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

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 West 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

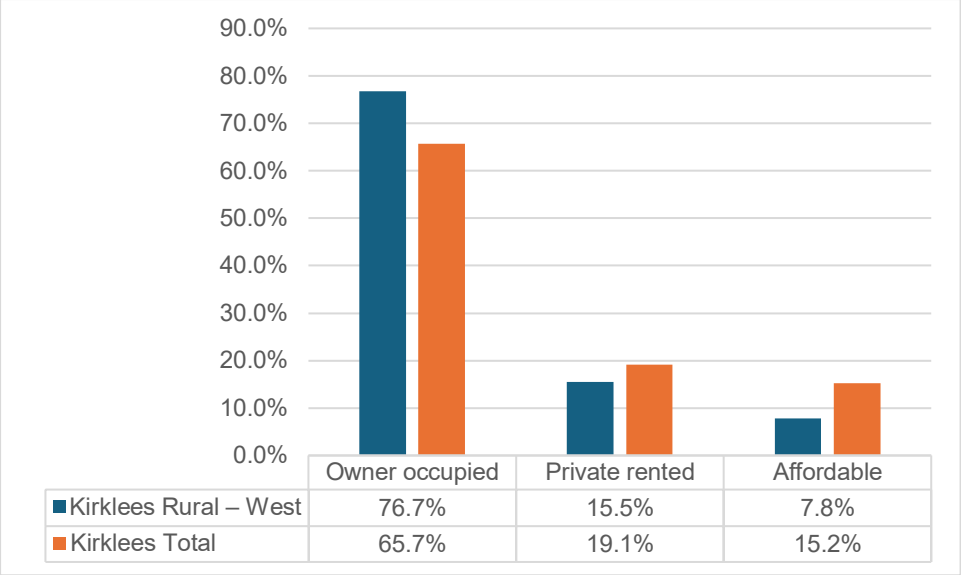
Kirklees Council uses the 'Place Standard' tool to engage with residents and organisations, gathering insights into what people value in their communities, key concerns, and future aspirations. The Place Standard can play a vital role in shaping and informing local planning and policy development. The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

- Good mix and range of homes.
- Houses are expensive to buy.
- Concerns over housing quality and design.
- Too many private rental properties and holiday homes.
- Lack of affordable and social housing.
- Inadequate levels of sheltered housing and housing for older people.
- Shortage of rental properties and rents are high.
- Inadequate provision of smaller homes for first time buyers and for people to downsize locally.
- Shortage of family homes.

Dwelling stock and households

There are 24,951 dwellings (2024 estimate) and 23,156 households (2021 Census) across Kirklees Rural West.

Tenure Mix: 76.7% of households are owner occupiers, 15.5% privately rent and 7.8% live in affordable housing. The tenure profile is skewed towards owner occupation with a low level of affordable housing. There were 2 houses in multiple occupation.



Source: Census 2021

The dwelling stock profile is:

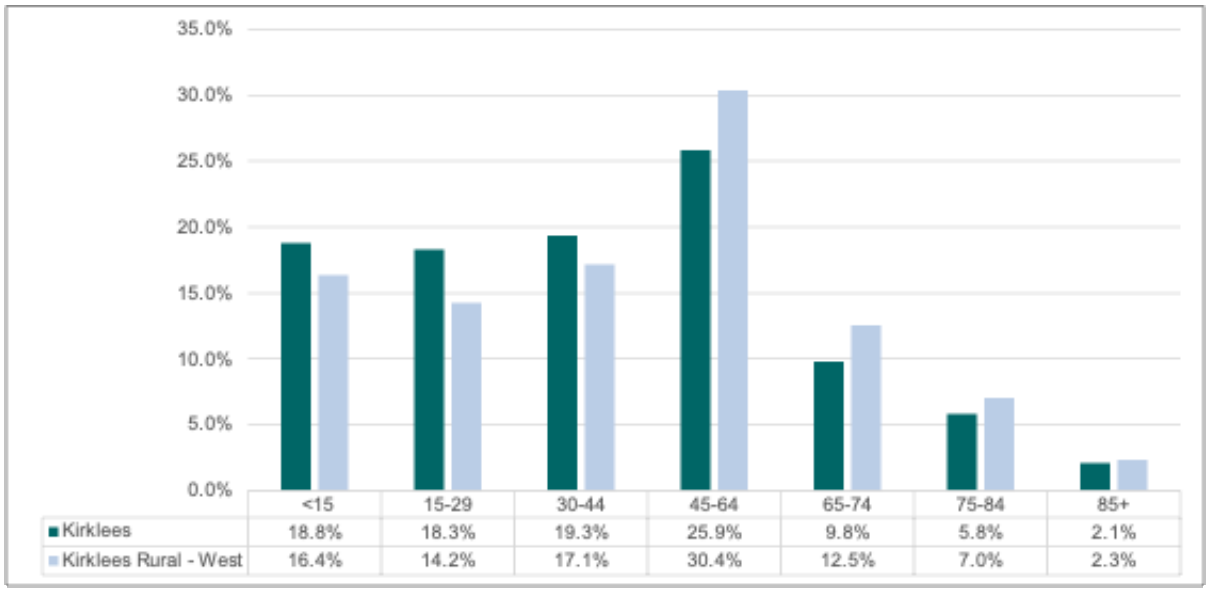
Dwelling type	% of properties
1 or 2-bedroom house	24.2%
3-bedroom house	42.0%
4 or more-bedroom house	19.0%
1 bedroom flat	3.5%
2 or 3 bedroom flat	3.7%
1 bedroom bungalow	0.7%
2 bedroom bungalow	3.7%
3 or more bedroom bungalow	3.2%
Total	100.0%

Source: Valuation Office Agency 2024

Of the houses in Kirklees Rural West, 22.2% are detached, 21.3% are semi-detached and 41.8% are terraced. Compared with Kirklees overall, there are higher proportions of houses and lower proportions of flats and bungalows.

Demographics

The total population of Kirklees Rural West is 52,958. The population profile compared with Kirklees is:

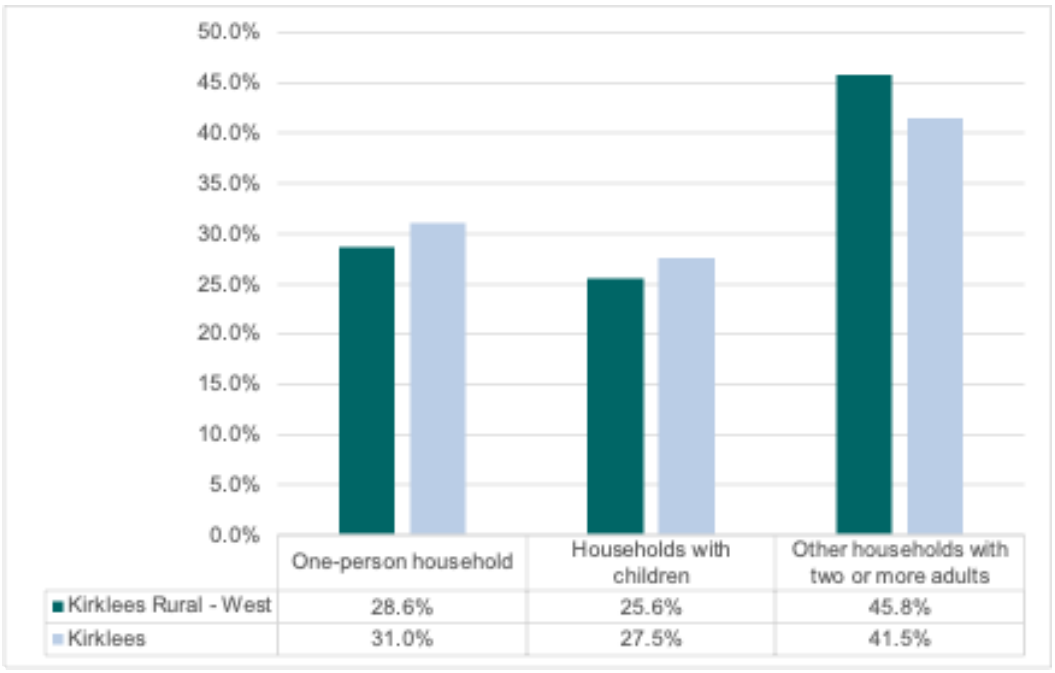


	<15	15-29	30-44	45-64	65-74	75-84	85+
Kirklees	18.8%	18.3%	19.3%	25.9%	9.8%	5.8%	2.1%
Kirklees Rural - West	16.4%	14.2%	17.1%	30.4%	12.5%	7.0%	2.3%

Source: 2021 census

3.8% of residents identify as having a Black and Global Majority (BGM) heritage compared with 26.4% across Kirklees.

Compared with the profile of household types in Kirklees, there are higher proportions of households with two or more adults and lower proportions of one-person households and households with children in Kirklees Rural West



	One-person household	Households with children	Other households with two or more adults
Kirklees Rural - West	28.6%	25.6%	45.8%
Kirklees	31.0%	27.5%	41.5%

Source: 2021 census

House prices and rents

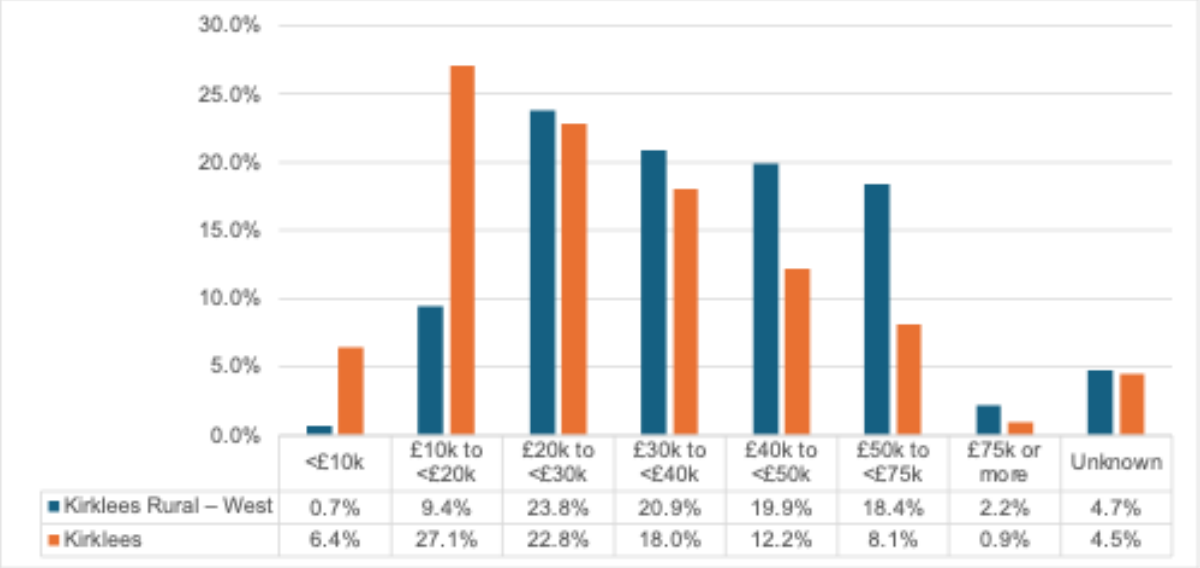
In 2024, lower quartile prices in Kirklees Rural West were £172,000 (Kirklees £135,000) and median prices were £240,000 (Kirklees £190,000).

In 2024, lower quartile private rents in Kirklees Rural West were £702 each month (£598 Kirklees) and median rents were £849 (Kirklees £724).

Compared with Kirklees, Kirklees Rural West house prices and rents considerably higher.

Income Profile

Lower Quartile household incomes in Kirklees Rural West are £25,000 (Kirklees £15,000), median household incomes are around £35,000 (Kirklees £25,000) and average household incomes are £38,926 (Kirklees £29,057). 10.1% of households earn below £20,000 compared with 33.5% across Kirklees and 20.6% 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 – West	0.7%	9.4%	23.8%	20.9%	19.9%	18.4%	2.2%	4.7%
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:

- 33.7% 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 6.2 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 6.2 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 West is 50% social rent, 31% affordable rent and 19% affordable home ownership.

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

Kirklees Rural – West Tenure

Dwelling type/size	Market	Affordable Rented	Affordable Home Ownership
1 and 2-bedroom house	15-20%	15-20%	10-15%
3-bedroom house	35-40%	5-10%	45-50%
4 or more-bedroom house	20-25%	5-10%	5-10%
1-bedroom flat	0-2%	35-40%	0-2%
2 and 3-bedroom flat	5-10%	2-5%	5-10%
1 and 2-bedroom bungalow/level-access	10-15%	25-30%	15-20%
3 or more-bedroom bungalow/level-access	5-10%	0-2%	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 West has a housing market more skewed towards owner occupation with only 7.8% of households living in affordable housing. Around 85% of dwellings are houses, 7% flats and 8% bungalows. Property prices and rents are markedly higher compared with Kirklees and incomes are also higher. 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.