

**EALING**

**STRATEGIC HOUSING MARKET  
EXECUTIVE SUMMARY**

**FINAL REPORT  
2013**



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# 1 EXECUTIVE SUMMARY

## 1.1 Key Findings

1.1.1 Outlined below are the key market changes which have occurred since the 2009 study and their impact on the issues to be considered when setting future housing targets.

### Housing Market Change

- Over the four year period from Q2 2009 to Q2 2013 sales volumes have risen by 41.4% in Ealing, from 476 to 812 transactions.
- The average property price in Ealing is £438,133, lower than the Greater London average of £475,940 and almost double the national average of £242,415.
- Nationally, loans to first-time buyers have fallen by over 50% from 2009 to 2013. The typical first time buyer in July 2013 had a deposit of 20% and borrowed 3.21 times their income.
- On average a deposit of around £27,000 to £76,000 would be required to buy one and two bedroom flats and £48,000 to £100,000 for two and three bedroom terraced houses in the current Ealing market.
- The need for a 20% deposit is the key affordability problem for those wishing to buy.
- Based on savings data, 72.6% of concealed households forming do not have a deposit for a one bedroom flat and without significant financial assistance from family will not be able to buy locally.
- Based on income data 87% of new forming households cannot afford to buy property locally in the lowest quartile of prices.
- Entry rental costs in the private rented sector vary by location within the Borough. 83% of new households forming cannot afford to rent in the private market.

### Income Change

- The 2012 ASHE data shows a median income of £30,488 for Ealing, a 5.2% increase on the 2008 ASHE figure of £28,991.

### Population Projections

- ONS 2010 based projections predict an increase in the population of Ealing of 75,000 people (+ 23.1%) over the forecast period to 2035.
- The most significant growth is in the over 65 age group with an increase of 22,300 people (+ 62.3%) compared to a lower increase of 18.3% in all age groups up to age 64 over the period to 2035.
- The 65+ group increases from **11.0%** of the population in 2011 **to 14.6%** in 2035.
- Within the older age group, numbers of those aged 75+ are projected to grow by 63.0%, 10,900 more people.
- Given the support resource demands and specialist accommodation needs often associated with very elderly people, these are significant figures.
- The ONS forecast is for 18,000 extra households in Ealing by 2021 compared to 2011, an increase of 14.5%. Household size in Ealing is forecast to reduce from 2.70 in 2011 to 2.36 in 2021.

### Affordable Housing Targets

- After re-let and resale supply there is a net need, prior to new delivery, for 1,994 new affordable units a year, based on dealing with the backlog over the 13 year life of the Local Plan.
- The scale of need continues to justify an affordable housing target of 50%, subject to site viability and the nature of sites.
- A tenure mix balance of 60% / 40% between affordable rent and intermediate housing remains an appropriate target, though mix is important to site viability.
- Delivery of affordable housing for older people should be prioritised to provide a range of housing to meet the needs of the growing older population and targeted at local area level to address the under-occupation in the general social rented stock.
- Delivery strategy should be closely linked to meeting the growth in older people and enabling a better flow of the existing stock
- The Assessment Model data should be monitored and updated annually.

### Property Type and Size Targets

- The provision of smaller units for older people, particularly Extra Care, will be important in linking to initiatives to free up the under-occupied 3 bedroom social rented stock.
- Making best use of the existing stock is now even more important as a means of addressing the needs of over-crowded families for this property size.
- Future delivery in the market sector of 60% of units for single / couple and small family households and 40% for larger families should continue to apply.
- These would support growth strategies and provide a more balanced housing offer across the Borough and should be used as a guide to developers.

## Housing Strategy

- Meeting the social rented accommodation requirements of families and those with priority needs should be as important as the larger scale numerical need for smaller units for single and couple households.
- There are high levels of over-occupation with 5,113 estimated in the Council stock and 2,816 in the RP stock, 7,929 in total. This will require new units of 3 and 4 bedroom properties as well as initiatives to make best use of the existing stock.
- Although it is recognised that in practice it is difficult to achieve, addressing the under-occupation of over 1,300 three and four bedroom social rented properties should be a strategic housing priority.
- Housing strategies to make best use of the existing stock in the social sector should be closely linked to new delivery projects for older people, by providing positive incentives to under-occupying households to facilitate higher turnover of family houses.