



Wirral Strategic Housing Market Assessment and Housing Needs Study:

SHMA Workshop

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Structure

NLP has been instructed by Wirral Council to:

- Prepare a Strategic Housing Market Assessment [SHMA]
- Review the housing requirement



This first presentation covers the following elements:

- Purpose of the Study
- Contextual Overview
- Approach to the SHMA
- Emerging Findings



Note: these findings are at an early stage and the figures will be subject to change

Purpose of Today's Workshop

The purpose of today's workshop is:

- To gain a local perspective of the Wirral Housing Market
- To identify the need for certain types, tenures and size of properties, by sub area
- To identify the housing requirements of special household groups
- To discuss the robustness of the assumptions underpinning the SHMA analysis



A photograph of a residential street. On the left, there are yellow-painted houses with white window frames and a green door. On the right, there are red brick houses with white window frames and a blue door. A large green tree stands on the right side of the path. The path is made of light-colored gravel. The sky is blue with some clouds.

What is a SHMA?

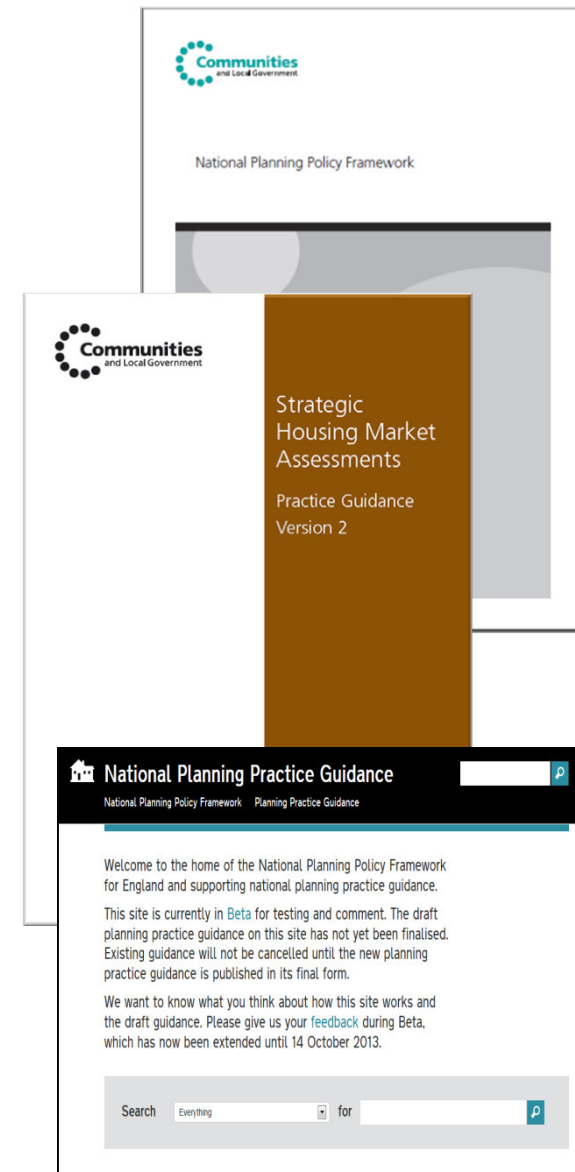
What is a SHMA?

NPPF – LAs must prepare an evidence base for objectively assessing the need for market and affordable housing

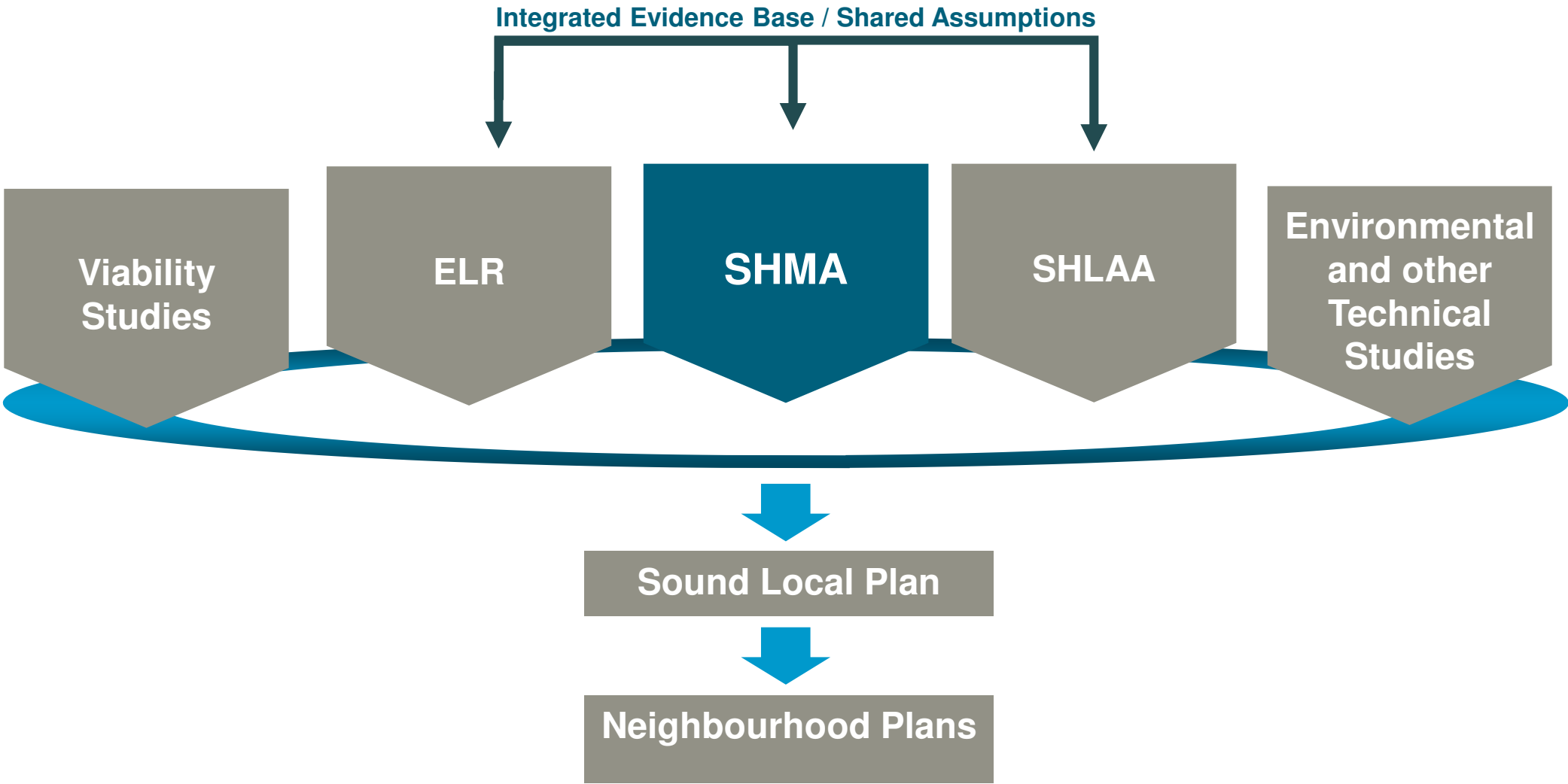
SHMA is key to ensuring a 'sound' Local Plan

It identifies the scale and mix of housing and the range of tenures that the local population is likely to need over the plan period to:

- Meet household and population projections
- Address the need for all types of housing (including affordable) and that needed by different community groups (e.g. families with children, older people, people with disabilities)
- Cater for housing demand and the level of supply to meet this demand



Role of SHMA in the Local Plan Process



Purpose of the Wirral SHMA

The Wirral SHMA brief identified the following requirements for the study:

“The study should specifically identify whether Wirral’s housing market is reasonably self contained or if there are cross boundary issues which need to be considered and addressed. The SHMA should also identify the scale and mix of housing and the range of tenures that the local population is likely to need over the plan period taking into account key drivers likely to influence future demand”.

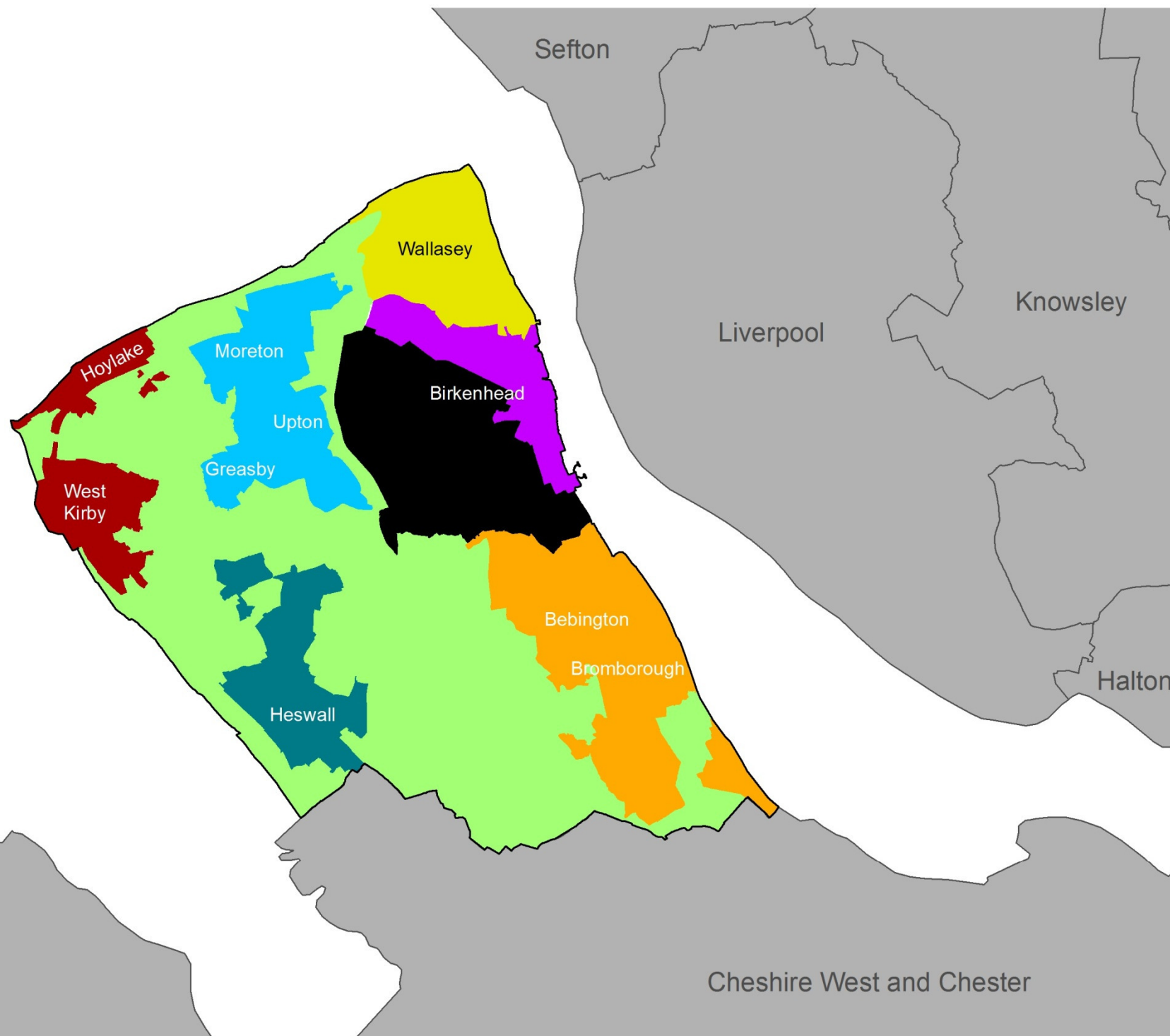
More specifically, the study will provide the evidence base to support the development of policies within the Wirral Local Plan, and in particular:

1. Detailed market analysis of housing need, demand and supply, and the extent to which affordability is an issue;
2. Evidence of the future requirement of both market and affordable housing; and,
3. An appreciation of how housing need and demand translates into different sizes and types of both market and affordable housing.

Wirral Context Map

Settlement Area Key

Bromborough and Eastham
Commercial Core
Heswall
Hoylake and West Kirby
Mid Wirral
Rural Areas
Suburban Birkenhead
Wallasey



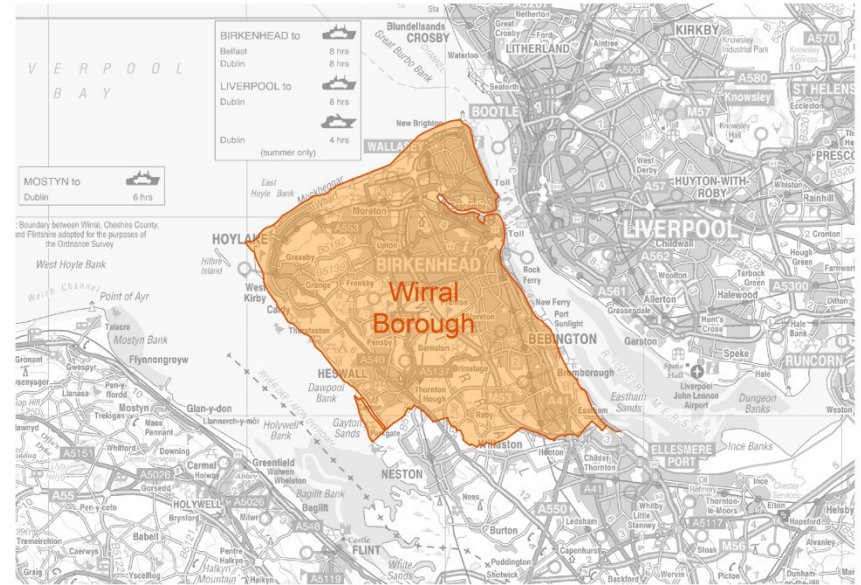


Context

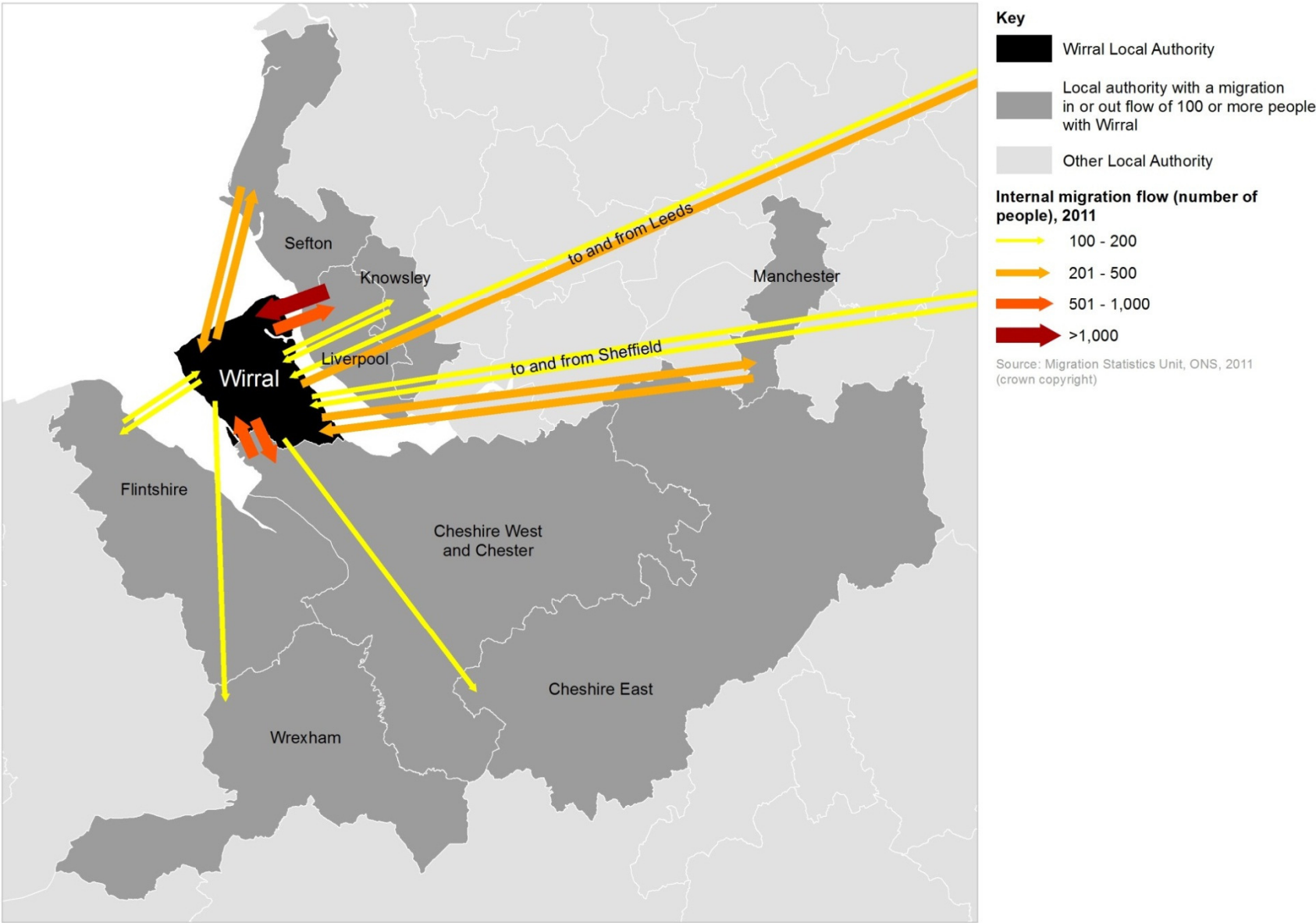
Study Area Context

Overview:

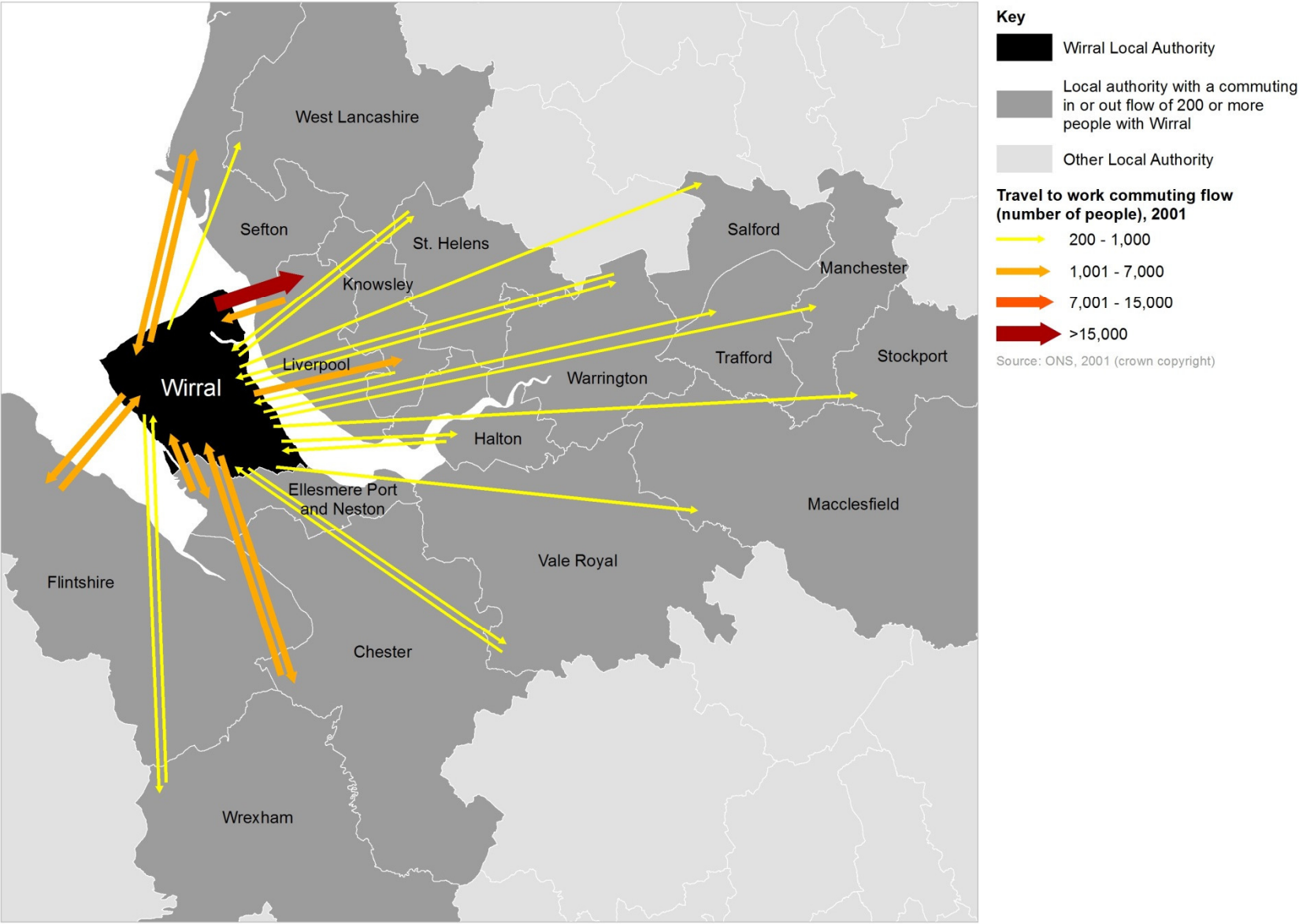
- A diverse housing market – higher house prices in the west than the east
- Socio-economic decline due to loss of heavy industrial base over the last 30 years
- Concentrations of low income and unemployed households in areas of declining housing markets, particularly in Egremont, Seacombe, Birkenhead, Tranmere and Rock Ferry
- Premature end of the Newheartlands HMR Pathfinder Programme in 2010
- Good connectivity to areas of economic growth to the south (Chester and North Wales), the east (Liverpool City Centre) and the wider Merseyside conurbation and City Region



Domestic Migration

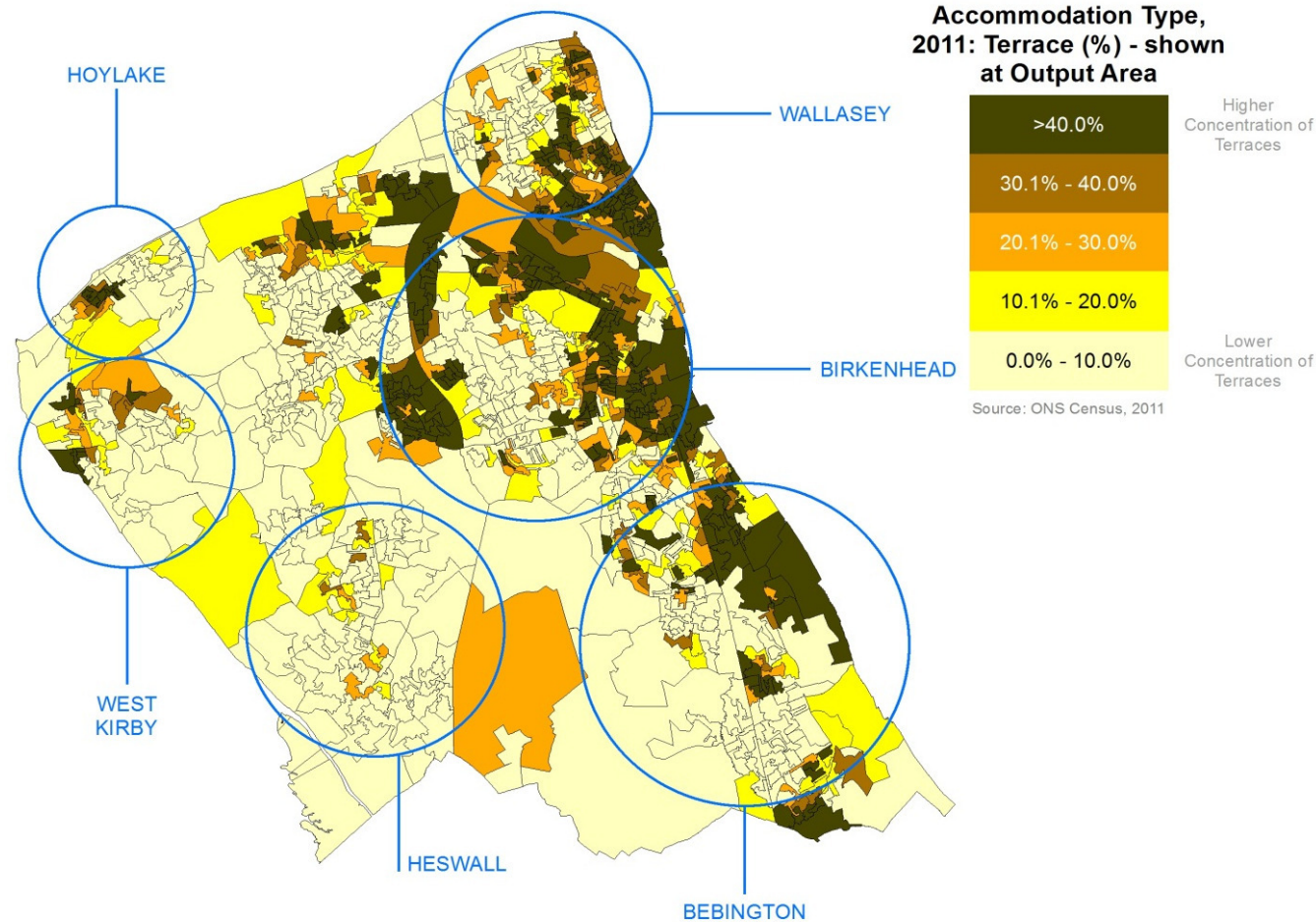


Commuting Patterns



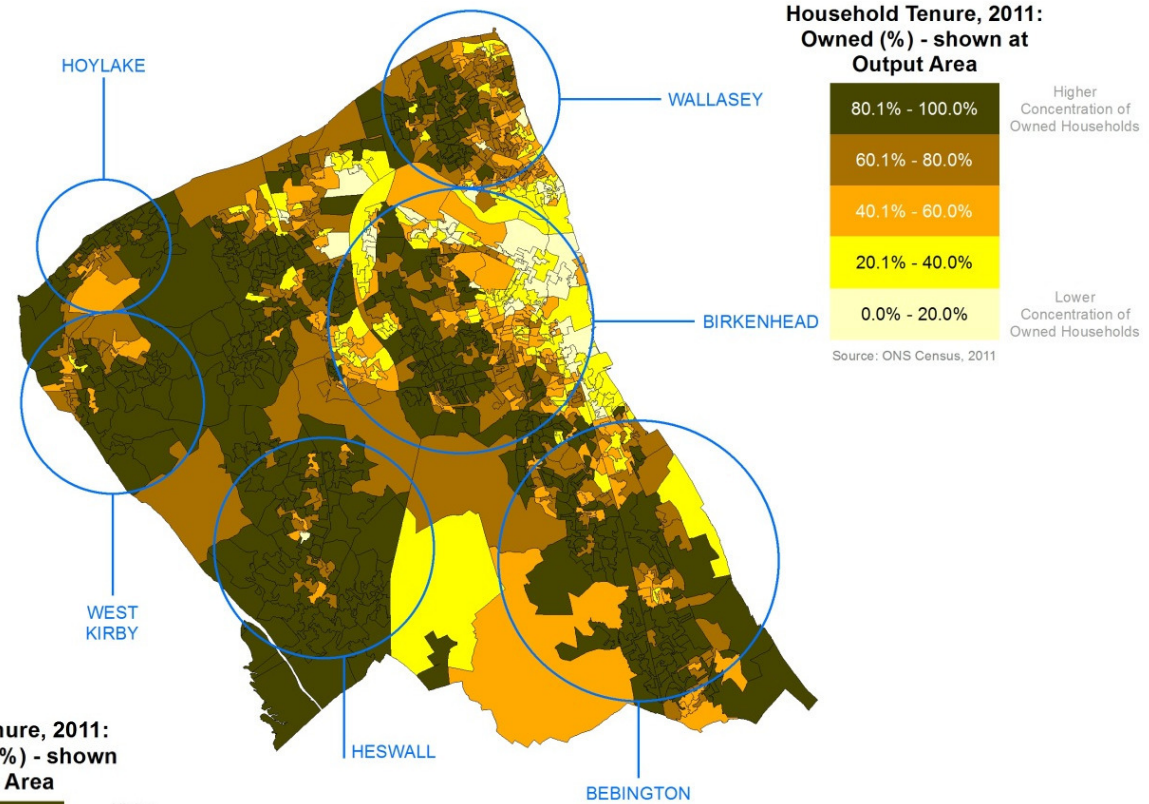
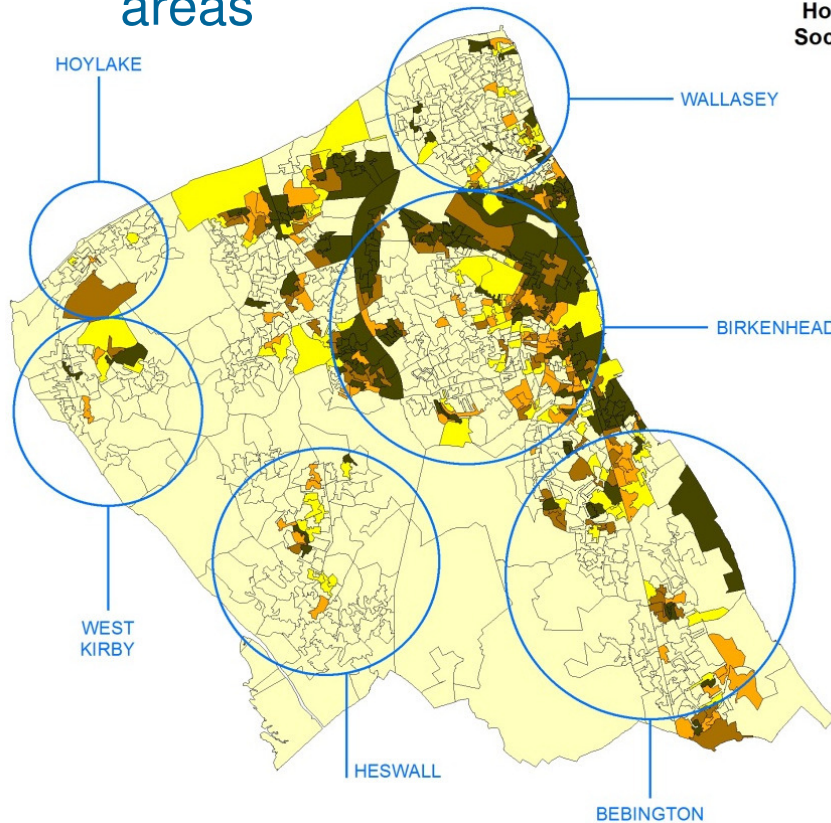
Housing Stock

- Higher concentration of terraced houses in the east –over 40% in some areas
- More even spread of semi-detached properties throughout the Borough
- Significantly higher concentrations of detached properties in the more affluent west
- Higher concentrations of flats in the east and north west



Household Tenure

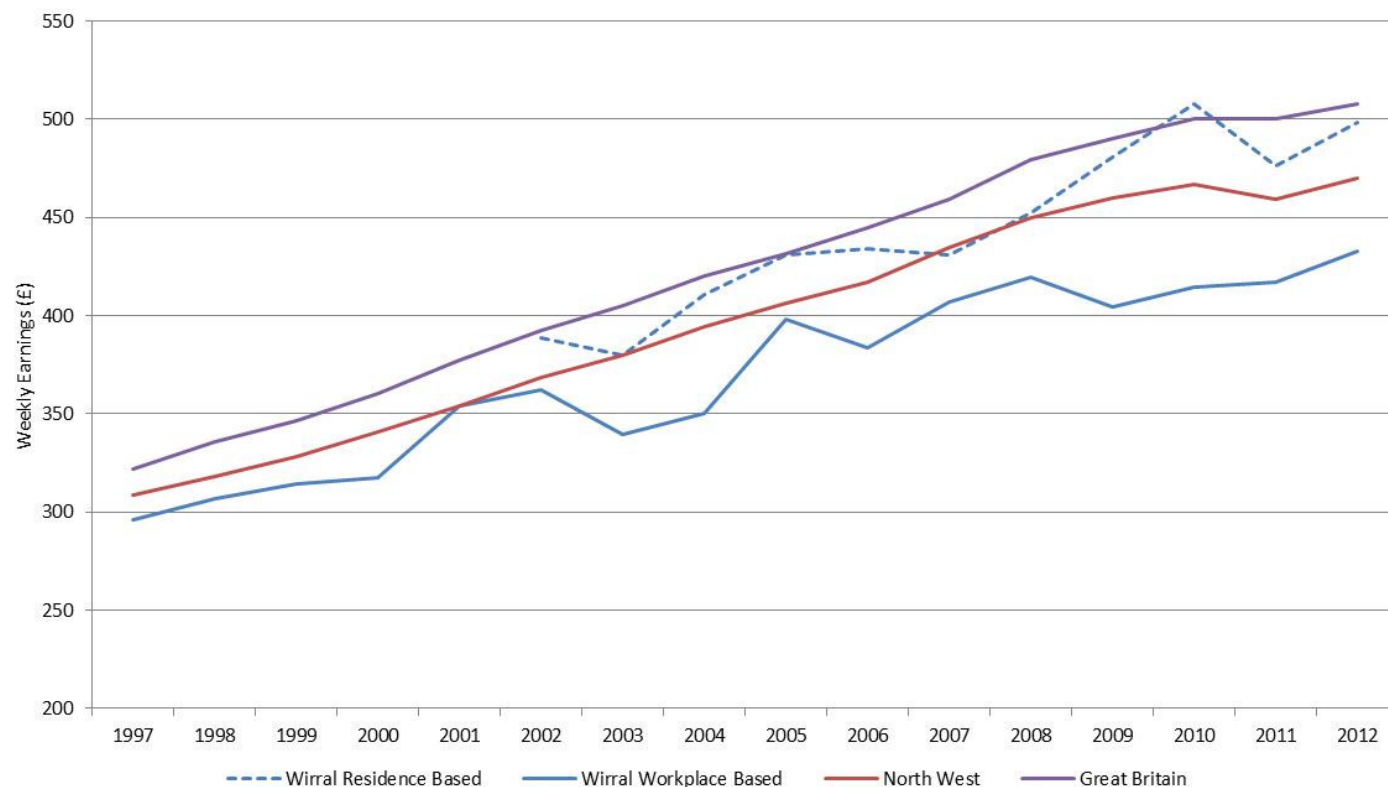
- Higher Levels of home ownership in the west of the Borough - 80% to 100% in many areas
- Lower levels of home ownership in the east of the Borough – below 60% in many areas



- Higher levels of social rented accommodation in the east
- Particularly high representation in the Commercial Core

Wages

- Resident-based weekly pay of £498 is higher than the NW average of £472 (2012)
- Only slightly lower than the average for GB as a whole - £508
- Has risen by 28% since 2002 (28% for NW and 29% for GB)
- **But:** Workplace-based wages are much lower in Wirral - £433.
- Local residents commuting out of the Wirral for better paid work



Income Gradients

