

AFFORDABLE HOUSING STATEMENT

Cheadle North Strategic Development Area
(Phase 2)

Land to the east of Froghall Road, North of Ayr Road and
Cheltenham Avenue, Cheadle, Staffordshire

Rev B



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Persimmon Homes (North West) Ltd
1st Floor East
Chadwick House
Birchwood Park
Warrington
WA3 6AE

Tel: (0161) 7463737

1. INTRODUCTION

- 1.1 This Affordable Housing Scheme [the Scheme] has been prepared to support a Reserved Matters application by Persimmon Homes (North West) Limited [the Company] on land to the east of Froghall Road and north of Ayr Road and Cheltenham Avenue, Cheadle [hereafter referred as the Site].
- 1.2 The application seeks Reserved Matters consent for 135 dwellings with associated access, public open space and infrastructure and is made pursuant to hybrid planning permission SMD/2018/0180 which was granted on 1st December 2020 for: -
- 1) Full permission for 125 dwellings and access to proposed primary school and
 - 2) Outline permission for up to 135 dwellings and primary school with all matters reserved.
- 1.3 The Scheme has also been submitted to discharge obligations contained within the s106 agreement [the Agreement] dated 19th November 2020.
- 1.4 Schedule 1 Paragraph 1 of the Agreement is clear that ‘no less than 33% (thirty three percent) of the Dwellings shall be Affordable Housing Units’, Paragraph 2 stating that *‘Prior to submission of each and every Reserved Matters Submission which includes the provision of Dwellings to submit in writing for approval to the Council the Affordable Housing Scheme for that part of the Development. The Affordable Housing shall be provided in accordance with the approved Affordable Housing Scheme(s)’.*
- 1.5 This Scheme is prepared in accordance with the definition of Affordable Housing Scheme in the Agreement, which states the Scheme shall contain the following details: -
- a) The exact number, type and tenure of the Affordable Housing Units to be made that comply with the Bed Space Criterion; and
 - b) The location of the Affordable Housing Units and its phasing in relation to the occupancy of the Open Market Dwellings’
- Or such other scheme as shall be agreed in writing from time to time.

- 1.6 The Scheme will make a significant contribution towards the delivery of affordable homes in Cheadle, in accordance with the outline planning permission and provides an appropriate mix of homes to meet identified affordable housing need.
- 1.7 The provision of much needed new housing, including new affordable homes must be considered in the context of the Council's historic rates of affordable housing delivery, current housing land supply and identified affordable housing need with significant weight given in the determination of this planning application.

2. DEVELOPMENT PLAN AND EVIDENCE BASE

2.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that:

‘Where in making any determination under the planning Acts, regard is to be had to the Development Plan, the determination shall be made in accordance with the plan unless material consideration indicate otherwise’

2.2 In the case of this planning application, the Development Plan comprises those relevant policies contained within the adopted Staffordshire Moorlands Local Plan [the Local Plan] (September 2020).

2.3 In setting out its spatial objectives, the Local Plan acknowledges that one such objective (SO4) is to ‘provide new housing that is affordable (my emphasis), desirable, well designed and meets the needs of residents of the Moorlands.’

2.4 Paragraph 7.55 of the Local Plan identifies that limited supply of, and high demand for housing Staffordshire Moorlands has led to high prices and rents; it being extremely difficult for local people on low incomes and increasingly those on middle incomes to afford a home of their own and unless more affordable housing is provided, these people will be forced to leave the district.

2.5 The findings of the Council’s Strategic Housing Market Assessment [SHMA] demonstrate a ‘significant need for affordable housing in the District’ (para 7.56), which exceeds the Districts average annual housing requirement.

2.6 Policy SS7 (Cheadle Area Strategy) states that the Council will seek to expand the housing market by increasing the range of available and affordable house types and higher market housing, including for first time buyers and families.

2.7 Local Plan Policy H3 (Affordable Housing) expects residential developments of 10 dwellings (or 0.5ha) or more provide 33% affordable – 60% of which shall be social/affordable rented housing with the remaining 40% being intermediate/starter homes also stating that affordable housing should be designed as an integral part of developments and be ‘tenure blind’ in relation to other properties within the Site.

Strategic Housing Market Assessment

- 2.8 The Staffordshire Moorlands Strategic Housing Market Assessment Update (February 2017) [SHMA] presents the most up to date assessment of affordable housing need within the Staffordshire Moorlands.
- 2.9 Paragraph 6.69 of the SHMA acknowledges a *'high level of affordable housing need in Staffordshire Moorlands'*, Table 6.14 identifying an affordable housing need within the District of between 224 and 432 dwellings per annum to 2031. The upper figure in the affordable housing need range is 35% higher than the total annual housing requirement for the District (320 dpa) with the lower range being 70% of the total annual housing requirement – historic housing delivery rates suggesting it is wholly unrealistic that this level of affordable housing can be achieved in the Borough. Indeed, even if the Council meets its housing requirement and delivers 320 dwellings per annum over the plan period, and 33% are delivered as affordable homes, this would achieve only 106 affordable homes per annum, a significant shortfall on identified needs.
- 2.10 The Council's most recent Annual Monitoring Report (2022-2023) identifies significance to affordable housing under-delivery in the Borough, highlighting that in the last monitoring period 2022 to 2023 there were just 48 affordable housing units built in Staffordshire Moorlands, therefore falling well short of the 106 affordable homes per annum based on a 33% requirement as set out in Policy H3.
- 2.11 Additionally, recent data published by Government (Table 1008C – *'Total additional affordable dwellings provided by local authority area – Completions'* (June 2024) confirms an average of 28 affordable housing completions in the 5 year period 2018 to 2023 – significantly below the affordable housing need identified within the Council's SHMA; the dataset setting out that only 48 affordable homes were completed in the Borough in the most recently recorded year (2022-23).
- 2.12 Such information confirms significant and increasing issues in the delivery of affordable housing in Staffordshire Moorlands. Having regard to the acute affordable housing need in the Staffordshire Moorlands (and Cheadle specifically) and persistent

under delivery of such homes in recent monitoring periods against this need, any proposal that will make a significant and policy-compliant contribution to the supply of affordable homes in the District should be viewed favourably and considered a material consideration when determining the application; the provision of affordable housing weighing heavily in its favour.

Housing Mix

- 2.13 Table 7.9 of the SHMA identifies the size of affordable homes required to meet identified need – identifying a pronounced need for additional 1-bedroom properties in Staffordshire Moorlands (57% of those on the Housing Register). Further, there also exists a significant demand for 2-bedroom properties (26% of those on the Housing Register).
- 2.14 The need for affordable homes to be smaller 1- and 2-bedroom properties is clarified at para. 7.98, which acknowledges ‘a need for continued provision of smaller housing in Staffordshire Moorlands District over the course of the Plan period’; this being a result of a combination of social change, with more people living longer, and alone. The paragraph continues that ‘households aspirations in the District tip towards smaller 1/2 bedroomed dwellings over large 3/4 bed properties – 83% of all applicants on the housing register in Staffordshire Moorlands needing a 1 or 2 bed property.
- 2.15 The SHMA recommends an affordable housing mix of 60% 1- and 2-bedroom properties and 40% 3- and 4-bedroom properties, although also advises that Officers ‘take a flexible approach’ when dealing with housing applications in the District, so as not to affect scheme viability.

3. AFFORDABLE HOUSING SCHEME

- 3.1 This Chapter sets out the Company's proposed 'Affordable Housing Scheme' to satisfy the requirements of Schedule 1 Paragraph 2 of the s106 Agreement dated 19th November 2020.

Quantum

- 3.2 In accordance with Policy H3 of the Local Plan and Schedule 1 Paragraph 1 of the s106 Agreement it is proposed that 33% (44 dwellings) of the total dwellings proposed on-site will be provided as affordable housing.

Tenure

- 3.3 In accordance with Policy H3 of the Local Plan, it is proposed that 60% (26 Units) of the affordable homes will be for affordable/social rent, with 40% (18 units) being Intermediate.

Type

- 3.4 The s106 agreement states that in an Affordable Housing Unit, a one-bedroom dwelling shall accommodate 2 persons, a two-bedroom dwelling shall accommodate 4 persons, a three-bedroom dwelling shall accommodate 5 persons and a four-bedroom dwelling shall accommodate 7 persons.
- 3.5 The proposed mix of affordable homes is made up of a mix of maisonettes, mews and semi-detached 1 bedroom 2 person, 2 bedroom 4 person, and 3 bedroom 5 person properties; this being consistent with the Bed Space Criterion in the s106 agreement and affordable housing need identified in the Council's SHMA which acknowledges 'a need for continued provision of smaller housing in Staffordshire Moorlands District over the course of the Plan period'.

- 3.6 The proposed housetype mix is as follows: -

Affordable/Social Rent Dwellings

- 8 no. 2 Storey 1 Bed 2 Persons Audley Apartments;
- 10 no. 2 Storey 2 Bed 3 Persons Wareham Houses;

- 8 no. 2 Storey 3 Bed 5 Persons Dallington Houses;

Intermediate Dwellings

- 13 no. 2 storey 2 Bed 4 Persons Wareham Houses;
- 5 no. 2 Storey 3 Bed 5 Persons Dallington Houses;

Location

- 3.7 The Phase 2 Planning Layout (Ref: ARCH/PL/PH2 Rev U) sets the general layout of the on-site affordable housing. In discussions with the Registered Provider acquiring the Phase 1 affordable homes, the Company has sought to pepper pot the affordable housing throughout the site within distinct clusters to support the creation of a mixed and inclusive community; and to ensure that affordable homes are delivered within all phases of construction. We have also sought to avoid mixed tenure blocks for property management purposes.

Specification

- 3.8 The construction and external appearance of the affordable homes will be indistinguishable from the market housing offered on-site and are compliant with Nationally Described Space Standards. Furthermore, all affordable dwellings will be compliant with Part M4(2) of the Building Regulations, ensuring that they can be more easily accessed and adapted should the need arise in future.

Delivery

- 3.9 The delivery of the affordable housing will follow the regular build programme for the wider site, in order to ensure a consistent stream of affordable homes throughout the lifetime of the build. The phasing of development is secured via a planning condition attached to the hybrid consent.
- 3.10 It is expected that the Company will deliver the affordable homes in partnership with a Registered Provider.

4. SUMMARY AND CONCLUSIONS

- 4.1 This Affordable Housing Scheme has been prepared to support a Reserved Matters application for 135 houses with associated access, public open space and infrastructure pursuant to hybrid planning permission SMD/2018/0180 on land to the east of Froghall Road and North of Ayr Road and Cheltenham Avenue, Cheadle and submitted to satisfy the requirements of Schedule 1 Paragraph 2 of the s106 Agreement
- 4.2 The application proposes the delivery of 44 no. affordable homes (33% of the total scheme), in accordance with adopted Development Plan policies, of which 60% are for affordable/social rent and 40% are to be intermediate housing.
- 4.3 The application proposes a range of affordable homes including 1-bedroom 2 person, 2-bedroom 4 person, and 3-bedroom 5 person properties.
- 4.4 It is considered that the proposed mix of affordable homes fully accords with the affordable housing needs of Staffordshire Moorlands, the Council's Strategic Housing Market Update 2017 identifying a pronounced need for smaller properties.
- 4.5 Government published data and the Council's own SHMA highlight a substantial under-delivery of affordable housing in Staffordshire Moorlands across the Plan period and a significant need to boost the supply of affordable housing in the Borough to meet needs which are not currently being met. The delivery of 44 affordable homes will make a significant and much needed contribution to the delivery of affordable housing in Staffordshire Moorlands, and Cheadle specifically, which must be a significant material consideration in the determination of the planning application.

APPENDIX ONE

Affordable Housing Accommodation Schedule

Affordable Housing Accommodation Schedule

	Plot No	Housetype	Type	Beds	Persons	Size (Sq Ft)	Tenure
1	153	Wareham	End Terrace	2	4	884	Intermediate
2	154	Wareham	Mid Terrace	2	4	884	Intermediate
3	155	Wareham	End Terrace	2	4	884	Intermediate
4	160	Wareham	End Terrace	2	4	884	Intermediate
5	161	Wareham	Mid Terrace	2	4	884	Intermediate
6	162	Wareham	Mid Terrace	2	4	884	Intermediate
7	163	Wareham	End Terrace	2	4	884	Intermediate
8	197	Dallington	End Terrace	3	5	1044	Intermediate
9	198	Dallington	Mid Terrace	3	5	1044	Intermediate
10	199	Dallington	End Terrace	3	5	1044	Intermediate
11	200	Wareham	End Terrace	2	4	884	Intermediate
12	201	Wareham	Mid Terrace	2	4	884	Intermediate
13	202	Wareham	End Terrace	2	4	844	Intermediate
14	203	Audley	Apartment	1	2	566	Affordable/Social Rent
15	204	Audley	Apartment	1	2	566	Affordable/Social Rent
16	205	Audley	Apartment	1	2	642	Affordable/Social Rent
17	206	Audley	Apartment	1	2	642	Affordable/Social Rent
18	207	Dallington	End Terrace	3	5	1044	Affordable/Social Rent
19	208	Dallington	Mid Terrace	3	5	1044	Affordable/Social Rent
20	209	Dallington	End Terrace	3	5	1044	Affordable/Social Rent
21	210	Audley	Apartment	1	2	566	Affordable/Social Rent
22	211	Audley	Apartment	1	2	566	Affordable/Social Rent
23	212	Audley	Apartment	1	2	642	Affordable/Social Rent
24	213	Audley	Apartment	1	2	642	Affordable/Social Rent
25	214	Wareham	End Terrace	2	4	884	Affordable/Social Rent
26	215	Wareham	Mid Terrace	2	4	884	Affordable/Social Rent
27	216	Wareham	Mid Terrace	2	4	884	Affordable/Social Rent
28	217	Wareham	End Terrace	2	4	844	Affordable/Social Rent
29	218	Dallington	Semi-detached	3	5	1044	Affordable/Social Rent
30	219	Dallington	Semi-detached	3	5	1044	Affordable/Social Rent
31	223	Wareham	End Terrace	2	4	884	Intermediate
32	224	Wareham	Mid Terrace	2	4	844	Intermediate
33	225	Wareham	End Terrace	2	4	844	Intermediate
34	234	Wareham	Semi-detached	2	4	844	Affordable/Social Rent
35	235	Wareham	Semi-detached	2	4	844	Affordable/Social Rent
36	245	Wareham	End Terrace	2	4	844	Affordable/Social Rent
37	246	Wareham	Mid Terrace	2	4	844	Affordable/Social Rent
38	247	Wareham	Mid Terrace	2	4	844	Affordable/Social Rent
39	248	Wareham	End Terrace	2	4	844	Affordable/Social Rent
40	249	Dallington	End Terrace	3	5	1044	Affordable/Social Rent
41	250	Dallington	Mid Terrace	3	5	1044	Affordable/Social Rent
42	251	Dallington	End Terrace	3	5	1044	Affordable/Social Rent
43	256	Dallington	Semi-detached	3	5	1044	Intermediate
44	257	Dallington	Semi-detached	3	5	1044	Intermediate

Affordable/Social Rent	26
Intermediate	18
TOTAL	44