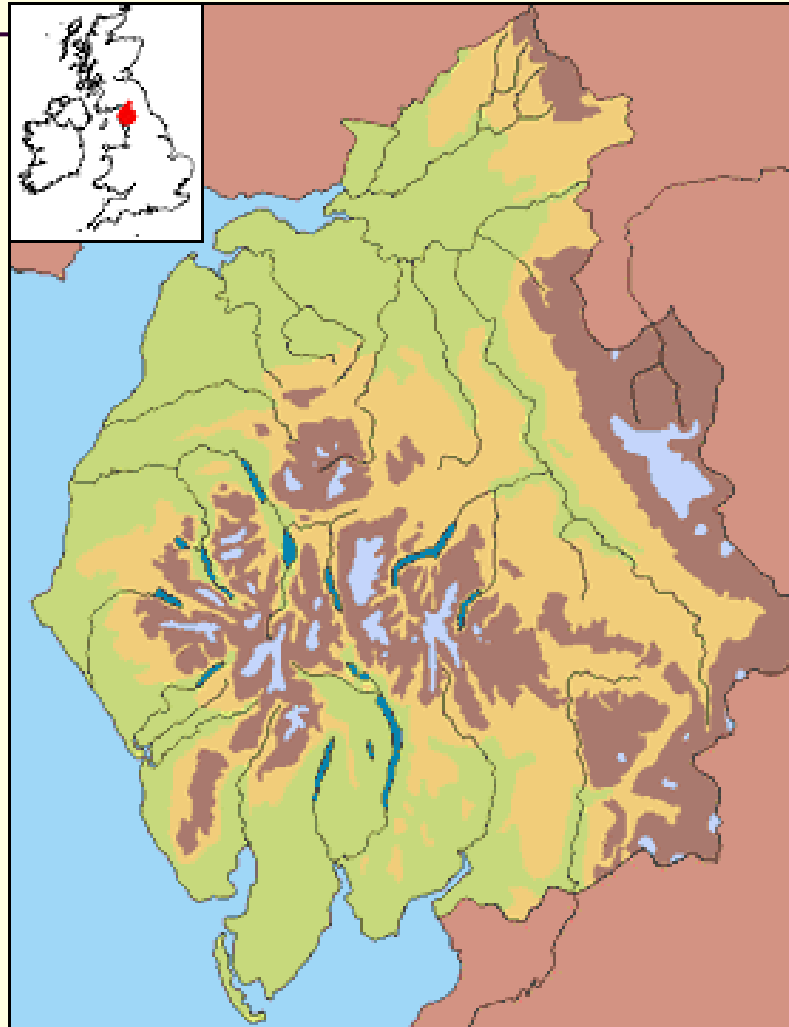


Cumbria Housing Market Assessment

Making Cumbria a **Great** Place to
Live

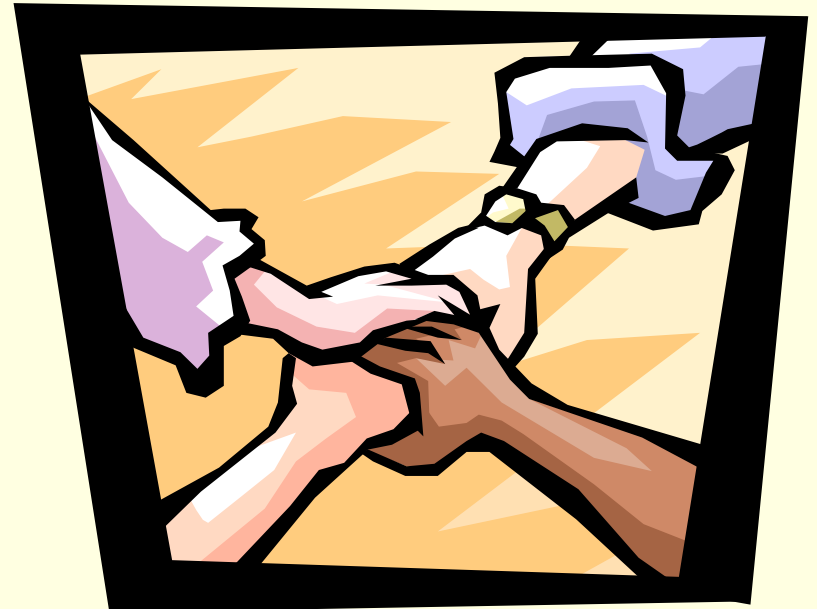
Julie Monk

Cumbria



What are we trying to achieve?

- **Sub regional working** - encouraged by government - to pool and share experience and knowledge and to bridge the gap between local and regional agendas.
- **Understanding** how the housing markets work – what, where and how do people want to live now and in the future.



Coming **together** to create the Cumbria Housing Strategy

- Led by the **Cumbria Housing Group**
- **Special task group** to pull together the project
- **Themed Task Groups** to concentrate our county's skills and expertise on each policy theme



A Balanced Housing Market...

...a housing market in which the majority of people have or are able to obtain **a home** that they can **afford** and which fulfils the basic criteria of being a **decent place** in which to live.



Asking the questions...

- Current housing **options** and **opportunities**
- Housing **standards** and **conditions**
- **Supported housing** now and tomorrow
- **Community** and **economic** needs

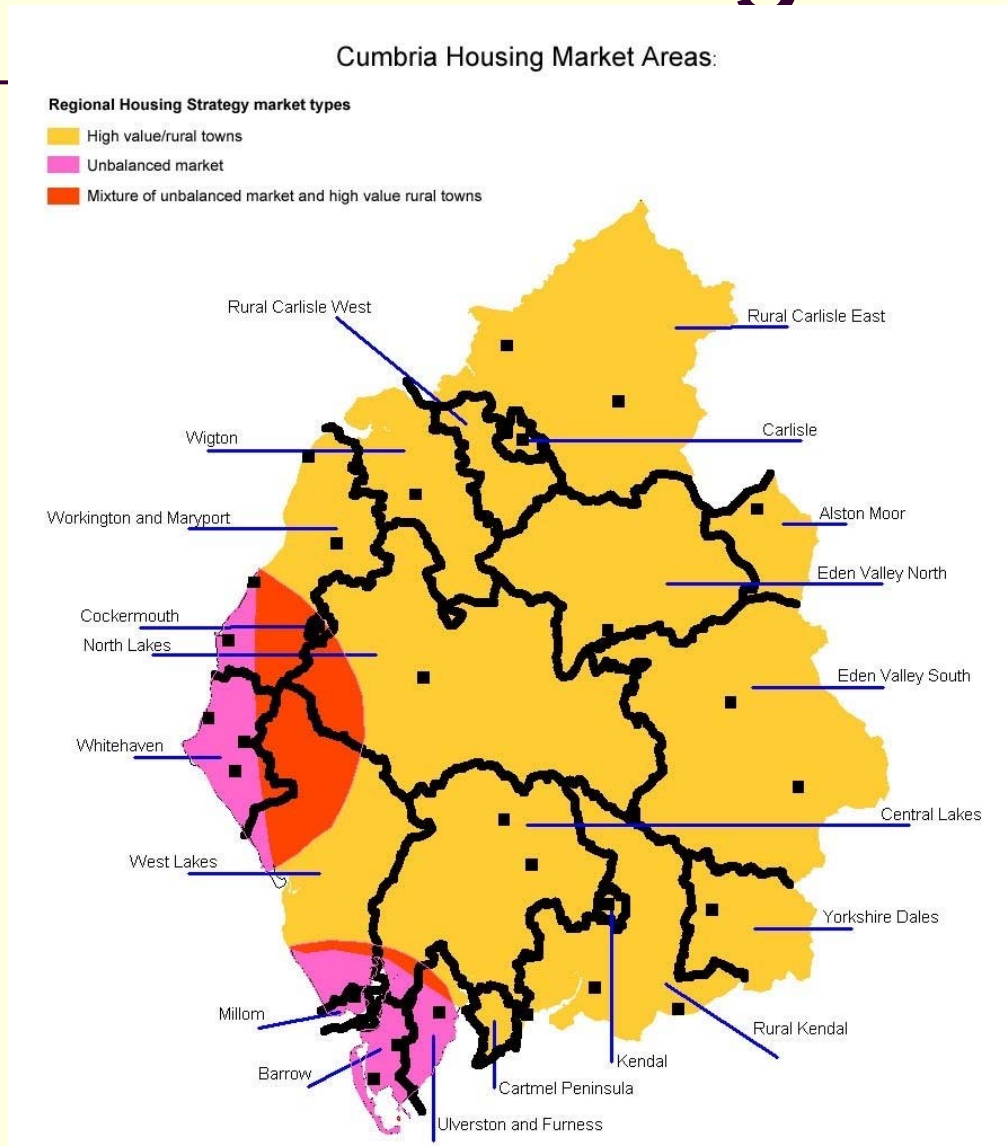


...and the answers!



- ...**what** needs to be done to improve housing and homes in each housing market and community,
- ...**how** we are planning to do to put right the problems, improve what's already working and make homes and housing better for every housing market and community,
- ...**who** is is going to do which task

Cumbria's Housing Markets



The Methodology

1. Analysis of local housing system
2. Assessing future household numbers
3. Assessing housing need
4. Robust evidence base
5. Assessment of housing markets using Balanced Housing Market Indicators

Part 1 – Analysis of local housing system

- Factors affecting the current housing system
- Assessing the current stock of housing
- Indicators of demand, pressure and potential housing supply
- Bringing evidence together

Part 2 – Assessing future household numbers

Estimated projected household change

- Age
- Gender
- Ethnicity
- Type

Part 3 – Assessing household need

1. Defining household need
2. Using survey data
3. Consider requirements of particular household groups

Part 4 – Bringing together a robust evidence base

- Key drivers of the housing market
- Housing aspirations and choice
- Updating local housing assessments

Assessment of housing markets using Balanced Housing Market

Indicators

- Buying a home
- Renting a home
- Accessibility of social rented housing
- Empty properties
- Second homes
- Housing the homeless
- Creating Decent Homes

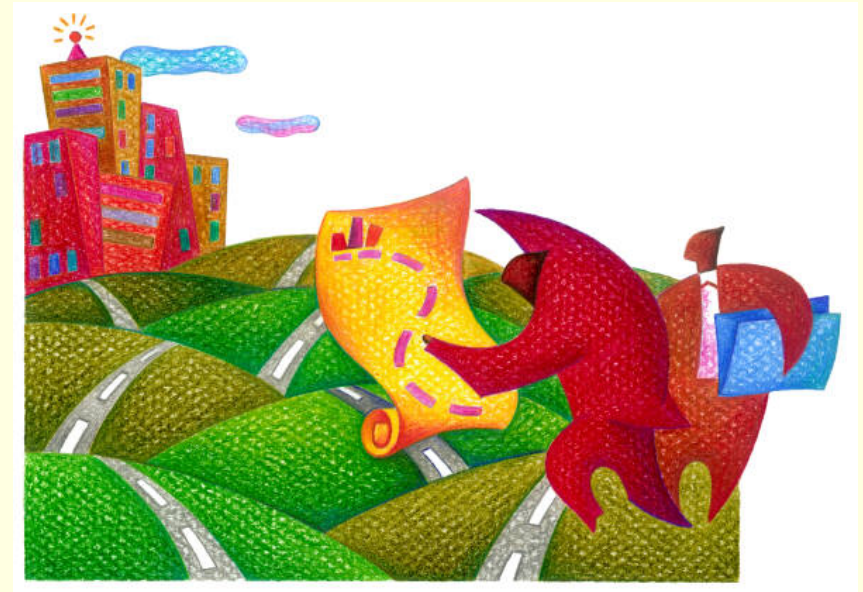
An **Action Plan** for every Cumbrian Housing Market

Each market considered
and **analysed** to find
out...

...what **is working** and
balanced

...what **isn't working** and
what isn't balanced

...who is and isn't getting
the **housing
opportunities** they
need



What have we **learned** so far?

- ✓ Sharing expertise and capabilities in Cumbria
- ✓ Improved understanding of the sub region – working across our boundaries.
- ✓ Cumbria Housing Market Assessment – the first ever county wide research that looks at the what and why of distinct housing markets.
- ✓ Develop a methodology which can be updated easily and replicated across other sub-regions

Next steps...

- Strategy approved as **Fit for Purpose** by the Government Office NW
- Cumbria Housing Group –to agree to **support and deliver** the Cumbria Housing Strategy
- **Housing Market Area Assessments** out for consultation
- **Review** the whole process
- Identify areas for **future** surveys

