

**Devon Home Choice  
Quarterly Monitoring Report  
October 2018**



**Introduction:**

This report provides the latest key information from Devon Home Choice and covers 1<sup>st</sup> July 2018 to 30<sup>th</sup> September 2018.

**Households registered with Devon Home Choice:**

The total number of households in housing need (Bands A to D) increased from 16,754 in July to 18,280 in October, an increase of 9%.

Across Devon there has been a general increase in the total housing need for applicants placed between Band A and Band D. However, this increase does not apply to Torbay or Torridge. They have had a decrease in housing need of 5% and 14% respectively.

The percentage of application in Band E remained at 37%

**Table 1: Number of households in housing need (Bands A to D) as at 1<sup>st</sup> October 2018**

	Band A		Band B		Band C		Band D		Total	Band E	
	No.	%	No.	%	No.	%	No.	%		No.	%
East Devon	1	0%	315	17%	571	30%	1016	53%	<b>1,903</b>	2,463	56%
Exeter	5	0%	440	19%	646	28%	1223	53%	<b>2,314</b>	2	0%
Mid Devon	1	0%	101	11%	301	31%	557	58%	<b>960</b>	1,147	54%
North Devon	3	0%	187	16%	321	28%	644	56%	<b>1,155</b>	1,340	54%
Plymouth	3	0%	1,544	19%	2,504	32%	3,889	49%	<b>7,940</b>	3,963	33%
South Hams	0	0%	181	23%	194	25%	410	52%	<b>785</b>	867	52%
Teignbridge	1	0%	212	22%	355	36%	408	42%	<b>976</b>	0	0%
Torbay	7	1%	222	23%	306	31%	443	45%	<b>978</b>	0	0%
Torridge	2	0%	205	25%	254	32%	342	43%	<b>803</b>	506	39%
West Devon	1	0%	105	23%	121	26%	239	51%	<b>466</b>	489	51%
<b>Total</b>	<b>24</b>	<b>0%</b>	<b>3,512</b>	<b>19%</b>	<b>5,573</b>	<b>31%</b>	<b>9,171</b>	<b>50%</b>	<b>18,280</b>	<b>10,777</b>	<b>37%</b>

<b>July 2018</b>	<b>22</b>	<b>0%</b>	<b>3,356</b>	<b>20%</b>	<b>5,154</b>	<b>31%</b>	<b>8,222</b>	<b>49%</b>	<b>16,754</b>	<b>9,789</b>	<b>37%</b>
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Note: The percentages given for Bands A – D refer to the proportion of households in housing need who are in that Band (e.g. 20% of all households in housing need across Devon are in Band B). The percentage given for Band E refers to the proportion of households in Band E of all those registered (e.g. 37% of households registered across Devon are in Band E).

The greatest need across all local authority areas remains for one bedroom properties (Table 2), with 57% of applicants requiring a one bedroom home.

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**Table 2: Bedroom need of applicants in housing need (Bands A to D) as at 2 July 2018**

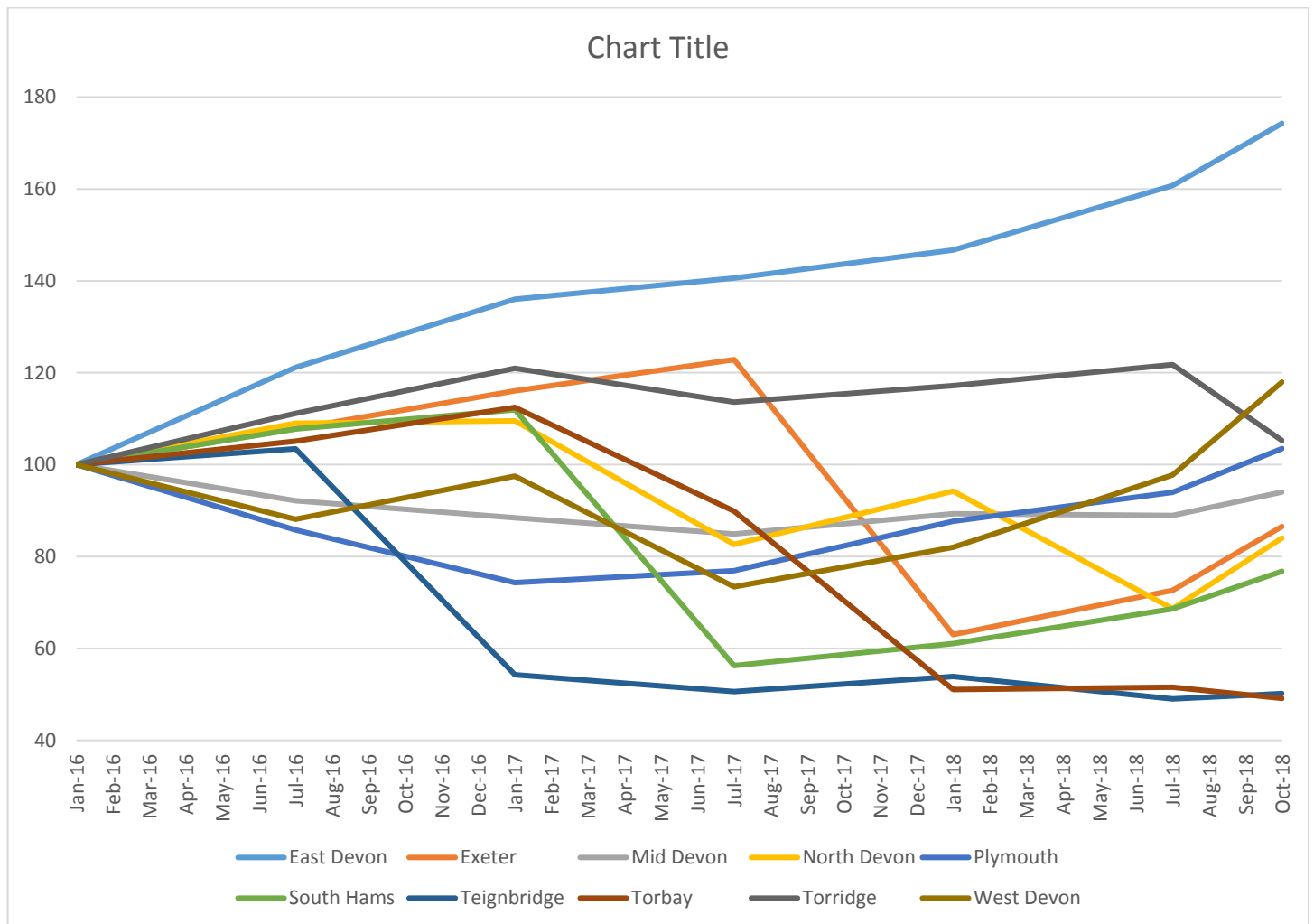
	1 Bed		2 Bed		3 Bed		4 Beds +		Total
	No.	%	No.	%	No.	%	No.	%	
East Devon	1,079	57%	443	23%	246	13%	135	7%	<b>1,903</b>
Exeter	1,352	58%	529	23%	303	13%	130	6%	<b>2,314</b>
Mid Devon	525	55%	211	22%	154	16%	70	7%	<b>960</b>
North Devon	598	52%	334	29%	146	12%	77	7%	<b>1,155</b>
Plymouth	4,728	60%	1,740	22%	958	12%	518	7%	<b>7,940</b>
South Hams	444	57%	199	25%	98	13%	44	6%	<b>785</b>
Teignbridge	485	50%	271	28%	146	15%	74	8%	<b>976</b>
Torbay	461	47%	255	26%	171	18%	91	9%	<b>978</b>
Torrige	432	54%	195	24%	110	14%	66	8%	<b>803</b>
West Devon	236	51%	119	25%	74	16%	37	8%	<b>466</b>
<b>Total</b>	<b>10,336</b>	<b>57%</b>	<b>4,296</b>	<b>23%</b>	<b>2,406</b>	<b>13%</b>	<b>1,241</b>	<b>7%</b>	<b>18,280</b>

Table 3 shows the numbers on the register in housing need (Band A to D) in each local authority area for the previous eight quarters. It is visible from Jan 17 until Jan 18 that there has been a decrease in total housing need (Band A to D) of 13%. In 3 quarters (Apr 18 to Oct 18), the total housing need has increased by 13%. Returning to 165 applicants under the total amount of applicants on the housing register at the beginning of 2017.

**Table 3: Numbers on the register in Band A to D per Local Authority by quarter.**

	Jan 17	Apr 17	Jul 17	Oct 17	Jan 18	Apr 18	Jul 18	Oct 18
East Devon	1,485	1,571	1,535	1,587	1,602	1,713	1,755	1,903
Exeter	3,104	3,187	3,285	3,245	1,685	1,772	1,943	2,314
Mid Devon	903	894	867	909	912	891	908	960
North Devon	1,506	1,629	1,136	1,217	1,296	1,182	944	1,155
Plymouth	5,702	5,661	5,902	6,445	6,728	6,695	7,209	7,940
South Hams	1,144	1,082	575	575	624	629	701	785
Teignbridge	1,055	946	984	1,015	1,047	998	953	976
Torbay	2,238	1,848	1,789	1,071	1,016	1,073	1,026	978
Torrige	923	935	867	850	894	877	929	803
West Devon	385	343	290	297	324	345	386	466
<b>Total</b>	<b>18,445</b>	<b>18,096</b>	<b>17,230</b>	<b>17,211</b>	<b>16,128</b>	<b>16,175</b>	<b>16,754</b>	<b>18,280</b>

**Chart 1: Number of households in housing need by local authority. January 2016 as the base.**



**Bidding Patterns:**

Table 4 and Chart 2 & 3 below show the number of bids placed in each month since January 2017, and the number of households who have placed at least one bid in each month.

It can be seen from the trend lines in Charts 2 & 3 that there is an increase in the number of bids being made each month, and the number of households who are bidding.

It is visible from Table 4 that Devon Home Choice has hit a milestone of having over 6,000 total bidders for the first time and for two consecutive months. This could be due to the introduction of property alerts.

The property alerts went live at the end of November 2017 and appear to be contributing to the increased number of bids and bidders. To date, 3356 applicants (3197 of which are currently active) have set up a total of 4,892 property alerts. This is an increase of 1090 on 2<sup>nd</sup> January 2018 and an increase of 96 from the previous quarter.

Over this quarter, 1101 property alert links were used by the applicants to view the details of the relevant property.

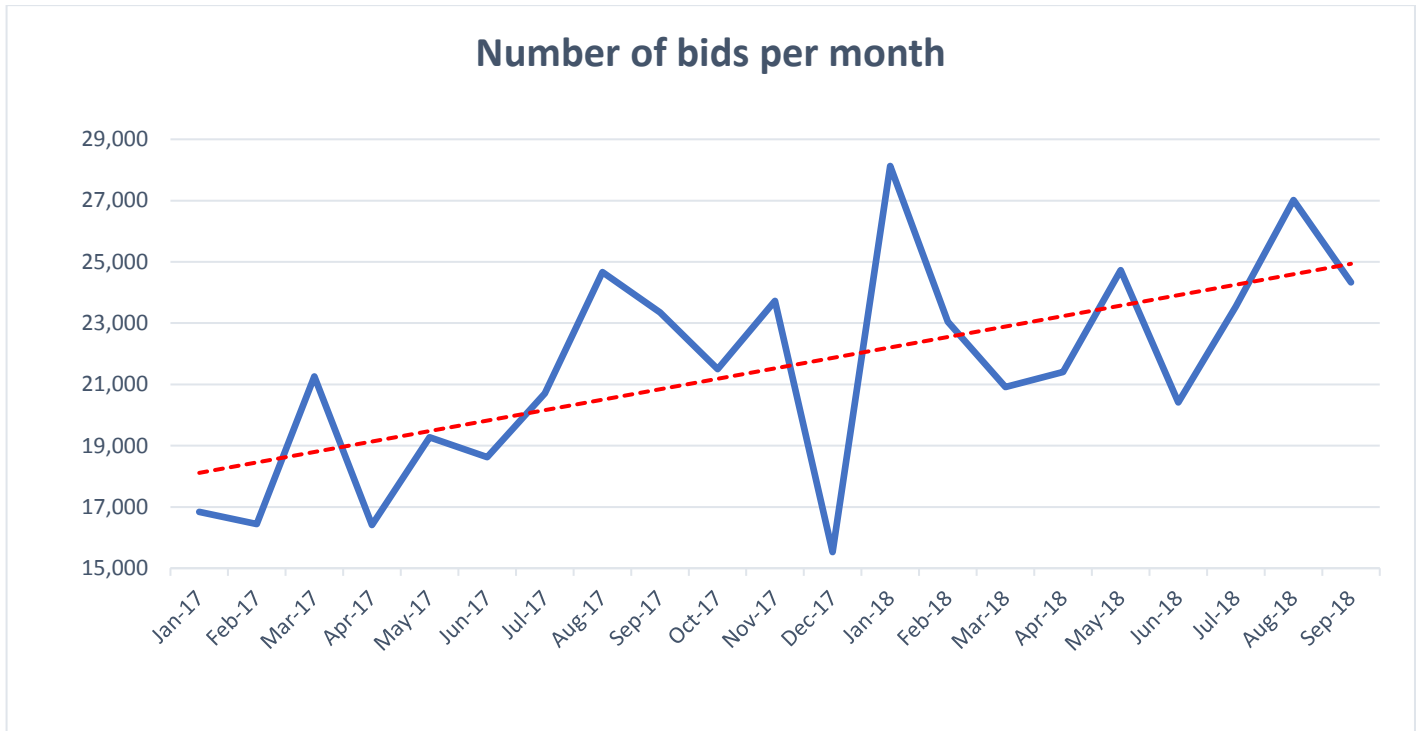
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**Table 4: Numbers of bids and bidders by month**

	<b>No. of bids</b>	<b>No. of bidders</b>
<b>January 17</b>	16,840	4,638
<b>February 17</b>	16,438	4,515
<b>March 17</b>	21,256	5,122
<b>April 17</b>	16,410	4,447
<b>May 17</b>	19,279	4,742
<b>June 17</b>	18,622	4,848
<b>July 17</b>	20,706	5,114
<b>August 17</b>	24,669	5,323
<b>September 17</b>	23,353	5,389
<b>October 17</b>	21,502	5,234
<b>November 17</b>	23,725	5,535
<b>December 17</b>	15,528	4,631
<b>January 18</b>	28,128	5,974
<b>February 18</b>	23,044	5,542
<b>March 18</b>	20,913	5,293
<b>April 18</b>	21,404	5,080
<b>May 18</b>	24,725	5,683
<b>June 18</b>	20,410	5,304
<b>July 18</b>	23,550	6,008
<b>August 18</b>	27,019	6,227
<b>September 18</b>	24,334	5,857

**Chart 2: Numbers of bids by month (including trend line):**



**Chart 3: Numbers of bidders by month (including trend line):**

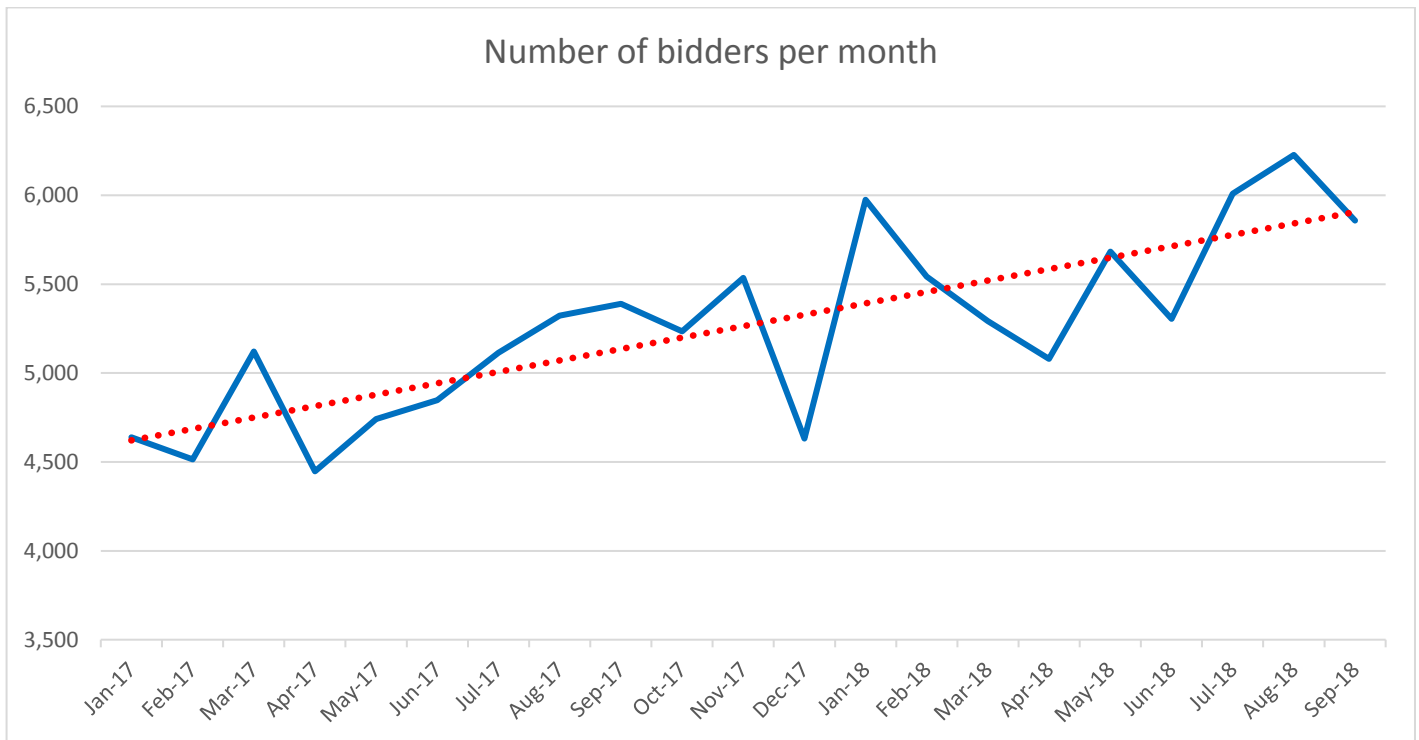


Table 5 below shows the proportion of applicants by local authority and Band who are considered to be inactive (e.g. they have not bid or logged in during the last 6 months and are not on autobid).

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The table below purports an element of consistency with the amount of inactive users. Although there has been an initial decrease since April 2017, since April 2018 the percentage of inactive users has remained around mid-50 percent. The table also shows a decrease in the total amount of inactive applicants within Band B and C by 1% and 2% respectively.

**Table 5: Percentage of applicants who have not bid or logged in during the last 6 months, and are not on autobid:**

	Band A	Band B	Band C	Band D	Band E	Total
East Devon	0%	30%	35%	62%	65%	<b>58%</b>
Exeter	20%	30%	22%	50%	50%	<b>38%</b>
Mid Devon	100%	22%	40%	66%	62%	<b>58%</b>
North Devon	0%	23%	34%	59%	61%	<b>54%</b>
Plymouth	0%	59%	53%	61%	65%	<b>61%</b>
South Hams	N/A	29%	29%	50%	52%	<b>46%</b>
Teignbridge	0%	19%	14%	35%	N/A	<b>24%</b>
Torbay	0%	13%	23%	38%	N/A	<b>28%</b>
Torrige	50%	28%	39%	61%	60%	<b>51%</b>
West Devon	0%	27%	27%	51%	57%	<b>48%</b>
<b>Total</b>	<b>12%</b>	<b>40%</b>	<b>39%</b>	<b>57%</b>	<b>63%</b>	<b>54%</b>
<b>Total Apr 18</b>	<b>21%</b>	<b>41%</b>	<b>41%</b>	<b>57%</b>	<b>63%</b>	<b>54%</b>
<b>Total Jul 18</b>	<b>9%</b>	<b>41%</b>	<b>42%</b>	<b>59%</b>	<b>65%</b>	<b>56%</b>

Note: Band A percentage is exaggerated due to the minimal amount of applicants that have been placed within Band A.

Table 6 below shows how bids were made during the last quarter compared to March 2016 and March 2017. The most striking fact is the increasing use of the Smartphone App, with other a third of the bids placed coming from the Smartphone App. Increasing from 20% in March 2017 to 34% in the last quarter.

**Table 6: Bid Source**

Bid Source	March 2017	Q1 2018/2019	Q2 2018/ 2019	
	%	%	No.	%
Autobid	9%	7%	3983	5%
Direct matches	0%	0%	93	0%
Back office/Management bid	3%	2%	1322	2%
Mobile app	20%	32%	25,661	34%
Website	68%	59%	43,844	59%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>74,903</b>	<b>100%</b>

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It can be seen from Table 7 below that the average number of bids for general needs houses was far higher, at 95 bids, than for any other property type. It can be seen that the average number of bids for houses ranged from 39 in West Devon to 175 in Plymouth. The average number of bids for general needs flats ranged from 20 in South Hams to 71 in Plymouth.

The highest number of bids for a property in the last quarter was 357 bids for a 2 bed house in Plymouth. 4 Plymouth properties received over 300 bids, with a further 54 properties within Plymouth and Exeter receiving over 200 bids each.

**Table 7: Average number of bids for general needs properties by property type and local authority during Q1 2018/19**

	<b>Bedsit</b>	<b>Bungalow</b>	<b>Flat</b>	<b>House</b>	<b>Maisonette</b>	<b>Other</b>	<b>Average for all property types</b>
East Devon	44	21	36	67	27	<b>N/A</b>	<b>52</b>
Exeter	130	59	68	134	41	<b>N/A</b>	<b>80</b>
Mid Devon	30	53	30	69	N/A	<b>N/A</b>	<b>47</b>
North Devon	N/A	50	49	67	47	<b>N/A</b>	<b>58</b>
Plymouth	32	46	71	175	23	<b>144</b>	<b>93</b>
South Hams	N/A	34	20	42	13	<b>N/A</b>	<b>33</b>
Teignbridge	N/A	16	24	48	29	<b>22</b>	<b>35</b>
Torbay	N/A	66	29	76	76	<b>N/A</b>	<b>76</b>
Torrige	N/A	54	29	55	N/A	<b>N/A</b>	<b>46</b>
West Devon	N/A	37	33	39	5	<b>N/A</b>	<b>35</b>
<b>Property type average</b>	<b>39</b>	<b>45</b>	<b>52</b>	<b>95</b>	<b>30</b>	<b>83</b>	<b>65</b>

Table 8 presents the same information for homes advertised as sheltered (e.g. for older people). It can be that bungalows had the highest average number of bids for sheltered homes in the last quarter. Plymouth saw the highest average number of bids for sheltered properties in the last quarter (42 bids), whilst West Devon had the lowest average number of bids for sheltered properties in the last quarter (3 bids). Please note, see Table 10 to see that only 1 sheltered property was advertised in West Devon last quarter which explains why the average number of bids is so low.

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**Table 8: Average number of bids for sheltered homes by property type and local authority during Q1 2018/19**

	<b>Bedsit</b>	<b>Bungalow</b>	<b>Flat</b>	<b>House</b>	<b>Maisonette</b>	<b>Average for all property types</b>
East Devon	N/A	39	33	56	N/A	<b>36</b>
Exeter	5	N/A	34	N/A	N/A	<b>31</b>
Mid Devon	N/A	50	17	24	N/A	<b>38</b>
North Devon	N/A	71	28	N/A	N/A	<b>33</b>
Plymouth	28	53	44	N/A	21	<b>42</b>
South Hams	4	N/A	15	N/A	3	<b>13</b>
Teignbridge	N/A	54	17	N/A	14	<b>29</b>
Torbay	22	41	16	N/A	N/A	<b>20</b>
Torridge	N/A	46	24	N/A	N/A	<b>29</b>
West Devon	N/A	N/A	3	N/A	N/A	<b>3</b>
<b>Average for each property type</b>	<b>16</b>	<b>49</b>	<b>25</b>	<b>32</b>	<b>23</b>	<b>30</b>

**Homes let:**

1 general needs homes were let during the 3 months from 1<sup>st</sup> July 2018 to 30<sup>th</sup> September 2018 (Table 9). The proportion of general needs homes let to applicants in Band B during the last quarter was 47%. This is slightly down from the figure of 50% in 2017/18. Unlike the last quarter, which had heavy fluctuation in percentage, the percentage of successful lets to Band B applicants across Devon has begun to level. With a range of 32% to 52% rather than 19% to 63%. In general terms though, the percentage of successful applicants within band b is decreasing. Just to notes, the West Devon figure is likely to be affected by West Devon Borough Council's local allocation policy that provides a preference to households with a local connection in all areas outside Tavistock, Okehampton, Horrabridge and Bere Alston.



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**Table 9: General needs homes let (1<sup>st</sup> July 2018 to 30<sup>th</sup> September 2018):**

	Band A		Band B		Band C		Band D		Band E		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.
East Devon	0	0%	38	41%	38	41%	12	13%	5	5%	<b>93</b>
Exeter	4	4%	50	54%	30	33%	4	4%	4	4%	<b>92</b>
Mid Devon	0	0%	15	30%	15	30%	14	28%	6	12%	<b>50</b>
North Devon	0	0%	26	49%	10	19%	8	15%	9	17%	<b>53</b>
Plymouth	2	2%	143	45%	104	33%	55	17%	15	5%	<b>319</b>
South Hams	0	0%	22	46%	9	19%	9	19%	8	17%	<b>48</b>
Teignbridge	3	4%	27	36%	33	43%	13	17%	0	0%	<b>76</b>
Torbay	1	2%	28	48%	21	36%	7	12%	1	2%	<b>58</b>
Torridge	1	2%	26	55%	13	28%	4	9%	3	6%	<b>47</b>
West Devon	0	0%	12	33%	9	25%	10	28%	5	14%	<b>36</b>
<b>Total</b>	<b>11</b>	<b>1%</b>	<b>387</b>	<b>44%</b>	<b>282</b>	<b>32%</b>	<b>136</b>	<b>16%</b>	<b>56</b>	<b>6%</b>	<b>872</b>

During the last quarter 156 homes advertised as sheltered (e.g. for older people) were let across Devon. 45% of these homes were let to households in Band B. The differences between local authorities are exaggerated by the very small number of sheltered homes let in some areas. Increasingly homes with age restrictions for people over 55 etc. are not advertised as sheltered, thereby affecting the results shown.

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**Table 10: Sheltered homes let (1<sup>st</sup> July 2018 to 30<sup>th</sup> September 2018):**

	Band A		Band B		Band C		Band D		Band E		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.
East Devon	0	0	31	963	9	19	8	16	1	2	<b>49</b>
Exeter	0	0	1	117	1	17	3	50	1	16	<b>6</b>
Mid Devon	0	0	7	541	5	29	4	24	1	6	<b>17</b>
North Devon	0	0	7	35	4	20	5	25	4	20	<b>20</b>
Plymouth	0	0	7	64	1	9	2	18	1	9	<b>11</b>
South Hams	0	0	2	20	1	10	3	30	4	40	<b>10</b>
Teignbridge	0	0	10	45	7	32	4	18	1	5	<b>22</b>
Torbay	0	0	4	29	3	21	4	29	3	21	<b>14</b>
Torridge	0	0	2	25	3	38	2	25	1	13	<b>8</b>
West Devon	0	0	0	0	1	100	0	0	0	0	<b>1</b>
<b>Total</b>	<b>0</b>	<b>0</b>	<b>71</b>	<b>45</b>	<b>35</b>	<b>22</b>	<b>35</b>	<b>22</b>	<b>17</b>	<b>11</b>	<b>158</b>

Over 37,000 homes have now been let through Devon Home Choice since 2010. The total number of lets per year by bedroom size is shown in Table 11.

**Table 11: Number of properties let**

	1 Bed	2 Bed	3 Bed	4+ Bed	Total
<b>2010/11</b>	1,758	1,490	633	76	3,959
<b>2011/12</b>	1,798	1,666	758	76	4,302
<b>2012/13</b>	1,579	1,463	586	52	3,683
<b>2013/14</b>	1,893	2,051	997	121	5,071
<b>2014/15</b>	1,774	1,998	950	90	4,812
<b>2015/16</b>	1,655	1,819	780	91	4,345
<b>2016/17</b>	1,840	1,828	746	100	4,514
<b>2017/18</b>	1,608	1,676	729	80	4,093
<b>2018/19 Q1</b>	428	505	218	18	1,169
<b>2018/19 Q2</b>	<b>371</b>	<b>461</b>	<b>176</b>	<b>22</b>	<b>1,030</b>

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