Kirklees Strategic Housing Market Assessment Sub-area Summary: Kirklees Rural East

Introduction

The Strategic Housing Market Assessment (SHMA) provides a comprehensive, evidence-based analysis of housing needs across Kirklees. It complements the Council's Place Standard findings, which provide valuable information about community perceptions of their local areas and their aspirations for the future.

The sub-area profile below presents the key 'Place Standard 'findings related to housing and neighbourhoods in the Kirklees Rural East area, together with a summary of evidence from the SHMA which draws on demographic data, tenure patterns, affordability, income levels and housing issues that inform the type and scale of housing needed in the area.

Kirklees Place Standard results

Kirklees Council uses the 'Place Standard' tool to engage with residents and organisations, gathering insights into what people value in their communities, key concerns, and future aspirations. The Place Standard can play a vital role in shaping and informing local planning and policy development. The key findings related to housing and communities are summarised below for the areas within Kirklees Rural East that have Place Standard assessment results: -

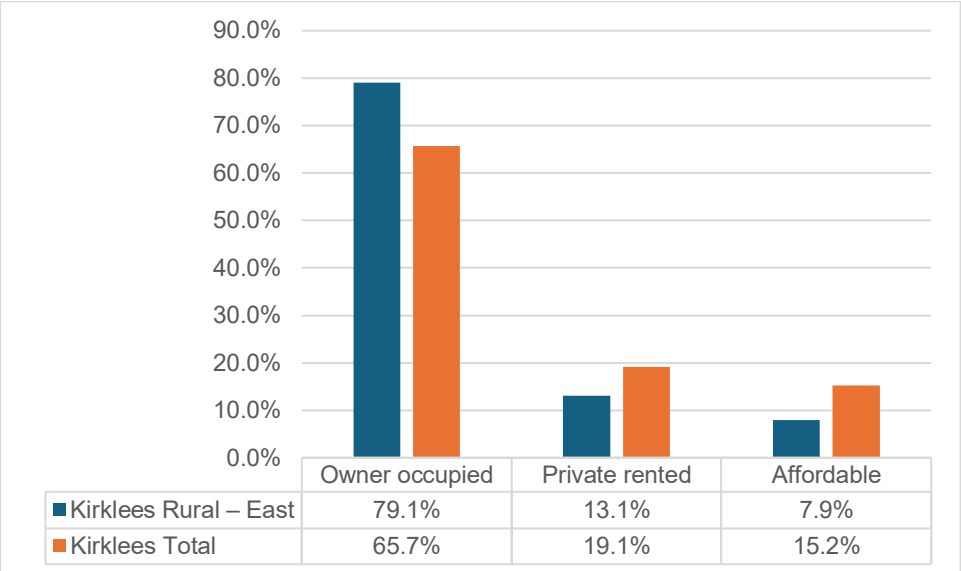
- Good mix of quality housing.
- Good community spirit and attractive place to live.
- Housing demand is outstripping availability for local people.
- Lack of affordable housing, including rental properties.
- Shortage of smaller homes for local residents.
- Insufficient housing for young people and starter homes for first time buyers.
- Limited sheltered accommodation/housing for the elderly.
- Concerns over high house prices.
- Concerns over price and availability of rental properties.
- Council housing run-down in need of repair.
- Houses are expensive to buy.

SHMA Findings

Dwelling stock and households

There are 16,770 dwellings (2024 estimate) and 13,965 households (2021 Census) across Kirklees Rural East.

Tenure mix: 79.1% of households are owner occupiers, 13.1% privately rent and 7.9% live in affordable housing The tenure profile is skewed towards owner occupation with a low level of affordable housing. There was 1 house in multiple occupation.



Source: Census 2021

The dwelling stock profile is:

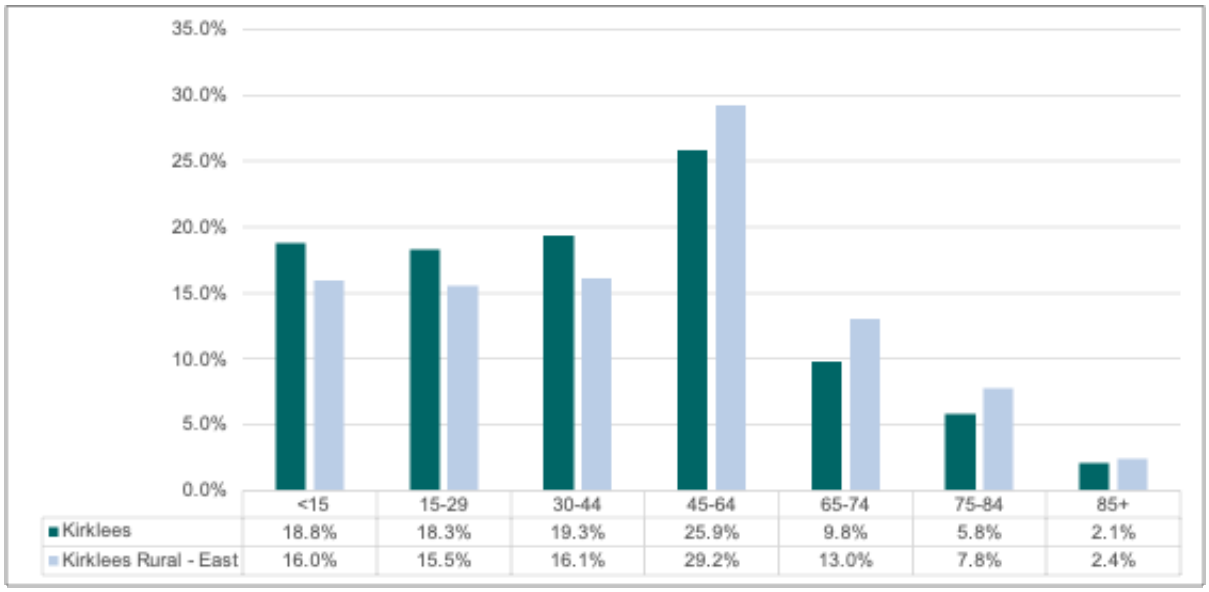
Dwelling type	% of properties
1 or 2-bedroom house	20.4%
3-bedroom house	36.5%
4 or more-bedroom house	23.3%
1 bedroom flat	1.8%
2 or 3 bedroom flat	1.5%
1 bedroom bungalow	2.0%
2 bedroom bungalow	8.0%
3 or more bedroom bungalow	6.6%
Total	100.0%

Source: Valuation Office Agency 2024

Of the houses in Kirklees Rural East, 29.4% are detached, 21.8% are semi-detached and 27.7% are terraced. Compared with Kirklees overall, there are higher proportions of houses (particularly detached), higher proportions of bungalows and lower proportions of flats.

Demographics

The total population of Kirklees Rural East is 33,251. The population profile compared with Kirklees is:

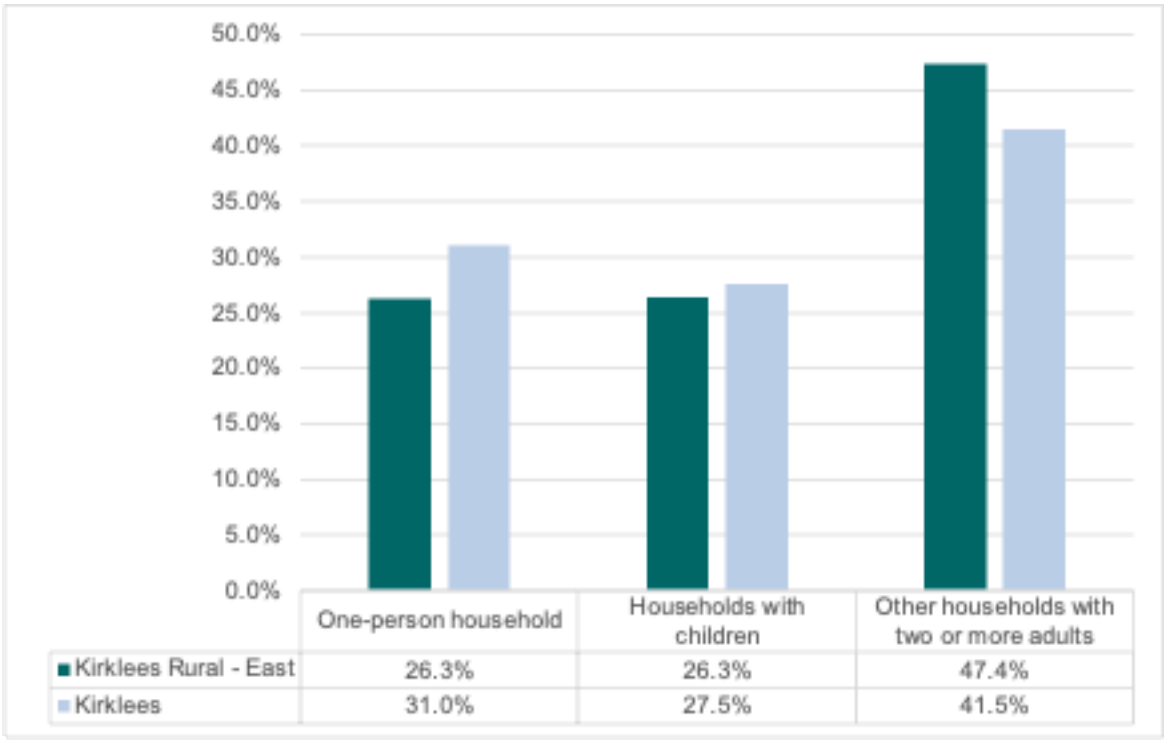


	<15	15-29	30-44	45-64	65-74	75-84	85+
Kirklees	18.8%	18.3%	19.3%	25.9%	9.8%	5.8%	2.1%
Kirklees Rural - East	16.0%	15.5%	16.1%	29.2%	13.0%	7.8%	2.4%

Source: 2021 census

3.7% of residents identify as having a Black and Global Majority heritage compared with 26.4% across Kirklees.

The profile of household types is similar to Kirklees:



	One-person household	Households with children	Other households with two or more adults
Kirklees Rural - East	26.3%	26.3%	47.4%
Kirklees	31.0%	27.5%	41.5%

Source: 2021 census

House prices and rents

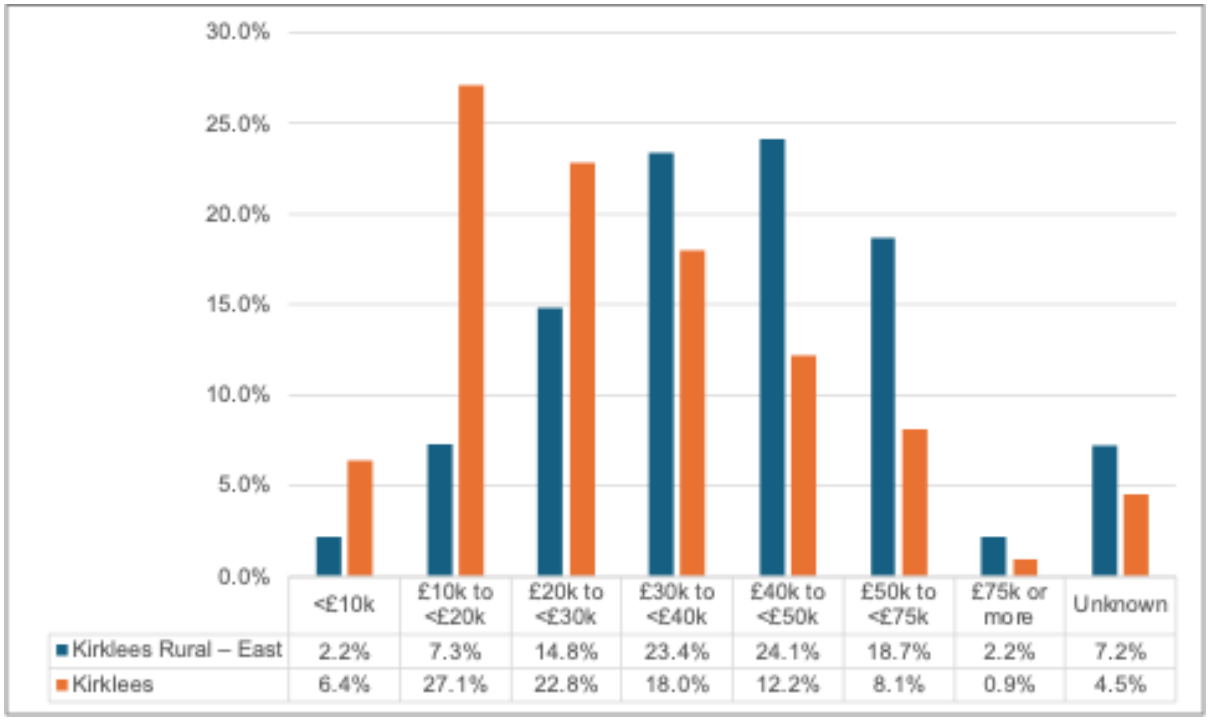
In 2024, lower quartile prices in Kirklees Rural East were £190,000 (Kirklees £135,000) and median prices were £256,000 (Kirklees £190,000).

In 2024, lower quartile private rents in Kirklees Rural East were £724 each month (£598 Kirklees) and median rents were £849 (Kirklees £724).

Kirklees Rural East has the highest house prices and rents out of all of the Kirklees sub-areas.

Income Profile

Lower Quartile household incomes in Kirklees Rural East are £25,000 (Kirklees £15,000), median household incomes are around £35,000 (Kirklees £25,000) and average household incomes are £40,521 (Kirklees £29,057). 9.5% of households earn below £20,000 compared with 33.5% across Kirklees and 20.9% earn at least £50,000 compared with 9% across Kirklees.



	<£10k	£10k to <£20k	£20k to <£30k	£30k to <£40k	£40k to <£50k	£50k to <£75k	£75k or more	Unknown
Kirklees Rural – East	2.2%	7.3%	14.8%	23.4%	24.1%	18.7%	2.2%	7.2%
Kirklees	6.4%	27.1%	22.8%	18.0%	12.2%	8.1%	0.9%	4.5%

Source: CAMEO

Based on a comparison between household income and house prices:

- 34.8% of lower quartile household income is spent on lower quartile rent compared with 47.8% across Kirklees.
- Assuming a 10% deposit, a lower quartile property price is 6.8 times lower quartile household income. For Kirklees the figure is 8.1 times.
- 29.1% of median household income is spent on median rents compared with 34.8% across Kirklees.
- Assuming a 10% deposit, a median property price is 6.7 times a median household income. For Kirklees the figure is 6.7 times.

Future dwelling mix and development priorities

The SHMA has carefully considered the future population and household projections over the period 2024 to 2043, the range of dwellings lived in by different households and their dwelling aspirations (likes) and expectations. This helps to determine an appropriate mix of dwellings to inform future development priorities to better reflect the housing needs of communities within Kirklees.

The recommended affordable housing tenure split for Kirklees Rural East is 53% social rent, 34% affordable rent and 13% affordable home ownership.

The overall dwelling mix need by tenure, dwelling type and size is:

Kirklees Rural - East	**Tenure**		
Dwelling type/size	Market	Affordable Rented	Affordable Home Ownership
1 and 2-bedroom house	10-15%	2-5%	15-20%
3-bedroom house	30-35%	35-40%	40-45%
4 or more-bedroom house	25-30%	10-15%	2-5%
1-bedroom flat	0-2%	15-20%	0-2%
2 and 3-bedroom flat	2-5%	0-2%	2-5%
1 and 2-bedroom bungalow/level-access	10-15%	20-25%	15-20%
3 or more-bedroom bungalow/level-access	10-15%	10-15%	10-15%

Development priorities include market and affordable family housing, accessible homes for older residents and expand affordable home ownership options. Strongest need is for 3 and 4 bedroom market housing and level-access market housing, 1 to 3 bedroom social/affordable rented homes and 1 to 3 bedroom affordable home ownership.

Summary

Kirklees Rural East has a housing market more skewed towards owner occupation with only 7.9% of households living in affordable housing. Around 79% of dwellings are houses, 5% flats and 16% bungalows. Property prices, rents and incomes are the highest out of all sub-areas in Kirklees. There remain affordability concerns and a shortfall of affordable housing. The area has a diverse population and a strong demand for larger family-sized homes, a range of social housing, affordable home ownership and level access accommodation across all tenures reflecting the needs of younger families and an ageing population.