

Investing in Opportunity

A prospectus for new affordable housing in the East Midlands

Councils and housing associations across the East Midlands have the potential to make a significant contribution to the nation's affordable housing needs – and at an affordable price. With an excellent delivery track record, strong political commitment and some of the cheapest housing land in England, the East Midlands surely represents an investment opportunity for Government too good to miss!

An opportunity too good to miss?

The new Affordable Homes Programme (2011-15) allocated just 4.1% of total investment to the East Midlands – half the share received in 2008-11. This represents a huge missed opportunity, not just for the East Midlands, but for England as a whole.

The East Midlands has the potential to make a significant contribution to the nation's affordable housing needs – and at an affordable price. The country cannot afford to miss out. As the Government looks at further measures to stimulate the economy and prepares for the next CSR, *the case for investment in the East Midlands remains compelling.*

Excellent Track Record

The East Midlands has made a major contribution to improving housing in England over many years. Although the total stock of housing association dwellings in the East Midlands was well below the national average in 2010-11, the area accounted for 8.4% of the social housing completions in England over that period. The private sector also delivered above its current national proportion, with 10.2% of private house completions nationally. *When times are tough, the ability to deliver is a crucial asset.*

Low Building Costs

Analysis by the HCA has confirmed that average building costs in the East Midlands during 2008-11 were just 86% of the national average. In 2010, the average valuation of building land for housing with planning permission was the lowest of any region including the North East - less than a fifth of the valuation of land in London and only 45% of the national average. *When resources are tight and every penny of investment counts, getting the best value for money becomes even more important.*

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Analysis based on independent research by the [Smith Institute](#)

The East Midlands Offer

- **Excellent track record** of affordable housing delivery, consistently out-performing other parts of England
- **Low building costs**, including some of the cheapest housing land with planning permission in England
- **Competitive construction sector** able to rise to the challenge
- **Political commitment** for addressing affordable housing needs through the 'East Midlands Declaration on Affordable Housing'
- **Major potential** for growth and 're-balancing' of the economy

Competitive Construction Sector

The East Midlands has a competitive advantage in the construction sector, with productivity per construction job higher than the national average. The area also has a strong history of developing and maintaining construction skills. Not only can the East Midlands build efficiently, construction investment will deliver more local economic benefits than in many other parts of the country, *helping the economy to build its way out of recession.*



Political Commitment

The delivery of new affordable housing has always been a key issue for local politicians, councils and for East Midlands Councils (EMC). That is why EMC has led the way in developing the *East Midlands Affordable Housing Declaration*, spelling out the clear commitment of council leaders to tackle local affordable housing needs through investment and innovation.

Major Potential

The cities, towns and villages of the East Midlands offer an attractive mix of living environments, not dominated by a single conurbation. A strong and productive manufacturing sector means the East Midlands is well placed to benefit from the Government's efforts to 'rebalance the economy' away from financial services and the south east.

The East Midlands has major potential for long term growth. *Investing in much needed affordable housing will help to release that potential – and give a significant boost to the national economy*



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