



South West London Housing Partnership Sub-Regional Housing Market Assessment

Preliminary Stakeholder Consultation September 2009

South West London Housing Partnership (SWLHP) held two consultation events on 2nd and 4th September 2009 in Twickenham and Wandsworth to inform its Sub-regional Housing Market Assessment (SHMA).

The following pages provide a summary of the events and the key outputs from the workshop sessions that took place during each event.

<p>Sub-regional Housing Market Assessment</p>	<p>The SHMA is a piece of research on the housing market operating in South West London that will act as evidence to:</p> <ul style="list-style-type: none"> ➤ complement and inform Local Development Frameworks and borough and sub-regional Housing Strategies ➤ identify current and future housing markets operating in SW London ➤ establish current and future requirements for both market and affordable housing across the sub-region within the London context <p>In July 2009 SWLHP commissioned ECOTEC Research & Consulting to carry out its SHMA.</p>
<p>The Events</p>	<p>Two events, one in inner and one in outer South West London were held. They were aimed at obtaining the views of stakeholders on various topics relating to the housing market operating in the sub-region.</p> <p>Local knowledge is important in identifying local issues and the outputs of the event will inform the study.</p> <p>The events were chaired by Shelagh Hair of the SWLHP; Jeff Bishop of ECOTEC presented to the delegates.</p>
<p>Who Took Part?</p>	<p>Across the two event over 70 delegates from within the sub-region including representatives from:</p> <ul style="list-style-type: none"> ➤ Homes and Communities Agency ➤ Tenant Services Authority ➤ National Housing & Planning Advice Unit ➤ Sub-regional HomeBuy Agent (L&Q) ➤ RSLs (Richmond Housing Partnership, Amicus Horizon, Thames Valley, Metropolitan Housing Trust, Wandle Housing Association, Hyde, Servite Houses) ➤ Developers (Pocket Living, Durkan Homes, St George Homes) ➤ Developers Agents (Knight Frank, Icen Projects) ➤ Private Landlords Forum ➤ Tenants Federations ➤ Universities (Kings College London) ➤ Officers from within SWLHP Boroughs Planning and Housing teams



<p>Workshop Discussion</p>	<p>To better facilitate stakeholder engagement each event broke out into five workshops to discuss five themes:</p> <ul style="list-style-type: none"> ➤ Identifying the current housing markets operating in South West London ➤ Levels of housing need in the sub-region ➤ Identifying future housing markets and need in South West London ➤ What are the housing requirements of specific groups? ➤ How to address the intermediate housing market? <p>The points raised in these discussions provide valuable context on the housing market from stakeholders and are summarised below.</p>
<p>“Identifying the current housing markets operating in South West London”</p>	<p>Young people/professionals tend to move to the north of the SW London area near to train/tube lines & central London jobs e.g. Balham, Brixton, Clapham and Putney. Good rail links in Richmond, Surbiton & Wimbledon are also popular.</p> <p>The further away from London the more family housing there is and the greater the demand for this type of housing.</p> <p>People with the highest need stay closer to London as they can't afford to move further out.</p> <p>There is more renting near stations/commuter points.</p> <p>Housing markets span borough boundaries and residents are less aware of those boundaries than the physical market.</p> <p>SW London has an expanding “riverside” market that also spans borough boundaries.</p> <p>There is a student presence in SW London; Kingston has a large student population.</p> <p>Good schools affect the market, raising local housing costs.</p>
<p>“Levels of housing need in the sub-region”</p>	<p>There is a mismatch between current stock and the needs of people.</p> <p>Overcrowding is a big issue. There is not enough family sized homes and many people need larger properties.</p> <p>Downsizing for under occupiers is not a straightforward process. Households may have carers or grandchildren who need/wish to stay with them.</p> <p>Housing need should to be met locally - people may not want to leave a certain area because they grew up there and have local connections.</p> <p>There has been some growth in homelessness levels since the recession but not to the extent expected. The private rented sector is absorbing some of this.</p>



<p>“Identifying future housing markets and need in South West London”</p>	<p>Housing mobility will depend on what infrastructure is in place. Wealthier residents are able to live in areas not so well connected where as less wealthy residents are attracted to areas on good transport links. The highest need is therefore in the centres.</p> <p>There is a general feeling that families and single people are moving out of London to meet their housing requirements.</p> <p>Crawley and West Berkshire are drawing residents away from SW London as a result of the potential expansion of Heathrow and the fact that IT companies are moving their HQs there - and cheaper housing.</p> <p>In parts of the sub-region social rented larger family homes are preferable as they are more affordable than LCHO. In other parts large households on low incomes are actively encouraged to search for housing outside of the borough due to affordability issues.</p> <p>There is evidence that the current market is delaying young adults (aged 20-26) from leaving family homes leading to overcrowding.</p> <p>Is there an easing of markets in smaller homes?</p> <p>There are long-term problems around affordability, policy and delivery of larger homes in both private and public sectors.</p> <p>East-west and west-east migration within South London?</p> <p>Finding a suitable supply of land/opportunities to develop in the sub-region has real barriers.</p>
<p>“What are the housing requirements of specific groups?”</p>	<p>Each specific group listed in the SHMA guidance has diverse sub-groups.</p> <p>Students in SW London are a specific group that needs consideration.</p> <p>There is a large mix of people within the BME community and there is an increased demand for 5 bedroom houses so that several generations of the same family can live together.</p> <p>There is a greater need for transitional accommodation for people with mental health issues. The level of support is most important. Should we consider floating support in people’s homes?</p> <p>The needs of the young are very broad as some are working, care leavers, in education and others have been forced to leave home. Transport links are important as often they do not have their own transport.</p> <p>Some young people need more support than others, others just need financial help.</p>



<p>“How to address the intermediate housing market?”</p>	<p>There is a requirement for concrete evidence on the intermediate market and what type of household is likely to be in it.</p> <p>How significant will the impact of Mayor’s proposed changes to the upper limit of the salary range and keyworker priority for accessing the products be for this sector.</p> <p>As well as securing mortgages in the current market, deposits and fees of up to £4,000 act as barriers to accessing intermediate housing for many people.</p> <p>Are the right products available? Do they make sense to the buyer? There is a need for continual innovation of product and marketing.</p> <p>Applicants don’t see the borough boundaries when searching for a new home.</p> <p>The current market has brought about changes in the perception of LCHO. It is seen more as secure housing tenure; the stigma has gone and perhaps the recent recession has told people that home ownership isn’t be all and end all?</p> <p>Shared equity schemes were very popular in the intermediate market, but these have since been removed.</p> <p>Intermediate housing as a tenure should be encouraged in the planning system at borough level.</p>
<p>What Next?</p>	<p>Notes were taken of the discussions in each workshop and these will feed directly into the study.</p> <p>ECOTEC is now analysing the sub-regional data in line with CLG practice guidance. In order to gather additional local intelligence on the market ECOTEC is also conducting a number of interviews with key stakeholders.</p> <p>This process will run throughout October and November and ECOTEC will present a draft report at a further stakeholder event to be held in Lambeth Town Hall on the morning of 4th December 2009. This event will be used to show the findings of the study illustrating typologies of housing market, the location of these markets and the levels of housing need in the sub-region.</p> <p>If you wish to attend this or wish to add further comment on the housing market please contact Matthew Giddings SWLHP project manger for the study through the channels below.</p>
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