



HOUSING VISION

East Kettering, Rothwell and Desborough: Housing Market Assessments

Client: Kettering Borough Council
In collaboration with Kim Sangster Associates (KSA)

INTRODUCTION

Housing Vision with Kim Sangster Associates were commissioned in 2008 to undertake a Housing Market Assessment for a 5,500 unit Urban Extension in East Kettering. The project was to examine the impact of the proposed development on Kettering's housing market, including the potential to meet housing need and improve consumer choice.

In 2010, two similar commissions were undertaken, focussing on the rural settlements of Rothwell and Desborough.



BACKGROUND AND CONTEXT

Kettering is included in the Milton Keynes/South Midlands Growth Area, one of 4 growth areas to accommodate the economic success of London and the south east. Proposals for Kettering include a 5,500 unit urban extension in east Kettering, a 15% increase in current housing stock. The aim of the project was to assess the impact of these major housing developments on the existing housing market; to identify the type of housing required and how consumer choice would be improved.

PROJECT APPROACH

For all 3 projects, the Assessment focussed on six key questions:

- what is the strategic context for the proposed developments?
- how is the housing market defined for each area?
- who lives in each of the areas? 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? What are the gaps in supply and how affordable is local housing?
- what is the projected future need for housing?
- what are the implications of these analyses for the proposed developments?

The analyses identified four separate housing sub-markets, the main one centred on Kettering; then the adjacent areas of Corby and Northampton; out to

Wellingborough and Market Harborough and finally to the London Commuter Belt.

CONCLUSIONS AND RECOMMENDATIONS

The main East Kettering Assessment and the supplementary analyses for Rothwell and Desborough projected a strong locally-driven growth in population and a growing shortage for 2 bedroom properties to meet the needs of existing and future households, especially from older people. Property price: income data suggested that approximately one third of single income, and two thirds of double income households could not afford market housing and would require affordable alternatives.

The Urban Extension proposals had the potential to address these requirements through:

- increasing the supply of affordable and financially accessible housing across all tenures from low cost 'starter homes'; through affordable market options to intermediate market and social rental properties.
- increasing the supply of 2 bedroom homes across all sectors;
- In Rothwell, increasing the supply of both 2 and 3 bedroom homes
- developing good quality aspirational homes for older people.

Developing a complementary Affordable Housing Strategy for the proposed developments was strongly recommended, with a strategy tailored to local needs in the two rural settlements.

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 ...

This independent assessment of housing need and demand provided benchmarks against which to test the proposals being put forward by the developer and ensured that meeting local requirements was prioritised.

The initial project led to the Borough Council commissioning Housing Vision Consultancy to look more specifically at the impact new developments would have on the settlements of Rothwell and Desborough.

TESTIMONIAL

"Housing Vision's analysis has given us robust data and evidence to demonstrate the need for affordable housing in Kettering. We were very happy with their work and would be pleased to recommend their services."

"It has been highly useful to us for background information and 'making our case' both to the developer and internally."

WHAT WE OFFER

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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