**Question: Is AirBnB ‘out of control’ in London?**

1. Hypothesis – growth in demand for short-term rentals have resulted in investment driven property demand amidst a tight supply stock. Only the rich can afford property / multiple properties which widens inequality outcomes.
2. “Out of control” – suggests that the market is running ahead of fundamentals and speculative investment. Suggests that the government is unable to regulate and negatively affects citizens. Reasonable but a very high bar.
3. Investigate:
   1. Scale and growth
      1. How fast has the number of Airbnb listings grown?
      2. How many listings are there relative to total housing stock?
   2. Impact on housing supply
      1. What share of Airbnb listings are entire homes (vs. rooms)?
      2. How many listings appear to be commercial (operated year-round by professional landlords)?
   3. Regulatory compliance
      1. How many listings violate the 90-day annual limit for short-term letting?
   4. Modelling
      1. Effect on house price - possibly multiple level regression?

**Background Data & Lines of Inquiry**

1. Total Housing Stock in London
   1. Dwelling stock in London by tenure (2002 – 2023)
   2. Type of Homes and rate of increase of homes
   3. Annual completions
   4. Property for owner-occupation vs property for rental
2. AirBnB Listings
   1. Number of short-term and long-term listings
   2. Number of multiple listings
   3. Profile of listings – size, location, duration
3. [Price Growth] Median House Prices in England, Outer London, London, Inner London, 1996 – 2025
4. [Affordability] House Price to Income Ratio in England, Outer London, London, Inner London, 1996 - 2025
5. [Rental Affordability] Index of Private Housing Rental Prices, 1996 - 2025
6. [Ownership] Homeownership Data
   1. Homeowners
   2. Social Renters
   3. Private Renters
   4. Other / Shared Ownership
7. Possible proposals for change:
   1. Better regulations of platforms
      1. Registration of owners
      2. Consumer responsibility – flagging multiple rentals
   2. Impact of higher council tax rates on supply
      1. Number of professional landlords
      2. Council tax rates across London
   3. Plans to support increase in supply
      1. Brownfield / Grey-belt / Greenfield, prioritising and catalysing investment to increase supply.

**Possible reframing narrative**

1. Post GFC and Brexit saw lacklustre housing demand which resulted in low construction and building incentive pre-COVID.
2. Post-COVID, immigration surged with economic recovery, alongside changing preferences for more individual space
3. That is the real reason for the accumulated imbalance and rising prices. This government is committed to expanding supply to meet demand. We are acting in the interests of Londoners but need time.
4. In fact, proposals are targeted at expanding the supply of affordable homes as a percentage of total supply.
5. Notably slower than expected. Plan is in the right direction but may need some adjustments.
6. This is why I have instructed my government to systematically review all brownfield sites and explore how this can rejuvenate existing townships through new developments. Injection of new homes into ageing areas.
7. Focus on number of new brownfield developments
8. Focus on number of rejuvenated areas
9. Focus on number of new homes by 2040
10. Focus on economic benefit of tourism and migration, which eventually uplifts economy and raises wages.
11. Meanwhile, we are aware of loopholes and working with AirBnB to strengthen enforcement for rentals, and enact more legislation if needed.
12. Careful balance needed to ensure fair play without overly burdening the vast majority of landlords who do it fairly.
13. We will strengthen enforcement approach to detect and deter multiple listings but not raise taxes.
14. Exploring a more progressive tax structure but we should do so judiciously and avoid overcompensating.
    1. Same for one or two properties
    2. But more tax for three or more incrementally
15. Conclusion: what voters you look forward to if you stay the course
16. More new homes and rejuvenated areas
17. More brownfield sites, with minimal impact on nature
18. More stable housing and rental market with affordable homes
19. Vibrant economy and better wages and reinvestments

**Useful datasets**

House prices

* Land Registry Price Paid data
* Energy Performance Certificates (EPCs) (for various housing attributes)

AirBnB listings

* Inside Airbnb
* AirDNA: Economic Social Research Council Consumer Data Research Centre

Professional landlords

* Census 2021: by occupational classes: Professionals, Managers and Associates (no property owning info in this dataset)

**Resources**

<https://centrallondonforward.gov.uk/wp-content/uploads/Short-Term-Lets-in-London-Report.pdf>

<https://trustforlondon.org.uk/data/new-housing-completions/>

<https://www.london.gov.uk/who-we-are/what-london-assembly-does/london-assembly-research-unit-publications/londons-housing-stock>

[Assembly Affordable Housing report | London Forum](https://www.londonforum.org.uk/2025/08/16/assembly-affordable-housing-report/)

<https://centreforlondon.org/reader/londons-homes-today/chapter-1/>

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