JohnsonMowat
Planning & Development Consultants

REDROW YORKSHIRE LTD

BRADFORD ROAD, BRADLEY VILLA, HUDDERSFIELD

HOUSING MIX REPORT

DECEMBER 2021

Redrow Yorkshire Ltd
Bradford Road, Bradley Villa, Huddersfield

Housing Mix Report

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1.0 INTRODUCTION

1.1 This Housing Mix Report has been produced on behalf of Redrow Yorkshire Ltd (Redrow) in support of a detailed planning application for 222 new build residential dwellings and associated works on land at Bradford Road, Bradley Villa, Huddersfield. The proposals submitted contain 222 dwellings of the following mix:-

Table 1.1: Proposed Housing Mix

<table>
<tr><th>Unit Type</th><th>No. of Units</th><th colspan="2">% of housing mix</th></tr>
<tr><td>2 Bedroom End-Terrace</td><td>26</td><td>12%</td><td rowspan="2">18%</td></tr>
<tr><td>2 Bedroom Mid-Terrace</td><td>13</td><td>6%</td></tr>
<tr><td>3 Bedroom End-Terrace</td><td>14</td><td>6%</td><td rowspan="3">28%</td></tr>
<tr><td>3 Bedroom Semi-Detached</td><td>34</td><td>15%</td></tr>
<tr><td>3 Bedroom Detached</td><td>15</td><td>7%</td></tr>
<tr><td>4 Bedroom Detached</td><td>120</td><td>54%</td><td>54%</td></tr>
<tr><td>Total</td><td>222</td><td>100%</td><td>100%</td></tr>
</table>

1.2 The purpose of this report is to provide both the applicant and local planning authority with an understanding of how the proposal fits with the housing needs and demands of the local area for both market and affordable housing having regard to policy LP11 of the 2019 Kirklees Local Plan.

1.3 This report looks to identify the current housing mix in Bradley Villa Super Middle Layer Super Output Area (MSOA) (Ref E02002292), in terms of house type and number of bedrooms, with a comparison made against the housing mix as an average in Kirklees and England as a whole.

1.4 Further to this, research has been undertaken to research current housing market trends and the shift in housing aspirations following the coronavirus pandemic. This helps to give a clear understanding of what the future housing need in this locality is likely to look like and to what extent the proposal will meet the needs and demands for a particular housing mix.

2.0 POLICY BACKGROUND

2.1 The adopted Local Plan (2019) contains a single policy that seeks an appropriate balance of housing mix and affordable housing in Kirklees.

Policy LP11 : Housing Mix and Affordable Housing

2.2 Policy LP11 on housing mix is repeated below:-

> *"All proposals for housing, including those affecting the existing housing stock, will be of high quality and design and contribute to creating mixed and balanced communities in line with the latest evidence of housing need.*
>
> *All proposals for housing must aim to provide a mix (size and tenure) of housing suitable for different household types which reflect changes in household composition in Kirklees in the types of dwelling they provide, taking into account the latest evidence of the need for different types of housing. This includes consideration of provision for those with specialist needs. For schemes of more than 10 dwellings or those of 0.4ha or greater in size, the housing mix should reflect the proportions of households that require housing, achieving a mix of house size and tenure. The council encourages the inclusion of appropriate design elements that ensure buildings are suitable or can be adapted to meet the needs of people needing specialist accommodation at present and into later life. The council will encourage proposals for custom/self build homes where consistent with other policies in the Local Plan…"*

2.3 It is recognised that Policy LP11 does not identified a prescribed housing mix target which developments should aim to achieve. This application site is located in Bradley Villa, between Bradley and Fixby, which is a located in the suburban area to the north of Huddersfield.

2.4 The 2016 Strategic Housing Market Assessment (SHMA) sets out criteria for considering housing mix:-

- Current stock profile by type and size by the age of Household Reference Person (HRP);
- The profile of households by age of Household Reference Person (HRP) and how this is expected to change over the period 2015 to 2031 using 2014-based CLG household projections;

- Future requirements for dwelling types and sizes based on the anticipated change in household profile and the Objectively Assessed Need / Housing Requirement.

2.5 It is recognised that the 2016 SHMA is now 5 years out-of-date, as well as significantly being based on pre-pandemic data, which also does not account for the housing aspirations.

2.6 The 2016 SHMA suggests the dwelling mix based on the Council's OAN of 1,730 dwellings per year, this is set out in the table below:

Table ES1 Suggested dwelling mix by market and affordable dwellings			
Overall dwelling size mix	Market	Affordable	Total
Overall tenure split	80%	20%	100%
House 1 - 2 Bed	343	34	377
House 3 Bed	436	177	613
House 4+ Bed	349	11	360
1 – 2 Bed Bungalow	84	21	105
3+ Bed Bungalow	48	2	51
Flat/Apartment	143	66	209
Other	15	0	15
Total	1418	312	1730

2.7 Despite the SHMA suggesting a varied housing mix, inclusive of flats and bungalows, it is considered that each development must be suited to the need in each specific area. Furthermore, consideration needs to be given to the delivery agent of the development sites and the housing product which they are able to offer. This report seeks to offer a more condensed view of appropriate housing mix at a MSOA level, giving an accurate picture of existing housing stock and need in the immediate locality.

2.8 It is once again re-iterated that the SHMA was adopted pre-covid and there have been a significant rise in the demand for dwellings consisting of 4+ bedrooms with good levels of amenity space. It is not considered acceptable to view this need as 'temporary' given the office working dynamic which has undoubtedly shifted for the foreseeable future, with increased home-working and desire for office spaces.

Home Comforts Report – Place Alliance (October, 2020)

2.9 It should be noted the 2016 SHMA could never have envisaged the Covid-19 scenario and the current high demand for homes with gardens and homes working space. This shift from working in offices to either part-time or full time working from home requires new housing with a room that can sensibly accommodate such a use. This location can often be a purpose built study or spare bedroom.

2.10 The Home Comforts Report (HCR) surveys 2,500 households, representing 7,200 people, to understand the impact of home design during a period of unprecedented stress on the home environment during the coronavirus lockdown. The findings offer insights into how we should be designing or adapting homes in the future in order that they are more resilient and better able to support happy and healthy lifestyles.

2.11 It was found that dwellings built most recently (post-2010) were most uncomfortable, with a clear desire amongst many for a greater degree of cellular design over open plan, including provision for a dedicated home office space. Furthermore, it was found that even for those with good space standards, there is an aspiration for access to better (larger) private external space followed by more living space in the home.

2.12 Noticeably when reviewing the mix of housing tenure, it was found that this was the strongest indicator of comfort within the home. Owner occupiers were the most comfortable, followed by those in the private rented sector. Those renting from local authorities or housing associations were the least comfortable by some margin. It is important that sites such as the Bradford Road Development can provide a route into home ownership and balance the mix of housing tenure across Huddersfield.

Redrow Market Research (December, 2020)

2.13 Redrow polled 2,000 UK adults to understand their views on their homes post pandemic and their desires as they enter 2021 (See Appendix 2). The Redrow research reveals that buyers will be focused on better broadband, separate home working space and more outdoor working space in the post-pandemic market.

2.14 The survey also found that less than 10% of respondents are looking to live closer to their place of work in the future and half of the respondents (49%) are happy to move further away. This further strengthens the stance that larger family housing should be on the periphery of the Main Urban Area.

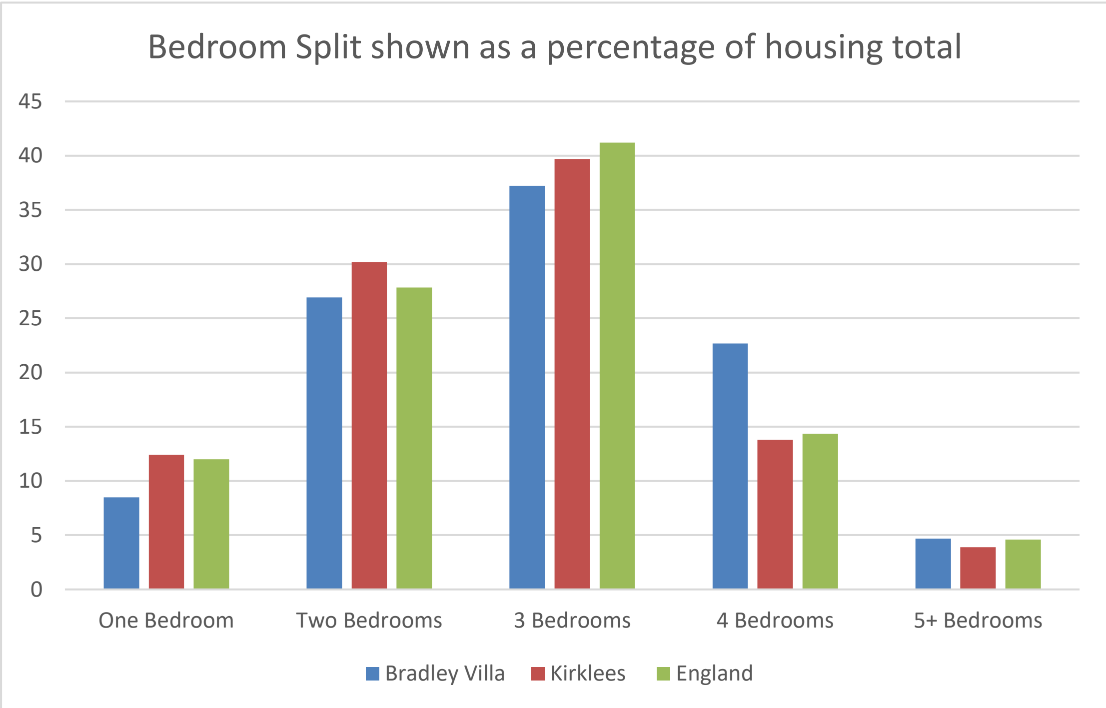
2.15 The findings of the Redrow Market Research are comparable to that of the Home Comforts Report, allowing to create an understanding of the market demand in a post-covid environment.

3.0 BEDROOM SPLIT IN BRADLEY VILLA MSOA

3.1 Policy LP11 rightly recognises the need to consider each development individually and to provide a mix appropriate to its location for all tenures (market and affordable housing).

3.2 Bradley MSOA (E02002292) comprises some 2,391 dwellings. Figure 3.1 below informs of the current housing stock bedroom split in the Bradley Villa, compared to Kirklees and England:

Figure 3.1: Existing Stock Comparison of Bedroom Numbers



Source: https://www.nomisweb.co.uk/census/2011/dc4405ew (Census 2011)
Table ID: DC4405EW

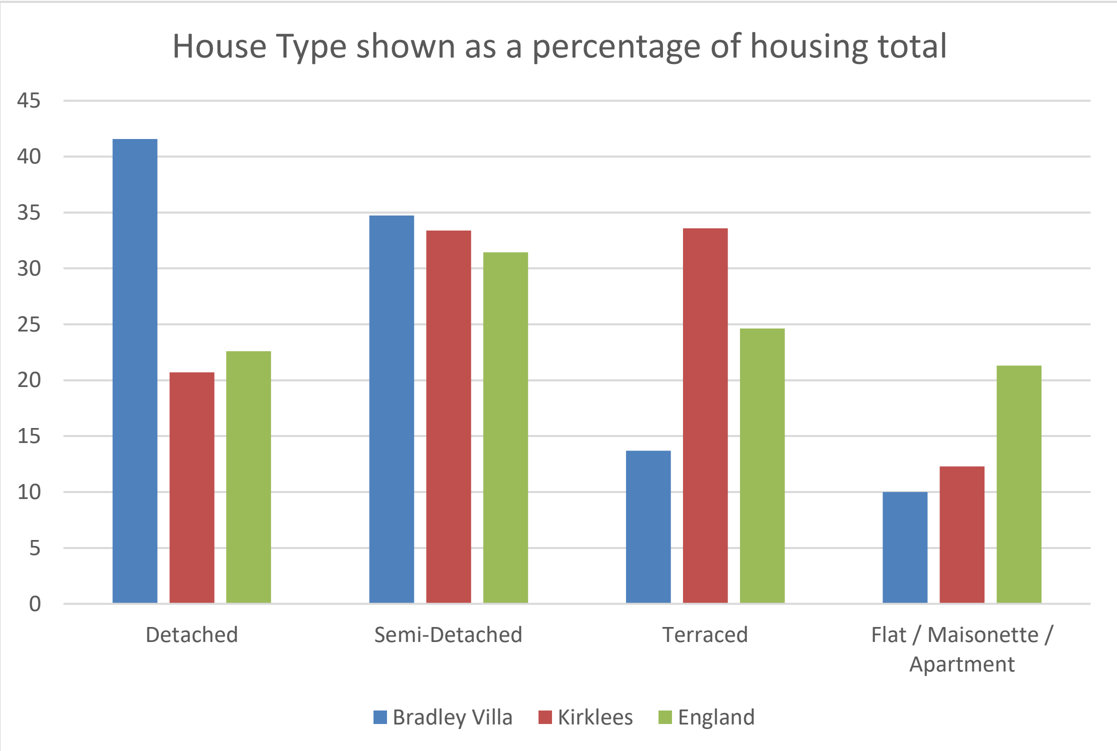
3.3 Figure 3.1 above shows a varied housing mix in Bradley, which has a higher provision of 4 bedroom properties than is seen in Kirklees and Nationally, it appears this is at the minor expense of 1, 2 and 3 bedroom properties. While there is a noticeable shortfall in 1 bedroom dwellings, this is due to the need for family housing in suburban areas of Kirklees. There are fewer 1, 2, and 3 bed dwellings in Bradley Villa than the Kirklees District average and the National average.

3.4 As is stated in the Kirklees Local Plan, flexibility in house type can be afforded with regard to the difference in demand across Kirklees. The currently proposed new housing is having a positive effect as new families buy into new homes in Bradley Villa. Redrow are an experienced national housebuilder and are reporting indications of a strong demand for family housing in the 4+ bed range within this locality. Providing a greater number of larger family housing will suit the local character of the immediate area.

3.5 The importance of providing smaller house types is recognised in an accommodation schedule which allows for 2 No. bedroom properties (18%) and 3 No. bedroom properties (28%). It is considered that the proposed bedroom split within the housing mix both meets the housing demand in the local area for larger dwelling, as is expected in an affluent suburban area, whilst also providing smaller properties to allow a route into home ownership in this locality.

3.6 Figure 3.2 below demonstrates the mix of house types in Bradley Villa, compared to Kirklees and England:-

Figure 3.2: House Type Comparison



Source: https://www.nomisweb.co.uk/census/2011/qs402ew Census 2011
Table ID: QS402EW

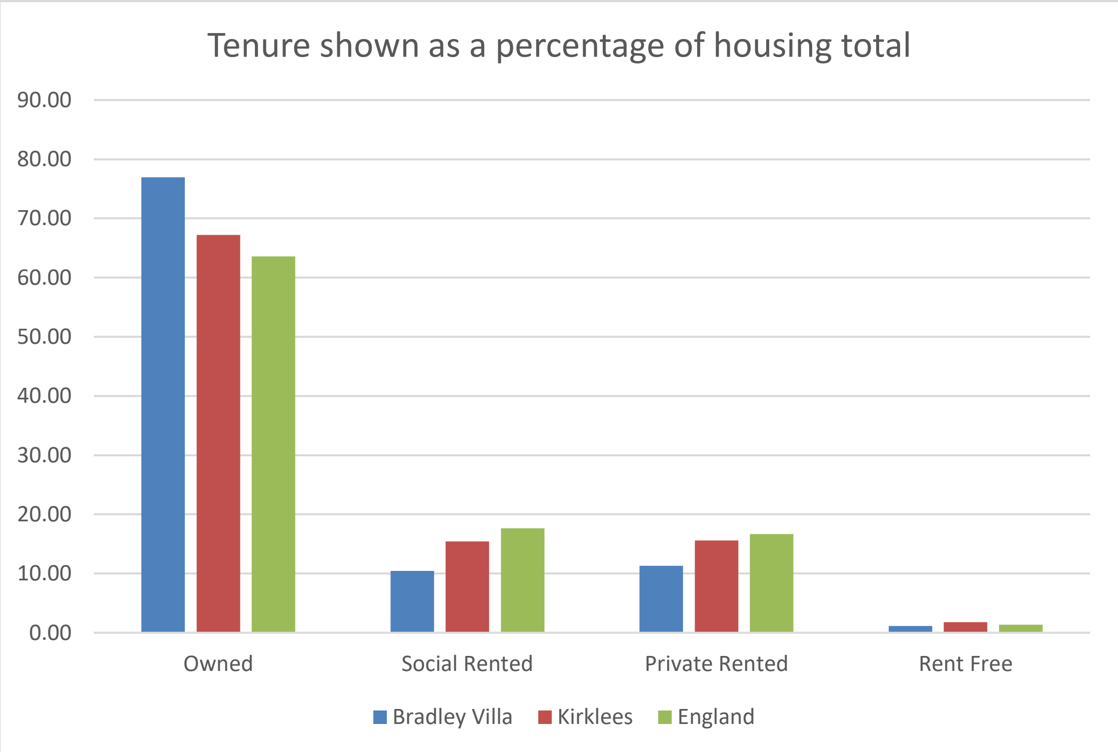
3.7 As the graph shows, there is a large number of detached and semi-detached dwellings within Bradley Villa housing stock. Despite their being an undersupply of flats / apartments

/ maisonettes in Bradley Villa, it is assumed that the focus of this dwelling type will be towards the City Centre.

3.8 The provision of terraced housing (24%) will help to rebalance the Housing Mix in Bradley Villa. However, it is recognised the importance of retaining the strong distinct character of Bradley Villa which architecturally is link to the detached and semi-detached dwellings, such is the reasoning behind a majority share of the proposed dwelling being semi-detached and detached housetypes. This will further meet the aspirations of local residents seeking to move to larger family accommodation with high levels of amenity space.

3.9 Figure 3.3 below demonstrates the mix of housing tenure in Bradley Villa compared to Kirklees and England:-

Figure 3.3: Housing Tenure Split



Source: https://www.nomisweb.co.uk/census/2011/qs405ew Census 2011
Table ID: QS405EW

3.10 There is a higher level of home ownership within Bradley Villa when measured against Kirklees and England on average, subsequently there is a lower level of social and private rented housing stock. The proposed development would seek to maintain a high level of home ownership within the area. The proposals include a provision of 20% on-site affordable housing which will increase the number of shared ownership and social rented properties, helping to ensure that there is a varied housing tenure available within Kirklees.

3.11 Appendix 1 is taken from the 2016 SHMA and considers the dwelling stock profile of open market dwellings by sub-area and then the extent to which this varies from the development profile based on the aspirations of households planning to move. Where cells are colour coded:

- A green spot indicates that the current proportion of dwelling stock is greater than the aspiration for that dwelling stock;
- A red spot indicates that the proportion of dwelling stock is lower than the aspiration.
- Therefore, a red spot suggests there is a lack of that particular type of dwelling type and size in the sub-area.

3.12 The application site is located in the Huddersfield North sub-area, where the table indicates there is a significant demand for detached housing and bungalows, in comparison to the current dwelling stock.

3.13 Appendix 1 demonstrates that there is a large aspiration for 1 – 3 bedroom detached dwellings, as well as 4+ bedroom detached, in comparison to the dwelling stock within North Huddersfield. This supports the argument that the proposal is compliant with Policy LP11 in meeting the housing market need and aspirations in this locality.

3.14 The 2016 SHMA concludes at Chapter 8 under the sub-section 'delivering new housing' that:-

> *"In summary, key drivers in determining the tenure and type of future development include:*
>
> - *The need to continue development to satisfy household aspirations, in particular the development of detached and semi-detached houses and a range of property sizes to offset identified market imbalances;…*
>
> *…A detailed analysis of the current and future profile of households would suggest there are three key dwelling types required across Kirklees: 3 bedroom houses, 4+ bedroom houses and 1-2 bedroom houses in addition to the ongoing development of other property types and sizes"*

3.15 In delivering a housing development which focuses on the provision of 3+ bedroom detached and semi-detached properties, it is considered that the proposals fully comply with the policy aims of LP11.

4.0 SUMMARY AND CONCLUSIONS

4.1 The Council's most up to date expectation of residential development in terms of mix is outlined in Policy LP11 of the 2019 Local Plan. Policy LP11 requires an appropriate mix of dwellings in new developments that has regard to both the needs of the district, the local area and the character of the area.

4.2 The aims of Policy LP11 are to achieve a mix of housing in terms of size, tenure and suitability for specific groups of people to contribute to meeting local needs and contribute to sustainable development in accordance with national planning policy. It is a policy that seeks to better match new provision with need and demand.

4.3 While the aims of Policy LP11 remain sound, the Policy is a pre-Covid-19 policy which is currently having an impact on market sales in throughout 2020, 2021 and for the foreseeable future. The current Covid-19 situation has brought about a shift in aspiration and demand for homes with outside space and space for home working. While Covid-19 may be a temporary disruption, the now accelerated shift from office to homeworking is now real and long lasting – it requires a market response to delivering homes with more workspace that is not reflected in Policy LP11 or the 2016 SHMA. Spare bedrooms are being rapidly transformed into home offices.

4.4 The 2016 SHMA fails to recognise the important point that housing need does not always equate to the aspirations and expectations. Although members of the population may only have a need for a 2-bedroom house, they may seek to buy a larger house due to their aspirations. Covid-19 has made the desire for homeworking space a reality and increased demand for new homes that have an additional room.

4.5 The Bradford Road proposal sits within the Bradley Villa MSOA Ref. E02002292 where current stock is contains a considerable proportion of 3 and 4 bed properties with a high proportion of detached and semi-detached housing. However, there is a clear aspiration for more 3+ bedroom detached properties and the District overall falls below the national average (see Table 3.2).

4.6 There is certainly no immediate case to be made for a disproportionate amount of 1 bed dwellings in the Bradley Villa proposal and equally no case to be made to increase the supply of 2 bed dwellings given Kirklees has above the national average.

4.7 Table 4.11 from the 2015 SHMA (at Appendix 1) is a housing 'aspirations and expectations' review and informs the South Huddersfield sub-area has a sufficiency of supply in most house types but identifies a shortfall in the following:-

- Detached 1 - 3 bed
- Detached 4+ bed
- Bungalows

4.8 The proposed is inclusive of a broad in its mix containing 2, 3 and 4 bed terraced, semi-detached and detached dwellings. The mix is diverse and aims to meet the needs and demands for this MSOA. It therefore meets the requirements of Policy LP11 and reflects current housing demands which has regard to a higher level of space for homeworking through the 3 and 4 bedroom product.

4.9 The proposed Redrow mix has regard to the following:-

- The character of the area – Bradley Villa is an affluent suburb of Huddersfield, with a clear desire for continued provision of family housing. The need for family housing is clearly outlined through a review of the SHMA.
- The general mix of the District overall.
- The current mix of housing stock in the locality – Bradley Villa contains a varied housing mix, with a significant proportion of detached and semi-detached properties, the proposal seeks to address this in creating a more balanced housing mix across the site through the provision of terraced housing.
- The affordable housing need in the Bradley Villa MSOA is predominantly 2 beds. The proposal reflects this need.
- Providing a balance of housing to reflect both need and aspiration. The proposed mix at Bradley Villa reflects both need and aspiration in all tenures.

4.10 The proposed mix therefore meets the needs and demands for the local community with a mix of size and tenure considered. The proposals seek to provide a varied housing mix within Bradley Villa having taken into account the latest evidence of the need for different types of housing. The proposal therefore complies with Policy LP11.

APPENDIX 1

proportion of dwelling stock is greater than the aspiration for that dwelling stock; a red spot indicates that the proportion of dwelling stock is lower than the aspiration. Therefore a red spot suggests there is a lack of that particular type of dwelling type and size in the sub-area.

Table 4.11 Comparison between current dwelling stock and market aspirations / expectations

Dwelling type	Sub-area						
	Batley and Spen	Dewsbury and Mirfield	Huddersfield North	Huddersfield South	Kirklees Rural - East	Kirklees Rural - West	Kirklees Total
Detached house/cottage 1-3 Beds	🔴 -14.6	🔴 -18.9	🔴 -17.7	🔴 -16.2	🔴 -13.7	🔴 -14.5	🔴 -15.9
Detached house/cottage 4 or more Beds	🔴 -7.8	🔴 -3.3	🔴 -1.6	🔴 -9.3	🟢 6.8	🔴 -0.4	🔴 -3.9
Semi-detached house/cottage 1-2 Beds	🟢 1.9	🟢 3.1	🔴 -0.5	🟢 0.3	🔴 -0.1	🔴 -0.1	🟢 0.9
Semi-detached house/cottage with 3 Bed	🟢 11.8	🟢 10.6	🟢 0.8	🟢 10.4	🟢 4.2	🟢 6.0	🟢 8.1
Semi-detached house/cottage 4 or more B	🟢 1.1	🟢 2.2	🟢 1.6	🔴 -1.1	🟢 2.7	🔴 -0.9	🟢 0.7
Terraced house/cottage 1-2 Beds	🟢 8.0	🟢 6.9	🟢 9.6	🟢 12.2	🟢 4.3	🟢 11.8	🟢 9.2
Terraced house/cottage 3+ Beds	🟢 11.8	🟢 8.8	🟢 15.2	🟢 11.7	🟢 8.7	🟢 14.3	🟢 12.0
Bungalow	🔴 -13.1	🔴 -10.1	🔴 -11.2	🔴 -10.2	🔴 -9.2	🔴 -14.9	🔴 -11.9
Flat	🟢 0.0	🟢 1.4	🟢 4.1	🟢 0.8	🔴 -3.8	🔴 -1.6	🟢 0.3
Other	🟢 0.9	🔴 -0.5	🔴 -0.4	🟢 1.5	🟢 0.1	🟢 0.4	🟢 0.4
	🔴	Insufficient dwellings available relative to aspiration					
	🟢	Sufficient dwellings available relative to aspiration					

Dwelling type	Sub-area						
	Batley and Spen	Dewsbury and Mirfield	Huddersfield North	Huddersfield South	Kirklees Rural - East	Kirklees Rural - West	Kirklees Total
Detached house/cottage 1-3 Beds	🔴 -6.5	🔴 -10.8	🔴 -9.6	🔴 -8.1	🔴 -5.6	🔴 -6.4	🔴 -7.8
Detached house/cottage 4 or more Beds	🔴 -0.6	🟢 3.9	🟢 5.7	🔴 -2.1	🟢 14.0	🟢 6.8	🟢 3.4
Semi-detached house/cottage 1-2 Beds	🔴 -0.6	🟢 0.6	🔴 -2.9	🔴 -2.2	🔴 -2.6	🔴 -2.6	🔴 -1.5
Semi-detached house/cottage with 3 Bed	🟢 4.6	🟢 3.4	🔴 -6.4	🟢 3.2	🔴 -2.9	🔴 -1.1	🟢 0.9
Semi-detached house/cottage 4 or more B	🔴 -0.7	🟢 0.4	🔴 -0.1	🔴 -2.8	🟢 1.0	🔴 -2.7	🔴 -1.0
Terraced house/cottage 1-2 Beds	🟢 4.7	🟢 3.5	🟢 6.2	🟢 8.8	🟢 1.0	🟢 8.5	🟢 5.9
Terraced house/cottage 3+ Beds	🟢 7.6	🟢 4.6	🟢 11.0	🟢 7.5	🟢 4.5	🟢 10.1	🟢 7.8
Bungalow	🔴 -7.6	🔴 -4.7	🔴 -5.7	🔴 -4.8	🔴 -3.8	🔴 -9.5	🔴 -6.4
Flat	🔴 -2.1	🔴 -0.8	🟢 2.0	🔴 -1.4	🔴 -5.9	🔴 -3.8	🔴 -1.8
Other	🟢 1.2	🔴 -0.3	🔴 -0.2	🟢 1.8	🟢 0.3	🟢 0.6	🟢 0.7
	🔴	Insufficient dwellings available relative to aspiration					
	🟢	Sufficient dwellings available relative to aspiration					

Source: 2015 Household Survey

4.105 Final recommendations regarding dwelling type and mix are presented in Chapter 8.

APPENDIX 2

Space and tech to dominate post Covid market – Redrow

Dec. 15, 2020

Redrow has polled 2,000 UK adults to understand their views on their homes post pandemic and their desires as they enter 2021, with the firm predicting a strong year ahead.

Redrow ceo Matthew Pratt said: “We are very excited about 2021. We entered our new financial year in a position of strength and, buoyed by the anticipation of the Covid-19 vaccine roll-out, we remain optimistic about ongoing housing demand and consumer confidence.”

The Redrow research reveals that buyers will be focused on better broadband, separate home working space and more outdoor working space in the post-pandemic market.

James Holmear, Redrow’s group sales director, said: “There has been resolute demand for homes with more space to live and work as customers reflect on their lockdown experiences. With more people expected to work from home regularly, even after the worst of the pandemic is over, space to work from home has rocketed up the list of priorities for buyers.

“We are also now more reliant than ever on broadband and along with water, gas and electricity, strong internet connection is now seen as the fourth utility. For many this year, a robust connection has been the only way to maintain both their professional careers and social entertainment and poor access can be frustrating, impact quality of life and even lead to isolation and loneliness. Today, broadband connectivity is one of the first things potential buyers want to discuss with us when they come to visit one of our new developments.

“With more time spent at home, gardens are becoming increasingly important and are now the top priority for many buyers when searching for their next home. In the colder months, we’re seeing high demand among residents for gardens that offer the potential to provide snug entertainment spaces that can be quickly equipped with fire pits and outdoor kitchens.”

The survey also found that less than 10% of respondents are looking to live closer to their place of work in the future and half of the respondents (49%) are happy to move further away.

“This year,” said Holmear, “city dwellers have seen the benefits of living away from traffic pollution and crowds, and are now in search of a healthier lifestyle – even if this means looking further afield where they can find attractive price differentials that will enable them to afford the extra room they crave. There is now less need to live near a place of work, encouraging a general movement away from cities, and a willingness to commute further and less frequently. Our research found that a quarter (23%) would be happy to spend an extra 30-minutes travelling to their place of work and we’re anticipating a big rise in the ’90 minute commute’ which in future is only done a few days a week.”

The final area of the poll looked at technology in the home buying process. Holmear said: “Housebuilding has traditionally been stuck in the dark ages when it comes to technology, but buyer demand is pushing the industry further into the ‘digital’ space and we can expect to see further advancements over the next year. Last year Redrow launched its online reservation service, which is accessed via our online member's area, My Redrow. It allows buyers the opportunity to legally complete the reservation of their new home online and means that Covid-19 aside, our customers no longer need to visit our sales centres for a long reservation meeting. We couldn’t have predicted that the ability to look around plots and reserve homes virtually would be as important as it is today, but our investment in technology has meant that we have been well placed to support our customers who have still wanted to progress with their move during lockdown.”

Looking ahead Redrow expects 2021 to be a strong year for the market.

Pratt said: “Following an incredibly busy re-start when the stamp duty holiday was first introduced it’s inevitable that this urgency will regularise, however we expect the demand to remain high. We are currently selling well beyond both the stamp duty holiday ending and Help to Buy changes, as buyers progress purchases following a re-evaluation of their needs.

“Along with the pandemic, 2020 has also been plagued by Brexit uncertainty, as negotiations and parliamentary gridlock continued throughout the year. With both sides of the negotiating table committed to continuing talks, we hope that further clarity will be achieved in the coming days. This would be welcome news to buyers, as well as our suppliers and construction workers on the ground. Further indecision in the new year threatens to hold the market back for months to come.

“We very much welcome the government’s support of the housing sector and the recognition of its value to the wider economy, with recent research from the HBF and Knight Frank showing that each housing transaction results in a broader economic benefit of £9,559 on average. This research highlights the importance of a functioning housing market across all tiers and all demographics and shows why we must encourage activity from first time buyers right the way up to downsizers. It is vital that the second-hand market is as supported as new homes and we would welcome wider and longer-term reforms of stamp duty to support this aim.

“Sustainable homes that offer residents a more environmentally friendly way of living are at the top of our agenda in 2021 as we support the government in aims to achieve zero carbon emissions by 2050. We’ve already made real strides in this area in recent years but will be doing more in 2021 as we seek to further minimise our impact and encourage greater household savings for our buyers. This includes a move to electric boilers, the roll-out of more electric car-charging points to meet the rising demand for electric vehicles and internally we are heavily focused on reducing construction waste and are also testing a variety of low carbon technologies to enable more sustainable solutions.”