



HOUSING VISION

# Scotswood: Estimating the Requirement for Affordable Housing and Profiling the New Community

**Client:** Newcastle City Council

In collaboration with Kim Sangster Associates—KSA

## INTRODUCTION

This project was a review of the likely market for new housing in the Scotswood area of Newcastle.

The final outputs included an estimate of the requirement for affordable housing at the 'Scotswood Expo' and the development of a profile of the expected new community to be established over a fifteen year period by the Scotswood masterplan.



## BACKGROUND AND CONTEXT

The 'Scotswood Expo' was originally conceived as a European demonstration project to create a new and sustainable neighbourhood on cleared land in the west end of Newcastle.

Housing Vision was appointed to the masterplanning team in 2006 to identify the likely market for new housing at Scotswood, a process that culminated in 2008 with the completion of three reports, the first located the 'Scotswood Expo' in the wider housing market; the second identified the potential target market for market housing and the third developed a modelled profile of the new community to be created under the Scotswood masterplan.

The project was completed in December 2008.

## PROJECT APPROACH

The research was undertaken in stages, beginning with a high level analysis of the relationship between the supply of and demand for market housing, especially new-build, in Newcastle and its surrounding area.

The implications of this analysis for the type and cost of housing in the Scotswood Expo were examined through in-depth market research with consumers in the new-build housing market. The aspirational market was shown to be affected by the tendency for those with home ownership aspirations to leave the city for the surrounding area and to be highly sensitive to issues of affordability and the area's previous poor reputation. More positively, great interest was

expressed in the eco-friendly ambitions of the proposed development.

This work led to more detailed specification of the households likely to form and/or move within the housing market the target market segments to which they may aspire.

## CONCLUSIONS AND RECOMMENDATIONS

Drawing on sources such as city-wide housing surveys, and data on social housing applications and allocations provided by the City Council, Housing Vision proposed a housing mix for the Scotswood Expo area by tenure, property type and number of bedrooms, to be achieved over a 15 year housing programme. The tenure categories specified were: market, social rented and intermediate (shared ownership), with the latter two categories accounting for the estimated affordable housing requirement.

The required mix was then translated into a projection of the people likely to access the housing provided over five phases of three years each. This gave a profile of the expected population of the area over time, using mainly Census data as a basis for future projections. In the Benwell and Scotswood district, both population and households are expected to increase over the planning period, reflecting the provision of a carefully planned housing programme for the area and a commitment to monitoring and adjusting the programme in the light of experience over time.

## 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 outcomes of this project enabled the City Council and partners to determine the optimum housing mix and phasing for the scheme and the consequences in terms of the emerging profile of the community in its relationship with existing residents.

## 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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