

# Housing Needs and Demand

## East Bury Neighbourhood Profile

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### INTRODUCTION

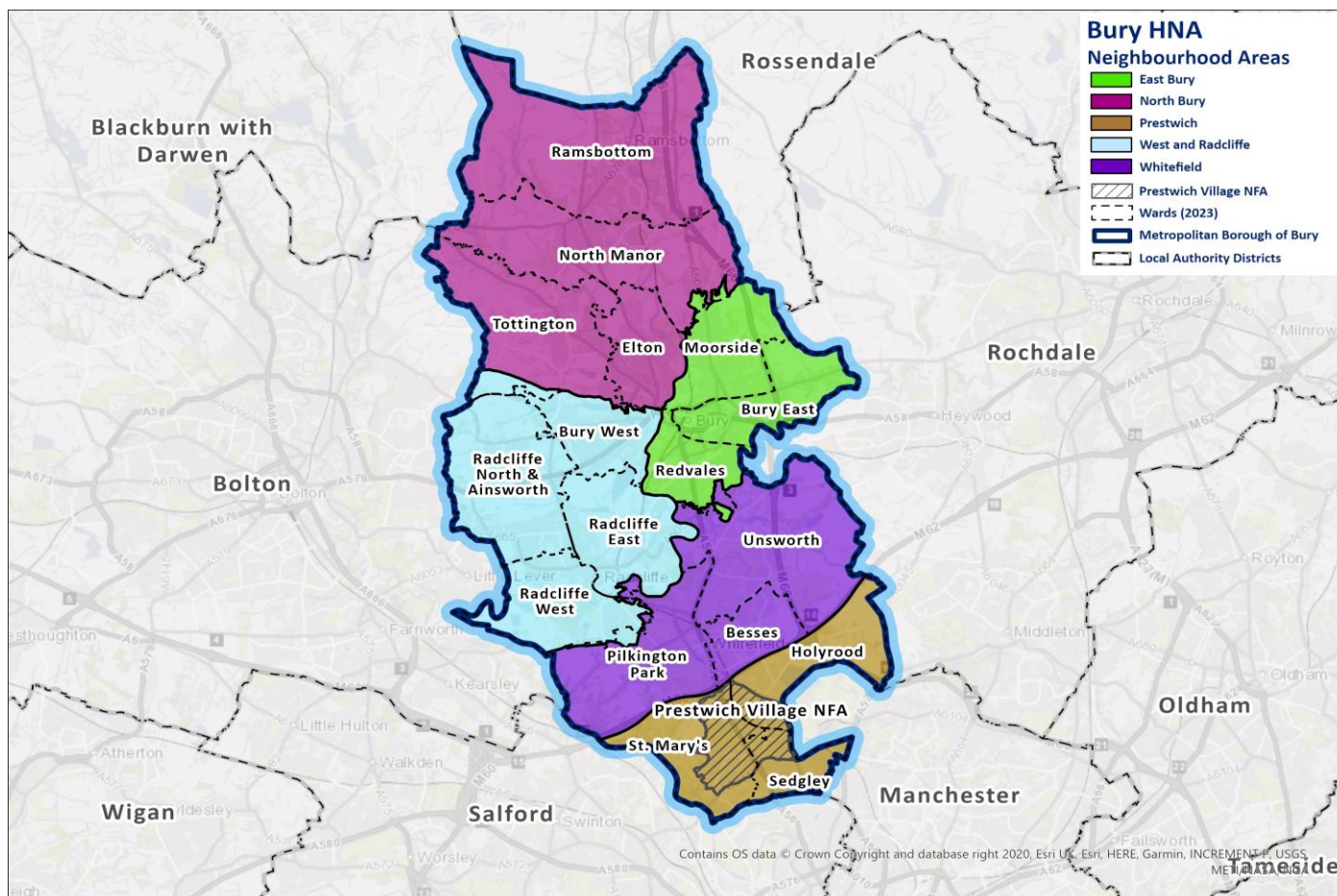
The Housing Needs and Demand Assessment (HN&DA) 2025 provides the most recent evidence to inform future planning and housing policies within the area. It builds on the Greater Manchester Strategic Housing Market Assessment by offering detailed local insights.

This assessment analyses the area’s social, economic, housing, and demographic characteristics. It outlines the current housing stock, identifies existing and projected housing needs, and examines the requirements of different household types. The report specifies the size and type of housing needed by tenure and household composition, considers the demand for affordable housing, and highlights the needs of particular groups within the borough.

It is important to note that some data may now be outdated, as housing trends and conditions continue to evolve nationally.

The full HN&DA can be downloaded from the Council’s website at [Housing needs and demand assessment - Bury Council](#)

## Neighbourhood areas and constituent wards within the Bury Council area



In the borough of Bury there are 85,512 dwellings and an estimated 79,051 households.

## CURRENT DWELLING STOCK

**Table 1: Number of dwellings in East Bury (percentage of borough)**

| Dwellings      | Households (estimate 2024) |
|----------------|----------------------------|
| 15,261 (17.8%) | 13,926 (17.6%)             |

Table 1 shows that in 2024, East Bury contained 15,261 dwellings and 13,926 households. The neighbourhood had 1,297 vacant properties, accounting for 20.8% of all vacant homes across the borough. East Bury also recorded 38 second homes, representing 16.7% of the borough's total. In addition, the area has 62 licensed HMOs, making up 50% of all HMOs in the borough.

**Table 2: Number of dwellings in East Bury (percentage of neighbourhood)**  
(Source - Valuation Office Agency (excluding annex and unknown))

| Type / Size             | Percentage (number of properties) |
|-------------------------|-----------------------------------|
| 1- or 2-bedroom house   | 36.8% (5,572)                     |
| 3-bedroom house         | 31.9% (4,830)                     |
| 4 or more-bedroom house | 4.9% (742)                        |

|                      |               |
|----------------------|---------------|
| 1-bedroom flat       | 13.2% (1,998) |
| 2- or 3-bedroom flat | 8.7% (1,317)  |
| 1-bedroom bungalow   | 1.2% (182)    |
| 2-bedroom bungalow   | 2.4% (363)    |
| 3 or more bedroom    | 0.9% (136)    |

| Table 3: Dwelling type in East Bury (percentage of neighbourhood) |                                   |
|---|-----------------------------------|
| Type  | Percentage (number of properties) |
| House   | 73.6% (11,144)                    |
| Flat  | 21.9% (3,315)                     |
| Bungalow  | 4.5% (681)                        |

Table 2 and 3 show the majority of properties in East Bury are 1- or 2-bedroom houses.

| Table 4: Current property tenure split in East Bury (number of properties) |                |               |        |
|--|----------------|---------------|--------|
| Owner Occupied   | Private Rented | Affordable*   | Base   |
| 51.5% (7,675)  | 23.6% (3517)   | 24.9% (3,711) | 14,903 |

\*includes council and housing association rent, shared ownership, shared equity and discounted ownership.

Table 4 shows that the largest tenure in East Bury is owner occupation.

## HOUSE PRICES AND RENT

| Table 5: Comparative lower quartile and median house price change 2007 – 2024 |          |                    |          |
|---|----------|--------------------|----------|
| LQ house price  |          | Median house price |          |
| 2007  | 2024     | 2007               | 2024     |
| £86,500   | £128,000 | £107,000           | £165,000 |

Table 5 compares house price changes between 2007 and 2024. East Bury has experienced one of the highest increases in the borough, with prices rising by 48%. Since 2019, house prices have continued to climb, and as of April 2024, the median house price for the borough, according to HM Land Registry, was £220,000.

| <b>Table 6: Median rents 2024 for East Bury compared to the borough overall</b> |                        |
|---|------------------------|
| <b>East Bury</b>  | <b>Borough of Bury</b> |
| £849  | £949                   |

Table 6 presents median rents for 2024, showing that East Bury has lower rental costs compared to the borough-wide average.

| <b>Table 7: Cost of alternative tenure options in East Bury</b> |             |
|---|-------------|
| <b>Tenure Option</b>  | <b>Cost</b> |
| Social Rent (average)   | £407        |
| Affordable Rent   | £679        |
| Market Rent – Lower Quartile                                    | £750        |
| Market Rent – Median  | £849        |
| Market Rent – Average   | £875        |
| Market Sale – Lower Quartile                                    | £128,000    |
| Market Sale – Median  | £165,000    |
| Market Sale – Average   | £232,370    |
| Shared Ownership (50%)  | £82,500     |
| Shared Ownership (25%)  | £41,250     |
| Discounted Home Ownership (30%)                                 | £115,500    |
| Discounted Home Ownership (25%)                                 | £123,750    |
| Discounted Home Ownership (20%)                                 | £132,000    |

Table 7 outlines the cost of different tenure options in East Bury, ranging from £407 per month for a social rented property to £232,370 for a market sale home.

| <b>Table 8: Household income required for alternative tenure options in East Bury (based on 25% of income for rents and 3.5x income for buying)</b> |                  |                     |
|---|------------------|---------------------|
| <b>Tenure Option</b>  | <b>East Bury</b> | <b>Borough Wide</b> |
| Social Rent (average)   | £19,527          | £19,527             |
| Affordable Rent   | £32,602          | £36,442             |
| Market Rent – Lower Quartile  | £36,000          | £39,504             |
| Market Rent – Median  | £40,752          | £45,552             |
| Market Rent – Average   | £42,017          | £48,672             |
| Market Sale – Lower Quartile  | £32,914          | £40,371             |

|                                 |         |         |
|---------------------------------|---------|---------|
| Market Sale – Median            | £42,429 | £56,571 |
| Market Sale – Average           | £59,752 | £67,862 |
| Shared Ownership (50%)          | £31,729 | £41,826 |
| Shared Ownership (25%)          | £25,660 | £33,733 |
| Discounted Home Ownership (30%) | £29,700 | £39,600 |
| Discounted Home Ownership (25%) | £31,821 | £42,429 |
| Discounted Home Ownership (20%) | £33,943 | £45,257 |

Table 8 shows the estimated household incomes needed in Bury for housing to be considered affordable. This assumes rent is affordable if it accounts for no more than 25% of household income, and home ownership is affordable if the property price is 3.5 times household income with a deposit of up to 10%. The data indicates that households in East Bury generally require lower incomes to rent or buy compared to the borough average.

| Table 9: Median rents, household incomes and what could be afforded in East Bury |               |               |               |               |               |                         |   |
|--|---------------|---------------|---------------|---------------|---------------|-------------------------|---|
| Monthly median rent that could be afforded by percentage of income spent on rent |               |               |               |               |               | Median Rent and Income  |   |
| 25% of income  | 30% of income | 35% of income | 40% of income | 45% of income | 50% of income | Actual median rent 2024 | Median gross household income (monthly) |
| £930   | £1,115        | £1,301        | £1,487        | £1,673        | £1,859        | £849                    | £3,718                                  |

Table 9 illustrates local income levels in East Bury based on median rents to assess affordability. Rent is considered affordable when it accounts for no more than 25% of household income. On this basis, an affordable monthly rent would be approximately £930.

| Table 10: Owner-occupation, household incomes and what could be afforded in East Bury |            |              |             |                          |  |
|---|------------|--------------|-------------|--------------------------|--|
| Monthly median rent that could be afforded by percentage of income spent on rent      |            |              |             | Median Price and Income  |  |
| 3.5 x income  | 5 x income | 7.5 x income | 10 x income | Actual median price 2024 | Median gross household income (annual) |
| £156,156  | £223,080   | £334,620     | £446,160    | £165,000                 | £44,616                                |

Note: Red cells indicate property is not affordable to buy. Green cells indicate property is affordable to buy.

Table 10 highlights that the situation is more challenging for median house prices and incomes. Accessing a median-priced home at £165,000 would require income multiples exceeding four times the household income, making affordability significantly constrained.

## BURY COUNCIL AFFORDABLE HOUSING SCHEME

The Affordable Housing Scheme is designed to improve access to housing and support first-time buyers by offering low-cost homes. Analysis of the waiting list as of March 2025 shows that most applicants prefer to purchase a three-bedroom house, with Bury being their top choice location. The annual median gross household income for single applicants on the Council’s Affordable Housing Scheme is £23,384, while for joint applicants it is £40,717.

| Table 11: Median house prices compared with median household income buying capacity on the Affordable Housing Scheme |            |              |             |                          |  |
|--|------------|--------------|-------------|--------------------------|--|
| Potential buying capacity of median priced properties based on income multiples                                      |            |              |             | Median Price and Income  |  |
| 3.5 x income   | 5 x income | 7.5 x income | 10 x income | Actual median price 2024 | Median gross household income (annual) |
| £156,156   | £223,080   | £334,620     | £446,160    | £165,000                 | £44,616                                |

*\* average property price at discounted market value is £171,223. All applicants had a minimum 10% deposit which is reflected in the median price.*

Table 11 demonstrates that the scheme is effectively providing genuinely affordable routes into home ownership, with median-income households largely able to purchase properties at discounted market values.

## FUTURE REQUIREMENTS

Analysis would suggest an overall tenure split of around 30% social rented, 30% affordable rented and 40% affordable home ownership across Bury. In calculating the tenure mix, analysis has considered the tenure preferences and incomes of existing and newly forming households. It also recognises the importance of delivering social rented affordable dwellings as part of new affordable housing supply.

**Table 12: Future need in East Bury**

|                     | Social Rented | Affordable Rented | Affordable Home Ownership | Total |
|---------------------|---------------|-------------------|---------------------------|-------|
| Annual Need (Gross) | 243 (47.50%)  | 100 (19.60%)      | 168 (32.90%)              | 511   |
| Annual Need (Net)   | 143 (47.50%)  | 59 (19.60%)       | 74 (32.90%)               | 302   |

**Annual Need (Gross)**

Gross annual housing need represents the total number of homes required before accounting for any supply. It normally includes:

- Households forming each year
- Existing households living in unsuitable housing
- Backlog need (e.g., overcrowding, concealed households, homelessness)
- Units needed to replace losses (e.g., demolitions or conversions)

**Annual Need (Net)**

Net annual housing need adjusts the gross need by subtracting the number of homes expected to become available, such as:

- Re-lets of existing social housing
- Market homes returning to occupancy
- Pipeline supply already committed

This gives the number of additional homes actually required after accounting for what's already coming back into use.

**Table 13: Dwelling type and number of bedrooms for future need in East Bury**

| Type / Size              | Annual Need (Gross)<br>Number of properties<br>(percentage) | Annual Need (Net)<br>Number of properties<br>(percentage) |
|--------------------------|---|---|
| 1- or 2-bedroom house    | 63 (12.4%)  | 37 (12.4%)  |
| 3-bedroom house          | 105 (20.6%)   | 62 (20.6%)  |
| 4 or more-bedroom house  | 0 (0.0%)  | 0 (0.0%)  |
| 1-bedroom flat           | 133 (26.1%)   | 79 (26.1%)  |
| 2 and 3-bedroom flat     | 78 (15.3%)  | 46 (15.3%)  |
| 1/2-bedroom level access | 131 (25.6%)   | 77 (25.6%)  |
| 3+ bedroom level access  | 0 (0.0%)  | 0 (0.0%)  |

Table 13 outlines the gross and net annual housing need by dwelling type and size in East Bury. The data shows that future need is strongly concentrated in smaller homes, particularly 1-bedroom flats, 2–3 bedroom flats, and 1–2 bedroom level-access properties, with no identified requirement for larger homes.

The largest share of net annual need is for 1-bedroom flats, which represent 26.1% of total need (79 homes). This indicates a substantial demand from single-person households, younger adults, or older residents requiring small, affordable accommodation.

There is also significant demand for 1–2 bedroom level-access homes, accounting for 25.6% of net need (77 homes). This reflects a growing requirement for accessible accommodation for older residents or people with mobility needs.

Family housing forms an important portion of future need. 3-bedroom houses make up 20.6% of net need (62 homes), demonstrating ongoing need for mid-sized general needs homes.

Demand for 2–3 bedroom flats is also notable, representing 15.3% of net need (46 homes). These homes meet the needs of smaller families or households seeking moderately-sized self-contained accommodation.

Smaller general-needs houses also feature, with 1–2 bedroom houses accounting for 12.4% of net need (37 homes), indicating demand from single adults, couples, and smaller families.

Importantly, there is no identified need for 4+ bedroom houses or 3+ bedroom level-access homes (both 0%), suggesting that larger households are not driving future demand in this township.

Overall, East Bury's future housing need is dominated by smaller homes, accessible accommodation, and moderately-sized family housing, with no requirement for larger properties. This highlights the importance of delivering a mix of smaller units and level-access homes to meet the needs of local residents.