

South West

NATIONAL
HOUSING
FEDERATION

Home Truths 2014/15

**BROKEN
MARKET
BROKEN
DREAMS**

Let's end the housing crisis
within a generation



What does your local housing crisis look like?

The South West has been hit by a combination of high housing costs and low wages. With rural and coastal beauty spots commanding premium house prices and attracting wealthy second home owners, many areas have seen prices pushed out of reach for local people.

The average house price in the South West is now close to £230,000 but in places such as the Cotswolds, East Dorset, Bath and North East Somerset, that rises to £300,000 and beyond. In contrast to that, average earnings in the region are among the lowest in England, making house prices on average nearly ten times annual incomes. In many rural communities, spiralling prices are changing the nature of villages, forcing young people and many key workers to move elsewhere.

As more people in the region are priced out of buying a home, inevitably the number of private renters is increasing. As well as facing short-term tenancies that offer little stability, private renters in the South West are paying 35% of their earnings on rent – the third highest rent-to-income ratio in the country.

To fix the housing crisis in the South West an increase in the supply of homes is urgently needed. Over the next 20 years 439,000 new households are expected to form in the region. At the current rate of house building, that would leave a shortfall of almost 200,000 by 2031. Improving the building rate would give future generations a chance and boost the local economy, with every new affordable home built in the South West generating £87,113.

New, stable and affordable homes are vital for local people across the South West and their future generations.

National Housing Federation analysis
for Home Truths 2014/15 unless otherwise stated

End the housing crisis within a generation



It is clear that we have a severe housing crisis in the South West. It has been decades in the making and short-term initiatives aren't going to fix it for this generation, or the next.

It has been created by the failure of successive governments to address the region's major housing challenges, and primarily failing to build enough homes. The English public agree: around one in four people think that their housing situation will generally improve in the next ten years, and seven out of ten think that the Government should play a role in improving accessibility to housing¹.

To end the crisis once and for all the main political parties must be bold in their action and, importantly, they need to look beyond the lifetime of the next parliament.

In the run-up to the General Election, we are calling on all political parties to commit to end the housing crisis within a generation.

We want the next government to publish a long-term plan within a year of taking office that sets out how it will achieve this.

Working with the Government, private developers, landlords, planners and the rest of the housing sector, housing associations can make an essential contribution to ending the housing crisis in the South West.

¹ Figures from YouGov Plc. Total sample size was 2,036 British adults of which 1,651 were from England. Fieldwork was undertaken between 18-19 August 2014. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

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#housingcrisis



South West



	Mean house prices in 2013 (£) ¹	Mean monthly private sector rents in 2013/2014 (£) ²	Mean
ENGLAND	251,879	720	
SOUTH WEST	228,420	693	
Bath and North East Somerset	307,457	964	
Bournemouth	217,024	702	
Bristol	218,638	814	
Cornwall	223,046	636	
Isles of Scilly	-	716	
North Somerset	220,919	666	
Plymouth	160,640	563	
Poole	289,765	786	
South Gloucestershire	213,180	708	
Swindon	171,943	594	
Torbay	184,400	582	
Wiltshire	242,967	732	
Devon	236,363	672	
East Devon	256,312	687	
Exeter	216,548	840	
Mid Devon	223,632	628	
North Devon	219,234	591	
South Hams	304,012	716	
Teignbridge	221,771	658	
Torridge	203,327	570	
West Devon	232,961	632	
Dorset	264,957	724	
Christchurch	282,148	809	
East Dorset	295,819	858	
North Dorset	252,052	685	
Purbeck	273,586	758	
West Dorset	267,941	729	
Weymouth and Portland	205,262	614	
Gloucestershire	234,827	711	
Cheltenham	256,519	743	
Cotswold	344,614	922	
Forest of Dean	192,081	575	
Gloucester	157,488	563	
Stroud	237,820	680	
Tewkesbury	232,455	710	
Somerset	210,171	627	
Mendip	224,015	668	
Sedgemoor	191,175	607	
South Somerset	208,785	615	
Taunton Deane	211,297	607	
West Somerset	233,305	613	

Annual earnings in 2013 (£) ³	Ratio of house prices to incomes in 2013 ^{1,2}	Income required for 80% mortgage in 2013 (80% at 3.5x, £) ¹	% of housing benefit claimants in employment in May 2014 ⁴	Unemployment rate in 2013/2014 ⁵
26,520	9.5	57,572	22.5%	7.1%
23,764	9.6	52,210	23.5%	5.4%
26,208	11.7	70,276	25.9%	4.8%
23,369	9.3	49,605	24.6%	6.6%
24,622	8.9	49,974	20.5%	7.2%
20,514	10.9	50,982	24.4%	5.3%
-	-	-	-	-
27,269	8.1	50,496	18.0%	5.1%
21,580	7.4	36,718	20.8%	7.6%
24,206	12.0	66,232	28.8%	4.3%
24,960	8.5	48,727	24.9%	4.9%
24,804	6.9	39,301	17.9%	5.7%
19,666	9.4	42,149	23.0%	6.8%
25,007	9.7	55,535	25.5%	4.8%
22,188	10.7	54,026	25.6%	4.5%
22,870	11.2	58,586	28.1%	3.3%
23,327	9.3	49,497	25.7%	6.0%
21,554	10.4	51,116	22.1%	4.0%
20,654	10.6	50,111	25.8%	4.4%
22,443	13.5	69,488	26.1%	3.3%
21,970	10.1	50,691	26.4%	4.6%
19,193	10.6	46,475	22.9%	5.9%
25,106	9.3	53,248	25.7%	3.5%
23,104	11.5	60,562	25.8%	5.3%
24,222	11.6	64,491	26.5%	4.8%
26,697	11.1	67,616	25.6%	3.3%
20,758	12.1	57,612	25.4%	3.5%
20,961	13.1	62,534	27.8%	3.9%
23,488	11.4	61,244	25.6%	3.0%
21,512	9.5	46,917	25.2%	6.6%
25,797	9.1	53,675	22.6%	5.1%
28,844	8.9	58,633	21.2%	6.2%
23,551	14.6	78,769	25.5%	3.5%
25,215	7.6	43,904	21.3%	5.7%
22,688	6.9	35,997	23.1%	7.3%
26,946	8.8	54,359	22.0%	4.4%
27,269	8.5	53,133	23.4%	4.8%
23,140	9.1	48,039	23.8%	4.8%
23,379	9.6	51,203	22.7%	5.1%
22,594	8.5	43,697	22.3%	6.1%
22,422	9.3	47,722	25.1%	4.2%
25,126	8.4	48,296	24.3%	5.3%
20,098	11.6	53,327	24.8%	5.5%

Footnotes to tables

1 Land Registry, Sales data 2013

2 Valuation Office Agency (VOA), Private Rental Market Statistics, year to March 2014

3 ONS, Annual Survey of Hours and Earnings (ASHE) 2013

4 Department for Work and Pensions (DWP) Housing benefit statistics (Stat-Xplore)

5 ONS, Nomisweb, Model based estimates of unemployment (16+) April 2013 to March 2014

6 DCLG, Council Taxbase Local Authority Level Data, 2013

7 DCLG, Live Table 615 All long-term vacant dwellings by local authority district, England, from 2004.

8 Homes and Communities Agency (HCA) Statistical Data Return 2013

% of second homes of total number of properties in 2013 ¹	Long-term vacant stock in 2013 ²	Total HA rented homes in 2013 ³	HA supported housing in 2013 ⁴
1.1%	216,050	2,392,124	412,250
2.0%	19,315	218,527	44,564
0.9%	469	11,097	2,531
3.7%	848	3,412	1,209
0.7%	1,283	11,655	3,647
5.5%	3,072	19,174	3,728
15.9%	-	59	7
0.5%	429	8,876	2,010
0.7%	528	22,355	1,954
2.6%	498	2,827	788
0.3%	418	11,403	2,029
0.4%	462	4,698	1,482
2.5%	982	5,158	1,154
0.9%	1,491	23,987	3,729
3.3%	2,687	25,687	5,639
3.7%	552	1,622	293
0.9%	218	4,081	797
0.8%	183	1,219	333
3.6%	598	4,308	982
9.6%	252	4,288	871
2.0%	385	5,206	1,503
3.3%	337	2,619	485
2.2%	162	2,344	375
3.4%	1,524	22,573	5,547
3.4%	180	2,517	611
0.8%	164	3,138	686
1.6%	323	3,977	870
7.5%	149	2,430	625
5.2%	394	6,469	1,815
3.0%	314	4,042	940
1.2%	2,655	21,252	4,310
1.5%	368	2,143	571
3.9%	247	5,391	614
0.8%	545	4,677	1,336
0.3%	503	3,215	895
0.8%	637	1,427	299
0.6%	355	4,399	595
1.1%	1,969	24,314	4,800
0.9%	470	6,091	1,326
0.8%	390	2,847	357
1.2%	470	10,746	1,983
0.7%	428	2,247	489
6.0%	211	2,383	645