



HOUSING VISION

# Business Area Summary: Options for Housing Market Assessment and Analysis

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.

We specialise in housing market assessment at all levels from neighbourhood and site specific to sub-regional and strategic. The Director of Housing Vision is co-author (with Bob Line and Tim Brown) of the only toolkit, the NHF's, *Understanding Your Housing Market: a guide to housing market assessment*.

Our Assessments fully comply with CLG's *Strategic Housing Market Assessment Guidance* on which we were formally consulted.

## POTENTIAL

Bespoke Housing Market Assessments can be undertaken at any **spatial scale and level of analysis**. They provide market profiles and demographic projections to determine the need and demand for affordable and market housing - including intermediate options.

Having completed over 50 Assessments, we offer a **tried and tested approach** which combines desktop analysis with consultation with relevant stakeholders as appropriate.

## FOCUS

We can undertake the following analyses:

- *Research and Policy Review*: of work that has already been undertaken and of the **relevant** economic, housing, planning and transport **policies** and **strategies**.
- *Demographic Profile and Projections*: who lives in the area now and how might this change over the next 20 years? We have developed a **model that projects changes to an area's population** and household structure and identifies **the housing requirements associated with them**.
- *Defining the Catchment Area*: what is the **catchment** for market and social sector housing? We have developed an approach using commuting, home move and preference data to identify the housing market catchment area and its profile.

- *Determining Supply, Demand and Affordability*: what **choices** do consumers have, how affordable is local housing and what is the current pattern of need and demand across all tenures?
- *Estimating Market Values*: what are current private rental and sales values, and **what might be achievable** for new housing for home ownership and rental in the area?
- *Options for Intervention*: we conclude by assessing the market potential of any site or location, **determining the optimum mix of housing** - across all tenures - by type, size and affordability.

The following table provides examples of HMA options available:

Level of Analysis	Options		
	Instant HMA	In-depth HMA	Market values
Research and Policy Review	No	Yes	No
Demographic Modelling	Yes	Yes	No
Define and profile the Housing Market Catchment Area	No	Yes	Yes
Determine Supply, Demand and Affordability	Yes	Yes	No
Estimate Market Values	Yes	Yes	Yes
Identify Options for Intervention	Yes - Outline	Yes - Detailed	No

## DATA SOURCES

In making our assessments, we make use of the following data sources:

- 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
- CORE social housing sales and lettings data

## OUTPUT

At all levels of analysis, we provide a detailed **plain English report**, making use of **GIS mapping** to visualise patterns and trends.

## RELEVANT PROJECTS

The following are examples of **Housing Market Assessments we have recently undertaken**:

- A *site-based HMA* to inform the Planning Application for a proposed residential development at a former military base at Upper Rissington, Bourton-on-the-Water, Cotswold for Reland.
- *Profiling the market for housing and the evolution of the proposed Expo community* for Newcastle-upon-Tyne City Council.
- *Bemerton Estate Housing Market Assessment* for Homes for Islington, a 1960's flatted social housing development.
- *Urban Extension Housing Market Assessment* for Kettering Borough Council for a 5,500 unit Urban Extension in East Kettering as part of the Milton Keynes/South Midlands Growth Area.

- District-wide HMAs for Blaby, Bromsgrove, Kettering and North Shropshire
- A sub-regional Strategic HMA for the Northern Peninsula of the south west.

## HMA TESTIMONIALS

*"The HMA offered a **more localised assessment of housing needs** than was provided in the sub-regional assessment and has been highly useful in 'making our case' both to the developer and internally".*

*"The HMA provided an in-depth assessment of housing requirements and proved a **very useful tool in developing the options appraisal**".*

*"An excellent piece of work **delivered to programme and on budget**. I have no hesitation in recommending Housing Vision to others wishing to undertake such research".*

## WE ALSO OFFER

### 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.

### 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".*



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