

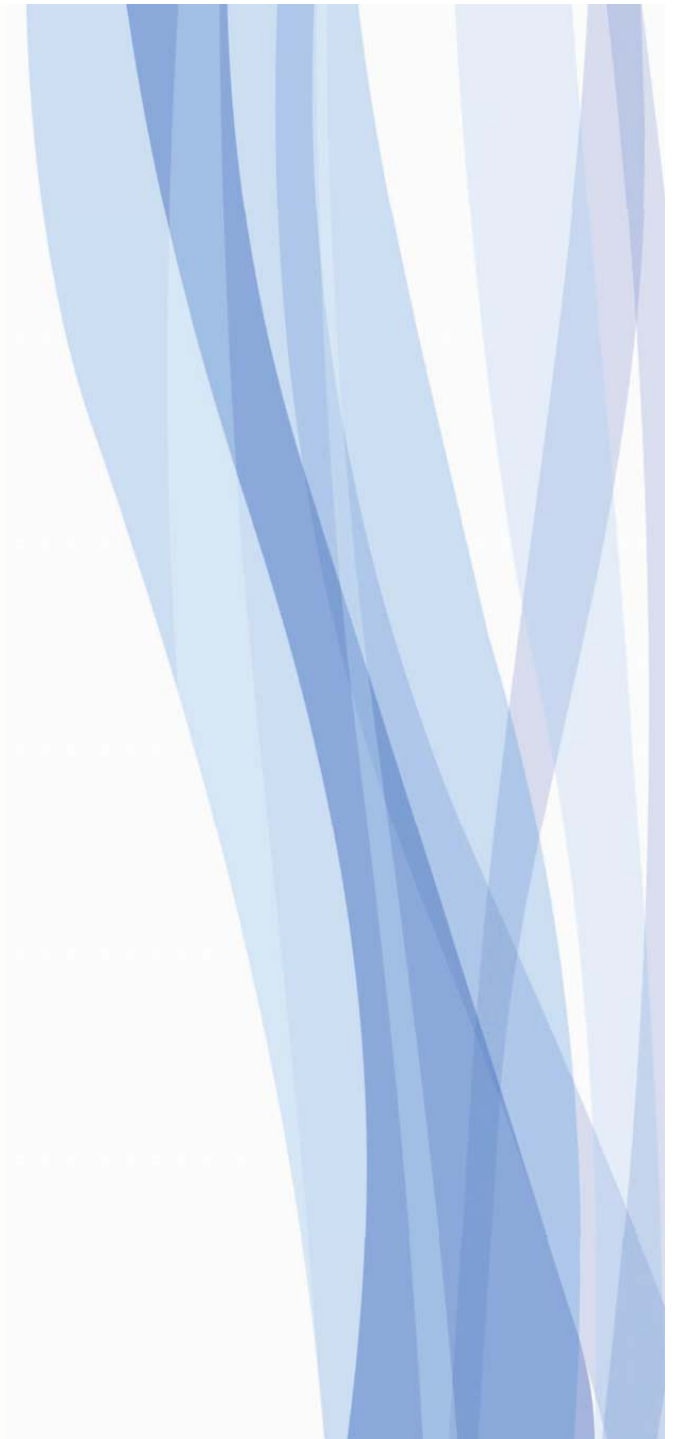


Housing, planning and small towns

Small Towns for Tomorrow Launch
8 July 2010

Danny Friedman

Sound analysis, inspiring ideas, effective delivery



What I'll cover

- The general rural context
- Affordability and need
- The planning dimension
- Place making and growth
- The Taylor agenda
- The new environment



The rural context

- 62% rural dwellers believe there is a shortage of affordable housing in their area
- 66% support the building of more affordable housing
- 50% have seen number of shops, schools and pubs fall since 2004
- Flight of the young – 15% 13-24s from rural areas, compared to 12% of all groups
- Moves for education / training; women more than men (ECOTEC E Midlands Study)
- Young people likely to be in lower-paid, more insecure work



Development characteristics of larger rural settlements (3K – 10K)

- Sometimes more development opportunities in villages than larger settlements
- Easier to access village sites than larger greenfield sites on edges of market towns
- Easiest to access sites on urban peripheries
- Rural capital / service centre role of larger settlement (rather than development area)
- Little difference in viability assessment: key determinant was affordable housing requirement
- Legacy of 'restraint' policies in many places
- Role of private rented sector important



Affordability and need (1)

‘Many of the people who work in the countryside increasingly cannot afford to live there, while people who can afford to live there increasingly do not work there’

Living, Working Countryside (Matthew Taylor Report)

	Rural	Urban
Price rises 2000-2007	73%	68%
Average price	£258K	£213K
Lowest quartile	£119K	£95K
In lowest paid category	28%	19%
Average wage	£20K	£27K

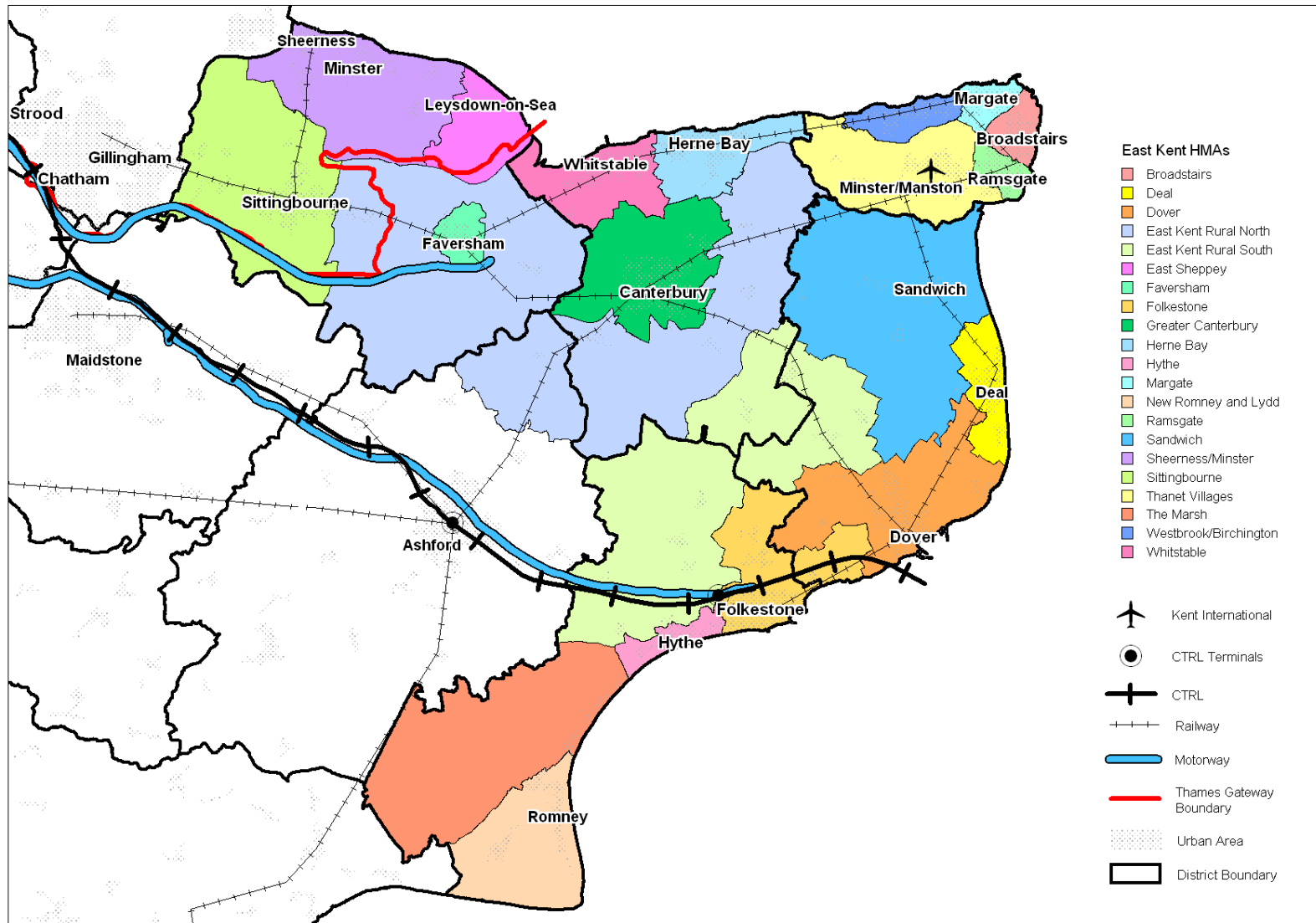
Shortage of affordable homes: 9,500 – 30,800 per annum

Number of rural affordable homes in NAHP: 3,400 per annum

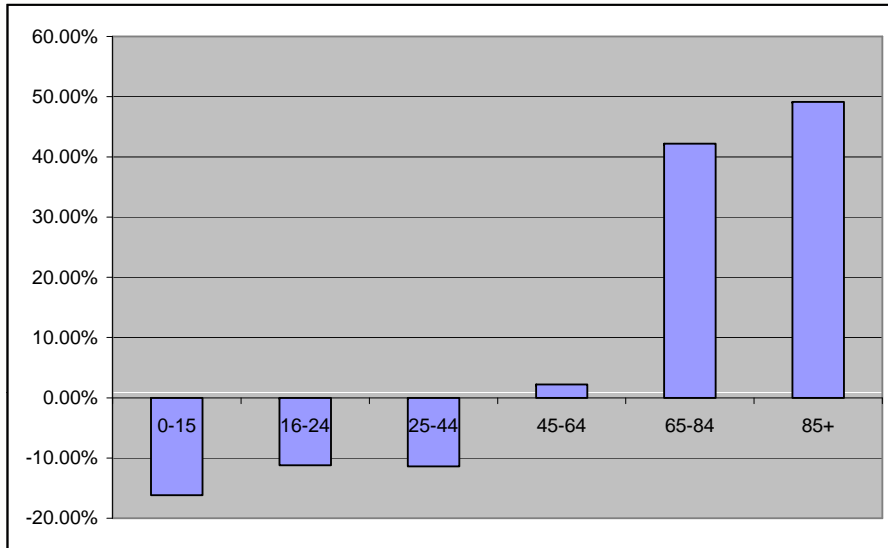


Affordability and need (2)

- East Kent case study:
 - Highest prices in sparsest areas
 - Decreasing numbers of young and working age population
 - Increase in older, wealthier population
 - Market town perimeters the most affordable
- Rural issues:
 - Positive: High land values, attractive to higher earners, better transport links
 - Negative: Severe affordability problems, flight of the young, age polarisation, withering away of villages
 - Housing solutions: affordable housing developments in smaller rural communities
- Coastal issues
 - Pockets of acute deprivation, fragile tourist-based economies
 - Distorted housing stock: HMOs and flatted developments
 - Housing solutions: options for housing led regeneration ?

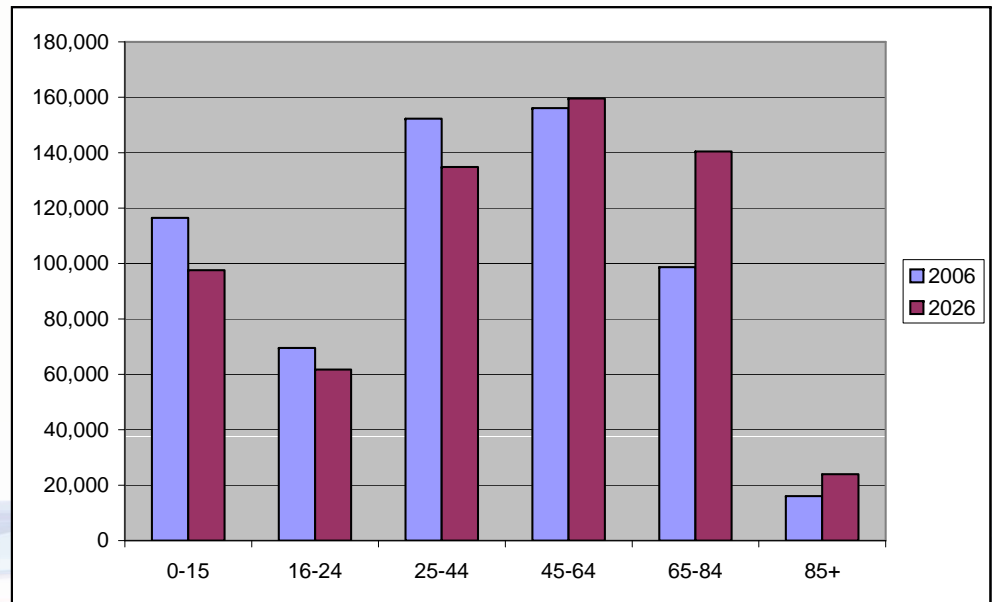


Demographic change



% change by 2026

Actual numbers, 2006-2026



The planning dimension

- Local Development Framework 15-20 year vision
- Extensions to existing towns
- **But** still developer led
- Most development piecemeal / case by case
- Landbanking and release
- Periphery estate doughnutting
- No social infrastructure
- Power of market, not place-making for neighbourhoods



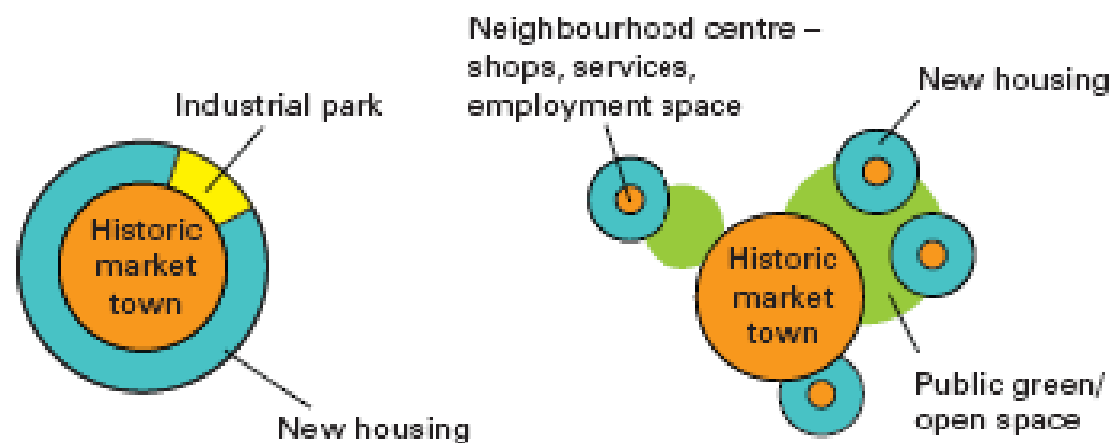
Place-making and growth

New growth point	Region	Extra homes by 2016	Current stock est.	% growth
Theftord	East	3000	10,200	29
Truro	S West	5000	10,500	48
Newark-on-Trent	E Mids	5000	11,200	49
Didcot	South East	5000	9,500	53
Burton on Trnet	W, Midlands	5000	29,600	17
Taunton	S West	5000	29,400	22

The Taylor Vision for market towns

- Market towns seen as areas of huge opportunity ‘at the heart of substantial growth’
 - New neighbourhoods spatially adjacent to existing one
 - Housing development around neighbourhood hubs
 - ‘Sense of place’: cafes, shops, pubs, schools, leisure facilities, green space
 - Attention to public realm
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Figure 2.2: New housing growth for market towns



(1) Bad housing growth: Doughnut development of tightly packed housing estates built up against the existing settlement with few additional shops, services, or amenity.

(2) Good housing growth: Creating self contained satellite neighbourhoods with mix of housing, employment and public green and open space benefiting both new and old communities.

How to achieve vision ?

- Masterplanning
- Community participation
- Strong partnerships
- Affordable housing
 - Two thirds market towns have higher average prices than their county average
 - This is common to all regions



But

- The demise of Regional Spatial Strategies
- Decision-making at the local level
- Whose 'local' is it anyway?
- Predictions of affordable housing cuts
 - 65% reduction to 20K
 - Inc. 40% through S 106 scrapping



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