



HOUSING VISION

Business Area Summary: Dynamic Area Profiles

Client: Your organisation

HOUSING VISION

Established in 2001, Housing Vision has now completed over 120 projects for clients across the housing sector and throughout the country.

Understanding the changing composition and dynamics of an area is essential to inform the requirement for services and the resources appropriate to an area, now and for the future.

We specialise in profiling local areas defined by clients at any spatial scale. These can range from villages and neighbourhoods to cities and sub-regions. Analyses can incorporate a wide range of demographic, housing, health, education and other socio-economic data sets.

OUR APPROACH

Housing Vision can offer a comprehensive Area Profile or individual Modules can be selected as follows:

- **Module One:** providing location map(s) of the target area at different scales
- **Module Two:** population and household profiles, based on modelled Census Data
- **Module Three:** 20 year and interim population and households projections
- **Module Four:** housing, health, quality of life, education and socio-economic characteristics including tenure patterns; long term illness; qualification levels; incomes, affordability and deprivation
- **Module Five:** housing market catchment areas, using commuting and home move data
- **Module Six:** consumer market segments, using ONS 'Output Area Classification'
- **Module Seven:** re-sale and new-build property prices, using Land Registry data to identify patterns, trends and 'hot spots'

Housing Vision can offer all these services within one project or individually.

DATA SOURCES

We make use of a wide variety of secondary data sources such as:

- Census demographic and socio-economic data including population and household projections
- Department of Work and Pensions employment and benefits data
- NHS-based migrations data
- NOMIS economic data
- ONS Output Area Classification data
- 2007 English Indices of Deprivation data
- Land Registry property price data

OUTPUT

Output will be in the form of tables and/or maps either with or without text as preferred.

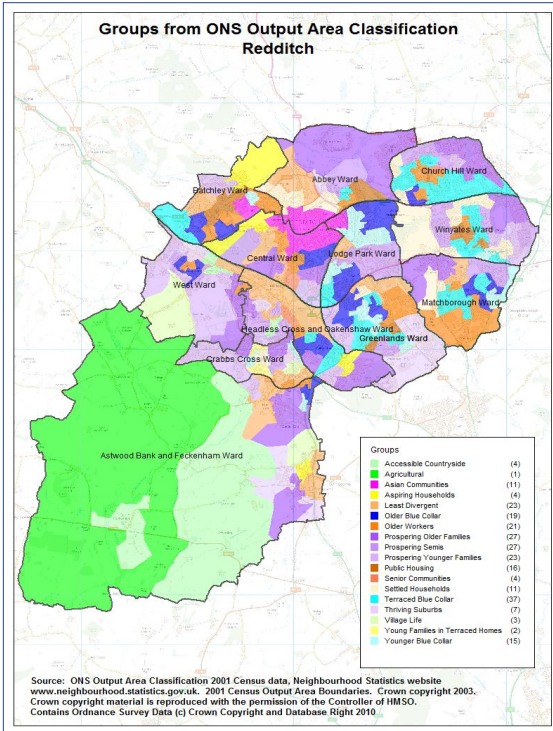
MAPS

We use Ordnance Survey Open Data and maps can be presented using a choice of backgrounds and in any of the following formats:

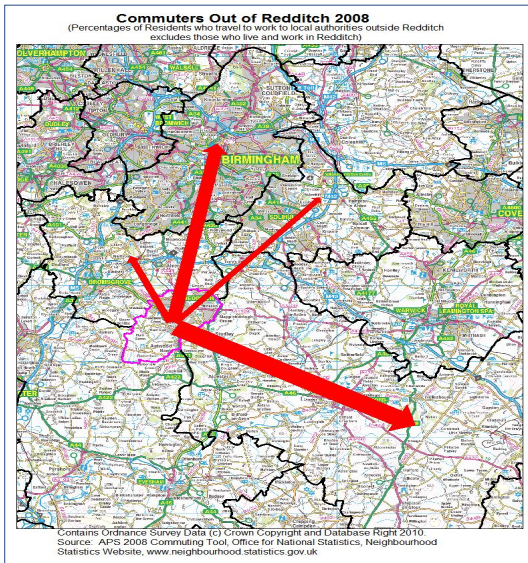
- Png to insert into a document
- Jpeg to insert into a document
- Adobe PDF flat file stand alone
- Adobe PDF interactive stand alone

SAMPLE MAPS

This map use Office for National Statistics Output Area Classification to identify consumer market segments.



This map uses commuting patterns to identify a local housing market area.



WE ALSO OFFER

Housing Vision has completed projects for local authorities and housing associations; the private sector and sub-regional consortia, and regional and national bodies including the CRC and HCA. We can offer the following core services:

Research and Intelligence

We undertake challenging and original research, for example a sheltered housing sustainability toolkit and analysis of the interrelationship between housing and health.

Site/Place-Based Housing Market Assessment

We have undertaken over 50 Assessments to determine the market potential of sites proposed for development, including affordable housing requirements.

Strategic Housing Market Assessment

We have completed analyses of housing need and housing market dynamics at local authority and sub-regional levels throughout the country.

Neighbourhood Sustainability Appraisals

We construct social, economic and housing profiles to determine the sustainability of local housing areas, then identify the interventions required to secure their future.

Policy Review, Analysis and Revision

We specialise in reviewing and refining policies, for example, a project to evaluate the effectiveness of delivering affordable housing in the Bristol sub-region.

TESTIMONIALS

We work hard for and with our clients, and here are just a few of their views:

"The report produced by HVC was very, very good. It was clear, could be read and understood by a wide range of people"

"One of the most successful aspects was the working relationship and communication; the sense of joint working and good engagement"



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