



Work here, like to live here?

Bridging Newcastle Gateshead

March 08



About the study

Aims

- Part 1: desk research
- Part 2: surveys to understand graduate housing needs in NewcastleGateshead

Work programme:

- June - December 06
- January - June 07

Survey Respondents

Very positive results:

2,404 worker responses of which:

- 72% public sector, 16% private sector, 13% undisclosed
- 39% graduates, 38% non graduates, 23% undisclosed

224 alumni responses of which:

- 31% Northumbria, 72% Newcastle Uni, but others also
- 57% still in the area, 43% already left

Graduate report consists of all graduate responses

Organisations taking part

Gateshead Council

Newcastle University

Newcastle City Council

Northumbria University

One NorthEast

Gateshead College

North East Assembly

Newcastle College

Government Office North East

Your Homes Newcastle

English Partnerships

Home

Housing Corporation

The Gateshead Housing Company

Northumbria Police

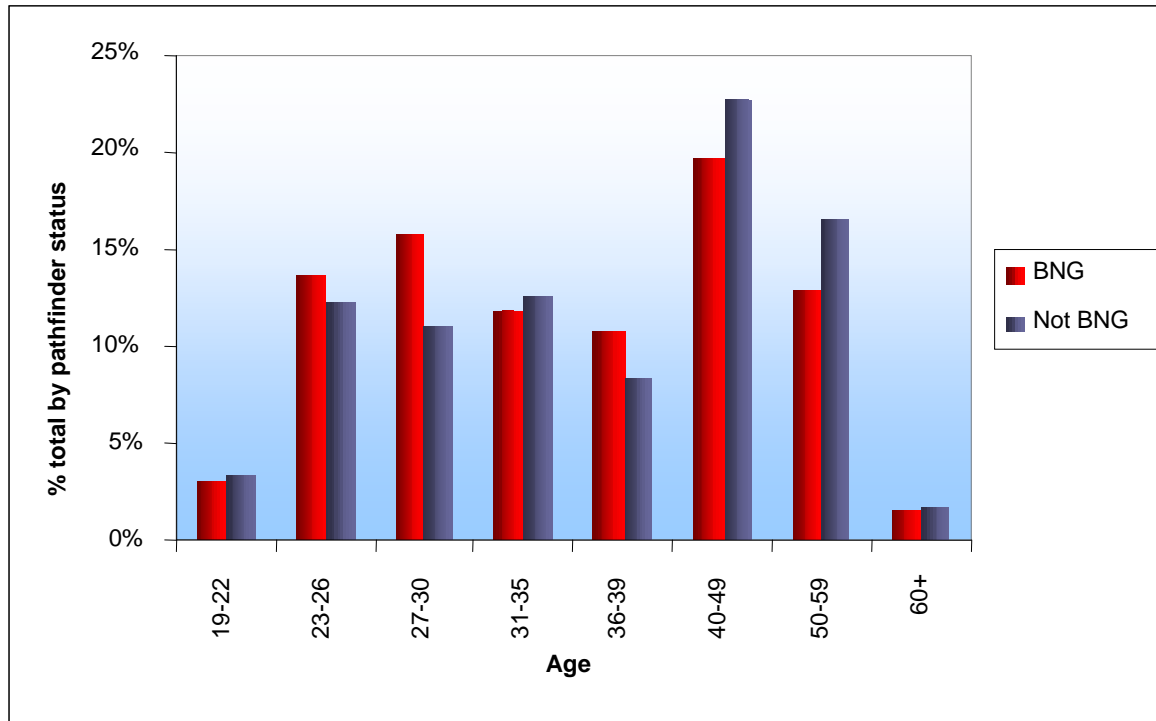
Persimmon

Northern Rock

Gardiner Richardson

Nathaniel Lichfield & Partners

Resident age



Cross Tabulation of age of BNG residents vs. Rest of respondents
Base: 382 BNG residents, 2,022 non BNG residents, total 2,404 respondents

House type

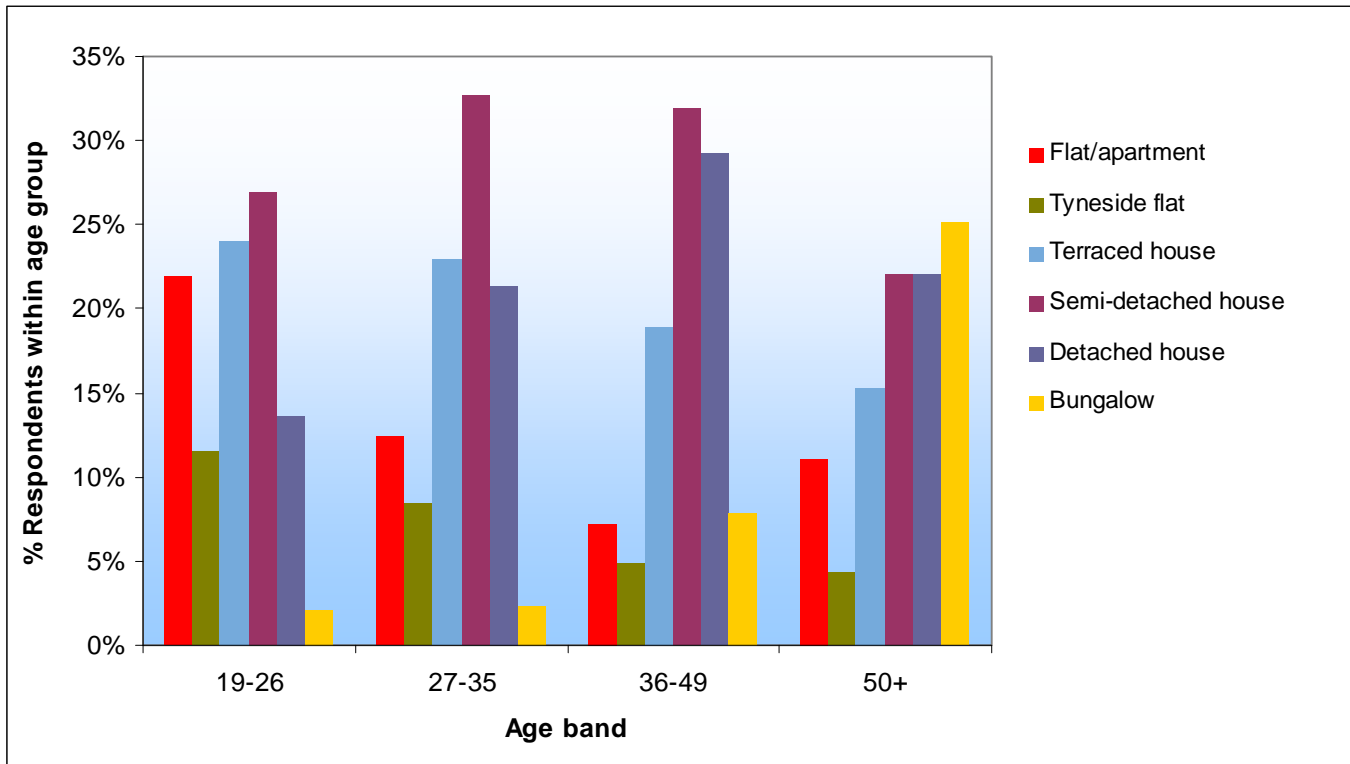
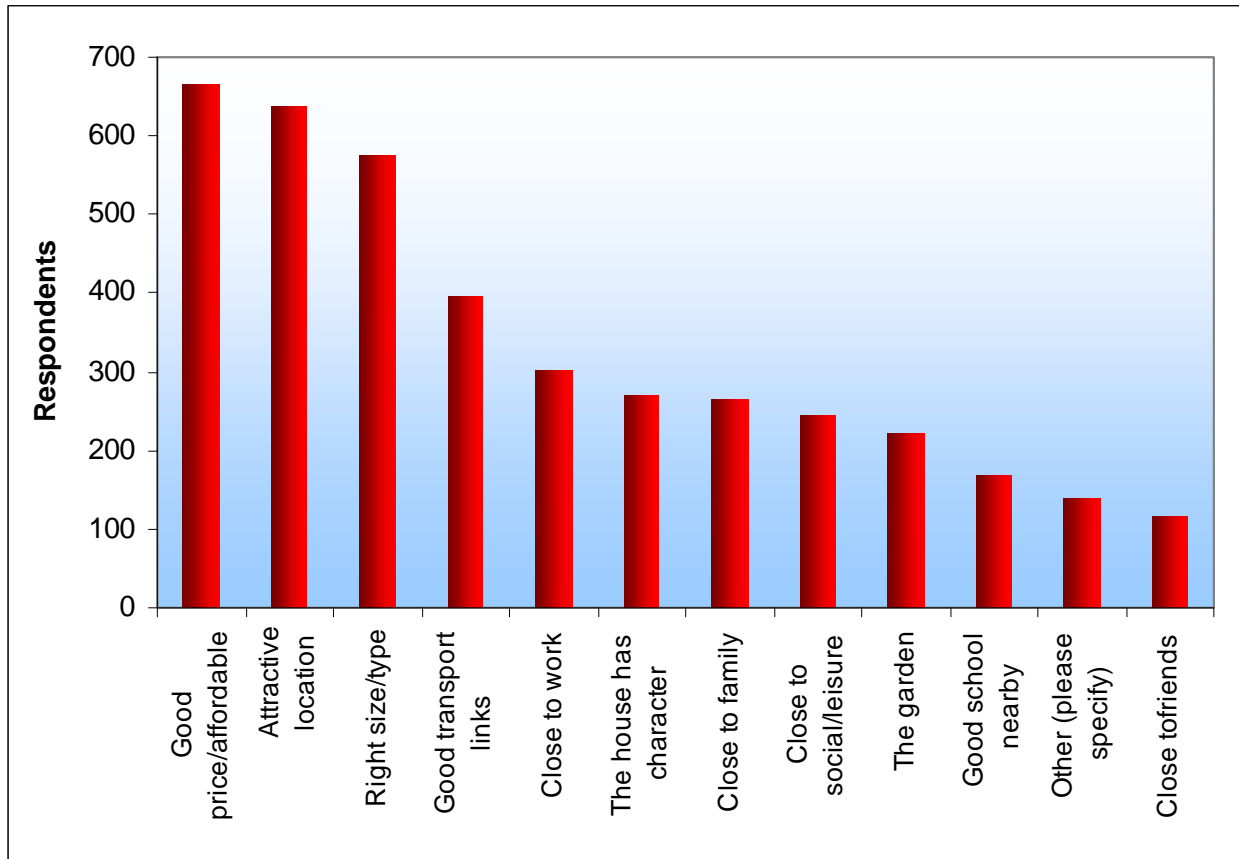


Figure 2.12: What kind of property are you likely to look for given your budget?
 (Please tick up to 3 main choices. Cross tabulation of house type by age band)
Base: 1,021 respondents, 1,984 responses

Why did you choose your current home?



Base: 1,393 respondents

Context: In the next 5 years it's likely I will...



Total buyers = 45% or 1096
Base: 2,404 respondents

Why move house?

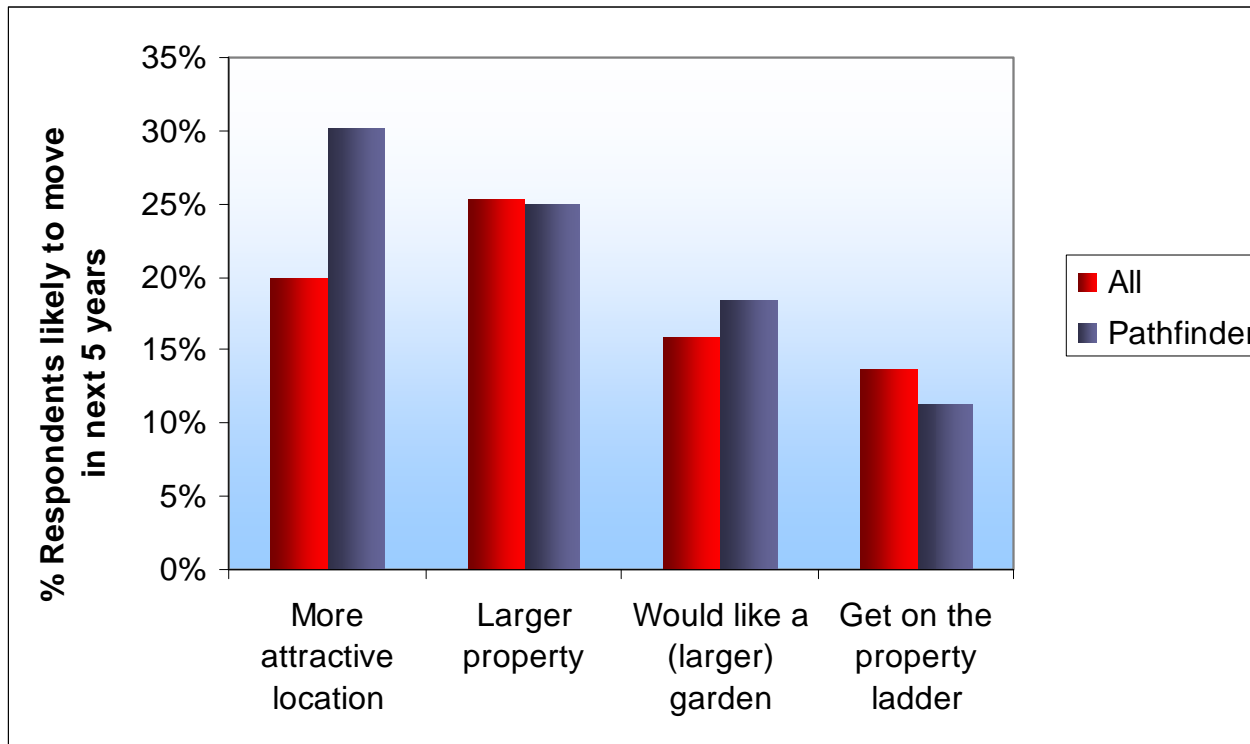


Figure 2.5: Main reasons graduates are thinking of moving house in the next 5 years
 Base: 704 respondents, including pathfinder residents, likely to move in next 5 years

What do you look for in a home?

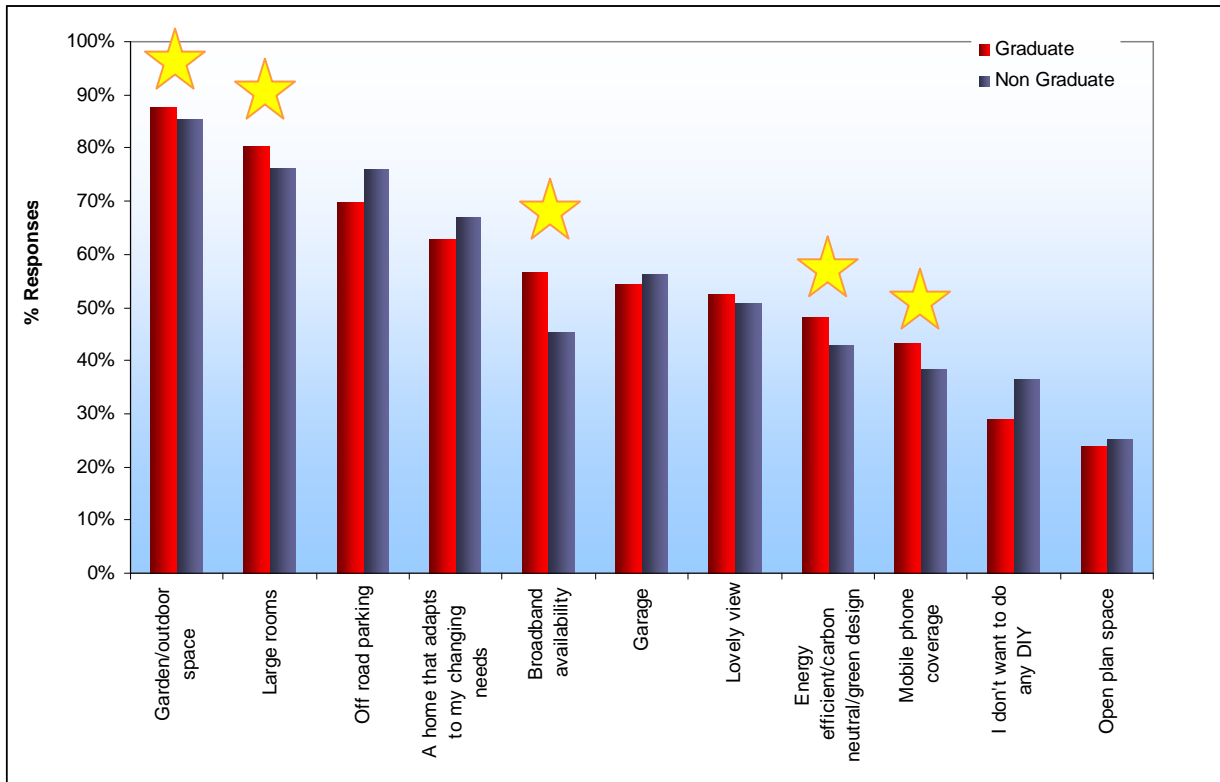
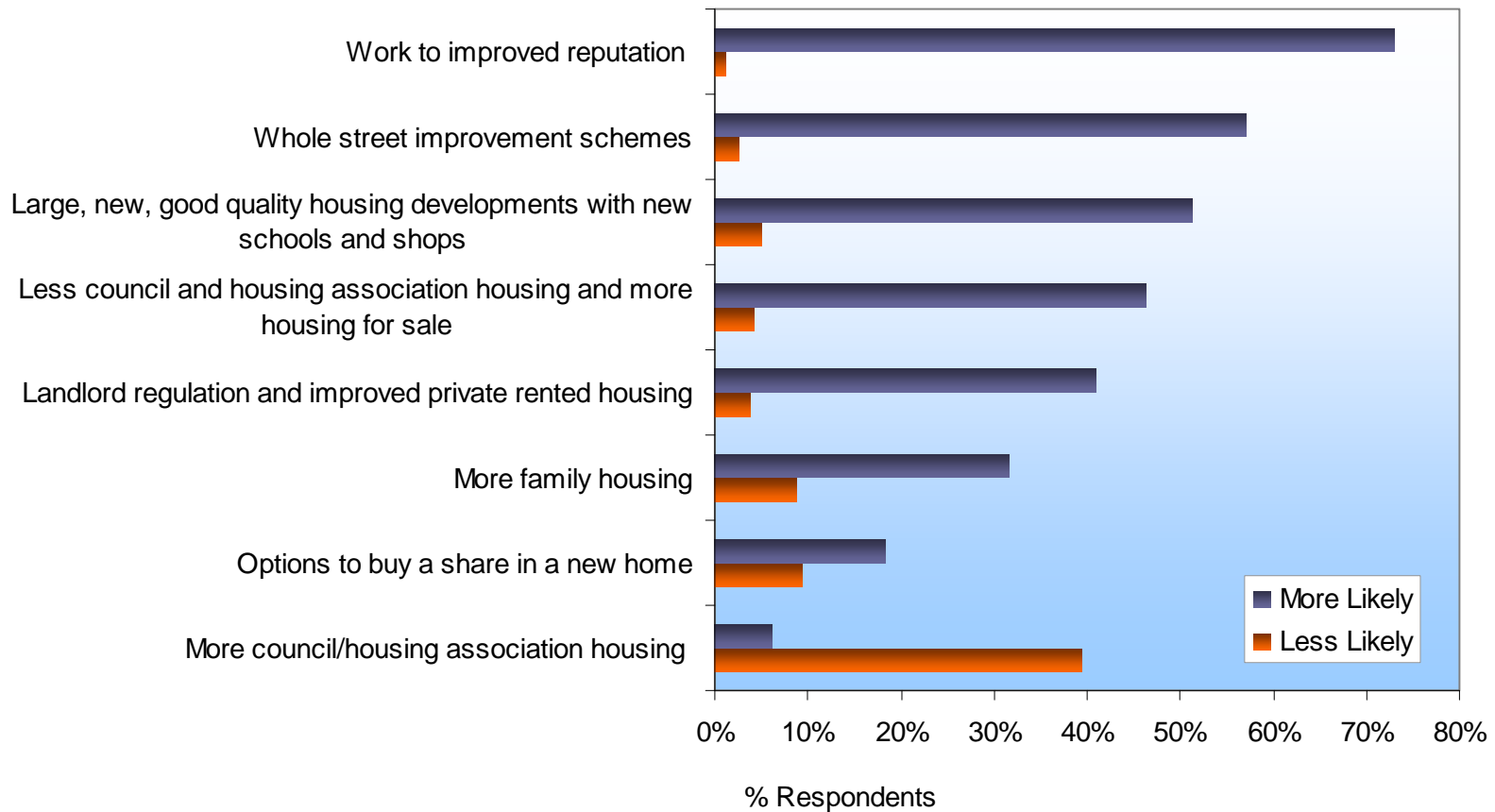


Figure 2.14: Please specify what things you would look for in a home
(attributes specified as important or very important)

Base: 1,161 graduate responses, 968 non graduate responses, total 2,141 respondents

What would improve BNG area?

Likelihood that BNG interventions will make me more likely to live in the area



Worker Survey: Target Group Profiling

Group 1 : Young, up and coming

Like the intervention and would consider a BNG neighbourhood.

Graduates aged 19–35 looking to get on the property ladder/buy a house with a garden.

Group 2 : BNG friendly

Like the intervention and would consider a BNG neighbourhood.

Majority aged 40-49 years, well settled in their family lives and careers.

They were likely to have studied in Newcastle (but not necessarily be from the region) and more than average already live in a BNG neighbourhood.

Group 3 : Hard to crack

Like the intervention but would **not** consider a BNG neighbourhood due to fear of crime, associated bad reputation

The majority are aged 40-59 years and have remained in the region most of their lives.

Summary: BNG neighbourhoods

The BNG area is considered to have the following positive attributes:

- Affordable
- A sense of community
- House types - good quality refurbished older homes are popular

And would become more attractive if:

- The surrounding area was sufficiently regenerated
- Concerns regarding safety/antisocial behaviour were alleviated
- Work to improve perceptions was done

Summary: Graduate Retention

Graduates housing needs

- Are currently attracted to the BNG area for affordable houses
- Are more demanding and aspirational in their housing expectations
 - High tech
 - Low maintenance
 - Likely to leave for a bigger garden

HMR in context

- Economic growth will result in further graduate retention

