Regional responses to a changing context: Housing Associations and Market Renting in the North East and North West of England

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The research

• Research objectives:
  – Extent and nature of market renting provision amongst housing associations
  – Explore the strategic decision making processes shaping such activity
  – A regional setting - the North East and North West regions of England

• The research:
  – Online survey of housing associations operating the NE/NW England
  – Round Table event with senior stakeholders
  – Interviews with senior housing association professionals
  – Interviews with senior stakeholders
Why this research; why now?

• Convergence of factors shaping an agenda for housing associations to engage with market renting
  – Growth of private renting within a changing housing system
  – Radically altered operating environment of housing associations; commercialisation and diversification
  – (Government policy encouraging institutional investment in the private rented sector)

• Housing Associations and Market Renting (Goodchild and Syms, 2003)

• Regional focus

• Evolving policy context during the research process
Market renting activity: a snapshot

• Origin
• Size, location of market rented provision now and into future
• Significant activity in traditional, city centre young professional market but not confined to such activity
• City centre living products
• Family products;
• ‘Squeezed middle’
Market renting activity: a snapshot

Tick which of the following sources apply to your current stock of market rented dwellings in each of the regions:

- Acquired for market rent
- Redesignated from social to market rent
- New Build

Are you considering providing market rented housing (or more market rented housing) in the following manner in the future? Please tick any that apply:

- Other (unspecified)
- Acquired for market rent
- Redesignated from social to market rent
- New Build
Market renting activity: a snapshot
Housing Associations and Strategic Decision Making

• Exploring strategic decision making
  – To understand how, in combination with the fundamental influence of the local market, complex interconnected forces inform decisions and shape outcomes
  – How housing associations are interpreting and interacting with external and internal forces

• Dynamic analyses in a shifting context
Housing Associations and Strategic Decision Making

- Local Market
- External
- *and* Internal Forces
- Push and pull pressures (varying interpretation)
- Interacting in different ways
- Distinct approaches

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Organisational Implications

• Non-homogeneity
• Different organisations do it in different ways
  – Organisation
  – Branding
  – Management
Types of Organisational Approaches

- Enthusiastic early adopters
- Reactive pragmatists
- Deliberators
- Reluctant pragmatists
- ..........?
Housing Associations and Market Renting: Moving forwards?

• Understanding (potential) relationships between housing associations and market renting
  – Local Diversity: National Implications
  – Evolving housing system

• Housing Associations need to ask themselves:
  – What are your key drivers and how do they interact with other influences?
  – Are there clear and explicit objectives about why you are getting involved?
  – What does this mean for how you organise and deliver?
• The report *Regional responses to a changing context: Housing Associations and Market Renting in the North East and North West of England* (19th April 2016) will be available via

• [www.rics.org/research](http://www.rics.org/research)

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