Proposal

London Housing Visualisation Platform: Tracking Affordability and Market Trends

Module: CASA0017: Web Architecture
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Housing affordability has emerged as one of the most pressing urban issues in London. Rapid increases in property values, coupled with uneven patterns of spatial development, have made it increasingly difficult for residents to identify affordable areas and make informed housing decisions. While public datasets such as the UK Land Registry and Office for National Statistics provide a wealth of information, these resources are often fragmented, difficult to interpret, and inaccessible for non-experts. Our project seeks to bridge this gap by designing a data-driven, map-based platform that translates complex housing data into clear, interactive, and visual insights.

The central research question guiding our work is: How have house prices evolved across London's boroughs in recent years, and how can spatial visualisation help users identify affordable or high-value areas? By answering this question, we aim to provide new perspectives on the geography of affordability, highlight inequalities between different regions, and offer practical tools for users to understand the housing market.

By providing an accessible interface and well-designed visualisations, we aim to democratise housing data and empower the residents to engage critically with London's housing market. In particular, users will be able to explore where affordability is highest, where prices have surged most dramatically, and how these trends vary across boroughs.

The website will be structured into three interconnected sections that together guide users through the housing affordability question. The Home Page will provide an accessible introduction to the project, outlining its aims, central research question. The Map Page will feature an interactive heatmap that allows users to visually explore housing price variations across London's boroughs, highlighting both affordable and high-value areas. Complementing this, the Trends Page will present time-series charts showing how prices have evolved over the past, enabling users to compare boroughs and identify broader market patterns. In addition, a Filter Page will allow users to apply custom filters such as time range, property type, or borough selection, making the

exploration more tailored and interactive. Collectively, these pages form a coherent and engaging narrative that makes complex housing data easy to understand and explore.

Together, these components will provide a holistic view of London's housing market, combining clarity with accessibility. Our project's innovation lies in transforming fragmented datasets into a coherent and engaging experience, enabling users to navigate complex information with ease. By making housing data more transparent and understandable, the platform aspires to contribute not only to academic learning but also to informed decision-making in everyday life.

Possible links to datasets to be used:

London House Price Data **London House Price Data**

UK Property Price data 1995-2023-04 UK Property Price data 1995-2023-04

UK Property Price official data (Monthly Update) UK Property Price official data (Monthly Update)

UK Land Registry house sales data Open Data - HM Land Registry Open Data

London House Price Statistics https://landregistry.data.gov.uk/app/ukhpi/?lang=en