



HOUSING VISION

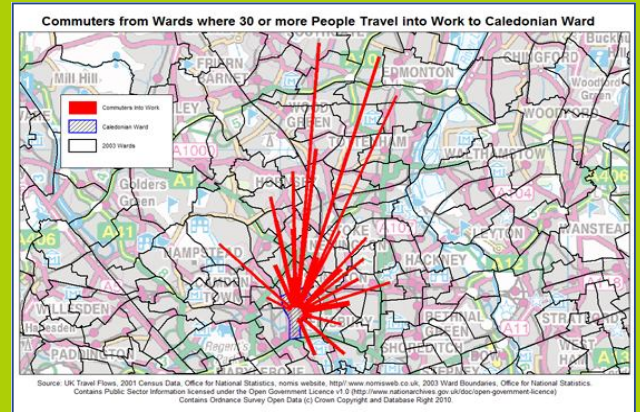
The Bemerton Estate: Housing Market Assessment

Client: Homes for Islington

INTRODUCTION

In 2009 Housing Vision was commissioned to undertake a Housing Market Assessment (HMA) for the Bemerton Estate, a 1960's social housing development of 737 units in the south of the London Borough of Islington.

The aim was to review the dynamics of the local housing market both in and around the estate to inform the potential for full or partial regeneration or replacement..



BACKGROUND AND CONTEXT

Despite high property prices and the high incomes of a section of its population, Islington remains a deprived borough with major housing needs and a growing requirement for affordable housing.

The Bemerton Estate provides an 'island' of affordable, family housing in the area just north of the major redevelopment sites at Kings Cross and to the west of expensive housing in Barnsbury. The estate is recognised as in need of major regeneration and the Housing Market Assessment sought to identify the potential for providing affordable and market housing.

PROJECT APPROACH

The Analysis focused on five key questions:

- Who lives in the area?
- How might this change, and what are the implications for determining the future need and demand for housing in the area?
- What choices do consumers have in the local housing market?
- How affordable is local housing?
- What is the potential of the Bemerton Estate in the housing market?

Answers were identified in relation to the estate itself; its surrounding area; and the borough as a whole.

The information was obtained by:

- examining live: work and home move patterns;
- comparing social and demographic trends for the estate and wider area; and
- identifying current choice and affordability in the local housing market.

Advice on the estate's potential was sought from key local stakeholders including property agents and housing officers.

The approach included an in-depth policy, research and literature review.

CONCLUSIONS AND RECOMMENDATIONS

The Estate provides an 'island of affordability' in an area dominated by high value housing, especially in the private rented sector. It also acts as a significant resource of family housing in an area dominated by single and couple households.

The challenges for any re-development are to meet internally generated needs, primarily for family housing, whilst providing some market housing, including intermediate products.

As partial re-development could provide no more than a 'fine tuning' of the Estate's 'housing offer', one option - dependent on viability - would be to undertake comprehensive re-development which would enable both re-provision of affordable rented housing and the introduction of more market housing and options.

However, the absolute priority at the Bemerton Estate was identified as the need to retain and develop the resource of affordable social rented housing. Any loss in units would exacerbate the existing crisis in the availability of affordable housing, but comprehensive re-development provides an opportunity to re-configure the housing offer, especially by bedsize, which might more closely match requirements, especially for family housing.

SO WHAT?

All Housing Vision output has to pass our simple "So what" test – "So what does this mean for the client or householder?" and "So what practical applications can this information be used for?".

This test means that everybody is able to understand how the research and analysis has been conducted **and** the final results; how conclusions have been reached **and** how they can best be applied.

So, it's as simple as that.

So what for this project ...

The project's findings have demonstrated the Bemerton Estate's vital role in providing family housing in a high cost area dominated by single and couple households. Redevelopment options for the Estate should ensure that family housing remains a key element of the housing offer.

TESTIMONIAL

"The project provided an in-depth and relevant assessment of housing requirements and proved to be a very useful tool in developing the options for the estate."

WHAT WE OFFER

Introduction

Established in 2001, Housing Vision has completed over 100 projects for local authorities and housing associations; for the private sector and for sub-regional consortia, regional and national bodies including the CRC and HCA. We can offer the following core services:

Dynamic Area Profiles

GIS-based profiles of user-defined areas incorporating demographic, housing, health, education and socio-economic data to provide 20 year projections of change.

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.

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.

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.

Strategic Development

We work with officers and stakeholders to develop housing and related policies and strategies at sub-regional, local authority and neighbourhood levels.

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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