



Staffordshire Moorlands Local Plan

Housing Implementation Strategy

July 2019

Contents

- 1. Introduction**
- 2. Spatial Strategy**
- 3. Objectively assessed need for housing and employment**
- 4. Affordable Housing Need**
- 5. Strategic Housing Market Assessment**
- 6. Self build/ Custom build**
- 7. Older persons accommodation**
- 8. Components of housing land supply**
- 9. Windfall**
- 10. Housing trajectory and five year land supply**
- 11. Sources of Future Housing Delivery and Assumptions**
- 12. Delivery Mechanisms**
- 13. Council Strategic Response**
- 14. What have we done so far**

Appendix 1. Proposed Allocations in the Staffordshire Moorlands Local Plan

Appendix 2. Delivery Assumptions

1. Introduction

This document sets out information on how the housing requirement in the Staffordshire Moorlands Local Plan will be monitored and managed over the lifetime of the plan. It fulfils the requirement set out in paragraph 47 of the National Planning Policy Framework (NPPF 2012) that local planning authorities identify deliverable and developable sites that meet their objectively assessed housing need.

This background paper is structured in the following way:

- A summary of the spatial strategy and housing requirement set out in the Staffordshire Moorlands Local Plan Submission Version
- Latest information on the components of supply consisting of the housing completions; commitments and other sources of housing supply
- Commentary on the mechanisms that will be used to ensure the delivery of key allocations and the overall housing requirement for the plan area.

2. Spatial Strategy

The Staffordshire Moorlands Local Plan in Policy SS2 establishes the following tiers in the settlement hierarchy;

- Towns. Leek, Biddulph and Cheadle are identified as the three towns in the District where growth will be focused.
- Rural Area Larger Villages, Policy SS8 (Larger Villages Area Strategy) identifies 12 larger villages which shall retain and enhance their role as rural service centres, providing for the bulk of the housing requirement of the rural areas and also for employment needs of a scale and type appropriate to each settlement having regard to infrastructure capacity and character.
- Rural Area Smaller Villages, Policy SS9 (Smaller Villages Area Strategy) identifies 29 smaller villages where appropriate development which enhances community vitality or meets a social or economic need of the settlement or hinterland is encouraged
- Other Rural Areas comprise the countryside and the green belt outside of the development boundaries of the towns and larger villages and the open countryside surrounding the smaller villages. These areas will provide only for development which has an essential need to be located in the countryside, supports the rural diversification and sustainability of the rural areas, promotes sustainable tourism or enhances the countryside

Staffordshire Moorlands Housing Implementation Strategy

3. Objectively assessed need for housing and employment

The 2014 Staffordshire Moorlands SHMA assessed the extent of the local housing market and its characteristics. It also provided an assessment of the need for market and affordable housing. Key conclusions included:

- The objectively assessed need (OAN) for housing Staffordshire Moorlands was within the range of 260 to 440 homes per year. The bottom end of the range related to demographic needs (population and household growth). The top end of the range related to economic projections (jobs growth supported by inward migration).
- The need for affordable housing was deemed to be 707 (gross) over the next five years. This includes newly arising needs and clearing the backlog of demand over a five year period. 172 homes a year for five years are required to clear the backlog. Affordable housing needs are calculated on a different evidential basis from the wider housing requirement with the emphasis being on the ability of a household to pay rather than demographic and economic projections. This can explain the apparent discrepancy between the identified OAN range and affordable housing needs.
- Staffordshire Moorlands district is not a self-contained housing market area. The housing market overlaps with parts of Stoke-on-Trent. Work with Stoke on Trent City Council under the Duty to Co-operate on meeting housing needs may therefore be required.

In order to take account of the latest household projections issued by Government (2014-based), Planning Inspector's reports and High Court judgements, new population and unemployment data, the Staffordshire Moorlands SHMA Update was issued in February 2017. This report superseded previous updates issued in 2015 and 2016.

The SMHA update report provided details of the projected population change, jobs growth and associated annual housing requirement for each of the scenarios tested. An extract from the report with corresponding details is provided below:

Having reviewed the scenarios, the 2017 SHMA Update recommended a new OAN range of 235 to 330 homes per year to the year 2031. The bottom of the range (235) related to the demographic needs plus a 10% uplift to reflect market signals and a further 10% to respond to the high level of affordable housing need. The top of the range (330) related to the level of housing growth required to support the projected increase in jobs. Jobs growth is supported by the higher level of housing growth as it enables a higher level of inward migration of working age people from neighbouring areas. Natural population change in the District is largely driven by an increase in the elderly population.

Staffordshire Moorlands Housing Implementation Strategy

In terms of affordable housing needs, the 2017 SHMA Update reviewed the Housing Register as of October 2016 and current supply of affordable housing to identify a net backlog of 408. An assessment of likely newly arising affordable housing needs over the plan period was then undertaken to identify a net annual need for affordable housing of 224 to 432 homes per year. The lower figure of 224 would apply if allowances are made for a deposit and/or a greater proportion (35%) of income is spent on renting a property.

The new OAN range and affordable housing needs are lower than all those previously recommended as summarised in the table below:

Study	Date	Affordable housing needs (p.a.)	OAN range (p.a.)
SHMA	April 2014	250 to 707	260 to 440
SHMA Update (examination library ref. 27.4)	January 2016	250 to 707	250 to 440
SHMA Update	February 2017	224 to 432	235 to 330

During the Examination into the Local Plan, the Inspector asked for consideration to be given to amending the Plan period to 2014/2033. The table below shows the impact this would have on the OAN

Approach to OAN for Staffordshire Moorlands 2014 2031/33		
	Dwellings per annum (2014-2031)	Dwellings per annum (2014-2033)
Demographic Starting Point	170 dpa	165 dpa
Adjustments to Demographic-led Needs	196 dpa	190 dpa
Uplift for Market Signals	216 dpa	209 dpa
Employment Led Needs	329 dpa	319 dpa
Affordable Housing Needs (@33% delivery)	679 – 1,309 dpa	679 – 1,309 dpa
Uplift to demographic led needs for Affordable Housing (@10%)	238 dpa	230 dpa
Full Objectively Assessed Needs (rounded)	235 dpa – 330 dpa	230 dpa – 320 dpa

Staffordshire Moorlands Housing Implementation Strategy

4. Affordable Housing Need

The NPPF requires that authorities meet the full, objectively assessed needs for market and affordable housing. The 2014 SHMA assessed the extent of the local housing market and its characteristics and provided an assessment of the need for market and affordable housing. It was updated in 2017 to take account of the 2014 based Sub-National Household Projections and new employment projections. The 2017 SHMA update concluded that the housing needs of the District lie within the range of 235 to 330 additional homes per year up to 2031.

This range also reflects an uplift to support additional affordable housing of which there is a relatively high need in the District. The 2017 SHMA Update reviewed the Housing Register as of October 2016 and current supply of affordable housing to identify a net backlog of 408. An assessment of likely newly arising affordable housing needs over the plan period was then undertaken to identify a net annual need for affordable housing of 224 to 432 homes per year.

In order to address the objectively assessed needs for housing in the District the Local Plan Submission Version proposes 320 homes per year which is towards the top of the OAN range. The proposed level of provision will enable to Council to:

- fully meet demographic housing needs
- help support an increase in jobs
- help address the affordable housing need.

The Local Plan Submission Version does not set an affordable housing target as the SHMA 2017 Update identified an annual need for affordable housing of up to 432dpa which is higher than the top of the recommended range for the objectively assessed need for housing.

5. Strategic Housing Market Assessment (SHMA)

The SHMA also looked at the existing mix of houses and the type of homes that would be needed in the future. The following extract from the SHMA outlines the most appropriate mix of house types for new development.

Policy Advice

An assessment has been undertaken of the split required between affordable/market housing type and size over the Plan period. Such housing targets are a policy decision to be made through the Local Plan. However, the following percentage targets are suggested for Staffordshire Moorlands, with the intention of rebalancing the stock away from small terraced properties and 3-bed accommodation, towards 2

Staffordshire Moorlands Housing Implementation Strategy

bed dwellings and good quality accommodation designed specifically for the growing elderly population:

- Property Sizes: 60% 1/2-bed; 40% 3/4-bed+ dwellings.

It is recommended that SMDC Officers take a flexible approach to applying this advice when dealing with housing applications in their District, as relatively lower levels of housing viability in certain urbanised parts of the District, could be compromised by an unsuitable housing mix. This advice, which is primarily needs based, must be subjected to further detailed assessment through the Council's on-going housing viability work to test the deliverability of these rates."

In terms of housing size the SHMA suggests that going forward the requirement should be 60% 1 and 2 beds and 40% 3 and 4 beds. The Local Plan and Site Allocations Viability Study recommends that the Council takes a flexible approach to applying this advice when dealing with housing applications in the District, as relatively lower levels of housing viability in urbanised parts of the District could be compromised by an unsuitable housing mix. The analysis of recent planning applications indicates an overall split of approximately 46% 1 and 2 bed dwellings with 54% being 3 bed or larger. In terms of viability testing the Study used a 50/50 mix for the appraisals as this was between the split recommended by the SHMA and recent trends. Over time, following the adoption of the new Local Plan the Council will pro-actively negotiate a housing mix more in line with the SHMA recommendations.

6. Self build/ Custom Build

The Self-build and Custom Housebuilding Act 2015 (as amended by the Housing and Planning Act) places a duty on District Planning Authorities to keep a register of those who wish to acquire serviced plots of land for self-build or custom-build projects and have regard to those registers in carrying out their planning functions. Policy H1 part 2) regarding self-build / custom-build states that where a demand exists appropriate provision will be in agreement with the Council and negotiated on a case by case basis.

During 2016/17 there were 27 applications for the register. Most were from individuals looking for a single plot. However there was also a registration from a cohousing group in Leek for 22 plots for a group self build project. The majority of registrations (17) were for a stand alone individual plot with a detached house. 22 were for a detached house. Most registrations specified a particular location in the Borough, the most requested location was Leek with 5 . The majority of registrations wanted to build relatively quickly.

7. Older persons accommodation

In order to address the changes in population structure, new homes should where possible be designed to provide flexible, accessible accommodation that is capable of future adaptation to meet the differing and changing needs of households. Policy H1 part 3 a) refers to the need for housing for specialist groups, particularly for older people as identified in the SHMA. Policy H1 part 3 d) states that all new dwellings

Staffordshire Moorlands Housing Implementation Strategy

should adhere to the new nationally described space standard and delivered to meet accessibility standards set out in the Optional Requirement M4(2) of Part M of the Building Regulations.

The SHMA Update 2017 confirms that the District is expected to see an increase in the over 60 age groups and a sharp increase in the over 70 age groups by 2031. This will mean that there will be an increased demand for specialist housing and adaptations to enable people to remain in their own homes. The table below indicates the population projections for residents aged 60+ in the district over the period up to 2031. The number of residents aged 75 - 84 are expected to increase from 7,317 in 2015 to 11,008 in 2031. The number of residents aged 85 or older will almost double from 2,706 in 2015 to 5,314 in 2031.

Population mid year	2015	2017	2019	2021	2023	2025	2027	2029	2031
60/65-74	16740	17061	17071	17116	16564	16634	17050	17649	18086
75-84	7317	7688	8369	8990	10096	10750	11033	11058	11008
85+	2706	2924	3087	3337	3653	3958	4308	4820	5314

8. Components of Housing Land Supply

The following table shows the housing completions in each of the towns and in the rural areas since 2014/15.

Sub area	Completions 2014/15	Completions 2015/16	Completions 2016/17	Completions 2017/18	Completions 2018/19	Total completions
Leek	149	29	44	40	14	276
Biddulph	60	28	40	33	6	167
Cheadle	31	10	4	13	87	145
Rural Areas	38	32	40	56	58	224
District	278	99	128	142	165	812

The Local Plan Submission Version as published demonstrates a five year supply of housing land. Following the examination hearings, the Inspector suggested changes to the 5 year supply, in particular a revised Plan period and adding a 10% lapse rate to the commitments. This as well as changes to the delivery rates of some of the larger sites, give the following revised calculation for the 5 year supply.

A.	Completions from April 2014 to 30 March 2019	=	812
B.	Sites in the trajectory including under construction 10% lapse rate on commitments	=	2427 -98
	Sites in the trajectory including under construction		2329
C.	Housing Requirement (2014-2033) 320x19	=	6080

Staffordshire Moorlands Housing Implementation Strategy

D.	Annual Requirement [C/19]	=	320
E.	Target Completions (April 2014 to March 2019) [Dx5]	=	1600
F.	Current shortfall [E-A]	=	788
G.	5 year requirement with shortfall [(Dx5) + ((F/14) x5)) x1.2] (1600 + (788/14x5=281) x1.2	=	2257
H.	Annual 5 year requirement with shortfall [G/5]	=	451
I.	No. of years supply [B/H] (2329/451)	=	5.16 years

The land supply statement applies a 20% buffer as currently required by the National Planning Policy Framework to reflect persistent under delivery. The "Liverpool method" has been applied to spread the housing shortfall up to the year 2033. The shortfall in completions is currently very high (788 as of 31 March 2019). If it is met over 5 years using the Sedgefield method, this gives a very high annual requirement which is considered to go beyond the requirement in the National Planning Policy Framework to be aspirational but realistic. Net completions have averaged 162 homes per year across the District between 2014/15 and 2018/19 with the highest net completion total in a single year being 278 in 2014/15.

Therefore it is considered that it is more appropriate that the shortfall should be met over the plan period using the Liverpool method of calculation as this gives a more realistic scenario for development to come forward whilst still boosting housing supply as required by the National Planning Policy Framework.

9. Windfall

Paragraph 48 of the National Planning Policy Framework (2012) supports an allowance for windfall sites in the five-year supply if there is compelling evidence that such sites have consistently become available in the local area and will continue to provide a reliable source of supply.

The windfall allowances set out in the policy reflect past trends across the four areas of the district. Windfall allowances in the Local Plan Submission Version (as modified) total 845 to the year 2033 (approx. 28% of net housing requirement) are broadly in line with the Core Strategy (25% of requirement in urban areas and 30% in rural areas).

Allowances included in the plan are supported by an analysis of such provision since 2006 as follows:

Staffordshire Moorlands Housing Implementation Strategy

Leek

- Policy SS4 large windfall allowance (15 per year) = 165.
- Policy SS4 small windfall allowance (10 per year) = 110

The actual number of new dwellings delivered on large windfall sites in Leek between 2006 and 2019 has been on average 38 dwellings per annum and the number of new dwellings delivered on small windfall sites in Leek between 2006 and 2019 has been on average 12 dwellings per annum.

Biddulph

- Policy SS4 large windfall site allowance (20 overall) = 20
- Policy SS4 small windfall allowance (10 per year) = 110

The actual number of new dwellings delivered on large windfall sites in Biddulph between 2006 and 2019 has been on average 19 dwellings per annum and the number of new dwellings delivered on small windfall sites between 2006 and 2019 has averaged 8 dwellings per annum.

Cheadle

- Policy SS4 small windfall allowance (10 per year) = 110

The actual number of new dwellings delivered on large windfall sites in Cheadle between 2006 and 2019 has been on average 11 dwellings per annum and the actual number of new dwellings delivered on small windfall sites between 2006 and 2019 has been on average 11 dwellings per annum. There is only a small site windfall allowance in Cheadle.

Rural

- Policy SS4 Small windfall allowance (30 per year) = 330

The actual number of new dwellings delivered on large windfall sites in the Rural Area between 2006 and 2019 has been on average 24 dwellings per annum and the actual number of new dwellings delivered on small windfall sites between 2006 and 2019 has been on average 24 dwellings per annum. There is only a small site windfall allowance in the rural areas.

The policy approach to windfall is more positive than that set out in the Core Strategy which sought to place a cap on the size of windfall sites that could come forward. However, Policy H1 of the Local Plan Submission Version also now sets out detailed criteria to ensure that the scale of development is appropriately managed having regards to the role of the villages, their character and constraints.

10. Housing trajectory and five year land supply

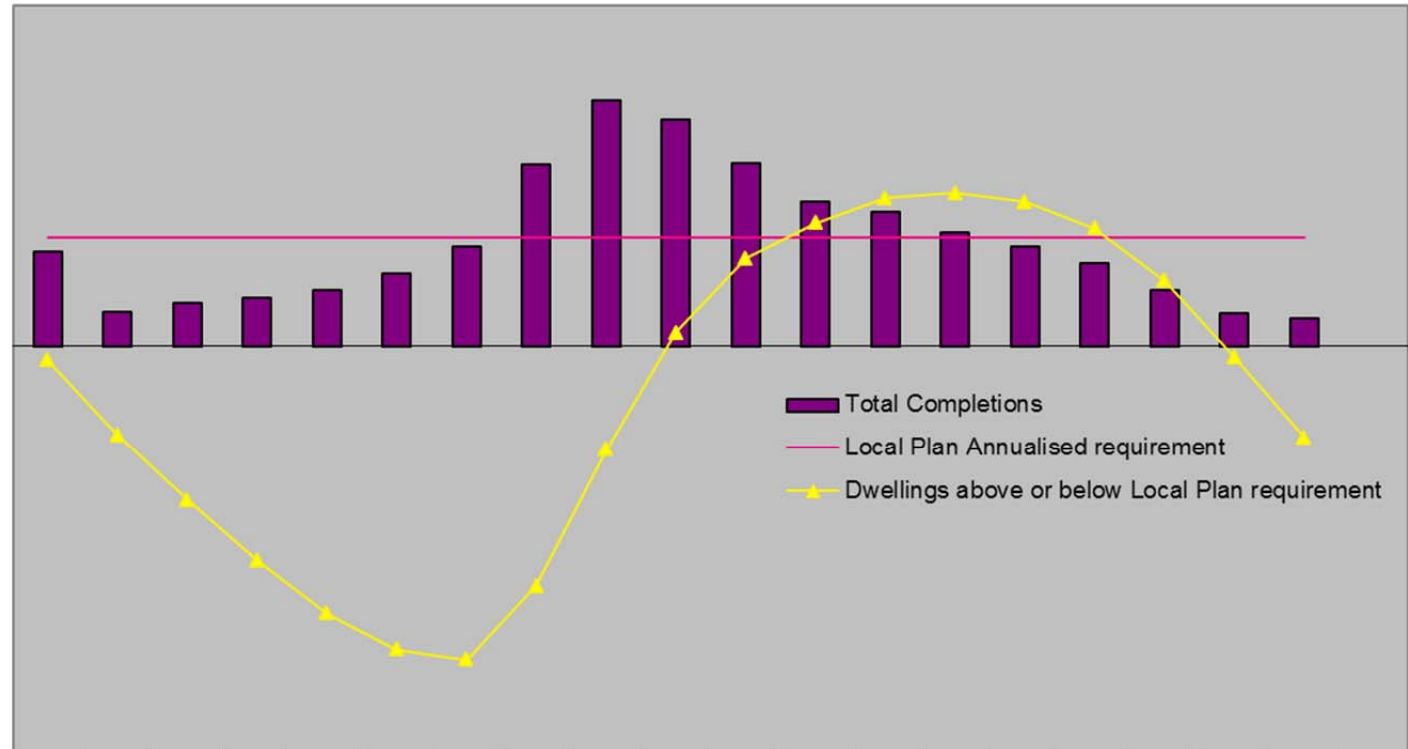
A housing trajectory illustrates projected completions over the plan period. The trajectory below records the position as of 31 March 2019. The housing trajectory is underpinned by assumptions regarding the rate of development and sales reported in the Local Plan and Site Allocations Viability Study.

In addition to applying evidence from the Local Plan and Site Allocations Viability Study, consultation responses on the draft Housing Implementation Strategy in early 2019, regard to 'Start to Finish' (Nathaniel Lichfield & Partners, 2016) and officer's knowledge and experience of the area, the assumptions regarding the rate of development in the trajectories have been updated as follows:

- Sites under construction developed over 3 years (years 1-3)
- Full planning permission (large sites) developed according to table below (start in year 2)
- Outline planning permission (large sites) developed according to table below (start in year 3)
- Allocated sites developed according to table below (start in year 3)
- All other planning permission sites developed over 3 years (years 1-3)

More detail regarding the assumptions is included in Appendix 2.

Further detail on the sites in the trajectory, including up to date information from landowners and developers can be found in the table below.



	2014/ 15	2015/ 16	2016/ 17	2017/ 18	2018/ 19	2019/ 20	2020/ 21	2021/ 22	2022/ 23	2023/ 24	2024/ 25	2025/ 26	2026/ 27	2027/ 28	2028/ 29	2029/ 30	2030/ 31	2031/ 32	2032/ 33	TOT AL
■ Total Completions	278	99	128	142	165	213	291	536	721	666	538	425	394	334	294	243	165	95	82	
— Local Plan Annualised requirement	320	320	320	320	320	320	320	320	320	320	320	320	320	320	320	320	320	320	320	
▲ Dwellings above or below Local Plan requirement	-42	-263	-455	-633	-788	-895	-924	-708	-307	39	257	362	436	450	424	347	192	-33	-271	

11. Sources of Future Housing Delivery and Assumptions

The Council expects that the existing housing commitments from unimplemented planning approvals will contribute significantly towards future housing delivery and this is illustrated in the following table. The capacity of sites with planning permission, but do not have a developer currently on site is around 290.

Sites where the Council has been minded to approve a housing scheme but the decision notice has not yet been released as it is subject of a signing 106 legal agreement have been regarded as allocated or unidentified windfall for the purpose of plan making.

Staffordshire Moorlands Housing Implementation Strategy

Sites with unimplemented planning approvals

Large Sites with Full Planning Permission	Planning Application ref	Number of dwellings	Update
Well Street, Biddulph	SMD/2017/0771	14	
The Homestead, John St, Biddulph	SMD/2016/0395 SMD/2017/0549	12	Current pending planning application (NMA/2018/0006) for non-material amendments and DOC/2018/0021 also pending for discharge of conditions
Woodland St, former Top of the Trent Public House, Biddulph	SMD/2017/0065	14	Site is actively being promoted
Thorley Drive, Cheadle	SMD/2016/0083 SMD/2017/0586	60	Reserved matters granted approval February 2018. Currently in discussion with housebuilder and registered provider over possible DOV to amend minor changes to S106.
Tearn Quarry, Hollington	SMD/2018/0045	9	
Land South East of A521, Blythe Bridge	SMD/2017/0512	118	Site is being brought forward by St Modwens. Site is part of the larger Blythe Vale allocation, shown in Appendix 1
Ashbourne Road, Leek	SMD/2016/0510	12	LE022 local plan allocation .

Large Sites with Outline Planning Permission	Planning application ref	Number of dwellings	Update
London Mill, Leek	SMD/2015/0585	93	
Hughes Concrete, Barnfields, Leek	SMD/2014/0750	175	Joint masterplan has been commissioned with developer including adjacent Cornhill site.
Macclesfield Rd, Leek	SMD/2013/1201	11	Reserved matters application pending decision
Milltown Way, Leek	SMD/2016/0413	25	Site is being actively promoted
Kwik Fit Garage, High St, Leek	SMD/2016/0412	27	Site has been cleared and being actively promoted.
Blythe Park, Sandon Road, Cresswell	SMD/2017/0722	168	Discussions with house builder regarding delivery. Keen to move site forward and submit pre-app for reserved matters. Registered provider selected to delivery affordable units
Endon Riding School,	SMD/2017/0470	10	SMD/2018/0373 reserved matters refused October 2018
Moss Feeds, Dilhorne	SMD/2016/0515	10	DOC approved April 2018 DOC/2017/0097

Staffordshire Moorlands Housing Implementation Strategy

Saltersford Lane, Alton	SMD/2015/0435	22	AL09 & AL022
Cheadle Rd, Upper Tean	SMD/2015/0424	67	Discussions with developer ongoing
Bridge End, Macclesfield Road, Leek	SMD/2017/0696	11	
Tenford Lane, Upper Tean	SMD/2016/0811	40	Site is being actively promoted
Capri, Gallows Green, Alton	SMD/2014/0824	13	Local Plan allocation AL012. Site is actively being promoted.

Sites with Planning Applications Committee (PAC) approval, but S106 pending 31/03/19	Planning application ref	Number of dwellings	Update
Land at the Birches, Cheadle	SMD/2017/0659	39	Awaiting S106 agreement
Staffs Farmers site, Cheadle Road, Cheddleton	SMD/2016/0434	25	Awaiting decision
Ivy Cottage, Alton	SMD/2017/0497	10	Awaiting S106 agreement
Fole Dairy, Fole	SMD/2018/0234	60	Awaiting decision
Fomer Cecilly Mill, Cheadle	SMD/2017/0660	121	Awaiting S106 agreement

12. Delivery Mechanisms

Barriers

Developing houses is often a complex process. There are a number of challenges and barriers to overcome before a buyer can take ownership of a property. In order for Staffordshire Moorlands DC to be able to assist developers to bring sites forward it is important we understand all the issues involved. The following provides a brief summary of the key issues and challenges identified from discussions with landowners, housebuilders, agents and other stakeholders, as well as considering experience from elsewhere across the country.

Site Specific constraints

- Poor connectivity across the Moorlands
- Land contamination
- Complexity of land ownership and 'ransom' situations
- Access arrangements
- Landscape
- Flood risk, drainage and utilities
- Archaeology
- Wildlife and nature
- Heritage
- Local opposition
- Legal (e.g covenants)
- National housebuilders high site thresholds
- Land instability/ Mining legacy

Resources

- Skills and labour availability
- Shortage of materials
- Availability of sites
- Availability of developers and registered providers to deliver housing
- Brexit

Finance

- Land value expectations
- Low residential values
- Lack of market confidence
- Access to finance for developers/ registered providers
- Access to finance for potential home owners
- Cash flow and interest payments
- Grant funding from Homes England
- Strength of market- investor confidence

Planning Obligations

- Affordable housing
- Open space
- Drainage schemes
- Housing mix
- Education contributions
- Highway improvements
- Other infrastructure requirements

13. Council Strategic Response

In response to the above barriers to housing development, in April 2018 we introduced the Accelerated Housing Delivery Programme. This programme focusses on two core aims:

- Drive forward delivery of the local plan and maintain 5 year land supply by proactive measures and Council led interventions where appropriate.
- Deliver community benefits in form of increased income from council tax, business rates and New Homes Bonus for reinvestment in the community.

The Accelerated Housing Delivery programme focuses on 4 keys delivery areas to delivering the Local Plan and maximising community benefits by supporting developers

- Open for business approach to planning applications and the regulatory process
- Facilitating development on sites with un-implemented planning approvals
- Accelerating delivery of emerging Local Plan sites
- Council-led proactive interventions

The table below outlines the delivery actions within each key area and provides a brief update of work undertaken to date.

We have found that the Councils proactive approach to improving dialogue with landowners, developers and agents is starting to improve delivery rates and we will continue this approach to the newly allocated sites once adopted.

Facilitating development on sites with unimplemented planning approvals

Action	Work completed to date
Enable and facilitate private sector partners and developers to help achieve an increase in the number of completions. Work with developers and partners to understand the issues and overcome barriers which delay development.	Phase one letters sent to all applicants with outline and full unimplemented planning approvals where no action (such as reserved matters application or DOC) is taking place. (Appendix 1) Meetings arranged with landowners and agents who respond to letter to discuss delivery constraints in more detail.
Approach land owners with planning approvals and outline support and Homes England (HE) (formally the Homes and Communities Agency) funding available	Phase 2 letters sent to 'large 10+ dwellings' unimplemented planning approvals where no action has been identified (Appendix 2)

Staffordshire Moorlands Housing Implementation Strategy

Approach Registered Providers, land agents and developers to understand the barriers and constraints to delivery	Extensive discussion with Staffordshire Housing Trust, Wrekin Housing Trust and Your Housing Group has taken place. A report identifying issues was presented to Executive Director.
Work with Registered Providers to identify suitable sites for 100% affordable housing and pursue funding bids with HE	Registered providers have been provided with lists of unimplemented sites to investigate further.
Work with HE to promote 'Home Building Fund' aimed at small sites and small scale builders to bring forward delivery of sites	Phase two letter sent to identified sites. Information to promote Home Building Fund is also available on Councils website https://www.staffsmoorlands.gov.uk/article/2163/Home-Builders-Fund
Revise planning pages to include guidance for small site owners and business to demystify the planning process	Guide for business owners is available on the website; https://indd.adobe.com/view/befcce7f-ccf4-4f34-9b83-f1afc9207b5e Work on the guide for small site owners is on going.

Accelerating the delivery of Local Plan sites

Action	Work completed to date
Once the Local Plan is adopted, start to approach owners of the newly allocated residential sites to look for steps for delivery	Following the adoption of the Local Plan
Work with private sector landowners to prepare masterplans and delivery options for larger cluster sites identified in the emerging Local Plan; <ul style="list-style-type: none"> • Wharf Road, Biddulph • Tunstall Road, Biddulph • Mobberley Area, Cheadle • Blythe Vale sites 	Sanderson Weatherall has been appointed to prepare masterplans for Wharf Road and Tunstall Road, Biddulph. Completion of the work is likely to be Spring 2019.
Council led intervention to prepare masterplans for coordinated delivery <ul style="list-style-type: none"> • Cheadle Town Centre • The Mill Quarter, Leek 	The Council is working in partnership with Staffordshire County Council to prepare a tender brief to commission a masterplan for Cheadle town centre
Following masterplans, work with landowners and stakeholders to initiate delivery and land assembly discussions	Following completion of masterplans
Work with Stakeholders to bid for funding for relevant infrastructure or viability gap as and when appropriate	Working in partnership with two local landowners we have facilitated bids for £1,700,000 and £2,600,000 to the Local Growth Fund through the Stoke and Staffs Local Economic Partnership to support infrastructure

Staffordshire Moorlands Housing Implementation Strategy

	requirements and remediation work. The Council are happy to help other developers facing similar viability issues which would mean schemes would otherwise not progress.
--	--

Council led proactive interventions

Action	Work completed to date
Consider proactive intervention by the council where appropriate to gain more control and certainty over development by using Council resources and powers in form of assets, funding, borrowing powers, CPO powers and skill and expertise of the staff	Ongoing
Commission consultants to prepare an Investment and Acquisition Strategy for the purchase of land in appropriate areas to allow direct intervention from the Council and or its partners	CBRE have been commissioned to produce an investment and acquisition strategy which will be used to inform the Council's prudential borrowing and financial plan.
Consider a housing delivery vehicle such as a joint venture for public sector led delivery of a range of housing tenures and typologies.	Following CBRE commission
Work with other public sector bodies to review land assets in their ownership through the One Public Estate programme (OPE) and consider options for enhanced service delivery through rationalisation of assets which result in surplus land for additional housing sites.	Work is on going with partners.
Review all council owned land assets and consider development where appropriate	Ongoing and linked to OPE

Staffordshire Moorlands Housing Implementation Strategy

14. What have we done so far

In addition to the introduction of the Accelerated Housing delivery Programme, considerable progress has already been made, working with partners to bring development forward and recognise opportunities. These include:

- Prepared a housing site prospectus of unimplemented planning approvals that sets out details on available sites, highlighting opportunities for developers and registered providers
- Established a self build and custom- build register to record the interest of those looking to build their own home in the Staffordshire Moorlands
- Developed an ongoing dialogue with landowners and developers (including registered providers) to understand what progress is being made on sites
- Working with funding providers such as Homes England, the Council is seeking opportunities to draw financial assistance to help stimulate development on sites. This also involves working collaboratively with Stoke and Staffordshire Local Enterprise Partnership (LEPs)
- Preparing masterplans for individual sites, setting out what is expected as part of the development of an allocated site.
- Developed the Ascent programme, a joint venture company with Your Housing Group to develop affordable housing across the district (see below)
- Supporting the preparation of neighbourhood plans
- Restructured the Regeneration team with the establishment of dedicated delivery team, to provide extra resource aimed at delivering the Accelerated Housing Delivery Programme. The delivery team is responsible for working with a wide range of partners to increase housing delivery opportunities in the area.

Ascent

In 2009/10 Cabinet agreed in principle to the establishment of a Joint Venture with Harvest Housing Group to deliver affordable homes across the district. Following consideration of a number of different options, the joint venture vehicle was set up as a limited liability partnership (LLP).

Ascent through a Members Agreement was governed by two boards, non- executive to provide strategic vision to the LLP and the executive board to undertake necessary supervision and day to day management of the partnership. Both boards comprised of four members, two from the Council and two from Harvest Group.

The Ascent programme had been founded on using joint land resources of SMDC and Harvest Group. Both organisations owned a number of sites with residential potential and agreed to collaborate to bring forward the development of these sites in a co-ordinated programme. The Ascent business plan focussed on providing affordable home by establishing a rolling programme of development, recycling sales recipes from the non-rented properties in order to support the affordable housing development.

In total, Ascent planned to provide 380 affordable homes in the Staffordshire Moorlands by March 2015. The programme was supported by nearly £8,000,000 of

Staffordshire Moorlands Housing Implementation Strategy

funding from the Homes England (HE) formally the Homes and Communities Agency (HCA), and was additionally supported by funding from Staffordshire County Council and Staffordshire Moorlands District Council.

The original aspiration was to build up of 245 rental properties and 125 shared ownership properties. 17 of the homes are to be developed in rural areas. In addition, Ascent hoped to also build and sell 54 properties for outright sale. Open market sales would enable for Ascent to become self sustaining by recycling sales receipts into ongoing developments.

In practice a small number of sites, originally envisaged to be part of the Ascent programme were unable to come forward.

- West St, Biddulph (13 dwellings)
- Lightwood Road, Cheadle (34 dwellings)
- Adams Food, Prince Street , Leek (60 dwellings)

The Ascent programme has delivered the following:

Affordable Rent :189 homes

Shared Ownership: 70 homes

Open Market: 18 homes



Staffordshire Moorlands Housing Implementation Strategy



The Council will continue to monitor housing delivery in line with the criteria listed in Chapter 10 of the Submitted Staffordshire Moorlands Local Plan Chapter 10. Where it is established that there has been under delivery against the policy requirements consideration will be given to reviewing the relevant sections of the Local Plan in line with the policy requirements.

To ensure that a 5 year supply is maintained the Council will continue to engage with developers and landowners to ensure that sites with planning permission and allocated sites continue to come forward in a timely manner and to help overcome any identified problems with delivery.

Staffordshire Moorlands Housing Implementation Strategy

Appendix 1: Proposed Allocations in Staffordshire Moorlands Local Plan

Allocations - Leek	Local Plan ref	Number of dwellings allocated	Notes
Newton House, Leek	LE150	179	
Cornhill, Leek	LE235	50	The council has commissioned a joint masterplan with an adjoining landowner.
Horsecroft Farm, Leek	ADD01	15	Strategic discussions have taken place with the landowner and school
Macclesfield Road, Leek	LE102	25	The site is owned by the Cricket Club who are supportive of residential development
The Mount, Leek	LE66, LE128a,b, LE140, LE142a,b)	345	LE142b short term delivery, within 2 years
Allocations - Biddulph	Local Plan Ref	Number of Dwellings allocated	Notes
The Mills, Biddulph	BD101 & BD102	57	<ul style="list-style-type: none"> • When contacted in 2017, one of landowners said expected start date within 1-5 years, build out rate of 20 pa, no constraints. • Another owner re-confirmed interest in releasing land in 2017 but no details re delivery or start times.
Wharf Road, Biddulph	BD55, BD71,a, BD106, BD156, BD76,a, BD108, BD16, BD104	442	The Council has commissioned a masterplan to prepare a strategic vision for the site with positive landowner engagement
Tunstall Road, Biddulph	BD117	105	Masterplan commissioned with engagement from all landowners
Allocations - Cheadle	Local Plan ref	Number of dwellings allocated	Notes
Ayr Road, Cheadle	CH001, CH132	320	SMD/2018/0180 – hybrid application currently under consideration. Developer confident that the site will deliver new homes
Cecilly Brook, Cheadle	CH002a,b, CH024	106	CH024 - SMD/2018/0660 – outline permission approved for 121

Staffordshire Moorlands Housing Implementation Strategy

			<p>dwelling subject to S106 at Planning Committee Sept 18. (Note this is larger than allocated site and 76 more dwellings).</p> <p>CH002a/CH002b – Landowner re-confirmed availability of site 2017 but no details regarding delivery or start times.</p>
Froghall Road, Cheadle	CH004	45	Landowner re-confirmed availability of site at Submission Version stage (Feb 18). Unknown whether there is a housebuilder actively interested in the site
Rear of the Birches, Cheadle	CH013	51	Planning permission granted for 39 dwellings (SMD/2017/0659) (see table on page 14) Awaiting S106 agreement. (Note that this is 12 less than 51 dwelling allocation. Previous application was for 51 dwellings.
Stoddards, Cheadle	CH015	32	Agent has confirmed that the site will be available with immediate effect upon adoption of the plan.
The Green, Cheadle	CH020	42	Unknown whether there is a housebuilder actively interested in the site
Mobberley, Cheadle	CH085a,b,c,d,CH128	430	<p>CH85a-CH85d Agent for landowner - states that family in final stages of signing a contract with householder/developer capable of developing the allocated land quickly. (Examination library doc - EL2.020).</p> <p>CH128 – agent expects construction to start between 1 to 5 years following permission and notes that site is gateway to access land to the west. (March 2017)</p>
Allocations – Rural Area	Local Plan ref	Number of dwellings allocated	Notes
Blythe Vale		182 (residual taking account of planning permission)	<p>Approval for 118 dwellings, access, cycle linkages, car/cycle parking, play/open space, landscaping on land to the south east of A521/A50 Blythe Bridge Bypass Blythe Bridge. Relates to part of the allocated site. Approved 10/5/2018</p> <p>Reserved matters application for the phase 2 for access road and associated infrastructure, including drainage to serve the road, tree</p>

Staffordshire Moorlands Housing Implementation Strategy

			removal, levels, landscaping, safeguarding area, great crested newt mitigation, pursuant to planning application ref SMD/2011/0304. Resolution to approve confirmed delivery rates with St Modwen's during the examination
Stoney Lane, Endon	EN128	22	
St Thomas's Road, upper Tean	UT019	15	Landowners has confirmed availability of the site, unknown whether the site is being actively marketed at the moment
Leek Road, Waterhouses	WA004	36	Landowner re-confirmed availability of site in 2017.
Land adjacent to YOI , Werrington	WE003, WE052	75	The site is part of Homes England Accelerated Delivery programme

Staffordshire Moorlands Housing Implementation Strategy

Appendix 2: Delivery Assumptions

Sites in the Trajectory	Site Size	Start to Finish: How Quickly do Large-Scale Housing Sites Deliver? (Nathaniel Lichfield & Partners, November 2016)	LP assumptions as submitted in the topic Paper	Actual site evidence	Proposed Revisions
		Lead in times			
Outline	0-50	not referenced	7 in year 1 then 15 onwards		use the assumptions in relation to allocated sites
	50-199		start in year 2		use the assumptions in relation to allocated sites
	200-499		25 in year 2 then 50 onwards		use the assumptions in relation to allocated sites
Full/RM	0-50	1.7 years planning to delivery	start in year 1	Russell Grove (31) 8 months Horsecroft Farm (35) 10 months Bargate Street (32) 9 months Ambulance Station (11) 11 months	revise to start in year 2
	50-199	1.7-1.8 years	15 in year 1 then 30 onwards	Uplands Mill (197) 3 months	revise to 15 in year 2 then 30 onwards
	200-499	1.8 years	25 in year 2 then 50 onwards		no change
Allocated sites	0-50	planning approval 1.1 years then 1.7 to delivery 2.8 years	7 in yr 3 then 15 onwards		no change
	50-199		15 in yr 3 then 30 onwards		no change
	200-499	2.3 planning then 1.8 delivery on site 3.1 years	25 in year 3 then 50 onwards		no change

Staffordshire Moorlands Housing Implementation Strategy

Delivery Rate	0-50	27 per year	15 per year	Examples of delivery rates include 15, 23, 22 homes per year	Information from developers on delivery rates will be used where available. The average delivery rates will be used in other cases.
	50-199	27-60 per year	30 per year		33 homes per year
	200-499	60 per year	50 per year		

'Start to Finish' NLP - there are no references to sites with outline consent. The analysis looks at site sizes 0-99, 100- 499 and above.

SM- analysis looks at sites less than 50, 50-199 and 200-499