

HOUSING THE NATION

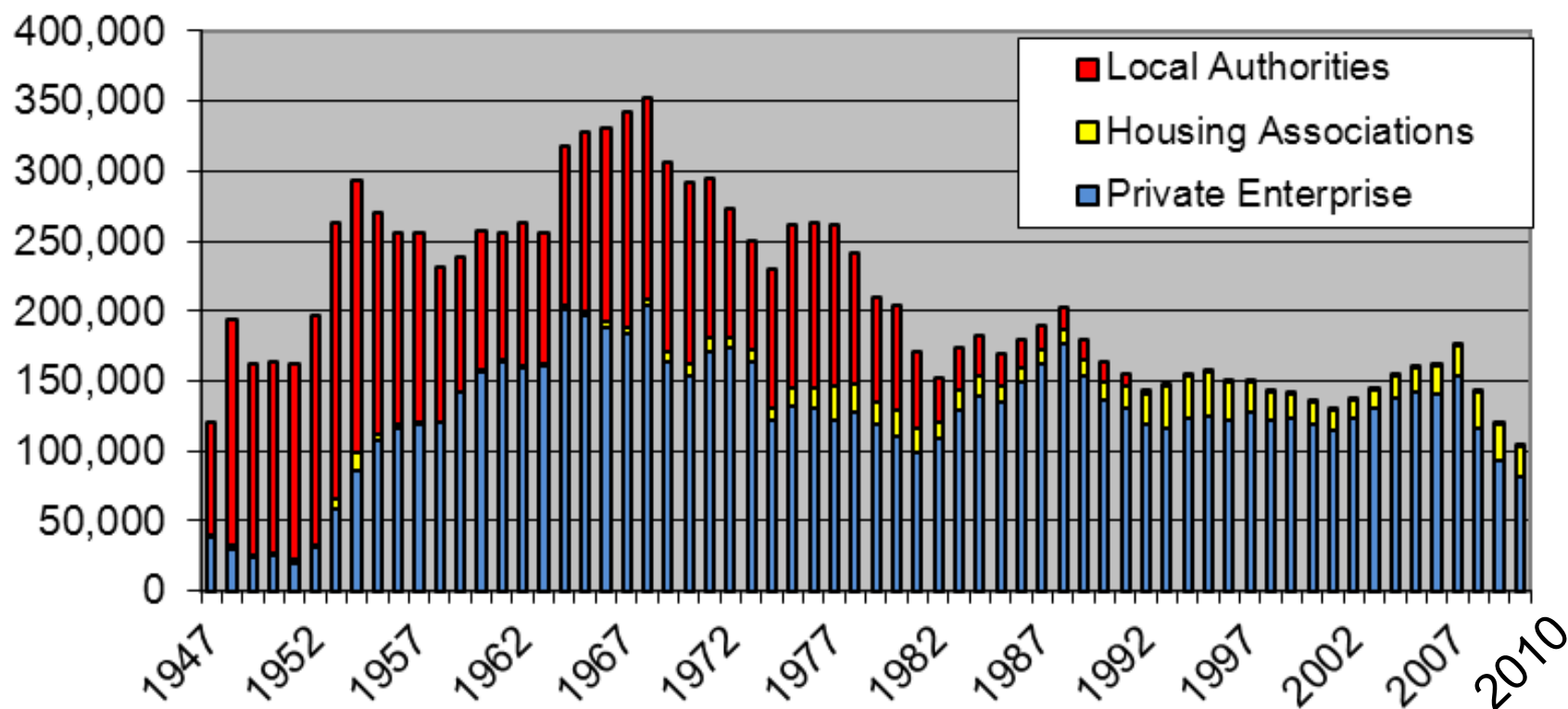
David Cowans

Group Chief Executive

Places for People

The Housing Challenge

Dwelling Completions (England)



Source : CLG

The Housing Challenge

- Home ownership in England is predicted to decline to 64%
- 75% of 25-34 year olds can't afford to buy a home
- 25% of 25 to 29 year old men and 13% of 25 to 29 year old women live with their parents



The Housing Challenge

Ratio of median house price to median earnings

			2010
NORTH EAST			5.20
NORTH WEST			5.23
YORKSHIRE AND THE HUMBER			5.50
EAST MIDLANDS			5.64
WEST MIDLANDS			5.94
EAST			7.49
LONDON			8.38
SOUTH EAST			8.23
SOUTH WEST			7.92

Source: CLG

The Housing Challenge

Future Student Debt

Debt projections	Projected debts for new students on graduation (estimated at the time for that year's intake)		
	Year		UK
	2008/09		£22,000
	2009/10		£23,500
	2010/11		£24,700
	2011/12	debt per year: £6,043	£26,100
	2012/13*	debt per year: £15,581	£53,400

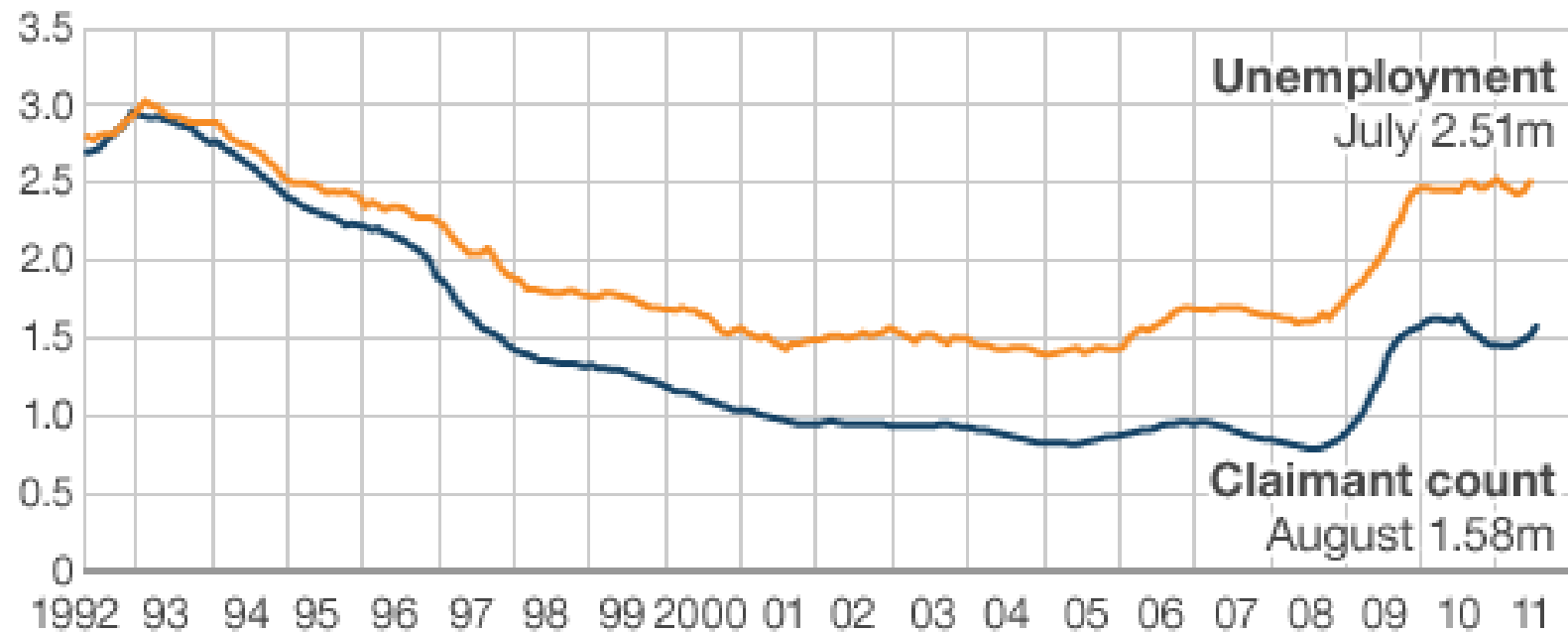
* Average fees from 2012 have been assumed to be £8,000

Source: PUSH National Student Debt Survey 2011

The Housing Challenge

Unemployment in the UK 1992–2011

Number, millions



Source: ONS

The Housing Challenge

- Population estimates of the very elderly (90+) have increased five fold from 2,500 in 1980 to 12,640 in 2010

RESIDENTIAL CARE HOME FEES			
Average weekly charge in each region	2006/07	2010/11	Rise
■ Scotland	£413	£542	31%
■ Wales	£360	£468	30%
■ Northern Home Counties	£472	£610	29%
■ Southern Home Counties	£454	£580	28%
■ West Midlands	£371	£470	27%
■ East Anglia	£400	£499	25%
■ North	£359	£439	22%
■ Yorkshire	£376	£447	19%
■ East Midlands	£386	£460	19%
■ South West	£420	£500	19%
■ North West	£371	£435	17%
■ London	£564	£597	6%

Source: Laing & Buisson, Age UK

“The best way to predict the future is to invent it.”

Our Aim

- Enable access to housing that meets people's aspirations, in a way that suits their circumstances:
 - New build housing
 - Flexible housing products
 - Decent Neighbourhoods
 - Place Management



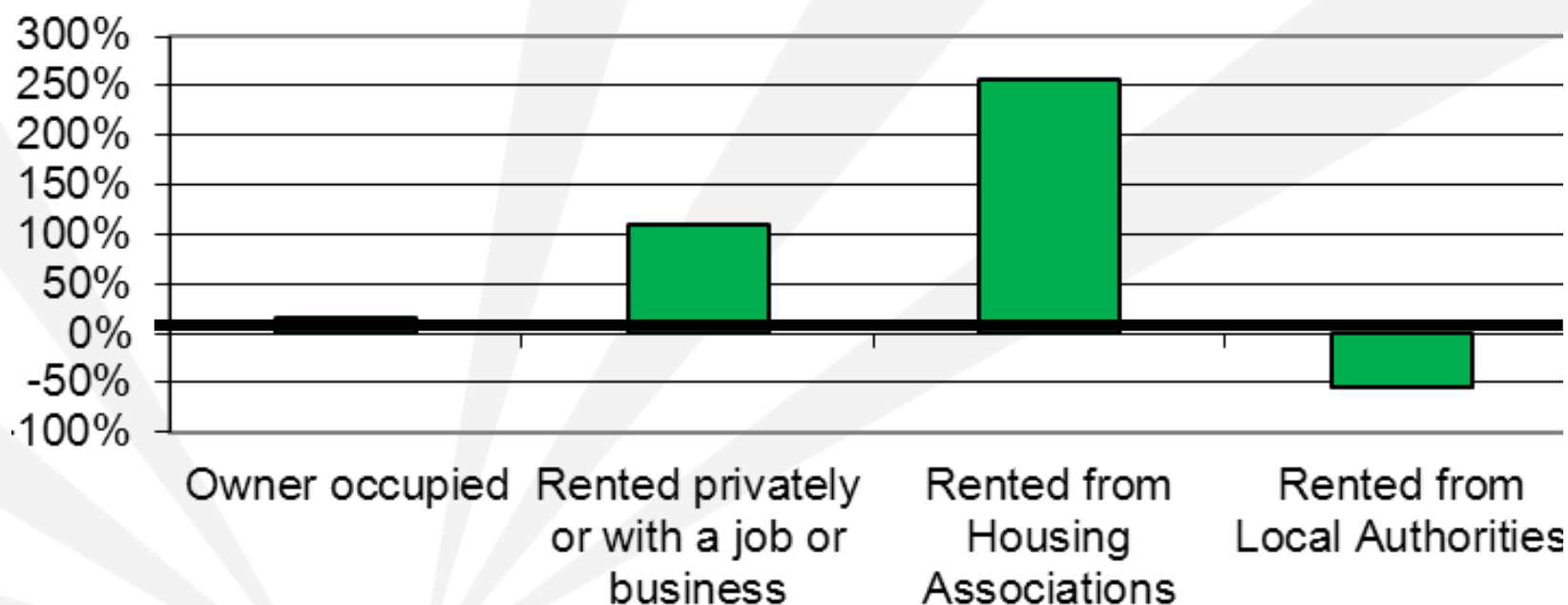
Housing Tenure

- Home ownership is still important to people
- 89% of 18-34 year olds who don't already own a property want to own their own home
- 800,000 potential first time buyers have been frozen out the market as a result of tightening access to mortgage credit
- Renting is growing markedly



Housing Tenure

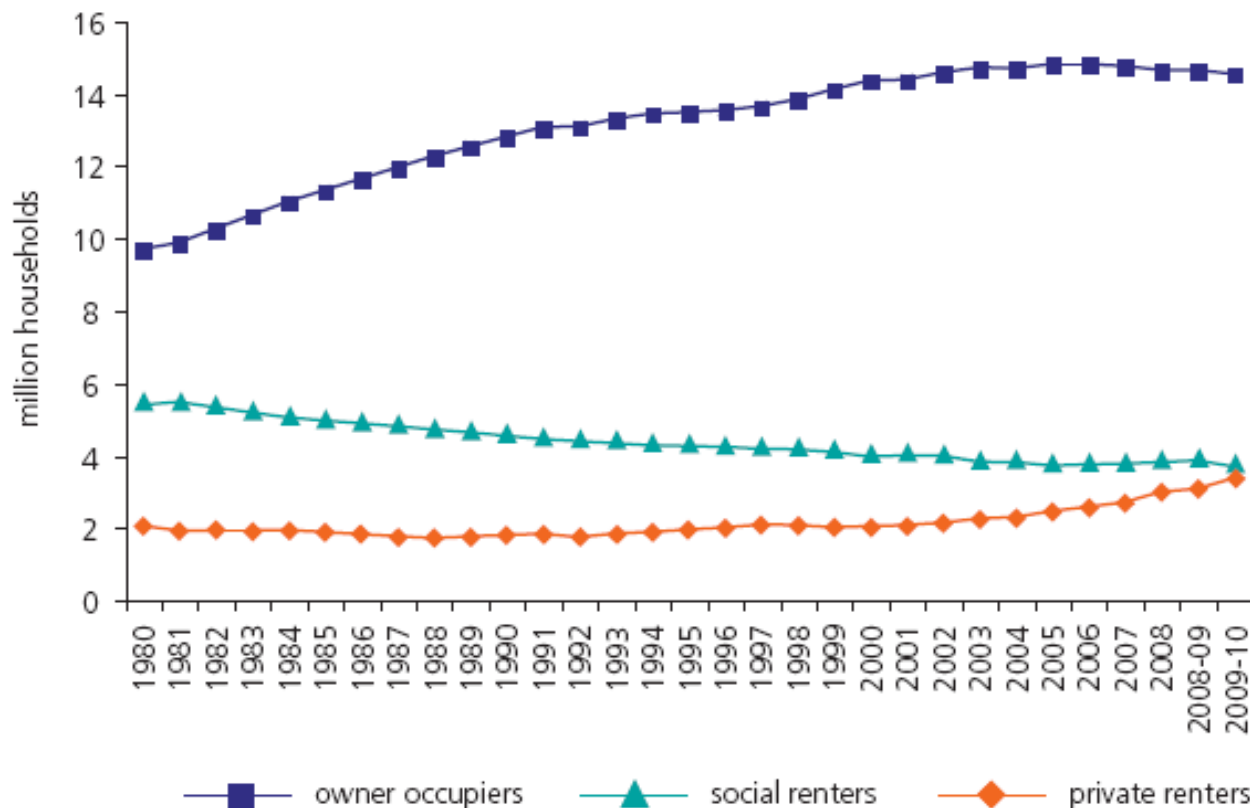
Growth in Tenures 1991 to 2009



Source: CLG

Housing Tenure

Trends in Housing Tenure 1980 to 2009-10



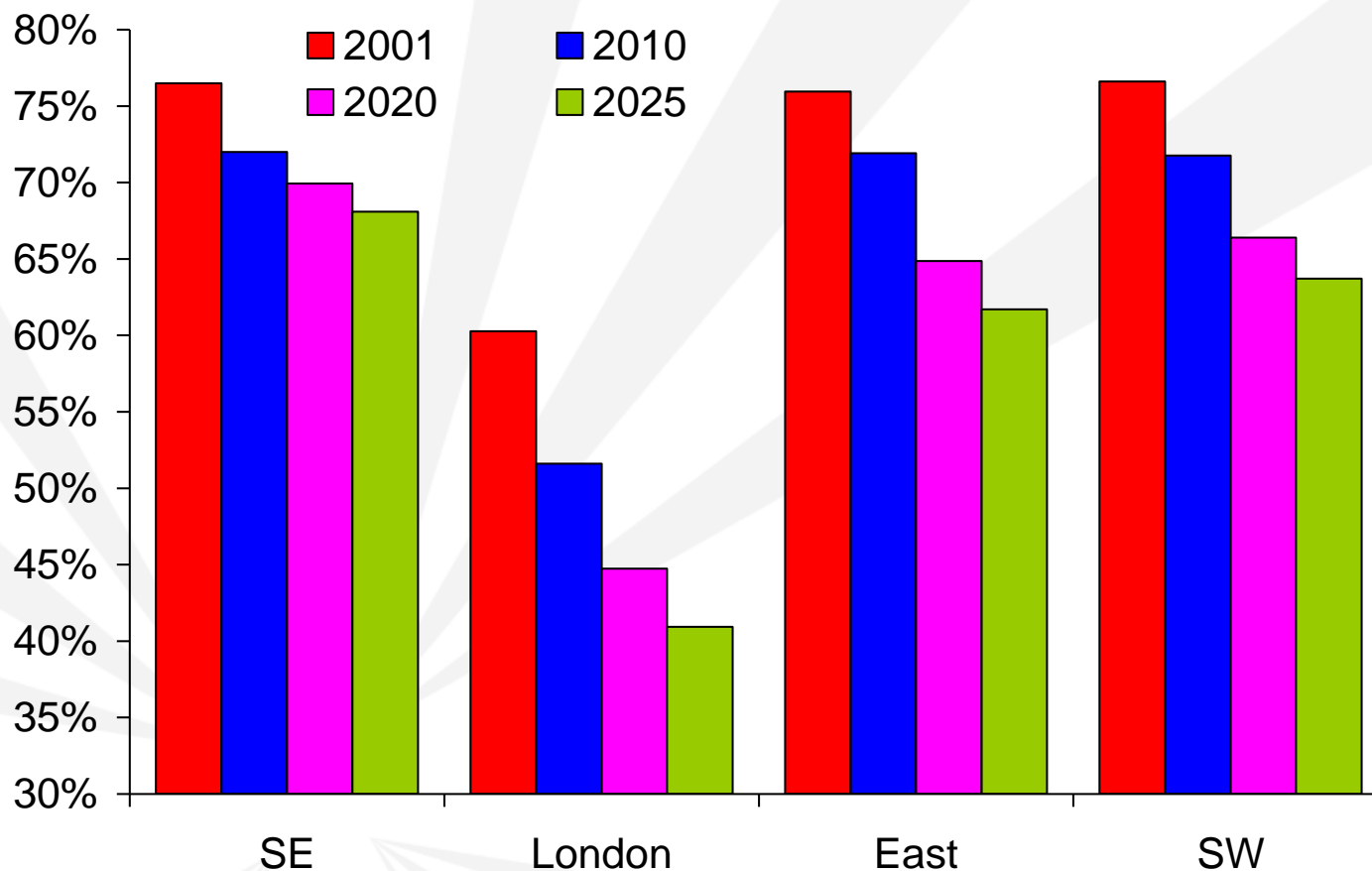
Source: CLG

- If these trends continue, there could be over 5.5m private rented households by 2016

Future Home Ownership

Owner occupiers - South and East

Proportion of households owner occupied

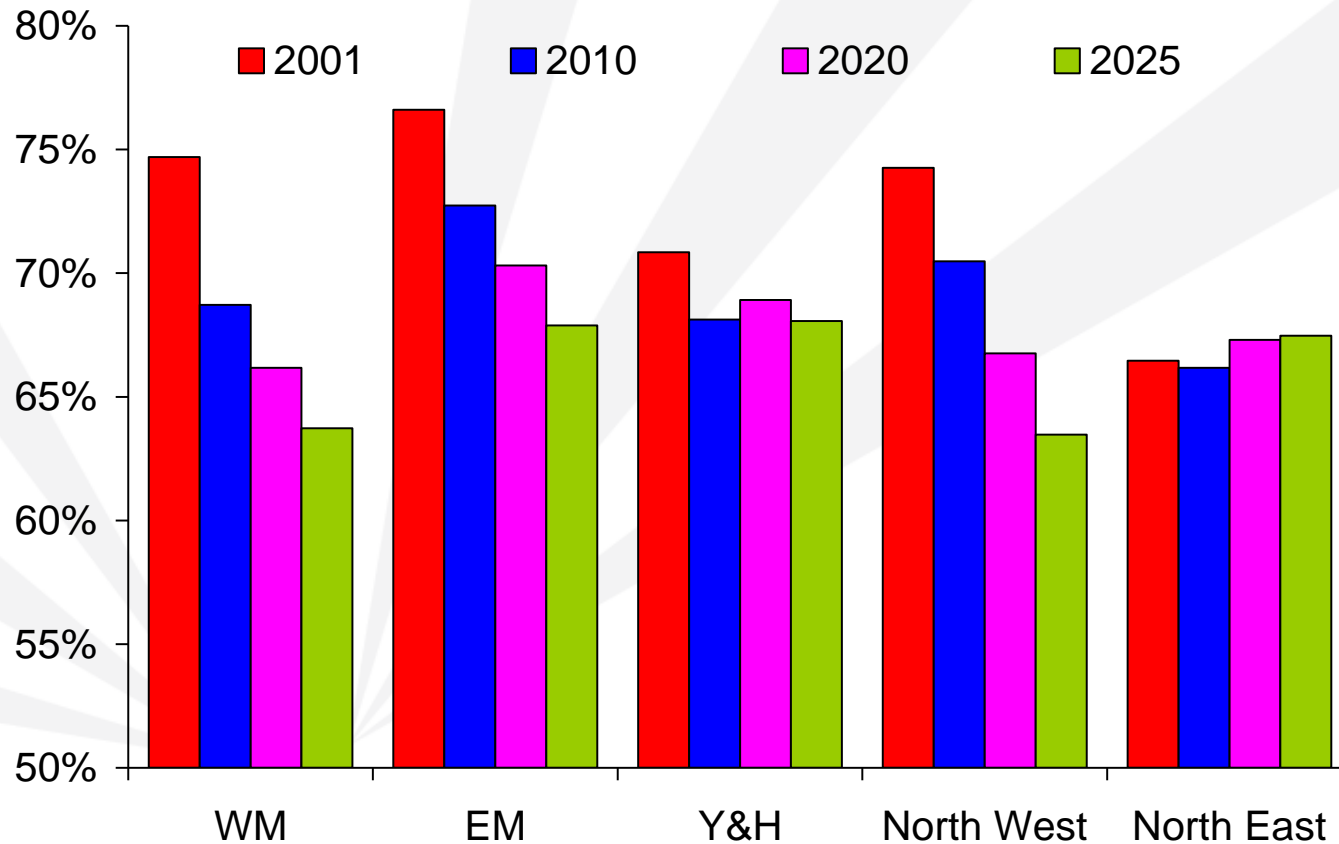


Source : Oxford Economics/Haver Analytics

Future Home Ownership

Owner Occupiers - Midlands and the North

Proportion of households owner occupied

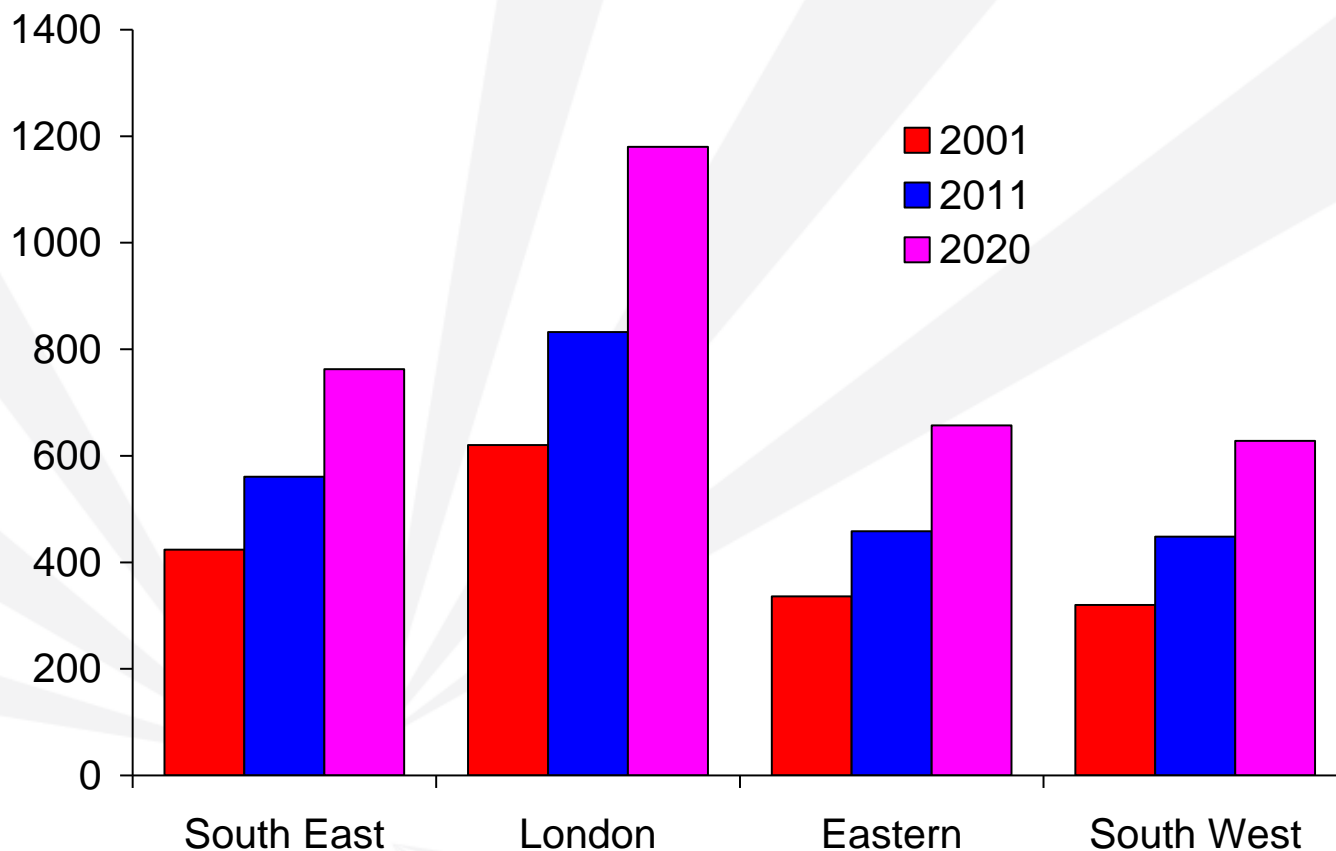


Source : Oxford Economics/Haver Analytics

Private rent projections

Rents - South of England

£ per month for privately rented homes

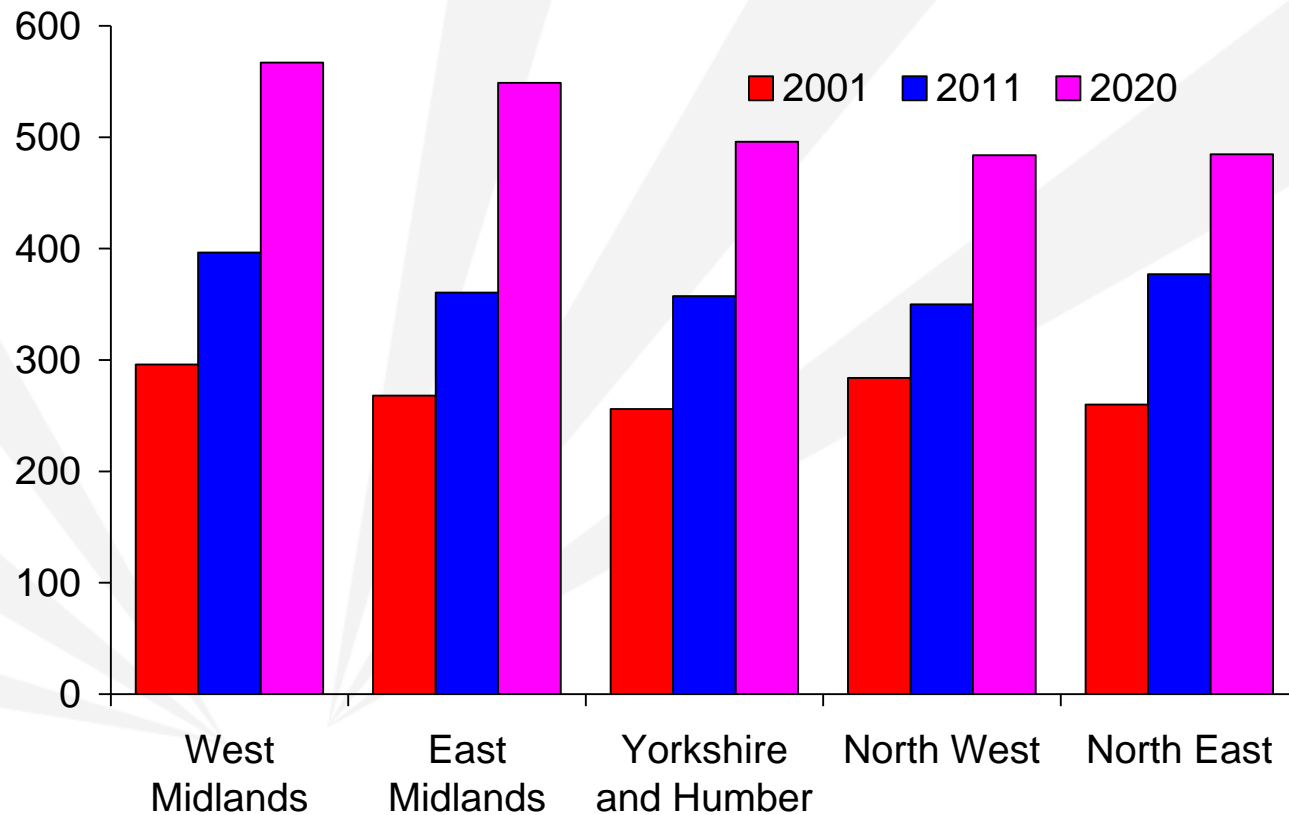


Source : Oxford Economics/Haver Analytics

Private rent projections

Rents - North and Midlands

£ per month for privately rented homes



Source : Oxford Economics/Haver Analytics

Brooklands, Milton Keynes

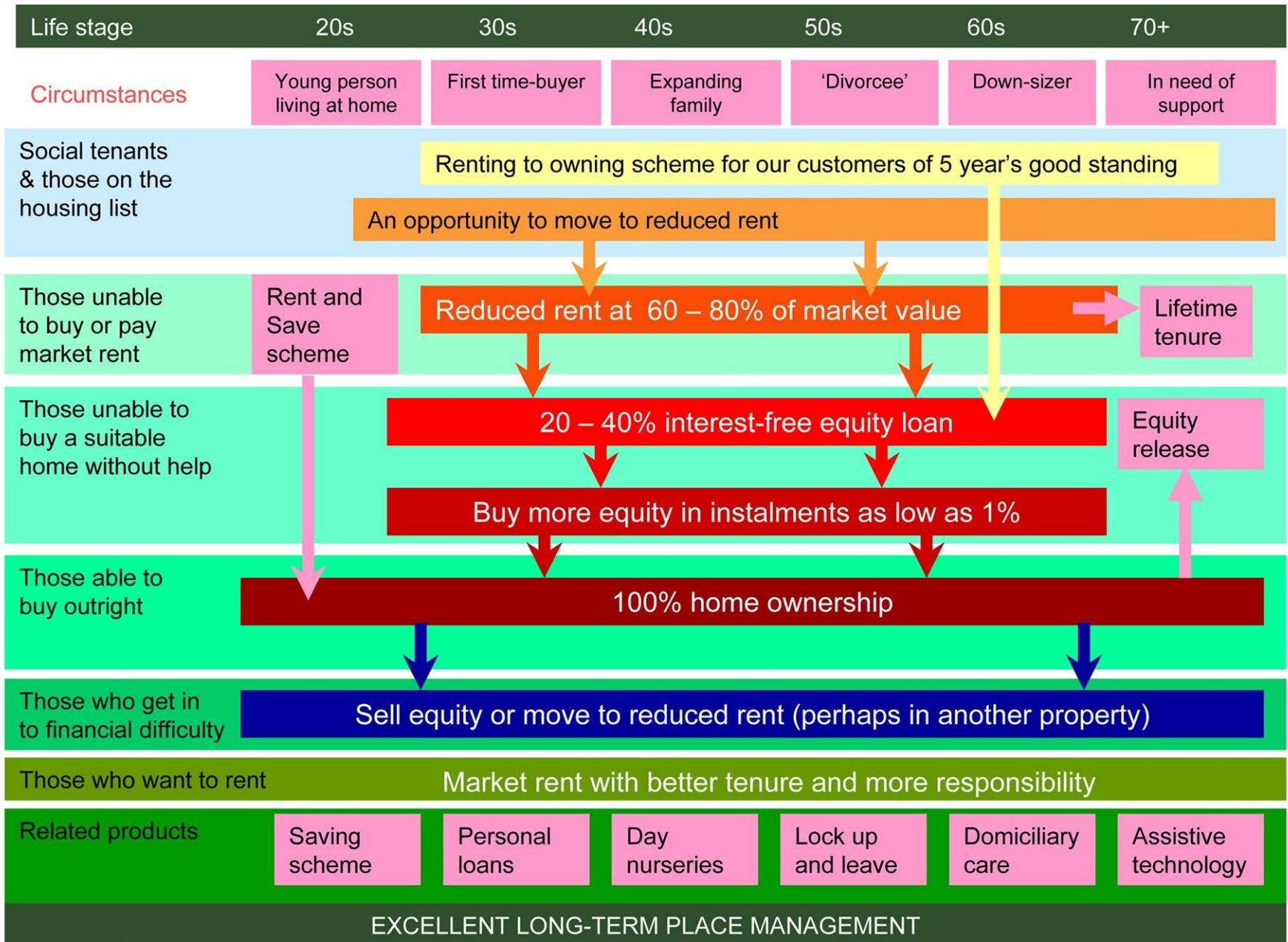
365 acres



“Village Charm Urban Convenience”



A PLACE FOR EVERYONE





A range of
requirements

A range of
solutions

Affordable Rent

Market Rent

"Try before you buy"

Shared ownership

Shared equity

Buy outright

Staircasing

Equity Release

Supported Housing

Marketing Strategy

Improving Customer Access
to a new home

- Flexible Tenure
- Mortgages & Equity Loans
- Try before you Buy
- Mortgage Protection
- Buy back guarantees
- Shared Ownership
- Intermediate & Market rent

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places
for people

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BUY A SHARE
BUY IT ALL





Our Ambition

- To deliver long lasting change and reform to the housing market.
- To widen housing access
- To meet future housing demand
- Help customers achieve their aspirations

