

**STRATEGIC HOUSING PANEL  
Copeland Borough Council**

**10<sup>th</sup> June 2014**

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<b>Strategic Housing Market Assessment Refresh 2014</b>
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- Recommendations

The Panel is asked to note the following activity planned.

- Introduction

The Council undertook a full boroughwide housing survey in 2009/10 and published it's SHMA based on the survey evidence in 2010. A refresh of the SHMA is required every 4-5 years.

- Planned Action

- 1 The published survey evidence from 2010 still provides a strong degree of relevance to our local housing market. It is proposed to undertake a refresh rather than a full borough-wide survey in 2014 and commission some specific research to enable evidence and more detailed understanding of the temporary housing needs arising from the increased nuclear sector activity including planning for new build.

- 2 The refresh will be undertaken from June to October 2014 and include the following activity:

- A Update baseline housing needs and affordable housing requirements

Use of the 2011 census data to allow existing household survey data to be reweighted to take account of more up to date information on tenure and age group: this has been done successfully for other Local Authorities and takes into account the growth of the private rented sector and the ageing population. Reweighted data would be used to

refresh data tabulations and key elements of the original SHMA document.

To take account and be compliant with the latest planning guidance via the National Planning Policy Framework, consider the CLG household project data to suggest dwelling targets that are appropriate for Copeland borough.

- B Reviewing the general strategic housing market context and emerging issues
    - To provide a summary of key strategic messages and housing delivery mechanisms appropriate to the area which include i) ensuring that housing market intelligence is kept up to date to help shape policy responses to strategic issues, and ii) a more detailed review of the Private Rented Sector, specifically focusing on the number of private rented lets coming available and the particular importance of private renting as a source of housing in rural areas.
  - C Stakeholder consultation with partners and using existing partnership routes specifically the Copeland Housing Partnership and the Copeland Partnership framework. Appendix A summarises the range of stakeholders expected to be consulted as part of this refresh.
- 3 The focused survey with business and employees will focus on issues around access to and use of housing and will provide the Council with supplementary findings which can be used to inform the SHMA (Strategic Housing Market Assessment) refresh. Views will also be captured on issues such as barriers and opportunities to growth as well as on questions around where key areas of development should take place in the local housing market. Key themes could focus on access to affordable and market housing as well as to housing in the private rented sector and also executive housing in the area.
  - 4 Draft reports from both activities will be presented to the Autumn 2014 Strategic Housing Panel before finalising the final draft refreshed SHMA document. This forms evidence for both the Council's statutory housing and planning functions and will be taken to both the Council's Executive and to Full Council.

- Conclusion

The 2010 SHMA is being refreshed during 2014 to enable an update of secondary and policy data, an analysis of the information with regard to Copeland related issues and an opportunity to undertake consultation to verify evidence and analysis.

The contracts have been let in line with the Council's Contract Standing Orders and the Strategic Housing Panel will receive an update and draft reports from the activities at its next meeting in September 2014.

**Appendix A SHMA refresh Stakeholder consultation list**

Local Authority Housing Strategy Officers	To provide background on the housing situation across all tenures.
Local Authority Planning representatives	To provide information on planned future development and key planning issues.
Local Authority Economic and Regeneration Department representatives	To discuss issues relating to economic change and the role of regeneration and new housing provision across the Borough.
Registered Provider representatives (including transfer and others)	To provide information on characteristics of stock, potential development and management issues.
Homes and Communities Agency	To discuss the strategic policy issues to be addressed at a sub-regional level and provision for Gypsies and Travellers.
Builders/Developers and land owners	To provide insights into current market activity and opportunities, demand, impact of market downturn, financial viability, intermediate tenure options and current land and property values.
Estate Agents	To provide information on the housing markets, drivers, property prices and variations, demand for self-build, land values and future potential and development options.
Private Letting Agents	To provide information on the market for private renting, potential changes in the light of economic circumstances, characteristics of renters and landlord issues.
Social Services / Supporting People representatives	To provide information on special needs housing issues, client group base and perceptions of the need for supported housing, including older persons' provision.
Chamber of Commerce/Federation of Small Businesses/Local Employment agencies	To discuss issues relating to the housing provision of economically active households and gaps in provision.
BAME Community representatives	To discuss housing-related issues of particular BAME groups and migrant communities.
Local community and voluntary partners, particularly the Cumbria Rural Housing Trust who work with the Council through an SLA	To discuss rural, social, financial and other inclusion issues of particular relevance to affordability and access to housing

Existing locality, housing and Copeland Partnership events where the timing will enable appropriate consultation	To discuss range of issues raised above.
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