

Housing associations: local economic drivers



Did you know that housing associations in the Black Country add £185.5m annually to the west midlands economy?

Housing associations are making a significant contribution to the local economy and actively support economic growth across the Black Country LEP area.

They **own, manage and maintain 42,731 homes** in the area and have development **plans to build 1,769 new affordable homes**. House building supports local businesses and boosts the economy.

Housing associations **lever in private investment** - matching every £1 of public investment with nearly £6 of their own resources to build new affordable homes.

40

20

£185.5m

05

10

15

20

25

30

35

Supporting local economic growth

Housing associations:

- **Build and manage homes** and do much more to **support and grow the local economy**
- Are **major local employers** and operate in the areas **where new jobs are needed most**
- Have extensive **new build and regeneration programmes**
- Deliver **well-developed apprenticeship schemes** as well as training and skills programmes
- **Support local businesses** and social enterprises through their supply chain
- Work extensively in the **green economy** and around the digital inclusion agenda
- Are **diversifying rapidly** - entering new markets, acquiring new businesses and developing new services

CASE STUDY: Accord Group

The Accord Group is one of the largest housing and social care organisations in the Midlands, providing affordable housing and health and social care to 60,000 people and employing nearly 4,200.

- £63.3m turnover
- £49.9m annual rental income
- £303.2m loan portfolio
- £14m annual investment in repairs and maintenance
- £6.5m annual investment in housing management
- £5.8m annual investment in supported housing
- 1,462 new homes developed in partnership between 2011 - 15
- £603m in assets
- £24m payroll
- 21 apprenticeships



Building new homes to tackle the housing crisis

The shortage of new homes is a significant barrier to achieving sustainable economic growth.

The average home in the Black Country LEP area costs around £133,682 - 7.2 times the average local wage - making the standard 25% deposit over £33,400.

Costs of renting privately are also set to spiral. The high cost of accommodation has left close to 43,000 households on social housing waiting lists in the LEP area alone.

Only 65% of the homes the Black Country needs each year are being built.

Housing associations are working hard to tackle the housing crisis throughout the area.

In the Black Country alone they are building 1,769 new affordable homes from 2011 - 15. This will add almost £133.9m to the west midlands economy, supporting around 3,110 jobs.

Housing associations build a significant proportion of new homes of all types and tenures in your area.

Building new homes supports local economic growth and creates real jobs in the local economy. Every affordable home built creates 2.4 jobs in total for the UK economy.

£133.9m

Added to the west midlands economy by building new affordable homes

Making an economic impact

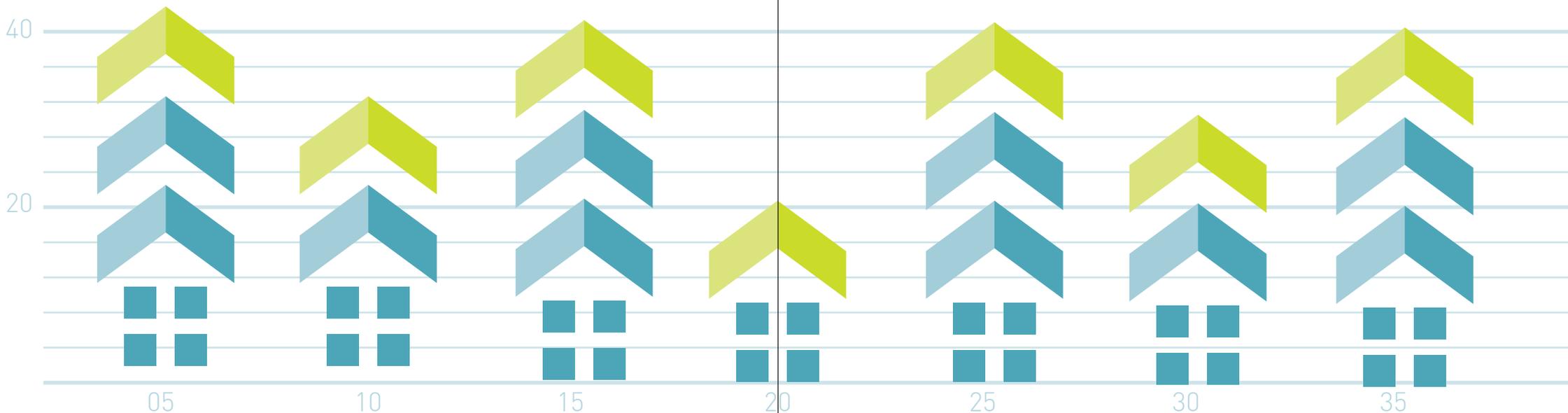
Housing associations make a significant contribution to the local economy of the Black Country by:

- Directly **employing 2,194 people** and many more in their wider supply chains
- Recording an **annual turnover of £199.8m**
- **Managing, repairing and maintaining 42,731 homes** across the area, **adding £185.5m annually to the west midlands economy** and supporting 4,103 jobs
- **Developing 1,769 new affordable homes** across the Black Country alone in 2011-15, **adding almost £133.9m** to the west midlands economy and supporting around 3,110 jobs

CASE STUDY: Walsall Housing Group (whg)

whg is one of the largest providers of high quality housing in the West Midlands, owning and managing c19,000 properties across Walsall and housing almost 40,000 people.

- £75.5m turnover
- £73.3m annual rental income
- £240m loan portfolio
- £27.1m annual investment in repairs and maintenance
- £16.3m annual investment in housing management
- £408,000 annual investment in supported housing
- 584 new homes developed between 2011 - 15
- 628 employees
- 12 apprenticeships per year



Supporting local employment and skills

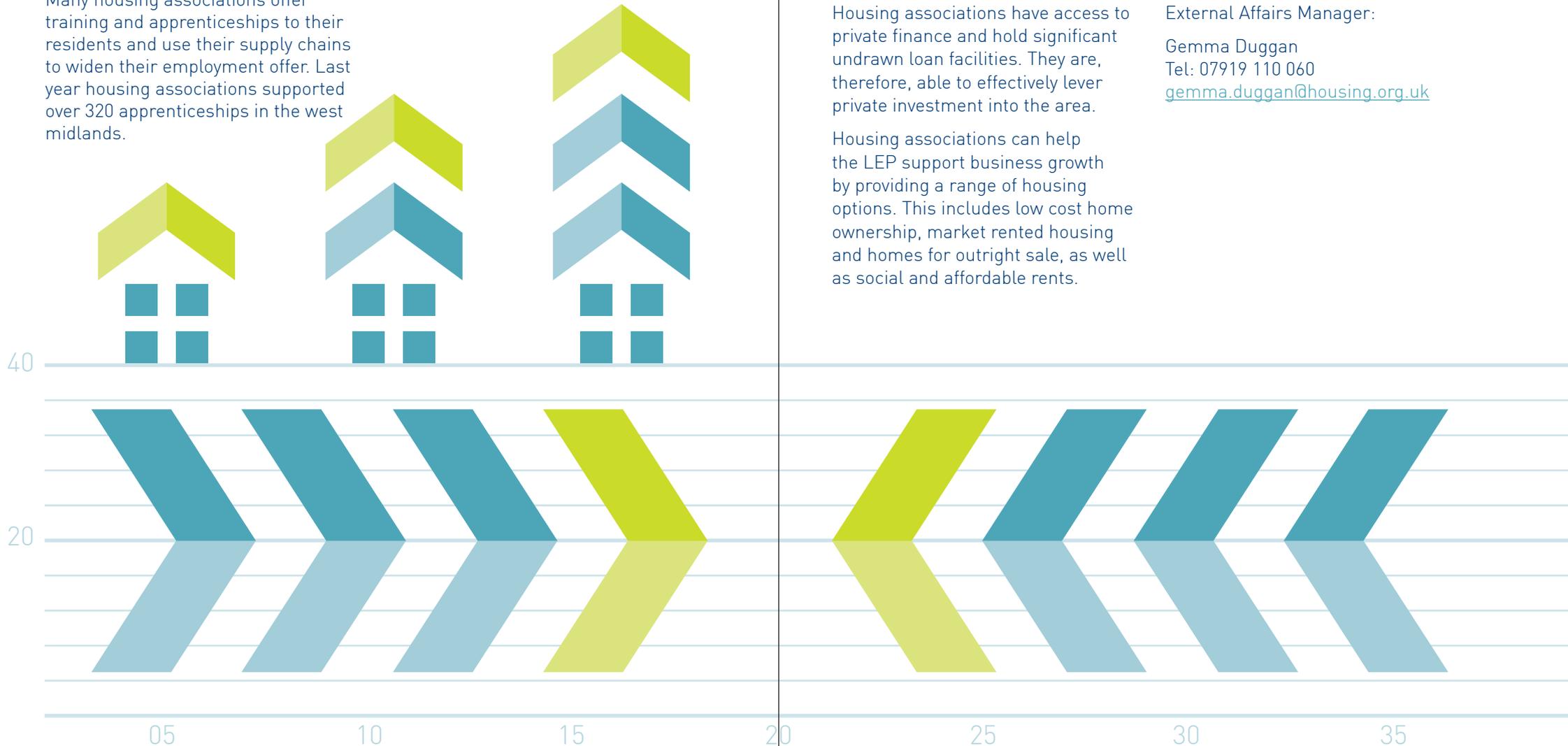
Businesses can't grow when their employees can't find affordable homes in the right places.

Housing associations work across a range of communities, including the most deprived neighbourhoods where there are very few job opportunities and high levels of benefit dependency.

Many housing associations offer training and apprenticeships to their residents and use their supply chains to widen their employment offer. Last year housing associations supported over 320 apprenticeships in the west midlands.

2,194

People directly employed by housing associations in the Black Country area



Working together to make a real difference

Housing associations play a significant role in driving local economic growth. They are key partners in supporting local authorities, the Black Country Local Enterprise Partnership and other local policy makers to deliver on shared priorities.

Housing associations have access to private finance and hold significant undrawn loan facilities. They are, therefore, able to effectively lever private investment into the area.

Housing associations can help the LEP support business growth by providing a range of housing options. This includes low cost home ownership, market rented housing and homes for outright sale, as well as social and affordable rents.

As the membership body for housing associations, the National Housing Federation is keen to strengthen relationships.

If you want to find out more about working with housing associations to grow the local economy, please contact the Federation's local External Affairs Manager:

Gemma Duggan
Tel: 07919 110 060
gemma.duggan@housing.org.uk

The National Housing Federation is the voice of affordable housing in England. We believe that everyone should have the home they need at a price they can afford.

That's why we represent the work of housing associations and campaign for better housing. Our members provide two and a half million homes for more than five million people. And each year they invest in a diverse range of neighbourhood projects that help create strong, vibrant communities.

National Housing Federation

101 Victoria Street, Bristol BS1 6PU

Tel: 0117 929 7388 Email: info@housing.org.uk

www.housing.org.uk

**Find us or
follow us on:**



© National Housing Federation



Mixed Sources. Product group from well-managed forests, controlled sources and recycled wood or fibre. www.fsc.org Cert no. SGS-COC-2842 © 1998 Forest Stewardship Council