



HOUSING VISION

Business Area Summary: Research and Intelligence

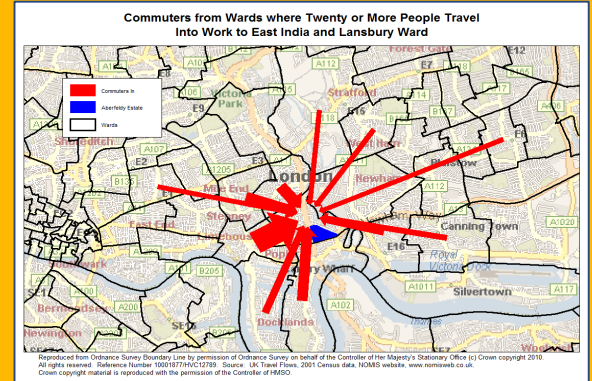
Client: Your organisation

HOUSING VISION

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

Housing Vision's Research and Intelligence skills underpins its work, we integrate desktop research, primary research, geographical analyses, policy/strategic reviews, and planning expertise. Housing Vision specialises in geographical analyses of non-standard areas, and makes use of a wide range of demographic, housing, health and socio-economic datasets.

Map Showing Travel into Work



OUR EXPERTISE

We can offer the following services:

- Primary Research (using all forms of data)
- Secondary Research (desk-based analysis)
- Quantitative Data Analysis (using Excel or SPSS)
- Qualitative Data Analysis (postal surveys, telephone interviews and focus groups)
- Geographical Analysis (visual representation of data for user-defined areas, thematic mapping, buffer analysis and migration mapping)
- Strategic and Policy Reviews
- Literature Reviews

OUTPUT

We provide plain English reports making use of geographical information mapping and graphs to illustrate patterns and trends.

DATA SOURCES

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

- Census Data
- CORE Lettings and sales data
- Crime data
- Economic data (NOMIS)
- Education data - Key Stage Results
- Health data
- Homelessness statistics
- Indices of Deprivation 2007
- Land Registry property price data
- Migration data
- Output Area Classification Geo-demographic Dataset
- Population projections
- Supporting People data

We can also incorporate clients' own datasets into the analysis. Postcoded data or data containing other geographies may be analysed spatially and overlaid on other datasets to assist with identifying hotspots and targeting resources.

RELEVANT PROJECTS

The following are examples of Projects we have recently undertaken:

- Working with GLHS and commissioned by the West Midlands Regional Housing Executive together and NHS, this project focused on the main **housing and health interactions** and the positive impact which housing can have on health. The report reviewed all Joint Strategic Needs Assessments and identified the contribution that housing policy can make to improving health outcomes.
- The production with HQN of an **older persons' accommodation and support strategy** for Durham County Council. This project required the construction of a spatial evidence base to identify the pattern of supply and demand. A toolkit was designed to identify the future requirement for care and support services.
- A **housing market assessment** for Poplar HARCA of a 1960's flatted estate in north London. Analyses of living, working and home move patterns enabled the local housing market to be identified and property prices. Census data and local interviews were used to establish the requirements, likely aspirations, future needs and affordability of housing for local residents.
- Commissioned by West Midlands Regional Assembly this project with GLHS determined **the potential of Intermediate Housing** and required detailed analysis, using primary and secondary sources, of the roles of the private rented and shared ownership sectors.
- Working with HQN for the Association of North East Councils, this project established **the scale of hidden homelessness** in the North East region. Geographical and statistical analysis provided an evidence base underpinning reviews of policy and good practice.

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:

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.

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".



HOUSING VISION

**For further information please contact
Dr Richard Turkington at:**

e: info@housingvision.co.uk

w: www.housingvision.co.uk

m: 07714 106386

t: 01886 833118

f: 01886 830102