



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Swindon and Wiltshire Housing

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Economic
conditions for
housing
development in
Swindon and
Wiltshire





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- Demographic growth
 - 703, 300 – growth rate 2011-15 at 2.8% (matching national)
 - Working age population of 435,000
 - Strong growth in centres of urban population
 - Continuing interest in market towns as a destination for living
- Improvement in GVA
 - £17.3bn, 2014-15 second highest growth rate of all LEPs
- Business growth
 - 29,000 businesses – 20% growth since 2011
 - 54% four year survival rate (national 51%)



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- Between 2015 and 2026 residual requirement for 42,480 new homes to be built
- 23,171 of which are required between 2015 and 2021
- 2.3% of the Government's target of building 1,000,000 new homes by 2021
- Housing completions
- 5 year land supply





Housing affordability is a real issue

In 2014

- median house price in Wiltshire was £217,500, 34% higher than England and Wales
 - ratio of median house prices to median gross annual salaries in the county was 10.5 compared with 8.8 in England and Wales
 - in Swindon, median house price is £165,000 (1.5% above the national average) the ratio of house price to annual salary is 7.4.
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- Not much change – leads to imbalance



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The potential of
a local industrial
strategy





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- Innovation in design and build
 - Some personalisation
 - Reduction in development time
 - Connected homes improving incentives to live in a place
 - Smart energy systems
 - Sustainable building options
- Business opportunities
 - Stimulate SMEs
 - Opportunities for disruptor technologies
 - Flexible working – home/office



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THANK YOU

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