URS

Housing Needs Advice for the Neighbourhood Plan

Prepared for Brereton Parish Council

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UK & IRELAND

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The methodology adopted and the sources of information used by URS in providing its services are outlined in this Report. The work described in this Report was undertaken between September 2014 and December 2014 and is based on the conditions encountered and the information available during the said period of time. The scope of this Report and the services are accordingly factually limited by these circumstances.

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1 INTRODUCTION

1.1 Housing needs assessment in neighbourhood planning

The 2011 Localism Act introduced Neighbourhood Planning, allowing parishes or neighbourhood forums across England to develop and adopt legally binding development plans for their neighbourhood area.

As more and more parishes and forums seek to address housing growth, including tenure and type of new housing, it has become evident that developing policies need to be underpinned by robust, objectively assessed data on housing need within the neighbourhood plan area.

In the words of the National Planning Practice Guidance (NPPG)[1], establishing future need for housing is not an exact science, and no single approach will provide a definitive answer. The process involves making balanced judgements, 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 parish almost never constitutes a housing market on its own and must therefore be assessed in its wider context.

The guidance quoted above on housing needs assessment is primarily aimed at local planning authorities preparing Strategic Housing Market Assessments (SHMA). 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 local level should be proportionate.

The brief for this commission was to collate and advise on data at this more local neighbourhood level, to help Brereton Parish Council understand what its ‘fair share’ of the local authority-wide housing requirement might be and equally to be able to equate that to local need, which is a priority for many neighbourhood housing groups.

1.2 Study context

The Parish of Brereton lies within the Cheshire East Unitary Authority area (henceforth Cheshire East) and includes the rural communities of Brereton Green, Brereton Heath, Bagmere, Brindley Green, Brownedge, Hazelshawe, Illidge Green, Medhurst Green, Sandlow Green and Smethwick. The largest settlements in the parish are Brereton Green and Brereton Heath. The A54, which connects Holmes Chapel and Congleton, runs along one side of Brereton Heath. The A50 road to Holmes Chapel runs along one side of Brereton Green. The A50 crosses the A534 road, which joins the towns of Sandbach and Congleton. Essentially, the Parish lies within a triangle formed by the three towns of Sandbach, Congleton and Holmes Chapel. The Parish

[1] National Planning Policy Guidance available at http://planningguidance.planningportal.gov.uk/blog/guidance/housing-and-economic-development-needs-assessments/

is easily accessed by Junction 17 of the M6 Motorway (Brereton Heath is approximately 4.3 miles by road, Brereton Green approximately 2.1 miles by road). The Parish is also within easy access by car of the Holmes Chapel railway station (less than 2 miles from Brereton Green and 3.3 miles from Brereton Heath) on the Crewe to Manchester Piccadilly line.

Brereton is considered for planning purposes part of the Cheshire East Strategic Housing Market area, within the Sandbach Rural submarket area and Former Congleton functional market area[2]. As well as its links to Holmes Chapel, Sandbach and Congleton, Brereton's position close to the M6 corridor and proximity to Crewe, Macclesfield and the Manchester conurbation are also likely to be relevant factors. The Neighbourhood Plan area comprises the entire parish.

The Parish Council has already commissioned a number of studies and analysis to inform the development of the Neighbourhood Plan. Having reviewed all of the information provided, URS have concluded that the outputs relevant to an assessment of housing need are the Affordable Housing Needs Survey undertaken in 2013, and the consultation analysis reports that summarise the feedback from the four additional community consultations/surveys that the Brereton Neighbourhood Plan Group have undertaken to date. These documents have been analysed and the relevant findings have been discussed in Chapter 3.1 of this report.

[2] Accessed from: http://www.cheshireeast.gov.uk/planning/spatial_planning/research_and_evidence/strategic_housing_market_assmt.aspx

2 APPROACH

2.1 NPPG-based assessment

This housing needs advice note seeks to be objective but is not a full Housing Needs Assessment. The approach has been agreed with RTPI Planning Aid England and follows the NPPG approach where relevant. This ensures our findings are appropriately prepared. The NPPG 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.

2.2 Summary of methodology

Our approach is to calculate a theoretical housing figure for Brereton based on the Cheshire East Local Strategy Plan Submission Version figure (March, 2014). We then calculate a second theoretical housing need for Brereton based on Government household projections informed by the latest population projections. Taking a midpoint of the two figures allows us to combine in a single figure the extensive work and analysis underpinning the Local Plan Strategy with the most up-to-date projections available. At the same time, we have gathered a wide range of local evidence likely to apply to Brereton's particular circumstances. We have summarised this local evidence into a series of factors that the Parish Council can apply, as they consider appropriate to the theoretical midpoint figure, raising it or lowering it depending on the factors applied and/or the weight they consider should be applied to each factor. The local evidence and the factors based on them have also been designed to inform Parish Council decisions on the characteristics as well as the quantum of the housing required.

2.3 Gathering and using a range of data

The NPPG 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. For example, for housing, where there are issues of affordability or low demand, house price or rental level analyses will be particularly important in identifying the assessment area. Where there are relatively high or volatile rates of household movement, migration data will be particularly important. Plan makers will need to consider the usefulness of each source of information and approach for their purposes'*.

It continues: *'Plan makers should avoid expending significant 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'*.

In seeking to follow this approach, we note that, 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.

Like much of the data that can build a picture of housing need, 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 local authority level. Our approach has been to gather 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.

2.4 Determining unconstrained demand

Our approach is to establish unconstrained demand. This is in line with the NPPG, 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*.'

For this reason, we advise that this advice note should be assessed against available capacity as a separate and follow-on study. If the advice note indicates a greater quantum of housing is needed than there are suitable or available sites, then any site selection process may need to be revisited to determine if there is further land with the potential to meet demand.

If the advice note indicates a smaller quantum of housing is needed than there is suitable land available, then sites should be scored or ranked to indicate which are preferred for the development needed, with the remainder either discounted or safeguarded for future use as appropriate.

2.5 Study objectives

The objectives of this housing needs advice can therefore be summarised as:

- Collation of a range of data with relevance to housing need in Cheshire East and Brereton Parish;
- Analysis of that data to determine patterns of housing demand;
- Setting out recommendations based on our data analysis that can be used to inform the Brereton Neighbourhood Plan's housing policies.

The remainder of this report is structured around the objectives set out above:

- Chapter 3 sets out the local planning context;
- Chapter 4 sets out the local economic context;

- Chapter 5 describes characteristics of the local population;
- Chapter 6 summarises the results of survey and consultation work undertaken by Brereton Parish Council; and
- Chapter 7 sets out our conclusions and recommendations.

3 THE LOCAL PLANNING CONTEXT

3.1 Cheshire East Local Plan Strategy Background Paper: Population Projections and Forecasts March 2014[3]

The population projections and forecasts set out in this Background Paper were produced to inform the Cheshire East Council Local Plan Strategy for 2010-30 and in particular the Council's estimate of its objectively assessed housing need for the Plan period.

The paper supersedes previous background papers published in January 2013 and September 2013 and presents the latest assessment of housing need for the local authority area. In doing so, it takes into account the latest available datasets produced by the Office for National Statistics (ONS) and the Department for Communities and Local Government (CLG) that have been released over recent months. These include some 2011 Census tables, mid-year population estimates revised in light of the 2011 Census and interim 2011-based sub-national population and household projections. These revised forecasts – and the resulting conclusions - were presented in the Council's September 2013 paper. However the March 2014 paper provides additional documentation and greater depth in terms of its justification for the Council's approach and its conclusions. It also sets out how population and other factors contribute towards 'Objectively Assessed Need' and in particular how that evolves over the plan period.

The Local Plan Strategy proposes to provide an additional 27,000 dwellings over the Local Plan period (2010-30), which is an average of 1,350 dwellings per annum. The 1,350 per annum average is based on the collation production, analysis and interpretation of a wide range of evidence; in particular relating to demographic (population change and migration), economic and housing projections and forecasts.

In line with the (then) Draft NPPG, the Council produced demographic and economic projections based on the interim 2011-based sub-national and household projections (the latest population sub-national projections at the time of writing both this paper and this report) as well as running a series of forecasts for alternative scenarios (using a range of population-led, job-led and dwelling supply-led scenarios) using a demographic model called POPGROUP. The results of the forecasting work indicated that an objectively assessed housing need amounting to an overall average of 1,350 dwellings per annum would be appropriate to meet the housing need implied by the latest ONS and CLG projections (an average of 1,180 dwellings per annum) as well as enough additional housing for Cheshire East to enjoy a *"robust yet sustainable economic growth rate that accords with the Council's own aspirations".*

[3] Accessed from: http://cheshireeast-consult.limehouse.co.uk/portal/planning/cs/library#sd (see SD019)

3.2 Cheshire East Strategic Housing Market Assessment (SHMA) (Arc4) 2010 and 2013 update[4]

The NPPG states that parish councils can refer to existing needs assessments prepared by the local planning authority as a starting point.

The Cheshire East SHMA Update (2013) is the most up to date detailed assessment of housing needs for Cheshire East, and has informed the Local Strategy Plan's housing policies, including affordable housing policy.

The SHMA Update 2013 was prepared in order to refresh the general social, economic, demographic and dwelling stock context for Cheshire East, drawing on the recently released 2011 census data.

Both the 2010 and the 2013 SHMA draw on primary research in the form of a Household Survey undertaken across Cheshire East in June/July 2009, based on 100% surveying in rural areas and sample surveying in urban areas. 7,796 questionnaires were returned of a total of 56,979 households contacted, representing a 13.7% response rate. It is noted in the SHMA that this response rate is well in excess of the 1,500 specified in Government guidance.

Data from the 2009 Household Survey was prepared for individual parishes, which were then aggregated to former Local Authority districts and for Cheshire East as a whole. For the purposes of the Cheshire East Local Strategy Plan however, Cheshire East has been stratified into 29 sub-areas built up from parishes. For this reason, the geographies were rebased and revised in the SHMA 2013 Update to better reflect the settlement hierarchy work prepared to support the Local Strategy Plan.

The consultants updating the 2010 SHMA recommended that the Household Survey data remains valid for a 3 to 5 year time frame and therefore the data collected in 2009 remained valid for the SHMA Update 2013. At the time of writing this advice note however, this data would now be considered out of date.

In any event, as noted in Section 2.3 above, the NPPG now cautions against expending significant resources on primary research and instead recommends the use of secondary data to inform such assessments.

The 2010 SHMA drew upon a range of statistics including population projections, housing market transactions and employment scenarios in coming to an assessment of the annual housing requirement. An annual net affordable housing requirement of 1,243 dwellings was identified, alongside a requirement for 2,753 open market dwellings annually. The SHMA Update 2013 provides a revised assessment of affordable housing need of 1,401 net affordable dwellings annually (2013/14 to 2017/18).

[4] Accessed from: http://www.cheshireeast.gov.uk/planning/spatial_planning/research_and_evidence/strategic_housing_market_assmt.aspx

The 2010 SHMA and SHMA Update 2013 contain a number of points of relevance when determining the degree to which Brereton's housing needs context differs from the authority-wide picture.

3.2.1 *Overview of the Cheshire East housing market*

The SHMA Update 2013 summarises what it considers the main drivers of housing demand for Cheshire East as a whole. Essentially there are three primary drivers influencing the current and future housing market: demographic, economic and dwelling stock characteristics. These are set out below:

The *demographic drivers* include:

- *Population increase* – an increase in the population of 10.6% is projected from 370,700 in 2010 to 410,200 in 2030 (the Cheshire East Local Strategy Plan period) based on the ONS 2011-interim projections extrapolated to 2030;
- *Demographic shift* - the overall number and proportion of older people is increasing. Over the period 2011 to 2030 the number of residents aged 60 and over in Cheshire East is expected to increase from 85,500 to 124,000 (or by 45.0%). The number aged 75 and over is expected to increase by 74.6% over the same period (from 33,800 to 59,000);
- *Household projections* - prepared by the DCLG and based on ONS population projections indicate that the number of households is expected to increase by 6.5% from 159,600 in 2011 to 170,000 in 2030. This represents an increase of around 10,500 households;
- The 2011 Census reports that 27.1% of households across Cheshire East comprise couples with children, 12.6% are older person households (single person or couple aged 65 and over), 19.7% are couples with no children, 16.3% are singles under 65, 8.9% are lone parents and 4.2% are other household types.

The *economic drivers* include:

- 70.6% of residents 16 to 44 are economically active according to the 2011 Census, which is slightly higher than the regional average of 67.8%;
- Unemployment in 2011 in Cheshire East was 3.2%, compared with 4.7% regionally;
- 2009 Household Survey data (reweighted to 2011 households) suggests that 8.5% of employees work from home, 58.6% work elsewhere within Cheshire East and 32.9% commute to other areas, most notably to Manchester (7.6%) and Cheshire West and Chester (5.5%);

- Cheshire East boasts a highly qualified population, with 42.9% of working age residents having an NVQ Level 4 qualification (e.g. a degree) and a further 13.6% having an NVQ Level 3 qualification);

- Lower Quartile incomes across Cheshire East have risen slightly since 2009. In 2012 Lower Quartile earnings were £18,559, an increase of 4.1% on 2009 data. This compares with marginal increases of 2.1% regionally and 3.6% nationally. In contrast, median incomes have fallen by 1.1% within Cheshire East compared with an increase of 2.7% regionally and 3.4% nationally.

- Cheshire East has a vital role to play in providing jobs and helping to sustain and drive the regional economy. Given its geographical location, Cheshire East is inextricably linked to the Manchester City Region.

The *dwelling stock* drivers include:

- 77.7% of properties are houses, 9.4% are flats/maisonettes 11.4% bungalows, and 1.4% are other property types (e.g. caravans);

- A majority of properties (68.5%) have been built since 1945 (with 49.5% built since 1965), 13.7% were built between 1919 and 1945 and a further 17.8% were built before 1919;

- 74.9% of properties are owner-occupied, 11.8% are affordable (social/affordable rent and intermediate tenure) and 13.3% are privately rented. This compares with regional figures of 64.5% for owner occupation, 18.8% affordable tenures and 16.7% private renting;

- There is a particularly strong aspiration for houses and some age/household specific aspirations for other types of properties (see below).

Characteristics of the Cheshire East housing market include the following:

- *House prices* - have increased 215.0% across Cheshire East over the period 1996 to 2012. The median price across the Borough has been consistently higher than the regional median price but usually very slightly lower than the national median price. Prices tend to be higher in rural areas;

- *Relative affordability* – overall, Cheshire East is ranked the 6th least affordable district out of 39 districts in the North West, with the ratio of lower quartile gross income of full-time workers to house prices of 6.6, compared to the North West average of 5.3[5];

- *Household migration trends* – Over the period July 2008 to June 2011 (3 years) in-migration has resulted in a net increase of 2,310 residents

[5] Source quoted in the 2013 SHMA is CLG House Price Statistics, Annual Survey of Hours and Earnings 2012

or 770 each year[6]. 68.5% of household moves in the 5 years preceding the 2009 Household Survey originated within Cheshire East and 31.5% from outside[7]. Most notable origins and destinations for moves are the South East Region and London, Cheshire West and Chester, Manchester, Stockport, the West Midlands and East Midlands. Of those households planning a move, 82.3% intended on remaining within Cheshire East;

- *Vacancy rates* - Across Cheshire East 3.2% of dwelling stock (5,335) is vacant according to 2011 HSSA figures. The number of vacant properties has increased from 2.8% in 2001;

- *Future households requiring affordable housing* – the proportion of newly-forming households who could not afford open market prices or rents is 56.1%;

- Future households requiring market housing:

  - Around 9,230 households intended to move within Cheshire East in the open market in the two years following the Household Survey (2009) with those households most likely to be moving couples under 60, couples with children and singles under 60.

  - Of those moving, most (79.3%) are considering a house, 33.5% are considering a bungalow and 18.6% a flat. Houses remain the most popular choice of most households (except for older singles and couples), particularly detached and semi-detached properties, with three bedroom houses most popular overall. Flats are most likely to be considered by singles and 'other' household types and there is a strong preference for bungalows amongst older person households, along with 72.9% of lone parents with adult children and 66.5% of lone parents generally.

3.2.2 *Views of Stakeholders*

A number of stakeholders were invited to participate in an on-line survey to inform the SHMA Update 2013. Alongside the demographic factors identified above, stakeholders also identified the increasing number of single households, increased life expectancy, household changes, alongside economic growth, employment, affordability, lack of affordable housing, lack of lending finance and high deposit requirements, schools and education, access to transport links and access to services as key issues affecting the Cheshire East Housing Market.

[6] Source quoted in the 2013 SHMA is ONS data based on patient re-registrations with the NHS.

[7] Although this figure is below the 70% self-containment figure suggested by CLG, it is only marginally below, and therefore Cheshire East is considered the appropriate geography for planning purposes over to which to assess and meet housing requirements.

Affordability was identified as a particular issue for the towns of Sandbach and Holmes Chapel (both within close proximity to Brereton Parish), as well as Macclesfield, Wilmslow and Alsager.

A number of market weaknesses were identified by stakeholders, including the lack and inaccessibility of mortgage finance, the housing offer, (which is considered to be characterised by lack of choice of efficient and easily maintained homes, lack of smaller homes - especially in high value areas, lack of choice of housing solutions for older people and undersupply of new homes), over-reliance on the private rented sector, lack of clear planning policy and failure to balance supply proposals with demand, number of empty homes, lack of first time buyers and viability.

On the flip side, market strengths identified included developer interest, overall good stock condition, a strong private rented sector, the attractiveness of the area to live in, including its thriving market towns, the strong and diverse demand for housing, the strong economic base and proximity to Manchester.

The lack of first time buyers was identified as a major issue and the age of first time buyers is increasing. In addition, there is less new build provision for this group as generally larger family homes are being developed. Although prices remain below what there were in 2007, demand remains, and is particularly strong in the rural areas of the Borough. Stakeholders consider there has been an increase in provision in the private rented sector due to the inability of households to finance moves and are concerned about a reduction in the availability of social rented housing, set against a context of increasing demand for affordable homes. The shortage in affordable housing is particularly acute in the north of the Borough and across rural areas. The demand for private rented housing is more concentrated in urban rather than rural locations, with easy access to facilities and transport links – many tenants in the north and east of the Borough commute to jobs in Manchester.

3.2.3 *Views of estate agents*

The views of estate agents were also sought in updating the SHMA in 2013. Estate agents identified differences in the housing market across the borough, with prices being stable and even increasing slightly in the north, whilst being stable and falling in the south. Estate agents confirmed the views of other stakeholders that rural areas continue to remain strong in terms of values and demand for homes in these areas is high, due to the relative scarcity of rural housing. Agents also considered the lack of first time buyers were adversely affecting the market, primarily due to the inaccessibility of mortgage finance. Demand from older people for alternative housing solutions is strong.

3.2.4 *Overview of the Sandbach Rural sub-area housing market*

The SHMA divides Cheshire East into 29 sub-areas for the purpose of analysis. The parish of Brereton is located in the Sandbach Rural sub-area, meaning that data the SHMA provides on this sub-area will be of relevance to determining the parish’s housing need. It is noted in the SHMA that none of the individual sub-areas can be described as self-contained housing markets and that further analysis suggests there are three *functional* housing market areas, which are based broadly on the former District boundaries. Of these three functional market areas, Brereton Parish is based in the Former Congleton area. This functional market area is influenced by migration from elsewhere in Cheshire East, Greater Manchester and North Staffordshire, and its travel to work area includes other areas of Cheshire East, elsewhere in Cheshire, Greater Manchester and North Staffordshire[8].

The Department of Communities and Local Government (CLG) suggests that a housing market is self-contained if upwards of 70% of moves (household migration and travel to work) take place within a defined area. Although none of the 29 individual sub-areas within Cheshire East can be described as self-contained housing markets, the figure for household moves originating within the same sub-area is particularly low for Sandbach Rural, at 9.6%[9] as illustrated by Table 1.

Table 1: origin of moving households in preceding 5 years (%)

Sub-Area	Within Cheshire East			From outside Cheshire East		
	Within same Sub-area	Elsewhere within Cheshire East	Total Within	Elsewhere Cheshire	Greater Manchester	Elsewhere NW
Sandbach Rural	9.6	52.8	62.4	6.1	7.7	1.9
Cheshire East	--	68.5	68.5	3.3	8.7	2.8

Sub-Area	From outside Cheshire East				
	Stoke/ Newcastle/ West Midlands	High Peak/ East Midlands	Elsewhere UK	Outside UK	Total Outside
Sandbach Rural	11.5	0.0	10.4	0.0	**37.6**
Cheshire East	4.5	1.2	10.3	0.7	**31.5**

Source: Arc4 SHMA Update 2013. Data from 2009 Household Survey; rebased to 2011 households

The highest degree of self-containment within sub-areas is generally found in the urban areas, including the Principal Towns (Crewe and Macclesfield) and a number of the Key Service Centres (Congleton town, Wilmslow and Alderley Edge, Knustford town).

8 The percentage of households within the Former Congleton functional area, which originated from elsewhere in the same former district, is 50.9%, with 69.1%[8] of households originating from either the same former district, or elsewhere within Cheshire East. In terms of travel to work patterns, 31.6% of residents in the Former Congleton functional area work in the same area, and 63.6% of residents work in the same former district or elsewhere within Cheshire East (source, 2009 Household Survey).

9 Note this figure is taken from the 2009 Household survey, which identified the origin of moving households in the preceding 5 years to 2009.

Of those households who were planning to move in the next five years, only 0.4% were planning to move into or within the Sandbach Rural sub area (as their first choice destination) compared with the borough percentage of 82.3% who intend remaining within Cheshire East (source, 2009 Household Survey).

Despite this lack of self-containment, a number of characteristics of this sub-area can be identified:

- *Tenure Profile:* Sandbach Rural has a higher percentage of homes that are owner occupied (84%) compared with Cheshire East as a whole (74.9%) and there are also less privately rented homes than the borough average (10.2% compared with 13.3% across Cheshire East), and considerably less affordable homes[10] (5.8% compared with 11.8% across Cheshire East)[11].

- *Total dwelling stock by Sub-Area:* Table 2 shows that Sandbach Rural has a significantly higher proportion of detached houses with four or more bedrooms (31.6%) than the Cheshire East average (21.6%), and a much lower proportion of flats and terraced houses, reflecting its rural location.

Table 2 – Total dwelling stock by Sub-area

Sub-Area	Property Types							
	Bungalow 1-2 Bed	Bungalow 3+ Bed	Flat 1 Bed	Flat 2 Bed	Flat 3+ Bed	Terraced House 1-2 Bed	Terraced House 3 Bed	Terraced House 4+ Beds
Sandbach Rural	6.7	7.0	1.2	2.3	-	1.3	2.9	2.1
Cheshire East	7.0	4.5	4.4	4.7	0.3	9.1	8.3	0.8

Sub-Area	Property Types				
	Semi-detached House 1-2 Bed	Semi-detached House 3 Bed	Semi-detached House 4+ Bed	Detached House 1-3 Bed	Detached House 4+ Bed
Sandbach Rural	2.7	16.7	7.6	15.6	31.6
Cheshire East	5.3	17.4	4.1	11.1	21.6

Taken from Arc4 2013 SHMA Update. Data Source: Valuation Office Agency (note there is a slight difference in baseline dwelling stock)

- *Place of residence and place of work*: Table 3 shows that similar percentages of people in the Sandbach Rural sub-area work from home (9.5%) to the Cheshire East average (8.5%). In terms of place of work, Middlewich and Sandbach is the most prominent place of work for

10 That is homes that meet the definition of 'affordable' as set out in the NPPF.

11 Figures based on data collected through the 2009 Household Survey.

Sandbach Rural residents (17.4%) compared to Cheshire East as a whole, for which Middlewich and Sandbach is the place of work for only 4.4% of residents. Cheshire West and Chester is also a significant destination for employment for Sandbach Rural residents at 11.3%, compared to just 5.5% for Cheshire East as a whole.

Table 3: Place of work – Sandbach Rural residents' compared to Cheshire East

Workplace	Area of residence (column %)	
	Sandbach Rural	Cheshire East
Home	9.5	8.5
Crewe	5.9	16.9
Nantwich	0.5	3.6
Congleton, Alsager	9.0	5.6
Middlewich, Sandbach	17.4	4.4
Holmes Chapel	2.6	0.8
Macclesfield	6.1	14.6
Knutsford, Alderley Edge	3.2	6.9
Elsewhere in Cheshire East	3.3	5.8
Cheshire West and Chester	11.3	5.5
Warrington	2.1	1.6
Halton, Widnes	0.0	0.3
Manchester	6.9	7.6
Stockport	3.6	3.5
Trafford	1.5	1.7
Elsewhere in Greater Manchester	1.0	1.6
Merseyside	2.1	0.7
Elsewhere in North West	1.5	0.9
Stoke on Trent	3.4	2.4
Newcastle under Lyme	3.9	1.2
Elsewhere in West Midlands	2.8	1.7
East Midlands	0.0	0.7
Elsewhere in UK	2.6	3.3
Overseas	0.0	0.2
	100.0	100.0
Base (people in employment)	1487	152038

Source: 2009 Household Survey; rebased to 2011 households and includes workplace information on respondent and next oldest person in household

Households in need: 124 households out of a total of 1400 households in the Sandbach Rural area were in housing need, representing 8.9% of total households[12]. This percentage in need is considerably higher than the average Cheshire East figure at 6.4% (10,174 out of 159,441 existing households). Sandbach Rural is in the top four sub-areas with the highest percentages of households in need, the others being (in descending order Crewe (10.1%), Acton (9.3%) and Peckforton (9.3%). Disley is also high, at 8.8%.

Annual affordable housing requirement: - The figures in Table 4 show that the greatest need in Sandbach Rural is for 1 bedroom units for general needs, with an annual requirement of 13 units (net) and that there is a small annual oversupply of three bed units in the sub-area (8). There is no identified need for older persons affordable housing of 2 or more bedrooms in the sub-area and only a small demand for 1 bedroom units for older persons (2). There is a similar low level of demand for general needs affordable 2 bedroom housing units. The total net requirement is 12 units annually; the gross requirement is for 20 units annually. These figures are much smaller than other sub-areas, with urban sub-areas such as Macclesfield and Crewe requiring 268 units and 299 units respectively annually (gross), but are broadly comparable with other neighboring rural sub-areas such as Holmes Chapel Rural (23 gross), Congleton Rural (11 gross) and Alsager Rural (35 gross).

Table 4: Annual affordable housing requirement (Net and Gross) 2013/14 to 2017/18

Table 4A: Net Affordable Housing Requirement

Sub-area	Designation and no. beds						
	General Needs				Older Person		Total
	1	2	3	4+	1	2+	
Sandbach Rural	13	2	-8	3	2	0	12
Cheshire East	**197**	**163**	**464**	**263**	**230**	**84**	**1401**

Table 4B: Gross Affordable Housing Requirement

Sub-area	Designation and no. beds						
	General Needs				Older Person		Total
	1	2	3	4+	1	2+	
Sandbach Rural	13	2	-8	3	2	0	12
Cheshire East	**197**	**163**	**464**	**263**	**230**	**84**	**1401**

NOTE: The gross table only shows where there absolute shortfalls and therefore excludes the minus figures show in the net table. For example, if there is a shortfall of 10no. 2 bed dwellings and an excess of 4no. 3 bed dwellings, the net figure would be 6 but the gross figure (i.e. absolute shortfall) would be 10.

Relative affordability of open market purchase – Table 5 is an extract of Table B22 in the 2010 SHMA which identifies the incomes which would be required to ensure that lower quartile and median-priced properties are affordable (that is, cost no more than 3.5 x a household income), and also shows the

[12] Figures based on data collected through the 2009 Household Survey.

proportion of existing households who could afford open market purchase on the basis of existing incomes, equity and access to savings. Across Cheshire East, 35.8% of households could afford lower quartile prices and 20.4% could afford median prices. In Sandbach Rural, only 8.2% of households could afford the median price, but 49.4% could afford lower quartile prices.

Table 5: Relative affordability of lower quartile and median properties

Sub-area	Lower Quartile	Median	Income Required to afford Lower Quartile Price (£)	Income Required to afford Median Price (£)	% households who could afford LQ price* (£)	% households who could afford Median Price* (£)
Sandbach Rural	£152,000	£214,000	£43,571	£61,143	49.4	8.2
Cheshire East	£117,500	£160,000	£33, 571	£45,714	35.8	20.4

Sources: Land Registry 2009 Household Survey

Relative affordability of open market rents – the percentage of households who can afford open market rents in Sandbach Rural is 70.6%. This compares with the Cheshire East average of 52.3% (source 2009 Household Survey).

Overcrowding - The 2009 Household Survey identified that 24 out of a total of 1240 households in Sandbach Rural were living in overcrowded conditions. This is 1.9%, which is similar to the Cheshire East average of 1.8%.

Under-occupation - Severe under-occupation, whereby a household has 3 or more spare bedrooms, is experienced by a total of 22,278 households (14.1%) in Cheshire East. In Sandbach Rural this figure is particularly high, with 23.4% of households under-occupying their homes, (290 homes out of a total of 1240) (source, 2009 Household Survey).

Household turnover rates – 19.9% of households in Sandbach Rural have been living in the property for less than three years, which is comparable with the Cheshire East average of 19.7%. This represents an annual turnover rate of 6.6% which is the same as the Cheshire East average, and a total of 82 dwellings annually (source, 2009 Household Survey).

Table B35 from the 2010 SHMA is reproduced below for the former Congleton functional housing market area. This provides a review of the distinctive attributes of each ward[13]. For each attribute, a District mean has been calculated (for instance the % of households who are owner-occupiers). Information for each ward is then compared against this mean to indicate the

[13] It should be noted that for the purposes of this table, Brereton Parish falls across two ward areas – Sandbach Rural and Congleton Rural.

extent of variation from the mean figure. The colours in the chart reflect the degree of variation:

YELLOW - indicates that the ward figure is less than 75% of the District mean;

GREEN - indicates that the ward figure is between 75% and 125% of the District mean; and

RED - indicates that the ward figure is at least 125% of the District mean.

For instance, across the District, the proportion of households living in owner-occupied dwellings is generally between 78% and 114% of the District mean.

Noteworthy comments relating to each sub-area are summarised in Table B35, which has also been reproduced from the 2010 SHMA.

Table B35A Attributes of sub-areas (former Congleton)

Attribute	Sub-area % variation from District Mean value									
Tenure	Alsager	Alsager Rural	Congleton	Congleton Rural	Holmes Chapel	Holmes Chapel Rural	Middlewich	Sandbach	Sandbach Rural	Cheshire East
Owner Occupied	100.0	103.0	99.2	100.4	109.3	109.7	105.3	100.5	108.7	81.5
Social Rented	101.1	72.9	124.9	44.1	51.7	59.7	86.2	79.8	53.1	11.4
Private Rented	97.9	109.2	69.6	185.0	70.8	53.2	61.5	126.3	75.7	7.1
Property Type										
Detached	112.4	99.7	106.3	134.0	161.7	173.5	130.0	96.8	128.0	34.7
Semi	101.0	143.5	95.6	106.8	67.0	44.9	97.3	98.6	93.9	29.4
Terraced	45.7	45.2	95.7	44.1	61.2	44.1	67.0	82.4	47.3	18.8
Bungalow	179.0	156.8	132.1	100.0	106.2	188.9	74.1	163.0	161.7	8.1
Flat/Maisonette	92.2	22.2	70.0	64.4	45.6	32.2	84.4	95.6	68.9	9.0
No. Bedrooms										
1-2 beds	90.6	109.0	107.2	63.9	59.9	58.1	91.3	127.4	45.1	27.7
3-4 beds	106.0	101.7	100.8	98.8	109.4	109.6	110.2	89.5	116.5	64.8
5+ beds	83.8	54.1	67.6	245.9	168.9	174.3	44.6	89.2	160.8	7.4
Property Prices										
2008 Median	84.8	97.6	88.2	236.4	131.8	220.6	86.0	97.0	146.4	£165,000
2009(q1,2) Median	83.9	91.6	90.3	296.8	101.6	161.0	89.7	94.2	72.6	£155,000
Household Income										
<£300pw	122.7	113.3	115.3	45.8	57.2	49.4	103.4	93.1	58.1	24.6
Between £300 and £500pw	116.5	82.0	85.8	135.7	97.4	82.9	100.1	92.0	62.1	20.5
>£500pw	83.7	100.8	98.4	111.0	120.1	129.1	98.4	106.1	132.9	54.9
Economic Activity (16+)										
In Employment	94.2	104.4	98.8	97.2	100.1	96.7	104.2	103.8	98.2	59.9
In training	99.6	74.2	110.1	118.6	112.8	104.2	108.4	74.9	136.5	13.0
Unemployed	129.1	186.5	156.6	115.2	102.8	76.2	151.2	72.6	65.9	2.7
Retired	122.3	103.3	99.0	88.1	109.1	136.9	74.2	107.3	71.0	15.4
Look after home	97.8	44.0	95.4	139.6	80.2	92.1	54.0	89.3	67.5	4.8
Permanently sick, carer	85.9	113.5	59.3	75.0	47.6	26.1	127.6	126.4	175.4	4.3
Migration (prev 5 years)										
5 Year turnover	75.3	102.2	99.6	108.8	92.3	86.8	104.9	105.3	114.4	29.9
% all movers from within Sub-area	165.2	102.6	193.9	46.9	121.5	41.1	150.4	86.6	35.4	29.8
% all movers from elsewhere CE	40.6	87.3	35.8	128.0	92.7	133.6	63.8	103.8	144.3	39.4
% all movers from CWaC	0.0	24.6	61.8	529.9	227.9	280.7	295.4	254.7	0.0	2.5
% all movers from Warrington	0.0	335.5	61.7	0.0	0.0	120.1	57.0	280.6	108.7	0.7
% all movers from Manchester	0.0	80.9	48.8	0.0	144.1	0.0	49.0	67.6	0.0	3.1
% all movers from Stockport	0.0	43.0	55.5	0.0	0.0	25.6	85.2	59.9	92.8	3.5
% all movers from Stoke on Trent	774.9	476.1	466.5	467.0	160.7	0.0	109.4	0.0	233.6	1.4
% all movers from Newcastle U L	106.1	657.5	0.0	0.0	0.0	0.0	0.0	0.0	380.3	0.9
% all movers from Lancashire	0.0	0.0	203.3	0.0	42.8	240.9	0.0	140.7	218.0	1.5
Workplace										
In Cheshire East	86.0	87.0	106.6	119.6	98.6	92.3	84.6	102.2	84.4	66.0
Outside Cheshire East	127.2	125.4	87.2	62.0	102.7	115.0	129.9	95.8	130.5	34.0
Household type										
Singles	112.0	91.5	103.6	96.3	64.0	57.1	103.2	116.3	85.5	14.7
Couples	56.1	113.1	76.9	113.2	100.3	106.0	129.3	106.3	125.9	18.1
Older	120.3	115.3	97.8	87.2	109.9	118.7	74.8	103.4	79.7	21.9
Two parent families	103.7	99.4	102.5	98.3	109.1	109.5	101.7	96.0	108.1	34.0
Lone Parents	106.0	63.5	124.4	30.0	92.0	82.4	98.5	56.6	103.0	7.5
Other multi-person household	100.0	60.7	137.2	274.6	115.6	80.6	82.0	108.7	72.7	3.9
Black, Asian and Minority Ethnic Households										
BAME Households	109.7	47.9	49.7	15.3	160.1	46.6	33.4	50.8	24.3	1.9

Source: 2009 Household Survey; Land Registry

Table B36 Summary of distinctive market attributes

Distinctive Attributes by Sub-area (former Congleton)									
Attribute	**Alsager**	**Alsager Rural**	**Congleton**	**Congleton Rural**	**Holmes Chapel**	**Holmes Chapel Rural**	**Middlewich**	**Sandbach**	**Sandbach Rural**
Tenure	Balanced	Low % social rented	Low % private rented	High % private rented	Low % social & private rented	Low % social & private rented	Low % private rented	High % private rented	Low % social rented
Property type	High % bungalows	Low % terraced & flats	Low % flats	High % detached	High % detached	High % detached & bungalows	High % detached	High % bungalows	High % detached & bungalows
Property size	Balanced	Low % 5+ beds	Low % 5+ beds	High % 5+ beds	High % 5+ beds	High % 5+ beds	Low % 5+ beds	High % 1-2 beds	High % 5+ beds
Property prices	Below average prices	Below average prices	Below average prices	High prices	Above average prices	High prices	Below average prices	Below average prices	Average prices
Household income	Balanced	Balanced	Balanced	High % £300-£500pw	Low % <£300pw	High % £500>pw	Balanced	Balanced	High % £500>pw
Household type/age	Low % young couples	Low % lone parents, other hhs	High % other hhs	Low % lone parents, high % other hhs	Low % young singles	Low % young singles	High % young couples	Low % lone parents	High % young couples
Econimc activity	High % unemployed	High % unemployed. Low % look after home	High % unemployed	High % look after home	Low % permanently sick	High % retired. Low % permanently sick	High % unemployed, permanently sick	High % permanently sick	High % in training & permanently sick
BAME HHs	Average	Low	Low	Very Low	High	Low	Low	Low	Low
Market Function									
Household mobility	Balanced turnover, strong local links	Balanced turnover, average local links	Balanced turnover, strong local links	Balanced turnover, weak local links	Balanced turnover, above averge local links	Balanced turnover, weak local links	Balanced turnover, strong local links	Balanced turnover, below average local links	Balanced turnover, weak local links
Self-containment	60-70% self contained	60-70% self contained	70-80% self contained	60-70% self contained	70-80% self contained	60-70% self contained	70-80% self contained	60-70% self contained	60-70% self contained
Migration from outside District	Very Strong Linkages with Stoke	Strong linkages with Warrington, Newcastle, Stoke	Strong linkages with Stoke, Lancashire	Strong linkages with CWaC, Stoke	Strong linkages with CWaC, Manchester, Stoke	Strong linkages with CWaC, Lancashire	Strong linkages with CWaC	Strong linkages with CWaC, Warrington, Lancashire	Strong linkages with Stoke, Newcastle, Lancashire
Workplace	High outside CE flow	High outside CE flow	Balanced (low outside)	Low Outside CE flow	Balanced (high outside)	Balanced (high outside)	High outside CE flow	Balanced (low outside)	High outside CE flow

3.2.5 *SHMA Caveats*

A number of cautionary points are relevant here.

Firstly, there are discrepancies in the figures on self-containment derived from different data sources within the SHMA. Secondly, the 2010 SHMA and SHMA Update 2013 rely heavily on primary data in the form of the 2009 Household Survey, which will soon be considered to be out of date (more than five years old). This is one of the reasons that this housing needs advice seeks to interrogate a wide range of relevant and up-to-date data relevant to housing need in Brereton, with the SHMA conclusions forming just one data source among many.

Thirdly, the 2012-based Household Projections are due to be released shortly. These new statistics may well suggest a different pattern of household formation than previously published projections, and this may have a bearing on the assessment of housing need at both local authority and more local levels.

Finally, and most importantly, the Cheshire East Local Strategy Plan has recently been partially tested through an Examination in Public (September 2014), and hearing sessions are currently suspended. The Inspector has published his Interim Views[14] on the examination, advising the Council that (at para 69):

"… on the basis of the evidence and discussions during the examination so far, I consider there are serious shortcomings with the Council's objective assessment of housing need and the preferred housing provision figure. These suggest that further work needs to be undertaken to assess the housing need for the area in a way which explicitly addresses all the relevant factors outlined in the NPPF & PPG, using assumptions which are robust and realistic, and which better reflect the inter- relationship with the plan's economic strategy".

It is understood that CEC are in the process of procuring this further work. Brereton Parish Council are closely monitoring the situation and the implications of any decisions for their more local housing policies. The Parish Council is concerned about potential delays to the CEC Local Plan Strategy and the absence of an up-to-date plan, hence their desire to progress with the preparation of the Neighbourhood Plan.

3.3 Cheshire East Local Strategy Plan (Submission Version, March 2014)[15]

The Local Strategy Plan states that the full, objectively assessed need of the Borough is for at least 27,000 net new homes over the plan period (2010 to 2030)[16]. Of this figure, 10,906 dwellings have been completed or have outstanding planning permission since the start of the plan period. The Local Strategy Plan also expects 30% of all new developments of three or more dwellings (or 0.2 hectares) in Local Service Centres and all other locations to be affordable housing.

The geographic distribution of the 27,500 new homes (including the 500 homes to meet the needs of High Peak Borough Council) is between the two Principal Towns of Crewe and Macclesfield, nine Key Service Centres, a new settlement at the North Cheshire Growth Village at Handforth East, 13 Local Service Centres and 'Other Settlements and Rural Areas'. As Brereton Parish is not one of the named Principal Towns, Key Service Centres or Local Service Centres, it must be within the category 'Other Settlements and Rural Areas', which collectively are expected to provide 2000 new homes.

This means we must analyse available data to generate the proportion of the 2000 net new homes that might reasonably be expected to be provided by Brereton Parish. This exercise provides Brereton with a starting point figure that can be regarded as the parish's theoretical share of housing within the

[14] Accessible from: http://cheshireeast-consult.limehouse.co.uk/portal/planning/cs/library (see PS A017b)
[15] Accessible from: http://cheshireeast-consult.limehouse.co.uk/portal/planning/cs/library (See SD001)
[16] In addition, provision will be made for 500 homes to assist with meeting the needs of High Peak Borough during the period 2020 to 2030.

overall Cheshire East context. We then go on to test this nominal figure against more local demographic, economic and housing market analysis.

In seeking to determine the nominal share of the Local Strategy Plan housing target for Brereton Parish, the first step is to establish what the 'even split' would be between 'Other Settlements and Rural Areas'. As there are 109 parishes, which are included within the Other Settlements and Rural Areas hierarchy, this would be 18.3 homes per rural parish (2000 divided by 109).

However this 'even split' figure of 18.3 homes per rural parish does not take into account the differing population of each one. The figure can be made more accurate by determining the relative split for each rural parish based on the Census 2011 population of each 'Other Settlement and Rural Parish', on the basis that larger settlements need more housing to meet the local needs of a larger population and they offer more services and facilities, thus ensuring development patterns accord with the principles of sustainable development.

To find this figure, we determined the total population of the parishes, which are not included within the Principal Towns, Key Service Centres and Local Service Centres (this figure gives us the total population in the 'Other Settlements and Rural Areas' designation, which is 83,758). This was determined by adding up the ward populations of the non-parished urban areas (Crewe and Macclesfield) and the populations of the parishes, which encompass the Key Service Centres and Local Service Centres. This figure was then subtracted from the total population of Cheshire East, and the remainder constituted the population of the Other Settlement and Rural Parish designation.

This exercise allowed us to determine an average population for each 'Other Settlement and Rural Area' Parish of 768.4 (83,758 divided by 109). To get the average rate of supply of units, we can assume around one new housing unit for every 41.9 residents of a parish (768.4 divided by 18.3).

Brereton parish had a population of 1190 at the 2011 Census, meaning on this basis it could be expected reasonably to accommodate an estimated **28.4 new homes** over the Core Strategy period (1190 divided by 41.9).

It should be emphasised that the figure of 28.4 homes is not an obligation for Brereton. There is no statutory requirement for Brereton to deliver any specific amount of new housing, as it is simply one of many parishes covered by the 'Other Settlements and Rural Areas' housing target. Rather, this figure has been calculated as the first of two theoretical figures of approximate housing delivery expectation for Brereton. The theoretical figure reflects Brereton's population and all Cheshire East SHMA and Local Strategy Plan work and verification carried out so far. It takes no account of Brereton's particular geographic and economic circumstances, which could also reasonably be expected to influence local housing needs, and which will be assessed in more detail later in this housing needs advice note.

3.4 Local housing waiting list data and the need for affordable housing

The Cheshire East Housing team advised (by email dated 14.10.2014) that the total number of active applications registered through the Cheshire Homechoice system (the Housing Register for Cheshire East) is 6476, of which 6 applications have identified Brereton Parish as their first choice of location. This is broken down further in terms of size of property to 1 x 1 bed, 3 x 2 bed and 2 x 3 bed requirements. This figure is a snapshot of need at the current time. Whilst this figure seems low, the housing team have also advised that the number of applications may be driven by the availability of social housing stock in the parish, which is low, and that this situation is typical in many rural areas. Applicants may identify an area with more affordable housing stock as their first choice, (such as a nearby urban area) despite their preference being to locate in Brereton Parish, because of the low numbers of available properties. The socially rented affordable housing stock in Brereton consists of just 17 units in total, including:

- 7x 3 bed houses;
- 2x 2 bed houses;
- 6x 2 bed bungalows;
- 2x 1 bed bungalows;

No information is available on the number of shared ownership affordable units in the parish.

With a choice based lettings system such as that operated in Cheshire East, applicants in need of affordable housing can place bids on any properties that become available, irrespective of the area chosen as the first choice. This suggests that the Homechoice system is likely to undercount affordable housing requirements in rural areas.

Results from the Household Survey 2009 reported in the SHMA identified that the Sandbach Rural sub-area (which Brereton lies within) had an annual affordable unit requirement of 12 net units per year annually, and a gross annual requirement of 20 units. The total population of this sub-area was 2,995 people at the Census 2011. Of the six rural parishes that make up the sub-area, Brereton Parish had by far the largest share of this population, at 1,190, representing 39.7%. The next highest population was in Betchton at 677 at 22.6%. It is not unreasonable therefore to suggest that Brereton's need for affordable housing is likely to make up a substantial proportion of this annual requirement. However it is noted that this requirement represents the level of unconstrained need, (including that the existing backlog need is fully addressed within five years as per CLG guidance) of affordable housing requirements and is not considered to be a target for delivery[17].

[17] The SHMA authors noted that Local Planning Authorities are not expected to simply translate the figures from the SHMA into actual housing targets to be met. They are only part of the evidence that needs to be considered against other factors, including economic viability, cross boundary issues and other factors.

The only other specific data that exists on affordable housing requirements in Brereton Parish is the Housing Needs Survey undertaken in 2013 (examined in further detail in Section 3.4 below). This identified a 5-year requirement of 12 units. Extrapolating this requirement forward over a fifteen year period (the Brereton Neighbourhood Plan period is 2015-2030) would give a crude estimate of need of **36 affordable units** over the plan period (assuming that all the factors that lead to newly forming households and existing households falling into housing need remain constant). However Cheshire East Council have cautioned against taking such an approach for the following reasons:

- The results are based on survey rather than a calculation of affordability on the basis of income/house prices; and therefore are not an 'objective assessment' of housing need;
- The survey results do not take into account the existing supply of affordable homes in the Parish and the churn of their availability, and therefore the contribution that this existing stock will make to meeting need over the Plan period – this information is difficult to both quantify and evidence.

In addition, there is a possibility that households may have responded to the survey indicating an affordable housing need when their need is not that great. For example, Council 'waiting lists' can overestimate demand as households put themselves forward for inclusion as a form of insurance in case their circumstances change and are therefore clearly not currently in 'need' in a priority sense.' There is a possibility that such factors could play a part here.

Cheshire East Council have therefore advised that whilst the 2013 Rural Housing Needs Survey is a valid tool in providing the evidence on a case by case basis, for example as evidence to justify the development of a rural exception affordable housing site, it is not sufficiently robust to inform long term affordable housing requirements. Therefore we have not relied on this data as a source of evidence on affordable housing needs in the Parish for the neighbourhood plan period (although we have reported the results of the survey for completeness in Section 6.1 below).

4 LOCAL ECONOMIC CONTEXT

The NPPG states that housing market assessment should take employment trends into account. This is to ensure that any conclusions on housing need take into account the likely change in job numbers based on past trends or economic forecasts as appropriate and also have regard to the growth of the working age population in the housing market area.

CEC is in the Cheshire and Warrington Sub-Region; so in the case of Brereton, we have taken into account the Cheshire and Warrington Strategic Economic Plan. Alongside this, we have also interrogated the Cheshire and Warrington Business Needs survey, the Cheshire East Local Economic Assessment and the CEC Employment Land Review.

4.1 Cheshire and Warrington Matters – A Strategic and Economic Plan for Cheshire and Warrington (Cheshire and Warrington Enterprise Partnership, 2014)[18]

The Strategic and Economic Plan (SEP) has objectives to grow the resident population by 100,000, generate 75,000 new jobs and build 70,000 new homes within the Cheshire and Warrington LEP area by 2030. The SEP also outlines priorities for the next three years, and aims to accelerate the delivery of 3,125 additional homes and 12,473 additional jobs across the LEP area by 2017. Whilst the LEP area has important connections to the economic hubs of Liverpool and Manchester, the SEP acknowledges that it is a net importer of labour.

The SEP identifies a number of projects which have the potential to drive economic growth in the LEP area, including:

- Atlantic Gateway in Cheshire – a global trade, logistics, business and innovation corridor from Deeside and Merseyside to Manchester, through north Cheshire and Warrington;
- Cheshire Science Corridor – a number of interconnected centres of excellence (Capenhurst, Thornton, SciTech Daresbury, Birchwood Park, Jodrell Bank and Alderley Park) which have the potential to contribute significantly to national science innovation; and
- Crewe High Growth City – developing a super hub in Crewe to support HS2 and improve the capacity for existing national rail services, which will accelerate the growth potential in terms of business and homes.

4.2 Cheshire and Warrington Business Needs Survey 2011 (BMG Research, 2011)[19]

The Cheshire and Warrington Business Needs Survey examined key trends in the local economy in 2011. The survey reflects the economic uncertainty at the time, and forecasted overall reduced demand and job losses especially in

[18] Accessible from: http://www.871candwep.co.uk/media/Strategic-Economic-Plan-and-Growth-Plan.pdf
[19] Accessible from: www.investincheshire.com/downloads/Business_Needs_CW2011.pdf

manufacturing and the public sector. However the survey highlights the strong performance of Cheshire and Warrington compared to the rest of the North West of England and the economic resilience this provides.

Despite being relatively recent the survey was conducted in a period of economic uncertainty and unpredictable business performance. Current prospects for Cheshire and Warrington are therefore likely to be more positive reflecting recent economic growth and business confidence.

More than a third (35%) of businesses reported an increase in turnover over the previous 12 months, compared to 36% reporting no change and only 27% reporting a decrease. With recruitment a third (33%) of businesses expected to have vacancies in the next 12 months. The survey found that businesses within Cheshire East were more pessimistic about the future business climate compared to businesses within Cheshire West and Chester and Warrington.

A lack of affordable housing was generally not considered to be a barrier for turnover growth except for a quarter (25%) of financial and insurance & property businesses and a fifth (18%) of construction businesses. The survey reported on the then 'flat' housing market and the impact it was having on prospects within the construction sector, however recent house price increases indicate the market is moving again and demand for housing is increasing. Only 2% of businesses in CEC considered high cost of living / housing / expensive area to be a disadvantage of being located in the local authority.

Increasing labour costs were considered to be a barrier to turnover growth amongst a third (35%) of businesses, as were the availability of skilled labour (17%) and the availability of labour generally (12%).

4.3 Cheshire East Local Economic Assessment (Cheshire East Council, 2011)[20]

The Cheshire East Local Economic Assessment is a component of the wider Cheshire and Warrington Sub-Regional Economic Assessment. It outlines the local economic performance with comparison to neighbouring authorities, the North West and the rest of the country, as well as key economic forecasts.

- Over the past five years *business birth rates* in Cheshire East (68 per 10,000 residents aged 16+) have been significantly higher than the rest of the North West (50) and UK (54). Brereton is ideally located in terms of access to key growth areas in CEC where business birth rates have been higher, including in Macclesfield (84) and Congleton (64).

- The *local business stock* in Cheshire East increased by 11.9% from 15,515 in 2004 to 17,360 in 2008 (the most recent data available for the assessment). In comparison, the business stock in the North West increased by 9.9% and in the UK it increased by 7.7%.

[20] Accessible from: http://www.cheshireeast.gov.uk/business/business_information/local_economic_assessment.aspx

- Cheshire East's contribution to the North West's *Gross Value Added* (GVA) is significant at 6.7%, compared to having only 5.5% of the region's employees. GVA in Cheshire East is forecasted for strong growth of 3% a year (on average) between 2010 and 2020, compared to 2.2% in the North West and 2.4% in the UK.

- The *economic activity rate* in Cheshire East (76.7%) is in line with the rest of Great Britain (76.7%) and above the North West average (74.6%).

- Currently the number of people in employment in Cheshire East is greater than the local labour supply, with the gap being met by people commuting in from other authority areas. Forecasts suggest that the labour gap between total employment and the local labour supply will be 9,400 by 2020. This forecasted gap would need to be met by further commuting, inward migration, or encouraging economically inactive people to enter the labour market.

- Total employment growth in Cheshire East over the next ten years is however marginal; increasing from 186,400 in 2010 to 188,500 in 2020, which is still approximately 2,000 below the 2007 peak in employment.

4.4 Cheshire East Employment Land Review (Cheshire East Council, 2012)[21]

The most recent Cheshire East Employment Land Review establishes previous trends and predicted demand for employment land in CEC up to 2030.

The forecasted employment land demand in Cheshire East for 2009 to 2030 is 277.78ha – 323.71ha, an annual demand of 13.23ha – 15.41ha. The forecasted employment land demand takes into consideration historical take-up, land losses to non-employment uses, and consultations with stakeholders. It also takes into account a statistical flexibility factor (+30%) to ensure that future land supply is flexible enough to deliver a range and choice of land to meet demand. The flexibility factor also acts as a buffer for issues such as additional losses of land to non-employment uses, sites no longer being delivered, the need to relocate employment uses, and for potential game changers such as HS2.

An analysis of sites proposed by CEC for consideration in the borough's future employment land supply indicated that a total of 272.38ha of land could provide potential employment sites up to 2030, consisting of employment and mixed-use allocations. This indicates that Cheshire East could have a potential employment land shortfall of between 5.4ha and 51.33ha over the period 2009 to 2030.

Further analysis of loss of land to non-employment land uses suggests that the average employment land loss rate of 6.01ha per year could increase,

21 Accessible from: http://www.cheshireeast.gov.uk/planning/spatial_planning/research_and_evidence/employment_land_review_2012.aspx

which would exacerbate the potential shortfall of employment land to 2030. The employment land review concluded that policy needs to identify further potential employment sites, and / or seek the retention of some existing employment sites, which may be lost to non-employment uses.

4.5 Summary

Overall the economic trends for Cheshire East are positive, with growth forecasted in employment, business stock, and GVA. Cheshire East is also expected to grow at a higher rate than the North West and UK.

There is a demand in Cheshire East for inwards migration due to the labour market structure and commuting patterns. Reported barriers to business growth due to labour market costs and skills availability also supports demand for inward migration, as this would increase the local labour supply for businesses.

The above economic trends are likely to have an impact on housing demand in Brereton, as the Parish is strategically located between key growth areas within the local authority (such as Macclesfield, Congleton and Crewe), and has excellent transport links for commuters.

5 CHARACTERISTICS OF THE POPULATION

Through analysis of Census 2011 data, we have investigated how the population of Brereton differs from that of the Cheshire East and England average. Where data is not available at parish level, we have used the LSOA (lower super output area) designation of Cheshire East 033A as a proxy for the parish boundary. For brevity, we henceforth refer to Cheshire East 033A as 'the LSOA' and Brereton as 'the parish'.

5.1 Population and Households

Table 6 gives the population and number of households in Brereton, Cheshire East and England, recorded in the 2011 census. In 2011, the parish had a population of 1,190, and an average household size of 2.5. This is slightly above the local and national averages.

Table 6: Population and household size in Brereton, 2011

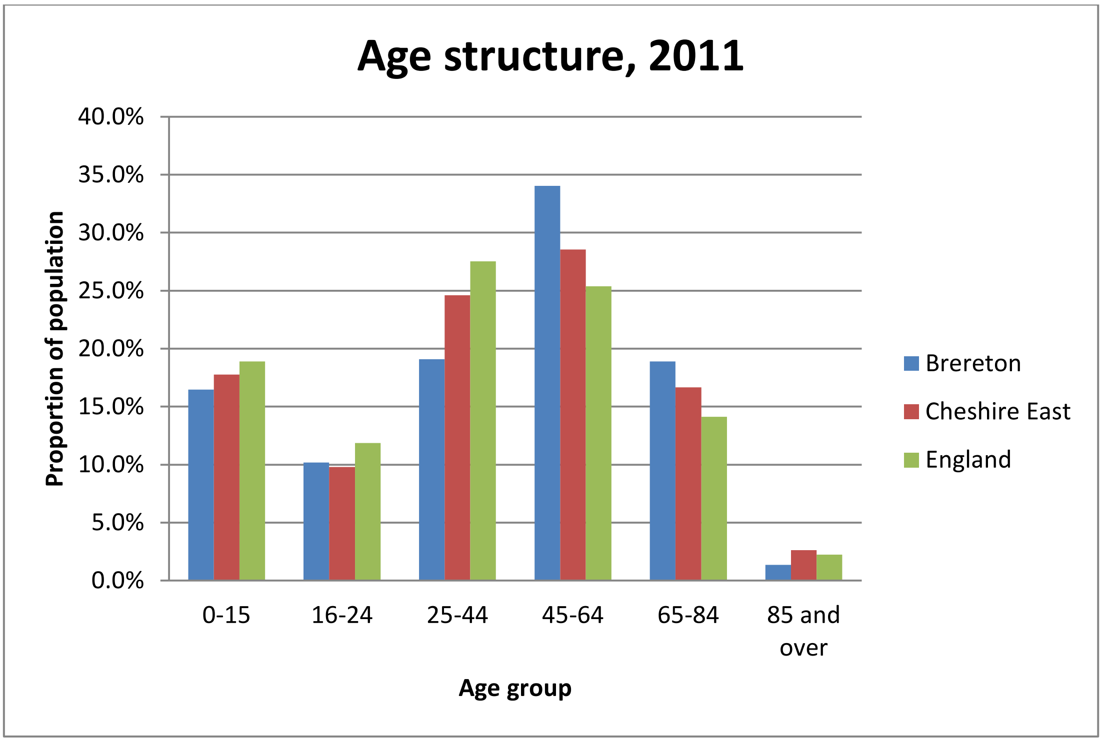
	Brereton	Cheshire East	England
Population	1,190	370,127	53,012,456
Number of households	471	159,441	22,063,368
Average household size	2.5	2.3	2.4

Source: ONS (2012) Census, 2011

As illustrated in **Figure 1** below:

- The largest age group in the parish is ages 45-64, at 34%. This is notably higher than the figure for Cheshire East (28.6%) and England (25.4%);
- The proportion of the population aged between 65 and 84 is also higher than the local or national average, but there is a slightly lower proportion of people aged over 85;
- The proportion of children is lower than average, with 16.5% of the population of the parish aged 0-15 compared with 17.8% in Cheshire East and 18.9% across England.

Figure 1: Population age bands in Brereton, 2011



Source: ONS (2012) Census 2011

Table 7: Rate of change in the age of population in Brereton, 2001-2011

	% change, 2001-2011		
	Brereton	**Cheshire East**	**England**
0-15	7.1%	-4.1%	1.2%
16-24	68.1%	14.9%	17.2%
25-44	-2.2%	-7.6%	1.4%
45-64	12.8%	12.9%	15.2%
65-84	31.6%	17.8%	14.4%
85 and over	77.8%	34.7%	23.7%

Source: ONS, Census 2011 and Census 2001, URS calculations

Table 7 shows the rate of change of the population by age band. It shows that:

- The number of children under the age of sixteen grew much faster in Brereton between 2001 and 2011 than in either Cheshire East, which actually recorded a drop in the number of children, or the national average, presumably as more families either moved to or formed within the parish;

- There was also a sharp increase in 16-24 year olds, more than four times the rate seen in Cheshire East and nearly four times the rate across England;

- Every age group in Brereton recorded an increase over this period, with the exception of 25-44 year olds;

- Brereton significantly exceeds the Cheshire East and England averages in the rate of growth of 65-84 year olds, and people aged 85 and over.

Table 8: Country of birth and length of residence in Brereton, 2011

			Brereton	Cheshire East	England
Born in the UK	Total		97.0%	94.5%	86.2%
	England		93.6%	90.8%	83.5%
	Rest of UK		3.4%	3.7%	2.7%
Born outside the UK	Total		3.0%	5.5%	13.9%
	EU		1.5%	2.8%	4.5%
	Other		1.5%	2.7%	9.4%
	Length of residence	Less than 2 years	2.8%	11.9%	12.6%
		2-5 years	5.6%	18.2%	16%
		5-10 years	13.9%	19.9%	20.7%
		10 years or more	77.8%	50.1%	50.7%

Source: ONS (2012) Census 2011

Table 8 shows that:

- Brereton is home to significantly fewer migrants, both from the EU and beyond, than the national average, and slightly fewer than the average across Cheshire East;
- The figure for migration from elsewhere in the UK is comparable with the local authority average and only slightly higher than the national average, which suggests that local demand is driven by those born in England to a far greater degree than other population groups;
- Of the few Brereton residents born overseas, the vast majority have lived in the UK for ten years or more. Much smaller proportions have lived in the UK for less than 2 or 2-5 years than in Cheshire East and England, suggesting that that recent higher rates of international migration have had little impact on Brereton;
- The lower than average proportion of residents that have lived in the UK for 5-10 years suggests that immigration from the EU accession countries since 2004 may have had a more limited impact in Brereton than in other areas of Cheshire East and England.

Census 2011 data on ethnic origin[22] shows that Brereton's residents are 98.1% white and only 0.9% black and minority ethnic (BME). The sometimes differing housing needs of minority populations, which can play a significant role in housing need assessment in some locations, are therefore not considered to be of relevance to Brereton.

The Office for National Statistics (ONS) provides sub-national population projections (SNPP) at a local authority level. The most recent SNPP available was published in May 2014 and is based on the ONS Mid-Year Population Estimates (MYE) for 2012. The SNPP uses 2012 as its base year and provides population projections to 2026. Table 9, below, sets out the SNPP for Cheshire East and England, and extends these projections to cover the period from 2010 to 2030. The figures for 2010 were calculated based on population change between 2001 and 2011, and the figures for 2027-2030 are based on the average projected growth rate for 2012-2026.

Neither the SNPP nor MYE is available at lower level geographies. Projections for Brereton parish were calculated by applying the growth factor for Cheshire East to the population of the parish recorded in the 2011 Census.

Table 9: ONS sub-national population projections (notional extrapolation to parish level)

	Brereton population	Cheshire East		England	
		Population	Growth factor	Population	Growth factor
2010	1172	368,296	0.5%	52,625,094	0.7%
2011	1190	370,127	0.5%	53,012,456	0.9%
2012	1196	372,000	0.3%	53,494,000	0.7%
2013	1200	373,000	0.5%	53,844,000	0.7%
2014	1206	375,000	0.3%	54,228,000	0.7%
2015	1210	376,000	0.5%	54,613,000	0.7%
2016	1216	378,000	0.3%	55,020,000	0.8%
2017	1220	379,000	0.5%	55,415,000	0.7%
2018	1226	381,000	0.5%	55,812,000	0.7%
2019	1232	383,000	0.3%	56,198,000	0.7%
2020	1236	384,000	0.5%	56,582,000	0.7%
2021	1242	386,000	0.3%	56,962,000	0.7%
2022	1246	387,000	0.5%	57,338,000	0.7%
2023	1252	389,000	0.5%	57,706,000	0.6%
2024	1258	391,000	0.3%	58,073,000	0.6%
2025	1262	392,000	0.3%	58,431,000	0.6%
2026	1266	393,000	0.4%	58,781,000	0.6%
2027	1271	394,572	0.4%	59,192,467	0.7%

[22] ONS (2012) Census 2011, Ethnic group - QS201EW.

2028	1276	396,150	0.4%	59,222,063	0.7%
2029	1281	397,735	0.4%	59,636,617	0.7%
2030	1286	399,326	0.4%	60,054,073	0.7%
Total change, 2010-2030	114	31,030	8.4%	7,428,980	14.1%

Source: ONS (2014) 2012-based subnational population projections, URS calculations

The 2012-based projections forecast a population growth of 21,000 people for the Cheshire East Unitary Authority area up to 2026. Extending these projections to 2030 gives an increase of 31,030 on the 2010 base year population, which equates to a growth rate of 8.4%. This is considerably lower than the England average of 14.1%.

Taking this growth rate and applying it to the 2010 estimated population for Brereton equates to an increase of 114 people to 2030; in other words from a 2010 population of 1,172 to a nominal 2030 population of 1,286.

The following section analyses trends in household size and composition and uses Household Projections published by DCLG in order to understand how many homes might be required to meet need arising from projected population growth over the plan period.

5.2 Household type

Table 10: Rates of change in number of rooms per household in Brereton, 2001-2011

	% change, 2001-2011		
	Brereton	**Cheshire East**	**England**
1 Room	N/A	-21.4%	-5.2%
2 Rooms	0.0%	1.4%	24.2%
3 Rooms	0.0%	26.2%	20.4%
4 Rooms	4.5%	3.8%	3.5%
5 Rooms	-13.0%	-2.8%	-1.8%
6 Rooms	-27.6%	3.3%	2.1%
7 Rooms	54.7%	13.2%	17.9%
8 Rooms or more	52.7%	27.1%	29.8%

Source: ONS (2012) Census 2011

Table 10 shows that although the number of rooms per household has shown a generally upward trend locally and nationally, this trend is particularly notable in Brereton for 7 and 8 room houses. The growth in these larger properties in Brereton has been significantly above the local and national rate. It could be tentatively concluded that this has been driven by Brereton's popularity for families and among more affluent commuters.

The ONS statistics underlying Table 10, though not tabulated, show that:

- In 2011, over 48% of households in Brereton had eight rooms or more, versus 20.4% across Cheshire East and 13% across England;
- The 29.8% of eight room households dwarfs the next most popular bands in Brereton, which is 21.0% with seven rooms, 16.1% with six rooms and 14.2% with five rooms;
- In comparison, across Cheshire East, five room households were most common at 23.3%, followed by eight or more room (20.4%) and six room (19.7%) households. Across England as a whole, five and six room households are the most common.

The NPPG states that factors such as overcrowding, concealed and sharing households, homelessness and the numbers in temporary accommodation demonstrate un-met need for housing. Longer-term increase in the number of such households may be a signal to consider increasing planned housing numbers.

Table 11: Trends in number of persons per room in Brereton, 2001-2011

	Brereton	Cheshire East	England
Up to 0.5 persons per room	17.8%	11.4%	7.90%
Over 0.5 and up to 1.0 persons per room	3.1%	-1.8%	6.99%
Over 1.0 and up to 1.5 persons per room	66.7%	-6.7%	27.29%
Over 1.5 persons per room	N/A	2.4%	2.54%

Source: ONS, Census 2011 and Census 2001, URS calculations

Table 11 suggests that overcrowding does not seem to be an issue that significantly affects households in Brereton, although there does seem to have been a significant increase in the rate of overcrowding between 2001 and 2011. However, the data underlying this table shows that:

- The increase of 66.7% equates to just two households: the number of households with between 1.0 and 1.5 persons per room increased from 3 in 2001 to 5 in 2011;
- Further, there is only one household in the parish with over 1.5 persons per room, and the number of households with up to 0.5 persons per room increased much faster in Brereton than the Cheshire East or England average.

5.3 Household projections

The Department for Communities and Local Government (DCLG) publishes household projections, which are based on the sub-national population projections, interrogated above.

The NPPG recommends that these household projections should form a consideration in the assessment of housing need. Like the sub-national population projections, they are only available at a local authority level. Likewise, they only go up to 2021 whereas the Local Plan period extends to 2030. The government recommends that where a Plan period extends beyond 2021, the trend can be projected forward based on the average rate of increase to 2021. We have taken this approach in projecting forward to 2030.

On this basis a further calculation of theoretical share for Brereton is possible based on household numbers in 2010 (the Local Plan base date) and projecting the rate of increase forward to 2030 as follows:

The 2011-based interim household projections, published in 2013, do not include a 2010 figure for number of households in Cheshire East Unitary Authority, but this can be calculated on the basis of the difference between the 2001 and 2011 figures. Cheshire East UA had 147,000 households in 2001 and 160,000 households in 2011, meaning the 2010 figure is estimated to be 158,700 assuming an average increase of 1,300 households per year. Based on its proportion of all Cheshire East households at the 2011 Census (0.29%), Brereton would notionally have had 460 households in 2010.

By 2021, DCLG projects 170,000 households for Cheshire East, at an average annual increase from our 2010 estimate of an additional 1,027 households per year. Projecting this forward to 2030 at the same rate in line with NPPG guidance suggests Cheshire East will have 179,243 households by 2030.On the theoretical assumption that Brereton's proportion of the Cheshire East total remains 0.29%, its new total number of households would be 520 and therefore 60 new households would have formed over the Core Strategy period.

In the 2011 Census, Brereton parish had 490 dwellings and 471 households, giving a ratio of 0.961 households per dwelling. If this ratio is applied to the theoretical assumption of 60 new households in Brereton by 2030, it translates to **58 new dwellings** between 2010 and 2030. This contrasts with the theoretical calculated share of 28 dwellings based on the Cheshire East Core Strategy target.

Our application of household projections based on Brereton's proportion of the Cheshire East total derives a figure of 58 net new dwellings that can perhaps best be regarded as an 'unconstrained' assessment of demand compared with the Core Strategy-based figure. This unconstrained figure comprises a relative proportion of the overall projected increase and thus does not take into account political or any other constraints (including supply-side constraints) that might have influenced the Core Strategy distribution and hence the Core Strategy-based target.

5.4 Household tenure

The NPPG states that housing needs studies should investigate household tenure in the current stock and in recent supply, and assess whether continuation of these trends would meet future needs. Plan makers should therefore examine current and future trends in tenure.

Table 12: Tenure (households) in Brereton

	Brereton	Cheshire East	England
Owned; Total	**89.0%**	**74.5%**	**63.3%**
Owned; Owned Outright	49.7%	37.5%	30.6%
Owned; Owned with a Mortgage or Loan	39.3%	37.0%	32.8%
Shared Ownership (Part Owned and Part Rented)	0.8%	0.5%	0.8%
Social Rented; Total	**4.5%**	**11.4%**	**17.7%**
Social Rented; Rented from Council (Local Authority)	0.6%	2.7%	9.4%
Social Rented; Other Social Rented	3.8%	8.7%	8.3%
Private Rented; Total	**5.1%**	**12.5%**	**16.8%**
Private Rented; Private Landlord or Letting Agency	4.2%	11.4%	15.4%
Employer of a household member	0.0%	0.1%	0.3%
Friend or relative of a household member	0.8%	0.8%	0.9%
Private Rented; Other	0.0%	0.2%	0.3%
Living Rent Free	**0.6%**	**1.1%**	**1.3%**

Source: ONS (2012) Census 2011

Table 12 shows that:

- Levels of owner occupation in Brereton significantly exceed the Cheshire East and England averages;
- Nearly 50% of all households in the parish are owned outright, while nearly 40% are owned with a mortgage or loan;
- Social rented housing is less than half the Cheshire East average, and very little of the social rented housing that exists is council housing;
- There are also a significantly smaller proportion of privately rented units in Brereton than across Cheshire East and England.

Table 13: Rate of tenure change in Brereton, 2001-2011

	% change, 2001-2011		
	Brereton	**Cheshire East**	**England**
Owned; Total	**18.4%**	**2.9%**	**-0.6%**
Owned; Owned Outright	37.6%	18.3%	13.0%
Owned; Owned with a Mortgage or Loan	2.2%	-8.5%	-9.1%
Shared Ownership (Part Owned and Part Rented)	33.3%	77.4%	30.0%
Social Rented; Total	**-27.6%**	**-2.1%**	**-0.9%**
Social Rented; Rented from Council (Local Authority)	-75.0%	-64.8%	-23.0%
Social Rented; Other Social Rented	5.9%	117.4%	47.3%
Private Rented; Total	**50.0%**	**92.7%**	**82.4%**
Private Rented; Private Landlord or Letting Agency	25.0%	101.2%	89.1%
Private Rented; Other	**N/A**	**32.7%**	**-1.3%**

Source: ONS (2012) Census 2011

Table 14 shows how tenure has changed in Brereton between the 2001 and 2011 censuses. The extent to which homeownership has grown in the parish by 18.4% despite a small national decline is significant, and suggests a relatively strong owner-occupier market over the period. Over the same period, socially rented properties have declined markedly, significantly above local and national trends. The parish has not experienced the sharp growth in 'other social rented' accommodation seen elsewhere in Cheshire East and across England. The number of households in privately rented properties has also increased at a slower rate than locally and nationally, although an increase of 50% between 2001 and 2011 suggests that there is strong demand for Brereton as a residential location.

We can analyse the rental sector in more detail using data from the home.co.uk website. This provides, for each postcode area and county, data on average price of rented property (adjusted for local range of housing type to enable like-for-like comparison), and data on average time that a rental property has been on the market. It can be assumed that the higher average rental price and shorter the average time on the market, the higher local demand for rental property, and by implication, the higher the local demand for owner-occupied stock as many prospective home-owners will rent if they cannot yet afford to buy.

Brereton falls within the Crewe postcode area. Most of the parish is within the CW11 postcode area, but some areas sit across the boundaries with the CW4 and CW12 areas. All three areas are largely rural, but CW11 includes the town of Sandbach (population 17,976) and CW12 the town of Congleton (population 26,437). The CW postcode area covers much of Cheshire, including Crewe, Northwich, Middlewich, Nantwich, Tarporley and Winsford, as well as Sandbach and Congleton. The area also includes some small areas of Staffordshire and Shropshire.

Table 14: Rental sector statistics in CW4, CW11 and CW12 (proxy for Brereton) versus Crewe postcode area average

	CW4, CW11 and CW12	CW	Difference
Average rent per calendar month (£)	969	741	30.8%
Average time on market (days)	82	71	15.5%

Source: home.co.uk market rent summary, calculated daily, accessed September 2014

Table 14 shows that the price of rented property in CW4, CW11 and CW12 is notably higher than the average across the Crewe postcode area. However, this is skewed by very high average rents in the CW4 area: average monthly rent in CW4 is £1,434, compared with £703 in CW11 and £769 in CW12. If the data for CW4 is removed, the average rent in CW11 and CW12 is £736 per calendar month, in line with the average across the Crewe area.

A much more significant indicator of demand is average time on the market. Properties across the CW area rented on average 15.5% faster than properties in CW4, CW11 and CW12, indicating low levels of demand in the Brereton area relative to the wider postcode area. Again, however, this is skewed by the situation in CW4, where rental properties are on the market for an average of 102 days. If the data for CW4 is removed, the average time on the market in CW11 and CW12 is 73, in line with the average across the Crewe postcode area.

In summary, this data suggests that both the average price of rented property in Brereton and the average time on the market are in line with the averages across the Crewe postcode area. This indicates that levels of demand for rented property in the parish are broadly in line with the local average.

5.5 Housing occupancy rates

The Government publishes annual counts of vacant dwellings by local authority across England[23], but information on vacancy is not available at a lower geography.

These figures show that in 2013, CEC's rate of vacant dwellings was 2.69%. This is slightly, but not significantly, lower than the England average in 2013 of 2.76%.

[23] Table 615: Vacant Dwellings by Local Authority District, available at www.gov.uk

Despite information not being available at a lower level, on the basis of the SHMA, Census and other data that we have sourced and presented above, it seems likely that long-term housing vacancy rates in Brereton continue to be lower than or in line with the Cheshire East average.

Local household composition

Table 15: Household composition (by household) in Brereton[24], 2011

		Brereton	Cheshire East	England
One person household	Total	19.1%	29.7%	30.2%
	Aged 65 and over	8.7%	13.4%	12.4%
	Other	10.4%	16.3%	17.9%
One family only*	Total	76.4%	65.9%	61.8%
	All aged 65 and over	15.1%	10.2%	8.1%
	With no children	24.0%	19.7%	17.6%
	With dependent children	26.5%	26.4%	26.5%
	All children non-dependent	8.5%	6.6%	9.6%
Other household types	Total	2.1%	2.6%	8.0%

* This includes married couples, cohabiting couples, same-sex civil partnership couples, and lone parents.

Source: ONS (2012) Census 2011

Table 15 shows that:

- Brereton has a significantly lower proportion of single person households than the Cheshire East and England averages;
- The proportion of households with a single family occupancy is considerably higher than the averages across Cheshire East and England, highlighting relatively low levels of overcrowding and concealment;
- Brereton has a lower proportion of single person households of people aged 65 and older than the Cheshire East or England average, but a slightly higher proportion of single family households of people aged 65 and older;

[24] The Census also provides housing composition statistics by person, but we have selected the data by household as being more relevant for the purposes of this housing needs advice.

- The proportion of one person households other than those aged 65 and over is low in comparison to Cheshire East and England, indicating that Brereton has a relatively low proportion of younger people living alone;
- The proportions of families both with and without dependent children living in the parish are in line with local and national averages;
- There is a higher than average proportion of one family households with no children.

The data underlying Table 15 shows that:

- 19.3% of households in Brereton are married couples with no children;
- 4.5% are co-habiting couples with no children; and
- 0.2% are same-sex civil partnership couples with no children.

Table 16: Rates of change in household composition in Brereton, 2001-2011

		% change, 2001-2011		
		Brereton	**Cheshire East**	**England**
One person household	Total	23.3%	15.7%	8.4%
	Aged 65 and over	10.8%	1.4%	-7.3%
	Other	36.1%	30.9%	22.7%
One family only	Total	16.1%	4.9%	5.4%
	All aged 65 and over	34.0%	6.7%	-2.0%
	With no children	3.7%	5.1%	7.1%
	With dependent children	31.6%	3.0%	5.0%
	All children non-dependent	-24.5%	-26.2%	10.6%
Other Household Types	Total	-50.0%	-32.5%	28.9%

Source: ONS, Census 2011 and Census 2001, URS calculations

Table 16 shows how household composition has changed in the 10 years since 2001.

- The rate of increase in single person households in Brereton has exceeded the local and national average.
- The number of single person households aged 65 and over has grown particularly sharply, although the proportion of the population in this

category remains low compared to local and regional averages (see Table 10 above).

- Brereton has also seen a sharp increase above the local and national averages in the number of single-family households of people aged 65 and over.
- The increase in the number of single-family households with dependent children has also outstripped the local and national average, suggesting an increasing population of families with school-age children.
- Conversely, Brereton has experienced a sharp decrease, in line with the local average but in marked contrast to the national average, in single family households in which all children are non-dependent, suggesting a decreasing population of older families with older than school-age children.

Table 17: Change in household numbers and size in Brereton, 2001-2011

	% change, 2001-2011		
	Brereton	**Cheshire East**	**England**
Population	16.0%	5.2%	7.9%
Households	16.9%	8.4%	7.9%
Household Size	-0.8%	-2.9%	-1.67%

Source: ONS, Census 2011 and Census 2001, URS calculations

As illustrated in Table 6, Brereton currently has a slightly larger than average household size.

Table 17 shows that, although the parish has experienced decrease in household size over the period from 2001-2011, this has been a considerably smaller decrease than in Cheshire East and England. This suggests that the parish continues to be relatively popular with families. The population of the parish also grew more than twice as fast as either Cheshire East or England over this period.

This helps to explain the increased number of rooms per household shown in Table 10, suggesting that this may have been driven by a need to provide for larger households and perhaps also by people choosing to work from home.

Table 18: Dwelling type in Brereton, 2011

		Brereton	Cheshire East	England
Whole house or bungalow	Detached	52.7%	35.1%	22.3%
	Semi-detached	38.0%	32.2%	30.8%
	Terraced	7.6%	21.4%	24.6%
Flat, maisonette or apartment	Purpose-built block of flats or tenement	0.2%	8.8%	16.8%
	Part of a converted or shared house	0.6%	1.3%	4.3%
	In commercial building	0.2%	0.8%	1.1%
Caravan, mobile home or other temporary shelter		0.8%	0.5%	0.4%

Source: ONS, Census 2011 and Census 2001, URS calculations

Table 18 shows that:

- A far larger than average proportion of dwellings in Brereton are detached houses or bungalows;
- The proportion of semi-detached dwellings is also higher than the averages for Cheshire East and England;
- There are considerably fewer flats and terraced houses than either locally or nationally: only 0.2% of dwellings in the parish are purpose built flats.

Table 19 below shows how increases in household numbers translate into new dwellings. It is based on Census data showing that:

- Overall, the total number of dwellings in Brereton increased from 429 in 2001 to 490 in 2011, an increase of 61 dwellings over ten years, or six dwellings per year; and
- All of this growth was in unshared dwellings: there were no shared dwellings in Brereton recorded in either 2001 or 2011.

A ‘shared’ dwelling is defined as a dwelling in a converted or shared house where at least one room (including kitchen or bathroom) is shared with other households at the same address. This type of dwelling is very rare: in 2011, only 0.02% of households in Cheshire East and 0.09% in England were classed as shared.

Table 19: Change in dwelling numbers in Brereton, 2001-2011

	% change, 2001-2011		
	Brereton	**Cheshire East**	**England**
All Dwellings	14.2%	8.6%	8.3%
Unshared Dwelling	14.2%	8.6%	8.4%
Shared Dwelling	N/A	-22.7%	-4.1%

Source: ONS, Census 2011 and Census 2001, URS calculations

A 'concealed family' means any group of people who want to form a new household but are unable to do so, typically for economic reasons such as high house prices or a lack of suitable property. These families are classed as 'concealed' as they are not recorded as separate households for statistical purposes. For example, a dwelling containing one household and a concealed family would not be considered 'shared', according to the above definition.

Table 20 shows the level of concealed families in the LSOA. One would normally expect a correlation between the number of people per household and the number of concealed families: household size is slightly larger in Brereton than average and the proportion of concealed families is notably higher than in Cheshire East, suggesting that there may be some pent up demand for housing within the parish. However, although this indicates that there may be some pent up demand for housing within the parish, it should be noted that the proportion of concealed families within the parish is still low and in line with the England average of 1.9%.

Table 20: Concealed families in Brereton, 2011

		Cheshire East 033A	**Cheshire East**	**England**
All families: total		652	110,567	14,885,145
Concealed families: total		13	1,176	275,954
Concealed families as % of total		**2.0%**	**1.1%**	**1.9%**
Concealed lone parent families	Total	3	433	100,705
	Dependent children	3	352	78,834
	All children non-dependent	0	81	21,871
Concealed couple family	Total	10	743	175,249
	No children	10	580	122,951
	Dependent children	0	118	39,534
	All children non-dependent	0	45	12,764

** This data is not available at parish level. Source: ONS (2012) Census 2011*

5.6 Economic activity

Table 21: Economic activity in Brereton, 2011

		Brereton	Cheshire East	England
Economically active	Total	70.9%	70.6%	69.9%
	Employee: Part-time	16.0%	14.4%	13.7%
	Employee: Full-time	31.9%	39.4%	38.6%
	Self-employed	26.1%	15.2%	9.8%
	Unemployed	2.6%	3.2%	4.4%
	Full-time student	2.0%	2.8%	3.4%
Economically inactive	Total	29.1%	29.4%	30.1%
	Retired	19.1%	17.1%	13.7%
	Student	3.7%	4.2%	5.8%
	Looking after home or family	4.0%	3.5%	4.4%
	Long-term sick or disabled	1.8%	3.1%	4.0%
	Other	0.6%	1.5%	2.2%

Source: ONS (2012) Census 2011

Table 21 shows that the rate of economic activity in Brereton is in line with the Cheshire East and England averages.

- Of those who are economically active, a lower proportion than average works full time.
- Rates of part-time employment are slightly above the local and national averages, and self-employment rates are considerably higher: self-employment in the parish is over twice the national average.
- Unemployment is lower than average.
- Among economically inactive categories, only the proportion of residents who are retired exceeds local and national averages.

The proportion of retired residents, as well as the age profile of the parish illustrated in Figure 1, suggests that there may in future be a locally driven need for specialist housing for older people as well as market homes suitable for independent living.

Table 22: Rates of long-term health problems or disability in Brereton, 2011

	Brereton	Cheshire East	England
Day-to-Day Activities Limited a Lot	7.3%	7.9%	8.3%
Day-to-Day Activities Limited a Little	8.6%	9.6%	9.3%
Day-to-Day Activities Not Limited	84.1%	82.5%	82.4%

Source: ONS (2012) Census 2011

The NPPG advises taking account of the number of people with long-term limiting illness.

Table 21 shows that the proportion of working-age residents of Brereton who are long-term sick or disabled is markedly low in comparison to both the local and national averages. The data in Table 22 confirms this picture, showing that the proportion of residents reporting long-term limiting health problems or disabilities is again lower than the average in both Cheshire East and England.

Table 23: Distance travelled to work, Brereton, 2011

	Brereton	Cheshire East	England
Less than 10km	24.8%	46.3%	52.2%
10km to less than 30km	32.4%	24.6%	21.0%
30km and over	10.1%	9.1%	7.9%
Work mainly at or from home	26.1%	13.1%	10.4%
Other	6.6%	6.9%	8.5%

Source: ONS (2012) Census 2011

Table 23 shows that the average distance travelled to work by working-age residents of Brereton is significantly higher than both the Cheshire East and England averages.

- Over 32% commute between 10 and 30km to work, in comparison with 24.6% in Cheshire East and 21% nationally.
- Over 10% commute 30km or more. As well as Crewe, this 10-30km area covers the city centre of Stoke-on-Trent and the towns of Macclesfield, Northwich and Nantwich.

Stockport, Manchester, Liverpool, Warrington and Chester are over 30km from Brereton but could feasibly be within reach of commuters living in the parish. The parish is around 2 miles from the railway station at Holmes Chapel, which provides direct rail links to Crewe, Stockport, Manchester, and Manchester

Airport. The journey between Holmes Chapel and Manchester Piccadilly takes around 40 minutes.

This and other data indicates that one of Brereton’s roles within the wider region is to function as a commuter settlement where people travel relatively long distances to jobs elsewhere. However, there is also a significant proportion of people who work mainly from home – twice the local average and more than twice the national average – which reflects the high proportion of self-employed residents shown in Table 21, and may help drive demand for larger dwellings.

6 LOCAL SURVEY WORK

6.1 Brereton Rural Housing Needs Survey[25]

In July and August 2013 a Rural Housing Needs Survey was sent to all residential households within Brereton Parish to assess the affordable housing needs within the parish. 486 surveys were sent out and 189 returned, giving an overall response rate of 39%.

Brereton Parish Council conducted the survey fieldwork, under guidance from Cheshire East Council's Strategic Housing Team. Cheshire East Council's Research and Consultation Team then received and processed the completed questionnaires and prepared an analysis report of the findings. The process followed similar surveys carried out in previous years in other rural areas across Cheshire East.

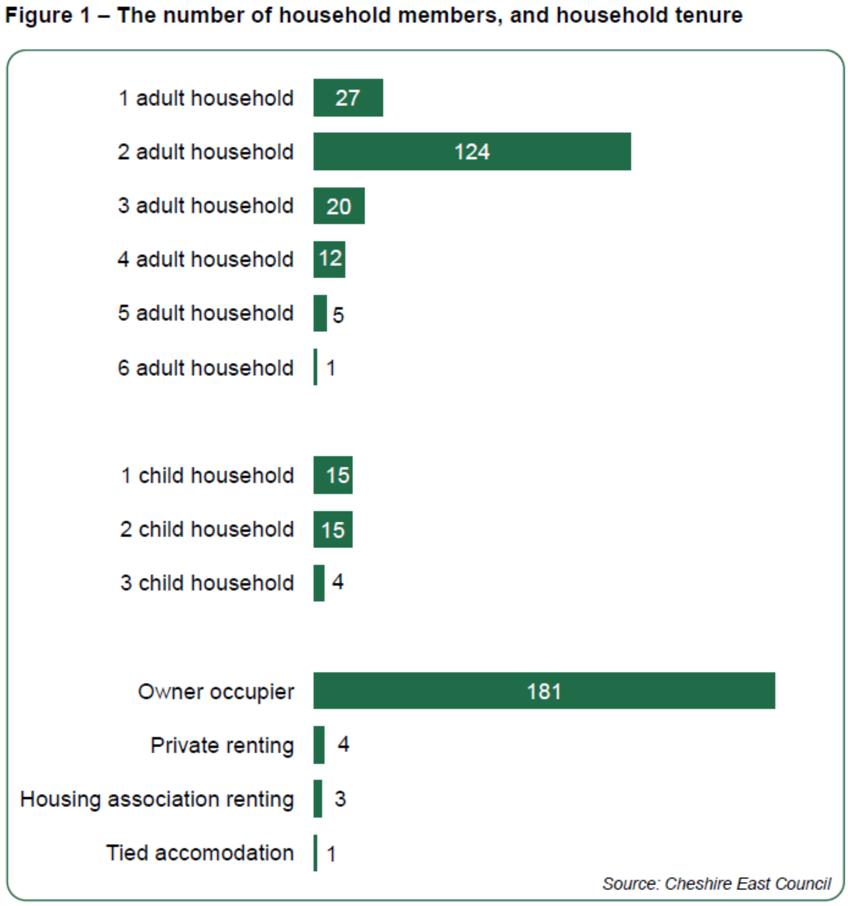
6.1.1 *Current accommodation*

Section 1 of the questionnaire asked respondents about their current accommodation. The majority, 85% (160 respondents) had lived in the Parish for over 5 years, with the remaining 15% (29 respondents) having lived there for less than 5 years.

Questions 2 and 3 asked about the number of people living in each household, and about household tenure. The majority of households (124 out of 189, 66%) were 2 adult households, with few having 3 or more children. The vast majority of households were owner occupied (181 out of 189, 96%), see Figure 2 (labeled Figure 1 in the Report), which has been reproduced below:

[25] Accessible from: https://www.cheshireeast.gov.uk/housing/affordable_housing/rural_housing.aspx

Figure 2: The number of household members, and household tenure for respondents to the Rural Housing Needs Survey for Brereton, 2013



6.1.2 *Support for Affordable Housing Provision in Brereton*

46% of Brereton respondents (87 of the 188 who answered the question) indicated they were in favour of a small development of affordable housing being built within the parish, with 34% (64) against it and 20% (37) unsure either way.

When asked to comment on the reason for their decision, 86 respondents gave a reason for their decision, making a total of 102 comments between them. Of those respondents who were in favour of a small (limited) development of affordable housing, the majority felt:

- It would ensure that a sense of community within the parish was maintained (15 of the 37 comments, 41%);
- That housing is too expensive for young people and that everyone deserves a chance to get a foot on the housing ladder (10 of 37 comments, 27%);
- And the remainder (12 comments) that they would be in favour as long as the new housing met certain conditions – mainly that it would be for

local people only, but also that it would be small, suitably located, that amenities, utilities and transport issues would be addressed, that it would be sympathetic to the local area and not be built on “greenfield” sites.

However, there were concerns by those against development of this kind (34 of the 86 (40%) making comments were against affordable housing; (making 46 comments between them) that:

- Enough affordable housing was already available or being built elsewhere;
- That affordable housing shouldn’t be built on “greenfield” sites (18 of the 46 comments, 39%); and
- That Brereton did not have the existing infrastructure to cope with such a development (15 of the 46 comments, 33%).

The remaining 13 comments made by those against affordable housing included reasons such as:

- Because the rurality of Cheshire East is slowly being destroyed;
- Because they wanted Brereton to remain as a quiet parish and not become a larger settlement/town;
- Because they felt such a development may devalue current local house prices;
- Because they did not want any “undesirables” living within the area;
- Because they were skeptical that ‘affordable’ houses would remain affordable; and
- Because they felt there were not enough employment opportunities in the area to justify it.

17 of the 86 (20%) respondents making comments were unsure as to whether they were in favor of an affordable housing development or not, and they made a total of 19 comments between them.

The majority of these respondents felt they would need to see the plans of any potential development – location, size, style etc. – before they would be able to agree or disagree either way. Others felt that they would require clarity on what 'affordable' and 'local' was, again before they would be able to agree or disagree either way. The remaining comments echoed many of the comments made by those in favour and against any affordable housing development.

6.1.3 *Vacant properties*

Question 24 of the survey asked respondents if they knew of any residential properties close to them that had been unoccupied for over 12 months.

- Of the 183 respondents that answered the question, 13 (7%) said yes, 49 (27%) were unsure and the remaining 121 (66%) said no.
- Of the 13 that said yes, 12 also took the opportunity to give the location details.

6.1.4 *Housing needs within Brereton*

The survey highlighted several types of resident that have a housing need within Brereton:

- Eight respondents[26] require alternative housing within the parish. Two respondents indicated they need smaller accommodation and two indicated they need a cheaper home. The rest of the responses indicated a wide variety of reasons for requiring alternative accommodation;
- 17 current Brereton residents wish to form a new household (for which they will need their own accommodation) within Brereton within the next 5 years;[27]
- 15 ex-Brereton residents would move back into the parish if affordable housing were available[28].

Of the potential 32 new households (17 + 15) required in Brereton, the following table (reproduced from the Survey Analysis Report, 2013) and summary provides details:

- 10 of the 14 (71%) new households that answered the question would have a total annual income of less than £20,000;
- 26 (81%) new households would be for a son or daughter of a respondent;
- 11 (34%) of the new households would be required within 2 years;
- 12 (38%) of the new households would be subsidised ownership or social rented (i.e. they have an affordable housing need).

[26] (4% of the 189 who responded to this question)

[27] (8% that is 15 out of the 184 who answered the question answered yes, 2 of these respondents indicated that two members of their household wished to form a new household)

[28] 13 (7%) of the 183 respondents to the question answered yes; of these, 11 said they had one ex-household member who would move back and 2 said they had 2 ex-household members who would move back if affordable housing were available.

Table 1: Details of the 32 potential new households required in Brereton				
Are the households required for current Brereton residents or ex-Brereton residents?				
17 x For current Brereton residents	15 x For ex-Brereton residents			
Total annual income of the new households:				
6 x Less than £15k	1 x £20k - £25k	1 x £35k plus		
4 x £15k - £20k	2 x £25k - £30k	7 x Prefer not to say	11 x NA	
Who would the new households be for?				
26 x Son or daughter	6 x NA			
When is the move required?				
6 x Within 1 year	5 x Between 1 & 2 years	2 x Between 2 & 3 years	13 x Between 3 & 5 years	6 x NA
What type of tenure?				
15 x Buy on the open market or rent privately	12 x Subsidised ownership or social rented	5 x NA		

Source: Cheshire East Council

Table 2: Further details of the 12 potential new households in Brereton that would be subsidised ownership or social rented				
Of the 12 that wouldn't consider only buying on an open market:				
9 x Subsidised ownership	3 x Social rented			
What mortgage or amount of rent?				
For those who would consider subsidised ownership:	For those who would social rent (amount paid per week):			
2 would pay < £60k	1 would pay £65 to £79			
4 would pay £85k to £100k	1 would pay £80 to £99			
1 would pay £100k - £150k	1 would pay £100 to £119			
2 NA				
Type of accommodation required?				
11 would prefer a house	1 would prefer supported housing			
When is the move required?				
2 x Within 1 year	2 x Within 1 to 2 years	2 x Within 2 to 3 years	5 x Within 3 to 5 years	1 x NA
Minimum number of bedrooms required?				
12 x Two bedrooms				
How many adults and children will be in the new households?				
1 x 1 adult	6 x 2 adults	1 x 1 adult and 1 child	3 x 2 adults and 1 child	1 x 2 adults and 2 children
Would any member of the household be employed within Brereton?				
3 x Yes	9 x No			
Would the new household have any specific housing needs?				
11 x No	1 x NA			

Source: Cheshire East Council

Of the 12 households that would require affordable housing, 9 would be subsidised ownership, and 3 would be social rented. Two homes would be required within 1 year of the date of the survey, 2 between 1 to 2 years, 2 between 2 to 3 years and 5 between 3 and 5 years (1 respondent did not answer the question). Further details are set out in Table 2 of the Survey Analysis Report, reproduced above.

Results from the survey indicate an affordable housing need within Brereton Parish of 12 households at the time the survey was undertaken. The authors of the report suggested that this figure of 12 should perhaps be treated as a minimum affordable housing requirement, rather than a maximum one, for a number of reasons:

- The response rate of 39% indicates that there may be affordable housing requirements in the parish not captured within the survey[29];
- Results to the question asking about income of the potential new households (Q13) suggests that there may be a greater need for affordable housing than indicated. 13 of the 32 (41%) potential new households indicated a household income of below £30,000, and a further 18 (56%) chose not to answer the question – a number of those who chose not to respond could have household income levels below £30,000;
- When asked what type of tenure was required by respondents who had indicated a housing need, 5 chose not to answer the question (Q15) – a number of these could potentially require affordable housing[30].

The limitations of using this survey for predicting the long-term requirements for affordable housing in Brereton have already been acknowledged at Section 3.1 above and there is no need to repeat them here.

6.2 Other work carried out by the Parish Council

Alongside the dedicated Rural Housing Needs survey reported above, Brereton Parish Council has undertaken a number of more general surveys of local people and residents to gauge their opinions on the need/demand for housing in the parish. The relevant findings from each of these consultation surveys is considered below, in chronological order.

6.2.1 *Consultation 1: Feasibility Survey (October 2012)*[31]

This survey sought to identify the level of local community support for the preparation of a Neighbourhood Plan, and is not directly relevant to this assessment.

6.2.2 *Consultation 2: Issues Survey (April 2013)*[32]

In March/April 2013 the Parish Council conducted an "issues" survey to assist the neighbourhood plan group to understand what Brereton residents and businesses feel about living and working in Brereton and to identify future needs. 101 responses were received to the general survey questionnaire. In

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[29] However we would argue that the opposite opinion is also valid, i.e. that people who are most likely to be in need of affordable housing are most likely to be motivated to complete the survey, so requirements are less likely to be underestimated.

[30] Again, we would also suggest that this is unlikely, if they chose not to answer the question.

[31] Accessible from: http://www.mybrereton.com/index.php?pr=BPC_NDP_Consultation

[32] Accessible from: http://www.mybrereton.com/index.php?pr=BPC_NDP_Consultation

addition the group received 5 responses to the Business Questionnaire and 10 responses from the Youth Forum Young People Survey Game, so a total of 116 responses in total. The results of the survey have been amalgamated in the Issues Survey Report prepared on the 31st July 2013. The survey asked participants a number of questions in relation to housing, including the following:

Questions 6 & 7: Over the next 15 years do you agree that there will be a need for more homes in Brereton Parish to meet changing needs? Thinking about a possible number of new homes in Brereton Parish for the next 15 years, which of these do you think is appropriate?

Table 25: Responses to Q6 and 7 of the Issues Survey – Need for and number of new homes.

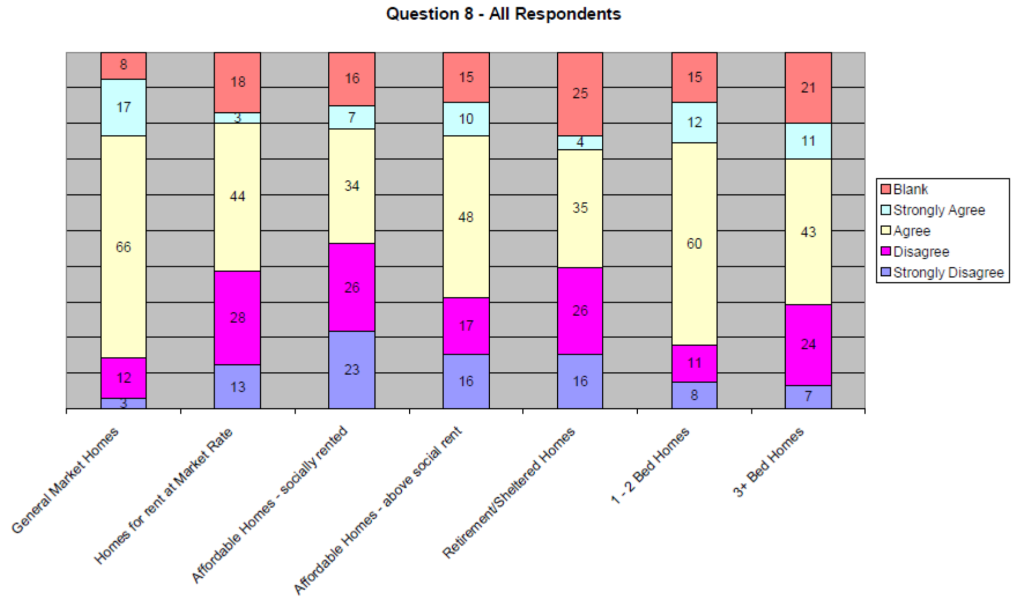
		Number of New Homes						
		None	1 - 50	50 - 100	100 – 200	200 – 300	Blank	TOTAL
Need for more homes	Disagree	18	14	3	1	0	2	38
	Agree	0	37	19	5	2	2	65
	TOTAL	18	51	22	6	2	4	103

(Data from Brereton Consultation Survey Report - Brereton Parish Council 2014)

Please note that for the purposes of reporting, we have amalgamated the results for ‘Strongly Agree’ and ‘Agree’ and the results for ‘Strongly Disagree’ and ‘Disagree’.
The results show:

- That a majority of 65% of those who answered the question agreed that there is a need for new homes;
- 37% of those who answered the question thought that 1 - 50 homes was an appropriate figure to be built over the next 15 years;
- Overall, just 8% of participants thought that more than 100 homes should be built in Brereton Parish in the next 15 years.

Figure 3: Responses to Q8 of the Issues Survey – Housing by Type



Data depicted in the graph in Figure 3 above illustrates the breakdown of participant preferences to provision of housing type. Please note that for the purposes of reporting, we have again amalgamated the results for ‘Strongly Agree’ and ‘Agree’ and the results for ‘Strongly Disagree’ and ‘Disagree’ in the following analysis.

Of the 106 respondents to this question, a considerable majority 78% agreed that if homes were to be built in Brereton Parish they should be general market homes. The least popular suggestions for housing types were affordable homes (socially rented) and retirement/sheltered homes, with 46% and 40% of participants respectively disagreeing that such provision was needed. In general there appears to be a lack of support for the additional provision of properties to rent, whether this is at the market rate or socially rented.

In addition, space was provided for respondents to make general comments in response to the survey questions. The Parish Council has recorded a summary of the general comments made. Generally, two opposing views were recorded, which have been summarised by the Neighbourhood Plan group as follows:

Housing should be in keeping with the existing rural, peaceful and quiet character, tranquillity and individual nature of the Parish. Homes provided should cover a range of sizes, including 2/3 bed affordable housing of sympathetic design.

The opposite view was also expressed with:

“Strong feelings that no additional housing is necessary and that housing should only be provided to meet local needs”.

6.2.3 *Consultation 3: Vision and Objectives (July 2013)*[33]

The neighbourhood plan group consulted the community on its draft Vision and Objectives in July 2013 and the results of this consultation are reported in a report dated 22 August 2013.

The draft vision is as follows:

Vision

In 15 years Brereton will be a vibrant, predominantly rural community encouraging prosperity for residents and local businesses alike. Local agriculture will remain a valued feature of local life.

It will support high quality development to meet local needs in keeping with the character of the area.

Its will provide outdoor recreation and open space to benefit people in our own and neighbouring areas. It will be a Green Gap, separating and balancing the continuing development of surrounding towns and villages.

It will be a place where local people can live, work, play, and enjoy a high quality of life.

Objective 2 (the housing objective) is to:

"*Deliver a sensitive housing development strategy tailored to Brereton's needs, protecting the landscape and in keeping with the distinctive character of the area".*

Of the 60 responses received, all were in agreement that the draft vision and objectives were appropriate. Two comments were raised in relation to the draft housing objective, namely that:

> *"Housing should only be considered in connection with increase in population. Empty housing should be used";* and
>
> *"Need affordable housing, but should be in keeping with rural character - not big estates".*

6.2.4 *Consultation 4: Rural Housing Needs Survey (August 2013)*[34]

The results from this survey are reported separately in Section 6.1 above.

33 Accessible from: http://www.mybrereton.com/index.php?pr=BPC_NDP_Consultation
34 Accessible from: http://www.mybrereton.com/index.php?pr=BPC_NDP_Consultation

6.2.5 *Consultation 5: Objectives and Proposals Options (February 2014)*[35]

This fifth survey set out the draft objectives consulted on at Consultation 3, and under each objective, asked the respondents to rank their response to a number of specific proposals. 129 responses were received to the survey.

Objective 1 (this was Objective 2 in the Consultation 3 document) covers housing delivery. A number of the proposals set out under the housing objective were concerned with the location of housing sites, and the facilities to be provided with such development, so are not directly relevant to this assessment. However one proposal (1(4)) asked for respondents' level of agreement with the following statement:

"Housing development must satisfy local[36] people's needs for balanced housing, attractive to all age groups and abilities".

The structure of the survey format was that people were asked to tick a box relating to whether they strongly agreed, agreed, neither agreed or disagreed, disagreed, or strongly disagreed. 87.8% of respondents to this question either agreed or strongly agreed with this statement, 3.3% either disagreed or strongly disagreed with the statement.

The results of the community consultation to date suggest that the majority of residents recognise the need for additional homes in the Parish, and that a figure of up to 50 new homes over the plan period is broadly supported. However there is a strong preference for new market housing, with provision for affordable housing and specialist housing such as retirement/sheltered housing less popular, perhaps reflecting the fact that the vast majority of homes in Brereton Parish are owner occupied. The communities views on housing needs contrast with the demographic trends identified in the data, particularly the demographic profile of the parish (more people aged 45-84 than both the borough and national average), the significant rate of growth of 65-84 year olds, and people aged 85 and over in the Parish between 2001 and 2011 (31.6% and 77.8% respectively) and the higher proportion of retired residents in the Parish compared to the borough and national average, which suggests that there may in future be a locally-driven need for specialist housing for older people as well as market homes suitable for independent living.

For the purposes of this housing needs advice, the response 'there is no need for any housing development' must be disregarded. This is due to the fact that if Brereton were to submit a Neighbourhood Plan which indicated that no housing development should take place in the Parish, there is a very high likelihood that the plan would fail one of the Basic Conditions of neighbourhood planning, which is to be in general conformity with the relevant local authority statutory development plan. Although the emerging Cheshire East Local Strategy Plan doesn't specify which 'other settlements and rural

[35] Accessible from: http://www.mybrereton.com/index.php?pr=BPC_NDP_Consultation

[36] It is noted that the term 'local' was not defined in the consultation document.

areas' are expected to accommodate the 2000 new homes to be provided in such area, it is reasonable to assume that each of the 109 rural parishes which do not contain a Key Service Centre or Local Service Centre will be expected to accommodate some new housing to meet local needs. The fact that the contribution of individual rural parishes is as yet unspecified by the Local Plan is the driver for the preparation of this housing needs advice.

Failing to provide any new housing would also be difficult to justify in the light of the range of evidence of housing need uncovered in this report so far.

Although the results of the consultation surveys shows that existing residents preferences are for any new housing to be ring-fenced for existing Brereton residents, in practice this would be unlikely to be achievable for new market housing, which is, as its name suggests, sold on the open market and therefore marketed to both existing residents and potential incomers.

7 CONCLUSIONS

7.1 Quantity of housing needed

This housing needs advice note has interrogated a wide range of data sources, which, taken together, inform key trends and messages relevant to the Brereton Neighbourhood Plan's housing policies.

In this first section of our conclusions, we assess, based on the data uncovered, the overall quantum of housing growth required. In the second section (Conclusions and Recommendations), we make recommendations on the components and characteristics of that housing growth.

Recognising that Neighbourhood Plans must be in general conformity with the strategic policies of their local authority, our preferred methodology is to present the three figures our analysis has produced as a starting point, and then highlight the factors[37] that the Parish Council might wish to take into consideration as they determine whether this theoretical figure could be revised upwards or downwards.

To recap, the Submitted CEC Local Plan Strategy based theoretical share for Brereton has been estimated by URS as being **28.4 new dwellings** in total between 2010 and 2030, (the Local Plan Strategy period), which equates to the delivery of 1.42 units per year. The figure of 28.4 is not definitive and Brereton Parish Council is under no statutory obligation to deliver 28.4 or indeed any housing units[38].

The Submitted CEC Local Plan Strategy's housing figure is based on the Cheshire East SHMA (2010 and 2013 Update), and therefore builds in the full range of relevant demographic factors considered by the SHMA at a strategic level, including both natural growth and in-migration.

We have calculated a further theoretical figure for dwelling numbers based on Brereton's relative proportion of the Communities and Local Government Department (CLG) household projections across Cheshire East and the Census 2011 household to dwelling ratio, which suggests **58 new dwellings** for the parish between 2010 and 2030. The calculation of this figure took into account NPPG best practice.

This means we now have two theoretical estimates of net new dwellings for the parish by 2030, namely 28.4 (Submitted Local Plan Strategy-based figure) and 58 (unconstrained household projection-based figure). Taking a midpoint between these two figures would give a theoretical figure of **43.2 new dwellings**, which equates to a completion rate of 2.16 dwellings per year. This in fact would represent a reduction in the building rate in recent years, where 6 dwellings per year were delivered between 2001 and 2011.

[37] These factors are also referred to as 'indicators' in the NPPG.

[38] By contrast, Cheshire East Council is under a statutory obligation to deliver its housing target, but this may or may not include sites that come forward within the boundary of Brereton parish.

The difference between the figures of 28.4 and 58 may largely be explained by the fact that the former relies on local population projections produced by Cheshire East Council (the date of these projections or how they were derived is not identified in the 2010 SHMA) and 2006-based household projections (although the SHMA Update 2013 refers to the 2011-based ONS interim household projections, it did not provide a revised assessment of overall need, i.e. market and affordable housing elements) and also may take into account political and other constraints, as well as the number of units already delivered. The latter figure is a gross, unconstrained figure based on 2012 population projections (published in 2014) made in the light of 2011 Census evidence showing a rise in population.

The great advantage of defining the midpoint figure is that it combines the years of evidence- gathering, analysis and decision-making that went into the Submitted Local Strategy Plan figure with the less constrained and more up-to-date population and housing projections.

7.2 Update (position as at December 2014)

Since the draft report was prepared, the Inspector undertaking the examination into the Cheshire East Local Plan Strategy has published his Interim Findings (12 November 2014). As identified earlier in the report, these findings call into question the housing delivery target identified in the Submission Local Plan Strategy, and CEC is currently undertaking further work to identify the Objectively Assessed Housing Need for the borough, taking into account the Inspectors advice. It is not known when this information will be available, or indeed at what point the examination may resume. URS have therefore taken the approach that, based on the Inspectors advice and liaison with CEC officers, it is reasonable to assume that the overall housing delivery figure for Cheshire East may be revised upwards in the region of approximately 50%. It is also reasonable to assume therefore, that the allocation figure of 2000 for Rural Areas and Other Settlements will also be revised upwards and thus we have assumed that this figure may also rise by a figure of 50%, resulting in a requirement of 3000 dwellings over the Local Plan Strategy period.

Applying the revised rural delivery figure would result in a theoretical Local Strategy Plan based requirement for **42.62** new units (as opposed to the Submitted Local Plan Strategy figure of 28.4). Taking a midpoint between this revised requirement and the CLG household projection figure of 58 would give a revised midpoint of **50 new dwellings.** On the basis that it is likely that the CEC figure will be revised upwards, and in the absence of further definitive guidance from CEC, our advice to Brereton Parish Council has been to *plan on the basis of this revised figure as the starting point,* before considering further adjustment to reflect the factors in Table 26 below.

Between 2011 and the date of writing 48 dwellings have either been completed or have outstanding planning permission in Brereton Parish (15 completions and 33 outstanding permissions)[39]. In effect therefore, if all of the outstanding permissions are built out, Brereton will have already delivered against two of the theoretical housing need figures, and would only have to deliver a further 2 dwellings to meet the revised midpoint figure and 10 dwellings to meet the highest figure (58) (the unconstrained household projection-based figure) over the period to 2030.

For ease of reference, we have summarised the findings of the data we gathered in Chapter 3 above in Table 26 below. The source for each factor with particular relevance to Brereton is shown, and URS' assessment of whether that factor is more likely to increase (upwards arrow), decrease (downwards arrow) or have no impact (← →) on the estimated midpoint figure of 50 dwellings. We have also included a column, which attempts to broadly quantify (where this may be possible or relevant) the extent to which the requirement may need to be adjusted. Following NPPG guidance, the factors relate both to housing price and housing quantity. We have also included in the tables commentary received from local estate agents, who have provided local market knowledge to supplement the data gathered.

We have applied our professional judgment on the scales of increase and decrease associated with each 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[40]. Factors are listed in no particular order.

Note that factors have the potential to contradict one another, due to data being gathered at different times and across differing geographies. The Neighbourhood Plan Steering Group is invited to use its judgment in resolving any conflicts, but we would advise that the more local and more recent data should generally have priority over data gathered at a larger spatial scale or older data, and quantitative data should generally have priority over qualitative data[41].

However, our general approach reflects NPPG advice to adjust the housing need number suggested by household projections to reflect appropriate market signals, as well as other market indicators of the balance between the demand for and supply of dwellings, such as house prices and past build-out rate.

The NPPG also advises that market signals are affected by a number of factors, and plan makers should not attempt to estimate the precise impact of an increase in housing supply. Rather they should increase planned supply by an amount that, on reasonable assumptions and consistent with principles of sustainable development, could be expected to improve affordability, and monitor the response of the market over the plan period.

[39] Housing permissions and completions data supplied by Cheshire East Council 10 October 2014.

[40] Whilst we use this scale, we have in fact not identified any factors with a rating of three arrows.

[41] The exception to this advice would be with respect to the 2013 Rural Housing Needs Survey, for the reasons outlined previously in this report.

As such, Tables 26 and 27 should be used predominantly as a basis for qualitative judgment rather than quantitative calculation. They are designed to form the starting point for Neighbourhood Plan Steering Group decisions on housing policy rather than to provide definitive answers. Again, this reflects the NPPG approach - it states that when considering future need for different types of housing, planners have the option to consider whether they plan to attract an age profile that differs from the present situation. They should look at the household types, tenure and size in the current stock and in recent supply, and assess whether continuation of these trends would meet future needs.

The NPPG also states that appropriate comparisons of indicators (i.e. factors) should be made and that trends uncovered may necessitate adjustment to planned housing numbers compared to ones based solely on household projections. Where upward adjustment is considered necessary, it should be at a reasonable level.

Table 26: Summary of factors specific to Brereton with a potential impact on the neighbourhood plan housing target

Factor	Source(s) (detailed in Chapter 3)	Possible impact on theoretical share figure	Possible scale of change to the theoretical share figure	Rationale for judgement
Cheshire East economic performance and outlook	Cheshire East SHMA 2010 and 2013 Update, Cheshire and Warrington Strategic and Economic Plan 2014, Cheshire and Warrington Business Needs Survey 2011, Cheshire East Local Economic Assessment 2011, Cheshire East Employment Land Review 2012	↑↑	The CED Background Paper for the Local Plan Strategy on Population Projections and Forecasts (March 2014), sets out population projections and forecasts which were produced (using the demographic model POPGROUP) to inform the Local Plan Strategy for 2010-30 and in particular the Council's estimate of its objectively assessed housing need for the Plan period. In line with the guidance in the NPPG that requires demographic, economic and housing projections and forecasts to be considered in determining housing need, the Council ran a series of forecasts for alternative scenarios: some population-led (e.g. assuming a particular migration rate or level of net migration), some jobs-led (assuming a particular jobs growth rate) and some dwellings-led (assuming that a particular number of net new dwellings). In total, fourteen scenarios were modelled. The Council made the assumption at the time, that a job growth rate of 0.4% was a "realistic yet challenging growth rate". The Council also tested two jobs-led scenarios based on higher jobs growth rates, at 1.2% and 0.7% (scenarios 4d and 4e respectively). These scenarios were discounted by the Council in published	Ambitious growth plans in the LEP area, including targeted growth in Crewe, the strong economic performance and resilience of Cheshire East relative to the rest of the North West, and linkages with Liverpool and Manchester economic hubs (Manchester in particular) suggest that demand will increase in Brereton, given its excellent transport links to the M6 and rail links to Manchester and Crewe.

Factor	Source(s) (detailed in Chapter 3)	Possible impact on theoretical share figure	Possible scale of change to the theoretical share figure	Rationale for judgement
			paper. The Inspector has subsequently noted in his Interim Views (at para 30) that the preferred estimate of job growth rates adopted by the Council (0.4%) was "*pessimistic and cautious*" and did not reflect the "*longer-term aspirations of the Local Plan Strategy and other agencies, such as the LEP*". He also was of the view that some of the other options considered during scenario modelling (namely those mentioned above – 4d and 4e) "*may better reflect the more optimistic aspirations*" and *"economic initiatives and assumptions*" of other agencies. The Inspector was left with the impression that the "*preferred level of new housing and the aim to avoid increased migration into the district has constrained the assumptions about economic and jobs growth, resulting in a mismatch between the economic and housing strategies and failing to achieve CEC's economic aspirations*" (para 33). He went on to state that "*CEC's own evidence …suggests that job growth rates of 0.7% or even 1.2% would better achieve the plan's economic objectives*" (para 53). The Inspector advised the Council to undertake further work to assess the housing need for the area… "*using assumptions which are robust and realistic and which better reflect the interrelationship*	

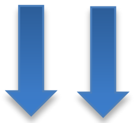
Factor	Source(s) (detailed in Chapter 3)	Possible impact on theoretical share figure	Possible scale of change to the theoretical share figure	Rationale for judgement
			with the plan's economic strategy" (para 69). The POPGROUP model provides outputs as to the number of dwellings that will be required across Cheshire East if higher job growth rates were applied, i.e. 0.7% or 1.2%. These higher growth rates would require a **32.96%** or **90.37%**[42] **increase** in the number of dwellings respectively across Cheshire East. It is considered that the first figure is incorporated within the 50% uplift to the submitted Local Plan Strategy 'fair share' derived figure of 42.6 for Brereton and therefore there is ***no further need to adjust the likely housing range at this point.*** A 50% uplift is somewhere between these two figures and is considered reasonable.	
Labour supply shortfall in Cheshire East	Cheshire East Local Economic Assessment, 2011		Using the jobs growth rate in the POPGROUP modelled under scenarios 4d and 4e, results in a need to increase the local labour supply (the number of local residents who are either in employment or unemployed (available for and actively seeking work)) by a factor of 2.23 (at a 1.2% job growth rate) or 0.83 (at a 0.7% jobs growth rate) for Cheshire East *as a*	The forecasted labour gap in Cheshire East in 2020 will need to be met in part by inward migration. Cheshire East is a net importer of labour currently. The location of Brereton relative to employment hubs such as Macclesfield, Congleton and Crewe will make it attractive to inward migrants.

[42] See Table A4.1: Summary of the scenarios modelled for Cheshire East for the Plan period (i.e. 2010 to 2030), Appendix 4 of the Background Paper)

Factor	Source(s) (detailed in Chapter 3)	Possible impact on theoretical share figure	Possible scale of change to the theoretical share figure	Rationale for judgement
			whole. *(Note this does not translate into a different percentage increase to the housing need figure, it is just another output of the POPGROUP model, included here for information).*	
Function as commuter settlement	Census 2011	↔	Data for the calculation of the commuting rate is not available at this local level. The net commuting rate (defined as outgoing commuter journeys offset against incoming commuter journeys) used in CEC's POPGROUP forecasts is **1.01** for Cheshire East as a whole, so commuting may only have a marginal impact on demand, although this position may be altered with the construction of the High Speed 2 rail station at Crewe. No data is available at the point of writing to provide any robust indication of how this development may influence commuting patterns in the future.	A range of characteristics, including travel to work patterns, rural nature, proximity of rail links to Crewe and Manchester, location relative to a number of larger towns and the M6 make Brereton attractive to the commuter market; this has the effect of increasing demand here.
Projected population growth	2012 ONS Sub-national population projections	↔	No need to adjust housing need figure.	Looking forward, the population of Brereton is expected to grow at a rate of 9.7 % over the Local Strategy period (2010-2030), which is slightly higher than the projected growth rate for Cheshire East at 8.4%, but considerably lower than the England rate of 14.1%, and much lower than the growth rate over the previous ten years to 2011. Recent higher rates of international migration have had little impact on Brereton.

Factor	Source(s) (detailed in Chapter 3)	Possible impact on theoretical share figure	Possible scale of change to the theoretical share figure	Rationale for judgement
House prices relative to the wider area	Zoopla.co.uk	↔	No need to adjust housing need figure.	Properties in the Parish may achieve values of £235 to £300 per sq ft, which is higher than the averages currently being achieved across the wider Cheshire CW postcode, of £217 per sq ft for a detached 3.8 bed property. However three bed semis generally achieve £180 sq ft and some go as low as £150 sq ft, which is lower than the average values achieved across a comparable property for the wider Cheshire area (CW postcode) at £191 per sq ft (source www.zoopla.co.uk accessed 17.10.14).
Need for affordable Housing	SHMA Update 2013, data from Cheshire East Housing Team, and advice from Tom Evans, Principal Planning Officer, CEC.	↔	No need to adjust housing need figure.	Gross annual affordable housing requirements identified in the SHMA 2013 Update indicate a gross need across the Sandbach sub-area of 20 units per year over a 4-year period. This data indicates a higher percentage of households in need relative to the Cheshire East average. However this sub-area covers a number of rural parishes and CEC have advised us that is not appropriate to extrapolate or apportion affordable housing requirements for Brereton Parish from this wider area requirement. In addition, this figure is an indication of unconstrained need, incorporating the backlog of existing

Factor	Source(s) (detailed in Chapter 3)	Possible impact on theoretical share figure	Possible scale of change to the theoretical share figure	Rationale for judgement
				unmet need and is not necessarily a target to be met through the Local Plan.
Overcrowding, including concealed families	Census 2011, SHMA	↔	No need to adjust housing need figure.	Overcrowding does not seem to be an issue that significantly affects households in Brereton. In addition, Brereton has a significantly higher proportion of households with a single-family occupancy compared to the local and national average, again suggesting overcrowding is not an issue. Household size is slightly larger in Brereton than the average but this is likely to be a reflection of the relatively higher proportion of families living there. The proportion of concealed families is higher than for Cheshire East but similar to the national average. The 2009 Household Survey recorded the level of concealed families in the wider Sandbach Rural sub-area as being similar to the Cheshire East average.
Tenure	Census 2011, SHMA 2013, commentary from local estate agents (14th and 15th October 2014), Home.co.uk	↔	No need to adjust housing need figure.	Census data shows a substantial increase in owner-occupied housing, and privately rented dwellings (although there has been a drop in socially rented properties). Local agents advised us that although rental rates in the parish are generally cheaper than in Sandbach and Congleton, the rental market is busy and properties have a very quick turn around. Home.co.uk data suggests that rental rates and average time on the

Factor	Source(s) (detailed in Chapter 3)	Possible impact on theoretical share figure	Possible scale of change to the theoretical share figure	Rationale for judgement
				market are similar to the Cheshire average, with the exception of those parts of the Parish, which sit across the boundaries of the CW4 postcode, which commands very high average rents. Local agents told us that they predict there will be a steady increase in demand but this is likely to be in the form of small organic growth and that oversupply would be unsustainable (due to lack of services and transport).
Accessibility to local services and facilities	LDF Background Report: Determining the Settlement Hierarchy (Nov 2010), commentary from local estate agents (14th and 15th October 2014), results from community consultation to the Issues Survey 2013.		The English Indices of Deprivation 2010 provide a relative measure of deprivation at a small area level (Lower Layer Super Output Area (LSOA)) across England. Areas are ranked from least deprived to most deprived on seven different dimensions of deprivation and an overall composite measure of multiple deprivation. One of the seven domains is titled Barriers to Housing and Other Services and within this domain, there are four indicators related to access to services, including: - Population Weighted Average Road Distance to a Post Office	The Settlement Hierarchy LDF Background Report[43] found that Brereton Heath and Brereton Green have very limited community services, with none of the specified required services (that would be needed for a settlement to be considered as a service centre) in either settlement, with the exception of a mobile library service (facility no longer available at the time of writing) and a primary school in Brereton Green. It was noted that other local services in Brereton Green included a place of worship, and Pub/Restaurant, but these facilities were

43 Accessible from: http://www.cheshireeast.gov.uk/planning/spatial_planning/research_and_evidence/settlement_hierarchy_study.aspx

Factor	Source(s) (detailed in Chapter 3)	Possible impact on theoretical share figure	Possible scale of change to the theoretical share figure	Rationale for judgement
			(Km) - Population Weighted Average Road Distance to a Food Store (Km) - Population Weighted Average Road Distance to GP Premises (Km) - Population Weighted Average Road Distance to a Primary School (Km) A comparison of the distances for each of these indicators for the LSOA 033A, (which is the LSOA within which most of the Parish of Brereton is located), against the average distances across all the LSOA in Cheshire East, suggests that accessibility to these basic facilities in Brereton is significantly lower than the Cheshire East average, by a combined average across the four indicators of 168%. Therefore, there is justification to reduce the CLG unconstrained household projection-based figure significantly to reflect poor accessibility to services. Reduction by a **factor of 1.68** would not necessarily be appropriate, as this would suggest no housing should be delivered, which is not in accordance with national policy.	not considered to be 'essential services' in the context of the study[44]. Local estate agents advised us that demand for housing in the Parish is stifled by poor access to services and facilities, particularly convenience shopping that can be accessed on foot. This is backed up by the Issues survey, whereby the majority of respondents felt that Brereton did not have good facilities, good transport connections to services, good employment opportunities locally or good indoor leisure facilities.

[44] The services being considered for the purpose of this study included: a bank, cinema, dentist, doctor, hospital, leisure facility, library, pharmacy, post office, primary school, and supermarket. These were services that were considered to be appropriate in determining the role and function of individual settlements in Cheshire East and their place in the hierarchy. Settlements that were found to contain none or just one essential services were considered to be inappropriate as a service centre and were classified as 'other settlements' in the hierarchy. This category subsequently includes Brereton Green and Brereton Heath.

Factor	Source(s) (detailed in Chapter 3)	Possible impact on theoretical share figure	Possible scale of change to the theoretical share figure	Rationale for judgement
			However it would seem reasonable to reduce the CLG unconstrained household projection-based figure to reflect the constrained accessibility to services in Brereton. In fact, this figure is perhaps best represented by the derived Local Plan Strategy 'fair share' figure, as the Local Plan Strategy takes into account the limited accessibility of the rural areas, and provides for an appropriate amount of housing to be provided in these areas which is reflective of the nature of such settlements and areas. Therefore it was determined that the lower range figure (that derived from the Local Plan Strategy fair share) would represent this downward adjustment.	
Vacancy rates relative to wider area	No data available at lower than local level.	↔	No need to adjust housing need figure.	Data was not available at a lower than local authority level, however it seems likely on the basis of other data sourced and presented above, that vacancy rates are likely to be lower than or in line with the Cheshire East average. Responses to the Housing Needs Survey suggest levels are low, as only 7% of respondents were aware of vacant residential properties close to them. Local agents suggest that the typical time for an average family home in the Parish to be on the market would be 12 months, but that it wouldn't be out of the ordinary for one to reach 18 months.

7.3 Characteristics of housing needed

The data gathered in this report can also be used to inform thinking on the characteristics of the housing needed. Table 27 summarises the data we have gathered with a potential impact on the characteristics of the new housing needed in Brereton. Again, factors are in no particular order, and may overlap with the factors in Table 26, given that some factors have an impact on both quantity and characteristics of the housing that could be provided.

Table 27: Summary of local factors specific to Brereton with a potential impact on neighbourhood plan housing characteristics

Factor	Source(s) (see Chapter 3)	Possible impact on housing needed	Conclusion
Affordable housing (as per the NPPF definition)	SHMA Update 2013, Census 2011, 2013 Rural Housing Needs Survey, Housing Register (Cheshire Homechoice)	Data unsuitable for determining the 'objectively assessed need' for affordable housing in Brereton Parish over the Neighbourhood Plan period.	There is insufficient locally specific and robust evidence of the objectively assessed need for affordable housing in the Parish at the present time to justify the inclusion of a locally specific policy on affordable housing. Rely on Local Plan policies.
Ageing population	Census 2011 and Census 2001, commentary from local estate agents (14th and 15th October 2014)	The age structure of the population of Brereton, the significantly higher proportion of adults aged 45-64 and adults aged 65-84 to local or national average and rate of change in the age of population in Brereton suggest there could be a need for specialist housing, lifetime homes and market housing adapted for older persons over the neighbourhood plan period. Census data also indicates however a low rate of residents with long-term health problems or disabilities.	Consider provision of a range of dwelling sizes, including smaller dwellings (1-2 bedrooms) suitable for older people (e.g. detached bungalows with gardens); dwellings built to lifetime homes or wheelchair standards. The lack of supporting services and relative inaccessibility to non-drivers of the settlements in Brereton Parish suggests that specialist/sheltered housing facilities would be better accommodated in neighbouring towns. This is validated by local estate agents, who advised that the lack of local convenience shops and transport limits demand in the Parish including for bungalows.
Demand for larger properties	Census 2011, commentary from local estate agents (14th October and 15th October 2014)	The growth in larger properties in Brereton between the census's, travel to work data demonstrating the high proportion of commuting and home working, greater numbers of part time employees and self-employed and the increase in the number of single family households with dependent children point	Provide 3-4 bedroom properties for families as part of a balanced mix of provision but also to meet the needs of the high proportion of people working from home. In addition, provide smaller properties to allow older residents of larger properties to downsize, freeing up larger properties for families (see below).

Factor	Source(s) (see Chapter 3)	Possible impact on housing needed	Conclusion
		to a continuing popularity with families, affluent commuters and the self-employed, which may help drive demand for larger dwellings. Brereton has a significantly lower proportion of single person households than the local and national average and a relatively lower proportion of young people living alone.	Family dwellings should preferably be located where there is access by foot to local services as this is a key driver of demand in the area.
Demand for smaller households	SHMA, Rural Housing Needs Survey 2013	Data from the Rural Housing Needs Survey and SHMA suggests that smaller and/or younger households are more likely to need and/or afford smaller dwellings. Under-occupancy figures for the wider Sandbach Rural sub-area suggest there may be an excess of very large dwellings, or alternatively, a deficit of smaller dwellings to which existing residents can downsize.	Provide range of smaller dwellings (1-2 bedrooms) which will assist local first-time buyers and younger couples/households; to provide a more balanced population structure and meet community aspirations, and to allow older residents to move to smaller dwellings which better meet their needs, freeing up larger dwellings for families.
Demand for semi-detached and detached housing	Census 2011, commentary from local estate agents (14th October and 15th October 2014)	Local estate agents suggested there is no great demand for a particular type of housing, suggesting a range of dwelling types and sizes should be provided.	Provide a range of dwelling types. Semi-detached and detached properties appear to suit local demand and context, and are more likely to meet demand from office-based commuters and those working from home.
Demand for bungalows	Commentary from local estate agents (14th October and 15th October 2014)	Estate agents views on demand for bungalows is mixed. Second hand stock in Brereton Heath, Brereton Court and Moss Lane attract older people. Popularity is linked to accessibility to local services by foot.	Provide a range of dwelling types as part of a balanced mix, and to reflect the ageing population profile.
Tenure	Census 2011, Home.co.uk, Commentary from local estate agents (14th October and 15th October 2014)	Substantial increase in owner-occupied housing between the two census dates and 50% increase in privately rented dwellings indicates significant demand for owner occupied housing in Brereton. Rental rates and average time on the market are similar to the Cheshire average. Local agents advised us that rental rates in Brereton are generally cheaper than in Sandbach and Congleton, that the rental	Continue to provide market housing for sale. In the absence of robust local evidence on affordable housing need, rely on Local Plan policies.

Factor	Source(s) (see Chapter 3)	Possible impact on housing needed	Conclusion
		market is busy and that properties have a very quick turnaround in the overall area. The number of socially rented properties has declined markedly, in contrast to local and national trends.	
Relative affordability of open market purchase	SHMA 2010	In the Sandbach Rural sub-area, only 8.2% of households could afford the median market house price (compared with 20.4% across Cheshire East), but 49.4% could afford lower quartile prices in Sandbach Rural, which was higher than the Cheshire East average of 35.8%. This suggests that only the smaller market housing is relatively affordable, so increasing the provision of larger homes will help to make these more affordable.	Increase supply of 3-4 bed properties.

7.4 Recommendations for next steps

This housing needs advice has aimed to provide the Neighbourhood Plan Steering Group with evidence on parish housing need from a range of sources. We recommend that Brereton Parish Council should, as a next step, discuss the contents and conclusions with CEC, taking the following into account during the process:

- The contents of this report, including but not limited to Tables 26 and 27;
- The views of CEC;
- The views of local residents;
- The views of other local stakeholders, including housing developers[45];
- Supply-side issues, including location and characteristics of suitable land and the number of dwellings already completed within the Local Plan Strategy period;

[45] Draft housing policies could usefully be informed by, for example, a presentation of this report to local stakeholders by the Neighborhood Plan Steering Group, with comments and feedback welcomed.

- The fact that the figures quoted in this advice are not definitive, meaning flexibility should be built into the neighbourhood plan in light of the likely change to the housing requirement at the local authority level.

The results of this discussion and reflection on these issues will help the Neighbourhood Plan Steering Group come to a view as to whether to adopt a housing target for the Neighbourhood Plan and will inform discussions regarding the formulation of draft housing policies.

As noted previously, recent changes in the planning system, including the introduction of the NPPF, continue to affect planning for housing need at a local authority and, by extension, a neighbourhood level.

This advice note has been provided in good faith by URS consultants on the basis of the local authority housing target, distribution and assessment current at the time of writing (alongside other relevant and available information). However as the report identifies, the policy context at the local authority level is likely to change as a result of the publication of the Inspectors Interim Views into the Examination of the Local Plan Strategy, and CEC's response to this advice.

We appreciate that the Neighbourhood Plan Steering Group is carefully monitoring the progress of the Local Plan Strategy through the EIP process along with any other strategies and documents with an impact on housing policies produced by Cheshire East Council or other relevant bodies (including the proposed Sites Allocation Plan). The neighbourhood plan should be reviewed accordingly to ensure that general conformity is maintained. At the same time, monitoring ongoing trends in the factors summarised in **Tables 26** and **27** would be particularly valuable.

8 GLOSSARY

Term/ abbreviation	Explanation/ definition	Source
Affordable housing	Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision.	
CLG	Department for Communities and Local Government. CLG produced the sub-national household projections that were used to help inform this Paper's projections and forecasts.	
Commuting rate	Ratio of residence-based employment (the number of employed residents living in the geographical area in question) to workplace-based employment (the number of employed people working in that geographical area)	
Dwelling	A self-contained unit of accommodation. Self-containment is where all the rooms (including kitchen, bathroom and toilet) in a household's accommodation are behind a single door. A dwelling can consist of a single self-contained household, or multiple households that are not self-contained.	
Economically active population	See "Labour supply"	
Economic activity rate (also referred to as the activity rate)	The proportion of people in a particular age group who are economically active, i.e. who are either in employment or unemployed (available for and actively seeking work). The economic activity rates presented in this Paper relate only to people aged 16 to 74 inclusive. In other words, the Paper (and hence the Council's Local Plan proposals) implicitly assume that the number of economically active people aged 75 and above is zero or negligible.	OECD sources and definitions for main economic indicators: http://stats.oecd.org/mei/default.asp?lang=e&subject=10

Forecast	A prediction of what is likely to happen in the future. Forecasts not only consider past trends, but also take account of (a) the impact that projects, policies or initiatives may have in the future and (b) local knowledge, such as information about the capacity of the local area to accommodate future change. In contrast, projections simply assume that past trends and past relationships will continue, and project these forward into the future.	Cambridge Dictionaries Online: http://dictionary.cambridge.org/diction ary/british/forecast_1
GVA (Gross Value Added)	The main measure of economic output at sub-national level. GVA is equal to GDP plus subsidies on products less taxes on products.	ONS web page on the relationship between GVA and GDP: http://www.ons.gov.uk/ons/guide- method/method-quality/specific/economy/national-accounts/gva/relationship-gva-and- gdp/gross-value-added-and-gross- domestic-product.html
Household	One person living alone, or a group of people (not necessarily related) living at the same address who share cooking facilities and share a living room or sitting room or dining area.	2011 Census Glossary of Terms, ONS, January 2014: http://www.ons.gov.uk/ons/guide- method/census/2011/census-data/2011-census-user-guide/glossary/index.html
Household formation rate (also known as the headship rate or household representative rate)	The likelihood that a person of a given age (or a person in a given age-gender group) will be the head of a household. The smaller the average household size, the higher household formation rates will generally be.	POPGROUP Frequently Asked Questions guide. Produced by Edge Analytics and published on the University of Manchester's Cathie Marsh Centre for Census and Survey Research (CSSR) website: http://www.ccsr.ac.uk/popgroup/docu ments/POPGROUP-

Household space	The accommodation used or available for use by an individual household.	2011 Census Glossary of Terms, ONS, January 2014: http://www.ons.gov.uk/ons/guide-method/census/2011/census-data/2011-census-user-guide/glossary/index.html
Housing Demand	Housing 'demand' is a market driven concept and relates to the type and number of houses that households will choose to occupy based on preference and ability to pay.	Planning Note: Housing demand and need (England): http://offlinehbpl.hbpl.co.uk/NewsAttachments/RLP/SN06921.pdf
Housing Need	Housing 'need' is an indicator of existing deficit: the number of households that do not have access to accommodation that meets certain normative standards.	Planning Note: Housing demand and need (England): http://offlinehbpl.hbpl.co.uk/NewsAttachments/RLP/SN06921.pdf
Labour supply	The number of residents who are either in employment or unemployed (available for and actively seeking work). The labour supply estimates presented in this Paper relate only to people aged 16 to 74 inclusive. In other words, the Paper (and hence the Council's Local Plan proposals) implicitly assume that the number of economically active people aged 75	OECD sources and definitions for main economic indicators: http://stats.oecd.org/mei/default.asp?l ang=e&subject=10
Migration	People moving into or out of the geographical area in question. Consists of internal migration (movements within the UK) and international migration (immigrants moving to the UK from abroad and emigrants leaving the UK for foreign countries).	
NPPF/ NPPG	National Planning Policy Framework/ National Planning Practice Guidance	
ONS	Office for National Statistics	

POPGROUP	A suite of demographic models – owned by the Local Government Association and used by a large number of local and regional organisations - that enable population, household, labour supply and jobs forecasts to be produced. POPGROUP was used to generate the projections and forecasts for the Council's chosen Local Plan scenarios. For further details about POPGROUP, see Section 3 of Appendix 1 of this Paper.	http://www.edgeanalytics.co.uk/foreca sting.php
Projection	An estimate of future change which simply assumes that past trends and past relationships will continue, and projects these forward into the future. In contrast, forecasts not only consider past trends, but also take account of (a) the impact that projects, policies or initiatives may have in the future and (b) local knowledge, such as information about the capacity of the local area to accommodate future change.	See for example the comments on the first two pages of ONS' subnational population projections Quality and Methodology Information paper (published on 25 Sept 2012 and available via the link on p2
SHMA	The NPPF states that housing needs should be assessed through the preparation of a Strategic Housing Market Assessment that should "identify the scale and mix of housing and the range of tenures that the local population is likely to need over the plan period which: • meets household and population projections, taking account of migration and demographic change; • addresses the need for all types of housing, including affordable housing and the needs of different groups in the community (such as, but not limited to, families with children, older people, people with disabilities, service families and people wishing to build their own homes); and • caters for housing demand and the scale of housing supply necessary to meet this demand	