

OLLERTON AND
MARTHALL
Neighbourhood
**Plan: Housing Needs Advice
Report**

October 23

2018

A report outlining demographic profile, housing need and policy recommendations for the Ollerton and Marthall Neighbourhood Plan

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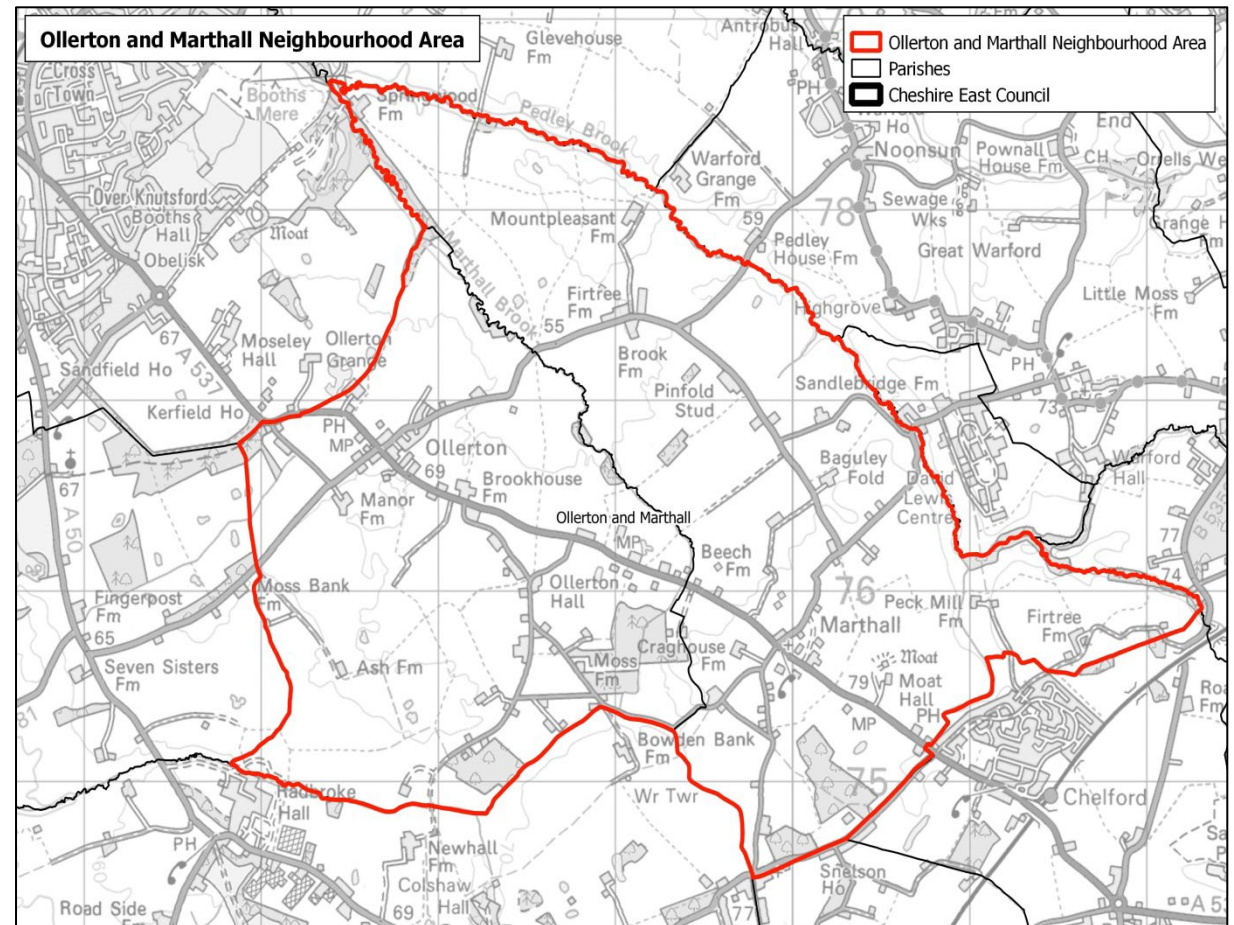
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1. Executive Summary

- 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 Ollerton and Marthall.
- 1.2 Using a range of trend based data highlights the social and economic issues relevant to Ollerton and Marthall 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.
- 1.3 The report also provides an indicative 'housing target' however this should be treated with some caution. This figure should be considered a 'raw number' which does not take into account the application of policy constraint, planning judgement or land availability and In Ollerton and Marthall significant policy constraint is applied thorough the application of Green Belt policy. Therefore the figures cited below are not a target to be delivered, rather an indication of local need in a 'policy off' scenario.
- 1.4 The report consists of five sections: introduction and methodology, population profile, development context, housing projections, and a summary of recommendations.
- 1.5 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 Ollerton and Marthall would be approximately 28-63 dwellings.
 - Since 2010 24 dwellings have been completed, a further 4 dwellings have been granted planning consent and not yet completed.
 - The population profile of the parish suggests a predominantly ageing and elderly population across the plan period.
 - The housing stock is predominantly made up of larger family size dwellings with limited provision of smaller properties such as flats and terraces.

2. Introduction

- 2.1. Ollerton and Marthall is preparing a Neighbourhood Development Plan (NDP). The Neighbourhood Area, as designated, covers the administrative area Ollerton and Marthall parish. The study area is defined on the opposite map.
- 2.2. Ollerton and Marthall is located between the parishes of Chelford (a Local Service Centre) and Knutsford (a Key Service Centre).
- 2.3. The parish is predominantly rural and considered a rural area for the purposes of the Local Plan Strategy Settlement Hierarchy. Due to the proximity of nearby larger settlements, the parish is well connected to local services and major transport routes (the M6 and West Coast Main Rail Line).
- 2.4. Neighbourhood plans can introduce new planning policy which can determine the use of land within the neighbourhood area and to inform development of such policy, this report uses a range of secondary data to build a profile of the parish, its population and housing needs.
- 2.5. The report neither addresses housing delivery, nor constraints to delivery (including existing policy constraints, 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, Crewe and Nantwich 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. The Office National Statistics practises a [Statistical Disclosure Control](#) methodology for safeguarding microdata taken from the Census. Slight discrepancies may therefore be found in data to protect the privacy of the population.
- 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 Ollerton and Marthall Population

- 4.01 The following section will characterise the population of Ollerton and Marthall, 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 Ollerton and Marthall has seen a population decrease between the Census period, even though the numbers of dwellings has increased. Average household size has remained relatively similar over the period although this is slightly higher than the Cheshire East average.
- 4.1.3 The rate of change of the population in Ollerton and Marthall is notably lower than in the wider Cheshire East area. It is likely attributed to the decline in family households associated with an ageing population. The average household size has also decreased. When compared to the rate of change in Cheshire East as a whole, these figures are notable.

Ollerton and Marthall	Ollerton and Marthall 2001	Ollerton and Marthall 2011	Cheshire East 2011
Population	768	748	370,127
Households	233	246	159,441
Dwellings	247	261	166,236
Average household size	3.3	3.0	2.3
Household per Dwelling (Ratio)	1.06	1.06	1.04

Rate of Change (RoC)	Ollerton and Marthall RoC 2001 - 2011	Cheshire East RoC 2001-2011
Population	-2.60%	5.30%
Households	5.58%	8.40%
Dwellings	5.67%	8.60%
Average household size	-7.75%	0.07

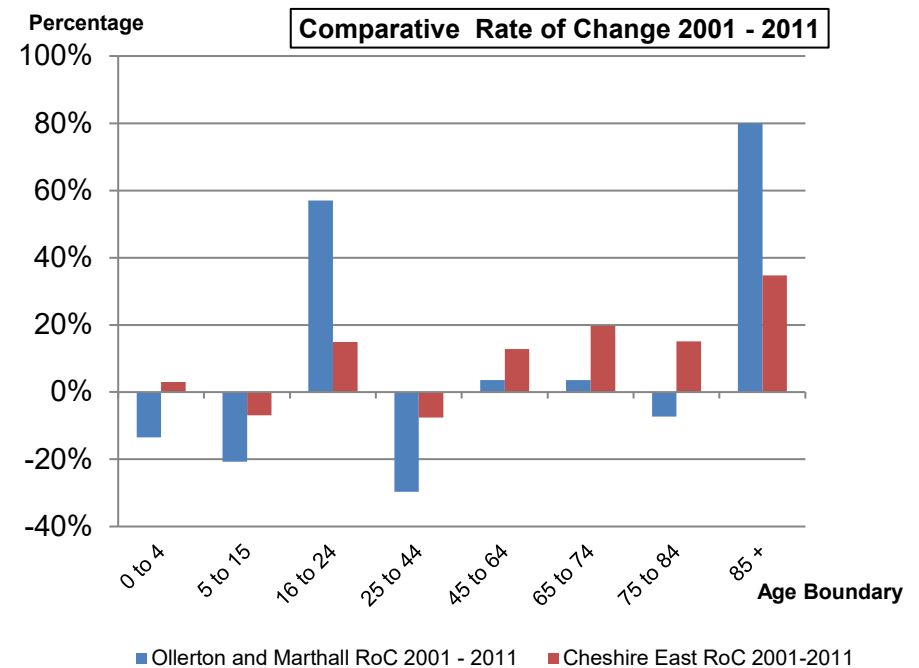
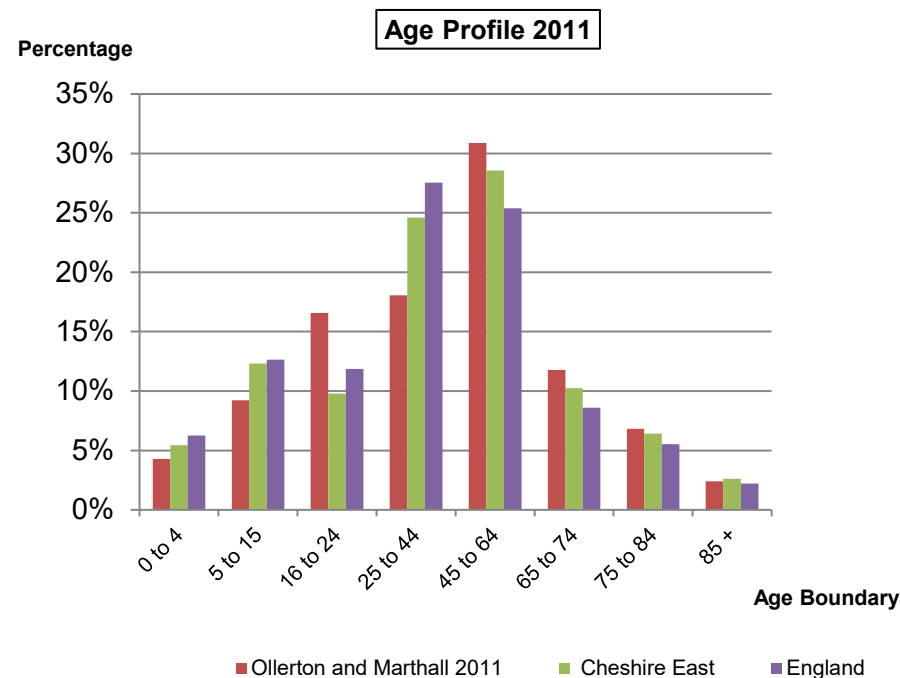
4.2 Length of Residence and Place of Birth

- 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 Ollerton and Marthall 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		Ollerton and Marthall 2011	Cheshire East 2011	England 2011
Born in the UK		96.12%	94.52%	86.16%
Born outside UK	Total Resident in UK	3.88%	5.48%	13.84%
	EU	97.33%	2.26%	3.74%
	Other	0.00%	3.22%	10.10%
	Resident in UK; Less than 2 Years	0.00%	0.65%	1.75%
	Resident in UK; 2 Years or More but Less Than 5 Years	0.53%	1.00%	2.21%
	Resident in UK; 5 Years or More but Less Than 10 Years	0.80%	1.09%	2.87%
	Resident in UK; 10 Years or More	2.54%	2.74%	7.01%

4.3 Age Profile

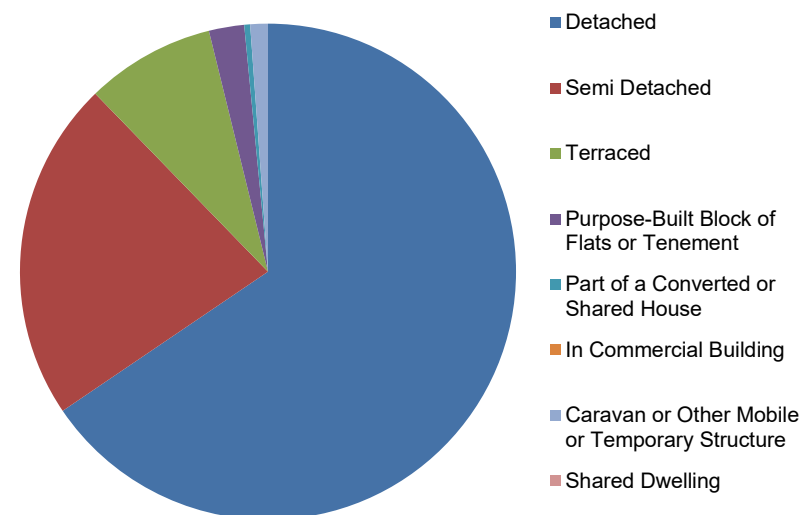
- 4.3.1 The proportion of age groups in Ollerton and Marthall is relatively comparable with trends locally and nationally, although there are some notable differences. There is a slightly higher proportion of 16-24 & 45-64 age groups and a lower proportion of 25-44 age groups. The comparative rate of change chart illustrates that the greatest rate of growth has been in the 85 and over ages. This is not surprising and is comparable with both local and national trends in terms of an ageing population, however this rate of growth when compared with Cheshire East is significant. It should be noted that, because the absolute figures are small this should be taken into consideration.
- 4.3.2 The rate of change in age groups 16-24 increased by 56% which is high when compared with the Cheshire East change of around 15%. It is possible this demographic anomaly is associated with an step change in the number of families living in the parish when development off Marthall Lane was built out. There has been an overall downward trend in children under 15, which is notable, especially when considered with the population decrease and ageing population over the Census period. If this trend continues it could exacerbate the effects of an ageing population.



4.4 Accommodation Type

- 4.4.1 Ollerton and Marthall has a significant proportion of detached properties, more than both the Cheshire East and England averages.
- 4.4.2 Ollerton and Marthall has far fewer terraced and semi-detached properties than the borough and national averages. Ollerton and Marthall has far fewer purpose built flats than the England average.
- 4.4.3 The higher proportions of detached properties accords with the rural and dispersed nature of the parish and is not unusual in the local context.

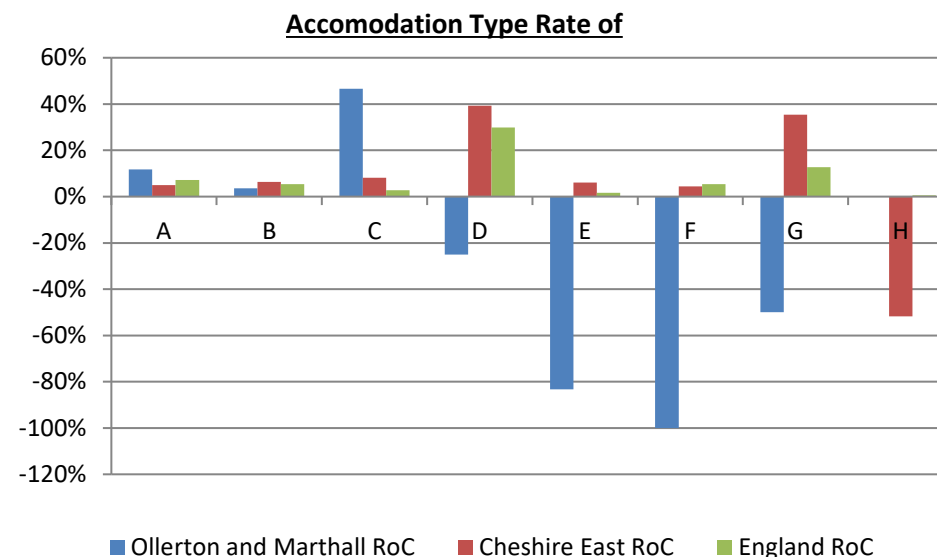
Accommodation Type by Percentage 2011



Accommodation Type - Percentage 2011	Ollerton and Marthall	Cheshire East	England
Detached	65.52%	35.11%	22.32%
Semi Detached	22.22%	32.18%	30.80%
Terraced	8.43%	21.40%	24.56%
Purpose-Built Block of Flats or Tenement	2.30%	8.79%	16.78%
Part of a Converted or Shared House	0.38%	1.27%	4.28%
In Commercial Building	0.00%	0.82%	1.12%
Caravan or Other Mobile or Temporary Structure	1.15%	0.47%	0.44%
Shared Dwelling	0.00%	0.06%	0.34%

4.5 Accommodation Type – Rate of Change

- 4.5.1 Between Census periods Ollerton and Marthall saw a significant increase in terraced houses which is higher than Cheshire East and England averages. This however amounts only to an absolute figure of 7 dwellings but is locally significant.
- 4.5.3 There has also been an overall decrease in the number of other properties (flats, shared houses, commercial buildings, caravans) over the Census period. When compared to local and national trends this difference is significant.
- 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		Ollerton and Marthall RoC	Cheshire East RoC	England RoC
A	Detached	11.76%	4.96%	7.15%
B	Semi Detached	3.57%	6.39%	5.41%
C	Terraced	46.67%	8.12%	2.71%
D	Purpose-Built Block of Flats or Tenement	-25.00%	39.26%	29.88%
E	Part of a Converted or Shared House	-83.33%	6.07%	1.65%
F	In Commercial Building	-100.00%	4.44%	5.34%
G	Caravan or Other Mobile or Temporary Structure	-50.00%	35.42%	12.72%
H	Shared Dwelling	N/A	-51.74%	0.55%

4.6 Concealed Families

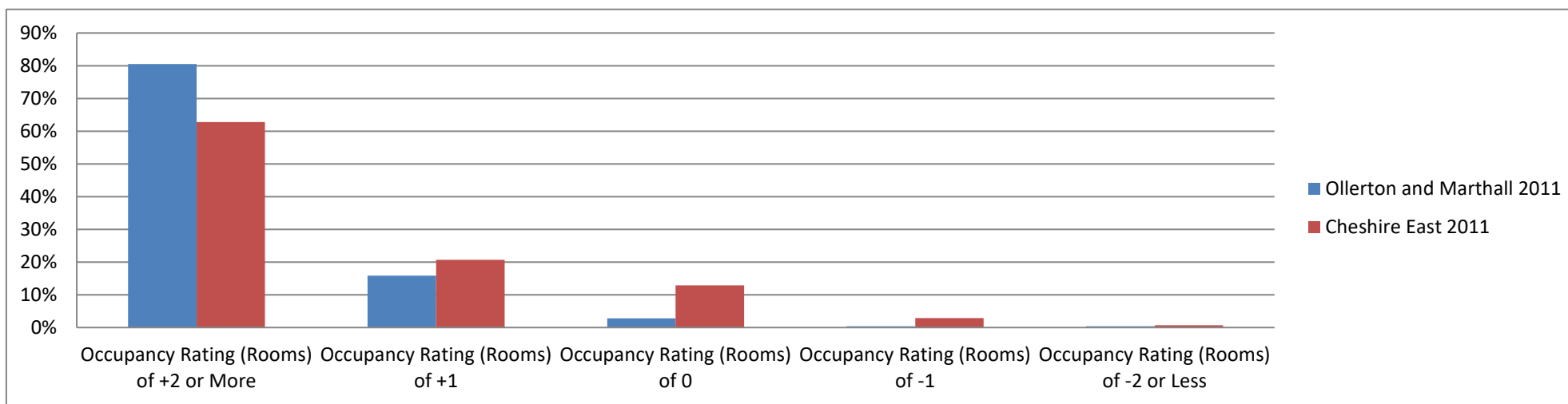
- 4.6.1 Overcrowding, concealed and shared households can demonstrate an un-met need for housing and longer term increase in the number of these households may be a signal to consider increasing planned housing numbers
- 4.6.2 A concealed family is a group which wishes to form their own household but 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 slightly higher than the Cheshire East average, although overcrowding is not a significant issue in the parish. Whilst this is still only a small number, it is notable when compared to local figures.

Concealed Families	Ollerton and Marthall 2011	Cheshire East 2011
All families total	177	110,567
Concealed families total:	(2%) 4	1,176 (1.1%)
Concealed lone parent families	1	433
	1	352
	0	81
Concealed couple family	3	743
	3	580
	0	118
	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 Ollerton and Marthall have a greater number of rooms than required, therefore under-occupying a property. This suggests that overcrowding is not a significant issue in Ollerton and Marthall and that under occupancy is prevalent

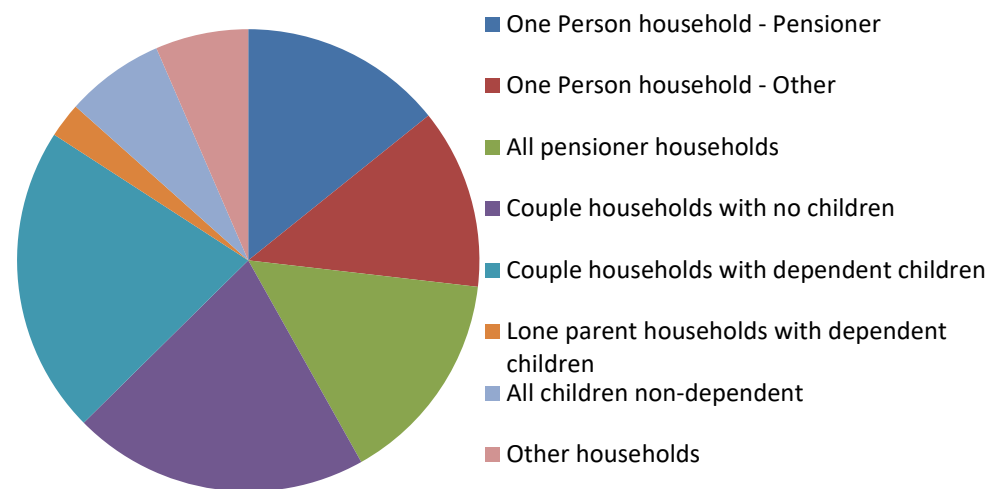
Occupancy Rating	Ollerton and Marthall 2011	Cheshire East 2011
Occupancy Rating (Rooms) of +2 or More	80.49%	62.81%
Occupancy Rating (Rooms) of +1	15.85%	20.72%
Occupancy Rating (Rooms) of 0	2.85%	12.91%
Occupancy Rating (Rooms) of -1	0.41%	2.89%
Occupancy Rating (Rooms) of -2 or Less	0.41%	0.67%



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, couple households with dependent children. Over the Census period, these numbers have increased
- 4.8.3 Consistent with the age profile of the parish, pensioners make up a significant proportion of the population.

Percentage of Household Type



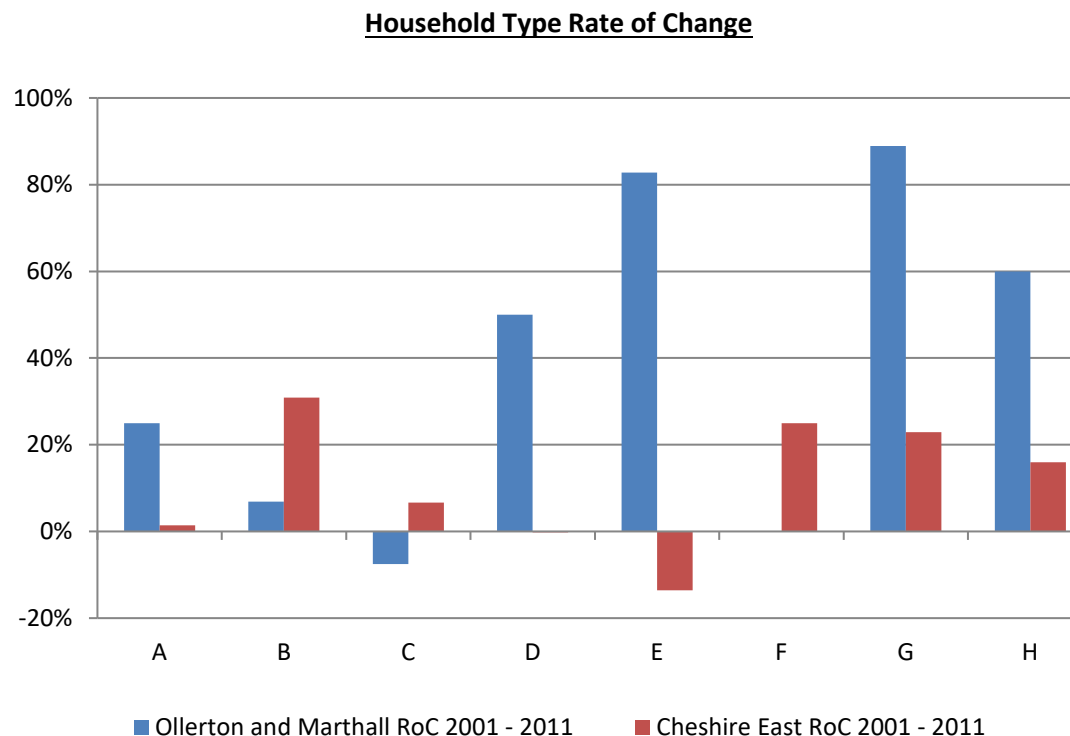
Household Type and percentage of type	Ollerton and Marthall 2001	Ollerton and Marthall 2011	Percentage of Total 2001	Percentage of Total 2011
One Person household - Pensioner	28	35	15.14%	14.23%
One Person household - Other	29	31	15.68%	12.60%
All pensioner households	40	37	21.62%	15.04%
Couple households with no children	34	51	18.38%	20.73%
Couple households with dependent children	29	53	15.68%	21.54%
Lone parent households with dependent children	6	6	3.24%	2.44%
All children non-dependent	9	17	4.86%	6.91%
Other households	10	16	5.41%	6.50%
Total:	185	246	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 is a notable increase in couple households with dependent children, all children non dependent groups, and other households.

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.

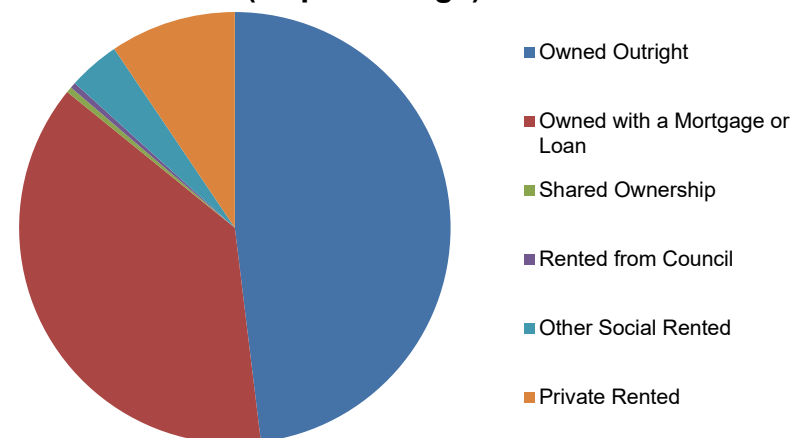


Household Type as Percentage and Rate of Change		Ollerton and Marthall RoC 2001 - 2011	Cheshire East RoC 2001 - 2011
A	One Person household - Pensioner	25%	1.38%
B	One Person household - Other	7%	30.90%
C	All pensioner households	-8%	6.68%
D	Couple households with no children	50%	-0.19%
E	Couple households with dependent children	83%	-13.56%
F	Lone parent households with dependent children	0%	24.93%
G	All children non-dependent	89%	22.88%
H	Other households	60%	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 with a mortgage or outright. Nearly half of all residents own their property outright. The number of residents in owner occupation is notably higher than national averages.
- 4.10.3 There are a lower than average number of residents in social rented accommodation, than the Cheshire East or national averages. There has been an increase in residents in private accommodation over the Census period.

Tenure 2011 (as percentage)



Household Tenure	Tenure 2001	Tenure 2011	Ollerton and Marthall 2011 (percentage)	Cheshire East 2011 (percentage)	England 2011 (percentage)
Owned; Total	194	200	81%	74.49%	63.34%
Owned; Owned Outright	124	112	46%	37.53%	30.57%
Owned; Owned with a Mortgage or Loan	70	88	36%	36.95%	32.77%
Shared Ownership (Part Owned and Part Rented)	0	1	0%	0.49%	0.79%
Social Rented; Total	8	10	4%	11.38%	17.69%
Social Rented; Rented from Council (Local Authority)	5	1	0%	2.69%	9.43%
Social Rented; Other Social Rented	3	9	4%	8.69%	8.27%
Private Rented; Total	19	27	11%	12.50%	16.84%
Private Rented; Private Landlord or Letting Agency	16	22	9%	11.44%	15.42%
Private Rented; Other	0	N/A	2%	1.06%	1.42%
Living rent free	9	N/A	3%	1.14%	1.34%

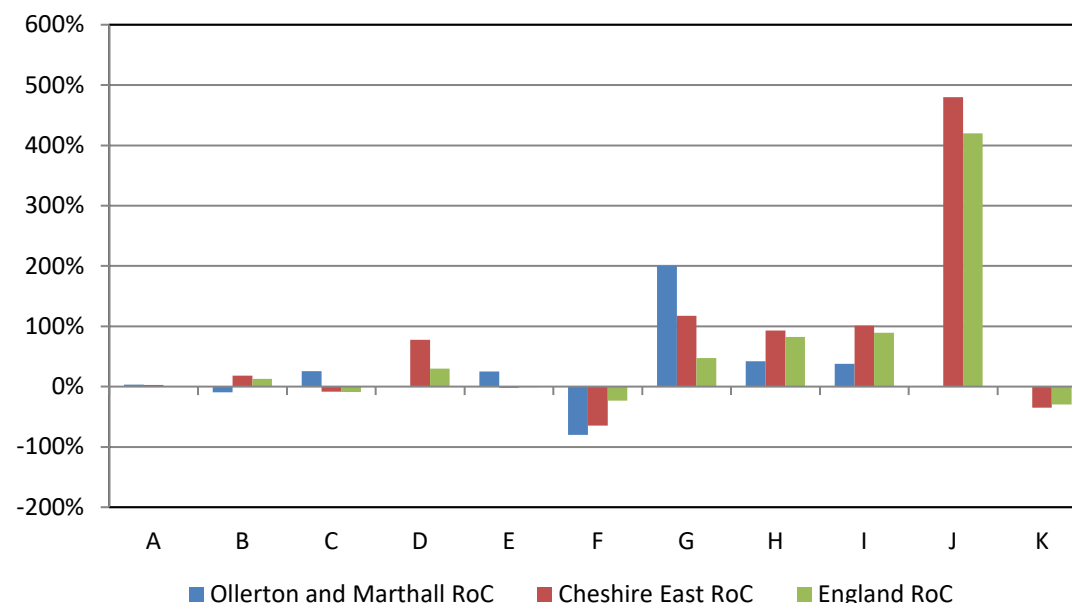
4.11 Household Tenure – Rate of Change

4.11.1 The table below shows the rate of change in tenure between Census periods. The parish saw an overall increase in the proportion of households who owned property.

4.11.2 There has been a small increase in households in social rented accommodation (in absolute figures -2 properties). There has been a notable increase in privately rented accommodation in Ollerton and Marthall, however this is notably lower than national and local trends. Whilst the absolute numbers involved here are small, the trend change is locally significant.

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- Rate of Change



Household Tenure and Rate of Change 2001 - 2011		Ollerton and Marthall RoC	Cheshire East RoC	England RoC
A	Owned; Total	3.1%	2.85%	-0.56%
B	Owned; Owned Outright	-9.7%	18.26%	13.00%
C	Owned; Owned with a Mortgage or Loan	25.7%	-8.55%	-9.07%
D	Shared Ownership (Part Owned and Part Rented)	N/A	77.45%	29.97%
E	Social Rented; Total	25.0%	-2.10%	-0.94%
F	Social Rented; Rented from Council (Local Authority)	-80.0%	-64.76%	-23.04%
G	Social Rented; Other Social Rented	200.0%	117.42%	47.29%
H	Private Rented; Total	42.1%	92.71%	82.38%
I	Private Rented; Private Landlord or Letting Agency	37.5%	101.17%	89.10%
J	Private Rented; Other	N/A	480.14%	420.14%
K	Living rent free	N/A	-35.01%	-29.59%

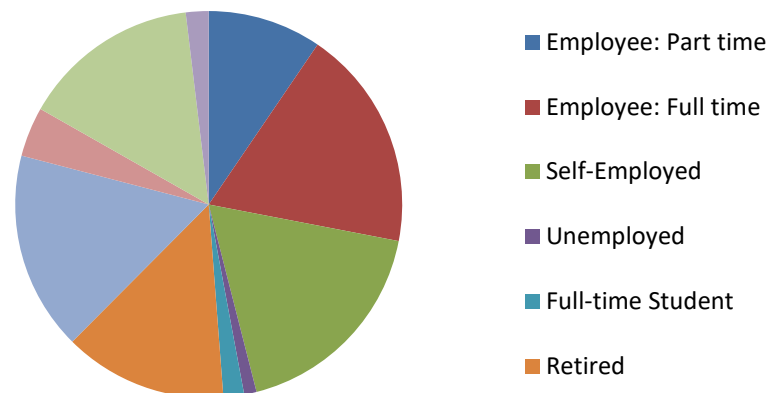
4.12 Economic Activity

4.12.1 The table opposite sets out the economic activity of the population in Ollerton and Marthall.

4.12.2 The proportion of economically active people is notably lower than the rest of Cheshire East. Over 50% are economically inactive. There are a notable proportion of students and individuals which are long term sick and disabled when compared with Cheshire East averages. However of this, there are lower proportions of retired persons

4.12.3 There are lower proportions of economically active full time persons and higher proportions of self employed persons than Cheshire East averages.

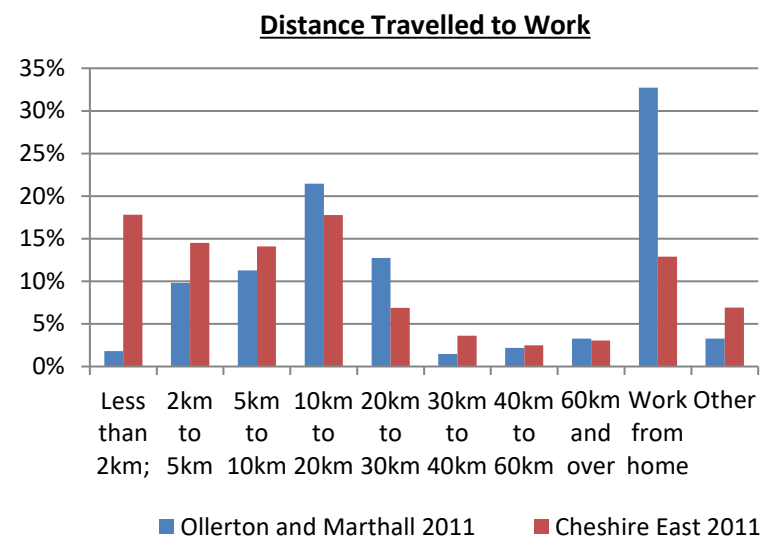
Economic Activity



Economic Activity		Percentage of All Usual Residents Aged 16 to 74	Cheshire East 2011
Economically Active	Total	48.79%	70.59%
	Employee: Part time	9.52%	14.37%
	Employee: Full time	18.51%	39.44%
	Self-Employed	17.99%	10.72%
	Unemployed	1.04%	3.23%
	Full-time Student	1.73%	2.82%
Economically Inactive	Total	51.21%	29.41%
	Retired	13.67%	17.14%
	Student	16.61%	4.19%
	Looking after home or family	4.15%	3.54%
	Long-term sick or disabled	14.88%	3.07%
	Other	1.90%	1.47%

4.13 Distance Travelled to Work

- 4.13.1 The table opposite sets out commuting patterns in Ollerton and Marthall and illustrates that most people travel between 5km and 30km for work, broadly in line with the Cheshire East average.
- 4.13.2 The majority of those in employment travelled less than 20km into work; these individuals are most likely travelling into Macclesfield, Wilmslow and Northwich and the surrounding areas. Those travelling greater distances may be travelling into other areas of Greater Manchester, Warrington and Crewe for work.
- 4.13.3 Approximately a third of all residents work from home, a significantly greater proportion than the Cheshire East average.



Distance Travelled to Work	Ollerton and Marthall 2011	Cheshire East 2011
Less than 2km;	1.82%	17.80%
2km to 5km	9.82%	14.49%
5km to 10km	11.27%	14.10%
10km to 20km	21.45%	17.77%
20km to 30km	12.73%	6.88%
30km to 40km	1.45%	3.61%
40km to 60km	2.18%	2.50%
60km and over	3.27%	3.05%
Work from home	32.73%	12.88%
Other	3.27%	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 Local Housing Register Data and Affordable Housing Need. Ollerton and Marthall falls within the Knutsford Rural Sub Area for the purposes of affordable housing need identified in the Strategic Housing Market Assessment (SHMA).
- 9.2 There is an affordable housing need in the sub-area, largely consistent with other rural areas in this part of the borough. The highest need is for 2 bedroom properties. Information taken from Cheshire Homechoice shows in August 2018 show there were 6 applicants registered who had selected the Ollerton sub lettings area as their first choice, these applicants required 4 no. 1 bed, 2 no. 2 bed.
- 9.3 Current social housing stock in the Ollerton and Marthall area consists of 14 properties comprising, 10 no.2 bed properties, 4 no.3 bedroom properties.

10. Local Survey work

- 10.1 There is no local survey work available for Ollerton and Marthall. 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

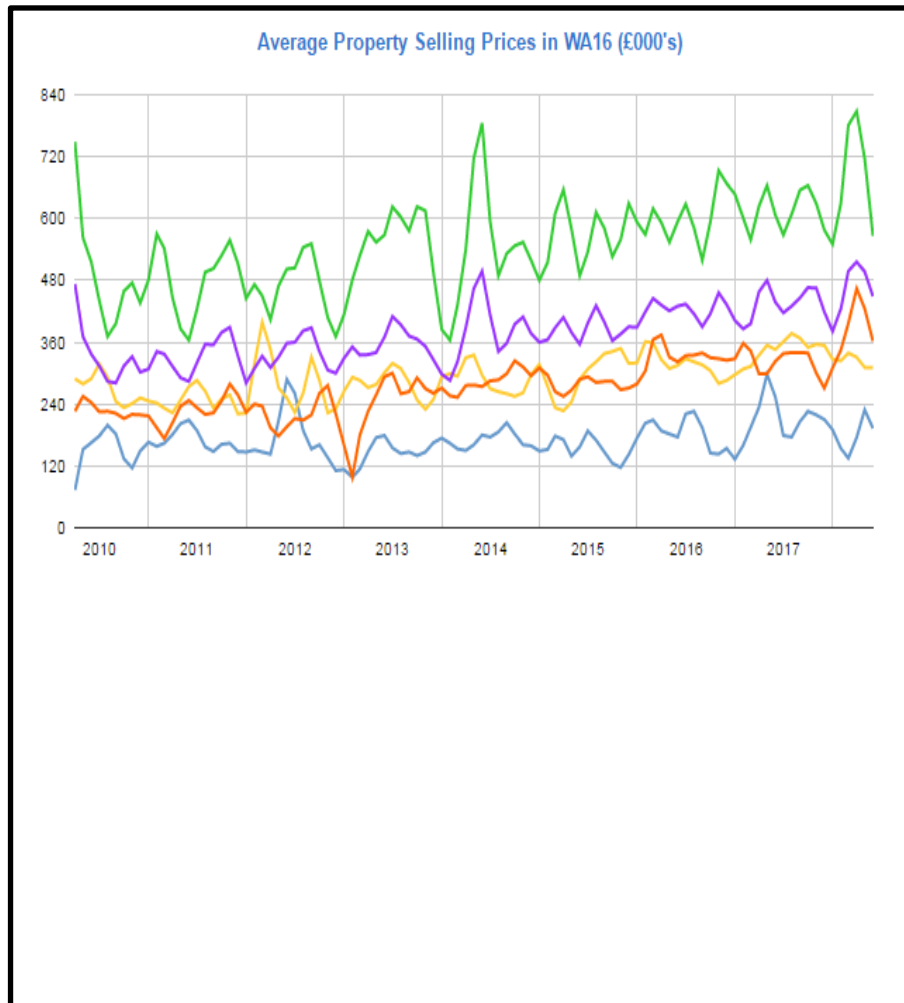
- 11.1 This section provides a high level comparison of property sale and rental price data in post code areas. Given that post code areas are a wider geography than the parish itself, this information is indicative only and may be supplemented with more detailed information from estate agents in the area to establish a more accurate understanding of the local market.
- 11.2 Property market information from home.co.uk was accessed in September 2018. Information is only available on the wider postcode which is used as proxy for all data in this section. This postcode area WA16 is approximate to Ollerton and Marthall; it is broadly representative of the rural area in this part of Cheshire East.
- 11.3 The current average market rent in WA16 is £1,522 per calendar month with the highest demand for 5 bedroomed properties. Average time on market for the area was 287 days which is a more significant determinant of demand. This is compared with neighbouring postcode areas - SK11 average time on the market is 266 days with a higher demand for 5 bedroom properties (this average is for 1 property only). In CW4 average time on the market is 139 days with highest demand for 1 bedroom properties with only 6 days on the market (this average is for 1 property only).

- 11.4 This could suggest that demand for rental property is similar to neighbouring area SK11; 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 area. It should be noted here that Ollerton and Marthall has not seen a higher scale of growth in the private rented sector than Cheshire East and nationally.
- 11.5 The current average market sale in Ollerton and Marthall is £448,857 and over the past eight years the value of flats has increased by 164%. Property value in postcode area SK11 are significantly lower which suggests that larger properties in Ollerton and Marthall command higher values, or the number of sales of smaller properties has been greater in SK11. In SK11, 63 terraced houses were sold; in WA16, 18 terraced houses were sold, however similar numbers of detached properties were sold across both postcodes. A large number of semi detached properties were sold in SK11 (65 properties) compared to WA16 (29 properties). This is likely to affect property averages. Average property sales are higher in WA16 than neighbouring post code area SK11 (average prices are £239,819) and higher than CW4 (average prices at £260,622) which are both within the Cheshire East area.

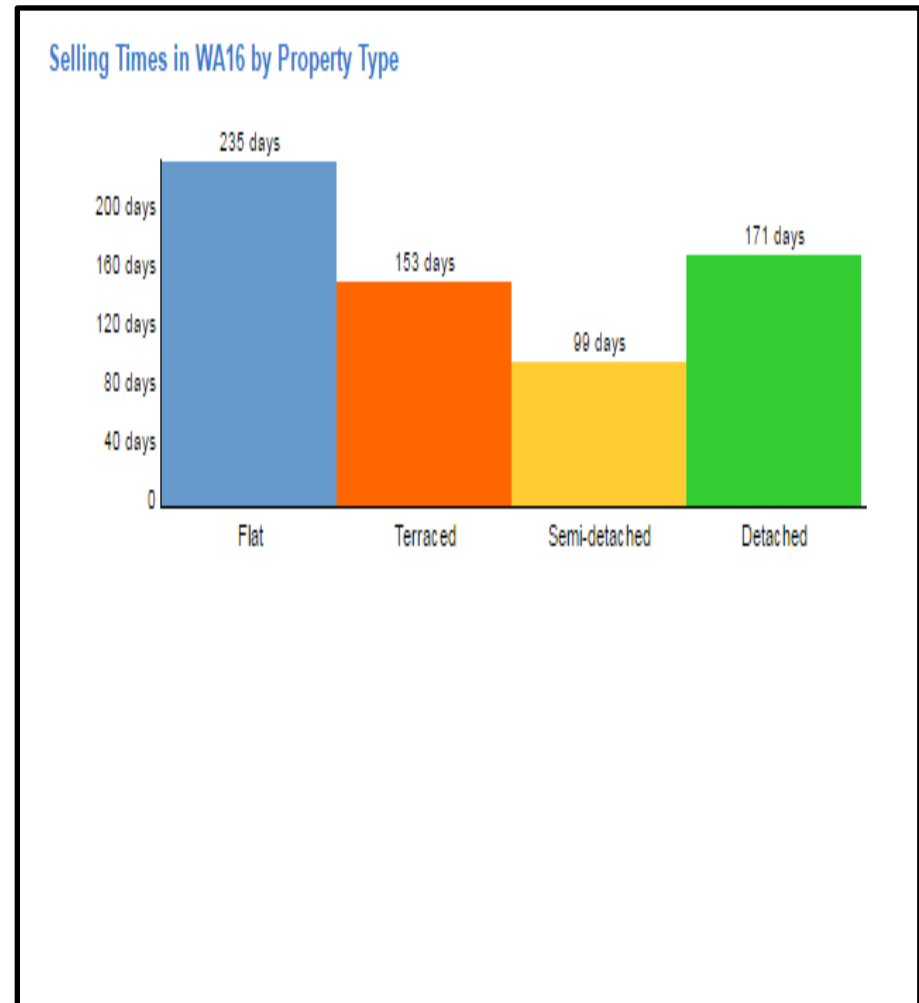
Postcode	Average Time on market (days) rental	Highest Demand (bedroom size)	Days on market
WA16	287	5	287
SK11	266	5	266
CW4	139	1	139

Ollerton and Marthall WA16	Apr 2010	Jun 2018	Change
Detached	£748,750	£566,333	-24%
Semi	£289,492	£310,975	7%
Terraced	£226,250	£361,619	60%
Flat	£73,000	£192,500	164%
All	£472,685	£448,857	-5%

Selling times in Post Code Area WA16



Selling times in Post Code Area WA16 from April 10 to Jun 2018



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 Ollerton and Marthall 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 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 tiers 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 planning practice guidance 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 and through its emerging Site Allocations and Development Policies Document (SADPD) has set out the preferred approach to distributing development to the Other Settlements and Rural Areas (OSRA) and to the Local Service Centres. The disaggregation of development to Local Services Centres is undertaken in detail; however the disaggregation of development across the OSRA is not, with delivery anticipated to be based on windfall and site allocations through neighbourhood plans.
- 14.3 It should be noted that because the 2016 based household projections are not available at parish level, the advice in sections 15 and 16 of this report are based on the 2014 household projections that underpin the Local Plan Strategy. It should also be noted that the advice in this report does not constitute CEC policy but rather is guidance for consideration in policy development. Should the Parish Council decide to establish a development target and allocate sites in the neighbourhood plan, a wider range of physical and planning constraints should be assessed to understand the sustainability implications of such choices.

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 below.
- 15.2 There are 20,6561 households within the OSRV. There are 246 households in the parish of Ollerton and Marthall, accounting for 1.19% of total households in the OSRV. On a proportional basis, if Ollerton and Marthall were to take a 'fair share', or 1.19% of planned growth in the OSRV, this would equate to a requirement to accommodate an additional 40 dwellings over the plan period.

Establishing a parish share of dwellings: household basis	
OSRV Requirement	3378
OSRV total households	20,656
Ollerton and Marthall Parish no. of households	246
Ollerton and Marthall percentage share of OSRV Households	1.19
1.19% of 3378 =	40.19

16. Local Plan Proportional Figure: Population

- 16.1 The approach here is the same as above and simply uses population as the starting point. This approach therefore results in a need to deliver 41 (rounded up) new dwellings in Ollerton and Marthall over the Plan period.
- 16.2 The population of the OSRV is 61,760. The population of the Parish of Ollerton and Marthall is 748, which represents 1.2% of the total population in the OSRV. On a proportional basis, if Ollerton and Marthall were to take a 'fair share' of development in the OSRV, or 1.2% of the planned 3378 new dwellings planned for development in the OSRV, this would equate to a requirement to accommodate an additional 41 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
Ollerton and Marthall population	748
Ollerton and Marthall percentage share of OSRV population	1.2
1.2% of 3378 =	40.53

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 2016 based household projections that were released in September 2018. It is important to note that these are projections and not forecasts and therefore do not take into account development as set out in the Local Plan Strategy, and instead adjust previous figures using more up to date information. The 2016 projections suggest that by 2030 Cheshire East households will increase to 175,700 from 157,200 in 2010. This equates to an average increase of 925 households per annum.
- 17.3 In 2011 Ollerton and Marthall held 246 households, a 0.152% share of all households in Cheshire East. Assuming that Ollerton and Marthall held the same *percentage share* of households the year before, Ollerton and Marthall can reasonably be assumed to have held the same number of households (239) in 2010 (0.152% of 157,200 households in 2010).
- 17.4 Should Ollerton and Marthall continue to comprise of a 0.152% share of Cheshire East households, it would be reasonable to project that Ollerton and Marthall would have 267 households by 2030 (0.152% of the projected growth to 175,700 households), an increase of **28 households over the Plan period**.
- 17.5 This can be taken to represent the level of need arising from household increases alone in a business as usual scenario, without the application of planning restraint. The starting point here to is based on the existing number of households in the parish, the numbers of which are historically constrained by Green Belt and other planning policy, so whilst this cannot accurately be considered the 'unconstrained need' of Ollerton and Marthall, it is considered a 'business as usual' scenario without the application of planning constraint in the future.

18. Dwelling Completion Rate 2001-2011

- 18.1 Between 2001 and 2011 there was an increase of 14 dwellings in Ollerton and Marthall or an increase of 1.4 dwellings per annum¹. Projecting this annualised level of growth forward across the 20 year period plan (2010-2030) would result in a target of **28 dwellings** over the plan period.

19. Completions and Commitments 2010-2017

- 19.4 Housing monitoring information for the period April 2010 to 31st March 2018 illustrates there have been 29 housing commitments (net) granted planning consent and 25 completions (net) within the parish.
- 19.5 The completion rate derived from the past 8 years indicates a local (average) build rate of 3.13 dwellings per year. In a business as usual scenario, projecting this completion rate forward would mean the delivery of circa **63 dwellings to 2030**. The availability of land and planning constraint are not considered here and may suppress the delivery of this projected figure.

20. Quantum of housing: Range

- 20.1 Based on the calculations undertaken above a potentially appropriate housing target for Ollerton and Marthall could be **28 - 63 dwellings**.
- 20.2 This is comprised of the following:

Quantum of Housing: Range	Ollerton and Marthall Parish
CELPs Proportional Figure: Households	40
CELPs Proportional Figure: Population	41
DCLG Household Projections	28
Dwelling Completion Rate (Census Data 2001 – 2010)	28
Dwelling Completion Rate (local data 2011-2017)	63

- 20.3 These figure takes no account of constraints, opportunities or land availability and should be treated only as a starting point. The nature of this exercise is that it is undertaken in isolation of relevant factors in the borough-wide development context and therefore the range of factors that might affect the final recommendations is much narrower than those considered through a Local Plan process.

21. Market signals and impact on housing figure

- 21.1 The Table below shows how factors specific to Ollerton and Marthall 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	⇔	A small proportion of in work residents commute within Cheshire East or locally, within less than 2km, or commute over 40 km, the likelihood to neighbouring towns. An increase in housing in this location, with limited local jobs may impact on and may promote unsustainable commuting patterns. Ollerton and Marthall has very limited public transport provision although proximity to the main routes of the local road network and M6, plus proximity to the national rail network may make the area a desirable place to live and commute.
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. This need not necessarily be met in the parish itself but is an indicator of the type of housing demand likely to arise over the plan period.
Rental/ House prices to surrounding area	⇔	Property prices are higher compared to 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 a key barrier to access to the market, as the location is likely to be sort after as part of the wider sub area and the number of suitable properties is not available to meet local demand. An improved housing mix may re-balance the age profile of the community and housing stock.

22. Characteristics of Housing Need

22.1 Census data on demographics and population change suggest the following characteristics of housing need in Ollerton and Marthall.

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 proportion of the elderly population is similar to the Cheshire East average. The rate of growth in the 85 + age group has risen significantly over the past 10 years at a higher level than Cheshire East overall. There are also a notable proportion of households who are likely to become very elderly over the Plan period. The number of young adults in the parish is also notably different from the wider area and may increase the demand for starter homes/affordable housing.	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 population 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. Addressing exceptions policies to allow delivery of affordable homes and thinking about how existing home owners can maximise the use of their properties to accommodate adult children/dependent parents
Smaller market and affordable housing	Ollerton and Marthall housing stock is dominated by detached housing, accounting for around 65% of all household accommodation. This is much higher than Cheshire East and national averages. There are also fewer smaller property archetypes – terraces and flats. The lack of smaller market homes, limits the ability for first time buyers to either locate, or remain in the parish and may be further compounding the ageing population and lower proportions of younger age groups. The cost of purchasing flats in the area in the past 8 years has increased by 164%. For smaller properties (1 and 2 bedrooms), average rents are also high when compared to neighbouring postcodes SK11 & CW4. This suggests younger buyers may be priced out or those with larger properties are unable to afford to downsize. There is strong rental demand for family properties with 4+ bedrooms.	Consider policies on increasing housing mix and type in Ollerton and Marthall. 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. Investigate exceptions policies in relation to affordable housing provision in particular.
Type of household growth	A continued decline in children and increase in the older population could impact on the parish if these trends continue, such as retaining the vitality of the parish, and the provision of services and facilities over the plan period. The ageing population trend is more acute than borough trends and there are lower proportions of young adults in Ollerton and Marthall than the borough and national average. The ageing population is higher than borough trends and the 45-64 age group is higher than the Cheshire East average.	The neighbourhood plan may wish to consider the vision for Ollerton and Marthall 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 Ollerton and Marthall 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

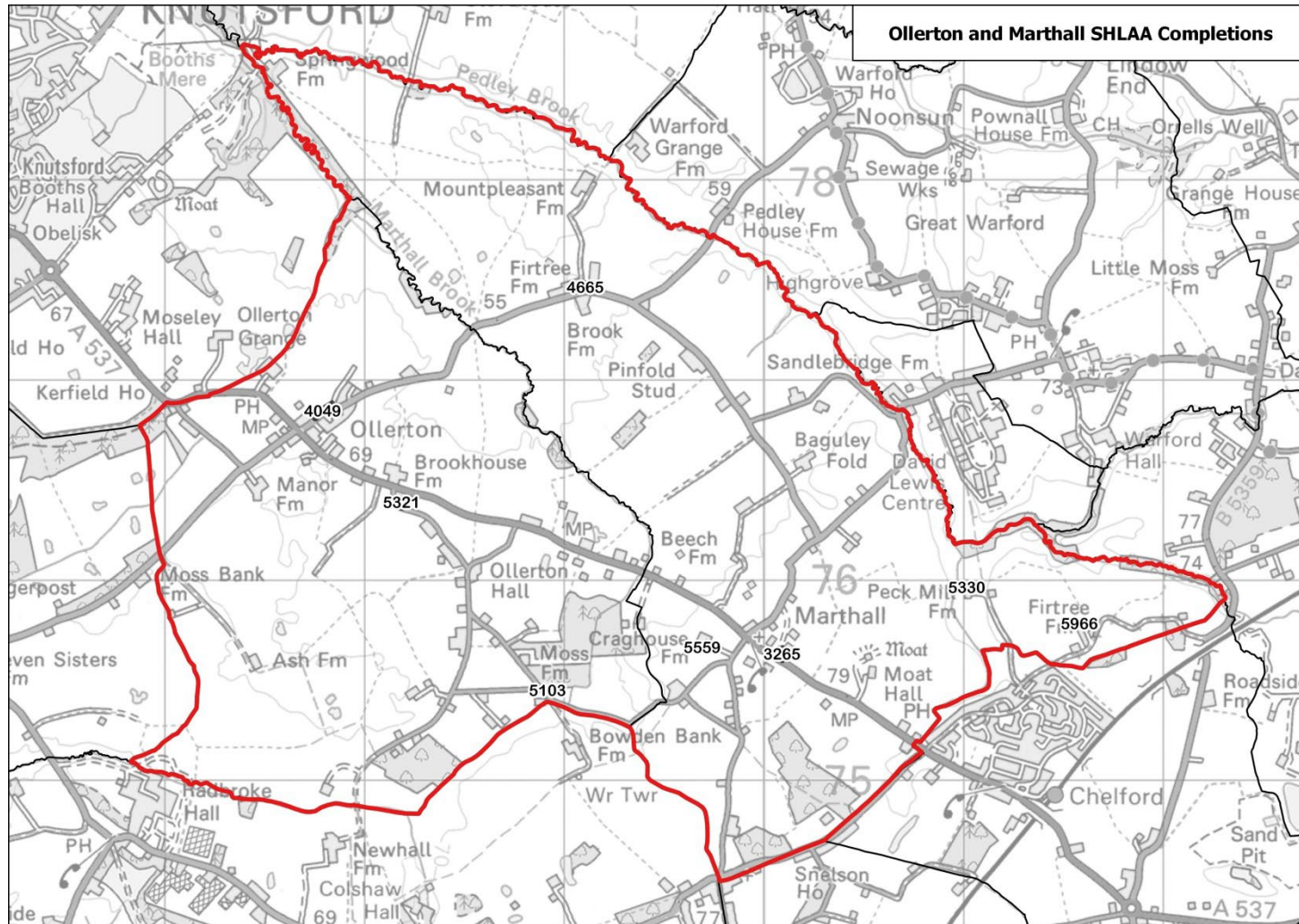
- 23.1 This report has been prepared to present demographic and trend data to inform the drafting of housing policies by Ollerton and Marthall Neighbourhood Plan.
- 23.2 Next steps include considering the conclusions in this report and formulating draft housing policies for further thought and comment.
- 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 the 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.
 - Policies that improve the ability of residents to interact with one another. A notable percentage of economically active people work from home and policies which support this activity should be pursued.
 - Policies that enable existing householders make effective use of their properties to accommodate the care needs of elderly parents or young adults unable to afford their own home.
 - Rural exceptions which allow for the delivery of essential workers dwellings and affordable homes in particular.

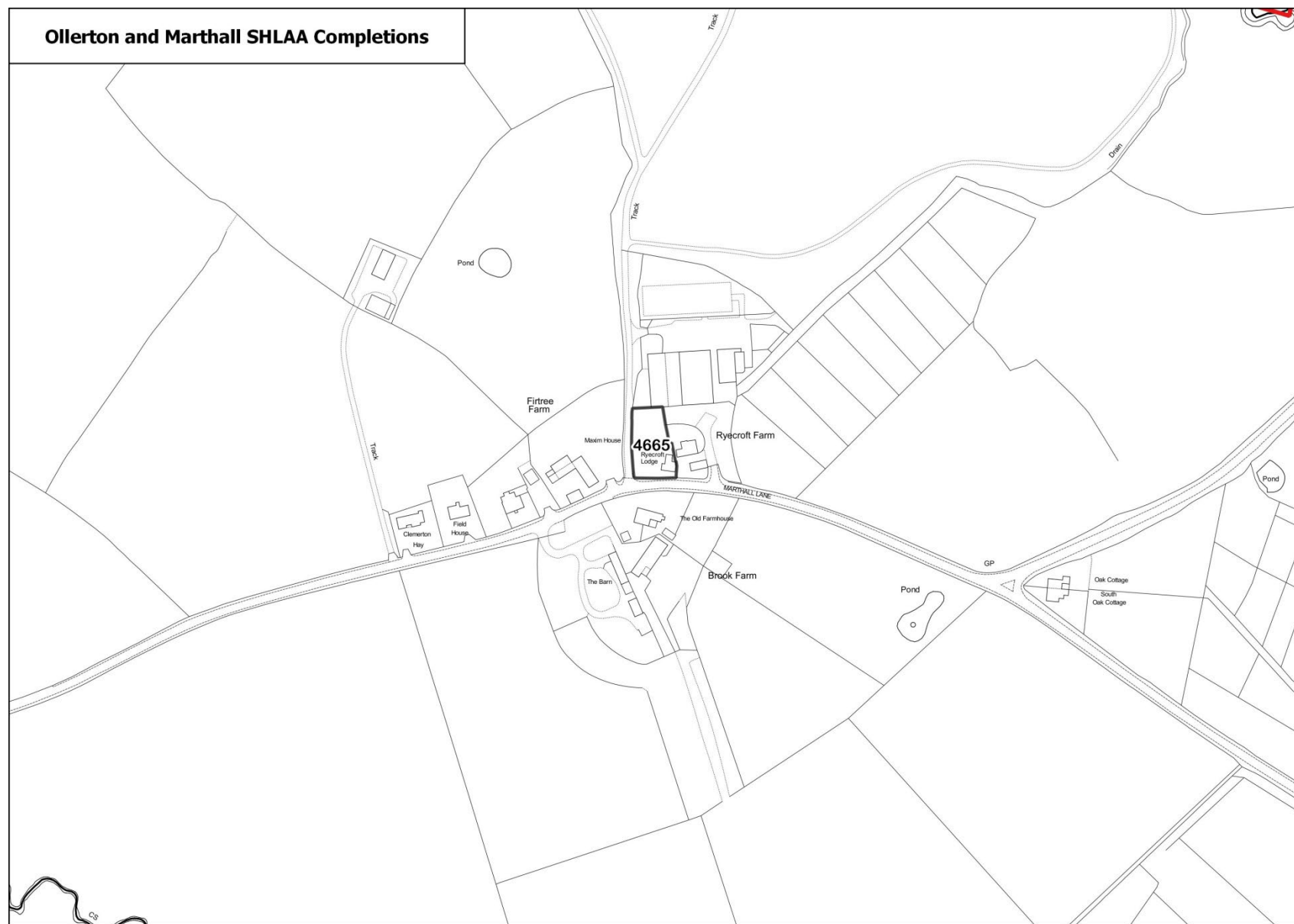
24. Appendices

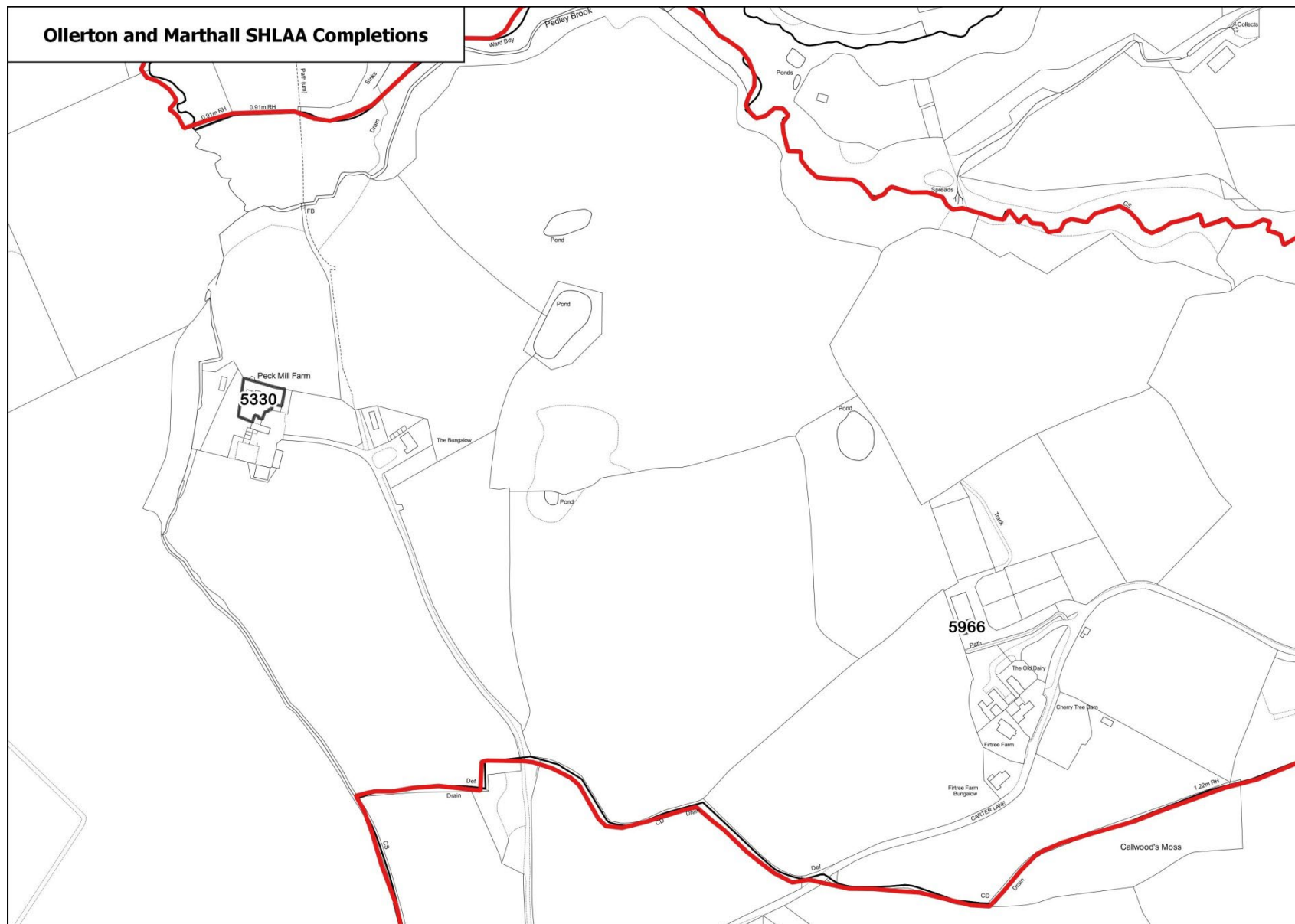
Appendix 1: Completions and Commitments

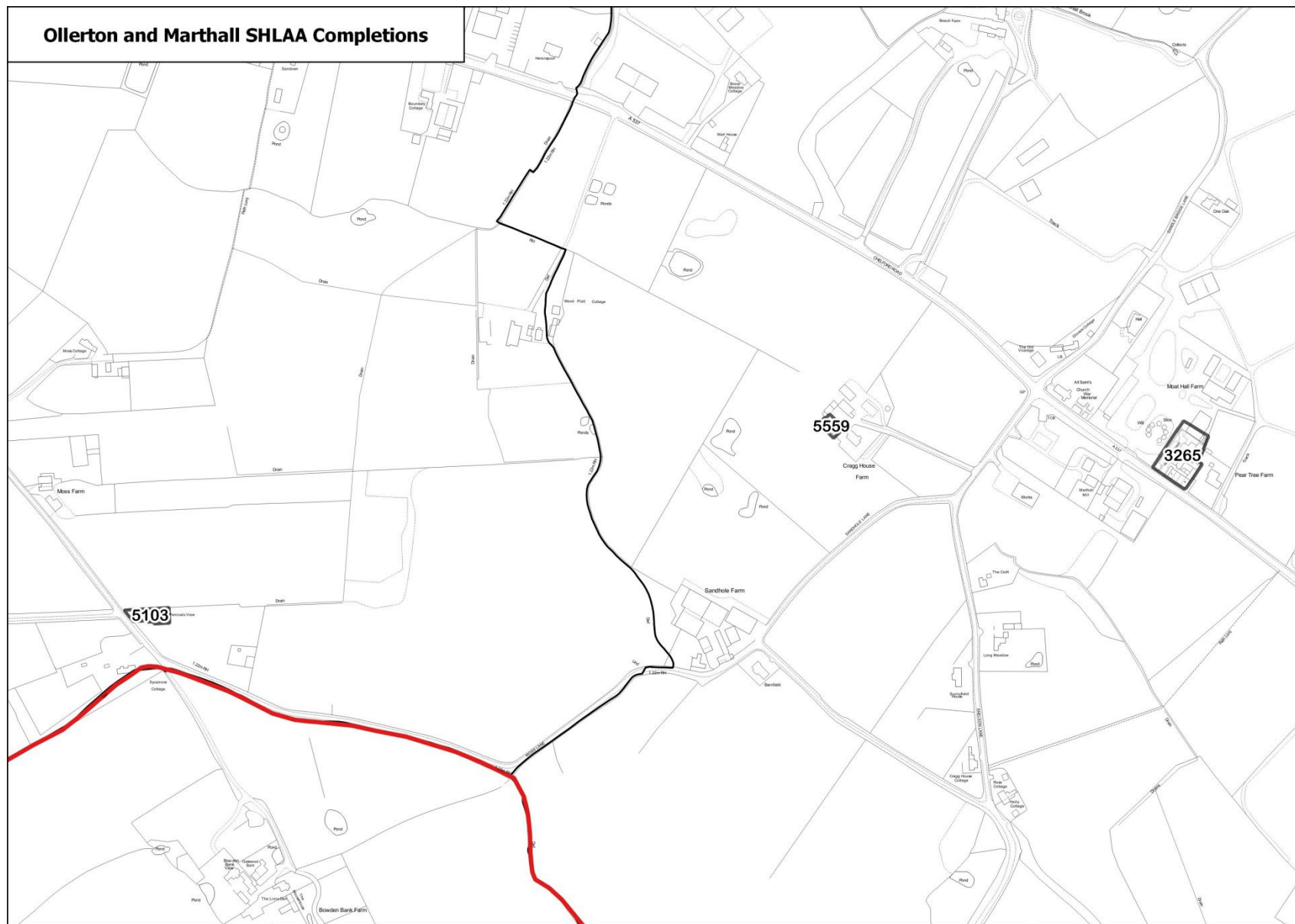
Ollerton and Marthall Housing Supply 01.04.2010- 31.03.18				
Completions				
Ref	Site Address	Planning Ref	Total Gross Dwellings	Total Net Completions
3265	LAND AT PEAR TREE FARM, CHELFORD ROAD, MARTHALL, KNUTSFORD, CHESHIRE	15/4424M	7	7
4049	Land off Marthall Lane, Ollerton	11/2091M	14	14
4665	RYECROFT LODGE, MARTHALL LANE, MARTHALL, KNUTSFORD, CHESHIRE, WA16 7ST	13/3358M	1	0
5103	Higher Moss Wood, MOSS LANE, OLLERTON	14/3153M	1	1
5321	Sycamore Farm Barn, SCHOOL LANE, OLLERTON, WA16 8SB	15/3733M	1	1
5330	PECK MILL FARM, CARTER LANE, CHELFORD, CHESHIRE, SK11 9BD	15/0910M	1	0
5559	CRAGG HOUSE FARM, SANDHOLE LANE, MARTHALL, CHESHIRE, WA16 8SS	16/1994M	1	1
5966	The Stables, CARTER LANE, CHELFORD	17/2794M	1	1
Total Completions within the Parish			27	25
Commitments				
Ref	Site Address	Planning Ref	Total Gross Dwellings	Total Net Commitments
3922	MOUNT PLEASANT FARM, MARTHALL LANE, MARTHALL	17/5606M	1	0
5369	Cedar Manor, Ash Lane, Ollerton, Knutsford, Cheshire, WA16 8RQ	15/2109M	1	0
5504	BARN 1, MARTHALL MILL, CHELFORD ROAD, MARTHALL, CHESHIRE, WA16 8ST	16/1018M	1	1
5699	CHERRY BARROW FARM, CONGLETON ROAD, MARTON, CHESHIRE, SK11 9HF	16/0914M	2	2
6325	Ryecroft Farm, Marthall Lane, Marthall, Knutsford, Cheshire, WA16 7ST	18/1952M	1	1
Total Commitments within the Parish			6	4
Total Supply (Parish)				29

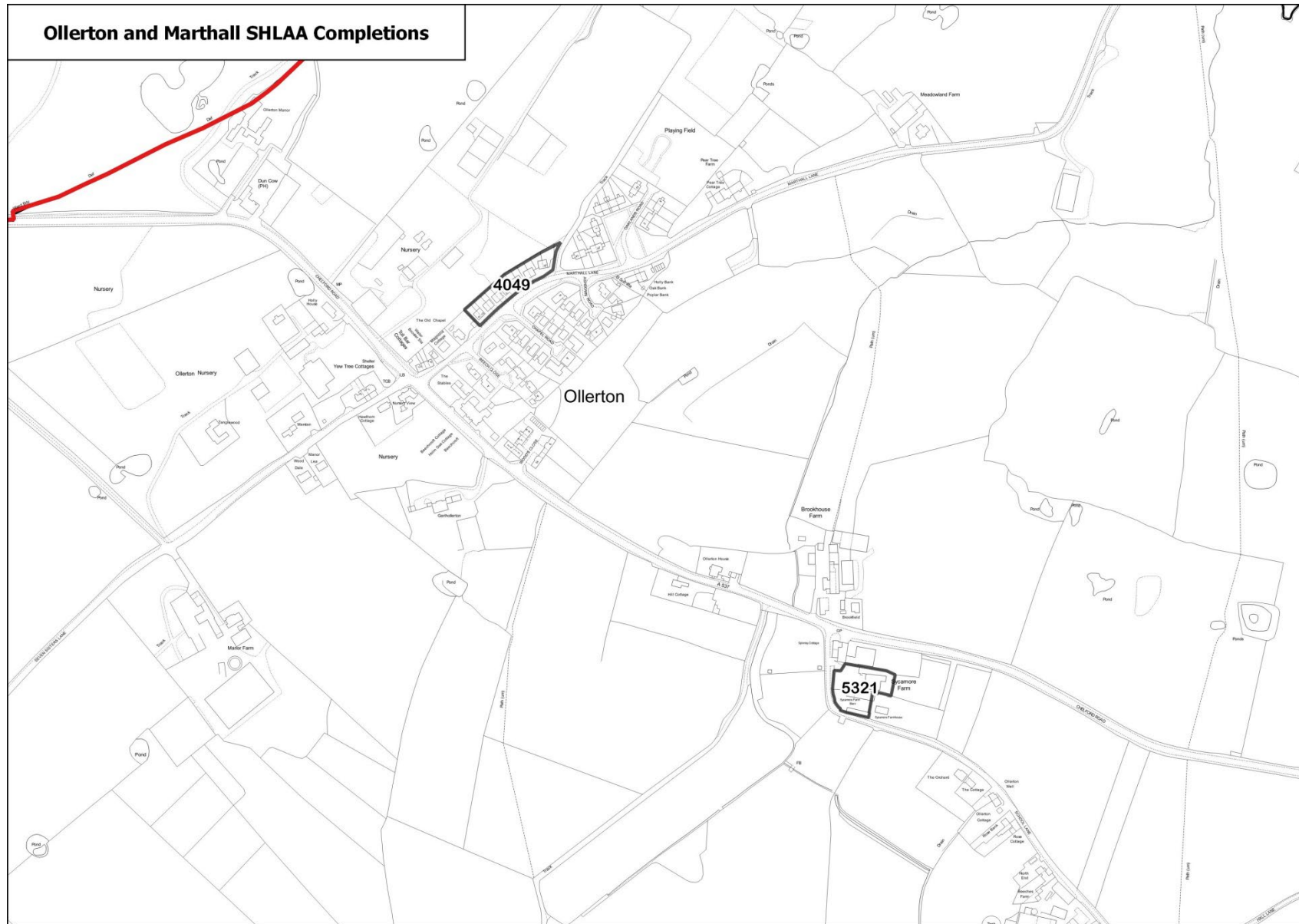
Appendix 2: Mapped Completions



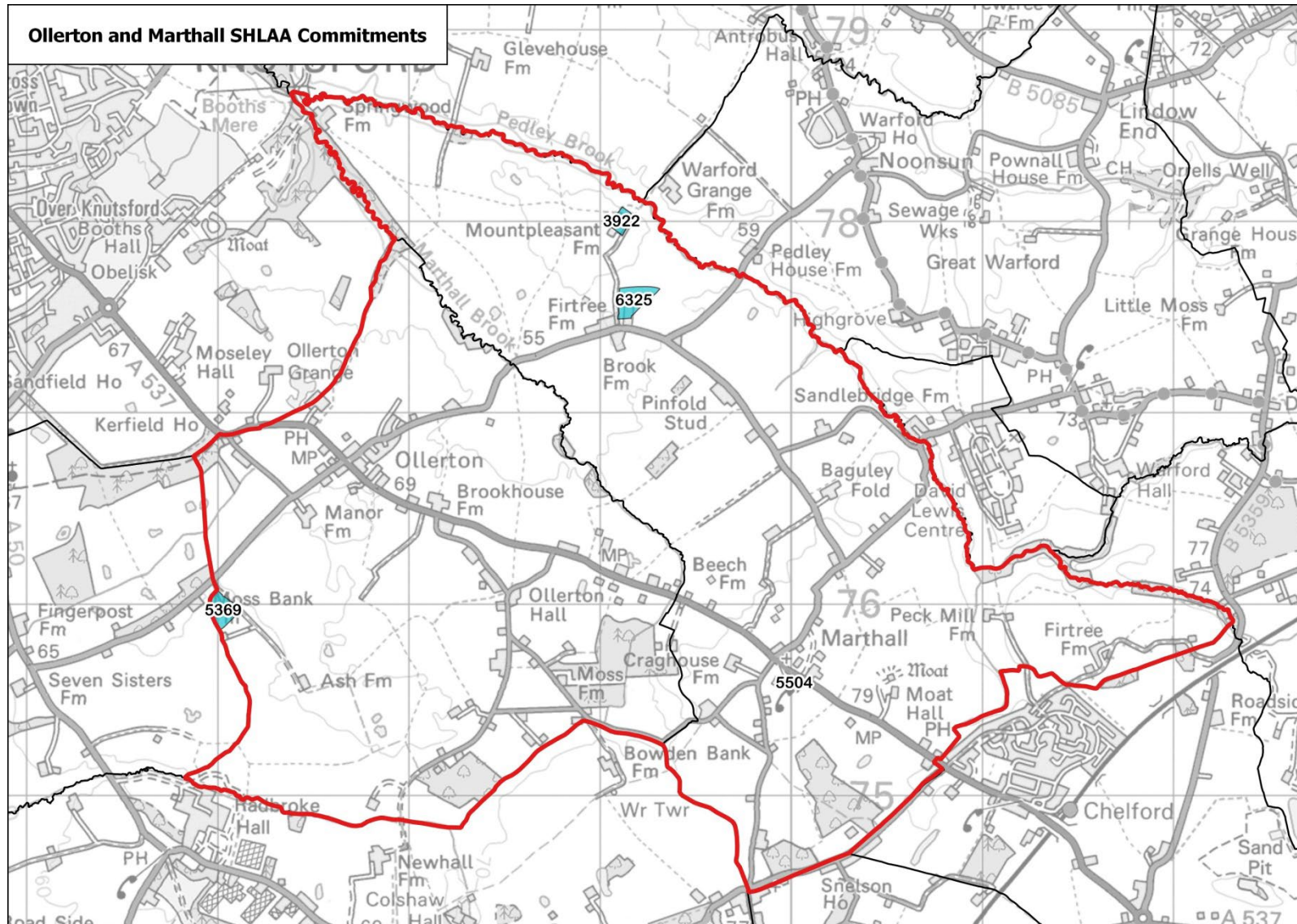


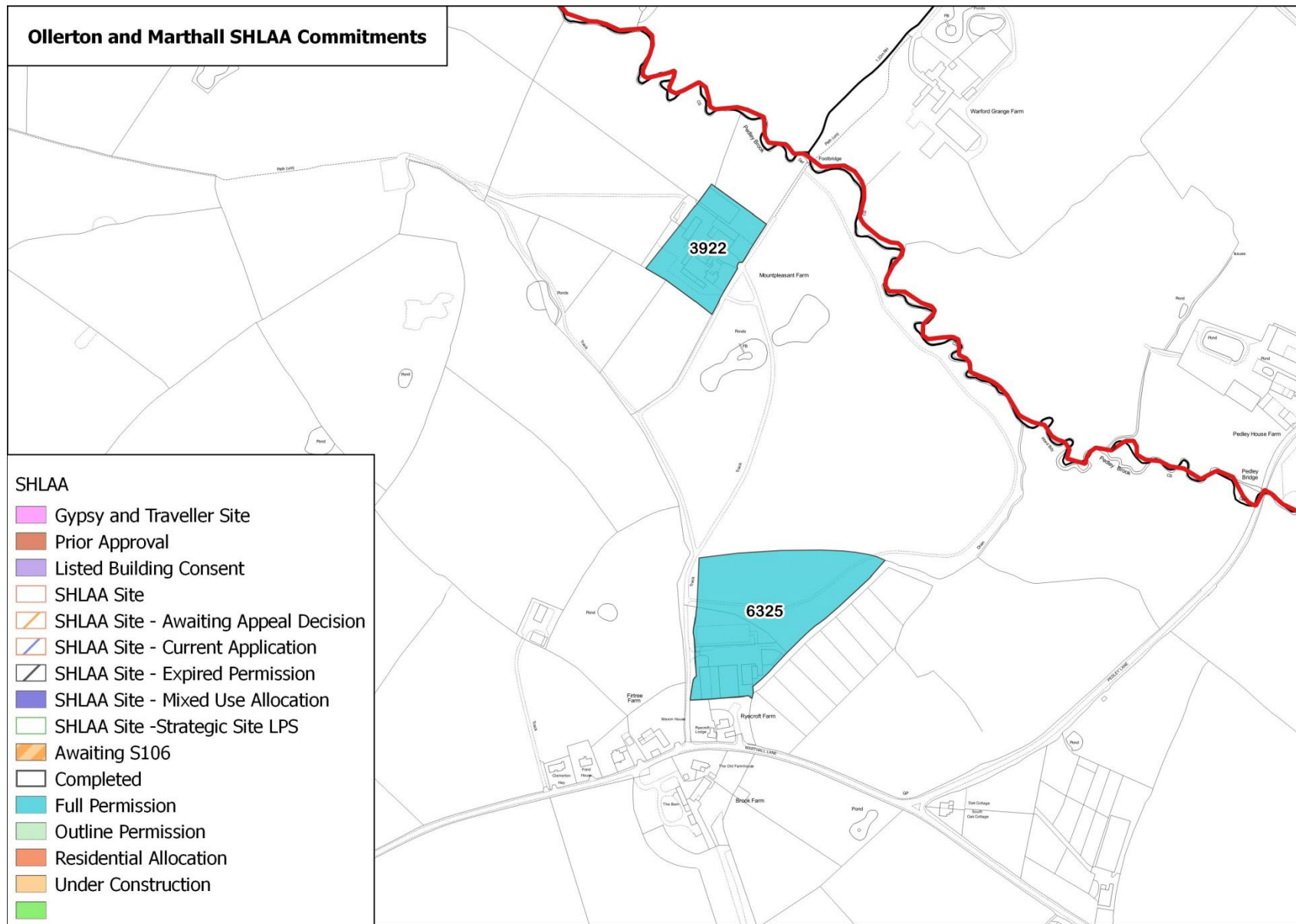


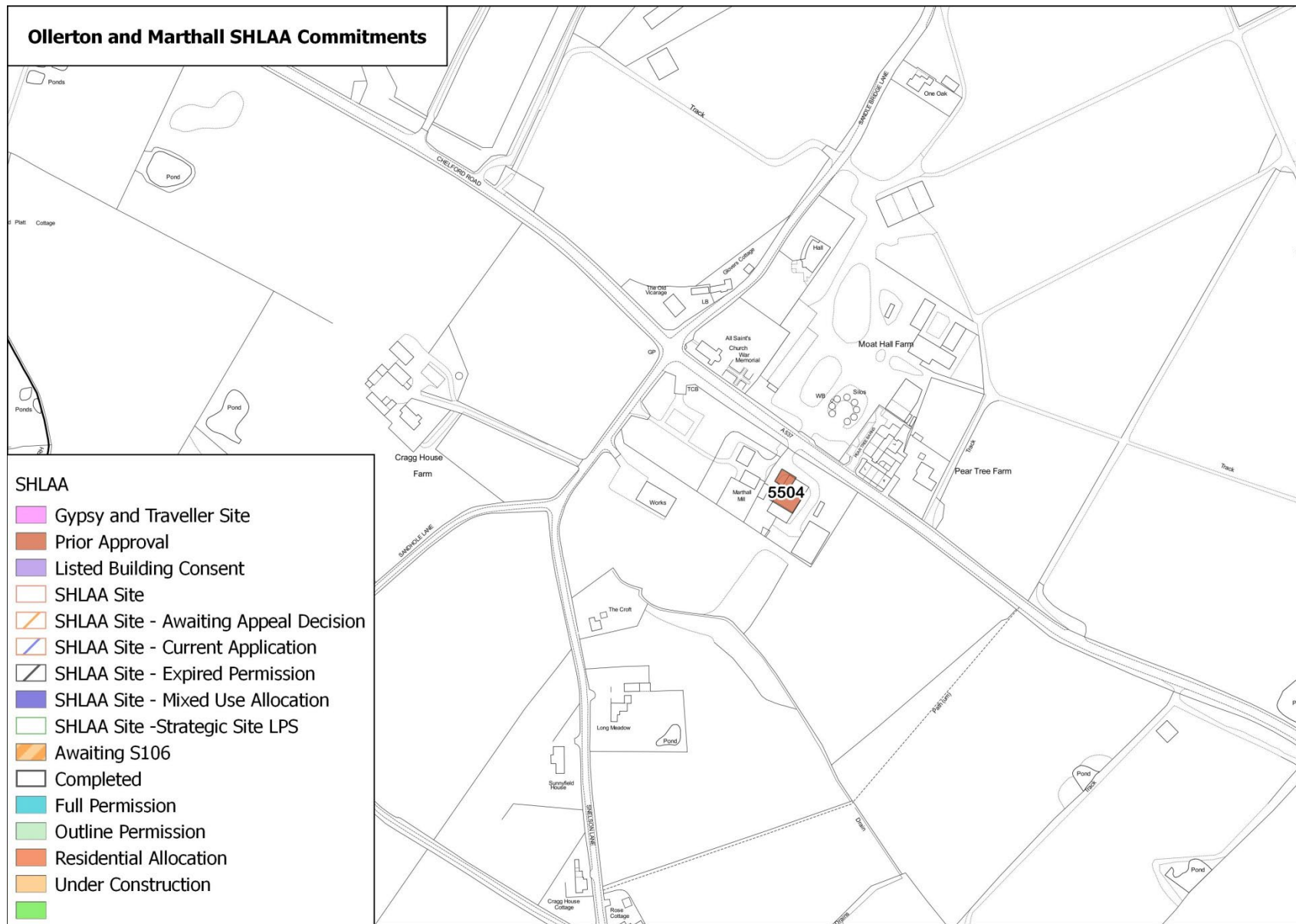


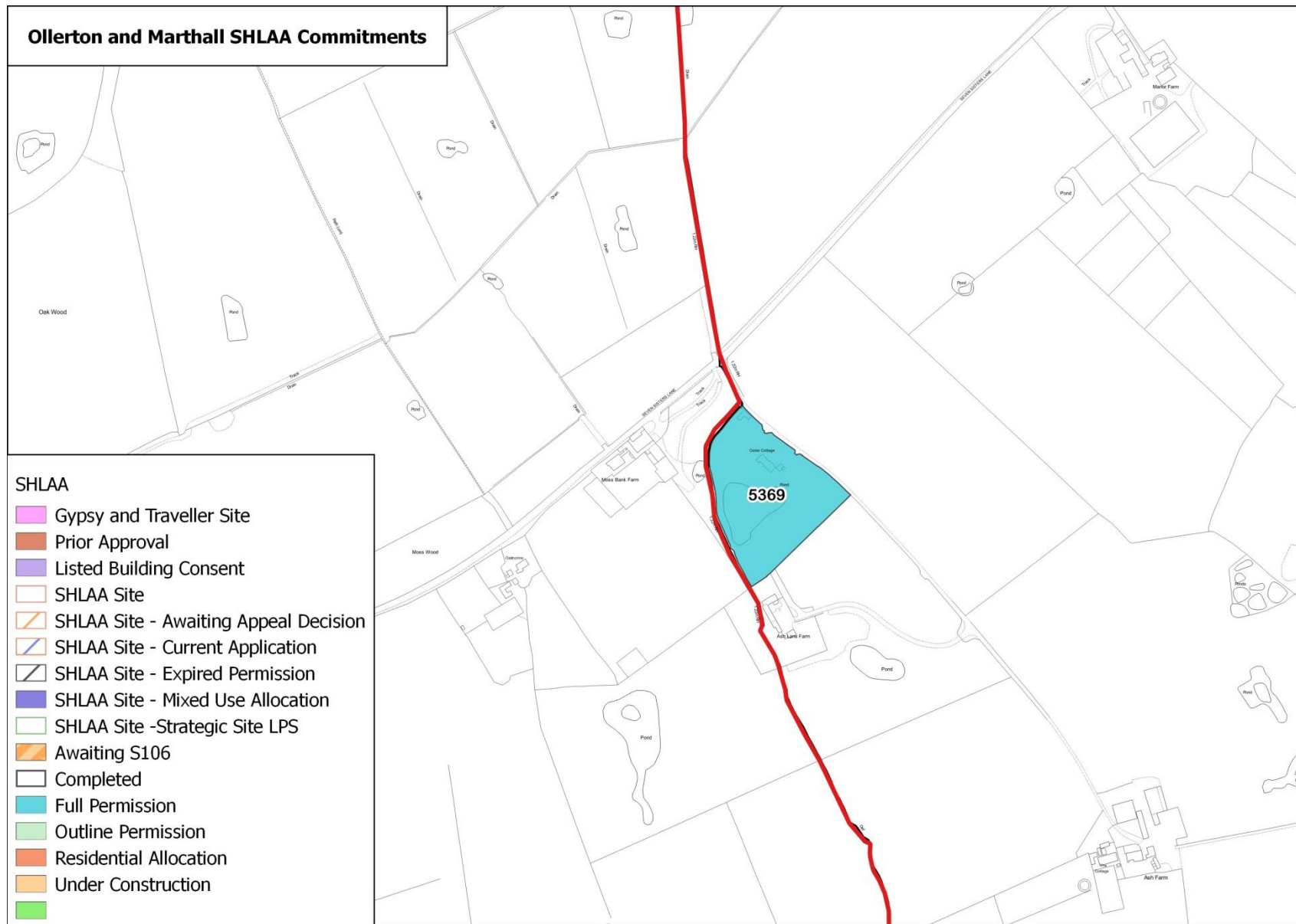


Appendix 3: Mapped Commitments









Appendix 4: 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](#)