

ODD RODE
Neighbourhood Plan:
Housing Needs Advice Report

May 2

2018

A report outlining demographic profile, housing need and policy recommendations for the Odd Rode Neighbourhood Plan

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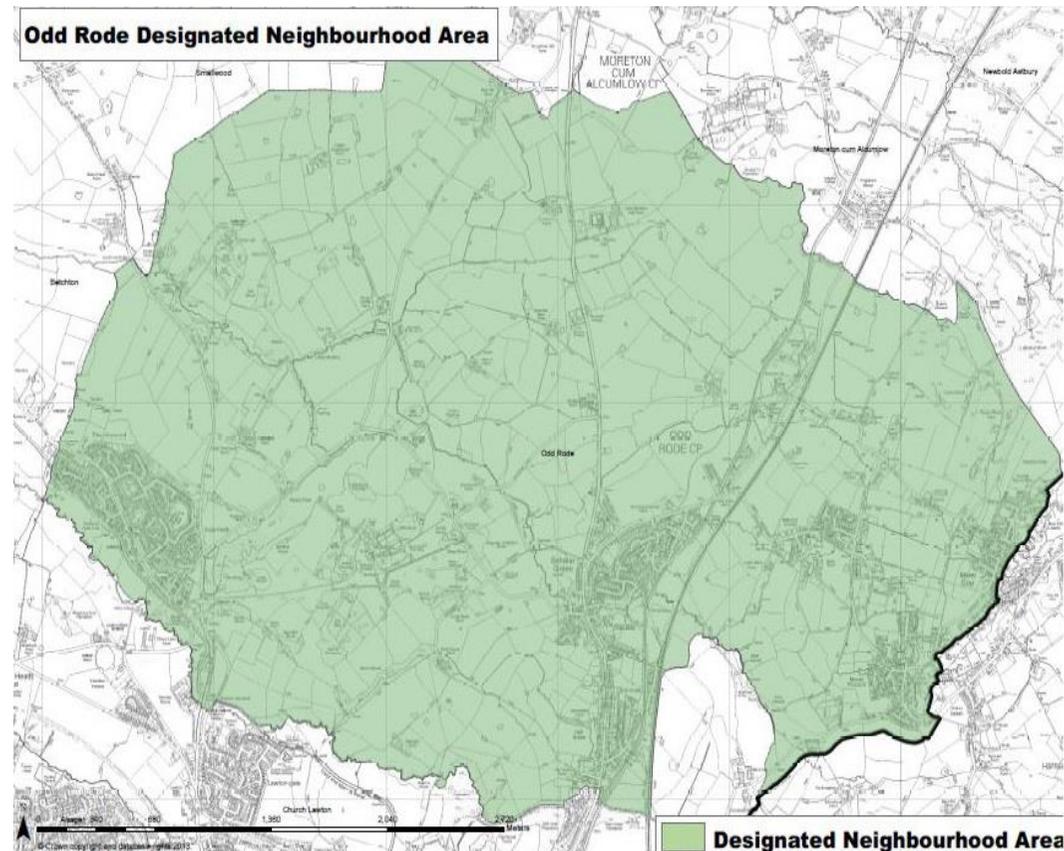
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1. Executive Summary

- 1.1 This report uses a range of secondary information (Census and other sources) to build a profile of the local population, type and quantum of housing need in Odd Rode.
- 1.2 Using a range of trend based data highlights the social and economic issues relevant to Odd Rode and allows a judgement to be made to what extent such trends may continue in the future and where policy intervention through the neighbourhood plan may be advantageous. However, the target range of housing should be considered a 'raw number' which does not take into account the application of policy constraint, planning judgement or land availability.
- 1.3 It should be noted that this report does not take account of constraining factors which may suppress the delivery of housing, in particular **planning policy is not factored in to any calculations here**. The application of planning constraints is an important factor in establishing a conclusion on an appropriate growth target for the area and is not addressed in this report.
- 1.4 In brief, the key points arising from this report are:
 - Based on trend projections, a reasonable range to express the quantum of housing needed to 2030 in Odd Rode would be approximately 27-388 dwellings.
 - The population profile of the parish suggests a predominantly ageing and elderly population across the plan period.
 - In general the housing stock is limited to larger family size dwellings with limited provision of smaller properties such as flats and terraces.
- 1.5 The report consists of five sections: introduction and methodology, population profile, development context, housing projections, and a summary of recommendations.

2. Introduction

- 2.1. Odd Rode is preparing a Neighbourhood Development Plan (NDP). The Neighbourhood Area, as designated, covers the administrative area of the Odd Rode. The study area is defined on the below map.
- 2.2. This Housing Need Advice Report therefore includes parish level data for Odd Rode. Odd Rode is located between a number of larger settlements that residents use for services and neighbours the Staffordshire border. The parish includes the villages of Scholar Green, Rode Heath, Mount Pleasant and parts of Mow Cop. This housing needs advice report includes parish level data for Odd Rode only.
- 2.3. This report uses a range of secondary data to build a profile of the parish, and its population and housing needs. The report neither addresses delivery, nor constraints to delivery, and although the report makes recommendations on policy areas that the neighbourhood plan could potentially address, does not recommend specific policies directly.



3. Methodology

- 3.1 Planning Practice Guidance (PPG) outlines that “*establishing future need for housing is not an exact science. No single approach will provide a definitive answer.*” Whilst it is not possible to establish Objectively Assessed Need at such a local level, this report is underpinned by a methodology endorsed by PPG and best practice which seeks to provide a reasonable starting point to establish local housing need in the area.
- 3.2 A robust assessment must consider a range of evidence and be capable of satisfying Basic Condition E which requires neighbourhood plans to be in general conformity with the strategic policies contained in the development plan for area. In this case this means the Cheshire East Local Plan Strategy and relevant saved policies of the former Congleton, Local Plan.
- 3.3 When assessing housing need at the neighbourhood level a balance needs to be struck between the requirement to be in general conformity with the strategic policies and the demographic and other evidence which may give a different view at the very local level.
- 3.4. The limits of using data at such a local level must also be recognised and therefore a range of data is used to build an indicative picture of general trends upon which to draw reasonable conclusions.
- 3.5. This report interrogates a range of evidence to establish four potential growth scenarios based on the following:
- i. **The Cheshire East Local Plan Strategy (CELPS) housing allocations based on a proportionate household basis;**
 - ii. **The Cheshire East Local Plan Strategy (CELPS) housing allocations based on a population basis;**
 - iii. **DCLG 2012 household projections;**
 - iv. **The dwelling completion rates 2001-2011.**

- 3.6 These scenarios have been established using a range of evidence:
- i. **Cheshire East Local Plan Strategy**
 - ii. **DCLG Household Projections**
 - iii. **Dwelling completion rate 2001-2011**
 - iv. **Local housing waiting list**
 - v. **LEP Strategic Economic Plan**
 - vi. **Local Authority Employment Land Review**
 - vii. **Census Data (demographic and housing data)**
 - viii. **Local house and rental prices**
- 3.7 This report does not undertake an exercise to provide a definitive number which should be considered a housing requirement for the area. It seeks to establish a range of housing need which may be considered a reasonable starting point to plan for, which is neither a minimum or maximum requirement.
- 3.8 The approach endorsed here is to assess the level of housing required based on need rather than an assessment of the supply of housing/housing land. Local housing supply or policy constraints have not been applied to the final range of housing quantum reached, however such factors are listed for consideration.
- 3.9 It is advised that this report is used to inform further stages of analysis to assess if the range of housing need identified is appropriate given local circumstances including policy constraints, landscape constraints, availability of land, demographic factors and market signals etc.

4. Characteristics of Odd Rode Population

- 4.01 The following section will characterise the population of Odd Rode, analyse trend data and assess how the data may differ from the wider borough. This will help ascertain the features of housing need that may need to be addressed in the Plan.
- 4.02 The data is presented at parish level here and is directly drawn from Census data via Office for National Statistics (available via NOMIS).
- 4.03 A full list, and links to, data sets used in this section is included at Appendix 3.

4.1 Population and Household Size

- 4.1.1 The table opposite shows the population and household size of the parish compared with Cheshire East.
- 4.1.2 Odd Rode has seen a small population decrease between the Census period. Household size has reduced slightly. There has been a significant increase in the number of dwellings which has arisen by 66%.
- 4.1.3 The rate of change in the population in Odd Rode indicates a slight decrease over the Census period. When compared to the RoC increase in the Cheshire East area this is notable and indicates a trend change. This change is likely attributed to a decline in family households associated with an ageing population.

Odd Rode	Odd Rode 2001	Odd Rode 2011	Cheshire East 2011
Population	5552	5442	370,127
Households	2277	2374	159,441
Dwellings	2,319	2,453	166,236
Average household size	2.4	2.3	2.3
Household per Dwelling (Ratio)	1.02	1.03	1.04

Rate of Change (RoC)	Odd Rode RoC 2001 - 2011	Cheshire East RoC 2001-2011
Population	-1.98%	5.30%
Households	4.26%	8.40%
Dwellings	5.78%	8.60%
Average household size	-5.99%	0.07

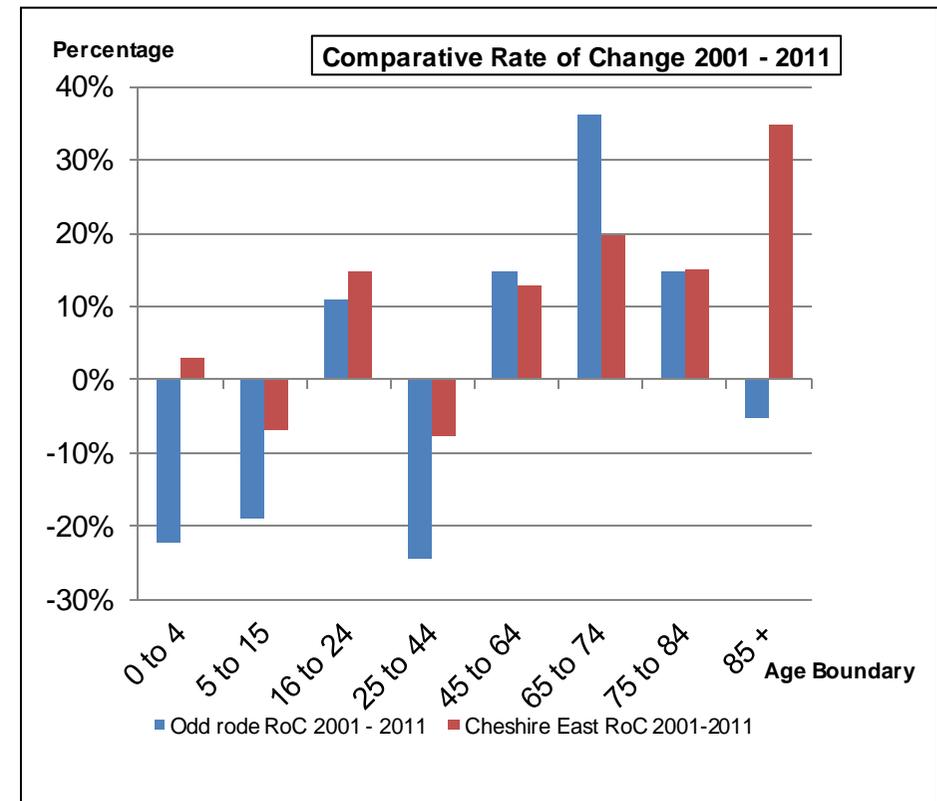
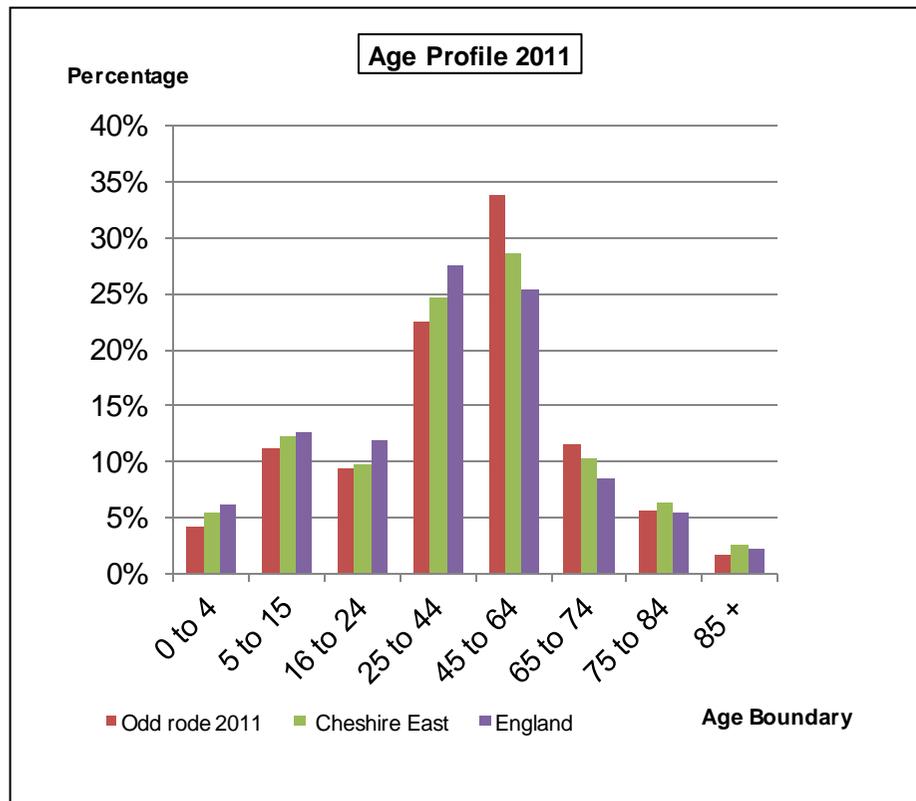
4.2 Length of Residence and Place of Birth

- 4.2.1 The table below sets out the proportion of the population born outside the UK, their place of birth and length of residence.
- 4.2.2 In Odd Rode there are significantly fewer migrants than the average for England and fewer than the Cheshire East average. The majority of those residents in the parish were born in the UK and of those born outside the UK, the majority have resided in the UK for 10 years or more. This is comparable to Cheshire East.
- 4.2.3 This suggests that recent higher rates of international migration will have had very little impact on the parish, however it is noted that often many people who locate to the UK do so initially in areas with higher concentrations of migrants, but may move to other parts of the UK over time.

Length of Residence and Place of Birth		Odd rode 2011	Cheshire East 2011	England 2011
Born in the UK		98.13%	94.52%	86.16%
Born outside UK	Total Resident in UK	1.87%	5.48%	13.84%
	EU	99.06%	2.26%	3.74%
	Other	0.00%	3.22%	10.10%
	Resident in UK; Less than 2 Years	0.06%	0.65%	1.75%
	Resident in UK; 2 Years or More but Less Than 5 Years	0.24%	1.00%	2.21%
	Resident in UK; 5 Years or More but Less Than 10 Years	0.24%	1.09%	2.87%
	Resident in UK; 10 Years or More	1.34%	2.74%	7.01%

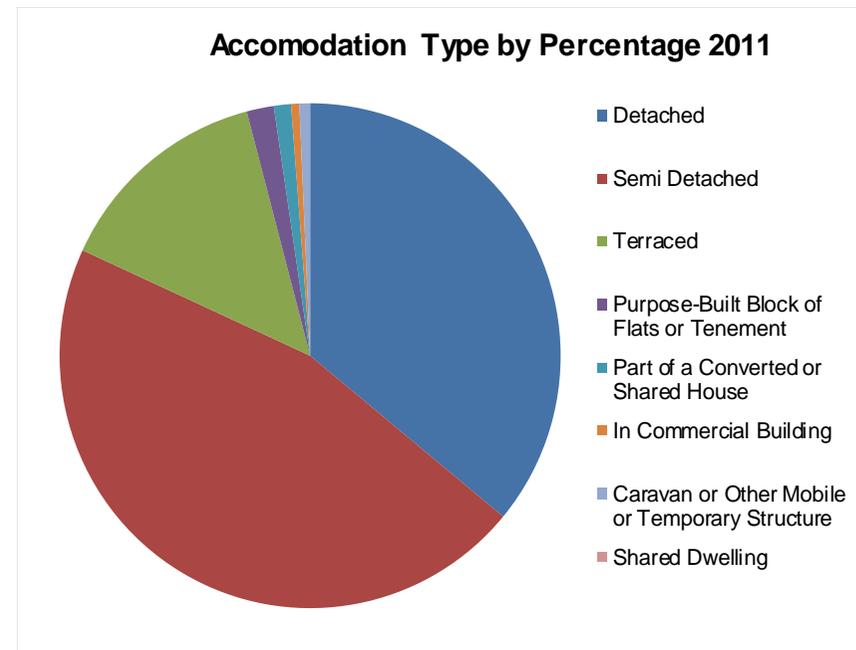
4.3 Age Profile

- 4.3.1 The proportion of ages in the parish has changed between Census periods and illustrates that the greatest rate of growth has been in the 65 to 74 age groups. This is not surprising and is comparable with both local and national trends in terms of an ageing population, however the rate of this growth compared with Cheshire East is notable.
- 4.3.2 The Rate of Change (RoC) over the Census period in Odd Rode reflects a notable decrease in younger age groups. Notwithstanding, the reduction in children is notable between age groups 0-4 and 5-15 including the change in young adults between 25-44. Although the absolute numbers are small, this does reflect an overall trend change when considered with the limited population increase and ageing population. If this trend continues it could exacerbate the effects of an ageing population. The increase in 65-74 age groups was greater than the Cheshire East average.



4.4 Accommodation Type

- 4.4.1 Odd Rode has a greater proportion of detached and semi-detached properties than both the Cheshire East and England average with notably more semi-detached properties than Cheshire East as a whole.
- 4.4.2 Odd Rode has fewer terraced properties than Cheshire East and the national average. Odd Rode has fewer purpose built flats than the national average.
- 4.4.3 The higher proportions of detached properties accords with the rural and dispersed nature of the parish and the high proportion of semi-detached properties is likely consistent with the age profile of the parish which would indicate a need for family sized homes.



Accommodation Type - Percentage 2011	Odd Rode	Cheshire East	England
Detached	36.00%	35.11%	22.32%
Semi Detached	45.86%	32.18%	30.80%
Terraced	14.06%	21.40%	24.56%
Purpose-Built Block of Flats or Tenement	1.75%	8.79%	16.78%
Part of a Converted or Shared House	1.10%	1.27%	4.28%
In Commercial Building	0.53%	0.82%	1.12%
Caravan or Other Mobile or Temporary Structure	0.69%	0.47%	0.44%
Shared Dwelling	0.00%	0.06%	0.34%

4.5 Accommodation Type – Rate of Change

- 4.5.1 The RoC shows that all accommodation types in Odd Rode have increased over the Census period apart from shared dwellings.
- 4.5.2 There was a significant increase in Purpose-Built Block Flats however this amounts only to an absolute figure of 25 dwellings.
- 4.5.3 There has also been a notable increase in the category of Caravan or Other Mobile or Temporary Structure over the Census period. Despite this percentage increase, this reflects an absolute figure increase of 11 properties.
- 4.5.4 Where N/A is recorded, the change between Census periods could not be expressed as a percentage due to an absolute change.

Accommodation Type Rate of Change 2001-2011		Odd Rode RoC	Cheshire East RoC	England RoC
A	Detached	1.49%	4.96%	7.15%
B	Semi Detached	4.46%	6.39%	5.41%
C	Terraced	8.49%	8.12%	2.71%
D	Purpose-Built Block of Flats or Tenement	138.89%	39.26%	29.88%
E	Part of a Converted or Shared House	58.82%	6.07%	1.65%
F	In Commercial Building	0.00%	4.44%	5.34%
G	Caravan or Other Mobile or Temporary Structure	183.33%	35.42%	12.72%
H	Shared Dwelling	N/A	-51.74%	0.55%

4.6 Concealed Families

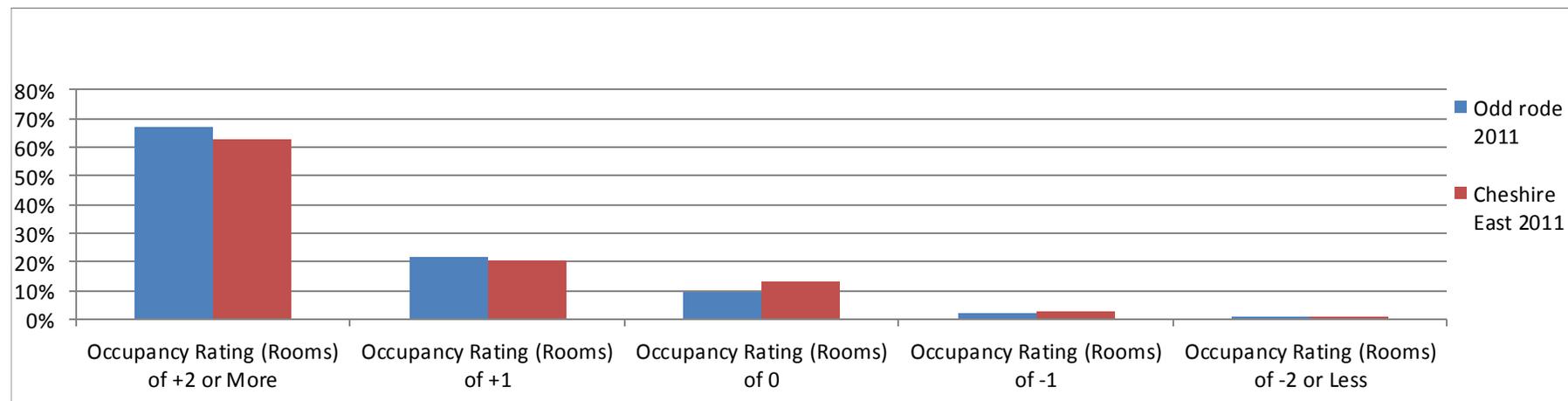
- 4.6.1 Overcrowding, concealed and shared households can demonstrate an un-met need for housing and the longer term increase in the number of these households may be a signal to consider increasing planned housing numbers
- 4.6.2 A concealed family is a group which wishes to form their own household but is unable to do so. This can be for a number of reasons, but typically due to high house prices or unavailability of suitable properties.
- 4.6.3 The presence of a high proportion of concealed families can be a market indicator to increase the number of dwellings in an area. The table shows that the proportion of concealed families in the parish is comparable to than the Cheshire East average and overcrowding is not a significant issue in the parish.

Concealed Families		Odd Rode 2011	Cheshire East 2011
All families total		1755	110,567
Concealed families total:		18	1,176 (1.1%)
Concealed lone parent families	Total	9	433
	Dependent children	7	352
	All children non-dependent	2	81
Concealed couple family	Total	9	743
	No children	4	580
	Dependent children	5	118
	All children non-dependent	0	45

4.7 Occupancy

- 4.7.1 This section shows occupancy rating compared with Cheshire East. Occupancy rating is a useful indicator of the level of overcrowding or under occupancy in an area and the rating provides a measure of whether a household's accommodation is overcrowded or under-occupied. Occupancy rating is calculated on the number of rooms required (based on a standard formula) subtracted from the number of rooms present.
- 4.7.2 An occupancy rating of -1 implies that a household has one less room than required, whereas +1 implies that they have one more room than the standard requirement.
- 4.7.3 The majority of households in Odd Rode have a greater number of rooms than required, therefore under-occupying a property. This suggests that overcrowding is not a significant issue in Odd Rode and that under occupancy is prevalent.

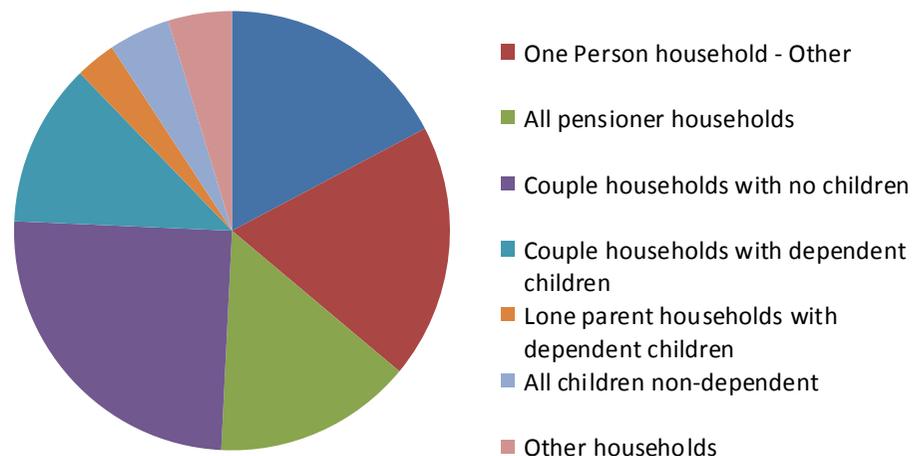
Occupancy Rating	Odd rode 2011	Cheshire East 2011
Occupancy Rating (Rooms) of +2 or More	66.81%	62.81%
Occupancy Rating (Rooms) of +1	21.52%	20.72%
Occupancy Rating (Rooms) of 0	9.27%	12.91%
Occupancy Rating (Rooms) of -1	1.98%	2.89%
Occupancy Rating (Rooms) of -2 or Less	0.42%	0.67%



4.8 Household Type

- 4.8.1 The table below sets out the household types in the parish.
- 4.8.2 The parish is predominantly couple households with no children and couple households with dependent children.
- 4.8.3 Consistent with the age profile of the parish, pensioners make up a significant proportion of the local population.

Percentage of Household Type in (Odd Rode)

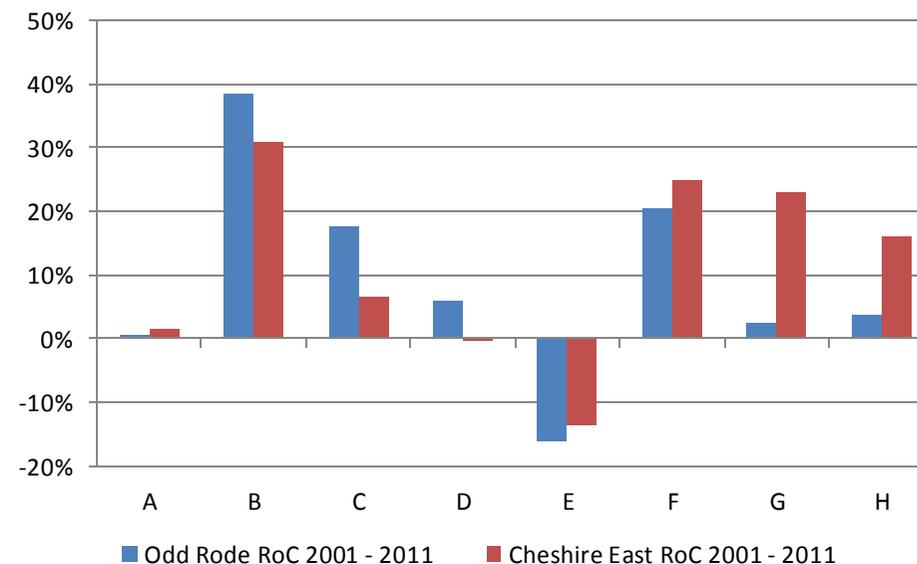


Household Type and percentage of type	Odd Rode 2001	Odd Rode 2011	Percentage of Total 2001	Percentage of Total 2011
One Person household - Pensioner	294	296	12.91%	12.47%
One Person household - Other	232	321	10.19%	13.52%
All pensioner households	214	252	9.40%	10.61%
Couple households with no children	521	552	22.88%	23.25%
Couple households with dependent children	575	482	25.25%	20.30%
Lone parent households with dependent children	103	124	4.52%	5.22%
All children non-dependent	260	266	11.42%	11.20%
Other households	78	81	3.43%	3.41%
Total:	2277	2374	100.00%	100.00%

4.9 Household Type – Rate of Change

- 4.9.1 The table below sets out the household types in the parish and the rate of change between Census periods.
- 4.9.2 There has been a notable increase in one person households.
- 4.9.3 There has been a decrease in couple households with dependent children. Comparatively, there has also been an increase in lone parent families in the area.
- 4.9.4 It should be noted that due to the very small area and numbers involved, a small increase or decrease can have a notable impact on the rate of change.

Household Type Rate of Change



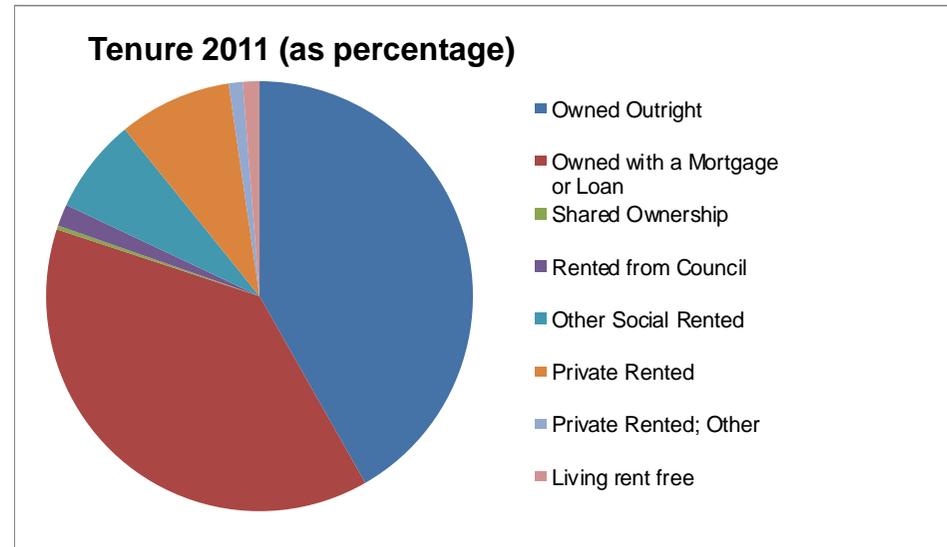
Household Type as Percentage and Rate of Change		Odd Rode RoC 2001 - 2011	Cheshire East RoC 2001 - 2011
A	One Person household - Pensioner	1%	1.38%
B	One Person household - Other	38%	30.90%
C	All pensioner households	18%	6.68%
D	Couple households with no children	6%	-0.19%
E	Couple households with dependent children	-16%	-13.56%
F	Lone parent households with dependent children	20%	24.93%
G	All children non-dependent	2%	22.88%
H	Other households	4%	15.96%

4.10 Household Tenure

4.10.1 The proportion of households in each tenure category in the parish is set out below.

4.10.2 The majority of households are in owner occupation, either outright or with a mortgage. The percentage of ownership in Odd Rode is higher than Cheshire East and national averages.

4.10.3 When compared to Cheshire East averages there are a similar percentage of residents in social rented and private accommodation in Odd Rode. A lower percentage of households live in private rented accommodation when compared to national and local averages.



Household Tenure	Tenure 2001	Tenure 2011	Odd Rode 2011 (percentage)	Cheshire East 2011 (percentage)	England 2011 (percentage)
Owned; Total	1896	1900	80%	74.49%	63.34%
Owned; Owned Outright	810	991	42%	37.53%	30.57%
Owned; Owned with a Mortgage or Loan	1080	909	38%	36.95%	32.77%
Shared Ownership (Part Owned and Part Rented)	6	7	0%	0.49%	0.79%
Social Rented; Total	198	209	9%	11.38%	17.69%
Social Rented; Rented from Council (Local Authority)	48	39	2%	2.69%	9.43%
Social Rented; Other Social Rented	150	170	7%	8.69%	8.27%
Private Rented; Total	157	228	10%	12.50%	16.84%
Private Rented; Private Landlord or Letting Agency	121	203	9%	11.44%	15.42%
Private Rented; Other	12	25	1%	1.06%	1.42%
Living rent free	44	30	1%	1.14%	1.34%

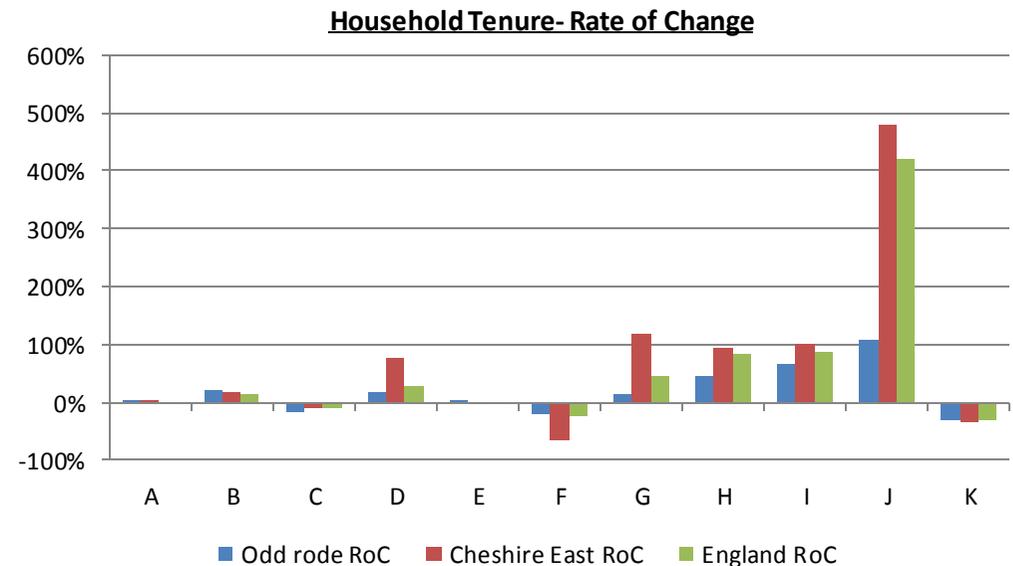
4.11 Household Tenure – Rate of Change

4.11.1 The table below shows the rate of change in tenure between Census periods. The parish saw an increase in the proportion of households who owned their property outright. This compares with Cheshire East trends, although this percentage is more significant in Odd Rode when compared with national figures.

4.11.2 There was a decrease in the percentage of households that owned property with a mortgage and loan.

4.11.2 The rate of change in the private rented sector is significantly lower than borough and national trends.

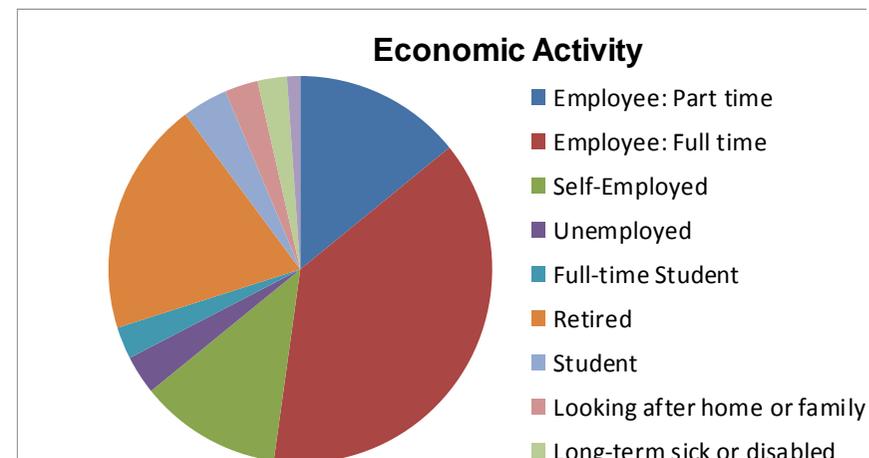
4.11.3 Where N/A is recorded, the change between Census periods could not be expressed as a percentage due to an absolute change.



Household Tenure and Rate of Change 2001 - 2011		Odd Rode RoC	Cheshire East RoC	England RoC
A	Owned; Total	0.2%	2.85%	-0.56%
B	Owned; Owned Outright	22.3%	18.26%	13.00%
C	Owned; Owned with a Mortgage or Loan	-15.8%	-8.55%	-9.07%
D	Shared Ownership (Part Owned and Part Rented)	16.7%	77.45%	29.97%
E	Social Rented; Total	5.6%	-2.10%	-0.94%
F	Social Rented; Rented from Council (Local Authority)	-18.8%	-64.76%	-23.04%
G	Social Rented; Other Social Rented	13.3%	117.42%	47.29%
H	Private Rented; Total	45.2%	92.71%	82.38%
I	Private Rented; Private Landlord or Letting Agency	67.8%	101.17%	89.10%
J	Private Rented; Other	108.3%	480.14%	420.14%
K	Living rent free	-31.8%	-35.01%	-29.59%

4.12 Economic Activity

- 4.12.1 The table below sets out the economic activity of the population in Odd Rode.
- 4.12.2 The proportion of economically active people is broadly in line with Cheshire East, however there are slightly fewer people employed full time and slightly more people unemployed.
- 4.12.3 There is broadly the same proportion of economically inactive people in the parish as there are in Cheshire East however of these people there are greater proportions of retired persons.

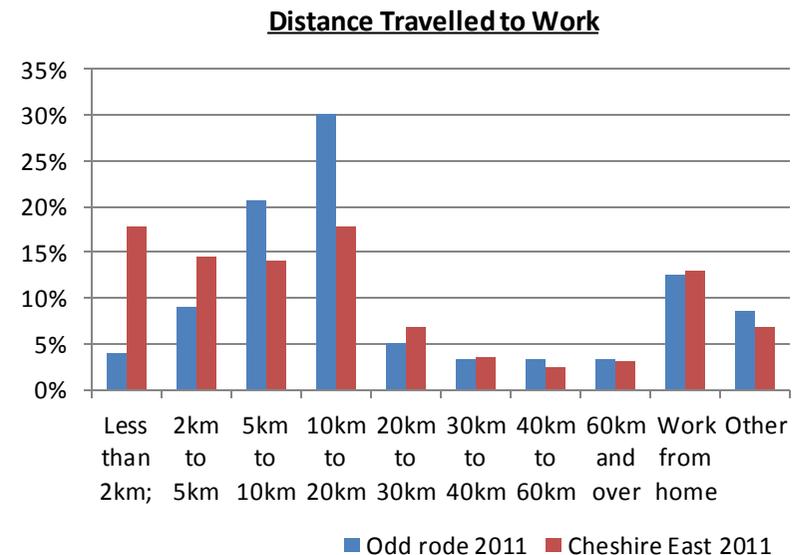


Economic Activity		Percentage of All Usual Residents Aged 16 to 74	Cheshire East 2011
Economically Active	Total	70.12%	70.59%
	Employee: Part time	14.16%	14.37%
	Employee: Full time	38.05%	39.44%
	Self-Employed	11.97%	10.72%
	Unemployed	3.25%	3.23%
	Full-time Student	2.68%	2.82%
Economically Inactive	Total	29.88%	29.41%
	Retired	19.67%	17.14%
	Student	3.82%	4.19%
	Looking after home or family	2.80%	3.54%
	Long-term sick or disabled	2.47%	3.07%
	Other	1.12%	1.47%

4.13 Distance Travelled to Work

4.13.1 The table below sets out commuting patterns in Odd Rode and illustrates that most people travel between 10km and 20km for work, a notable divergence from the Cheshire East average. Fewer people also commute shorter distances for work.

4.13.2 The majority of those in employment travelled less than 20km into work; these individuals are most likely travelling into Congleton, Alsager, Crewe and Stoke on Trent and the surrounding areas. Those travelling greater distances may be travelling into other areas of Greater Manchester, Stafford and Stoke for work.



Distance Travelled to Work	Odd Rode 2011	Cheshire East 2011
Less than 2km;	4.04%	17.80%
2km to 5km	8.94%	14.49%
5km to 10km	20.77%	14.10%
10km to 20km	30.10%	17.77%
20km to 30km	5.04%	6.88%
30km to 40km	3.36%	3.61%
40km to 60km	3.36%	2.50%
60km and over	3.36%	3.05%
Work from home	12.51%	12.88%
Other	8.51%	6.91%

5. Wider Development Context

- 5.1 This section outlines some of the relevant background documents and information which set the context of housing need in the wider area and should be used to inform the final approach taken in the neighbourhood plan.

6. Cheshire and Warrington Matters: A Strategic Economic Plan for Cheshire and Warrington

- 6.1 Cheshire East forms part of the Cheshire and Warrington Local Enterprise Partnership (LEP). The LEP has prepared a Strategic Economic Plan (SEP) which details the areas of growth and development for the Cheshire and Warrington area. The vision from the SEP for Cheshire and Warrington is to, by 2030, grow population by 100,000, and create 75,000 new jobs and 70,000 new homes.
- 6.2 Integral to this growth and a key intervention priority in the plan, is the Crewe High Growth City accelerated by a HS2 hub. The enhanced connectivity enabled by a HS2 hub will impact on the sub-region however that impact on plan making cannot yet be fully understood.

7. Employment Land

- 7.1 The Alignment of Economic, Employment & Housing Strategy report (AEEHSR) , which Ekosgen undertook for the Cheshire East Local Plan, suggests there is a requirement for around 380ha of additional employment land over the Local Plan period (2010-30). This estimate - which the Council accepted for its Local Plan examination hearings - provides for:
- net jobs growth, which is estimated to require a net increase of 195ha of employment land; and
 - a potential annual loss of employment land to non-employment uses of 6ha per annum on average, or 120ha over the Plan period (the 6ha average is taken from the 2012 Cheshire East Employment Land Review's analysis of 1997-2011 employment land losses); and
 - a 20% flexibility factor, to ensure that future land supply is flexible enough to provide a range and choice of land to meet demand, and to act as a buffer in the event of sites no longer being delivered, land losses or the need to reallocate employment uses.

8. Housing Development Study 2015 / Cheshire East Local Plan Strategy

- 8.1 It is useful to consider the growth expected across Cheshire East as part of the CELPS. As part of the evidence base for the Local Plan, a Housing Development Study was prepared to establish the Full Objectively Assessed Need for the Borough. This predicts that a dwellings provision of 1,800 per annum in the Cheshire East Local Plan Strategy will result in:
- The population growing by 15.7% (58,100) over the Plan period, from 369,100 (2010) to 427,100 (2030)
 - The number of households growing by 20.4% (32,400) over the Plan period, from 158,600 (2010) to 190,900 (2030)
 - A 64.9% increase in the population aged over 65 and above, a 133.8% increase in the population aged 85 and above.

9. Affordable Housing and Local Information

- 9.1 Odd Rode falls within the Odd Rode and Alsager Rural Sub Area for the purposes of affordable housing need identified in the Strategic Housing Market Assessment (SHMA).
- 9.2 There is no Home Choice affordable housing data for Odd Rode.

10. Local Surveywork

- 10.1 A There is no local survey work available for Odd Rode parish. This may be completed as part of the neighbourhood plan process and updated in this report at a later date.

11. Local Rent and House Prices

- 11.1 Property market information from home.co.uk was accessed in October 2017. Information is only available on the wider ST7 postcode which is used as proxy for all data in this section. This postcode area is approximate to Odd Rode; it is representative of the rural area in this part of Cheshire East.
- 11.2 The current average market rent in ST7 is £533 per calendar month. Time spent on the market is a more significant determinant of demand. The average time on market for the area was 140 days. This is compared with neighbouring postcode areas, CW1 where the average time on the market is 106 days, with a higher demand for 4 bedroom properties. In ST6 the average time on the market is 118 days with a higher demand for 4 bedroom properties.
- 11.3 This could suggest that the demand for rental property is higher than for other neighbouring areas. However it could also recognise the limited availability of suitable properties on the market with 4+ bedrooms. The rental market is limited in the types of properties that become available due to the simple nature of the housing stock in the parish. Odd Rode has seen a lower scale of growth in the private rented sector than Cheshire East and nationally.

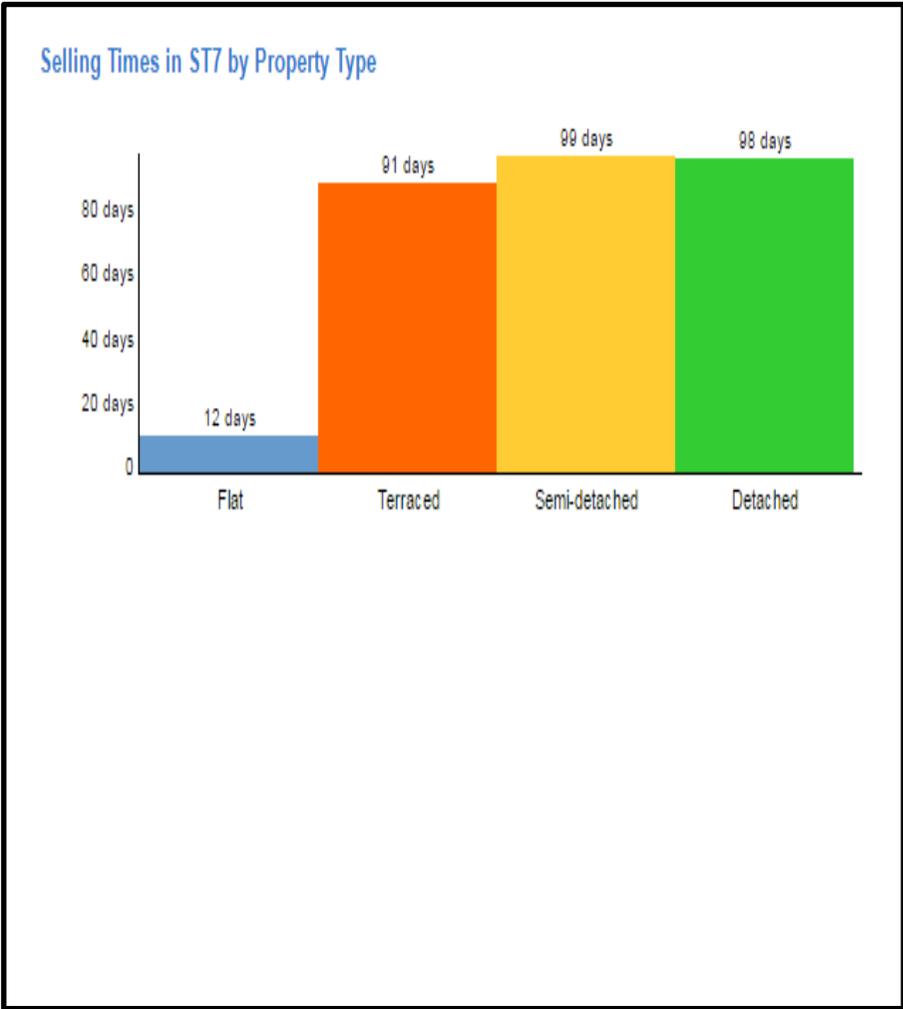
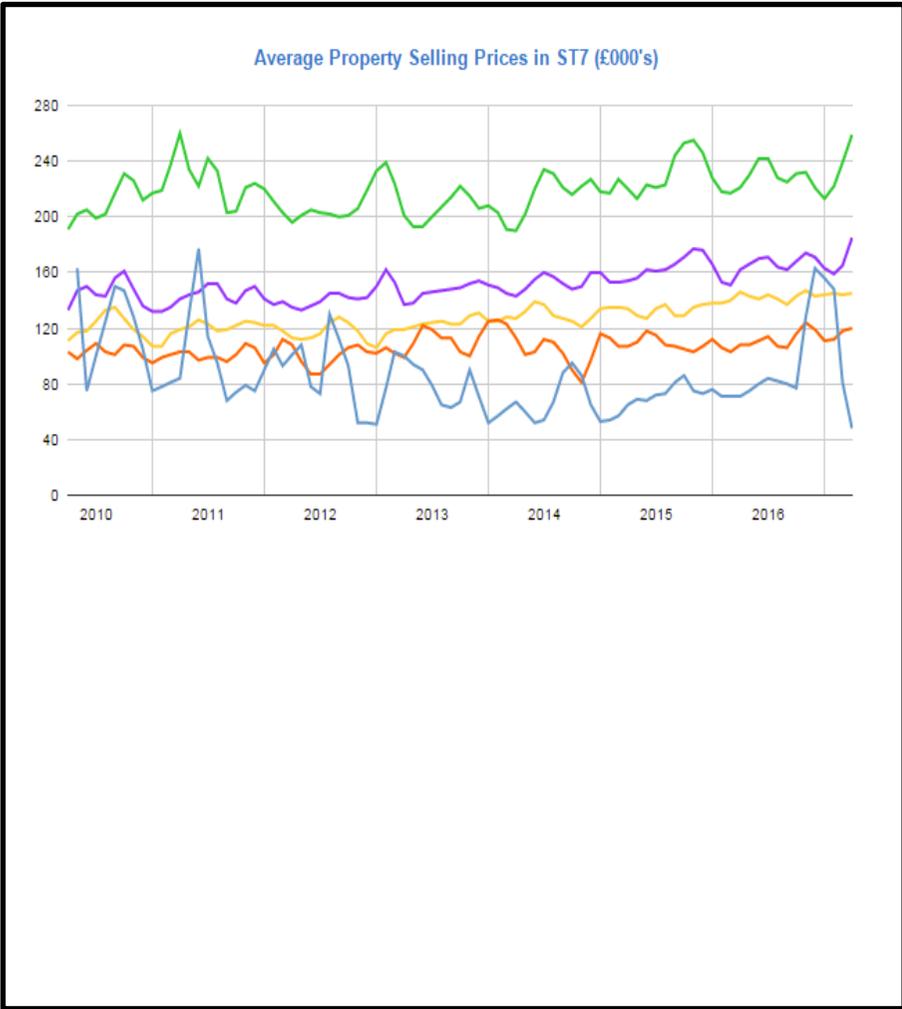
- 11.4 The current average market sale in ST7 is £195,771. Over the past seven years detached properties have increased by 49%. Postcode area CW1 in comparison is lower in its property value, which suggests sales over the past seven years may not have included individual high value detached properties or the area is less in demand. Average properties in CW1 have increased by 23% in the past seven years and increased by 6% in neighbouring ST6.
- 11.5 Average property sales are higher in ST7 than neighbouring post code area ST6 (average prices are £107,494) and higher than CW1 (average prices at £136,342). CW1 is within the Cheshire East area and ST6 is outside of the Cheshire East borough.

Postcode	Average Time on market (days) rental	Highest Demand (bedroom size)	Days on market
ST7	140	4	120
CW1	122	4	106
ST6	118	4	98

Odd Rode ST7	Apr 2010	Jun 2017	Change
Detached	£190,679	£284,825	+49%
Semi	£110,700	£138,615	+25%
Terraced	£102,746	£167,830	+63%
Flat	-	£104,975	-
All	132,966	£195,771	+47%

Selling times in ST7

Selling prices in ST7 from July 2010 to July 2017



12. Establishing an Appropriate Quantum of Homes to Plan For

- 12.1 This section of the report focuses on establishing a quantum of new homes that may be required in the neighbourhood area based on the strategic framework established by the Local Plan Strategy and a range of trend data.

13. Cheshire East Local Plan Strategy

- 13.1 The Cheshire East Local Plan Strategy (CELPS) includes a Full Objectively Assessed Needs (FOAN) figure of 36,000 homes to be delivered during the Plan period, 2010-2030. This is a minimum and should be considered a floor, not a ceiling to provision. Consequently, a 10% flexibility factor is built into the CELPS to allow further development above and beyond the 36,000 base.
- 13.2 Policy PG2 of the CELPS sets out the distribution of development across four tiers of a settlement hierarchy, focusing most development in the Principal Towns and Key Service Centres and a lower level of development in the Local Service Centres and Other Settlements and Rural Villages (OSRV).
- 13.3 The OSRV, of which Odd Rode is part, has 3378 homes attributed to it, via the CELPS. Within this figure is a 14.5 % flexibility factor, the largest flexibility factor within the plan, giving a total target to be delivered of 3378 new homes across the OSRV.
- 13.4 Completions, commitments and strategic site allocations in the OSRV at 31st March 2017 were 2762 leaving a need to deliver 616 homes to 2030 in this tier of the settlement hierarchy.
- 13.5 Delivery of the residual site allocations (616 dwellings) is expected to be achieved through a combination of site allocations in the Part 2 Local Plan, site allocations in neighbourhood plans and windfall sites.
- 13.6 For the purposes of this exercise the starting point is to understand housing need in a location, regardless of supply, and therefore the full need attributed to OSRV is used as the base figure for all calculations (rather than the residual need figure of 616).

- 13.7 Distribution of development across the OSRV must take into account the various physical and policy constraints in each location and the ability of each area to accommodate housing development.
- 13.8 Policy PG2 sets out sets out the approach to development across the Borough and in relation to the OSRV:
- 13.9 Other Settlements and Rural Villages: In the interests of sustainable development and the maintenance of local services, growth and investment in the other settlements should be confined to proportionate development at a scale commensurate with the function and character of the settlement and confined to locations well related to the existing build up extent of the settlement. It may be appropriate for local needs to be met within larger settlements, dependent on location.
- 13.10 It is important to note how housing delivery is monitored against the settlement hierarchy and which tier of the hierarchy new homes contribute toward. In the OSRV, many parish boundaries abut a larger settlement. It should be noted that development at the edge of, or in close proximity to a settlement will be counted towards that settlement and the particular tier of the settlement hierarchy this belongs to. For example, development at the edge of Middlewich and adjoining the town may well be located in Moston Parish, however the dwellings delivered there will count toward the target for Middlewich and the Key Service Centres.
- 13.11 An approach which distributes development on a proportional basis may reasonably act as a suitable starting point to establish appropriate levels of plan-led growth in the OSRV. This approach means establishing the percentage share of households that each parish in the OSRV currently holds and distributing the 3378 target on a percentage basis in each area. The calculation is outlined opposite.

Other Settlements and Rural Villages (in 14.5% flexibility)	
Expected Level of Development	2950
Completions 01/04/10-31/03/17	902
Commitments 30/09/15	1051
Commitments 31/03/17 ^(a)	1585
Strategic Site Allocation	275
Residual Site Allocations	616
Total	3378

14. Establishing a locally appropriate housing target

- 14.1 The government's current consultation on an 'Planning for the Right Homes in the Right Places' sets out to support Local Planning Authorities (LPA) to make a reasoned judgement to establish neighbourhood planning housing need based on their settlement strategy and allocations in their plan (where it is up to date). Where a Local Plan is out of date a simple, formula based approach based on the new standard approach to calculating OAN is recommended based on taking the population of the neighbourhood area and establishing the percentage this represents of the Local Authority population. The housing need figure in the neighbourhood area would then be that percentage of the LPAs housing need.
- 14.2 CEC has an up to date Local Plan, underpinned by a settlement hierarchy however has not yet distributed development to the Other Settlements and Rural Villages and LSCs. Therefore an approach based on this proportional exercise is undertaken here, using the Settlement Hierarchy as a starting point.
- 14.3 It should be noted that the advice in this report does not constitute CEC policy but rather guidance (in line with national advice) in the absence of a distribution of development exercise undertaken through the Local Plan process. Such an exercise is currently being

15. Local Plan Proportional Figure: Households

- 15.1 An approach which distributes development on a proportional basis may reasonably act as a suitable starting point to establish appropriate levels of growth in the OSRV. This approach means establishing the percentage share of households that each parish in the OSRV currently holds and distributing the 3378 target on a percentage basis, based on households in each area. The calculation is outlined opposite.
- 15.2 There are 20,6561 households within the OSRV. There are 2374 households in the Parish of Odd Rode, accounting for 11.49 % of total households in the OSRV. On a proportional basis, if Odd Rode were to take a 'fair share' of planned growth, or 11.49% of growth in the OSRV, this would equate to a requirement to accommodate **an additional 388 homes** over the plan period (rounded down).

Establishing a parish share of dwellings: household basis	
OSRV Requirement	3378
OSRV total households	20,656
Odd Rode parish no. of households	2374
Odd Rode percentage share of OSRV Households	11.49%
11.49% of 3378 =	388.1

16. Local Plan Proportional Figure: Population

- 16.1 The approach here is the same as above and simply uses population as the starting point.
- 16.2 The population of the OSRV is 61,760. There are 5442 in the Parish of Odd Rode, accounting for a 8.8% of total population in the OSRV. On a proportional basis, if Odd Rode were to take a 'fair share' of planned growth, or 8.8% (which represents Odd Rode's share of the total population of the OSRV), this would equate to a requirement to accommodate **an additional 297 dwellings** over the plan period.

Establishing a parish share of dwellings: population basis	
OSRV Requirement	3378
Cheshire East Population	370,127
OSRV total population	61,760
Odd Rode population	5442
Odd Rode percentage share of OSRV population	8.8%
8.8% of 3378 =	297

17. DCLG Household Projections

- 17.1 Guidance suggests that DCLG household projections are a robust evidence base and that the most recent projections available should be used as a starting point for any assessment of need.
- 17.2 The most recent household projections are the 2012 based household projections that were released in February 2015. These project that by 2030 Cheshire East households will increase to 180,000 from 159,000 in 2010. This equates to an average increase of 1,050 households per annum.
- 17.3 In 2011 Odd Rode held 2374 households, a 1.48% share of all households in Cheshire East. Assuming that Odd Rode held the same percentage share of households the year before, Odd Rode can reasonably be assumed to have held 2367 households in 2010.
- 17.4 Should Odd Rode continue to comprise of a 1.48% share of Cheshire East households, it would be reasonable to project that Odd Rode would have 2,680 households by 2030, an increase of 313 **households over the Plan period**.
- 17.5 Odd Rode has 2374 households in 2453 dwellings which means a ratio of households to dwellings of 1.03. Should this ratio remain constant, to accommodate a further 313 households would mean delivering a further **322 dwellings over the plan period**.
- 17.6 This can be taken to represent the level of need arising from household increases, the 'unconstrained need' of Odd Rode.

18. Dwelling Completion Rate 2001-2011

18.1 Between 2001 and 2011 there was an increase of 134 dwellings in Odd Rode or an increase of 1.34 dwellings per annum. Projecting this annualised level of growth forward across the 20 year period plan (2010-2030) would result in a target of **27 dwellings** over the plan period.

19. Completions and Commitments 2010-2017

19.1 Housing monitoring information for the period April 2010 to March 31st 2017 illustrates there have been 72 completions.

19.2 There are a further 39 dwellings committed, taking the completions and commitments up to 111 at 31st March 2017.

20. Quantum of housing: Range

20.1 Based on the calculations undertaken above a potentially appropriate housing target for Odd Rode could be 27-388 dwellings.

20.2 This is comprised of the following:

- Local Plan proportional figure (Households): 388
- Local Plan proportional figure (Population): 297
- DCLG Household Projections: 322
- Dwelling completion rate: 27

20.3 The variance between the dwelling completion rate and the other approaches is notable and illustrates the application of planning policy restraint to the area. The existence of Green Belt across the study area inevitably constrains housing delivery.

21. Market signals and impact on housing figure

21.1 The Table below shows how factors specific to Odd Rode may have an impact on the housing range derived from the quantitative data. The Neighbourhood Plan group may wish to consider the below factors to form a judgement and consideration for their housing policies.

Other factors and market signals		
Factor / Evidence	Possible impact on figure	Rationale
Migration/Net commuting	↔	The majority of in work residents commute within Cheshire East or locally, within less than 10-20km. A notable percentage (12%) work from home. An increase in housing in this location, with limited local jobs may impact on and may promote unsustainable commuting patterns. Odd Rode has very limited public transport provision although proximity to the main routes of the local road network and M6 may make the area a desirable place to live and commute. An increase in housing in this location, with limited local jobs may impact on and may promote unsustainable commuting patterns.
Overcrowding/ Concealed households	↑	Indicators on overcrowding, concealed and sharing households demonstrate un-met need for smaller housing. The Parish had a lower than average proportion of concealed families but a higher proportion of households with +2 or rooms than they require, meaning they are under occupied. The growth in single occupancy in the older age groups may signify an unmet need for smaller accommodation for older age groups.
Rental/ House prices to surrounding area	↔	Property prices are slightly higher than surrounding rural areas. A modest growth in housing provision is unlikely to affect this.
Affordability	↔	Whilst it is recognised that the numbers of households are small, it is a potential sign that affordability is not a key barrier to access to the market, but rather that the location is not in high demand in the wider sub area and the number of suitable properties is not available to meet local demand. An increase in housing mix numbers may re-balance the age profile of the community and housing stock.

22. Characteristics of Housing Need

22.1 Taking into account census data on demographics and population change, conclusions can be drawn to show the possible impacts on housing need in Odd Rode summarises these characteristics.

Factor/Evidence	Possible impact on type of housing need	Possible policy response
Ageing population/Older persons housing	Local trends are more acute in some categories than the Cheshire East average and overall from a national position. The percentage of elderly persons living in Odd Rode is greater than the Cheshire East average. The rate of change in the 65-74 age groups over the previous 10 years is significantly greater than Cheshire East percentages. Given these trends in the Census data, the likelihood is that a large proportion of households in Odd Rode will become very elderly over the Plan period.	Consider policies to address the housing and other service needs of this population group, which will account for a considerable proportion of the population of the Plan period. A need to consider carefully provision of specialist housing for the elderly and the viability of providing this in this location, including ensuring any sheltered/ retirement housing is close to services and facilities. Such accommodation may be better provided in larger settlements.
Smaller market and affordable housing	Odd Rode housing stock is mostly a combination of detached and semi detached housing. Semi detached housing accounts for approximately 46% of all household accommodation, which is higher than Cheshire East and national averages. There are fewer smaller property archetypes – terraces and flats available in Odd Rode. The lack of smaller market homes, may limit the ability for first time buyers to either locate, or remain in the parish. This may be further compounding the ageing population and exacerbating the decrease in the lower proportions of younger age groups. The data does show there is rental demand for family properties with 4 bedrooms indicating families may want to move to the area.	Consider policies on housing mix and type in Odd Rode Ensure any developments provide a range of housing types, tenures and sizes to meet identified needs, with particular emphasis on smaller market housing to balance the stock profile such as flats and 2 bedroom dwellings.
Type of household growth	A further decline in the rate of change in children and young people alongside an increase in the older population in Odd Rode could impact on the parish if these trends continue. For example, being able to maintain the vitality of the parish and the provision of services and facilities over the Plan period. Over the Plan period the numbers of very elderly persons are likely to increase further. The trend of an ageing population in Odd Rode is comparable to borough and national trends.	The neighbourhood plan may wish to consider the vision for Odd Rode in the longer term including what type of place they wish the village to be. The neighbourhood plan should consider whether a continuation or reversal of these trends will achieve their vision. The Odd Rode neighbourhood plan may wish to consider policies that provide for the resident population but seeks to deliver wider objectives through an appropriate housing offer.

23. Key Recommendations

23.1 This report has been prepared to present demographic and trend data to inform the drafting of housing policies by Odd Rode.

23.2 Next steps include considering the conclusions in this report and formulating draft housing policies for further thought and comment.

23.3 It is recommended that the neighbourhood plan group consider policies on:

- Provision of older persons accommodation – how will older persons accommodation be delivered and services provided in this location? Would this group want to retain independence through smaller downsizing properties or specific care provision? Should such accommodation be provided outside the village in other locations with more services?
- Smaller, more affordable, market housing to balance stock profile and provide more housing opportunities for younger residents including first time buyers as well as some downsizing opportunities for residents in larger properties.
- Developing a housing offer to meet the vision and aspirations of the neighbourhood plan – policies may be introduced to address change trends and changes over the plan period, particularly issues arising from a growth in older population with under occupancy of properties and the delivery of a more varied housing stock for families or to allow downsizing to release family size properties to the market.

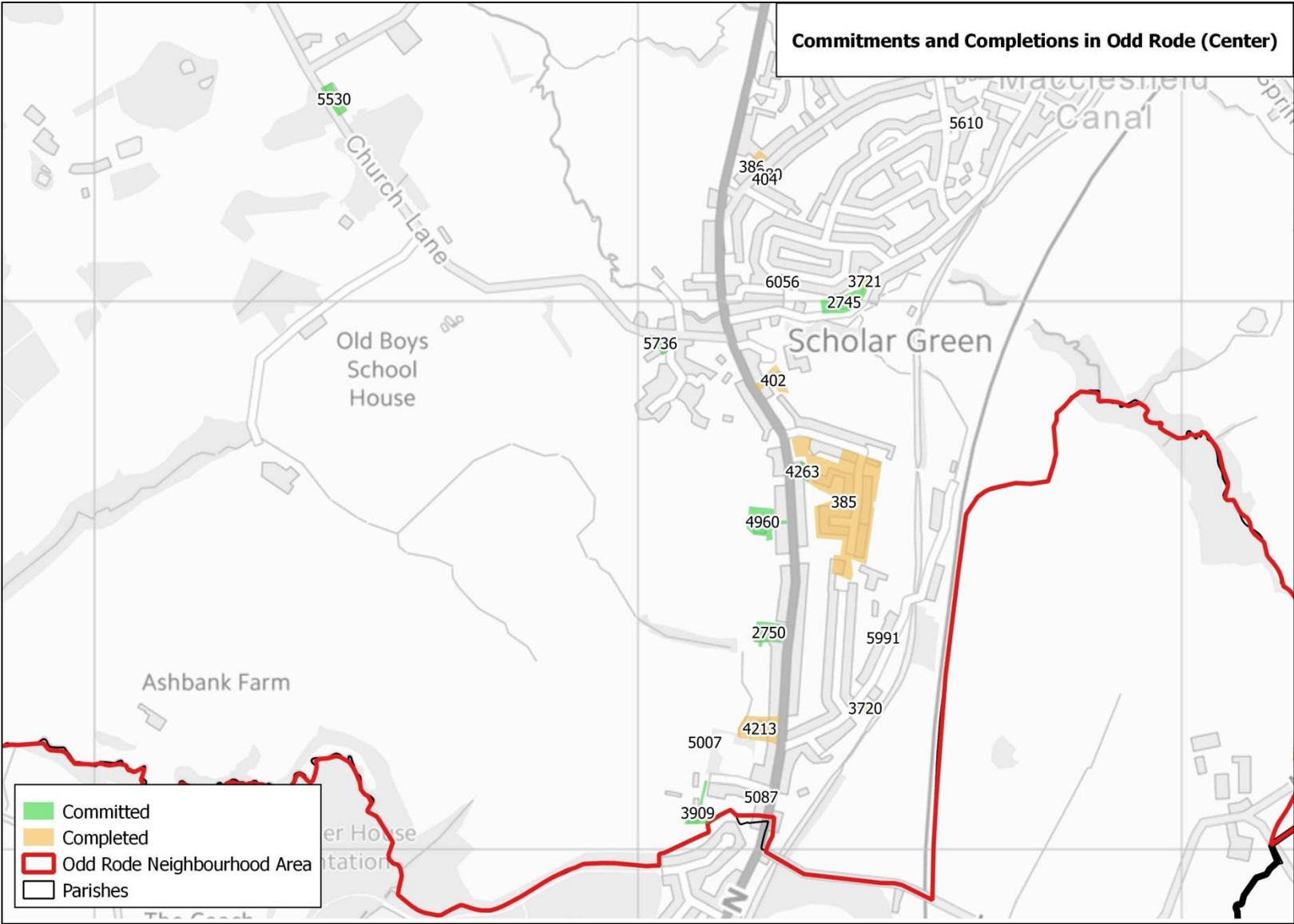
24. Appendices

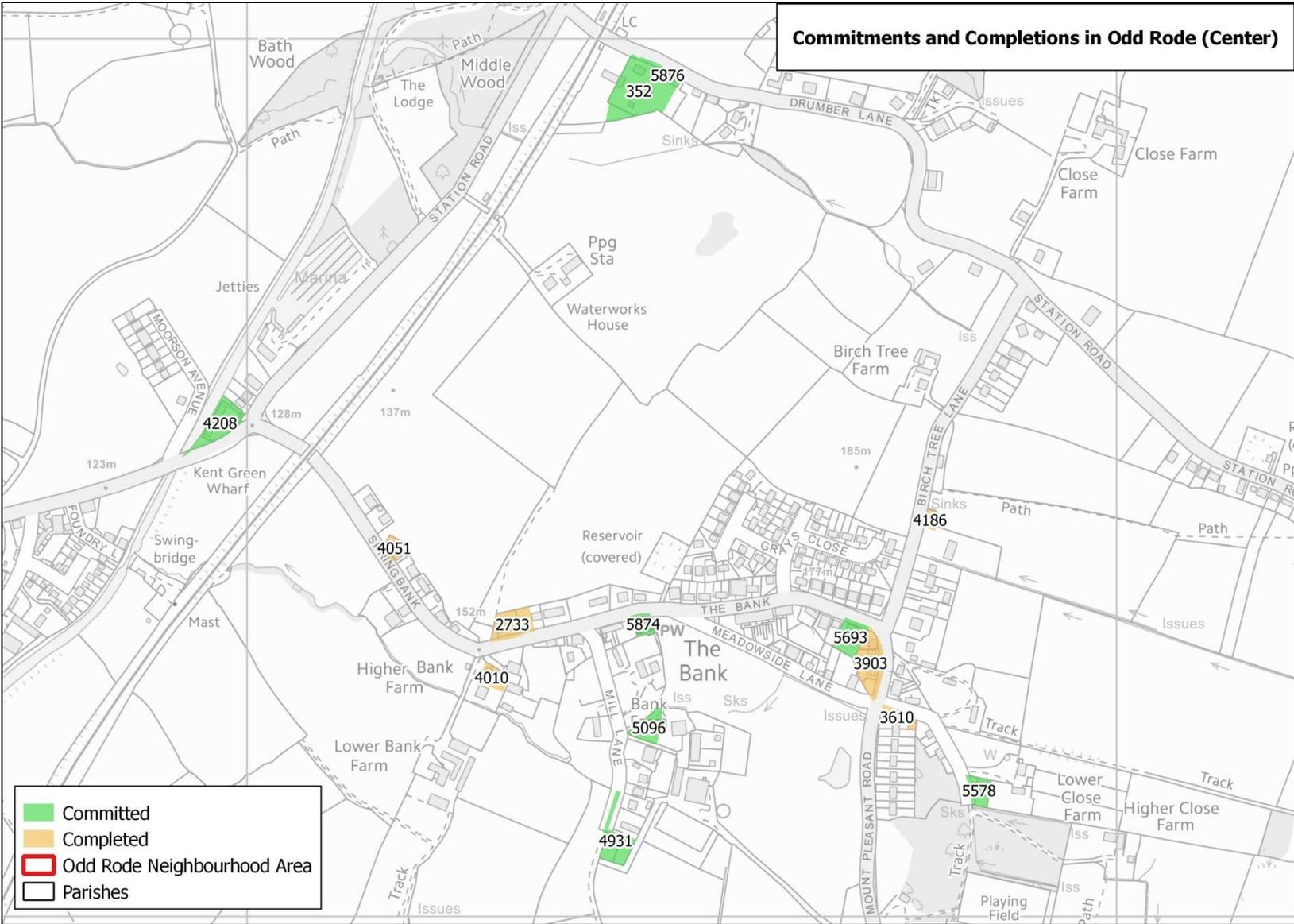
Appendix 1: Completions and Commitments

Ref	Site Address	Planning Application Number	Site Development Progress	Total Net Dwellings
Completions				
380	Land adjacent 16 Station Road, Scholar Green.	10/2906C	Completed	1
385	Land South of Portland Drive, Scholar Green.	12/3164C	Completed	56
386	5 Station Road, Scholar Green	10/2629C	Completed	2
402	214 Congleton Road North, Scholar Green	10/3873C	Completed	1
404	16 Station Road, Scholar Green	10/2906C	Completed	0
2733	33, SPRING BANK, SCHOLAR GREEN	10/4038C	Completed	1
3262	23, HIGH STREET, MOW COP	10/0595C	Completed	-1
3539	18, NORTH STREET, MOW COP	12/1487C	Completed	2
3610	11, MOUNT PLEASANT ROAD, SCHOLAR GREEN	10/3664C	Completed	2
3720	24, LITTLE MOSS LANE, SCHOLAR GREEN	12/4312C	Completed	1
3721	15, CINDERHILL LANE, SCHOLAR GREEN	11/4233C	Completed	1
3903	2, MOUNT PLEASANT ROAD & 50 THE BANKS, SCHOLAR GREEN, ODD RODE	12/3846C	Completed	3
4010	HIGHER BANK FARM, 54, SPRING BANK, SCHOLAR GREEN	11/4517C	Completed	1
4051	Land Adjacent 19, SPRINGBANK, SCHOLAR GREEN	13/1394C	Completed	1
4186	14 Birch Tree Lane, Scholar Green	11/2589C	Completed	1
4213	131, CONGLETON ROAD NORTH, SCHOLAR GREEN	11/1542C	Completed	-1
5007	Woodside, BLEEDING WOLF LANE, SCHOLAR GREEN, ST7 3BH	14/3758C	Completed	1
				72

Ref	Site Address	Planning Application Number	Site Development Progress	Total Net Dwellings
Commitments				
352	6 & 10, DRUMBER LANE, SCHOLAR GREEN, CHESHIRE, ST7 3LR	17/1091C	Committed Site	0
348	224, SANDBACH ROAD, RODE HEATH, STOKE ON TRENT, CHESHIRE, ST7 3SB	14/2834C	Committed Site	1
2745	LAND ADJ 5, CINDERHILL LANE, SCHOLAR GREEN, ST7 3HX	16/4506C	Committed Site	2
4931	25, MILL LANE, MOUNT PLEASANT, ALSAGER, STOKE-ON-TRENT, CHESHIRE, ST7 3LD	14/2218C	Committed Site	1
5096	BANK FARM, MILL LANE, SCHOLAR GREEN, CHESHIRE, ST7 3LD	14/5185C	Committed Site	1
5258	32, HIGH STREET, MOW COP, ST7 3NZ	15/2528C	Committed Site	1
5530	Old School House, CHURCH LANE, SCHOLAR GREEN, ST7 3QN	16/0801C	Committed Site	0
5578	9 , The Brake, Scholar Green, ST7 3LH	16/1761C	Committed Site	0
5693	46, The Bank, SCHOLAR GREEN, ST7 3LF	16/2348C	Committed Site	1
5736	Rosecroft, Church Lane, Scholar Green, Stoke-on-Trent, ST7 3QG	16/4680C	Committed Site	1
5841	30 , Wood Street, MOW COP, ST7 3PE	17/0012M	Committed Site	0
5610	11, DRENFELL ROAD, SCHOLAR GREEN, ST7 3HW	16/2497C	Committed Site	0
6027	3, Belvedere Terrace, Rode Heath, Stoke On Trent, Cheshire, ST7 3SA	17/3599C	Committed Site	1
6056	11, THE MOUNT, SCHOLAR GREEN, ST7 3HY	17/3666C	Committed Site	0
2738	117, SANDBACH ROAD, RODE HEATH, CHESHIRE, ST7 3RT	16/6016C	Committed Site	5
4960	REAR OF 185 & 187 CONGLETON ROAD NORTH, SCHOLAR GREEN, STOKE ON TRENT, ST7 3HD	14/1723C	Committed Site	3
5601	Land adjacent, 31, High Street, Mow Cop, ST7 3NL	16/2246C	Committed Site	1
5874	Wesleyan Methodist Church, SPRING BANK, SCHOLAR GREEN, ST7 3LB	16/6107C	Committed Site	2
2750	Hall Green Farm, 157, CONGLETON ROAD NORTH, SCHOLAR GREEN, ST7 3HA	14/0488C	Committed Site	2
3909	VIEW FIELDS, BLEEDING WOLF LANE, SCHOLAR GREEN	11/0535C	Committed Site	1
4208	The Wharf, Station Road, Kent Green, Scholar Green, Cheshire East, ST7 3JZ	16/6108C	Committed Site	7
4263	186, CONGLETON ROAD NORTH, SCHOLAR GREEN	12/1397C	Committed Site	3
4308	BUILDING TO REAR OF 124, SANDBACH ROAD, RODE HEATH	12/2582C	Committed Site	1
4785	Land Adjacent to 10, West Street, Mount Pleasant, Mow Cop, Cheshire, ST7 4NY	13/4944C	Committed Site	1
5087	Lyndon, BLEEDING WOLF LANE, SCHOLAR GREEN, ST7 3BH	14/5382C	Committed Site	1

5876	GLOBE INN, 12, DRUMBER LANE, SCHOLAR GREEN, STOKE-ON-TRENT, CHESHIRE, ST7 3LR	16/6216C	Committed Site	3
5991	31, LITTLE MOSS LANE, SCHOLAR GREEN, ALSAGER, STOKE ON TRENT, CHESHIRE, ST7 3BL	17/3187C	Committed Site	0
				39





Appendix 3: Census Data: Links to Data Tables

Dataset	2001	2011
Length of Residence	/	QS803EW
Country of Birth	/	QS203EW
Age Profile	UV04	QS103EW
Accommodation Type	KS16	KS401EW
Concealed Families	/	LC1110EW
Occupancy	/	QS408EW
Household Type	UV65	QS113EW
Household Tenure	UV63	KS402EW
Economic Activity	/	QS601EW
Distance Travelled to Work	/	QS702EW

Bibliography (including electronic links)

- [Planning Practice Guidance – Neighbourhood Planning Section](#)
- [Housing White Paper – Fixing our Broken Housing Market \(February 2017\)](#)
- [A 10 Point Plan for Boosting Productivity in Rural Areas \(August 2015\)](#)
- [Written Ministerial Statement HCWS346 \(December 2016\)](#)
- [Planning for the Right Homes in the Right Places: Consultation Proposal \(September 2017\)](#)
- [PAS Guidance: Housing Needs Assessment for Neighbourhood Plans](#)
- [Locality: Housing Needs Assessment at Neighbourhood Plan Level](#)
- [National Planning Policy Framework](#)
- The 'Basic Conditions' ([paragraph 8\(2\) of Schedule 4B to the Town and Country Planning Act 1990](#)).
- [Local Economic Partnership: Strategic and Economic Plan and Growth Plan for Cheshire and Warrington \(March 2014\)](#)
- [Cheshire East Council Employment Land Review 2012](#)
- Census Data [via NOMIS](#)
- [Cheshire East Local Plan Strategy 2017](#)
- [Congleton Borough Local Plan 2005](#)
- [Macclesfield Borough Local Plan 2004](#)
- [Crewe and Nantwich Borough Local Plan 2005](#)
- [The Alignment of Economic, Employment & Housing Strategy \(June 2015\)](#)
- [Annual Housing Monitoring Update Report 2017](#)
- [Strategic Housing Market Assessment 2013 Update](#)
- [Determining the Settlement Hierarchy 2010](#)