

# Fixing the Housing Crisis: Performance Indicators

[www.FiftyThousandHomes.london](http://www.FiftyThousandHomes.london)

February 2017

# Our Goal: 50,000 homes a year by 2020



Our goal is to get 50,000 new homes a year for London by 2020.

These include homes of all types.

We are a group of demand side led businesses and employers, supported by civil society organisations, exerting pressure on the Mayor and government to deliver the homes we need.

We needed to measure success against robust and timely data.

By 2020, for 50,000 new homes to be built a year in London.

# Are we getting closer to the goal?



We commissioned Grant Thornton to produce baseline analysis, to be updated twice a year, charting progress towards building 50K homes.

We will track the build out rate and attrition rate of market and affordable homes, across London.

- **Market housing:** for-profit developments built by private companies
- **Affordable housing:** housing provided for people on low incomes by government agencies or non-profit organisations. This includes all developments that do not go onto the open market, including affordable housing, affordable rent, shared rent, shared ownership etc

**We will keep the Mayor and Government focused on delivery**

# Criteria



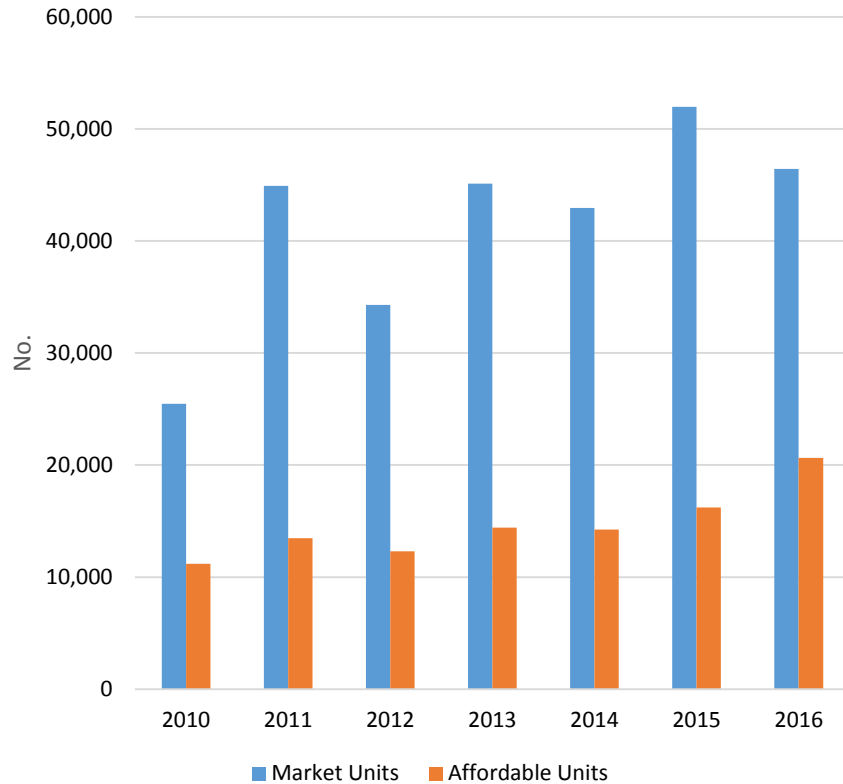
The following analysis is based on:

- schemes of 10 units and above
- new developments/schemes that excludes 'refurbishments' and 'new behind façade'
- Applications, permissions and completions included in the period 2010-2016 (complete)
- Attrition rates are calculated by identifying units that have been given **permission** and have either been **completed** or are **under construction (U/C)**. Rates are based on any permissions given between 2010-2013. The section 91 Town and Country Planning Act 1990\* three year rule has been applied to the analysis. Therefore, any permission given after 2013 has not been included as construction could still yet commence.

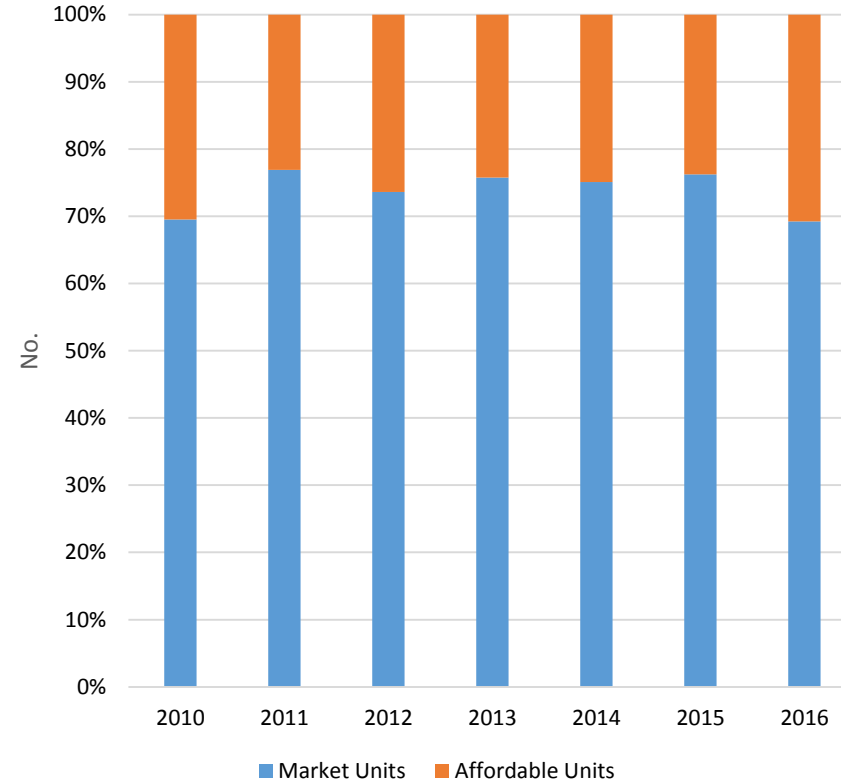
\* Please note analysis has not taken in to account where: The local planning authority may wish to consider whether a variation in the time period could assist in the delivery of development. For example, a shorter time period may be appropriate where it would encourage the commencement of development and non-commencement has previously had negative impacts. A longer time period may be justified for very complex projects where there is evidence that 3 years is not long enough to allow all the necessary preparations to be completed before development can start.

# Applications

### Applications: Units



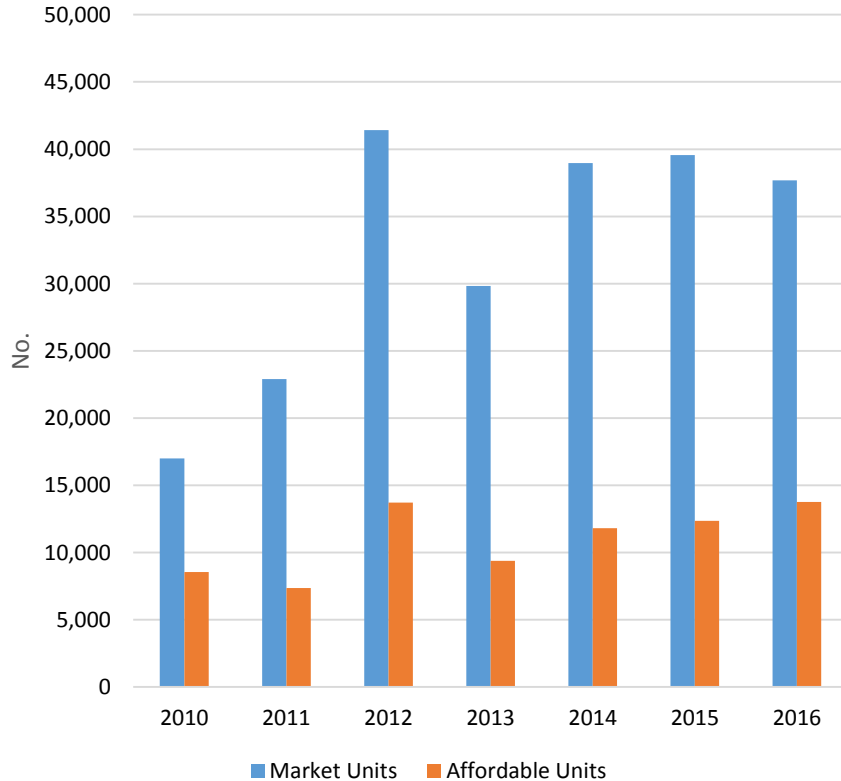
### Applications: Units



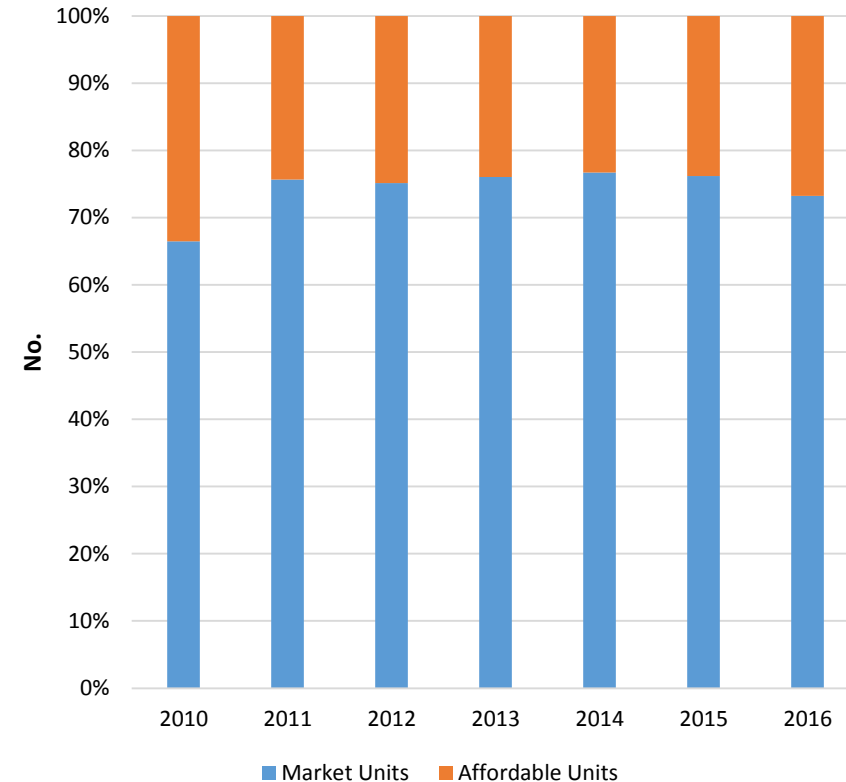
Every year since 2013, more than 50,000 units have been applied for

# Permissions

### Permissions: Units



### Permissions: Units

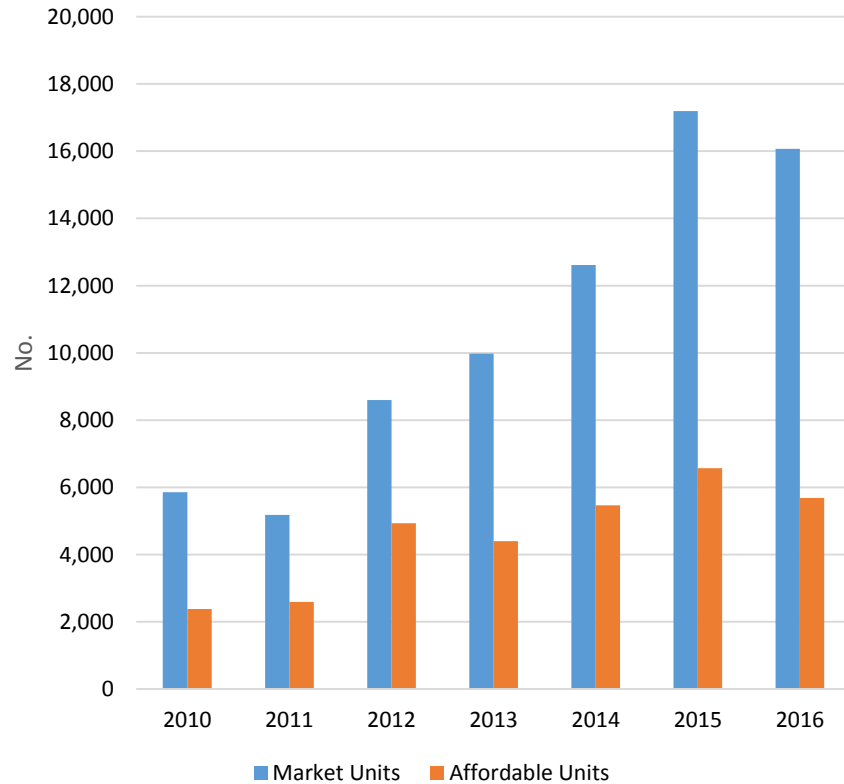


Every year since 2014, more than 50,000 new homes have been granted permission. If they all got built, we wouldn't have a housing crisis

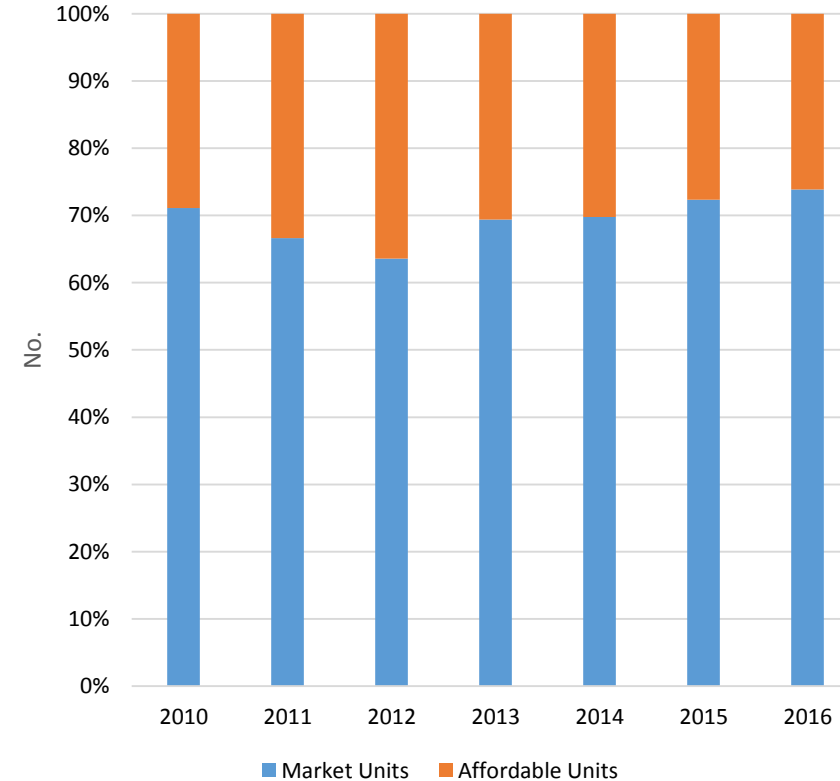
# Completions



### Completions: Units



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**We haven't even built half the homes we need in London over the past six years**

# Attrition



**FIFTY  
THOUSAND  
HOMES**



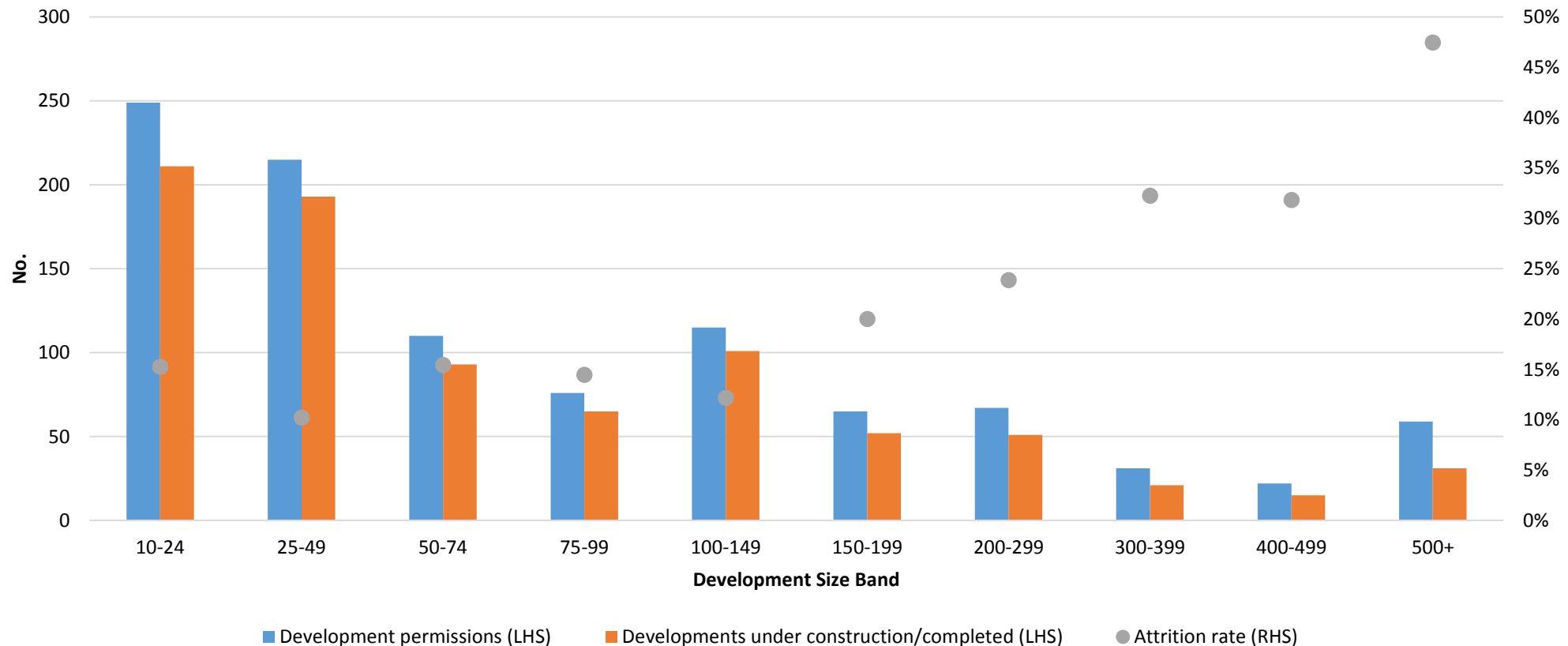
Permission year	Unit permissions	Units under construction/completed within 3 years	Attrition rate
2010	25,551	18,710	27%
2011	30,256	20,176	33%
2012	55,134	27,940	49%
2013	39,206	25,251	36%
Total	150,147	92,077	39%

**On average, 1 in 3 homes get lost between permission and completion – they simply don't get built  
e.g. of the 39,206 homes that got permission in 2013, only 25,251 had been built by 31/12/2016**



# Attrition by size band

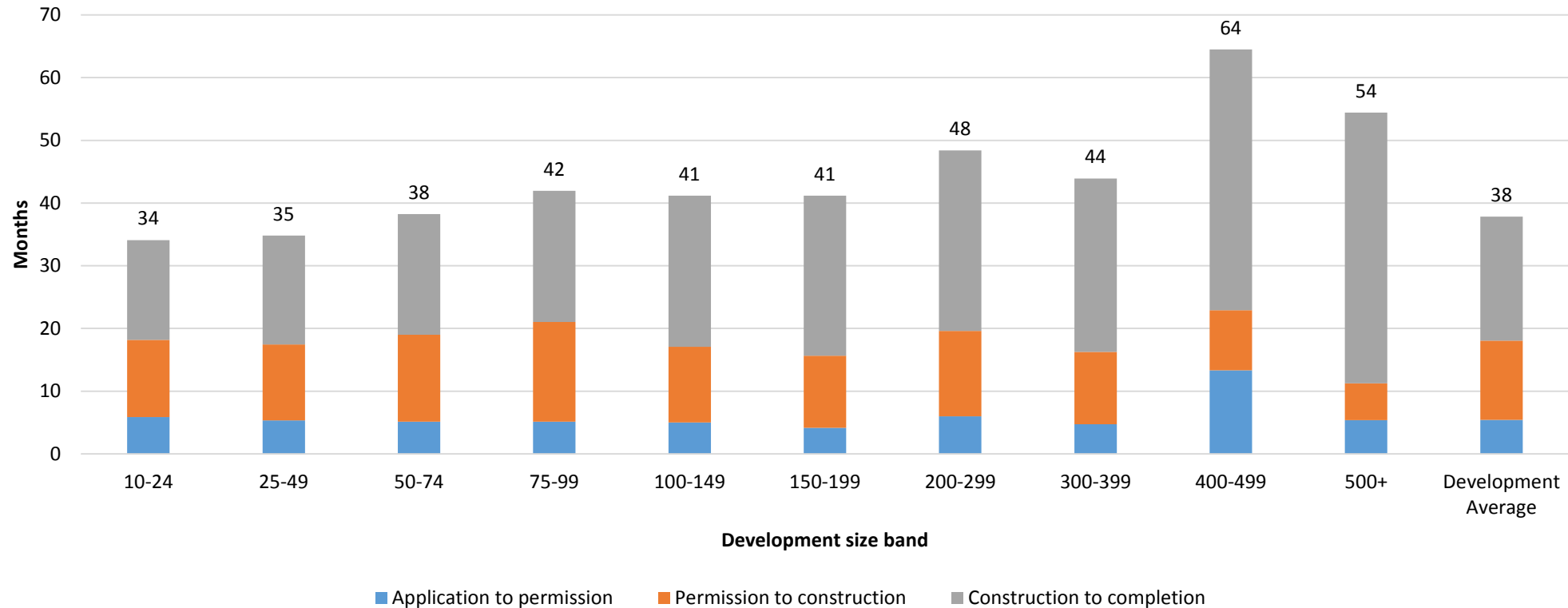
Development attrition rate by size band (year of permission from 2010 to 2013)



**Sites of 100-149 homes appear to be the 'sweet spot' with the lowest attrition rates (circa 12%)**

# Build out rate

Average time for completion (months) by status and size band (year of completion from 2010 to 2016)



On average it takes over 3 years to complete a unit

# Inner London builds more than outer



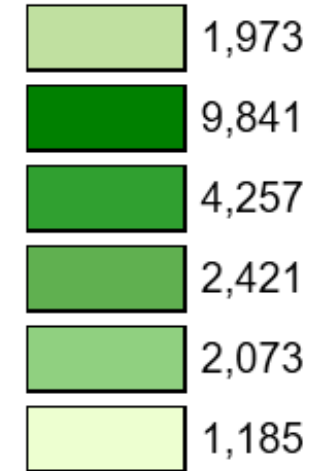
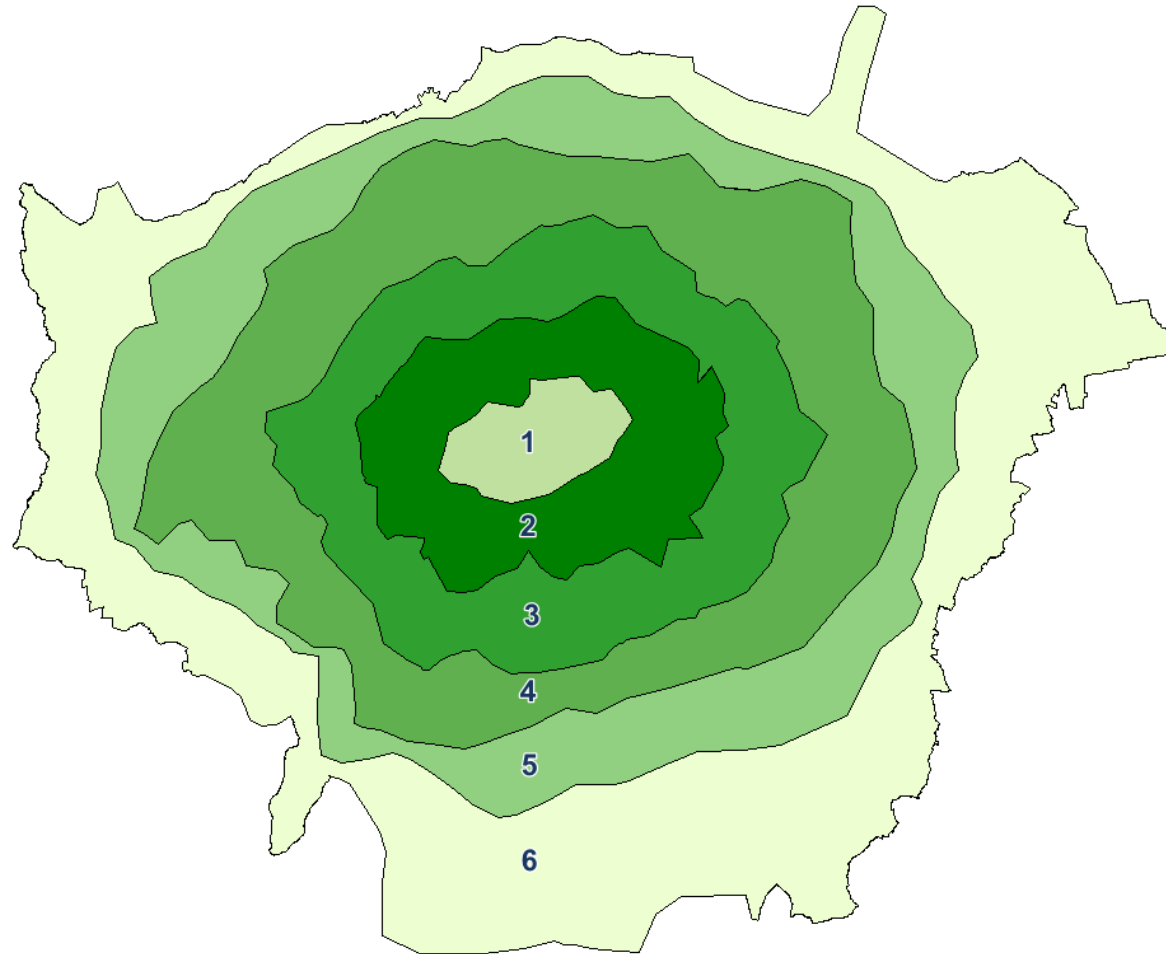
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	2010	2011	2012	2013	2014	2015	2016	Total	Total as %
<b>ZONE 1</b>	766	112	1,069	1,736	1,556	1,957	1,973	9,169	9%
<b>ZONE 2</b>	4,290	3,478	3,672	5,974	6,610	8,354	9,841	42,219	39%
<b>ZONE 3</b>	735	1,606	3,478	1,974	3,960	4,321	4,257	20,331	19%
<b>ZONE 4</b>	1,499	1,745	1,897	1,998	3,286	5,050	2,421	17,896	17%
<b>ZONE 5</b>	433	548	2,310	1,508	1,022	2,243	2,073	10,137	9%
<b>ZONE 6</b>	508	287	1,101	1,182	1,646	1,838	1,185	7,747	7%

**Zone 2 builds the most. Zones 1,2 & 3 build nearly 70% of all the capital's new homes. In 2015 and 2016, even Zone 1 built more than Zone 6**

# Completions in 2016 by TFL Zone



**Zone 2 builds the most. Zones 1,2 & 3 build nearly 70% of all the capital's new homes. In 2015 and 2016, even Zone 1 built more than Zone 6**

# Founding Partners



Working together to ensure the London business community speaks with 'one voice' on the housing crisis in order to secure our competitive future



# FIFTY THOUSAND HOMES



Campaigning to get London building the homes we need to compete



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