

NLA Landlord Meeting

Housing Strategy & Intelligence

Monday 25th March 2019

ROTHERHAM'S HOUSING STRATEGY 2019-22



www.rotherham.gov.uk/housing

Rotherham
Metropolitan
Borough Council 

Rotherham's Housing Strategy 2019-22

- 30 year Strategy published in 2012
 - long-term vision for borough until 2043
- Four themes:
 - Creating homes
 - Strengthening communities
 - Improving health
 - Working together

Housing Strategy - Update

- Consultation
- Draft
 - Published on the Council website
- Various meetings and approvals
- Cabinet 18th March 2019 outcome
- Call-in period
- Published 1st April 2019

Sound bites

"My take on that is that demand is very high...what we would call 'first time buyers' ...became 'first time renters'. (Rotherham-based Agent)

*'We're seeing older tenants...people coming out of owner occupation...over the years the age of tenants is going up'
(Sheffield-based Agent)*

*'I think the private sector has got to build more affordable housing...we need cheap, affordable housing, for both owner-occupiers and for rent.'
(Sheffield-based Landlord)*

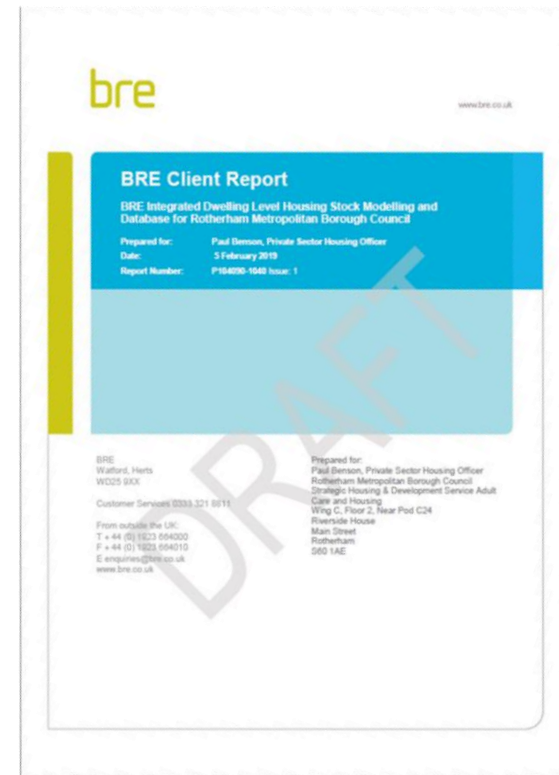
*'The most popular areas - because they are the most sought-after areas - have got such a high proportion of owner-occupation that the availability is relatively low in those areas...The highest proportion of rented properties will be close to the town centre - which has had a very adverse and negative effect on the sales market in the town centre'
(Rotherham-based Agent)*

Commissioned housing related work

Strategic Housing Market Assessment (SHMA)



Housing Stock Condition Model



Strategic Housing Market Assessment (SHMA)

- The SHMA for Sheffield and Rotherham provides detailed evidence on the structure and operation of the local housing market.
 - • defining the housing market area and internal housing submarkets;
 - • using secondary data to understand the housing market
 - • undertaking a large survey of households resulting in 3,836 (9.8% responses and 1.1% of all households) valid responses
 - • carrying out qualitative research with;
 - estate agents,
 - private landlords,
 - Black Asian and Minority Ethnic (BAME) residents,
 - older people
 - intermediary organisations
 - • developing a housing needs model and housing demand analysis

SHMA Rotherham initial findings

- Higher than average households with dependent children
- Average house prices have risen significantly (17%)
- Large proportions of first time buyers are priced out of the market, even at lower quartile prices (76%)
- Homeownership is the dominant tenure for expectant movers (76.3% of potential movers looking to buy)
- Newly forming households cannot afford to buy
- There are 11,422 existing households looking to form in the next three years
- The shortfall of affordable units is not being addressed
- Additional households per annum will range between 500-1,000 over the next 5-10 years

SHMA – Private Rented Sector

- A $\frac{1}{3}$ of all households are priced out of the PRS if they are seeking a 2-bed property
- 23% do not have access to any money for a rent deposit or bond
- Over 50% of those now in the PRS had moved within the last year
- BME households more likely to expect to move into PRS
- 69% felt that the property needed improvements / repairs
- Satisfaction is high



Housing Stock Condition Model

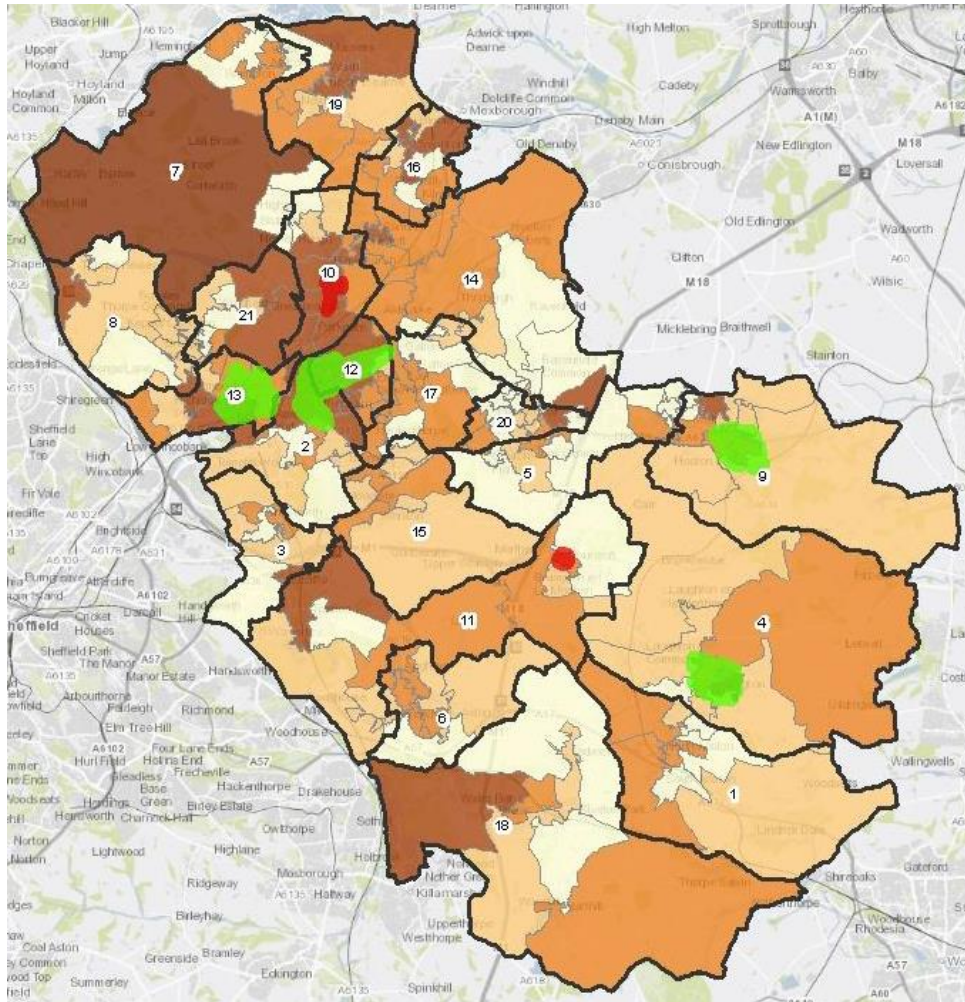
- 20.5% of all private sector stock is privately rented
- 13% of all private properties have a Category 1 hazard
- Highest levels of disrepair are in the wards of Rotherham East, Boston Castle and Rotherham West
- Average SAP rating is 61
- Proportion of empty dwellings reduced between 2013-17 to less than 3% of all stock
- Deprivation is highest in the wards of Rotherham East, Valley, Wingfield and Rotherham West

Private Sector Stock Condition - PRS



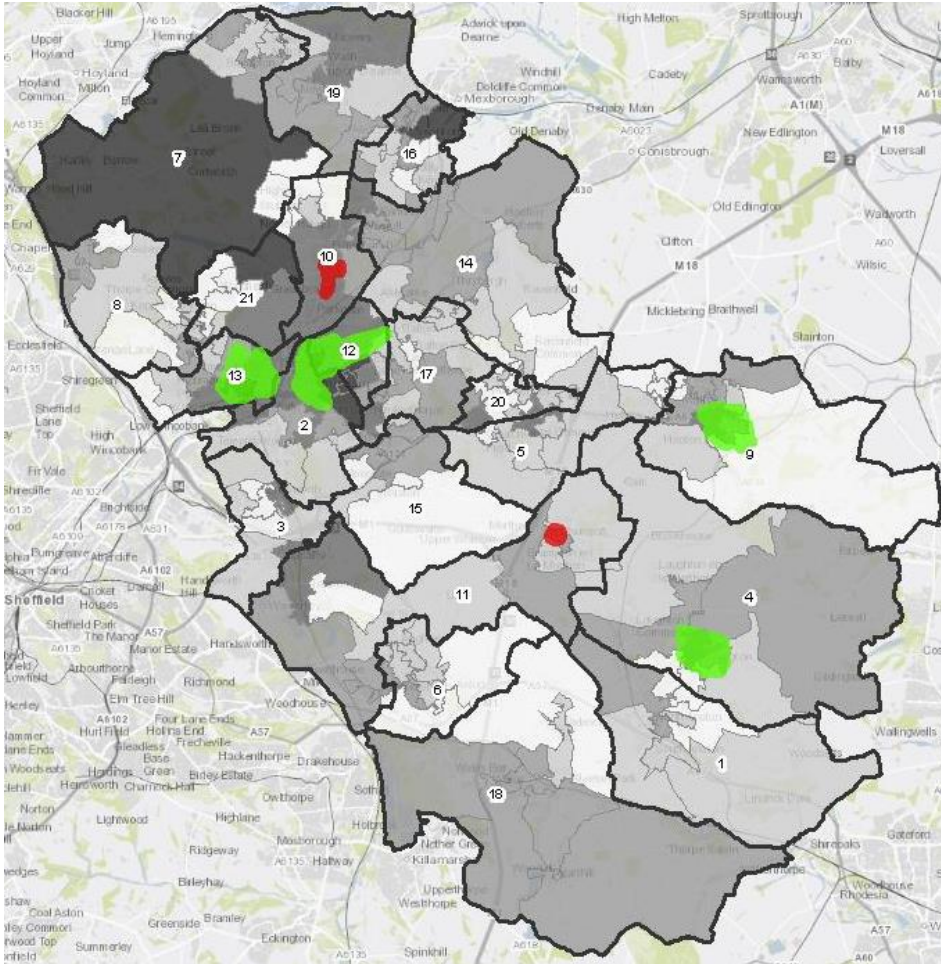
- Rotherham's PRS is estimated to be 16%
- 53% of stock was built before 1949
- Estimated 1,943 HMO's
- 16% of the PRS stock has Category 1 hazards
 - Excess cold = 2%
 - Fall hazards = 13%
- SAP rating is 61 and better than region and national figures

HHSRS Category 1 hazards - PRS



- 16% of all private properties have a Category 1 hazard
- Wards with above average proportion of all hazards;
 - Rotherham East (22%)
 - Rawmarsh (19%)
 - Rotherham West (19%)
 - Boston Castle (18%)
 - Hooper (18%)
- Cost of mitigating hazards £9m

Disrepair - PRS



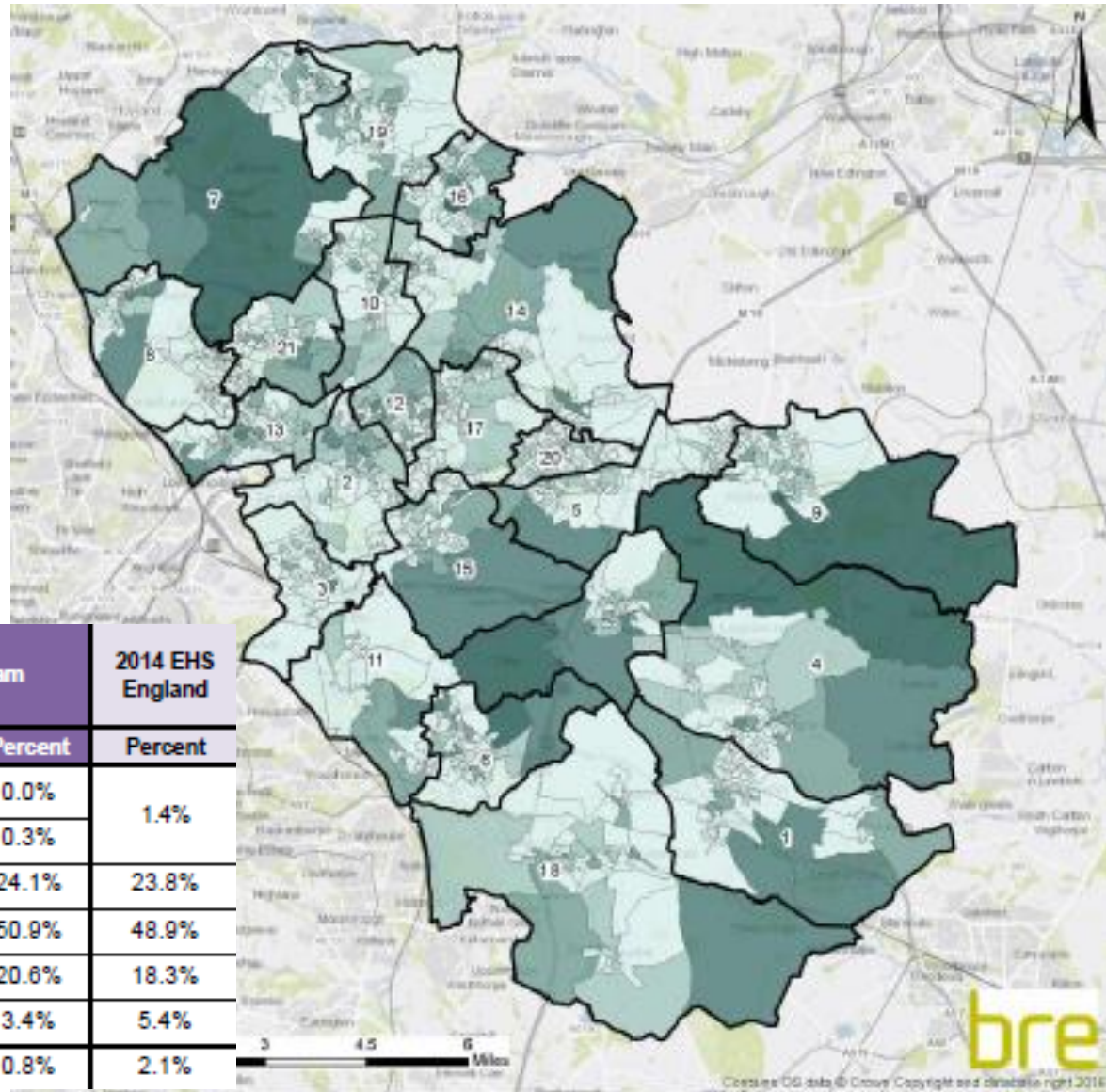
- highest levels of disrepair are in the wards of Rotherham East (18%), Rotherham West (15%) and Boston Castle (14%)

Energy Efficiency

- In the private sector stock, there are an estimated 15% dwellings with un-insulated cavity walls and 13% with less than 100mm of loft insulation.
- Private rented stock has the highest average figures for many variables (SimpleCO2, energy and heat demand, energy and heat cost).
- The Simple SAP rating is 61, the same as the owner occupied sector
- A 29% reduction in energy demand achieved with low cost measures, heating, double glazing, solid wall insulation and solar hot water provides high levels of savings. Only low cost measures and heating would provide a reduction of around 17%.

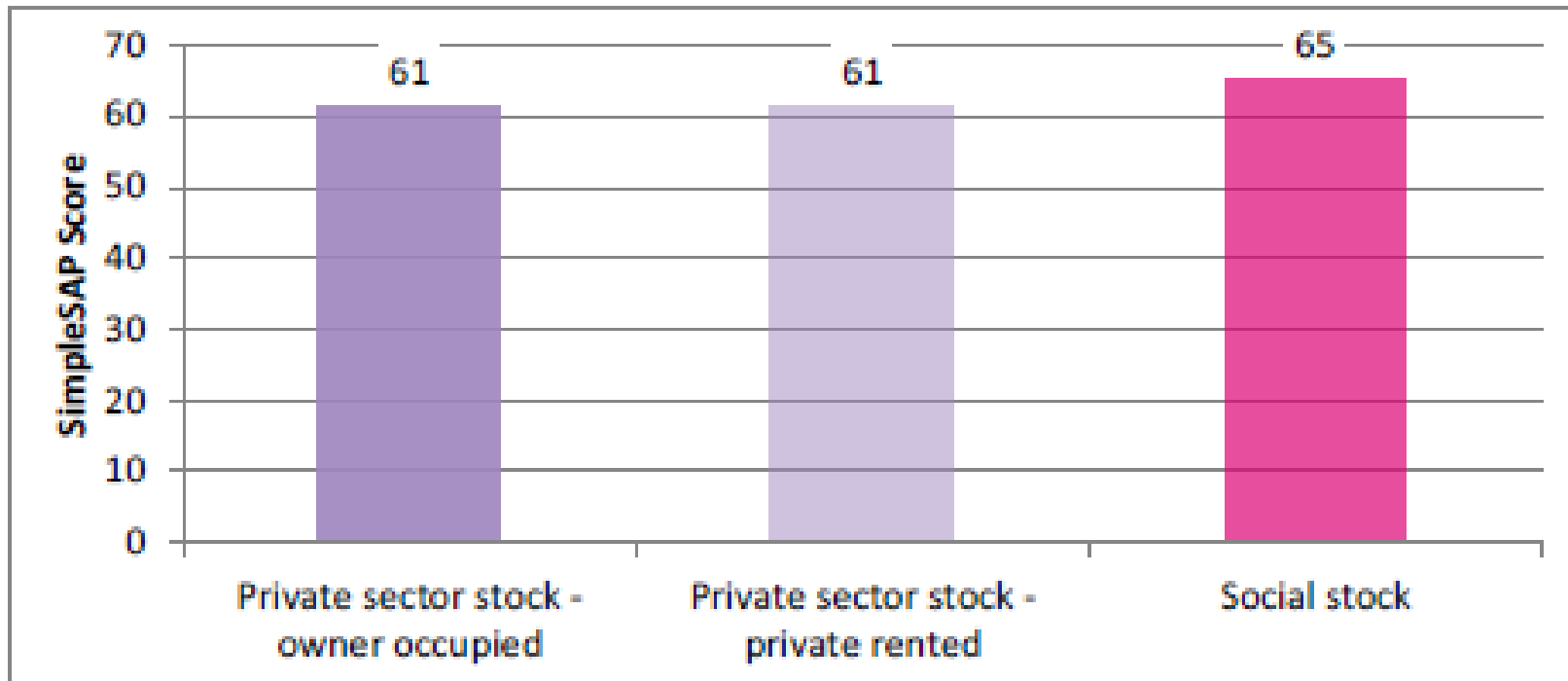
MEES - PRS

4.2% of private rented dwellings are estimated to have an EPC rating below band E.



	Rotherham		2014 EHS England
	Count	Percent	Percent
(92-100) A	0	0.0%	1.4%
(81-91) B	56	0.3%	
(69-80) C	4,563	24.1%	23.8%
(55-68) D	9,623	50.9%	48.9%
(39-54) E	3,890	20.6%	18.3%
(21-38) F	642	3.4%	5.4%
(1-20) G	147	0.8%	2.1%

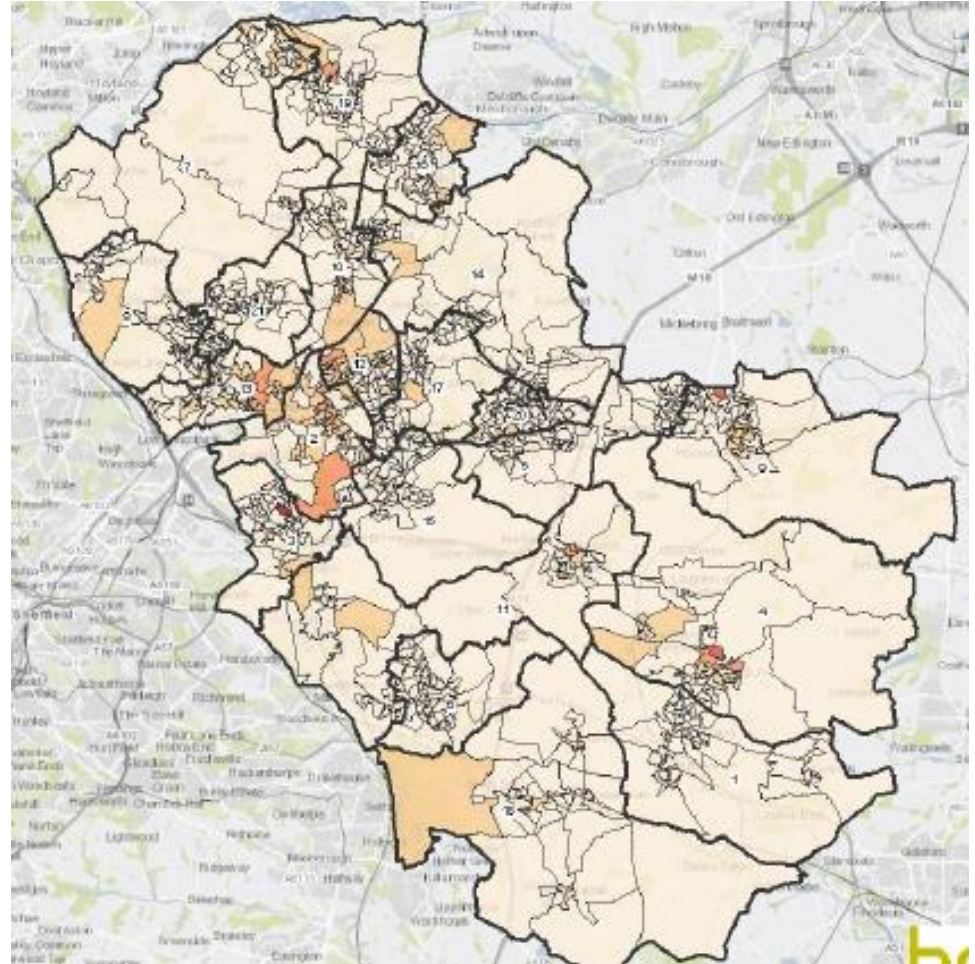
SimpleSAP rating



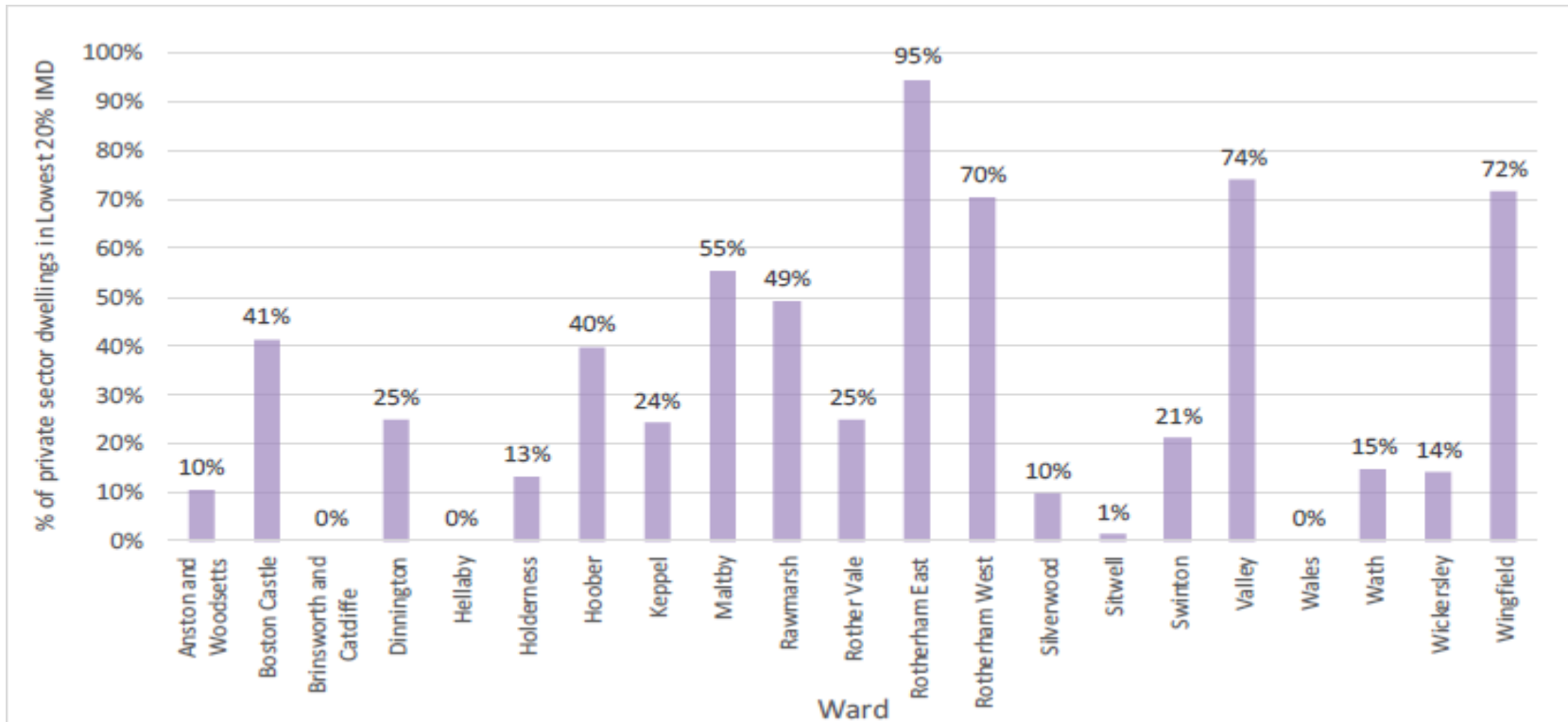
- The average SimpleSAP rating for private rented stock is 61.

Houses in Multiple Occupation (HMO)

- HMO's account for 1.6% of all stock
- Have slightly higher rates of Category 1 hazards than non-HMO's
- 14% of HMO's are estimated to be in disrepair



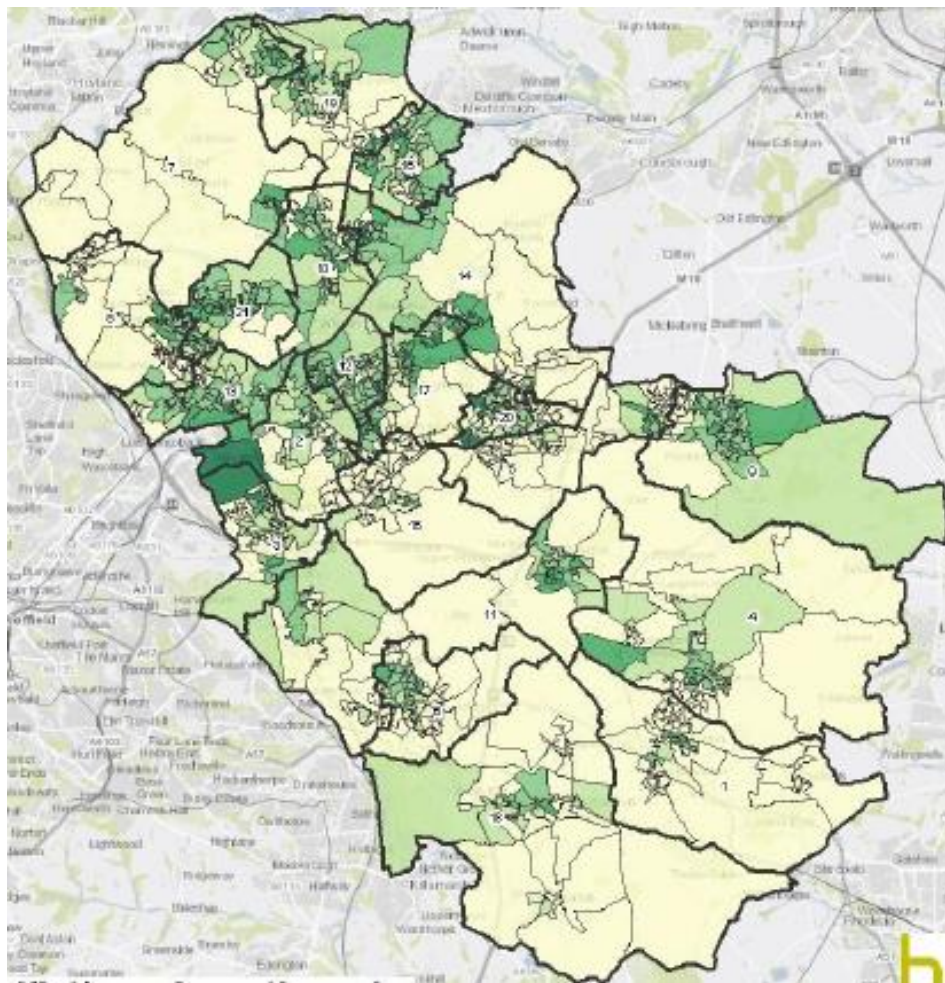
Deprivation - PRS



- In Rotherham East ward 95% of dwellings are in the 20% most deprived LSOA's in England.

Low income households (LIH) - PRS

- 27% of PRS stock accommodates LIH
- Worse than England average for LIH
- Wards with high incidence of LIH;
 - Wickersley (37%)
 - Rotherham East (32%)
 - Rotherham West (30%)
 - Valley & Maltby (29%)



Next Steps

- Sign-off the two pieces of work
- Analyse findings
- Understand the implications
- Identify opportunities to improve stock
- Deliver improvements

Thank you

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<https://www.rotherham.gov.uk/landlordforum/>