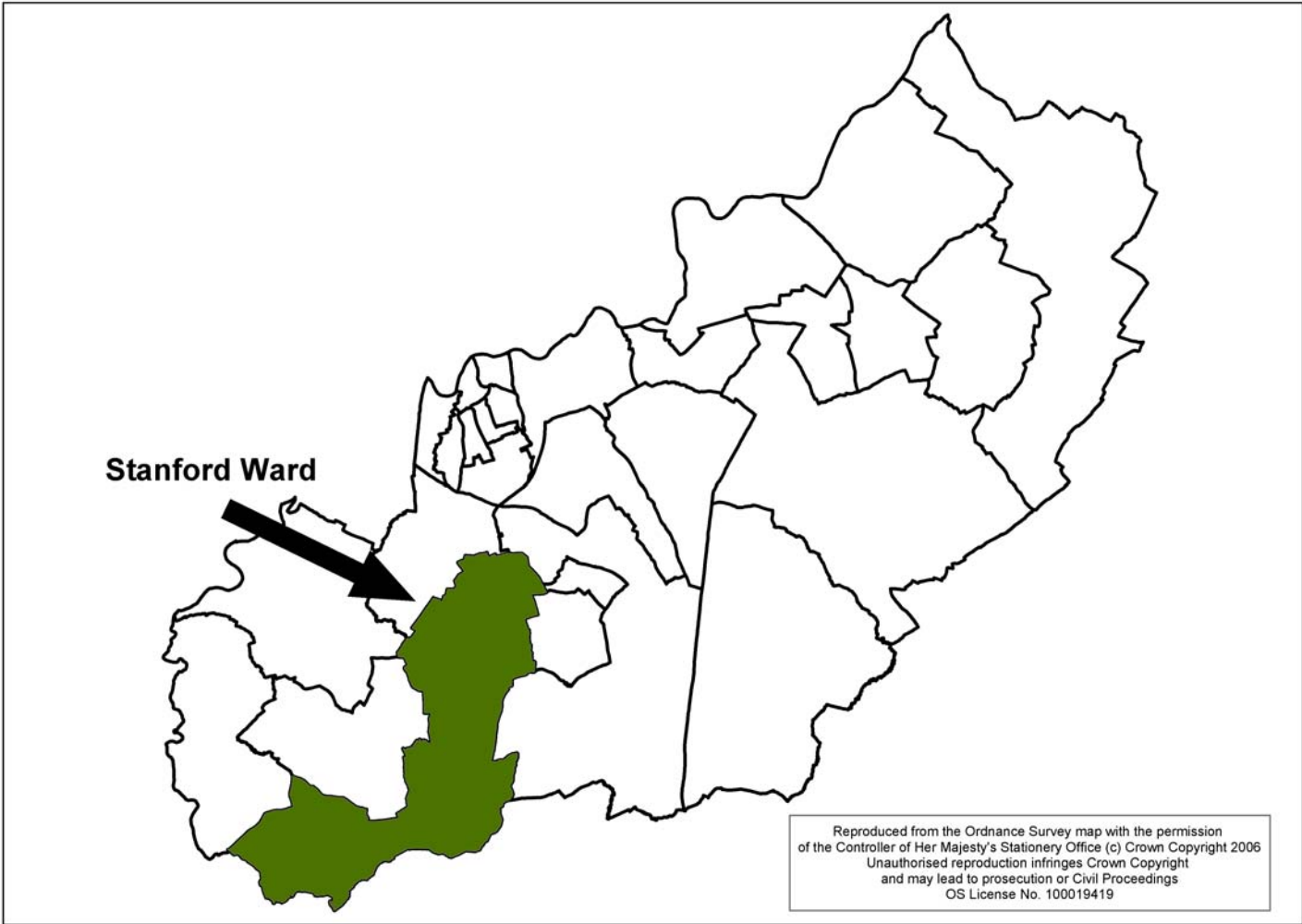


Stanford Ward Area Profile



1. Foreword

The Borough of Rushcliffe is located immediately South of the City of Nottingham and has a population of over 100,000 residents. Characterised by attractive villages, rich farmland and rolling countryside the area is perceived to be affluent. However, the affordability of housing is a critical issue for the Borough Council, and this is reflected in the priorities of the Corporate and Housing Strategies and the significant financial investment that the Council is making in the provision of new affordable housing in the Borough.

There is a high level of demand for affordable housing in Rushcliffe due to the following factors:

- Steep house prices, with the average over £70,000 higher than the average for Nottinghamshire at the end of February 2009
- Soaring land prices
- Low levels of affordable housing
- Low turnovers for the existing affordable housing stock
- Buoyant owner occupier sector

The high house prices mean that many people who would elsewhere be in a position to buy property are unable to do so in the Borough, leading to increasing numbers of residents finding themselves in housing need.

The Housing Strategy 2004-07 (http://www.rushcliffe.gov.uk/upload/public/attachments/235/RBC_Housing_Strategy_0407_FINAL.doc) (which achieved 'Fit For Purpose' in May 2006) also highlights the significant challenges the Borough Council is faced with in relation to the high levels of housing need and the problems with trying to develop new affordable housing. Through careful consideration of previous housing needs research and comparing with 'Best Value Near Neighbours' and local neighbours in Nottinghamshire and Leicestershire, the Borough Council set a new affordable housing requirement in 2005, following Cabinet approval.

The Borough Council now seeks an affordable housing requirement of 30% on developments of 15 or more dwellings or 0.5 hectares or more. The Council has taken the view that 30% will be achievable by all developers, whilst not proving such a burden as to discourage housing investment in the Borough in favour of other areas.

The Nottingham Core Strategic Housing Market Assessment, published May 2007, (http://www.blinehousing.info/NottCore_HMA/Nottingham_CORE_SHMA-16-5-07.pdf) detailed, by analysing current data, the affordable housing challenges the Borough currently faces. Through examining the current housing market in terms of the characteristic of the existing supply alongside rental and purchase prices the report concluded that there was a need for an affordable housing requirement of 60% and of this 13% should be intermediate. A viability

assessment of these figures is due to be completed by the end of May to determine whether the affordable housing requirement for the Borough can be increased.

The range of information available in this ward profile is supplementary evidence to the larger Housing Market Assessments, focusing on very localised needs at ward levels.

2. Introduction

Stanford ward encompasses the villages of Bradmore, Bunny, Costock, Normanton on Soar, Rempstone and Windyridge. It forms part of the south westerly edge of the Borough and covers an area of 3933 hectares.

Although the ward encompasses a number of hamlets and villages there are not many amenities here due to their rural locations, however, the ward benefits from a close proximity to both East Leake and Keyworth where there are a number of shops, bakers, butchers and greengrocers. There are no Post Offices in the ward, however, there are two located within a three mile radius in nearby wards.

There are no GP surgeries or Dental practices in the ward, however, there are many within a four mile radius in either East Leake or Keyworth. Stanford ward also benefits from a close proximity to Nottingham City and access to the local hospitals, Queens Medical Centre and Nottingham City Hospital are within an eleven mile radius. The Loughborough hospital in Loughborough is only five miles away.

There are three primary schools within the ward, Bunny C. of E. Primary, Costock C. of E. Primary and Normanton on Soar Primary. There are no nursery, infant or comprehensive schools in the ward, however, the catchment area extends to other areas of the Borough.

There is a transport company who operate bus services through the ward providing access to West Bridgford shopping area, Nottingham City, Loughborough and various other locations throughout the Borough, however, these services are infrequent. Nottingham train station and coach station are within a nine mile distance, Loughborough train station is only four miles away and East Midlands airport is less than eight miles away from the ward.

There are no leisure centres within the ward, however Keyworth Leisure Centre is less than four miles away and there is a riding school in Costock. There are several large areas of recreational space, wooded areas and a pub in Costock.

3. Population

Stanford ward has a resident population of 2356 people, as measured in the 2001 Census (2.2% of the Boroughs population).

Age

Table 1: Age of population

Ages	Stanford	Rushcliffe	Stanford %	Rushcliffe %
All ages	2356	105599	2.2	100
0-4	127	5915	5.4	5.6
5-15	317	14618	13.5	13.8
16-19	105	4598	4.5	4.4
20-44	677	36257	28.7	34.3
45-64	773	27091	32.8	25.7
65+	357	17120	15.2	16.2

Source: National Statistics website www.statistics.gov.uk

The average age of Stanford wards population is 41.36 compared to an average of 39.58 for the Borough of Rushcliffe. Nearly 19% of the wards population are under 16 years of age and over 15% are aged 65 years and over.

Ethnicity

The table below shows the number and percentage of Stanford and Rushcliffe residents by ethnic category according to the 2001 Census. 98.34% of Stanford wards population is White British, White Irish or White other, which is higher than the proportion of the Borough as a whole (95.9%). This leaves a Black and Minority Ethnic (BME) population for the ward of 1.66% which is considerably lower than the proportion of BME residents for Rushcliffe as a whole (4.1%).

The largest BME population are Asian and Asian British which make up 0.73% of the ward population (0.6% of which are Asian and Asian British: Indian). 0.56% of the wards population are of Mixed Heritage; 0.13% is Black and Black British and 0.26% is either Chinese or from another ethnic group.

The needs of BME communities will need to be considered alongside other groups in terms of property type and design to reflect cultural and religious diversities.

Table 2: Ethnicity of population

Ethnicity	Stanford	Rushcliffe	Stanford %	Rushcliffe %
White: British	2271	98486	96.35	93.26
White: Irish	13	942	0.55	0.89
White: Other	34	1844	1.44	1.75
Mixed: White and Black Caribbean	0	435	0	0.41
Mixed: White and Black African	3	86	0.13	0.08
Mixed: White and Asian	3	306	0.13	0.29
Mixed: Other Mixed	7	253	0.3	0.24
Asian or Asian British: Indian	14	1494	0.6	1.41
Asian or Asian British: Pakistani	0	553	0	0.52
Asian or Asian British: Bangladeshi	0	43	0	0.04
Asian or Asian British: Other Asian	3	157	0.13	0.15
Black or Black British: Caribbean	3	315	0.13	0.3
Black or Black British: African	0	130	0	0.12
Black or Black British: Other Black	0	31	0	0.03
Chinese:	3	267	0.13	0.25
Other ethnic group:	3	257	0.13	0.24

Source: National Statistics website www.statistics.gov.uk

Religion

As measured by the 2001 Census, 79.5% of Stanford wards population is Christian, over 7% higher than the proportion of Rushcliffe residents as a whole. People from other faith groups comprise 1.2% of the ward population which is lower than the proportion of Rushcliffe residents as a whole (3.1%). Over 13% of the ward population stated that they had no religion, over 4% lower than for Rushcliffe as a whole (18%).

Table 4: Religion of population

Religion	Stanford	Rushcliffe	Stanford %	Rushcliffe %
Christian	1874	75855	79.5	71.8
Buddhist	3	232	0.1	0.2
Hindu	7	653	0.3	0.6
Jewish	9	395	0.4	0.4
Muslim	0	960	0	0.9
Sikh	7	718	0.3	0.7
Other religions	3	261	0.1	0.3
No religion	314	18999	13.3	18.0
Religion not stated	139	7526	5.9	7.1

Source: National Statistics website www.statistics.gov.uk

4. Housing

Prices for Properties for Sale

The table and chart below show that between January and February 2009 the average house price for all types of properties in the Stanford ward was £349,167 the 2nd highest in the Borough based on 3 sales. This figure is over £141,000 higher than the average for all properties in Rushcliffe and over £195,000 higher than the average for England and Wales.

There are no details for entry level prices in this ward from January and February 2009 as there were no sales of terraced houses and flats during the period. The lack of entry level properties in this area suggests that first time buyers and single income households will face additional difficulties in accessing the owner occupied sector.

Table 5: Average price of properties for sale

Accommodation Type	Stanford	Rushcliffe	England and Wales
All properties	£349,167	£207,269	£153,512
Detached	£322,500	£270,009	£236,384
Semi detached	£402,500	£175,449	£145,290
Terraced	N/A	£154,767	£118,728
Flats	N/A	£92,318	£142,406

Source: Land Registry website www.landreg.gov.uk

Chart 1



Source: Land Registry website www.landreg.gov.uk

Prices for Properties for Rent

The table below indicates the average prices for rented accommodation in March 2009 in the Stanford and Rushcliffe as a whole. The average rental price for two (£675pcm) and four (£2250pcm) bedroom houses is more expensive in this ward than the Rushcliffe averages. In comparison the rental price for three (£648pcm) and four (£675pcm) bedroom houses is lower here than the averages for the Borough as a whole.

Table 6: Average price of properties for rent

Accommodation Type	Stanford	Rushcliffe
1 bed flat, bedsit, maisonette	N/A	£410
2 bed flat or maisonette	N/A	£547
2 bed house	£675	£540
3 bed house	£648	£712
4 bed house	£675	£915
5 bed house	£2250	£1509

Source: Rightmove website www.rightmove.co.uk

The lack of private rented accommodation places additional pressure on those who are not able to get a foot on the property ladder. This in turn, increases the demand for new and existing affordable accommodation and the waiting time of some families/individuals in unsuitable accommodation.

There are usually high deficits between the cost of the rent and the amount that Local Housing Allowance will award with many local reference rents several

hundred pounds lower than the average price of rent in this ward. These deficits are indicative of why families on a low income struggle to afford the private sector and why new affordable housing is in such high demand in the Borough.

Tenure

The table and chart below shows tenure by households taken from the 2001 Census.

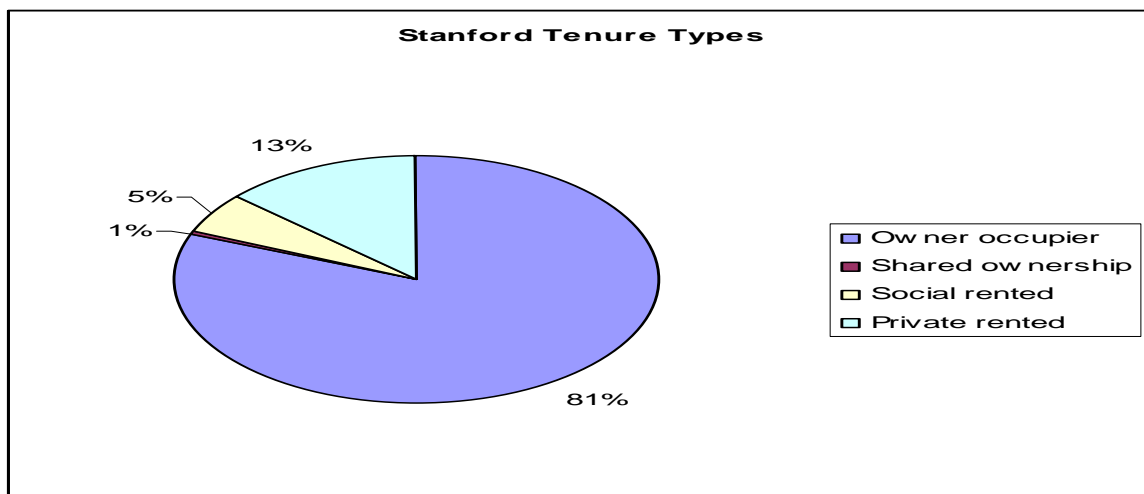
Table 8: Tenure of households

	Stanford	Rushcliffe	Stanford %	Rushcliffe %
All households	936	43,670	2.1	100
Owner occupier	756	34,064	80.8	78.0
Shared ownership (HomeBuy)	5	397	0.5	0.9
Social rented	51	4311	5.5	9.9
Private rented	124	4898	13.3	11.2

Source: National Statistics website www.statistics.gov.uk

The Council's housing stock was transferred by Large Scale Voluntary Transfer (LSVT) in January 2003, so there has been a significant shift in tenure in the Borough with the transfer of council rented accommodation increasing the percentage of the Registered Social Landlord (RSL) tenure.

Chart 2



Source: National Statistics website www.statistics.gov.uk

According to 2001 Census data, the proportion of owner occupiers in Stanford (80.8%) is higher than both national averages (68.7%) and the Rushcliffe average (78.9%) levels. The proportion of private rented properties (13.3%) is higher than both the national and Rushcliffe average of around 10%. The proportion of social rented housing (5.5%) is much lower than both national (19.3%) and Rushcliffe averages (9.9%).

The number of socially rented and HomeBuy (formerly shared ownership) may be lower than when recorded in the 2001 Census due to the right to buy and staircasing, therefore there is more up to date information on the number of socially rented and HomeBuy properties in the Borough which can be found in Section 6: Housing Need.

Accommodation Types

The table below shows that the Stanford ward has a higher proportion of detached properties (65%) which is higher than the proportion of the Boroughs levels (46.6%) and the national average (22.5%). By contrast the ward has lower levels of flats, maisonettes and apartments (2.6%) than we find in the rest of Rushcliffe (6.1%) and nationally (19.4%) as a whole.

Table 9: Accommodation type of properties

Accommodation Type	Stanford	Rushcliffe	Stanford %	Rushcliffe %
All household spaces	935	44877	2.1	100
House or bungalow: Detached	608	20910	65.0	46.6
House or bungalow: Semi detached:	257	13956	27.5	31.1
House or bungalow: Terraced	66	5090	7.1	11.3
Flat, maisonette or apartment	24	2715	2.6	6.1
Caravan or other mobile or temporary structure	9	405	1.0	0.9

Source: National Statistics website: www.statistics.gov.uk

The above table needs to be considered alongside tenure of households within the ward which indicates that a high proportion of accommodation within the ward is in the owner occupied sector. The more prevalent property types i.e. family accommodation, therefore, is likely to mask the availability of this type of accommodation, particularly for households who are not able to access the owner occupied sector.

Household composition

Of the 937 households in the Stanford ward during the 2001 Census, 721 of these were one family households and 192 are single person households. The highest proportion of households in the Stanford ward is couples under retirement age (25.5%) which is higher than the proportion for Rushcliffe as a whole (15.8%).

Table 10: Household composition

Household Composition	Stanford	Rushcliffe	Stanford %	Rushcliffe %
All Households	937	43670	2.1	100
Single (Male over 65, Female over 60)	101	5778	10.8	13.2
Single (Male under 65, Female under 60)	91	6145	9.7	14.1
Couple (Male over 65, Female over 60)	101	4396	10.8	10.0
Couple (Male under 65, Female under 60)	239	6916	25.5	15.8
Family plus one dependent child	108	4891	11.5	11.2
Family plus two or more dependent children	175	7853	18.7	18.0
Family with children 18+	98	3671	10.5	8.4
Other households: All students	3	245	0.3	0.6
Other households: All pensioner	3	135	0.3	0.3
Other households: Other	18	1280	1.9	2.9

Source: National Statistics website: www.statistics.gov.uk

5. Income & Deprivation

Household Income

The table below shows the income distribution of Stanford ward residents from CACI Paycheck data 2008. The mean¹ household income for the ward is £45,272 compared to £34,382 in the United Kingdom, suggesting that the area is relatively affluent. However it must be noted that higher income households often mask pockets of deprivation and households on lower incomes, thereby distorting the overall average household income in the ward.

¹ The mean is calculated by adding up the numbers in a sample and dividing that answer by the sample size. It is the most commonly used average and is the only one that takes into account all the numbers in the sample.

Table 11: Income of households

Income Bracket	Stanford	Rushcliffe	Stanford %	Rushcliffe %
All households	1034	46909	2.2	100
£0-£5k	8	662	0.8	1.4
£5-£10k	26	1988	2.5	4.2
£10-£15k	50	3495	4.8	7.5
£15-£20k	73	4426	7.1	9.4
£20-£25k	89	4744	8.6	10.1
£25-£30k	96	4634	9.3	9.9
£30-£35k	95	4274	9.2	9.1
£35-£40k	89	3793	8.6	8.1
£40-£45k	81	3278	7.8	7.0
£45-£50k	71	2780	6.9	5.9
£50-£55k	61	2326	5.9	5.0
£55-£60k	52	1926	5.0	4.1
£60-£65k	44	1584	4.3	3.4
£65-£70k	36	1297	3.5	2.8
£70-£75k	30	1057	2.9	2.3
£75-£80k	24	860	2.3	1.8
£80-£85k	20	699	1.9	1.5
£85-£90k	16	567	1.5	1.2
£90-£95k	13	460	1.3	1.0
£95-£100k	11	374	1.1	0.8
£100k plus	48	1680	4.6	3.6

Source: CACI Paycheck data 2008

In relation to other wards within Rushcliffe the Stanford ward has the 7th highest mean income and the highest proportion of households (9.3%) earning between £25-30,000 per annum, slightly lower than Rushcliffe as a whole (9.9%).

Table 12: Average income of households

Mean Income	£45,272
Mode Income	£25-30k
Median Income	£35-40k

Source CACI Paycheck data 2008

Based on the average mean income for the ward of £45,272 and the average property price of £349,167 (entry level property prices have not been used due to the lack of sales of flats and terraced properties in the last quarter) a first time buyer would have to be earning 6.9 times their salary. This sum has been calculated by using an average first time deposit of 10% as recommended for rural areas in the Nottingham Core Strategic Housing Market Assessment

(SHMA) and supported by the Government in light of the recent global economic problems. The Government has also recently recommended that an affordable mortgage should not be more than 3.5 times income. This suggests that first time buyers will struggle to afford to buy in the ward. Moreover, if the distortion principle is taken into consideration, the 6.9 ratio of salary is likely to further exacerbate affordability issues for those on lower incomes within the ward. Although there is evidence to suggest that higher income ratios have been used nationally, it is also accepted that with this comes the additional risk of households getting into financial difficulty should outgoings increase leaving limited disposable income to act as a cushion for unexpected household costs.

Economic Activity and Deprivation

The incomes of the resident's economically inactive and claiming benefits will form part of the 'masked' incomes distorted by the high earners in the ward. In 2001 Stanford had a slightly higher proportion of economically inactive residents (20.1%) compared to Rushcliffe as a whole (19.7%) as demonstrated in the table below.

Table 13: Economically inactive residents

Economically Inactive	Stanford	Rushcliffe	Stanford %	Rushcliffe %
All People	300	12877	20.1	19.7
Retired	53	1961	3.5	3.0
Student	74	3530	5.0	5.4
Other	173	7386	11.6	11.3

Source: Official Labour Market Statistics: www.nomisweb.co.uk

In August 2008 the proportion of welfare benefit claimants was lower in the Stanford ward (5.5%) compared to Rushcliffe as a whole (7.4%) suggesting that the ward is less deprived than other areas, as demonstrated in the table below. Of those claiming benefits half (50%) were claiming incapacity benefit and over 12% claiming job seekers allowance.

Table 14: Benefit claimants

Benefit Claimants	Stanford	Rushcliffe	Stanford %	Rushcliffe %
Total Claimants	80	4970	5.5	7.4
Carers Allowance	5	430	0.3	0.6
Disability Living Allowance	10	540	0.7	0.8
Incapacity Benefit	40	2430	2.7	3.6
Job Seekers Allowance	10	790	0.7	1.2
Other	15	770	1.0	1.2

Source: Official Labour Market Statistics: www.nomisweb.co.uk

When examining the Indices of Multiple Deprivation 2007 scores for the whole of the Borough on a variety of factors including: crime and disorder, education and skills, employment, income, health deprivation, barriers to housing and living environment, Stanford ward is the 13th most deprived area.

6. Housing Need

Over the years, the number of affordable rented and HomeBuy homes available in the Borough has reduced because of the Right to Buy initiative (649 properties sold between 1995 and 31 March 2005) and the “staircasing” of HomeBuy properties (224) up to full ownership (between 1995 and 31 March 2005).

There is no local authority owned stock in the ward following Rushcliffe Borough Councils LSVT of its housing stock. However a number of RSLs manage stock in the Borough:

- Accent Nene
- Anchor Housing Trust
- De Montfort Housing Society
- Derwent Living
- East Midlands Housing Association
- English Rural Housing
- Family First
- FCH Housing and Care
- Leicester Housing Association
- Nottingham Community Housing Association
- Places for People
- Spirita
- Tuntum Housing Association

Spirita (formerly Rushcliffe Homes) are the largest provider of social rented homes in the Borough, both for general needs accommodation (89%) and sheltered housing (86.7%), followed by De Montfort Housing Society with 6.6% general needs and 8.3% sheltered housing. The remainder of the social rented stock is distributed fairly evenly between the other RSLs listed above.

Supply and Demand

Rushcliffe has a low level of traditional social rented housing through RSLs when compared with the national average and other rural boroughs. The number of people in need far outweighs the very limited available supply, exacerbated further by a significant shortage of social rented housing. People on relatively high incomes may still experience affordability issues and therefore may need to consider the option of renting through RSLs as they are not able to buy a house locally since most properties are priced beyond the reach of those without significant incomes, savings or existing equity resources. The Council is exploring a range of intermediate products to assist households who may not be able to purchase outright, or whose circumstances require more temporary solutions, but may face indefinite waiting times for social rented accommodation.

Demand: General Needs

There is high demand for general needs accommodation at the end of March 2009 in the Stanford area, as demonstrated in the table below. It is difficult to establish the exact demand for each area in the Borough as the numbers identify where applicants would be prepared to live in the Borough, with applicants often choosing more than one area. This may in some cases distort overall demand, however, given that the housing needs data is updated on a regular basis this is still considered to provide a general indication of localised needs.

Furthermore, the data provided does not take into account demand from households in urgent housing need due to homelessness or the threat of homelessness who are currently residing in temporary accommodation. In these instances, permanent offers of accommodation may be made outside the applicants preferred area of choice due to the lack of suitable available accommodation in their preferred area.

Table 15: Waiting list figures for general needs accommodation

Waiting List Figures	Stanford	Rushcliffe	Stanford %	Rushcliffe %
Total on waiting list	57	606	100	100
1 bed flat	5	276	8.8	45.5
1 bed bungalow	1	4	1.8	0.3
2 bed flat	7	64	12.3	10.6
2 bed house	9	159	15.8	26.2
2 bed bungalow	2	4	3.5	0.7
3 bed house	33	74	57.9	12.2
4 bed house	0	25	0	4.1

Source: Spirita waiting list figures at 31st March 2009

In terms of accommodation types, some variance in demand for certain types of property may occur due to some households requesting more than one property type in more than one area. To reduce any potential distortion, where households have requested the following property types, adjustments to the waiting list figures have been made to take account of households preferred options only:

- Demand for 1 bedroom flat: Discount demand for bed-sit and upper floor accommodation. Demand based on waiting list figures for 1 bed ground floor accommodation only.
- Demand for 2 bedroom flat: Discount demand for upper floor accommodation. Demand based on waiting list figures for 2 bed ground floor accommodation only for households not eligible for 2 bed house.

- Demand for 1 bedroom bungalow: Accurate indication of demand.
- Demand for 2 bedroom bungalows: Discount demand for 1 bedroom bungalows.
- Demand for 2 bedroom houses: Accurate indication of demand.
- Demand for 3 bedroom houses: Accurate indication of demand.
- Demand for 4 bedroom houses: Accurate indication of demand.

Supply: General Needs

The table below shows the existing supply of general needs social rented properties in the Stanford ward. The supply of social rented stock is 0.9%, ranking the joint 19th highest in terms of the overall supply of general needs stock in the Borough, however, this is still significantly below current demand.

Table 16: Supply of social rented general needs accommodation

Accommodation Types	Stanford	Rushcliffe	Stanford %	Rushcliffe %
All general needs social rented properties	33	3664	0.9	100
1 bed flat, bedsit and maisonettes	0	725	0	19.8
1 bed bungalow	0	132	0	3.6
2 bed house	7	411	21.2	11.2
2 bed flat and maisonettes	0	524	0	14.3
2 bed bungalow	6	451	18.2	12.3
3 bed house	20	1322	60.6	36.1
3 bed flat and maisonette	0	5	0	0.1
3 bed bungalow	0	1	0	0.02
4 bed house	0	93	0	2.5

Source: Rushcliffe Affordable Housing Directory 2009

There is a larger proportion of 3 bedroom houses (60.6%) in Stanford compared to the proportion for the Borough as a whole (36.1%). However, by comparison there are no flats or maisonettes in the ward suggesting that the provision of a range of accommodation types needs to be considered in the area.

Supply: Sheltered

There are no sheltered housing schemes in this ward, as shown in the table below, one of fourteen wards in the Borough to have no supply of sheltered housing stock. This suggests that residents may have to move away from the area when they need to access sheltered housing.

Table 18: Supply of social rented sheltered housing accommodation

Accommodation Types	Stanford	Rushcliffe	Stanford %	Rushcliffe %
All sheltered accommodation for older people	0	1030	0	100
1 bed flat and bedsit	0	568	0	55.1
1 bed bungalow	0	104	0	10.1
2 bed flat	0	199	0	19.3
2 bed bungalow	0	159	0	15.4

Source: Rushcliffe Affordable Housing Directory 2009

It is also accepted that some sheltered housing schemes have high turnovers and low demand due to the lack of facilities available (no lifts, outdoor space and no local amenities within a close proximity).

Demand: HomeBuy

Due to the high entry level property prices and lack of social rented units there is also a demand for HomeBuy properties in the Borough.

The Council is keen to provide a range of intermediate affordable housing types for those households 'whose needs are not met by the market'.² The Council considers that the provision of New Build HomeBuy properties for households with income levels which enable them to purchase open market re-sale homes does not meet target households. In order to achieve a more effective alignment between those households and target groups who are genuinely unable to afford home ownership a greater emphasis is placed on HomeBuy products which enable households to purchase a 25% equity share, particularly given the high property values within Rushcliffe.

During March 2009 there were 50 households who had registered an interest with Spirita (who work alongside East Midlands HomeBuy, the regional 'Zone Agent' for New Build HomeBuy properties) for New Build HomeBuy and shared ownership resale properties in the Borough.

Supply: HomeBuy

There are no HomeBuy properties in the ward as demonstrated in the table below, one of twelve wards to have no supply of HomeBuy stock.

² PPS3 (Planning Policy Statement)

Table 19: Supply of New Build HomeBuy properties

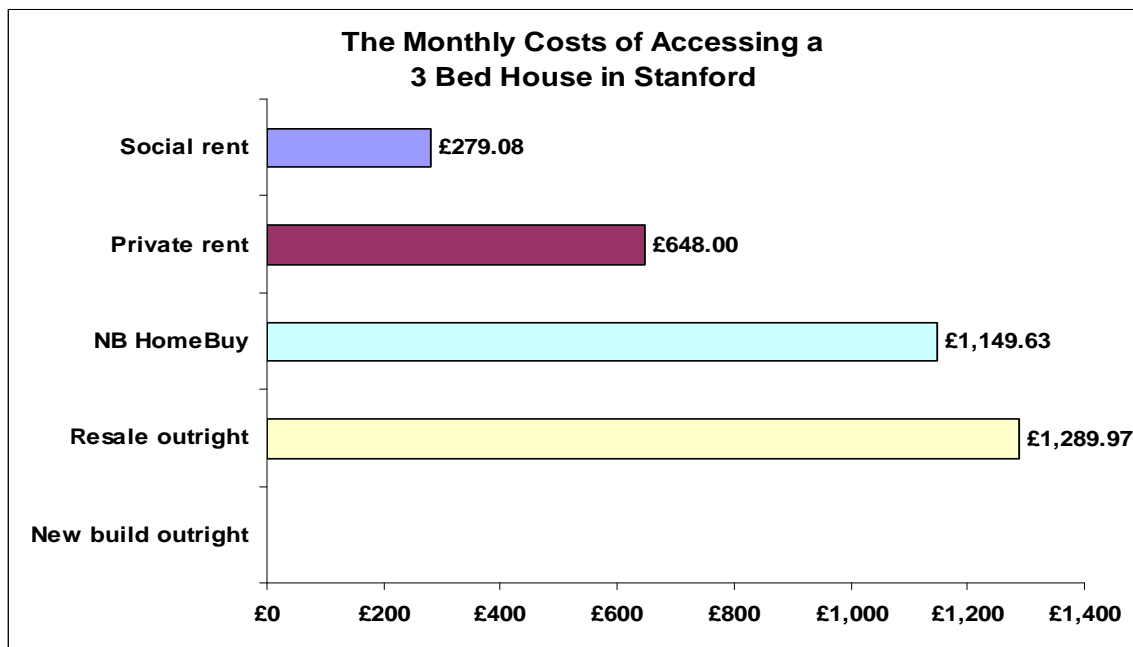
Accommodation Types	Stanford	Rushcliffe	Stanford %	Rushcliffe %
All New Build HomeBuy properties	0	296	0	100
1 bed flat, bedsit and maisonette	0	0	0	0
2 bed flat and maisonette	0	50	0	16.9
2 bed house	0	105	0	35.5
2 bed bungalow	0	107	0	36.1
3 bed house	0	34	0	11.5

Source: Rushcliffe Affordable Housing Directory 2009

Housing Cost Model: HomeBuy Affordability

Using data from an analysis of local rents and values (Registered Social Landlord, Private Rented, New Build HomeBuy, Resale Open Market and New Build Open Market) the Housing Cost Model identifies the cost of accessing an archetype: a 3 bedroom house in the Stanford area in March 2009, as demonstrated in the chart below.

Chart 3



Source: Rightmove website www.rightmove.co.uk and raw data from EMHomeBuy

As demonstrated in the above scenario the average monthly costs of accessing 50% share in a 3 bed house in the area is cheaper than buying on the open market. However, this is still considered to be unaffordable for those in the income target group set by the Homes and Communities Agency of £19,000 a

year or less,³ suggesting that a range of percentages should be provided throughout the Borough.

7. Conclusion

Stanford ward benefits from a few amenities including a number of schools and a pub. It also benefits from a close proximity to the East Leake and Keyworth urban area where there are a number of shops, Doctors and Dentist surgeries. It is a rural ward located on the south western side of the Borough and has good transport links to other areas of the Borough and Nottingham City. On any new sites and developments the Council will carefully consider sustainability issues before determining whether they will support the development.

The ward has a resident population of 2356 people, measuring 2.2% of the total of the Borough's population. There are higher numbers of residents under 16 (18.9%) in the ward compared to the Borough as a whole (18.2%) suggesting that if these young people wish to remain in the locality affordable starter homes will be in high demand in a few years time. There are also higher numbers of couples under retirement age (25.5%) compared to the whole of Rushcliffe (15.8%) suggesting that a mix of accommodation types will need to be considered.

The proportion of Black and Minority Ethnic (BME) residents in this area (1.7%) is considerably lower in comparison to the Borough as a whole (4.1%). The largest BME population are Asian and Asian British comprising of 0.7% of the wards residents. The needs of BME communities will need to be considered alongside other groups in terms of property type and design to reflect cultural and religious diversities.

The average house price in Stanford at the end of February 2009 (£349,167) is the 2nd highest average price in the Borough. It is higher than the average for the same period in Rushcliffe (£207,269) and England and Wales (£153,512). The lack of entry level properties in this area suggests that first time buyers and single income households will face additional difficulties in accessing the owner occupied sector. The average rental prices for the limited properties available in the ward in March 2009 also indicated that the area has an affordability problem, with huge deficits between the rent and the amounts that Local Housing Allowance will usually award.

There are high levels of owner occupiers (80.8%) in comparison to the Rushcliffe levels (78%) and low numbers of general needs socially rented properties within the ward at 0.9%, (33 out of 3652 Borough wide). There is a non existent supply

³ 'Low Cost Home Ownership and the Intermediate Housing Market in the East Midlands Region', Housing Vision, 2008

of sheltered socially rented properties and HomeBuy properties within the ward. This coupled with a lack of entry level properties would suggest an overall need for a range of affordable housing within the ward to meet the needs of future residents. The Housing Cost Model also reinforces affordability issues.

The ward is relatively affluent when we examine the CACI Paycheck data 2008 with the average earning slightly higher than the average for England and Wales as a whole. However, it must be noted that higher income households usually mask those on lower incomes, distorting the average for the ward and thereby making it appear wealthier and more affluent than it actually is. When comparing the average entry level price for terraced properties with the average mean income, the figures suggest that a person would have to get a mortgage for 6.9 times their salary in addition to a 10% deposit. This figure is slightly lower than the mortgage, income ratio guidance level of 3.5 times an annual salary (SHMA), suggesting that first time buyers will face particular difficulties accessing the market, particularly when taking account of the distortion of lower incomes within the ward.

There are fairly high numbers on the largest RSL waiting list in the area for general needs accommodation, 41 households for houses, 12 for flats and 3 for bungalows, compared to a low number of socially rented general needs stock, 0.9% of the Boroughs total. Demand for affordable housing, specifically rented accommodation, is in high demand across the whole of the Borough

Overall, the ward is more sustainable than other rural locations in the Borough, the house and rental prices are extremely high and the demand for affordable housing is immense despite affordable housing completions within the Borough. This is a result of significant backlog of housing need and a falling stock of affordable homes through Right to Buy and HomeBuy stair-casing, coupled with rising house prices. There needs to be a continued emphasis on a range of solutions in line with the SHMA which suggest that 47% of the 60% affordable housing proposed should be social rent and 13% for intermediate housing (equivalent of 80% social rent, 20% intermediate on individual sites having regard to local circumstances) which will assist in meeting need and balancing the local housing market.