



# A Stronger Private Rental Sector Means a Stronger Jersey

Evidence-based housing policy, balanced regulation, and long-term housing supply for Islanders.

## 33%

of Jersey homes are privately rented

## 95%

owned by landlords with 5 or fewer properties

## 3,000

additional homes may be needed by 2035

## Why the Private Rental Sector Matters

The Jersey Landlords Association represents more than **300 responsible landlords** and works constructively with Government, States Members and the wider community to improve Jersey's private rented sector.

Through our Code of Conduct, awareness campaigns and regular member presentations, we promote better homes, fair and workable regulation, professional standards, long-term housing supply and a balanced rental market for Islanders.

**“Increasing housing supply is essential if Jersey wants improved affordability and greater housing choice.”**

Statistics Jersey shows that 71% of privately rented homes are owned by landlords with just one property.

Rental income often supports retirement income or supplements a state pension.

Advertised rents in Q4 2025 were unchanged year-on-year and 18% below the 2022 peak in real terms.

## A Highly Regulated Sector

- Minimum housing standards and compliance with prescribed health and safety hazards
- Regular electrical and gas safety checks
- Smoke alarms and fire safety systems
- Fire Certificates for HMOs and lodging houses
- Environmental Health inspections
- Residential Dwelling Licences
- Data Protection registration and compliance
- Verification of Registration Cards
- Legally compliant leases and inventories
- Property condition reports
- Deposit protection through MyDeposits
- Anti-discrimination obligations
- Rules on utility recharges
- Rent increase restrictions — generally once per year, with notice requirements and limits linked to RPI unless justified
- Strict tenancy notice requirements
- Tax, rates and additional stamp duty charges

**The Sector Matters Economically Too**

**£271.4m**

# Affordability Requires More Supply — and Balanced Policy

The JLA recognises the pressures facing Islanders while also highlighting the rapidly increasing costs faced by housing providers.

## 30–40%

### Increase in many property-related costs since 2022

Maintenance, repairs, insurance, compliance and construction costs have all increased sharply.

*“Rising operational and capital costs are outpacing rental income growth... making it increasingly difficult to maintain existing homes, deliver housing services, and develop new homes.”*

— **Government social housing report, January 2026**

## The JLA Position

The JLA believes affordability should be tackled primarily through increased housing supply, planning reform, faster delivery of homes and targeted government investment in affordable housing.

## What the JLA Believes

### Better Data

Government should collect better data on rents, turnover rates, whether housing provision is sufficient for current and future population needs, and the long-term health of the rental sector.

### High Standards

The JLA supports professional property management, safe and well-maintained homes, and practical landlord education covering damp and mould, insurance, safety, data protection and tenant relationships.

### Balanced Regulation

Stable, proportionate and workable laws create confidence for tenants while encouraging landlords to continue investing in and providing rental homes.

### Constructive Engagement

The JLA regularly contributes to consultations, scrutiny reviews and public debate with practical housing solutions.

OUR MESSAGE TO ELECTION CANDIDATES

## If Jersey wants more affordable housing, it must also support the people who provide it.

Work with the JLA to deliver evidence-based, balanced housing policy focused on increasing supply, improving affordability and supporting a sustainable private rental sector for the long term.

**Jersey Landlords Association**

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