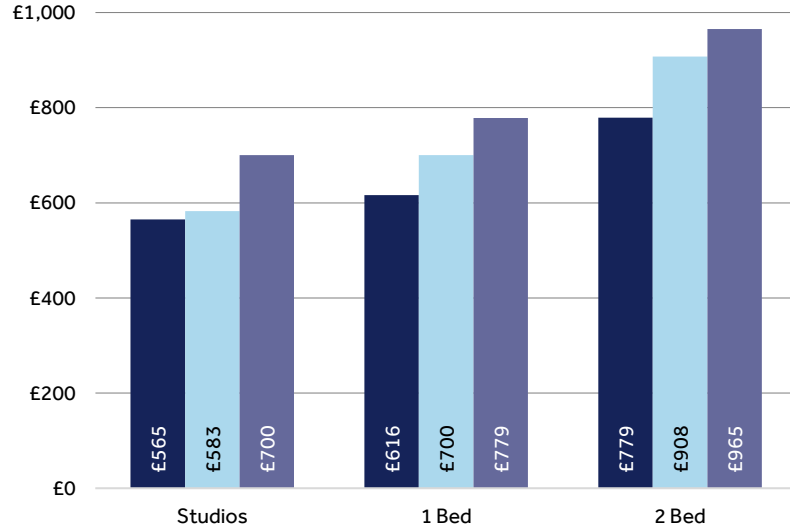
Studio Apartments	Average rent (PCM)	BTR Uplift:
Average	£565	<b>+24%</b> Studios
Upper Quartile	£583	
Build to Rent (Clayworks)	£700	
1 Bed Apartments	Average rent (PCM)	<b>+26%</b> 1 beds
Average	£616	
Upper Quartile	£700	
Build to Rent (Clayworks)	£779	<b>+24%</b> 2 beds
2 Bed Apartments	Average rent (PCM)	
Average	£779	
Upper Quartile	£908	
Build to Rent (Clayworks)	£965	

▼ Unit mix of Embedded market (current quarter) and Stoke-on-Trent BTR



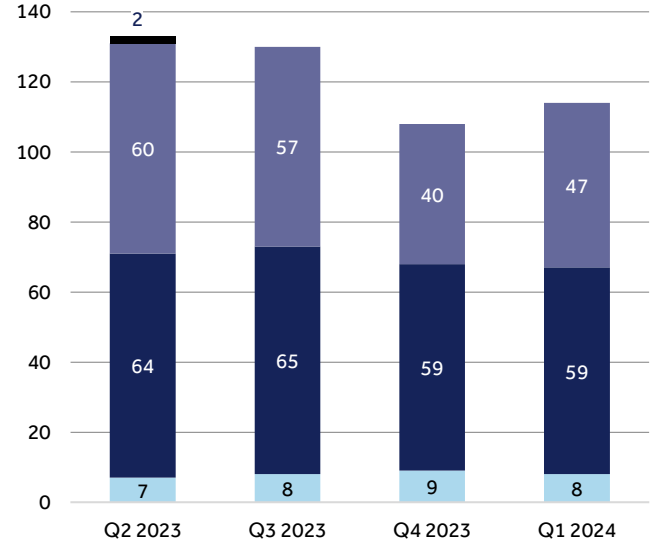
# RENT GRAPHS

▼ Average and upper quartile embedded vs BTR rents during Q1 2024, Stoke-on-Trent



- Average
- Upper Quartile
- Build to Rent

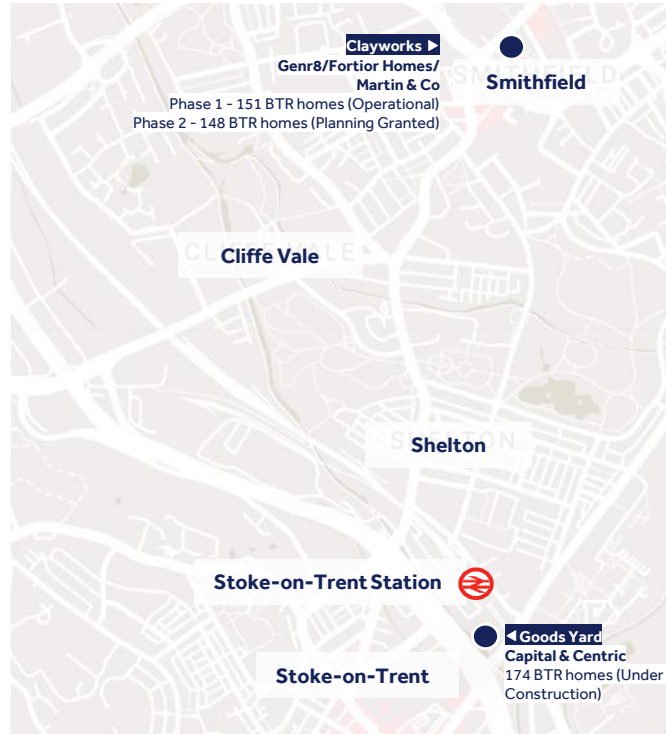
▼ Number of apartments on the market in last 4 quarters



- Studio apts
- 1 bed apts
- 2 bed apts
- 3 bed apts

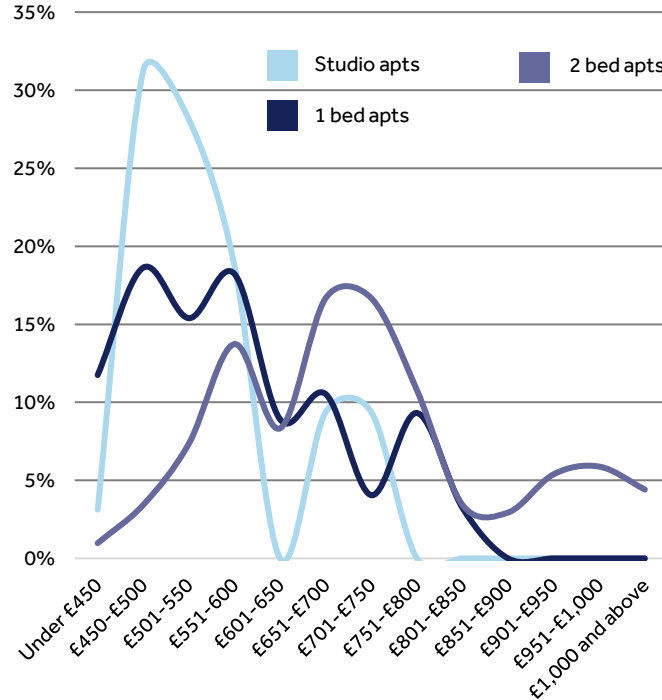
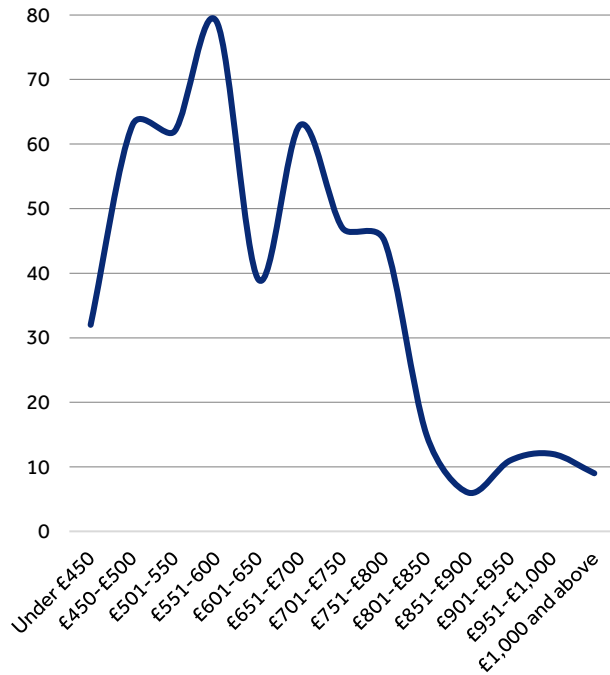
# BTR MARKET

Map showing Operational and Pipeline BTR communities in Stoke-on-Trent as of May 2024



# MARKET SCALE

▼ Market scale graphs showing the number of properties let between different price ranges (left) and percentage of properties in each price range (right) in Stoke-on-Trent



Our Market Scale charts show how many studio to 2 bed apartments were let between a scale of price points over the last four quarters in Stoke-on-Trent. We have surveyed just under 450 listings from Rightmove to produce this data, using let agreed price data for a more accurate market position.

Since Q2 2023, 57% of rental properties listed in Stoke-on-Trent were priced between £551 and £800 pcm. 3 bed apartments for rent in Stoke-on-Trent are rare with only 2 listings in the past four quarters.

The high-end market for Stoke-on-Trent is dominated by BTR apartments from Clayworks with 39 Clayworks listings renting for £800 pcm and above. The completion of Capital & Centric's Goods Yard scheme is likely to enhance and expand this high-end rental market across all unit types.



Bidwells  
Bidwell House  
Trumpington Road  
Cambridge CB2 9LD

01223 841 841  
[info@bidwells.co.uk](mailto:info@bidwells.co.uk)  
[www.bidwells.co.uk](http://www.bidwells.co.uk)

Bidwells is a trading name of Bidwells LLP, a limited liability partnership, registered in England and Wales with number OC344553. Registered office: Bidwell House Trumpington Road Cambridge CB2 9L