



HOUSING MARKET AND AFFORDABILITY MODELLING: AN INTERACTIVE TOOLKIT

HOUSING VISION

WHAT'S THE PURPOSE OF THIS TOOLKIT?

It enables Local Authorities and Registered Providers:

1. to model the local housing market and **all the options available**; and
2. to assess the affordability and viability of new products, including **Affordable Rent** and **FirstBuy**.

It enables you to *visualise*:

1. the *relative position* - in terms of **cost** and **affordability** - of all options in the market, especially Affordable Rent and shared ownership/equity products; and
2. the **impact** of applying an *affordability threshold*.

HOW DOES IT WORK?

You have full control over all inputs including:

1. incomes and an affordability threshold
2. prices and rents including 'Affordable Rent' levels and shared ownership/equity terms

Which enable outputs to be derived including:

1. a 'traffic light' affordability indicator; and
2. displays of housing costs and affordability levels - all by property type and bed size.

WHAT DOES IT COST - AND HOW DO I GET ONE?

This Toolkit is **free** to use for 7 days:

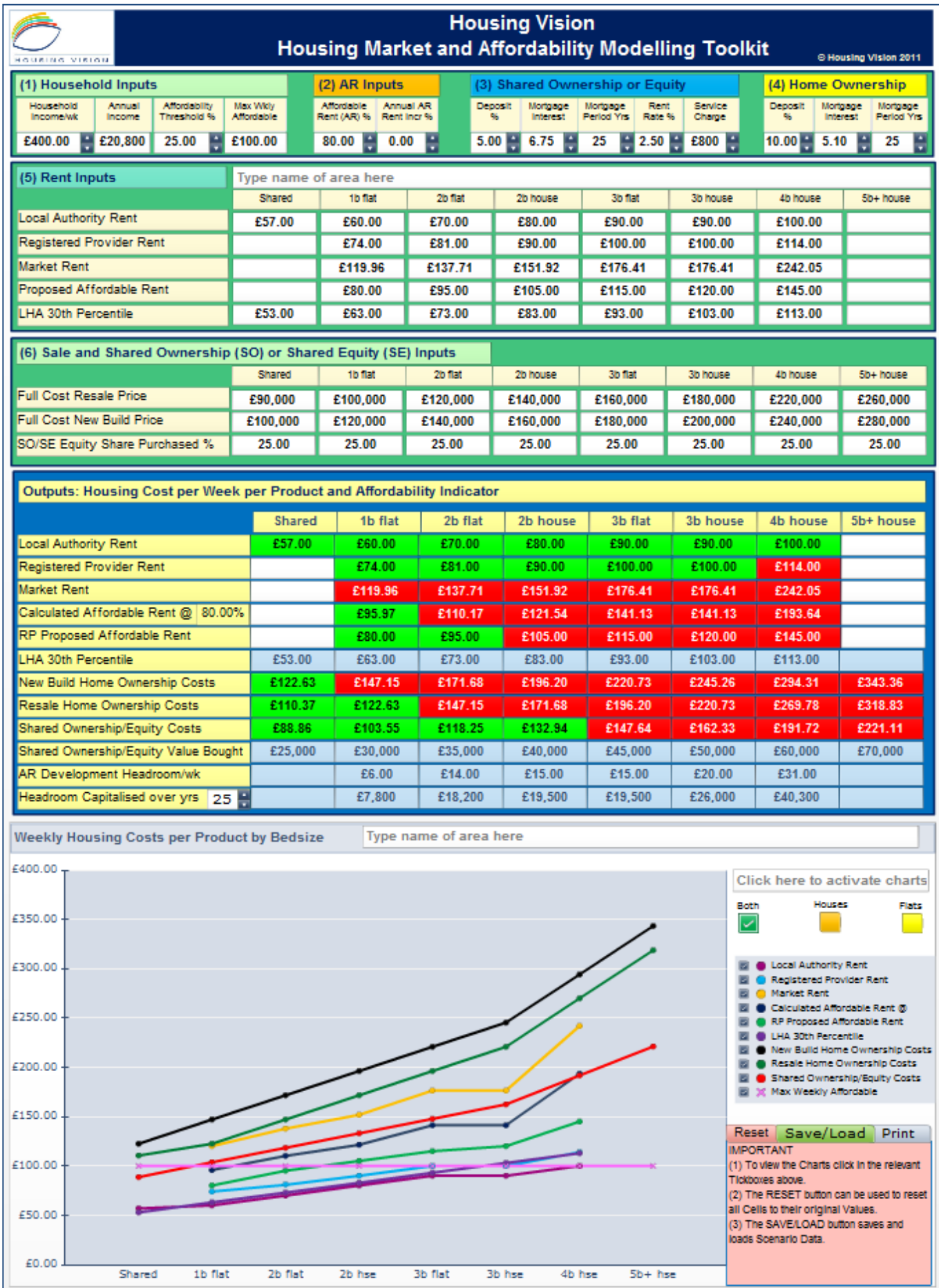
1. email us and **we'll provide a Toolkit and User Guide** with incomes, sales, social, market and Affordable Rents and a baseline affordability threshold for your local authority area
2. after **7 days**, you can **return it at no cost** – (though we'd appreciate your feedback), or
3. you can **keep it for further use** - at a cost of £495 plus VAT - and £200 for further copies.
4. we can also provide **Private Rental Profiles** for more detailed market analysis at £200 per 100 properties pro-rata.

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WHAT DOES IT LOOK LIKE?



WHAT ELSE DO WE OFFER?

Housing Market, Affordability Assessments and Rental Market Profiles

We undertake Assessments to determine the **market potential** of sites for development; strategic **HMA**s at local authority and sub-regional levels, and **profiles** of rental markets to determine Affordable Rent levels.