

This profile contains information about the population, housing stock, market performance and demand for housing in the South West HMA. The Housing Market Area Profiles have been developed as a **guide** for future housing delivery on sites located across the city. The profiles offer recommendations on the housing that would be suitable to meet the current need in the area and to diversify the stock that is available in order to attract households to the area. The profile also provide useful evidence and data on the population and housing levels across Sheffield which can be utilised in other reports and publications.

This HMA data is compared with the Sheffield average to put the area in the wider context of the city. The data used in this profile is from a number of sources, including the 2011 Census, 2013 Strategic Housing Market Assessment (SHMA), Council data , Experian and Land Registry sales. The SHMA data is based on a household survey of a statistically representative sample of 3,363 households living in Sheffield and accords well with the spatial, tenure & demographic profile of the city. Prior to the analysis the data was weighted by household type to ensure that it is representative as possible thus compensating for non-response bias. More information on the data can be found in the sources section of the profiles.

The profile includes the following sections:

Section 1 - Area description: A description of the neighbourhoods within the HMA

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Section 6 - Recently moved to HMA: People who have moved in the HMA and the reasons for this

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Section 12 - Social rented market: Details of the social housing stock and turnover

Section 13 - Home ownership market: Average house prices, property sales, completions and the income required to afford to buy a property

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Section 15 - Housing affordability - Level of income spent on housing costs, difficulties affording housing costs and housing benefit claimants

Section 16 - Older people's accommodation: Supply of older people's accommodation and the demand for this in the HMA

Section 17 - Care and support needs: Disabled households and the demand for adaptations, and care and support from the SHMA

Section 18 – Conclusions: Brief conclusions drawing out the key points from the sections.

Section 19 – Housing recommendations: Recommendations on the types of housing that is needed in the area to meet demand and attract households to the area.

Section 1: Area description

The **South West** Housing Market Area (HMA) has some of Sheffield's most desirable housing and is widely considered as the city's premium area, particularly amongst those with above-average incomes. The area has the highest house prices in the city and contains large areas of very low density detached housing from a range of eras, almost all owner-occupied. The South West has excellent access to the Peak District National Park and has a reputation for having the best secondary schools in the city. The good quality family housing and the high performance of the schools are the main features that draw families to the area from within and outside Sheffield.

The South West includes large numbers of older households living in comfortable suburban homes on generous pensions with significant financial assets. Mature couples in comfortable detached houses and well qualified older singles with successful professional careers are other prevalent household types. The area is also home to significant numbers of affluent, high-achieving families with children living in good quality housing.

The Strategic Housing Land Availability Assessment (SHLAA) identified sites with the capacity for approximately 600 dwellings. Over half of these sites have capacity for 25 dwellings or more but none, however, are large enough for more than 100 new homes. More than half of this capacity is on full or partial brownfield land.

The area contains the neighbourhoods of:

Bents Green - overlooking the Porter Valley on the western edge of the city, Bents Green lies about 3 miles from the city centre. The neighbourhood runs west from Ecclesall Road through Bents Green and out to Ringinglow on the edge of the Peak District National Park. Suburban in nature, with the majority of properties built post-1925 and predominantly owner occupied, Bents Green enjoys excellent access to open countryside and good transport links to the city centre. Fringed by the rigorously enforced Green Belt, the neighbourhood experiences considerable pressures from developers wishing to utilise sites as they become available. Silverdale and High Storrs Schools fall within the neighbourhood as does a highly regarded special school - Bents Green Special School. There is a small, but successful shopping area at Bents Green.

Bradway - lies about 5 miles from the city centre, bordering North East Derbyshire. Transport links to the city centre are fair, although the neighbourhood does not have immediate access to any of Sheffield's main arterial routes. The majority of homes are owner occupied detached or semi-detached houses, largely built in the first half of the twentieth century. Bradway enjoys excellent access to public green spaces, several golf courses and open countryside. There are good local amenities, including Bradway shops, which form a focal point for the neighbourhood.

Brincliffe - this neighbourhood lies adjacent to Nether Edge, 2 miles south west of the city centre. It is a popular residential neighbourhood comprised almost entirely of owner occupied households. House types vary with substantial mid-Victorian houses around Chelsea Park and on Brincliffe Edge, Edwardian terraces near the Abbeydale Road and detached inter-war, 1950s and 1960s homes below the Edge, between Bannerdale and Carterknowle Roads. A neighbourhood shopping centre exists on Carterknowle Road, while further services are available on the two major arterial routes which bound the neighbourhood to the east and west.

Dore - is located in the south-western outskirts of Sheffield, around 4 ½ miles from the city centre and adjacent to the Peak District National Park. One of Sheffield's more successful neighbourhoods, Dore remains an almost separate village. Dore's distinctive village centre is a conservation area with a good choice of shops, pubs, restaurants and a train station. There are many large, high-quality, predominantly owner-occupied houses with one small pocket of social housing. The neighbourhood experiences considerable physical development pressures however, as a result of its popularity. These include sub-division of housing, infill developments and the replacement of larger properties with blocks of flats. Surrounded by open countryside and woodland, Dore enjoys excellent green space access.

Ecclesall - is a popular residential suburb, 2 ½ miles south-west of the city centre. Within the catchment for well-regarded schools, the housing stock is predominantly 20th Century and largely owner occupied. The local housing market is very strong, with some of the highest prices in the city. There is local concern that recent housing development is having a negative effect on the character of the neighbourhood. Despite having an apparently high quality environment the neighbourhood has little public green space, but it is well serviced with a vast range of restaurants, pubs, bars, cafes and shops, including many one-off boutiques located on Ecclesall Road.

Fulwood – is a suburban area to the western edge of the city, Fulwood lies on the northern slopes of the Upper Porter Valley around 3 miles from the city centre. Comprising owner-occupied properties in the main, the housing stock varies from Victorian and older properties in the old village centre to large-scale 1960s and 1970s developments of detached and semi-detached properties higher up the valley slopes. The neighbourhood benefits from excellent access to public open space and woodland in the Porter and Mayfield Valleys. A small, but successful shopping centre acts as a focus for the neighbourhood. The area is served by King Edwards Lower and Tapton Schools, but has no pubs - a relic of its historical development by the Methodist Church.

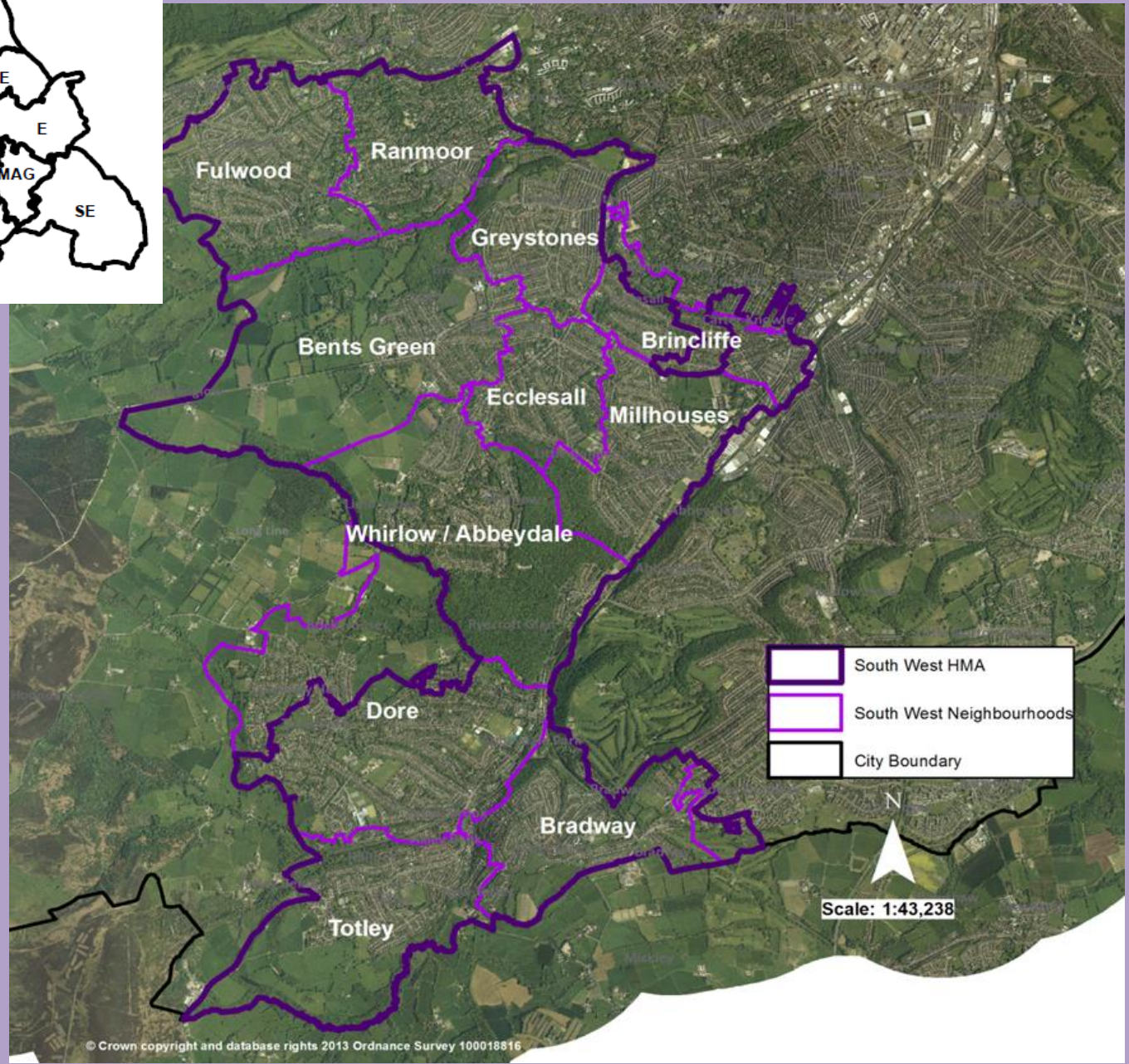
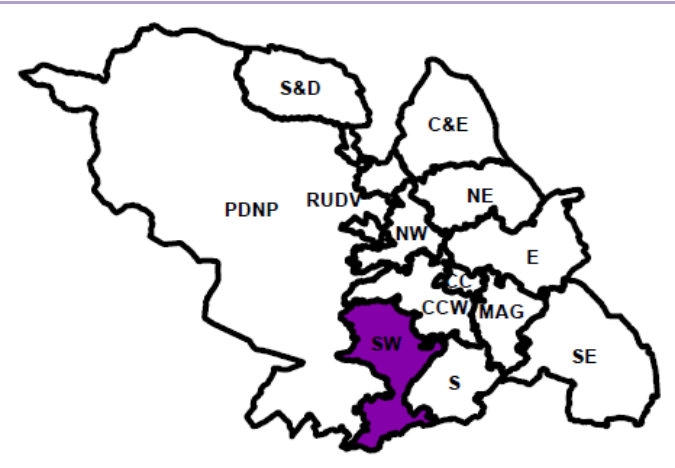
Greystones - is a suburban area about 2 miles from the city centre. Greystones comprises mainly of owner occupied properties with roads of late Victorian and Edwardian terraces and of inter-war semi-detached properties, the housing stock is generally of good quality and demand for housing is very strong. Greystones is a popular area with young families and professionals alike enjoying good access to shopping and leisure amenities on the Ecclesall Road and falls within the catchment areas of some of the city's more popular schools.

Millhouses - is a suburban area around 3 miles from the city centre. The neighbourhood straddles the A621 Abbeydale Road, a major arterial route serving Sheffield from Derbyshire and the south-western suburbs. Most of the properties in the area are inter-war semi-detached houses, built mainly post-1925. Houses are predominantly owner occupied. The area benefits from a high level of green space including Millhouses Park, the Heritage woodland of Ecclesall Wood and the Bannerdale open space. This is one factor which serves to maintain strong demand for private housing locally. The area also has two major supermarkets which can lead to traffic congestion on Abbeydale Road.

Ranmoor - lies 2 miles from the city centre, Ranmoor contains many of the city's finest Victorian houses and villas, many of which have been subdivided in recent years to create large apartments for continuing residential use. Also located in the area are a number of 1960's low-rise developments, several of which provide accommodation for Sheffield University students. Ranmoor is a conservation area, but development pressures are considerable. Good transport links connect the area to the city centre and there is a small, high-quality shopping area on Fulwood Road. Despite the apparent high quality of the local environment, Ranmoor residents have limited access to public green space other than at Whitely Wood Park to the south of the main residential area.

Totley - is located on the southern fringe of the city, around 5 miles from the city centre. Approximately half of the area designated as the Totley neighbourhood falls within open countryside, and is adjacent to the Peak District National Park. Totley is made up of three distinct areas, Totley Rise, Old Totley and New Totley. The housing stock in Totley is mainly owner occupied with a small amount of social housing. New Totley is an estate of council built housing, although many residents have exercised their right-to-buy. Totley Rise consists predominantly of owner-occupied post-war semi-detached houses close to the shopping area on the main road.

Whirlow/Abbeydale - is an affluent suburban area stretching north-west from the A621 Abbeydale Road, a priority corridor serving the city, to a line north of the A625 Ecclesall Road South. Ecclesall Woods separate the two main residential areas, around the intersection of Abbeydale Road South and Abbey Lane in the south and around Whirlowdale Road in the north. The majority of properties are larger than average and in private ownership.



2. Household profile

Table 1 - Households and population

	South West	Sheffield
Households	20,730	229928
Population	49,497	552698
Average household size	2.39	2.40

Table 2 - Age profile

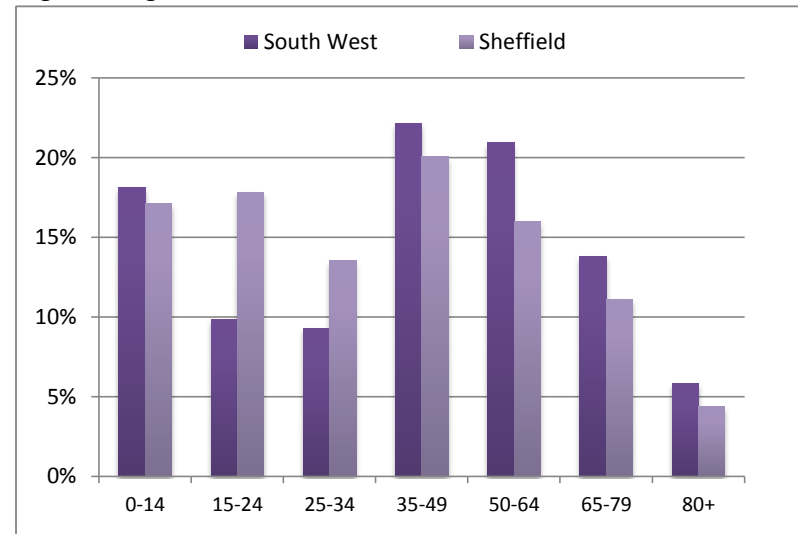
	South West	South West %	Sheffield
0-14	8981	18%	17%
15-24	4879	10%	18%
25-34	4592	9%	14%
35-49	10963	22%	20%
50-64	10359	21%	16%
65-79	6832	14%	11%
80+	2891	6%	4%
Total	49,497		

Table 3 - Ethnic origin of household

	South West	South West %	Sheffield
BME	6,247	13%	19%
Non-BME	43,212	87%	81%

The Household Profile data is from the Census 2011.

Figure 1 - Age Profile



Around 9% of the city's population live in the South West of Sheffield and the highest proportion are adults aged 35-64 years, 43% compared to 36% citywide. There are also slightly more children in the area which shows that this HMA is popular with families.

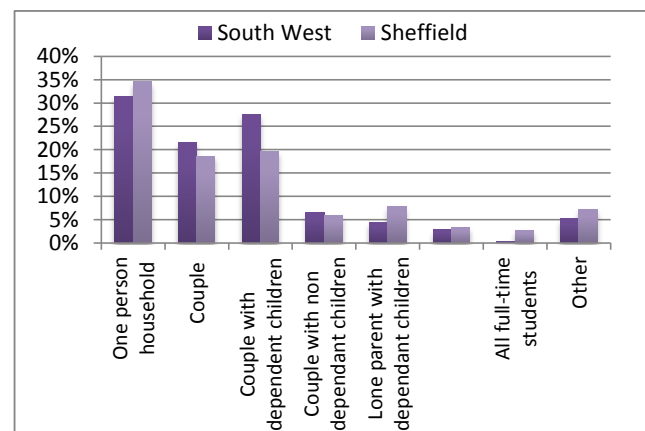
The South West's older population is also larger than the city average. 20% of people are aged over 65 years compared to 15% citywide. The highest concentrations of older people occur in the neighbourhoods of Dore and Totley. This could present challenges for the area in the future as the population continues to age and requires alternative accommodation and support.

The BME population is smaller in this area than citywide but it varies by neighbourhood. Brincliffe has a BME population of 31% which includes a large Pakistani community, while only 7% of the population in Totley and Bradway are from a BME community.

Table 4 - Household type

	South West	South West %	Sheffield
One person household	5760	31%	35%
Couple	3951	22%	19%
Couple with dependent children	5034	28%	20%
Couple with non dependant children	1198	7%	6%
Lone parent with dependant children	816	4%	8%
Lone parent with non dependant children	513	3%	3%
All full-time students	62	0%	3%
Other	954	5%	7%
Total	18288		

Figure 2 - Household type



There are slightly fewer single people living in this area than citywide and more couples with dependent children, reflecting the South West's popularity among more affluent families.

The South West's popularity with families is partly due to the performance of its schools, which outperform the city average (see Table 19), especially primary schools, and also the provision of larger detached and semi-detached housing.

The predominance of affluent households who own high value properties in the Mosaic profile echoes the data in the Economic and Housing sections, which show the South West as an area with high average incomes and levels of owner occupation.

South West's most numerous household types (Mosaic category)		
Category	Number of households	Description
Legacy Elders	2539	Elders now mostly living alone in comfortable suburban homes on final salary pensions
Empty-Nest Adventure	1786	Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status
Thriving Independence	1771	Well-qualified older singles with incomes from successful professional careers living in good quality housing
Cafés and Catchments	1701	Affluent families with growing children living in upmarket housing in city environs
Diamond Days	1640	Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions
Career Builders	1479	Singles and couples in their 20s and 30s progressing in their field of work from commutable properties
Alpha Families	1455	High-achieving families living fast-track lives, advancing careers, finances and their school-age children's development
Bank of Mum and Dad	1307	Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support
Premium Fortunes	1302	Influential families with substantial income established in large, distinctive homes in wealthy enclaves
Mid-Career Convention	998	Professional families with children in traditional mid-range suburbs where neighbours are often older

Section 2: Summary

- The South West is popular with families, which is reflected in its high proportion of households with dependent children.
- There are also more older (65+) people living in the South West than citywide, with particular concentrations in the neighbourhoods of Dore and Totley, where they make up 24% of the population.
- Although the BME population is smaller in the South West than citywide, the neighbourhood of Brincliffe has a large BME community, many of whom are of Pakistani heritage. This neighbourhood also borders Sharrow, which is one of the city's most multi-cultural neighbourhoods.

3. Economic profile

Table 5 - Working status

	South West	South West %	Sheffield
Full time employed	13399	38%	34%
Part time employed	5619	16%	14%
Self employed	4218	12%	7%
Unemployed	867	2%	5%
Full-time student (employed)	1040	3%	6%
Retired	6013	17%	13%
Student (including full-time students)	1763	5%	11%
Looking after home or family	1066	3%	4%
Long-term sick or disabled	611	2%	4%
Other	444	1%	2%
Total	35040		

The information in Table 5 and 6 is from the 2011 Census.

Figure 3 - Working status

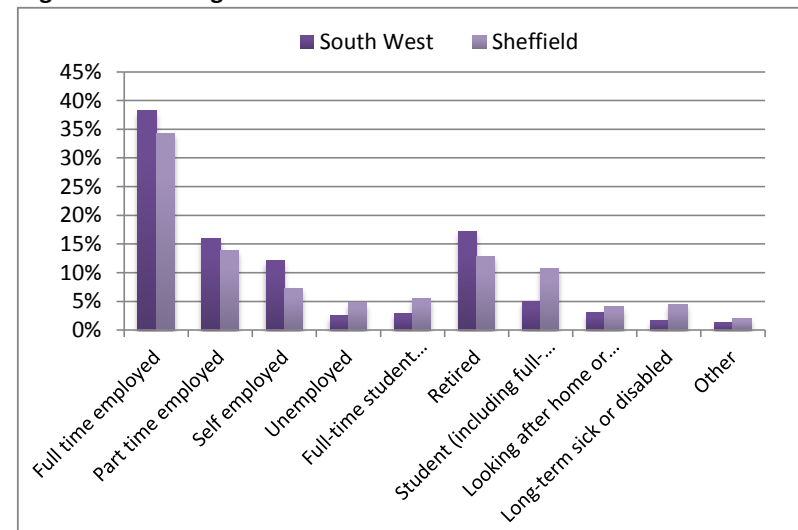


Table 6 - Occupation

	South West	South West %	Sheffield
Professional occupations	9103	38%	20%
Managers, directors and senior officials	3369	14%	8%
Associate professional and technical occupations	3301	14%	11%
Administrative and secretarial occupations	2560	11%	11%
Caring, leisure and other service occupations	1463	6%	10%
Skilled trades occupations	1385	6%	11%
Sales and customer service occupations	1211	5%	10%
Elementary occupations	1186	5%	12%
Process plant and machine operatives	538	2%	7%
Total	24116		

Table 7 - JSA Claimants

	South West	Sheffield
Total number of claimants	195	8540
% of working population claiming JSA	0.7%	2.3%

Reflecting the lower levels of unemployment as seen in Table 5, only 0.7% of the population claim Job Seekers Allowance or Universal Credit due to unemployment, which is the lowest percentage in the city.

More people are in employment, either full or part time, in the South West than citywide. There is also a higher proportion of retired residents which reflects the larger than average older population in the area.

The SHMA identified that around a fifth of people live and work within the South West and over a third of people work elsewhere in the city.

Professional occupations are the most common type amongst working people in the South West and a higher proportion are also managers and associate professionals. These mainly work in the education, health and retail sectors.

Estate agents suggest that the South West typically attracts university and hospital staff, and executive level earners, many of whom did not grow up in Sheffield.

- JSA data is the December 2016 claimant rate from the Office of National Statistics, and also includes people who claim Universal Credit for reason of unemployment.
 - The income data in Table 8 and Figure 4 is from Mosaic 2015.

Figure 4 - Average household incomes by Wards in the South West

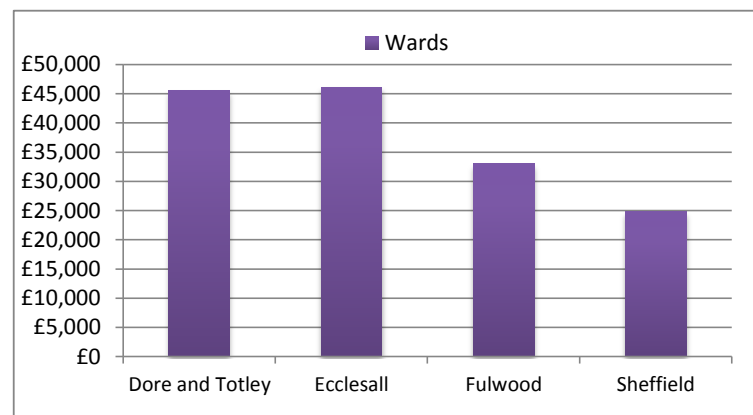


Table 8 - Proportions of households by income band (%)

	South West	Sheffield
Median average income	£45,326	£24,799
<£10,000	3%	11%
£10,000-£14,999	6%	15%
£15,000-£19,999	6%	11%
£20,000-£24,999	4%	14%
£25,000-£29,999	6%	11%
£30,000-£39,999	17%	16%
£40,000-£49,999	14%	10%
£50,000-£59,999	13%	6%
£60,000-£74,999	14%	4%
£75,000+	17%	3%

Although an affluent area, 19% of households still have an income of less than £25k (below the citywide median). The lower income levels are more prevalent amongst younger households (15-24 years), with half having an income of less than £20k. These are likely to be student households living in the Nether Edge and Ecclesall Road areas.

It is therefore likely that students will need to live in rented shared accommodation after graduation, if they wish to remain in the South West, or they will need to consider moving to a more affordable area to rent alone or purchase a property.

For those households on lower incomes and who do not own a home or have significant savings, the area's higher house prices and private rents (sections 12 and 13) are likely to make it difficult to afford accommodation in the area.

The median income of the South West (£45,326) is the highest of all the HMA's. Three quarters of households have an income of at least £30k and 17% of these have an income of £75k or more, compared to just 3% of households citywide. This reflects the popularity of the area with high earners due to the quality of the housing, the environment and amenities, and the high performing schools available in the area.

Table 9 - Equity of existing households

	South West %	Sheffield
Negative Equity	0%	2%
Up to £9,999	1%	5%
£10,000-£24,999	0%	5%
£25,000-£49,999	3%	9%
£50,000-£99,000	10%	23%
£100,000-£149,999	16%	23%
£150,000-£249,999	27%	21%
£250,000-£349,000	24%	7%
£350,000+	20%	5%

The SHMA asked homeowners how much equity they thought they had in their property and this is shown in Table 9.

Table 10 is the level of savings all existing households said they have regardless of the tenure they live.

Few homeowners reported negative equity in the South West and the highest proportion of households had equity above £150,000, which is likely to have risen further in line with house price increases. This reflects the high house prices and strength of the housing market, which remained more buoyant after the financial crash than in most other parts of Sheffield.

The SHMA also found that higher earners in the South West had benefitted from the timing of the purchase of their first home, and had accrued housing wealth through the increase in house prices.

Table 10 - Savings of existing households

	South West %	Sheffield
Up to £4,999	23%	45%
£5,000-£9,999	10%	14%
£10,000-£14,999	9%	8%
£15,000-£19,999	5%	5%
£20,000-£24,999	7%	4%
£25,000-£29,999	4%	4%
£30,000-£39,999	4%	3%
£40,000-£49,999	6%	3%
£50,000-£74,999	7%	3%
£75,000	25%	12%

Levels of savings are higher in the South West than Sheffield generally, with a quarter of households having at least £75k saved compared to just 12% of households citywide. This is likely due to the higher incomes which enable some households to save more of their disposable income.

Despite this affluence a third of households have less than £10k in savings which will hinder their ability to afford to buy a property in this area without significant equity or assistance to raise the necessary deposit.

Section 3: Summary

- The South West has a high employment rate with a large number of professionals and managers living in the area. This results in the lowest levels of JSA or unemployed Universal Credit claimants in the city.
- The area's median income (£45,326) is the highest in the city, with 5% of households having an income of at least £75k.
- A fifth of households have an income of less than £20k however, which means there is likely to be a sizeable proportion of households struggling with the high housing costs in this area.
- Levels of equity are high, driven by the high house prices and large number of homeowners who own their home outright with no mortgage.
- Although average levels of savings are high, with a quarter of households having at least £75k, almost a quarter of households have less than £5k.

4. Housing profile

Table 11 - Property types in area

	South West	South West %	Sheffield
Detached House/Bungalow	6219	30%	14%
Semi-Detached House/Bungalow	8444	41%	37%
Terraced House	2984	14%	27%
Flat, Maisonette or Apartment	3067	15%	21%
Other	4	0%	0%
Shared Dwelling	12	0%	0%
Total	20730		

The South West is characterised by large areas of low density family housing from a range of eras, with the percentage of detached properties more than double the citywide average. However this varies by neighbourhood, for instance 61% the stock in Whirlow/Abbeydale is detached compared to 9% in Brincliffe. Whilst this suggests a good housing offer for families wanting a middle to upper-end property, it means that the supply of 'starter homes', such as flats and terrace houses is low. This limits the options available for smaller households and first time buyers looking for more affordable housing, especially in the neighbourhood of Millhouses where only 10% of the stock are flats.

Table 12 - Housing tenures in area

	South West	South West %	Sheffield
Owned	17418	84%	58%
Shared Ownership	45	0.2%	0.4%
Council rent	663	3%	18%
RP rent	376	2%	7%
Private rent	2076	10%	16%
Other	152	1%	1%
Total	20730		

The South West is dominated by home ownership and a third of these households own their property outright. Consequently only 5% of households are social renters and the private rented tenure is also smaller than citywide. This restricts the market for households that cannot afford to buy, meaning that they probably need to move to other parts of the city for more affordable housing.

The information on the housing profile is from the 2011 Census

Figure 5 - Property type



Figure 6 - Property tenure



Table 13 - Size of homes in area

Number of bedrooms	South West	South West %	Sheffield
0 beds	27	0%	0%
1 bed	1226	6%	12%
2 bed	2972	14%	27%
3 bed	8699	42%	45%
4 or more bed	7806	38%	16%
Total	20730		

The higher proportion of detached and semi-detached houses in the South West results in larger properties, and the supply of properties with four or more bedrooms is more than double the citywide average. However this varies by neighbourhood, 60% of properties in Bents Green have 4+ bedrooms compared to 22% in Totley.

The ample supply of family housing results in significantly fewer smaller properties with 1 or 2 bedrooms. This limits the supply of properties for those looking for more affordable housing to buy, such as younger single people or older downsizers.

The supply of smaller properties is uneven across the neighbourhoods in the South West, for instance 1% of the stock in Whirlow/Abbeydale has one bedroom compared to 13% in Ranmoor.

Figure 7 - Number of bedrooms

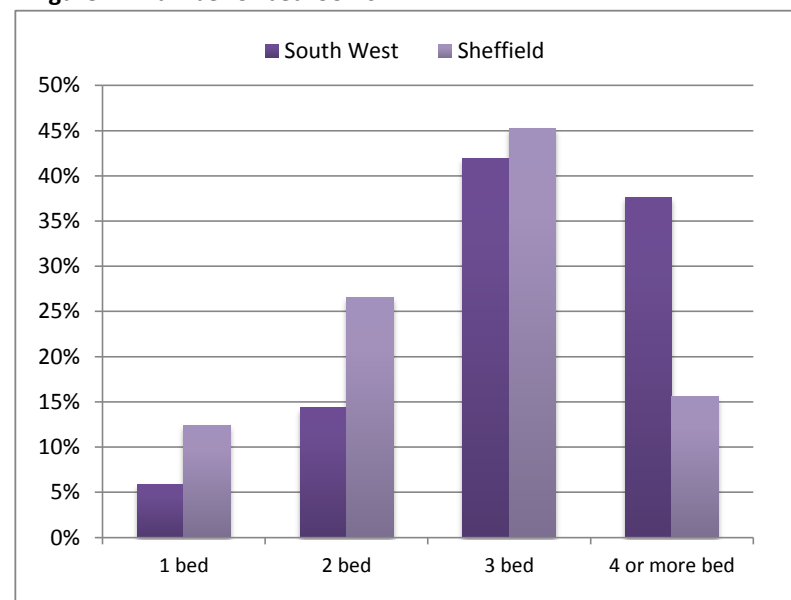


Table 14 - Recent housing completions in HMA

	South West	Sheffield
2010/11	39	942
2011/12	20	638
2012/13	53	933
2013/14	47	974
2014/15	86	1812
2015/16	28	1621
Total	273	6920

Table 14 shows the number of properties built in the HMA and in Sheffield.

Only 4% of the city's housing completions in the last 6 years have been in the South West, and in 2016 it was below 2%. The area is bounded by Green Belt and the western fringe contains many conservation areas. Opportunities for housing development are therefore currently limited to a few small to medium size sites.

Table 15 - Vacancy and turnover levels

	South West	South West %	Sheffield
Number of properties	21,566		247,234
Number of vacant properties	269	1.2%	1.8%
Long term vacant properties	132	0.6%	0.8%

The information in Table 15 about vacant properties is taken from data on the Council Tax Register December 2016. 'Long term vacant properties' is defined as those that have been vacant for 6 months or more.

The vacancy rate in the South West is lower than citywide at 1.2% and a slightly smaller proportion of these properties have been empty for 6 months or more. This reflects the popularity of this area and the buoyant housing market. This low turnover limits the supply becoming available within the existing stock.

Table 16 - Housing adequacy

	South West	South West %	Sheffield
Households living in inadequate housing	1435	7%	14%
Reasons for household living in inadequate housing:	Too small	54%	38%
	Needs improvements/repairs	48%	49%
	Too costly to heat	42%	33%
	Not enough bedrooms	34%	25%
	Rent or mortgage is too expensive	24%	14%
	Property facilities are inadequate	18%	15%
	Tenancy is insecure	10%	5%
	Too large	8%	8%
	Difficult to access	4%	8%
	Affecting the health of me or my household	4%	13%
	Suffering harassment from my neighbours	4%	7%
	Location of home is undesirable	4%	15%
	Garden is difficult to maintain	0%	14%
	There's no heating	0%	2%
Suffering harassment from my landlord	0%	2%	
Neighbourhood services are inadequate	0%	5%	

The information in Table 16 is based on responses to the 2013 SHMA. Households were asked if their home was adequate for their needs.

If they thought it was inadequate they were asked for the reasons. This was a multiple choice question and households could select as many options as they liked. The percentages therefore represents the proportion of households who chose this reason as one of their options, which is why the percentages in the table do not add up 100%.

Table 17 - Occupancy

	South West %	Sheffield
% overcrowded	2%	3%
% under occupying	86%	71%
% under occupying in SRS	59%	40%

The information in Table 17 is from the 2013 SHMA and is based on households needing one less or one more bedroom than the household size needs.

Only 7% of households in the South West feel their home is inadequate, which is half the citywide proportion. Among these households over half said it is because their home is too small, and around one third said it does not have enough bedrooms. This is surprising given the large supply of 4 bed detached properties, the low levels of overcrowding and the high percentage of under-occupation in the area. This could suggest that the residents are aspiring for larger properties rather than requiring them to meet their housing need, or that the current size of rooms and storage in the homes is not sufficient.

The home being too costly to heat and the property facilities being inadequate were also cited more frequently as reasons for inadequacy amongst residents in the South West than citywide. This mirrors the findings from the 2009 Private Sector Stock Condition Survey, which showed that this area had the highest rates of non-decent dwellings occupied by a vulnerable households (in receipt of benefits) in the city. This could indicate that some households do not have adequate resources to make the improvements to the larger homes, such as retired households.

More households in the South West are concerned about the rent/mortgage and tenancy security than citywide. Although the private rented market is smaller in this area than citywide the rents are among the highest in the city. They have also risen at a faster rate than the Sheffield average over the last 5 years which could be putting pressure on some households in this area (see Section 13 for more private rented information).

Section 4: Summary

- The South West is characterised by large areas of very low density detached housing, of which almost all is owner occupied.
- The South West has a large supply of properties with 3 or 4 bedrooms to accommodate families, but the options available for those seeking smaller properties is limited.
- Generally households feel their home is adequate to meet their needs, for those that do not the home being too small is the main concern, which conflicts with the stock profile of the area.
- The affordability of the home in terms of the heating costs and the rent/mortgage were also more frequently cited which could suggest that more affordable housing is needed in the area.
- New build completions are low in the South West, constrained by conservation areas and the Green Belt, which will limit the capacity for the area to meet its future housing demand.

5. Neighbourhood profile

Table 18 - Neighbourhood Satisfaction

	South West		Sheffield	
% of households satisfied with their neighbourhood	92%		69%	
Five neighbourhood qualities that make a great place to live	Public transport	52%	Public transport	45%
	Access to parks and open spaces	48%	Condition of roads & pavements	39%
	Access to nature/countryside	42%	Clean streets	38%
	Education provision	41%	Shopping facilities	38%
	Shopping facilities	40%	Low crime levels	38%
Five neighbourhood qualities that need improving	Condition of roads & pavements	83%	Condition of roads & pavements	72%
	Activities for teenagers	26%	Cleaner streets	46%
	Cleaner streets	25%	Education provision	36%
	Traffic congestion	23%	ASB levels	28%
	Public transport	19%	Crime levels	26%

The information in Table 18 is from the 2013 SHMA and measures neighbourhood satisfaction. The households were asked to chose the:

- a) Most important neighbourhood qualities that make a great place to live; and
- b) Neighbourhood qualities that need improving in their neighbourhood.

This was a multiple choice question and households could select as many options as they liked. The percentages therefore represent the proportion of households who chose this reason as one of their options, which is why the percentages in the table do not add up 100%.

The top 5 answers are shown in this table. A higher percentage means that more people chose this as an option and therefore the issue is more important in this area.

Table 17 shows that 92% of households in the South West are satisfied with the area as a place to live. In 2015 Ecclesall was chosen as one of the best inner-city communities to live in the country by The Sunday Times due to its quality culture, cafes, restaurants and shops, and access to good schools and transport.

Similar to citywide public transport is considered the most important neighbourhood quality, but more people feel this needs improving than citywide. Access to parks and the countryside are important qualities and this is a key draw to the area due to its proximity to the Peak District. Education provision is also more important to residents in the South West than citywide and the Homes Truths research find that the desire to be in the South West in close proximity to the "best" schools was the main driving factor for households moving to this area. So much so, that school catchment areas in the South West housing market dominated focus group discussions. This results in almost all the schools being over-subscribed and additional housing will increase this pressure without an increase in school places.

Improving activities for teenagers and traffic congestion are more important for South West residents than citywide. Ecclesall Road and Abbeydale Road are the main routes from the South West to the city centre and these can get congested during peak times although they both have bus lanes for public transport.

Table 19 - Crime/ASB incidents

	South West	Sheffield
No. of crime incidents	1,665	43,365
Crime per 1000 population	34	78
No. of ASB incidents	1,192	40,758
ASB incidents per 1000 population	24	74

Crime and ASB incidents are considerably lower in the South West than citywide. The most common types of crime are vehicle crimes and burglaries, in contrast to citywide where violence and criminal damage are the most common types.

The highest number of crimes were recorded in the Ecclesall Ward, where burglaries and criminal damage were the common types .

Table 19 is from South Yorkshire Police statistics and shows the number of crime and ASB incidents in 2016. This is then calculated by 1000 of the population to indicate the rate of crime and ASB as compared with citywide.

Table 20 - School performance

	South West	Sheffield
No of primary schools	12	119
% pupils meeting the expected standard in reading, writing & maths	69%	52%
No of secondary schools	3	30
Pupils achieving a grade C or above in English & Maths GCES	79%	59%

Table 20 is from the Department of Education for 2016.

Attainment in primary and secondary schools in the South West is considerably higher than citywide, which reiterates the role that the schools play in driving demand for housing from families in this area.

Schools are therefore a key driver in the success of the South West housing market and could be a reason why higher earning households will not consider similar housing in other parts of the city.

Section 5: Summary

- Over 90% of households feel the South West is a great place to live, much higher than the Sheffield average.
- Access to open space and parks are important features in this area, and this reflects the proximity to the Peak District and the quality parks in the South West such as Millhouses and Whirlow Brook.
- School attainment is a key feature in understanding what drives the demand for housing in the South West, and levels in the area's primary and secondary schools are well above the city average.
- Crime and ASB levels are considerably lower in this area which are further reasons why the South West is popular with families and older people.

6. Recently moved to HMA

Table 21 - Moved in last five years

	South West	South West % households	Sheffield
Moved into HMA in the last 5 years	5918	29%	70909
Moved into HMA from outside Sheffield	1458	25%	14328

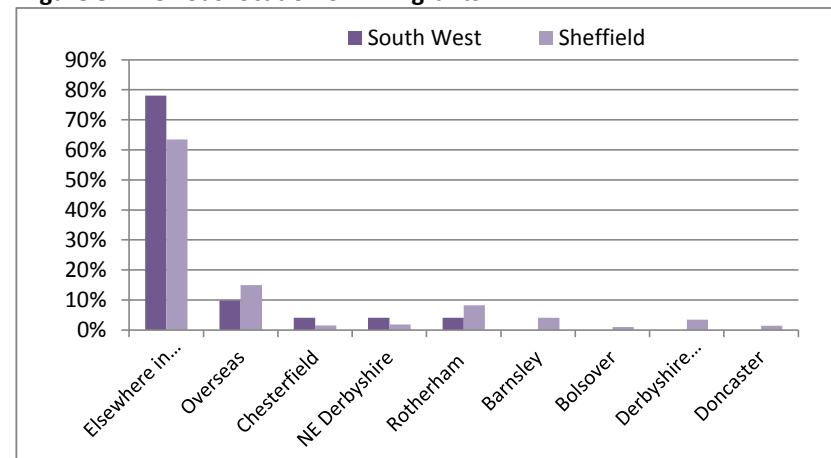
Table 22 - Top five reasons for moving

South West	%	Sheffield	%
Move to a larger home	45%	Move to a larger home	28%
A bigger garden	28%	Move to smaller home	20%
Move to a better neighbourhood	22%	A bigger garden	19%
To be closer to work or a new job	21%	Move to a better neighbourhood	18%
Wanted a new home	15%	Condition of property	14%

The information in Tables 21 & 22 is from the 2013 SHMA and shows the households who moved into their present home in the last five years and the reasons for this move. This helps us understand the demand and draws to this area.

This was a multiple choice question and households could select as many options as they liked. The percentages therefore represent the proportion of households who chose this reason as one of their options, which is why the percentages in the table do not add up to 100%.

Figure 8 - Previous location of in-migrants



Section 6: Summary

- 29% of households in the South West have moved in the last 5 years, which is slightly lower than the citywide average of 34%.
- A quarter of these households were from outside Sheffield, and these were mostly from elsewhere in the UK and not neighbouring authorities.
- The SHMA consultation found that households from higher priced areas in the UK, such as London, view the South West HMA as more 'value for money' than other suburban housing markets in the country.
- The larger homes and gardens and the quality of neighbourhoods were the main draws to the area for in-migrants
- Although schools did not appear in the top 5 reasons for moving to the area, it was important for families. 27% of families said that moving to a school catchment area influenced their decision to move compared to just 10% citywide

7. Existing supply becoming available from moving households

Table 23 - Households moving in the next 5 years

	South West	Sheffield
% of households moving from this area in the next 5 years	21%	28%
Turnover of households per year	4%	6%
% of households moving out of Sheffield	17%	18%

Around 21% of households expect to move in the next 5 years, which is a smaller turnover than citywide. Reasons for this could be the higher proportion of households who feel their home adequately meets their needs, and less opportunities to move due to the limited supply becoming available.

Table 24 - Households moving in next 5 years current dwelling type

	South West %	Sheffield
Detached House/Bungalow	35%	12%
Semi-detached House/Bungalow	43%	30%
Terraced	9%	28%
Flat	13%	29%
Other	0.0%	0.3%

Semi-detached and detached properties are most likely to become available over the next 5 years which should help families looking to buy these larger properties.

The turnover of terrace houses and flats is much lower in the South West than citywide, which reduces the housing options available to smaller households and those looking for a more affordable starter home. This is particularly so in the neighbourhoods of Bradway and Fulwood, which have a small supply of these property types.

The supply information is from the 2013 SHMA. This data provides a guide on the percentage of households in the area that said they expect to move in the next five years, and therefore the types of properties there are likely to become available through the turnover of the existing stock.

This informs the supply and demand balance in Section 11.

Figure 9 - Property types becoming available from households moving

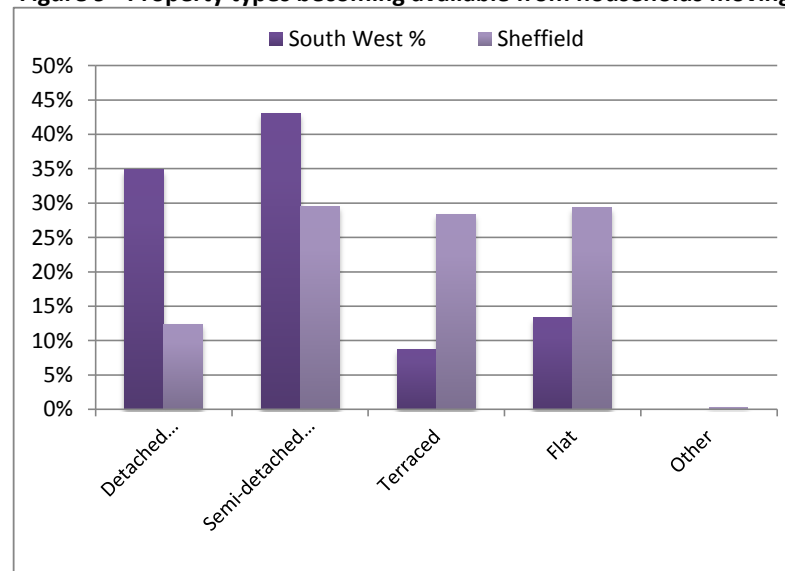


Table 25 - Households moving in next 5 years -current tenure

	South West %	Sheffield
Owned	88%	53%
Shared Ownership	0%	1%
Council rent	1%	15%
RP rent	0%	5%
Private rent	11%	26%
Other	0%	1%

Reflecting the housing stock in the South West, the majority of turnover will be in the home ownership market which does offer opportunities for households looking to buy in the South West.

However, the low turnover in the rental market, particularly in the social sector, restricts the housing options available to those that cannot afford the high house prices in the South West and who need more affordable housing.

Table 26 - Households moving in next 5 years -current bed size

	South West %	Sheffield
1 bed	6%	16%
2 bed	12%	26%
3 bed	41%	37%
4 bed	41%	21%

An equal proportion of three and four bedroom properties will become available in the South West over the next 5 years which will help meet the high demand from families.

The turnover of smaller properties is low and limits the stock available for single households that do not need or cannot afford a larger property. It also restricts the options available to older residents that wish to downsize to a more manageable property.

Figure 10 - Property tenures becoming available from moving households

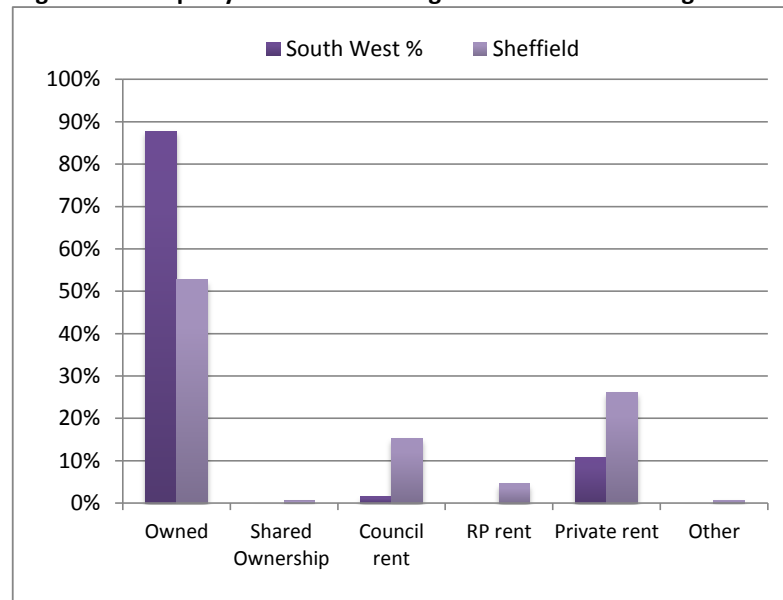


Figure 11 - Property bed sizes becoming available from moving households



Table 27 - Top five reasons for wanting to move

South West	%	Sheffield	%
Move to a smaller home	38%	Move to a larger home	27%
Want a bigger garden	24%	Move to a smaller home	20%
Move to a larger home	22%	Move to better neighbourhood	16%
Free up capital	16%	Condition of current property	12%
Move to cheaper accommodation	12%	For cheaper accommodation	12%

The 2013 SHMA asked households the reasons why they want to move in the next five years.

This was a multiple choice question and households could select as many options as they liked. The percentages therefore represent the proportion of households who chose this reason as one of their options, which is why the percentages in the table do not add up 100%. The table

The main reason why households want to move in the South West is for a smaller home, which conflicts with the main reason for properties being considered inadequate (Table 15). This indicates that there is a need to provide more smaller homes for people that wish to downsize in order to free up larger family homes for those that feel their property is too small to meet their needs. Freeing up capital is also a key reason for moving in the South West which does not occur citywide. This corresponds with the high house prices and equity in the South West, which results in considerable housing wealth amongst home owners in the area.

Moving for a bigger garden is the second most common reason for wanting to move and may relate to the large number of families living in the area and the need for more outside space.

Section 7: Summary

- Larger detached and semi-detached properties with 3 or 4 bedrooms are expected to have the highest turnover in the next 5 years which will help families that wish to move to the South West.
- The predicted turnover in the social rented sector is expected to be very low and this limits the opportunities for those that cannot afford market housing or wish to move to this area.
- The supply of smaller properties, such as flats with 1 or 2 bedrooms, becoming available is likely to be low which will create obstacles for single households and older people looking to downsize to a more manageable smaller property.
- Freeing up capital as a reason to move illustrates that households in this area have considerable equity that they wish to utilise. This could include older residents who own their property outright and are looking to support their family to buy a property or pay for any care and support costs that they may have.

8. Demand from households moving to the South West

Table 28 - Existing household level of demand - next 5 years

	South West
Percentage of households intending to move within or to the HMA	14%

An estimated 14% of moving households in Sheffield intend to move to the South West in the next 5 years, which is the second highest demand in the city after the City Centre West HMA.

The popularity of the area results in the higher house prices and rents for properties in the South West.

Table 29 - Property type households would like

	South West %	Sheffield
Detached house	43%	34%
Semi-detached house	18%	30%
Terraced house	12%	11%
Flat or maisonette	21%	18%
Bungalow	6%	7%
Other	0%	0%

Table 30 - Property type households expect

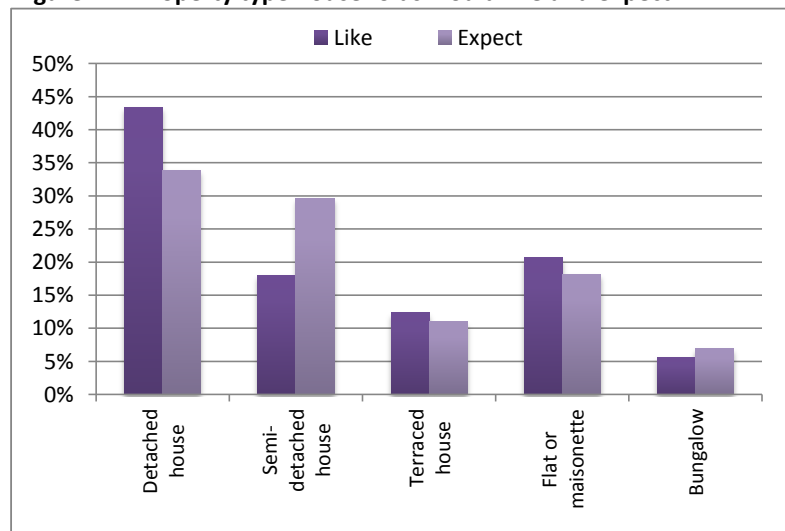
	South West %	Sheffield
Detached house	16%	12%
Semi-detached house	30%	29%
Terraced house	23%	26%
Flat or maisonette	26%	26%
Bungalow	5%	7%
Other	0%	1%

This section discusses the demand from households that expect to move within or to this HMA in the next 5 years. The 2013 SHMA asked households who planned to move within or to this area what properties they would 'Like' and 'Expect'.

'Like' is used to measure the aspirations of households and gaps in the market, while 'Expect' generally reflects the current stock in the area and the households financial constraints.

The moving preferences of these households acts as guide to the inform the housing that is needed in the area, and informs the supply and demand balance in Section 11. The housing requirements recommended in Section 19 consider this alongside the current population and housing stock in the area, the available housing development sites, and the future aspirations and sustainability of the area.

Figure 12 - Property type households would like and expect



Although 40% of the stock consists of semi-detached properties and the turnover is likely to be high, only 18% of households moving to the area would like this property type. This indicates that the current stock is not meeting households preferences and this assumption is supported by the high levels of demand for detached properties in the are, with 43% of households preferring this type.

There is also demand for flats and terrace houses, and more households would like these properties than expect to get them. Flats and terrace houses are often viewed as starter homes due to their relative affordability which makes them popular with first time buyers.

More flats and bungalows would also assist older households that may wish to downsize and release capital by selling their larger family homes.

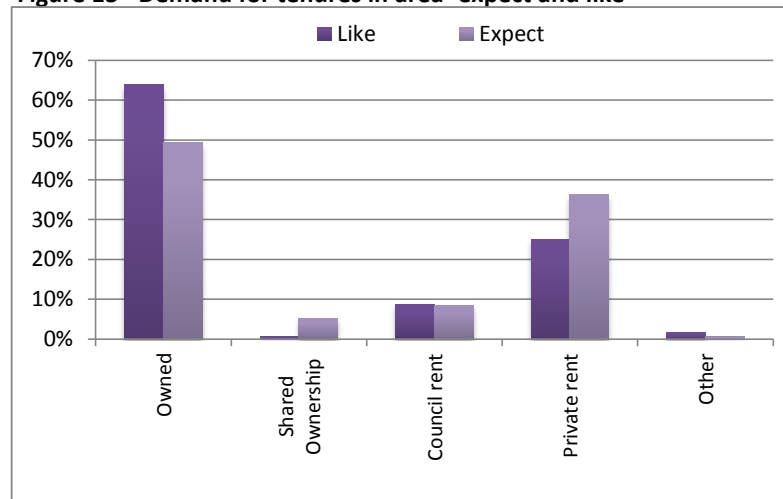
Table 31 - Tenure that households would like

	South West %	Sheffield
Owned	64%	59%
Shared Ownership	1%	1%
Council rent	9%	18%
RP rent	0%	5%
Private rent	25%	16%
Other	2%	3%

Table 32 - Tenure that households expect

	South West %	Sheffield
Owned	49%	46%
Shared Ownership	5%	4%
Council rent	9%	18%
RP rent	0%	2%
Private rent	36%	26%
Other	1%	5%

Figure 13 - Demand for tenures in area -expect and like



Demand is highest for home ownership in the South West, however fewer people expect to achieve this aspiration. This could reflect the unaffordability of the South West for households with lower than average incomes or minimal savings.

There is a higher demand for private rented accommodation in the South West than citywide , although more households expect to achieve this tenure than would like. This suggests that private renting is acting as an alternative tenure for those that cannot afford home ownership but not out of preference.

Nevertheless, given the high house prices in this area, small and medium purpose built private rented accommodation that is well-managed could be an option in the South West to meet this demand and grow the market further, particularly for newly forming households.

The demand for council renting is higher than the proportion of stock in this area and the turnover. This suggests that not all the need will be met and more provision might be required for lower earning households, especially in the neighbourhoods with the lowest supply such as Whirlow/Abbeydale, Ecclesall and Millhouses.

Table 33 - Bed size households would like

	South West %	Sheffield
One	10%	11%
Two	24%	29%
Three	23%	30%
Four or more	43%	30%

Table 34 - Bed size households expect

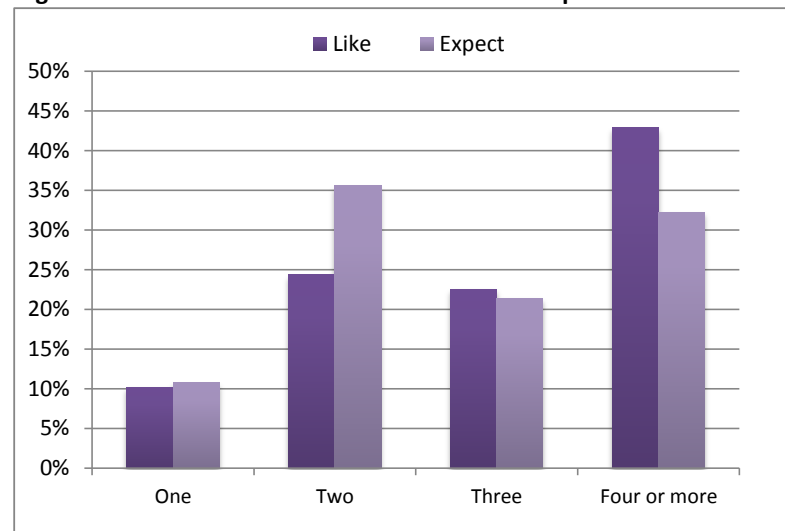
	South West %	Sheffield
One	11%	20%
Two	36%	35%
Three	21%	26%
Four or more	32%	20%

The highest proportion of households expect to get a two bedroom property although this is not their preferred option.

More households would like a large property with 4 or more bedrooms then expect to achieve this. Households may find it difficult to buy larger properties because of the high costs (see Section 12) and need to move to other HMAs in the city.

Households that require a 1 or 3 bedroom property expect to achieve this, although the supply of 1 bedroom properties in the South West is low, especially in the neighbourhoods of Whirlow/Abbeydale, Bents Green and Fulwood.

Figure 14 - Bed size households would like and expect



Section 8: Summary

- 14% of existing moving households in the next 5 years intend to move to the South West, which is the second highest demand in the city after the City Centre West HMA.
- The demand for larger family housing is unlikely to be met by the turnover and there is a need to expand the supply of detached properties in the area.
- There is also demand for smaller flats and terrace housing (town houses), which will meet the needs of new households and some affluent downsizers if they are of sufficient quality with good storage space and located in accessible neighbourhoods .
- The South West is dominated by owner occupation which given the high house prices is likely to be unaffordable for lower earning households.
- There could be scope to expand the private rented market in this area and the provision of small or medium well managed developments could be considered.

9. Existing households that cannot move

Table 35 - Want to move but cannot

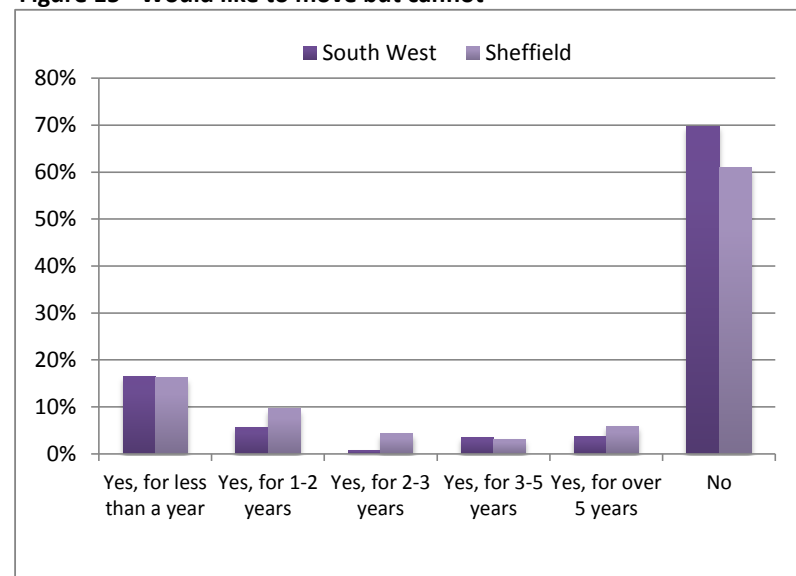
	South West	South West %	Sheffield
Yes, for less than a year	1037	17%	16%
Yes, for 1-2 years	356	6%	10%
Yes, for 2-3 years	48	1%	4%
Yes, for 3-5 years	225	4%	3%
Yes, for over 5 years	227	4%	6%
No	4375	70%	61%

Table 36 - Top five reasons cannot move

South West	Sheffield
Cannot afford the house deposit	Cannot afford the house deposit
Unable to sell	Cannot afford moving costs
	Cannot afford the monthly mortgage payment
Cannot afford the monthly mortgage payment	Lack of affordable rented housing
Family reasons	Family reasons
Lack of affordable rented housing	

The 2013 SHMA asked households if they would like to move but cannot and the reasons for this. This is shown in Tables 34 & 35.

Figure 15 - Would like to move but cannot



Section 9: Summary

- A smaller percentage of households have been unable to move in the South West over the last 5 years than citywide (27% compared to 33%).
- The main reason for not being able to afford to move is the house deposit, which is the same as for Sheffield as a whole.
- 'Unable to sell' was given as one of the main reasons for being able to move in 2013 but since then the housing market has steadily picked up, suggesting that this could be less of a problem at present for owner occupiers wanting to sell their property.

10. Newly forming households demand

Table 37 - Number of newly forming households expected to form

	South West	Sheffield
No. of newly forming households	1257	11345
Proportion in city	11%	

Table 38 - Type of household forming

	South West %	Sheffield
Single adult	66%	67%
Lone parent	4%	2%
Couple	30%	25%
Couple with children	0%	2%
Other	0%	3%

Table 39 - Mosaic groups likely to contain newly forming households

Category	Description	
Cafés and Catchments	1701	Affluent families with growing children living in upmarket housing in city environs
Career Builders	1479	Singles and couples in their 20s and 30s progressing in their field of work from commutable properties
Alpha Families	1455	High-achieving families living fast-track lives, advancing careers, finances and their school-age children's development

Around 1,200 new households are expected to form in the South West over the next 5 years, which is 11% of the city total. The majority of these households will be single people and 30% will be a couple with no children.

The South West's Mosaic profile suggests that these will include adult children from affluent, high-achieving families in the area, and some singles and couples in their 20s and 30s who are progressing in their careers and who may now be looking to buy or move out of shared rental property.

Given the low supply of smaller properties in this area it cannot be assumed that all these households will be able to get accommodation in the South West, although a large proportion of these younger households may be more looking to move to more affordable neighbourhoods nearer the city centre.

The 2013 SHMA asked existing households if they have any people in their household that are likely to move in the next 5 years to form their own household e.g. son/daughter moving out. These are known as newly forming households.

Although the SHMA did not ask where these households expect to move to, we do know that each HMA is a relatively self-contained market and that households are most likely to move within their local area due to the 'place attachment' that they have to the area they live.

This is supported by Rightmove data which shows that a quarter of all house searches are within a 1 square mile radius.

Table 40 - Type of property required

	South West %	Sheffield
Detached house	0%	4%
Semi-detached house	17%	16%
Terrace house	17%	23%
Flat	62%	46%
Bungalow	0%	2%
Other	4%	10%

Newly forming households mainly require flats but there is a very limited supply in the South West, and the turnover is unlikely to meet this need. This again shows a need for more flats in this area to cater for new and smaller households that wish to remain in the South West.

Table 41 - Tenure of property required

	South West %	Sheffield
Owned	25%	25%
Shared Ownership	5%	2%
Council rent	4%	22%
RP rent	0%	2%
Private rent	33%	33%
Other	33%	16%

Private rented and 'other' accommodation is in the greatest demand in the South West. This again shows that the private rented market in the South West could be expanded to cater for households that cannot afford to buy. The demand for 'other' accommodation could reflect the adult children who are planning to move to university accommodation.

The demand for home ownership amongst newly forming households is similar to citywide, but the high house prices could create barriers for lower earning households and they may need to consider other more affordable HMA's in the city.

Figure 16 - Type of property required by new household

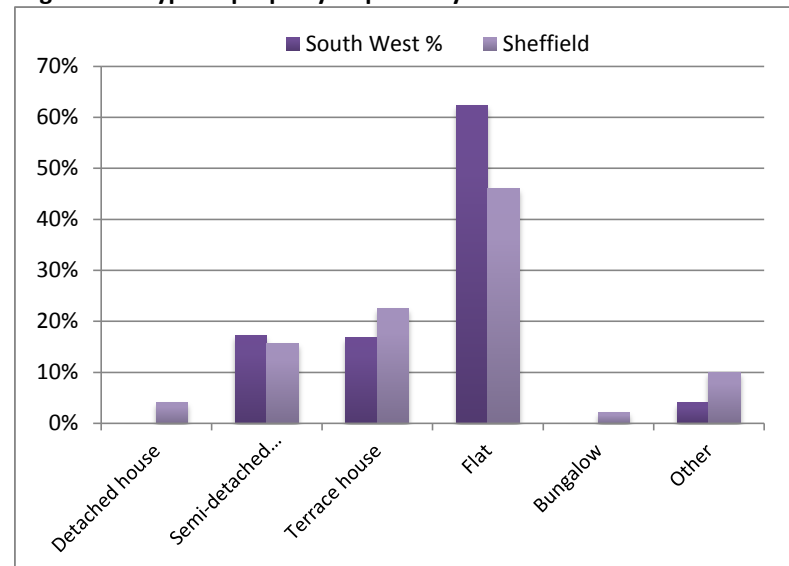


Figure 17 - Tenure of property required

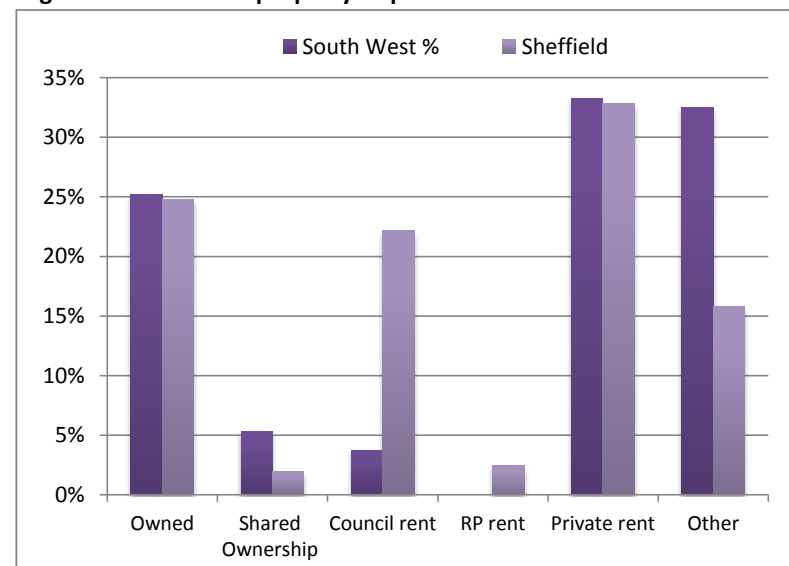


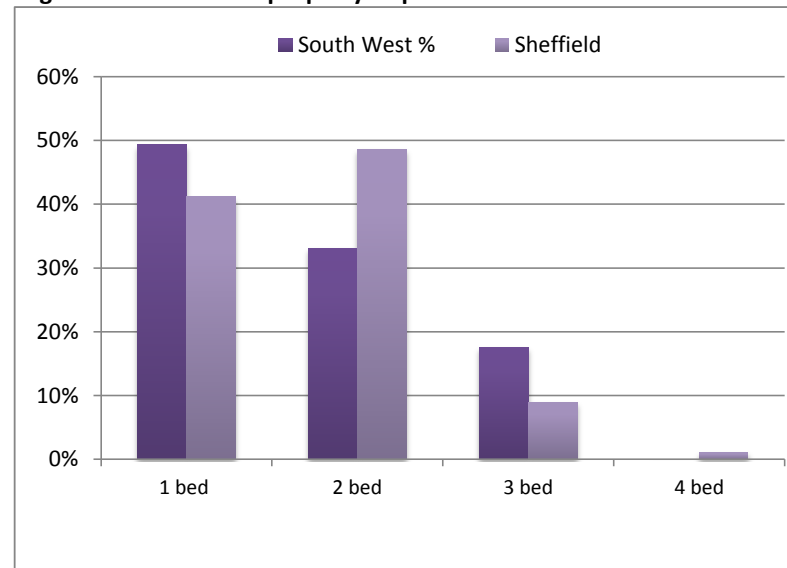
Table 42 - Bed size of property required

	South West %	Sheffield
1 bed	49%	41%
2 bed	33%	49%
3 bed	18%	9%
4 bed	0%	1%

Smaller accommodation with 1 or 2 bedrooms is in the greatest demand which again reflects the shortage of these size properties in the area.

Smaller properties are more affordable to rent and buy and therefore offer greater opportunities for first time buyers looking to purchase in the area.

Figure 18 - Bed size of property required



Section 10: Summary

- Over 1,200 new households will form over the next 5 years in the South West and these will mainly consist of single people and couples.
- The South West's Mosaic profile suggests that these will include adult children from affluent, high-achieving families in the area, and some singles and couples in their 20s and 30s who are progressing in their careers and who may now be looking to buy or move out of shared rented property. A large proportion of these households are also likely to be adult children going to university, reflected in the 33% who required an 'other' type of tenure in the SHMA survey.
- Demand is greatest for flats with 1 or 2 bedrooms which suggests a need for more of these properties in the South West but the potentially high number of new students moving into purpose built university accommodation among this population is likely to reduce the number of new homes required in the South West.
- Private renting is the most popular tenure, required by 33% of new households. This suggests that there are some opportunities to grow this market in the South West but a significant proportion of these new households may be adult children who will be moving to the City Centre and City Centre West HMAs which have younger profiles and more affordable housing options.
- The demand for home ownership amongst newly forming households is similar to citywide, but the high house prices may price out lower earning households that do not have financial support and result in them leaving the area.

11. Supply and demand balance

Figure 19 - Supply and demand balance by tenure

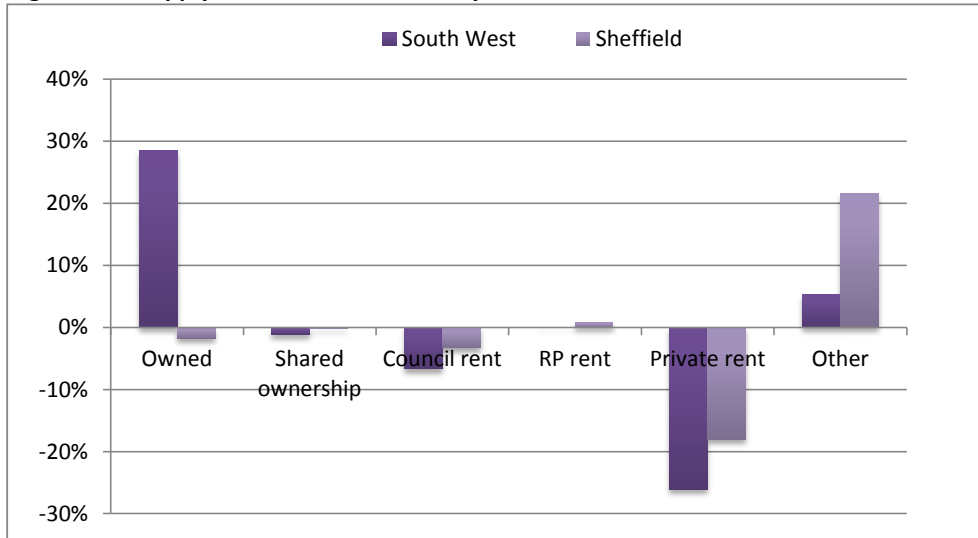
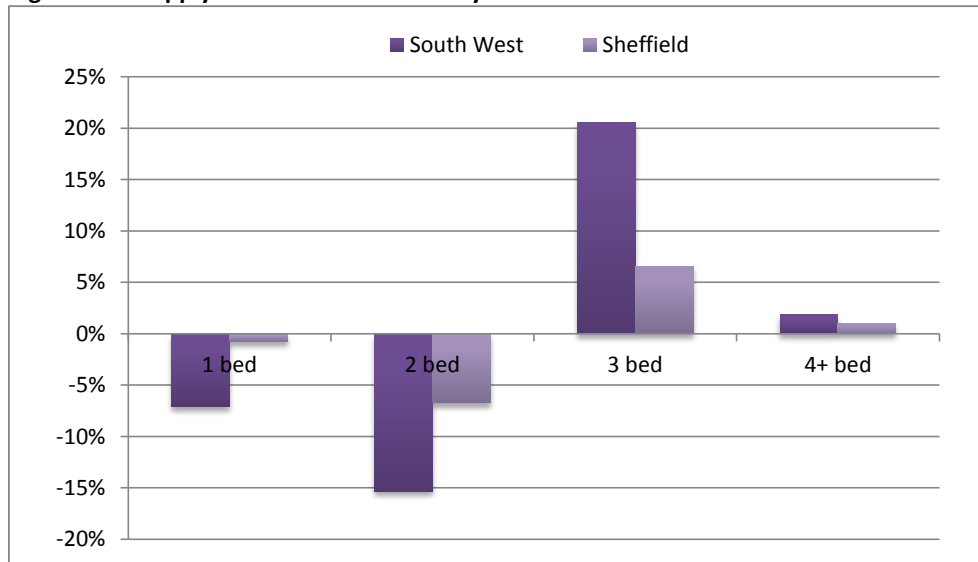


Figure 20 - Supply and demand balance by bed size



This section shows the balance between supply and demand for different dwellings in this area. This compares the supply of housing becoming available through the turnover of existing stock (Section 7) with the demand for housing in the area. The demand is based on what the existing households said they would like in Section 8 and what the newly forming households require in Section 10.

The proportion of demand for each property is compared against the proportion of supply. If demand is higher than supply this will show as a negative, shortfall on the graph (the bar will be below the 0% line). If supply is higher than demand, the bar will be above the 0% line and show a surplus.

For example, if 20% of demand was for terraced houses, and 15% of supply was terraced houses, this would show as a minus 5% shortfall of this type of housing on the graph (the bar would be 5% below the 0% line). This section discusses the tenure and bed size as the type is not directly comparable.

Section 11: Summary

- Supply in the private rented tenure has the largest shortfall in the South West, largely due to high demand from newly forming households who will struggle to afford home ownership in this area.
- Although Fig. 19 suggests that there is a surplus of owned homes it is skewed by the requirements of newly forming households, and demand for homes for ownership in this area from existing households within and outside the South West HMA is high.
- Section 13 shows that the South West housing market is performing well and has the highest house prices in the city. Demand for home ownership amongst families and high earners in the city is therefore unlikely to fall in this area.
- The South West requires more smaller properties, particularly two bed properties to accommodate younger households and older households that may wish to downsize.

12. Social rented market

Table 43 - Current social stock in the area

Council/RSL	South West	South West %	Sheffield
Council stock	585	68%	39,996
RP stock (general needs)	276	32%	17,411
Total social stock	861		57,407

Table 44 - Social stock by bedroom size

	South West	South West %	Sheffield
Bedsit	33	4%	1%
One	365	43%	31%
Two	257	30%	37%
Three	187	22%	29%
Four or more	5	1%	2%
Total	847		

The South West has 861 properties for social rent and most of these are owned by the Council. The social rented properties are mainly located in the neighbourhoods of Totley (277) and Dore (231).

Properties with one and two bedrooms make up most of the social stock, which offer affordable housing options for smaller households and older tenants looking to downsize.

Only five properties have four or more bedrooms and although there is a good supply of larger properties for owner occupiers in this area, these will be out of reach for households with lower than average incomes.

Table 43 shows the amount of social housing stock the area has, compared with Sheffield overall. This includes both Council owned and those owned by Registered Providers. Table 42 and Figure 21 show the social stock by bed size.

Figure 21 - Social stock by bedroom size



Table 45 - Social housing demand

Indicators	South West	Sheffield
CBL lettings 2016	51	4526
Average number of bids per advertised social property	37	45
Average days to re-let a property	71	60
SHMA affordable housing shortfall	235	725

Table 45 shows a number of indicators that measure social housing demand.

- CBL lets 2015 - number of council and RP properties that were let through Choice Based Lettings
- Average number of bids - a high number can show demand for the properties
- Average days to re-let - a low number suggests that the property or area are popular
- SHMA affordable housing shortfall - This is the number of affordable homes that the area and Sheffield per annum for the next 5 years.

51 social rented properties were let in the South West during 2016, which equates to an 6% turnover of the stock, lower than the citywide rate of 8%. The majority of the lets were in Totley and Dore which have the largest stock. The SHMA identified that this area has the largest shortfall of affordable housing in the city which is due to the high house prices and rents in the open market. This highlights the lack of opportunities to acquire affordable housing in the area.

Despite these pressures and the popularity of the South West, average number of bids were lower than citywide and the properties took longer to re-let. This could suggest that the properties becoming available are not necessarily the types people require, (see Table 44). A number of the properties advertised in this HMA were age restricted, further reducing the pool of people able to access the property.

Table 46 - Social stock let by bedroom size

	South West	South West %	Sheffield
Bedsit	3	6%	2%
One	29	57%	45%
Two	8	16%	36%
Three	11	22%	17%
Four or more	0	0%	1%
Total	51		

One bedroom properties made up over half of the social stock let in the South West during 2016, which is higher than the citywide proportion, and higher than the proportion of one bed stock in the area.

The turnover of the two bedroom stock was very low which limits the options available to households that require this property type. A higher proportion of three bedroom properties were let in the South West though actual numbers were low.

Figure 22 - Social lets by bed size

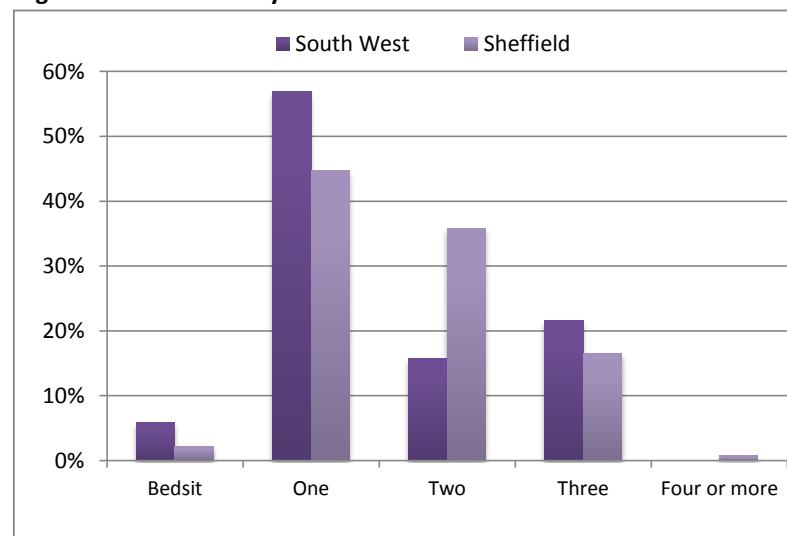
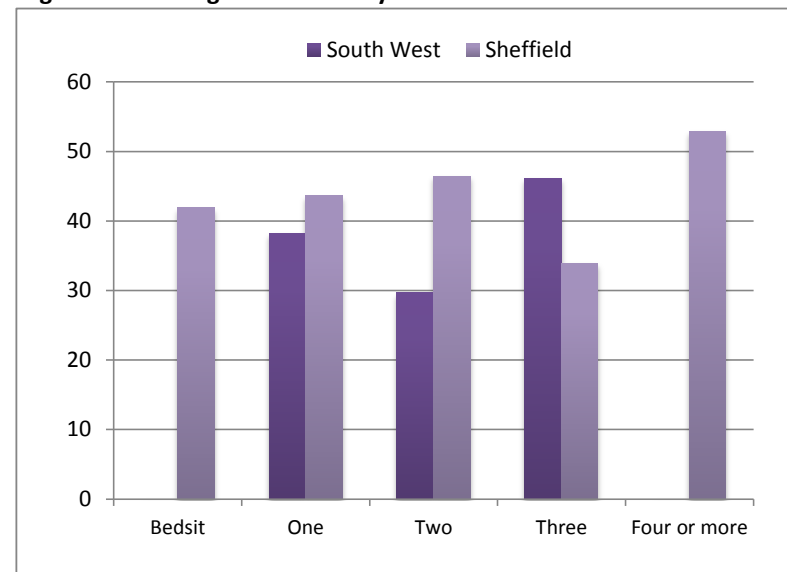


Table 47 - Average number of bids on social stock by bed size

	South West	Sheffield
Bedsit	0	42
One	38	44
Two	30	46
Three	46	34
Four or more	N/A	53

Three bedroom properties had the highest level of bids in the South West, possibly as a result of the low numbers that became available. Numbers of bids for other property types were lower than the city average. Despite this, some properties attracted very large numbers of bids, suggesting a high level of demand for the right type of social housing in some neighbourhoods.

Figure 23 - Average no. of bids by bed size



Section 12: Summary

- Most of the social rented stock in the South West is council owned and the highest supply is in Topley and Dore.
- The stock mainly consists of one bedroom properties and the percentage of other property types is smaller than the Sheffield average.
- The turnover of stock in the South West is lower than in Sheffield which restricts the affordable housing options available to lower income households in this area.
- Over half of the lets were one bed properties, but the average bids for these properties was low. Three bedroom properties had the highest bids, but only eleven were let in the South West during 2016.
- Any new affordable housing that is provided should therefore have two, three or four bedrooms as one beds already make up the highest proportion of the social stock in the area. This could be for social and affordable rent and low cost homeownership given the high incomes and savings in the area.

13. Home ownership market

Table 48 - Average house price

	South West	Sheffield
2009	£218,614	£129,418
2010	£226,618	£126,808
2011	£231,537	£124,359
2012	£212,185	£125,342
2013	£224,560	£130,141
2014	£247,993	£141,246
2015	£249,837	£144,767
2016	£278,492	£149,968

The South West is the most expensive housing market in the city with the average price (£278,492) almost double the city average (£149,968), and the growth in prices since 2009 almost twice the rate seen in Sheffield overall (27% v 16%).

The average neighbourhood prices in 2016 ranged from £184,265 in Brincliffe to £420,792 in Whirlow/Abbeydale.

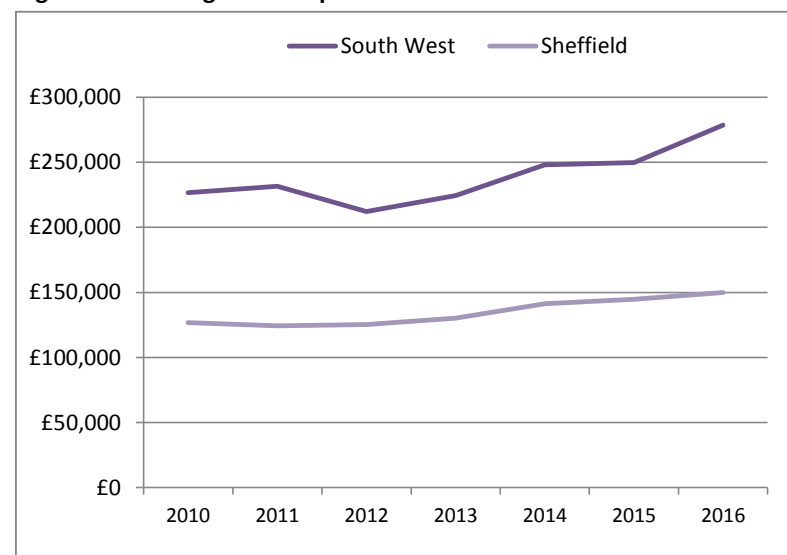
The overheating of the market is driven by the demand for larger family housing from high earning households both within and outside Sheffield, and the good performance of the schools. With limited capacity to deliver new dwellings in this area, it will be important for other areas of the city with good schools to deliver more high end family housing to achieve a more balanced and sustainable housing market.

Table 49 - Average house price by type of property

	South West	Sheffield
Detached	£396,847	£260,312
Flat	£162,924	£104,157
Semi-detached	£305,588	£161,128
Terraced	£171,559	£104,157

The house price information in Tables 48 & 49 is taken from Land Registry sales. The sale data for each HMA has been weighted against the Land Registry average house price for the city. This is done to ensure that the average house price for each area is not skewed by the number or types of sales in the particular quarter, and to ensure that it gives a true reflection of the property values.

Figure 24 - Average houses prices since 2009



As expected, detached properties are the most expensive type to buy at over £396,847 on average in the South West. These properties have more spacious rooms, more bedrooms and bigger gardens than detached houses in Sheffield generally. Estate agents in the SHMA said that Sheffield lacked properties of this type in the £250-500k bracket, and this limited supply further drives up prices.

Flats (£162,924) and terrace houses (£171,559) are much cheaper on average to buy, but are still far above the Sheffield average for these property types. This limits the options available to first time buyers looking to buy affordable starter homes and means they will probably need to look elsewhere in the city.

Figure 25 - Average house price by property type 2016

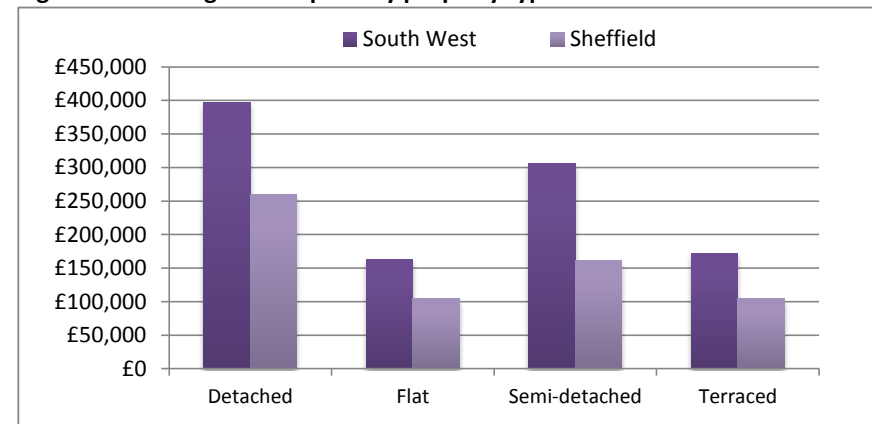


Table 50 - Ability to afford entry level property

	South West	Sheffield
Average house price	£296,120	£152,730
Typical home mover deposit	£82,914	£42,764
Typical home mover income required	£65,201	£33,629
Entry level house price	£196,362	£89,256
Typical first time buyer deposit	£29,454	£13,388
Typical first time buyer income required	£46,884	£21,311
Average house price ratio	6.23	5.51

Table 50 shows the incomes needed to buy a average price property and an entry level price in the area.

For the average house price the income required is based on providing a 28% deposit and getting a 72% mortgage worth 3.32 times the household income for the average house price. For the entry level house price the income required is based on providing a 15% deposit and getting a 85% mortgage worth 3.57 times the household income for the average entry level house price. This are the typical deposits and income multiples provided by the Council of Mortgage Lenders for home movers and first time buyers in December 2016.

Although the South West has the highest median income in Sheffield, it is below the incomes required to afford average and entry level properties for typical home mover and first time buyer mortgages. This results in the highest house price to income ratio in the city at 6.23.

This indicates that the South West housing market is largely restricted to high earners in Sheffield and first time buyers would struggle to afford a property in this area without assistance to put down a deposit significantly above the typical 15% first-time buyer deposit.

Households on median incomes or lower that are not already on the housing ladder are therefore likely to be locked out of the home ownership market in the South West and will need to look to buy a property in a cheaper HMA or consider renting.

Figure 26 - Income needed to afford to buy a property in the South West

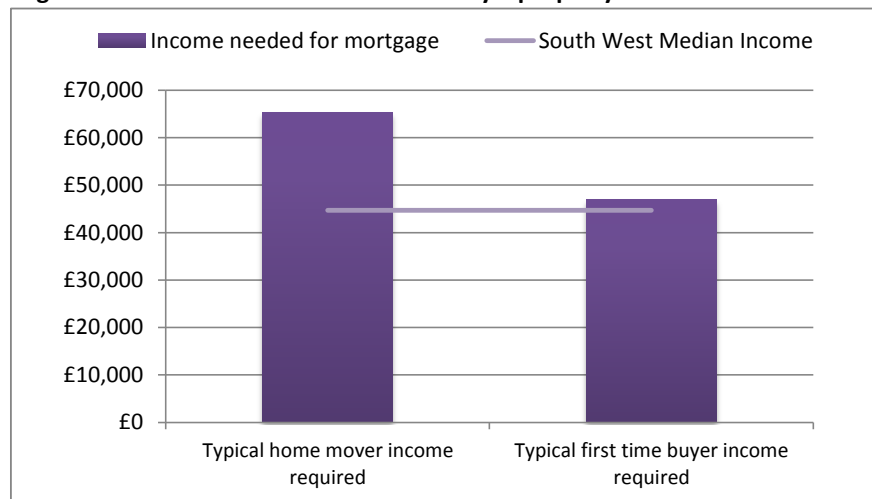


Table 51 - Average deposit held

	South West	Sheffield
All Households	£213,547	£83,818
Newly forming households	£8,622	£5,229
No equity households	£8,809	£6,248

Table 51 is from the 2013 SHMA and shows the average deposit households are likely to have in this HMA based on the levels of savings, equity and other financial resources. The 'all households' includes all tenures. Those with no equity is households living in the rented sectors and also homeowners with negative or no equity in their property.

The average deposit held for all households is high and this is likely to be a combination of home equity and savings. Therefore households that are already on the housing ladder in the South West will generally be able to afford to buy a property in the area.

However the savings of newly forming households and those with no equity are significantly lower than the deposit needed for an entry level property. This indicates that these households will not be able to afford to buy in the South West and will need to look elsewhere or seek rented accommodation.

Figure 27 - Number of sales and price paid, by property type 2016

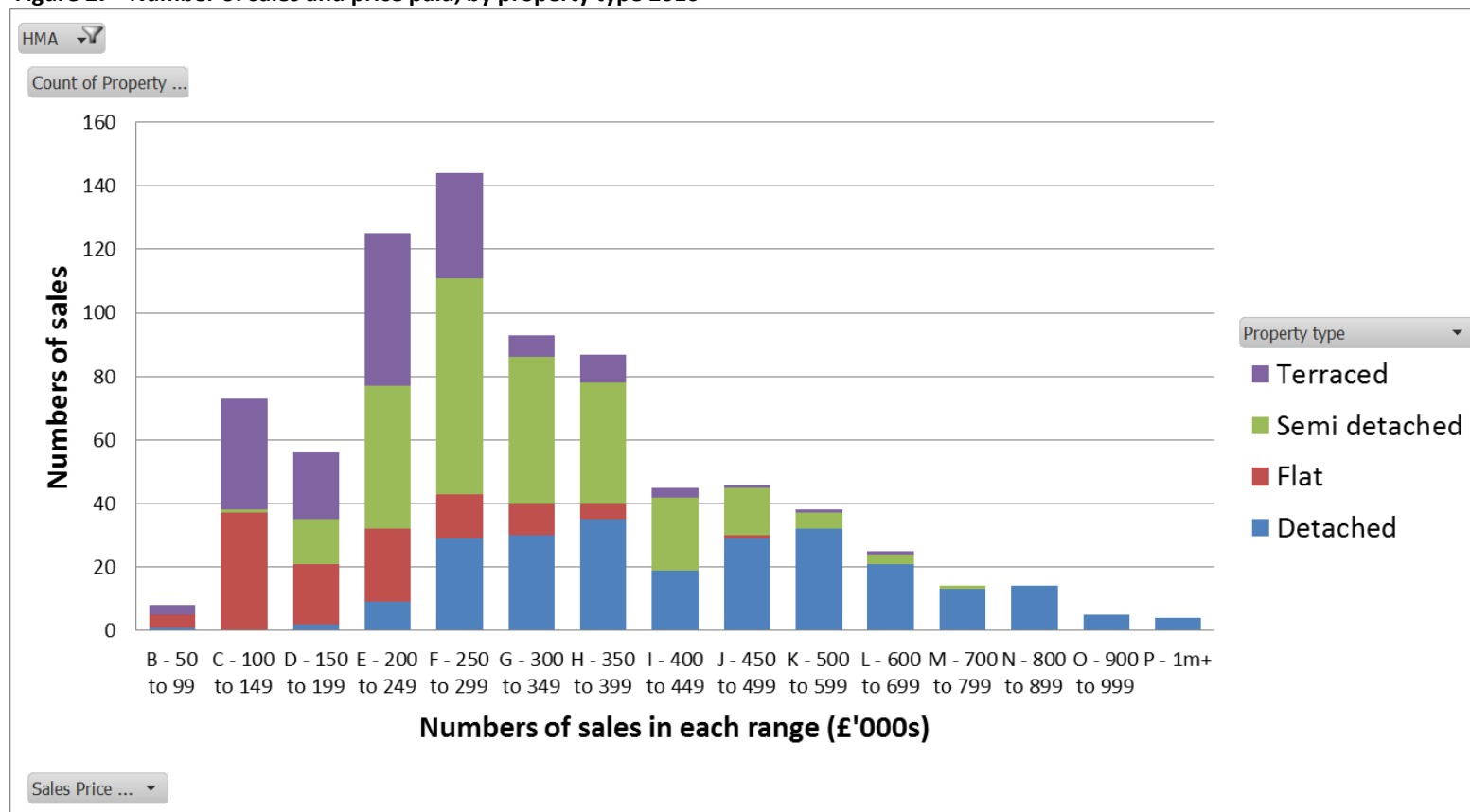


Table 52 - Property sales 2016

	South West	Sheffield
Total sales in 2016	777	6752
Turnover of owner occupied stock	4%	5%
New build sales	4	193
Sales £250k-£500k	515	1093

When compared to its proportion of owner occupied homes, sales in the South West were a little below the city average (4% compared to 5%), which will have limited the supply for buyers and perhaps contributed to the increase in prices. During this period just three new build properties were sold, reflecting the low level of completions in this area, and further constraining choices for buyers and putting pressure on prices.

Over half of the South West's sales were in the £250-£500k bracket (including 100 over £500k), and they made up 47% of the city's total sales within this price category.

Most detached properties sold for between £350k - £600k, although four were sold for in excess of £1 million, illustrating the variety on offer for this property type. Most of the areas' semi-detached properties sold in the range of £200k-£400k and the large majority were sold for considerably more than the city average.

Table 53 - 2016 sales by property type

	South West	South West %	Sheffield
Detached	176	31%	15%
Flat	92	15%	15%
Semi-detached	192	33%	33%
Terraced	112	21%	37%

The total sales in the last year shown in Table 52 is based on all private property sales in 2016. Figure 28 shows the trend in sales in this HMA since 2009, and Figure 29 shows the types of property sales in 2016.

Figure 28 - Property sales since 2009

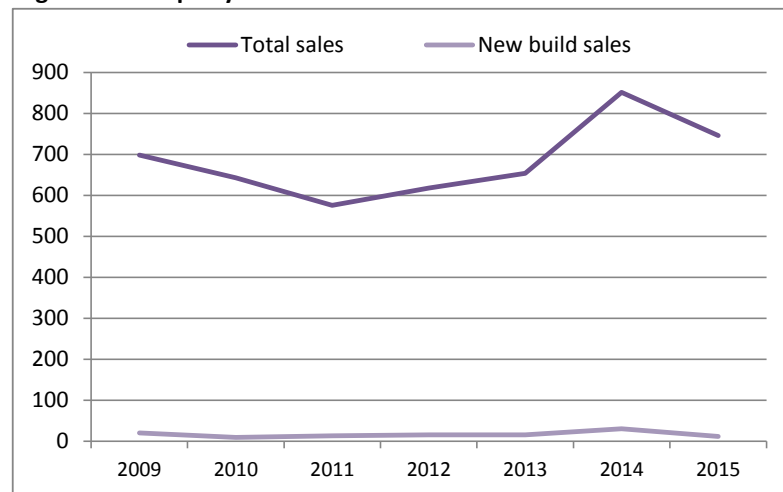
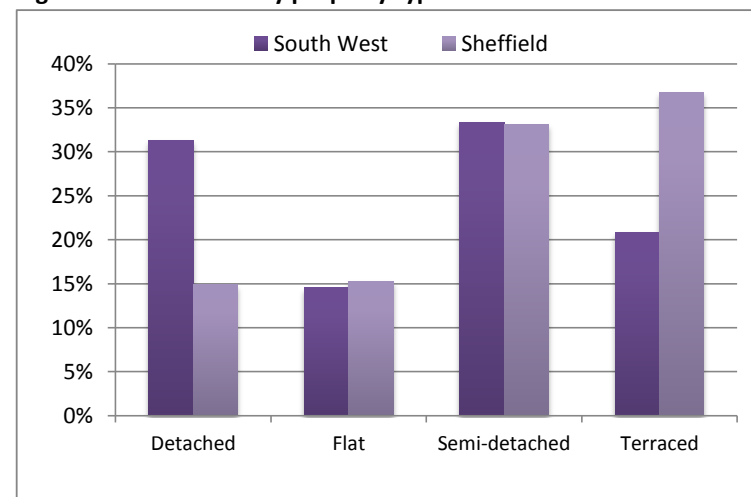


Figure 29 - 2016 sales by property type



Mirroring the housing stock in the South West, semi-detached and detached properties made up most (54%) of the sales in 2016.

The sales figures emphasise the much greater opportunities for buying detached properties and the more limited availability of terrace properties in comparison to Sheffield overall.

In 2016 Ranmoor recorded the highest number of sales (98) while Greystones (96) and Fulwood (78), the neighbourhoods with the smallest number of owner occupied properties.

Section 13: Summary

- The South West is the most expensive housing market in the city with the average price (£278,492) almost double the city average (£149,968), and the growth in prices since 2009 is almost twice the rate seen in Sheffield overall (27% v 16%).
- The overheating of the market is driven by the demand for larger family housing (and its limited supply citywide) from high earning households both within and outside Sheffield, and the good performance of the area's schools.
- Detached properties are the most expensive property type (£396,847), but prices for flats (£162,924) and terrace houses (£171,559) are also significantly higher than the city average.
- Most detached properties sold for between £350k - £600k, although four were sold for in excess of £1 million, illustrating the variety on offer for this property type.
- Most of the areas' semi-detached properties sold in the range of £200k-£400k and the large majority were sold for considerably more than the city average.
- Properties are too expensive to buy for average earners in the South West which means that households need a large deposit to buy a property or have to buy in more affordable HMAs.
- The sales figures in 2016 emphasise the much greater opportunities for buying detached properties and the much more limited availability of terrace properties in comparison to Sheffield overall.

14. Private rented market

Table 54 - Average monthly private rent (mean)

	South West	Sheffield
2010	£638	£526
2011	£715	£554
2012	£745	£569
2013	£785	£586
2014	£701	£558
2015	£748	£561
2016	£764	£603

The average (mean) private rent data is taken from rental information for properties advertised for let by estate agents through Rightmove.

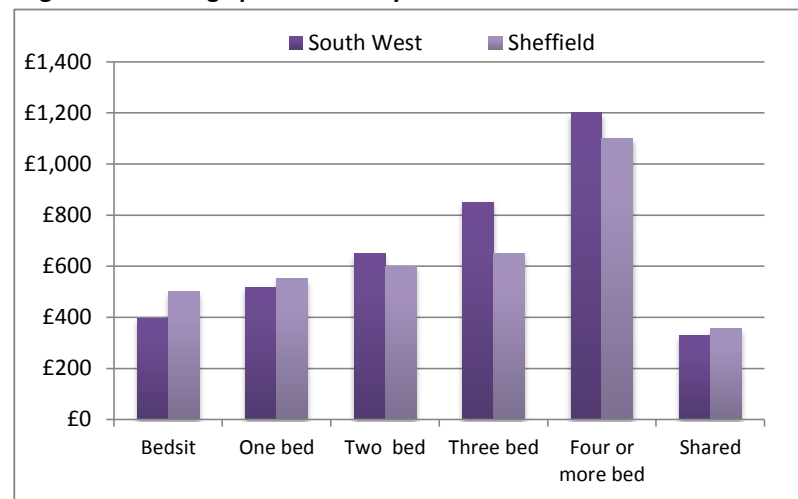
Table 55 - Average monthly private rent by bed size 2016 (median)

	South West	Sheffield
Bedsit	£397	£500
One bed	£518	£550
Two bed	£650	£600
Three bed	£850	£650
Four or more bed	£1,200	£1,100
Shared	£329	£355

Figure 56 - Income needed to afford average private rent property

	South West	Sheffield
Yearly rent	£9,168	£7,236
Income needed to afford	£36,672	£28,944

Figure 30 - Average private rent by bed size



Section 14: Summary

- The South West's average private rent for properties advertised in 2016 was £764, making it Sheffield's most expensive area after the Peak District.
- Rents in this area have grown at a faster rate than the Sheffield average, increasing by 19% compared to the citywide average of 14% since 2010.
- Shared properties were the only types that were cheaper than citywide but this was due to the higher number of shared student properties advertised, more than in an other HMA apart from the City Centre and City Centre West.
- Three bedroom properties are almost one third more to rent than the city average, and only the City Centre had higher prices advertised for this property size.
- Although one of the most expensive areas to rent, the South West's median income is sufficient to afford all but the largest properties with four or more properties. It is inaccessible for households with the city's median income however, making it difficult for larger households from other parts of the city to access unless willing to share or live in a one bedroom property.

15. Housing affordability

Table 57 - Proportion of income spent on housing costs

	South West	South West %	Sheffield
Below 15%	7965	48%	35%
15%-25%	3265	20%	18%
25%-35%	2186	13%	14%
35%-45%	1260	8%	8%
45% or above	697	4%	7%
Don't know	1227	7%	18%
Total	16600		

Table 58 - Difficulties with housing costs

	South West %	Sheffield
Yes, Rent/mortgage	5%	9%
Yes, Fuel bills	20%	23%
Yes, Council tax	6%	13%
Yes, Other bills	12%	13%
No	74%	58%

Table 59 - Claiming Housing Benefits

	South West	South West %	Sheffield
Social rented	584	62%	81%
Private rented	354	38%	19%
Working age claimant	576	61%	69%
Pension age claimant	362	39%	31%
Total	938		
% of all households claiming HB		5%	20%

The SHMA 2013 asked households how much of their income is spent on rent/mortgage and if people have difficulties with their bills, 25% or below is considered an affordable amount. This is captured in Table 57. Table 58 was a multiple choice question and therefore will not total 100% as people can struggle to pay more than one housing cost.

The information in Table 59 is from the Council Housing Benefit records from December 2015 and shows the number of claimants in private and social accommodation (not hostel). Please note we do not have records for the tenure and age breakdown for all claimants.

Section 15: Summary

- Despite the high house prices and rents in the South West, 68% of households spend less than a quarter of their income on housing costs. This likely reflects the number of households that own their property outright.
- The majority of households do not have difficulties with their housing costs with only 5% saying they struggle with their rent or mortgage.
- 20% of households said they have difficulties with their fuel bills and this mirrors the reasons for property inadequacy in Table 15 with the home being too costly to heat a key reason for this.
- Only 5% of households in the South West claim Housing Benefits which is the lowest level in the city. This is because of the high incomes and the fact that the majority of households are home owners who are not eligible to claim.

16. Older people's accommodation

Table 60 - Older people's housing

	South West	Sheffield
Number of units/beds - all types	632	9545
Population aged 65 or above	9723	61488
Older people's housing per 1,000 older population	65	155

The information in Tables 60 - 62 is taken from a variety of sources, including:

- Council stock data
- RP stock data
- Private data from the Elderly Accommodation Council.
- Mosaic

The units/beds is the individual properties or beds available per person. This total is then divided by 1000 of the older population to calculate whether there is a sufficient supply of older accommodation to meet the needs of the population in the area.

Table 61 - Older Households Mosaic Categories (Top 6)

	Number of households	Description
Legacy Elders	2,539	Elders now mostly living alone in comfortable suburban homes on final salary pensions
Diamond Days	1,640	Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions
Ageing Access	755	Older residents owning small inner suburban properties with good access to amenities
Aided Elderly	583	Supported elders in specialised accommodation including retirement homes and complexes of small homes
Classic Grandparents	386	Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening
Pocket Pensions	291	Elderly singles of limited means renting in developments of compact social homes
Solo Retirees	188	Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes

The South West has a large older population compared to citywide, with the majority of these residents being homeowners enjoying comfortable retirements, some with considerable assets.

The area has a much lower number of older people's units/beds per head of the older population compared to citywide which limits choices, particularly for those needing specialist housing with available care and/or support.

All the care home and extra care provision, and the majority of the sheltered beds are in the private sector. This could create affordability issues for the minority of older residents with fewer financial assets and the small proportion of social renters living in the South West.

Table 62 - Older people's accommodation - existing provision

	South West		Sheffield
	Schemes	Beds/Units	Beds /Units
Care Home	4	170	3801
Extra Care	2	93	566
Sheltered	6	205	2414
Social age banded housing (60+)	NA	164	2764
Total schemes	12		

Table 63 - Percentage of moving households that are over 65 years

HMA area	South West	Sheffield
65-79	23%	15%
80+	6%	4%

Table 64 - Would like older people's accommodation

Like	South West %	Sheffield
No, Independent accommodation	93%	75%
No, Independent accommodation with support	0%	7%
Yes, Residential/ nursing home	7%	2%
Yes, Extra care housing	0%	2%
Yes, social rented sheltered housing	0%	11%
Yes, Other purpose-built supported housing	0%	3%

The South West has 12 purpose built older people's schemes, 8 of these are in the private sector. There are no council sheltered housing schemes in this area but there are 3 schemes owned by the Registered Providers of Abbeyfield, Guinness Partnership and Johnnie Johnson, which are located in Brincliffe, Dore and Fulwood.

The older people's schemes are limited to 7 neighbourhoods in the South West, and the areas of Bents Green, Bradway, Greystones and Totley have no provision. Older residents in these neighbourhoods will therefore need to move away from their support networks if they require more suitable accommodation with some care and/or support available.

Opportunities to provide a more even spread of older people's accommodation across the neighbourhoods in the South West should therefore be sought where suitable land is available.

The information in Tables 63-65 is taken from the SHMA and measures the percentages of older households aged 65 and over that intend to move in the area in the next five years and the type of accommodation that they would like and expect to get.

Figure 31 - Type of accommodation older movers require

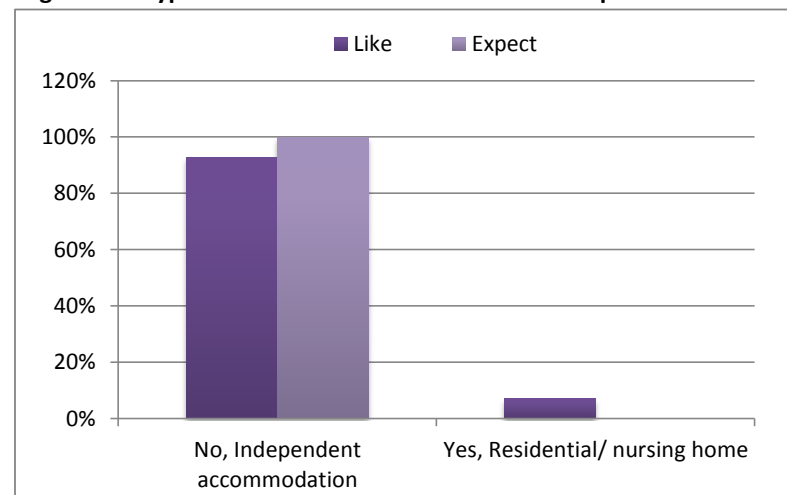


Table 65 - Expect older people's accommodation

Expect	South West %	Sheffield
No, Independent accommodation	100%	79%
No, Independent accommodation with support	0%	4%
Yes, Residential/ nursing home	0%	1%
Yes, Extra care housing	0%	2%
Yes, social rented sheltered housing	0%	12%
Yes, Other purpose-built supported housing	0%	2%

Around 29% of existing households that are moving in the next 5 years are over the age of 65. Generally these households require independent accommodation without support, but as they age it is likely that they will require more care and assistance to live independently in the home and the demand for floating support may increase.

Table 66 - Supply/demand balance for retirement housing

	South West	Sheffield
2015 Shortfall	-452	-2430
2034 Shortfall	-705	-4767

The information in Table 66 indicates the balance in demand and supply for older people's specialist independent living housing (such as sheltered and extra-care) and is taken from "Retirement Housing in Sheffield, Supply and Demand to 2034", University of Sheffield (2016).

Section 16: Summary

- The South West has a large older population compared to citywide, with the majority of these residents being homeowners enjoying comfortable retirements, some with considerable assets.
- There is an insufficient supply of older people's accommodation to meet the size of the population in the area, and provision is not evenly distributed across the neighbourhoods. Opportunities should therefore be sought for new provision of older people's independent living accommodation where suitable land is available. The majority of this will need to be for sale and shared ownership but some additional affordable rent provision is also required.
- Although the older population in the South West generally require independent living accommodation without support it is likely that as this population ages they will require more care and assistance to remain independent. The lack of smaller homes in this area also limits the supply of suitable housing to downsize into, and suggests that high quality, age friendly housing in accessible neighbourhoods should be a particular priority for this area.
- More information about older people's accommodation in the city and the demand for this across the HMA's can be found in the '**Sheffield Guide to Developing Older People's Accommodation**'.

17. Care and support needs

Table 67 - Disabled households

	South West %	Sheffield
Disabled people (Census)	15%	19%
Disabled household (SHMA)	16%	25%

The Census and SHMA shows that the South West has a lower proportion of people with a disability then citywide. Health data shows that the Dore and Totley and Ecclesall Wards have the lowest health inequalities and the highest life expectancy in the city.

Table 68 - Type of disability or limiting long term illness

	South West %	Sheffield
Long Term Limiting Illness	29%	33%
A physical disability	24%	24%
Mental health problem	17%	13%
A sensory disability	10%	5%
Other	10%	14%
Autism	3%	4%
Learning or development disability	3%	6%
Dementia	2%	2%
Cognitive impairment (brain injury)	1%	0%

Of the people that are disabled, long term limiting illness and physical disability are the most common conditions. The South West also has a higher proportion of disabled people with a mental health problem or sensory disability then citywide.

Public health data shows that the Nether Edge Ward has higher levels of admissions to mental health specialists for people aged over 65 years then citywide.

The sensory disability, such as hearing difficulties or a visual impairment, may relate to the higher than average older population in the area.

This section discusses the care and support needs for disabled people and the demand for adapted properties from existing households.

Table 67 shows the percentages of disabled people from the Census 2011 and the percentages of households containing a disabled person from the 2013 SHMA. Both the datasets are shown to measure the proportion of disabled people per household.

Table 68 and Figure 32 show the types of disability people have. This is from the SHMA as this is not provided in the Census.

Figure 32 - Type of disability

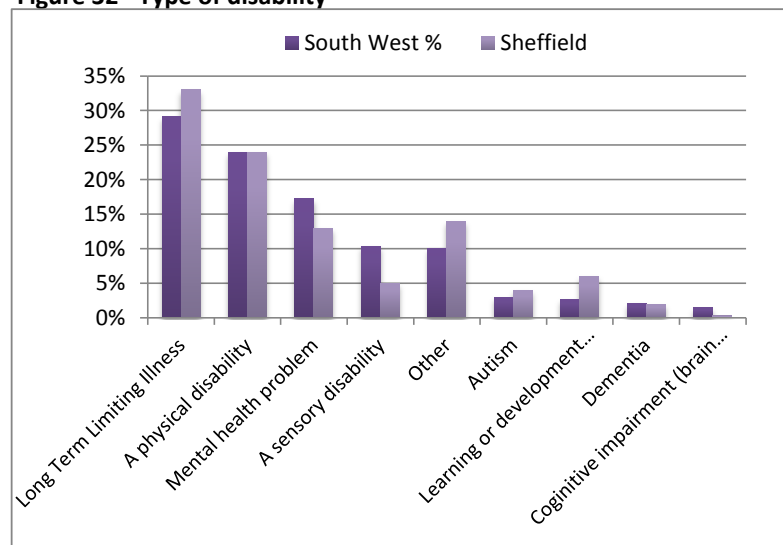


Table 69 - Domiciliary Care Hours (per week)

	South West	Sheffield
Current Domiciliary Hours	1142	23715
Average hours per household	0.06	0.10
Unmet Domiciliary Hours	187	1881
Total Domiciliary Hours	1329	22133

Table 69 shows the total hours per week that residents in the area receive domiciliary care and the unmet need. Domiciliary care is floating support going into the home to allow people to live independently.

Households in the South West receive 1142 hours per week of domiciliary care to allow them to continue living independently in their own home. This is significantly below the citywide average of domiciliary hours delivered per household and reflects the lower proportion of people with a disability or limiting long term illness living in this area.

Dore has the highest level of domiciliary care with 202 hours being delivered, reflecting the fact that this neighbourhood has the largest older population in the area. As these households grow older they are more likely to require a move to some type of supported accommodation.

Table 70 - Adequacy of home for disabled resident needs

	South West %	Sheffield
Adequate	69%	64%
Inadequate	31%	36%

The 2013 SHMA asked households with a disabled person if their home is adequate and if not whether they need to move to resolve this difficulty. This is shown in Tables 70 & 71.

Households with a disabled resident were asked what kind of support or adaptation they would need to help them stay in their property, as shown in Table 72.

Table 71 - Need to move to resolve difficulty for disabled resident

	South West	South West %
Yes	11%	25%
No	89%	75%

69% of disabled households feel their home is adequate for their needs which is higher than citywide. Only a small percentage of households feel that they need to move to resolve the difficulties of their disabled household members.

Table 72 - Support and adaptations needed to stay in the current property

	South West	Sheffield
Assistance maintaining home/garden	52%	10%
Vertical lift/stair lift	40%	28%
Ground floor toilet	27%	24%
Handrails/grabrails	25%	56%
Access to property/ramp	21%	29%
Bathroom adaptations	21%	53%
Downstairs bedroom	17%	6%
Safe access to garden/external area	15%	17%
Citywide alarm system	15%	23%
Wheelchair adaptations	11%	19%
Extension/extra room	8%	5%
Kitchen adaptations	4%	5%

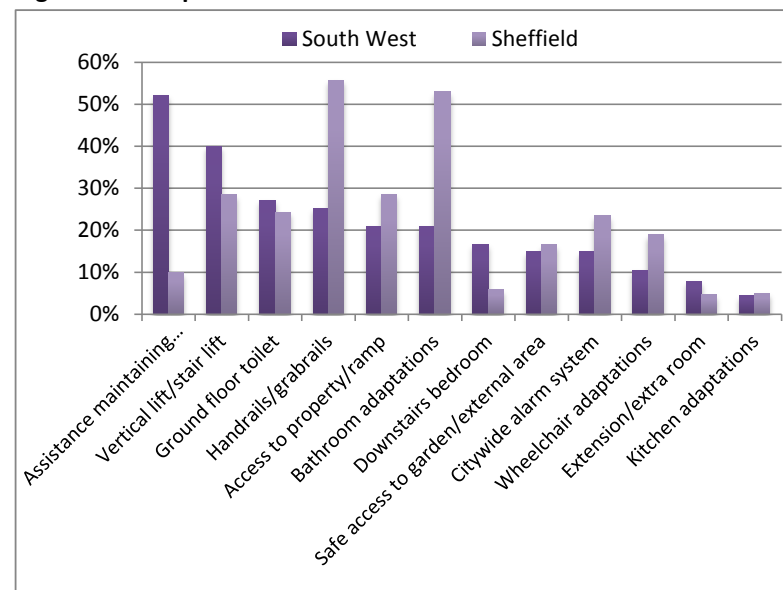
Over half of households that require support or an adaptation to their current property need assistance with maintaining their home/garden. This reflects the large older population in the area, many of whom live in sizeable homes and are more likely to struggle with this type of maintenance.

More households also require a vertical/stair lift than citywide. The equity and savings levels of households in the area will assist with making these adaptations and the provision of more smaller properties such as ground level flats and bungalows will help those that would like to downsize. This also suggests that more wheelchair accessible and adaptable homes should be considered for this area, particularly in light of a growing older population.

Table 73 - Resident in household receives care

	South West %	Sheffield
Yes receives care	10%	15%
Yes care in adequate	100%	72%

Figure 33 - Adaptations needed



The 2013 SHMA asked if anyone in the household receives care and if this is inadequate. Households were also asked if someone needed care and what they needed. This shown in Tables 72 and 73.

Table 74 - Care and support needs

	South West	Sheffield
Looking after the garden	77%	49%
Looking after the home	46%	38%
Preparing meals	19%	18%
Having someone to act on your/their behalf	16%	16%
Participate in social activities	14%	18%
Personal safety or security	10%	21%
Claiming benefits or managing finances	0%	28%
Personal care	0%	16%

10% of households in the SHMA said that they receive care and all of them were happy with this provision. Of those that do not receive care and support but require it, the majority need assistance with the garden and the home. This mirrors the requirements outlined in Table 72 and again reflects the older population and the large houses in the South West.

The promotion of Stay Put, which provides a handy person scheme at a small charge to people aged 60 and over and to disabled people of all ages would therefore be worthwhile in the South West.

Figure 34 - Care and support needed



Section 17: Summary

- The South West has a lower proportion of people with a disability than citywide, and correspondingly lower levels of domiciliary care being delivered to its residents.
- Disabled households generally feel that their home and the care they receive is adequate to meet their needs, however some households would like assistance with maintaining their home and garden. Signposting older households to handy person schemes such as Stay Put would help to address this need.
- More households also require a vertical/stair lift than citywide to help remain independent. The equity and savings levels of households in the area will assist with making these adaptations but the provision of more smaller properties such as ground level flats and bungalows will help those that would like to downsize. This also suggests that more wheelchair accessible and adaptable homes should be considered for this area, particularly in light of a growing older population.

18. South West Summary

Household profile

- The South West is popular with affluent families and older households. Its suburban nature, good quality family housing, close proximity to the Peak District and well performing school are all key features which attract people to this area.
- 84% of households are owner occupiers, and proportions of private renters (5%) and social renters (5%) are much smaller than citywide.
- 'Legacy Elders' - older homeowners living alone in comfortable suburban homes on final salary pensions - are the most populous category but all of the top ten Mosaic categories for this area comprise households enjoying comfortable to affluent lifestyles.
- The area's proportion of older (65+) people is larger than citywide, with particular concentrations in the neighbourhoods of Dore and Totley, where they make up 24% of the population.

Economic profile

- The South West is the most affluent area in Sheffield, with high levels of employment and incomes. The area is popular with professionals from the universities and hospitals as well as executive level earners, and it also has a high number of managers and associate professionals.
- The area's median income is the highest in the city, £44,702 compared to £27,230 citywide.
- Levels of equity are high, with 70% of homeowners having more than £150,000 at the time of the last SHMA, which is likely to have risen with the growth in house prices in this area.
- Although average levels of savings are high, with a quarter of households having at least £75k, almost a quarter of households have less than £5k.

Housing profile

- The South West is characterised by large areas of very low density detached housing.
- It has a large supply of properties with 3 or 4 bedrooms to accommodate families, but the options available for those seeking smaller properties are limited.
- Under occupation levels are above the citywide average and highest (92%) amongst owner-occupiers.
- New build completions are low in the South West, just 273 in the last six years, and constrained by conservation areas and the Green Belt, which will limit the capacity for the area to meet its future housing demand.
- Most of the social rented stock in the South West is council owned and the highest supply is in Totley and Dore.
- The social stock mainly consists of one bedroom properties and the percentage of other property types is smaller than the Sheffield proportion.

Neighbourhood profile

- The South West is the most popular area in Sheffield and 92% of residents are satisfied with it as a place to live.
- School attainment is a key feature in understanding what drives the demand for housing in the South West. The quality of the schools, particularly primary schools, in these neighbourhoods is perceived to be much higher than those in other parts of the city.
- Crime and ASB levels are considerably lower in this area which makes the area particularly attractive to affluent movers.

Supply and demand balance (sections 7 to 11)

- The estimate figures suggest that the turnover of existing stock will not meet the current demand for housing in the South West, and that the area requires more housing of all sizes and types.
- An increase in the provision of smaller properties in the South West would meet the needs of new households that do not want to leave the area and also provide accommodation for older people wishing to downsize thus freeing up more family housing.
- Larger detached and semi-detached properties with 3 or 4 bedrooms are expected to have the highest turnover in the next 5 years which will help families that wish to move to the South West.
- The predicted turnover in the social rented sector is expected to be very low and this limits the opportunities for those that cannot afford market housing or wish to move to this area.
- The SHMA identified an annual shortfall of 235 affordable properties, the second largest shortfall of all the HMAs.

Housing market (sections 12 to 14)

- The South West is the most expensive housing market in the city with the average price (£278,492) almost double the city average (£149,968), and the growth in prices since 2009 almost twice the rate seen in Sheffield overall (27% v 16%).
- Although the South West has the highest median income (£44,702) in Sheffield, it is well below the income required to afford the average property (£66,406) and slightly below that needed for the average entry level property (£44,133) in this area.
- The overheating of the market is driven by the demand for larger family housing (and its limited supply citywide) from high earning households both within and outside Sheffield, and the good performance of the area's schools.
- Detached properties are the most expensive property type (£396,847), but prices for flats (£162,924) and terrace houses (£171,559) are also significantly higher than the city average.
- Most detached properties sold for between £350k - £600k although four were sold for in excess of £1 million, illustrating the variety on offer for this property type.
- Most of the area's semi-detached properties sold in the range of £200k-£400k and the large majority were sold for considerably more than the city average.
- Properties are too expensive to buy for average earners in the South West which means that households need a large deposit to buy a property or have to buy in more affordable HMAs.
- The South West's average private rent for properties advertised in 2016 was £764, making it Sheffield's most expensive area after the Peak District.
- Private rents in this area have grown at a faster rate than the Sheffield average, increasing by 19% compared to the citywide average of 14% since 2010, making the area increasingly unaffordable for renters.
- Although the average private rent is affordable for the area's median income, Local Housing Allowance rates are well below the average rents for all bedroom sizes and shared properties.
- The turnover of social stock in the South West is lower than in Sheffield, restricting the affordable housing options available to lower income households in this area.

Older people's independent living housing

- The South West has a large older population compared to citywide, with the majority of these residents being homeowners enjoying comfortable retirements, some with considerable assets.
- There is an insufficient supply of older people's accommodation to meet the size of the population in the area, and provision is not evenly distributed across the neighbourhoods.
- Although the older population in the South West generally require independent living accommodation without support it is likely that as this population ages they will require more care and assistance to remain independent. The lack of smaller homes in this area also limits the supply of suitable housing to downsize into, and suggests that high quality, age friendly housing in accessible neighbourhoods should be a particular priority for this area.

Care and support needs

- The South West has a lower proportion of people with a disability than citywide, and correspondingly lower levels of domiciliary care being delivered to its residents.
- Disabled households generally feel that their home and the care they receive is adequate to meet their needs, however some households would like assistance with maintaining their home and garden. Signposting older households to handy person schemes such as Stay Put would help to address this need.
- A higher proportion of disabled households also require a vertical/stair lift than citywide to help remain independent. This suggests that more wheelchair accessible and adaptable homes should be considered for this area, particularly in light of a growing older population.

19. South West Housing Recommendations

South West Housing Recommendations

The South West is generally seen as Sheffield's premium housing market but there is limited land in the area and much of it is greenbelt, making it difficult to develop sufficient housing to meet current levels of demand. This emphasises the need to expand the supply of high end family homes in the other suburban areas in Sheffield that are popular with families, such as the South and South East. In summary, the following house types are recommended in the South West:

Homes with 1 or 2 bedrooms for sale (including Starter Homes)

- The small supply and low turnover of smaller houses and flats in this area limits the market for first time buyers. The incomes and deposits required for entry-level properties are well out of reach for typical first time buyers, suggesting a proportion of these will need to be Starter Homes to allow some newly forming households to remain living in this area. Opportunities for developing homes for shared ownership and other intermediate housing are likely to be limited but their viability could be considered on a site-by-site basis.
- Increasing the supply of smaller homes for downsizers will free up larger properties to meet the demand from families. These new homes will need to have good levels of storage space and be located in accessible neighbourhoods to attract the large number of affluent, older households in this area.

3 & 4 bedroom Family homes for sale in the £250,000-£500,000 market

- The high performance of the schools and quality neighbourhoods is likely to continue drawing families to the South West from other parts of the city and beyond but the turnover of high value detached homes in the next 5 years is unlikely to meet the scale of this demand.
- Although the South West is a suitable area for locating more high-end market housing in the £250,000-£500,000 price band, which is in short supply across the city, this needs to be balanced with the need to fund additional smaller and more affordable properties.

city, this needs to be balanced with the area's need for additional smaller and more affordable properties.

Private rented flats with 1 or 2 bedrooms

- The proportion of private rented stock in the South West is smaller than citywide and the area has the second highest average rent in the city. There is some demand for this sector from newly forming households and existing households who cannot afford to buy in the South West, and small and medium purpose built or converted private rented apartments will provide affordable alternatives for these groups.

Affordable housing with 2, 3 or 4 bedrooms

- The South West HMA has the second highest shortfall of affordable housing in the city, with 235 units required per annum over the next 5 years. Social and affordable rent properties with two, three or four bedrooms are the sizes that are most required in this area.

Older people's independent living housing

- There is an insufficient supply of older people's accommodation to meet the size of the population in the area, opportunities should therefore be sought for new provision of older people's independent living accommodation where suitable land is available. The majority of this will need to be for sale and shared ownership but some additional affordable rent provision is also required.
- A higher proportion of disabled households also require a vertical/stair lift than citywide to help remain independent. This suggests that more accessible and wheelchair accessible /adaptable homes should be considered for this area, particularly in light of a growing older population.
- More housing designed to accessible and wheelchair accessible and adaptable standards is required in all parts of the city to meet current need and the requirements of a growing older population.

Sources

[Sheffield Strategic Housing Market Assessment 2013](#)

[Sheffield Housing Market Bulletin](#)

[Sheffield House Price Summary](#)

[Local Area Partnerships](#)

[Sheffield Community Profiles](#)