

Appendix 2: Housing demand, prices and earnings in Southend-on-Sea

Number of applicants on the Homeseekers' register

Month/Year	No. of housing applications
Apr 2004	2, 981
Apr 2005	3,756
Apr 2006	3,496
Apr 2007	3,463
Apr 2008	3,623
CBL introduced Feb 2009	
Feb 2009	3,846
Sep 2009	4,777
Sep 2010	5,665
Sep 2011	4,998
Sep 2012	5,658

Source: Homeseekers' Register

Average House prices

Property type	Average Price (£)
1 bed (flat)	110,200
2 bed (flat)	141,000
2 bed (House)	203,600
3 bed (House)	222,000
4 bed (house)	343,000

Source: Hometrack (August 2012)

Demand for social housing in Southend by property size

Property size	No. of people with a housing need	No. of people with no housing need/low priority	Total No. of people on HR	Properties Advertised 2012-13 (as at end Sept 2012)
Bedsit/1bed (including sheltered)	1190	2156	3346 (59.1%)	156 (61.2%)
2 bed	565	826	1391 (24.6%)	57 (22.4%)
3 bed	418	361	779 (13.8%)	39 (15.3%)
4 bed	84	47	131 (2.3%)	2 (0.8%)
5+ bed	8	3	11 (0.2%)	1 (0.4%)
Total	2265	3393	5658	255

Source: Homeseekers' Register (September 2012)

Net annual housing need – SHMA Update 2010

(Estimated housing need after supply has been taken into account)

Net annual affordable housing need to 2021	430
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Lower Quartile house prices and cost of renting a 1 bed

	Price (£/wk)
Housing Association Rent	69.4
Private - 30th Percentile	114
Private - 80% Median	97
Private - Median	121
Private - Upper Quartile	132
Difference between HA & 80% Median Rent	27.6

Source: Hometrack (November 2011)

Household earnings in Southend by Income bracket (September 2011)

Income bracket (£)	Number of households	Percentage of households
0k- 20k	21,397	28.9%
20k-40 k	25,457	34.4%
40k – 60k	14,317	19.4%
Total earning under 60K	61,171	82.8%
60k – 80k	6,852	9.3%
80 - 100k	3,229	4.4%
100k+	2,664	3.6%
Total earning over 60k	12,745	17.2%
Total no. of households	73,916	100%

Source: Hometrack / CACI

Number of Affordable Housing Units built in Southend (2008-2013)

Year	Target no of units	No of s106 units built	No of non s106 units built	Total no of units built
2008/2009	100	49	20	69
2009/2010	120	33	88	121
2010/2011	50	0	14	14
2011/2012	40	28	34	62
2012/2013	30	0	12	12
Total	340	110	168	278

Source: HSSA/Southend-on-Sea Borough Council Strategic Housing records

Monitoring & performance

Landlord	Tenancy period of 5 years?	Mobility Scheme in place?	Under-occupation incentives?	Older people priority?	Working families Criteria?	Government shared ownership model? (£60k)
SEH						
Estuary HA						
L & Q Group						
Springboard HA						
Guinness						
Swan HA						
Sanctuary HA						
Hyde HA						
Anchor Trust						
Sanctuary						
...						