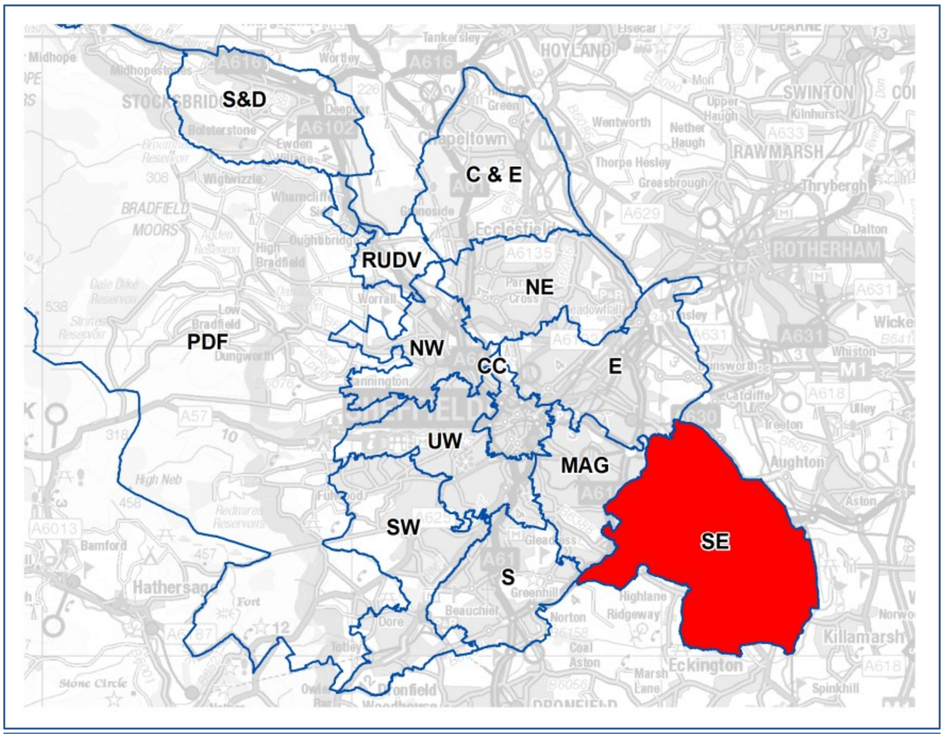
Housing Market Area

Profiles 2019

South East

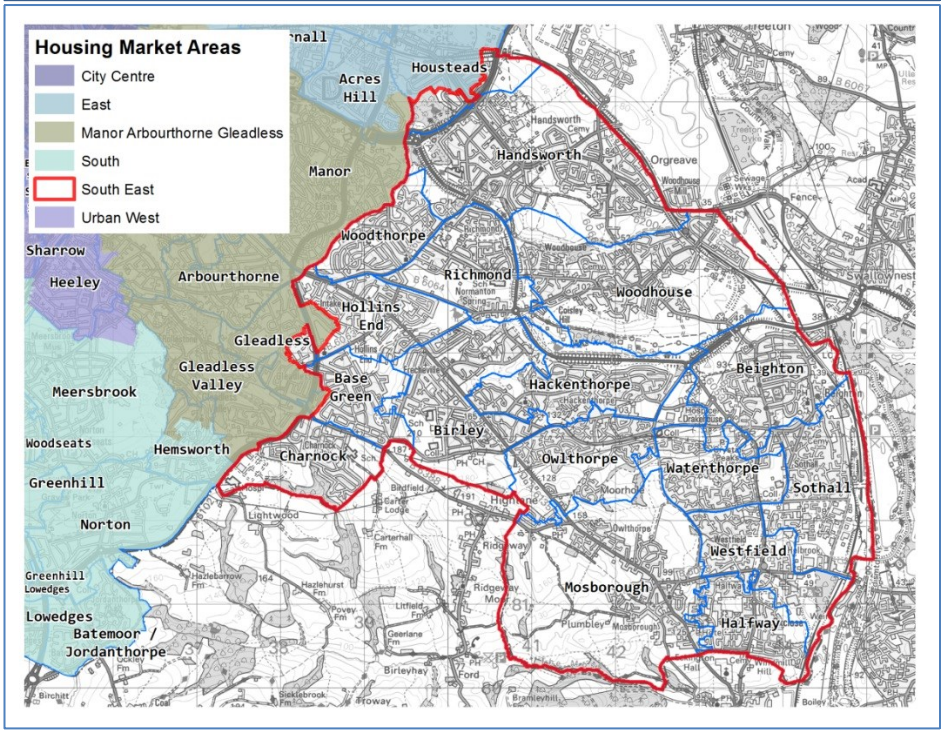
Sheffield City Council

Location 1: Housing Market Area (HMA) location within Sheffield



Location 2: Neighbourhoods within the South East HMA are

- Basegreen
- Beighton
- Birley
- Charnock
- Hackenthorpe
- Halfway
- Handsworth
- Hollins End
- Mosborough
- Owlthorpe
- Richmond
- Sothall
- Waterthorpe
- Westfield
- Woodthorpe
- Woodhouse



Colour Key

All charts in the profile follow the same colour principles, unless otherwise noted

South East HMA

Sheffield as a whole

Figure 1.1: Age

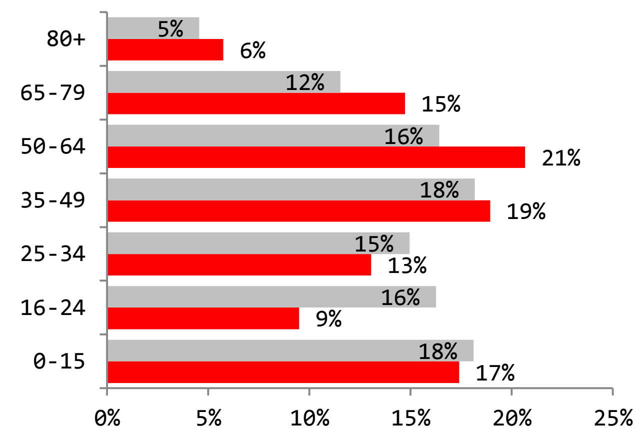


Figure 1.2: Ethnicity

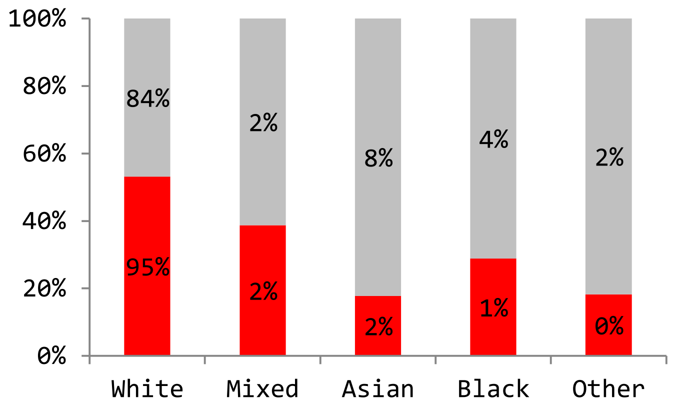
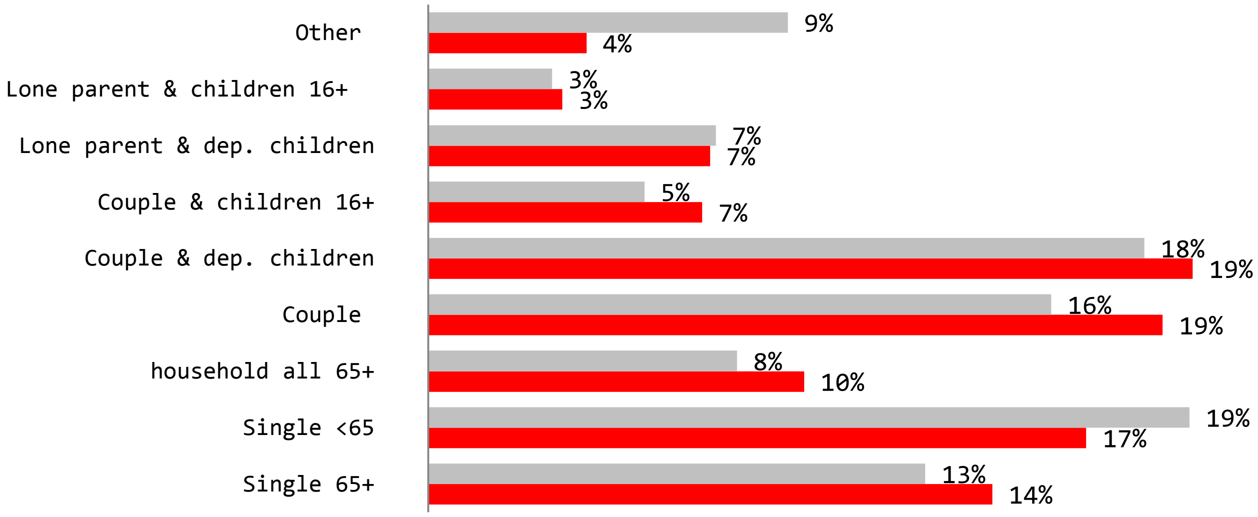


Figure 1.3: Household Profile (dep. = dependant / 16+ = non dependant)



Commentary

The South East Housing Market Area (HMA) borders Rotherham to the east and North East Derbyshire to the south. The area contains a number of large suburbs from different eras, but has experienced very significant expansion since the 1970's centred on the Mosborough Townships. Although quite distant from the City Centre, the HMA benefits from good transport links to the City Centre, with the Blue Supertram route terminating in Halfway, and good access to the M1 motorway.

It is well serviced by a number of district centres such as Crystal Peaks shopping centre, and has access to open space in the Shirebrook Valley and at Rother Valley Country Park in neighbouring Rotherham.

Around 92,750 people, or 16% of the city's population, live in the South East making it the city's second largest HMA in terms of population. The area is popular with young families, young couples, and older singles and couples that are retired or coming up to retirement age (aged 50 to 64 years). There are more households with older non-dependent children in this area than citywide and these could be some of the new households that are expected to form over the next 3 years (see Chapter 6).

The Acorn consumer classification tool characterises many of the South East's neighbourhoods as 'Comfortable Communities'. These communities are described as 'Middle of the road Britain' with mostly stable families, empty nesters and comfortably off pensioners. While these households may not be very wealthy, they have few major financial worries. 'Striving Families' is the second most common characteristic and these neighbourhoods tend to have a mix of lower value owner occupied housing and social rented homes. Incomes tend to be well below average.

The area is one of the least ethnically diverse in the city; 95% of the population described themselves as White British in the 2011 Census.

Figure 2.1: Tenure

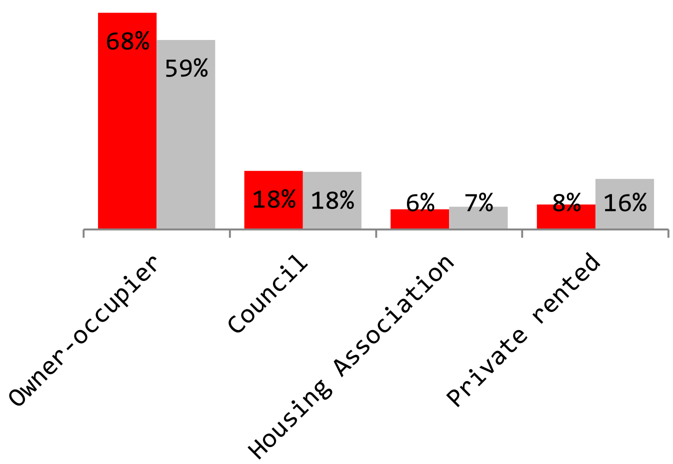


Figure 2.2: House type

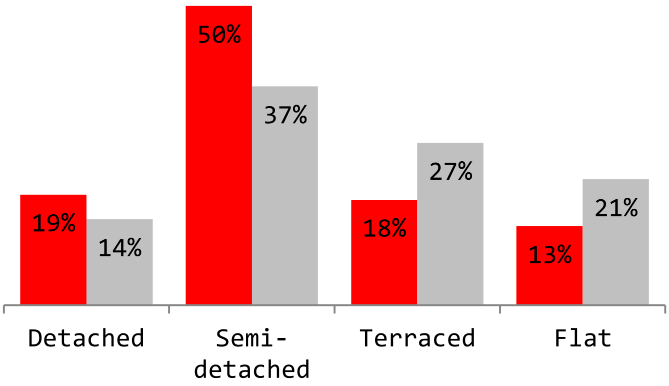


Figure 2.3: Beds

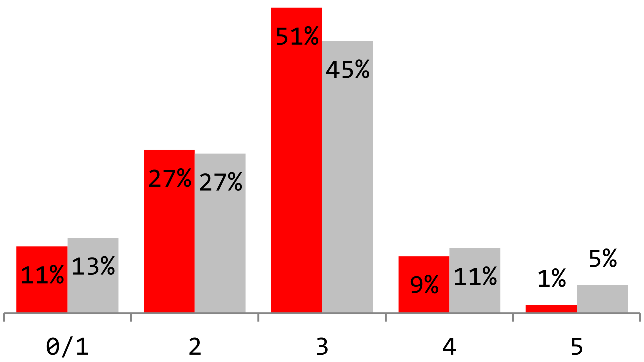
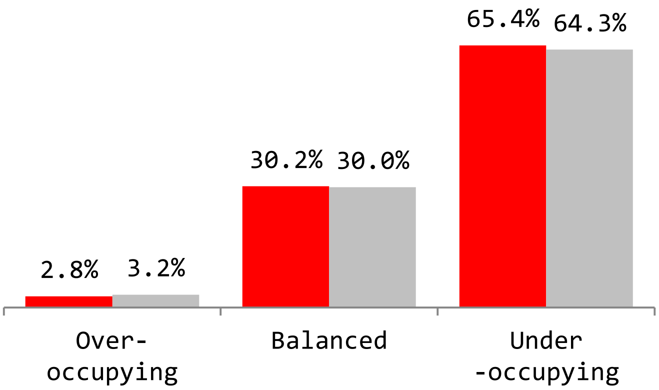


Figure 2.4: Occupancy



Commentary

Owner occupation is the most common tenure, while the social rented sector is similar to citywide making up around a quarter of the stock. The private rented sector is half the size of citywide and this could reflect the fact that fewer students live in this area.

Semi-detached and detached properties are the most common types in this area. This includes a mix of newer homes and council properties. Some neighbourhoods have a greater proportion of family housing than others, such as Birley and Handsworth where over three-quarters of the stock are semi-detached, and Owlthorpe where half of the properties are detached.

Whilst this suggests a good housing offer for households wanting a home at the middle to upper-end of the market, it also means that there are fewer 'starter' homes such as flats and terrace houses available. Only the neighbourhoods of Woodhouse and Richmond have a higher percentage of flats than citywide.

Reflecting the housing type in the area half of the housing stock has three bedrooms and the proportion of two bed properties is the same as citywide. Proportionally there are fewer smaller properties with 0/1 bedrooms and larger properties with 4 or more bedrooms, which limits the options available for those wishing to upsize. Although some neighbourhoods in the South East have a higher supply of larger properties, namely Mosborough (25%) and Sothall (23%).

65% of households under-occupy their property, meaning they have more bedrooms than they require. While this is not a problem in most cases, when viewed in the context of the relative lack of smaller properties, and the area's older population profile, it suggests a lack of downsizing opportunities. This could lead to some households remaining in larger properties for longer than they would prefer.

Figure 3.1: Facilities in/lacking in the home

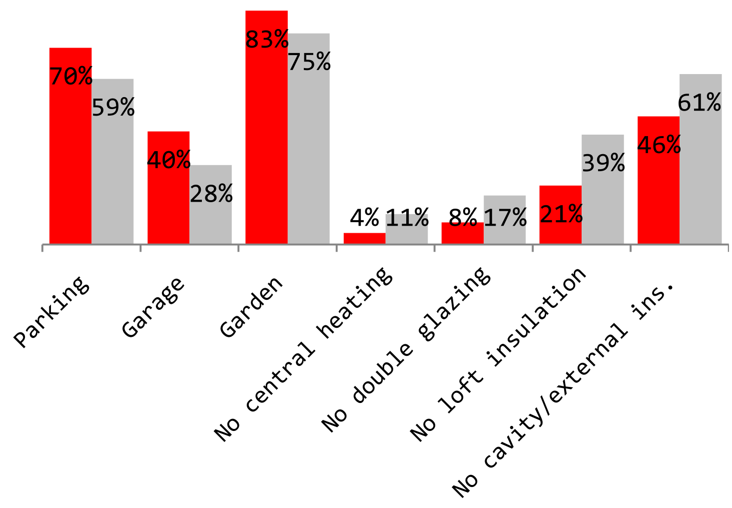


Figure 3.2: Hazards in the home
(HHSRS Category 1, Private Sector stock)

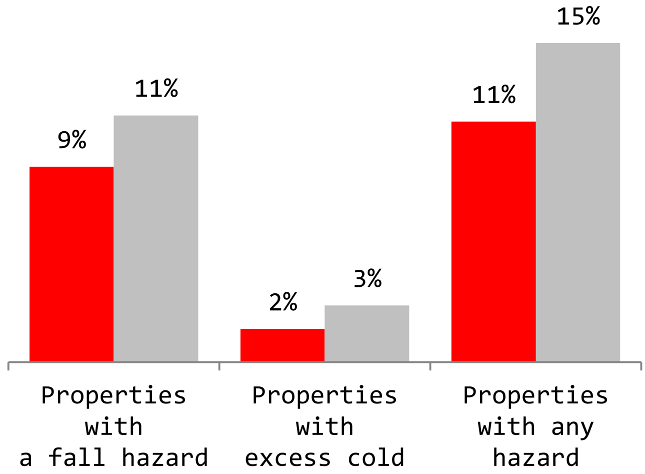


Figure 3.3: Is your home adequate for your needs?

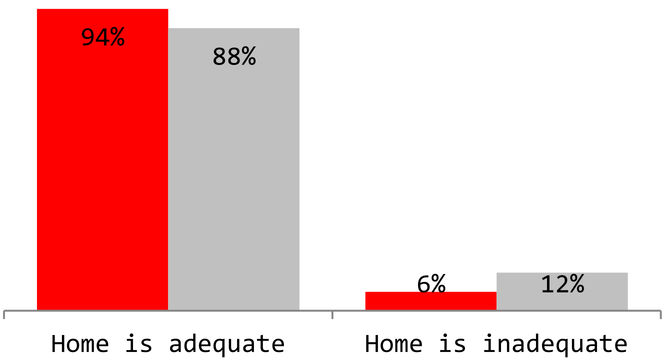
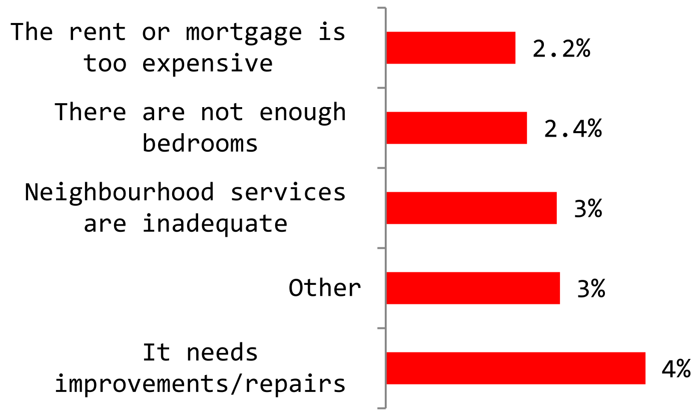


Figure 3.4: Inadequacy reasons (top 5)
(% of all households in South East)



Commentary

More households in this area have parking, garages and a garden than is typical of the city, which is indicative of the suburban character of the HMA.

The quality of stock in the area is generally good. It has a low proportion of properties without central heating, double glazing or no loft and cavity wall insulation, and a lower proportion of stock with hazards. This is reflected in the smaller proportion of people who said their home was inadequate for their household's needs, 6% compared to 12% citywide.

The most common reason for the home being inadequate is the property needs improvements/repairs and this mirrors the citywide picture. However the neighbourhood services being inadequate and the rent or mortgage being too expensive is less common citywide.

Although the South East HMA is well served by transport and has a number of district and local shopping centres, there are some neighbourhoods with very few facilities within a walkable distance such as Sothall and Owlthorpe, which can be restrictive for households that do not drive.

Despite house prices in the South East being lower than citywide, they have increased by 23% since 2014 and this could be impacting on some household's ability to afford their mortgage.

Figure 4.1: Do you need to move?
(% of all households)

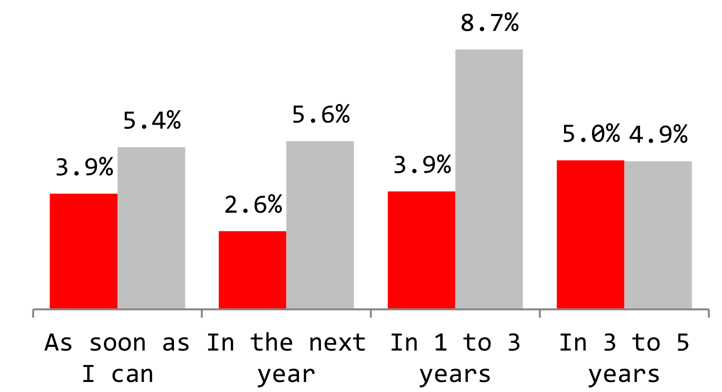


Figure 4.2: Movers tenure
(% of those who need to move)

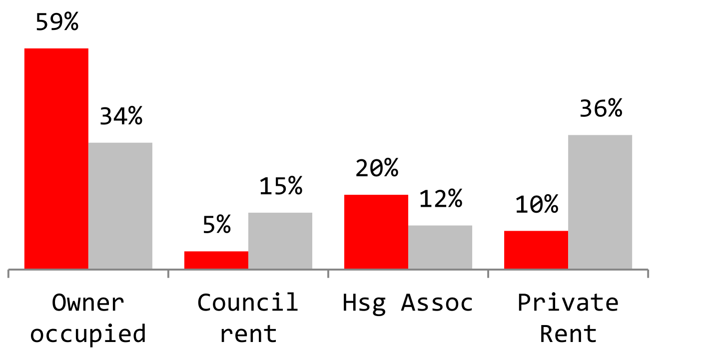


Figure 4.3: Tenure expected
(Tenure expected by movers)

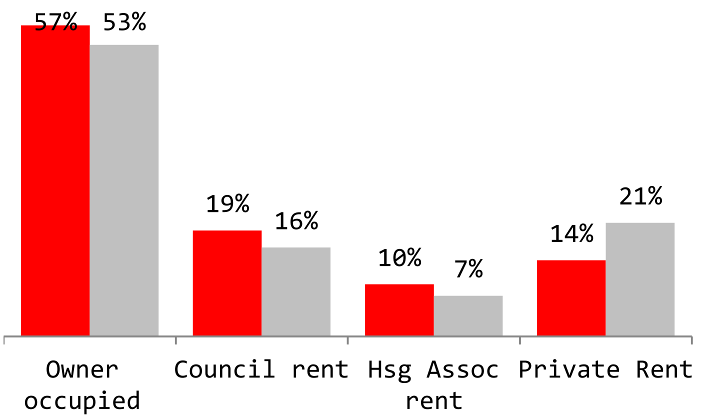
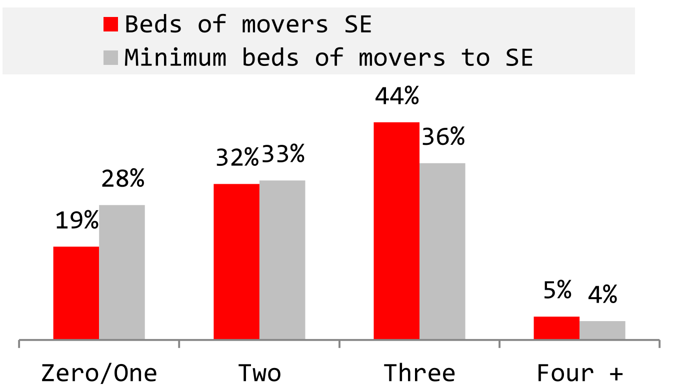


Figure 4.4:Properties vacated and properties needed – bedroom comparison



Commentary

15% of households said they need to move in the next five years, compared to a Sheffield average of 25%, reflecting the stable nature of the area.

59% of households moving in the South East are owner occupiers and a similar proportion of future movers expect this tenure, which suggests the supply and demand for this tenure is balanced.

However more expected movers want to rent from the council or a private landlord than the turnover suggests in Figure 4.3 and a there is a higher proportion of households moving out of a Housing Association property than expecting to move into this tenure. This suggests that the current rental offer in both the social and private sector is not necessarily meeting the demand in the South East.

Figure 4.4 matches the size of property lived in by households who expect to move, to the minimum number of bedrooms needed by households looking for a property. The figures should be seen in context; not all South East households who expect to leave their current home will, households looking for a home in South East are limited to the current homes that come available or any new build homes and the comparison here is based on the minimum number of bedrooms needed.

However, even with those qualifications, there does seem to be an undersupply of 0/1 bedroom homes in the area. This will limit the options available for those wishing to buy or rent a starter home or downsize into a smaller property.

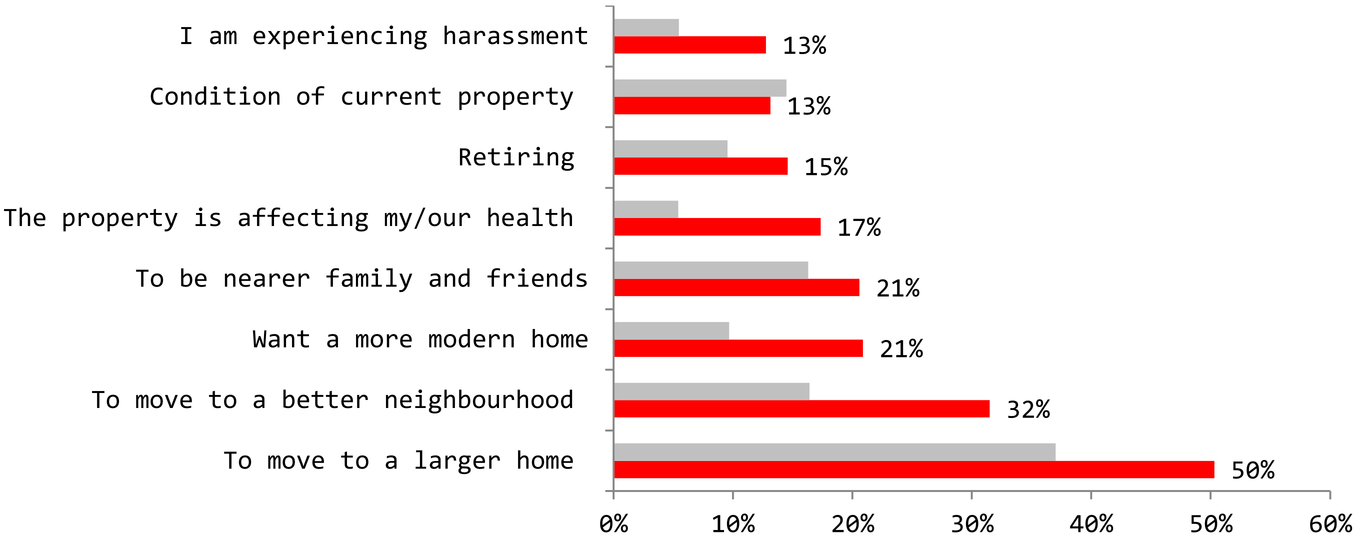
Figure 4.5: Where do households want to move to?

1	Remain in the South East
2	South West
3	South
4	Peak District Fringe
5	North West

Figure 4.6: Current location of potential movers to …

1	City Centre
2	Manor, Arbourthorne, Gleadless
3	East
4	South West
5	Urban West

Figure 4.7: Main reasons for needing to move
(figures are % of moving households choosing this option, multiple choice)



Commentary

The majority of households moving in the South East HMA wish to remain here and there are fewer households wishing to move to this HMA from outside, suggesting the area is relatively self-contained. The most common location of the potential movers to the South East HMA is the City Centre, which could be young people looking to move to family housing, and the Manor, Arbourthorne, Gleadless and the East HMAs which both border the South East.

There are no flows to or from Rotherham in the top five which is surprising given that this HMA borders the South West Rotherham HMA.

Figure 4.7 shows that the most common reasons South East households need to move differ to the reasons given by households citywide. Half of households moving said they wanted a larger home. This reflects the number of couples and families in the area who may be looking to upsize their home to accommodate children, but could also be an indication of a lack of larger properties with four or more bedrooms in some neighbourhoods.

A third of households wish to move to a better neighbourhood and the SHMA showed that a lower proportion of households in the South East were satisfied with their neighbourhood as a place to live than citywide (66% compared to 69% citywide). South East residents said the most important qualities for making a good neighbourhood were low crime and anti-social behaviour, good neighbours and clean streets.

The desire to move to a more modern home could indicate demand for some of the new developments that are taking place in this HMA, namely Woodmore in Mosborough and Halfway Connect in Halfway which are offering family houses.

A far greater proportion of people are moving because they are retiring or their health is being affected by their property. This could be a result of the larger than average older population in the area and suggests a need for specialist older person's accommodation.

Household's moving because they are experiencing harassment is much greater than citywide and could suggest problems with community cohesion, although this would need to be investigated further to understand the issues.

Figure 5.1: Sales numbers over 5 years

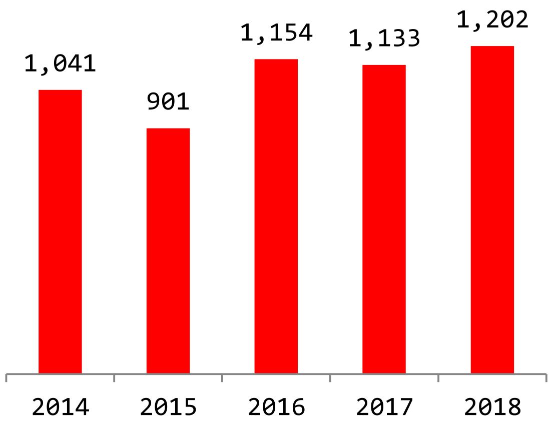


Figure 5.2: Average sales price

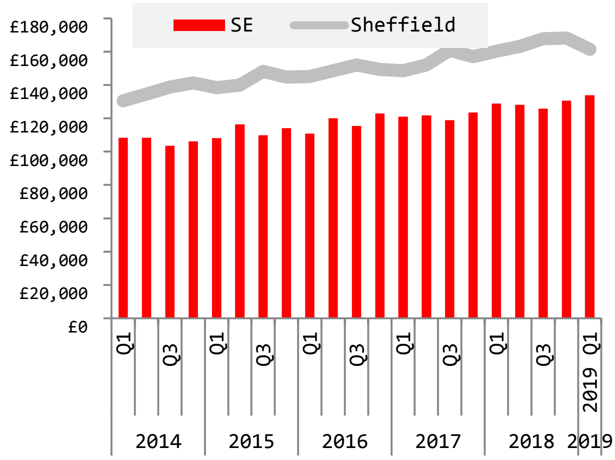


Figure 5.3: Sales price by bedrooms
(Year to May 19)

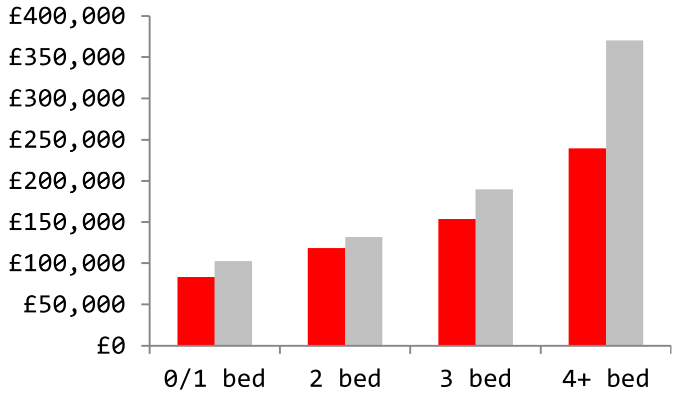
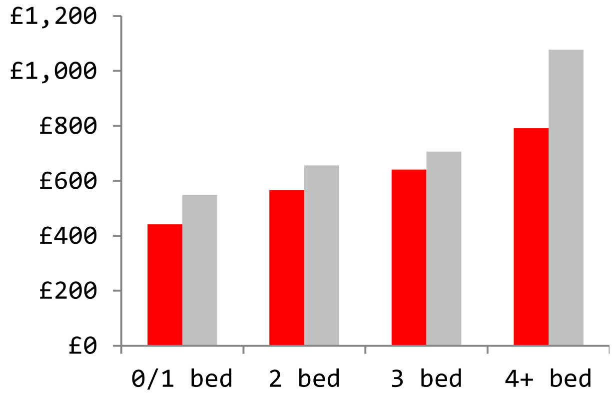


Figure 5.4: Rents by bedrooms
(Jan-Jun 2019)



Commentary

House sale volumes have increased at a faster rate than citywide, over the past 5 years sales in the South East have grown by 13% compared to 5% overall. Despite this growth the average house price for this HMA was lower than citywide in the first quarter for 2019 at £133,815

House prices do vary considerably across the neighbourhoods of the South East, Mosborough and Owlthorpe are the most expensive with the average price exceeding £175,000, while Woodthorpe and Westfield have an average price of less than £92,000. The housing stock in Mosborough and Owlthorpe is mostly family housing with three and four bedrooms, including executive style properties being sold in excess of £250,000. Westfield and Woodthorpe contain more flats than the area as a whole and were built as council housing estates so the majority of properties being sold are ex-right to buy.

The data for sales prices by the number of bedrooms is from Rightmove and is an unadjusted average of actual sales prices. Smaller properties with less than two bedrooms sell for a similar price to citywide, while four bed properties are considerably cheaper than citywide. The most affordable four bed properties sold in the South East up to May 2019 were in Hollins End at less than £150,000.

Private rents are cheaper in the South East than across Sheffield, with the greatest difference being for a larger property. However the private rented market in this area is small, only 5% of the properties advertised for private rent during January to June 2019 were in the South East. Most of the properties advertised had two and three bedrooms.

Figure 5.5: Price to income ratio

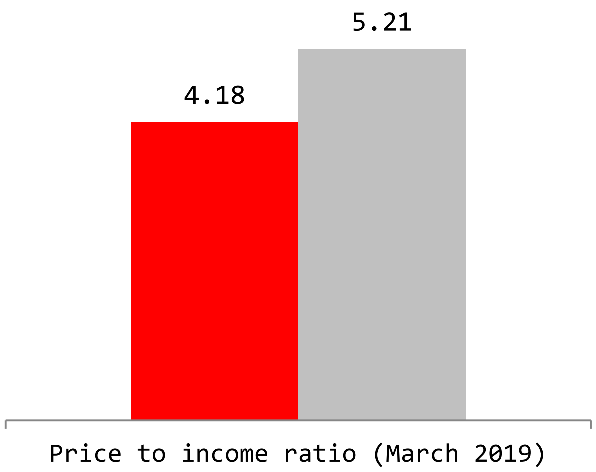


Figure 5.6: Ownership affordability (%)(Based on household income, and lower quartile prices)

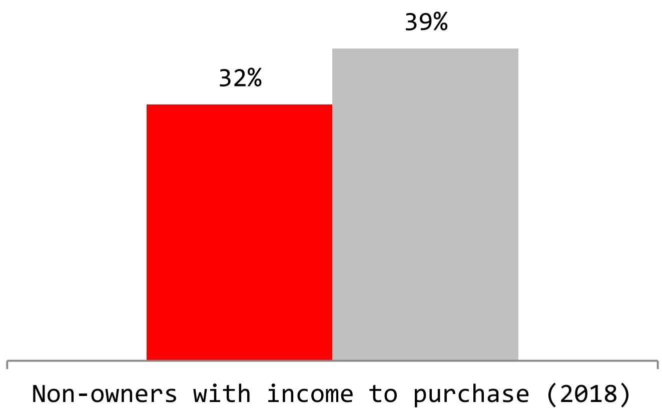


Figure 5.7: Rental affordability (based on 30% of income, and the average private rent for 2 bed properties)

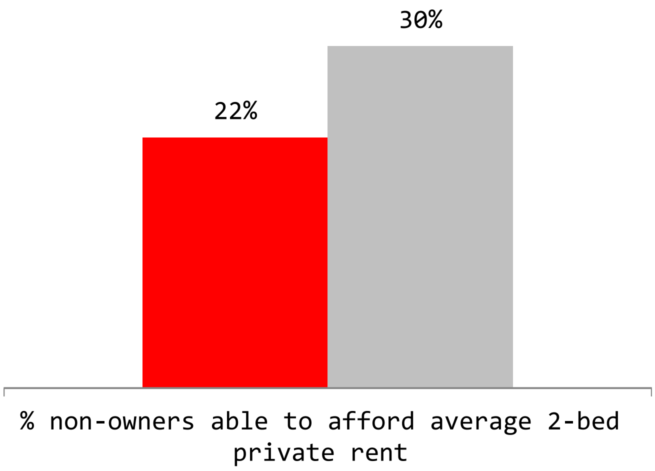
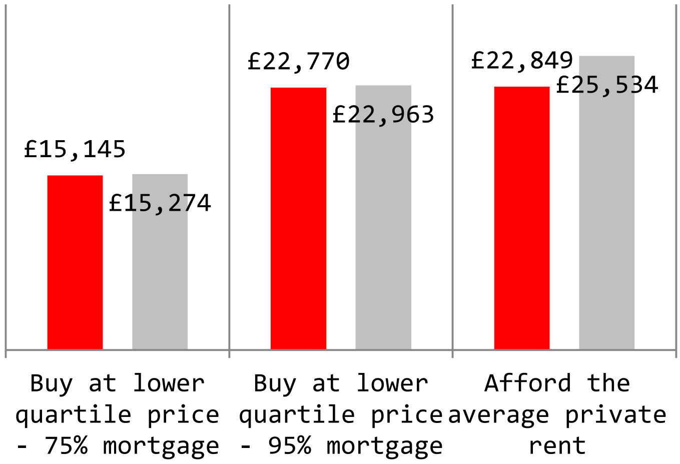


Figure 5.8: Income required to … (March 2019 data)



Commentary

Although the average household income in the South East is similar to citywide at £32,000 the lower average house price makes the price to income ratio more affordable.

The incomes required to buy a lower quartile property with a 75% or 95% mortgage or to rent an average private rented property are also slightly lower than citywide. This calculation does not factor in deposits. A 5% deposit for a lower quartile property equates to £5,900, while a 25% deposit is £29,500.

Nevertheless the SHMA found that 68% non-owners cannot afford to buy a lower quartile property and 78% of non-owners cannot afford the average rent for a two bed property at around £500 per month. This is reflected in the demand for council housing expressed from existing households and newly forming households.

Affordability varies across the neighbourhoods in the South East with some more accessible than others. An income of just £15,720 is needed to afford a lower quartile property with a 95% mortgage in Westfield. This would be accessible to households earning the lower quartile income for the South East at £21,978.

Figure 6.1: Who is moving

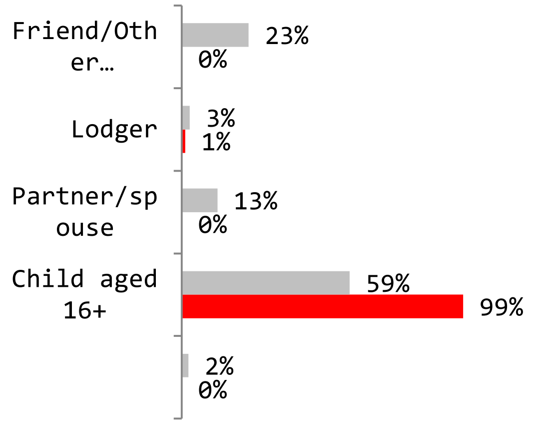


Figure 6.2: Destinations of newly forming households

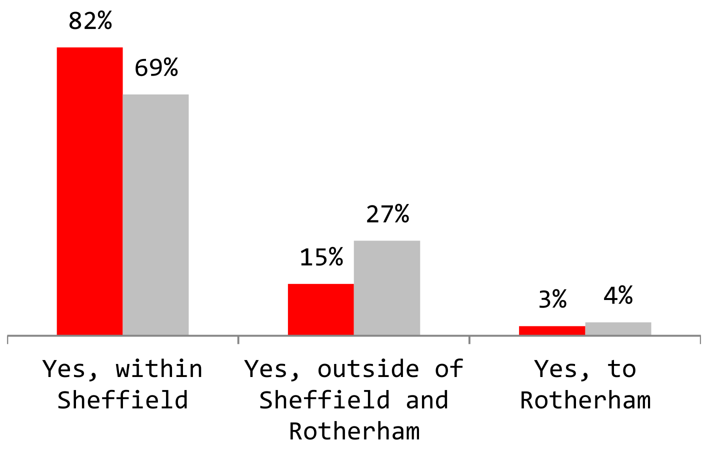


Figure 6.3: Expected bedroom size

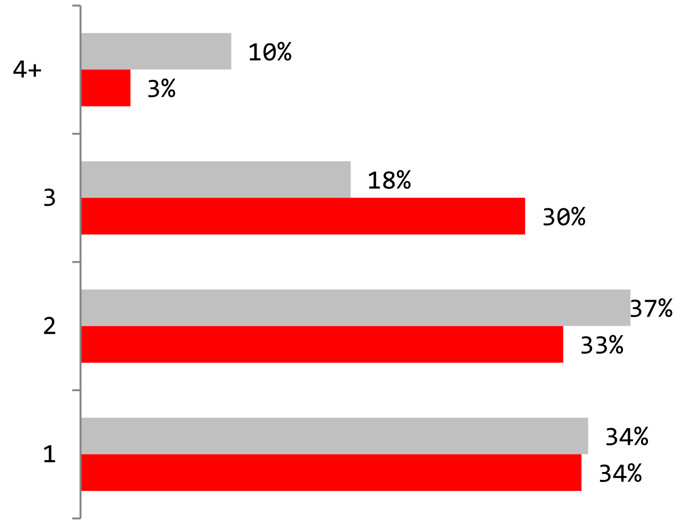
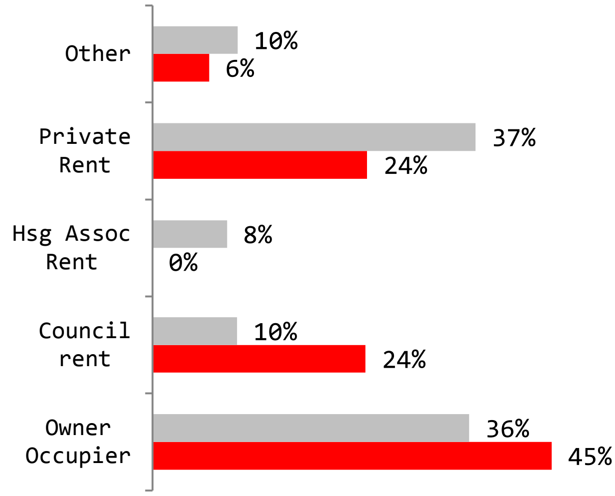


Figure 6.4: Expected tenure



Commentary

Newly forming households are people who are currently part of an existing household who will move into separate accommodation in the next three years. The SHMA estimates that 3,970 new households will form from within the South East in the next 3 years.

Almost all of the newly forming households in the South East will be adult children leaving their parent's home and the majority will remain within Sheffield.

67% of these households expect to move to either a 1 or 2 bed property, but the supply of 1 bed properties in the South East is not sufficient to meet this demand. Those seeking this size of property could therefore be considering leaving the area.

Over a quarter of the new households want a three bed property which is higher than the proportion citywide. This could be because half of all properties in this area are this size or because these households are looking to purchase a property large enough for a family.

Most expect to be owner occupiers, 24% expect to rent privately and 24% expect to rent from Sheffield Council. The demand for private rented accommodation outstrips the current supply, and the demand for council housing may not be met despite the large supply in the area. No respondents expected to rent from a Housing Association, reflecting the lack of stock held by Housing Associations in the area.

Figure 6.5: Annual Income

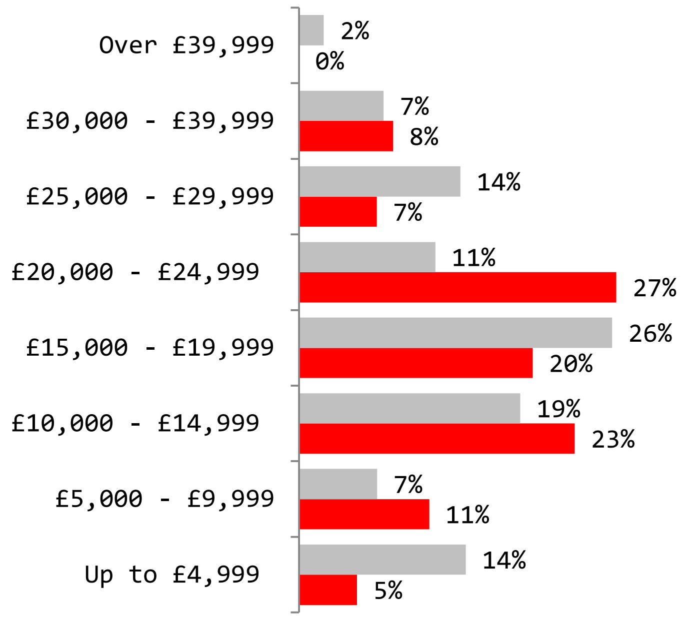
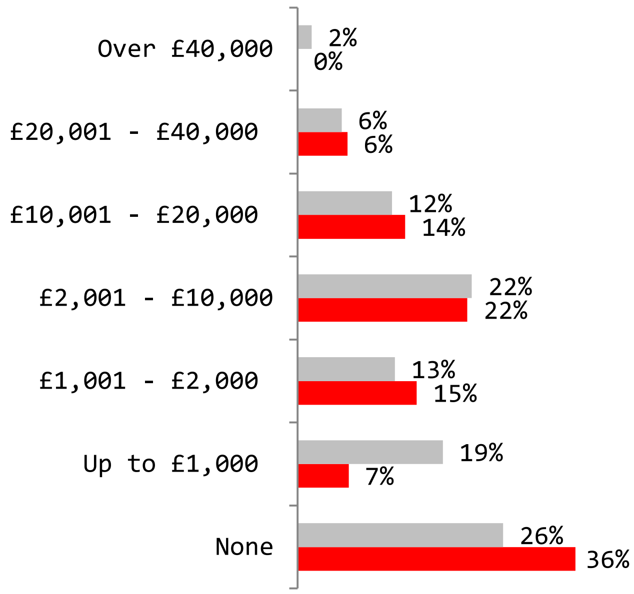


Figure 6.6:Financial resources



Commentary

The most common income range for the newly forming households is £20,000-£24,999 and the income needed to buy a lower quartile property is £22,000 or less, meaning home ownership is in reach for these newly forming households.

However raising the deposit to buy is likely to be an issue for some households as 36% have no financial resources and only 22% have between 2,000 - £10,000. A 95% mortgage on a lower quartile property requires a deposit at around £5,900.

Those with low incomes and no deposit will be limited to social housing or have to remain living with their parents for longer than intended in order to save additional resources, meaning some of the estimated newly forming households are unlikely to form over the next 3 years.

Figure 7.1:Current affordable housing stock by number of bedrooms (18/19)

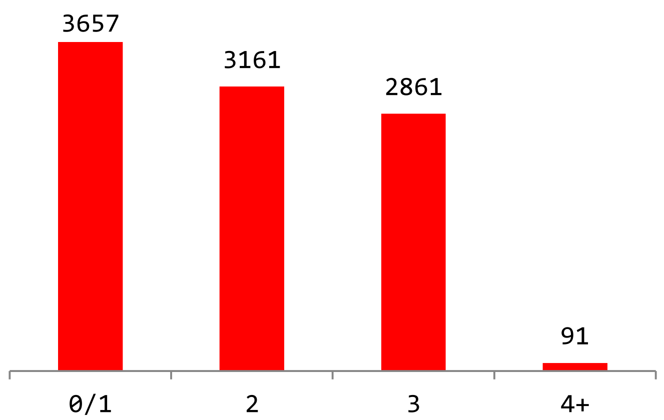


Figure 7.2: Lets by number of bedrooms (18/19)

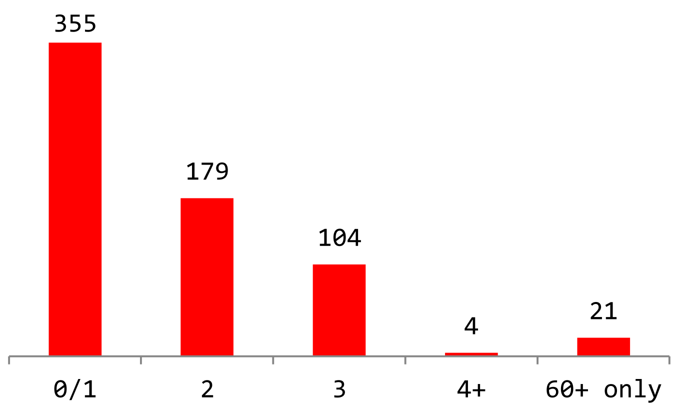


Figure 7.3: Average bids by number of bedrooms (18/19)

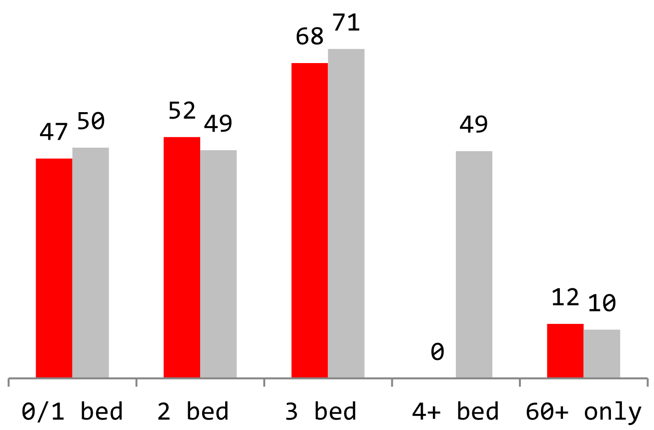
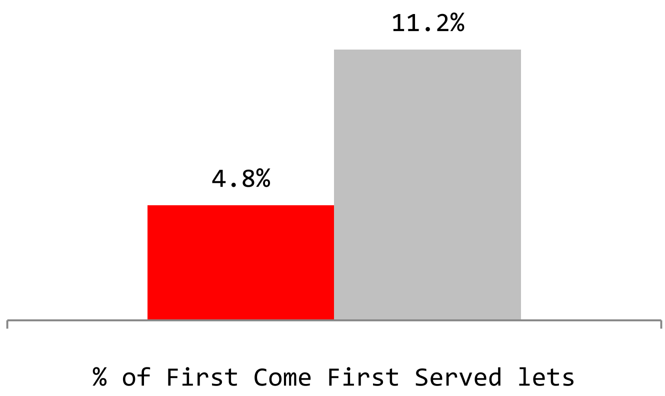


Figure 7.4: % of properties let by First Come First Served (18/19)



Commentary

The South East has the second largest supply of social housing in the city and the turnover of the stock is higher than citywide. During 2018/19, 7% of social properties were let in the South East compared to 6% citywide.

The SHMA therefore estimates that the South East only has an annual shortfall of 6 affordable properties over the next 5 years.

Smaller properties make up the majority of the stock and 56% of the lets were for 0/1 beds in 2018/19. This will help to meet some of the demand for smaller properties in this area which the private sector cannot meet due to the limited supply.

Despite this large supply, demand is still relatively high for social housing in the South East with higher than average bids for two and four bed properties, and less than 5% of properties were let through first come first served (FCFS). Of the 33 properties that were let through FCFS 15 were 0/1 bed flats, and the bid levels for these properties are lower than average.

Existing and newly forming households have also expressed a need for council housing and given the low incomes of some households this is unlikely to change.

As with the private market the supply of social housing in the South East varies by neighbourhood. The majority of social stock is located in Woodhouse (1,498) and Hackenthorpe (968), while Sothall (24) and Owlthorpe (128) have the least amount. Shared ownership could be an option in the areas that have limited social housing as houses prices are higher than the South East average in Owlthorpe and Sothall. Shared ownership is being considered on the housing sites at Owlthorpe.

Figure 8.1: Most common reasons older households need/want to move

	South East	Sheffield
1	To move to a smaller home	To move to a smaller home
2	Problems getting around my home (e.g. stairs)	Problems getting around my home (e.g. stairs)
3	Other	Other
4	To free up capital	To make it easier to receive care and support
5	To make it easier to receive care and support	To be nearer family and friends

Figure 8.2: Reasons older households have moved (last 5 years.)

South East	Sheffield
To move to smaller home	To move to smaller home
To move closer to shops and services	To move closer to friends/family
To move closer to friends/family	Other
Other	Access problems e.g. stairs
Access problems e.g. stairs	To make it easier to receive care/support

Figure 8.3: Existing OPIL units and tenures

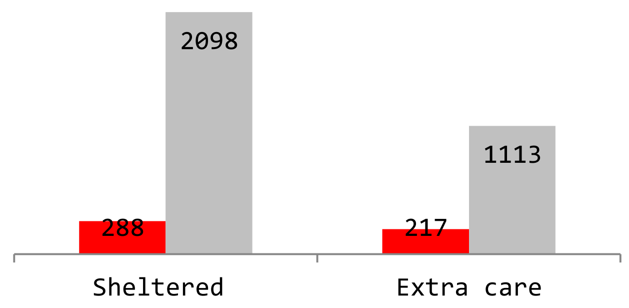


Figure 8.4: Estimated surplus/shortfalls of older peoples housing, 2016 & 2034

2016	-422 (shortfall)	-2430 (shortfall)
2034	-882 (shortfall)	-4767 (shortfall)

Commentary

The South East has a slightly higher than average proportion of people aged 65 years and over, and a fifth of the population are aged 50 to 64 years. These households may require specialist accommodation now or in future years to meet their changing needs.

As is the case citywide, moving to a smaller home was the most common reason for wanting to move in the South East, while freeing up capital was a more common in this area than elsewhere. This suggests that older households in the South East could be wishing to downsize to smaller properties, but the lack of private properties of this type in this area maybe restricting them.

Problems getting about the home and the need to easily receive care and support were also key reasons for moving, this could indicate a need for more specialist older person's accommodation in this area.

In total there are 505 older people's specialist units in this HMA. These are located in 8 sheltered housing schemes and one extra care village, Brunswick Gardens in Woodhouse. Despite this supply, the South East has a shortfall on 422 OPIL units and it is predicted this will increase to 882 units by 2034, which will be highest shortfall in the city. This shows that a significant number of older households may not be catered for in this area.

The older people's accommodation is mainly located in the neighbourhoods of Woodhouse and Hollins End, while the neighbourhoods of Charnock, Owlthorpe, Richmond and Sothall have no older people's provision. This uneven distribution in the South East means that older people that require this accommodation will have to move across the area or to different parts of Sheffield, which can be difficult due to social ties and support networks.

Housing development opportunities

Large (10+ capacity) housing sites in the South East are expected to deliver around 870 new homes over the next 5 years.

Three of the sites are council owned and are included in the stock increase programme. They have a capacity of 582 and are located in Birley and Hackenthorpe.

A large proportion of these homes will be let at affordable rents, although the mix of property types, sizes and tenures has yet to be determined.

Recommendations for future development

Smaller flats and houses with one or 2 bedrooms for sale and private rent

There is a shortfall of smaller homes to meet the demand from newly forming households and older households wishing to downsize. The data suggests demand could come from households with a range of income levels and property aspirations, therefore these properties should be provided for sale and private rent.

The lowest supply of smaller properties is located in the neighbourhoods of Charnock, Hollins End and Handsworth and over 70% of properties in these areas are owner occupied.

New private rented properties may be suitable in the neighbourhoods of Birley and Hackenthorpe where the private rented stock is small and few properties were advertised during 2018.

Family houses with three and four bedrooms for sale or shared ownership

A key feature of the South East market is that it provides an opportunity for households to purchase larger family homes that may not be affordable for them elsewhere in the city. This new family housing should be detached or semi-detached and properties that offer larger space standards and storage which will attract higher sale values.

Larger properties could be popular in Hollis End and Handsworth as income levels are higher than the South East average, but the supply of four bed properties make up less than 10% of the stock in these areas.

Larger properties are also likely to be in demand in the neighbourhoods of Mosborough, Owlthorpe, Halfway and Handsworth where there are already a number of executive home estates.

Consideration should be given to the sale and development timeframe of sites to ensure that the market has the capacity to build and sell these homes promptly in the current market conditions.

Affordable housing

Although the area has a large supply of social housing this is not evenly spread across the neighbourhoods. Both existing and newly forming households expressed a desire to live in council housing and demand is relatively good. Any new affordable housing for rent should focus on 2, 3 or 4 bedroom properties as there is a sufficient supply of 1 bed properties.

Ideally this should be located in neighbourhoods where there is limited stock such as Mosborough, Owlthorpe, Charnock and Sothall if opportunities arise. Shared ownership could also be suitable in their neighbourhoods as they have the highest house prices in the South East.

Older People's Independent Living (OPIL) specialist accommodation

There is a clear demand for general needs accommodation suitable for downsizers, but there is also a shortfall of specialist OPIL units to meet demand and this will likely increase due to the high proportion of people aged 50-64 years. Given the different income levels across the neighbourhoods in the South East provision for sale, shared ownership and social rent are likely to be suitable.

The neighbourhoods of Charnock, Owlthorpe, Richmond and Sothall have no older people's provision. Opportunities to provide a more even spread of older people's accommodation across the neighbourhoods in the South East should therefore be sought by identifying suitable land for these types of developments.

More housing designed to accessible and wheelchair accessible and adaptable standards are required in all parts of the city to meet current need and the requirements of a growing older population.

Type	**1 bed**	**2 bed**	**3 bed**	**4+ bed**
Houses for sale		**X**	x	x
Houses for intermediate market			x	x
Houses for social/affordable rent		**X**	x	**x**
Houses for private rent		x		
Flats for sale	**X**	**X**		
Flats for private rent	**X**	**X**		
Flats for social/affordable rent		x		
Flats for intermediate market				
Age friendly general needs for sale		x		
Age friendly general needs for shared ownership		x		
Age friendly general needs for social/affordable rent		x		
Specialist OPIL for sale	**X**	**X**		
Specialist OPIL for shared ownership				
Specialist OPIL for social/ affordable rent	**X**	**X**		

Bold = highest priority

Data sources	
Location	
Chapter 1	Fig 1.1/1.2/1.3 – Census 2011
Chapter 2	Fig 2.1/2.2/2.3 – Census 2011 Fig 2.4 – SHMA survey 2018 The key primary data source for the Strategic Housing Market Assessment is the household survey. This is a carefully stratified random sample of households in Sheffield and Rotherham. There were 3,836 valid responses in total, and 2,647 from Sheffield households. A statistical technique - known as raked weighting - was used to weight responses by HMA, age of the household reference person, tenure and household type. This compensated for non-response bias, so that the frequencies produced better reflected the nature of housing and households in the area. At a HMA or city wide level confidence levels are very high in the survey results, the answer given by the survey is within 2% of the 'right' answer 95% of the time. The confidence interval widens when survey responses from single HMA's or population groups are looked at in isolation. For more details see the SHMA report.
Chapter 3	Fig 3.1/3.3/3.4 – SHMA survey 2018 Fig 3.2 – Private Sector Stock condition survey (BRE 2015) Hazards refers to Housing Health Safety Rating System, these are 29 hazards considered to be a serious risk to a person's health and safety, Category 1 hazards are those considered s=a serious and immediate risk to a person's health and safety..
Chapter 4	Fig 4.1/4.2/4.3/4.4/4.5/4.6/4.7 – SHMA survey 2018
Chapter 5	Fig 5.1/5.2 – Land Registry 5.3/5.4 Based on 'Rightmove' house price and rent data 5.5 – calculation based on 'Acorn' incomes data & Land registry house price. 5.6/5.7 – Calculation based on SHMA survey & year to July 2018 house prices 5.8 based on Land registry & Rightmove data
Chapter 6	Fig 6.1.6.2/6.3/6.4/6.5/6.6 – SHMA survey 2018
Chapter 7	Fig 7.1/7.2/7.3/7.4 – SCC bids and lettings data SHMA 2019 estimated shortfall of affordable housing – quoted in text. A key output from the SHMA is an estimate of the annual shortfall of affordable housing. This uses evidence from the household survey to estimate the number of households unable to meet their needs in the private housing market and data on the size and turnover of the social housing stock to estimate the number of additional affordable housing units likely to be required in the city annually in the next 5 years. For more details see the SHMA report. Fig 7.2/7.3/7.4 SCC data on its housing stock, stock managed by Private registered Providers (PRP) and records from the Choice Based Lettings (CBL) Database. CBL is the process used to let SCC and most Housing Association properties in Sheffield. Applicants 'bid' on available properties, subject to eligibility criteria. The number of bids is one measure that can be used to determine the relative demand for that property type or area, though demand or popularity is not the only factor affecting the number of bids.
Chapter 8	8.1/8.2 – SHMA survey, responses from households where the person completing the survey was aged 65 or over. 8.3/8.4 – Sheffield University led research project 'DWELL'
Further Reading	- Strategic Housing Market Assessment- Strategic Housing Market Assessment - Housing Market Bulletin - Sheffield's Housing Market
Contact	The Housing Market Area Profiles are produced by the Strategic Housing and Regeneration Team. Please contact the team with any questions about the profiles, or with any requests for further information. • Tel: 0114 237 6396 • Email: housingstrategy@sheffield.gov.uk