

FROM: Housing Team

DATE: 17 September 2025

Planning Reference	4/21/2432/0F1
Proposal	Hybrid Application Seeking Full Planning Permission For The Erection Of 139 Residential Dwellings (C3), New Vehicular Accesses Off High Road, Public Open Space And Ancillary Infrastructure And Outline Planning Permission For Residential Development Units, Retail (E(A,B,C,E,F), F2(A) And Ancillary Infrastructure With All Matters Reserved Other Than Access
Location	Former Marchon Chemical Factory, High Road, Whitehaven

The housing provision proposed on phase 1 of this development is:

		No. to be Provided	% of Total Properties
Alnmouth	2 bed house	3	2
Addleborough		12	9
Sherwood	3 bed house	1	1
Kingley Det	3 bed house	8	6
Saunton	3 bed house	6	4
Barndale		4	3
Silverdale	3 bed house	2	1
Burnham	4 bed house	3	2
Marston	4 bed house	2	1
Brampton	4 bed house	2	1
Lambridge	4 bed house	4	3
Kielder	4 bed house	1	1
Addleborough		9	6
Galloway	4 bed house	18	13
Chiltern	2 bed house	3	2
Sherwood	3 bed house	5	4
Kingley Semi	3 bed house	6	4
Kingley Det	3 bed house	6	4
Saunton	3 bed house	6	4
Barndale		7	5
Silverdale	3 bed house	2	1
Burnham	4 bed house	4	3
Knebworth		4	3
Marston	4 bed house	8	6
Greenwood		4	3

Lambridge	4 bed house	3	2
Kielder	4 bed house	6	4

Plans for the Addleborough, Barndale, Knebworth and Greenwood house types have not been included in the following:

- House Type Pack - Additional Information August 2025
- Full House Type Details Pack – Additional / Amended Information February 2024
- House Type documents submitted with the original application

Therefore, we are unable to determine the complete housing mix.

Based on the information given, the housing mix is:

		No. to be Provided	% of Total Properties
Alnmouth	2 bed house	3	2
Chiltern	2 bed house	3	2
Total	2 bed house	6	4
Sherwood	3 bed house	1	1
Kingley Det	3 bed house	8	6
Saunton	3 bed house	6	4
Silverdale	3 bed house	2	1
Sherwood	3 bed house	5	4
Kingley Semi	3 bed house	6	4
Kingley Det	3 bed house	6	4
Saunton	3 bed house	6	4
Silverdale	3 bed house	2	1
Total	3 bed house	42	30
Burnham	4 bed house	3	2
Marston	4 bed house	2	1
Brampton	4 bed house	2	1
Lambridge	4 bed house	4	3
Kielder	4 bed house	1	1
Galloway	4 bed house	18	13
Burnham	4 bed house	4	3
Marston	4 bed house	8	6
Lambridge	4 bed house	3	2
Kielder	4 bed house	6	4
Total	4 bed house	51	37
Addleborough		12	9
Barndale		4	3
Addleborough		9	6
Barndale		7	5
Knebworth		4	3
Greenwood		4	3
Total	Unknown	40	29

The General Housing Needs Study 2024 (GNHS) identifies the following range of dwellings appropriate for the West Cumbria housing sub-area¹:

No. of Bedrooms	
1	20 – 25%
2	25 – 30%
3	40-45%
4	5-10%
Level access	15-20%

Based on the house types we know, the percentage of 4 bed properties is far above the appropriate range identified in the GHNS and the percentage of two bed properties is below the appropriate range.

To allow a full analysis of the housing mix, we request that the applicant provides the full house type information.

Affordable Housing

Although the Design and Access Statement – Additional Information August 2025 documents says Phase 1 will provide 139 new homes, “including a mix of market and affordable housing”, the Planning Statement – Additional Information August 2025 states that the requirement for affordable housing should be removed due to viability issues.

1.12 The conclusion on the 4 scenarios is that the planning policy requirements in respect of affordable housing and S106 contributions should be removed on viability grounds. Notwithstanding, as set out in the highways report a number of contributions are proposed and have been agreed with the Highway Authority.

If affordable housing is to be provided, the following comments should be taken into consideration.

Policy Requirements

Policy H8 – Affordable Housing in the Copeland Local Plan requires that on sites of 10 units or more, at least 10% should be affordable.

On a 139 unit development, this would equate to 13.9 units.

Rented Units	60%	8
Low Cost Home Ownership	40%	6

It is expected that Low Cost Home Ownership properties will be delivered as Discounted Sale properties.

¹ Table ES2 in the GHNS

Occupancy

All affordable properties should be occupied as on only or principal home.

Affordability

All affordable properties for Social or Affordable Rent should be let at rents that are in-line with current Registered Provider guidelines.

Discounted Sale properties must be sold to qualifying households for no more than 80% of their open market value.

The GNHS shows the affordability of tenures by sub-area². This development is in the West Cumbria sub-area, and GNHS shows that in order to be affordable to households with a median gross household income, discounted sale properties should be priced at £122,500 (3.5 x median gross household income).

Therefore, open market value of £147,000 is the optimum value for discounted sale properties.

It is recommended that, where the open market value is more than 10% above this figure (i.e. above £161,700) developers engage with the Council's housing development team to discuss this.

Housing Need

The Cumbria Choice housing register shows that as at 17 September 2025, 1170 households with an active Cumbria Choice application have nominated Bransty, Hensingham, Mirehouse, Whitehaven Town Centre or Woodhouse as their area of preference for a housing association property.

Cumbria Choice Housing Register³						
Preferred Type of Property	Total %	% of Households by preferred no. of bedrooms				
		1 Bed	2 Beds	3 Beds	4 Beds	5+ Beds
Bedsit	0.26					
Bungalow ⁴	16.51	4.53	9.74	1.45	0.17	-
First Floor Flat or above ⁵	13.08	10.77	2.05	-	-	-
Ground Floor Flat	6.84	5.30	1.54	-	-	-
House	59.57	3.25	31.45	19.32	4.53	1.03
Maisonette	0.26	0.17	0.09	-	-	-
Other	0.43	-	0.43	-	-	-
Wheelchair adapted property	0.60	0.51	0.09	-	-	-

² Table 3.13

³ This data will not be 100% accurate, but at the time of running the report, every effort has been made to provide as up to date and accurate information as possible.

⁴ 0.25% of households that would prefer a bungalow did not specify a number of bedrooms

⁵ 0.26% of households that would prefer a first floor flat specified 0 bedrooms

Property type not provided	2.82	
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The GNHS evidences a need for the following affordable provision in the parish of Whitehaven:

Bedrooms	Dwelling Type (%)			
	Houses	Flats	Bungalow	Total
1	17.9	24.4	8.5	50.8
2	12.0	1.1	8.5	21.6
3	9.9	0.5	8.5	18.9
4+	0.2	0.0	8.5	8.7
Total	40.0	26.0	34.0	100.0

Older Person Provision

We ask that bungalows for rent be provided as part of the affordable provision.

Allocation of bungalows will be to those aged 55 years or over with a care and/or support social care package. Those below the age of 55 years may be considered where they have a long-term medical condition or disability and have been approved by the Council.

Nomination Rights

In the event that Social or Affordable Rented properties are provided, it is expected that Cumberland Council will be given nomination rights to 100% of the properties. This will be secured through the Section 106 agreement.

Property Standards

Where affordable housing is being delivered for rent there is an expectation that these homes would need to be of an acceptable house sized standard for a registered housing provider.

Preferred Affordable Provision

Rented Units	60%	8	4 x 2 bed house
			2 x 3 bed house
			2 x 2 bed bungalow
Low Cost Home Ownership	40%	6	4 x 2 bed house
			2 x 3 bed house

Andrea Smith, Senior Manager – Housing