

**Town and Country Planning Act 1990
(As Amended)**

Local Plan Examination Hearing Statement

SITE: BE041

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CLIENT: Harlequin Development Strategies
(Crewe) Limited

REF: HAR823/1/HS

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1. INTRODUCTION

- 1.1 This statement is provided in response to the matters, issues and questions for the examination and hearing sessions published by the Inspector and should be read in conjunction with our representations to the Local Plan submission on behalf of Harlequin Development Strategies (Crewe) Limited.

2. MATTER 1

Issue 2

- 2.1 Our original submissions raised objections to the allocation of part of the Blythe Vale site for housing.
- 2.2 The Duty to co-operate statement appears to have been signed during May, June and July 2018. This statement confirms that the neighbouring authorities considered the strategic allocation at Blythe Vale for employment as a very important site for such purposes.
- 2.3 However, these authorities do not appear to have been appropriately consulted when the planning application was considered previously during 2017.
- 2.4 Whilst it is accepted that the Council has co-operated with neighbouring authorities on general plan making matters, it is not considered that this has been done in any meaningful way.

Issue 4

- 2.5 On the 12 April 2018, the Court of Justice of the European Union (CJEU) issued a judgment (*People over Wind & Sweetman v Coillte Teoranta* Case C-323/17) which ruled that Article 6(3) of the Habitats Directive must be interpreted as meaning that mitigation measures (referred to in the judgment as measures which are intended to avoid or reduce effects) should be assessed within the framework of an appropriate assessment (AA) and that it is not permissible to take account of measures intended to avoid or reduce the harmful effects of the plan or project on a European site at the screening stage.
- 2.6 On the face of it, it appears that the approach taken in the Councils' Habitats Regulations Assessment documents dated February 2018 conflicts in some respects with this judgement (see section 5.3 of the HRA dated February 2018). Therefore an AA of the identified effects would appear to be necessary.
- 2.7 Consequently, in the light of this judgement, the LPA may need to make clear their view on the extent to which the HRA documents are legally compliant. Should the Council consider that they are not compliant, they will need to identify what further work would be required and any timescales for completion and consultation where necessary.

Issue 5

- 2.8 The 15 year base date period appears to be an appropriate plan period. However, paragraph 22 of the revised Framework (notwithstanding the transitional arrangements for Local Plans already submitted for examination) requires a Local Plan to cover 15 years from adoption.
- 2.9 The SHMA covers the period up to 2031. Therefore, if the plan were to be adopted at some point during 2019, then the plan would need to address objectively assessed development needs up to 2034. In order to reflect long term requirements and opportunities therefore, the evidence base may need to be updated, and additional allocations made to meet long term requirements. Otherwise, this may result in any adopted plan becoming out of date much sooner than anticipated.

3. MATTER 2

Issue 1

- 3.1 In terms of the overall distribution of development across the area, the distribution is broadly consistent with the distribution previously identified in the Core Strategy between the three main towns and the rural area.
- 3.2 However, the scale of growth indicated to be provided to the larger villages is considered to be too limited to provide robust opportunities for the delivery of a mixture of housing (including affordable housing), and consequently limits opportunities to sustain and enhance the their vitality and viability.
- 3.3 For example, Knights represent Harlequin Development Strategies who are promoting land adjacent to the settlement of Brown Edge for a mix of housing. The site is constrained by Green Belt and has seen no significant housing growth, other than the delivery of occasional infill plots for a number of years. The Google Earth Images dated 2003 and 2017 (**Appendix 1**), clearly demonstrate this.
- 3.4 The current proposal to allow the delivery of 25 units within Brown Edge is undeliverable and there is no evidence within an up to date SHLAA to demonstrate that this would be possible (the SHLAA is 3 years old).
- 3.5 Constraining growth in a large village such as Brown Edge for a further 15 years would not support the vitality and viability of rural communities as required by the Framework (both the original Framework and the revised Framework), and as recognised within the matters, issues and questions in the examination, would not deliver any affordable housing, given the relevant thresholds for delivering this type of housing.
- 3.6 The Inspector will be aware that Brown Edge is in the early stage of preparing its own neighbourhood plan and has published its own objective assessment of housing need by commissioning AECOM to undertake this work. A copy of this work was provided with our original representation, and is attached to this submission as **Appendix 2** for ease of

reference. This work identifies a need for 89 dwellings, and clearly demonstrates the impact of policy restraint in Brown Edge over a number of years.

- 3.7 We agree that the housing allocation at Blythe Bridge distorts the strategy for the rural area. The site is detached from the main settlement of Blythe Bridge by way of a dual carriageway, does not include the provision of a local centre, and otherwise sits close to the urban boundary of Stoke-on-Trent. This allocation would therefore more likely serve the functional housing market of Stoke-on-Trent, rather than that of Staffordshire Moorlands. Furthermore, many of the villages within the Staffordshire Moorlands sit in the hinterland around the main towns of Leek, Cheadle and Biddulph upon which the villages normally rely for higher order goods and services that are not available within their villages. This inter-relationship is an important part of how the network of settlements within the Staffordshire Moorlands function. The future residents of the proposed allocation at Blythe Vale would not contribute to the vitality and viability of the towns and villages in Staffordshire Moorlands in the same way and are more likely to rely on the services and facilities available in the Stoke-on-Trent conurbation given the site's location adjacent to the A50. This allocation should therefore not be used as an opportunity to distort the housing strategy for the rural areas. We therefore agree that there should be an alternative approach to allow for the distribution of housing allocations across a number of villages.
- 3.8 In terms of whether or not the plan should be more prescriptive in providing housing requirements for each settlement, it is considered to be beneficial to do so, however in line with the requirement to boost significantly the supply of housing, such housing requirements should be expressed as a minimum.

Issue 2

- 3.9 There is general agreement to the position of villages within the settlement hierarchy. However, the level of growth proposed for a number of villages (including Brown Edge) is not commensurate with their status, and this matter should be revisited as already set out.

Issue 3

- 3.10 In relation to the matter of windfalls, we would agree that the reliance on windfalls within villages would undermine the ability to provide affordable housing and contribute to infrastructure.
- 3.11 Firstly, a number of sites are likely to be small sites, likely to be dominated by infill development opportunities for one or two dwellings.
- 3.12 Given the thresholds of national policy, a reliance upon windfalls will undermine the delivery of affordable housing in rural areas (where need is often more acute) and support for the sustainability of existing services within rural areas.

Issue 5

- 3.13 With regard to the exceptional circumstances for justifying the release of Green Belt sites currently proposed within the Local Plan, we would agree that in some cases, such as the proposed allocation at Werrington, that exceptional circumstances have not been justified. For example, one such justification is that the site is public sector land. Land ownership is not an exceptional circumstance to justify Green Belt release.
- 3.14 However, in our view, Green Belt release is justified when there is both a need demonstrated and an examination of all reasonable alternatives. It is accepted that large areas of the district are constrained by Green Belt and other constraints, such as the Peak District National Park and other areas of landscape quality.
- 3.15 In the case of Brown Edge, it has been demonstrated through our submissions that there is (1) a housing need of 89 dwellings (2) a need to deliver affordable housing (3) a need to sustain and enhance the services and facilities within the village (4) no such opportunities to accommodate such a level of growth within the village (5) no other nearby settlements where local need can be met, given that other nearby villages are also constrained by Green Belt and do not have the same level of services as Brown Edge (6) the nearby conurbation of Stoke-on-Trent will not meet any unmet needs of Staffordshire Moorlands and the edge of the conurbation close to Brown Edge around Norton Green, Ball Green and Norton in the Moors are also constrained by Green Belt (7) that the previous proposed allocation (BE041) was suitable for release when assessed against the purposes of including land within the Green Belt as demonstrated by the Green Belt Review.
- 3.16 The above considerations therefore merit a strong case for releasing one or two sites around Brown Edge to meet locally arising housing needs.
- 3.17 No evidence of local housing need exists for Werrington to justify Green Belt release there, however we believe that there is some justification for Green Belt release elsewhere, such as around Brown Edge, as already set out.
- 3.18 It is the opinion of Knights that the Local Plan should release a site adjacent to Brown Edge (such as BE041) to assist in making overall strategy and the Local Plan sound.
- 3.19 In addition to the above, and notwithstanding the fact that the plan is being examined in the context of the original Framework, the Inspector is invited to consider whether it is appropriate to allow scope for amendments to be made to Green Belt boundaries through neighbourhood plans as indicated by paragraph 136 of the Revised Framework.

4. MATTER 3

- 4.1 The plan identifies an annual requirement of 320 dwellings per annum, 10 dwellings per annum less than the upper end of the OAN.
- 4.2 It is considered that the higher end of the range should be the requirement figure, which should help to address the imbalance in distribution of housing across the Rural Area

identified by the Inspector under Matter 2. This would enable greater scope for affordable housing need (identified as 224 to 432 affordable dwellings per annum) to be met in the Rural Areas as already discussed under Matter 2. This would also assist in supporting job growth.

- 4.3 Knights do not agree that the requirement should be lower. There have not been significant allocations of large sites across Staffordshire Moorlands for a considerable period of time, the majority coming forward as a result of the LPA not being able to demonstrate a deliverable supply of housing land. Should a greater range of a portfolio of sites of various sizes come forward on the edge of towns and villages, then such sites are likely to attract interest from a range of housing developers to deliver them.
- 4.4 By way of practical example, should the land at Willfield Lane, Brown Edge, be included as an allocation, then there are a number of developers with an interest in bringing this site forward for around 40-50 dwellings. Evidence of this interest is provided at **Appendix 3**.
- 4.5 In terms of the standard method for calculating housing need proposed within the revised Framework, the existing plan is to be examined in accordance with the revised Framework as per the transitional arrangements of Annex 1. The Standard Method and associated Housing Delivery Test is not expected to be published until some point in November, and therefore this approach carries limited weight at this point in time.
- 4.6 In terms of the Local Plan and housing requirement period, we would agree that this approach is not justified. When the Core Strategy was adopted, the examination report demonstrates that the approach for a 12 year horizon was justified on the basis that an alternative course of action was proposed, based primarily on a review of the Core Strategy with the adoption of a Site Allocations DPD. This position has now changed, with the preparation of up to date evidence.
- 4.7 The Plan period should be a 15 year period as required by the Framework to create certainty. Therefore the plan period and overall housing requirement figure should be adjusted with consideration given to any increased numbers being distributed towards the Rural Area to again, address the imbalances identified by the Inspector as a result of the proposed Blythe Vale allocation.

5. MATTER 4

- 5.1 It is not considered that the components of supply are clearly shown in the Local Plan, either through the supporting text, or within the supporting evidence.
- 5.2 The SHLAA has not been updated since 2015, so it is not clear if the deliverable sites identified then have in fact been delivered, nor is it clear if the developable sites identified in the SHLAA now benefit from planning permission.
- 5.3 The LPA have published a trajectory table (19.2a), however there is no supporting evidence published by the LPA that assesses lead in times and build out rates, nor is there any evidence to suggest what other research has been undertaken to assess site deliverability.

- 5.4 We also question the windfall allowance earlier in the plan period, certainly for years 2017/18 and 2018/19 given that this may result in double counting.
- 5.5 We would agree that there should be an allowance for slippage / lapse of planning permission. Such occurrences are not unusual and should be accounted for. Given recent changes in national policy through the revised Framework, the definition of a deliverable site at Annex 2 has changed and sites with outline planning permission cannot always be assumed to be deliverable. Therefore, an allowance for slippage should be made to ensure a robust position on 5 year housing land supply can be maintained.
- 5.6 It is not clear what slippage allowance should be made, given the limited / out of date evidence accompanying the plan.
- 5.7 In terms of making up the shortfall of housing over the plan period, it is the position of Knights that the Sedgefield methodology for addressing the supply should be used.
- 5.8 It is accepted that the Framework does not specifically state how the backlog should be addressed. However, it did introduce a requirement to “boost significantly” the supply of housing, and importantly the backlog is a shortfall in supply which exists at the start of the 5 year requirement – so to defer addressing it until the end of the plan period makes little sense when there is existing unmet need in Staffordshire Moorlands. The purpose of the planning system must be to provide these households with a home and not to defer meeting this need in full until 2031.
- 5.9 Guidance is however set out in paragraph 3-035 of the PPG (Reference ID: 3-035-20140306): “How should local planning authorities deal with past under-supply?”. It states:
- “Local planning authorities should aim to deal with any undersupply within the first 5 years of the plan period where possible. Where this cannot be met in the first 5 years, local planning authorities will need to work with neighbouring authorities under the ‘Duty to Cooperate’.”*
- 5.10 In our view this guidance is a clear expression of the Government and Local Planning authorities should aim to deal with the backlog within 5 years. This is the Sedgefield approach. Whilst the PPG recognises that there may be circumstances when this is not possible, in Staffordshire Moorlands they do not apply. This is because the only departure from the Sedgefield approach is for local planning authorities to work with neighbouring authorities under the ‘Duty to Co-operate’. This does not justify the use of the Liverpool approach. Rather it advises that the unmet need should be addressed by making immediate provision in adjacent authorities. Either way the PPG does not endorse deferring meeting the shortfall over a longer period than five years. It needs to be met somewhere within 5 years.
- 5.11 There is therefore no support in either policy or guidance for the Council’s approach to addressing the backlog through the ‘Liverpool’ methodology and the evidence base (in particular 9.3) confirms that relying on neighbouring authorities to address the backlog is not an option.

- 5.12 In addition to the above considerations, the Council is not relying on large scale strategic allocations that require the delivery of significant up front infrastructure before homes are delivered, and in addition, there are a number of omission sites which could be allocated to increase supply, such as BE041 at Brown Edge, in addition to those already proposed for allocation to help meet immediate development needs.
- 5.13 Therefore, the Sedgefield methodology is considered to be the most appropriate.
- 5.14 In terms of 5 year housing land supply matters in general, it is not considered that there would be a 5 year housing land supply upon adoption of the plan. As already set out, the supporting evidence is not up to date, and not enough sites have been proposed for allocation.
- 5.15 Furthermore, whilst it is recognised that the Local Plan is being examined on the basis of the policies of the original Framework, upon adoption, the revised Framework is the relevant material planning consideration for planning applications following the point of adoption. Therefore, the new definition of “deliverable” contained within Annex 2 of the Framework is a relevant consideration. The onus will very much be on the LPA to demonstrate the deliverability of sites within their 5 year housing land supply, which cannot include allocations and sites with outline planning permission automatically. It is therefore considered that further work is undertaken by the Council to demonstrate any 5 year housing land supply as at this stage, it is not clear how the supply can move from 1.8 years to 5.6 years upon adoption of the Local Plan.

6. MATTER 8 - VILLAGES

- 6.1 As already set out in our previous submissions, the supporting evidence leading up to previous drafts of the Local Plan indicated that Green Belt release around Larger Villages would be necessary to provide a range of sites of different sizes to deliver sustainable development for the Rural Area. However that position changed on the basis of the proposed allocation of Blythe Vale for 300 dwellings, and this change in strategy does not appear to be backed up by the evidence base.
- 6.2 In terms of the specifics of the Blythe Vale allocation, it is very difficult to apply policies on the housing element of the allocation, given that it already has a planning consent.
- 6.3 With regard to the Ash Bank Road, Werrington Site (DSR4), and as already set out, it is not considered that exceptional circumstances have been demonstrated to justify the release of this site from the Green Belt (being public sector owned land is not justification for releasing Green Belt). There is a greater case, backed up by evidence, to justify Green Belt release on the edge of Brown Edge. Therefore an objection to the allocation of this site is maintained.
- 6.4 In light of the submission made, the land at Willfield Lane, Brown Edge (BE041) is submitted to the examination as an omission site.
- 6.5 In the event that the Inspector invites the council to make Main Modifications on the basis of strategy and delivering sustainable development around the Larger Villages, then it is

submitted that the land at Willfield Lane, Brown Edge is included as a proposed allocation, as was the case until the Council changed its strategy primarily on the basis of the proposed Blythe Vale allocation.

- 6.6 Information and evidence relating to the technical deliverability of BE041 and its suitability for release from the Green Belt was included in our response to the Local Plan Submission.

APPENDIX 1

Brown Edge

2003 Google Earth Map

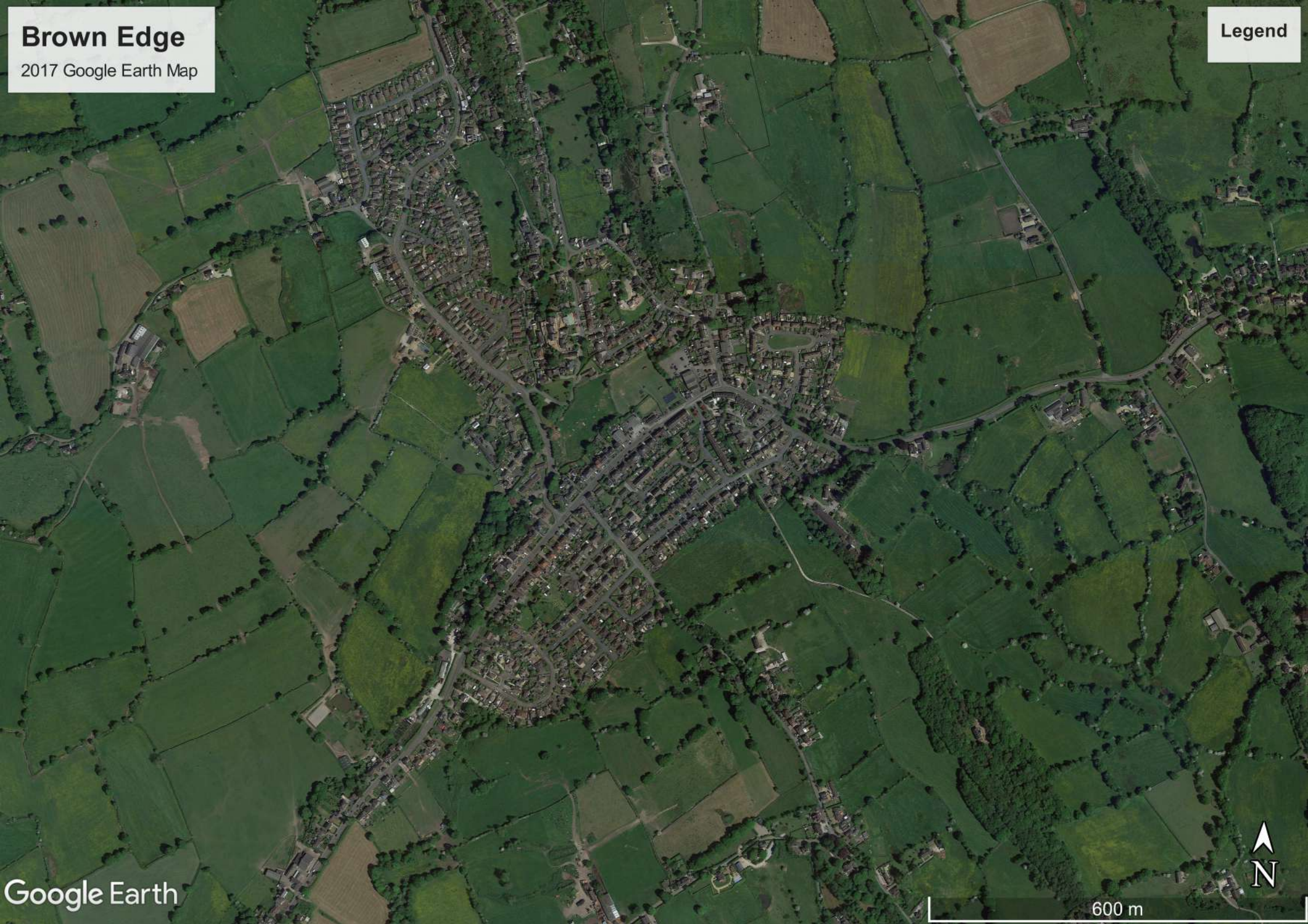
Legend



Brown Edge

2017 Google Earth Map

Legend



APPENDIX 2

Brown Edge Parish Housing Needs Assessment (HNA)

February 2018

FINAL DRAFT**Quality information****Prepared by**

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1	November 2017	Research and drafting	IT	Ivan Tennant	Principal Planner
2	December 2017	Internal review	SS	Steven Smith	Technical Director
3	1 st February 2018	Community Review	PT	Peter Turner	Brown Edge Parish Council
	Feb 2019	Project Coordinator review	MK	Mary Kucharska	Senior Consultant

FINAL DRAFT

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List of acronyms used in the text:

AH	Affordable Housing (NPPF definition)
AMH	Affordable Market Housing
BEPC	Brown Edge Parish Council
DCLG	Department for Communities and Local Government
HNA	Housing Needs Assessment
LPA	Local Planning Authority
NA	Neighbourhood Area
NDP	Neighbourhood Development Plan
NP	Neighbourhood Plan
NPPF	National Planning Policy Framework
ONS	Office for National Statistics
PPD	Land Registry Price Paid Data
PPG	Planning Practice Guidance
PRS	Private Rented Sector
RTF	Rural Town and Fringe
SHLAA	Strategic Housing Land Availability Assessment
SHMA	Strategic Housing Market Assessment
SMDC	Staffordshire Moorlands District Council
UKHPI	UK House Price Index

1. Executive Summary

Introduction

1. The 2011 Localism Act introduced neighbourhood planning, allowing Parishes such as Brown Edge, town councils or neighbourhood forums across England to develop and adopt legally binding development plans for their neighbourhood areas.
2. As more and more town or Parish councils and neighbourhood forums seek to address housing growth, including tenure and type of new housing, it has become evident that housing policies need to be underpinned by robust, objectively assessed housing data.
3. In the words of the national Planning Practice Guidance (PPG), establishing future need for housing is not an exact science, and no single approach will provide a definitive answer. The process involves making balanced judgments, as well as gathering numbers and facts. At a neighbourhood planning level, one important consideration is determining the extent to which the neighbourhood diverges from the local authority average, reflecting the fact that a single town or neighbourhood almost never constitutes a housing market on its own and must therefore be assessed in its wider context.
4. The guidance quoted above on housing needs assessment is primarily aimed at local planning authorities preparing Strategic Housing Market Assessments (SHMAs), which are used to determine housing need at a local authority and/or housing market area level. However, it helpfully states that those preparing neighbourhood plans can use the guidance to identify specific local needs that may be relevant to a neighbourhood, but that any assessment at such a localised level should be proportionate.
5. Our brief was to advise on data at this more local level to help Brown Edge Parish Council understand, among other matters, the type, tenure and quantity of housing needed in order to inform neighbourhood plan policies.

PPG-based assessment

6. This objective and independent housing needs advice note follows the PPG approach where relevant. This ensures our findings are appropriately evidenced. The PPG advises that assessment of development needs should be thorough but proportionate and does not require planners to consider purely hypothetical future scenarios, only future scenarios that could be reasonably expected to occur.

Summary of methodology

7. Housing Needs Assessment (HNA) at neighbourhood plan level can be focused either on quantity of housing needed, type of housing need, or both. In most cases, there is a need to focus on quantity where the housing target for the area being assessed is unclear, for example where the local authority has not set a specific target for the area, or where there is no Local Plan in place.
8. The Local Planning Authority is currently preparing a new Local Plan to cover the period of 2016-2031, with the intention to publish the Preferred Options Local Plan shortly; this document puts forward a figure of 25 dwellings for Brown Edge. Given the maturity of this document, and its closeness to adoption, this should be used as the guiding authority on housing numbers. The rationale for this recommended approach is that neighbourhood plans need to meet a number of Basic Conditions (tested through independent examination) in order to be 'made' by the LPA. One of these, Basic Condition E, requires the Neighbourhood Plan to be in 'general conformity with the strategic policies' of the Local Plan, in this case the District Core Strategy. The Government's PPG indicates that the level of housing development is likely to count as a strategic policy.¹
9. In terms of the types of housing needed, there is generally more flexibility on what neighbourhood plans can cover. In order to understand the types of housing needed in Brown Edge, we have gathered a wide range of local evidence and distilled this into policy recommendations designed to inform decisions on housing quantity and characteristics.
10. The planning period of neighbourhood plans, where possible, should always be aligned with the relevant local plan.

Gathering and using a range of data

11. The PPG states that:

"no single source of information on needs will be comprehensive in identifying the appropriate assessment area; careful consideration should be given to the appropriateness of each source of information and how they relate to one another...Plan makers should avoid expending significant

¹ See Planning Practice Guidance Paragraph: 006 Reference ID: 2a-006-20140306

resources on primary research (information that is collected through surveys, focus groups or interviews etc. and analysed to produce a new set of findings) as this will in many cases be a disproportionate way of establishing an evidence base. They should instead look to rely predominantly on secondary data (e.g. Census, national surveys) to inform their assessment which are identified within the guidance”.

12. Compared with the 2001 Census, the 2011 Census gathered data in a number of new categories and across a range of geographies that are highly relevant to planning at the neighbourhood level and helpful if a PPG-based approach is being used.
13. Like much of the data forming the housing policy evidence base, the Census information is quantitative. However, at a local level, qualitative and anecdotal data, if used judiciously, also has an important role to play, to a perhaps greater extent than at the local authority level. We have gathered data from as wide a range of sources as practicable in order to ensure robustness of conclusions and recommendations arising from the analysis of that data.

Focus on demand rather than supply

14. Our approach is to provide advice on the housing required based on need and/or demand rather than supply. This is in line with the PPG, which states that *“the assessment of development needs should be an objective assessment of need based on facts and unbiased evidence. Plan makers should not apply constraints to the overall assessment of need, such as limitations imposed by the supply of land for new development, historic under performance, viability, infrastructure or environmental constraints”.*
15. For this reason, we advise that the conclusions of this report should be assessed against supply-side considerations (including, for example, factors such as transport infrastructure, landscape constraints, flood risk and so on) as a separate and follow-on study.²

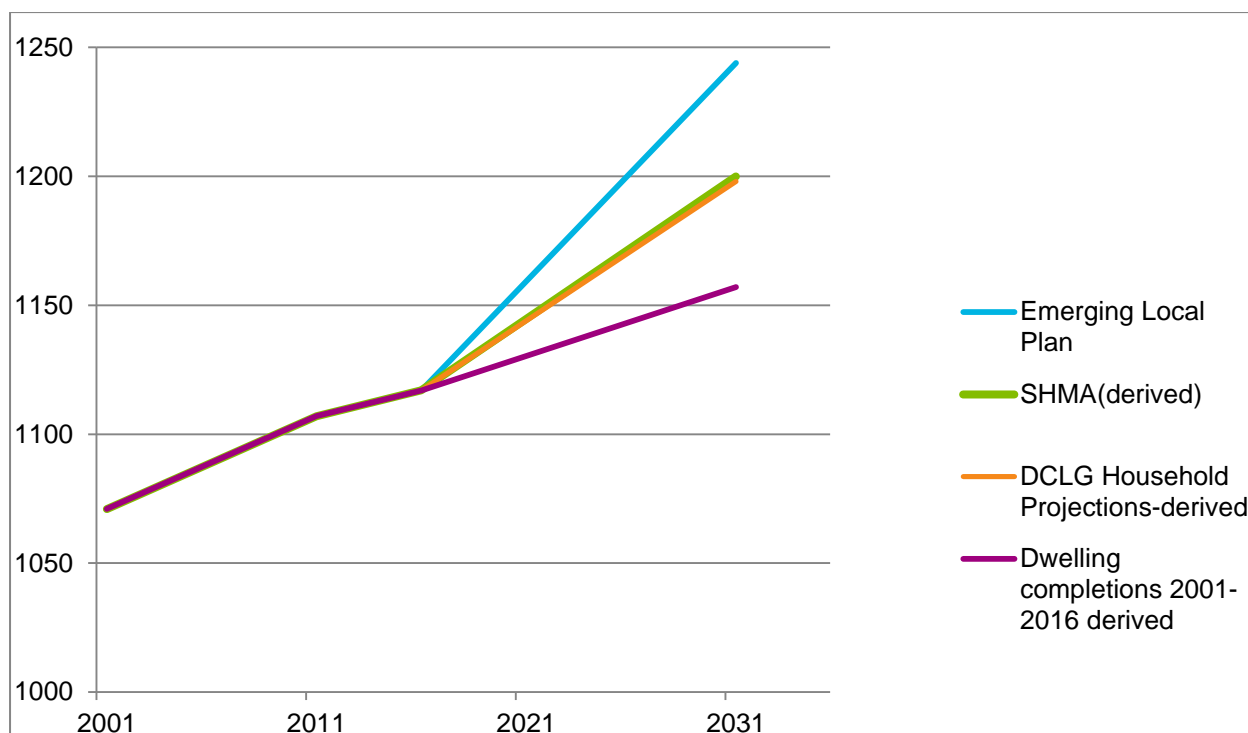
Quantity of housing needed

16. Our assessment of a wide range of data sources identified five separate projections of dwelling numbers for Brown Edge between 2016 and 2031:
 - A figure derived from the emerging Local Plan for Staffordshire Moorlands (which gives a total of **127 dwellings) or 8 dwellings per annum (rounded to the nearest whole number)**;
 - A ‘proportionate share’ derived from the SHMA, Objectively Assessed Housing Need³ (OAHN), providing a total of **83 dwellings over the Plan period, or 6 dwellings per annum (rounded)**;
 - DCLG Household Projections showing growth of 86 households in Brown Edge to 2031, leading to a projection of 81 dwellings, or 5 dwellings per annum (rounded);
 - A projection forward of net dwelling completion rates 2001-2016, **providing a figure of 40 dwellings until the end of the Plan period, or 3 dwellings per annum.**
 - The Government’s proposed standard methodology for calculating housing need, provided for information only, which generates a projection of 89 dwellings until the end of the Plan period, or 7 dwellings per annum.
17. These dwelling number projections, excluding the standard methodology, are illustrated in Figure 1 below.

² Such an approach, clearly separating housing need assessment from dwelling capacity assessment, was endorsed by the Government for calculating housing need at local authority level in the ministerial statement and press release ‘Councils must protect our precious green belt land’ (DCLG, 4 October 2014, available at <https://www.gov.uk/government/news/councils-must-protect-our-precious-green-belt-land>)

³ The OAHN includes the baseline demographic need, plus any adjustments made to official forecasts to account for projected rates of household formation post 2021, past suppression of the formation of new households, the effect of past under-supply, employment forecasts, market signals and affordable housing need (as set out in paragraph ID2a-004 of the PPG).





Figure ES.1: Dwelling projections for Brown Edge Parish, 2016-2031



Source: AECOM

18. The graph above sets out the total number of homes factoring in each of the projections we have identified in Brown Edge. So, for example, factoring in DCLG derived data (orange line) to the number of dwellings that have already been built in the NA from the beginning of the Plan period in 2011 to 1st January 2016 produces a total figure of 1198 homes by the end of the Plan period (adding together existing dwellings, and new homes that are required to be built).
19. The starting point to arrive at an overall projection for housing numbers to be delivered in the NA over the Plan period is the average of the four projections set out above (excluding the 'standard methodology', see page 26, which is provided for guidance only); we depart from this approach if we have reason to believe that a given projection should be awarded more weight than others, or should be excluded. For example, if the Local Plan was out of date in planning terms, or another projection was a clear outlier.
20. In the case of **Brown Edge** we do not see any justification for according any one projection greater weight, therefore the initial housing projection for the village is 83 additional dwellings over the Plan period (6 dwellings per annum rounded).
21. Notwithstanding this figure, we note that the emerging Local Plan puts forward a housing target of 25 dwellings to be delivered in Brown Edge Parish over a Plan period of 2016-2031. The figure of 83 set out above should therefore be understood as an aspirational figure that BEPC may use in the event they wish to exceed this minimum target in order to achieve other policy objectives, for example delivering a higher number of affordable housing units, more infrastructure or supporting settlement viability.
22. Moreover, a further assessment applied to this initial projection indicates that market signals (for example the economic context in which the NA sits, together with the performance of the housing market) are likely to impact on it. We have applied our professional judgment on the scales of increase and decrease associated with each relevant factor on a scale from one to three, where one arrow indicates 'some impact', two arrows 'stronger impact' and three arrows indicates an 'even stronger impact'. Factors are set out in the table on the following page in alphabetical but no other order.
23. Based on the analysis and the balance of arrows set out on the following page, our conclusion is that there is no further uplift in housing numbers required as a result of market signals specific to Brown Edge, beyond that already applied by the SHMA to the figures for Staffordshire Moorlands as a whole (10%), which has already been taken into account in our calculations, as set out above. As such, **the final housing number put forward by this HNA for Brown Edge is 83 additional dwellings over the Plan period, (6 dwellings per annum rounded).**

Table ES.1: Summary of factors specific to Brown Edge with a potential impact on neighbourhood plan housing quantity

Factor	Source(s) (detailed in Chapter 9)	Possible impact on future housing need	Rationale for judgement
Employment and commuting	2011 Census, the Staffordshire Rural Economy Evidence Base; the Staffordshire Moorlands Employment Land Review 2017 update; the Stoke-on-Trent and Staffordshire Local Enterprise partnership Economic Growth Strategy 2012-2026; the Staffordshire Economic Development Strategy 2012-2026; and the Staffordshire Moorlands Strategic Housing Market Assessment		<p>Although there is a lower unemployment rate in the NA compared to the wider District, the Staffordshire Moorlands Economic forecasts demonstrate little predicted employment growth over the current Plan period. Furthermore, the District has a comparatively low GVA per head.</p> <p>As a result, employment and commuting is not seen as a significant indicator of a likely future increase in housing demand in Brown Edge.</p>
Housing market	Land Registry Price Paid Data, Land Registry House Price Index		<p>Brown Edge has relatively lower house prices when compared to the wider Staffordshire Moorlands District, mainly as a result of lower growth in prices given that, in 2007, prices in the village were higher on average than in the rest of the district. Indeed, in real terms, house prices have decreased in Brown Edge.</p> <p>As a result, an assessment of one down arrow has been deemed appropriate because prices have only just recovered to pre-recession levels, and have not experienced the same recovery as those across the district.</p>
Overcrowding and concealment	Census 2011		<p>There is evidence of a clear decline in overcrowding in Brown Edge, although there is some evidence of a higher number of family households with non-dependent children compared to the Staffordshire Moorlands average, and a higher rate of concealed families. However, the decrease in levels of overcrowding seen between the two censuses suggest that, on balance, one down arrow would be appropriate.</p>
Rate of development	Staffordshire Moorlands Local Plan-Preferred Options 2017; data provided by the Neighbourhood Forum; Staffordshire Moorland SHMA update 2017; the Staffordshire Moorlands Affordable Housing Statement; and the Staffordshire Moorlands District Local Plan Core Strategy		<p>Brown Edge experienced a significantly slower rate of growth in the number of dwellings between 2001 and 2011 in comparison with the rest of the District. Even counting current commitments through approved planning applications, a further 10 dwellings would need to be built by 2021 to reach the rate of development achieved between 2001 and 2011. Indeed, there has been wider under-delivery within the whole of the District and, as such, two up arrows are deemed appropriate to account for the likelihood of future under-delivery in Brown Edge.</p>

24. Our conclusions on the types and sizes, tenures, and specialist types of housing are summarised in the table below.

Table ES.2: Summary of local factors specific to Brown Edge with a potential impact on housing type

Factor	Source(s) (see Chapters 4-8)	Possible impact on housing needed	Conclusion
Affordable Housing (AH)⁴	SHMA, housing waiting list	<p>In 2015 the Lower Quartile Affordability Ratio (LQAR) for the District was 7.2 and in 2012, the Median Affordability Ratio (MAR) was 5.6.</p> <p>Analysis of the Income and Purchase Thresholds suggests that roughly 83% of households in Brown Edge are unable to access affordable market housing (AMH) for sale, and 60% are unable to access housing within the private rented sector (PRS).</p> <p>Housing Waiting List data from the local authority indicates very weak demand for affordable housing in the NA.</p>	<p>A substantial proportion (roughly 60%) of the population requires subsidy to access a home suited to their needs.</p> <p>Notwithstanding the Housing Waiting List data, policy should seek to increase the stock of affordable housing, given that it provides accommodation to younger age groups, who might otherwise be forced into unsuitable PRS housing, or displaced from the area.</p> <p>HWL data suggests the NDP should not seek to establish its own affordable housing policy (one that departs from the Local Plan policies).</p> <p>Given prevailing income levels and house prices in the area, we estimate that between 15 and 20% of households would be able to take advantage of Discounted Market Sale Housing ('Starter Homes'). We would therefore recommend DMSH form part of the AH quota within the NA, seeking to fulfil the Government's 10% policy expectation.</p> <p>For Affordable Rented Dwellings (ARD) to expand the choice of housing available to residents in the NA, rent levels should be set substantially below the maximum of 80% so as to avoid competition with intermediate products.</p> <p>In terms of the apportionment of AH tenures, it is appropriate that 20% of AH is allocated to intermediate products, including shared ownership; in addition, 10% should be reserved for starter homes to meet the Government's policy expectation. Given the relative unaffordability of ARD in rural areas in Staffordshire Moorlands generally, we would suggest this is replaced with social rented homes. As a result, we arrive at a ratio of 10% DMSH, 20% intermediate homes and 70% social rented homes.</p>

⁴ The term 'Affordable Housing' denotes the planning definition set out on page 50 of the National Planning Policy Framework, https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

Factor	Source(s) (see Chapters 4-8)	Possible impact on housing needed	Conclusion
Demand/need for smaller dwellings	Census, SHMA	<p>One in four households comprises one person, of which a clear majority are aged 65+.</p> <p>Small homes of 2 and 3 habitable rooms make up 4% of total stock in Brown Edge. The number of small homes has increased modestly over the inter-censal period, increasing from some 36 dwellings to 47.</p> <p>Census data suggests wide-spread under-occupation of homes, pointing to a shortage of smaller dwellings for people to 'downsize' into.</p> <p>The SHMA seeks a larger number of 1 and 2 bed homes (2-4 habitable rooms) and a reduced overall proportion of 4+ bed homes (6+ habitable rooms) to address an imbalance within the housing stock at the District level.</p>	<p>Policy should seek to provide dwellings of 2 and 3 habitable rooms so as to address the need for dwellings suited to one person/couple households as well as people seeking to downsize.</p> <p>Taking into account the evidence related to affordability, and the implications for the size of dwellings given demographic shifts, there is a clear indication that there is an imbalance in favour of large homes in the NA.</p>
Demographic change		<p>The numbers of people aged between 25 and 44 fell in the NA during the inter-censal period by 19.2%. Again, this mirrors trends in the wider area in which numbers of those aged under 65 are forecast to fall by 10.4%.</p> <p>While the NA and District data is broadly comparable in respect of employment trends, it is worth noting the proportion of residents working full-time in Brown Edge is 3.1% lower than the average for the District and the retired population 2.1% greater.</p> <p>Data from the SHMA (for the District level over the period 2011-31) indicates, firstly, a very substantial increase in the numbers of those aged 65+both within one person households and families, and, secondly, an increase in one person households.</p>	<p>These trends raise questions as to the long term viability of services typically used by younger age groups such as schools. Indirectly it also impacts on a wider range of businesses, given the implicit reduction in the employed population.</p> <p>While there being a higher proportion of retired and economically inactive people is to be expected in a rural environment, these trends should be monitored to ensure the economically active population is sufficiently strong to support local services and businesses.</p>
Family-sized housing	Census	<p>Within the NA, the dominant household type is families, of which those with children form the majority.</p> <p>There has been a loss of 75 medium sized dwellings (4 and 5 room homes) and an increase in the number of larger homes of 6 rooms plus of 98 dwellings over the inter-censal period</p>	Policy should seek to arrest the decline of those aged 25-44 in Brown Edge through the provision of affordable dwellings of the right size for family occupation (4 -5 habitable rooms).
Housing for	Census, SHMA	The contrast with the District area is	Policy should seek to manage the

Factor	Source(s) (see Chapters 4-8)	Possible impact on housing needed	Conclusion
independent living for older people		<p>particularly striking in respect of the proportion of families who are aged 65+ (16% for the NA as opposed to 11.3% for the District).</p> <p>Brown Edge shows strong evidence of an aging population, with the proportion of those aged 65-84 having increased by 22.3% and those aged 85+ having increased by 77.1% over the inter-censal period.</p> <p>This chimes with data in the SHMA that forecasts an increase in those aged 65+ of 46% between 2011 and 2031, suggesting the trends identified in Census data are likely to continue in the NA over the Plan period.</p>	<p>growing elderly population through supporting the delivery of appropriate housing as well as embracing both Lifetime Homes and Lifetime Neighbourhoods⁵ principles (Lifetime Homes are adaptable dwellings suited for occupation by all household types; policy may require a share of all new build homes to be designed according to its principles).</p> <p>Using the Learning and Improvement Networks (LIN) recommendations for the number of specialist dwellings per 1000 population of those aged 75+, we have arrived at a need for:</p> <p>6 (rounded) additional conventional sheltered housing units</p> <p>12 (rounded) additional leasehold sheltered housing units</p> <p>2 (rounded) additional 'enhanced' sheltered units, split 50:50 between those for rent and those for sale</p> <p>2 (rounded) additional extra care housing units for rent</p> <p>4 (rounded) additional extra care housing units for sale</p> <p>1 additional (rounded) specialist dementia care home</p>
Tenure of housing	Census, Land Registry, Home.co.uk, CLG Live Tables	<p>The vast bulk (87.5%) of the dwellings in the Parish are in owner occupation; this is in contrast to the District, in which 79.7% are occupied in this way.</p> <p>While not achieving the same rate of growth as the District average, the number of private rented sector (PRS) dwellings increased from 36 to 69 dwellings, an increase of 91.75% over the period.</p>	<p>PRS will continue to provide a growing role in satisfying housing need in the NA, given the shortage of shared equity stock and overall affordability of for-sale homes.</p> <p>For those ineligible for AH and who cannot access AMH for-sale, PRS dwellings will be attractive, underpinning the growth in this market we seen in recent years.</p>

⁵ 'Lifetime Neighbourhoods' are explained in more detail in chapter 8, section 8.8

Recommendations for next steps

25. This neighbourhood plan housing needs advice has aimed to provide BEPC with evidence on housing trends from a range of sources. We recommend that the Parish should, as a next step, discuss the contents and conclusions with SMDC with a view to agreeing and formulating draft housing policies, in particular the appropriate approach to identifying the level of need for new housing in the NP area, bearing the following in mind:
 - Neighbourhood Planning Basic Condition A, that the plan has regard to national policies and advice contained in guidance issued by the Secretary of State; Condition D, that the making of the neighbourhood plan contributes to the achievement of sustainable development; and Condition E, which is the need for the neighbourhood plan to be in general conformity with the adopted strategic development plan;
 - the views of SMDC – in particular in relation to the housing need figure that should be adopted;
 - the views of local residents;
 - the views of other relevant local stakeholders, including housing developers;
 - the numerous supply-side considerations, including local environmental constraints, the location and characteristics of suitable land, and any capacity work carried out by the SMDC, including but not limited to the SHLAA;
 - the findings and recommendations of this study; and
 - The impact of the new Government proposed standard methodology for calculating housing need on the District and its neighbourhoods.
26. Recent changes to the planning system, forthcoming changes to the NPPF, as well as the implementation of the Housing and Planning Act, will continue to affect housing policies at a local authority and, by extension, a neighbourhood level.
27. This advice note has been provided in good faith by AECOM on the basis of housing data and national guidance current at the time of writing (alongside other relevant and available information).
28. Bearing this in mind, we recommend that the steering group should monitor carefully strategies and documents with an impact on housing policy produced by SMDC or any other relevant body and review the neighbourhood plan accordingly to ensure that general conformity is maintained.
29. At the same time, monitoring ongoing demographic or other trends in the factors summarised in Tables ES.1 and ES.2 would be particularly valuable.

2. Context

2.1 Local context

30. Brown Edge is a village in Staffordshire, approximately seven miles from Stoke-on-Trent. A section of the B5051 road, running from Longport and Burslem to Endon and the A53 passes through the southern portion of the Parish, whilst the north of the Parish is bordered by the Knypersley Reservoir and the Head of Trent River. In common with other areas in this part of England, there are numerous streams and rivers running through the Parish, some with weirs.
31. Brown Edge itself is a fairly spread out settlement, centered on a high street (High Lane), but encompassing a range of different types of neighbourhoods built in various eras, as well as significant amounts of greenspace reaching into the settlement itself, including a children's playground set within a field, as well as numerous other green areas, some with mature trees. Various other woodlands punctuate the wider Parish area, including Dallows Wood and Rushmoor Wood.
32. In addition to the high street to the south of the village, encompassing an inn and shops, to the north of the village, St. Anne's Church and Brown Edge Hall form a civic focal point. In general however, farms surround the village's outskirts in most directions, giving it a mainly rural character.

2.2 Planning policy context

33. Brown Edge Parish and the NA are located within the Staffordshire Moorlands District. The Local Planning Authority is currently preparing a new local plan to cover the period of 2016-2031, with the intention to publish the Preferred Options Local Plan during summer 2017. As part of this, the consultation on site allocations is currently under way to identify specific sites for future development.
34. As a result, the key strategic document providing current planning policy in the District is the Core Strategy Development Plan Document (hereafter, the 'Core Strategy') which was adopted on 26th March 2014. The Core Strategy is part of the Local Development Framework covering the period from 2006-2026 and replaces the majority of saved policies from the 1998 Local Plan. The 1998 Local Plan infill boundaries have been retained, available as part of the evidence base, but will be superseded when the new local plan is adopted.
35. The Core Strategy states that "the rate of housing development in the **Rural Areas** (where Brown Edge Parish sits) will be decreased from a past average of 85 dwellings / annum to 77 dwellings / annum reflecting the emphasis of the strategy to focus the bulk of new development in the towns and the need for strategic restraint in those areas nearest to the North Staffordshire conurbation⁶ but maintaining sufficient growth to support existing communities in the rural areas"⁷. As a result, "in the rural areas it was not considered appropriate to identify broad locations, other than the strategic development sites which are proposed in policy SS6c, because the limited scale of development required for any particular settlement would not require strategic development areas to be identified"⁸. However, there are a number of specific policies which will impact future development in the Brown Edge NA.
36. In the planning policy explanation of **Policy SS4**⁹, the Core Strategy outlines the settlement hierarchy across the District. Within this, Brown Edge is identified as a Larger Village (therefore subject to **Policy SS6a**).
37. Housing developments within the Brown Edge NA are also subject to **Policy H1**¹⁰ which states that "all development will be assessed according to the extent to which it provides for high quality, sustainable housing and to which it meets identified local housing market needs and the strategy for the area having regard to the location of the development, the characteristics of the site and the economics of provision". Policy H1 continues to state that developments densities of 30 – 40 dwellings per hectare are expected in urban areas and villages outside of town centers and densities of 20 – 30 dwellings per hectare in remoter

⁶ Comprising Stoke-on-Trent and Newcastle-under-Lyme.

⁷ Staffordshire Moorlands Core Strategy 2014, page 57, paragraph 7.27

⁸ Staffordshire Moorlands Core Strategy 2014, page 67 paragraph 8.1.4

⁹ Staffordshire Moorlands Core Strategy 2014, page 68 paragraph 8.1.33

¹⁰ Staffordshire Moorlands Core Strategy 2014, page 116

rural areas¹¹. Residential development and redevelopment on unidentified (windfall) sites will only be permitted up an indicative maximum scheme size of 5 dwellings within the Infill Development Boundaries of the smaller villages, currently saved from the 1998 Local Plan.

38. **Policy H2**¹² states that in rural areas “residential developments of 5 dwellings (or 0.16 hectares) or more shall provide a target of 33% affordable housing on-site from all sources, unless there are exceptional circumstances which dictate otherwise”. It continues that “unless circumstances dictate otherwise and in agreement with the Council, 70% of all affordable dwellings provided on each site should be social rented housing with the remainder being intermediate housing”.¹³ **Policy SS2**¹⁴ no longer includes a target for the minimum number of affordable housing units to be provided across the District between 2006 and 2026 “because of the uncertainty with the level of affordable housing provision to be sought from market housing in the longer term. The current level of 33% affordable housing on market housing sites will be re-assessed after 2016 as part of the review of the Core Strategy in the light of more up-to-date evidence on the ability of sites to deliver affordable housing”.¹⁵
39. Furthermore, **Policy R2: Rural Housing**¹⁶ states that outside of sites allocated in the Site Allocations DPD (forthcoming), the following forms of housing development will be permitted in rural areas:
- Affordable housing requirements which cannot be met elsewhere;
 - A new dwelling that meets an essential local need, such as accommodation for an agricultural, forestry or other rural enterprise worker, where the need for such accommodation has been satisfactorily demonstrated and that need cannot be met elsewhere;
 - Proposals for replacement dwellings, provided they do not have a significantly greater detrimental impact on the existing character of the rural area than the original dwelling or result in the loss of a building which is intrinsic to the character of the area; or
 - Extensions to existing dwellings provided they are appropriate in scale and design and do not have a detrimental impact on the existing dwelling and the character of the rural area.
40. **Policy R2** also recognises that the re-use of rural buildings for commercial purposes is preferable to that of residential uses, providing policy recognition that in certain circumstance agricultural or commercial use may no longer be financially viable for a rural building and that conversion to housing may be appropriate, although the policy requires this to be demonstrated through a marketing exercise.
41. Finally, **Policy SS3: Distribution of Development**¹⁷ outlines the broad spatial location of the District's housing requirement. This is set at 6000 new homes for the entire District, with 28% of these (1680) being developed in ‘Rural areas’ between 2006 and 2026. This comprises all locations in the District outside of Cheadle, Biddulph and Leek (which are allocated for 22%, 20% and 30% of total home delivery respectively).

Staffordshire Moorlands, Local Plan Preferred Options July 2017 2016-2031

42. As mentioned, the Council is currently in the process of reviewing its Local Plan; at the time of writing, the LPA is consulting on a series of policies of relevance to the Brown Edge HNA (Local Plan Preferred Options July 2017). This document includes the following:
- Policy SS4- Neighbourhood Plans - In order to assist in meeting the development requirements for the Local Plan, Neighbourhood Plans should maximise opportunities for housing growth in sustainable locations. The following table (Figure 3) sets out the housing requirements for Parishes preparing a Neighbourhood Plan. These requirements are a minimum and may be subject to review as part of the District's overall review of plan delivery against its housing requirement.***¹⁸
43. This sets out a minimum target of 25 dwellings that BEPC should aim to deliver over the Plan period to be in conformity with the emerging local plan policy.

¹¹ Staffordshire Moorlands Core Strategy 2014, page 116

¹² Staffordshire Moorlands Core Strategy 2014, page 118

¹³ Staffordshire Moorlands Core Strategy 2014, page 118

¹⁴ Staffordshire Moorlands Core Strategy 2014, page 71, paragraph 8.1.15

¹⁵ Staffordshire Moorlands Core Strategy 2014, page 71, paragraph 8.1.15

¹⁶ Staffordshire Moorlands Core Strategy 2014, page 141

¹⁷ Staffordshire Moorlands Core Strategy 2014 Page 73

¹⁸ Staffordshire Moorlands, Local Plan Preferred Options July 2017, page 54

Table 1: Neighbourhood Plan housing requirement

Neighbourhood Plan Area	Housing Requirement 2017 - 2031 (dwellings)
Biddulph Parish	900
Brown Edge Parish	25
Checkley Parish	60
Draycott-in-the-Moors Parish	5 -10
Leekfrith Parish	4 - 8
Rushton Parish	4 - 8

Source: SMDC¹⁹

¹⁹ http://staffs Moorlands-consult.objective.co.uk/portal/local_plan/po?pointId=s1500892664317 (visited 02/10/17)

3. Approach

3.1 Research questions

44. Below we set out the RQs relevant to this study, as discussed and agreed with Brown Edge Parish Council (BEPC).
45. Research Questions, abbreviated to 'RQ,' are arrived at the start of the project through discussion with the Parish. They served to direct our research and provide the structure for the HNA.

3.2 Quantity

46. The Local Planning Authority, Staffordshire Moorlands District Council (SMDC), puts forward in their emerging Local Plan, currently the '**Preferred Options July 2017**' 25 dwellings for Brown Edge Parish to be delivered over the course of its Plan period, 2016 to 2031.
47. Notwithstanding this guidance, BEPC seeks an independent assessment of the number of dwellings required to accommodate need arising over the neighbourhood plan's proposed Plan period (2017 – 2033)

RQ1. What quantity of housing is appropriate for the NA?

3.3 Tenure

48. While there is a belief that the settlement already offers a good mix of affordable homes, BEPC has expressed an interest in understanding what tenure mix will be appropriate given changes affecting the market for homes, such as demographic shifts and house prices. This study will therefore examine,

RQ2. A) What affordable housing (social housing, affordable rented, shared ownership, intermediate rented) and B) market housing tenures should be included in the housing mix?

3.4 Type and size

49. BEPC has a particular interest in the size of future dwellings, recognising there may be a shortage of larger homes and homes that are suitable for retirement as well as sheltered dwellings for older residents.

RQ3. What type (terrace, semi, bungalows, flats and detached) and size (number of habitable rooms) of housing is appropriate?

3.5 Housing for specialist groups

50. BEPC has identified with reference to Census data that the average age in Brown Edge is higher than for the District as a whole. In addition the existing nursing home of Rock Cottage suggests the settlement is a suitable location for specialist dwellings for the elderly.

RQ4. What provision should be made for specialist housing for older people within the NA?

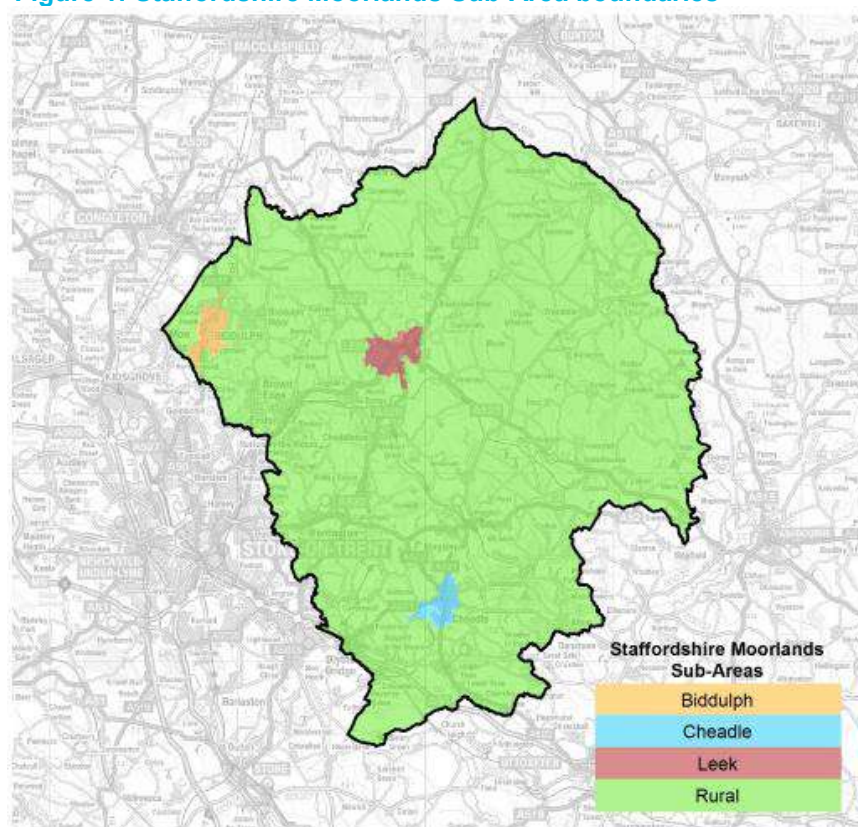
3.6 Study objectives

51. The objectives of this assessment can be summarised as:
- collation of a range of data with relevance to housing need in Brown Edge relative to Staffordshire Moorlands;
 - analysis of that data to determine patterns of housing need and demand; and
 - setting out recommendations based on our data analysis that can be used to inform the Neighbourhood Plan's housing policies.
52. The remainder of this report is structured around the objectives set out above, save for the following section which discusses the Staffordshire Moorlands Housing Market Area, which is the basis for this study. Chapters 4-8 set out our conclusions and recommendations based on our data analysis that can be used to inform the Neighbourhood Plan's housing policies.

3.7 The Housing Market Area

53. The PPG states that neighbourhood planners can refer to existing needs assessment prepared by the local planning authority as a starting point. As Brown Edge is located within the Staffordshire Moorlands Housing Market Area (HMA), we turned to the Strategic Housing Market Assessment (SHMA) and the SHMA Update (SHMAU) produced on behalf of SMDC by Nathaniel Litchfield and Partners in June 2014 and February 2017, respectively. These documents represent the evidence base for SMDC's housing policies; henceforward, we refer to these as the 'SHMA Studies'.
54. The SHMA studies draw upon a range of data including population projections, housing market transactions and employment scenarios to derive the objectively-assessed housing need (OAN) for Staffordshire Moorlands. 'OAN' for housing refers to the number, or range of numbers, of dwellings that should be delivered over the Plan period if identifiable demand for housing within the HMA is to be satisfied. It may be used as a starting point for arriving at a projection for housing need for Brown Edge. The SHMA studies also contain a number of points of relevance relating to tenure that will be useful in answering the Research Questions.
55. Before drawing on the SHMA, it is important to establish some definitional issues and caveats; firstly, the SHMA makes clear the geographical spread of the HMA is not the same as the District, but covers a much larger area, driven by the close linkages between the District and surrounding local authority areas. Secondly, the Parish of Brown Edge falls into the rural areas of the District, and therefore exhibits characteristics that distinguish it from other more urban areas.²⁰ Below we reproduce Figure 1.3; this shows the geographical arrangements of the various 'Sub-Areas' of which the District is made up.

Figure 1: Staffordshire Moorlands Sub-Area boundaries



Source: SHMA

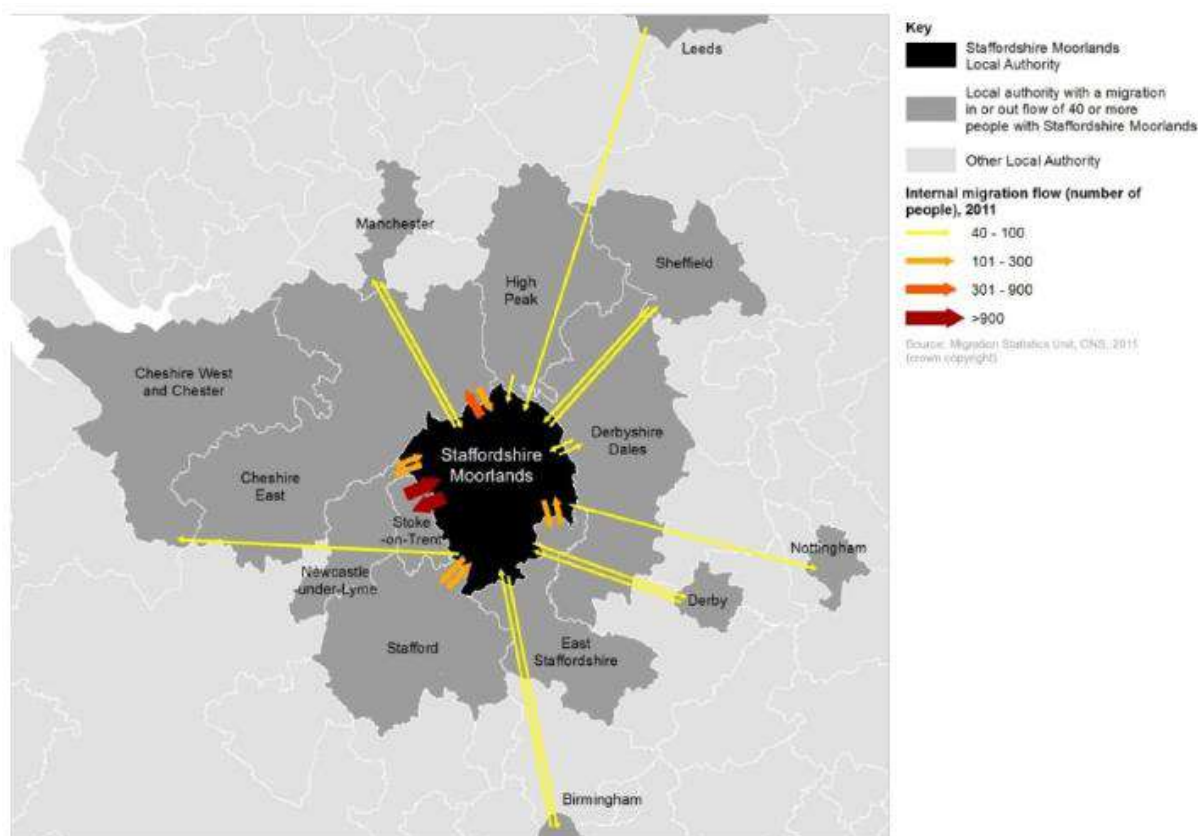
56. Secondly, on account of this network of migratory and economic relationships, the geographical spread of the HMA is to some extent uncertain. The existence of an HMA is driven by the level of 'self-containment,' this is the extent to which patterns of movement are contained with the geographical spread of the HMA.
57. Two key indicators are used to assess this, 'internal migration' (people moving house from one place in the UK to another) and Travel to Work Areas (TTWAs). As a rule of thumb, the first of these indicators should

²⁰ SHMA, page 8

show that be at least 70% of all house-moves take place within the HMA, and the second should exhibit strong internal linkages, with the majority of the population employed within the HMA. If containment falls below these thresholds, the HMA is too restricted, and should be redrawn at a larger scale.

58. As indicated earlier, in the case of Staffordshire Moorlands, these two key indicators suggest close inter-relationships between Staffordshire Moorlands and surrounding authority areas; there is, for example, a high level of cross migration between the District and Stoke-on-Trent, meaning they are unlikely to be independent housing market areas.²¹
59. The functional boundaries of the Staffordshire Moorlands HMA therefore extend well beyond the boundaries of the District. Below we reproduce SHMA Figure 2.4; this shows the internal migration flows within the sub-region. Internal migrations within Staffordshire Moorlands account for 52% of all in-migration and 57% of all out-migration (that is, migration between Staffordshire Moorlands District and the wider HMA).

Figure 2: Internal migration flows



Source: ONS Migration Statistics Unit 2011

60. Bringing this down to a more local level, SHMA data shows that the more rural parts of the District have lower migratory self-containment rates than the urban areas. In Table 2 on the following page we reproduce Table 2.1 from the SHMA. Brown Edge (and Endon) show a self-containment rate of 28.8%, this indicates that house purchases on the part of 'in-comers' are relatively low, though still higher than Caverswall.

²¹ SHMA, page 16

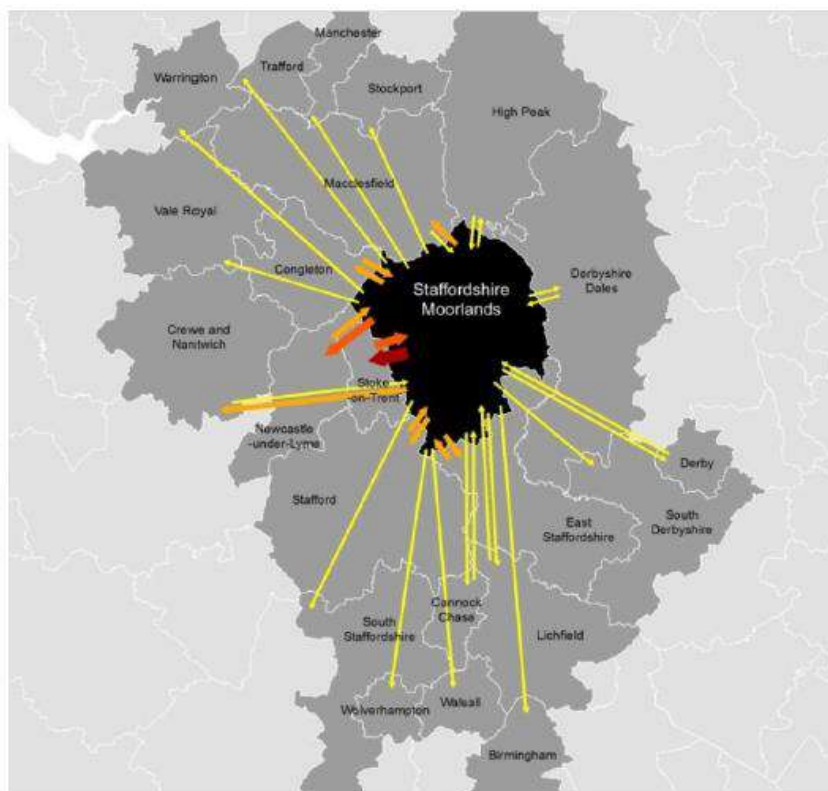
Table 2: Staffordshire Moorlands Ward Self-containment

Ward	Self-containment within Staffordshire Moorlands (%)	Ward	Self-containment within Staffordshire Moorlands (%)
Alton	47.4%	Cheddleton	61.9%
Bagnall and Stanley	48.0%	Churnet	65.3%
Biddulph East	51.8%	Dane	28.6%
Biddulph Moor	45.5%	Forsbrook	36.1%
Biddulph North	49.4%	Hamps Valley	62.1%
Biddulph South	32.0%	Horton	35.1%
Biddulph West	52.7%	Ipstones	48.8%
Brown Edge and Endon	28.8%	Leek East	69.1%
Caverswall	17.1%	Leek North	78.5%
Cellarhead	55.7%	Leek South	73.2%
Cheadle North East	78.6%	Leek West	74.6%
Cheadle South East	62.2%	Manifold	44.4%
Cheadle West	66.7%	Werrington	43.9%
Checkley	50.9%		

Source: 2001 Census

61. Other indicators, such as commuting patterns, suggest strong levels of self-containment. The 2001 Census commuting data suggests that around 74% of all residents of Staffordshire Moorlands in employment work within the District. Below we reproduce SHMA Figure 2.5 showing the commuting relationships between the District and surrounding local authority areas.

Figure 3: Travel to work commuting flow



Source: Census 2001/NLP Analysis

62. Notwithstanding the stronger evidence from commuting flows, the SHMA concludes that levels of self-containment are not considered substantial enough for Staffordshire Moorlands to be a self-contained housing market area.²² This is a common feature of rural parts of the UK where spatial distribution of housing, infrastructure and employment centres are more diffuse creating much larger functional housing and economic areas than would be the case in more urban environments.
63. Bringing this analysis together, Brown Edge exists within the rural parts of the Staffordshire Moorlands HMA; this means it will have particular characteristics that distinguish it from other parts of both the District and wider HMA, and these will be drawn out in the course of this study through analysis of Census and other data.
64. As a rural community, it will exhibit linkages with a large geographical area; for example, a strong economic dependency on Stoke-on-Trent and, to some degree, other cities such as Derby. Demand for housing will originate from across the sub-region, rather than being contained within the Parish or indeed the wider District; this will translate into house-price growth as a result of competition for housing from people migrating into the NA.

²² SHMA, page 18

4. RQ1 Quantity

65. We have estimated the quantity of housing needed in the NA according to five different sources; these are,

1. Local Plan (LP)
2. SHMA - proportional share drawn from OAN
3. DCLG household projections
4. Net home completion rates 2001-2011
5. Net home completion rates 2011-2015

We have also included a calculation based on the Government's new standard methodology for calculating housing need, although this is for information only, as the proposed approach has not been confirmed as yet. These calculations are set out below.

4.1 Local Plan/District target

66. This target is provided as an alternative to the figures provided in paragraph 43 that BEPC may use in the event they wish to exceed these targets in order to, for example, support settlement viability and resource additional infrastructure.

67. Given the advanced position of the emerging Local Plan, it is reasonable to use the figures set out within the consultation version of this document as the basis for calculating BEPC's housing target. The consultation version of the plan is available on the local authority's website. The figure for dwellings at the District level, taking account of completions, comes to 5401 (6080-679), as set out in Table 3 below; we do not take account of commitments as there is no guarantee they will be brought forward for development, and may not eventually appear in the LPA's monitoring reports.

Table 3: District net housing requirement

Gross housing requirement (2012 - 2031)	6080 dwellings
Total district-wide completions (2012 - 2017)	679
Total district-wide commitments	1442
Peak District National Park allowance	100
Net housing requirement (2017 - 2031)	3859

Source: *Staffordshire Moorlands*²³

68. The proportional share may be calculated for the Parish based on the proportion of the District's homes found in the NA. At the time of the last Census, there were 1,107 dwellings in the NA, or 2.54% of all homes in the District. Therefore, 137 dwellings (rounded) homes should be allocated as the 'fair share' of the District target.

69. In arriving at a final total for BEPC, it is important to take into consideration that 10 dwellings were built between 2012 and 2017 in the NA.²⁴ Allowing for these completed dwellings, a housing target for BEPC that is in conformity with emerging local plan policy is **127 dwellings over the period to 2031, or 10 dwellings per annum (rounded).**

²³ http://staffsmoorlands-consult.objective.co.uk/portal/local_plan/po?pointId=s1500892664317 (visited 02/10/17)

²⁴ Appendix 11 of the Staffordshire Moorlands Local Plan – Preferred Options (page 4)

4.2 SHMA

70. It is important to remember that the SHMA studies present a demand-side only, or ‘unconstrained’ assessment of need (often identified as Objectively Assessed Need, or OAN²⁵), as opposed to a final housing target. The final housing target will take into account a number of other factors including, for example, the availability of land, viability, infrastructure and environmental constraints and the results of consultation.
71. Of the two studies we have reviewed, the SHMAU presents an appropriate starting point for deriving need at the NP level because it constitutes the most up-to-date evidence available and, importantly, because it takes into account robust population and household projections, as set out in the 2014 Sub-National Population Projections on which the Household Projections are based, which the PPG guidance suggests should be taken as a ‘starting point’ in determining need at the local authority level.
72. The SHMAU identifies an OAN for Staffordshire Moorlands between 235 dwellings per year (dpa) and 330 dpa over a Plan period from a base date of 2014 to 2031, or 230 - 320 dpa to 2033.²⁶ While in some ways it is preferable to have a single figure as an OAN (the approach adopted by some SHMA consultants), NLP have opted for a range. This reflects the fact that the OAN can only ever be an estimate, and a single figure provides a sense of accuracy that can be misleading. With this in mind, in arriving at an OAN set out above, taking as their starting point demographic need, NLP are influenced by a desire to improve affordability by increasing supply, underpin the LPA’s jobs growth targets and support the delivery of additional affordable homes.
73. It is, however, necessary, for the purposes of our calculations, to use a single number from the SHMAU. To do this we multiply the dpa for each of the targets by the number of years of the Plan period from 2018-31 (13) and identify a mid-way point between them. Using the numbers put forward by NLP to 2033, at the lower end of the range the overall target comes to 2,990 dwellings, and at the upper end it comes to 4,160. The mid-way point between these targets is 3,575 dwellings.
74. To calculate the NA’s ‘fair share’ of this target, it is again possible to use BEPC’s proportion of all housing in the District (2.54%). This produces a figure of 91 dwellings (rounded).
75. Furthermore, it is necessary to take into consideration homes built in the NA in recent years; since 2012, as set out above, 10 dwellings have been built. To calculate the number of dwellings delivered between 2014 and 2017, we take an average across each of the five years that have elapsed (10/5) to arrive at 2 dwellings produced each year. Multiplying this by 4, we have an estimate of the number of dwellings completed between 2014 and 2017 of 8 dwellings (rounded). Taking this into account, we arrive at a final target of **83 dwellings over the Plan period, or 6 per year** (rounded).

4.3 DCLG household projections

76. The Department for Communities and Local Government (DCLG) periodically publishes household projections. The NPPG recommends that these household projections should form the starting point for the assessment of housing need.
77. The most recent (2014-based) household projections were published in July 2017²⁷, and extend to 2039. Although population projections are only available at a local authority level, a calculation of the share for the NA is nevertheless possible for the household projections based on its household numbers in the 2011 Census.
78. At the 2011 Census, Staffordshire Moorlands had 41,772 households and Brown Edge 1,069 households, or 2.56% of the total (rounded).
79. In the 2014-based household projections, the projection for 2031 is for 45,114 households in Staffordshire Moorlands. Assuming it continues to form 2.56% of the District total, the NA’s new total number of

²⁵ The OAN includes the baseline demographic need, plus any adjustments made to official forecasts to account for projected rates of household formation post 2021, past suppression of the formation of new households, the effect of past under-supply, employment forecasts, market signals and affordable housing need (as set out in paragraph ID2a-004 of the NPPG). This is sometimes described as ‘policy off’ because it does not take account of final policy responses as a result of taking into account capacity, environmental and infrastructure constraints.

²⁶ SHMAU, page 61

²⁷ See 2014-based DCLG household projections live tables at <https://www.gov.uk/government/statistical-data-sets/live-tables-on-household-projections>

households would be 1,155 (rounded); therefore 86 new households would form in the NA between 2011 and 2031 (or a rate of growth of 4.3 households per year).

80. Number of households does not, however, equate precisely to number of homes needed, with the latter slightly higher in most places. The NA is no exception; in the 2011 Census, there were 1,069 households but 1,107 homes. This gives a ratio of 0.97 households per-dwelling. In the case of NA, then, a projection of (86/0.97) new households translates into a need for 89 dwellings (rounded to the nearest whole number).
81. These figures are based on the assumption that 2014-based ONS projections as to household growth at the local authority level are accurate. As the annual mid-year population estimates have now been released for 2016, the 2014-based household projections may need to be 'rebased' for accuracy. The mid-2016 population estimates give the actual number of people in the NA at that point, meaning the difference between the estimated and the previously projected number of households can be taken into account in future projections.
82. The 2014-based household projections were based on the 2014-based Sub-National Population Projections, which estimated that, by 2016, there would be 97,912 people in Staffordshire Moorlands. The mid-2016 estimates show that, based on the latest information, there were estimated to be 98,069 people, which is greater than the projections by 157 people. Assuming average household sizes remain constant (in 2011 there were an average of 2.42 people per household, obtained by dividing population, 4,700, by number of households, 1,944), this equates to 65 more households across the District.
83. Taking 45,179 (45,114 + 65) as our revised household number at 2031, this equates to 1,157 households in the NA (rounded), producing a revised growth in the number of households between 2011 and 2033 of 88. Taking into account the disparity between household numbers and dwelling numbers (88/0.97), this produces a figure of 91 homes. Netting off the 10 dwellings completed since 2011, we arrive at **a re-based household projections-derived dwellings figure of 81, or 6 dwellings (rounded) per year over the Plan period.**
84. This projection is an entirely unconstrained, theoretical figure comprising a relative proportion of the overall projected increase, and thus does not take into account political, economic, demographic or any other drivers that might have influenced, or may in future influence, the Local Plan distribution across the District and hence any difference between this figure and a future Local Plan-derived figure.

4.4 Home growth 2001 – 2011

85. Consideration of new home growth between 2001-2011 provides a projection based on the rate of delivery of net new homes between the two censuses. As we have seen, there was an increase of 36 homes in the NA over the inter-censal, or an average annual rate of increase of 3.6 homes (rounded). Multiplying this annual figure by the number of years remaining of the Plan period from 2018 produces a gross need for 47 homes.

4.5 Home growth since 2011

86. It is also helpful to consider a projection based on the rate of delivery of net new homes since the last Census (2011), using data gathered and monitored by the LPA. As we have seen, between 1st April 2011 and 31st March 2017, 10 new dwellings were completed. This equates to an annual rate of delivery of 1.67 homes (10 divided by 6, the number of years elapsed). If this rate of delivery was continued to 2031, this would equate to a projection of 22 homes over the Plan period of 2018-2031 (1.67 x 13, rounded to the nearest whole number).
87. It is important to note the disparity between the two 'home growth' figures; this reflects the susceptibility of the development industry to fluctuations in demand and costs of development, among other factors. To allow for these peaks and troughs and to provide a more realistic picture of the quantum of development that could be delivered over the Plan period, we have taken the aggregate of the homes growth between 2001 and 2016; this comes to 46 (36 + 10) dwellings. Expressed as an annual average rate, this is 3.07 dwellings/year. **This produces a projection derived from homes growth between 2001 and 2016 of 40 homes (rounded) over the Plan period of 2018-2031 (3.07 x 13).**

4.6 The standard methodology

88. On 14th September 2017, DCLG published “Planning for the right homes in the right places: consultation proposals” (the consultation proposals), a consultation on a new proposed Standard Methodology for Assessing Housing Need (SMAHN) for arriving at an OAN for housing for individual local authorities, thus avoiding both the expense of producing complex SHMAs and the disagreements surrounding their methodologies. DCLG has stated that “this consultation sets out a number of proposals to reform the planning system” including “how neighbourhood planning groups can have greater certainty on the level of housing need to plan for”.^[1]
89. Whilst the document is currently being consulted on, it is important to consider the implications of this emerging policy guidance for potential housing need calculations in the NDP. Therefore, what follows is an assessment of the NA's housing need based on the new proposed methodology which, should the policy be put in place in its current form, provide the likely figures for housing need in the area. This projection is included *for information only*, bearing in mind that the consultation makes clear that LPAs will have the option of using alternative methods of calculating their OAN, so long as the number they arrive at exceeds that produced by the new standard methodology.
90. Proposed updates to the PPG include a requirement that LPAs provide a housing need figure to neighbourhood planning groups, and that they may do this by making a reasoned judgement based on the settlement strategy and housing allocations in their plan, so long as the local plan provides a sufficiently up-to-date basis to do so.²⁸ The starting point for using the SMAHN for the neighbourhood level is therefore whether the current Local Plan was adopted before or after the introduction of the NPPF.
91. In the case of SMDC, the Core Strategy Development Plan Document was adopted in March 2014, and therefore provides an up-to-date basis for arriving at a housing needs figure for the NA. However, the indicative assessment using the SMAHN formula is 193 dwellings per annum for Staffordshire Moorlands. This is a fall on the current figure of 300dpa set out in the Core Strategy of around 35%, and suggests there should be an reduction of 2140 dwellings over the Plan period from 6,000 to 3,860.
92. Assuming a new OAN for housing of 3,860 dwellings, this would produce a revised projection for the NDA based on this number of 99 (using the fair share calculation based on dwellings as a proportion of the overall District total). Taking into account the 10 dwellings built in the Parish since the 2011 Census, a housing needs figure that is compliant with the SMAHN is **89 dwellings or 7 dwellings per annum**.

^[1] <https://www.gov.uk/government/consultations/planning-for-the-right-homes-in-the-right-places-consultation-proposals>

²⁸ DCLG, planning for the right homes in the right places: consultation proposals, page 31

5. RQ2 A) What affordable housing (social housing, affordable rented, shared ownership, intermediate rented) and market housing tenures should be included in the housing mix?

93. The provision of affordable housing is critical to the continuation of most communities as viable settlements; it needs however to be understood in relation to other tenures. The PPG states that HNAs should investigate household tenure in the current stock and recent supply, and make an assessment, based on a reasonable interpretation of the evidence gathered, whether continuation of these trends would meet future needs or whether, on account of significant misalignments between supply of housing falling into different tenure types and local need/demand, policies should support a change to the profile of tenure within the NA's housing stock.²⁹

5.1 Definitional issues

94. It is necessary at this stage of the study to make clear the distinction between affordable homes as a piece of planning terminology and the colloquial meaning of the phrase. In the course of this study, we refer to Affordable Housing, abbreviated to 'AH'. We mean by this those forms of housing tenure that fall within the definition of Affordable Housing set out in the National Planning Policy Framework (NPPF): social, affordable rented and various forms of intermediate housing. To distinguish this from the colloquial definition, we refer to the latter as Affordable Market Housing (AMH).
95. In this paragraph we briefly review the proposed reforms to the definition of AH set out in the Government's Housing White Paper published in February 2017. These reforms make clear its commitment to home ownership but recognised the important role of affordable rent for those not currently seeking home ownership. The changes proposed would broaden the definition of affordable housing, supporting 'present and future innovation by housing providers in meeting the needs of a wide range of households who are unable to access market housing'. This would include 'products that are analogous to low cost market housing or intermediate rent, such as discount market sales or innovative rent to buy housing. Some of these products may not be subject to 'in perpetuity' restrictions or have recycled subsidy'.
96. The Housing and Planning Act 2016 made provision for a new simplified definition of affordable housing as 'new dwellings...to be made available for people whose needs are not adequately served by the commercial housing market'³⁰. Secondary legislation is required to implement this definition, necessitating further parliamentary debate³¹.
97. The Housing White Paper³² confirms that a revised definition of AH will be brought forward through changes to the NPPF later this year, proposing a definition as 'housing that is provided for sale or rent to those whose needs are not met by the market (this can include housing that provides a subsidised route to home ownership' and which 'meets the criteria' for one of the following models³³:
98. **Social rented housing**, defined as currently and owned by local authorities and private registered providers with guideline target rents determined through the national rent regime. It may be owned by other persons and provided under equivalent rental arrangements, as agreed with the local authority or Homes and Communities Agency;
99. **Affordable rented housing**, defined as currently and let by local authorities or private registered providers of social housing to households eligible for social rented housing. Affordable rent is controlled at no more than 80% of the local market rent including service charges where applicable;
100. **Starter Homes**, as defined in the Housing and Planning Act 2016 and subsequent secondary legislation with an income restriction of £80,000 outside London. These homes are expected to provide a new low cost market housing product for first time buyers between the ages of 23 and 40 with a mortgage, sold for no more than 80% of open market value and capped at £250,000 outside London;

²⁹ PPG Paragraph: 021 Reference ID: 2a-021-20160401

³⁰ Housing and Planning Act 2016, part 6, section 159 (4)

³¹ Section 159(2) of the Act inserts '(3ZB) No regulations may be made under section 106ZB [which contains the updated definition of affordable housing] unless a draft of the instrument containing the regulations has been laid before, and approved by a resolution of, each House of Parliament'

³² DCLG (2017) Fixing our Broken Housing Market (para A.120)

³³ Ibid (p100)

101. **Discounted market sales housing**, sold at a discount of at least 20% below market value with provision to remain at a discount for future eligible households. Eligibility is to be determined with regard to local incomes and house prices;
102. **Affordable private rent housing**, made available for rent at a level which is at least 20% below local market rent with provision to ensure that rent remains at a discounted level or alternative affordable housing provision is made if the discount is withdrawn. This is viewed as particularly suited to the provision of affordable housing in Build to Rent schemes; and
103. **Intermediate housing**, defined to include discounted market sales and affordable private rent housing – as outlined above – and other housing that is ‘provided for sale and rent at a cost above social rent, but below market levels’.
104. A transition period is proposed to enable a review of local policies, with the revised definitions intended to apply from April 2018. The Government also intends to introduce a requirement for sites of 10 units or more to ensure that at least 10% of all homes are affordable home ownership products, including Starter Homes, shared ownership homes and homes available for discount market sale.
105. The evidence assembled to answer RQ2 seeks to populate a series of ‘key indicators’; these are the age structure of the population, household composition and income both now and how they are forecast to change in future years. Through a consideration of these trends and how they interrelate to each other, it is possible to arrive at recommendations as to how not only the tenure of housing in the plan area, but also type and size should be modified through planning policy.

5.2 Current tenure profile

106. Before we present this data, it is necessary to present a picture of tenure in the NA at the moment. The table below presents Census data from 2011 that shows the vast bulk (87.5%) of the dwellings in the Parish are in owner occupation; this is in contrast to the District, in which 79.7% are occupied in this way.

Table 4: Tenure (households) in Brown Edge, 2011

Tenure	Brown Edge	Staffordshire Moorlands	England
Owned; total	87.5%	79.7%	63.3%
Shared ownership	0.0%	0.3%	0.8%
Social rented; total	5.4%	8.9%	17.7%
Private rented; total	6.5%	9.8%	16.8%

Source: Census 2011, AECOM Calculations

107. In addition, it is worth considering the way tenures have shifted during the inter-censal period. It is worth noting the very substantial uplift in private rented sector dwellings. While not achieving the same rate of growth as the District average, the number of private rented dwellings increased from 36 to 69 dwellings, an increase of 91.75 over the period. The overall picture that emerges is one of broad stability across tenures, save for the rapid advance of the PRS.

Table 5: Rates of tenure change in Brown Edge, 2001-2011

Tenure	Brown Edge	Staffordshire Moorlands	England
Owned; total	1.5%	3.2%	-0.6%
Shared ownership	0.0%	-5.9%	30.0%
Social rented; total	3.6%	6.1%	-0.9%
Private rented; total	91.7%	120.0%	82.4%

Source: Census 2001 and 2011, AECOM Calculations

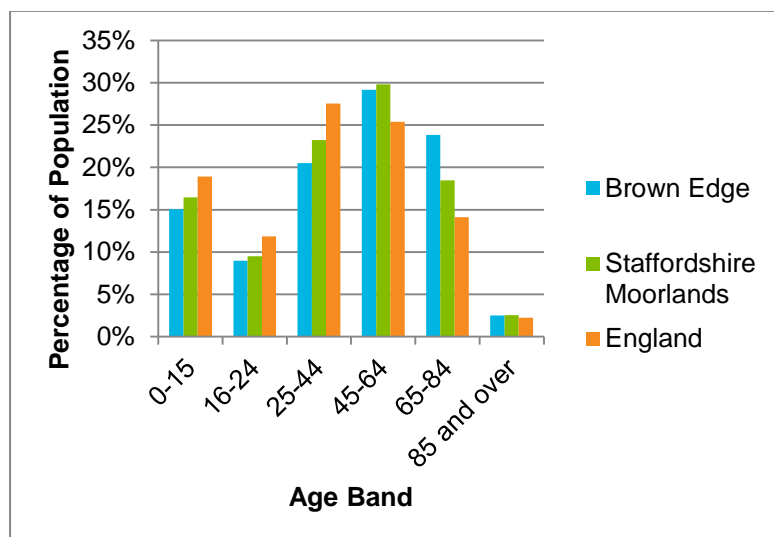
108. Turning to consider the key indicators, we start with a consideration of the age structure within the Parish.

5.3 Age structure

109. Census data relating to age structure within the Brown Edge Parish shows a population with a clear bias towards an ageing population. There are smaller proportions of people in each of the age groups below the

age of 65 in Brown Edge compared with the District. The contrast is particularly striking in two, 25-44 and 65-84. The first is of importance as this group will often include first and second time buyers and are more likely to have dependent children, giving this a strong stake in the community, for example as a result of reliance on key social and cultural infrastructure, such as schools and green infrastructure such as parks. This group is poorly represented compared with the District average, raising questions about the settlement viability. The second group in contrast is well represented, constituting some 24% of all residents. This points to a need to plan carefully for the needs of the older population, ensuring this key age group is both properly accommodated and able to continue to play a full and active part on the life of the community.

Figure 4: Age structure



Source: Census 2011

110. In Table 6 below we present how the age structure of the population has shifted during the inter-censal period. The fall in the proportion of those aged between 25-44 is particularly striking. In terms of numbers, those in this age group fell from 631 to 510 individuals. In contrast, those aged 65 and above grew, with those aged 85 and over increasing very substantially. In terms of numbers, the population increased from 35 to 62 individuals.

Table 6: Rate of change in the age structure of the population of Brown Edge, 2001-2011

Age group	Brown Edge	Staffordshire Moorlands	England
0-15	-4.1%	-7.6%	1.2%
16-24	20.5%	5.9%	17.2%
25-44	-19.2%	-10.5%	1.4%
45-64	6.1%	8.0%	15.2%
65-84	22.3%	21.3%	9.1%
85 and over	77.1%	46.0%	23.7%

Source: Census 2001 and 2011, AECOM calculations

111. The SHMA is helpful in providing forecasts of how the age structure of the population will change over the Plan period. In Table 7 below we present the projected change in the numbers of younger people to 2031; this shows their numbers remain steady, declining by only 502 individuals over the period.

Table 7: Projected Change in Numbers of Younger People (aged 16-24) 2011-2031

	2011		2031		Difference 2011-2031	
	No.	%	No.	%	No.	%
Staffordshire Moorlands	9,266	9.5%	8,764	8.5%	-502	-1.0%

Source: NLP PopGroup Baseline

112. In terms of the way other age groups are forecast to change, the SHMA suggests that, between 2011 and 2031, the number of residents aged between 18 and 59 (female) and 18-64 (male) is forecast to fall by 5,653 residents, or 10.4%. In contrast, the number of residents of retirement age is projected to increase by a massive 10,972, or 44.7%³⁴. In Table 8 below, we set out the projected growth figures for those aged over 65.

Table 8: Projected Change in Number of Households headed by Older People (aged 65+) 2011-2031

	2011		2031		Difference 2011-2031	
	Number	%	Number	%	Number	%
Staffordshire Moorlands	13,980	33.4%	20,413	44.0%	6,434	46.0%

Source: NLP PopGroup Baseline

113. The SHMA also helpfully separates these figures into 65+ and 85+ age groups on the basis that the former group is more likely to be able to live more active lives and require less care. In Table 9 below we reproduce Table 9.9 from the SHMA. It is important to note that people aged between 65 and 85 are likely to continue to play an active and full role in the life of their communities. This phenomenon will precipitate a re-engineering of society that asks this older demographic to continue to contribute through both paid and unpaid work as a result of both positive trends, such as the re-engineering of our cities, towns and villages to facilitate their continued participation, and the negative, for example inadequate pension provision and squeezed household budgets that minimise paid childcare.

Table 9: Projected Number of Households headed by Older People (aged 65+) in Staffordshire Moorlands District

Staffordshire Moorlands	Aged 65-84		Aged 85+	
	Number	% (of over 65s)	Number	% (of over 65s)
2011	12,185	87.2%	1,795	12.8%
2031	15,965	78.2%	4,448	21.8%

Source: NLP PopGroup Baseline

114. Bringing together the evidence related to age structure, Brown Edge shows strong evidence of an ageing population, with those aged 65-84 having increased by 22.3% and those aged 85+ increasing by 77.1% over the inter-censal period. This chimes with data in the SHMA that forecasts an increase in those aged over 65 by 46% between 2011 and 2031, suggesting these trends are forecast to continue in the NA over the Plan period. Furthermore, the numbers of people aged between 25 and 44 fell in the NA during the inter-censal period by 19.2%.

115. Again, this mirrors trends in the wider area in which those aged under 65 is forecast to fall by some 10.4%. These trends raise questions as to the long term viability of services typically used by younger age groups such as schools. Indirectly it also impacts on a wider range of businesses, given the implicit reduction in the working age population. With this in mind, it is worth considering the employment profile of the population.

116. In Table 10 on the following page we present this data; while the NA and District data is broadly comparable it is worth noting the proportion of residents working full-time in Brown Edge is 3.1% lower than the average for the District and the retired population 2.1% greater. While this is to be expected in a rural environment, these trends should be monitored to ensure the economically active population is sufficiently strong to support local services and businesses.

³⁴ SHMA, page 64

Table 10: Economic activity in Brown Edge, 2011

Economic category		Brown Edge	Staffordshire Moorlands	England
Economically active	Total	66.9%	69.3%	69.9%
	Employee: Full-time	35.0%	38.1%	13.7%
	Employee: Part-time	15.3%	14.6%	38.6%
	Self-employed	11.1%	11.3%	9.8%
	Unemployed	2.6%	2.8%	4.4%
	Full-time student	2.9%	2.5%	3.4%
Economically inactive	Total	33.1%	30.7%	30.1%
	Retired	21.2%	19.1%	13.7%
	Student	3.4%	3.3%	5.8%
	Looking after home or family	2.9%	2.9%	4.4%
	Long-term sick or disabled	3.9%	4.1%	4.1%
	Other	1.7%	1.3%	2.2%

Source: Census 2011, AECOM Calculations

5.4 Household composition

117. In Table 11 below, we set out the distribution of the population across the principal Household Types; this shows the family orientation of the area with 70.3% of all households being families, of which 42.6% include children. It is worth noting that a higher proportion of families are than the District are all aged 65+ (16% as opposed to 11.3%), and this is also true for one person households of which 15.7% are aged 65+, in contrast to the District number of 13.5%.

Table 11: Household composition (by household) in Brown Edge, 2011

		Brown Edge	Staffordshire Moorlands	England
One person household	Total	24.7%	28.1%	30.2%
	Aged 65 and over	15.7%	13.5%	12.4%
	Other	9.0%	14.6%	17.9%
One family only[1]	Total	70.3%	67.9%	61.8%
	All aged 65 and over	16.0%	11.3%	8.1%
	With no children	19.3%	20.8%	17.6%
	With dependent children	23.3%	24.5%	26.5%
	All children Non-Dependent	11.8%	11.2%	9.6%
Other household types	Total	5.0%	4.0%	8.0%

Source: Census 2011, AECOM Calculations

118. In Table 12 on the following page we present data that shows shifts in household composition over the intercensal period. This shows an increase in the number of one person households together with an increase, broadly in line with data for the District, of families in which all occupants are aged over 65. Beyond these modest shifts, the data shows a relatively stable community.

Table 12: Rates of change in household composition in Brown Edge, 2001-2011

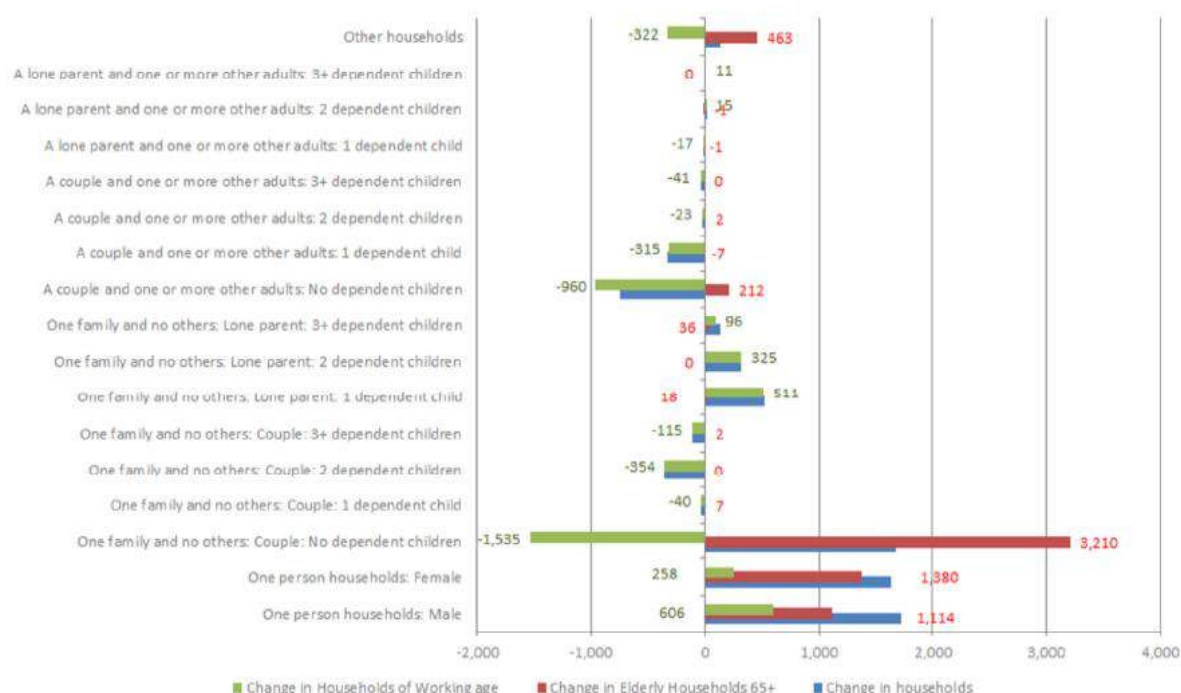
Household type		Percentage change, 2001-2011		
		Brown Edge	Staffordshire Moorlands	England
One person household	Total	6.0%	21.7%	8.4%
	Aged 65 and over	0.6%	3.4%	-7.3%
	Other	17.1%	45.4%	22.7%
One family only	Total	2.5%	2.7%	5.4%
	All aged 65 and over	14.0%	13.1%	-2.0%
	With no children	-6.4%	5.7%	7.1%
	With dependent children	5.5%	-3.9%	5.0%
	All children non-dependent	-1.6%	3.3%	10.6%
Other household types	Total	26.2%	8.5%	28.9%

Source: Census 2011, AECOM Calculations

Below we reproduce Figure 5.2 from the SHMA that provides a succinct picture of how household composition is forecast to change over the Plan period. The key findings from this data are,

- overall, a loss of households of working age;
- a substantial loss of dwellings in multiple occupation (a couple and one or more other adults);
- a modest increase in lone parent households with 1-3 dependent children;
- a modest decline in family households with 1-3 dependent children;
- a very substantial increase in couples without children who are aged 65+;
- a decline of couples under the age of 65 without children; and
- a substantial increase in one person households.

Figure 5: Net Change in households in Staffordshire Moorlands 2011-2031



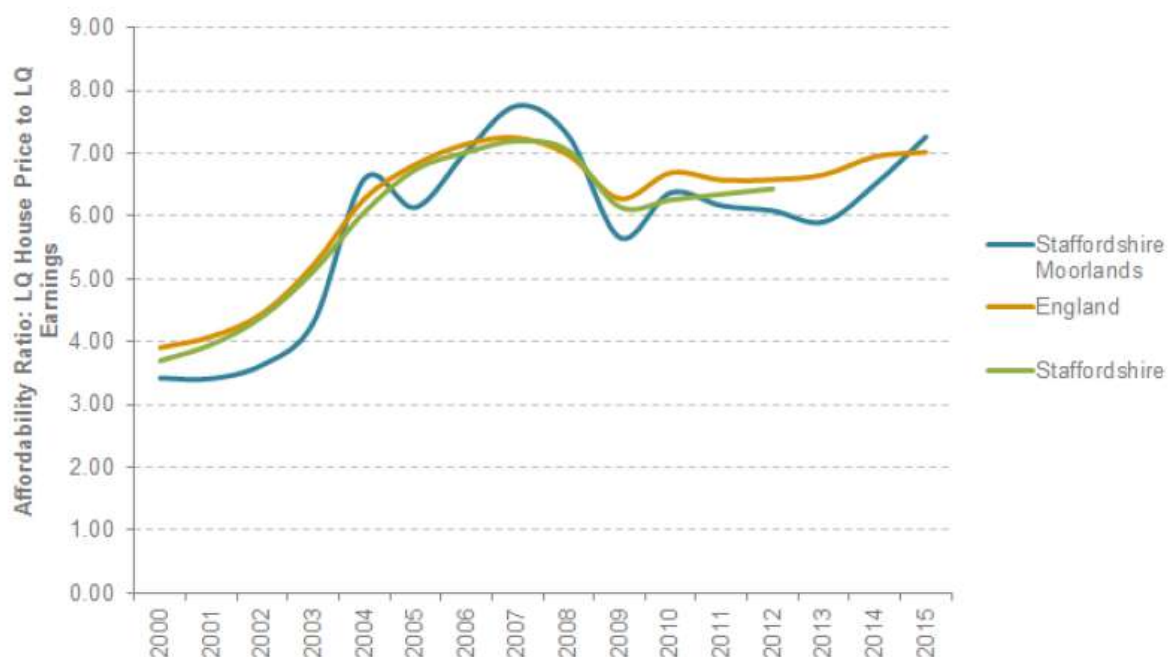
Source: NLP analysis – 2011 SNPP scenario

119. Bringing together the data relating to household composition, within the NA, the dominant household type is families, of which those with children form the majority. Nevertheless, one in four households have one person, of which a clear majority are aged 65+. The contrast with the District area is particularly striking in respect of the promotion of families who are aged 65+ (16% for the NA as opposed to 11.3% District). Data from the SHMA indicates a very substantial increase in the numbers of those aged 65+, both within one person households and families and an increase in one person households at the District level over the period 2011-31.

5.5 Affordability

120. Affordability considers the relationship between price of a good, and the resources available to purchase it. In the context of housing, a useful though crude indicator that provides an understanding of this relationship is the Lower Quartile Affordability Ratio (LQAR); this produces a number that expresses lower quartile house-prices as multiple of lower quartile household income. This is helpful both as a way of understanding the extent to which those on lower incomes can access affordable market housing (AHM) for sale and the relative affordability of housing in the NA compared to other places. In Figure 15 below we reproduce SHMAU Figure 4.2; this shows the LQAR for Staffordshire Moorlands at around 7.2. This compares with data for England of around 7. It is worth noting the LQAR has fluctuated substantially in the years since the millennium, registering a substantial fall at the time of the financial crisis caused by a decline in house prices over this period.

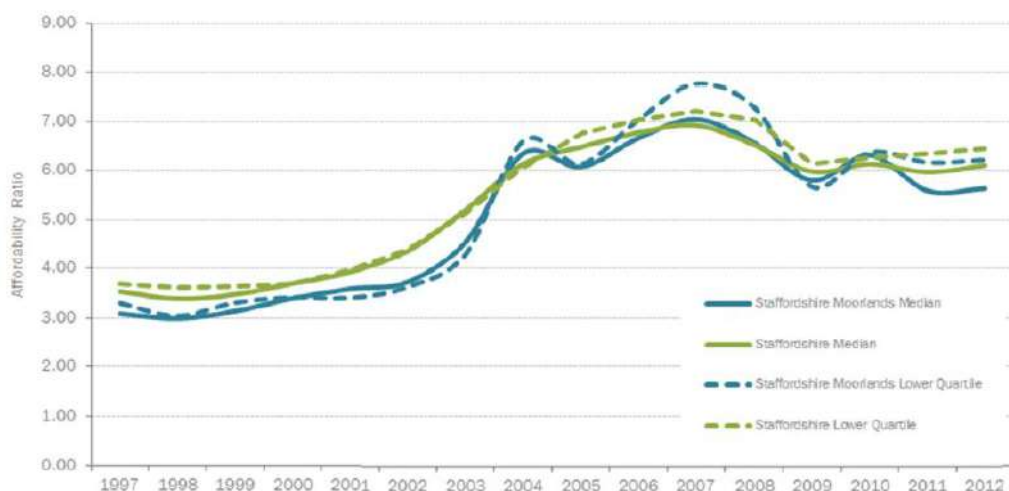
Figure 6: Ratio of Lower Quartile House Price to Lower Quartile Earnings in Staffordshire Moorlands



Source: CLG Live Tables 576

121. It is also worth drawing a comparison between the affordability ratio (AR) at the median, and for the Lower Quartile as this identifies affordability issues across the income scale. On the following page we reproduce Figure 3.2 from the SHMA as Figure 7; this reveals a substantial difference between the median AR and the LQAR; this suggests a crisis of affordability at the low end of the income scale.

Figure 7: Affordability ratio, Staffordshire Moorlands



Source: CLG Live Table 576

122. An additional way to understand affordability is the notion of the Income Threshold. This suggests that only a certain proportion of a household's income should be spent on accommodation so as to retain enough money for other essential items as well as discretionary spending.
123. Income thresholds are derived as a result of the annualisation of the monthly rental cost and then assuming that the annualised cost represents a maximum of 25% of annual household income. For the purposes of this exercise, we have assumed an entry level property is a two bedroom dwelling, a property big enough for a couple without children, or up to two small children. Table 13 below shows the average rents for a two

bedroom home in the postcode area ST9. The annual rent for this property would be £6,636; household income at this level would need to be £26,544 in order to afford this dwelling.

Table 13: Rental sector statistics in Brown Edge versus county average

	Brown Edge (ST9) ³⁵	Staffordshire	Difference
Average time on market (days)	59	140	-58%
Average property rents (pcm)	£ 553	£ 561	-1%

Source: Home.co.uk

124. The purchase threshold is calculated by netting 10% off the lower quartile house price to reflect purchase deposit. The resulting cost is divided by three to reflect the standard household income requirement to access mortgage products. In Table 14 below we reproduce table 4.5 from the SHMA; this sets out a lower quartile house price for the rural areas of the District at £120,000. Applying the method described above, the house price for mortgage purposes is £108,000; from this we arrive at £36,000 as the required income to purchase this dwelling. Indicative monthly housing costs may be calculated using the Money Supermarket Mortgage Calculator³⁶ assuming a 10% deposit, 25-year repayment period and an interest rate over the term of 4.4%. In this example the monthly mortgage payment would around £440. It is worth noting firstly that mortgage costs are less than rental costs for broadly comparable products and, secondly, that the income required to rent is less than that required to buy for the same type of property.

Table 14: House Price data for Staffordshire Moorlands, 2012/13

	Staffordshire Moorlands				
	Biddulph	Cheadle	Leek	Rural Areas	TOTAL
Lower Quartile House Price	£92,500	£106,250	£87,750	£120,000	£102,000
Median House Price	£120,000	£125,000	£119,725	£150,000	£136,000
Mean House Price	£130,673	£136,752	£139,377	£185,786	£160,644

Source: Source: NLP Analysis from Land Registry Price Paid Data, year ending September 2013

125. In Table 15 below, we reproduce Table 4.6 from the SHMA, which sets out household income by band in the rural parts of the District. By adding up the proportion of each income band, it is possible to estimate that those who earn £26,544 represent 66% (15%+28%+(35x65%)) where 65% represents that proportion of households that earn between £30,000 and £39,000) of households will be unable to rent and 83% (15%+28%+35%+(9x60%)) will be unable to buy an entry level home. This suggests that a clear majority of households require subsidy in order to access housing suited to their needs.

³⁵ BEPC have advised that 'while the area is entirely in the ST6 postcode its rental values are between ST6 and ST9 which it borders. The rental values for family homes are pushed up for people wishing to get their children into the high quality primary and secondary local schools for which as Brown Edge as part of the Staffordshire Moorlands, falls into their catchment area.' For this reason rental values for the ST9 postcode are considered more suitable for the purposes of establishing affordability.

³⁶ <https://www.moneysupermarket.com/mortgages/calculator/>

Table 15: Banded Income data for Staffordshire Moorlands District, 2011

Percentage of Households with a Gross Income:	Staffordshire Moorlands				
	Biddulph	Cheadle	Leek	Rural Areas	TOTAL
Below £10,000	22%	22%	23%	15%	18%
Between £10,000 and £19,999	36%	36%	38%	28%	32%
Between £20,000 and £29,999	30%	29%	27%	35%	32%
Between £30,000 and £39,999	7%	6%	5%	9%	7%
Between £40,000 and £49,999	3%	3%	3%	5%	4%
Over £50,000	3%	4%	4%	8%	6%

Source: NLP Analysis from Experian Banded Income Data 2011

126. In Table 16 we reproduce Table 7.2 from the SHMA which shows that proportion, by their calculations, of households that are unable to afford to rent and buy. This shows a broad agreement with the calculations we have set out above.

Table 16: Affordability Test Results - Proportion of Existing Households Unable to Afford LQ Market Housing

Area	% Unable to Afford to Buy	% Unable to Afford to Rent
Area 1) Biddulph	78.1%	61.0%
Area 2) Cheadle	87.4%	76.8%
Area 3) Leek	75.4%	55.0%
Area 4) Staffordshire Moorlands Rural	81.5%	57.7%
Staffordshire Moorlands District	80.3%	52.2%

Source: Land Registry Data (2013), Rightmove (2013), Experian Income Data (2011)

127. The SHMA introduces a further step in this analysis of affordability, pointing out that newly forming households have significantly less income on average than existing households. Referencing the Survey of English Home, NLP suggest that these households have approximately 66% of the average income of all households³⁷. By applying this to income data provided by Experian, they are able to present a separate affordability calculation identifying the (higher) un-affordability levels of newly forming households. This is shown in Table 17 below which reproduces SHMA Table 7.3.

³⁷ SHMA, page 91

Table 17: Affordability Test Results - Proportion of Newly Forming Households Unable to Afford LQ Market Housing

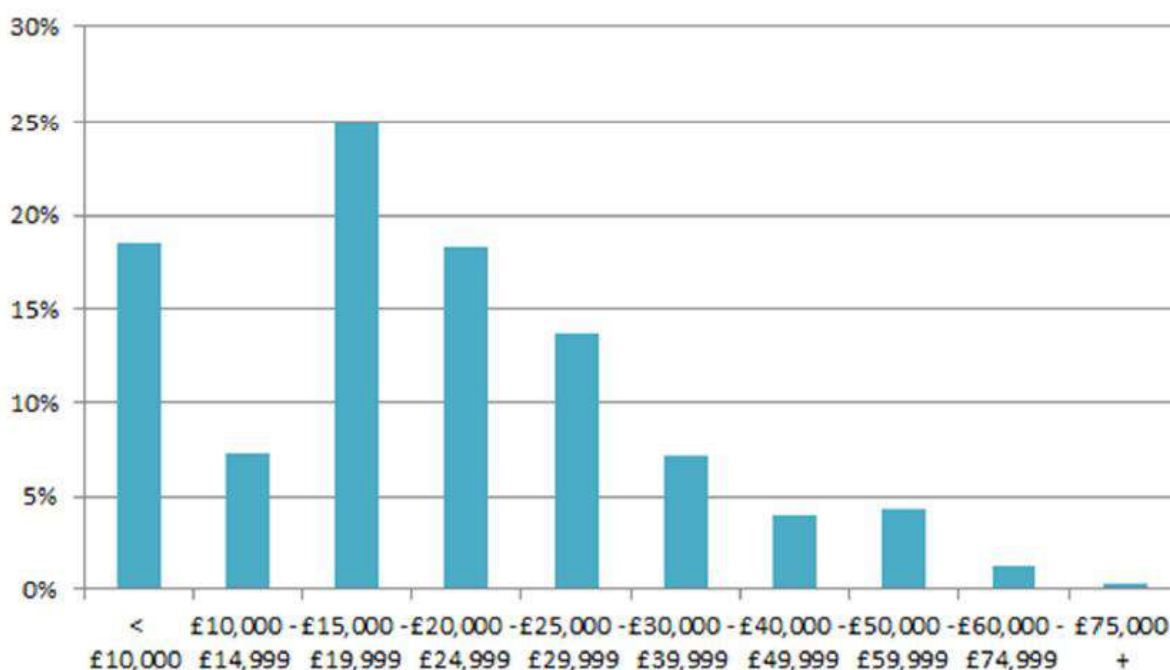
Area	% Unable to Afford to Buy	% Unable to Afford to Rent
Area 1) Biddulph	93.7%	88.4%
Area 2) Cheadle	94.9%	92.3%
Area 3) Leek	92.4%	85.4%
Area 4) Staffordshire Moorlands Rural	93.2%	83.2%
Staffordshire Moorlands District	91.7%	83.5%

Source: SHMA

128. It is important to note these tables are caveated in that they are likely to over-estimate the proportion of households likely to be unable to afford to buy a property, as due to a lack of primary data sources, the analysis does not allow for any savings that households may have to put towards the purchase of their property. The analysis also does not allow for residents transferring equity from their existing property into the purchase of a new dwelling³⁸.
129. We have identified that roughly 83% of households are unable to afford to access affordable market housing for sale, and 60% are unable to access housing within the private rented sector (PRS). A substantial proportion of the population therefore requires subsidy to access a home suited to their needs.
130. As we have seen, government is widening the definition of Affordable Housing (AH) to encompass a number of products that fall within the 'intermediate' category. An assessment as to whether discounted market sales housing (including 'starter homes') should be considered depends on whether its introduction would enable people to access suitable dwellings, effecting a transition from the PRS to home ownership, a tenure that provides greater security and potentially lower housing costs.
131. From Table 15 (Banded Income data) above, we can calculate the approximate mean income by assuming a mid-way point in these bands and multiplying each by their percentage of households within each band. Using this method we arrive at a mean household income for the rural areas of the District of £23,850.
132. Assuming a multiple of 3.5 to arrive at an estimate of mortgage finance available to a household at this income level, this would amount to £83,475.
133. Assuming the price of an entry level dwelling remains £120,000, allowing for a 10% purchase deposit the purchase price is £108,000. Assuming a minimum discount of 20% below market value, in accordance with guidance set out in the Housing White Paper, this would bring the asking price to £ 86,400. On this basis it is reasonable to conclude that those households earning between £23,850 and £36,000 (the income required to access AMH without subsidy) would be able to take advantage of discounted market sale housing (DMSH).
134. From **Error! Reference source not found.** on the following page it is possible to estimate the proportion of households that fall into this bracket. If 13% of households earn between £25,000 and £29,999 and 7.5% of households earn between £30,000 and £39,999, it is reasonable to suppose between 15% and 20% of households (292 – 400 at the time of the last Census) would be able to take advantage of DMSH, subject to eligibility.

³⁸ SHMA, page 92

Figure 8: Distribution of household incomes in Staffordshire Moorlands



Source: Experian Household Income Data 2011

5.6 Housing waiting list

135. The Local Authority was approached for data on the housing waiting list register that would be helpful in understanding housing need in Brown Edge. SMDC responded that *'data in relation to individual areas of choice is not collated, however 1 of 538 households currently seeking housing resides within the Brown Edge Parish. The household has a priority band C and requires 2 bedrooms.'* This suggests there is little demand coming from the Parish for affordable dwellings.
136. As we have seen, **Policy LP5** sets out the District's requirements for the provision of affordable housing in new residential developments: 20% affordable housing on sites of 5 to 9 dwellings, in practice requiring one affordable dwelling and a proportionate financial contribution, and 25% on developments of 10 or more dwellings. We also note the SHMA recommends the following ratios of affordable housing (AH) at the District level: 30% Social Rented, 50% Affordable Rented and 20% Intermediate³⁹.
137. Given the small apparent requirement for affordable housing that the HLW data implies, there does not appear to be a requirement for the Brown Edge Neighbourhood Plan to set its own affordable housing target, but may rely on policy LP5 of the Local Plan. Nevertheless, it may reference the need to monitor Staffordshire Moorland's list and mention the need to work closely with the District Council in general to ensure the needs of those on the housing waiting list continue to be met.
138. Bringing together our findings relating to affordability, the SHMA shows that, in 2015, the LQAR for the District was 7.2 and in 2012, the median AR was 5.6. Our analysis of the Income and Purchase thresholds suggests that roughly 83% of households are unable to afford to access affordable market housing for sale, and 60% are unable to access housing within the private rented sector (PRS). A substantial proportion of the population therefore requires subsidy to access a home suited to their needs. Despite this, Housing waiting list data from the local authority indicates very weak demand for affordable housing from the NA, suggesting the NDP should not seek to establish its own affordable housing policy. Given prevailing income levels and house prices in the area, we would estimate that between 15 and 20% would in theory be able to take advantage of Discounted Market Sale Housing.

³⁹ SHMA, page 140

5.7 Market segmentation

139. Bringing together the evidence from our consideration of affordability, age structure and household composition, in line with PPG, we have sought to identify the different market segments in the population of Brown Edge. We then use this understanding to put forward recommendations for policy relating to Affordable Housing as well as and size and tenure of dwelling.
140. In order to understand the terminology surrounding size of dwellings, it is important to note the number of rooms recorded in Census excludes kitchen, bathrooms and toilets. In the market segments table that follows, 'dwelling size' should be translated as follows:
- 1 room = Bedsit
 - 2 rooms = flat/house with one bedroom
 - 3 rooms = flat/house 2 bedrooms
 - 4 rooms = flat/house with 2 bedroom and 2 reception rooms, or 3 bedrooms and 1 reception room
 - 5 rooms = flat/house with 3 bedrooms and 2 reception rooms
 - 6 rooms = house with 3 bedrooms and 3 reception rooms or 4 bedrooms and 2 reception rooms
 - 7+ rooms = house with 4, 5 or more bedrooms house
141. The table on the following page indicates the different market segments, and the degree to which they are a growing, stable or declining group within the local population. One 'up' arrow indicates this grouping is growing modestly in the NA; two 'up' arrows indicates strong growth, three 'up' arrows suggests very rapid growth in years to come. Where segments are falling in numbers, or not growing, neutral or down arrows are shown.
142. It is important to note that, the private sector is good at picking up market trends that result from, among other factors, changes in social behaviours and demographic shifts. For this reason, policy intervention is only justified in the case of market failure (where the market is unable, for reasons of viability, or there are incentives, deliberate or otherwise, that drive the market not to respond to trends). Examples include the failure of the market to provide homes to those on low incomes and the under-supply of dwellings for the elderly.
143. Similarly, because, generally speaking, the market is able to deliver the homes required for the majority of residents (either through for-sale dwellings or for-rent), policy intervention is only required where the evidence is both compelling and the circumstances it describes serious. This is because policies carry both costs and risks; this can distort the market, preventing it from providing homes (and encouraging a position of market equilibrium in which homes are accessible to target markets).

5.7.1 Arrows analysis

144. Considering the evidence gathered in relation to both age structure and household composition, three principle issues emerge, firstly the decline in the numbers (in absolute terms as well as a proportion of the population) of adults are aged between 24 -44. Were this trend to continue, it would threaten the on-going viability of business and services provides within the settlement. Secondly, the increase in one person household generally, and those where the occupants are aged 65 and over specifically. Thirdly, the growth of one person households.
145. Planning policy can respond to these trends by,
- seeking to arrest the decline of the first group through the provision of affordable dwellings of the right size for family occupation (4 -5 habitable rooms)
 - manage the growing elderly population through supporting the delivery of appropriate housing as well as embracing both Lifetime Homes and Lifetime Neighbourhoods principles (Lifetime homes are adaptable dwellings suited for occupation by all household types; policy may require a share of all new build homes to be designed according to lifetime home design principles.

- provide smaller dwellings in particular so as to address the need for dwellings suited to one person/couple households as well as people seeking to downsize
- seek to increase the stock of affordable housing given that it provides accommodation to younger age groups, who might otherwise be forced into unsuitable PRS housing, or displacement from the area.
- Finally, for those ineligible for AH and cannot access AMH for-sale, PRS dwellings will be attractive, underpinning the growth of this market we have seen in recent years.

Table 18: Market segments

Market segments	Income range	Tenure	Presence in Plan Area	Size of home
Young family where parents are aged 24-44 with 1+ children aged 0-15	Median	PRS, Social housing, shared equity, AMH	↓	5 rooms
Professional Head of Household Young family where parents are aged 24-44 with 1+ children aged 0-15	Mean	AMH, Market Housing (MH)	↓	5 rooms
Professional Head of Household family where parent are aged 44-64 with non-dependent children living at home	>Mean (equity rich)	Market Housing	↔	6+ rooms
Lone parent (with 1+ children)	Lower Quartile (equity poor)	Social Housing	↔	3 rooms
One person household aged under 65	Median (equity poor)	PRS, shared equity, DMH	↑↑	2 rooms
One person household aged 65+ with wealth	Median (equity rich)	Market Housing	↑↑↑	2-3 rooms
One person household aged 65+ without wealth	Lower Quartile (equity poor)	Social Housing	↑↑↑	2 rooms
Young couple no children	>Mean (equity poor)	Market Housing, Shared Equity, DMH	↔	4+ rooms

Concealed households	Lower Quartile (equity poor)	Social Housing	↔	1-3 rooms
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Source: AECOM

146. In Table 19 below we provide a table, devised by Nathaniel Litchfield and Partners, setting out recommended dwelling sizes for different household types. This table has been defined on the basis of the following assumptions,

- Smaller apartments/flats or houses will be more suitable for meeting the initial requirements of married couples until the age they have a family. Those households without children could occupy either houses or flats of the appropriate size;
- Cohabiting couples and lone parents will want and require similar sizes of housing to married couples. Those households without children could occupy either houses or flats of the appropriate size;
- Smaller apartments/flats or houses will be more suitable to meeting the requirements of single person households;
- According to their composition, institutional accommodation such as a residential care home, hostel or purpose-built student accommodation will be more suitable for multi-person households;
- Further qualitative allowances will need to be made of households at retirement age who are likely to continue living in their previous home unless more manageable two bed flats, houses and bungalows are available; and,
- The requirement for housing with care, including supported housing and extra care provision, is likely to increase at 85 and above.

Table 19: Estimated housing size required by household type, by age of head of household

Age Range 2013	One Person	Married Couple / With 1/2 Children	Married Couple / With 3+ Children	Cohabiting Couple / With 1/2 Children	Cohabiting Couple / With 3+ Children	Lone Parent / With 1/2 Children	Lone Parent / With 3+ Children	Other Multi-Person
0-14	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
15-24	1 bed flat/house	2 bed flat/house	3 bed house	2 bed flat/house	3 bed flat/house	2 bed flat/house	3 bed house	1 bed flat
25-34	1 bed flat/house	3 bed house	3 bed house	3 bed house	3 bed house	3 bed house	3 bed house	1 bed flat
35-44	2 bed flat/house	3 bed house	4 bed house	3 bed house	4 bed house	3 bed house	4 bed house	2 bed flat
45-59	2 bed flat/house	3 bed house	4 bed house	3 bed house	4 bed house	3 bed house	4 bed house	2 bed flat
60-84	2 bed flat/bungalow	2 bed flat/bungalow	3 bed bungalow	2 bed flat/bungalow	3 bed bungalow	2 bed flat/bungalow	3 bed bungalow	2 bed flat
85+	Housing with care	Housing with care	Housing with care	Housing with care	Housing with care	Housing with care	Housing with care	Housing with care

Source: NLP

5.7.2 'Starter Homes' and discounted market housing

147. As we have seen, the Housing and Planning Act 2016 (HPA) includes provisions to introduce a general duty on planning authorities in England to promote the supply of 'starter homes,' and a specific duty to require a minimum number or proportion of 'starter homes' on certain residential development sites. At the time of writing, however, the relevant legislative provisions are not yet in force and no specific proportion or minimum has been put forward.

148. The Housing White Paper sheds further light on the government's intentions in this area. It states that, 'in keeping with our approach to deliver a range of affordable homes to buy, rather than a mandatory requirement for 'starter homes,' we intend to amend the NPPF to introduce a clear policy expectation that housing sites deliver a minimum of 10% affordable home ownership units. It will be for local areas to work with developers to agree an appropriate level of delivery of 'starter homes', alongside other affordable home ownership and rented tenures.
149. This is a substantial watering-down of the 'starter home' requirement as envisaged when policy contained in the Housing and Planning Act was first conceived. In effect, it leaves it to local groups, including neighbourhood plans, to decide an appropriate level of affordable home ownership products, while taking note of the 10% policy expectation.
150. The decision whether to treat Discounted Market Sale Homes (DMSH) as affordable housing should be determined by whether lowering the asking price of new build homes of a size and type suitable to first time buyers by 20% would bring them within reach of people currently unable to access AMH for sale.
151. As we have seen, AMH in Staffordshire Moorlands is at a price where entry level dwellings are affordable to households with incomes around the mean, and above. For this reason, DMSH does offer a realistic means for those on lower incomes to access the property market. Moreover, the provision of 'Starter Homes' enjoys substantial support within the community, as shown in Table 20 below, which reproduces a table that appeared in the Brown Edge Village Survey, October 2015. The sample size of the survey was 300, representing a response rate of 28%.

Table 20: Which kind of housing should be prioritised?

starter homes	47.46%
Social housing	5.65%
Family homes	28.81%
Houses to rent	11.30%
Flats to rent	7.34%
apartments	3.95%
Bungalows	29.94%
Sheltered housing	11.30%
Don't know	24.29%
Total	100.0 %

Source: Brown Edge Village Survey, October 2015

152. On the basis of the evidence we have gathered, we would therefore recommend DMSH form part of the AH quota within the NA, with policy seeking to fulfil the 10% policy expectation. We note that 20% is a minimum discount and, of course, greater discounts will make the policy more effective in enabling households on modest incomes afford to buy their own home. The ultimate level of discount should be arrived at on a site-by-site basis and will be determined by viability as well as other calls on finite resources stemming from planning gain, such as other forms of AH and infrastructure requirements.
153. While the Housing White Paper does not specify scale of development (i.e., number of units proposed), it is appropriate for this to be taken into account when considering how the 10% policy expectation should be applied in practice. When the policy was conceived, it was linked to the notion of rural exception sites, land that would normally not be considered for housing, to bring forward substantial numbers of affordable dwellings where there is evidence of local need.
154. In Table 21 on the following page, we reproduce Table 7.2 from the SHMAU which provides an assessment, at the District level, of the proportions of eligible households (where the Household Reference Person, a

term used to denote the head of the household, is under 40). Their conclusion is that 1,421 households over the next 17 years would be eligible and theoretically able to purchase a starter home⁴⁰. Given the projections for housing need over the Plan period are substantial, it is appropriate for the BEPC to plan for 'Starter Homes' within their overall approach to meeting housing need in the community.

Table 21: Potential Starter Homes Eligibility in Staffordshire Moorlands (2014-2031)

	Potential First Time Buyers 2014-31	% Who can afford to purchase a new property @20% discount	Number able to afford a starter home	
			Total	Annual
Existing Households with a HRP* under 40	2,597	17.2%	446	26
Newly Forming Households with a HRP* under 40	7,695	12.7%	975	57
TOTAL	10,292	-	1,421	83

Source: 2011 Census Land Registry Data (2015), Rightmove (2016), Experian Income Data (2011), 2016 PopGroup PCU/Long Term Migration Scenario +HRP: Household Reference Person

5.7.3 Shared ownership

155. As we have seen, the shared ownership tenure has yet to establish a presence within the NA between the 2001 and 2011 Censuses.
156. Shared ownership involves the purchaser buying an initial share in a property typically of between 25% and 75% and paying rent on the share retained by the provider. Shared ownership is flexible in two respects, in the share which can be purchased and in the rent payable on the share retained by the provider. Both of these are variable.
157. The share owned by the leaseholder can be varied by 'stair-casing'. Generally, stair-casing will be upward, thereby increasing the share owned. In exceptional circumstances (as a result of financial difficulties, and where the alternative is repossession), and at the discretion of the provider, shared owners may staircase down, thereby reducing the share they own.
158. Shared ownership constitutes a form of AH, targeting those on incomes around the mean; as such, it is termed 'intermediate' and is available to both first-time buyers, as well as people who have owned a home previously and council and housing association tenants with a good credit rating whose household income does not exceed £60,000. Given these conditions, on the basis of the affordability analysis discussed above, it should form part of the AH mix in the Parish. It offers an alternative and, on account of the security of tenure as well as the pathway to home ownership it offers, it is a more attractive tenure than PRS.

5.7.4 Affordable Rented Dwellings

159. Concerns exist about ARD not constituting a realistic form of AH given that in many areas this reduces rent to levels that are still beyond the means of the target group: those on incomes substantially below the mean.
160. Indeed, the SHMA comments, 'it should be noted that the cost of private renting is particularly high in the rural areas of Staffordshire Moorlands; as such, the application of affordable rents within these rural areas would need to be carefully considered and monitored alongside rental market fluctuations⁴¹.
161. For this reason, for ARD to add to the menu of AH available in the NA, rent levels should be set substantially below 80% so as to avoid competition with intermediate products, offering a route to housing for households on lower quartile incomes.

⁴⁰ SHMAU, page 86

⁴¹ SHMA, page 138

5.7.5 Affordable Housing Ratios

162. Based on the research we have gathered, it is appropriate that 20% of AH is allocated to intermediate products, including shared ownership; in addition, 10% should be reserved for starter homes to meet the Government's policy expectation. Given the unaffordability of affordable rented homes in the rural areas, we would suggest this is replaced with social rented homes. As a result, we arrive at a ratio of 10% starter homes for sale, 20% intermediate homes (including shared ownership, and affordable private rent homes) and 70% social rented homes.

6. RQ2 B) What tenure of market housing (private rented and housing for sale) should be included in the housing mix?

163. Given the limited quantity of affordable housing in the NA, the needs of the great majority of the people will be served by the market. People on higher incomes will be able to access a variety of market dwellings; their choices will be driven principally by how much they can afford to spend, the extent to which old age is driving their choice of home, and life-style choice.
164. As explained previously, the operation of the market is the best means of addressing the demand for different types of housing for sale. It is important planning policy does not place unnecessary burdens on the market preventing its ability to respond to demand; this is, after all, the principal way equilibrium is achieved in the housing market and how house price growth is kept in check. In this sense, the notion of viability is essential. It is important not to deter development in the context of clear housing need; to do so will not only frustrate the delivery of new housing but also may deprive the community of resources for infrastructure improvements.

6.1 Build to rent

165. As we have seen, there is strong evidence of growing demand for private rent accommodation in the NA. On-going changes to the benefit system and the way social housing is allocated are likely to increase demand on the private rented sector, especially at the lower-cost end of the market. Given the very substantial increases in PRS revealed by Census data, this trend is one shared by Brown Edge.
166. The reason for the strength of this demand is that, for those households unable to access market housing to buy, and who do not qualify for affordable housing, private rented housing is the only remaining option. Given the trends identified in this HNA, Brown Edge should seek build to rent (BTR) development.
167. Bringing the evidence together on housing tenure, as we have seen, Discounted Market Sale Housing (DMSH) does offer a realistic means of those on incomes around the mean to access the property market. We would therefore recommend DMSH form part of the AH quota within the NA, with policy seeking to fulfil the Government's 10% policy expectation.
168. Moreover, policy should display an aspiration to increase the stock of affordable housing, given that it provides accommodation to younger age groups, who might otherwise be forced into unsuitable PRS housing, or displacement from the area. This stock however, should embrace the full range of AH tenures, including social housing and intermediate products.
169. For Affordable Rented Dwellings to expand the choice of housing available to residents in the NA, rent levels should be set substantially below the maximum of 80% so as to avoid competition with intermediate products; this will encourage 'true affordability,' providing a route to housing for households on lower quartile incomes. We note, however, that policy of this kind can only be devised where it does not threaten viability.
170. The operation of the market is the best means of addressing the demand for different types of housing for sale. PRS will continue to provide a growing role in satisfying housing need in the NA, given the shortage of shared equity stock and overall affordability of for-sale homes.
171. In terms of the apportionment of AH tenures, it is appropriate that 20% of AH is allocated to intermediate products, including shared ownership; in addition, 10% should be reserved for starter homes to meet the Government's policy expectation. Given the relative unaffordability of affordable rented homes in the rural areas, we would suggest this is replaced with social rented homes. As a result, we arrive at a ratio of 10% starter homes for sale, 20% intermediate homes (including shared ownership, affordable private rent homes) and 70% social rented homes.

7. RQ3: Type and size

172. As identified earlier in this study, PPG recommends a consideration of the existing housing provision and its suitability, having regard for demographic shifts in age and household composition as well as affordability, to address future as well as current community need. For this reason, we start with a consideration type and size within the existing housing stock.

173. Table 22 below sets out the range of dwellings according to type; from this it is clear that all dwellings in the Parish are houses falling into the three principle types, detached, semi-detached and terraced.

Table 22: Accommodation type (households) in Brown Edge, 2011

Dwelling type		Brown Edge	Staffordshire Moorlands	England
Whole house or bungalow	Detached	47.2%	40.3%	22.4%
	Semi-detached	43.7%	37.5%	31.2%
	Terraced	8.2%	16.6%	24.5%
Flat, maisonette or apartment	Purpose-built block of flats or tenement	0.3%	3.3%	16.4%
	Parts of a converted or shared house	0.0%	1.1%	3.8%
	In commercial building	0.5%	1.1%	1.0%

Source: Census 2011, AECOM Calculations

174. Table 23 below sets out how dwellings in the NA break down into the different sizes. 2 and 3 room dwellings constitute only 4% of all dwellings, with medium sized family dwellings of 4 and 5 habitable rooms making up 50%, and the balance larger homes of 6 habitable rooms.

Table 23: Change in number of rooms per household in Brown Edge, 2001-2011

	2001	2001	2011	2011
Number of Rooms	Brown Edge	Staffordshire Moorlands	Brown Edge	Staffordshire Moorlands
1 Room	0	60	0	56
2 Rooms	6	341	2	412
3 Rooms	30	1769	45	2200
4 Rooms	272	7193	211	6658
5 Rooms	353	11302	339	11221
6 Rooms	244	9059	245	9423
7 Rooms	65	4403	137	5443
8 Rooms or more	65	4672	46	3336
9 Rooms or more			44	3023

Source: Census 2001 and 2011, AECOM Calculations

175. Table 24 on the following page brings out how the change in the housing stock in terms of size as a result of development during the inter-censal period. This indicates a net loss of medium sized family homes, and a substantial growth overall of larger dwellings. Seven room homes have, for example increased in number by 72, from 65 to 137 dwellings, or 110.8%. As a result of these changes the ratio of dwellings falling into different sizes has altered significantly. Where in 2001, medium sized family dwellings accounted for 58% of total stock, by 2011, this had fallen to 50%, with large homes of 6 rooms or more accounting for the change; the proportion of these dwellings increased from 35% in 2001 to 44% in 2011.

Table 24: Rates of change in number of rooms per household in Brown Edge, 2001-2011

Number of Rooms	Brown Edge	Staffordshire Moorlands	England
1 Room	0.0%	-6.7%	-5.2%
2 Rooms	-66.7%	20.8%	24.2%
3 Rooms	50.0%	24.4%	20.4%
4 Rooms	-22.4%	-7.4%	3.5%
5 Rooms	-4.0%	-0.7%	-1.8%
6 Rooms	0.4%	4.0%	2.1%
7 Rooms	110.8%	23.6%	17.9%
8 Rooms or more	38.5%	36.1%	29.8%

Source: Census 2001 and 2011, AECOM Calculations

176. In Table 25 below we set out the household break down in terms of number of persons per room. Less than 1 person per habitable room suggests a degree of 'under-occupation;' in Brown Edge, the data suggests that around 72% of all dwellings fall into this category. For some, this may be a matter of choice but for others this may reflect a frustrated desire to move to a smaller house.

Table 25: Trends in number of persons per room in Brown Edge, 2001-2011

	2001	2001	2011	2011
	Brown Edge	Staffordshire Moorlands	Brown Edge	Staffordshire Moorlands
Up to 0.5 persons per room	766	28659	799	32586
Over 0.5 and up to 1.0 persons per room	260	9816	265	8906
Over 1.0 and up to 1.5 persons per room	12	273	3	249
Over 1.5 persons per room	0	51	2	31

Source: Census 2001 and 2011, AECOM Calculations

177. Below we reproduce SHMA Table 11.4 as Table 26; this summarises the principle findings from the SHMA as regards size of dwellings at the District level. These are, firstly, a pronounced need for additional 1-bedroom properties, at a level significantly above current stock levels; the need for 2-bedroomed properties is also significantly above the stock of properties according to the 2011 Census, suggesting a clear need for smaller dwellings; thirdly, the greatest imbalance is 3 and particularly 4+ bed properties, which comprise two thirds of the total stock, but a much lower proportion of the modelled 'need' going forward⁴².

Table 26: Estimated Housing 'needed'/aspired towards

	Staffordshire Moorlands (%)			
	Stock (2011 Census)	'Need' (PopGroup Modelling, redistributing housing with care)		Required (Housing Register)*
	2011	2011	2031	2013
1 bed flat	6.0%	5.9%	9.3%	53.9%
2 bed flat / house / bungalow	27.3%	51.5%	55.3%	25.0%
3 bed house / bungalow	47.3%	39.8%	32.9%	12.1%
4 bed+ house	19.3%	2.8%	2.5%	9.0%
TOTAL	100%	100%	100%	100%

Source: Census 2011/NLP/Housing Register

178. As we have seen, our market segments analysis suggests that smaller dwellings are likely to be in strong demand in future years. This snap-shot supports the finding that the current housing stock is suited to the needs of families, together with a concern there may be an under-provision of smaller dwellings in years to come. Indeed, the SHMA suggests that, at the District level, the provision of family housing should be

⁴² SHMA, page 147

balanced against the requirement for smaller housing to meet the needs of an ageing population with increasing numbers of single person households⁴³.

179. Bringing together the evidence gathered in relation to type and size, small homes of 2 and 3 habitable rooms make up 4% of total stock in Brown Edge. While the number and proportion of small homes has increased modestly over the inter-censal period, increasing from some 36 dwellings to 47, there has been a loss of 75 medium sizes (4 and 5 room homes) dwellings and an increase in the number of larger homes of 6 rooms plus of 98 dwellings. Census data also suggests wide-spread under-occupation of homes, pointing to a shortage of smaller dwellings for people to 'downsize' into. Taking into account the evidence related to affordability, and the implications for the size of dwellings given demographic shifts, there is a clear indication that there is an imbalance of large homes in the NA; this is supported by SHMA finding that identify a similar imbalance at the District level, seeking a larger number of 1 and 2 bed homes (2-4 habitable rooms) and a reduced overall proportion of 4-bed homes (6+ habitable rooms).

⁴³ SHMA, page 113

8. RQ4: Specialist housing (eg, What provision should be made for retirees and the elderly?)

8.1 Sheltered and extra-care housing

180. As we have seen, given the significant forecast increases in people aged 75+, it is appropriate for policy to provide support for a significant quantum of sheltered⁴⁴ and extra care⁴⁵ housing as part of the delivery of new housing. Table 27 below identifies the growth in the population of over 75s between 2011 and 2031.

Table 27: Change in the population of over 75s between 2011 and 2031

Age band	2011			2031		
	Population (Brown Edge)	Population (Staffordshire Moorlands)	Percentage of population	Population (Staffordshire Moorlands)	Population (Brown Edge)	Projected 75+ population (Staffordshire Moorlands)
All ages	2,486	97,106	2.56%	100,002	2,560	
75+	309		12.43%	16,322	16.3%	417

Source: 2014-based Sub-national population projections, DCLG and Census 2011 (ONS) AECOM calculations

181. In arriving at an appropriate level of housing for older people of different types, we have applied the Housing Learning and Improvement Network's suggested numbers per 1,000 of the 75+ population⁴⁶. The table above, shows an estimate of the increase in the numbers of older people aged 75+ of 108 (417-309). This will result, over the Plan period, in a need for:

- additional conventional sheltered housing units = $60 \times 10.8\% = 6$ (rounded)
- additional leasehold sheltered housing units = $120 \times 10.8\% = 12$ (rounded)
- additional 'enhanced' sheltered units, split 50:50 between those for rent and those for sale = $20 \times 10.8\% = 2$ (rounded)
- additional extra care housing units for rent = $15 \times 10.8\% = 2$ (rounded)
- additional extra care housing units for sale = $30 \times 10.8\% = 4$ (rounded)
- additional specialist dementia care homes = $6 \times 10.8\% = 1$ (rounded)

182. Note that there is no obligation for these all to be provided within the Parish itself and clearly in some cases, such as providing a single specialist dementia care dwelling, it would not be economically feasible to do so.

⁴⁴ Sheltered housing (also known as retirement housing) means having your own flat or bungalow in a block, or on a small estate, where all the other residents are older people (usually over 55). With a few exceptions, all developments (or 'schemes') provide independent, self-contained homes with their own front doors. There are many different types of scheme, both to rent and to buy. They usually contain between 15 and 40 properties, and range in size from studio flats (or 'bedsits') through to 2 and 3 bedroomed. Properties in most schemes are designed to make life a little easier for older people - with features like raised electric sockets, lowered worktops, walk-in showers, and so on. Some will usually be designed to accommodate wheelchair users. And they are usually linked to an emergency alarm service (sometimes called 'community alarm service') to call help if needed. Many schemes also have their own 'manager' or 'warden', either living on-site or nearby, whose job is to manage the scheme and help arrange any services residents need. Managed schemes will also usually have some shared or communal facilities such as a lounge for residents to meet, a laundry, a guest flat and a garden. Source: <http://www.housingcare.org/jargon-sheltered-housing.aspx> (accessed 11/04/17)

⁴⁵ New forms of sheltered housing and retirement housing have been pioneered in recent years, to cater for older people who are becoming more frail and less able to do everything for themselves. Extra Care Housing is housing designed with the needs of frailer older people in mind and with varying levels of care and support available on site. People who live in Extra Care Housing have their own self-contained homes, their own front doors and a legal right to occupy the property. Extra Care Housing is also known as very or enhanced sheltered housing, assisted living, or simply as 'housing with care'. It comes in many built forms, including blocks of flats, bungalow estates and retirement villages. It is a popular choice among older people because it can sometimes provide an alternative to a care home. In addition to the communal facilities often found in sheltered housing (residents' lounge, guest suite, laundry), Extra Care often includes a restaurant or dining room, health & fitness facilities, hobby rooms and even computer rooms. Domestic support and personal care are available, usually provided by on-site staff. Properties can be rented, owned or part owned/part rented. There is a limited (though increasing) amount of Extra Care Housing in most areas and most providers set eligibility criteria which prospective residents have to meet. <http://www.housingcare.org/jargon-extra-care-housing.aspx> (accessed 11/04/17)

⁴⁶ Housing LIN (2011) Strategic Housing for Older People: Planning, designing and delivering housing that older people want, available online at: http://www.housinglin.org.uk/_library/Resources/Housing/SHOP/SHOPResourcePack.pdf

As such, these 27 specialist dwellings need not be thought of as all needing to be provided within the neighbourhood plan housing target- rather, there will be some overlap between these dwellings and the target, depending on the number that could be provided within the Parish itself.

183. This specialist dwelling need is likely therefore to be split between the Parish and the rest of the District, which will enable the elderly to live either within or as close to the Parish as possible, taking account of the fact that Brown Edge is unlikely to be able to provide many of the specialist housing types needed within its own boundaries- although there could be the potential for these to be provided at, for example, Stoke on Trent, taking account of their higher levels of accessibility to services and facilities, which will help in the recruitment and retention of specialist care staff and enable economies of scale (e.g. a centralised dementia care unit or enhanced sheltered development serving a widely dispersed rural population from a single location).

8.2 Retirement villages

184. Projects that involve the delivery of multiple homes satisfy the desire on the part of many older people to live in an environment with people facing similar challenges; retirement villages are often a cost-effective means of delivering sheltered and extra care housing together with the facilities and services these settlements imply. Given the numbers of units that result from the LIN analysis, it would not be appropriate to consider this approach to the delivery of housing for the elderly in Brown Edge, but such schemes should be explored through joint working with SMDC and other Parishes to identify sites that could address collective need.

8.3 Senior Co-housing

185. Co-housing has been identified as being particularly suited to the needs of older residents. It offers a way for a group of people with similar interests and needs to come together to create an environment suited specifically to their requirements. Moreover, it can be designed to help address one of the most important issues for older people: isolation and loneliness. A number of successful case studies exist of both projects developed specifically with the needs of older people in mind, and others that encourage multi-generational housing, such as Featherstone Lodge in Forest Hill⁴⁷ and LILAC in Leeds⁴⁸. In the first example, the design facilitated the creation of public areas that encouraged social interaction between members of the community, moreover, a 'common house' was built in the grounds of the scheme that provided a shared space in which people could come together for meeting and shared activities.

8.4 Multi-generational homes

186. Multi-generational living has been identified as a possible solution not only for older people, but all generations where it makes financial sense to share accommodation, particularly younger people who are struggling to set up their own households. This gives rise not only to designs for new homes, but conversions to existing dwellings, introducing internal subdivisions and peripheral extensions to create internal layouts that balance the private needs of different generations with the benefits of over-lapping, shared communal spaces.⁴⁹
187. The phenomenon of the aging population has an up-side; with increases in the quality of health-care, older people are able to live active lives for longer, the so-called 'third age' after retirement when people still want to live fully active lives. Within a household or community where tasks and facilities are shared, they are in a good position to take on both voluntary and paid work, for example looking after grandchildren or taking care of the elderly.

8.5 Lifetime Homes

188. Many local authorities incorporate policy into their Local Plans that a proportion of new homes should be built according to 'lifetime homes' principles; these are ordinary homes incorporating a number of design criteria that can be universally applied to new homes at minimal cost, for example parking that makes getting in and out of the car as simple and convenient as possible and ensuring movement in hallways and

⁴⁷ <http://www.featherstonecohousing.co.uk/> (visited 12/04/17)

⁴⁸ <http://www.lilac.coop/> (visited 12/04/17)

⁴⁹ RIBA, *Silver Linings, The Active Third Age and the City*, Page 17-18

through doorways should be as convenient to the widest range of people, including those using mobility aids or wheelchairs, and those moving furniture or other objects.⁵⁰

8.6 Right-sizing

189. As we have identified earlier, there is a need for a greater number of the type of dwellings that facilitate 'right-sizing' for older people. It is important to note, this does not necessarily imply moving to a smaller home. Many older people have the wealth (and the choice that comes with it) to create a home suited to having visitors and accommodating care staff, who may need to make over-night stays.
190. For this reason, it is important to recognise that different ages have different needs, thus in the provision of housing, choice is critical, catering for those with relatively modest requirements, to those who are more dependent on help. The provision of choice that responds to need is part of creating a smoothly operating local housing market in which older people are able move out of family homes when they wish, thus freeing up these properties for others.⁵¹

8.7 Planning flexibility

191. Planning policy can be mobilized to help properties to become more adaptable in the context of an increasingly elderly population. This includes allowing the conversion of conventional dwellings or groups of dwellings (for example terraced housing) into multiple homes, particularly where additional features are included to address 'lifetime homes' criteria and to encourage interaction with the wider community. This can incorporate bigger community open space as a result of joining up different gardens.⁵² This is not dissimilar to the practice of 'alley-gating' where alleyways between the backs of terraced housing have been gated off, and turned into shared community spaces.

8.8 Lifetime neighbourhoods

192. Creating an environment in which older people feel both welcome and comfortable does not end at the front door. Research exists that considers life-time neighbourhoods, in which the public realm is designed to address the needs of older people, and activates the benefits they can bring in supporting local businesses and encouraging improved public realm for everyone, for example providing more greenery and more walkable, better connected places.
193. Given the expanded role of neighbourhood planning around design outlined in the Housing White Paper of 2017⁵³, a compelling notion is that of 'the amplification of impact of micro-environmental features' to describe that particular way in which we become more sensitive to the ordinary, smallest features of urban space as we age. This places a particular emphasis on care and reflection in how we design, for example paths and public seating; this, in turn, calls for the participation of older people in the process of design.
194. Design approaches exist that provide a starting point for locally informed policy development in this area, these include Manchester's Design for Access 2 and the work of Inclusive Design for Getting Outdoors (IDGO); IDGO have identified material features that make everyday negotiation of urban space that much easier for older people; these include wide and flat tarmac footways, easy transition level changes, clear, simple and visible signage, frequent warm and supportive seating and well-maintained, safe and open toilets.⁵⁴
195. In addition, the notion of 'pensioner play-grounds,' 'green-gyms,' community gardens and various forms of guerrilla gardening (for example the Edible Todmorden project) encourage active use of public space and facilities on the part of an older demographic.

8.9 Age-friendliness

196. Since the millennium policy at the international level has been directed towards a more holistic appreciation of what an 'age-friendly' urban environment looks like. It has been remarked this should extend beyond physical installations, such as public seating and access to WCs, but embrace means mobilising civic

⁵⁰ <http://www.lifetimehomes.org.uk/pages/about-us.html>

⁵¹ Housing LIN, New Approaches to Housing for Older People, June 2014, page 6

⁵² Gobber, S, A Bright Grey Future, Urban Design Group Journal, Spring 2016, page 29

⁵³ HMG, Fixing our broken housing market, page 29

⁵⁴ RIBA/Age UK, An Alternative Age-Friendly Handbook, page 54/55

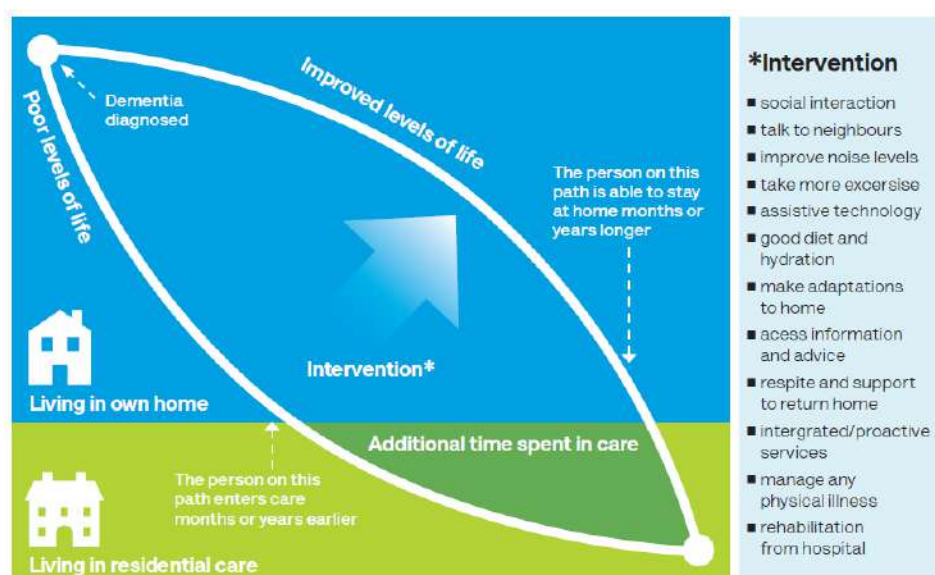
agency among older group to forestall incipient marginalisation, enabling them to continue to make a full and active contribution to community life.⁵⁵

197. In 2006 the World Health Organisation (WHO) began developing the 'Age-Friendly Cities' movement, now a worldwide network of over 200 member cities around the world. They have produced a guide that offers a way of analysing the city from the perspective of older people, using a framework of inter-related domains: transportation, housing, social participation, respect and social inclusion, communication and information, civic participation and employment, health and community services.
198. Considering the housing domain, the WHO study identifies a check list of attributes necessary to foster a sense of belonging and well-being among older people. In addition to affordability and designing accommodation with the needs of older people in mind, the adaptability of dwellings is important, for example their capacity to accommodate chair-lifts that enable older people to continue to live in two-storey homes⁵⁶.
199. The WHO also identified access to services, particularly those that become increasingly important as people get older, such as places of worship and community centres.⁵⁷ Moreover, optimising well-being has much to do with being able to maintain links with existing networks, which is best achieved by enabling people to remain in their existing communities for as long as possible. In the Australian city of Melbourne small clusters of senior's housing with small gardens are made available throughout the city, so that older people are not isolated from the community and particularly from children.⁵⁸

8.10 Housing for people with Dementia

200. Enabling people with dementia to live in their own homes for longer is critical to their quality of life as a result of the familiarity of surroundings and the help with retaining memories this facilitates⁵⁹. The challenge with this is two-fold; firstly the lack of appropriate adaptations in properties and, secondly, the support required to ensure a home is safe and suitable.
201. Selwood Housing in the South West has pioneered approaches that help overcome these, for example the installation of property exit sensors to inform a monitoring centre when tenants leave their home and then not return within a pre-determined time.
202. In Figure 9 below we reproduce a chart showing the impact that early and appropriate intervention can have on the prospect of people with dementia remaining in their own home for longer.

Figure 9: Dementia care chart



Source: Dementia Services Development Centre, 2013

⁵⁵ RIBA/Age UK, An Alternative Age-Friendly Handbook, page 16

⁵⁶ World Health Organisation: Global age-friendly cities: a guide, page 32

⁵⁷ Ibid, page 33

⁵⁸ Ibid, page 35

⁵⁹ Alzheimer's Society, Dementia-friendly housing charter, page 13

8.11 The role of the Local Authority

203. As suggested above, it is appropriate for the neighbourhood group to work closely with the LPA to develop policy and approaches to addressing the need for housing for elderly people in the area. The LPA is under an obligation through national policy to address the needs of older people,⁶⁰ it is therefore appropriate they should play the strategic role in co-ordinating new efforts by housing providers, adult care services, primary care and health trusts, private and third sector organisations to meet the housing needs of older people across the District.

⁶⁰ NPPF, para 50

9. Market signals

204. The PPG highlights the importance of taking market signals into account when assessing housing need, given they provide an indication of the balance between demand and supply. This is particularly important to consider given the significant and well-documented changes in the housing market over recent years, which were exacerbated by the economic downturn and subsequent issues in obtaining mortgage finance.

205. The PPG states:

The housing need number suggested by household projections (the starting point) should be adjusted to reflect appropriate market signals, as well as other market indicators of the balance between the demand for and supply of dwellings. Prices rising faster than the national/local average may well indicate particular market undersupply relative to demand.⁶¹

206. These market signals relate to trends discernable within the housing market, and broader economic trends that have an impact on the housing market.

207. The PPG goes on to assert that where there is evidence of an imbalance in supply and demand, an uplift in planned housing numbers – compared to those derived solely from household projections – is required in order to increase the supply of housing to meet demand and tackle affordability issues:

This includes comparison with longer term trends (both in absolute levels and rates of change) in the: housing market area; similar demographic and economic areas; and nationally. A worsening trend in any of these indicators will require upward adjustment to planned housing numbers compared to ones based solely on household projections.

208. In discussions with BEPC and SMDC as to the appropriate levels of market dwellings in the Plan Area it will necessary to consider factors that suggest either an uplift or reduction. This study considers the following market signals:

- Employment trends;
- Housing market (prices);
- Overcrowding; and
- Rate of development (changes in housing stock).

9.1 Employment and commuting

209. Employment trends can greatly influence housing needs as employment opportunities can stimulate demand in the NA. On the other hand, a relative lack of growth can negatively affect house prices as dwellings located far from employment opportunities may be less attractive to those in full time work. As a result, it is therefore important to establish the broad area within which the residents of the Parish commute on a daily basis.

Table 28: Distance travelled to work for residents in the Brown Edge NA

Location of work	Brown Edge	Staffordshire Moorlands	England
Less than 10km	56.9%	42.9%	52.3%
10km to less than 30km	16.2%	29.1%	21.0%
30km and over	7.0%	8.1%	8.0%
Work mainly at or from home	12.4%	12.4%	10.3%
Other	7.4%	7.5%	8.5%
Average distance travelled to work	14.5km	15.7km	14.9km

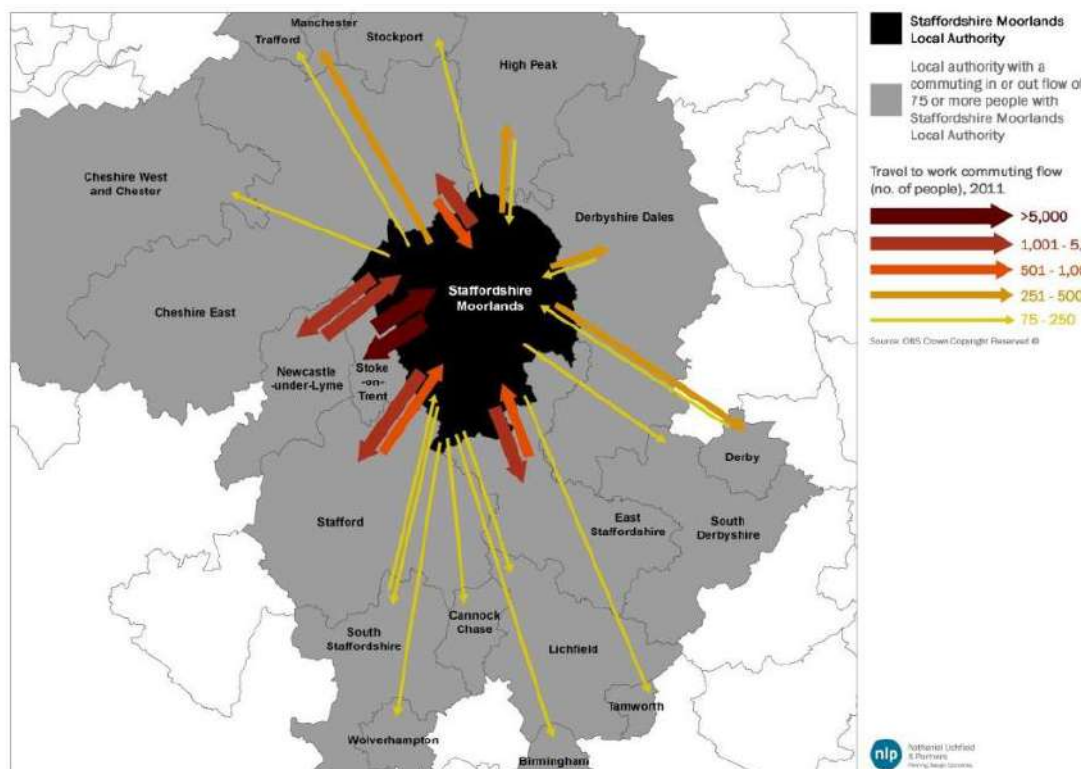
Source: 2011 Census

210. Table 28 shows that the average distance travelled to work by residents of the NA is 14.5km, slightly below the national average, and somewhat more below the District average. As a result, the average commuting distance includes opportunities in Stoke-on-Trent and Cheadle, approximately 12km from the village. However, more than half (56.9%) of residents in Brown Edge work closer to the village than this, suggesting relatively lower rates of out-commuting to major settlements.

⁶¹ http://planningguidance.communities.gov.uk/blog/guidance/housing-and-economic-development-needs-assessments/methodology-assessing-housing-need/#paragraph_019

211. Whilst Brown Edge has a lower percentage of economically active people (66.9%) than in the District (69.3%) or England (69.9%), this masks higher levels of retired people (21.2%, versus 19.2% in the District). In fact, Brown Edge had a lower level of unemployment, at 2.6%, than the District average (2.8%), which was significantly lower than that of England (4.4%), suggesting a relatively healthy economic outlook.
212. The Staffordshire Rural Economy Evidence Base⁶² states that Staffordshire Moorlands is “characterised by low GVA per head (working age population) and low workplace earnings (although higher resident-based earnings, especially for full time workers, suggesting they commute elsewhere for higher paid jobs)”⁶³. The Staffordshire Moorlands Employment Land Review 2017 update⁶⁴ also shows that the District has a net total of 12,737 out-commuters, with high levels of out-commuting to Stoke-on-Trent, East Staffordshire and Newcastle-under-Lyme (Figure 10).

Figure 10: Staffordshire Moorlands District commuting patterns



Source: 2011 Census/NLP Analysis

213. The Stoke-on-Trent and Staffordshire Local Enterprise partnership Economic Growth Strategy 2012-2026 continues to say that “Rural parts of the county have been key economic drivers in recent years, partially off-setting the significant job losses that have been seen in urban areas. While employment within the centres decreased by around 22,000 employee jobs between 2003 and 2011, the number of employee jobs in more rural parts of the area increased by around 11,000”. Whilst representing a net loss for the District, this change has likely had a positive effect on Brown Edge due to the majority of economically residents commuting to other rural areas within 10km for work.
214. Table 29 is reproduced from the Staffordshire Moorlands Employment Land Review and shows the projected changes in employment sectors (in thousands) in 2031 and 2033 compared to their existing provision in 2014. This shows minimal changes over the next Plan period, with the District as a whole projected to gain an additional 200 jobs. However, it must be noted that the latest Experian projections

⁶² Staffordshire Rural Economy Evidence Base July 2015 page 5 Available at: <https://www.staffordshire.gov.uk/environment/eLand/rural-development-team/Staffordshire-Rural-Economy-Evidence-Base.pdf>

⁶³ Staffordshire Rural Economy Evidence Base July 2015 page 5 Available at: <https://www.staffordshire.gov.uk/environment/eLand/rural-development-team/Staffordshire-Rural-Economy-Evidence-Base.pdf>

⁶⁴ The Staffordshire Moorlands Employment Land Review 2017 update, page 9 Figure 2.6

indicate that the District will gain around 1,300 full time employment jobs over the same period with the “main difference in projections originating through differing levels of growth in B2 Manufacturing jobs”⁶⁵.

Table 29: Employment change in 000's across the Staffordshire Moorlands District

Employment Sector	2014	2031	2033	Change (2014-2033)
Agriculture, forestry and fishing (A)	1.0	1.2	1.2	0.2
Mining and quarrying (B), Electricity, gas, steam and air conditioning supply (D) and Water supply; sewerage, waste management and remediation activities (E)	0.4	0.4	0.4	0.0
Manufacturing (C)	5.0	4.2	4.1	-0.9
Construction (F)	2.2	2.6	2.7	0.5
Wholesale and retail trade; repair of motor vehicles and motorcycles (G)	3.7	3.4	3.4	-0.3
Transportation and storage (H)	1.0	1.1	1.1	0.1
Accommodation and food service activities (I)	1.3	1.2	1.2	-0.1
Information and communication (J)	0.4	0.5	0.5	0.1
Financial and insurance activities (K)	1.7	1.5	1.5	-0.2
Real estate activities (L)	0.4	0.4	0.4	0.0
Professional, scientific and technical activities (M)	1.2	1.5	1.5	0.3
Administrative and support service activities (N)	2.2	2.7	2.7	0.5
Public administration and defence; compulsory social security (O)	0.6	0.5	0.4	-0.2
Education (P)	2.3	2.2	2.2	-0.1
Human health and social work activities (Q)	3.3	3.1	3.1	-0.2
Arts, entertainment and recreation (R)	4.2	4.4	4.4	0.2
Other service activities (S)	0.7	0.8	0.8	0.1
Total	31.4	31.7	31.6	0.2

Source: Oxford Economics (October 2016)

215. The SHMA⁶⁶ states that “as all of the demographic led scenarios result in job losses, the (positive) economic forecasts for Staffordshire Moorlands indicate that additional housing above the demographic needs would be necessary in order to meet the District’s future growth potential.” The SHMA continues to say that ‘planning for a stabilisation of the job market, whilst it may sound uninspiring, may actually be challenging for Staffordshire Moorlands District given that the 2014-based Sub-national population projections suggests that there will be a decline in the size of the labour force in Staffordshire Moorlands over the period to 2031. Despite this desired increase in housing numbers, a Housing Need Assessment should take a conservative view of potential economic growth; this leads us to conclude a relative stabilisation of demand for housing is a possibility.

9.2 Housing market

216. The PPG advises that house prices should be used as an indication of the strength of demand for housing, and the adequacy of supply to meet demand. To assess the housing market in the Brown Edge NA, data from the land registry was used⁶⁷, providing price paid, housing type and date of transaction information, which allowed housing market trends to be identified. This data is spatially located via postcode and to obtain data at the NA scale a polygon with the Parish boundaries was derived from Doogal⁶⁸ to obtain all postcodes contained within the NA. By cross referencing this output with the price paid data and then ‘clipping’ the data with the NA postcodes, AECOM were able to obtain a database of all housing transactions within the NA between January 1st 2007 and December 31st 2016. This was then used to create a ten-year trend snapshot of the housing market in Brown Edge, with annual price paid data separated by housing typology, shown in Table 9 on the following page.

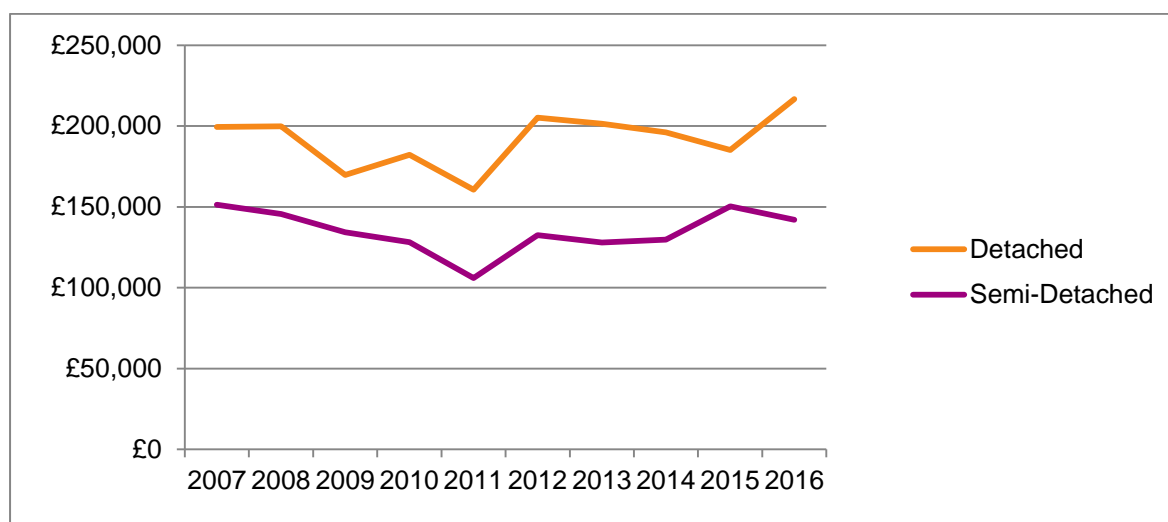
⁶⁵ The Staffordshire Moorlands Employment Land Review 2017 update, page 5

⁶⁶ Page 57

⁶⁷ Explanation of Price Paid Data available at: <https://www.gov.uk/government/collections/price-paid-data>

⁶⁸ <https://www.doogal.co.uk/>

Figure 11: Mean Price paid data for all housing transactions within the Brown Edge NA between 2007 and 2016, separated by year and housing typology.



Source: Land Registry Price Paid Data

217. The chart above excludes average prices of terraced homes and flats, given that over the 10 year period just one flat was sold in total, whilst in most years, just one terraced house was sold in Brown Edge (though in some years, up to 5 terraced homes were sold, e.g. in 2007 and 2014). As such, the data would not produce reliable averages.

218. Whilst it is acknowledged that price paid data varies slightly from the residual value of all housing stock (i.e. the objective value of housing in the area), the figure above depicts the overall housing market trend over the past ten years, and shows that home values for all properties have only recently recovered from the effects of the national recession, with semi-detached houses dropping again in 2016 below their pre-recession level, and detached houses just slightly above their prerecession value. These figures do not take account of inflation, and therefore, they show that in real terms, house prices have actually declined in Brown Edge over the past 10 years.

219. Indeed, it is possible to compare this data with the District average drawing on UK House Price Index data also published by the Land Registry, as show in the table below. This data makes clear that whilst house prices in Brown Edge were very similar (detached) or higher (semi-detached) than those of the District in 2007, pre-recession, house price growth in the village has not kept up with that of the District, such that this position was reversed in 2016, with prices in the District higher than those in the village for these two house types.

Table 30: Average price paid in both the NA and District for the years 2007 and 2016

House Type	2007		2016	
	Brown Edge	Staffordshire Moorlands	Brown Edge	Staffordshire Moorlands
Detached	£199,372	£200,024	£216,633	£220,126
Semi-detached	£151,382	£136,423	£141,921	£145,248

Source: Land Registry HPI Index and Land Registry Price Paid Data

220. The cost of dwellings in Staffordshire Moorlands increased by c.2% (Figure 32). This was also more pronounced in detached dwellings (4% increase). In contrast, terraced housing declined by c.2% with flats declining c.8% over the same period. These changes were broadly reflected in the changes in prices between 2007 and 2016 in Brown Edge, with detached homes increasing in price, and terraced homes decreasing in price.

9.3 Overcrowding and concealment

221. Another indicator of demand in the housing market is shown by the prevalence of overcrowding in the NA. This is because demand for housing in the area can manifest itself in the over-occupation of housing stock as increased demand does not always result in an increase in supply.

Table 31: Rates of change in number of rooms per household in Brown Edge, 2001-2011

Number of Rooms	Brown Edge	Staffordshire Moorlands	England
1 Room	0.0%	-6.7%	-5.2%
2 Rooms	-66.7%	20.8%	24.2%
3 Rooms	50.0%	24.4%	20.4%
4 Rooms	-22.4%	-7.4%	3.5%
5 Rooms	-4.0%	-0.7%	-1.8%
6 Rooms	0.4%	4.0%	2.1%
7 Rooms	110.8%	23.6%	17.9%
8 Rooms or more	38.5%	36.1%	29.8%

Source: Census 2001/2011

222. Table 31 shows the rates of change in number of rooms per household for Brown Edge compared to the District and England rates of change. In the entire NA there are no examples of households occupying single room (Bedsit) although there appears to be a large increase in the three rooms per household this represents an increase from 30 to 45 households from 2001 and 2011. Furthermore, of the 1,069 households in the NA, 811 (c.50%) live in houses with more than five rooms.

Table 32: Trends in number of persons per room in Brown Edge, 2001-2011

Persons per room	Brown Edge	Staffordshire Moorlands	England
Up to 0.5 persons per room	4.3%	13.7%	7.9%
Over 0.5 and up to 1.0 persons per room	1.9%	-9.3%	7.0%
Over 1.0 and up to 1.5 persons per room	-75.0%	-8.8%	27.3%
Over 1.5 persons per room	0.0%	-39.2%	2.5%

Source: Census 2011

223. Given the information in Table 31, Table 327 also indicates little evidence of overcrowding. In fact, there has been a significant decrease in those living with over 1 person per room between the two censuses, from 12 down to 5. As a result, there is little indication of overcrowding in the Brown Edge NA in any of these traditional indicators, with household sizes also declining by approximately 1% between 2001 and 2011 in the NA.

224. However, there are 12 examples of concealed families in the NA in the 2011 Census. As a result, there is more than one Family Reference Person in the household. This is a rate of 1.5%, higher than that in Staffordshire Moorlands in 2011 (1.2%), but lower than the average for England (1.9%). These households represent unmet local need for housing.

225. Furthermore, there is a slightly larger presence of one family households with non-dependent children compared to the District (11.8% compared to 11.2%), though this declined from 128 to 126 households between the two censuses. Bringing this evidence together, it is likely that overcrowding and concealment will continue to reduce in future in Brown Edge.

9.4 Rate of development

226. Planning Practice Guidance suggests that “If the historic rate of development shows that actual supply falls below planned supply, future supply should be increased to reflect the likelihood of under-delivery of a plan”.⁶⁹

⁶⁹ PPG 019 Reference ID: 2a-019-20140306

227. Between 2001 and 2011, the housing stock in Brown Edge increased from 1071 to 1107, or approximately 3.4% (36 dwellings in total, or 3.6 per annum). This was in marked contrast to the dwelling stock in Staffordshire Moorlands as a whole, which increased by around 7.4%, more than double that in the Parish. Whilst the effects of the recession and low prices are likely a significant factor in explaining this relative under delivery, it is still significant to consider whether, in line with PPG, there is likely to be under delivery in Brown Edge in future.
228. Indeed, Staffordshire Moorlands District Council provided the a breakdown of completions at Parish level between 2012 and 2017 in Appendix 11 of the Staffordshire Moorlands Local Plan-Preferred Options, which was supplemented by Census dwelling increases and data provided by the group to create Figure 34. The data provided by SMDC shows that 10 dwellings were built in the NA between 2012 and 2017, or an average of two per annum. This suggests a longer term trend towards under delivery, given that even post-recession, delivery rates have not returned to those between the two censuses, which included the recession period of 2007-2012. Indeed, even including the 16 dwellings committed through planning permissions at 31 March, 2017 from that document, a further 10 dwellings would need to be built in the next 5 years to match the rate of delivery seen between the two censuses.
229. This reduced rate of delivery is not limited to Brown Edge. Table 33 below shows the District level housing delivery over the same five-year period compared to the Core Strategy targets. As shown, the District has failed to achieve the set annual targets in every year, with the exception of 2014/15. The increased delivery in this period was partly due to Ascent, a joint venture between Staffordshire Moorlands District Housing and Your Housing Group, who built significant levels of affordable housing units across Staffordshire Moorlands District⁷⁰.

Table 33: District level housing requirements

Area	Amount	Required Provision	Completions ¹	Commitments ²	Net Residual Requirement ³
Leek	30%	1800	425	578	797
Biddulph	20%	1200	115	272	813
Cheadle	22%	1320	154	86	1080
Rural	28%	1680	525	227	928
Total		6000	1219	1163	3618
<p>Notes:</p> <p>1: Comprises of completions between 1/4/06 and 31/3/13</p> <p>2: Sites with planning permission or under construction as at 31/03/13 net of any losses</p> <p>2: Net requirement to be found from SHLAA sites and allocations between 1/04/13 and 31/3/26</p>					




Source: Core Strategy, page 75

⁷⁰ Staffordshire Moorlands SHMA update 2017- Page 41 “

10. Conclusions

10.1 Overview

Table 34: Summary of factors specific to Brown Edge Parish with a potential impact on neighbourhood plan housing quantity

Factor	Source(s) (detailed in Chapter 9)	Possible impact on future housing need	Rationale for judgement
Employment and commuting	2011 Census, the Staffordshire Rural Economy Evidence Base; the Staffordshire Moorlands Employment Land Review 2017 update; the Stoke-on-Trent and Staffordshire Local Enterprise partnership Economic Growth Strategy 2012-2026; the Staffordshire Economic Development Strategy 2012-2026; and the Staffordshire Moorlands Strategic Housing Market Assessment		<p>Although there is a lower unemployment rate in the NA compared to the wider District, the Staffordshire Moorlands Economic forecasts demonstrate little predicted employment growth over the current Plan period. Furthermore, the District has a comparatively low GVA per head.</p> <p>As a result, employment and commuting is not seen as a significant indicator of a likely future increase in housing demand in Brown Edge.</p>
Housing market	Land Registry Price Paid Data, Land Registry House Price Index		<p>Brown Edge has relatively lower house prices when compared to the wider Staffordshire Moorlands District, mainly as a result of lower growth in prices given that, in 2007, prices in the village were higher on average than in the rest of the district. Indeed, in real terms, house prices have decreased in Brown Edge.</p> <p>As a result, an assessment of one down arrow has been deemed appropriate because prices have only just recovered to pre-recession levels, and have not experienced the same recovery as those across the district. recovered to pre-recession levels.</p>
Overcrowding and concealment	Census 2011		<p>There is evidence of a clear decline in overcrowding in Brown Edge, although there is some evidence of a higher number of family households with non-dependent children compared to the Staffordshire Moorlands average, and a higher rate of concealed families. However, the decrease in levels of overcrowding seen between the two censuses suggest that, on balance, one down arrow would be appropriate.</p>

Rate of development

Staffordshire Moorlands Local Plan-Preferred Options 2017; data provided by the Neighbourhood Forum; Staffordshire Moorland SHMA update 2017; the Staffordshire Moorlands Affordable Housing Statement; and the Staffordshire Moorlands District Local Plan Core Strategy



Brown Edge experienced a significantly slower rate of growth in the number of dwellings between 2001 and 2011 in comparison with the rest of the District. Even counting current commitments through approved planning applications, a further 10 dwellings would need to be built by 2021 to reach the rate of development achieved between 2001 and 2011. Indeed, there has been wider under-delivery within the whole of the District and, as such, two up arrows are deemed appropriate to account for the likelihood of future under-delivery in Brown Edge.

Table 35: Summary of local factors specific to Brown Edge with a potential impact on housing type

Factor	Source(s) (see Chapters 4-8)	Possible impact on housing needed	Conclusion
Affordable Housing (AH)⁷¹	SHMA, housing waiting list	<p>In 2015 the Lower Quartile Affordability Ratio (LQAR) for the District was 7.2 and in 2012, the Median Affordability Ratio (MAR) was 5.6.</p> <p>Analysis of the Income and Purchase Thresholds suggests that roughly 83% of households in Brown Edge are unable to access affordable market housing (AMH) for sale, and 60% are unable to access housing within the private rented sector (PRS).</p> <p>Housing Waiting List data from the local authority indicates very weak demand for affordable housing in the NA.</p>	<p>A substantial proportion (roughly 60%) of the population requires subsidy to access a home suited to their needs.</p> <p>Notwithstanding the Housing Waiting List data, policy should seek to increase the stock of affordable housing, given that it provides accommodation to younger age groups, who might otherwise be forced into unsuitable PRS housing, or displaced from the area.</p> <p>HWL data suggests the NDP should not seek to establish its own affordable housing policy (one that departs from the Local Plan policies).</p> <p>Given prevailing income levels and house prices in the area, we estimate that between 15 and 20% of households would be able to take advantage of Discounted Market Sale Housing ('Starter Homes'). We would therefore recommend DMSH form part of the AH quota within the NA, seeking to fulfil the Government's 10% policy expectation.</p> <p>For Affordable Rented Dwellings (ARD) to expand the choice of housing available to residents in the NA, rent levels should be set substantially below the maximum of 80% so as to avoid competition with intermediate products.</p>

⁷¹ The term 'Affordable Housing' denotes the planning definition set out on page 50 of the National Planning Policy Framework, https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

Factor	Source(s) (see Chapters 4-8)	Possible impact on housing needed	Conclusion
			In terms of the apportionment of AH tenures, it is appropriate that 20% of AH is allocated to intermediate products, including shared ownership; in addition, 10% should be reserved for starter homes to meet the Government's policy expectation. Given the relative unaffordability of ARD in rural areas in Staffordshire Moorlands generally, we would suggest this is replaced with social rented homes. As a result, we arrive at a ratio of 10% DMSH, 20% intermediate homes and 70% social rented homes.
Demand/need for smaller dwellings	Census, SHMA	<p>One in four households comprises one person, of which a clear majority are aged 65+.</p> <p>Small homes of 2 and 3 habitable rooms make up 4% of total stock in Brown Edge. The number of small homes has increased modestly over the inter-censal period, increasing from some 36 dwellings to 47.</p> <p>Census data suggests wide-spread under-occupation of homes, pointing to a shortage of smaller dwellings for people to 'downsize' into.</p> <p>The SHMA seeks a larger number of 1 and 2 bed homes (2-4 habitable rooms) and a reduced overall proportion of 4+ bed homes (6+ habitable rooms) to address an imbalance within the housing stock at the District level.</p>	<p>Policy should seek to provide dwellings of 2 and 3 habitable rooms so as to address the need for dwellings suited to one person/couple households as well as people seeking to downsize.</p> <p>Taking into account the evidence related to affordability, and the implications for the size of dwellings given demographic shifts, there is a clear indication that there is an imbalance in favour of large homes in the NA.</p>
Demographic change		<p>The numbers of people aged between 25 and 44 fell in the NA during the inter-censal period by 19.2%. Again, this mirrors trends in the wider area in which numbers of those aged under 65 are forecast to fall by 10.4%.</p> <p>While the NA and District data is broadly comparable in respect of employment trends, it is worth noting the proportion of residents working full-time in Brown Edge is 3.1% lower than the average for the District and the retired population 2.1% greater.</p> <p>Data from the SHMA (for the District level over the period 2011-31) indicates, firstly, a very substantial increase in the numbers of those aged 65+both within one person households</p>	<p>These trends raise questions as to the long term viability of services typically used by younger age groups such as schools. Indirectly it also impacts on a wider range of businesses, given the implicit reduction in the employed population.</p> <p>While there being a higher proportion of retired and economically inactive people is to be expected in a rural environment, these trends should be monitored to ensure the economically active population is sufficiently strong to support local services and businesses.</p>

Factor	Source(s) (see Chapters 4-8)	Possible impact on housing needed	Conclusion
		and families, and, secondly, an increase in one person households.	
Family-sized housing	Census	<p>Within the NA, the dominant household type is families, of which those with children form the majority.</p> <p>There has been a loss of 75 medium sized dwellings (4 and 5 room homes) and an increase in the number of larger homes of 6 rooms plus of 98 dwellings over the inter-censal period</p>	Policy should seek to arrest the decline of those aged 25-44 in Brown Edge through the provision of affordable dwellings of the right size for family occupation (4 -5 habitable rooms).
Housing for independent living for older people	Census, SHMA	<p>The contrast with the District area is particularly striking in respect of the proportion of families who are aged 65+ (16% for the NA as opposed to 11.3% for the District).</p> <p>Brown Edge shows strong evidence of an aging population, with the proportion of those aged 65-84 having increased by 22.3% and those aged 85+ having increased by 77.1% over the inter-censal period.</p> <p>This chimes with data in the SHMA that forecasts an increase in those aged 65+ of 46% between 2011 and 2031, suggesting the trends identified in Census data are likely to continue in the NA over the Plan period.</p>	<p>Policy should seek to manage the growing elderly population through supporting the delivery of appropriate housing as well as embracing both Lifetime Homes and Lifetime Neighbourhoods⁷² principles (Lifetime Homes are adaptable dwellings suited for occupation by all household types; policy may require a share of all new build homes to be designed according to its principles).</p> <p>Using the Learning and Improvement Networks (LIN) recommendations for the number of specialist dwellings per 1000 population of those aged 75+, we have arrived at a need for:</p> <p>6 (rounded) additional conventional sheltered housing units</p> <p>12 (rounded) additional leasehold sheltered housing units</p> <p>2 (rounded) additional 'enhanced' sheltered units, split 50:50 between those for rent and those for sale</p> <p>2 (rounded) additional extra care housing units for rent</p> <p>4 (rounded) additional extra care housing units for sale</p> <p>1 additional (rounded) specialist dementia care home</p>
Tenure of housing	Census, Land Registry, Home.co.uk, CLG Live Tables	<p>The vast bulk (87.5%) of the dwellings in the Parish are in owner occupation; this is in contrast to the District, in which 79.7% are occupied in this way.</p> <p>While not achieving the same rate of growth as the District average, the</p>	<p>PRS will continue to provide a growing role in satisfying housing need in the NA, given the shortage of shared equity stock and overall affordability of for-sale homes.</p> <p>For those ineligible for AH and who cannot access AMH for-sale, PRS</p>

⁷² 'Lifetime Neighbourhoods' are explained in more detail in chapter 8, section 8.8

Factor	Source(s) (see Chapters 4-8)	Possible impact on housing needed	Conclusion
		number of private rented sector (PRS) dwellings increased from 36 to 69 dwellings, an increase of 91.75% over the period.	dwellings will be attractive, underpinning the growth in this market we seen in recent years.

10.2 Recommendations for next steps

230. This neighbourhood plan housing needs advice has aimed to provide BEPC with evidence on housing trends from a range of sources. We recommend that the Parish Council should, as a next step, discuss the contents and conclusions with SMDC with a view to agreeing and formulating draft housing policies, taking the following into account during the process:
- the contents of this report, including but not limited to Table 34 and Table 35;
 - Neighbourhood Planning Basic Condition E, which is the need for the neighbourhood plan to be in general conformity with the emerging development plan (here, the emerging Local Plan);
 - the views of the District Council;
 - the views of local residents;
 - the views of other relevant local stakeholders, including housing developers; and
 - the numerous supply-side considerations, including local environmental constraints, the location and characteristics of suitable land, and any capacity work carried out by the Council, including but not limited to the SHLAA.
231. As noted previously, recent changes to the planning system, as well as forthcoming changes to the National Planning Policy Framework as well as the implementation of the Housing and Planning Act 2016, will continue to affect housing policies at a local authority and, by extension, a neighbourhood level.
232. This advice note has been provided in good faith by AECOM consultants on the basis of housing data current at the time of writing (alongside other relevant and available information).
233. Bearing this in mind, we recommend that the steering group should monitor carefully strategies and documents with an impact on housing policy produced by the District Council or any other relevant body and review the neighbourhood plan accordingly to ensure that general conformity is maintained.
234. Most obviously, this includes monitoring the status of the emerging Local Plan.
235. At the same time, monitoring ongoing demographic or other trends in the factors summarised in Table 34 and Table 35 would be particularly valuable.

APPENDIX 3



Our Ref: ART/JM/GENERALLETTERS/LET03

18th July 2018

Mr A Brown
Harlequin Development Strategies (Crewe) Limited
6 Beech Close
Holmes Chapel
Cheshire
CW4 7QJ

Dear Andy

RE: WILLFIELD LANE, BROWN EDGE

Further to our previous discussions and receipt of particulars in respect of the above site relating to circa 50 units.

I confirm our Company's interest in this site subject to you securing an allocation/planning consent for residential development.

Following receipt of the above we would then be happy to enter into negotiations on a subject to Detailed Planning/Reserved Matters Consent.

I look forward to hearing from you in due course.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Andrew R Thompson', with a long horizontal flourish extending to the right.

ANDREW R THOMPSON BSc (Hons) MRTPI
Senior Land Director

By eMail

Private & Confidential

Mr A Brown, Managing Director
Harlequin Development Strategies (Crewe) Ltd
6 Beech Close
Holmes Chapel
Cheshire
CW4 7QJ

14 March 2018

Dear Mr Brown

Land East of Willfield Lane, Brown Edge, Stoke-on-Trent – 5.43 Acres (approx.): PDW Homes and Developments Ltd

I am aware that you are promoting the above site as a future housing allocation in the current Staffordshire Moorlands District Council Local Plan process. I attach a copy of an OS based Location Plan, edging the land which I understand is included in these representations in red.

I have some significant personal knowledge of this site, and regard it as being a very suitable site for such allocation.

As you are aware, DLDC Ltd is one of the largest Land Agents active in the North Staffordshire and South Cheshire areas in particular, the Company having established itself as a major introducer of residential building land to the principal housebuilders operating in the region over the last 14 years or so.

I can confirm that I have recently been approached by PDW Homes and Developments Ltd to formally confirm its interest in purchasing the site, being a Cheshire based, privately owned company, which is extremely keen to expand into the North Staffordshire area.

The Company is headed by Mr Mark Murphy (Director), with whom I have worked closely in recent times, and who I would have no hesitation in recommending to you as a very professional and able developer, with ready access to substantial cash funding. Mark has been very keen to confirm that the

Please note new Contact Details below:

Tel: 01270 524106

Skype No Longer Available

Email: PLEASE USE: grantdinsdale@gmail.com

site would meet his immediate land requirements in this area of the Potteries, and on which he would hope to commence development as soon after 30 June 2019 as possible, subject to the envisaged planning permission being granted.

Whilst I appreciate that you are still progressing the site through SMDC's current somewhat labouring planning process, PDW are extremely keen to meet with you and/or the Landowners, to discuss its acquisition of the site. Accordingly, I would be most grateful if you would please report this interest to the Landowners and revert to me to hopefully suggest some convenient meeting dates to discuss this matter further at your earliest convenience. Whilst I would anticipate that a site of this nature is likely to attract the general interest of a number of housebuilders active in this area, I would particularly recommend PDW to you as a strong and very genuine prospective purchaser.

I look forward to hearing from you.

Kind regards.

Yours sincerely,

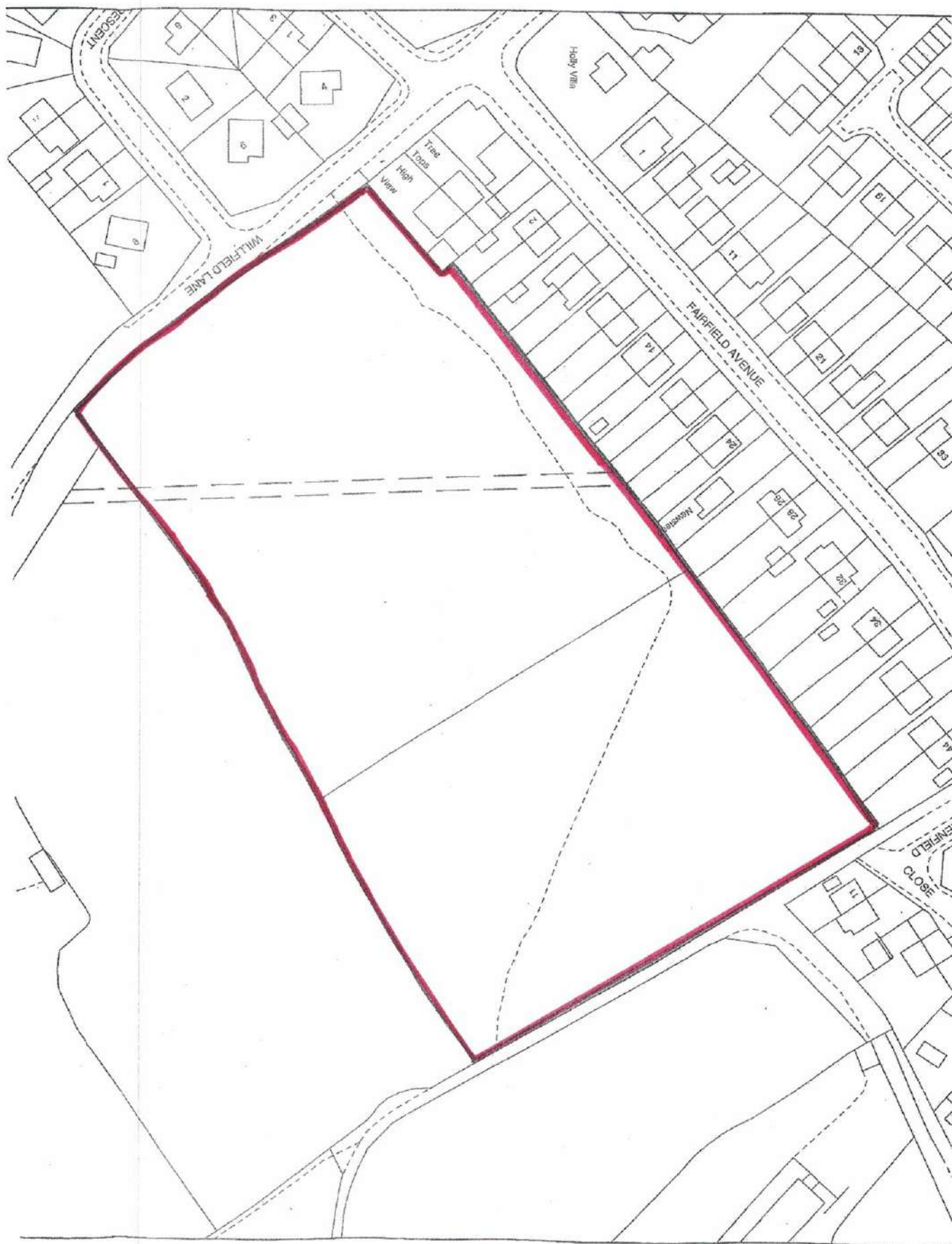
Grant Dinsdale

Grant Dinsdale BA (Hons) Dip Surv MRICS

Director

For and on behalf of Dolphin Land & Development Consultancy Ltd

Encl. Location Plan



By eMail

Private & Confidential

Mr A Brown, Managing Director
Harlequin Development Strategies (Crewe) Ltd
6 Beech Close
Holmes Chapel
Cheshire
CW4 7QJ

12 April 2018

Dear Mr Brown

Land East of Willfield Lane, Brown Edge, Stoke-on-Trent – Proposed Housing Allocation in SMDC Local Plan Process

You may recall that I wrote to you expressing interest in the above land from PDW Homes and Developments in correspondence dated 14 March 2018, and for whom I continue to act in this matter.

You kindly reverted to me following this correspondence to confirm that, although you were happy to meet with PDW, given the continued delays being experienced with the SMDC Local Plan process, such a meeting was more probably appropriately deferred until the latter end of the year, when there would hopefully be more clarity in respect of the planning context/status with the land, and indeed SMDC's Plan process generally.

You also mentioned during our conversation that, as an alternative planning/development proposal, you and the Landowners may also be interested in considering disposal of some of the land as individual building plots. Whilst PDW's preference would be to acquire all of the site, they would still be interested in purchasing part of same, and providing that the site area did not fall below 2 Net Developable Acres, if this better suited your current proposed planning/disposal strategy.

If this alternative approach is of interest to you, I can also confirm that DLDC currently have a number of prospective individual, self-build buyers on its database, who we know would be most interested in acquiring individual building plots (c. 0.25 – 0.5 acres in size) in this location. I can certainly confirm my opinion that demand for such opportunities is likely to be extremely strong for

Please note new Contact Details below:

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such a location, and particularly given the dearth of supply of individual building plots across the general Brown Edge, Stockton Brook and Endon areas in recent years. Accordingly, please do not hesitate to revert to me, should this alternative approach also be of interest to you, and which, as referenced above, could possibly "tie-in" very well with PDW's interest, the latter also possibly being able to install the common Estate Road/services etc which are likely to be needed to more effectively offer any of the land as individual fully serviced plots.

Please do not hesitate to revert to me, should you wish to discuss anything raised in the above further.

Kind regards.

Yours sincerely,

Grant Dinsdale

Grant Dinsdale BA (Hons) Dip Surv MRICS

Director

For and on behalf of Dolphin Land & Development Consultancy Ltd

From: Mark Murphy <mark@landusefutures.co.uk>
Sent: 21 September 2018 17:26
To: andy.brown65@hotmail.co.uk
Subject: Land at Browns Edge, Staffs - subject to contract

Hi Andy

Further to our previous conversations over the last few months, I am writing this quick note to reassert our interest in taking this site forward to delivery once you secure planning and subject to contract etc.

As you know, this is an area that perfectly suits our delivery model of responding directly to local development needs. We are actively acquiring sites similar to yours that can readily and speedily be brought forward and we have a locally based supply chain that can be mobilised at short notice.

Look forward to hearing from you

Regards

Mark

*Mark Murphy
Development Director*

*Egerton Homes
The Stables,
Paradise Wharf,
Ducie Street,
Manchester
M1 2JN.*