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# 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

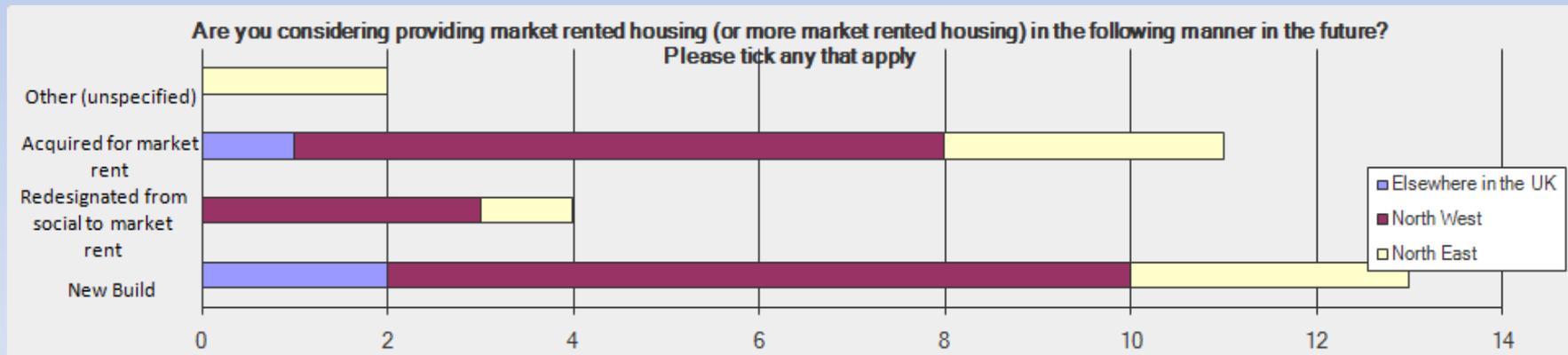
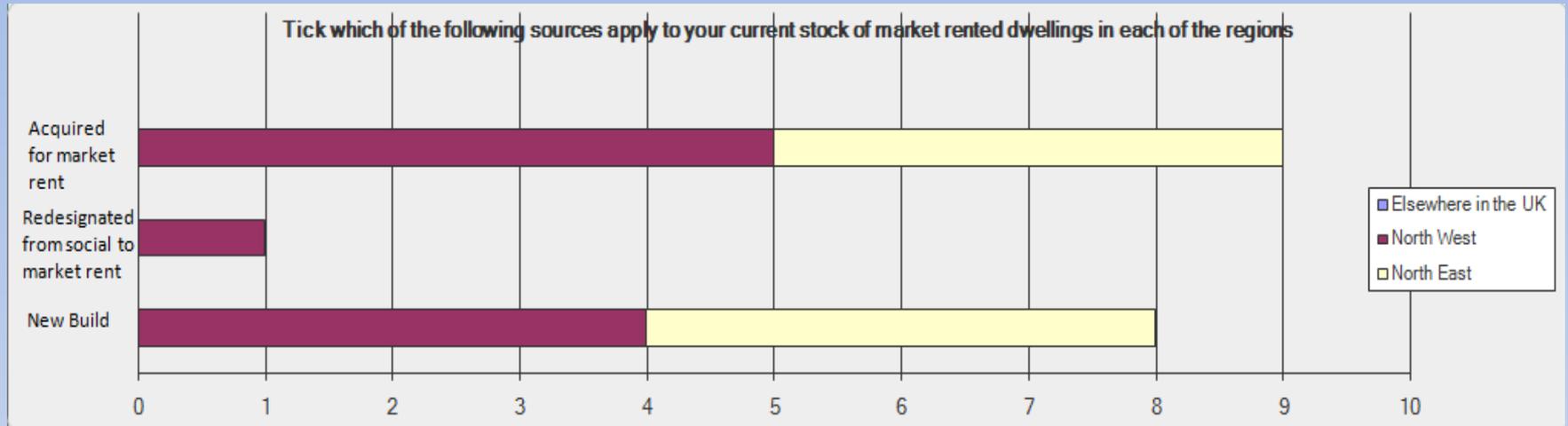
# Why this research; why now?

- 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

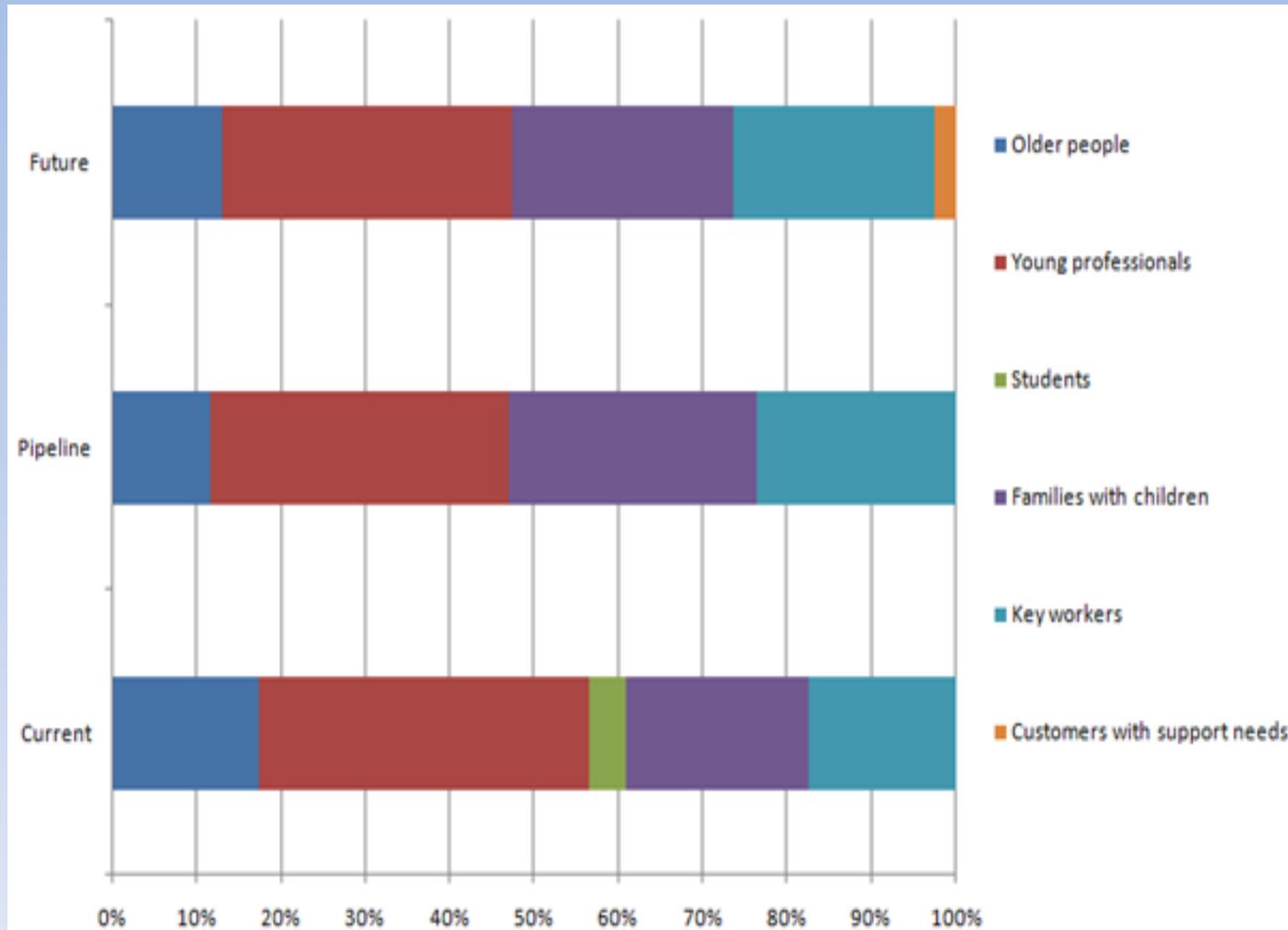
# Market renting activity: a snapshot

- 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



# 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

# 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* (19<sup>th</sup> April 2016) will be available via
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