

Recession beating Clayland

'Housing shortage crisis is already upon us'

Britain is heading for a property shortage of more than a million homes in the next 10 years unless the current state of the housing market changes, namely the number of new properties being built by local and national developers. According to reports from the Joseph Rowntree Foundation demand for extra homes in England is now estimated at around 210,000 per year, but average output from house builders and local housing providers is only 70% of that figure.

"We cannot go on as we have done. Britain needs to build more homes. That is not going to happen without a fundamental review of housing policy," said IPPR director Nick Pearce. "If the rate of house building does not radically increase, we face a growing housing crisis. Whether the economy performs well or poorly, a serious gap looms between housing supply and demand".

With many developers reluctant to build in these hard times Clayland are addressing these challenges by providing much needed local homes with a development of 11 new properties in the idyllic village of Bradenham. This project will include 5 Local Needs properties to be built for Hastoe Housing Association.

Chris Tilley, Managing Director of Clayland said that "Despite the economic down turn we have managed to sell properties and have been very busy with contracting work both in the private and public sector. As a developer we have an optimistic view of the housing market in Norfolk".



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