The use of data in mapping PRS opportunities

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- Housing market analysis
- Private rented sector analysis
- Affordable Housing Products design
- Strategy development/population analysis
- VFM support
- Older person strategies
- Competitor/acquisitions analysis
- Merger Landscape analysis
- Stakeholder and customer engagement
- Primary research

For registered providers, local authorities, private developers and investors across the UK and the sentient Universe

The PRS market

- The Council of Mortgage Lenders predicts that by 2020 only a quarter of 30 year olds will own their own home.
- In contrast, more than half the generation currently approaching retirement were homeowners by their 30th birthday.

Council of Mortgage Lenders (2015)

The potential scale

- 10,244 build to rent homes under construction in the regions vs 6,262 in London
- Manchester and Salford leading locations outside London
- London maintains strongest future pipeline with 38,648 build to rent homes complete, under construction or in planning
- The build to rent sector boasts almost 70,000 new rented homes complete, under construction or in planning in the UK

And the product

- Getting larger-more units
- More professional
- More services
- More amenities
- Longer term
- Income based return first/ capital second
- Getting it right is critical! It’s a service delivery market

New Opportunities

- All LAs seeking more housing due to end of all government revenue support in 2020
- Cities were catalyst for noughties growth in PRS – conurbations and Metro Mayors will push for more
- High house prices (deposits) means rental demand will be strong for FTBs and newly formed households
- Older people increasingly a downsizing opportunity
- High end student market evident in cities
- Lower end Guardianship model emerging
- And going to be a part of planning negotiations??
- Not just build to rent……..

How do you get a grip on markets?

Rental markets are becoming more complicated – are you confident your investment decisions are well founded ?

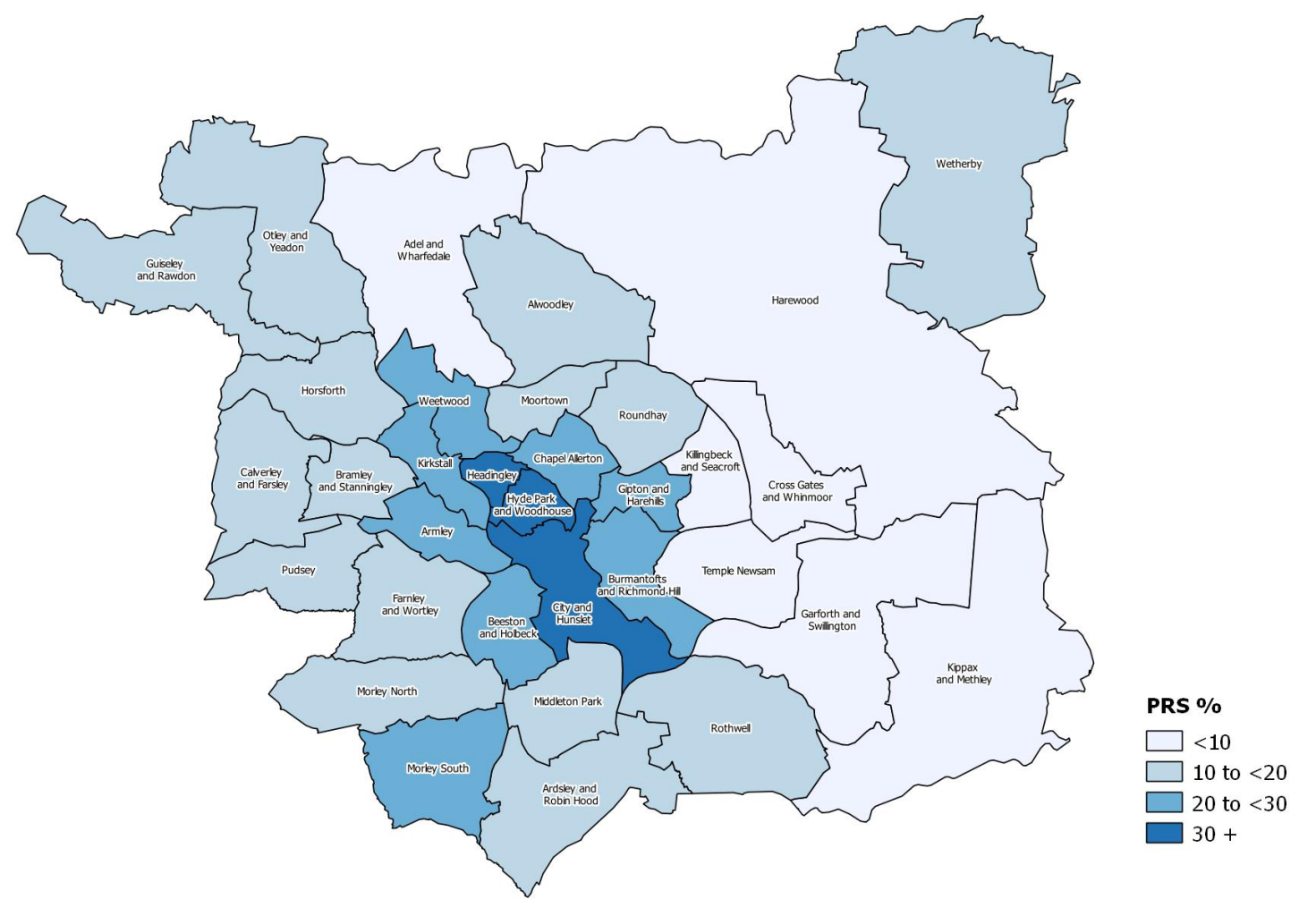
So what makes a good location for investment?

- Strong economic growth/regeneration plans
- Balance between capital growth and rental growth
- Where home ownership products do not work
- Underachieving housing supply
- Affluence of those living in the location
- Amenities - café culture, schools, health, retail, leisure offer
- Travel to work time
- Development pipeline
- Growth in demand
- Established rental market
- But how do you know……

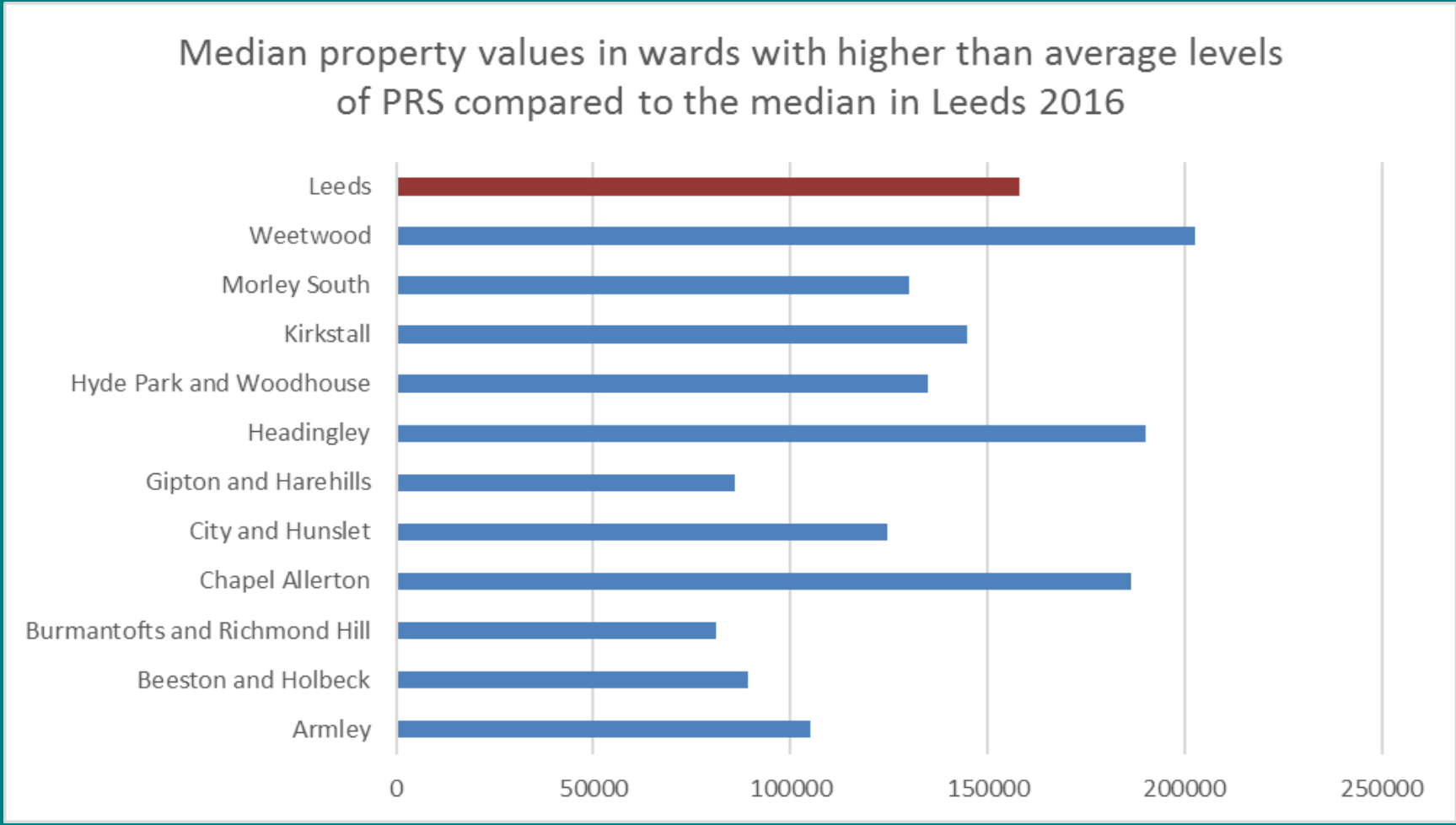
How may you understand these markets?

- There is a lot of data available that can assist from Government
- Ask agents
- Monitor web sites
- Primary data
- Identify pipeline competition
- Visit close competition/compare the specification
- And you can buy data e.g. Zoopla research license

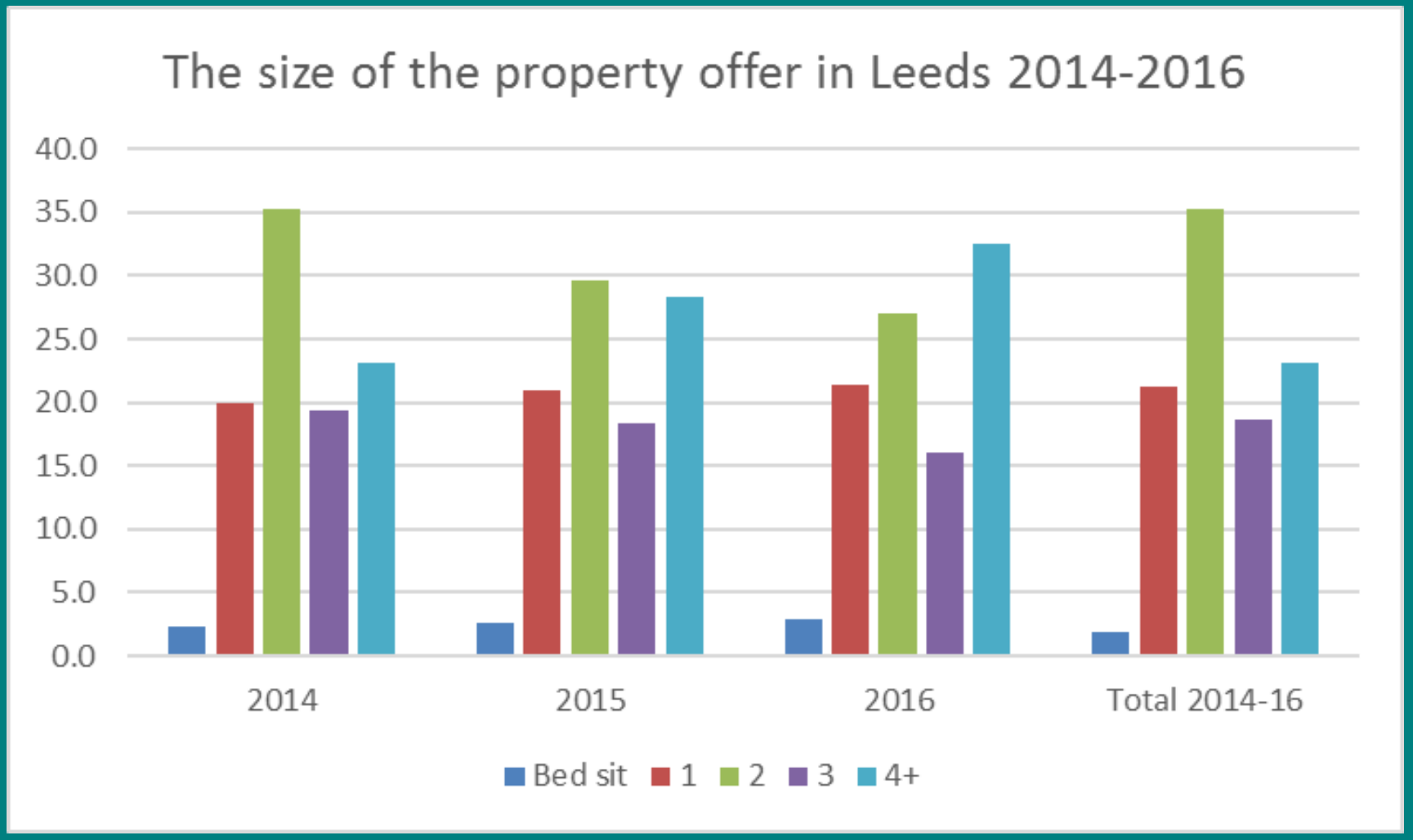
Location of the PRS



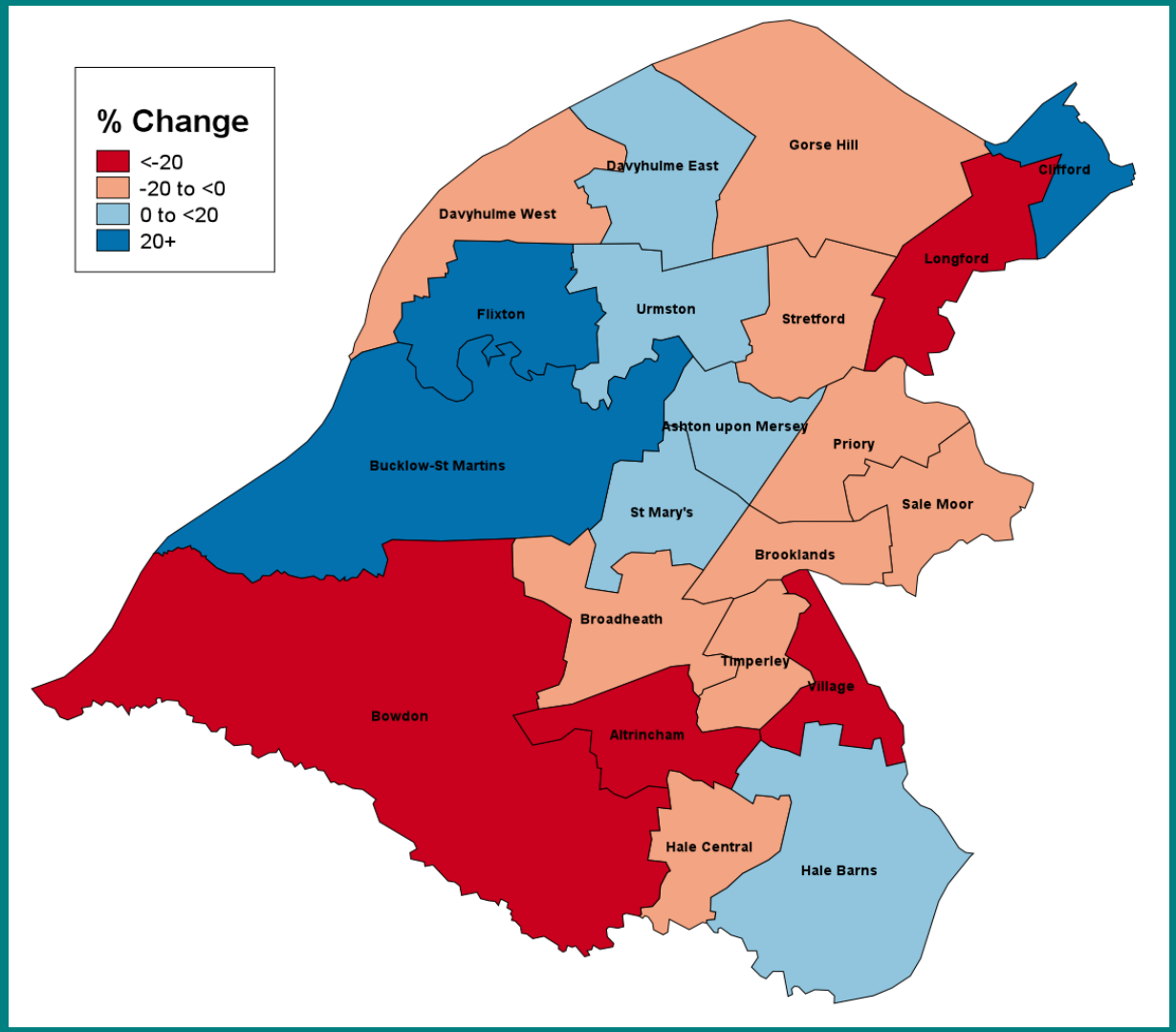
Compare this to values



The property offer

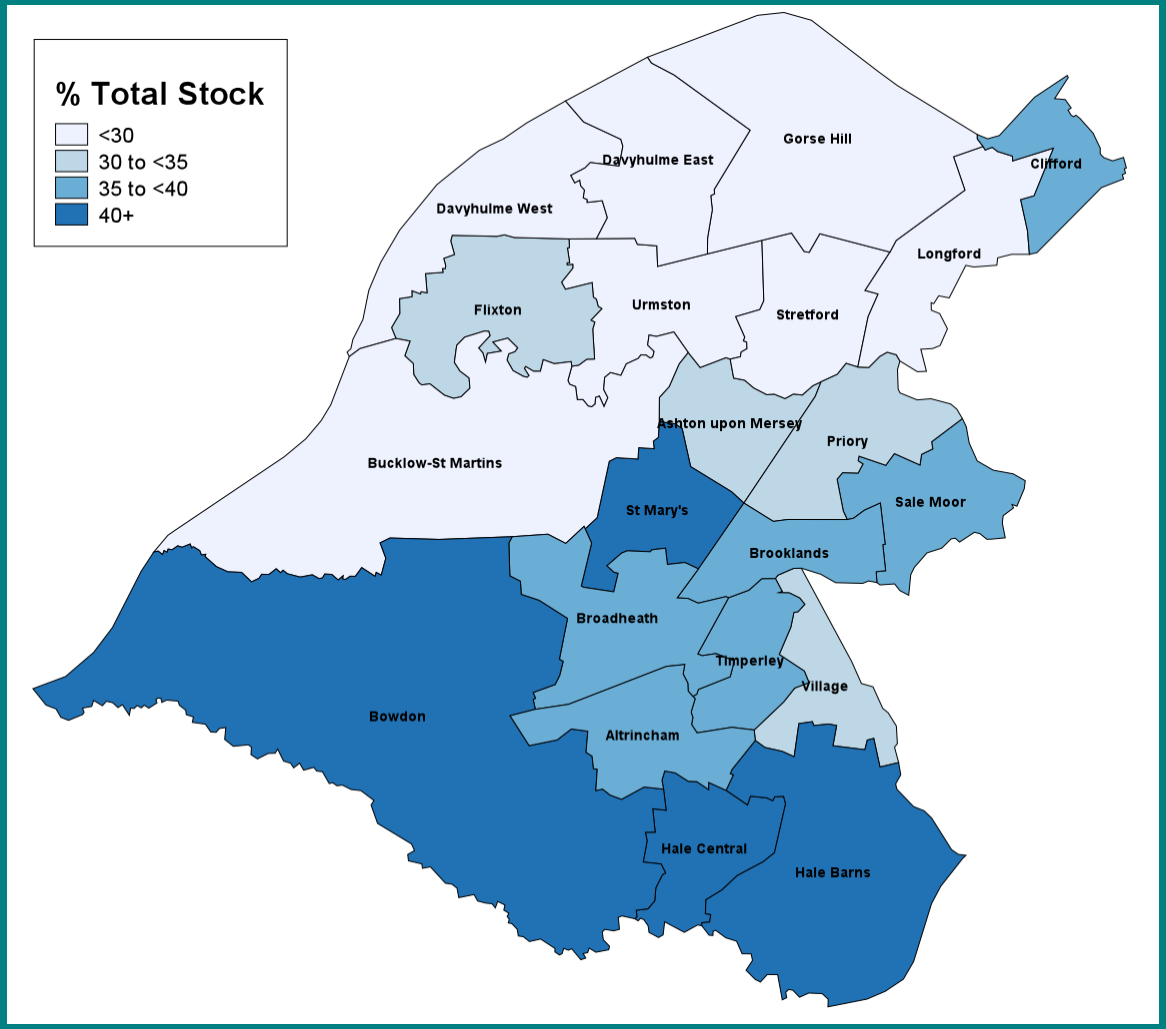


Look where properties come onto the market



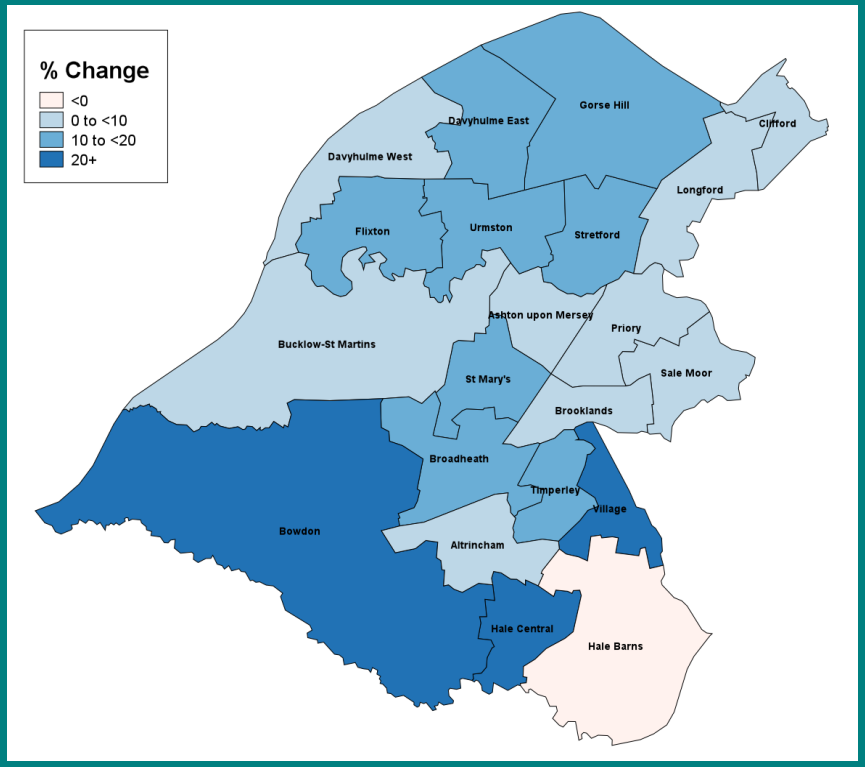
But compare to values. Is it churn?

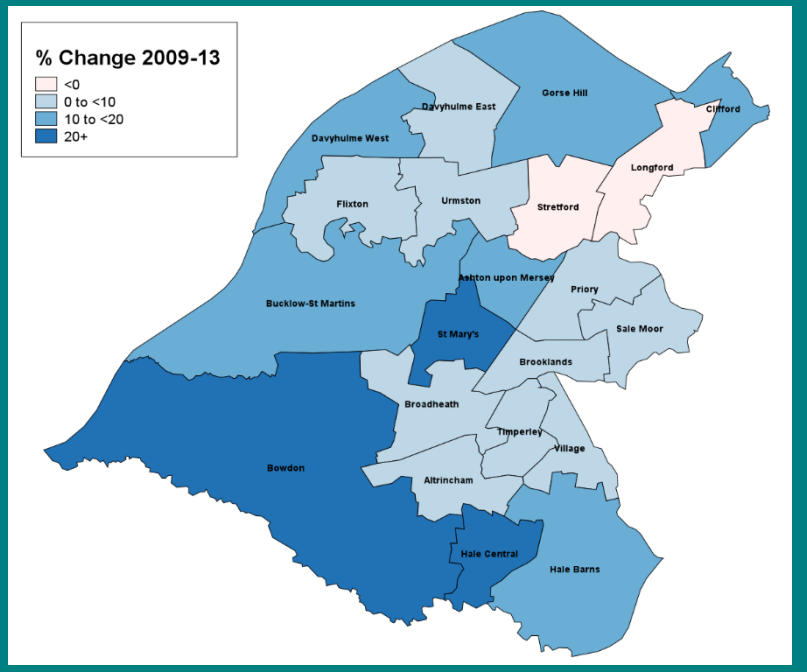
And look at it as a percentage of stock

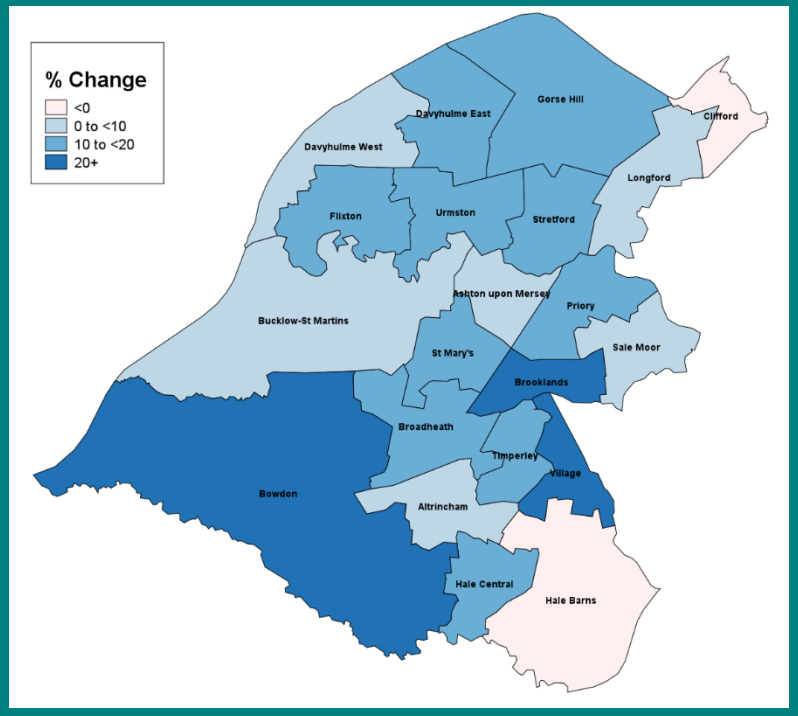


This provides a guide to turnover? And can tell a different picture

Look at rents

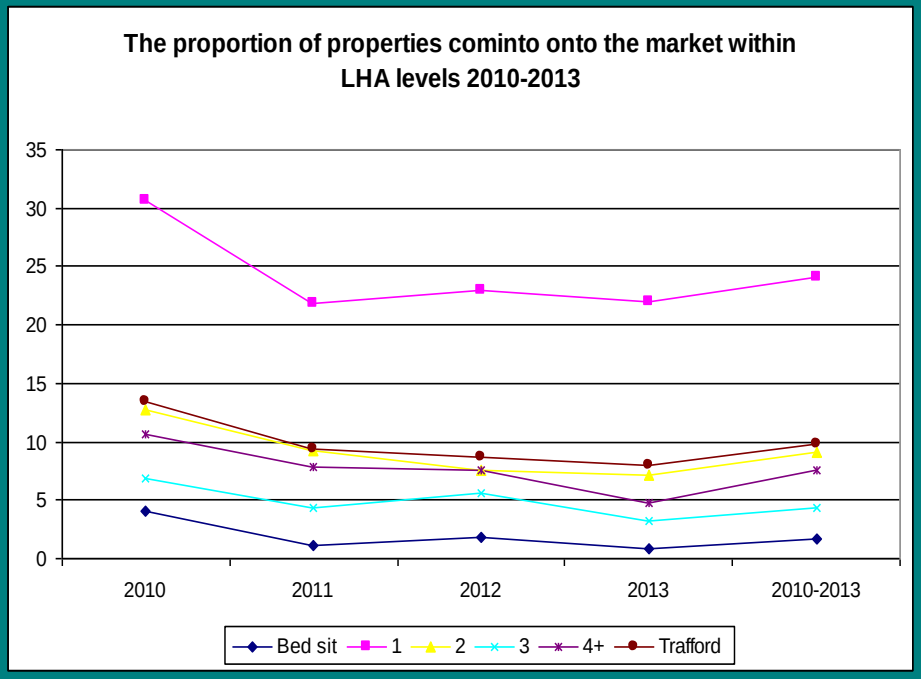


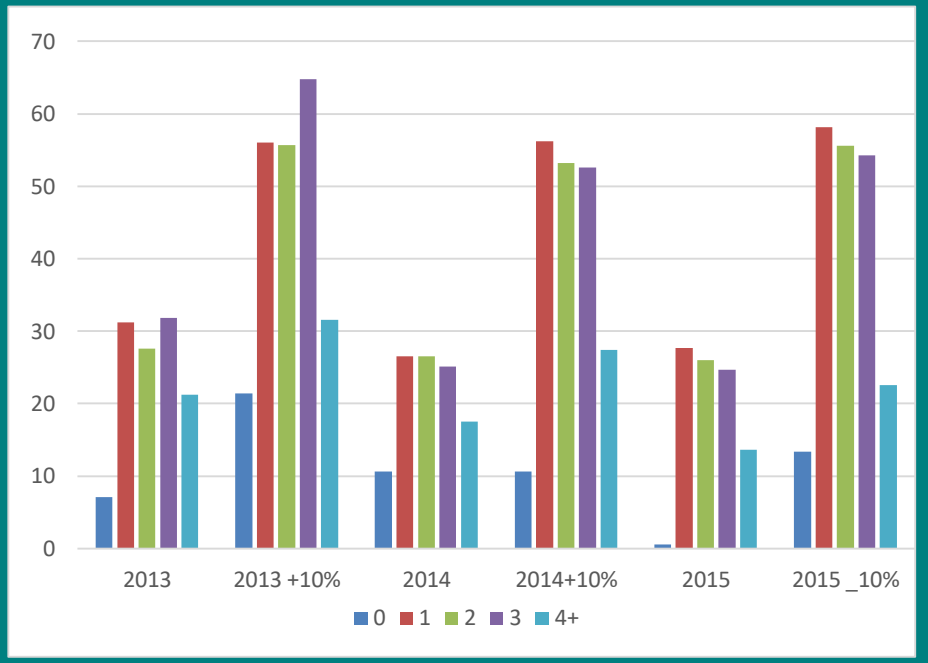




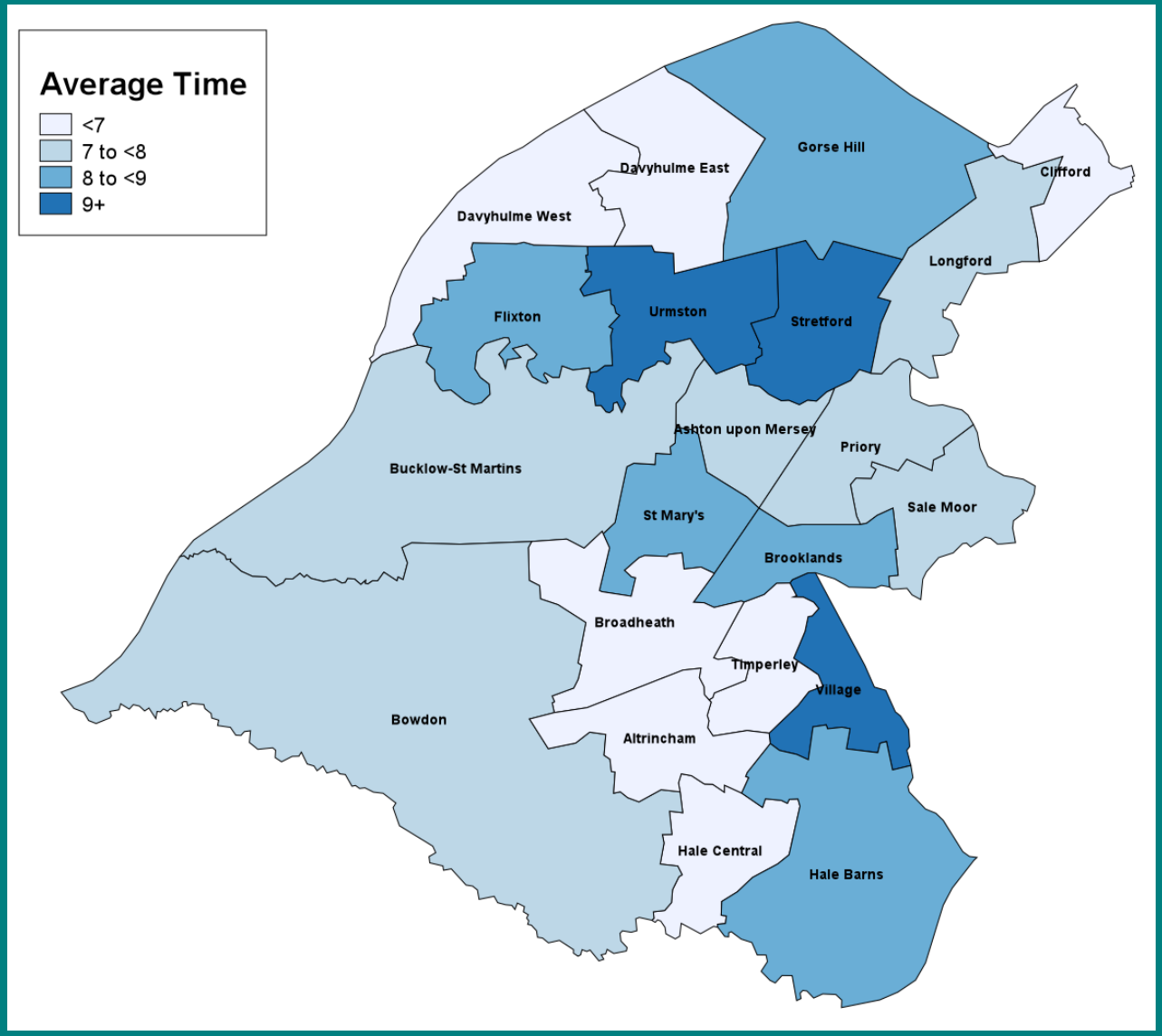
What property type is driving it?

Local Housing Allowance





Time to let property

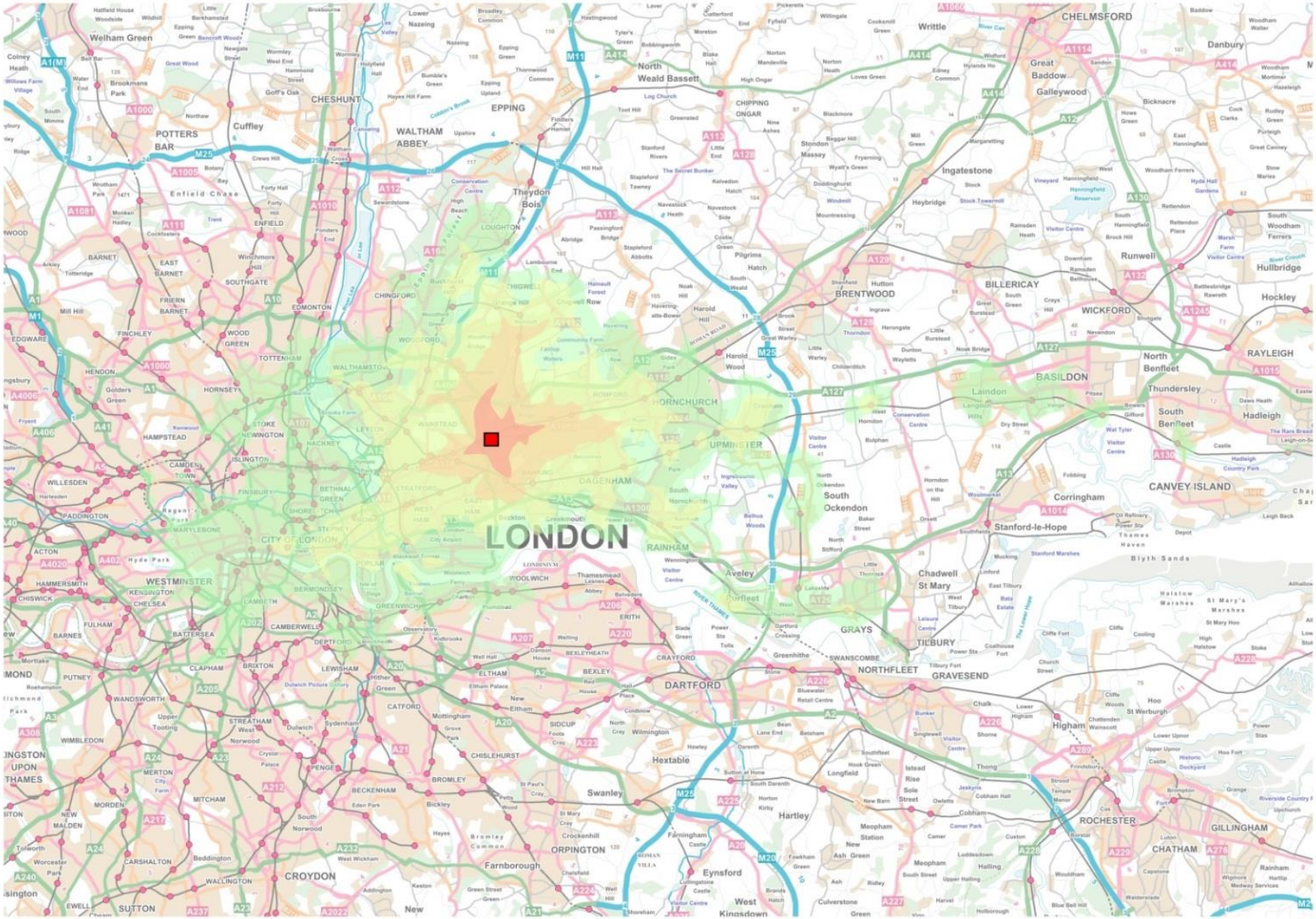


And look at the correlations

- Reasonable and rising rents with low and reducing time to let
- Increasing rent levels and increasing capital growth
- Increased number of units on the market with increasing rent levels

Other parameters

- Location
- Travel to work patterns
- Amenities
- Where can you get to?


LONDON
Welham Green
Hatfield House
Brookmans Park
CHESHUNT
Cuffley
POTTERS BAR
Enfield Chase
WALTHAM ABBEY
EPPING
North Weald Bassett
CHIPPING ONGAR
Theydon Bois
CHELMSFORD
Writtle
Great Baddow
Galleywood
Danbury
Ingatestone
Heybridge
Runwell
Hullbridge
Hockley
BILLERICAY
BRENTWOOD
WICKFORD
RAYLEIGH
North Benfleet
Thundersley
South Benfleet
Hadleigh
BASILDON
Laindon
CANVEY ISLAND
Corringham
Stanford-le-Hope
Chadwell St Mary
GRAYS
TILBURY
GRAVESEND
NORTHFLEET
Higham
ROCHESTER
CHATHAM
GILLINGHAM
Rainham
Aveley
Purfleet
DARTFORD
Swanscombe
Greenhithe
Hextable
Swanley
Hartley
Eynsford
Farningham
ORPINGTON
Crockenhill
Farnborough
CROYDON
WALLINGTON
SUTTON
West Kingsdown
Culverstone Green
Meopham
Ash Green
Cobham
Istead Rise
Longfield
Southfleet
Hook Green
Bean
Lane End
Betsham
Northfleet
Ebbsfleet
Stone
Crayford
Slade Green
Erith
Belvedere
Abbey Wood
Thamesmead
Woolwich
Charlton
Greenwich
Deptford
Lewisham
Catford
Bromley
Beckenham
Penge
Crystal Palace
Sydenham
Forest Hill
Dulwich
Streatham
Brixton
Clapham
Battersea
Wandsworth
Putney
Barnes
Chiswick
Hammersmith
Fulham
Kensington
Chelsea
Westminster
Paddington
Marylebone
Camden Town
Islington
Finsbury
Shoreditch
Hackney
Stoke Newington
Hampstead
Willesden
Acton
Ealing
Hendon
Golders Green
Finchley
Edgware
Barnet
East Barnet
Friern Barnet
Totteridge
Arkley
Mill Hill
Hadley
Monken Hadley
Wood Green
Tottenham
Edmonton
Enfield
Southgate
Winchmore Hill
Chingford
Woodford
Walthamstow
Leyton
Stratford
Bow
Hornchurch
Upminster
Rainham
Wennington
Dagenham
Becontree
Barking
Ilford
Romford
Gidea Park
Harold Wood
Harold Hill
Noak Hill
Pilgrims Hatch
Brentwood
Ingrave
Herongate
Thornton
Little Burstead
Billericay
Wickford
Basildon
Pitsea
Vange
Fobbing
Horndon on the Hill
Stanford Marshes
Mucking
Blyth Sands
Holehaven
Canvey Island
Leigh Beck
Hadleigh Country Park
Benfleet
Southend
Shoeburyness
Thames Haven
Coryton
Oil Refinery
Power Station
Cliffe
Cliffe Fort
Cooling
High Halstow
Halstow Marshes
St Mary's Marshes
St Mary Hoo
Hoo St Werburgh
Chattenden
Lower Upnor
Upnor
Hoo Fort
Frindsbury
Strood
Temple Manor
Brompton
Chatham Historic Dockyard
Gillingham
Rainham
Medway Services
Wouldham
Aylesford
Maidstone
Tonbridge
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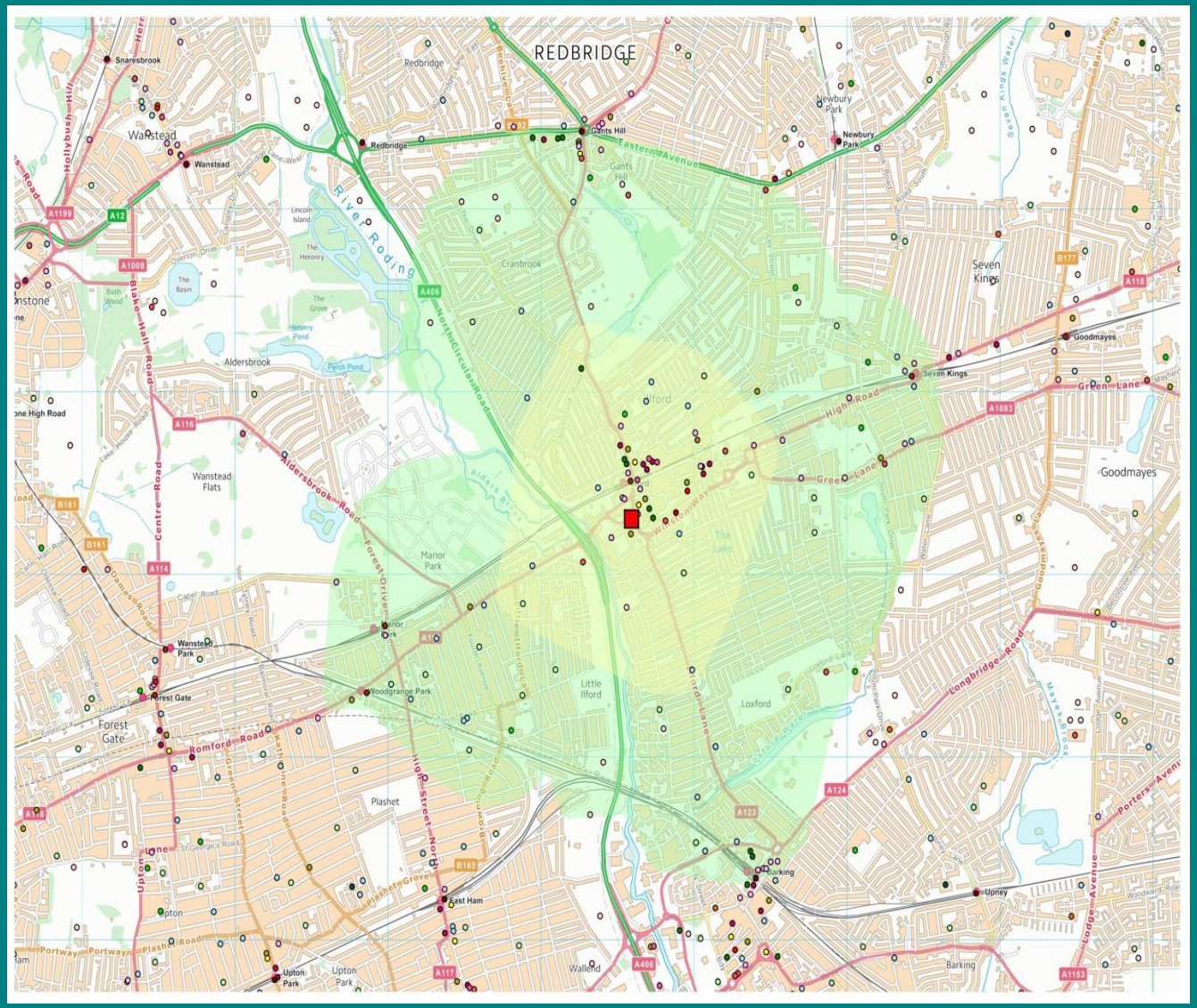
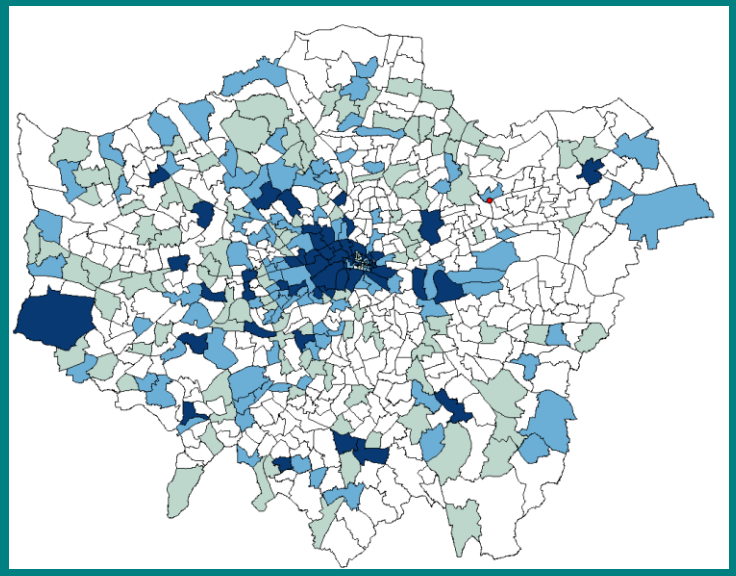
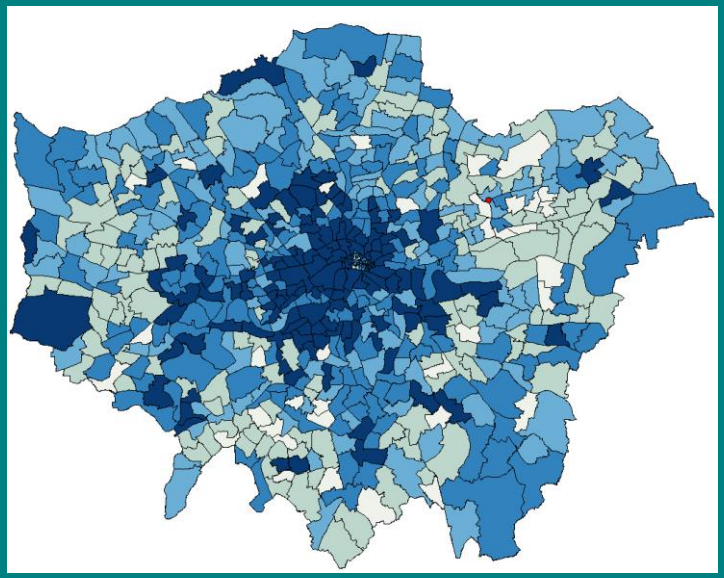


- Site Location
- London Underground
- Overground Stations
- Bus Stations
- FE Colleges
- Primary & Infant Schools
- Secondary Schools
- Hospitals
- A&Es
- Doctors Surgeries
- Sports Pitches & Stadia
- Gyms & Sports Centres
- Cinemas
- Museums, Art Galleries & Theatre/Concert Halls
- Pubs & Bars
- Cafe Culture
- Gourmet Burger Chains
- Fast Food Chains
- Discount Food Retailers
- Big Four Food Retailers
- High End Food Retailers
- 15 Minute Walk Catchment
- 30 Minute Walk Catchment

Café culture

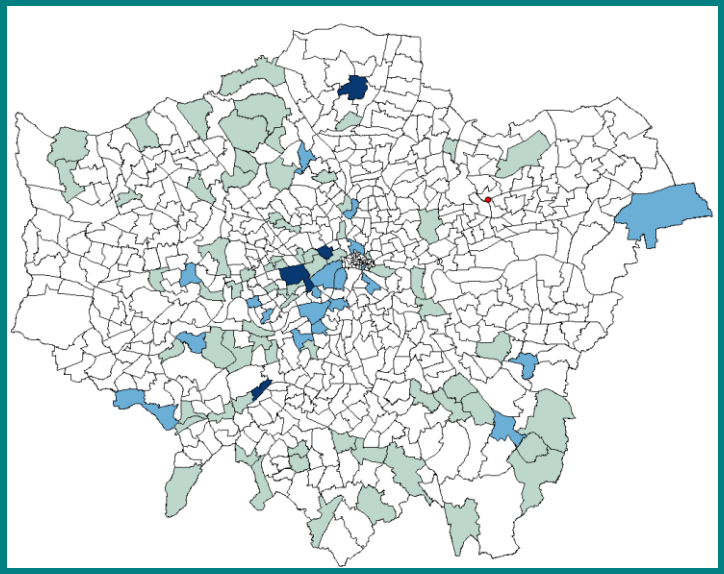


Pubs and bars



Four big supermarkets

Hjgh end supermarkets



Finally, don’t just rely on data

- Walk the walk
- Visit agents-ensure collaboration
- Visit popular sites/schemes