



**JohnsonMowat**  
Planning & Development Consultants

**NEWETT HOMES**

**LAND ADJACENT TO, ASHBOURNE DRIVE,  
CLECKHEATON**

**HOUSING MIX REPORT**

**AUGUST 2025**



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Newett Homes  
Land adjacent to Asbourne Drive, Cleckheaton

Housing Mix Report

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## 1.0 INTRODUCTION

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- 1.1 This Housing Mix Report has been produced on behalf of Newett Homes in support of a detailed planning application for 67 residential dwellings and associated works on land adjacent to Asbourne Drive, Cleckheaton.
- 1.2 The housing mix of the proposed development is split as follows:
- 4no. 1-bedroom maisonette properties;
  - 4no. 2-bedroom maisonette properties;
  - 38no. 3-bedroom semi-detached properties;
  - 2no. 3-bedroom detached properties;
  - 2no. 4-bedroom semi-detached properties;
  - 15no. 4-bedroom detached properties; and
  - 2no. 5-bedroom detached properties.
- 1.3 The proposal sits within the 2019 Local Plan Allocation HS100, which has an indicative capacity of 53 dwellings with the site constraints within the allocation text listed as follows:
- Public right of way crosses the site
  - Part of site is in flood zones 2 and 3
  - Potentially contaminated land
  - Noise sources near site - Industrial Estate, Quarry Road and Quaker Lane
  - Odour sources near site - Industrial Estate and local farm, Lower Blacup
  - Part/all of the site is within a High Risk Coal Referral Area
  - Site is close to listed buildings
- 1.4 The site specific considerations recognise that no development should take place in flood zone 3, and that development would benefit from a drainage masterplan.
- 1.5 The indicative site capacity is based upon a historic outline approval (2012/93062) which was followed by a reserved matters for the erection of 46 dwellings (2014/91242). A variation to the Section 106 Agreement (2014/93145) approved a reduction in affordable housing provision from 9 dwellings to 5 dwellings. That planning consent has since lapsed.



- 1.6 The current application (2024/62/92727/E) was submitted for 67 dwellings in September 2024 with a decision target date of January 2025. The housing mix has been amended throughout the application, and this report follows a request from the Case Officer on 3<sup>rd</sup> July 2025 for a justification paper.
- 1.7 The purpose of this report is to provide both the applicant and LPA with an understanding of how the proposal fits with both 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.
- 1.8 This report looks to identify the current housing mix in Cleckheaton area, 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.
- 1.9 Amending the mix to provide smaller dwellings (e.g. reducing 3-bed homes to 2-bed) reduces floorspace and gross development profit. A viability assessment supports the application, and the developer is at a point where further floorspace reductions would make the project unviable having regard to the significant site on-costs. This is reflected in the planning history of the site.
- 1.10 Newett Homes inform the fixed costs of delivering the site (roads, drainage, ecological mitigation, etc.) are better offset by larger homes. Larger 3+ bed homes generate higher sales values, which is an important factor given the site's constraints. The fixed infrastructure costs (roads, drainage, ecological mitigation, etc.) make smaller unit delivery less viable.
- 1.11 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.
- 1.12 Newett Homes have also commenced early soft marketing and all early enquiries on this site are seeking family homes.



## 2.0 POLICY BACKGROUND

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- 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. The Local Plan seeks to provide housing development through commitments and new allocations to meet a need and demand of 1,730 dwellings per annum.
- 2.4 This Local Plan policy was established having regard to the evidence base, that being the 2016 Strategic Housing Market Assessment (SHMA) which 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 almost 10 years out-of-date, as well as significantly being based on pre-pandemic data, which also does not account for the housing aspirations. It is also now widely accepted the Council is unable to demonstrate a 5-year supply of housing such that the NPPF paragraph 11 ‘tilted balance’ is in play.

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 F5 Overall market mix 2013-2031 (annual)				
Dwelling type	Annual OAN/ Housing Requirement	Tenure		
		Market	Affordable	Total
	1730	80%	20%	
1-2 Bed House	377	343	34	377
3 Bed House	613	436	177	613
4+ Bed House	360	349	11	360
1-2 Bed Bungalow	105	84	21	105
3+ Bed bungalow	51	48	2	51
Flat/Apartment	209	143	66	209
Other	15	15	0	15
<b>Total</b>	<b>1730</b>	<b>1418</b>	<b>312</b>	<b>1730</b>

### Concluding comments

- F.8 The purpose of this analysis has been to consider the likely dwelling type and size requirements of households in Kirklees linked to the OAN/Housing Requirement of 1,730 dwellings each year to 2031. Analysis has drawn upon the 2014-based CLG household projection data relating to age group of the HRP and the 2015 household survey which evidenced the variation in dwelling type/size occupied by households by HRP age group.
- F.9 The analysis concludes that there are three key dwelling types particularly required across Kirklees: 3 bedroom houses, 4+ bedroom houses and 1-2 bedroom houses in addition to ongoing development of other property types and sizes as illustrated in Table F5.

2.7 The SHMA informs the future demand is found in 3 key property types, that being:

- 1-2 bed houses
- 3-bed houses
- 4+ bed houses



- 2.8 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 can offer.
- 2.9 It is once again re-iterated that the SHMA was adopted pre-covid and there has 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.
- 2.10 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.
- 2.11 In March 2023, the Council adopted its Affordable Housing and Housing Mix SPD. This document is a lower order policy guide to assist both developers and Council Officers in how best to meet local needs in new developments. The 2023 SPD however still directs the reader back to the 2016 SHMA data.
- 2.12 The 2023 SPD outlines several principles on housing mix on new developments. Principle 1 seeks the following mix for market housing in the Batley & Spen Sub Area:-
- 1-2 bed range 30-60%
  - 3 bed range 20-40%
  - 4+ bed range 15-35%
- 2.13 Where the development does not meet the ranges outlined above, Principle 1 requires applicants to provide justification for the alternative mix. Valid justification includes:
- a) more up-to-date housing needs information,
  - b) provision of specialist housing,
  - c) viability evidence, and
  - d) the compatibility of the development with its surroundings.
- 2.14 In this application, Newett Homes accept they do not meet the 2016-based Principle 1 ranges and justify a policy complaint departure from the range based upon the criteria above.

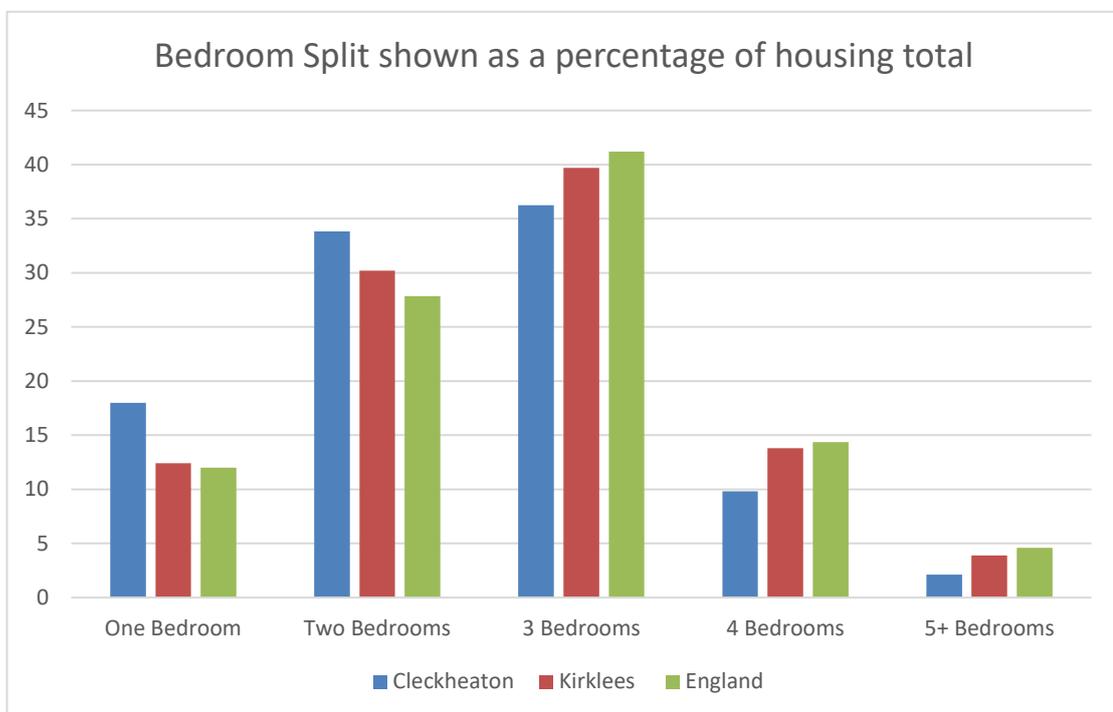


- 2.15 In December 2024, the Government revised the Council's Housing Target through the Standard Method. The Council's most up to date housing target is now increased albeit there is no current Kirklees Housing Needs assessment to reflect this new higher target.
- 2.16 There is currently no up to date evidence base document on housing needs to reflect the latest housing target. There is however a new Government Statement that seeks to significantly increase housing delivery of all types.

### 3.0 BEDROOM SPLIT IN CLECKHEATON 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 Cleckheaton Middle Super Output Area (MSOA) (E02002275) comprises some 3,942 dwellings. Figure 3.1 below informs of the current housing stock and bedroom split in the Cleckheaton area, 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)

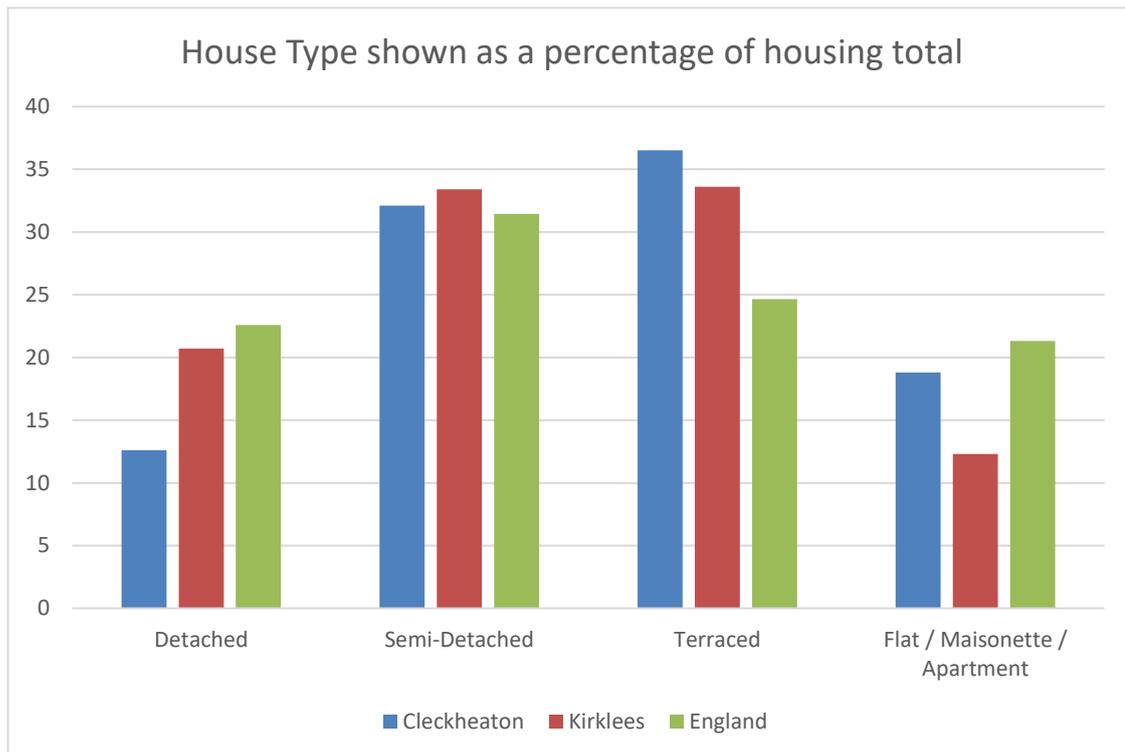
Table ID: DC4405EW

- 3.3 Figure 3.1 above shows a varied housing mix in Cleckheaton, which has a significantly higher provision of 2-bedroom and 3-bedroom properties than is seen in Kirklees and Nationally, it appears this is at the minor expense of family housing with 3+ bedrooms all of which fall below the local and national averages.
- 3.4 As is stated in the Kirklees Local Plan, flexibility in house types can be accepted regarding the difference in demand across Kirklees. The currently proposed new housing is having a positive effect as new families buy into new homes in Cleckheaton. Newett Homes are an experienced regional housebuilder and are reporting indications of a strong demand for

family housing in the 3+ bed range within this locality. Providing a greater number of larger family housing will address the imbalance towards smaller properties within the area.

3.5 Figure 3.2 below demonstrates the mix of house types in the Cleckheaton area, 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

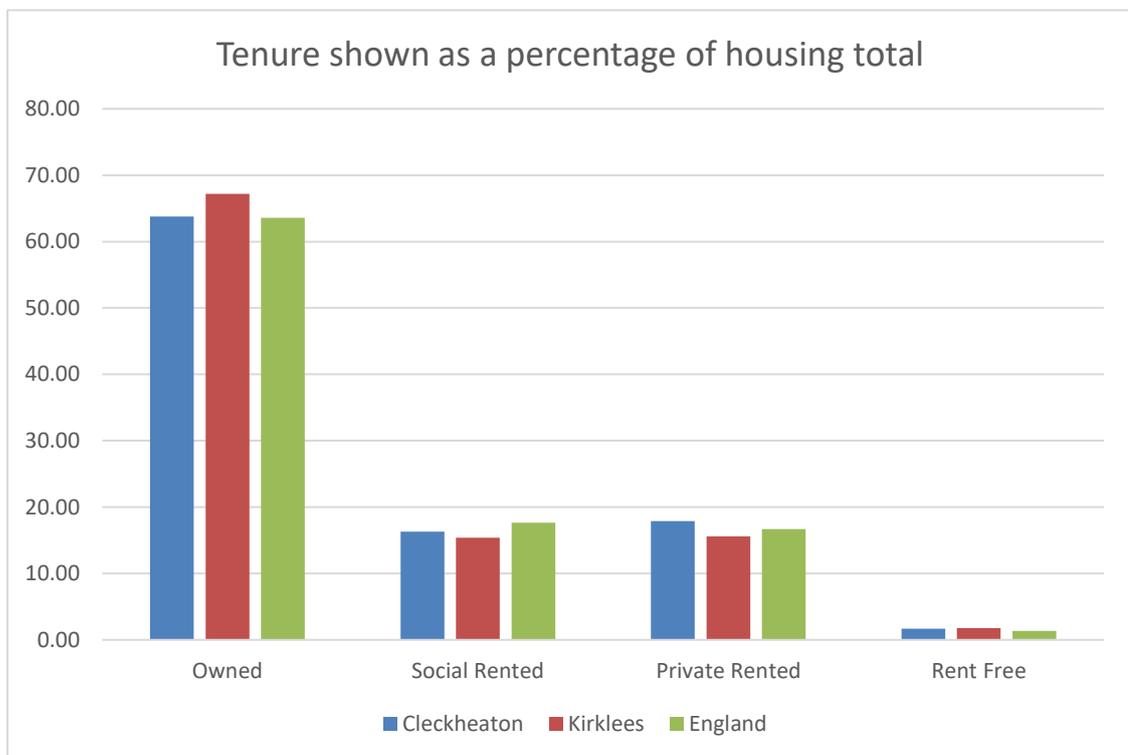
3.6 As the graph shows, the predominant housetype within Cleckheaton is terraced housing, closely followed by semi-detached. It is considered that there is a significant supply of terraced housing in both Cleckheaton and Kirklees as a whole when compared to the national average. Cleckheaton also has a significant overprovision of flats / maisonettes / apartments compared to the wider local area.

3.7 Clearly there is a deficit of detached properties within Cleckheaton, further re-iterating the point for more larger family housing being required in this area to address the current housing mix imbalance and offer a greater choice to existing and future residents. It is further recognised that new housing initiates a churn in the housing market, where smaller properties locally are likely to become available by residents seeking to move up the housing ladder whilst remaining in the local area.



3.8 Figure 3.3 below demonstrates the mix of housing tenure in Cleckheaton 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

3.9 There is a lower level of home ownership within Cleckheaton when measured against Kirklees average, subsequently there is a higher level of social and private rented housing stock. The proposed development would seek to increase the level of home ownership within the area, providing 100% market housing.

3.10 In delivering a housing development which focuses on the provision of 3+ bedroom semi-detached and detached, whilst still delivering some 2 bedroom properties, it is considered that the proposals reflect the current make-up of the market area and in that respect would not be out of character. It also reflects current demand from the early Newett enquiries on this site.



## 4.0 SUMMARY AND CONCLUSIONS

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- 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. The Policy does not prescribe a mix, it allows a degree of flexibility to reflect changing needs and demands and local circumstances.
- 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 It is also accepted that the Council is unable to demonstrate a 5-year land supply such that NPPF paragraph 11 'tilted balance' is in play and places an even greater emphasis on housing delivery where other related policy conflicts or tensions are present.
- 4.5 The 2016 SHMA is almost 10 years old and 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.
- 4.6 The Ashbourne Drive proposal sits within the Cleckheaton MSOA where current stock is contains a considerable proportion of 1 and 2 bed properties with a high proportion of terraced housing. The proposal seeks to address the current imbalance and respond to local demand for larger family housing.



4.7 Local Plan Policy LP11 requires the applicant to provide a suitable mix having regard to all available evidence. The Council's 2023 SPD on Affordable Housing and Housing Mix is not policy but provides a guide on the Council's expectations. In this application, the developer has presented a market housing mix that sits outside the mix range within Principle 1 of the SPD. Being outside the range is not a conflict with Policy LP11 provided that the mix can be justified. Principle 1 of the SPD provides examples where the applicant can reasonably justify an alternative mix. In this case, the justification is as follows:

- The application sits within Local Plan allocation HS100. The Allocation has a target capacity based on a historic planning application which was shown to be unachievable whilst delivering a viable development proposal. As such, this latest application is supported by a viability appraisal with an accommodation schedule that will ensure the site is delivered in the short-term.
- Kirklees is without a five year housing land supply, therefore there is an urgent need to see delivery of these housing allocations.
- There are an abundance of 1 and 2 bedroom properties within Cleckheaton compared to regional and national averages.
- There are an abundance of flats/apartments and terraced properties within Cleckheaton compared to regional and national averages.
- The character of dwellings proposed are in keeping with the existing mix and tenure of the Cleckheaton area, whilst also addressing a clear imbalance in housing mix compared to the regional and national averages.

4.8 The application has been with the Council since September 2024 and during that time the Council has moved into a sub-5-year supply position alongside a new higher housing target which is not related to the 2016 SHMA mix evidence. There has been a shift to larger housing and home working since the Covid pandemic and this higher level of home working post-dates the 2016 SHMA.

4.9 The applicant is aware the mix proposed is out of kilter with the ranges in the SPD but is justified in explaining why this is the case on this site given the circumstances that flow from its constraints and early demand enquiries. In that respect it is compliant with the Policy that contains flexibility.

4.10 The December 2024 revisions to the NPPF place an even greater emphasis on delivery at a time when supply is low. The applicant is confident the mix as proposed is viable and deliverable, fits the local character and can therefore be justified to comply with Policy LP11.