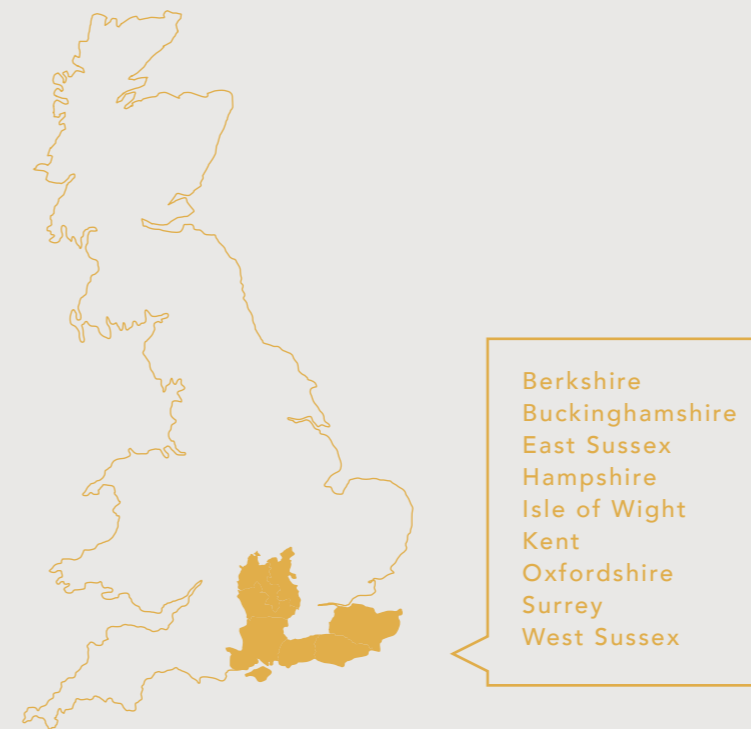


REGIONAL REPORT  
SOUTH EAST



ECONOMIC FOOTPRINT  
OF UK HOUSE BUILDING

20  
15



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## 1. EXECUTIVE SUMMARY

DECADES OF UNDERSUPPLY HAS CREATED A HOUSING SHORTAGE WHICH IS NOW DEEPLY ENTRENCHED.

Over the past two years house building activity has increased significantly. This follows changes to the planning system and the introduction of the Help to Buy Equity Loan scheme which has made purchasing a new build home more affordable for first-time buyers and others.

However, we are still a long way from building the number of homes the country needs and have been under-delivering for many years. The social and economic consequences of this are becoming ever more apparent.

As a result of the growing crisis, housing has been catapulted up the list of issues of importance for the public. Politicians have responded with all main political parties prioritising housing and house building in this year's general election campaign. This shift has come about partly through pressure from the electorate but also because the wider economic and social benefits of house building have become more apparent in recent years. The value to the UK economy of house building was illustrated by research carried out in early 2015 by Nathaniel Lichfield & Partners on behalf of the Home Builders Federation<sup>1</sup>. The benefits in the South East show the prosperity and opportunity that flow directly from residential development.

Last year in the South East, **22,470 homes were started by private house builders, the public sector and housing associations**. The economic footprint of this house building meant that during 2015:

- 96,621 jobs were supported
- 899 graduates and apprentices positions were created
- 966,210 new trees or shrubs were planted
- £36,109,290 was contributed towards education in the area
- £28,896,420 in extra council tax revenue was generated plus £224,700,000 in other tax contributions
- £21,031,920 towards new open spaces, community spaces or sports facilities, or enhancing existing resources was paid to Local Authorities
- 5,168 new affordable homes were built
- Payments of £497,553,210 were made to local authorities for further provision of new affordable homes

96,621  
JOBS

966,210  
TREES & SHRUBS PLANTED

House building is increasingly recognised as a key driver of economic growth, both nationally and locally, capable of stimulating and maintaining a strong economy as well as providing much needed housing to support sustainable communities. Despite that, many regions in the UK are still not building enough homes to meet their projected housing need.

In the South East, this manifests itself as a **shortfall of 12,011 homes every year**. If the region was to meet this need, the knock-on economic benefits would be an additional:

- 51,648 jobs created
- 480 graduates and apprentices positions created
- 516,482 trees and shrubs planted
- £19,301,998 towards education in the area
- £15,446,403 in extra council tax revenue
- £120,112,000 in extra tax contributions
- £11,242,483 contributed to open spaces, community, sport and leisure facilities
- 2,763 affordable homes built
- Payments of £265,964,002 to local authorities for further provision of new affordable homes



A SHORTFALL OF  
12,011  
HOMES EVERY YEAR



<sup>1</sup>NLP Report -Economic Footprint of House Building in the UK:  
[http://www.hbf.co.uk/fileadmin/documents/Policy/ELECTION\\_2015/](http://www.hbf.co.uk/fileadmin/documents/Policy/ELECTION_2015/)

## 2. INTRODUCTION

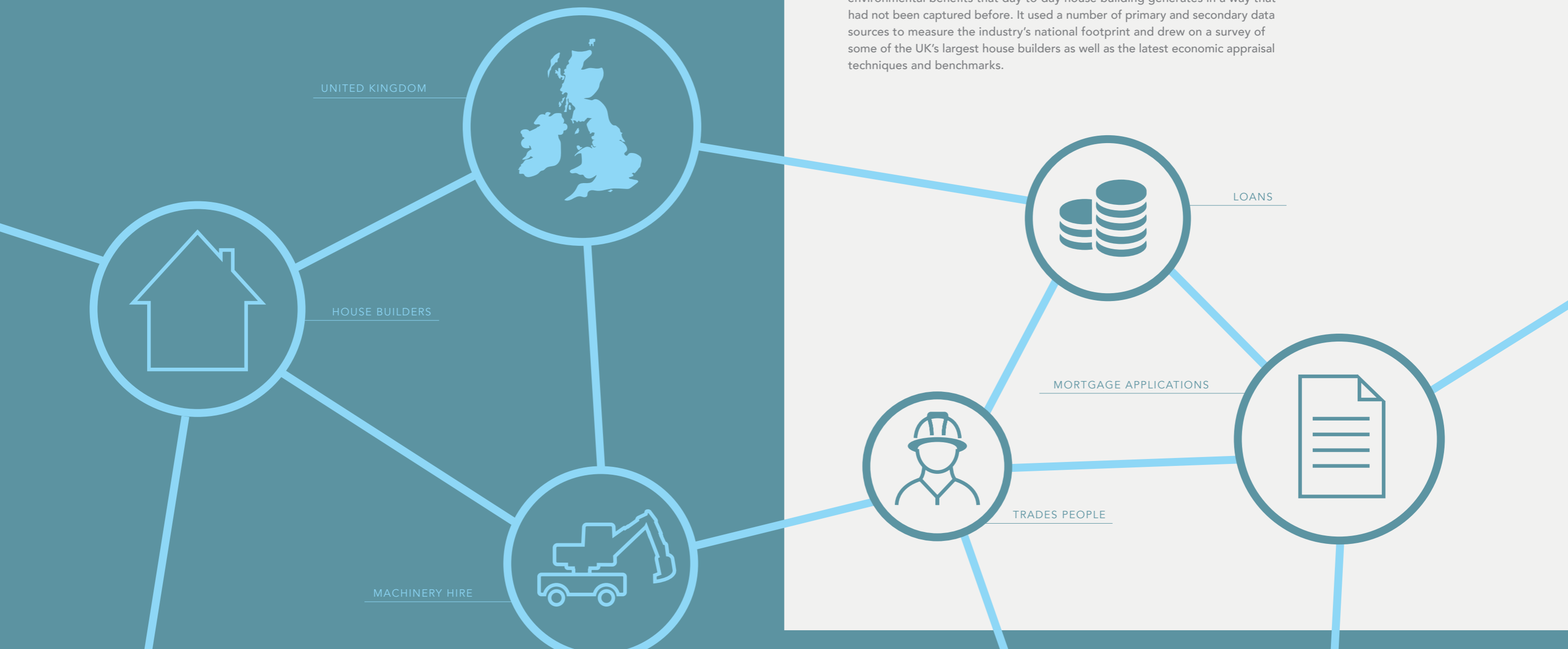
THE RECENT RECESSION DEMONSTRATED HOW INTRINSICALLY LINKED THE HOUSE BUILDING INDUSTRY IS TO THE HEALTH OF THE WIDER ECONOMY - FROM MORTGAGE APPLICATIONS TO JOBS ON SITES.

House builders acutely felt the impact of the economic downturn, and, consequently, so did customers. While the recession and subsequent difficulties for house builders had obvious repercussions, such as fewer new homes being built, the wider economic footprint of house builders also dramatically decreased.

In March, the Home Builders Federation and Nathaniel Lichfield & Partners produced a report that explored what these benefits were at a national level and estimated the value of the industry to the nation.

'The Economic Footprint of House Building' examined how the industry contributes to society, whether that's through planning obligations, infrastructure or community schemes. The report brought into focus the symbiotic relationship between house builders, local councils, communities and the government, and demonstrated the many ways in which the country benefits when more new homes are built.

The report looked at a wide and comprehensive range of economic, social and environmental benefits that day-to-day house building generates in a way that had not been captured before. It used a number of primary and secondary data sources to measure the industry's national footprint and drew on a survey of some of the UK's largest house builders as well as the latest economic appraisal techniques and benchmarks.





### 3. WHY HOMES ARE NOT BEING BUILT

For decades, housing completions in the UK have not been keeping pace with estimates of housing need and demand. In 2004, the Barker Review of Housing Supply<sup>2</sup> found that to increase affordability by freezing the real terms increase in house prices would require an additional 240,000 homes per annum across the UK.

In the decade to 2014 the shortfall in housing grew by another one million homes.

#### So why are new homes not being built?

In the short term the global credit crunch paralysed the industry as potential purchasers were simply unable to buy homes. The mortgage market has become less restrictive in the last two years, helped by the introduction of the Help to Buy Equity Loan scheme in April 2013 which has allowed buyers to purchase new build homes without requiring very large deposits.

Since the late 1980s and the introduction of the plan-led system of planning the ability of developers to obtain planning consent and build out units has been constrained, comprehensive coverage of local plans is crucial. The related increase in the complexity and cost of navigating the planning process has frozen out smaller firms and new entrants.

While the introduction of the National Planning Policy Framework (NPPF) has increased the availability of land, the process of taking a site from one end of the planning process to the point at which development can commence continues to present problems for house builders. This has been compounded recently because of pressures on local government finance which have inevitably affected council planning departments upon whom the industry is uniquely dependent.

### 4. WHAT HOUSE BUILDING BRINGS – THE ECONOMIC BENEFITS

HOUSING IS INEXTRICABLY LINKED TO THE WIDER HEALTH OF THE ECONOMY AND IS CONSIDERED A KEY BAROMETER OF NATIONAL ECONOMIC PERFORMANCE.

But it's also important to recognise that it also has a range of significant effects on economic performance at regional levels too. In particular, house building:

- **Drives regional economic growth through its vast and varied supply chains and contracting relationships;**
- Delivers real jobs both on-site and off-site in associated trades, such as cement production and brick manufacturing;
- **Creates economic value through new residents as they spend money on goods and services in the local economy;**
- Supports labour market mobility wellbeing by enabling local people to move jobs freely and achieve their economic potential;
- **Enhances "place competitiveness" and local economic development by improving the perceived competitiveness of specific locations and reducing the costs of mitigating social and environmental problems associated with poor or insufficient housing.**

AN ADDITIONAL 240,000 HOMES ARE REQUIRED PER YEAR ACROSS THE UK



<sup>2</sup>Kate Barker Review of Housing Supply – Delivering Stability: Securing Our Future Housing Needs, March 2004

In its recent report, *Building Communities, Growing the Economy: A Plan for Boosting Housing Supply*<sup>3</sup>, HBF identified some key areas that need to be addressed if an environment that's far more conducive to the increased production of new homes is to be created.



## A PLAN FOR BOOSTING HOUSING SUPPLY

<sup>3</sup>HBF report - *Building communities, growing the economy: a plan for boosting housing supply*.  
[http://www.hbf.co.uk/fileadmin/documents/Policy/ELECTION\\_2015/HBF\\_Manefesto\\_election\\_2015\\_LAND\\_WEB.pdf](http://www.hbf.co.uk/fileadmin/documents/Policy/ELECTION_2015/HBF_Manefesto_election_2015_LAND_WEB.pdf)

### These require central and local government to:

1. Ensure all Local Authorities have a Local Plan in place - as is required by planning law - with at least five years of land supply to meet the needs of local communities and help house builders to deliver new homes. A mix of sites of different sizes should also be encouraged to support a faster build out rate and promote the growth of smaller, local house building companies with a 'buffer' necessary so that local plans do not unintentionally act as a ceiling on housing numbers.
2. Accelerate the release of land by local authorities and other public bodies to generate returns for taxpayers and provide much needed new homes.
3. Develop an efficient and positive planning process. Doing so is a key driver of local economic growth - and should be viewed as such in the setting of local authority budgets, with particular regard for ensuring planning departments have sufficient capacity to efficiently process the volume of applications being received.
4. The planning process has become too complex, expensive and risky. Reducing unnecessary delays and de-risking the process as much as possible will encourage new entrants, creating local jobs and growth.
5. Work towards a better deal on infrastructure, including a review of the Community Infrastructure Levy and improved spatial planning.
6. Address the housing needs of all age groups by; providing support for first time buyers until the point where there are sufficient products on the open market to allow them access to mortgages and; pay specific attention to the long-term lack of supply in the market for private housing for those in later life.



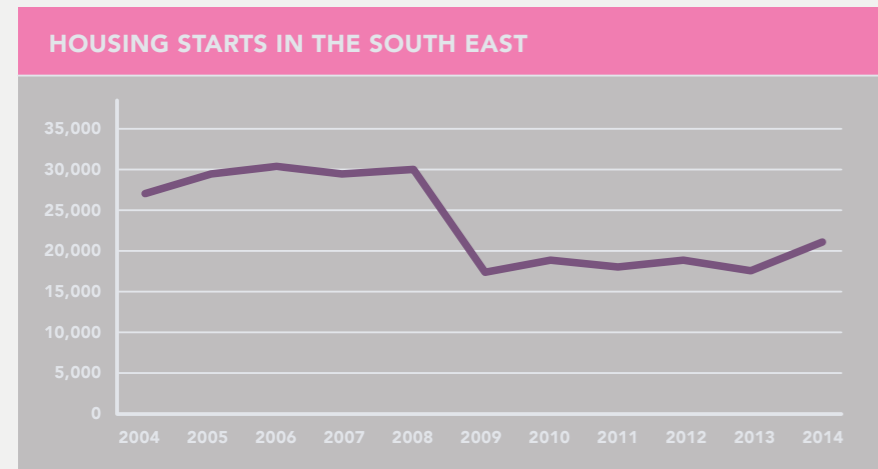
## WHILST BUILDING COMMUNITIES





## 6. THE SITUATION IN THE SOUTH EAST

In the South East in 2014, only **22,470 new homes were started**, compared to a projected annual need of **34,481** meaning that only two thirds of the amount of homes the area needed were being built.

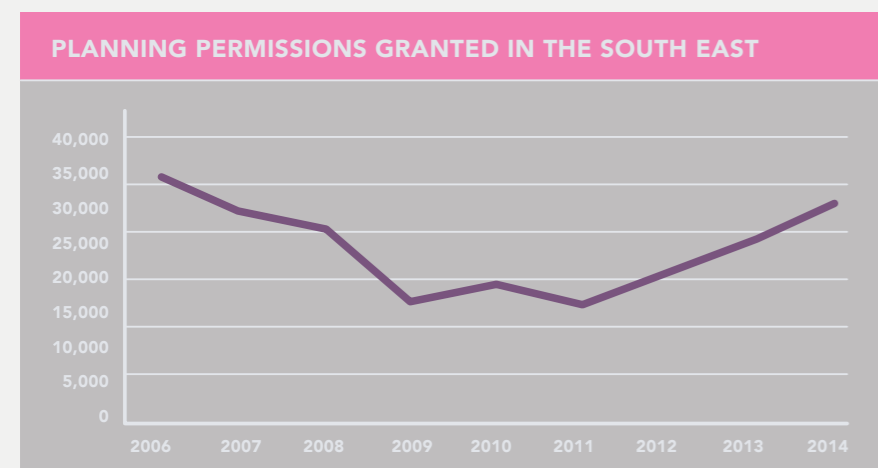


The population of the South East was 8.6 million in mid-2011, representing 15% of the population of England and Wales. There were 8.6 million residents in the South East. This is an increase of some 611,000 (8 per cent) since 2001<sup>4</sup>.

- Across the region, 193,397 households are on social housing waiting lists<sup>5</sup>.
- The average home in the South East costs £247,375<sup>6</sup>.
- The mean annual income is £31,466<sup>7</sup>, whereas the amount needed to buy a home in the region is £66,812<sup>8</sup>.
- The average deposit needed by a first time buyer is £49,475<sup>9</sup>.

Demonstrating the positive impact of the NPPF, planning approvals in the region were up by 22% in 2014, rising to 30,936 compared with 25,254 in 2013<sup>10</sup>.

The rise demonstrates that the industry is beginning to increase investment in land to establish a pipeline for future development bringing jobs and growth to the region.



## 7. THE ECONOMIC BENEFITS OF HOUSE BUILDING IN THE SOUTH EAST

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in the South East, house building is responsible for:

- 96,621 jobs were supported
- 899 graduates and apprentices positions were created
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- £36,109,290 was contributed towards education in the area
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Output is still some way off what is required. If the South East were to build enough homes to meet its housing need, that being an additional 12,011 homes each year, the industry could contribute towards an extra:

- 51,648 jobs created
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<sup>4</sup>Census gives insights into characteristics of the South East's population, ONS, December 2012, available here: [http://www.ons.gov.uk/ons/dcp29904\\_291546.pdf](http://www.ons.gov.uk/ons/dcp29904_291546.pdf)

<sup>5</sup>Live tables on rents, lettings and tenancies, DCLG, updated last November 2014, available at: <https://www.gov.uk/government/statistical-data-sets/live-tables-on-rents-lettings-and-tenancies>

<sup>6</sup>Land Registry House Price Index, March 2015, Land Registry, April 2015, available at: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/424293/HPIReport20150428.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/424293/HPIReport20150428.pdf)

<sup>7</sup>Annual Survey of Hours and Earnings, 2014 Provisional Results, ONS, November 2014, available at: <http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-337425>

<sup>8</sup>Home Truths 2014/15: South East, NHF, October 2014, available at: <https://www.housing.org.uk/publications/browse/home-truths-2014-15-south-east/>

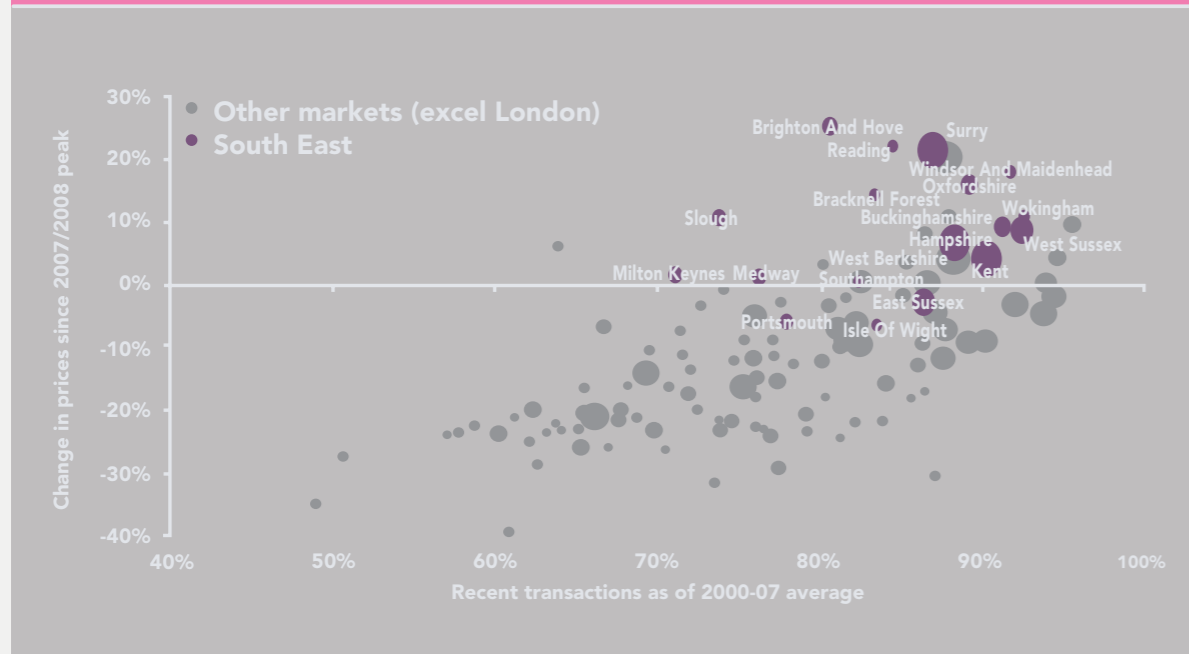
<sup>9</sup>Based on a deposit of 20 per cent of the value of the average home.

<sup>10</sup>New Housing Pipeline, Q4 2014 report, HBF, March 2015, available at: [http://www.hbf.co.uk/uploads/media/Housing\\_pipeline\\_report\\_Q4\\_2014\\_-\\_March\\_2015.pdf](http://www.hbf.co.uk/uploads/media/Housing_pipeline_report_Q4_2014_-_March_2015.pdf)

**8. SAVILLS: THE SOUTH EAST HOUSING MARKET**

House prices in the South East have risen by 17.3% over the last two years according to the Land Registry and are 9.0% below their 2007/08 peak in nominal terms. However, the performance of markets within a region can vary substantially. House prices in Brighton & Hove are 25% above their previous peak while in Portsmouth they are 5.6% below.

**Figure 1 - Market Performance**



Source: HM Land Registry

These variations are determined by the economic, demographic and affordability profile of demand versus the quantity and type of local housing supply. The combination of these factors determine how the housing crisis has affected each local market. The chart above shows where current house prices and property transactions levels sit in relation to their 2007/2008 peak and how different markets outside London compare across the country. Markets with higher levels of activity have seen stronger recovery in values than those where transaction levels still languish well below peak.

Our forecast for house prices in the South East over the next five years is for 26.4% growth. That is the highest of all regions with national prices forecast to rise by 19.3%.

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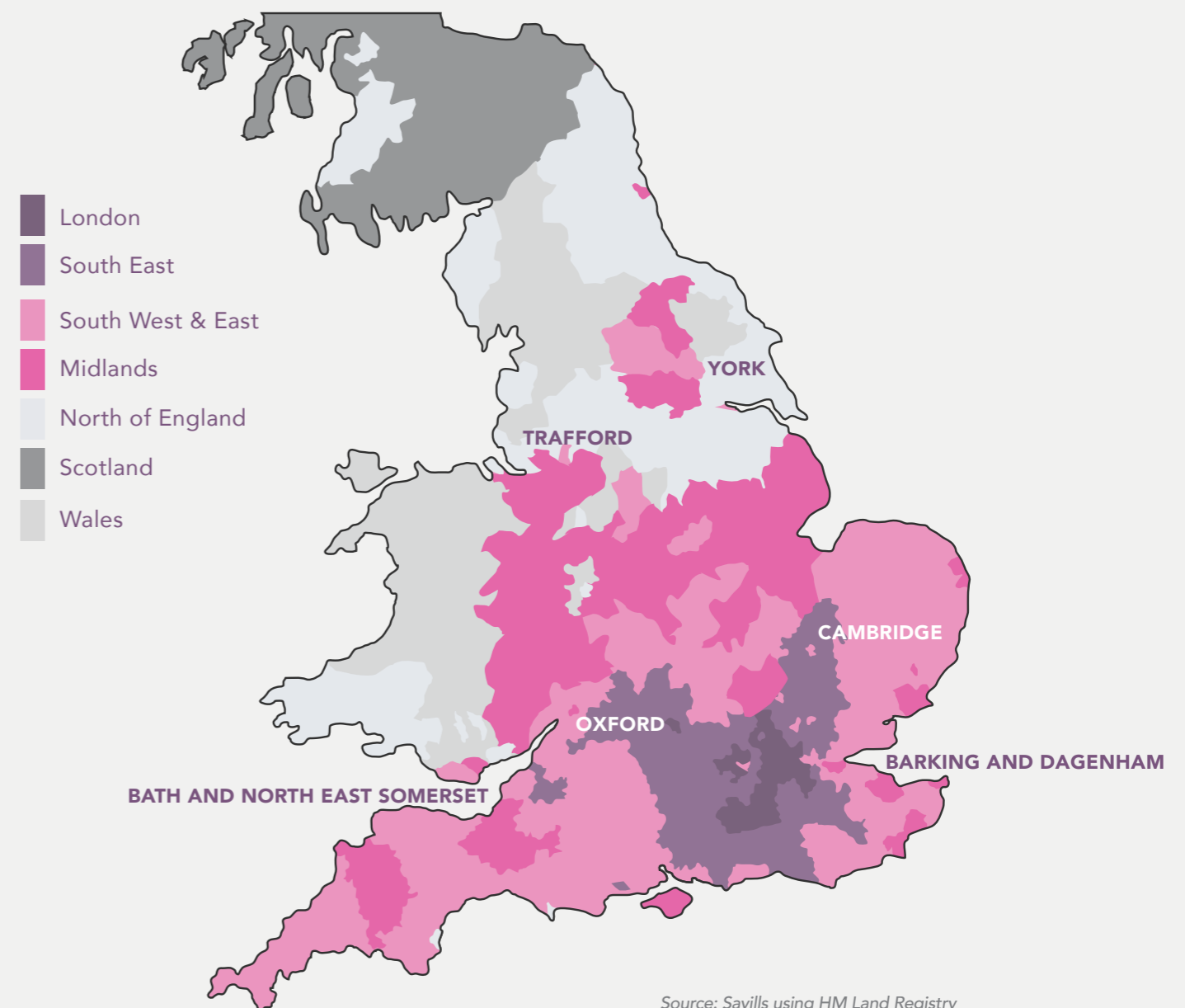
**NEAL HUDSON**  
ASSOCIATE DIRECTOR  
NHUDSON@SAVILLS.COM

However, as recent evidence shows, local market performance will vary widely. Our analysis of historic house price growth shows that many local housing markets actually perform more like regions other than the one in which they are physically located (as shown by the map below).

This means that Surrey has historically performed more like the London housing market than the South East and the Isle of Wight has been more correlated to the Midlands. Meanwhile, house prices in Milton Keynes have tended to behave more like those in the East of England.

Our house price forecasts range from 26.4% in the South East, to 19.3% in the East Midlands and 10.4% in London over the next five years. Therefore it is essential to understand not just regional but also local housing market drivers and dynamics when making decisions to buy land, your home, an investment or to develop.

**Figure 2 - Most Correlated Region**



Source: Savills using HM Land Registry

## 9. NOT JUST HOMES

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- McCarthy & Stone worked with the council and local stakeholders to draw up sensitive proposals for the provision of 46 Later Living apartments, 56 Assisted Living (Extra Care) apartments and 22 affordable age-restricted apartments. By working closely and in collaboration with Mid Sussex District Council, planning permission was obtained within 6 months, in April 2011, and the development will open in late 2012.

Mid-Sussex had identified a significant need for the provision of Assisted Living (Extra Care) accommodation. McCarthy & Stone were able to meet this recognised need, accord with the vision of the Town Centre Master plan and also provide much needed, age-restricted affordable housing for the District.

The 2.56 acre site, which is in a prominent position on the principal route in to the town, was predominantly occupied by a two to six storey office block, dating back to the 1970s, which had been vacant since 2007.



- Countryside's Horsted Park development, in Chatham, delivered a mix of 202 new homes and 63 extra care apartments for the local community. Also included in the plans were extensive public open spaces, along with community facilities.

Horsted Park occupies the former site of the Mid-Kent College and the scheme is shaping a vibrant and successful new community and has received multiple awards including a prestigious Housing Design Award and a Kent Design and Development Award.

As part of the development, Countryside are creating a new central 'village green', which will become the heart of Horsted Park. This will connect with two parks and a circular green walk, as well as providing a link to the surrounding countryside, to create an attractive and usable public realm.

The extra care apartments will offer real benefits to older people, providing residents with their own self-contained home, normal tenancy rights and independence, in an environment able to offer as much or as little assistance as needed. In the same building, two well-equipped community rooms will be created providing useful event space for residents and space for a restaurant is also proposed. The extra care apartments are designed around a south facing central courtyard into which the community facilities look, whilst the majority of the apartments look out onto the open countryside surrounding the site.



- In November 2014, work officially began on a new primary school for Buckingham - a key part of the delivery of the proposals for the popular Windsor Park location, from Bovis Homes and Barratt Homes.

Funded and managed by a consortium of home builders including Bovis Homes, Lace Hill Academy will cater for 210 children.

The new school is part of the Bourton Meadow Education Trust (BMET) and is scheduled to open in September 2015. It will include a 26-place onsite nursery and have outdoor areas for each classroom, a dance studio and a state-of-the-art children's kitchen, as well as the very latest ICT provision, including interactive screens and mobile devices such as iPads.

Construction work got underway, following a recent ceremony in which pupils from Bourton Meadow Academy were joined by representatives from Bovis Homes, Barratt Homes and BMET to 'cut the sod' at the six-hectare site, located in Windsor Park on London Road.



- Starting in 2012 and due to finish in 2017, Countryside's Wickhurst Green development will ultimately comprise nearly 1,000 family homes of mixed-tenure, together with a new primary school, sports pitches, neighbourhood centre and major highway and infrastructure improvements.

Having successfully promoted it through the planning process, Countryside masterplanned the development to emphasise its existing landscape features with open space, mature trees and hedgerows interspersed throughout. In addition to the more informal spaces, links to the surrounding countryside have been designed to enhance and improve the diversity of ecology in the local area.

New and improved transport connections include an extensive footpath and cycleway network, dual carriageway bypass and a new junction on the A24.



- Barratt Developments has formed a partnership with the RSPB to set a new benchmark for nature-friendly housing and its Kingsbrook development in Aylesbury, Buckinghamshire is the first agreement of its kind in the UK. Barratt received Reserved Matters Planning for 2450 homes at Kingsbrook in July and the unique development will include 250 acres of wildlife-rich open space.

Since outline planning was granted, Barratt has been working with existing local schools right from the early stages of the excavation on site. Barratt visited Bierton Combined School with experts from Oxford Archaeology and taught the pupils about the Roman Villa that once existed under their school.

80 of the school pupils were then invited to site to see the archaeologists at work and find out what is involved with the preparation of the ground for development. Ecologists were also present on the day to demonstrate how the wildlife such as great crested newts and common pipistrelle bat is relocated and new habitats are created.



## 10. CITY / TOWN FOCUS REPORTS

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### BERKSHIRE - 2,330 homes

In total last year, 2,330 new homes were started in Berkshire. As a result, house building in the area was responsible for:

- 10,019 jobs
- 93 graduates and apprentices positions
- 100,190 new trees or shrubs
- £3,744,310 towards education in the area
- £2,996,380 in extra council tax revenue
- £23,300,000 in other tax contributions
- £2,180,880 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 536 new affordable homes
- Payments of £51,593,190 to local authorities for further provision of new affordable homes

However, as output is still some way off of what is required, if Berkshire were to build enough homes to meet its housing need, that being an additional 1,206 homes each year, the industry could contribute towards an extra:

- 5,186 jobs created
  - 48 graduates and apprentices positions created
  - 51,858 trees and shrubs planted
  - £1,938,042 towards education in the area
  - £1,550,916 in extra council tax revenue
  - £12,060,000 in extra tax contributions
  - £1,128,816 contributed to open spaces, community, sport and leisure facilities
  - 277 affordable homes built
  - Payments of £26,704,458 to local authorities for further provision of new affordable homes
- 

### READING - 440 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Reading house building is responsible for:

- 1,892 jobs
- 18 graduates and apprentices positions
- 18,920 new trees or shrubs
- £707,080 towards education in the area
- £565,840 in extra council tax revenue
- £4,400,000 in other tax contributions
- £411,840 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 101 new affordable homes
- Payments of £9,742,920 to local authorities for further provision of new affordable homes

### SLOUGH - 350 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Slough house building is responsible for:

- 1,505 jobs
- 14 graduates and apprentices positions
- 15,050 new trees or shrubs
- £562,450 towards education in the area
- £450,100 in extra council tax revenue
- £3,500,000 in other tax contributions
- £327,600 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 81 new affordable homes
- Payments of £7,750,050 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Slough were to build enough homes to meet its housing need, that being an additional 492 homes each year, the industry could contribute towards an extra:

- 2,116 jobs created
- 20 graduates and apprentices positions created
- 21,156 trees and shrubs planted
- £790,644 towards education in the area
- £632,712 in extra council tax revenue
- £4,920,000 in extra tax contributions
- £460,512 contributed to open spaces, community, sport and leisure facilities
- 113 affordable homes built
- Payments of £10,894,356 to local authorities for further provision of new affordable homes



**CONTRIBUTING  
TOWARDS  
EDUCATION  
IN THE AREA**

## 10. CITY / TOWN FOCUS REPORTS

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### WEST BERKSHIRE (INC. NEWBURY) - 370 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in West Berkshire house building is responsible for:

- 1,591 jobs
- 15 graduates and apprentices positions
- 15,910 new trees or shrubs
- £594,590 towards education in the area
- £475,820 in extra council tax revenue
- £3,700,000 in other tax contributions
- £346,320 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 85 new affordable homes
- Payments of £8,192,910 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If West Berkshire were to build enough homes to meet its housing need, that being an additional 124 homes each year, the industry could contribute towards an extra:

- 534 jobs created
- 5 graduates and apprentices positions created
- 5,336 trees and shrubs planted
- £199,429 towards education in the area
- £159,593 in extra council tax revenue
- £1,241,000 in extra tax contributions
- £116,158 contributed to open spaces, community, sport and leisure facilities
- 29 affordable homes built
- Payments of £2,747,946 to local authorities for further provision of new affordable homes

### WINDSOR AND MAIDENHEAD - 380 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Windsor and Maidenhead house building is responsible for:

- 1,634 jobs
- 15 graduates and apprentices positions
- 16,340 new trees or shrubs
- £610,660 towards education in the area
- £488,680 in extra council tax revenue
- £3,800,000 in other tax contributions
- £355,680 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 87 new affordable homes
- Payments of £8,414,340 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Windsor and Maidenhead were to build enough homes to meet its housing need, that being an additional 203 homes each year, the industry could contribute towards an extra:

- 873 jobs created
- 8 graduates and apprentices positions created
- 8,729 trees and shrubs planted
- £326,221 towards education in the area
- £261,058 in extra council tax revenue
- £2,030,000 in extra tax contributions
- £190,008 contributed to open spaces, community, sport and leisure facilities
- 47 affordable homes built
- Payments of £4,495,029 to local authorities for further provision of new affordable homes

### WOKINGHAM - 560 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Wokingham house building is responsible for:

- 2,408 jobs
- 22 graduates and apprentices positions
- 24,080 new trees or shrubs
- £899,920 towards education in the area
- £720,160 in extra council tax revenue
- £5,600,000 in other tax contributions
- £524,160 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 129 new affordable homes
- Payments of £12,400,080 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Wokingham were to build enough homes to meet its housing need, that being an additional 106 homes each year, the industry could:

- 457 jobs created
- 4 graduates and apprentices positions created
- 4,571 trees and shrubs planted
- £170,824 towards education in the area
- £136,702 in extra council tax revenue
- £1,063,000 in extra tax contributions
- £99,497 contributed to open spaces, community, sport and leisure facilities
- 24 affordable homes built
- Payments of £2,353,801 to local authorities for further provision of new affordable homes



## 10. CITY / TOWN FOCUS REPORTS

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### BUCKINGHAMSHIRE - 2,780 homes

In total last year, 2,780 new homes were started in Buckinghamshire. As a result, house building in the area was responsible for:

- 11,954 jobs
- 111 graduates and apprentices positions
- 119,540 new trees or shrubs
- £4,467,460 towards education in the area
- £3,575,080 in extra council tax revenue
- £27,800,000 in other tax contributions
- £2,602,080 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 639 new affordable homes
- Payments of £61,557,540 to local authorities for further provision of new affordable homes

However, as output is still some way off of what is required, if Buckinghamshire were to build enough homes to meet its housing need, that being an additional 548 homes each year, the industry could contribute towards an extra:

- 2,356 jobs created
- 22 graduates and apprentices positions created
- 23,564 trees and shrubs planted
- £880,636 towards education in the area
- £704,728 in extra council tax revenue
- £5,480,000 in extra tax contributions
- £512,928 contributed to open spaces, community, sport and leisure facilities
- 126 affordable homes built
- Payments of £12,134,364 to local authorities for further provision of new affordable homes

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### AYLESBURY VALE - 1,190 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Aylesbury Vale house building is responsible for:

- 5,117 jobs
- 48 graduates and apprentices positions
- 51,170 new trees or shrubs
- £1,912,330 towards education in the area
- £1,530,340 in extra council tax revenue
- £11,900,000 in other tax contributions
- £1,113,840 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 274 new affordable homes
- Payments of £26,350,170 to local authorities for further provision of new affordable homes

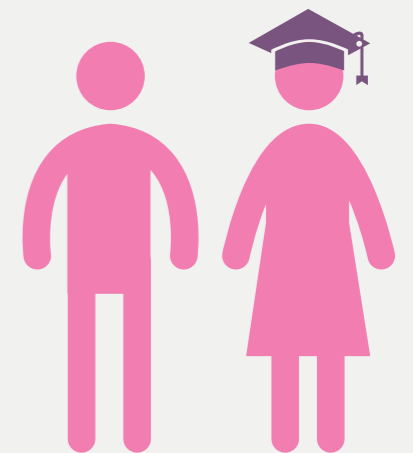
### MILTON KEYNES - 990 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Milton Keynes house building is responsible for:

- 4,257 jobs
- 40 graduates and apprentices positions
- 42,570 new trees or shrubs
- £1,590,930 towards education in the area
- £1,273,140 in extra council tax revenue
- £9,900,000 in other tax contributions
- £926,640 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 228 new affordable homes
- Payments of £21,921,570 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Milton Keynes were to build enough homes to meet its housing need, that being an additional 443 homes each year, the industry could contribute towards an extra:

- 1,904 jobs created
- 18 graduates and apprentices positions created
- 19,040 trees and shrubs planted
- £711,580 towards education in the area
- £569,441 in extra council tax revenue
- £4,428,000 in extra tax contributions
- £414,461 contributed to open spaces, community, sport and leisure facilities
- 102 affordable homes built
- Payments of £9,804,920 to local authorities for further provision of new affordable homes



CREATING  
**GRADUATE  
& APPRENTICE**  
OPPORTUNITIES

## 10. CITY / TOWN FOCUS REPORTS

### EAST SUSSEX - 850 homes

In total last year, 850 new homes were started in East Sussex. As a result, house building in the area was responsible for:

- 3,655 jobs
- 34 graduates and apprentices positions
- 36,550 new trees or shrubs
- £1,365,950 towards education in the area
- £1,093,100 in extra council tax revenue
- £8,500,000 in other tax contributions
- £795,600 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 196 new affordable homes
- Payments of £18,821,550 to local authorities for further provision of new affordable homes

However, as output is still some way off of what is required, if East Sussex were to build enough homes to meet its housing need, that being an additional 1,332 homes each year, the industry could contribute towards an extra:

- 5,727 jobs created
- 53 graduates and apprentices positions created
- 57,267 trees and shrubs planted
- £2,140,203 towards education in the area
- £1,712,695 in extra council tax revenue
- £13,318,000 in extra tax contributions
- £1,246,565 contributed to open spaces, community, sport and leisure facilities
- 306 affordable homes built
- Payments of £29,490,047 to local authorities for further provision of new affordable homes

### EASTBOURNE - 50 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Eastbourne house building is responsible for:

- 215 jobs
- 2 graduates and apprentices positions
- 2,150 new trees or shrubs
- £80,350 towards education in the area
- £64,300 in extra council tax revenue
- £500,000 in other tax contributions
- £46,800 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 12 new affordable homes
- Payments of £1,107,150 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Eastbourne were to build enough homes to meet its housing need, that being an additional 353 homes each year, the industry could contribute towards an extra:

- 1,518 jobs created
- 14 graduates and apprentices positions created
- 15,179 trees and shrubs planted
- £567,271 towards education in the area
- £453,958 in extra council tax revenue
- £3,530,000 in extra tax contributions
- £330,408 contributed to open spaces, community, sport and leisure facilities
- 81 affordable homes built
- Payments of £7,816,479 to local authorities for further provision of new affordable homes

### HASTINGS - 70 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Hastings house building is responsible for:

- 301 jobs
- 3 graduates and apprentices positions
- 3,010 new trees or shrubs
- £112,490 towards education in the area
- £90,020 in extra council tax revenue
- £700,000 in other tax contributions
- £65,520 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 16 new affordable homes
- Payments of £1,550,010 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Hastings were to build enough homes to meet its housing need, that being an additional 261 homes each year, the industry could contribute towards an extra:

- 1,124 jobs created
- 10 graduates and apprentices positions created
- 11,240 trees and shrubs planted
- £420,070 towards education in the area
- £336,160 in extra council tax revenue
- £2,614,000 in extra tax contributions
- £244,670 contributed to open spaces, community, sport and leisure facilities
- 60 affordable homes built
- Payments of £5,788,180 to local authorities for further provision of new affordable homes



## CONTRIBUTING TOWARDS COMMUNITY LEISURE FACILITIES



## 10. CITY / TOWN FOCUS REPORTS

### HAMPSHIRE - 4,260 homes

In total last year, 4,260 new homes were started in Hampshire. As a result, house building in the area was responsible for:

- 18,318 jobs
- 170 graduates and apprentices positions
- 183,180 new trees or shrubs
- £6,845,820 towards education in the area
- £5,478,360 in extra council tax revenue
- £42,600,000 in other tax contributions
- £3,987,360 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 980 new affordable homes
- Payments of £94,329,180 to local authorities for further provision of new affordable homes

However, as output is still some way off of what is required, if Hampshire were to build enough homes to meet its housing need, that being an additional 1,703 homes each year, the industry could contribute towards an extra:

- 7,232 jobs created
- 68 graduates and apprentices positions created
- 73,229 trees and shrubs planted
- £2,736,721 towards education in the area
- £2,190,058 in extra council tax revenue
- £17,030,000 in extra tax contributions
- £1,594,008 contributed to open spaces, community, sport and leisure facilities
- 392 affordable homes built
- Payments of £37,709,529 to local authorities for further provision of new affordable homes

### EAST HAMPSHIRE (INCL. PETERSFIELD) - 410 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in East Hampshire house building is responsible for:

- 1,763 jobs
- 16 graduates and apprentices positions
- 17,630 new trees or shrubs
- £658,870 towards education in the area
- £527,260 in extra council tax revenue
- £4,100,000 in other tax contributions
- £383,760 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 94 new affordable homes
- Payments of £9,078,630 to local authorities for further provision of new affordable homes

### NEW FOREST (INC. LYMINGTON) - 80 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in New Forest house building is responsible for:

- 344 jobs
- 3 graduates and apprentices positions
- 3,440 new trees or shrubs
- £128,560 towards education in the area
- £102,880 in extra council tax revenue
- £800,000 in other tax contributions
- £74,880 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 18 new affordable homes
- Payments of £1,771,440 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If New Forest were to build enough homes to meet its housing need, that being an additional 549 homes each year, the industry could contribute towards an extra:

- 2,361 jobs created
- 22 graduates and apprentices positions created
- 23,611 trees and shrubs planted
- £882,404 towards education in the area
- £706,143 in extra council tax revenue
- £5,491,000 in extra tax contributions
- £513,958 contributed to open spaces, community, sport and leisure facilities
- 126 affordable homes built
- Payments of £12,158,721 to local authorities for further provision of new affordable homes

### PORTSMOUTH - 290 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Portsmouth house building is responsible for:

- 1,247 jobs
- 12 graduates and apprentices positions
- 12,470 new trees or shrubs
- £466,030 towards education in the area
- £372,940 in extra council tax revenue
- £2,900,000 in other tax contributions
- £271,440 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 67 new affordable homes
- Payments of £6,421,470 to local authorities for further provision of new affordable homes





## 10. CITY / TOWN FOCUS REPORTS

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Output is still a long way off of what is required. If Portsmouth were to build enough homes to meet its housing need, that being an additional 417 homes each year, the industry could contribute towards an extra:

- 1,794 jobs created
- 17 graduates and apprentices positions created
- 17,935 trees and shrubs planted
- £670,280 towards education in the area
- £536,391 in extra council tax revenue
- £4,171,000 in extra tax contributions
- £390,406 contributed to open spaces, community, sport and leisure facilities
- 96 affordable homes built
- Payments of £9,235,845 to local authorities for further provision of new affordable homes

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### RUSHMOOR (INC. ALDERSHOT) - 160 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Rushmoor house building is responsible for:

- 688 jobs
- 6 graduates and apprentices positions
- 6,880 new trees or shrubs
- £257,120 towards education in the area
- £205,760 in extra council tax revenue
- £1,600,000 in other tax contributions
- £149,760 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 37 new affordable homes
- Payments of £3,542,880 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Rushmoor were to build enough homes to meet its housing need, that being an additional 107 homes each year, the industry could:

- 459 jobs created
- 4 graduates and apprentices positions created
- 4,592 trees and shrubs planted
- £171,628 towards education in the area
- £137,345 in extra council tax revenue
- £1,068,000 in extra tax contributions
- £99,965 contributed to open spaces, community, sport and leisure facilities
- 25 affordable homes built
- Payments of £2,364,872 to local authorities for further provision of new affordable homes



### SOUTHAMPTON - 230 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Southampton house building is responsible for:

- 989 jobs
- 9 graduates and apprentices positions
- 9,890 new trees or shrubs
- £369,610 towards education in the area
- £295,780 in extra council tax revenue
- £2,300,000 in other tax contributions
- £215,280 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 53 new affordable homes
- Payments of £5,092,890 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Southampton were to build enough homes to meet its housing need, that being an additional 476 homes each year, the industry could contribute towards an extra:

- 2,047 jobs created
- 19 graduates and apprentices positions created
- 20,468 trees and shrubs planted
- £764,932 towards education in the area
- £612,136 in extra council tax revenue
- £4,760,000 in extra tax contributions
- £445,536 contributed to open spaces, community, sport and leisure facilities
- 109 affordable homes built
- Payments of £10,540,068 to local authorities for further provision of new affordable homes

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### TEST VALLEY (INC. ANDOVER) - 980 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Test Valley house building is responsible for:

- 4,214 jobs
- 39 graduates and apprentices positions
- 42,140 new trees or shrubs
- £1,574,860 towards education in the area
- £1,260,280 in extra council tax revenue
- £9,800,000 in other tax contributions
- £917,280 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 225 new affordable homes
- Payments of £21,700,140 to local authorities for further provision of new affordable homes

## 10. CITY / TOWN FOCUS REPORTS

### ISLE OF WIGHT - 580 homes

In total last year, 580 new homes were started on the Isle of Wight. As a result, house building in the area was responsible for:

- 2,494 jobs
- 23 graduates and apprentices positions
- 24,940 new trees or shrubs
- £932,060 towards education in the area
- £745,880 in extra council tax revenue
- £5,800,000 in other tax contributions
- £542,880 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 133 new affordable homes
- Payments of £12,842,940 to local authorities for further provision of new affordable homes

### KENT - 4,050 homes

In total last year, 4,050 new homes were started in Kent. As a result, house building in the area was responsible for:

- 17,415 jobs
- 162 graduates and apprentices positions
- 174,150 new trees or shrubs
- £6,508,350 towards education in the area
- £5,208,300 in extra council tax revenue
- £40,500,000 in other tax contributions
- £3,790,800 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 932 new affordable homes
- Payments of £89,679,150 to local authorities for further provision of new affordable homes

However, as output is still some way off of what is required, if Kent were to build enough homes to meet its housing need, that being an additional 3,821 homes each year, the industry could contribute towards an extra:

- 16,430 jobs created
- 153 graduates and apprentices positions created
- 164,303 trees and shrubs planted
- £6,140,347 towards education in the area
- £4,913,806 in extra council tax revenue
- £38,210,000 in extra tax contributions
- £3,576,456 contributed to open spaces, community, sport and leisure facilities
- 879 affordable homes built
- Payments of £84,608,403 to local authorities for further provision of new affordable homes

### CANTERBURY (INC. WHITSTABLE) - 190 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Canterbury house building is responsible for:

- 817 jobs
- 8 graduates and apprentices positions
- 8,170 new trees or shrubs
- £305,330 towards education in the area
- £244,340 in extra council tax revenue
- £1,900,000 in other tax contributions
- £177,840 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 44 new affordable homes
- Payments of £4,207,170 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Canterbury were to build enough homes to meet its housing need, that being an additional 318 homes each year, the industry could:

- 1,367 jobs created
- 13 graduates and apprentices positions created
- 13,674 trees and shrubs planted
- £511,026 towards education in the area
- £408,948 in extra council tax revenue
- £3,180,000 in extra tax contributions
- £297,648 contributed to open spaces, community, sport and leisure facilities
- 73 affordable homes built
- Payments of £7,041,474 to local authorities for further provision of new affordable homes



**CONTRIBUTING  
TOWARDS  
EDUCATION  
IN THE AREA**

## 10. CITY / TOWN FOCUS REPORTS

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### DARTFORD - 610 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Dartford house building is responsible for:

- 2,623 jobs
- 24 graduates and apprentices positions
- 26,230 new trees or shrubs
- £980,270 towards education in the area
- £784,460 in extra council tax revenue
- £6,100,000 in other tax contributions
- £570,960 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 140 new affordable homes
- Payments of £13,507,230 to local authorities for further provision of new affordable homes

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### DOVER - 190 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Dover house building is responsible for:

- 817 jobs
- 8 graduates and apprentices positions
- 8,170 new trees or shrubs
- £305,330 towards education in the area
- £244,340 in extra council tax revenue
- £1,900,000 in other tax contributions
- £177,840 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 44 new affordable homes
- Payments of £4,207,170 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Dover were to build enough homes to meet its housing need, that being an additional 160 homes each year, the industry could contribute towards an extra:

- 687 jobs created
- 6 graduates and apprentices positions created
- 6,871 trees and shrubs planted
- £256,799 towards education in the area
- £205,503 in extra council tax revenue
- £1,598,000 in extra tax contributions
- £149,573 contributed to open spaces, community, sport and leisure facilities
- 37 affordable homes built
- Payments of £3,538,451 to local authorities for further provision of new affordable homes

### GRAVESHAM (INC. GRAVESEND) - 30 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Gravesham house building is responsible for:

- 129 jobs
- 1 graduates and apprentices positions
- 1,290 new trees or shrubs
- £48,210 towards education in the area
- £38,580 in extra council tax revenue
- £300,000 in other tax contributions
- £28,080 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 7 new affordable homes
- Payments of £664,290 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Gravesham were to build enough homes to meet its housing need, that being an additional 385 homes each year, the industry could contribute towards an extra:

- 1,656 jobs created
- 15 graduates and apprentices positions created
- 16,559 trees and shrubs planted
- £618,856 towards education in the area
- £495,239 in extra council tax revenue
- £3,851,000 in extra tax contributions
- £360,454 contributed to open spaces, community, sport and leisure facilities
- 89 affordable homes built
- Payments of £8,527,269 to local authorities for further provision of new affordable homes



**INCREASED  
TAX REVENUE**

## 10. CITY / TOWN FOCUS REPORTS

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### MAIDSTONE - 620 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Maidstone house building is responsible for:

- 2,666 jobs
- 25 graduates and apprentices positions
- 26,660 new trees or shrubs
- £996,340 towards education in the area
- £797,320 in extra council tax revenue
- £6,200,000 in other tax contributions
- £580,320 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 143 new affordable homes
- Payments of £13,728,660 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Maidstone were to build enough homes to meet its housing need, that being an additional 192 homes each year, the industry could contribute towards an extra:

- 827 jobs created
- 8 graduates and apprentices positions created
- 8,273 trees and shrubs planted
- £309,187 towards education in the area
- £247,426 in extra council tax revenue
- £1,924,000 in extra tax contributions
- £180,086 contributed to open spaces, community, sport and leisure facilities
- 44 affordable homes built
- Payments of £4,260,313 to local authorities for further provision of new affordable homes

### SEVENOAKS - 120 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Sevenoaks house building is responsible for:

- 516 jobs
- 5 graduates and apprentices positions
- 5,160 new trees or shrubs
- £192,840 towards education in the area
- £154,320 in extra council tax revenue
- £1,200,000 in other tax contributions
- £112,320 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 28 new affordable homes
- Payments of £2,657,160 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Sevenoaks were to build enough homes to meet its housing need, that being an additional 320 homes each year, the industry could contribute towards an extra:

- 1,376 jobs created
- 13 graduates and apprentices positions created
- 13,760 trees and shrubs planted
- £514,240 towards education in the area
- £411,520 in extra council tax revenue
- £3,200,000 in extra tax contributions
- £299,520 contributed to open spaces, community, sport and leisure facilities
- 74 affordable homes built
- Payments of £7,085,760 to local authorities for further provision of new affordable homes

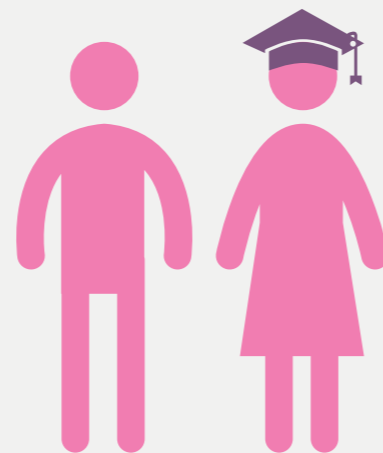
### SHEPWAY (INC. FOLKESTONE) - 180 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Shepway house building is responsible for:

- 774 jobs
- 7 graduates and apprentices positions
- 7,740 new trees or shrubs
- £289,260 towards education in the area
- £231,480 in extra council tax revenue
- £1,800,000 in other tax contributions
- £168,480 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 41 new affordable homes
- Payments of £3,985,740 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Shepway were to build enough homes to meet its housing need, that being an additional 251 homes each year, the industry could contribute towards an extra:

- 1,081 jobs created
- 10 graduates and apprentices positions created
- 10,810 trees and shrubs planted
- £404,000 towards education in the area
- £323,300 in extra council tax revenue
- £2,514,000 in extra tax contributions
- £235,310 contributed to open spaces, community, sport and leisure facilities
- 58 affordable homes built
- Payments of £5,566,750 to local authorities for further provision of new affordable homes



## CREATING GRADUATE & APPRENTICE OPPORTUNITIES

## SWALE (INC. SHEERNESS AND SITTINGBOURNE)

- 260 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Swale house building is responsible for:

- 1,118 jobs
- 10 graduates and apprentices positions
- 11,180 new trees or shrubs
- £417,820 towards education in the area
- £334,360 in extra council tax revenue
- £2,600,000 in other tax contributions
- £243,360 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 60 new affordable homes
- Payments of £5,757,180 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Swale were to build enough homes to meet its housing need, that being an additional 507 homes each year, the industry could contribute towards an extra:

- 2,181 jobs created
- 20 graduates and apprentices positions created
- 21,814 trees and shrubs planted
- £815,231 towards education in the area
- £652,388 in extra council tax revenue
- £5,073,000 in extra tax contributions
- £474,833 contributed to open spaces, community, sport and leisure facilities
- 117 affordable homes built
- Payments of £11,233,144 to local authorities for further provision of new affordable homes

## THANET - 220 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Thanet house building is responsible for:

- 946 jobs
- 9 graduates and apprentices positions
- 9,460 new trees or shrubs
- £353,540 towards education in the area
- £282,920 in extra council tax revenue
- £2,200,000 in other tax contributions
- £205,920 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 51 new affordable homes
- Payments of £4,871,460 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Thanet were to build enough homes to meet its housing need, that being an additional 399 homes each year, the industry could contribute towards an extra:

- 1,716 jobs created
- 16 graduates and apprentices positions created
- 17,157 trees and shrubs planted
- £641,193 towards education in the area
- £513,114 in extra council tax revenue
- £3,990,000 in extra tax contributions
- £373,464 contributed to open spaces, community, sport and leisure facilities
- 92 affordable homes built
- Payments of £8,835,057 to local authorities for further provision of new affordable homes



CONTRIBUTING TOWARDS  
**COMMUNITY  
LEISURE  
FACILITIES**



## 10. CITY / TOWN FOCUS REPORTS

### OXFORDSHIRE - 2,080 homes

In total last year, 2,080 new homes were started in Oxfordshire.  
As a result, house building in the area was responsible for:

- 8,944 jobs
- 83 graduates and apprentices positions
- 89,440 new trees or shrubs
- £3,342,560 towards education in the area
- £2,674,880 in extra council tax revenue
- £20,800,000 in other tax contributions
- £1,946,880 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 478 new affordable homes
- Payments of £46,057,440 to local authorities for further provision of new affordable homes

### CHERWELL (INC. BANBURY) - 810 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Cherwell house building is responsible for:

- 3,483 jobs
- 32 graduates and apprentices positions
- 34,830 new trees or shrubs
- £1,301,670 towards education in the area
- £1,041,660 in extra council tax revenue
- £8,100,000 in other tax contributions
- £758,160 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 186 new affordable homes
- Payments of £17,935,830 to local authorities for further provision of new affordable homes

### OXFORD - 70 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Oxford house building is responsible for:

- 301 jobs
- 3 graduates and apprentices positions
- 3,010 new trees or shrubs
- £112,490 towards education in the area
- £90,020 in extra council tax revenue
- £700,000 in other tax contributions
- £65,520 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 16 new affordable homes
- Payments of £1,550,010 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Oxford were to build enough homes to meet its housing need, that being an additional 237 homes each year, the industry could contribute towards an extra:

- 1,020 jobs created
- 9 graduates and apprentices positions created
- 10,195 trees and shrubs planted
- £381,020 towards education in the area
- £304,911 in extra council tax revenue
- £2,371,000 in extra tax contributions
- £221,926 contributed to open spaces, community, sport and leisure facilities
- 55 affordable homes built
- Payments of £5,250,105 to local authorities for further provision of new affordable homes

### SOUTH OXFORDSHIRE (INC. HENLEY) - 380 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in South Oxfordshire house building is responsible for:

- 1,634 jobs
- 15 graduates and apprentices positions
- 16,340 new trees or shrubs
- £610,660 towards education in the area
- £488,680 in extra council tax revenue
- £3,800,000 in other tax contributions
- £355,680 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 87 new affordable homes
- Payments of £8,414,340 to local authorities for further provision of new affordable homes



WEST OXFORDSHIRE (INC. WITNEY) - 200 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Witney house building is responsible for:

- 860 jobs
- 8 graduates and apprentices positions
- 8,600 new trees or shrubs
- £321,400 towards education in the area
- £257,200 in extra council tax revenue
- £2,000,000 in other tax contributions
- £187,200 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 46 new affordable homes
- Payments of £4,428,600 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Witney were to build enough homes to meet its housing need, that being an additional 195 homes each year, the industry could contribute towards an extra:

- 838 jobs created
- 8 graduates and apprentices positions created
- 8,376 trees and shrubs planted
- £313,044 towards education in the area
- £250,513 in extra council tax revenue
- £1,948,000 in extra tax contributions
- £182,333 contributed to open spaces, community, sport and leisure facilities
- 45 affordable homes built
- Payments of £4,313,456 to local authorities for further provision of new affordable homes

SURREY - 2,620 homes

In total last year, 2,620 new homes were started in Surrey. As a result, house building in the area was responsible for:

- 11,266 jobs
- 105 graduates and apprentices positions
- 112,660 new trees or shrubs
- £4,210,340 towards education in the area
- £3,369,320 in extra council tax revenue
- £26,200,000 in other tax contributions
- £2,452,320 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 603 new affordable homes
- Payments of £58,014,660 to local authorities for further provision of new affordable homes

However, as output is still some way off of what is required, if Surrey were to build enough homes to meet its housing need, that being an additional 1,769 homes each year, the industry could contribute towards an extra:

- 7,607 jobs created
- 71 graduates and apprentices positions created
- 76,071 trees and shrubs planted
- £2,842,944 towards education in the area
- £2,275,063 in extra council tax revenue
- £17,691,000 in extra tax contributions
- £1,655,878 contributed to open spaces, community, sport and leisure facilities
- 407 affordable homes built
- Payments of £39,173,181 to local authorities for further provision of new affordable homes



## MOLE VALLEY (INC. DORKING & LEATHERHEAD) - 110 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Mole Valley house building is responsible for:

- 473 jobs
- 4 graduates and apprentices positions
- 4,730 new trees or shrubs
- £176,770 towards education in the area
- £141,460 in extra council tax revenue
- £1,100,000 in other tax contributions
- £102,960 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 25 new affordable homes
- Payments of £2,435,730 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Mole Valley were to build enough homes to meet its housing need, that being an additional 203 homes each year, the industry could contribute towards an extra:

- 873 jobs created
- 8 graduates and apprentices positions created
- 8,733 trees and shrubs planted
- £326,382 towards education in the area
- £261,187 in extra council tax revenue
- £2,031,000 in extra tax contributions
- £190,102 contributed to open spaces, community, sport and leisure facilities
- 47 affordable homes built
- Payments of £4,497,243 to local authorities for further provision of new affordable homes



**CONTRIBUTING  
TOWARDS  
EDUCATION  
IN THE AREA**

## WEST SUSSEX - 2,920 homes

In total last year, 2,920 new homes were started in West Sussex. As a result, house building in the area was responsible for:

- 12,556 jobs
- 117 graduates and apprentices positions
- 125,560 new trees or shrubs
- £4,692,440 towards education in the area
- £3,755,120 in extra council tax revenue
- £29,200,000 in other tax contributions
- £2,733,120 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 672 new affordable homes
- Payments of £64,657,560 to local authorities for further provision of new affordable homes

However, as output is still some way off of what is required, if West Sussex were to build enough homes to meet its housing need, that being an additional 1,869 homes each year, the industry could contribute towards an extra:

- 8,037 jobs created
- 75 graduates and apprentices positions created
- 80,367 trees and shrubs planted
- £3,003,483 towards education in the area
- £2,403,534 in extra council tax revenue
- £18,690,000 in extra tax contributions
- £1,749,384 contributed to open spaces, community, sport and leisure facilities
- 430 affordable homes built
- Payments of £41,385,267 to local authorities for further provision of new affordable homes

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## ADUR (INC. SHOREHAM) - 40 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Adur house building is responsible for:

- 172 jobs
- 2 graduates and apprentices positions
- 1,720 new trees or shrubs
- £64,280 towards education in the area
- £51,440 in extra council tax revenue
- £400,000 in other tax contributions
- £37,440 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 9 new affordable homes
- Payments of £885,720 to local authorities for further provision of new affordable homes



## 10. CITY / TOWN FOCUS REPORTS

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Output is still a long way off of what is required. If Adur were to build enough homes to meet its housing need, that being an additional 203 homes each year, the industry could contribute towards an extra:

- 875 jobs created
  - 8 graduates and apprentices positions created
  - 8,746 trees and shrubs planted
  - £326,864 towards education in the area
  - £261,572 in extra council tax revenue
  - £2,034,000 in extra tax contributions
  - £190,382 contributed to open spaces, community, sport and leisure facilities
  - 47 affordable homes built
  - Payments of £4,503,886 to local authorities for further provision of new affordable homes
- 

### ARUN (INC. BOGNOR REGIS AND LITTLEHAMPTON) - 530 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Arun house building is responsible for:

- 2,279 jobs
- 21 graduates and apprentices positions
- 22,790 new trees or shrubs
- £851,710 towards education in the area
- £681,580 in extra council tax revenue
- £5,300,000 in other tax contributions
- £496,080 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 122 new affordable homes
- Payments of £11,735,790 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Arun were to build enough homes to meet its housing need, that being an additional 150 homes each year, the industry could contribute towards an extra:

- 647 jobs created
- 6 graduates and apprentices positions created
- 6,467 trees and shrubs planted
- £241,693 towards education in the area
- £193,414 in extra council tax revenue
- £1,504,000 in extra tax contributions
- £140,774 contributed to open spaces, community, sport and leisure facilities
- 35 affordable homes built
- Payments of £3,330,307 to local authorities for further provision of new affordable homes

### BRIGHTON AND HOVE - 140 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Brighton and Hove house building is responsible for:

- 602 jobs
- 6 graduates and apprentices positions
- 6,020 new trees or shrubs
- £224,980 towards education in the area
- £180,040 in extra council tax revenue
- £1,400,000 in other tax contributions
- £131,040 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 32 new affordable homes
- Payments of £3,100,020 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Brighton & Hove were to build enough homes to meet its housing need, that being an additional 1,018 homes each year, the industry could contribute towards an extra:

- 4,377 jobs created
  - 41 graduates and apprentices positions created
  - 43,765 trees and shrubs planted
  - £1,635,605 towards education in the area
  - £1,308,891 in extra council tax revenue
  - £10,178,000 in extra tax contributions
  - £952,661 contributed to open spaces, community, sport and leisure facilities
  - 234 affordable homes built
  - Payments of £22,537,145 to local authorities for further provision of new affordable homes
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### CHICHESTER - 450 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Chichester house building is responsible for:

- 1,935 jobs
- 18 graduates and apprentices positions
- 19,350 new trees or shrubs
- £723,150 towards education in the area
- £578,700 in extra council tax revenue
- £4,500,000 in other tax contributions
- £421,200 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 104 new affordable homes
- Payments of £9,964,350 to local authorities for further provision of new affordable homes



# INCREASED TAX REVENUE

CRAWLEY - 80 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Crawley house building is responsible for:

- 344 jobs
- 3 graduates and apprentices positions
- 3,440 new trees or shrubs
- £128,560 towards education in the area
- £102,880 in extra council tax revenue
- £800,000 in other tax contributions
- £74,880 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 18 new affordable homes
- Payments of £1,771,440 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Crawley were to build enough homes to meet its housing need, that being an additional 446 homes each year, the industry could contribute towards an extra:

- 1,917 jobs created
- 18 graduates and apprentices positions created
- 19,174 trees and shrubs planted
- £716,561 towards education in the area
- £573,427 in extra council tax revenue
- £4,459,000 in extra tax contributions
- £417,362 contributed to open spaces, community, sport and leisure facilities
- 103 affordable homes built
- Payments of £9,873,564 to local authorities for further provision of new affordable homes

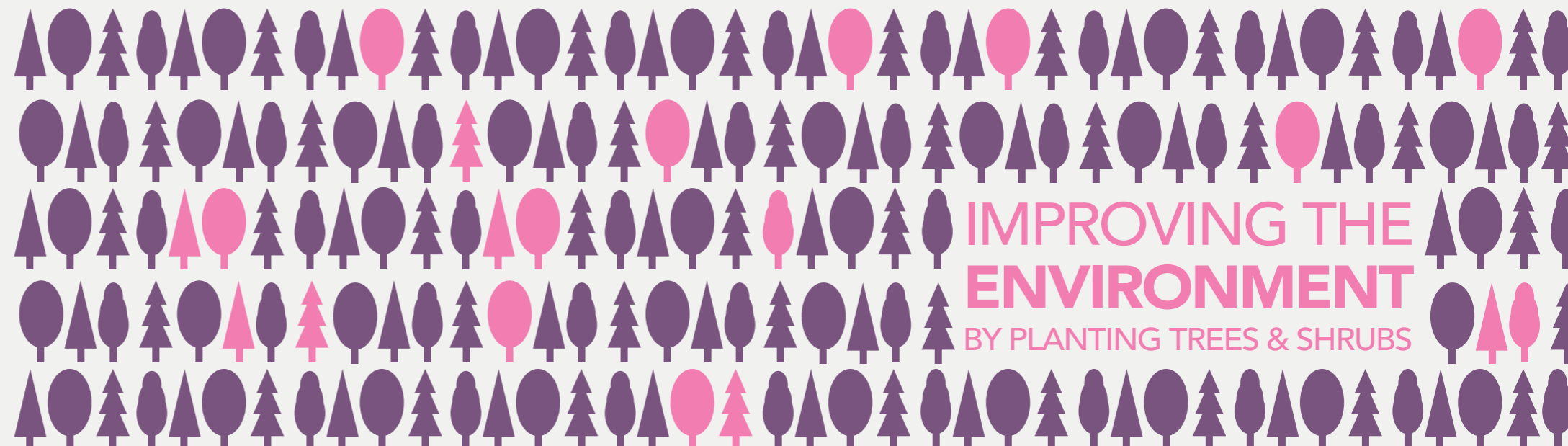
WORTHING - 260 homes

According to research carried out by Nathaniel Lichfield & Partners for the HBF, in Worthing house building is responsible for:

- 1,118 jobs
- 10 graduates and apprentices positions
- 11,180 new trees or shrubs
- £417,820 towards education in the area
- £334,360 in extra council tax revenue
- £2,600,000 in other tax contributions
- £243,360 towards new open spaces, community spaces or sports facilities, or enhancing existing resources
- 60 new affordable homes
- Payments of £5,757,180 to local authorities for further provision of new affordable homes

Output is still a long way off of what is required. If Worthing were to build enough homes to meet its housing need, that being an additional 280 homes each year, the industry could contribute towards an extra:

- 1,205 jobs created
- 11 graduates and apprentices positions created
- 12,053 trees and shrubs planted
- £450,442 towards education in the area
- £360,466 in extra council tax revenue
- £2,803,000 in extra tax contributions
- £262,361 contributed to open spaces, community, sport and leisure facilities
- 64 affordable homes built
- Payments of £6,206,683 to local authorities for further provision of new affordable homes





11. TABLES OF STATISTICS – SOUTH EAST REGION

DATA		CURRENT								
Lower and Single Tier Authority Data	2014 starts	Jobs	Apprentices/ graduates/ trainees	Trees / shrubs	Education (£)	Affordable homes	Affordable homes value	Tax	Council tax	Open space
<b>Bracknell Forest UA</b>	230	989	9	9,890	369,610	53	5,092,890	2,300,000	295,780	215,280
<b>Brighton &amp; Hove UA</b>	140	602	6	6,020	224,980	32	3,100,020	1,400,000	180,040	131,040
<b>Isle of Wight UA</b>	580	2,494	23	24,940	932,060	133	12,842,940	5,800,000	745,880	542,880
<b>Medway UA</b>	300	1,290	12	12,900	482,100	69	6,642,900	3,000,000	385,800	280,800
<b>Milton Keynes UA</b>	990	4,257	40	42,570	1,590,930	228	21,921,570	9,900,000	1,273,140	926,640
<b>Portsmouth UA</b>	290	1,247	12	12,470	466,030	67	6,421,470	2,900,000	372,940	271,440
<b>Reading UA</b>	440	1,892	18	18,920	707,080	101	9,742,920	4,400,000	565,840	411,840
<b>Slough UA</b>	350	1,505	14	15,050	562,450	81	7,750,050	3,500,000	450,100	327,600
<b>Southampton UA</b>	230	989	9	9,890	369,610	53	5,092,890	2,300,000	295,780	215,280
<b>West Berkshire UA</b>	370	1,591	15	15,910	594,590	85	8,192,910	3,700,000	475,820	346,320
<b>Windsor and Maidenhead UA</b>	380	1,634	15	16,340	610,660	87	8,414,340	3,800,000	488,680	355,680
<b>Wokingham UA</b>	560	2,408	22	24,080	899,920	129	12,400,080	5,600,000	720,160	524,160
<b>Buckinghamshire</b>	1,790	7,697	72	76,970	2,876,530	412	39,635,970	17,900,000	2,301,940	1,675,440
<b>Aylesbury Vale</b>	1,190	5,117	48	51,170	1,912,330	274	26,350,170	11,900,000	1,530,340	1,113,840
<b>Chiltern</b>	140	602	6	6,020	224,980	32	3,100,020	1,400,000	180,040	131,040
<b>South Bucks</b>	70	301	3	3,010	112,490	16	1,550,010	700,000	90,020	65,520
<b>Wycombe</b>	380	1,634	15	16,340	610,660	87	8,414,340	3,800,000	488,680	355,680
<b>East Sussex</b>	850	3,655	34	36,550	1,365,950	196	18,821,550	8,500,000	1,093,100	795,600
<b>Eastbourne</b>	50	215	2	2,150	80,350	12	1,107,150	500,000	64,300	46,800
<b>Hastings</b>	70	301	3	3,010	112,490	16	1,550,010	700,000	90,020	65,520
<b>Lewes</b>	110	473	4	4,730	176,770	25	2,435,730	1,100,000	141,460	102,960
<b>Rother</b>	150	645	6	6,450	241,050	35	3,321,450	1,500,000	192,900	140,400
<b>Wealden</b>	470	2,021	19	20,210	755,290	108	10,407,210	4,700,000	604,420	439,920
<b>Hampshire</b>	3,740	16,082	150	160,820	6,010,180	860	82,814,820	37,400,000	4,809,640	3,500,640
<b>Basingstoke and Deane</b>	210	903	8	9,030	337,470	48	4,650,030	2,100,000	270,060	196,560
<b>East Hampshire</b>	410	1,763	16	17,630	658,870	94	9,078,630	4,100,000	527,260	383,760
<b>Eastleigh</b>	250	1,075	10	10,750	401,750	58	5,535,750	2,500,000	321,500	234,000
<b>Fareham</b>	220	946	9	9,460	353,540	51	4,871,460	2,200,000	282,920	205,920
<b>Gosport</b>	180	774	7	7,740	289,260	41	3,985,740	1,800,000	231,480	168,480
<b>Hart</b>	430	1,849	17	18,490	691,010	99	9,521,490	4,300,000	552,980	402,480
<b>Havant</b>	350	1,505	14	15,050	562,450	81	7,750,050	3,500,000	450,100	327,600
<b>New Forest</b>	80	344	3	3,440	128,560	18	1,771,440	800,000	102,880	74,880
<b>Rushmoor</b>	160	688	6	6,880	257,120	37	3,542,880	1,600,000	205,760	149,760
<b>Test Valley</b>	980	4,214	39	42,140	1,574,860	225	21,700,140	9,800,000	1,260,280	917,280
<b>Winchester</b>	480	2,064	19	20,640	771,360	110	10,628,640	4,800,000	617,280	449,280

DATA		CURRENT								
Lower and Single Tier Authority Data	2014 starts	Jobs	Apprentices/ graduates/ trainees	Trees / shrubs	Education (£)	Affordable homes	Affordable homes value	Tax	Council tax	Open space
<b>Kent</b>	3,750	16,125	150	161,250	6,026,250	863	83,036,250	37,500,000	4,822,500	3,510,000
<b>Ashford</b>	450	1,935	18	19,350	723,150	104	9,964,350	4,500,000	578,700	421,200
<b>Canterbury</b>	190	817	8	8,170	305,330	44	4,207,170	1,900,000	244,340	177,840
<b>Dartford</b>	610	2,623	24	26,230	980,270	140	13,507,230	6,100,000	784,460	570,960
<b>Dover</b>	190	817	8	8,170	305,330	44	4,207,170	1,900,000	244,340	177,840
<b>Gravesham</b>	30	129	1	1,290	48,210	7	664,290	300,000	38,580	28,080
<b>Maidstone</b>	620	2,666	25	26,660	996,340	143	13,728,660	6,200,000	797,320	580,320
<b>Sevenoaks</b>	120	516	5	5,160	192,840	28	2,657,160	1,200,000	154,320	112,320
<b>Shepway</b>	180	774	7	7,740	289,260	41	3,985,740	1,800,000	231,480	168,480
<b>Swale</b>	260	1,118	10	11,180	417,820	60	5,757,180	2,600,000	334,360	243,360
<b>Thanet</b>	220	946	9	9,460	353,540	51	4,871,460	2,200,000	282,920	205,920
<b>Tonbridge and Malling</b>	610	2,623	24	26,230	980,270	140	13,507,230	6,100,000	784,460	570,960
<b>Tunbridge Wells</b>	300	1,290	12	12,900	482,100	69	6,642,900	3,000,000	385,800	280,800
<b>Oxfordshire</b>	2,080	8,944	83	89,440	3,342,560	478	46,057,440	20,800,000	2,674,880	1,946,880
<b>Cherwell</b>	810	3,483	32	34,830	1,301,670	186	17,935,830	8,100,000	1,041,660	758,160
<b>Oxford</b>	70	301	3	3,010	112,490	16	1,550,010	700,000	90,020	65,520
<b>South Oxfordshire</b>	380	1,634	15	16,340	610,660	87	8,414,340	3,800,000	488,680	355,680
<b>Vale of White Horse</b>	620	2,666	25	26,660	996,340	143	13,728,660	6,200,000	797,320	580,320
<b>West Oxfordshire</b>	200	860	8	8,600	321,400	46	4,428,600	2,000,000	257,200	187,200
<b>Surrey</b>	2,620	11,266	105	112,660	4,210,340	603	58,014,660	26,200,000	3,369,320	2,452,320
<b>Elmbridge</b>	280	1,204	11	12,040	449,960	64	6,200,040	2,800,000	360,080	262,080
<b>Epsom and Ewell</b>	110	473	4	4,730	176,770	25	2,435,730	1,100,000	141,460	102,960
<b>Guildford</b>	310	1,333	12	13,330	498,170	71	6,864,330	3,100,000	398,660	290,160
<b>Mole Valley</b>	110	473	4	4,730	176,770	25	2,435,730	1,100,000	141,460	102,960
<b>Reigate &amp; Banstead</b>	420	1,806	17	18,060	674,940	97	9,300,060	4,200,000	540,120	393,120
<b>Runnymede</b>	110	473	4	4,730	176,770	25	2,435,730	1,100,000	141,460	102,960
<b>Spelthorne</b>	290	1,247	12	12,470	466,030	67	6,421,470	2,900,000	372,940	271,440
<b>Surrey Heath</b>	60	258	2	2,580	96,420	14	1,328,580	600,000	77,160	56,160
<b>Tandridge</b>	440	1,892	18	18,920	707,080	101	9,742,920	4,400,000	565,840	411,840
<b>Waverley</b>	270	1,161	11	11,610	433,890	62	5,978,610	2,700,000	347,220	252,720
<b>Woking</b>	250	1,075	10	10,750	401,750	58	5,535,750	2,500,000	321,500	234,000
<b>West Sussex</b>	2,780	11,954	111	119,540	4,467,460	639	61,557,540	27,800,000	3,575,080	2,602,080
<b>Adur</b>	40	172	2	1,720	64,280	9	885,720	400,000	51,440	37,440
<b>Arun</b>	530	2,279	21	22,790	851,710	122	11,735,790	5,300,000	681,580	496,080
<b>Chichester</b>	450	1,935	18	19,350	723,150	104	9,964,350	4,500,000	578,700	421,200
<b>Crawley</b>	80	344	3	3,440	128,560	18	1,771,440	800,000	102,880	74,880
<b>Horsham</b>	870	3,741	35	37,410	1,398,090	200	19,264,410	8,700,000	1,118,820	814,320
<b>Mid Sussex</b>	570	2,451	23	24,510	915,990	131	12,621,510	5,700,000	733,020	533,520
<b>Worthing</b>	260	1,118	10	11,180	417,820	60	5,757,180	2,600,000	334,360	243,360
<b>SOUTH EAST TOTAL</b>	22,470	96,621	899	966,210	36,109,290	5,168	497,553,210	224,700,000	28,896,420	21,031,920



**HOME BUILDERS FEDERATION LTD**

HBF HOUSE  
27 BROADWALL  
LONDON  
SE1 9PL

T: 020 7960 1600  
E: [info@hbf.co.uk](mailto:info@hbf.co.uk)