

BRADING TOWN COUNCIL

HOUSING NEEDS SURVEY

REPORT 2013

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Background

1.1 Methodology

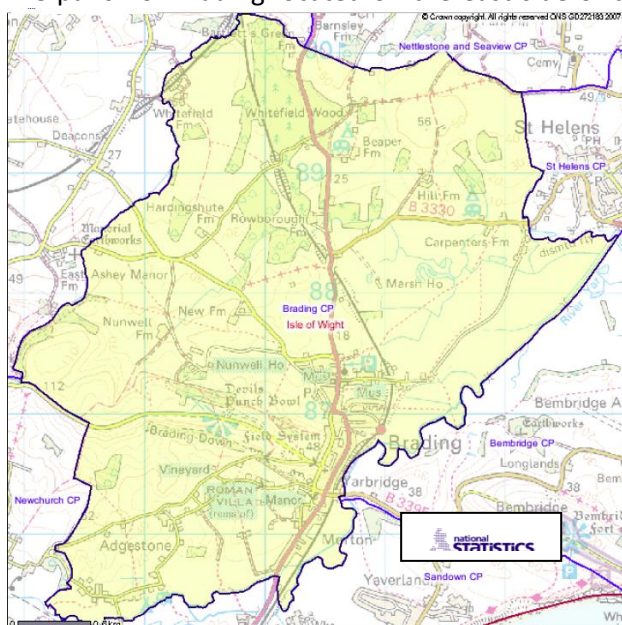
Brading Neighbourhood Plan Steering Group was formed following a public launch event in May 2012, followed by ongoing advertising for volunteers in the parish newsletter. The current group came together for their first meeting in January 2013 where they agreed terms of reference, a project schedule. An initial Resident's Survey was drafted in February and finally agreed in May. The Residents Survey was issued to every household in the parish by members of the steering group and produced a return rate of 25.4%. The survey consisted of 7 categories:

- Providing Houses
- Housing Needs
- Jobs and the Local Economy
- Protecting the Environment
- Improving Community Services
- Creating a Sustainable Community
- Crime and Disorder

In addition respondents were asked to provide details of gender and age. Two meetings, advertised in the local press, were held for local landowners and developers. Four public consultations were held during June and youth were consulted on a separate basis. The results of the Residents Survey, the public consultations, the landowners and developers meetings, evidential data from the 2011 Census and ward profiles from the IWC Business Unit; together with data gathered from a Housing Needs Survey undertaken in 2006 and a public consultation in 2007, form the basis of this report. Housing Need and Neighbourhood Plan Housing Policies are based on the above evidence.

1.2 Key Characteristics of the Parish of Brading

The parish of Brading located on the east side of the Isle of Wight, lies a short distance from Ryde and covers an area of 1426 hectares. It is one of the Island's oldest towns and sits within an Area of Outstanding Natural Beauty. The earliest archaeological evidence shows Neolithic activity around what is now Brading Town, when farming spread across the Island and woodland was cleared to make the first farms over 6000 years ago.



The geographic position of Brading, at the mouth of Brading Haven with downland and arable land nearby, attracted people to settle in the Bronze Age and they sited their burial mounds on the downs around the modern town over 3000 years ago. Brading was the ideal location for an Iron Age settlement and a later Roman villa. Both would have been surrounded by field systems, some of which still survive in the landscape today. Brading was an important medieval parish and you can still

see medieval remains of hamlets, the manor house and the town of Brading itself. Brading formed a major port on the Isle of Wight, before the area was fully reclaimed in the late 19th Century, and there are still many signs of its previous history visible today.

Much of the interesting architecture through the heart of the town is original evidenced by some beautiful cottages and historic buildings. The High Street and surrounding area contains most of the facilities expected of a Rural Service Centre. These include a Town Hall, two youth clubs, a Town Council office/ Community Centre, which also houses a post office outreach; a doctor's surgery, St Mary's Church and church hall and a Methodist chapel; a small supermarket, a hairdresser's, a fish and chip shop, four pubs and a number of other specialist shops. In addition to these facilities, the town is home to a thriving Primary School and pre-school nursery and has excellent transport links, provided by a local station and a main bus service.

1.3 Population

Brading has a population of *2034 made up of 52.6% females and 46.4% males. The age group distribution is as follows:

- 0 – 15 years 14.4%
- 16 – 24 years 9.5%
- 25 – 49 years 25.5%
- Males aged 50 – 64 years}
- Females aged 50 – 59 years} 20.2%
- Males aged 65 years and over}
- Females aged 60 and over} 30.4%

* Office of National Statistics – updated June 2013

1.4 Historical Context

Brading has four areas of designated High Archaeological or Archaeological Importance which focus on the 9th century Anglo-Saxon minster church and the medieval settlement which are likely to contain buried remains.



The historic High Street, part of the conservation area, is lined by a fascinating variety of buildings. The oldest dwellings have their origins in the 13th century, many others in the 17th century, and there are fine examples of Georgian and Victorian vernacular architecture, which can also be found in The Mall and West St. Most shop fronts are in the High St and within the conservation area.

The location of Brading close to the coast at Sandown Bay and once navigable by boat from Brading Haven led to its development as a medieval town.

Brading has 82 listed buildings/monuments shown on the Isle of Wight Council register of listed buildings and a conservation area which extends from Broadstone Corner in the north to Bully's Hill in the south. These buildings and areas make the historic character of Brading and are of vital importance to the town and its community.



1.5 Environmental Context

The landscape, natural and historic environments of the parish of Brading are a lasting legacy of the way in which people have lived, worked and travelled through the area over many thousands of years. The paths and tracks that traverse the countryside reflect the route taken between settlements and also the movement of goods and movement of livestock from summer grazing in water meadows to downland grazing during the winter months.

The diverse geology including sandstone, chalk and clay and the landform with the flat flood plains of the Eastern Yar; rolling countryside south of the chalk; the steeper slopes of the central chalk ridge and the flatter open farmland north of the downs, have led to many types of land use throughout the parish. Livestock graze the reclaimed marshland of the former Brading Haven, the wet meadows of the Eastern Yar and the former parkland around Nunwell, the small rolling fields of Adgestone and the slopes of Brading Down. Woodland is found on steep slopes and wetter soils throughout the area. Arable farming is mostly found on the larger flatter fields in the north of the parish. This varied land use has provided food, woodland products and valuable income from these and has resulted in many different habitats for wildlife.

The extent of designations for the landscape, natural and historic environments of the parish are testament not only to their local significance as part of the story of Brading but are also there national and international importance. Scheduled monuments, Listed Buildings, Conservation Area, Nationally Registered Parks and Gardens, Local List entries, Area of Outstanding Natural Beauty (AONB), Special Area of Conservation (SAC), Special Protection Area (SPA), Ramsar site, Sites of Special Scientific Interest (SSSI) and Sites of Importance for Nature Conservation (SINC) are all found within the Parish. All of these designated buildings/areas require management for protection, conservation and enhancement.

2 Brading's Housing Market – the Local Context

Brading parish has several distinctive features:

- A high predominance of owner occupied properties
- A smaller supply of housing association rented houses
- A small proportion of privately rented/shared ownership housing
- A diverse housing stock. This includes thatched and timbered cottages, the oldest of which can be dated to the 13th century, some fine examples of Georgian and Victorian listed homes; a multitude of 1960s/70s detached modern bungalows, 1960's brick built two, three and four bed roomed terraced, semi detached and detached houses; and, in the rural areas of Adgestone, converted agricultural workers' cottages, colonial style bungalows and 20th century brick homes
- Brading has four areas of designated High Archaeological or Archaeological Importance, with 82 listed buildings/monuments and a Conservation Area which extends from Broadstone Corner in the north to Bully's Hill in the south

Information from local estate agents (September 2013) confirms that 57 properties were sold in Brading in the last 2 years and, in the main, these properties were either detached or semi-detached with 2/3 bedrooms, with an overall average price of £194,300. This suggests that properties that have been sold or those that are more likely to become available will mostly appeal to family groups.

Houses for sale are most likely to be affordable to householders who are already owner occupiers and are unlikely to be affordable to first time buyers. The average house price to income *ratio is currently 7.24:1 (£150,000:£20,732).

* based on the Annual survey of Hours and Earnings published by the DCLG

There are relatively few private properties to rent in Brading. At the time of this report there were 5 properties ranging in price from £525 per calendar month for a 2 bedroom terraced cottage to £850 per calendar month for a 3 bedroom detached bungalow.

The 2013 Residents Survey showed that, of those responding, 74% said land should be allocated for affordable housing to meet local needs.

The Isle of Wight Council defines affordable housing as "housing provided at below market costs for local people who are unable to afford market priced accommodation to either rent or buy". This has usually meant social rented housing or affordable housing to buy. Brading was fortunate in that following the 2006 HNS a development of social rented housing, rented on the basis of local connection criteria was built in Station Road by South Wight Housing Association.

The development comprises of 15 houses on an exception site for affordable, mixed development housing to the east of Station Road, together with the conversion of St. Mary’s Court to a terrace of 4 family homes.

3 Contextual Data

3.1 *Population Age Profile – Brading vs. England - Table 1

Age group	Brading		England
	Number	%	%
0 - 9	177	8.7	11.8
10 - 19	210	10.3	12.2
20 - 29	167	8.2	13.7
30 - 39	177	8.8	13.3
40 - 49	279	13.8	14.6
50 - 59	311	15.2	12.0
60 - 69	316	15.6	10.7
70 - 79	254	12.4	7.0
80 - 89	126	6.2	3.8
90 and above	17	0.8	0.9
All ages	2034	100	100

The table analysis shows that, as a percentage of the total population of Brading, the age groups between 0 – 49 are all below those for England, whereas the age groups between of 50 – 89 account for 49.4% of the population compared to 33.5% for England.

3.2 *Economic Activity - Table 2

Table 2 below illustrates the working status of usual residents aged 16 – 74. In Brading this accounts for 58.2% of the population.

Economic Activity	Brading		England	
	Number	%	%	
Full time employed	433	29.2	38.6	
Part time employed	234	15.8	13.7	
Self employed	196	13.2	9.8	
Unemployed	80	5.4	4.4	
Retired	312	21.2	13.7	
Sick/disabled	82	5.5	4.0	
Students	63	4.2	9.2	
Looking after home or family	60	4.0	4.4	
Other	22	1.5	2.2	
Total	1482	100	100	

Analysis of this table confirms that Brading’s full time employed are almost 10% lower than the national figure. With only 58.2% of the population considered economically active.

* Census 2011

3.3 Housing Characteristics

3.3.1) *Accommodation Type - Table 3

The 2011 Census has provided data which shows the types of dwellings. As can be seen the percentage of detached dwellings as a percentage is almost double that of England as a whole; with detached and semi-detached houses accounting for 74% of the total housing stock in Brading. Terraced housing and flats provide just 25% of housing stock. Analysis shows that it would be difficult for those on a lower income such as first time buyers to enter the current housing market.

Accommodation Type	Brading	%	England
Detached	408	41.5	22.3
Semi detached	319	32.4	30.7
Terraced	153	15.5	24.5
Flat	101	10.2	22.1
Other (caravan/mobile etc)	3	0.4	0.4
Total	984	100	100

3.3.2) *Council Tax Band as a percentage and number of vacant dwellings - Table 4

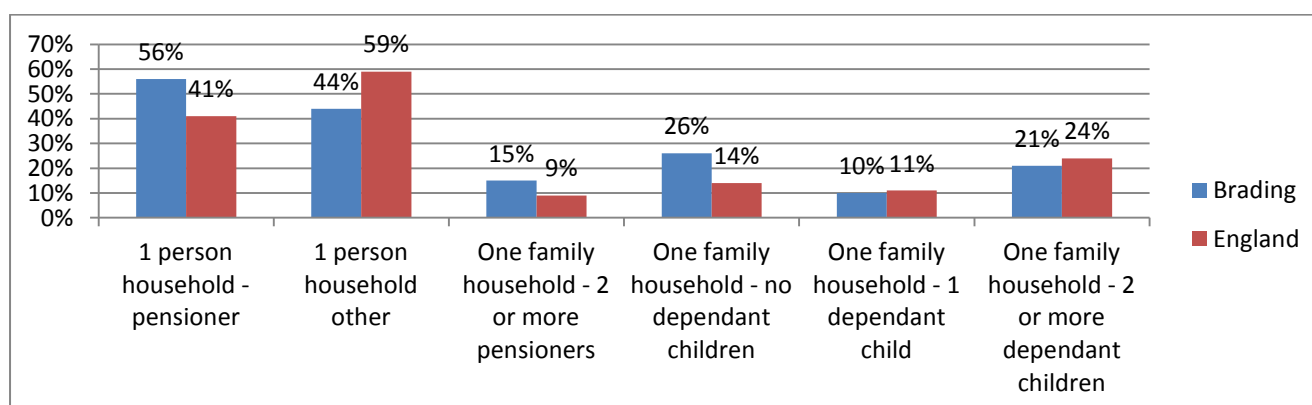
Council Tax Bands and % vacant dwellings	Brading	England
Band A	5.19	24.8
Band B	25.2	19.6
Band C	27.0	21.7
Band D	23.0	15.3
Band E	12.3	15.3
Band F	4.6	5.0
Band G	2.5	3.5
Band H	0.1	0.5
% Vacant Dwellings and second homes – vacant from between 6 and 12 months	1.9	4.7

* Census 2011

3.3.3) Types of Tenure

The Office for National statistics (ONS) confirms that home ownership statistics show that 52% of homes are owned outright, 26% are owned through mortgage/loan, 8% are social rented housing, 11% are private rented (landlord) and the remaining 3% either private rented (employer) or living rent free.

3.3.4) Composition of Households (Census 2011) - Table 5

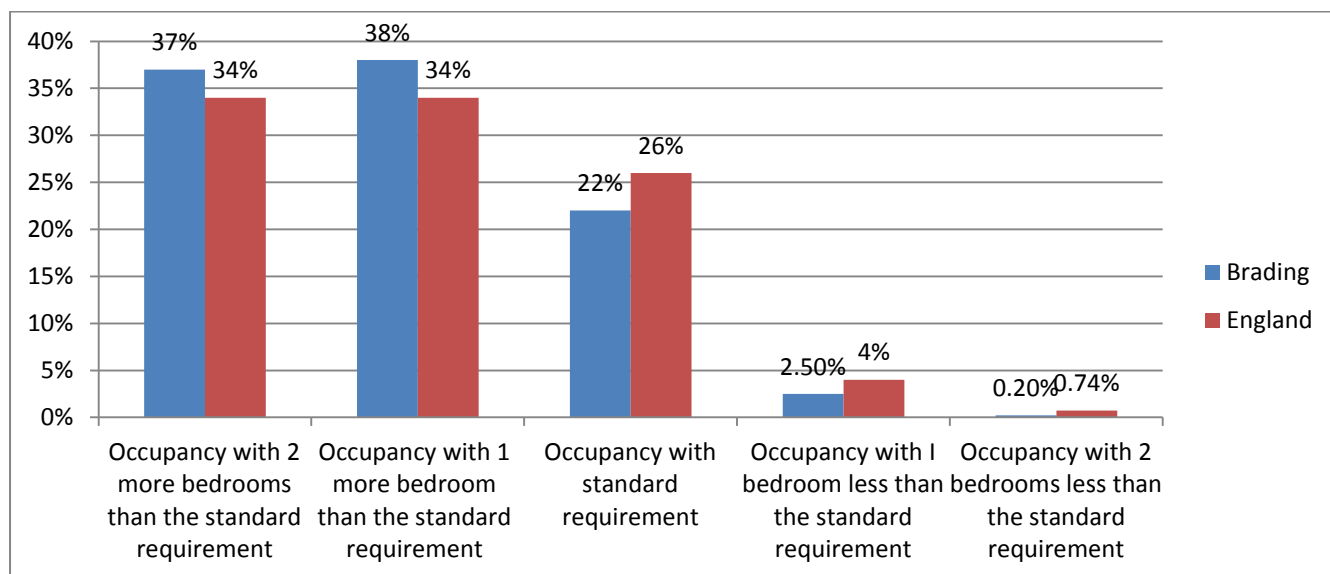


3.3.5) *Number of Bedrooms - Table 6

0 Bedrooms	1
1 Bedroom	43
2 Bedrooms	360
3 Bedrooms	364
4 Bedrooms	103
5 or more Bedrooms	39

* Census 2011

3.3.6) *Bedrooms Over/Under Occupancy - Table 7



* Census 2011

The data in Table 7 above clearly shows that there are minimal levels of overcrowding/under occupancy of bedrooms in the parish with a total of 2.7% households with occupancy of 1 or 2 bedrooms fewer than the standard requirement; whilst 75% of households have either 1 or 2 bedrooms more than the standard requirement which is marginally higher than the national average of 68%.

Definitions (* Census 2011)

*Occupancy rating

Occupancy rating provides a measure of whether a household's accommodation is overcrowded or under occupied. There are two measures of occupancy rating, one based on the number of rooms in a household's accommodation, and one based on the number of bedrooms. The ages of the household members and their relationships to each other are used to derive the number of rooms/bedrooms they require, based on a standard formula. The number of rooms/bedrooms required is subtracted from the number of rooms/bedrooms in the household's accommodation to obtain the occupancy rating. An occupancy rating of - 1 implies that a household has one fewer room/bedroom than required, whereas +1 implies that they have one more room/bedroom than the standard requirement.

*Bedrooms - The number of bedrooms in a household's accommodation

A bedroom is defined as any room that was intended to be used as a bedroom when the property was built, or any room that has been permanently converted for use as a bedroom. It also includes all rooms intended for use as a bedroom even if not being used as a bedroom at the time of the Census. Bedsits and studio flats are counted as having one bedroom.

*Household

A household is defined as:

- One person living alone, or
- a group of people (not necessarily related) living at the same address who share cooking facilities and share a living room or sitting room or dining area

4 Summary

The contextual data can be summarised as follows:

- A predominance of owner occupied properties
- A smaller supply of housing association rented houses
- A very small proportion of privately rented/shared ownership housing
- A diverse housing stock the oldest of which can be dated to the 13th century, and including Georgian and Victorian homes; a multitude of 1960s/70s detached modern bungalows, 1960's brick built two, three and four bedroomed terraced, semi detached and detached houses; and, in the rural areas of Adgestone, converted agricultural workers' cottages, colonial style bungalows and 20th century brick homes
- The buildings and conservation areas make the historic character of Brading of vital importance to the town and its community.
- Prices are beyond the reach of most first time buyers
- There are no overcrowding issues but there is evidence of under occupancy particularly from elderly residents which could indicate a need for properties to enable them to downsize including the need for sheltered accommodation.

5 Evidential Data

5.1) 2006 Housing Needs Survey

A Housing Needs Survey was carried out in 2003 and identified a need for 24 homes, which led to the Station Road development.

A further Housing Needs Survey, undertaken by the Isle of Wight Rural Community Council's Housing Enabler in 2006, showed that the average house price was £232,000.00 which effectively excluded many local people on low incomes in need of housing. The results also showed a high proportion of older families and a significantly lower proportion of younger families with children. It was noted that this could have an effect on the sustainability of the town for future housing and school roles. 15% of households completed the housing need section of the survey. The 2006 survey results demonstrated a need for 36 homes of mixed affordable housing of which, 21 were to be built to fulfil the needs of people with connections to Brading. Approximately 15 of these were accounted for on an exception site for affordable, mixed development housing to the east of Station Road, together with the conversion of St. Mary's Court to a terrace of 4 family homes. The recommendations of the Rural Housing Needs Enabler were to build homes of a mixed development and with mixed tenure.

5.2) 2013 Residents Survey

5.2.1 Current Housing Type and Tenure

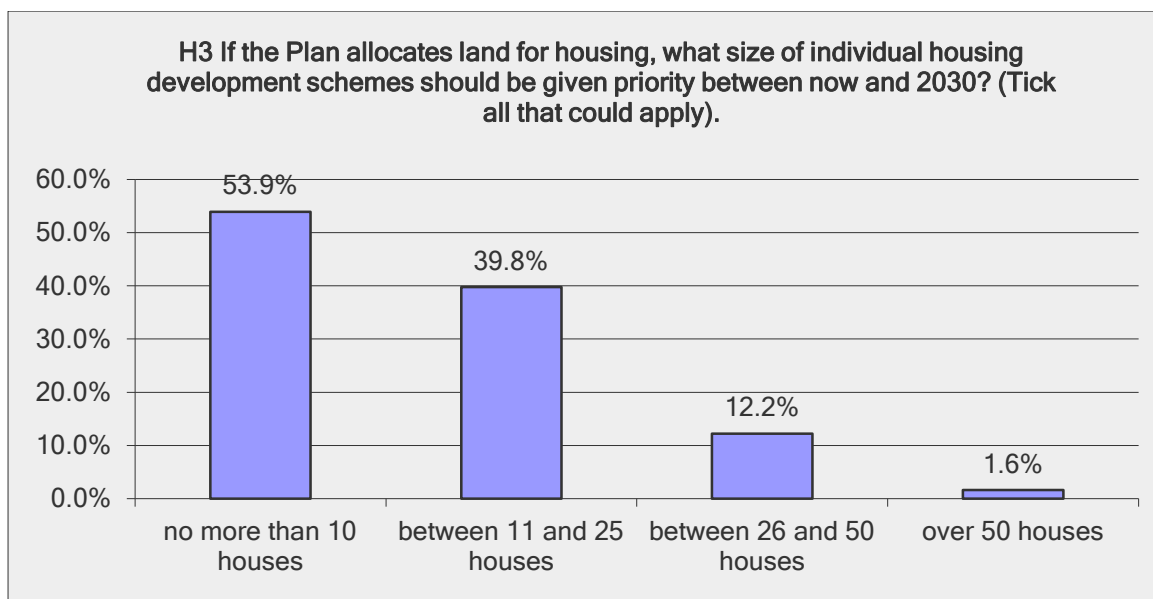
The survey showed that 85.6% of those responding lived in owner occupied properties, with 12% renting from a Housing Association and 2.4% in privately rented accommodation. Sizes of properties data demonstrated that 45% were 2 bedrooms. 36% were three bedrooms, 16% were four bedrooms and 3% were five or more bedrooms.

5.2.2 Allocation of Land for Housing

When asked if the Neighbourhood Plan should allocate land for affordable housing to meet local needs 73.7% answered yes. Respondents were asked if the Neighbourhood Plan should allocated land for houses to be sold on the open market. 59% thought that it should not and 41% said it should.

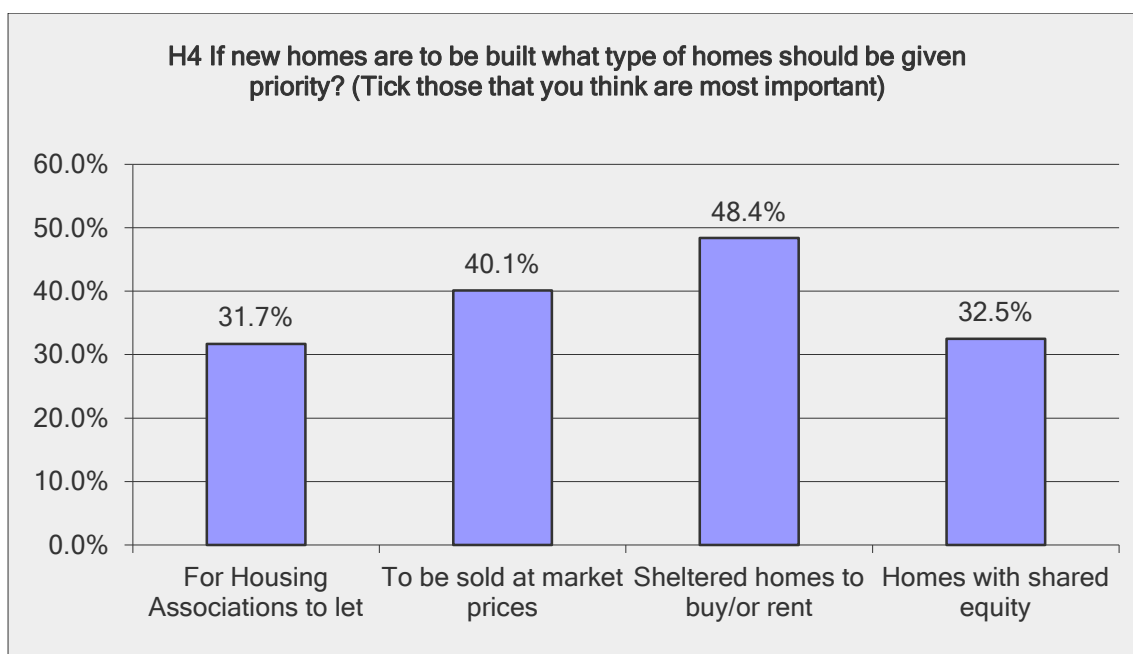
5.2.3 Sizes of future Development

The survey asked if the Neighbourhood Plan did allocate land for housing what size of individual developments should be given priority between now and 2030. The following graph shows the results.



5.2.4 Types of Future Housing developments

Future housing that should be given priority is shown in the following graph.



5.2.5 Location of new developments

54.8% of respondents stated that if new homes were to be built they should be within the existing settlement boundary of Brading and 45.2% would like them to be built on the edge of the town or elsewhere in the parish. Various sites were suggested by respondents.

5.2.6 Alternative Housing Need – Current

The Housing Needs section of the 2013 Resident’s survey identified that 7% of adult, couples or elderly persons equating to 13 persons, were currently seeking alternative accommodation which they had been unable to obtain, with 1 of those currently registered with a housing association.

Indications were that the size of property they would require was:

Estimated Number	Number of bedrooms	Type
1	One bedroom	Private Rented
3	One bedroom	Housing Association
1	Two bedroom	To buy to own
3	Two bedroom	Housing Association
3	Two bedroom	Sheltered Accommodation
1	Three bedroom	To buy to own
1	Unspecified	Housing Association
TOTAL 13		

5.2.7 Alternative Housing Need over the next 5 Years

A relatively low percentage of residents, 23.6%, equating to 21 persons, indicated an alternative housing need in the next five years.

Estimated Number	Number of bedrooms	Type
1	One bedroom	To buy to own
1	One bedroom	Privately Rented
4	One bedroom	Housing Association
1	One bedroom	Shared equity
5	Two bedroom	To buy and own
2	Two bedroom	Privately Rented
2	Two bedroom	Housing Association
1	Two bedroom	Shared equity
2	Two bedroom	Unspecified
2	Three bedroom	To buy and own
1	Three bedroom	Privately Rented
Total 22		

6 Summary of Future Housing Need

The Housing Needs Survey tells us that there is a need for smaller homes of one to two bedroom accommodations and for shared equity or rental through private landlords or housing associations. The community also supports the building of sheltered accommodation. Whilst the current housing needs survey does not show this as an identified need, analysis of the census demographic and occupancy data (residents survey), indicates a demand to provide housing to enable downsizing into smaller and potentially sheltered accommodation for elderly residents. This will enable them to remain within the Brading community and, potentially, release currently under-occupied larger properties onto the market; suitable for families with children of primary school age, with a resulting benefit for the village school.

Taking into account the current and 5 year projected housing need from the results of the 2013 Housing Needs Survey, together with the contextual evidence from the 2011 Census; public consultations; meetings with landowners and developers; ward profiles from the IWC Business Unit; the 2013 Housing Needs Survey Report supports appropriate new housing developments, **totalling 35 homes**, of mixed tenure and type, with, preferably, no more than 10 homes on any individual site, within or adjacent to the Rural Service Centre boundary.

The results outlined in this Housing Needs Survey Report and any future Housing Needs Survey will influence the policies of the Brading Neighbourhood Plan which will have a 15 year lifetime.