B3 housing improvements: there was debate about how private rent levels influence housing improvements (for example to improve energy efficiency). It was initially suggested that as private rent levels rise, landlords have more income to spend on improvements, the opposite was argued by most representatives: rising rental demand provides less incentive for landlords to make improvements, and it is at times of low demand, when rental properties are vacant, that owners are motivated to make improvements to a
B1 property and rental prices limit regional attractiveness: as regional attractiveness rises, demand for housing rises and housing affordability declines, dampening attractiveness. Private rental affordability was considered particularly important for attracting “key workers” (e.g. teachers, police, nurses).
Regional private rent affordability → Regional private rent levels → Regional rental demand → Regional property demand

Regional rental demand → Regional property demand

Property and rental prices limit regional attractiveness

Regional attractiveness to businesses and employees → Regional rental demand

Landlord spend on improvements → Regional private rent levels

Housing improvements → Regional private rent levels

Regional private rent levels → Regional private rent affordability
Increasing social welfare increases rent: in the current context, with increasing reliance on a minimally regulated private rental market, it was considered that as private rent levels become less affordable for low income families, there is greater pressure to increase government housing support. However, this was considered a fix that fails, since private landlords can respond to increased support by raising rents.
regional private rent
affordability

regional private rent
levels

housing social
support

R2
increasing social welfare
increases rent

regional rental
demand

B1
property and rental prices limit
regional attractiveness

B3

landlord spend on
improvements

regional attractiveness
to businesses and employees

housing improvements
As attractiveness increases and rental affordability reduces, a region becomes less attractive to key workers, reducing the quality of education and services, limiting attractiveness (B2).
Regional private rent affordability

**Regional private market puts pressure on social housing:** many considered the reinforcing interplay between regional property demand and social housing supply to be important. As regional private rents rise, demand for social housing also rises, placing further pressure on the private rental market.

**R1**

**B1**

**B2**

**B3**

**R2**

**R3**

**Quality of services limits regional attractiveness**

**Regional private market puts pressure on social housing**

**Regional property demand**

**Regional demand for social housing**
Regional private rent affordability

- Ability of key workers to live near work
- Quality of education and services
- Regional private market puts pressure on social housing

Regional housing affordability

- Regional housing demand

Regional property demand

- Regional attractiveness to businesses and employees
- Quality of services limits regional attractiveness

Gap between supply and demand of social housing

- Demand for social housing

Regional private rent levels

- Regional housing affordability
- Regional private rent affordability
- Regional median house price

Regional rental demand

- Regional property demand

Property and rental prices limit regional attractiveness

- Regional attractiveness

Property and rental prices limit regional attractiveness

- Regional attractiveness

Increasing social welfare increases rent

- Regional private rent levels

Landlord spend on improvements

- Housing improvements

Housing improvements

- Regional private rent levels

Quality of services limits regional attractiveness

- Regional attractiveness

Regional attractiveness

- Regional property demand

Regional property demand
regional private rent affordability

ability of key workers to live near work

regional housing affordability

quality of services limits regional attractiveness

quality of education and services

landlord spend on improvements

regional private rent levels

rental demand

regional property demand

property and rental prices limit regional attractiveness

gap between supply and demand of social housing

demand for social housing

regional median house price

- regional housing affordability

- regional private market puts pressure on social housing

- increasing social welfare increases rent

R1

R2

R3