

# Housing Needs and Demand

## Prestwich Neighbourhood Profile

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### INTRODUCTION

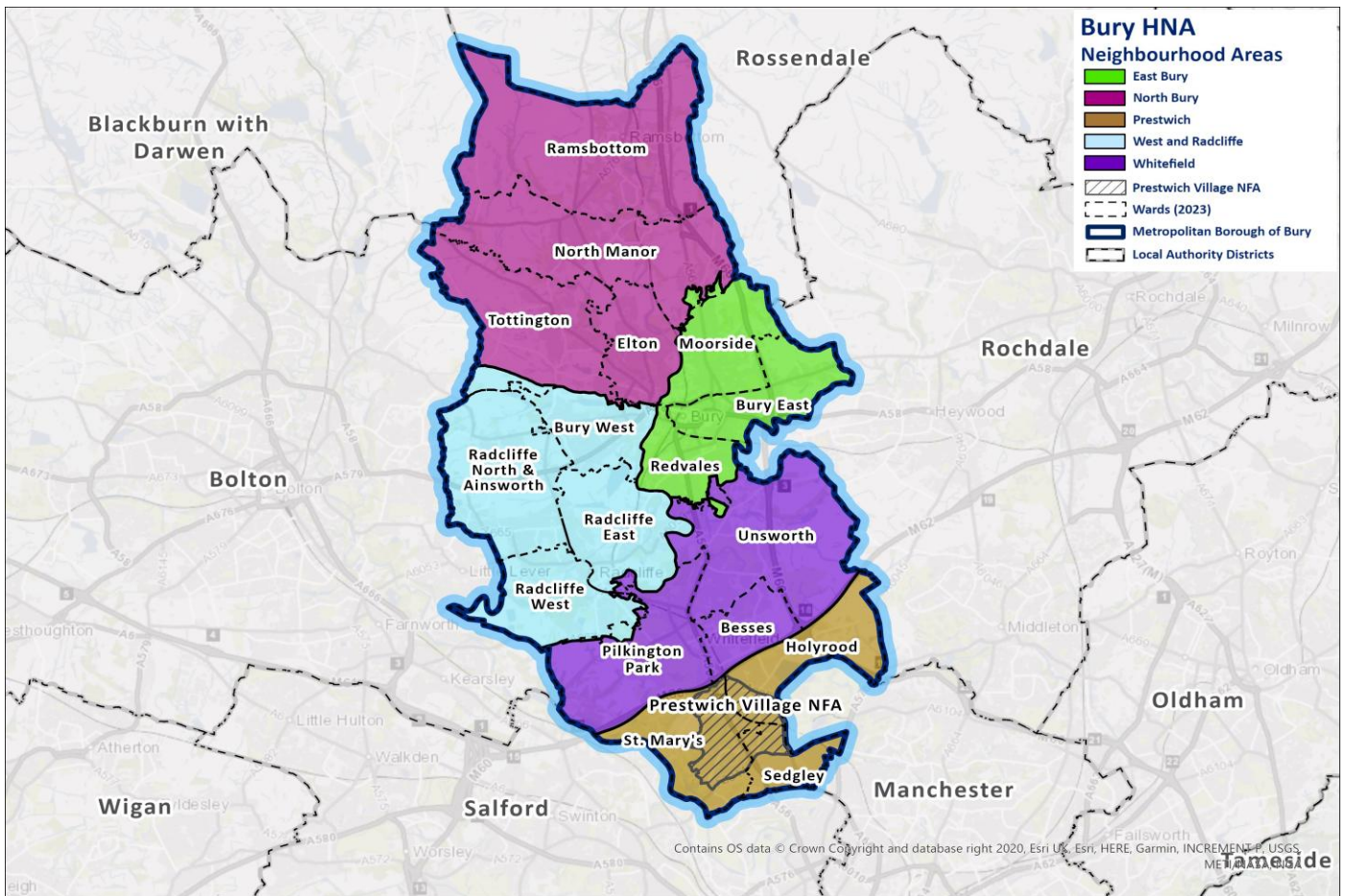
The Housing Needs and Demand Assessment (HN&DA) 2025 provides the most recent evidence to inform future planning and housing policies within the area. It builds on the Greater Manchester Strategic Housing Market Assessment by offering detailed local insights.

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It is important to note that some data may now be outdated, as housing trends and conditions continue to evolve nationally.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 Prestwich (percentage of borough)	
Dwellings	Households (estimate 2024)
15,040 (17.6%)	13,866 (17.5%)

Table 1 shows that in 2024, Prestwich contained 15,040 dwellings and 13,866 households. The neighbourhood had 1,132 vacant properties, accounting for 18.2% of all vacant homes across the borough. Prestwich also recorded 42 second homes, representing 18.5% of the borough's total. In addition, the area has 15 licensed HMOs, accounting for 12% of the borough's total HMOs.

Table 2: Number of dwellings in Prestwich (percentage of neighbourhood) (Source - Valuation Office Agency (excluding annex and unknown))	
Type / Size	Percentage (number of properties)
1- or 2-bedroom house	9.0% (1,297)
3-bedroom house	55.8% (8,026)
4 or more-bedroom house	13.7% (1,974)

1-bedroom flat	10.8% (1,556)
2- or 3-bedroom flat	9.1% (1,311)
1-bedroom bungalow	0.3% (43)
2-bedroom bungalow	0.7% (101)
3 or more bedroom	0.7% (101)

Table 3: Dwelling type in Prestwich (percentage of neighbourhood)	
Type	Percentage (number of properties)
House	78.4% (11,297)
Flat	19.9% (2,867)
Bungalow	1.7% (245)

Table 2 and 3 show the majority of properties in Prestwich are 3-bedroom houses.

Table 4: Current property tenure split in Prestwich (number of properties)			
Owner Occupied	Private Rented	Affordable*	Base
68.7% (9,683)	18.6% (2,621)	12.7% (1,790)	14,094

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

Table 4 shows that the largest tenure in Prestwich 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
£124,995	£225,000	£154,975	£278,000

Table 5 compares house price changes between 2007 and 2024. Prestwich has experienced an 80% increase in house prices, with prices rising by £100,000. 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.

**Table 6: Median rents 2024 for Prestwich compared to the borough overall**

Prestwich	Borough of Bury
£1,101	£949

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

**Table 7: Cost of alternative tenure options in Prestwich**

Tenure Option	Cost
Social Rent (average)	£407
Affordable Rent	£881
Market Rent – Lower Quartile	£901
Market Rent – Median	£1,101
Market Rent – Average	£1,170
Market Sale – Lower Quartile	£225,000
Market Sale – Median	£278,000
Market Sale – Average	£297,587
Shared Ownership (50%)	£139,000
Shared Ownership (25%)	£69,500
Discounted Home Ownership (30%)	£194,600
Discounted Home Ownership (25%)	£208,500
Discounted Home Ownership (20%)	£222,400

Table 7 outlines the cost of different tenure options in Prestwich, ranging from £407 per month for a social rented property to £297,587 for a market sale home.

**Table 8: Household income required for alternative tenure options in Prestwich (based on 25% of income for rents and 3.5x income for buying)**

Tenure Option	Prestwich	Borough Wide
Social Rent (average)	£19,527	£19,527
Affordable Rent	£42,278	£36,442
Market Rent – Lower Quartile	£43,248	£39,504
Market Rent – Median	£52,848	£45,552
Market Rent – Average	£56,146	£48,672
Market Sale – Lower Quartile	£57,857	£40,371

Market Sale – Median	£71,486	£56,571
Market Sale – Average	£76,522	£67,862
Shared Ownership (50%)	£52,473	£41,826
Shared Ownership (25%)	£42,246	£33,733
Discounted Home Ownership (30%)	£50,040	£39,600
Discounted Home Ownership (25%)	£53,614	£42,429
Discounted Home Ownership (20%)	£57,189	£45,257

Table 8 shows the estimated household incomes needed for different housing options in Prestwich, based on affordability thresholds of 25% of household income for rent and 3.5 times household income for purchasing with up to a 10% deposit. While social rent and affordable rent levels are consistent across the borough, households in Prestwich typically need slightly higher incomes than the borough average to access market renting, market purchase, shared ownership or discounted home ownership options. This indicates that the cost of entering these tenures is generally higher in Prestwich compared to the borough as a whole.

Table 9: Median rents, household incomes and what could be afforded in Prestwich							
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	£1,101	£3,718

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

Table 9 illustrates local income levels in Prestwich 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 Prestwich					
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	£278,000	£44,616

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

Table 10 shows that a median-priced home in Prestwich (£278,000) is not affordable to a median-income household. A household earning £44,616 would need an income multiple of over six times their annual income to purchase such a property, compared with the typical affordability benchmark of 3.5 times income. This indicates that median-income households are increasingly priced out of owner-occupation in the area.

## 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 Prestwich				
	Social Rented	Affordable Rented	Affordable Home Ownership	Total
Annual Need (Gross)	86 (31.80%)	116 (43.10%)	68 (25.10%)	270
Annual Need (Net)	63 (31.80%)	86 (43.10%)	50 (25.10%)	199

### 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 Prestwich**

Type / Size	Annual Need (Gross) Number of properties (percentage)	Annual Need (Net) Number of properties (percentage)
1- or 2-bedroom house	77 (28.6%)	57 (28.6%)
3-bedroom house	41 (15.4%)	31 (15.4%)
4 or more-bedroom house	9 (3.3%)	7 (3.3%)
1-bedroom flat	30 (11.1%)	22 (11.1%)
2 and 3-bedroom flat	26 (9.8%)	20 (9.8%)
1/2-bedroom level access	70 (25.9%)	51 (25.9%)
3+ bedroom level access	16 (6.0%)	12 (6.0%)

Table 13 presents the gross and net annual housing need across different dwelling types and sizes in Prestwich. The data shows that future need is strongly concentrated in smaller homes and accessible accommodation, with additional but more moderate demand for family-sized houses.

The largest share of net need is for 1–2 bedroom houses, which account for 28.6% of total annual requirement (57 homes). This highlights strong demand from smaller households, first-time buyers, young adults, and older residents looking to downsize.

There is also substantial demand for 1–2 bedroom level-access homes, making up 25.9% of net need (51 homes). This reflects the needs of older people and residents with mobility issues who require accessible accommodation.

Demand for family housing remains important, although at a lower level than in some other neighbourhoods. 3-bedroom houses make up 15.4% of net need (31 homes), indicating steady demand for mid-sized general needs homes. 4+ bedroom houses represent 3.3% (7 homes), showing a smaller requirement for large family properties.

Flats also feature as part of Prestwich’s housing need profile. 1-bedroom flats account for 11.1% of net need (22 homes), while 2–3 bedroom flats represent 9.8% (20 homes). These homes serve smaller households seeking more affordable accommodation or wishing to live in areas with higher-density housing.

A smaller but notable requirement exists for 3+ bedroom level-access homes, which represent 6% of net need (12 homes). This indicates that some larger households also require accessible homes.

Overall, Prestwich's future housing need is dominated by smaller general-needs properties and level-access accommodation, with a continued requirement for a balanced mix of family homes and flats. This reflects diverse household needs, from younger adults and small families to older residents requiring accessible options.