

Notes for work at Housing WG meeting on 25th March 2015; SWOT and PESTLE analyses

DEVELOPMENT OF LISKEARD NEIGHBOURHOOD PLAN HOUSING STRATEGY

INITIAL SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Main line railway and A38• Superfast Broadband• Attractive setting• Attractive town centre• Distinct urban boundary• Strong heritage presence (many Listed Buildings)• Heritage links to Bodmin Moor• Community Hospital (modern) with MIU• Lux Park Leisure Centre• Good and well distributed range of smaller opportunity sites for development• High level of social housing	<ul style="list-style-type: none">• Easy commute to Plymouth brings housing pressure• Topography restricts walking catchment and connectivity• Most vehicle movements through town centre• Imbalance in housing type, size and tenure – favours lower end of market• Social mix and skills base unbalanced• Some housing environmental decay/lack of care• Some sites land-locked or held in long term reserve• Relatively weak jobs market and low employment land supply• Lack of further education• Weak retail offer• Poor evening economy• Services dispersed around edge of town
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Main line railway offers opportunity for sustainable developments• Environment & heritage strengths may attract skilled people, inward investment, higher value/skill firms• Residual hsg numbers offer chance to rebalance hsg market (social targets nearly met)• Surplus CC office sites coming on to market – opportunity for upmarket hsg or small flats to meet priority needs• Place additional hsg to support town centre use, vitality, viability – eg flats over shops• 20 – 30 empty properties with potential for reuse• Dispersed housing siting better able to limit use of green fields, support existing neighbourhoods, support local building trade.	<ul style="list-style-type: none">• Excessive growth pressure from commuting beyond planned supply• Attractive location to major house builders• Housing growth outstrips employment growth and service capacity• Continuing decline in public sector jobs• Continuing growth in level of social housing extends imbalance of social mix and skills base• Buy to let pressures• Poor housing environment extends• Weak retail offer, evening economy, absence of FE, discourages attraction of skilled people, inward investment, higher value/skill firms• Dispersed housing less able to support planning gains

- Lack of co-operation from local builders, landowners etc

PESTLE ANALYSIS

Criteria examples to stimulate thought!

<p style="text-align: center;">POLITICAL</p> <p>Criteria examples</p> <ul style="list-style-type: none"> • Current legislation • Future legislation • International legislation • Government policies • Government term and change • Funding, grants and initiatives • Pressure groups 	<p style="text-align: center;">ECONOMIC</p> <p>Criteria examples</p> <ul style="list-style-type: none"> • Economic health of UK • Local economy • Economy trends • Overseas economies • General taxation • Taxation specific to housing • Seasonality issues • Living standards and income levels • Market cycles • Specific housing industry factors • Distribution trends • Access to funds • Interest/ exchange rates
<p style="text-align: center;">SOCIAL</p> <p>Criteria examples</p> <ul style="list-style-type: none"> • Customer drivers – eg lifestyle trends - home ownership v renting, fashions • Demographics - gender, age, disabilities, mobility, employment status, culture and tradition, • Consumer attitudes and opinions • Media views 	<p style="text-align: center;">TECHNICAL</p> <p>Criteria examples</p> <ul style="list-style-type: none"> • Building technology development • Maturity of technology • Manufacturing maturity and capacity • Information and communications • Technology legislation

<ul style="list-style-type: none"> • Law changes affecting social factors • Brand and image of Liskeard • Consumer buying patterns • Major events and influences • Ethical issues 	<ul style="list-style-type: none"> • Innovation potential
<p style="text-align: center;">LEGAL</p> <p>Criteria examples</p> <ul style="list-style-type: none"> • International and national standards • Local government by-laws • Regulatory bodies monitoring & compliance regimes • Discrimination law • Consumer law • Health and safety law 	<p style="text-align: center;">ENVIRONMENTAL</p> <p>Criteria examples</p> <ul style="list-style-type: none"> • Ecological/environmental • Weather, climate, and climate change • Awareness of the potential impacts of climate change

KEY POINTS FROM COMMUNITY ENGAGEMENT FEEDBACK

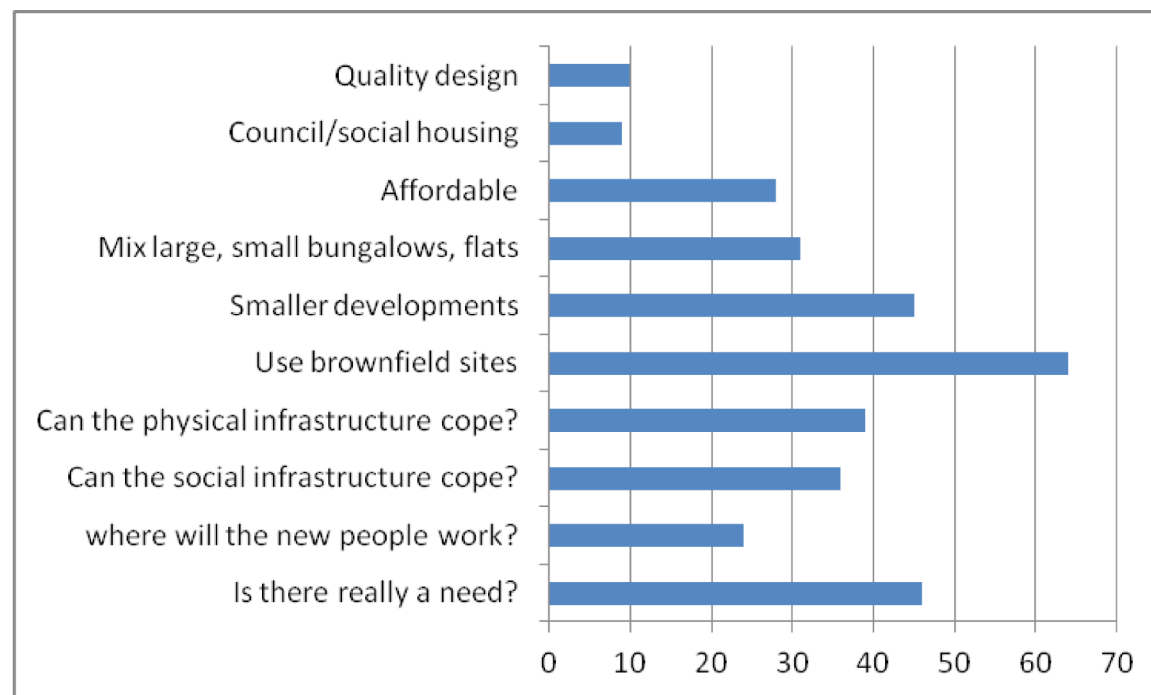
‘Whilst acknowledging housing must be part of the Plan, there was considerable agreement that **every effort should be made to use brownfield sites**, not good agricultural land and that **better use should be made of empty housing and commercial property**. It was also strongly argued that if houses were required, and many needed convincing of the real demand, it should be **built in smaller developments with mixed properties, larger houses, bungalows for older people, starter homes for young singles and families**. The term ‘affordable’ was used by many respondents but this should be treated with some caution as no-one would ever ask for unaffordable housing. However, when accompanied by other terms such as ‘**social housing**’, ‘**starter properties**’ it is clear that the respondents meant **low cost**. There were other respondents who argued that the houses should of a **higher build quality** than recent new housing in town, and others that **homes for professionals and quality homes for an aging population would attract people to the town**.

A substantial number of respondents questioned the need for housing. Several respondents pointing out that there **are many empty and unsold properties** and that house prices were not rising. Concern was also frequently expressed that **the social infrastructure (schools, hospital, surgeries,) and physical infrastructure (roads, drains, parks and green spaces) would not be able to support a sizable increase in population**. Most significant of all was the point made very frequently by respondents, that without employment Liskeard would become more of a **dormitory town for Plymouth, St Austell and beyond** or draw in the unwaged from elsewhere. Many suggested that

‘The point was made repeatedly, **‘jobs first, then houses’**

Most popular Comments on Housing Needs and Priorities

Number of comments made



‘The respondents were generally **in favour of including renewable energy schemes, solar, and wind**, in the town plan either as community schemes or individually **on all new developments of housing** and industrial units.

‘...a very strong belief that Liskeard still **has a role to play beyond being a dormitory town**. Therefore it is important that the key strengths of the town are identified and secured for the future..... Respondents to the questionnaire are saying, quite consistently, **housing if we must, but not at the expense of all Liskeard currently offers**. New buildings should be of **a high quality, similar to the better properties in town, infrastructure and greens spaces should be included in the plans**. Respondents are very concerned about employment but do not know how to attract jobs and, most significantly, they see **Liskeard as a social and leisure hub for the old market town and its hinterland**, but would like the facilities to be a lot better.

AIMS AND OBJECTIVES

Our over-riding purpose must be (because the Law says so) TO DELIVER SUSTAINABLE DEVELOPMENT

Sustainable development means making sure we grow and develop in a way that’s safe and fair for future generations.

To get the best long-term outcome the Neighbourhood Plan should meet the current needs of our community in a way that supports sustainable development.

The guiding principles of sustainable development that our Neighbourhood Plan should follow are:

- Live within the planet’s environmental limits – protect and enhance our natural and man-made environment, and respond to climate change.
- Ensure a strong, healthy and just society – meet present and future needs for the housing, work and services that support the wellbeing of all our community.
- Achieve a sustainable economy – support actions that build prosperity for all and use resources wisely.
- Promote good governance – make sure that all are involved in creating the Neighbourhood Plan

Taking all the above together, our AIM is to.....

Eg...To identify housing sites which will meet the requirements of the Cornwall Local Plan, and which: are well integrated with existing development and neighbourhoods; redress the imbalance in housing tenure, size and mix whilst meeting essential social needs; support the local building industry and release the energy of self-build initiative; are of high quality in terms of appearance and sustainability; encourage inward investment in local business and employment and support the viability of the town centre; and do not add unacceptably to pressure on infrastructure, service and road traffic conditions.

To achieve this our OBJECTIVES need to be.....

Eg.... To ensure that new housing opportunities are dispersed around the town and maximise use of brownfield land (including outworn employment sites), conversions and redevelopment.

To ensure that new housing strengthens existing neighbourhoods and is located where it is accessible to the town centre by pedestrian and cycling routes that are reasonably direct, level, and safe.

To provide a mix of dwelling types including particularly 1 and 2 bedroom flats for single people and couples, and better quality housing that meet the needs of businesses moving to or expanding in the area.

To release land for housing above the CLP requirement if it is guaranteed to be delivered through a community land trust and incorporates self-build units of XXXXXXXX standard sustainable design and sourcing.

Etc etc

Don't worry about policies in broad terms they will come next.....