

“A great place to live...if you can afford it”

Housing costs and the Central South's economy

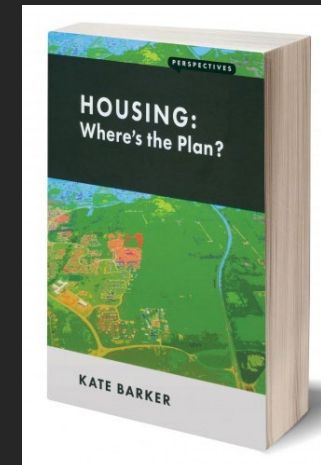
Simon Eden

Flic Goodyear



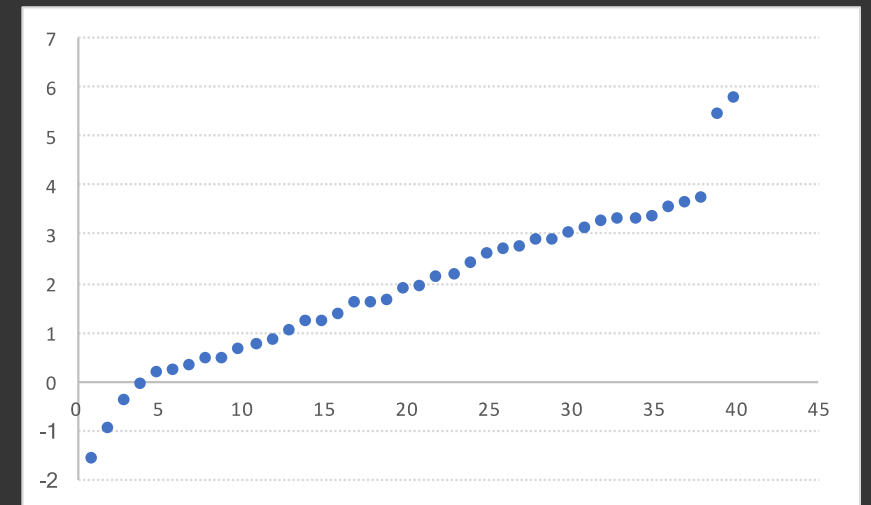
The Broken Housing Market

- Prices
- Numbers
- The Barker Review
- Business perceptions



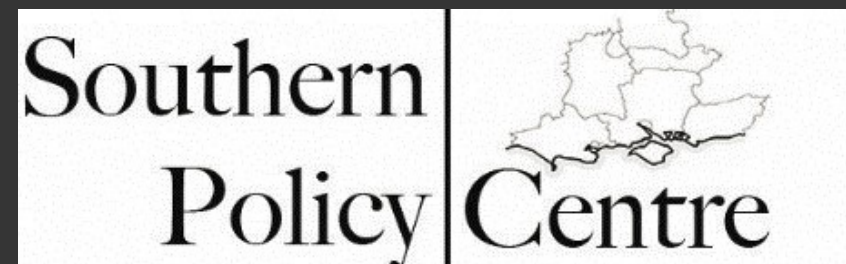
Housing Costs

- High and increasing Affordability Index and rents
- Low build rates
- Shift from purchase to rent
- “Key worker” challenge
- Commuting



Business perceptions

- Growing awareness
- Recruitment and retention
- Mobility, skills and graduates
- Commuting
- Reputation and relocation
- “Something must be done”



Southern Policy Centre 37%

Do you think house prices within 5 miles of your business location are higher, or lower, than average prices in the rest of the South of England?

Higher than average

About average

Lower than average

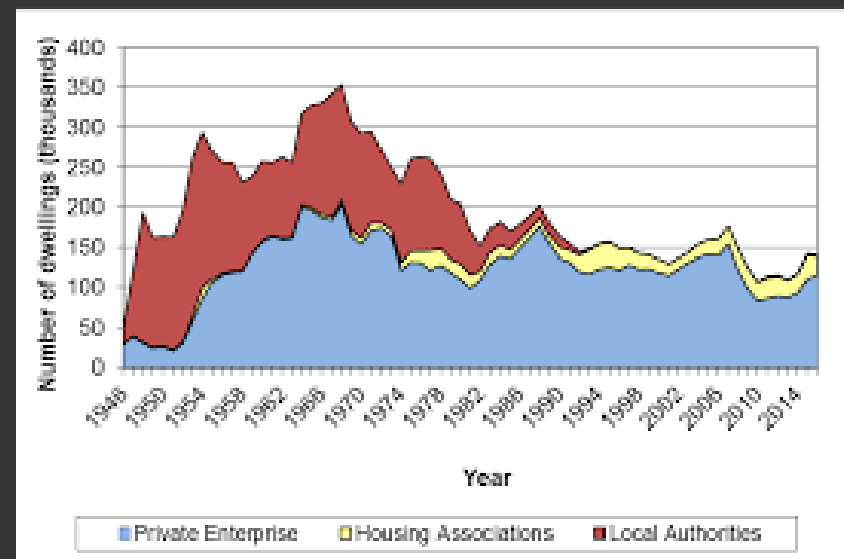
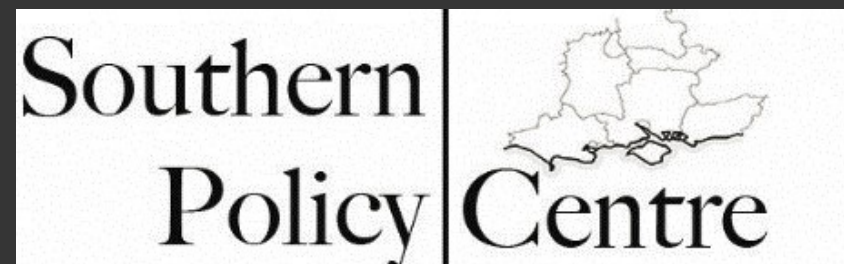
Don't know/ prefer not to answer

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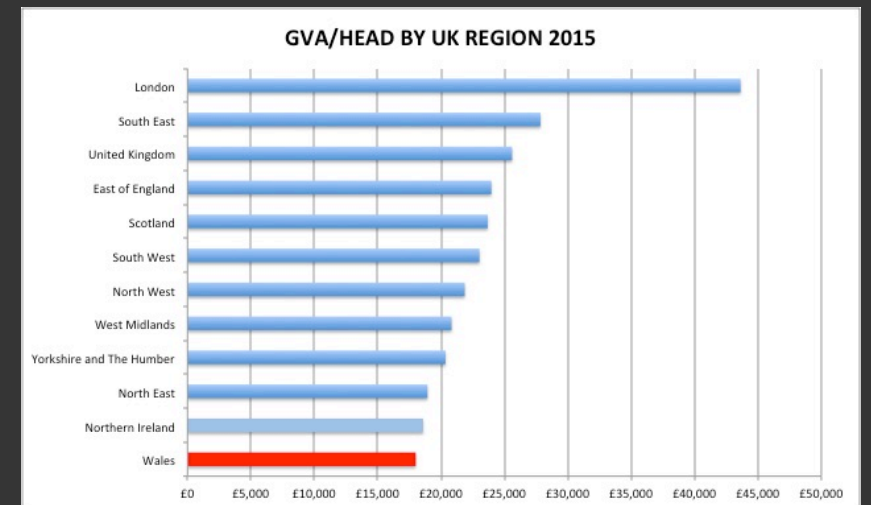
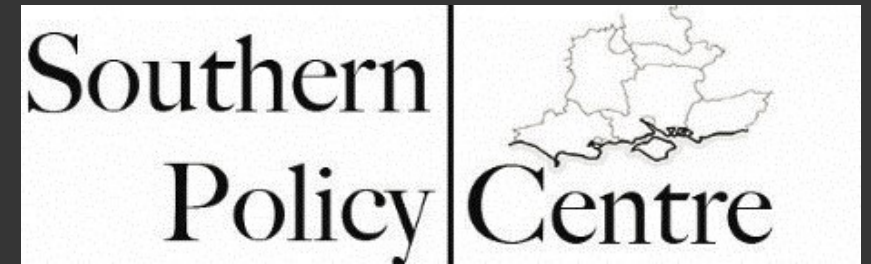
Housing providers

- Entrepreneurial councils and housing associations – diverse solutions
- Business or housing perspective?
- Focus on numbers, needs or diversity?
- Integrated planning?



Risks

- To business
 - recruitment, retention and skills
 - recruiting younger staff
 - growth in commuting
- To economic growth
 - productivity
 - regional economic performance
 - relocation
 - inward investment
- To communities
 - make-up
 - services



Challenges

- To councils and housing associations
 - planning for and delivering a mix of types and tenures to meet economic need
- To business
 - getting involved with the discussion about housing, helping find solutions
- To Government/Homes England
 - policies and programmes which meet economic as well as social need
- To us all
 - collaboration!



Discussion

- the problems
.....and the solutions

