

BROMSGROVE DISTRICT COUNCIL

EXECUTIVE CABINET

7TH NOVEMBER 2007

A HOUSING MARKET AREA ASSESSMENT FOR LONGBRIDGE AND SURROUNDING AREA

Responsible Portfolio Holder	Councillor Jill Dyer
Responsible Head of Service	Phil Street

1. SUMMARY

- 1.1 Bromsgrove District Council (BDC) and Birmingham City Council (BCC) wish to commission a Housing Market Assessment (HMA) to inform a joint cross boundary Area Action Plan (AAP) for Longbridge. The HMA will provide support to the authorities when negotiating with developers as to the future affordable housing provision and tenure mix of housing on a residential or mixed use site.

2. RECOMMENDATION

- 2.1 Authorise the Bromsgrove officers to work with officers of Birmingham City Council to commission a joint housing market assessment.
- 2.2 Note the information contained in this report.
- 2.3 Receive the report on the Housing Market Assessment when it is completed.

3. BACKGROUND

- 3.1 Bromsgrove District Council and Birmingham City Council officers identify the need to commission a HMA in order to:
- contribute to a thorough understanding of the characteristics of the local housing market and sub-markets
 - determine how they may evolve in the future

- identify appropriate tenure, type and size of property that may be sought on both residential and mixed use development sites in and around Longbridge.
- 3.2 The HMA should satisfy the requirements of Planning Policy Statement 3: Housing (PPS3) in respect that it should:-
- Estimate housing need and demand in terms of affordable and market housing;
 - Determine how the distribution of need and demand varies across the study area; and
 - Consider future demographic trends and identify the accommodation requirements of specific groups. (The assessment of Gypsy and Traveller accommodation needs is specifically excluded from the requirements of the assessment).
- 3.3 The HMA will involve both primary and secondary research and include both quantitative and qualitative data sources.
- 3.4 The primary research element will involve a survey of 1,000 households in the defined study area. This will involve conducting face to face interviews lasting around 30 minutes. The questionnaire will be developed jointly with BCC and BDC.
- 3.5 The findings will form the basis for the HMA combined with data from other published sources.
- 3.6 The assessment should:-
- Estimate current need and demand in terms of different kinds of affordable and market housing;
 - Determine how the distribution of need and demand varies across the study area having regard to the surrounding wider area;
 - Consider future demographic trends and identify the future housing requirements and need and demand in terms of different kinds of affordable and market housing; and
 - Consider all of the above in relation to the accommodation of specialist groups with particular reference to older people.
- 3.7 In making recommendations for appropriate housing development and interventions at Longbridge and the surrounding area, the study report should pay particular attention to the wider picture in the South West Birmingham Housing Market Area and the rest of the Bromsgrove District.
- 3.8 The study will provide analysis, advice and recommendations relating to existing policies where applicable. It is not intended to formulate policy. It

is acknowledged that the information from the survey will not be included in the submission to the Secretary of State. Consequently, it will not be subject to examination in public. This is a document for use by both Bromsgrove District Council and Birmingham City Council to provide intelligence on housing need in the housing market area surrounding Longbridge. It will provide information on affordable housing need, the nature of the tenures required, the type of properties the market demands and level of need and demand. This information will be valuable when discussions with developers are opened and will provide an evidence base for justifying approaches taken with the developers.

3.9 The timescale for the project is for the study to commence as soon as possible based upon the suggested following key dates:-

- November 2007 – survey work;
- December 2007 / January 2008 – analysis of findings;
- January 2008 – analysis of primary and secondary data;
- February 2008 – production of draft report; and
- March 2008 – production of final report.

3.10 The project will be managed by a Project Steering Group consisting of City Council Officers who will manage the study. The consultants will be required to attend regular meetings during the course of the assessment to update the group on its progress. The Strategic Housing Manager will attend Project Steering Group Meetings to represent the interests of this authority and feed back upon progress to the Corporate Director (Special Projects).

4. FINANCIAL IMPLICATIONS

4.1 The budget is likely to be in the region of £80,000 to £90,000. The fee will be paid in instalments, which will be agreed with the successful consultants at the time of appointment. It is intended that Bromsgrove District Council would contribute £10,000 to the budget for the HMA.

4.2 Bromsgrove District Council's contribution can be found from existing resources within the Strategic Housing budgets.

5. LEGAL IMPLICATIONS

5.1 There are no legal implications, although evidence obtained from a housing market assessment may be material in any future discussions

with a developer. The HMA will not form part of the Area Action Plan, but will provide a guide to housing development in the Longbridge area.

6. CORPORATE OBJECTIVES

- 6.1 Longbridge is not a Council priority, but inter authority work and the development of the Longbridge site is a major factor for Bromsgrove District Council.
- 6.2 Housing – is a Corporate Priority under Objective 1 Regeneration. The provision of affordable housing on the Longbridge site will provide a significant contribution towards meeting some of the housing need of this District.

7. RISK MANAGEMENT

- 7.1 The risks associated with failing to undertake a HMA would be that neither Council will have any evidential information on need and the absence of such information may prove a disadvantage when negotiating with developers regarding affordable housing allocations.

8. CUSTOMER IMPLICATIONS

- 8.1 This assessment will provide both Councils with knowledge of customer need and should contribute to matching provision with customer expectation and requirements.

9. OTHER IMPLICATIONS

Procurement Issues – The HMA will go out to tender to conform to appropriate tendering regulations and policies.
Personnel Implications - None
Governance/Performance Management – Longbridge is a project upon which the Government Monitoring Board requires information and detail.
Community Safety including Section 17 of Crime and Disorder Act 1998 None
Policy The HMA is an approach adopted by the Council’s Strategic Housing Policy and reflects its approach in other parts of the district.

Environmental None
Equalities and Diversity The HMA will examine the needs of older people and those experiencing difficulties in accessing the housing market.

10. OFFICERS CONSULTED ON THE REPORT

Chief Executive	Yes
Executive Director – Partnerships and Projects	Yes
Assistant Chief Executive	Yes
Head of Service	Yes
Head of Financial Services	Yes
Head of Legal & Democratic Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	Yes

11. APPENDICES

Not relevant

12. BACKGROUND PAPERS

Longbridge Area Action Plan at preferred option stage is available to for back ground information.

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