SAVILLS RESEARCH

Savills Financial Rural Performance

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Savills Financial Rural Performance reporting is in its fifth year and succeeded the previous Rural Estate Benchmarking Survey. It compares the financial performance of rural estates in England and Scotland against objectively determined national benchmarks.

England

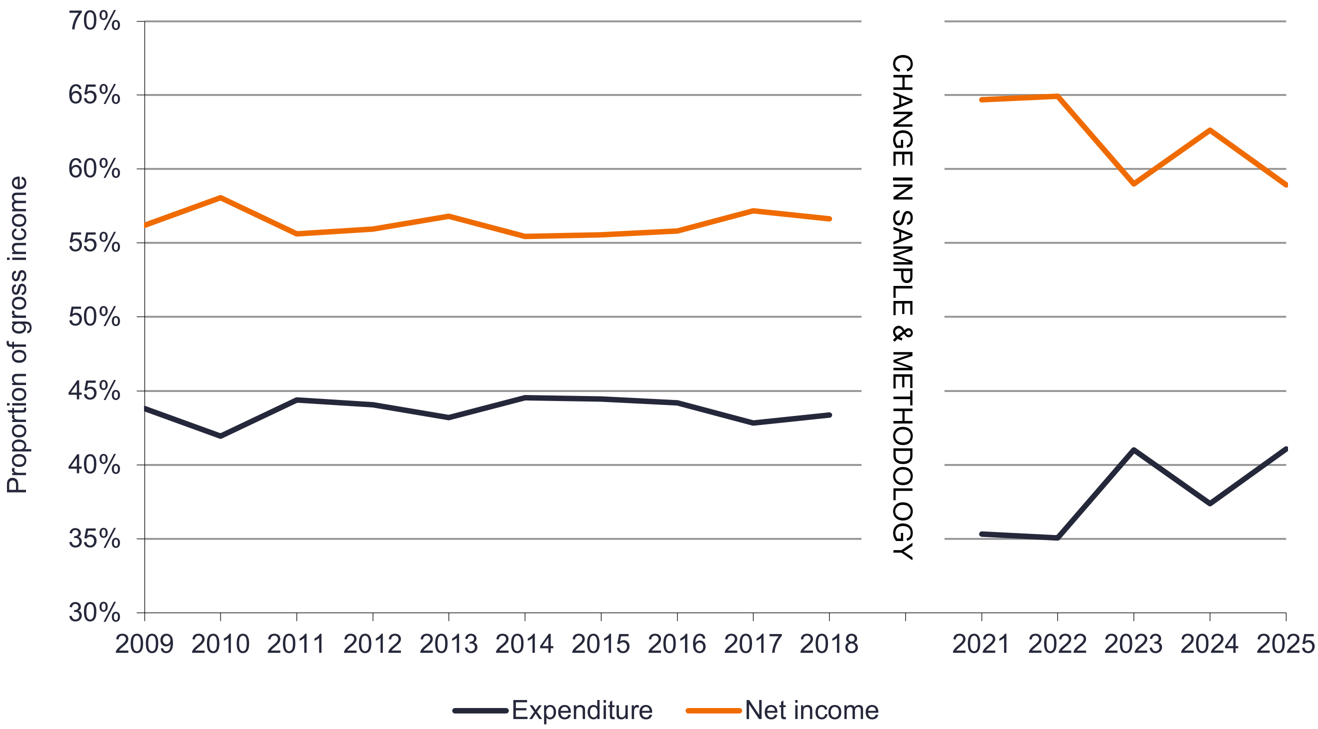
Financial Rural Performance Results 2025[1]

Key performance figures:

- Over the past year income increased, but expenditure increased at a higher rate.
- On average, gross income rose by 9% from £603 in 2024 to £659 per ha.
- Net income rose by 3% over the past year to an average of £388 per ha.
- Net income is 59% of gross income, down from 63% in 2024, but the same as 2023 (59%).
- Expenditure increased by 20%; it costs £271 per ha to run the 'average' estate, up from £225 in 2024.

Sectors:

- The agricultural sector contributed 38% of estate gross income.
- Farm Business Tenancy rents average £291 per ha, a 0.6% increase from 2024.
- Agricultural Holdings Act tenancies average £201 per ha, down 3% from 2024.
- The residential sector contributed 24% of estate gross income, down from 25% in 2024. Assured Shorthold Tenancy (AST) rents for rural England increased by 3% to an average of £1,038 per calendar month (pcm).
- Non-agricultural/residential activities contributed 38% of estate gross income, similar to 2024.

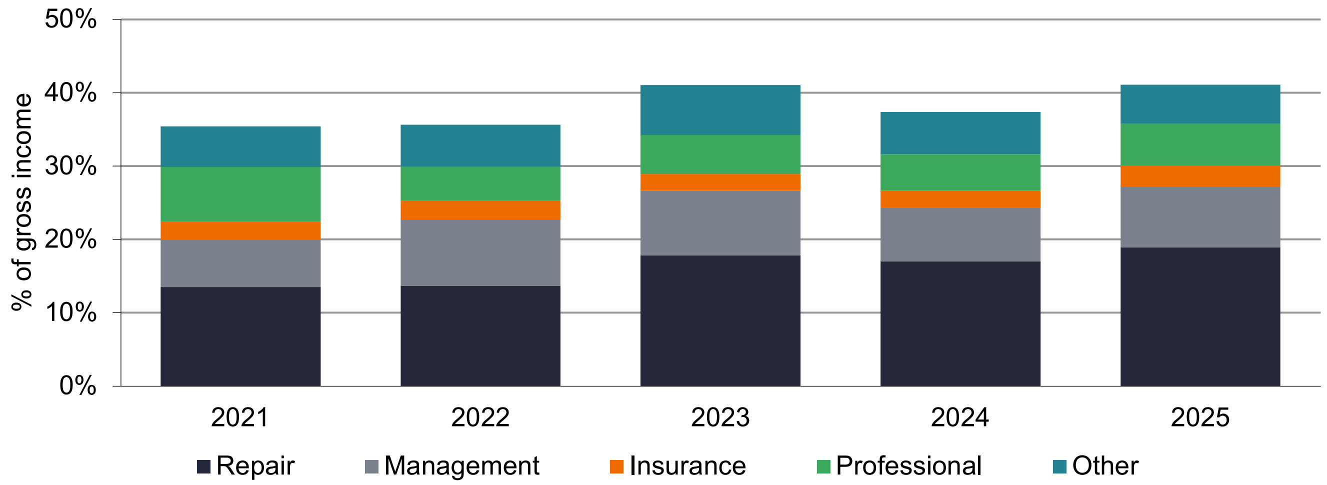


Please note that the substantial difference in expenditure between 2018 and 2021 is most likely due to a change in methodology and data origin (see below), rather than estates spending less.

[1] The 2025 year is from 01/04/2024 to 31/03/2025.

Expenditure

- Total expenditure rose over the past year by 20%, and has risen consistently since 2021, with the largest increase occurring in 2023.
- Property repairs were 46% of expenditure (similar to 2024) and equivalent to 19% of gross income (17% in 2024).
- Property repair costs more than doubled from 2021 to 2025.
- Management & Estate Office and Insurance costs also increased steadily.
- Professional Fees (Legal, Accountancy, Other) fluctuated but generally trended upward, particularly other professional fees, which may include consultancy or advisory services.

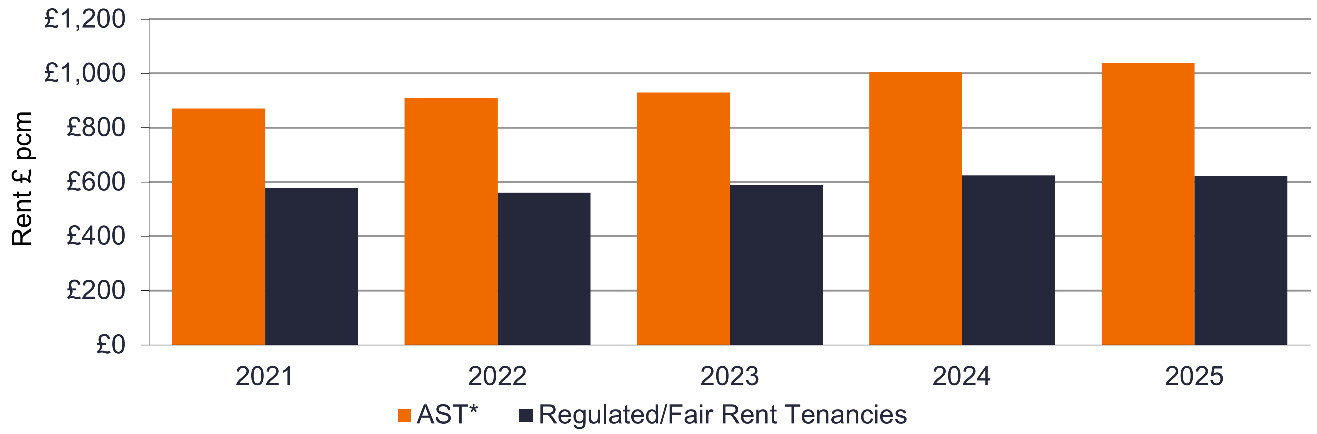


Residential

- Assured Shorthold Tenancy (AST) rents increased by 3.2%, in the last year, to an average of £1,038 pcm per dwelling.
- Regulated Tenancy rents fell slightly by 0.4% to an average of £621 pcm per dwelling.
- Rental growth was stronger for smaller properties.
- Residential property repairs account for 28% of gross residential income, the same as in 2024.

AST – rental value £/pcm	2024	2025	Change (%)
5+ bedrooms	£1,684	£1,621	-3.9%
4 bedrooms	£1,313	£1,327	1.1%
3 bedrooms	£856	£891	3.9%
2 bedrooms	£730	£774	5.6%
1 bedroom	£707	£759	6.8%
All properties*	£1,005	£1,038	3.2%

**including where the bedroom count is not known or 1-8.*

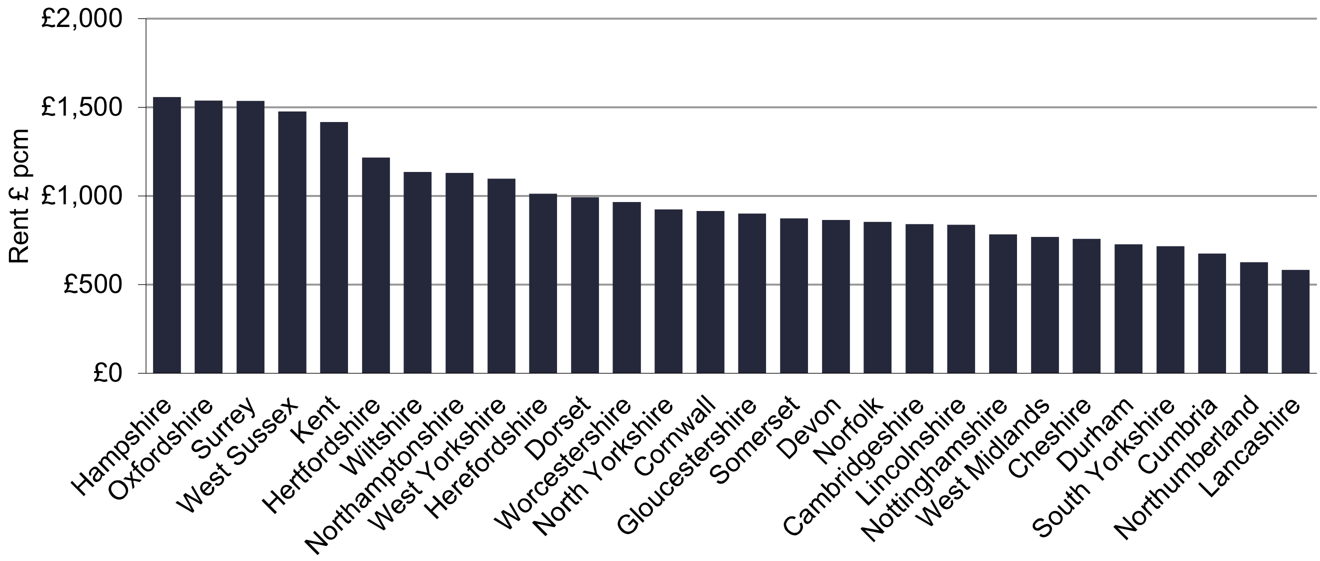


**AST Assured Shorthold Tenancy*

Residential rents by county

Our sample of 2,500 houses across 40 non-metropolitan counties allows us to analyse average residential AST rents (for all bedroom numbers) by county (where the sample >= 20):

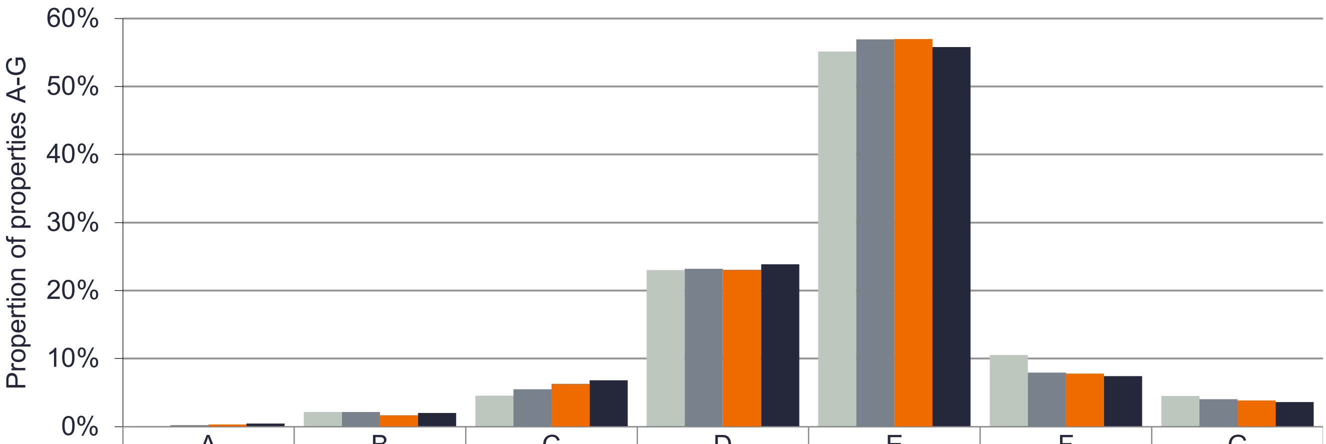
- Hampshire has the highest average rent at £1,557 pcm.
- Oxfordshire has the second-highest average rent at £1,537 pcm.
- 3-bedrooms (sample >= 10) – West Sussex has the highest average rent at £1,575 pcm.
- 4-bedrooms (sample >= 10) – West Sussex has the highest average rent at £2,553 pcm.



Residential energy performance

Energy Performance Certificate (EPC) analysis shows that landlords' strategies are leading to more energy-efficient rural rental homes. However, the challenge of improving rural residential energy efficiency remains significant. Since 2022, for residential properties:

- The proportion with an EPC of C/D/E has risen by 50%/4%/1% respectively.
- The proportion with an EPC rating of F/G has fallen by 29%/19% respectively.



	A	B	C	D	E	F	G
2022	0.1%	2.2%	4.5%	23.0%	55.1%	10.5%	4.5%
2023	0.2%	2.2%	5.5%	23.2%	56.9%	7.9%	4.0%
2024	0.3%	1.7%	6.3%	23.1%	57.0%	7.8%	3.9%
2025	0.5%	2.0%	6.8%	23.8%	55.8%	7.4%	3.6%

Scotland

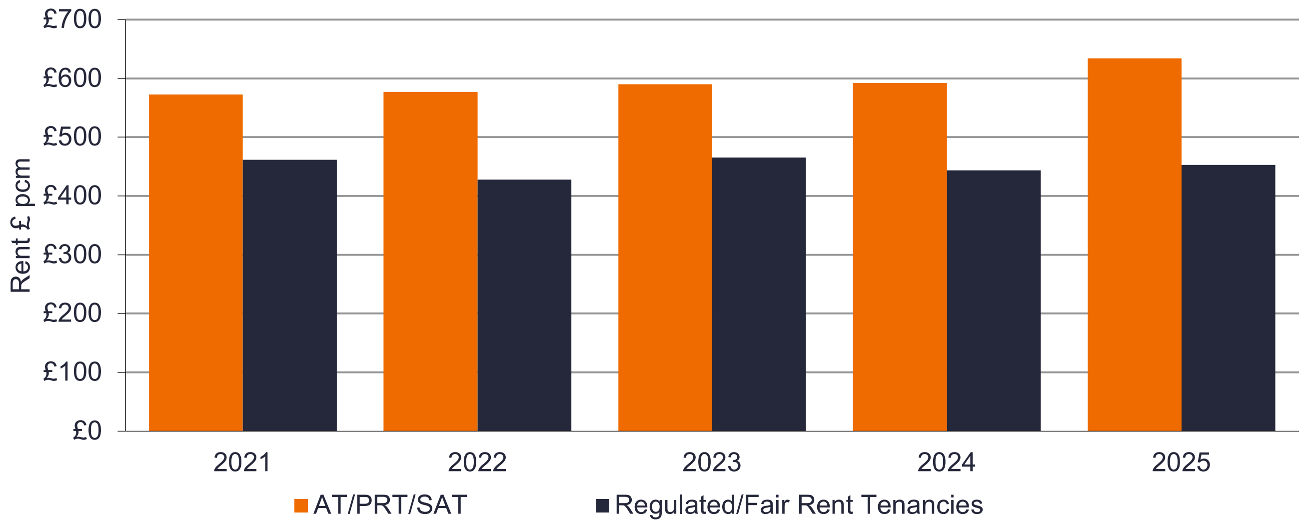
Financial Rural Performance Results

Residential

- Assured/Private Residential Tenancy (AT/PRT) rents increased by 7%, in the last year, to an average of £635 pcm per dwelling.
- Increases were seen for all property sizes, particularly the larger houses.
- Residential property repairs account for 25% of gross residential income, down from 37% in 2024.

AT/PRT – rental value £/pcm	2024	2025	Change (%)
4 bedrooms	£838	£976	16.5%
3 bedrooms	£593	£642	8.4%
2 bedrooms	£510	£600	17.6%
1 bedroom	£508	£535	3.2%
All properties*	£592	£635	7.2%

**including where the bedroom count is not known or 1-8.*

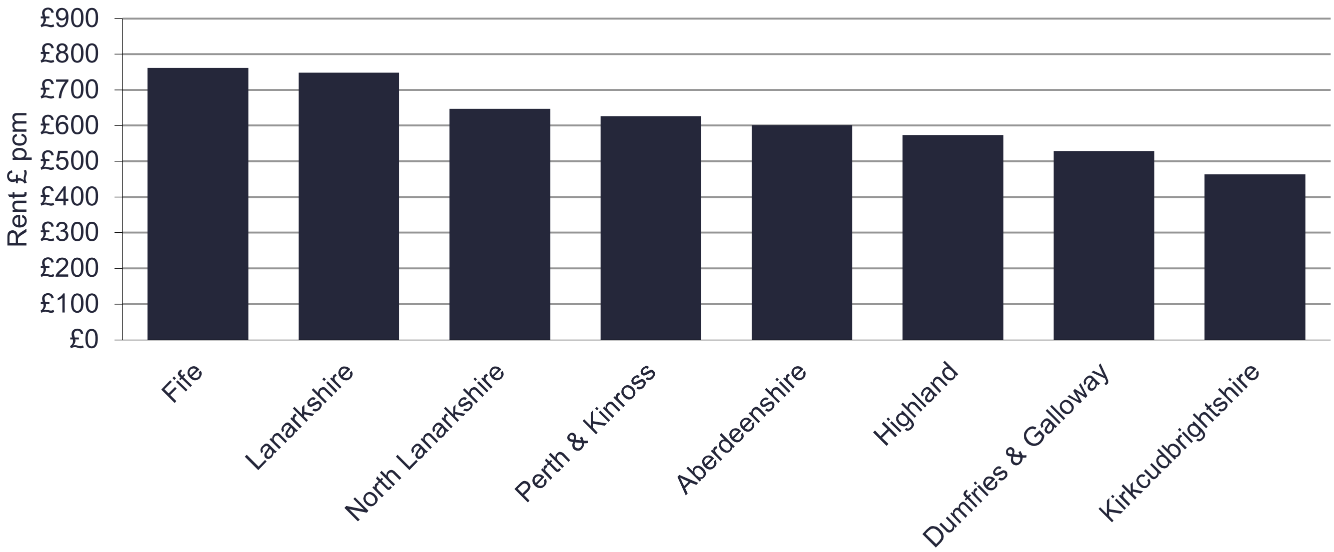


**AT Assured tenancy, PRT Private Residential Tenancy, SAT Short Assured Tenancy*

Residential rents by county

In Scotland, the highest residential rental prices (where sample >= 10) were seen in:

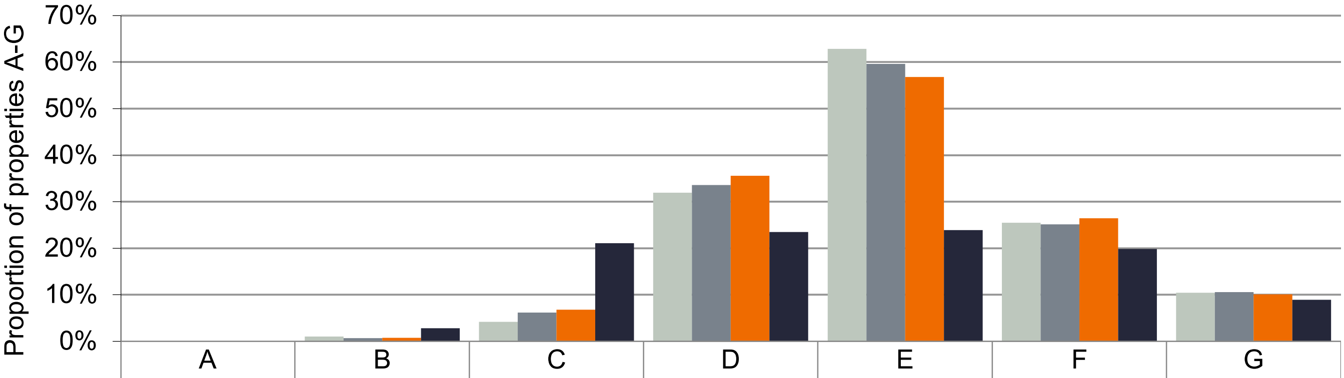
- Fife, where the average rent is (for all bedroom numbers) £762 pcm.
- Lanarkshire has the second highest average rent at £748 pcm.
- North Lanarkshire has the third highest average rent of £647 pcm.



Residential energy performance

Energy Performance Certificate (EPC) analysis shows that similar to England, landlords in Scotland are adopting strategies that lead to more energy-efficient rural rental homes. However, the challenge of improving rural residential energy efficiency remains significant in Scotland too. Since 2022, for residential properties:

- The proportion with an EPC of B/C has risen by 171%/403% respectively.
- The proportion with an EPC rating of D/E/F/G has fallen by 27%/62%/22%/14% respectively.



	A	B	C	D	E	F	G
2022	0.0%	1.0%	4.2%	31.9%	62.8%	25.5%	10.4%
2023	0.0%	0.7%	6.2%	33.6%	59.6%	25.1%	10.6%
2024	0.0%	0.8%	6.8%	35.6%	56.8%	26.4%	10.1%
2025	0.0%	2.8%	21.1%	23.5%	23.9%	19.8%	8.9%

Benchmark averages and sample

The averages presented in this report are calculated from the Savills property management system. Savills is uniquely positioned to provide this information due to the substantial acreages and property types it manages for clients nationwide. The data has been reviewed and assessed to provide an objective and representative sample of estate performance across multiple client types. This methodology has changed since the Rural Estate Benchmarking Survey ended in 2018. Consequently, we are now building a new long-term data series. The previous benchmarks (up to 2018) were calculated using data submitted by a sample of participating estates. Full details of the methodology used can be provided upon request. These benchmark average figures focus on the let estate and do not include in-hand trading enterprises.

Individual Estate reports

We can analyse an individual estate's performance against benchmark averages. Please get in touch with us if you would like to discuss this further.

Contacts

Julie Baxter
Research Analyst
jbaxter@savills.com
+44 (0) 7807 999 896

Sarah Butler
Director, Estate Management
sbutler@savills.com
+44 (0) 7917 423 588