CITY OF WOLVERHAMPTON COUNCIL

Vibrant and Sustainable City Scrutiny Panel

11 April 2019

Time 6.00 pm **Public Meeting?** YES **Type of meeting** Scrutiny

Venue Committee Room 3 - Civic Centre

Membership

Chair Cllr Martin Waite (Lab)
Vice-chair Cllr Christopher Haynes (Con)

Labour

Cllr Ian Angus
Cllr Mary Bateman
Cllr Philip Bateman MBE
Cllr Greg Brackenridge
Cllr Val Evans
Cllr Bhupinder Gakhal
Cllr Keith Inston
Cllr Beverley Momenabadi
Cllr John Rowley

Quorum for this meeting is three Councillors.

Information for the Public

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Agenda

Part 1 – items open to the press and public

Item No. *Title*

1 **Apologies**

2 **Declarations of interest**

3 **Minutes of the previous meeting** (Pages 3 - 10)
[To approve the minutes of the previous meeting as a correct record]

4 **Matters arising**
[To consider any matter arising from the minutes]

DISCUSSION ITEMS

5 **Housing Strategy** (Pages 11 - 138)
[To receive a briefing note and presentation on the forthcoming Housing Strategy].

6 **Environmental Services Performance Data 2018/19 - Quarter 3** (Pages 139 - 152)
[To receive a presentation on the, Environmental Services Performance Data 2018/19 – Quarter 3].

7 **Environmental Services Customer Satisfaction Survey** (Pages 153 - 158)
[To receive a briefing note on the Environmental Services Customer Satisfaction Survey].

8 **Work Plan** (Pages 159 - 170)
[To consider items for the future Scrutiny Work Plan].

9 **Future Meeting Dates**

20 June 2019 at 6pm

5 September 2019 at 6pm

7 November 2019 at 6pm

30 January 2020 at 6pm

19 March 2020 at 6pm

CITY OF WOLVERHAMPTON COUNCIL

Vibrant and Sustainable City Scrutiny Panel

Agenda Item No: 3

Minutes - 28 February 2019

Attendance

Members of the Vibrant and Sustainable City Scrutiny Panel

Cllr Greg Brackenridge
Cllr Val Evans
Cllr Bhupinder Gakhal
Cllr Christopher Haynes (Vice-Chair)
Cllr Keith Inston
Cllr Beverley Momenabadi
Cllr Martin Waite (Chair)

In Attendance
Cllr Steve Evans (Portfolio Holder for City Environment)

Employees
Martin Stevens (Scrutiny Officer) (Minutes)
Ross Cook (Service Director – City Environment)
Mike Butler (Lead Officer for Waste)
Lina Martino (Consultant in Public Health)
Sean McBurney (WV Active Manager)
Ric Bravery (Strategic Health Lead City Planning)
Tim Philpot (Professional Lead – Transport Lead)

Part 1 – items open to the press and public

Item No. *Title*

1 **Apologies**
Apologies for absence were received from Cllr Ian Angus, Cllr Mary Bateman, Cllr Philip Bateman and Cllr Arun Photay.

2 **Declarations of interest**
There were no declarations of interest.

3 **Minutes of the previous meeting**
The minutes of the meeting held on 6 December 2018 were approved as a correct record.

4 **Matters arising**

The Chair asked whether Cllr Phil Bateman had received the information on insurance claims he had requested at the previous meeting. The Scrutiny Officer confirmed that he had received the information.

Cllr Haynes requested a briefing from the Head of Transport on the impact on the transport network in Wolverhampton of the new quarry being opened in Staffordshire. The Chair stated he would ask the Head of Transport to provide a written briefing note to Cllr Haynes and himself.

5 **Waste Management Delivery Plan**

The Lead Officer for Waste introduced the report on the evaluation of the Waste Management Delivery Plan. The changes to the bin collection service had been a two-year process. A substantial number of Council staff had been involved in the programme including those in finance and human resources. It had therefore truly been an organisational wide achievement.

The Portfolio Holder for City Environment remarked that the Council had been required to transform the waste collection service due to budget pressures. Approximately 76% of Councils were now collecting general house waste on a fortnightly or even three to four-week basis. Bringing the waste collection service back in-house had brought added benefits including better efficiency and accountability. As an example, he cited the improvements in the expediency of clearing the waste from fly tipping.

The Portfolio Holder for City Environment stated that the food waste collection service was no longer economically viable. Government funding had been withdrawn and only about 10% of residents made use of the food waste collection service. 50% of the space on the collection wagons had been required to run the food collection service. This had meant the wagons were having to return to the depot, more often than was required if the food collection service was not being run. Removing the food waste collection service made the wagons much more efficient on their collection rounds. Bringing the service back in house had been a good reason to purchase new wagons and design them to be as efficient as possible to the service needs of the Council.

The Portfolio Holder for City Environment remarked that all Wolverhampton residents had been offered the opportunity of upgrading their general waste bin to 240 litres. He thought that given the scale of the waste collection changes, the transformation had gone reasonably well. He acknowledged that the garden waste service was now a chargeable service for those wishing to receive the service. He thought the £35.00 per annum charge was very reasonable and was one of the cheapest in the country. He believed Wolverhampton was the only Council in the country that offered a 50% concessionary rate, lowering the cost to only £17.50. Wolverhampton was not unique in charging, as 55% of Councils now charged for garden waste collection. Hereford charged £3.50 for the collection of five garden waste filled bags.

The Portfolio Holder remarked that all 20,000 purple garden waste bins ordered by the Council had been purchased by Wolverhampton residents. The garden collection service had commenced last Monday. The Portfolio Holder applauded the Officers and staff that had been involved in the transformation of the service, whom he described as being excellent throughout the process. He also commended the support from the Scrutiny Panel and Members of the Council in their work to secure a relatively smooth transformation process. He believed the Council were offering a better service than the private sector. He was very pleased with the overall take up of the garden collection service.

A Member of the Panel asked about the availability of the Purple Bins should more people request one as they had heard there was a shortage. The Lead Officer for Waste responded that there was a manufacturing issue. The company had complied with the Council's original order of 20,000 bins. The Council had requested additional bins due to the demand. The new bins were now awaited. The Portfolio Holder commented that the current Government consultation was on food waste and would not be ending until the end of May 2019. Central to any Government plans was how food waste collections would be funded.

A Member of the Panel asked if there was a clear need for residents to have a larger green coloured bin instead of their smaller brown bin, could the Council enforce the replacement of their current bin. The Head of Environmental Services responded that the Council had been replacing them without specific requests to the Council for replacement.

A Member of the Panel asked if people could change their minds, if they considered they needed a larger bin. In response the Portfolio Holder responded that they could change their minds, as it was critical that the Council supported residents.

A Member of the Panel commented that a local resident had been convinced that fly tipping would increase with the introduction of the waste collection changes. The resident had been forced to admit that he had been mistaken as he had not noticed any increase. The Panel Member congratulated the team on the transformation. The Head of Business Services commented that the Council had seized four vehicles involved in fly tipping in the last six weeks. There were a number of other cars which the Council were looking to seize in the near future.

6 **Active Travel Needs Assessment**

The Consultant in Public Health introduced the Active Travel Needs Assessment report. She defined active travel as the choice of travel modes requiring physical activity for all or part of a journey in preference to motor transport. Typically, these modes were walking, wheelchair use and cycling, whether as sole methods of transport or elements of a longer journey. Increasing physical activity was a key local priority. Healthy life expectancy in Wolverhampton was below the national average. Wolverhampton was one of the 20% most deprived districts/unitarities in England and approximately 1 in 3 children lived in low income families.

The Consultant in Public Health remarked that a lack of physical activity was a major contributor to a lower healthy life expectancy. Conditions linked to a lack of physical activity included cardiovascular disease and diabetes. A third of the population of Wolverhampton was physically inactive, this meant they were doing less than 30 minutes of physical activity per week. Active travel was one way for people to start building physical activity into their daily lives. Active travel could bring both physical and mental health benefits. There were also the indirect benefits to improving air quality and reducing noise. It also reduced traffic and made more efficient use of road space.

The Professional Lead for Transport Strategy remarked that the Council had produced an Active Travel Strategy in 2016. He stated that the Active Travel Strategy had identified three target groups within the population. The first was those who undertook little or no physical activity and for whom there were considerable barriers to uptake of active travel and were generally resident in areas of high deprivation. The second was those who were disposed to an active lifestyle and might extend this into travel under the right circumstances and were generally resident in the more affluent west of the city. The third was vulnerable road users such as children and people with disabilities, located throughout the city.

The Professional Lead for Transport Strategy commented that the Council had conducted a survey on active travel. The answers that had been received about why people did not engage in active travel varied depending on if they were referring to walking or cycling. Common barriers to walking included, practical issues such as having to transport people to places, it being slower than other forms of transport, people having a limited range on how far they were prepared to walk, poor weather and safety concerns. There were also concerns over the common sight in Wolverhampton of footpaths being blocked by parked vehicles. This was particularly problematic for wheelchair users and people with push chairs.

The Professional Lead for Transport Strategy remarked that barriers to cycling were related to the safety of the infrastructure. People were afraid that they would not be able to travel safely in Wolverhampton whilst cycling. Close passing by motor cars, even if it did not result in injury was a clear deterrent. Some areas had implemented active travel solutions successfully, he cited the example of the Leeds to Bradford 14 mile cycle route. Leicester were also making great strides in their active travel infrastructure. Sheffield had a golden route which was a series of connected public spaces, with attractive walking and cycling routes. It was easy to conclude that some places were more predisposed to active travel solutions. To undermine this theory, he cited the example of Amsterdam in the 1970s, which was unrecognisable to its present-day haven for active travel. They were able to transform the city by taking three strategic steps, finding the capital to build the infrastructure, finding the space for the infrastructure and finding the will to change the city into one suitable for active travel.

The Professional Lead for Transport Strategy gave some examples of the work that had taken place in Wolverhampton to encourage active travel. There was now a towpath, with a good quality surface, which went from i54 to Bentley Bridge, down through the centre of Wolverhampton, onto Bilston and then joined the Birmingham network of towpaths. A route had been built at Bee Lane Playing fields from i54 down the east side of Stafford Road. A new route had been built to i54 on the Wobaston Road. There was also a new route to Compton Park and a route down to Springfield Campus from the City Centre. Whist he was pleased with the work that had been completed so far, it was only a small amount and could certainly not be considered an active travel network.

The Professional Lead for Transport Strategy commented that since the production of the active travel strategy they had been working with the developers of the Metro extension. They wanted to ensure there was proper provision for cyclists to be able to navigate safely around the metro infrastructure. They had procured the cycle hire scheme which had been launched and was intending to expand over the coming year. With Government grant support, the Council continued to train over 1,000 young cyclists every year to Bikeability level 2 standard and a growing number went onto achieve level 3 standard. They had been working with British Cycling to support community cycling clubs and had been working with Transport for West Midlands on their Cycling Charter.

The Professional Lead for Transport Strategy said that Public Health Wolverhampton had commissioned the Active Travel project Beat the Street, held in Wolverhampton over two 6-week periods. The project encouraged people to try walking and cycling by making it a game in which points could be collected and teams could compete to walk or cycle the farthest. Critically, a new plan had been launched recently for a multimillion pound cycling and walking network in the next ten years. It was a funding bid to Government for if and when funding became available in the future.

The Professional Lead for Transport Strategy stated that monitoring of active travel was important and to gather data to evidence the success of schemes. Wolverhampton Council had historically collected data on cycling rates through the biennial Cordon Survey and the deployment of automatic counters to key locations. The information had been used to contribute to both local and regional monitoring along with recording of the extent of new cycling infrastructure installed year on year. They were working with Transport for West Midlands on a review of data gathering across the West Midlands with the aim of developing a more effective and consistent system of regional monitoring. Living Streets were doing some surveys on the methods children used to travel to school. The Department for Transport conducted an annual survey on active travel. Transport for West Midlands were currently working with Sustrans to produce a BikeLife Report for the West Midlands.

The Strategic Health Lead stated that there were a number of questions which Officers wanted Members to consider, these were as follows: -

1. What were Scrutiny's aspirations and priorities on what the Council should aim to achieve through updating the Active Travel Strategy?

2. What measures were Scrutiny prepared to support in order to make available the space necessary for a full network of continuous unimpeded pedestrian and cycling routes to be implemented (e.g. greater enforcement against pavement parking)?

3. How could the various Council Leadership teams help embed active travel into their cultures and strategic priorities?

The Chair commented that it was important that active travel schemes were not perceived as punishing car drivers. It was about promoting walking and cycling and giving them parity with the car. The use of efficient road space was important. There were many studies that showed over a course of a month cyclists spent more in city centres than people travelling by car, because they travelled more frequently to the city centre.

The Portfolio Holder complimented the Council Officers who were involved in active travel for their work. There were 24KM of cycles lanes within Wolverhampton. He suggested that the Scrutiny Panel should help promote the Bike Share scheme. The Chair confirmed that he had signed up to the scheme and had completed his first journey in the previous week. He praised Officers for always consulting with the cycling community when new infrastructure was being put in place. He stressed the importance of connectivity of cycling and walking paths within the City. The Mayor of the West Midlands in his election manifesto of 2017, had promised £10 per head across the West Midlands for cycling infrastructure. He did not believe Wolverhampton was receiving the investment funding that had been promised by The Mayor of the West Midlands and he wanted to ensure that steps were taken to ensure that the City did receive its fair share.

A Member commented that in order to implement cycling lanes, some of the work undertaken to the transport infrastructure had to be undone. He cited the example of a central reservation which took up the space for a cycling lane. The Portfolio Holder responded that they could work with the Highways team to improve cycling infrastructure but there would be some areas which would be difficult to remedy. They were always looking to improve the transport network over thousands of miles of roads within the City. Section 106 money had led to the implementation of many new walking routes. It was important to promote the good work that had taken place on active travel.

A Member of the Panel commented that the canal towpaths were not as well signed as they would like and people sometimes did not feel safe walking them. She asked where the Bike Share docking stations would be placed in the future. The Professional Lead for Transport Strategy responded that the Council was working on a list of sites within the whole of Wolverhampton and it was hoped there would be at least an additional 50 other sites.

A Member of the Panel commended the Park Safe Scheme and she hoped it would help improve active travel in the future. The Portfolio Holder commented that they had recently written to the Minister to ask for further legislation to enable the Council to take action for parking on grass verges and pavements.

Resolved: That the proposed approach for developing an updated framework for benchmarking and measuring progress, based on new data and emerging outcome metrics be noted.

7 **2018 Budget Funding - £60M to Plant Trees**

The Head of Environmental Services introduced a briefing note, entitled “£60 million to Plant Trees.” He stated that the Government had announced a budget of £60 million to plant more than 10 million trees across the country, in a drive to replace the country’s greenery. The £10m going towards planting urban trees was to be matched by contributions of funding and assistance from local authorities, community groups and charities. Details about bidding for the funding as part of the initiative were not currently available and were yet to be formulated by the relevant Government department.

A Member of the Panel commented that tree planting schemes in Wolverhampton in the past had been challenging due to them being damaged by people using motor vehicles or purposely pulling them out to make way for parking. The Head of

Environmental Services responded that using larger trees could help alleviate some of these problems. It was however important to address the root cause as to why trees were being damaged, which often centered on parking issues. The current legislation could also be restrictive for the circumstances which allowed the Council to put forward prosecutions.

8 **Work Plan**

Members agreed to add the plans for the Bike Sharing scheme project, to the Scrutiny Work Plan.

Resolved: That the Scrutiny Work Plan be agreed.

9 **Future Meeting Dates**

The future meeting dates for the Vibrant and Sustainable City Scrutiny Panel were confirmed as follows: -

11 April 2019 at 6pm
20 June 2019 at 6pm
5 September 2019 at 6pm
7 November 2019 at 6pm
30 January 2020 at 6pm
19 March 2020 at 6pm

10 **Exclusion of the Press and Public**

Resolved: That in accordance with Section 100A (4) of the Local Government Act 1972 that the press and public be excluded from the meeting for the item on WV Active as it involves the likely disclosure of exempt information. This is by virtue of paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972 – information relating to the financial or business affairs of any particular person (including the authority holding that information).

11 **WV Active Presentation**

The WV Active Manager gave a confidential presentation on WV Active. At the conclusion of the presentation, Members thanked the WV Active Manager for his work in improving the service.

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Title: Better Homes For All; Housing Strategy 2019 – 2024 **Date: 11 April 2019**

Prepared by: Mila Simpson **Job Title: Service Lead Housing Strategy**

Intended Audience: Internal ☐ Partner organisation ☐ Public ☒ Confidential ☐

Purpose
To continue to develop the city's housing market offer for current and future residents, a cross tenure Housing Strategy is being developed to ensure there is housing and housing services that meet needs and underpins Wolverhampton as a city to live, work and invest.

Vibrant and Sustainable City Scrutiny Panel is invited to comment on the emerging issues and priorities that form the basis of a draft Housing Strategy for consultation, as set out in this report.

Overview
This report sets out the context in which a new City Housing Strategy is being developed as well as summarising the key priorities identified as part of the evidence review and approach the City will take to address any challenges identified.

Background and context
The city's existing Housing Strategy, approved by Cabinet in 2013 achieved a number of successes in 'Improving the City Housing Offer', under the Council's Corporate Plan. Aligned to a new Council Plan, the new Housing Strategy will provide 'Better Homes for All' by driving forward housing growth, investment and improvement. This will ensure there continues to be a supply of housing and housing services to meet the needs and aspirations of the city's current and future residents and support the City in meeting its vision for 2030.

Better Homes for All
Work is underway to develop the Housing Strategy, which is underpinned by a repository of evidence and will be subject to extensive consultation internal and external to the Council. The proposed vision for the Housing Strategy is 'Better Homes for All'; one of the six priorities for the City identified within the draft Council Plan. This reflects the City's aims to deliver 'more and better homes', 'safer and healthier homes' and 'access to a secure home', that will frame the Housing Strategy's objectives. The table below sets out the key themes within each of these sections of the Housing Strategy:

City Housing Strategy 2019 - 2024	
Vision	**Better homes for all**

Priorities	More and better homes	Safer and healthier homes	Access to a secure home
Key themes	• Building high quality homes for our future • A housing offer for people that underpins economic growth	• Creating vibrant neighbourhoods of choice • Improving existing homes and raising standards	• Improving people's health and lives by delivering better housing and support

More and better homes

This priority focuses on the City's drive to increase the pace and quantum of new homes delivered in the city to meet the needs of our communities and the growing number of households looking to work, study and settle here.

Underpinned at a national level there is a clear focus to boost the rate of new house building and improve access to home ownership with a national target of 300,000 new homes per year by the mid-2020s. This is being supported in a number of ways including the removal of the Housing Revenue Account (HRA) borrowing cap, allowing councils to borrow against their HRA in order to build new affordable homes.

Regionally the West Midlands Combined Authority (WMCA) housing deal to help unlock the 200,000 new homes needed in the region by 2031, will help accommodate the growth needed to support the WMCA Strategic Economic Plan. This has provided great opportunity for the City to access resources and support for growth to be delivered across the Walsall to Wolverhampton Corridor.

Local drivers include the need to accommodate a growing population, which has an ageing profile, with significant increases to the older population, that will need to be balanced by attracting and retaining younger people.

Ambitions to further grow the local economy will need to be supported by a wide-ranging, cross tenure housing offer, through the provision of affordable housing, good quality private rented accommodation as well as homes to attract higher income households. To achieve this, work will be done to improve the financial viability of sites to ensure land that needs significant remediation can be brought forward for development. As well as providing homes, development also has a role in improving economic inclusion through the use of local suppliers and creation and provision of jobs and training opportunities.

The Housing Strategy will commit the City to:

- Deliver more homes across the City through WV Living as well as by creating the right infrastructure for investment by private developers and housing associations;
- Access funding where available, including through the WMCA to improve conditions in the city that help accelerate housing growth;
- Enhance the housing offer to meet a range of needs in terms of type and tenure of housing;
- Build on the current evidence base of housing need to ensure we build the right homes in the right places;

- Maximise economic opportunities through housing development including local jobs and apprenticeships, use of local suppliers and investing in skills to maximise the social value on investment;
- The ongoing regeneration of the City contributing to an improved infrastructure by making use of innovative methods and materials, that will continue to attract investment and economic opportunity;
- Maximising the opportunities provided by the City's strategic growth corridors and the transformational role they play in boosting homes, the economy and solidifying our position in the region as one of the top ten growing economies in the UK;
- Developing a vibrant residential offer to a revitalised City Centre that will create mixed and sustainable communities across a range of tenures and types of housing.

Safer and healthier homes
This priority is concerned with achieving high quality management and maintenance of housing, particularly for those renting in the City, whether that be a from a private or social landlord.

Nationally the Social Housing Green Paper, 'A new deal for social housing', emphasised the need to ensure homes meet modern standards of condition, safety and thermal efficiency and that these standards were the same no matter the tenure as well as a commitment to strengthening the tenant voice.

The Council takes very seriously the safety and wellbeing of the growing number of people who rent a home in the City; whether that be one of the 22,000 properties owned by the Council and managed by Wolverhampton Homes or one of our four tenant management organisations (TMO), additional social homes rented from a housing association or those renting in the growing private rented sector.

The City is committed to a programme of regeneration to ensure communities across the city live in quality neighbourhoods. Large scale stock investment and remodelling of a small number of estates, including the completion of works at Heath Town will be complimented with a programme of neighbourhood uplift working with communities to improve the quality of local environments.

Condition in the private rented sector continues to be a challenge at the lower end of the market. There remain challenges with the incidence of category one hazards, concentrations of poor quality/managed housing and a growing number of houses in multiple occupation (HMO).

The Housing Strategy will commit the City to:

- Improving conditions within the private rented sector through a programme of support, licensing and enforcement, with Rent with Confidence playing a key role in the approach to drive up standards;
- Reviewing the offer of all the City's managing agents to ensure financial efficiencies are achieved, whilst continuing to provide a high quality service to tenants and leaseholders;

- A programme of work to ensure the ongoing safety of the City's high rise stock under Council and private ownership;
- Strengthening the tenants voice through the Council and it's housing management agents;
- Supporting people to live independently and improve their health outcomes for example through the launch of a new cross tenure Home Improvement Agency and offering grants and loans to vulnerable owner occupiers;
- Increasing affordable housing in the city through the purchase of market housing particularly where this supports the maintenance and management of neighbourhoods;
- Improving affordable warmth and the energy efficiency of homes;
- Maximising the use of the City's housing stock with a targeted programme to bring empty properties back into use.

Access to a secure home
This priority focuses on the City's commitment to those residents that need additional support in accessing and sustaining secure accommodation.

Policy both locally and nationally has seen a move away from traditional residential care and hospital care towards people living in their own homes, with their own front door. The City supports residents maintaining their independence within their homes, wherever possible.

Nationally the Homelessness Reduction Act introduced in 2018, increases council's responsibilities to prevent homelessness at an earlier stage than before, whilst Welfare Reforms continue to present challenges for residents and landlords.

Regionally the WMCA is committed to tackling rough sleeping through its Housing First pilot, which has been rolled out in Wolverhampton as a priority for the City. The WMCA is also committed to NHS England's Healthy New Town programme as a focus for growth brought forward through the Walsall to Wolverhampton corridor but contains principles around creating places that better support people through all stages of life and enable them to live healthier lives that can be applied to development and regeneration across the City.

Local drivers include an ageing population with growth in the over 65 age group outstripping others, who need the right housing and housing services that enable them to remain independent for as long as possible but appropriate accommodation available when it is required. This not only applies to older people but those residents with additional support needs.

Changes resulting from the economic downturn, compounded by Welfare Reforms, are having an impact on many low-income groups in the City and those susceptible to homelessness.

The Housing Strategy will commit the City to:

- Continue the development of a full range of housing options in the City that enable choice and good health and well-being;

- Better understanding the housing and support needs of people with social care needs to better inform commissioning and development decisions and ensure that there is a range of housing available as well as crisis housing on a temporary basis;
- Ensure all suitable standard housing in the City, whether private or social landlords, for sale or for rent, can be readily accessed and secured by those who have social care needs;
- Develop a range of options which will ensure that there are choices for older households to access high quality accommodation with quality support services as well as other services that can support them to remain in their own homes;
- Work on measures across partners at a regional and local level to prevent homelessness;
- Provide value, quality temporary accommodation for those that need it;
- Support projects that honours the City's commitment to reduce rough sleeping to as close to zero by 2022;
- Contribute to the City's delivery of the Black Country Reoffending Strategy by developing the support for offenders to access appropriate housing and sustain tenancies;
- Support those at risk of being made homeless due to domestic abuse by providing a package of intense support to secure their housing options;
- Continue to support other cohorts of the community to provide appropriate advice, information and housing options within the City.

Next steps
Consultation will be undertaken with stakeholders including a period of public consultation throughout the development of the Housing Strategy to ensure a range of views are sought, assumptions/priorities are tested and alignment with the wider ambitions of the City are achieved. An equalities analysis will be completed as part of this process.

The report and strategy is to be submitted for adoption by Cabinet in alignment with an approved Council Plan. The final strategy will be subject to further consideration by the Vibrant and Sustainable City Scrutiny Panel and Equalities Advisory Group.

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Better Homes

Housing Strategy 2019 – 2024

Early consultation.

Evidence Base Summary

CITY OF WOLVERHAMPTON COUNCIL

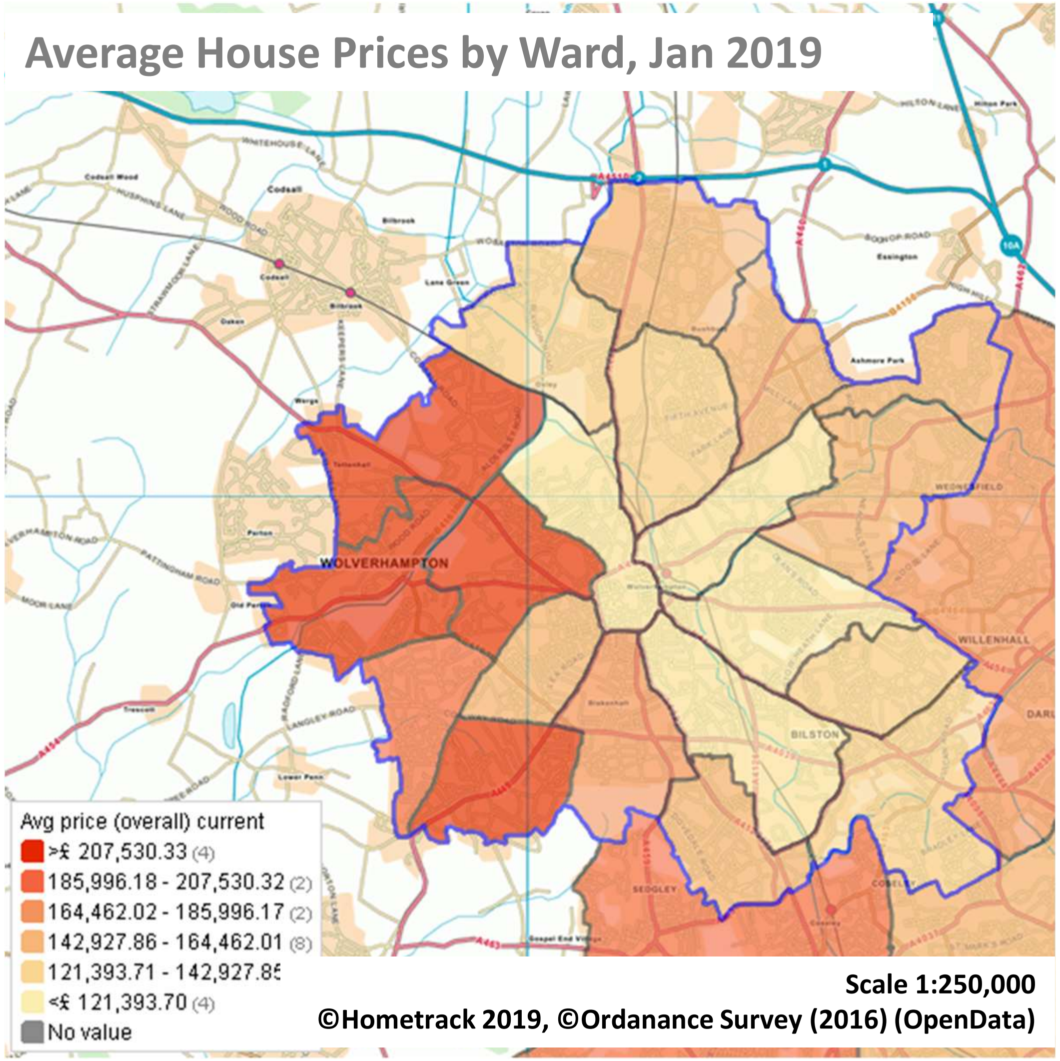
Our mission:
Working as one to serve our city

wolverhampton.gov.uk

Sensitivity: NOT PROTECTIVELY MARKED

1. Local Housing Market

House prices:



Average house price Jan 19 £164,000 (£229,500 regionally)

Lower quartile house price £115, 200 (£140,000 regionally)

Average new build house price £190,900 (£284,700 regionally)

Affordability ratio – 6.4 (house price to incomes)

203 Help to Buy loans 2017 = 68% of new build sales

	Ave Hse Price Jan 19	No. Sales 2018
Wolverhampton	£164,000	2,669
Dudley	£184,700	3,081
Sandwell	£159,200	3,213
Walsall	£182,000	4,299

wolverhampton.gov.uk

1. Local Housing Market

House prices:

- Average house prices present a mixed picture across the city, with particularly high house prices in the west of the city, with some neighbourhoods among the most expensive localities in the conurbation, but with prices on average being nearly half the price moving out East from the city centre into St Peter's, Heath Town and Ettingshall wards.

- For the city as a whole, average house prices are not keeping pace with the wider region and looking at the Black Country specifically are somewhat behind Walsall and Dudley but greater than Sandwell, which is somewhat of a long standing trend.

- Wolverhampton had the lowest number of sales in 2018 when compared to our Black Country neighbours but alongside Sandwell the greatest percentage of newbuild sales as a proportion of all sales (5%), with new build in the city commanding a newbuild premium at 18% above existing property house sales. (Wolverhampton=5%, Dudley= 1.8%, Sandwell= 5%, Walsall=3.7%)

- Despite lower house prices when compared to the region, affordability is still an issue with analysis indicating that at a city level for open market sale a minimum gross income of £35,742 (MQ) is required to afford an averagely priced house. (£26,229 at the lower quartile level) which is above the average income of £24,285 (2017).

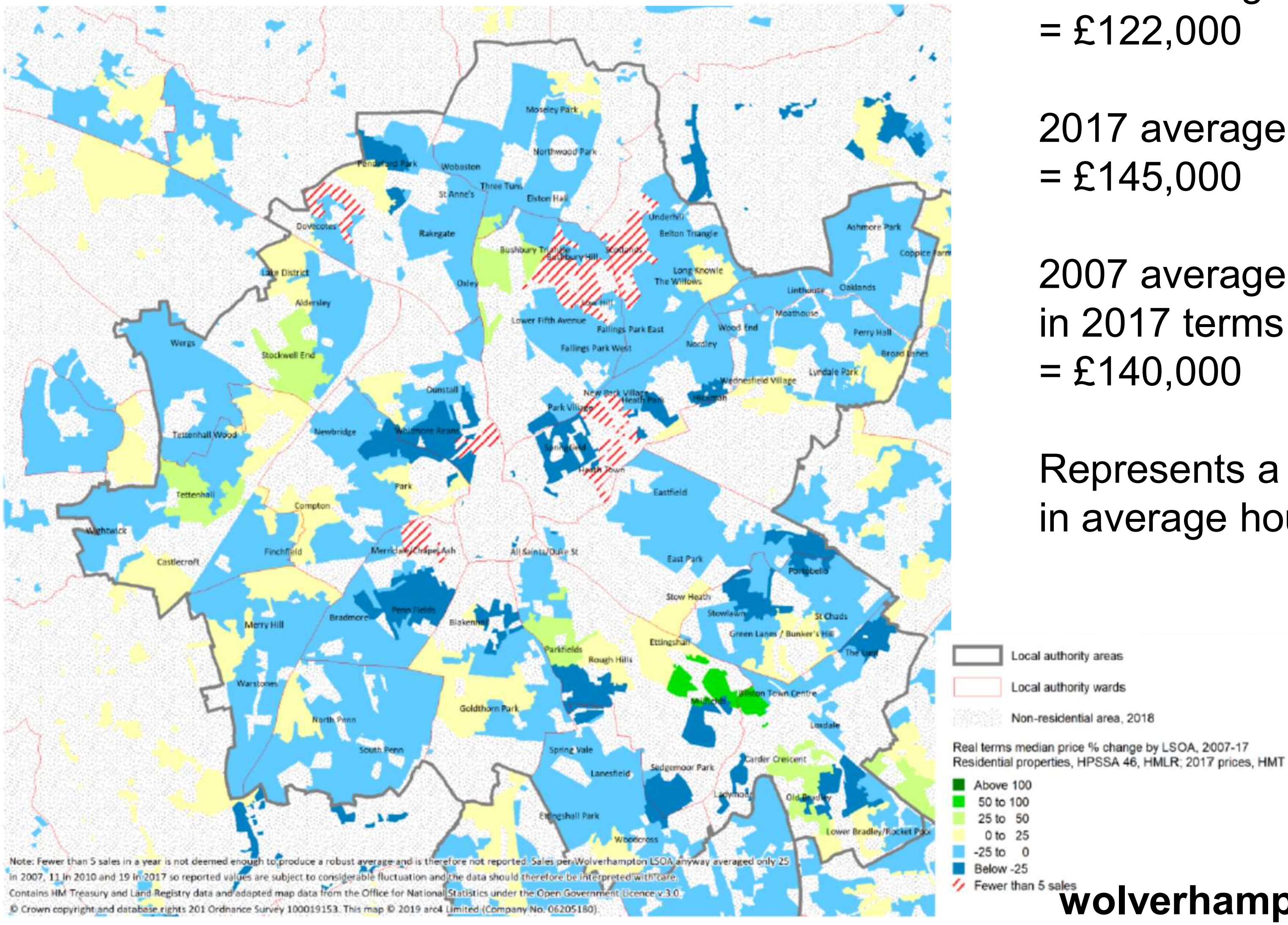
- Moreover 2/3 of newbuild sales were supported by Help to Buy loans in 2017.

Sources:
Map = Hometrack which uses Land Registry and survey data, 3 months to Jan 19
Average house prices = Hometrack which uses Land Registry and survey data, 3 months to Jan 19
Sales = Hometrack, Land registry for 2018
Affordability ration = National Housing Federation home truths using Annual Survey of Hours and Earnings for income and House price from ONS
Help to Buy loans = Gov.uk housing live tables.

2. Housing Market Performance

House Prices:

Median Real-Term House Price Change 2007-17



2007 average house price = £122,000

2017 average house price = £145,000

2007 average house price in 2017 terms = £140,000

Represents a real time fall in average house prices

wolverhampton.gov.uk

2. Housing Market Performance

House Prices:

- Overall the City has experienced a fall in real term values as is indicated by the blue shading with 2007 average house prices less than 2017 average prices when adjusted to give us a real term 2017 comparison.
- Significantly neighbourhoods including Springfield, Penn Fields and Whitmore Reans experienced real-terms price falls to less than half the regional average house price during this period.
- However new build is stimulating the market with overall real term house price increases around areas that have had significant new build as illustrated by the green shaded areas. in particular parts of Bilston, around the former Good Years site and parts of Parkfields, with the new build premium helping to increase average house prices in these areas.

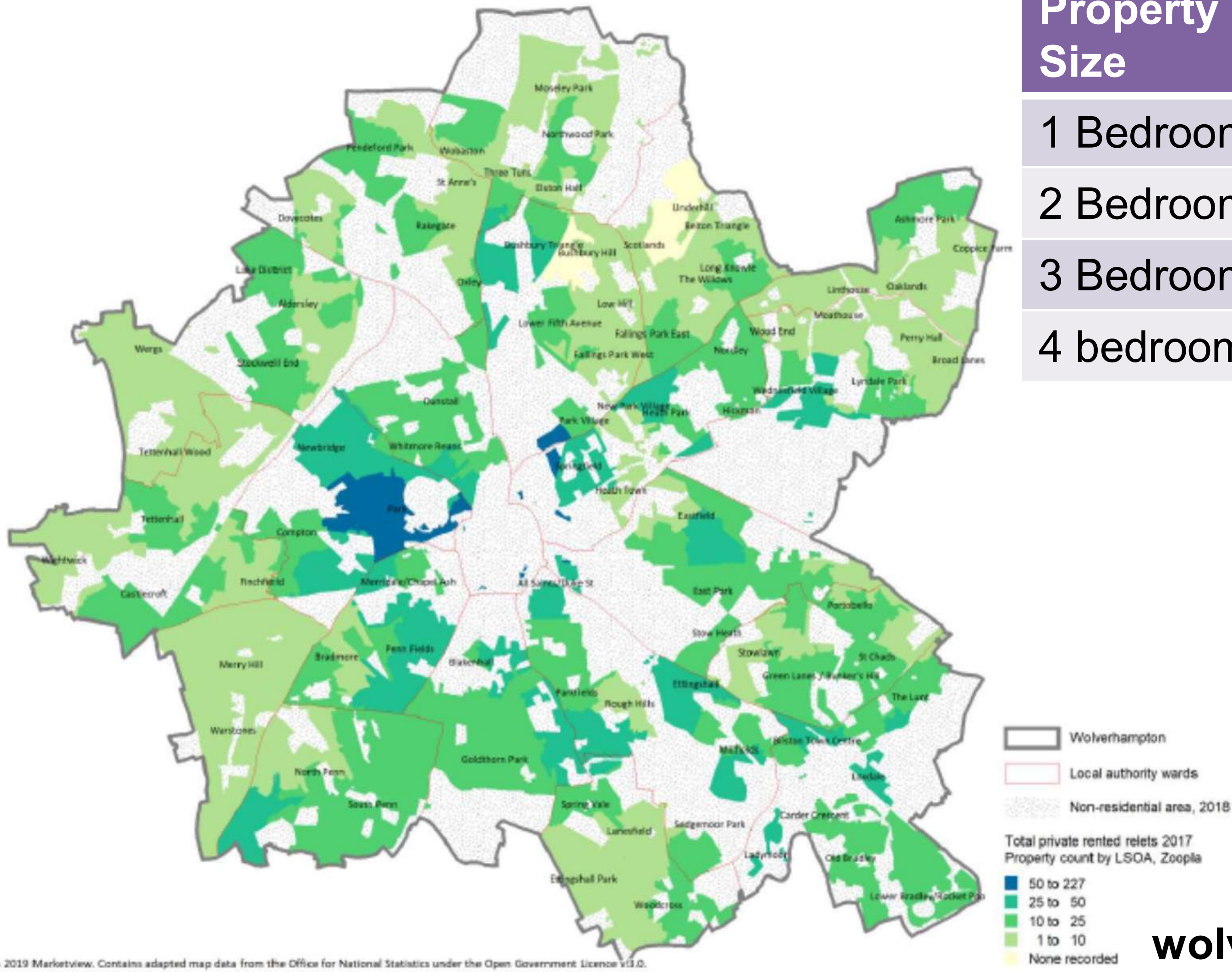
Source:
Arc4 evidence base

Sensitivity: NOT PROTECTIVELY MARKED

3. Private Rented Sector

Private rented sector:

Total Private Rented Relets 2017



Average weekly rent

Property Size	Jan 19	LHA
1 Bedroom	£97	£86.30
2 Bedroom	£126	£104.89
3 Bedroom	£147	£123.90
4 bedroom	£195	£151.50

wolverhampton.gov.uk

3. Private Rented Sector

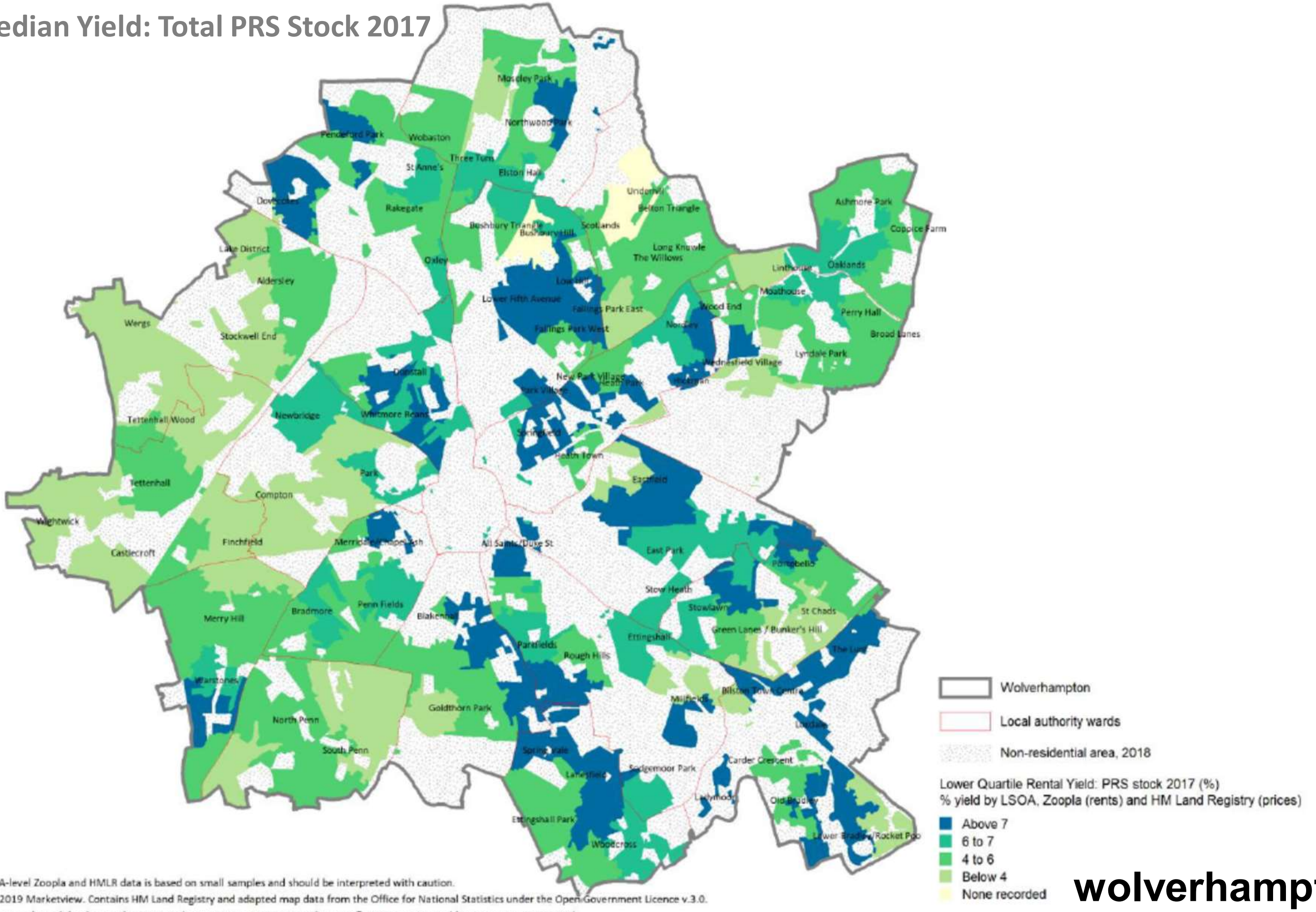
Private rented sector:

- A comparison of Census 2001 to 2011 indicated that the PRS was the fasted growing tenure in the city (33% increase) and indications show that it has continued to grow since this time.
- Zoopla data reveals how widespread private renting has become in the city extending beyond traditional private renting areas and catering for a range of income groups.
- The table compares average weekly rents by property size to Local Housing Allowance rates in the city. Whilst rents will differ across the city, this does illustrate a shortfall across all property sizes for those in receipt of Housing Benefit/Universal Credit Housing Costs, extending affordability concerns from the owner occupation to the private rented sector.

4. Private Rented Sector Performance

Private rented sector yields:

Median Yield: Total PRS Stock 2017



Note: LSOA-level Zoopla and HMLR data is based on small samples and should be interpreted with caution.

4. Private Rented Sector Performance

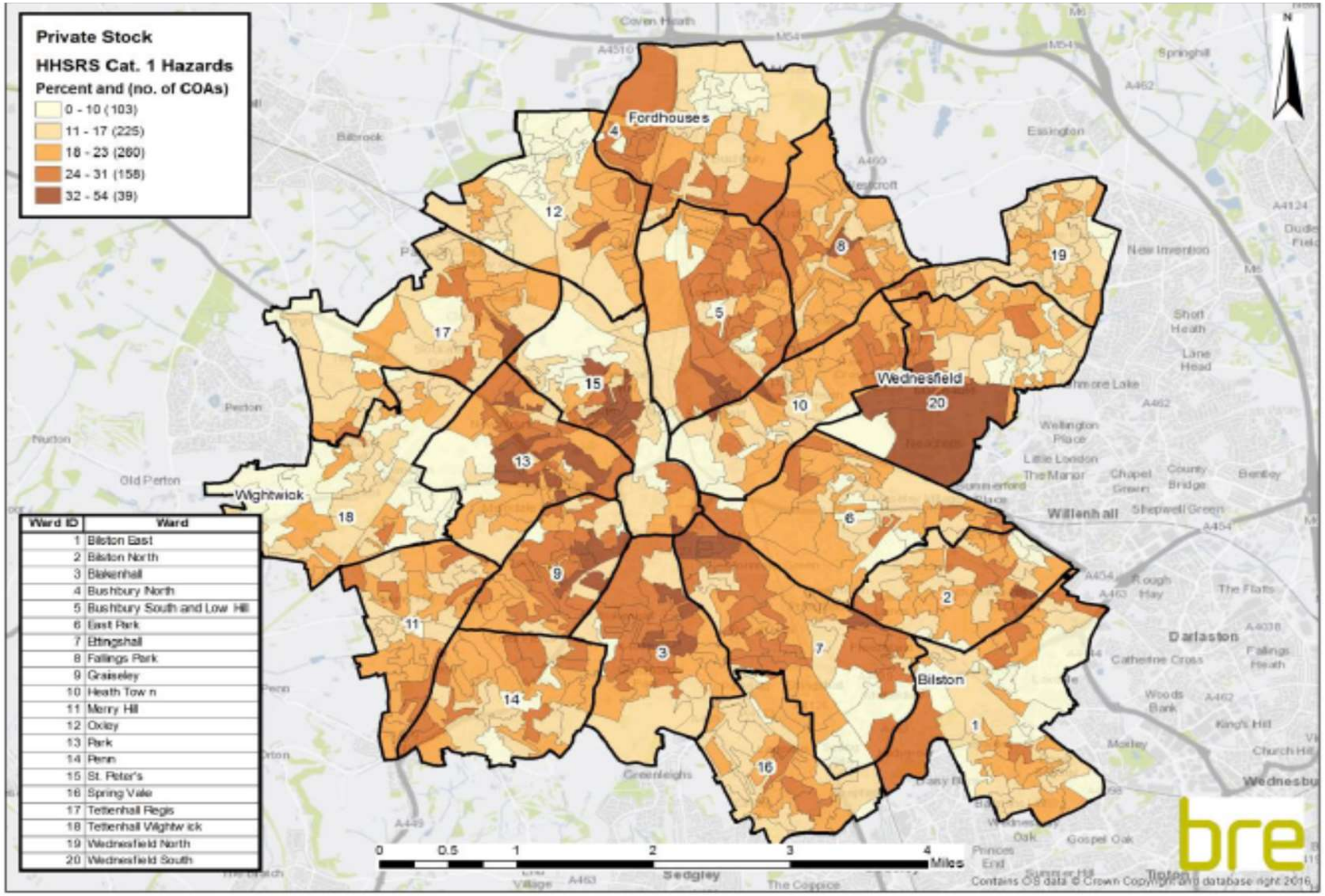
Private rented sector yields:

- This map illustrates the more lucrative areas for private landlords, with the darkest green areas showing the highest yield areas.
- There is a particularly high incidence of high yield in low value neighbourhoods including ex-RTB stock in council-built areas and areas of typical PRS stock with a high reliance housing benefit
- These dwellings are catering for a high level of need, with these households in previous years being housed in a larger social rented sector.
- This lower quartile rent to high yield private rented sector receives a substantial public subsidy through Housing Benefit to house increasingly vulnerable households, which moves us on to looking at condition within the private rented sector.

5. Private Sector Condition

HHSRS Category 1 Hazards:

Percentage of private sector dwellings with the presence of a HHSRS category 1 hazard



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5. Private Sector Condition

HHSRS Category 1 Hazards:

This map, which shows the distribution of category 1 hazards, as defined by the Housing Health and Safety Rating System (HHSRS).

Hazards are most highly concentrated to the immediate west of the town centre in the wards of Park, Graiseley and Blakenhall; all of which have a significant PRS and as per the previous slide also correlate with those areas with lower quartile rents, meaning those on lower incomes are likely to be accessing some of the poorest quality of stock in the city.

The Councils Private Sector Housing Team are addressing housing conditions by;

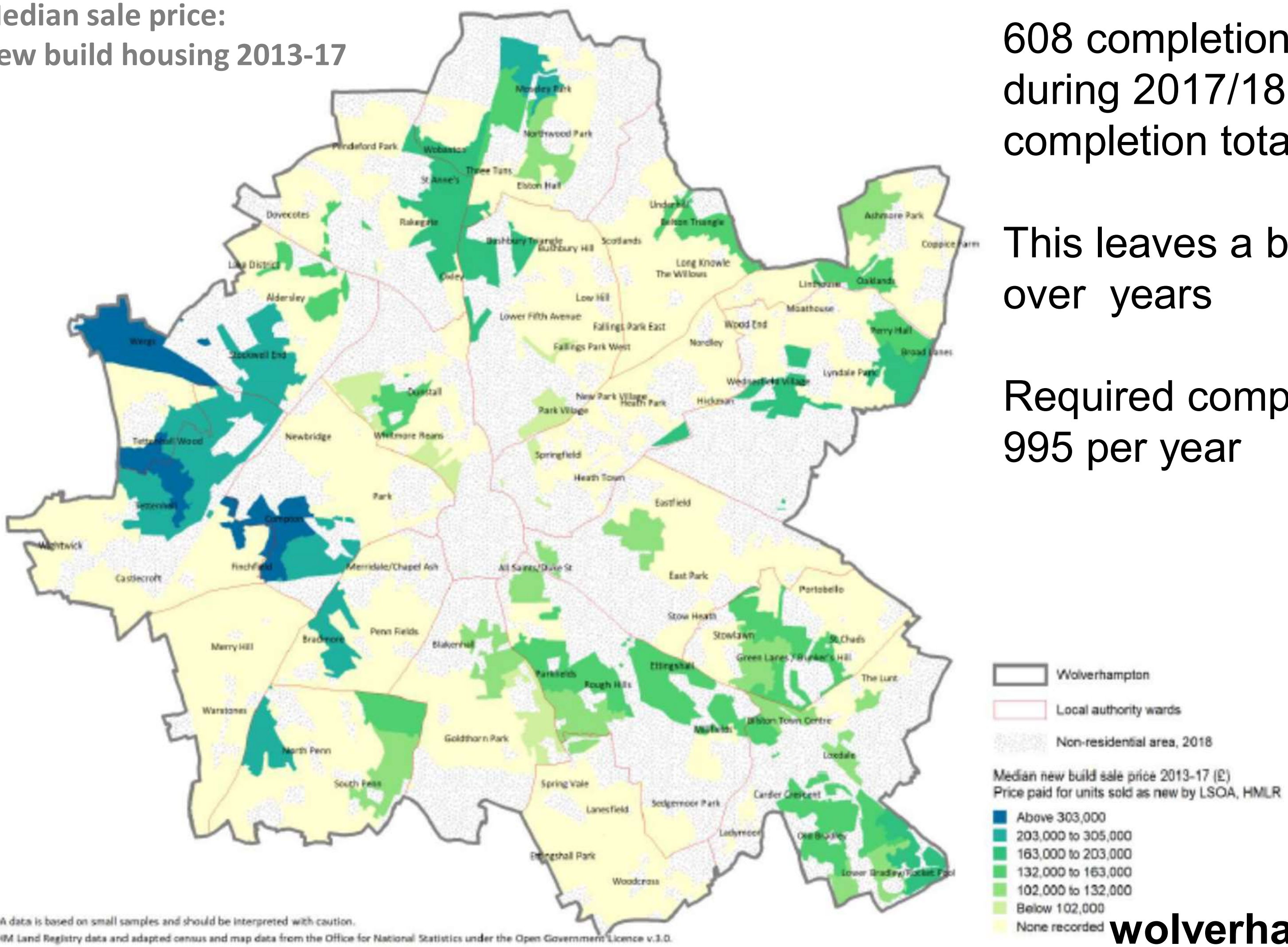
- Having a proactive environmental health for housing service.
- Through HMO licensing.
- Through the promotion of Rent with Confidence which provides a property and landlord rating system.
- The Council will also be publishing a Private Housing Strategy and an Empty Homes Strategy this year.

Sensitivity: NOT PROTECTIVELY MARKED

6. New Build Delivery

New Build Sales:

Median sale price:
New build housing 2013-17



Note: LSOA data is based on small samples and should be interpreted with caution.
Contains HM Land Registry data and adapted census and map data from the Office for National Statistics under the Open Government Licence v.3.0.
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City housing target of 13,411 homes 2006 – 2026

608 completion recorded during 2017/18 increasing completion total to 5,451 units

This leaves a balance of 7,960 over years

Required completions now at 995 per year

wolverhampton.gov.uk

6. New Build Delivery

New Build Sales:

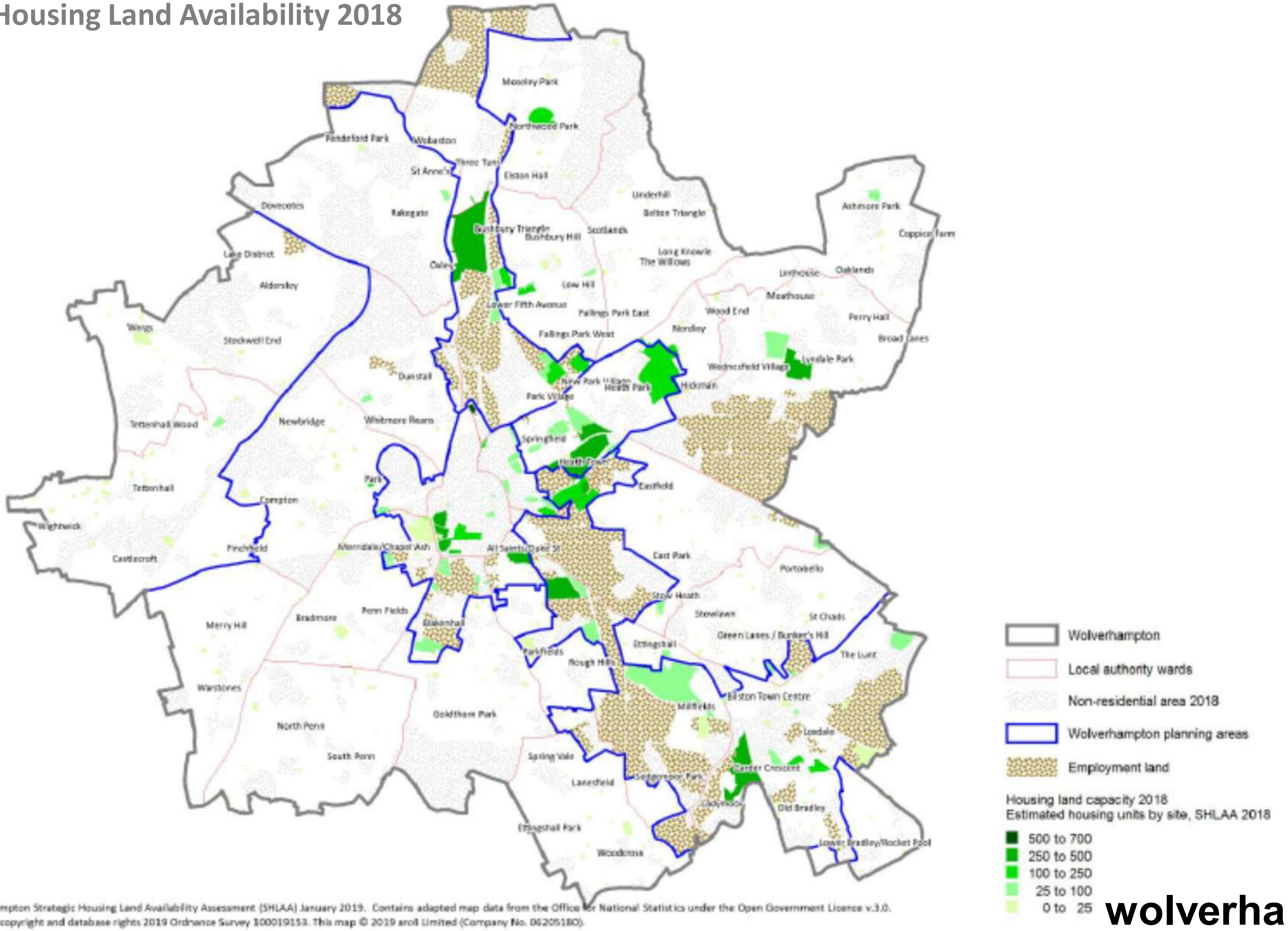
- With 5,451 units completed out of a City housing target of 13,411 homes between 2006-26, we need the completion of 995 homes per year for the next 8 years to meet this requirement
- The map shows the spread and average house price achieved for new build development in the city between 2013 and 2017 with sites that have come forward spread out across the city,

Sources:
Arc 4 new build map – Land Registry
Completion figures,, Planning.

7. New Build Delivery

Land Availability:

Housing Land Availability 2018



Wolverhampton Strategic Housing Land Availability Assessment (SHLAA) January 2019. Contains adapted map data from the Office for National Statistics under the Open Government Licence v.3.0.

7. New Build Delivery

Land Availability:

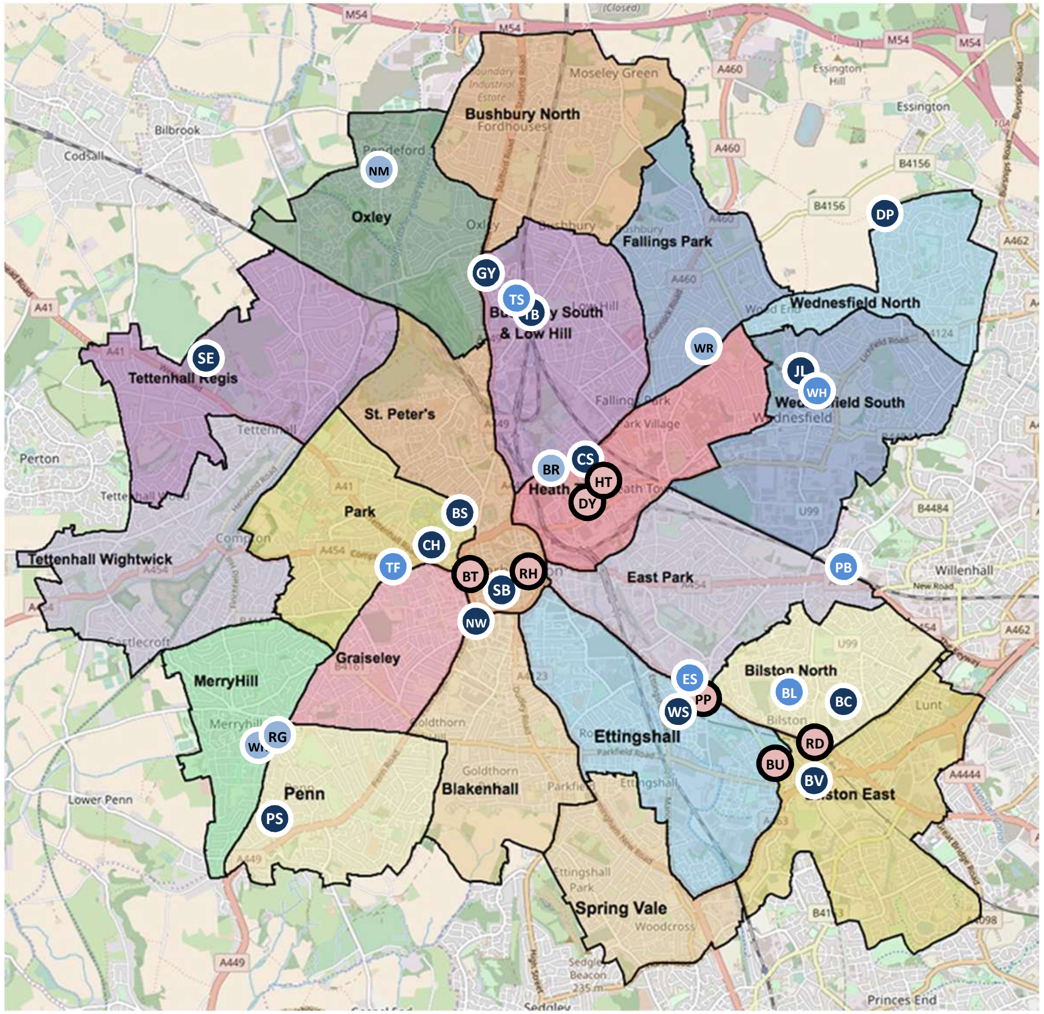
Existing plans and other sites can provide approximately 9,000 homes, broadly sufficient to deliver the remaining target but there is no room for manoeuvre due to issues of land remediation and viability which constrain around 46% of total supply, with potential mitigation coming from the LEP and WMCA funding streams.

Sensitivity: NOT PROTECTIVELY MARKED

8. New Build Delivery

Housing Development Pipeline:

	Development Sites		Developer	# Units
ON SITE	BV	Bilston Urban Village	Kier	78
ON SITE	GY	Fmr Goodyear	Persimmon & Barratt	636
ON SITE	SB	Fmr Sunbeam	QED	150
ON SITE	WS	Ward St	Persimmon & WHG	600
ON SITE	PS	Fmr Penn Fields School	Tatton Hall Homes	37
ON SITE	CS	Fmr Chubb Site	Accord	112
ON SITE	JL	Fmr Jennie Lee	Taylor Wimpey	220
ON SITE	SE	Stockwell End	McCarthy & Stone	22
ON SITE	CH	Coniston House	Blackacres	40
ON SITE	BS	Birch - Fmr Carillion offices	Birch Street Ltd	33
ON SITE	BC	Bilston College	Standen Developments	64
ON SITE	TB	Tapworks Broome Road	Bouygues	100
ON SITE	DP	Danesmore primary School	WV Living	52
ON SITE	NW	Former Niphon Works	FHD	49
NEXT 6 MONTHS	TS	Tapworks Showell Road	Bouygues/CWC	100
NEXT 6 MONTHS	TF	Tower & Fort Works	Bouygues/CWC	77
NEXT 6 MONTHS	PB	Portobello	Accord	40
NEXT 6 MONTHS	ES	Ettingshall School	WV Living	34
NEXT 6 MONTHS	BL	Bilston Leisure Centre	WV Living	40
NEXT 6 MONTHS	WH	Fmr Wednesfield High School playing Fields	WV Living	268
6-12 MONTHS (expected)	BR	Burton Crescent	CWC	43
6-12 MONTHS (expected)	RG	Land at Reedham Garden	CWC	23
6-12 MONTHS (expected)	NM	Nelson Mandela House	WV Living	20
6-12 MONTHS (expected)	WH	Warstones House	WV Living	15
6-12 MONTHS (expected)	WR	Woden Resource centre	WV Living	20
6-12 MONTHS (potential)	RH	Royal Hospital - Bus Garage	HE to procure	156
6-12 MONTHS (potential)	PP	Polypipe	Persimmon	50
6-12 MONTHS (potential)	BT	BT House, Church Street	Private Landowner (On Market)	100
6-12 MONTHS (potential)	RD	Land at Railway Drive	Private Landowner	56
6-12 MONTHS (potential)	HT	Heath Town (HRA)	CWC	50
6-12 MONTHS (potential)	DY	Heath Town (Duke of York)	WV Living	65
6-12 MONTHS (potential)	BU	Bilston Urban Village	Countryside	400



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8. New Build Delivery

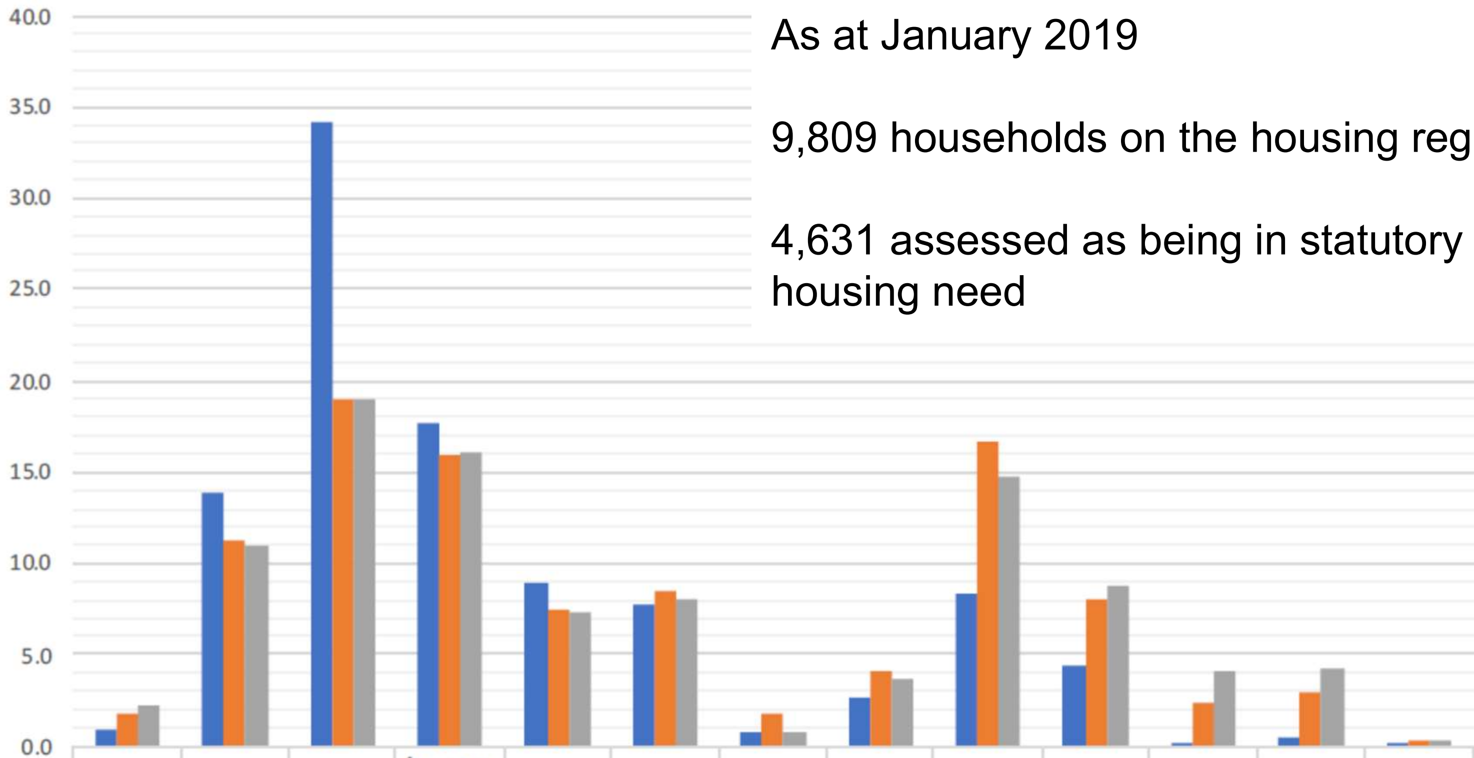
Housing Development Pipeline:

- This map illustrates planned development in the city including expected and potential delivery to July 2019.
- The sites being developed are linked to the readiness of the site to be developed, for example the land quality, as well as having a developer lined up to bring the site forward.
- Concentrations of development are expected in and around the city centre, moving up the Stafford road as well as to south east out toward Bilston.
- There are significant developments continuing at the former Goodyears site (GY) with over 600 units underway from Persimmon and Barratt, with Persimmon also bringing forward another significant site at Ward St (WS) alongside Walsall Housing Group of another 600 units.
- This map also demonstrates how the Council, through WV Living and Housing Revenue Account development are becoming a key delivery vehicle for increasing the quantum of new housing in the city, being responsible for delivery of all the schemes highlighted in the medium and light blue sections of the table with an estimated 795 units of housing to be delivered over the next 12 months in addition to the 52 units already being delivered at Danesmore Pastures (DP) in Ashmore Park.
- The sites being developed by the Council are all affordable units.
- Of the 397 units being developed by WV Living over the next 12 months, 101 units, just over 25% are affordable units (for affordable rent or shared ownership).

Source:
Planning, July 2018

9. Future Housing Requirements to Meet Needs

Summary of required dwelling types under baseline demographic, aspiration and expectation



As at January 2019

9,809 households on the housing register

4,631 assessed as being in statutory housing need

	1 Bed House	2 Bed House	3 Bed House	4 or more Bed House	1 Bed Flat	2 Bed Flat	3+ Bed Flat	1 Bed Bungalow	2 Bed Bungalow	3+ Bed Bungalow	1 Bed Other	2 Bed Other	3+ Bed Other
Demographic baseline	0.8	13.9	34.2	17.6	8.9	7.7	0.7	2.7	8.4	4.3	0.1	0.5	0.2
Aspiration	1.8	11.2	19.0	15.9	7.4	8.5	1.7	4.2	16.7	8.0	2.3	2.9	0.3
Expection	2.1	11.0	19.0	16.0	7.4	8.0	0.7	3.7	14.8	8.8	4.1	4.3	0.3

Source: CLG 2014-based household projections and arc4 household survey data applied to household projection

9. Future Housing Requirements to Meet Needs

- Analysis has been undertaken on the relationship between household projections, demographic trends and dwelling stock data for the city to estimate future dwelling requirements. This indicates:

- As denoted by the blue, the majority of market housing need will be for larger family housing so:
  - A third should be 3-bedroom (32.4%)
  - Followed by a fifth being 4 or more-bedroom (17.6%) properties
  - With the remaining requirement being by 1 and 2-bedroom homes (14.7%).
  - By dwelling type, analysis suggests a broad split of 66.5% houses, 17.3% flats, 15.4% bungalows (or level-access accommodation), and 0.8% other (for instance self/custom build and specialist accommodation).

- It is important the Council plans for, and responds to, the need for supported and specialist housing.

- When applied to affordable housing requirements this profile changes to :
  - Nearly 2/3s One bedroom (60.9%)
  - Nearly a quarter Two bedrooms (22.4%)
  - With a smaller requirement for larger housing of Three bedrooms 8.4%
  - Four bedrooms 5.9% and Five or more bedrooms 2.3%

Taking residents aspirations into account (highlighted in red), this has the affect of skewing need towards the aspirations of older households (who are fastest growing cohort) with a greater requirement for bungalows.

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An evidence-led housing strategy:

The current market, future dwelling requirements and housing strategy priorities

City of Wolverhampton Council

February 2019

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Table of Contents

List of Tables

List of Figures

Please note that in this report some of the tables include rounded figures. This can result in some column or row totals not adding up to 100 or to the anticipated row or column 'total' due to the use of rounded decimal figures. We include this description here as it covers all tables and associated textual commentary included. If tables or figures are to be used in-house then we recommend the addition of a similarly worded statement being included as a note to each table used.

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Directors - Helen Brzozowski – Michael Bullock

1. Introduction

1.1 As part of the evidence base to support the development of a 5-year housing strategy in Wolverhampton, this report considers the current drivers and position of the housing market as well as future dwelling requirements.

1.2 It focuses on a number of specific elements within the market which include:

- The strategic context
- Economy
- Urban form, social profile and neighbourhood function
- Population and household change
- Housing market performance
- Future dwelling requirements
- Affordability
- Conclusions and priorities for the housing strategy

3.1 The report includes the latest local authority-based data for Wolverhampton and the other three Black Country districts, adjacent South Staffordshire, Birmingham and the West Midlands region.

3.1 A significant number of maps are included, focussed on either Wolverhampton or the sub-region depending on the indicator. These map the data at the smallest appropriate geography, usually LSOA (broadly a locality or neighbourhood-sized area) or MSOA, another ONS category that combines LSOAs. For Wolverhampton and immediately adjacent areas, the local data for non-residential land in 2018 is masked; for the sub-region, non-urban areas as defined by ONS in 2011 are masked. This is done because the focus is on housing in urban environments—and large rural or industrial LSOA with small or dispersed populations can appear misleading in indicators such as multiple deprivation.

2. The Strategic Context

2.1 A detailed policy and strategy review have been undertaken using publicly available documents. The detail is contained in appendix A and summarised within this section.

The National agenda

2.2 Government's current priority focus around increasing housing supply and access to home ownership as outlined in the Housing White Paper*, Fixing our broken housing market* published in February 2017.The primary target is to support the provision of 300,000 new homes per year by the mid-2020s.

2.3 There are a number of priority locations outlined in the Homes England Strategic Plan 2018/19 *Making Homes Happen* which explains its offer of expert support for priority locations to create and deliver more ambitious plans to build homes, especially for home ownership. This focuses on making more land available, bringing more funding to support infrastructure, developing modern methods of construction and supporting more smaller builders into the market and promote better design and higher quality homes.

2.4 Since the *Grenfell Tower Fire* tragedy in June 2017, there has been a new focus on safety and listening to residents. The *Social Housing Green Paper*, published in August 2018, started a 'national conversation' on the issues raised by over 8,000 residents and on the role of social housing.

2.5 The *Homelessness Reduction Act 2017* now requires councils to engage and work with households threatened with homelessness 56 days in advance of the date on which they are expected to become homeless (28 days earlier than previously). It requires tailored advisory services for specified vulnerable groups. The *Children and Social Work Act 2017* goes further by introducing a new duty on councils to publish a local offer for care leavers with regards to accommodation and wider support.

2.6 *Welfare Reforms* continue to present challenges for residents, the Council and Registered Providers. Changes that have already been implemented include: a reduction in the Benefit Cap to £20,000 for families and £13,400 a year for single people, the Under-Occupancy Charge (Bedroom Tax) that limits the Housing Benefit entitlement for claimants who are deemed to have one or more spare rooms. The Shared Accommodation Rate now applies for people under the age of 35. Universal Credit is currently being rolled out in Wolverhampton rate. Some minor changes were made to Universal Credit in the Autumn Statement 2017 to help soften the impact on claimants and a further £1.7 billion was announced in the Autumn Budget 2018 to increase work allowances and provide extra help for people moving from existing benefits to UC. Further changes have recently been made by the Secretary of State to address some of the design flaws of Universal Credit.

The West Midlands Combined Authority

2.7 Housing and land use is a key WMCA priority with an Investment Prospectus setting out up to £10bn in development schemes (https://www.wmca.org.uk/media/2071/wmca-investment-prospectus-march-2018.pdf). A £350m Housing Deal has also been made with the government.

2.8 The WMCA Strategic Economic Plan (https://www.wmca.org.uk/media/1382/full-sep-document.pdf) anticipates 500,000 new jobs will be created by the year 2030. To accommodate this growth, it has been estimated that land for some 50,000 new houses will need to be identified across the conurbation.

2.9 The plan recognises the challenge of building homes. In order to accelerate house building, a programme of activity to bring forward development sites is proposed, including land assembly and remediation work. In addition, WMCA intend to take a new approach to house building, exploring ways in which it can exploit its scale and potential to work with the house building industry. It hopes to develop a business model which enhances the viability of housebuilding in the area.

2.10 Innovation and skills ambitions are supported by investment into the Springfield Campus in Wolverhampton and creation of Europe's largest specialist construction and built environment campus.

The Black Country Core Strategy (BCCS)

2.11 The Core Strategy provides a clear spatial or locational dimension to the regeneration and renaissance of the area, addressing its economic, transportation, social infrastructure and environmental needs whilst reducing its carbon footprint and helping to tackle climate change.

2.12 The Black County Core Strategy set a target of around 63,000 additional homes (net) to be delivered over the period 2006-26 to accommodate its growing population. The target for Wolverhampton is 13,400 homes or 670 homes each year. 5,640 homes had been built up to 2018, and land is available for another 9,000 homes. This is 16% above the target, however much of the land that is available requires reclamation to make it ready for development and is located in areas of low market demand; this adds to the costs of developing new homes and in many cases, the sales value of homes may not be high enough to make them attractive to developers. Our plan is to tackle these issues directly, innovatively and in partnership with developers.

Affordable Housing

2.13 The Black Country Core Strategy aims to provide a minimum 550 new affordable homes each year, in partnership with developers and Homes England. There has been some success in delivering against this target, however delivery in Wolverhampton has been limited by the availability of grant funding and low levels of affordable housing secured through S106 agreements due to the poor viability of many developments.

2.14 As a partner, Wolverhampton will continue to seek to secure 25% affordable housing on all sites of 10 homes or more where this is financially viable, in line with current local and national policy.

Issues and Options Report (consultation ended 08/09/2017)

https://blackcountry.jdi-consult.net/localplan/readdoc.php?docid=6

2.15 A new strategy is planned to be in place by Autumn 2021. Initial consultation has now taken place through an Issues and Options Report. This clearly recognises that further land will be needed, beyond the existing spatial strategy, to meet all of the Black Country's growth needs. It is estimated that further land will be required to provide 22-25,000 new homes and up to 300 ha of new employment land.

Local policy context

2.16 Wolverhampton is a City to the north west of the West Midlands conurbation (see Map 1) and is estimated to be home to approximately 249,900 people. The countryside of South Staffordshire is to the north and west of the city, with the urban area to the south and east. Wolverhampton is the only city in the Black Country and has an important role to play in the future direction of the conurbation. The administrative area includes the City Centre and the Town Centres of Bilston and Wednesfield Village. The City also has good transport links with the sub-region and the rest of the UK, with the M54 link to the M6 motorway and good public transport links with the Metro, cross country railway links, and strategic bus routes

Wolverhampton City Strategic Centre

2.17 By 2026 Wolverhampton will be served by an established, confident City Centre with a wide variety of quality shops and cultural attractions, 21st century offices, urban living and a city-scale public transport interchange. A modern public realm network and vibrant Canalside quarter will have made the compact City Centre attractive to walkers and cyclists. Historic areas will provide an enhanced, well maintained built environment which will be attractive to visitors, commercial businesses and residents.

Area Action Plans

2.18 There are 3 Area Action Plans being prepared in Wolverhampton for parts of the city that will be subject to significant change up to 2026.

2.19 The Area Action Plans will guide the transformation of these areas and provide detailed policies and proposals to deliver the Black Country Core Strategy at a local level. The area action plans will, when adopted, form part of the Development Plan for Wolverhampton, and will replace some allocations and policies in the Unitary Development Plan. These are the Wolverhampton City Centre Action Plan delivering new homes, leisure, retail and commercial space. **The Stafford Road Area Action Plan** delivering at least 450 new homes together with 780 homes on existing housing commitment sites and the **Bilston Corridor Area Action Plan** providing at least 1,445 new homes, together with 1,155 homes on existing housing commitment sites.

3. Economy

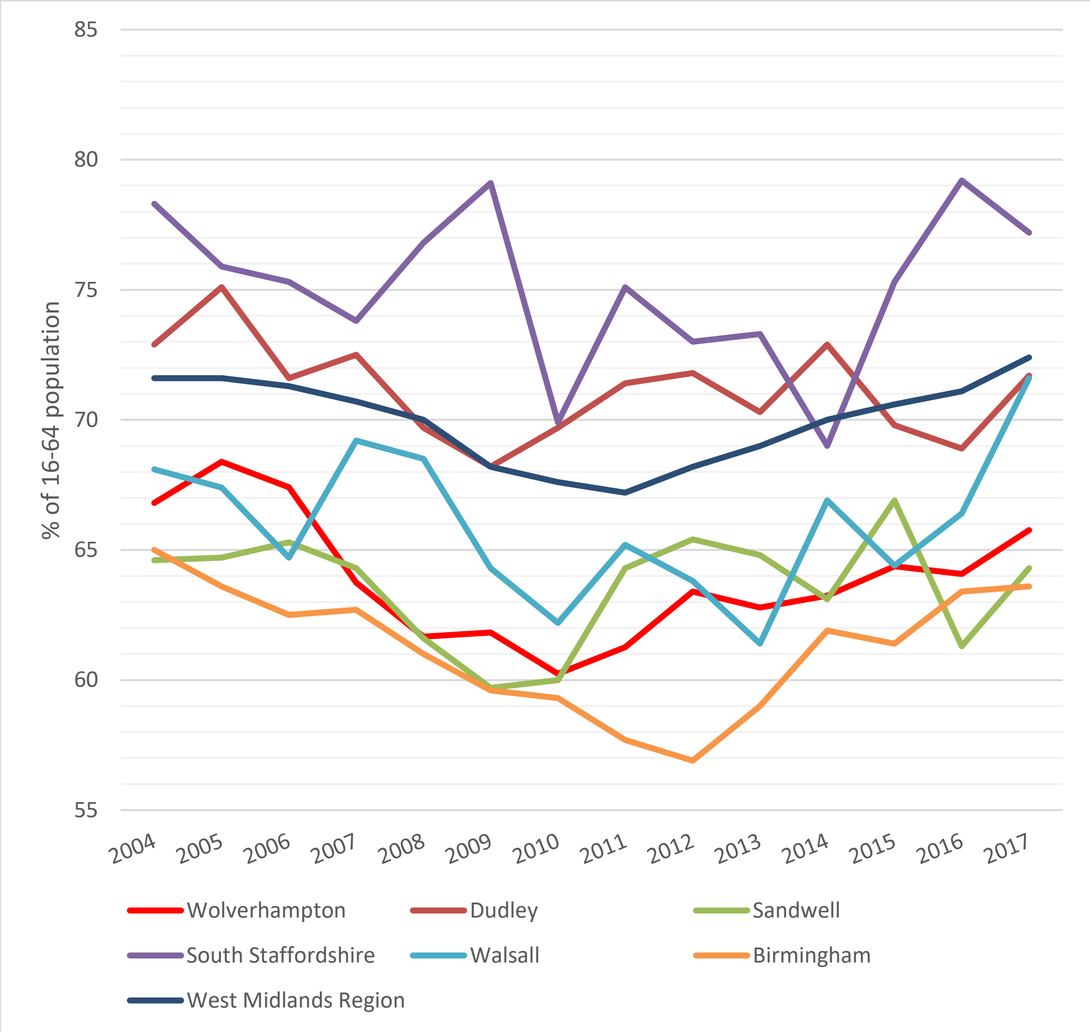
3.1 Wolverhampton has a £4.6bn economy, with around 7,500 businesses providing 102,000 jobs (Table 1). GVA per head is the highest in the Black Country and this productivity is reflected in work place weekly wage rates. The city currently has £3.7bn investment on-site or planned, including the Westside development, a new railway station and wider city centre projects, and new housing in Bilston. The i54 employment site has attracted Jaguar Land Rover, Moog, Eurofins, ISP, ERA and Tentec providing over 4,000 jobs at a well-connected location benefiting from Black Country Enterprise Zone status.

3.2 Like other medium-sized cities in conurbations in the Midlands and the North of England, Wolverhampton has nevertheless seen poor recent GVA growth and job creation over the last two decades. In Wolverhampton this employment weakness has extended to the city centre which has also experienced employment loss. The City has been more reliant on manufacturing and public sector employment than the nation as a whole and due to its legacy of vulnerable industrial concentrations it now has, it has a relatively low job density and a persistently low employment rate, which at 65.8% is the second lowest in the region. Given the economic restructuring which Wolverhampton has experienced in the 21st Century, unemployment and worklessness also remain relatively high, despite a recovery in employment following the recession of 2008/9 (Figure 1). Hourly wages for residents are lower than the city workforce, with commuters filling some better-paid jobs in an economy which produces the highest workplace earnings in the Black Country.

3.3 Recent employment forecasts used for the Black Country/South Staffordshire SHMA indicate that jobs growth is projected to be either very low (Oxford Economics) or similar to past trends (Experian) with any Brexit scenario a further risk (Table 2).These forecasts do not however take into account the developing public policy framework in the City which designed to foster growth and remove the barriers which are creating market failure in the land, housing and labour markets. The City Council and other public sector agencies are seeking to adopt an entrepreneurial approach to fostering local growth and supporting the private sector through a transitional period in the city's economic history. The success of this approach is dependent upon public investment raised locally and nationally and is justified by efficient and effective delivery. This delivery is evident in housing in Wolverhampton where MCHLG monitoring of new housing supply over a three-year period (2015/16-2017/18) shows that 1,974 dwellings were completed, this being 111% of target, much of this new build was supporting mixed use developments and new employment opportunities in long term investment/development corridors.

3.4 The pattern of employment and skills is highly polarised within Wolverhampton (Figure 2 to Figure 3). The employment rate falls below 50% in the central areas of the city, part of an arc of labour market exclusion stretching from the Black Country. However, Figure 6 shows Wolverhampton has avoided the sharp localised recent employment falls seen on the Sandwell-Walsall boundary and in North-West Birmingham. Nevertheless, income levels remain very low in areas with poor skill levels and depressed activity and this in turn impacts on the performance of the housing market in these neighbourhoods.

Figure 1 Employment Rate 2004 to 2017



Source: ONS annual population survey via NOMIS. © Crown copyright: Adapted data from ONS under the Open Government Licence v.3.0.

Table 1 Economic indicators 2007 to 2018							
Indicator	Wolverhampton	Dudley	Sandwell	South Staffordshire	Walsall	Birmingham	West Midlands Region
Total GVA 2016 (£) Millions	4,603	4,954	5,855	1,884	4,708	25,720	128,360
GVA per head 2016 (£) Thousands	17,935	15,597	18,142	16,072	16,893	22,871	22,098
Change in GVA 2007-16 (%)	10.7	5.2	18.9	27.2	29.4	27.6	30.1
Change in GVA per head 2007-16 (%)	5.2	2.2	8.6	9.9	21.2	16.7	22.1
Total workplace employment 2017	102,000	121,000	136,000	37,000	113,000	527,000	2,664,000
Change in employment 2015-17	0.0	5.2	1.5	2.8	5.6	4.6	4.6
Number of businesses 2018	7,545	9,490	8,775	4,165	7,525	34,565	212,505
Manufacturing jobs 2017 (%)	12.7	14.0	15.4	13.5	11.5	7.4	11.3
Public sector jobs 2017 (%)	22.0	19.6	15.6	10.3	18.6	22.6	16.9
Jobs density 2017 (number per 16-64 population)	0.69	0.69	0.72	0.63	0.73	0.81	0.82
Employment rate 2017 (% of 16-64 population)	65.8	71.7	64.3	77.2	71.6	63.6	72.4
Unemployment rate 2017-18 (% of 16-64 population)	6.7	5.4	6.3	2.8	6.7	6.7	4.5
Workless households 2017 (%)	22.5	17.7	22.8	…	18.5	17.8	14.0
Claimants count December 2018 (% of 16-64 population)	5.3	4.0	3.5	1.4	3.3	5.5	3.0
Level 4 qualifications and above 2017 (% of 16+ population)	26.2	24.0	21.3	32.4	27.2	31.4	31.8
No qualifications 2017 (% 16+ population)	15.6	13.3	21.0	8.1	11.9	12.6	10.4

Source: Regional gross value added (balanced) reference tables; Regional Gross Value Added (Balanced) by Local Authority in the UK; Business Register and Employment Survey: open access; Business Register and Employment Survey public/private sector : open access; UK Business Counts - enterprises by industry and employment size band; ONS annual population survey via NOMIS. © Crown copyright: Adapted data from ONS under the Open Government Licence v.3.0.

Table 2	Black Country and South Staffordshire Economic Forecasts 2014 to 2032							
	Oxford Economics			Experian				
	Workforce jobs			Workforce jobs			Unemployment rate (% ILO)	
	2015	2030	% change 2015-30	2014	2032	% change 2015-30	2014	2032
Wolverhampton	128,650	128,450	-0.2	124,500	135,700	9.0	11.3	7.7
Dudley	131,640	130,160	-1.1	126,100	135,500	7.5	7.9	5.3
Sandwell	142,980	143,340	0.3	143,900	157,900	9.7	10.4	8.3
South Staffordshire	37,720	39,150	3.8	35,300	38,500	9.1	4.7	3.3
Walsall	116,080	116,460	0.3	111,300	122,200	9.8	9.3	5.8

Source: Peter Brett Associates, 'Black Country and South Staffordshire Strategic Housing Market Assessment', [consultancy report], London: Peter Brett Associates LLP, 2017, 58-61.

Figure 2 Higher-level Qualifications 2011

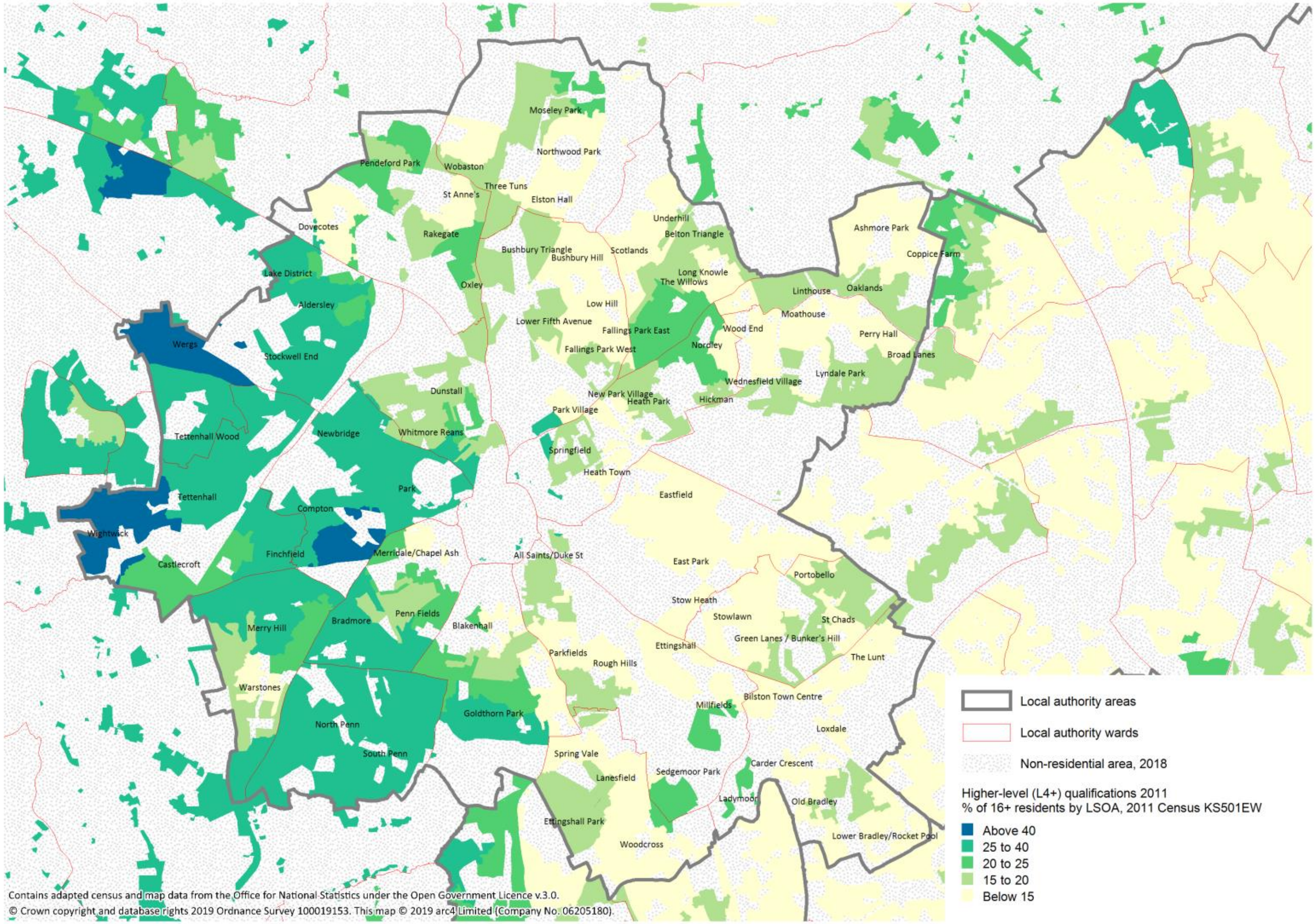


Figure 3 No Qualifications 2011

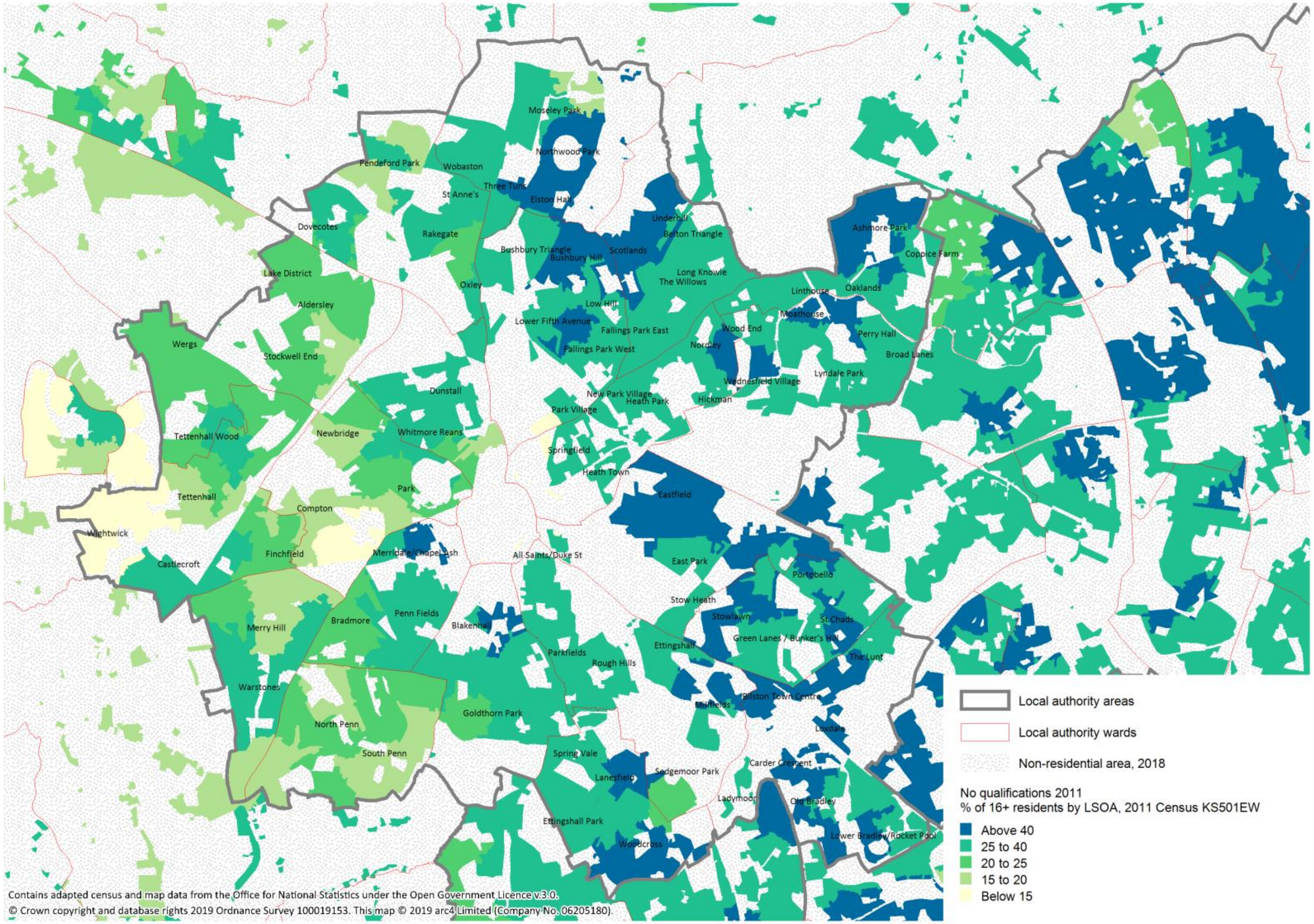


Figure 4 Employment Rate 2011

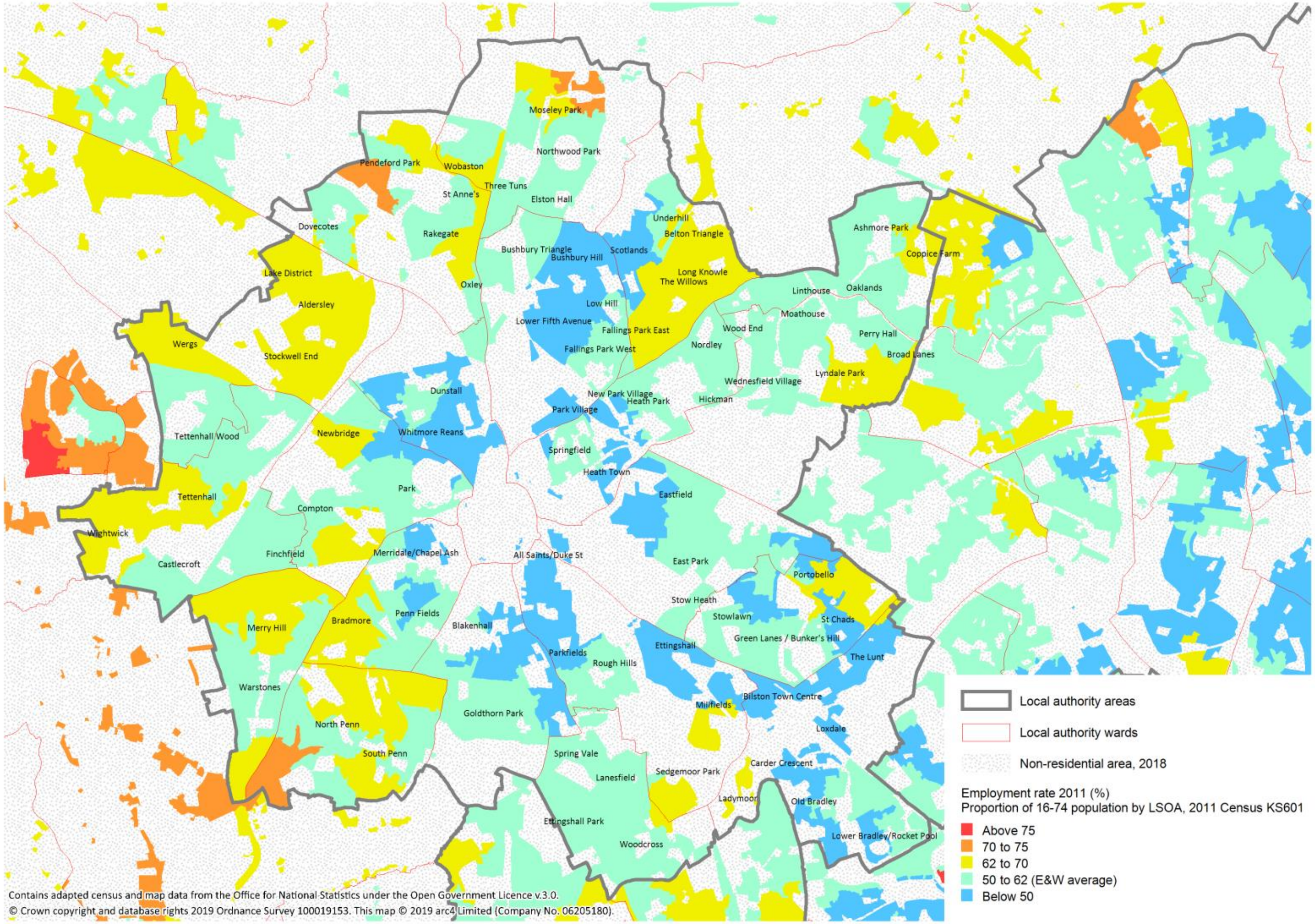


Figure 5 Total Employment 2017

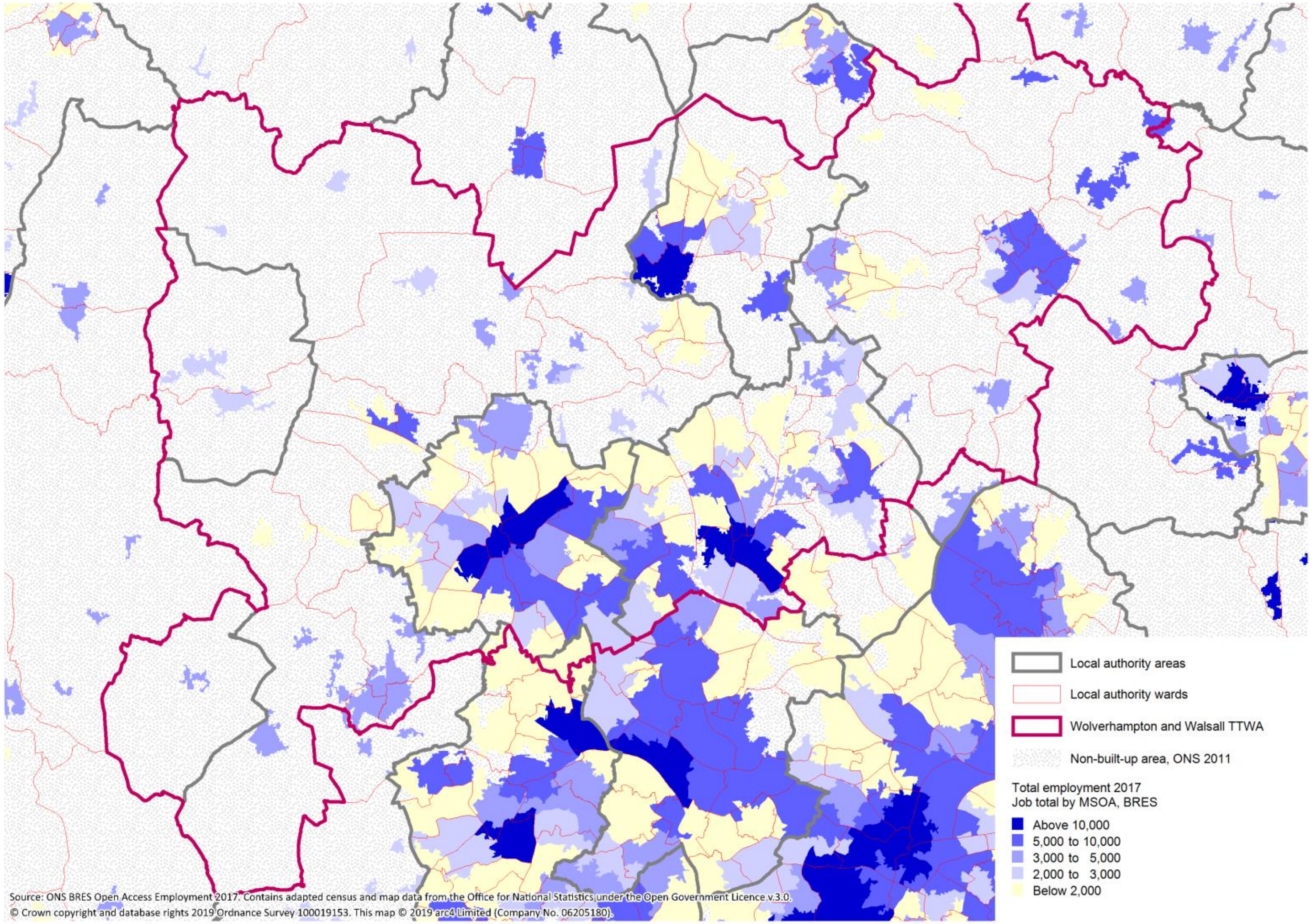


Figure 6 Change in Total Employment 2015 to 2017

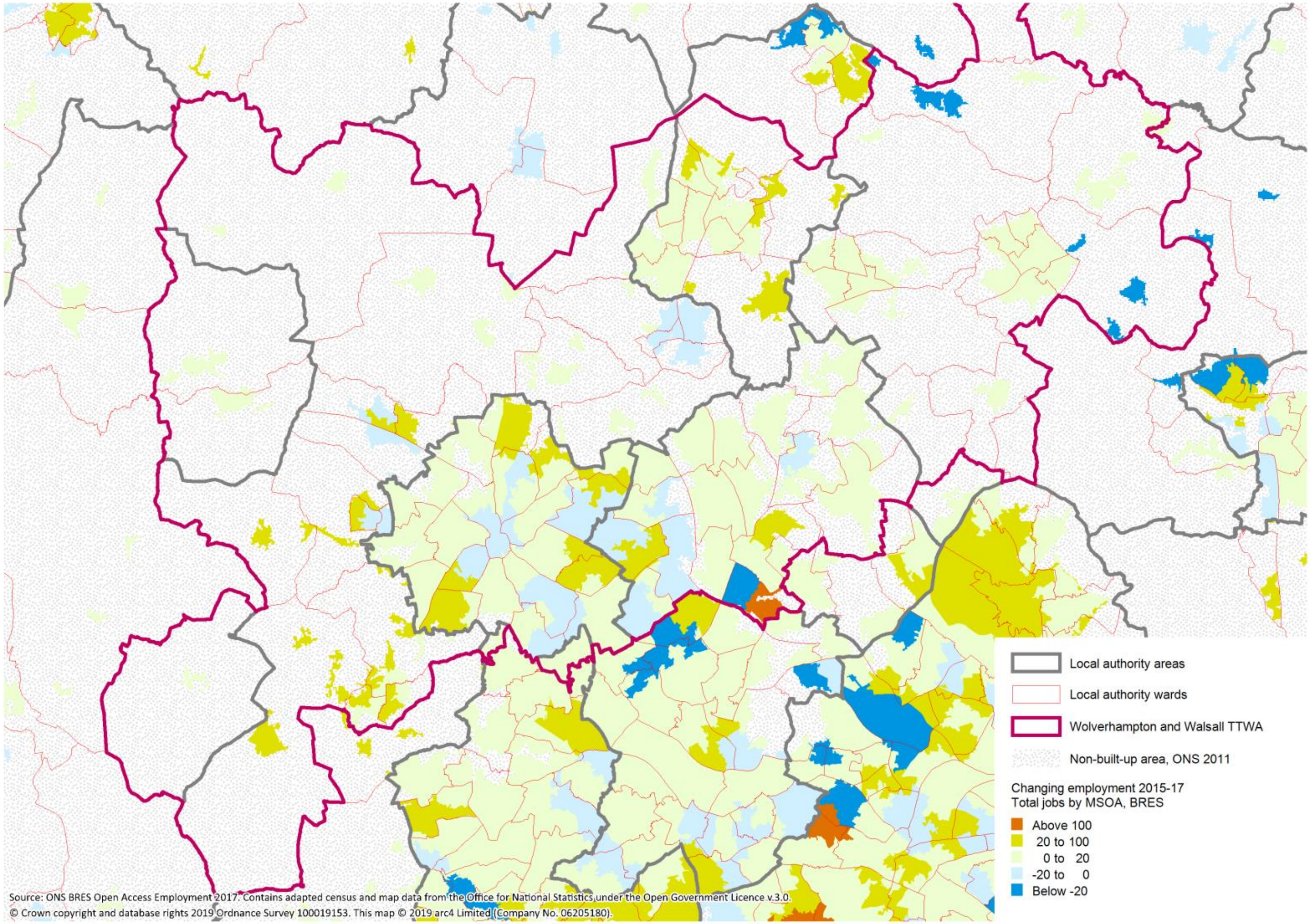
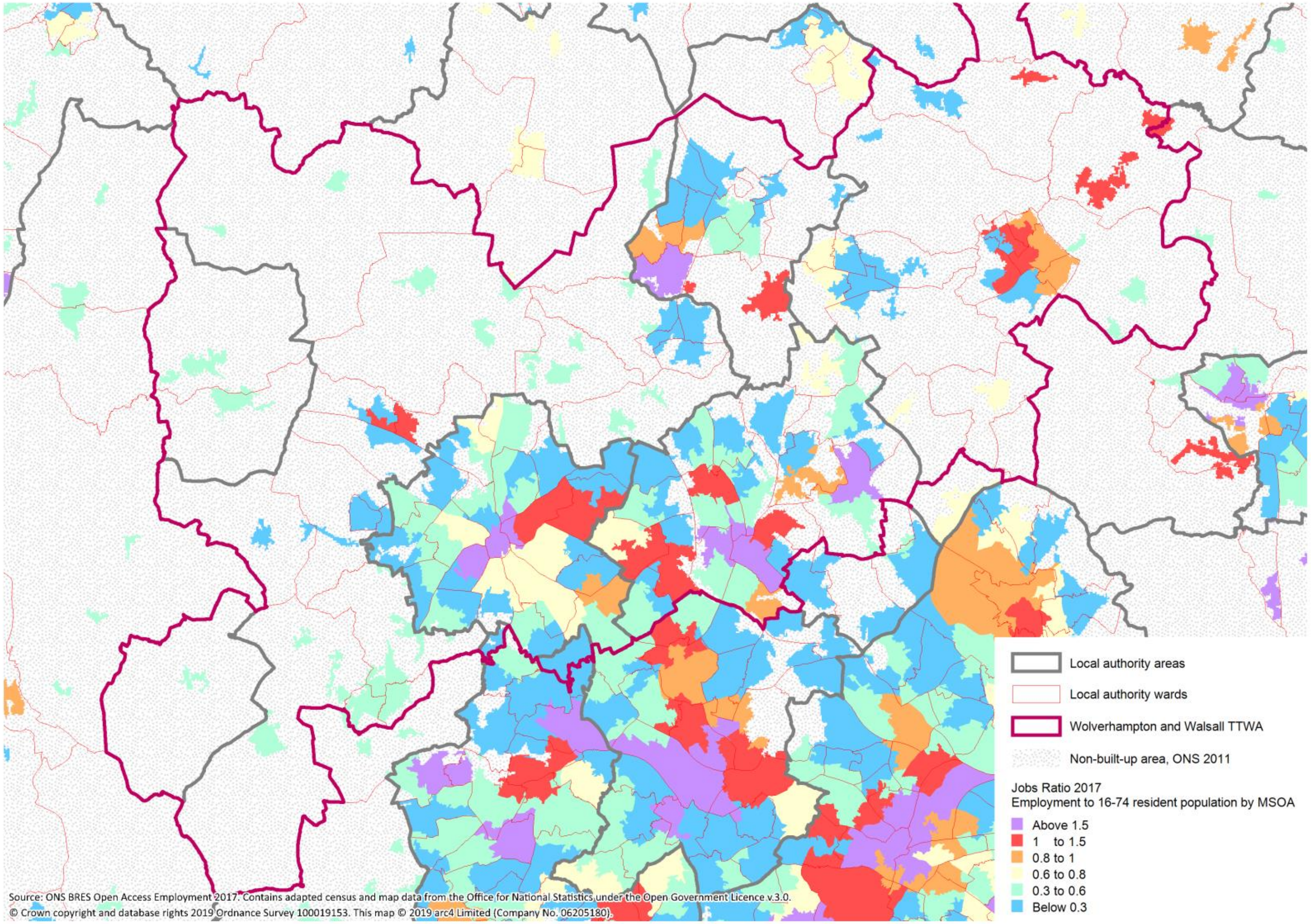


Figure 7 Local Jobs density 2017



4. Urban Form, Social Profile and Neighbourhood Function

4.1 Wolverhampton's sharp disparities between clusters of neighbourhoods in the west, the suburban periphery, and Inner-city and Black Country hinterland, flow from its twentieth-century urban and economic structure[1] and subsequent waves of development. Older housing, the social and economic legacy of deindustrialisation and large-scale municipal build have contributed to spatial polarisation, concentrations of families in poverty and at different times, neighbourhood instability. The recent measurements of deprivation have been reflected in the performance of the local economy and the city was ranked the nineteenth most deprived of 326 English districts in 2015; being placed 28 in 2007 (Table 3). The City gained significant national funding for successive area-based regeneration initiatives from the 1980s until 2010, covering areas such as Low Hill and Park Village, Whitmore Reans and All Saints.[2] These urban renewal initiatives modernised and secured the use of these neighbourhoods for the 21st Century and they have been instrumental in facilitating an increase in population for the City over the last two decades, reversing the trajectory of decline inherited from the previous 30 years when deindustrialisation was at its peak.

4.2 The City contains many economically successful neighbourhoods, with the strongest clusters being located in the west, however lower household incomes and earnings (Figure 22), worklessness and reliance on benefits persist in other parts of Wolverhampton, with evidence of continuing labour market exclusion in growing BME communities (Figure 20 and Figure 21). Given the attractiveness of the City to international migration, it is an increasingly diverse environment but there are long standing trends towards concentrated overcrowding in some neighbourhoods popular with, and accessible to, inward movers. These localities generate younger age profiles which contrast with the ageing suburban communities which have a tendency to produce under occupied dwellings.

4.3 As is evident elsewhere in the UK, owner occupation has fallen locally, with a number of dominant privately-rented (PRS) localities emerging since 2011, usually in areas with a lower house price profile. Stock condition and PRS regulatory pressures are and will remain a major challenge in these locations in the immediate future. The scale of PRS households needing Housing Benefit in 2018 including working but poor households is evident in Figure 23 and Figure 24 which show traditional PRS localities and also ex-RTB stock in council-built areas. The overall reliance on Housing Benefit for those of working age is comparable to that in the social rented sector in the central areas of Wolverhampton, and evidence of multiple occupation is evident in the overall claimant rate which in some areas is expressed as greater than 100% of the households expected to reside there.

[1] CSR Partnership, 'Wolverhampton Neighbourhood Renewal Strategy Final Report ', [consultancy report], Birmingham: CSR Partnership Ltd, 2002, 12-14.

[2] Audit Commission, 'Urban Regeneration and Economic Development: The local government dimension', [government report], London: HMSO, 1989; Steven Henderson, 'An Evaluation of the Layering and Legacy of Area-based Regeneration Initiatives in England—the Case of Wolverhampton', *Urban Studies,* 49/6 (2012), 1201–27.

4.4 The following maps trace these drivers at local level. Wolverhampton has a distinct city structure within an otherwise fragmented conurbation. There is not a simple east-west divide in Wolverhampton; the detailed locality mapping undertaken in the study indicates the city comprises distinct sub-areas of residential markets reflecting housing age, type and tenure, social mix and also historic local identities. So Figure 8 shows the periods of residential housing development alongside changing land use during the last century within the Black Country. The predominant build type in Figure 11 reveal its surviving Victorian terraced inner core and post-war replacement flats and maisonettes; the prevalent interwar and post-war semi-detached suburban neighbourhoods (44.7% of total dwellings); and the western flank of detached housing, which also characterises satellite settlements in South Staffordshire.

4.5 The age and type maps should be examined in conjunction with housing tenure (Figure 12). Wolverhampton had the lowest owner-occupation in the Black Country in 2011 (56.6% of households) but it characterises the city's suburban neighbourhoods. Despite large-scale clearance, sales and private new build since the 1980s, the original municipal footprint is highly evident in Figure 12 which maps the most significant tenure at neighbourhood level and Figure 13 which specifically highlights concentrations of social renting. The combination of these maps and that of concentrations of private renting (Figure 14) provide a footprint for many of the socioeconomic maps and indicators highlighted in this report. Although a grounded understanding of historic urban development aids policy development, neighbourhoods do not stand still, and new build has been significant across a wedge of the city culminating in Bilston, but not (yet) the city centre (Figure 9). Identified future housing land is primarily located in a northern corridor along the Stafford Road; a city centre zone spreading beyond the ring road; in Heath Town; and a southern corridor to Bilston (Figure 45).

4.6 Several maps provide geodemographic and social classifications of Wolverhampton. Figure 15 is a fine-grained and complex analysis based on the 2011 Census. What stands out is the BME, largely Asian inner housing market and localities of 'migration and churn' appearing as an extension of the core Black Country. Figure 16 to Figure 18 utilise Cameo, a major credit and financial database to update this to 2018, profiling the principal household groups at neighbourhood level. They reflect the impact of 'residential sorting': the combined effects of housing and labour markets and factors generating poverty and low income.[3] Figure 18 usefully underlines neighbourhood function: young couples with children in central areas, older households in the fringe.

4.7 While Wolverhampton has recently slipped in the overall district deprivation ranking (IMD) the neighbourhood picture is more complex (Figure 25 and Figure 26). Whitmore Reans, All Saints and Lower Fifth Avenue improved in relative terms between 2007 and 2015, but Penn Fields and part of The Lunt officially became more deprived on the national index.

4.8 Based on this mapping, seven residential sub-areas of the city have been identified at Figure 27 and they are briefly discussed below, in profiles also touching on housing

[3] Nick Bailey, Wouter P. C. van Gent, and Sako Musterd, 'Remaking Urban Segregation: Processes of Income Sorting and Neighbourhood Change', *Population, Space and Place,* 23/3 (2017), 1-16, 2.

market performance charted in the next chapter. They do not readily equate towards similar-sized and neutrally framed electoral-democratic territories within the local authority; rather they reflect the city's intrinsic neighbourhoods as they continue to evolve.

4.9 The first such area is the **Inner Core** of Wolverhampton: the neighbourhoods ringing the city centre, from Dunstall through Penn Fields to All Saints in the west; and Springfield to Heath Park in the east, characterised by:

- Older terraced and flats/maisonettes
- Expanding PRS, particularly Park
- New build in All Saints and Dunstall
- Major housing pipeline in Heath Town and city centre
- Diversity, with areas such as Whitmore Reans above 75% BME
- Poorer groups except Newbridge
- Young couples with children
- Deprived especially Heath Town
- Widespread working-poor households in PRS
- Higher-level qualifications in western zone, especially Newbridge
- Despite areas of higher skills, employment rate mostly below 50%
- Significant price falls in places, to below 50% of regional average
- Lower value flat rental market in core
- High PRS yield

4.10 The **Low Hill and Northern Municipal** zone include mainly interwar Bushbury Village, Low Hill and Bushbury Hill out to Scotlands and Northwood Park marked by:

- Migration and churn features
- Families with school-age children
- Highly deprived especially Scotlands (among 1% most deprived nationally)
- Low incomes
- No qualifications prevalent
- Employment rate largely below 50%
- Low house prices and notably low sales activity
- High PRS yield

4.11 The **East Park and Southern Municipal** is a zone of two neighbourhood clusters of both interwar and post-war estates extending from Eastfield to Parkfield divided by an employment area along the A41 featuring;

- Rented family housing features

- Families with school-age children
- Deprived, but improving
- Low incomes
- No qualifications prevalent
- Employment rate largely below 50%
- Lower-priced new build and major pipeline sites
- High PRS yield

4.12 The **Bilston and South East Fringe** identified in Figure 27 is wider than historic Bilston; extending from Portobello to Ladypool and Woodcross and with similar characteristics to nearby Black Country towns such as Tipton, Wednesbury, Darlaston and Willenhall exhibiting:

- Social housing core
- Significant new build
- Rented family housing, migration and churn and 'challenged diversity' features
- Families with school-age children
- Deprived, but improvement in new build localities
- No qualifications prevalent
- Real terms price gains reflect new build
- Prices in eastern town centre and the Lunt at half regional average
- High PRS yield, especially at Lower Quartile level

4.13 **Oxley and Stafford Road** is a mostly post-war suburban area extending to council-built Dovecotes, mixed Pendeford Park and Wobaston and Moseley Park displaying:

- Major new and expected build at Stafford Road on brownfield sites in this key strategic corridor
- Highly-varied social mix
- Families with school-age children
- Mixed deprivation picture, both of intensity and trajectory
- Working poor households in PRS

4.14 The **Wednesfield and Eastern Suburban** zone extending along the A460 Cannock Road and Wednesfield Village culminating in Ashmore Park, including:

- City-edge new build
- Older families and mature couples
- Inner areas of migration and churn, deprivation, low income
- Outer zone of 'comfortable/paying mortgage' semi-detached, with Lyndale Park increasingly affluent

- Lower-priced new build

4.15 The final zone is the **Tettenhall and Western Suburban**, stretching from the Lake District locality through historic Tettenhall, Penn, Goldthorne Park, Ettingshall Park and Sedgemoor Park denoted by:

- Significant new build
- 'Suburban achievers' and pockets of urban professionals and ageing urban living
- Wealthy/'business elite' areas in Tettenhall
- Older families and mature couples
- Some neighbourhoods with a significant retired population
- Widespread detached housing
- Affluent, highly-qualified population, especially its satellite settlements
- Highest incomes
- High employment rate, but higher in Perton
- House prices typically £180-270,000 or above
- High-value new build
- Median and LQ prices above regional average except council-built Warstones
- Strongest price gain in Stockwell

Table 3 Socioeconomic indicators 2001 to 2018							
Indicator	Wolverhampton	Dudley	Sandwell	South Staffordshire	Walsall	Birmingham	West Midlands Region
Black and Minority Ethnicity (BME) Population 2001 (%)	24.6	7.5	22.0	3.2	14.8	34.4	13.8
BME Population 2011 (%)	35.5	11.5	34.2	5.4	23.1	46.9	20.8
Gross disposable household income (GDHI) per head 2016	13,926	15,878	13,164	18,166	13,791	14,093	16,766
GDHI per head index (UK = 100) 2007	71.7	81.7	67.7	93.5	71.0	72.5	86.3
GDHI per head index (UK = 100) 2016	73.8	79.9	68.1	94.0	71.9	74.2	86.4
Gross weekly pay 2018 (£)	488.0	526.2	486.6	584.4	500.0	532.5	571.1
Index of Multiple Deprivation 2007: local authority average rank of rank	28	111	10	266	48	14	…
Index of Multiple Deprivation 2015: local authority average rank of rank	19	118	12	253	41	11	…
18+ full-time students 2011 (% of 16+ population)	5.6	3.0	4.3	2.8	3.8	9.5	5.3
Private rented sector (PRS) Non-passported Housing Benefit claimants August 2018	1,862	1,580	2,637	432	2,373	13,343	46,036
PRS total Housing Benefit claimants August 2018	4,983	3,965	6,070	856	5,714	24,072	96,749
PRS Non-passported HB claimants rate August 2018 (per 1,000 households)	17.8	11.9	21.0	9.3	21.3	31.6	19.3
PRS total HB claimants rate August 2018 (per 1,000 households)	47.6	29.9	48.3	18.5	51.4	57.1	40.6

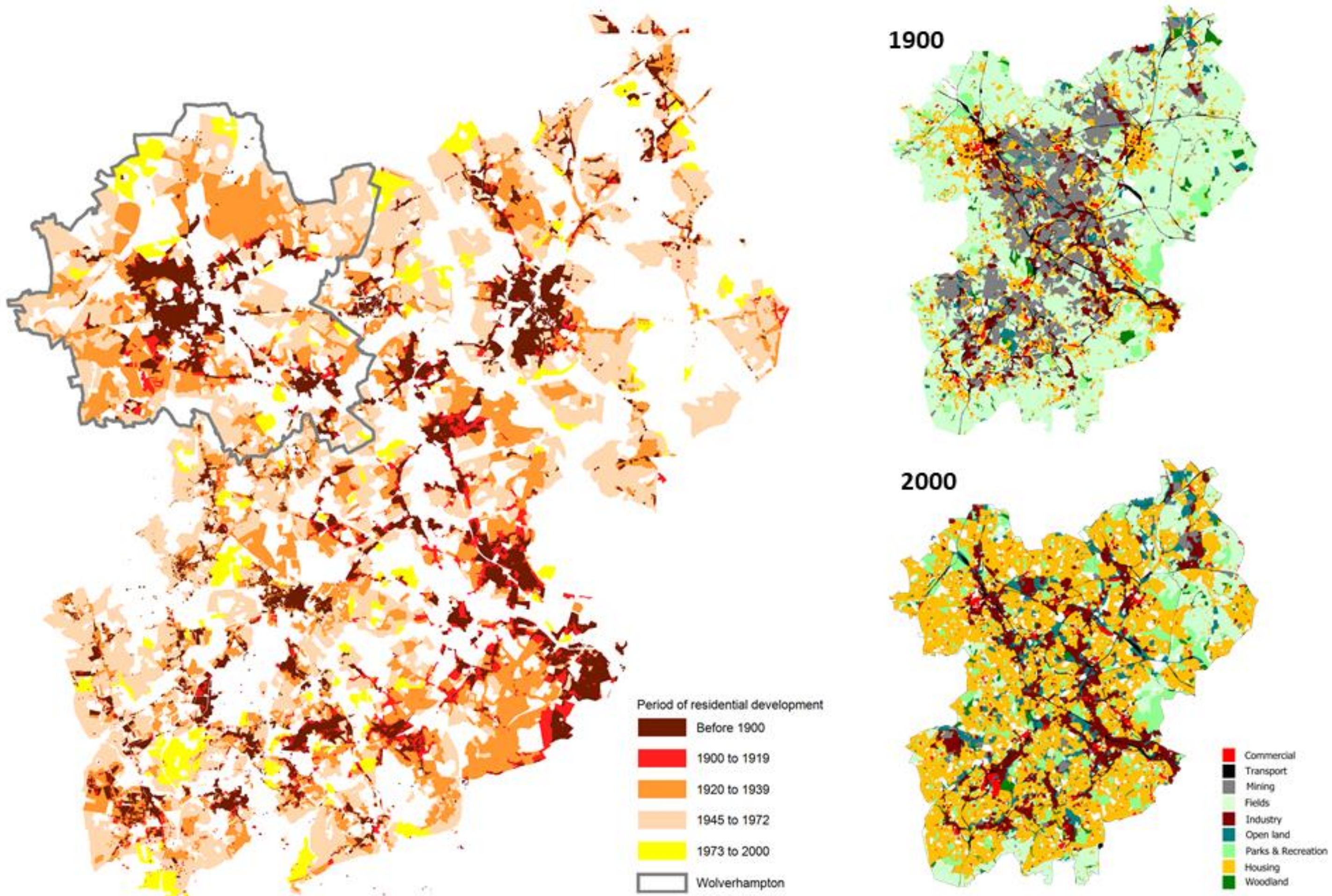
Source Census 2001 Table KS006; Census 2011 Table KS501EW; ONS Regional gross disposable household income (GDHI) at current basic prices; Annual survey of hours and earnings - resident analysis; DCLG, The English Indices of Deprivation 2007 and 2015, DWP Stat-Xplore. Adapted data from ONS, DCLG and DWP under the Open Government Licence v.3.0.

Table 4 Housing stock and tenure 2011

Indicator	Wolverhampton	Dudley	Sandwell	South Staffordshire	Walsall	Birmingham	West Midlands Region
Total dwellings	105,825	133,908	127,072	45,621	110,943	423,633	2,376,728
Detached dwelling (%)	15.7	21.5	11.2	39	18.2	10.9	23.7
Semi-detached dwelling (%)	44.7	48.4	43.5	39.2	42.1	34.7	36.8
Terraced dwelling (%)	17.7	16.1	26.2	10.7	22.3	29.4	22.9
Flat or maisonette dwelling (%)	21.8	13.8	19.1	9.2	17.3	25	16.2
Owner-occupier household (%)	56.6	68.8	56.9	75.7	62.4	55.2	64.9
Social rented household (%)	28.0	19.8	27.5	13.9	24.1	24.2	19.0
Private rented household (%)	13.2	9.2	12.9	8.5	11.7	17.9	14.0

Source: 2011 Census, KS401EW and KS401. © Crown copyright: Adapted data from ONS under the Open Government Licence v.3.0.

Figure 8 Housing and wider urban structure 1900 to 2000



Source: CSR Partnership 2004. Contains adapted map data from the Office for National Statistics under the Open Government Licence v.3.0.
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Source: Black Country Historic Landscape Characterisation, 2010. © Crown copyright. All rights reserved100019537 2010.

Page 66

Figure 9 New build housing 2013–17

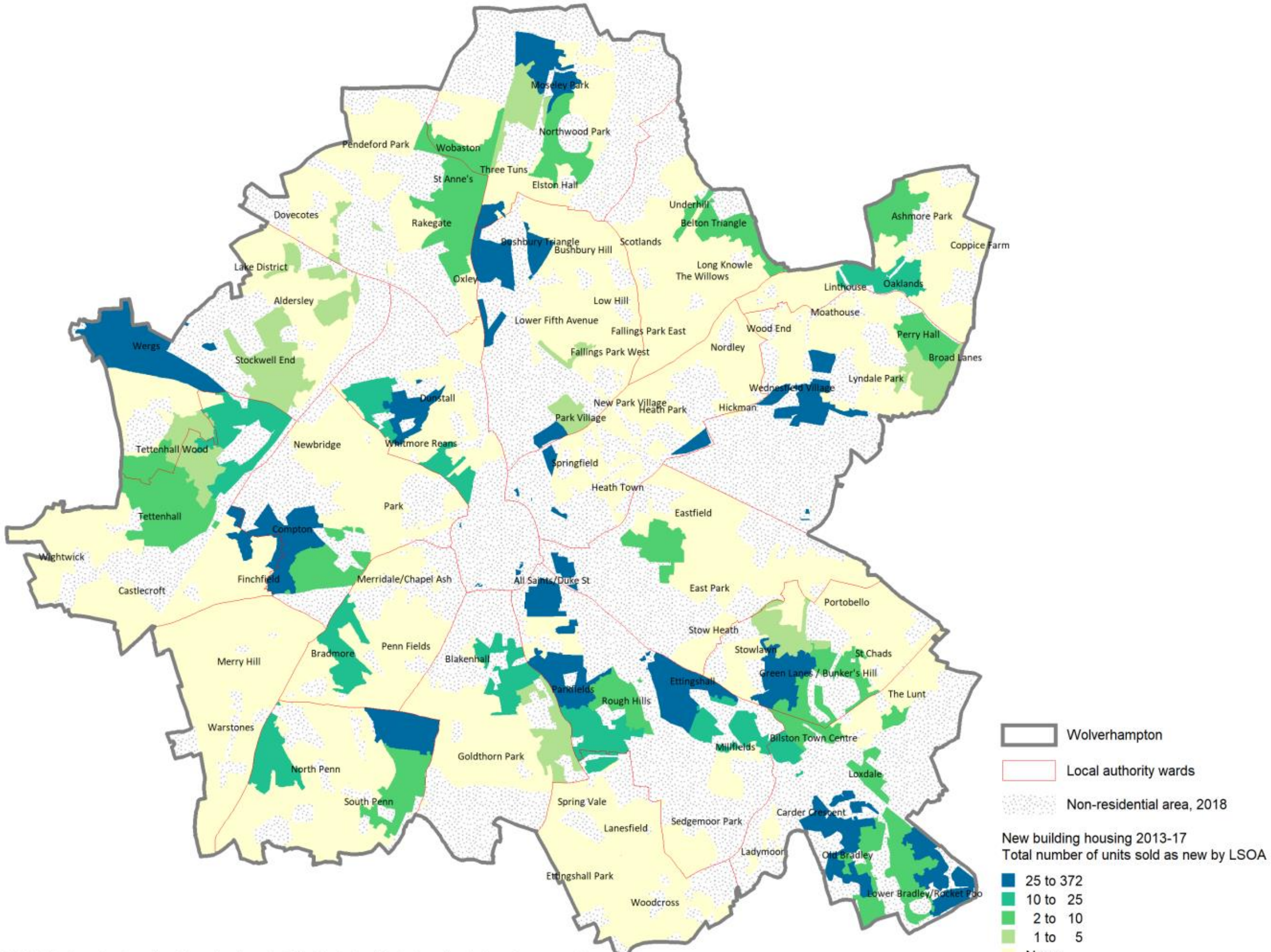

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Figure 10 Age of Housing 2015

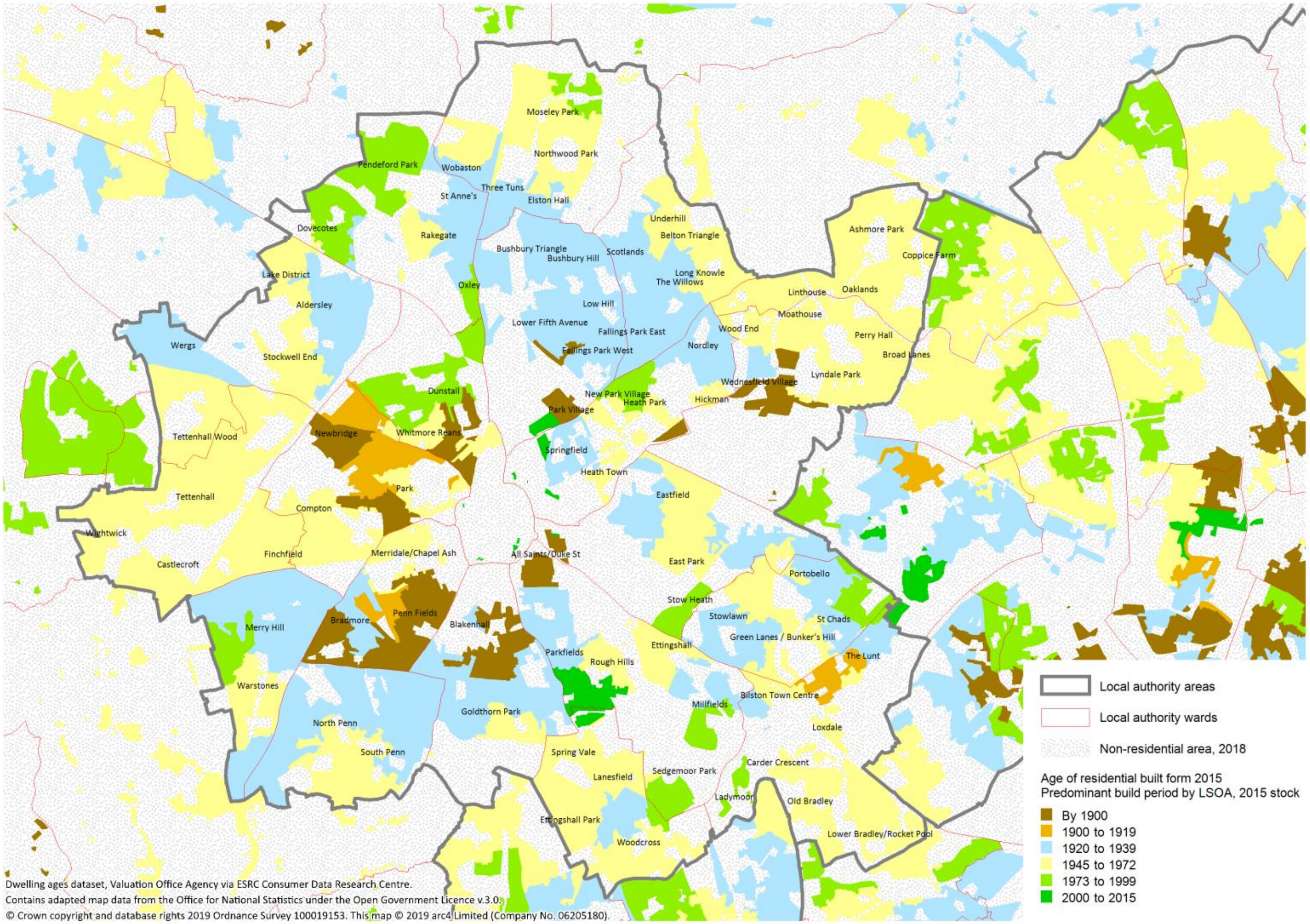

Figure 11 Type of Housing 2011

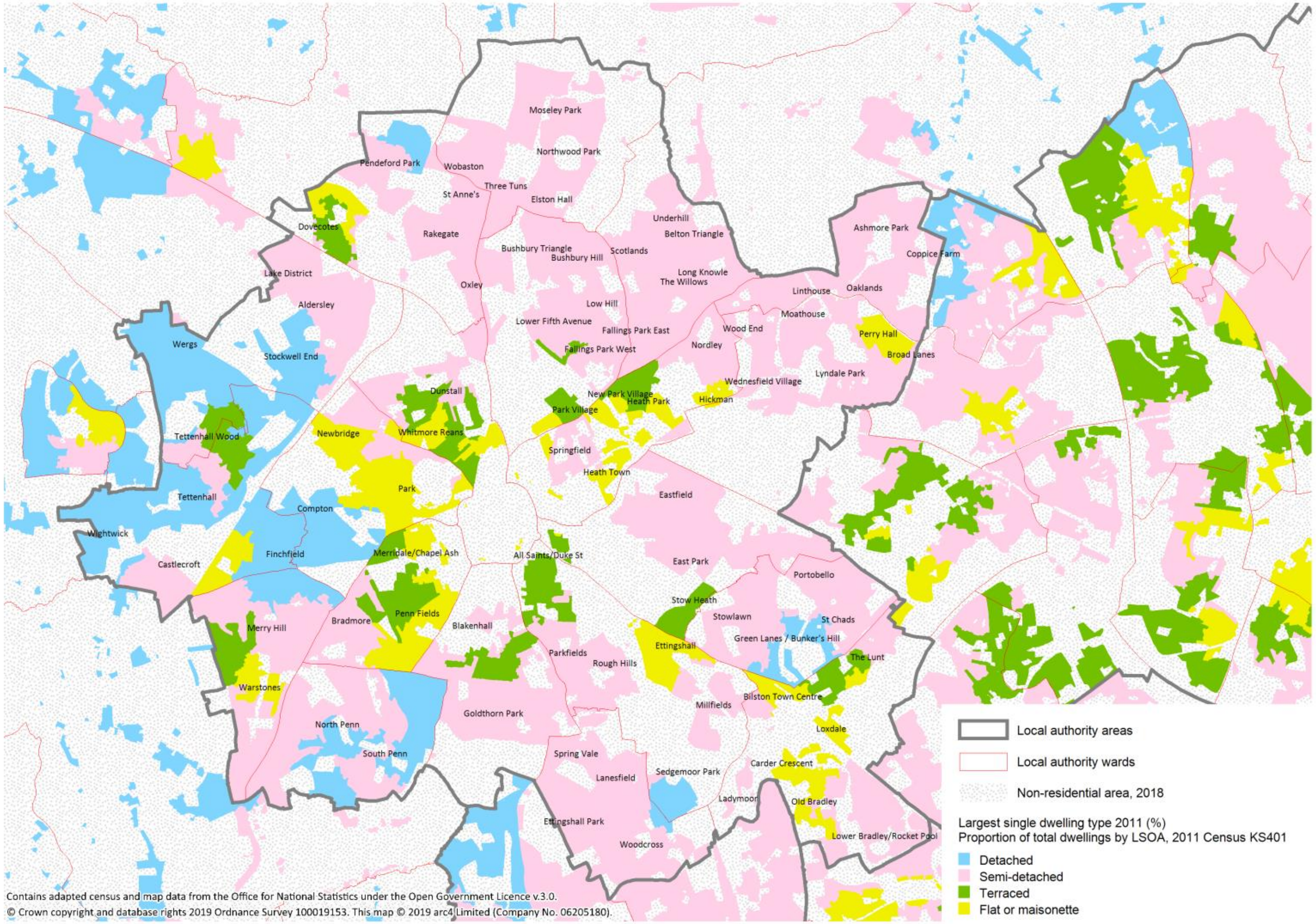

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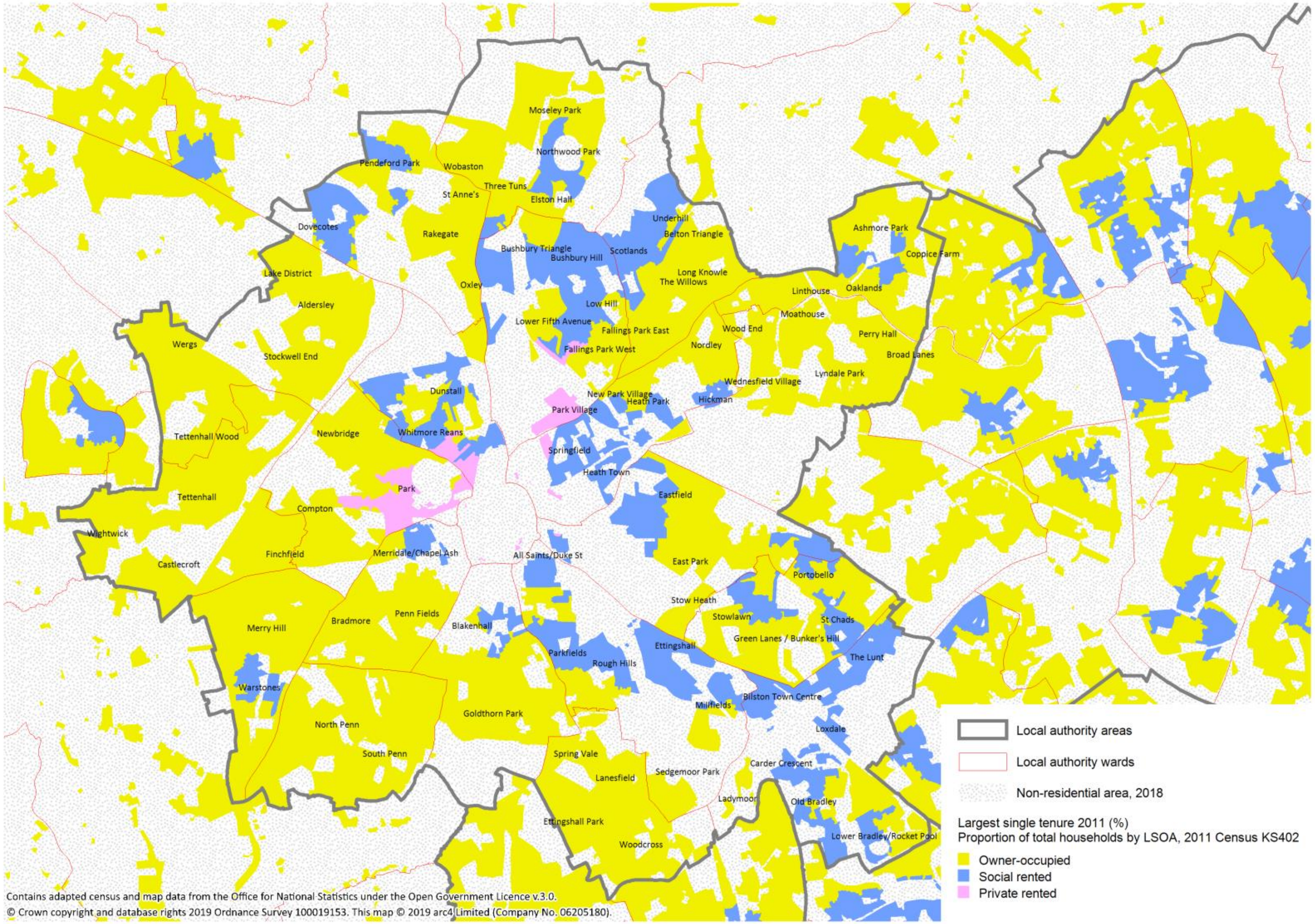
Figure 12 Tenure of Housing 2011



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Page 70

Figure 13 Social Renting 2011

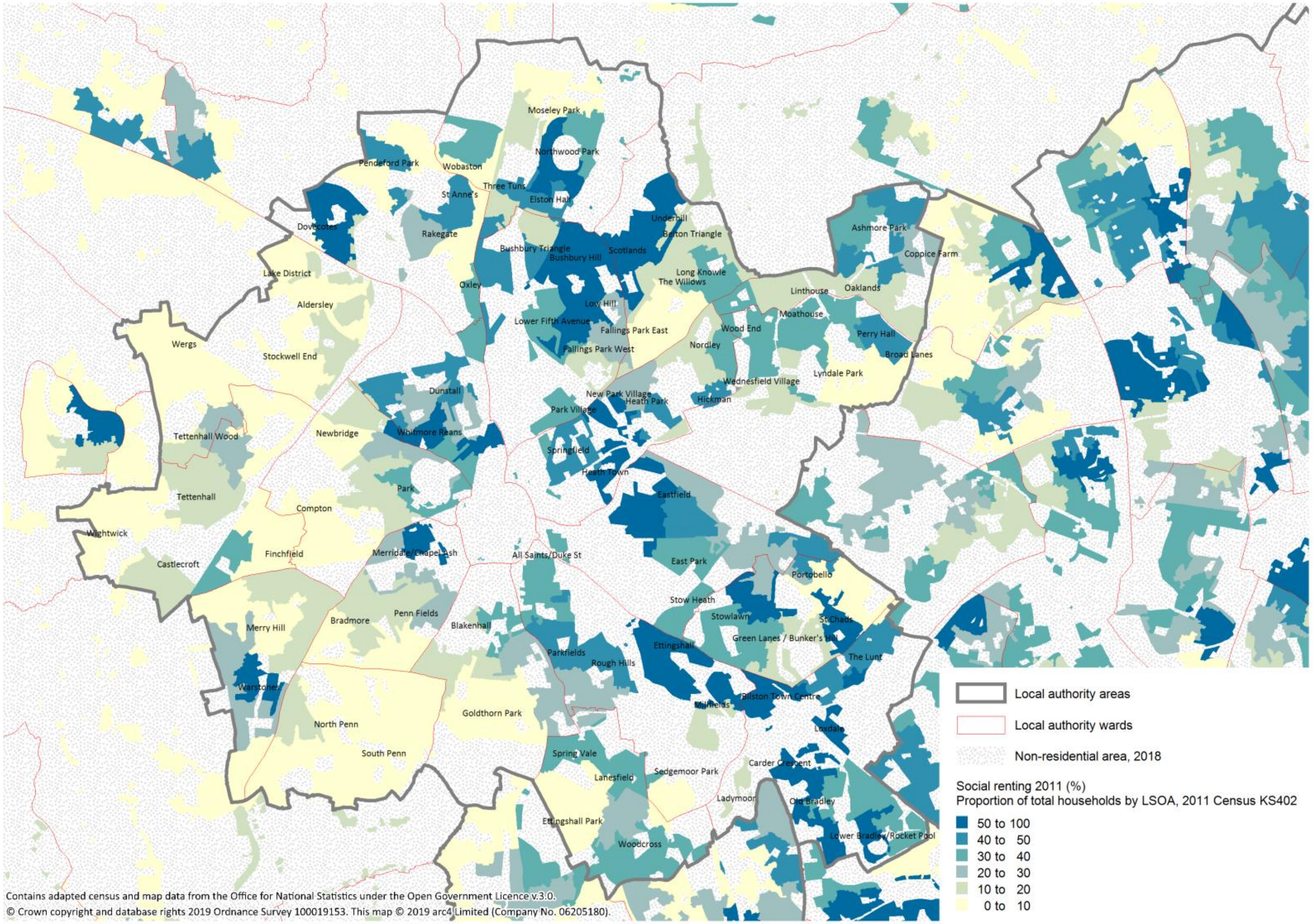


Figure 14 Private Renting 2011

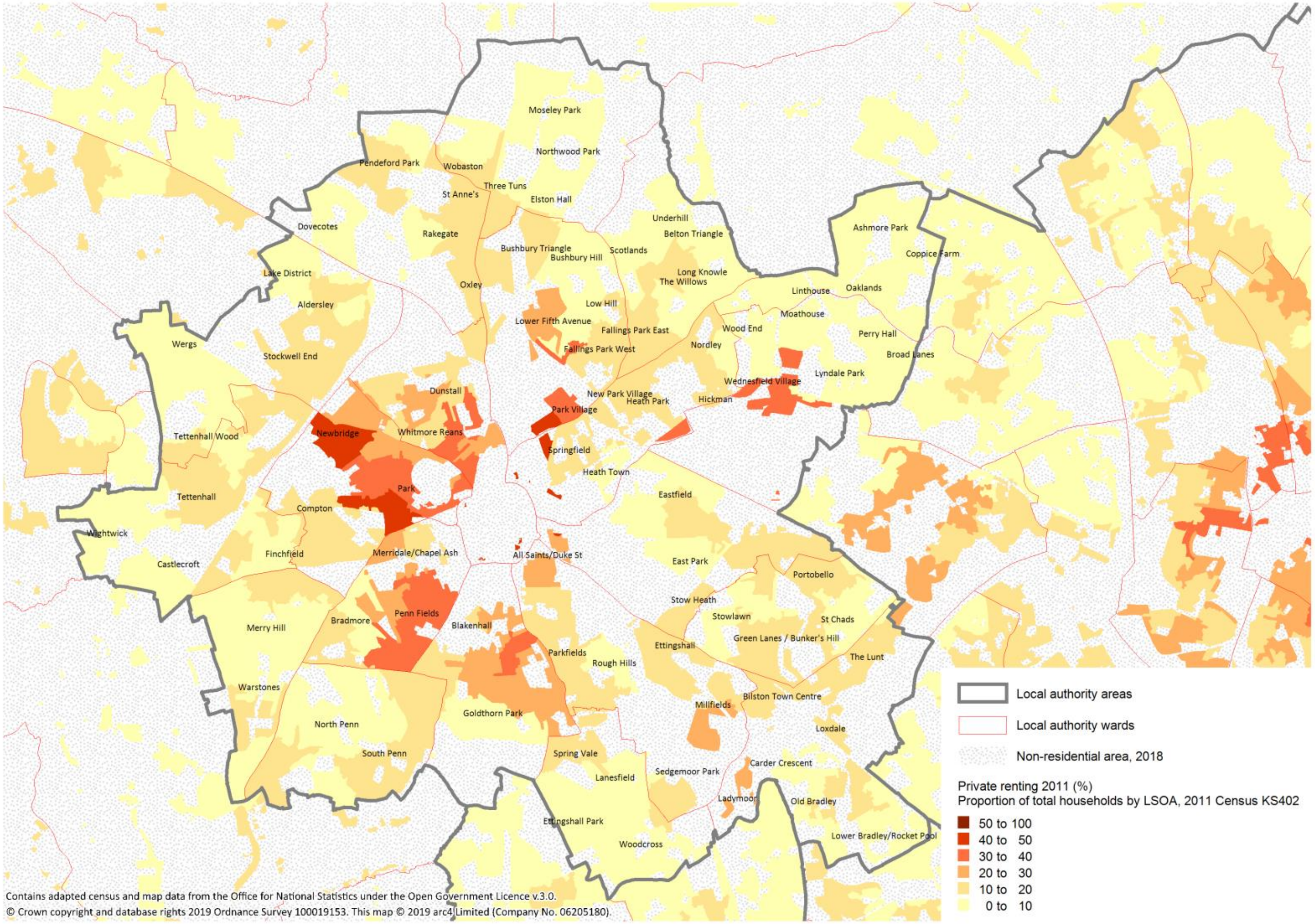


Figure 15 OAC Geodemographic 2011

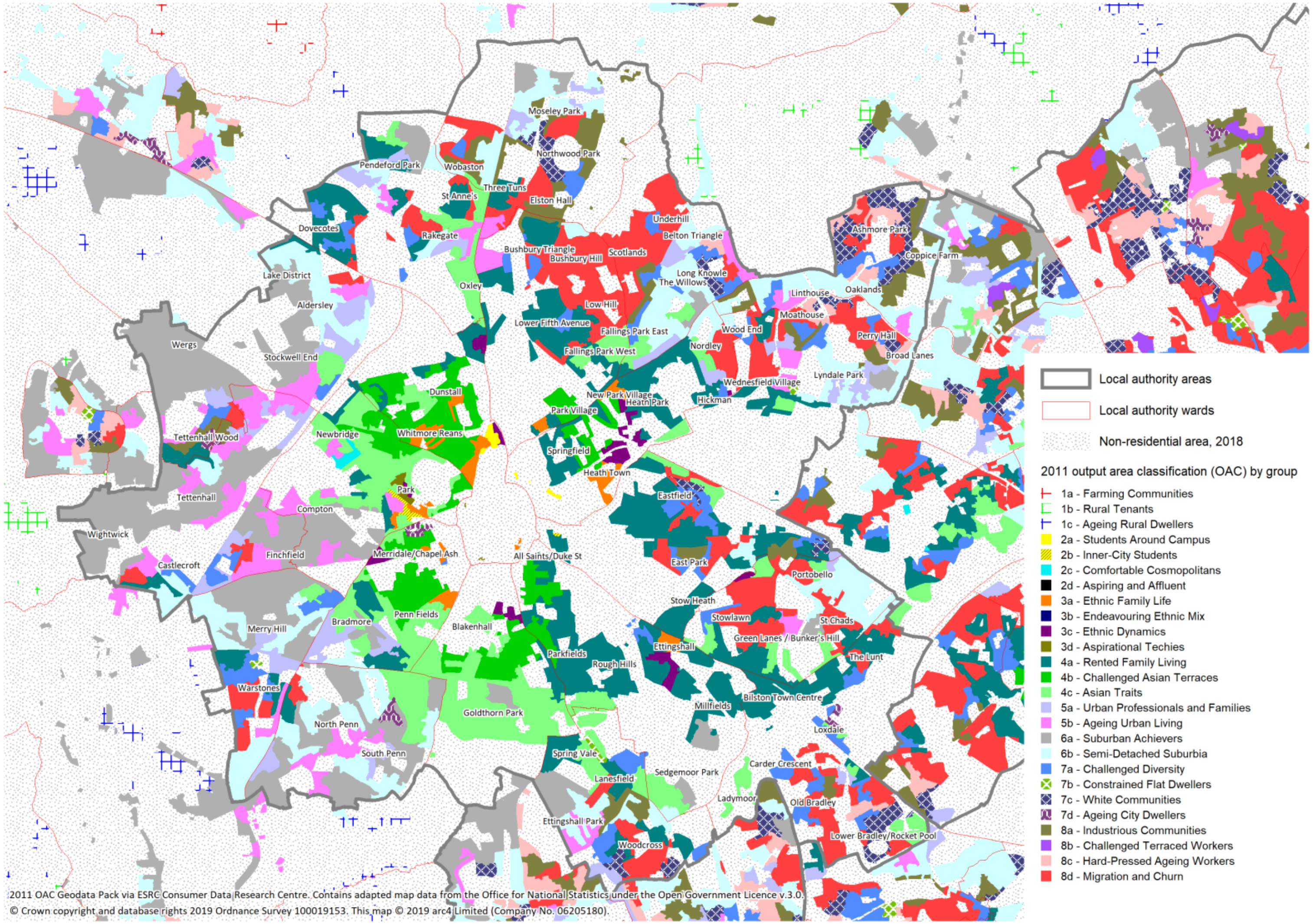


Figure 16 Cameo Geodemographic: UKGP Type 2018

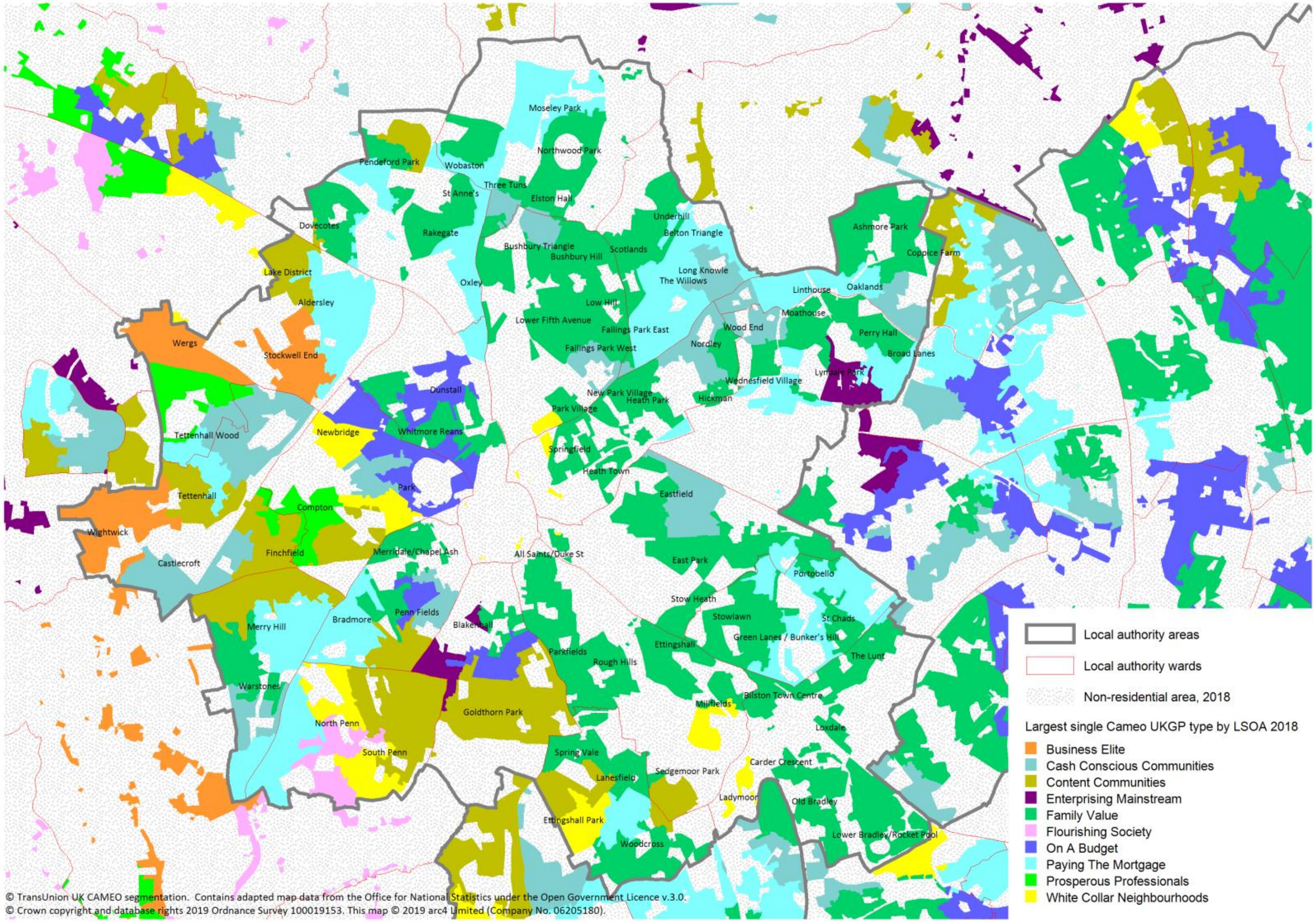


Figure 17 Cameo Geodemographic: INTL Group 2018

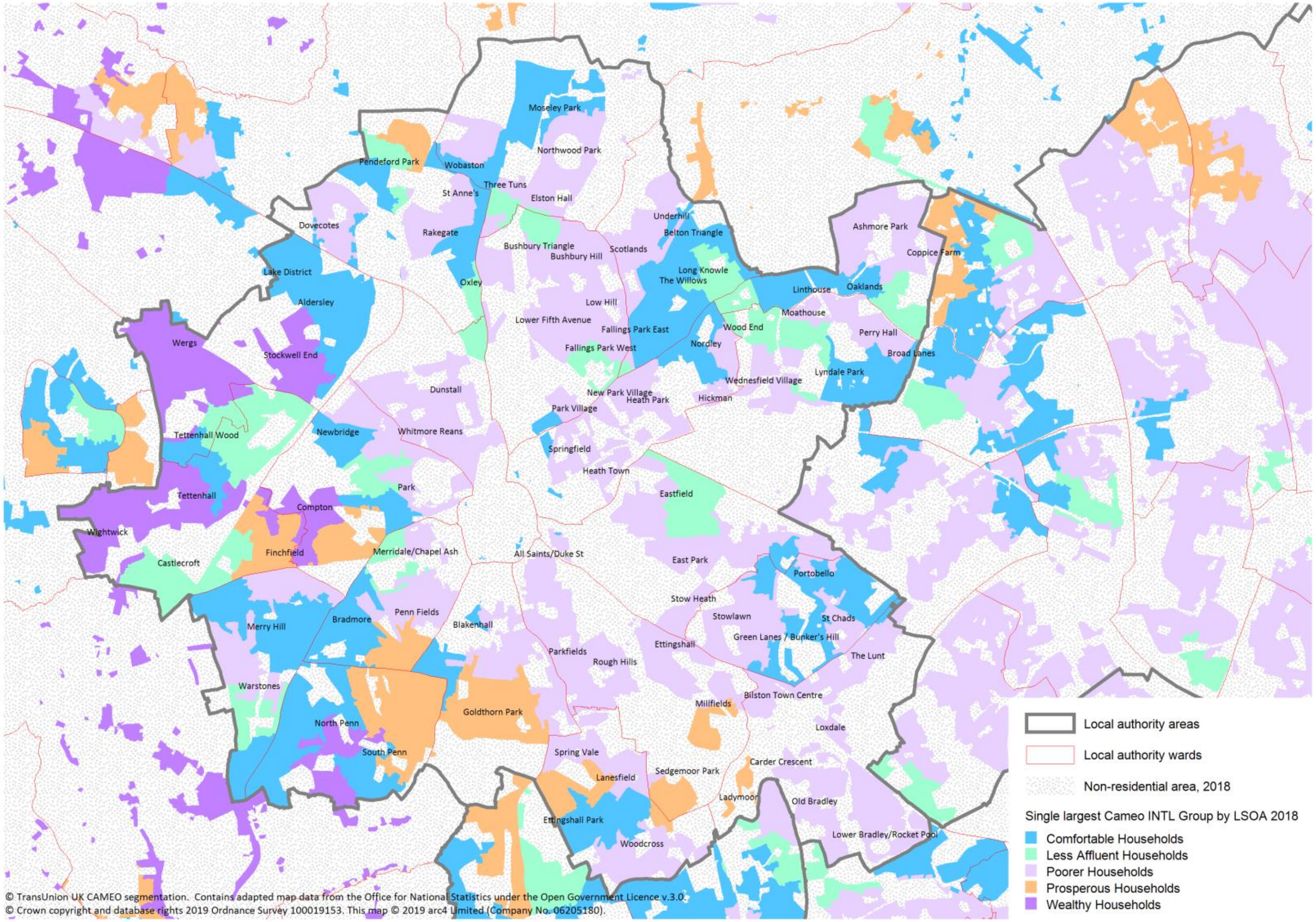
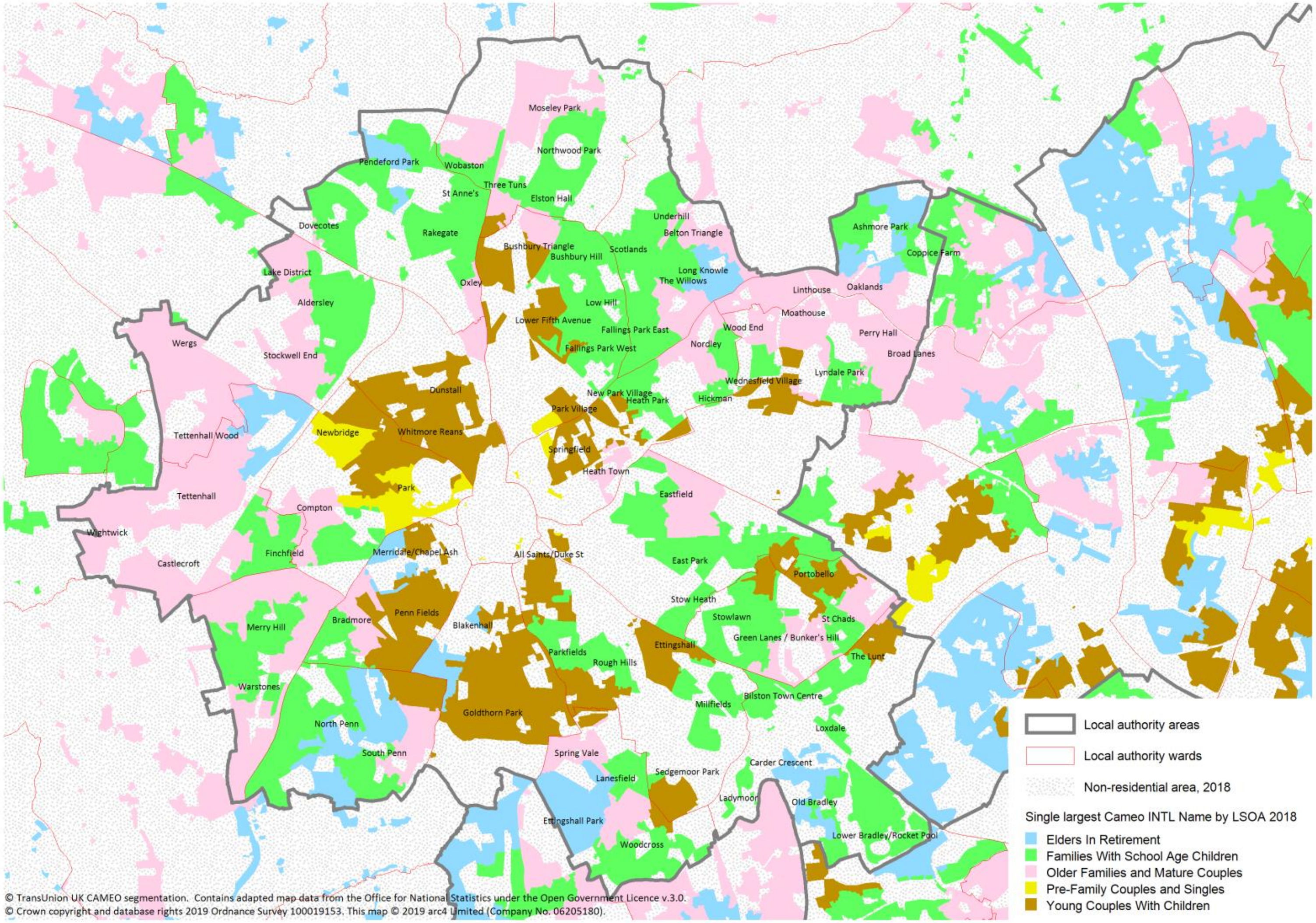


Figure 18 Cameo Geodemographic: INTL Name 2018



Page 76

Figure 19 Students 2011

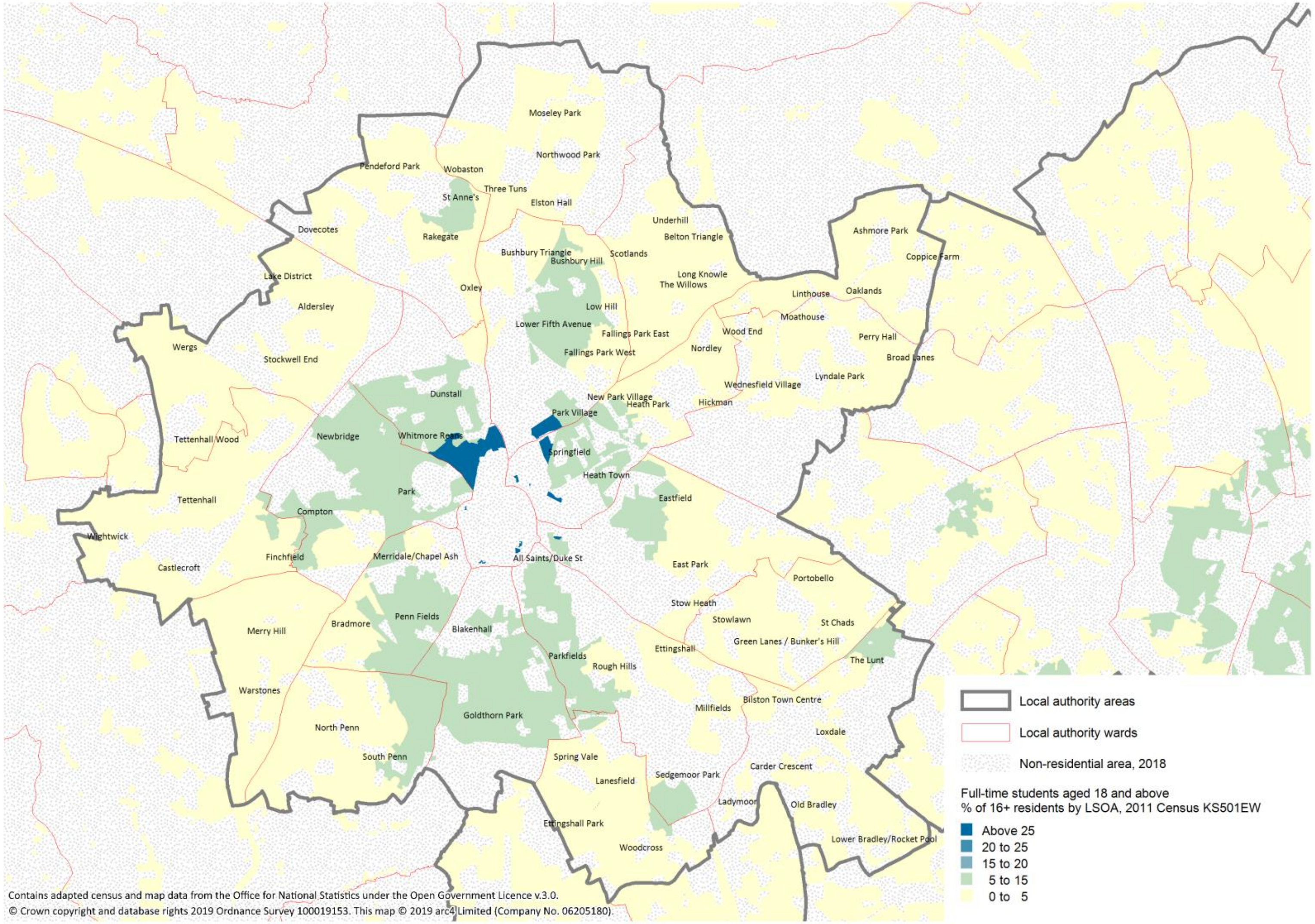


Figure 20 Black and Minority Ethnicity 2001

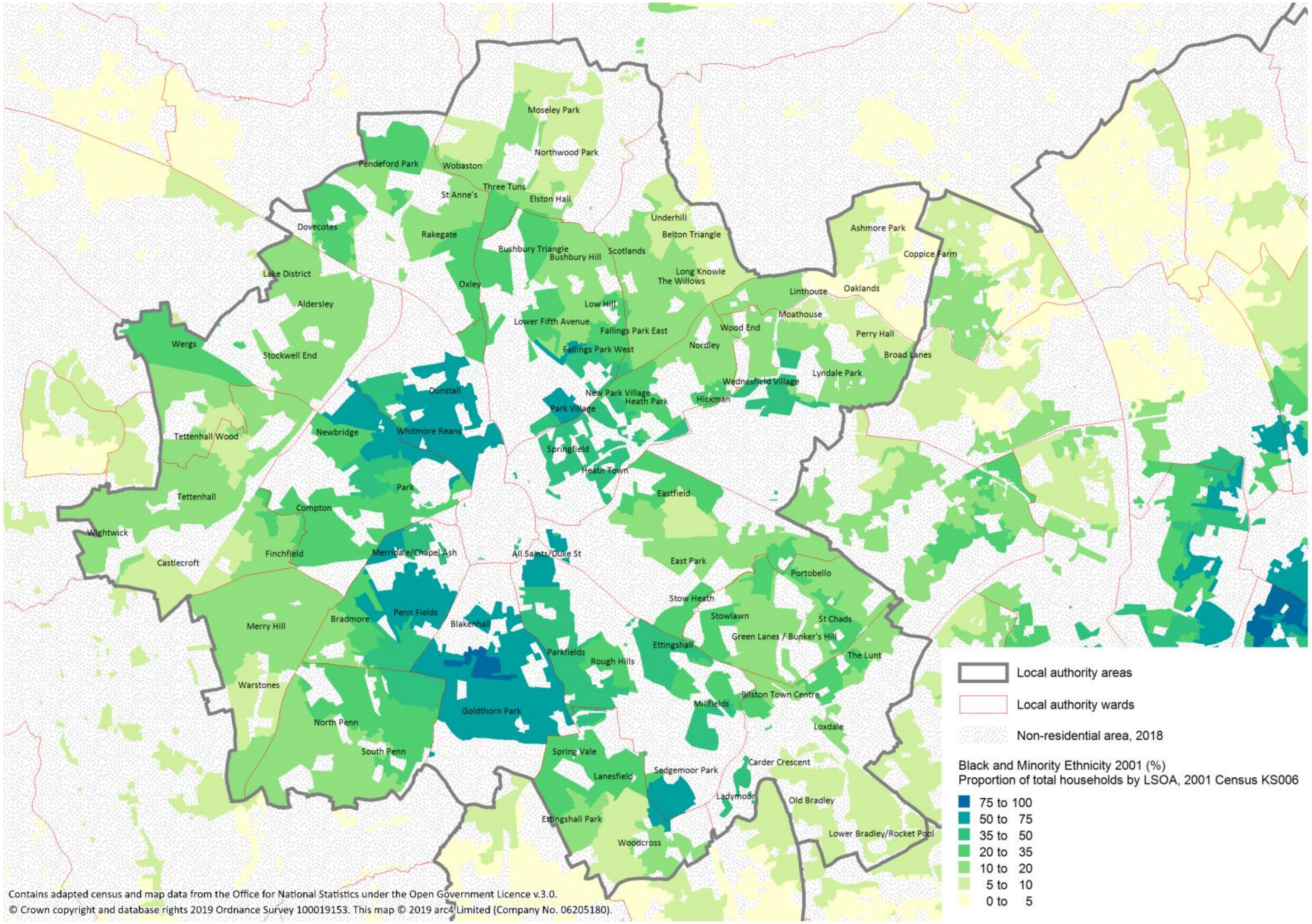
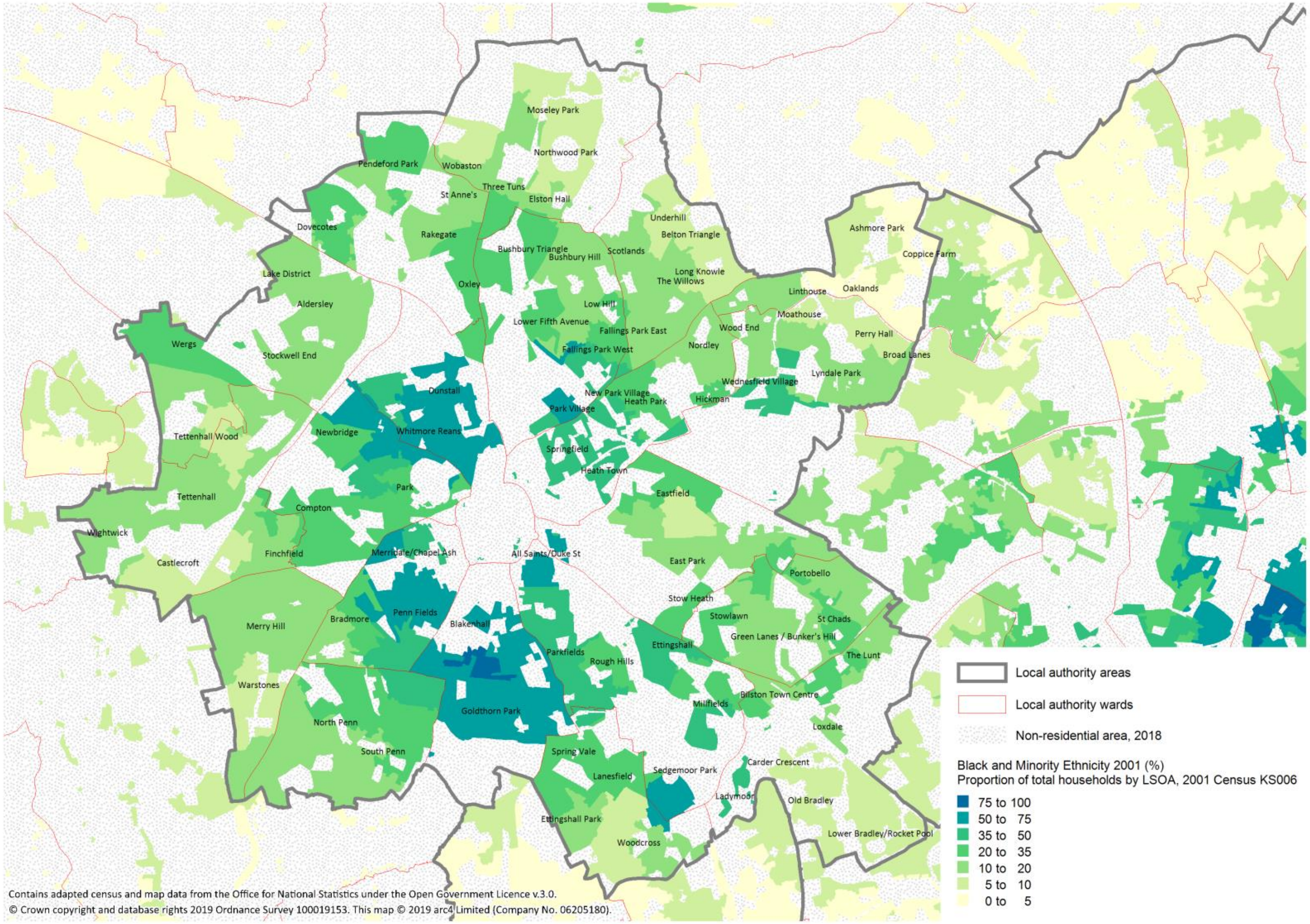


Figure 21 Black and Minority Ethnicity 2011



Page 78

Figure 22 Household Income 2015-16

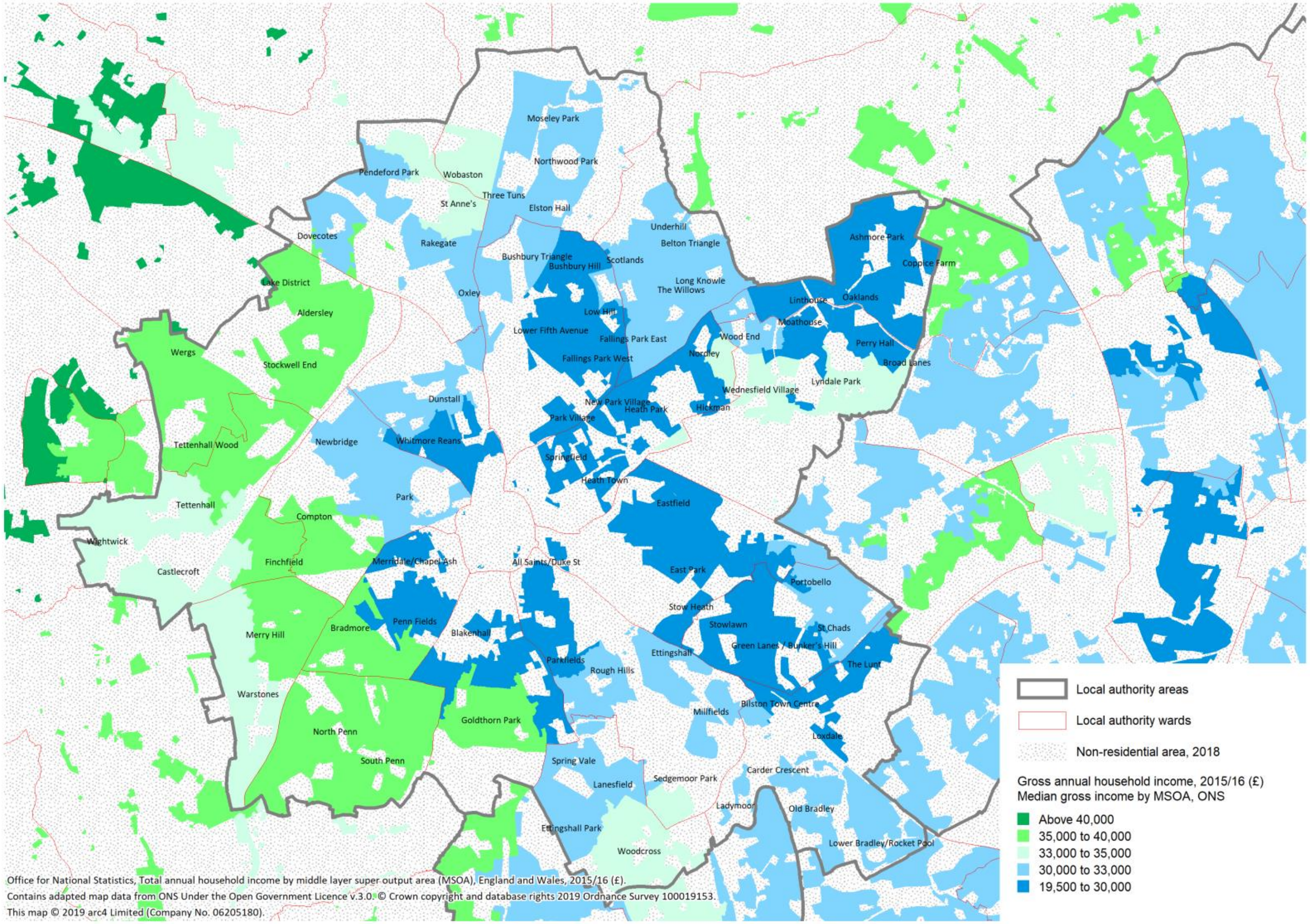
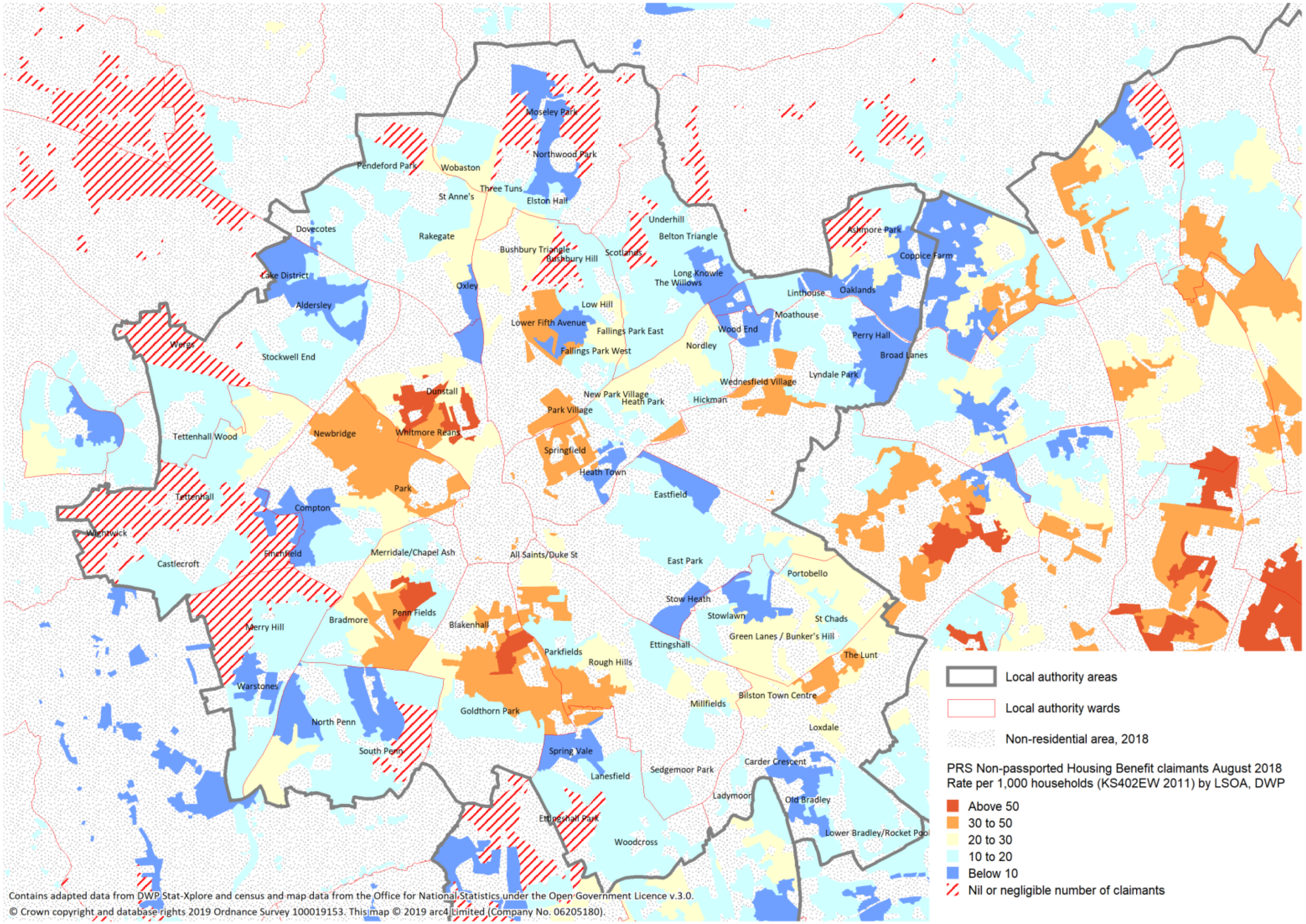


Figure 23 Working low-income PRS households: Non-passported Housing Benefit claims 2018



Page 81

Figure 24 Low-income PRS households: Total Housing Benefit claims 2018

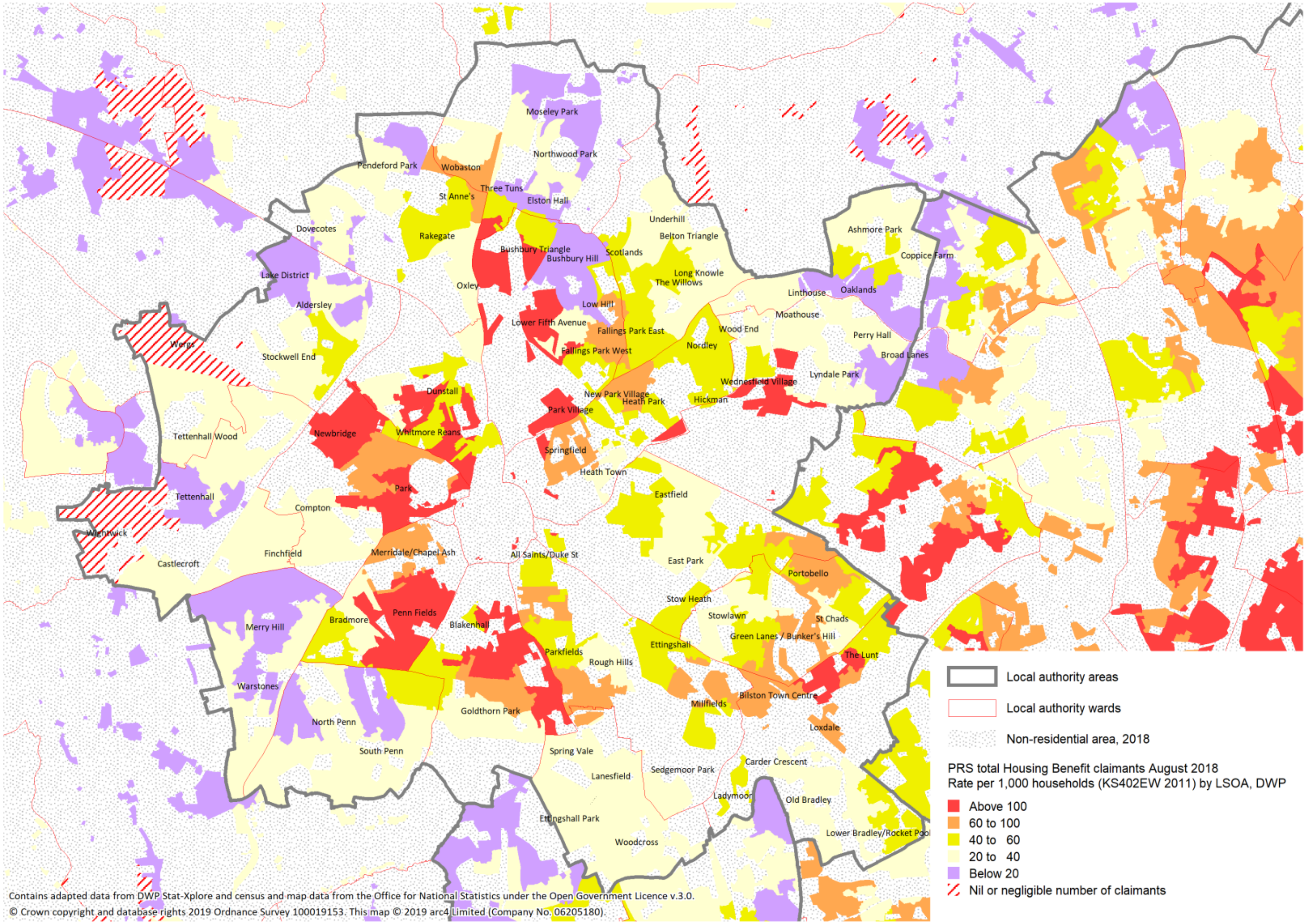


Figure 25 Multiple Deprivation 2007

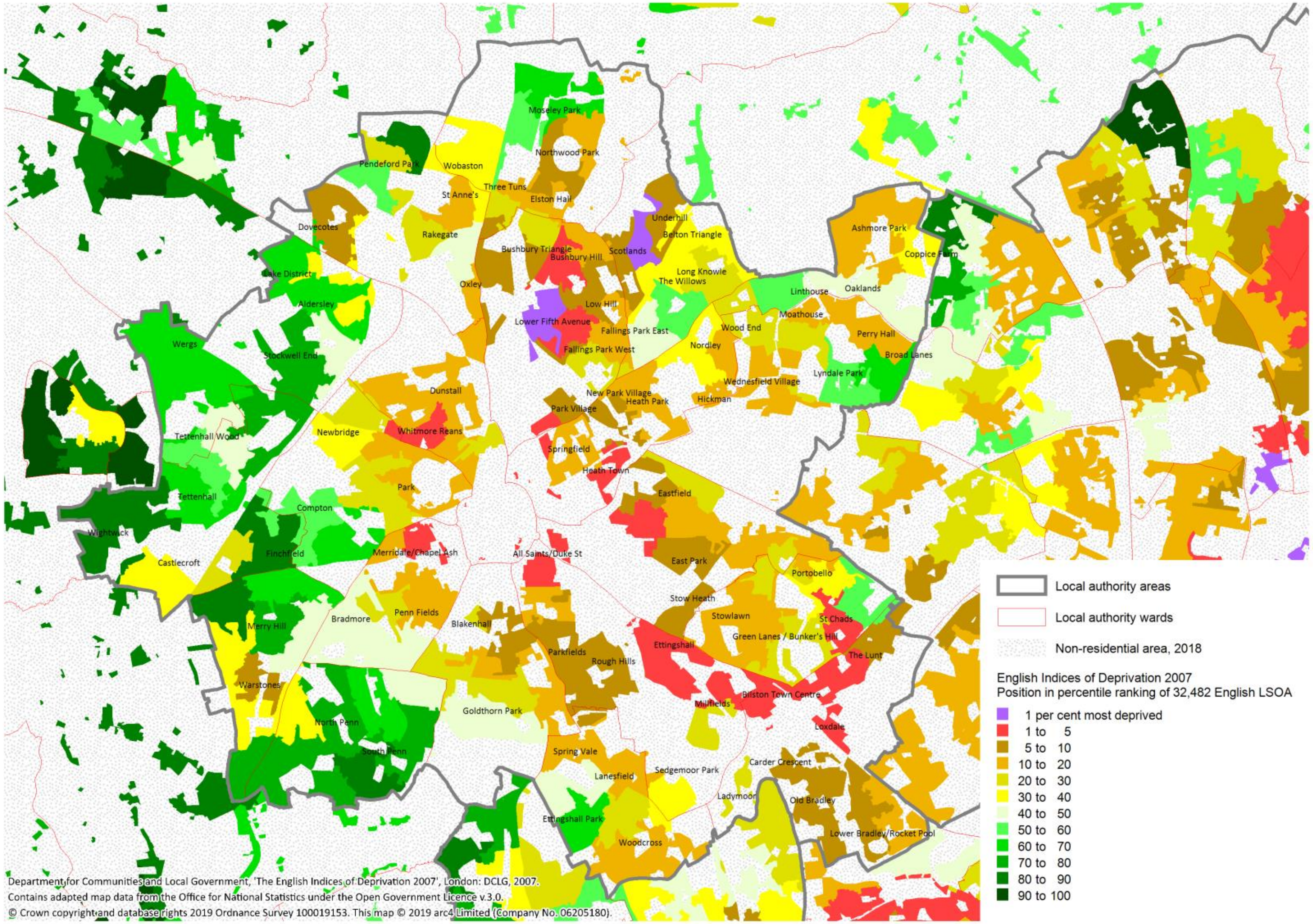


Figure 26 Multiple Deprivation 2015

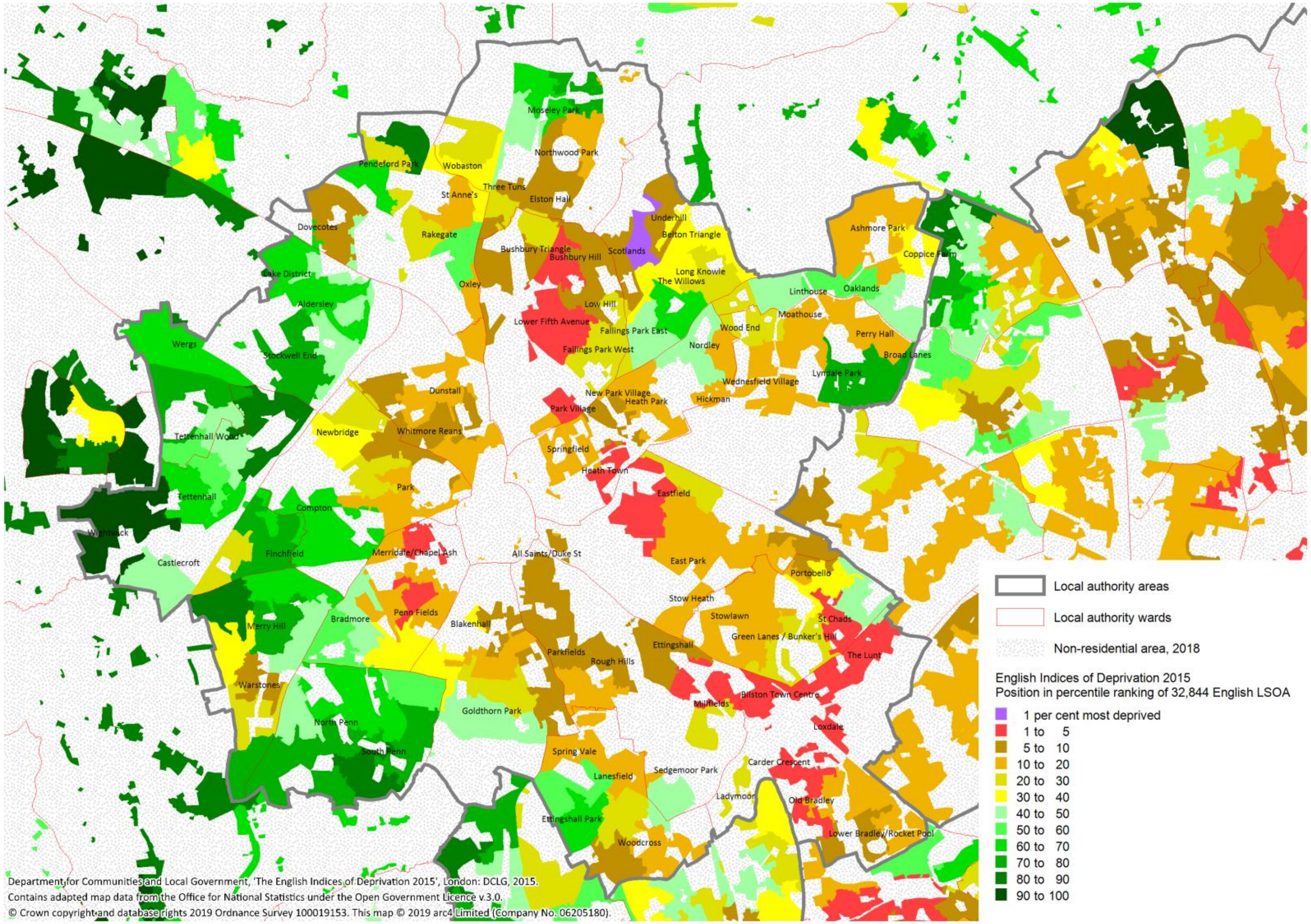
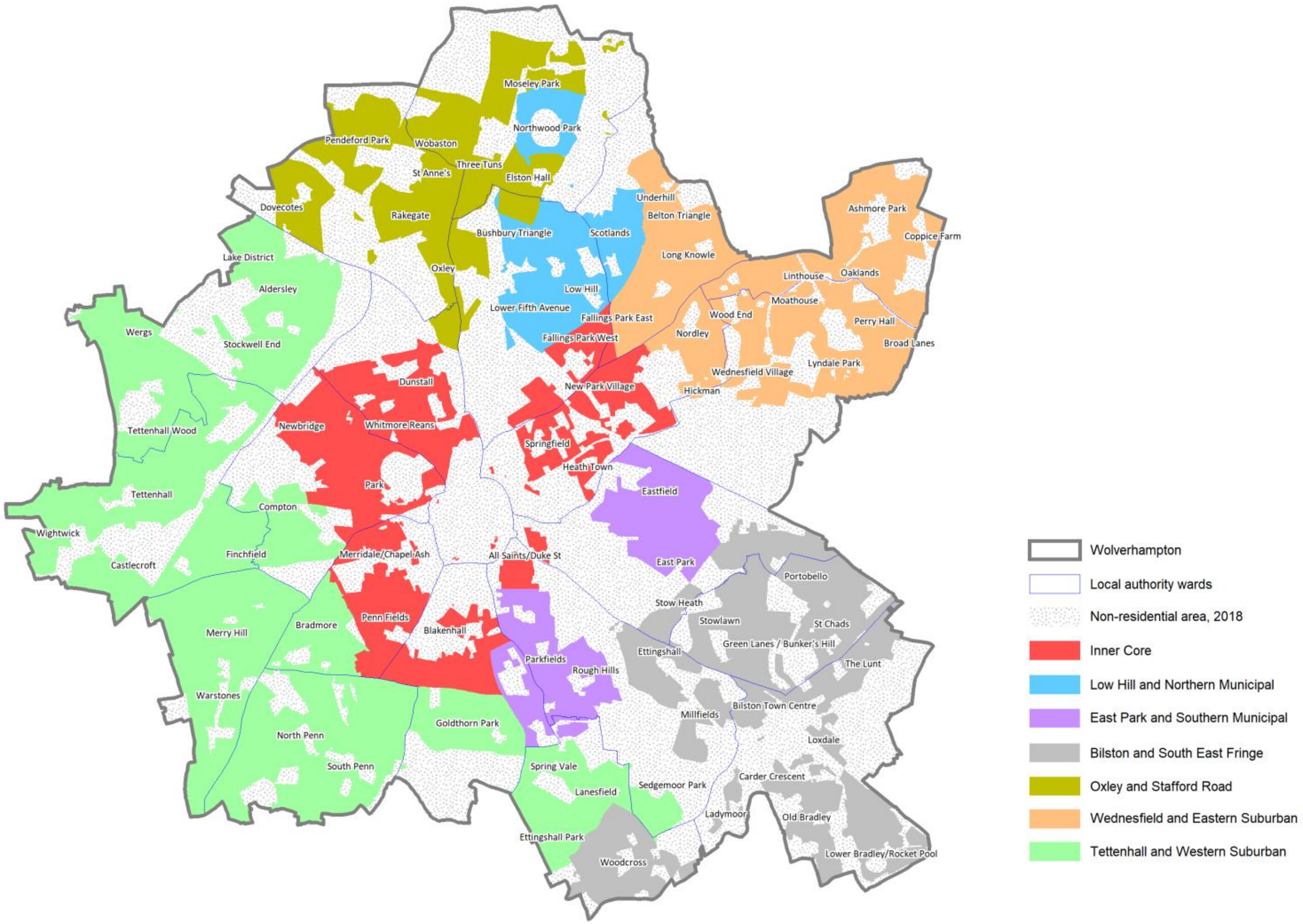


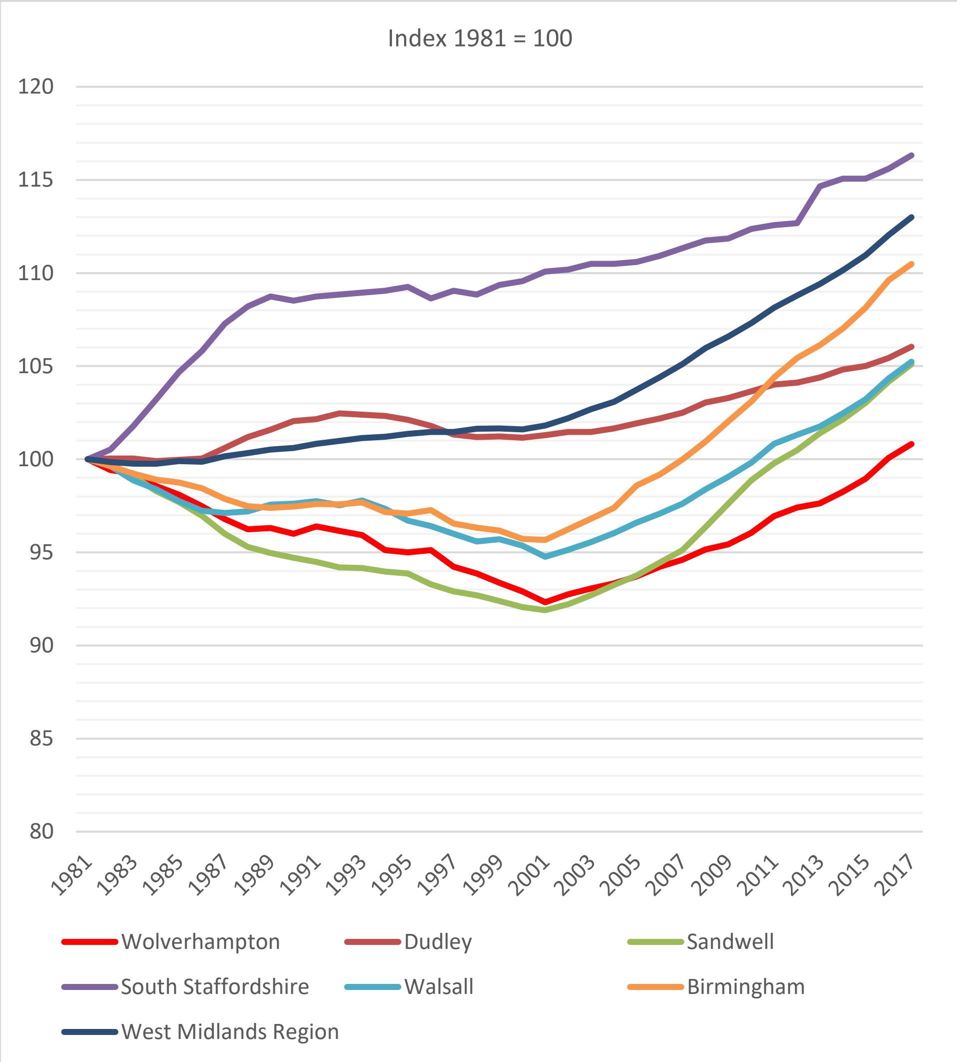
Figure 27 Residential sub-areas of Wolverhampton



5. Population and Household Change

5.1 The highest population recorded for Wolverhampton in its expanded area following local government reorganisation was 269,122 in 1971.[4] By 2001 it declined to 236,582. Figure 28 uses mid-year population estimates to trace the trend over the period 1981 to 2017, when the Wolverhampton figure had recovered to 259,900. This is a net gain, but the smallest among the city's neighbouring and comparator areas.

Figure 28 Total population 1981 to 2017



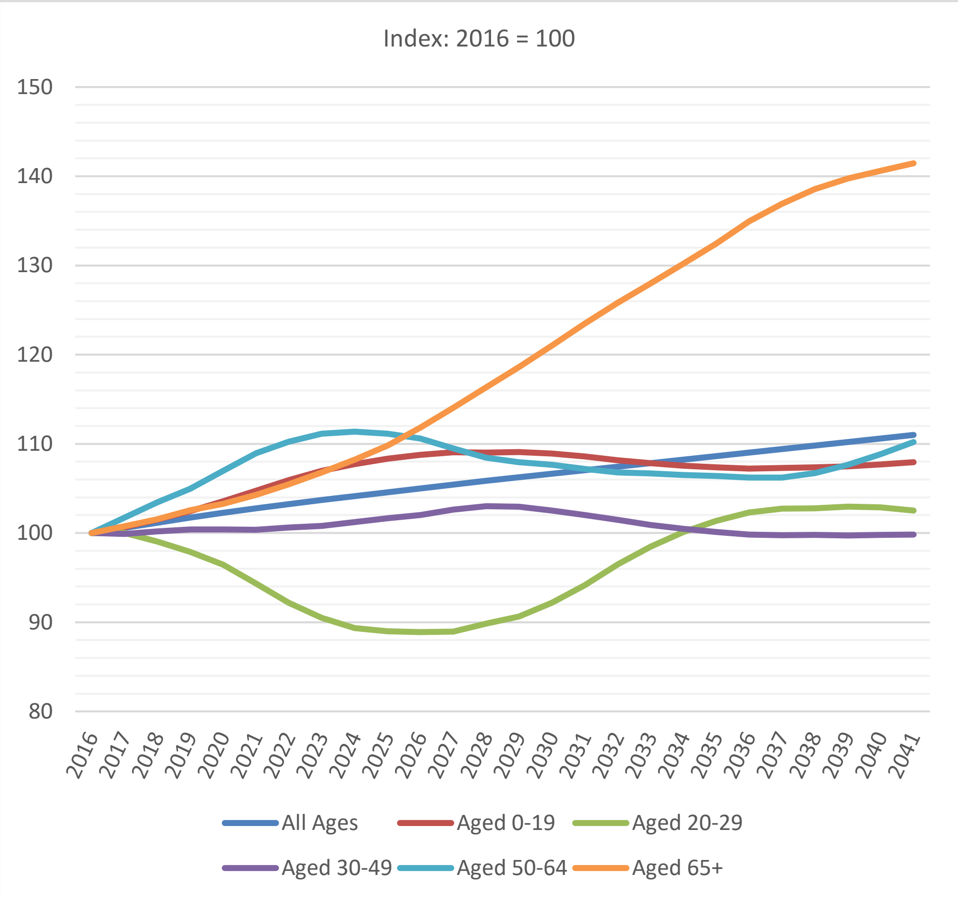
Source: Population estimates - local authority based by five-year age band via NOMIS. © Crown copyright: Adapted data from ONS under the Open Government Licence v.3.0.

5.2 The city is projected to pass the previous 1971 population peak in 2025 and reach 286,400 by 2041. The structure of housing need and demand will continue to change

[4] The incorporation of Bilston, Wednesfield, most of historic Tettenhall and parts of Coseley and Sedgley into Wolverhampton in 1966 nearly doubled its land area. The population of core Wolverhampton had fallen from a peak of 162,672 in 1951 to 150,825 in 1961.

sharply. The key household-forming 20-29 age group will fall 4,000 by 2026 (Figure 29). The 65+ population will rise 12,000 by 2033, with the 575 yearly household growth to 2041 confined to the over-44s (Table 5).

Figure 29 Population Projection by age, 2016 to 2041: Wolverhampton



Population projections–local authority based by single year of age, ONS Crown Copyright Reserved [from Nomis on 27 January 2019].

Table 5 Household projection by age, 2016 to 2041: Wolverhampton

	Number of households								
	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 to 84	Over 85	Total
2016	3,834	15,028	18,614	21,911	16,567	13,239	10,530	4,547	104,270
2041	3,806	14,791	18,596	22,295	19,052	16,665	15,585	7,845	118,635
Difference	-28	-237	-18	384	2,485	3,426	5,055	3,298	14,365

ONS, 2016-based household projections for local authorities and higher administrative areas in England, Table 414: Household projections by age and district, mid-2016 and mid-2041. © Crown copyright: Adapted data from ONS under the Open Government Licence v.3.0.

5.3 In Wolverhampton there are a significant number of births each year to mothers who were born outside the UK. In 2014-16 these births accounted for 30.3% of all births. Additionally, high net international migration (4,217) between 2011 and 2017 has driven Wolverhampton's increasing diversity and population growth (Table 7). The total BME population increased from 24.6% in 2001 to 35.5% in 2011 and will be significantly higher in 2019 (Table 3).

5.4 Wolverhampton has experienced population outflow to South Staffordshire and beyond (Table 6 and Figure 31 to Figure 32) although this also widens the city's effective area of influence. It has gained significantly from Birmingham and Sandwell in this period (Figure 30).

Table 6 Inter-local authority migration: Wolverhampton 2013-17

	Total moves from Wolverhampton 2013-17		Total moves to Wolverhampton 2013-17		Net moves 2013-17
	Number	% of all moves	Number	% of all moves	Number
Walsall	6,240	12.0	6,170	12.9	-70
South Staffordshire	6,240	12.0	4,460	9.3	-1,780
Birmingham	4,420	8.5	4,680	9.8	260
Dudley	4,380	8.4	4,020	8.4	-360
Sandwell	3,070	5.9	4,170	8.7	1,100
Shropshire	1,940	3.7	980	2.0	-960
Telford and Wrekin	1,700	3.3	1,030	2.1	-670
Cannock Chase	750	1.4	460	1.0	-290
Coventry	710	1.4	730	1.5	20
Stafford	630	1.2	430	0.9	-200
Manchester	610	1.2	540	1.1	-70
Nottingham	590	1.1	510	1.1	-80
Leicester	580	1.1	530	1.1	-50
Stoke-on-Trent	550	1.1	520	1.1	-30

Source: Internal migration - Matrices of moves between local authorities and regions (including the countries of Wales, Scotland and Northern Ireland), year ending June 2013 to 2017. © Crown copyright: Adapted data from ONS under the Open Government Licence v.3.0.

Table 7	Population indicators 2011 to 2017						
Indicator	**Wolverhampton**	**Dudley**	**Sandwell**	**South Staffordshire**	**Walsall**	**Birmingham**	**West Midlands Region**
2011 Population	249,470	312,925	308,063	108,131	269,323	1,073,045	5,601,847
2017 Population	259,926	319,419	325,460	111,890	281,293	1,137,123	5,860,706
2011-17 Population change (%)	4.2	2.1	5.6	3.5	4.4	6.0	4.6
Total households 2017	104,793	132,663	125,599	46,320	111,180	421,915	2,382,322
Long-Term International Migration: inflow total 2014-16	8,073	2,063	7,820	383	3,110	43,900	137,778
Long-Term International Migration: outflow total 2014-16	3,856	901	1,890	189	1,217	23,374	64,260
Long-Term International Migration: net total 2014-16	4,217	1,162	5,930	194	1,893	20,526	73,518
Long-Term International Migration: net total 2014-16 (% of 2016 population)	1.64	0.37	1.84	0.17	0.68	1.83	1.27
Births to non-UK born mothers (% of live births) 2014-16	30.3	13.5	32.9	4.4	21.0	40.4	24.7

Source: Census 2011 Table KS101EW; Population estimates - local authority based by single year of age via NOMIS; ONS Table 406: Household projections, mid-2001 to mid-2041. © Crown copyright: Adapted data from ONS under the Open Government Licence v.3.0.

Figure 30 Migration: Inflow to Wolverhampton 2013–17

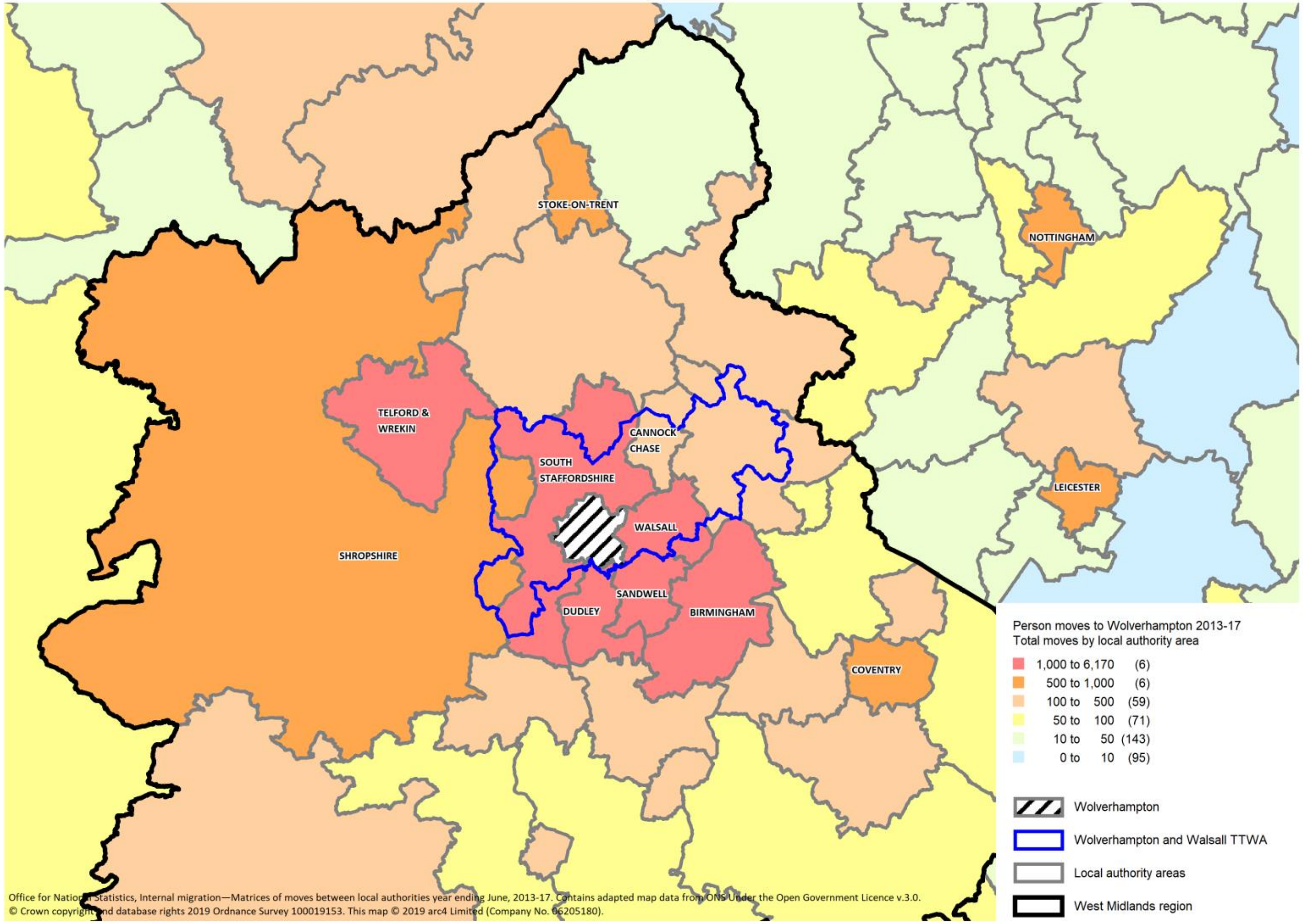


Figure 31 Migration: Outflow from Wolverhampton 2013–17

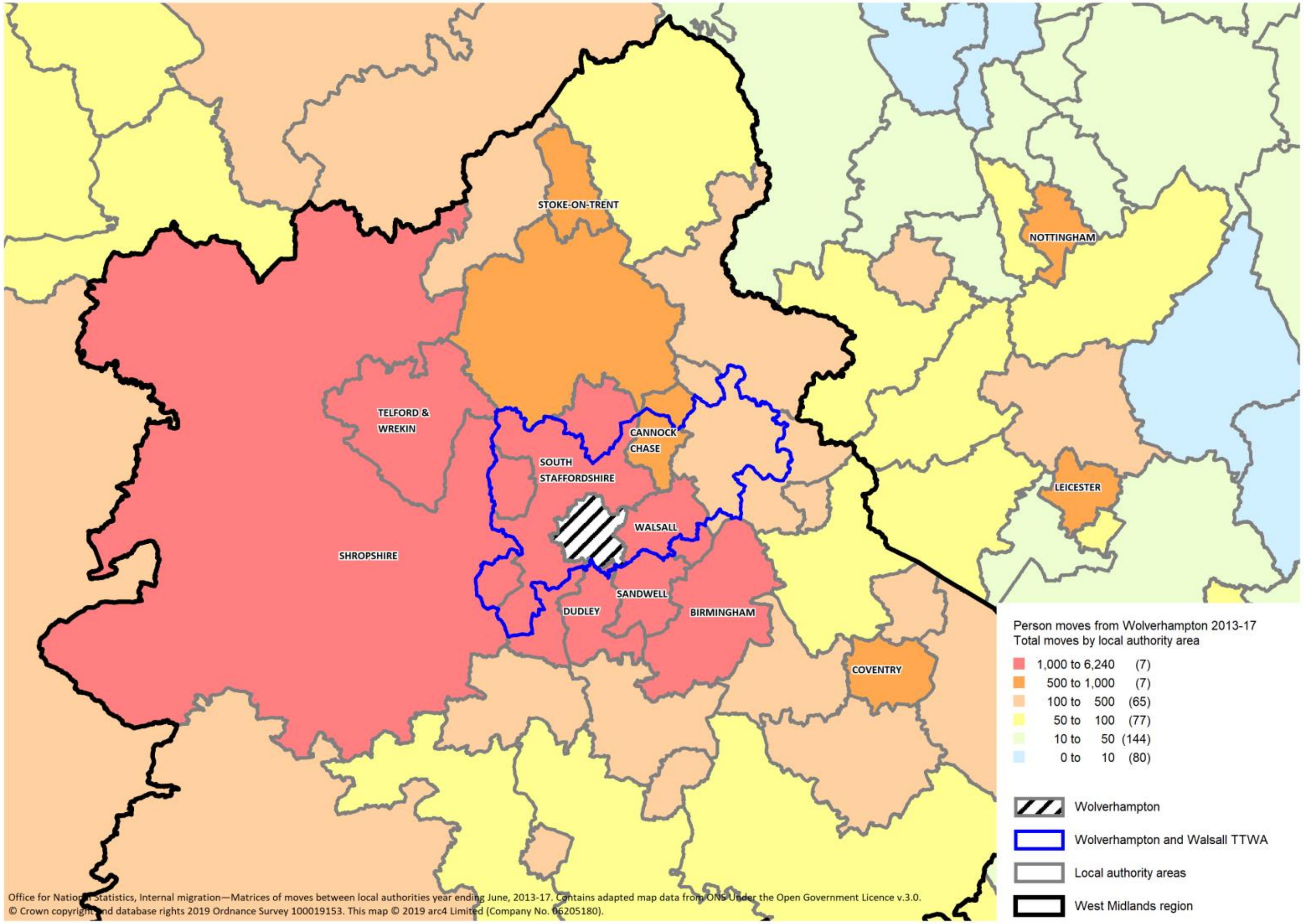


Figure 32 Migration: Net moves Wolverhampton 2013–17

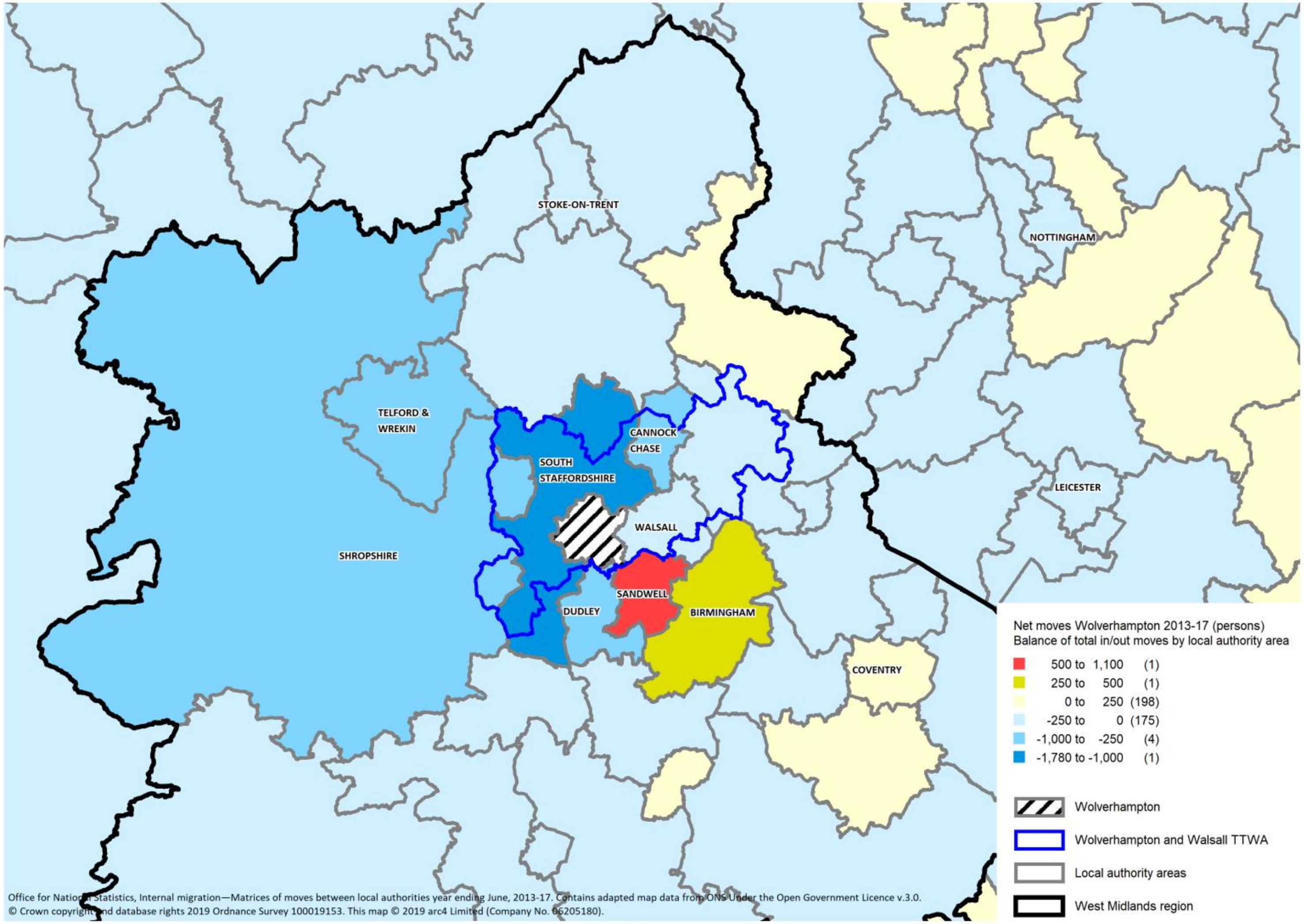
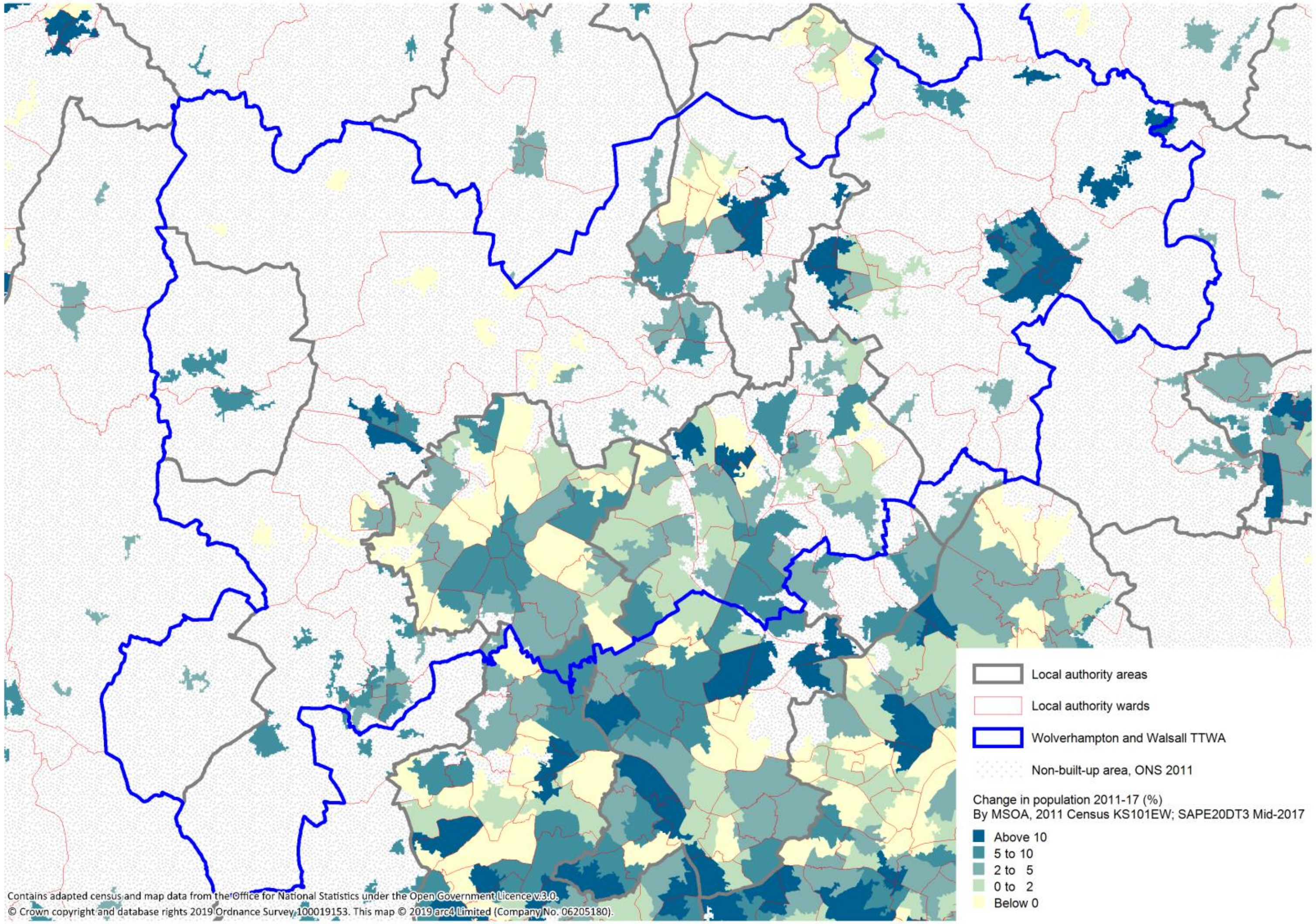


Figure 33 Population Change 2011-17



6. Housing Market Performance

6.1 This chapter examines the housing sale and rental markets in Wolverhampton. The median sale price in 2017 was £140,000 (Table 8) and the 2,600 private relets recorded by Zoopla attracted a median monthly rent of £524 (Table 9). Like the rest of the Black Country, both median and lower quartile (LQ) prices have lost ground compared to the regional average. Indeed, prices have fallen in Wolverhampton in real terms over the decade 2007 to 2017 (Table 10).

6.2 Figure 34 shows that higher prices are confined to the western suburban zone, where they continue to be above the regional average, in some areas at £270,000 in 2017—above 150% of the region (Figure 36 and Figure 37). Such neighbourhoods are among the most expensive localities in the conurbation. New build prices have tended to reflect these distinctions: above £203,000 in Tettenhall and below £130,000 in Bilston (Figure 39).

6.3 Real-terms price falls are widespread: down more than a quarter in Springfield, Penn Fields, Whitmore Reans and parts of Bilston (

6.4 Figure 38). Median prices in such areas are now less than half the regional average. But prices have also risen sharply in other parts of Bilston such as its town centre and in the Bradley area and this may reflect major local new build activity (Figure 9 and Figure 39).

6.5 The Zoopla dataset reveals how widespread private renting now is across the city (Figure 40). It extends beyond the 2011 concentrations such as Park (Figure 14) and the PRS Housing Benefit profile (Figure 24) indicating the sector caters for several income segments. Rental values for both houses and flats match the sale price hierarchy and neighbourhood typologies mapped for Wolverhampton (Figure 41 and Figure 42).

6.6 Low house prices in the inner core and the notably low resale prices of ex-RTB stock in council-built areas provide the highest yields to private landlords, at both median (Figure 43) and LQ rents (Figure 44). Thus, the fit between yields above 7% and social rented neighbourhoods is nearly perfect (see earlier Figure 12). High yields similarly occur in areas with high reliance on PRS HB such as Dunstall and Park Village. The high yield low value neighbourhoods have a high incidence of Housing Benefit support illustrating that these dwellings are catering for a high level of need that would have been catered for in a larger social sector in the latter half of the 20th Century. The lower quartile rent/ high yield private rented sector now has a social housing function and a substantial public subsidy through Housing Benefit.

Table 8	Residential property price paid: Wolverhampton 2007 and 2017			
	Lower Quartile		Median	
	2007	2017	2007	2017
Detached	£162,500	£185,000	£219,500	£224,950
Semi-detached	£110,000	£117,665	£127,500	£140,000
Terraced	£87,000	£89,623	£107,000	£118,250
Flat or maisonette	£82,000	£63,000	£101,450	£80,000
Total	£97,000	£106,500	£122,000	£140,000

Source: ONS HPSSA Dataset 9 Median price paid for administrative geographies; HPSSA Dataset 15 LQ price paid for administrative geographies. © Crown copyright: Adapted data from ONS under the Open Government Licence v.3.0.

Table 9	Monthly rentals value: Wolverhampton 2017		
	Flat	House	Total
Percentile 25	£399	£494	£425
Median	£477	£576	£524
Percentile 75	£550	£650	£598
Count	1,243	1,340	2,583
Median relet weeks	7	7	7

Source: © Zoopla 2019 Marketview.

Table 10 Residential property price paid 2007 to 2017

Indicator	Wolverhampton	Dudley	Sandwell	South Staffordshire	Walsall	Birmingham	West Midlands Region
Median price paid 2007 (£)	122,000	134,950	121,995	183,250	125,000	137,500	147,000
Median price paid 2017 (£)	140,000	158,000	138,000	217,500	149,250	164,000	180,000
Lower Quartile (LQ) price paid 2007 (£)	97,000	108,950	102,000	143,000	100,000	113,000	114,950
LQ price paid 2017 (£)	106,500	122,500	122,500	165,000	115,000	125,000	133,000
Median price paid 2007 (£) at 2017 prices (GDP deflator)	145,209	160,622	145,203	218,111	148,779	163,657	174,965
LQ price paid 2007 (£) at 2017 prices	115,453	129,676	121,404	170,204	119,024	134,497	136,818
Median real terms price change 2007-17 (%)	-3.6	-1.6	-5.0	-0.3	0.3	0.2	2.9
LQ real terms price change 2007-17 (%)	-7.8	-5.5	0.9	-3.1	-3.4	-7.1	-2.8
Median price paid index (WMR = 100) 2007	83.0	91.8	83.0	124.7	85.0	93.5	100.0
Median price paid index (WMR = 100) 2017	77.8	87.8	76.7	120.8	82.9	91.1	100.0
LQ price paid index (WMR = 100) 2007	84.4	94.8	88.7	124.4	87.0	98.3	100.0
LQ price paid index (WMR = 100) 2017	80.1	92.1	92.1	124.1	86.5	94.0	100.0
Median price paid index (E&W = 100) 2007	69.7	77.1	69.7	104.7	71.4	78.6	84.0
Median price paid index (E&W = 100) 2017	61.3	69.1	60.4	95.2	65.3	71.8	78.8
LQ price paid index (E&W = 100) 2007	77.6	87.2	81.6	114.4	80.0	90.4	92.0
LQ price paid index (E&W = 100) 2017	71.5	82.2	82.2	110.7	77.2	83.9	89.3

Source: ONS HPSSA Dataset 9 Median price paid for administrative geographies; HPSSA Dataset 15 LQ price paid for administrative geographies; HM Treasury GDP deflator. © Crown copyright: Adapted data from ONS under the Open Government Licence v.3.0.

Page 96

Figure 34 Median House Price 2017

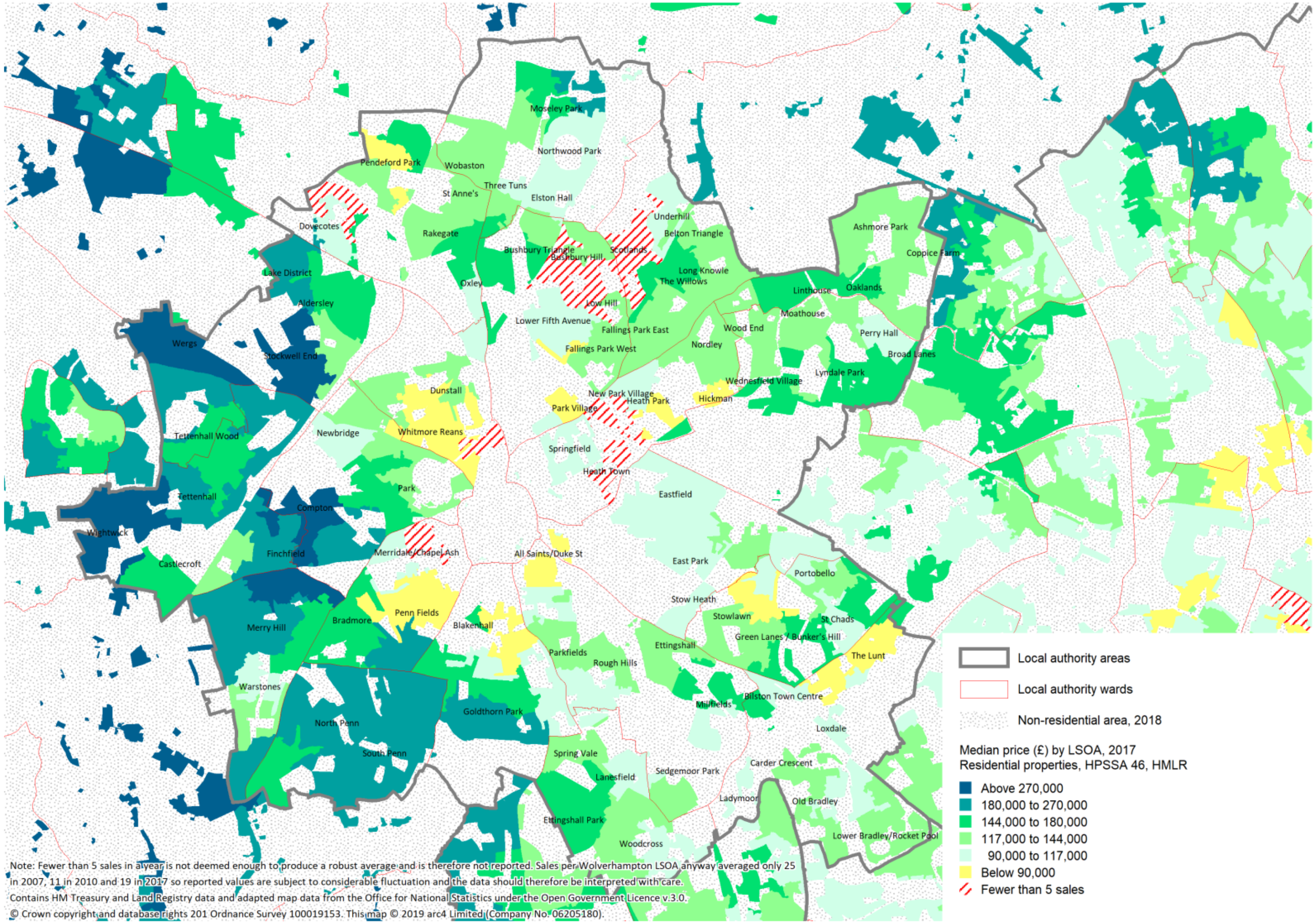


Figure 35 Lower Quartile House Price 2017

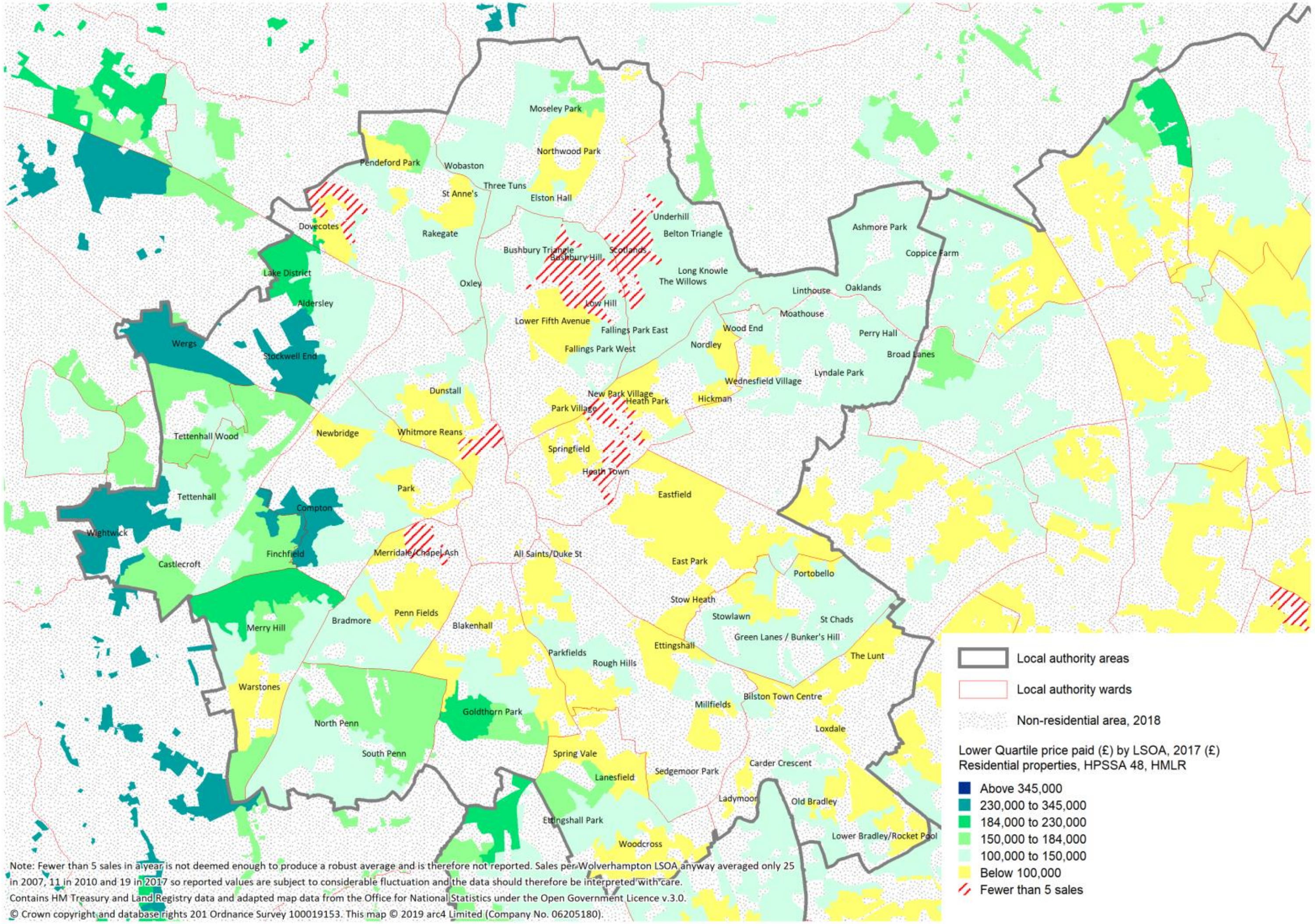


Figure 36 Indexed Median House Prices 2007

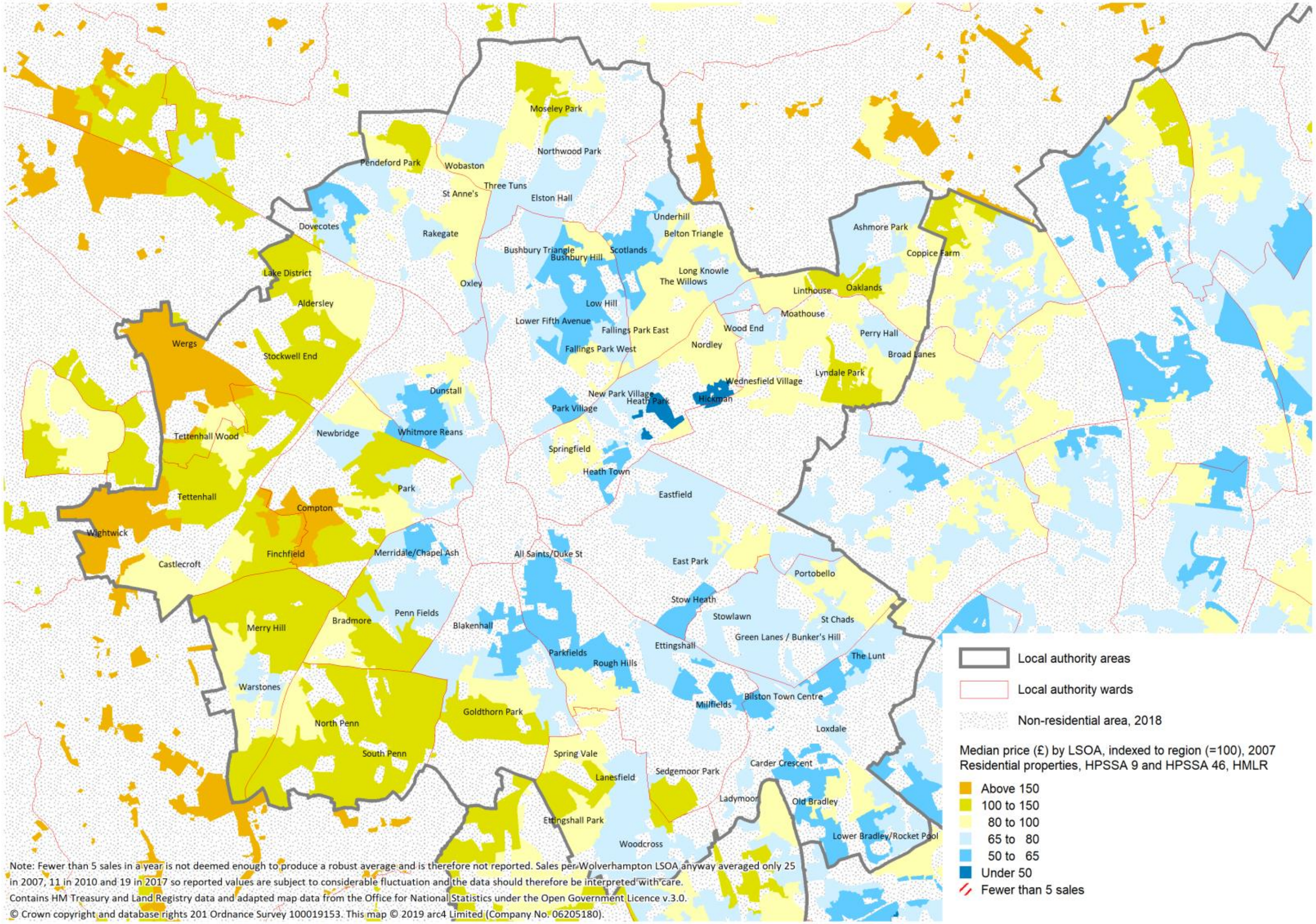


Figure 37 Indexed Median House Prices 2017

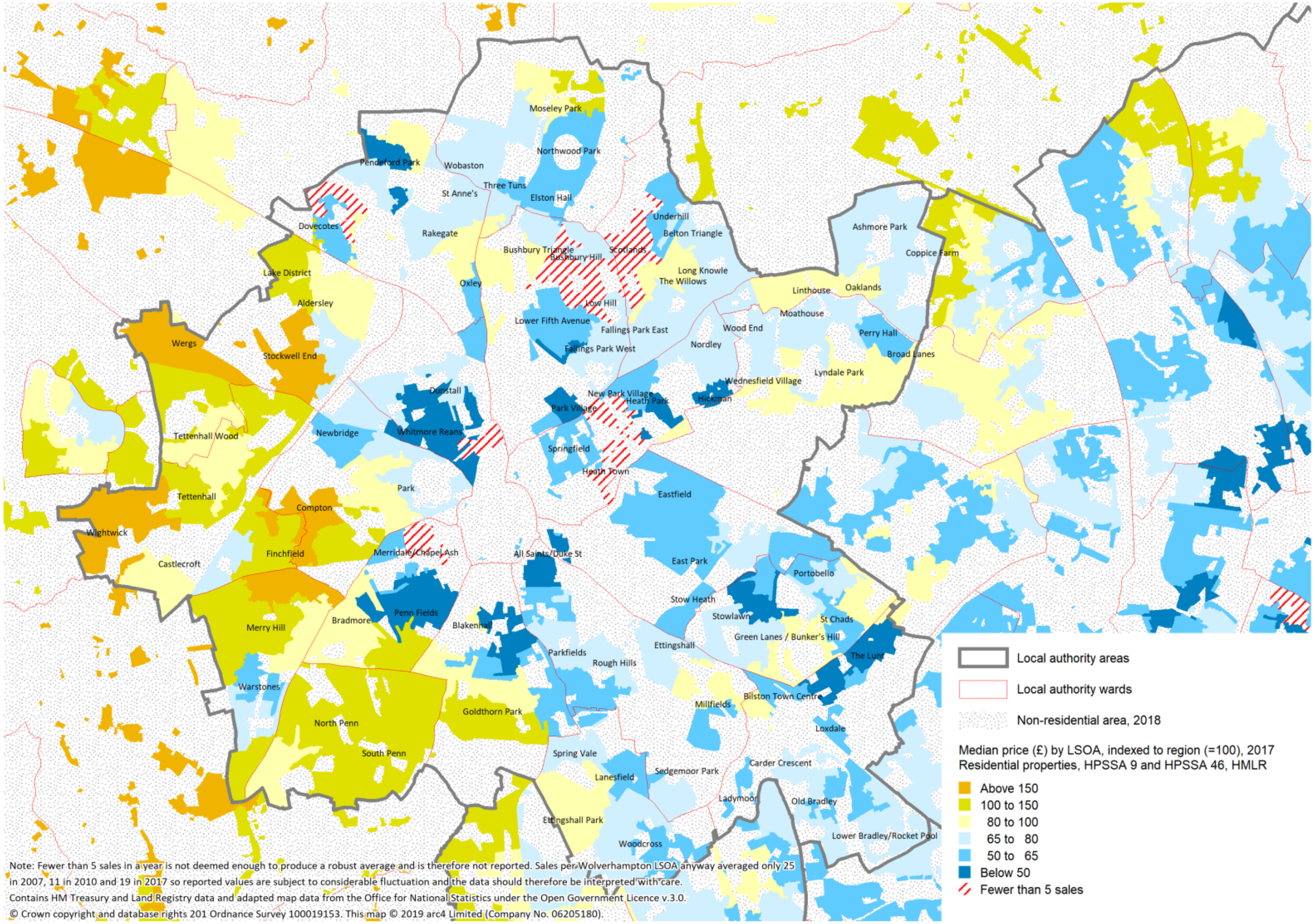


Figure 38 Median Real-terms House Price Change 2007-17

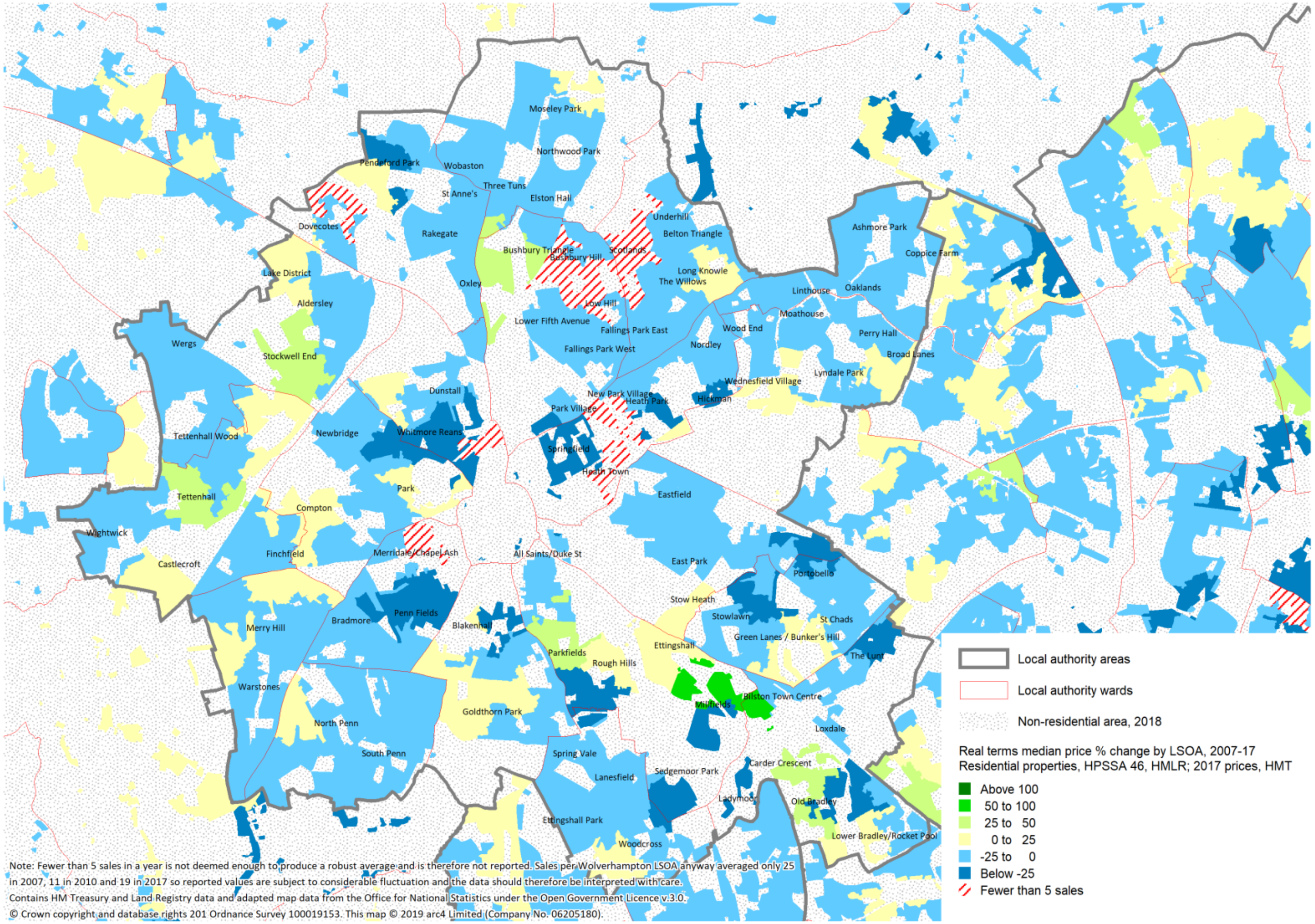
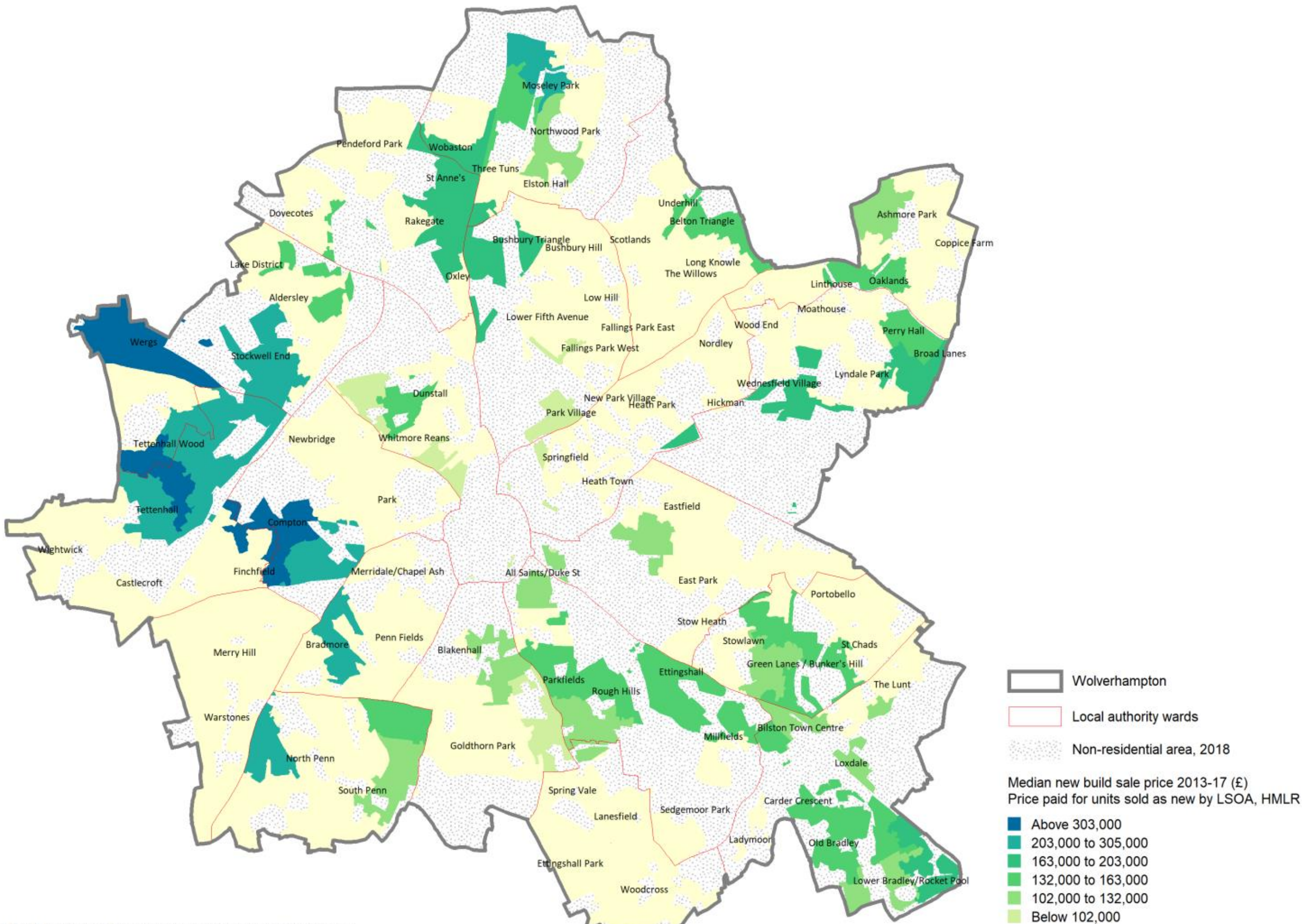
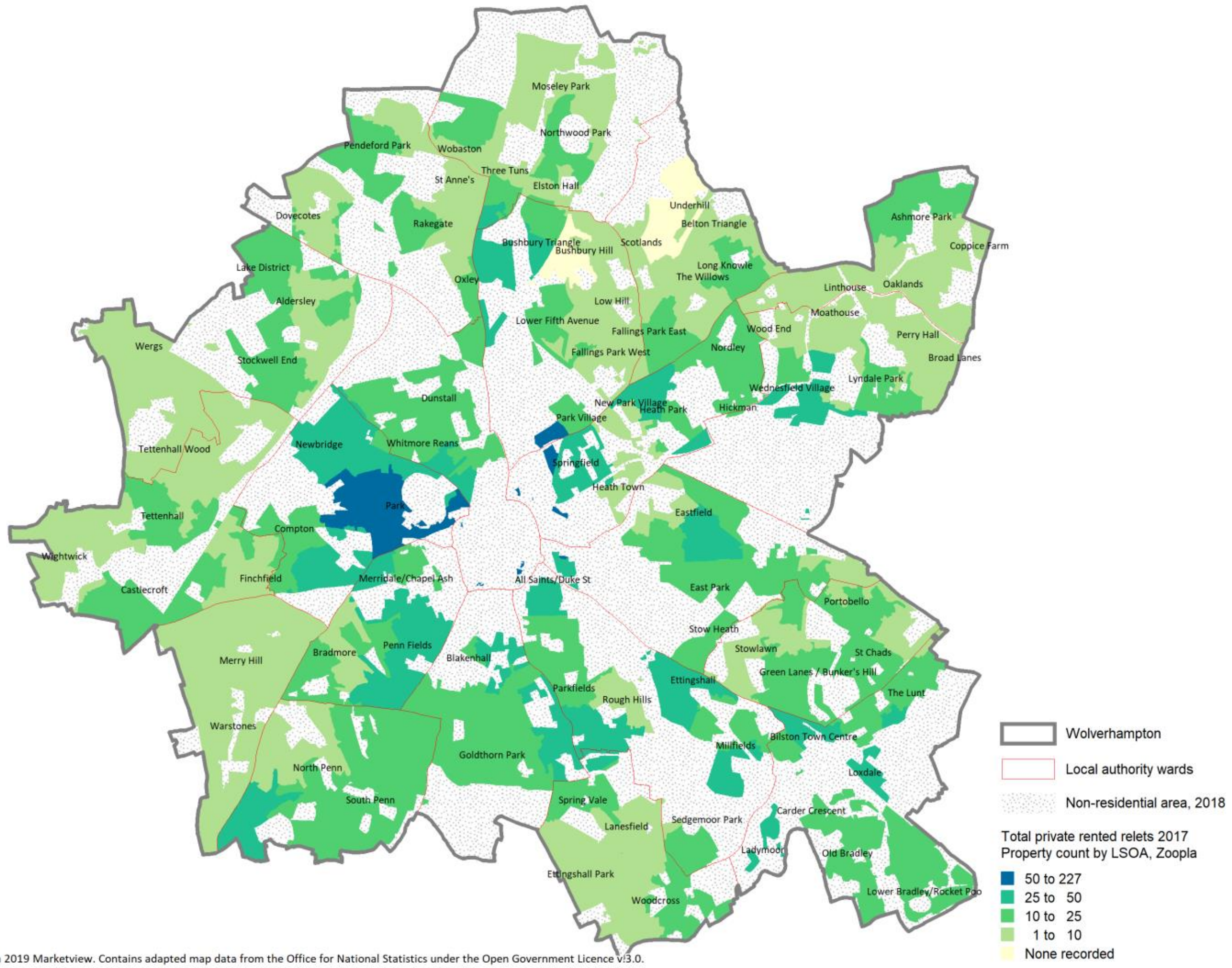


Figure 39 Median sale price: New build housing 2013-17



Note: LSOA data is based on small samples and should be interpreted with caution.
Contains HM Land Registry data and adapted census and map data from the Office for National Statistics under the Open Government Licence v.3.0.
© Crown copyright and database rights 2019 Ordnance Survey 100019153. This map © 2019 arc4 Limited (Company No. 06205180).

Figure 40 Total Private Rented Relets 2017



Page 102

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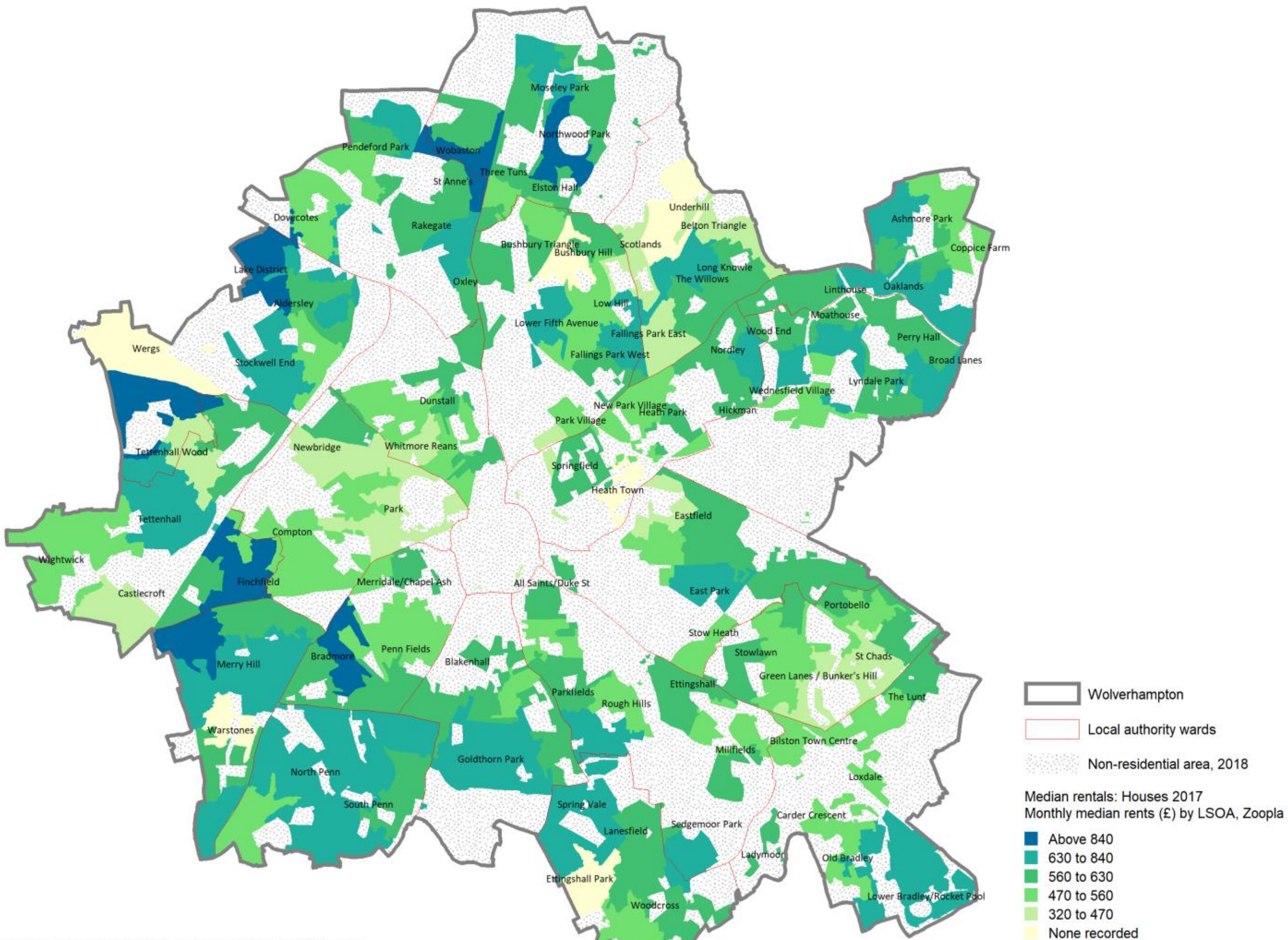
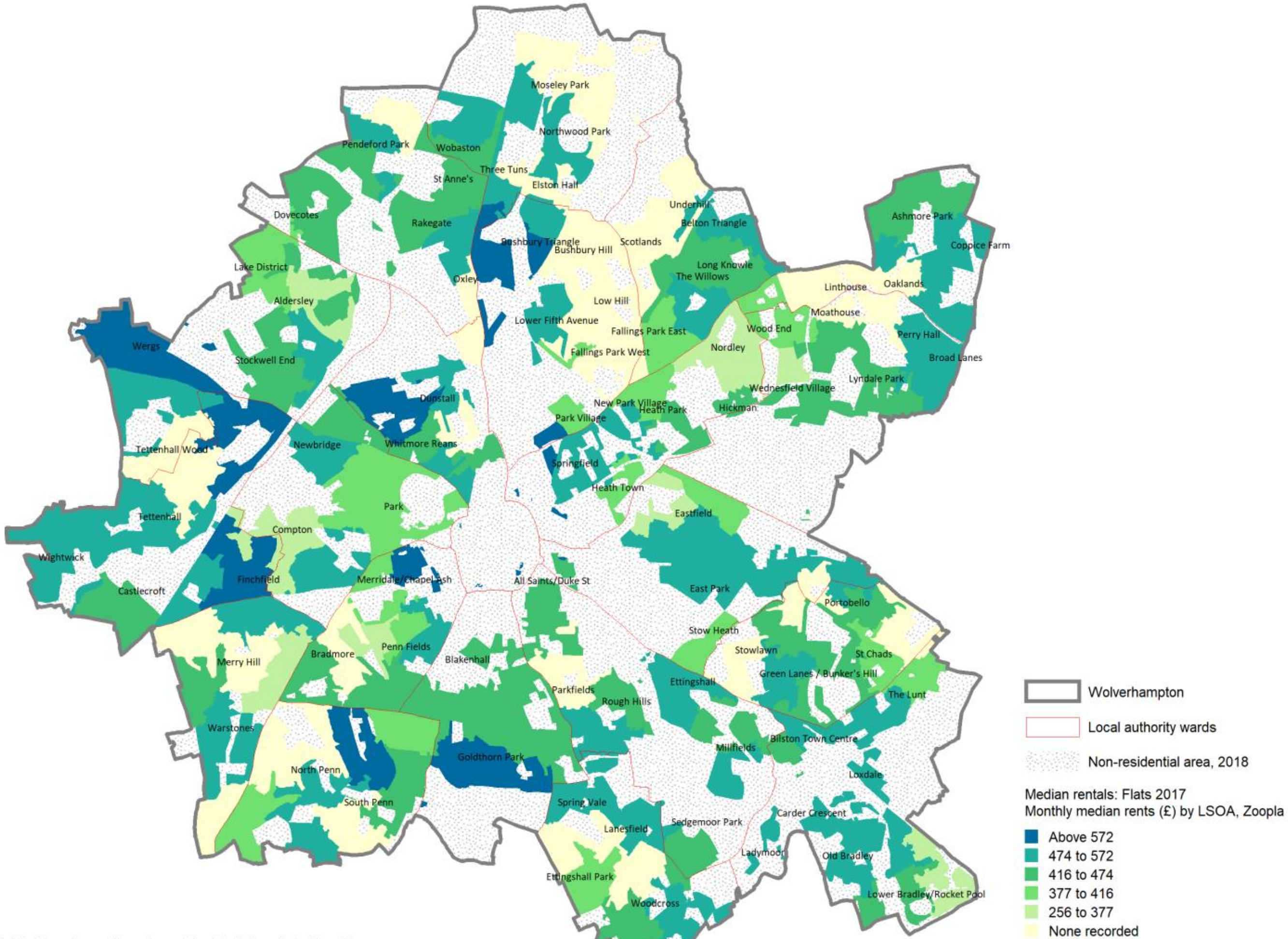
Figure 41 Private Rented Houses: Median Rents 2017



Note: LSOA data is based on small samples and should be interpreted with caution.

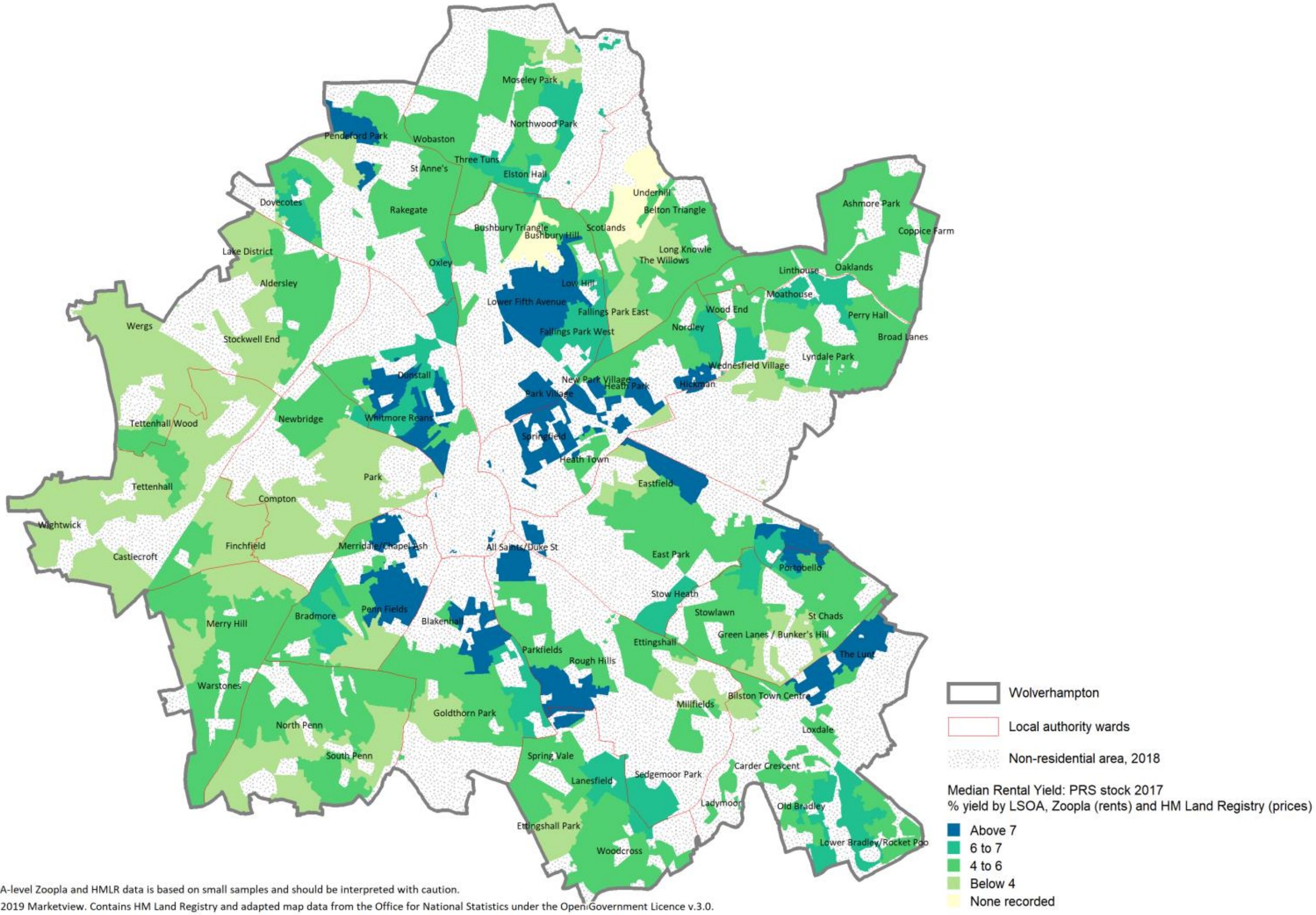
Figure 42 Private Rented Flats: Median Rents 2017



Note: LSOA data is based on small samples and should be interpreted with caution.

Page 105

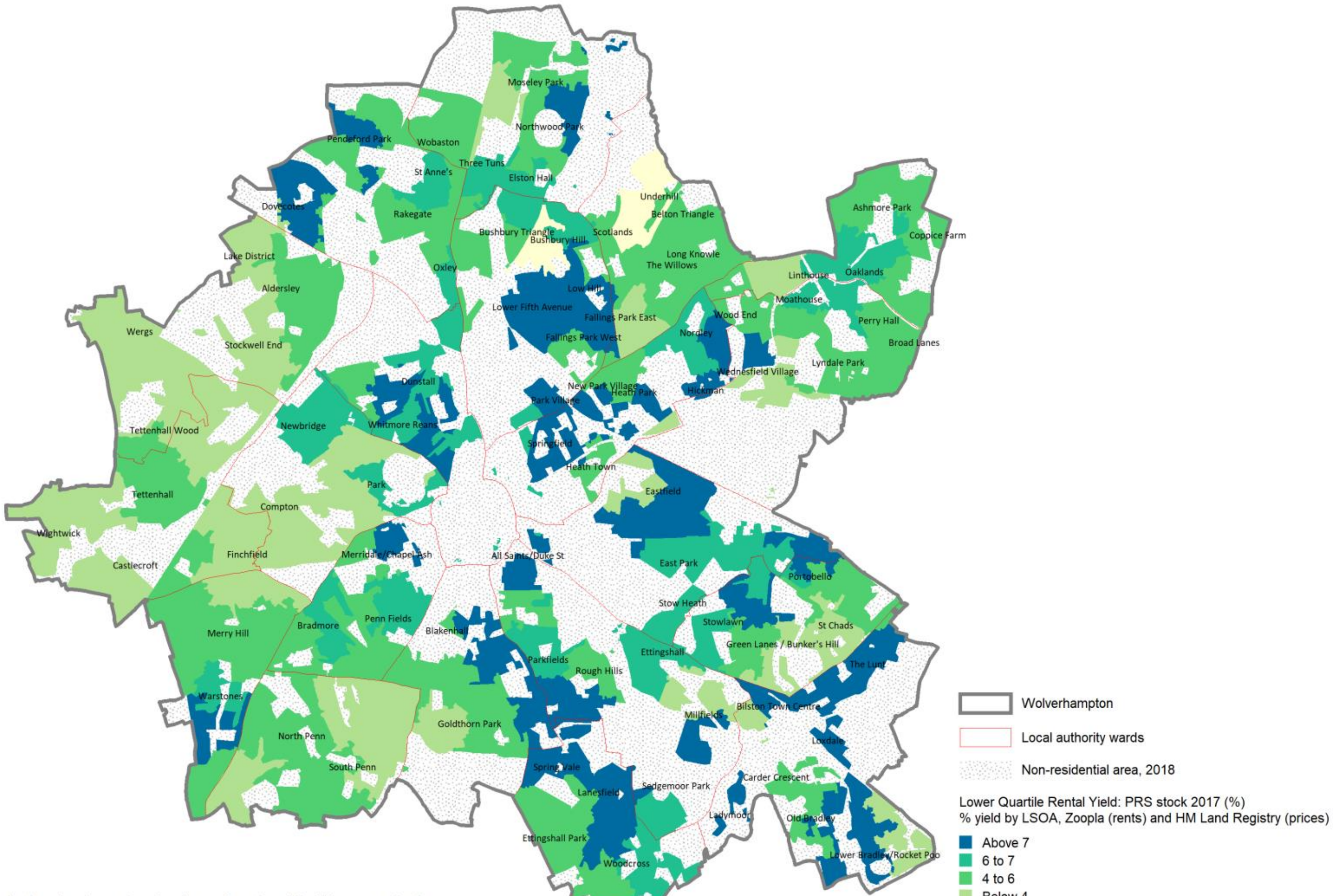
Figure 43 Median Yield: Total PRS stock 2017



Note: LSOA-level Zoopla and HMLR data is based on small samples and should be interpreted with caution.

Page 106

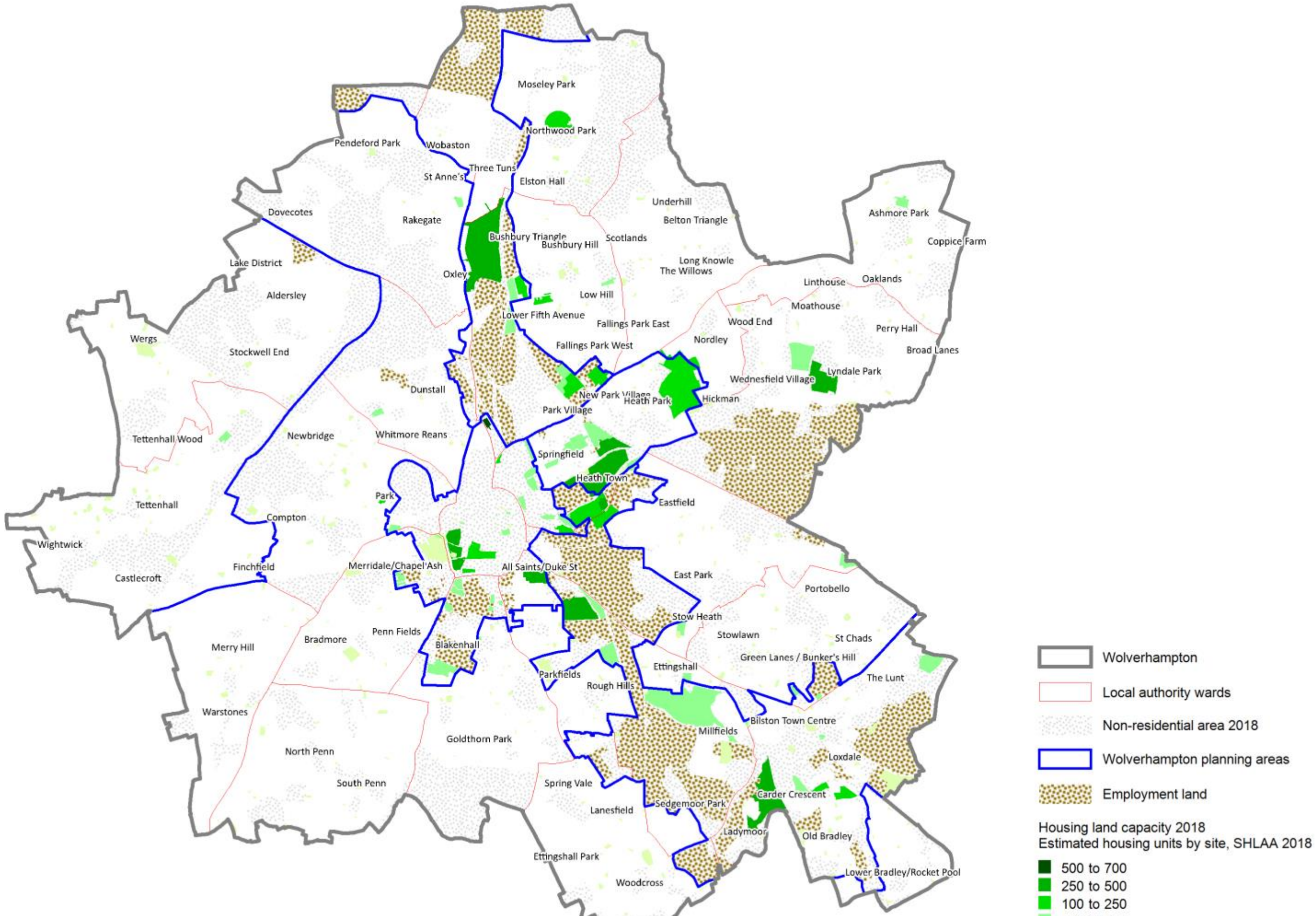
Figure 44 Lower Quartile Yield: Total PRS stock 2017



Note: LSOA-level Zoopla and HMLR data is based on small samples and should be interpreted with caution.

Page 107

Figure 45 Housing Land Availability 2018



Wolverhampton Strategic Housing Land Availability Assessment (SHLAA) January 2019. Contains adapted map data from the Office for National Statistics under the Open Government Licence v.3.0.

7. Future Dwelling Requirements

Introduction

7.1 The purpose of this section is to set out the methodology to establish future dwelling type and size mix across Wolverhampton. It presents the baseline data used as a starting point for the analysis and how data are interpreted to establish a reasonable view on dwelling type and mix at district level.

7.2 There are three main data sources which provide the starting point for the analysis: household projections, dwelling stock information and national estimates of the relationships between households and dwellings derived from arc4 household surveys.

7.3 CLG Household projections are used to establish the number of households by Household Reference Persons (HRP) and household type using the latest (currently 2014-based) data and how this is expected to change over a specified period. The analysis focuses specifically on Local Plan periods and therefore analysis has been run using household projection data for 2018 to 2036.

7.4 The change in the number of households over this period can be established and, assuming that the dwelling needs of these households do not change significantly over the Plan Period, the potential impact on type/size of dwellings can be determined.

7.5 The latest Valuation Office Agency (VOA) data provides a summary of dwelling type (house, flat, bungalow) and size (number of bedrooms) as at September 2018.

Relationship between households and dwellings

7.6 arc4 has prepared data on the relationship between the age of Household Reference Person, household type and dwellings occupied by type and size. This is a unique secondary data source and has been derived from amalgamating household survey data from around 40,000 households. The data available is summarised in **Table 11**.

Table 11 Age groups, household type and dwelling types used

Age group of Household Reference Person	Household (HH) type	Dwelling type	Dwelling size
15_24	One Person	1 Bed House	1 Bedroom
25_34	Couple only	2 Bed House	2 Bedrooms
35_44	HH with 1/2 Child(ren)	3 Bed House	3 Bedrooms
45_59	HH with 3 Children	4 or more bed House	4+ Bedrooms
60_84	Other Multi-person	1 Bed Flat	All
85+	All	2 Bed Flat	
All		3+ Bed flat	
		1 Bed Bungalow	
		2 Bed Bungalow	
		3+ Bed Bungalow	
		All	

Source: arc4 household surveys

7.7 For each age group, the proportion of HRPs by household type living in different type/size and size of dwelling has been calculated. **Table 12** provides an example of the data for the 15-24 age group. Further analysis considers the relationship between age and household type with what moving households within those groups would like/aspire to move to and expect to move to.

Applying the data at city level

7.8 Applying the data at city level is done in a systematic way. Firstly, the change in the number of households by age group and household type is established from household projections. Assuming that the dwelling needs of these households do not change over the Plan Period, the overall impact on type/size of dwellings can be determined. **Table 13** presents the baseline demographic data for Wolverhampton. This illustrates that the total number of households is expected to increase by around 12,500 over the remainder of the plan period 2018-2036 according to 2014-based DCLG household projections[5]. Analysis however indicates an absolute decline in households where the HRP is aged 15-34. The most substantial growth is in households where the HRP is aged between and 60-84 years old and 85+.

[5] Note that 2016-based household projection data was published in late 2018 but Government advice is to use previous 2014-based projections in housing need calculations

Table 12 Illustration of the relationship between dwelling type/size and household type by age group (15 to 24-year age group used)

HRP Age group	**Dwelling type/size**	**Household type** One Person	Couple only	HH with 1/2 Children	HH with 3 Children	Other Multi-person	**Total**
15-24	1 Bed House	0.4	3.0	0.0	0.0	0.0	1.0
	2 Bed House	13.4	22.1	58.1	18.9	14.6	25.7
	3 Bed House	14.1	17.0	27.3	72.6	11.0	18.5
	4/4+ Bed House	0.0	1.2	0.9	6.9	46.9	12.7
	1 Bed Flat	63.5	27.5	0.2	0.0	0.0	22.0
	2 Bed Flat	6.1	26.3	13.0	0.0	24.1	17.8
	3+ Bed Flat	0.2	0.1	0.3	1.6	3.5	1.1
	1-2 Bed Bungalow	2.4	0.3	0.0	0.0	0.0	0.6
	3+ Bed Bungalow	0.0	0.0	0.1	0.0	0.0	0.0
	1 Bed Other	0.0	0.0	0.0	0.0	0.0	0.0
	2 Bed Other	0.0	2.4	0.0	0.0	0.0	0.7
	3+ Bed Other	0.0	0.0	0.0	0.0	0.0	0.0
	Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

HRP Age group	**Dwelling type/size**	**Household type** One Person	Couple only	HH with 1/2 Children	HH with 3 Children	Other Multi-person	**Total**
15-24	1	64.3	30.6	0.2	0.0	0.0	23.1
	2	21.4	51.0	71.1	18.9	38.6	44.6
	3	14.3	17.2	27.7	74.2	14.5	19.6
	4/4+	0.0	1.2	0.9	6.9	46.9	12.7
	Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Source: arc4 surveys

Table 13A	Change in number of households by age group 2018-2036			
Age group	**Household Type**	**Year**		**Change in households 2018-2036**
		2018	2036	
15-24	One Person	1,345	1,426	81
	Couple only	311	209	-102
	HH with 1/2 children	2,076	3,190	1,114
	HH with 3 children	138	186	48
	Other Multi-person	297	129	-168
	Total	4,167	5,140	973
25-34	One Person	3,878	3,633	-245
	Couple only	1,976	1,433	-543
	HH with 1/2 children	6,399	5,609	-790
	HH with 3 children	1,552	1,129	-423
	Other Multi-person	1,434	1,798	364
	Total	**15,239**	**13,602**	**-1,637**
35-44	One Person	4,333	5,542	1,209
	Couple only	1,418	1,312	-106
	HH with 1/2 children	9,902	12,333	2,431
	HH with 3 children	2,675	2,748	73
	Other Multi-person	1,350	1,645	295
	Total	**19,678**	**23,580**	**3,902**
45-59	One Person	8,365	9,196	831
	Couple only	4,152	2,191	-1,961
	HH with 1/2 children	9,224	11,222	1,998
	HH with 3 children	1,139	1,340	201
	Other Multi-person	7,613	7,300	-313
	Total	**30,493**	**31,249**	**756**
60-84	One Person	12,984	13,695	711
	Couple only	11,902	14,143	2,241
	HH with 1/2 children	1,032	1,745	713
	HH with 3 children	61	65	4
	Other Multi-person	6,404	8,205	1,801
	Total	**32,383**	**37,853**	**5,470**
85+	One Person	3,072	4,539	1,467
	Couple only	823	1,398	575
	HH with 1/2 children	57	175	118
	HH with 3 children	2	1	-1
	Other Multi-person	755	1,654	899
	Total	**4,709**	**7,767**	**3,058**

Continued overleaf/...

Table 13B	Change in number of households by age group 2016-2030			
Age group	**Household Type**	**Year**		**Change in households 2018-2036**
		2018	2036	
ALL	One Person	33,979	38,028	4,049
	Couple only	20,582	20,685	103
	HH with 1/2 children	28,689	34,274	5,585
	HH with 3 children	5,566	5,469	-97
	Other Multi-person	17,851	20,729	2,878
	Total	**106,668**	**119,185**	**12,517**

Source: DCLG 2014-based household projections (subject to rounding).

7.9 **Table 14** applies the national data on dwelling occupancy to the demographic trends in Wolverhampton. The two right hand columns indicate the likely change in demand for dwelling types and sizes and how this translates to an overall percentage change in dwelling requirement. Analysis indicates that the majority of need will be for 3-bedroom (32.4%) and 4 or more-bedroom (17.6%) followed by 1/2-bedroom houses (14.7%). Regarding dwelling type, analysis suggests a broad split of 66.5% houses, 17.3% flats, 15.4% bungalows (or level-access accommodation), and 0.8% other (for instance self/custom build and specialist accommodation).

Table 14	Impact of change in households by age group on dwellings occupied							
	Age group of Household Reference Person							**%**
Dwelling type/size	15-24	25-34	35-44	45-59	60-84	85+	**Total**	**change**
1 Bed House	9	-26	43	9	55	13	103	0.8
2 Bed House	250	-424	687	124	729	375	1,740	13.9
3 Bed House	180	-636	1,568	296	2,023	858	4,287	34.2
4 or more Bed House	124	-157	956	183	897	204	2,207	17.6
1 Bed Flat	214	-156	261	51	389	361	1,121	8.9
2 Bed Flat	173	-179	236	44	360	330	964	7.7
3+ Bed Flat	11	-17	37	5	28	28	93	0.7
1 Bed Bungalow	1	-6	10	6	156	168	336	2.7
2 Bed Bungalow	4	0	32	19	478	516	1,050	8.4
3+ Bed Bungalow	0	-8	47	17	316	171	543	4.3
1 Bed Other	0	-8	5	1	5	13	15	0.1
2 Bed Other	7	0	14	1	20	17	59	0.5
3+ Bed Other	0	-4	5	1	14	4	20	0.2
Total	973	-1621	3,901	757	5,470	3,058	12,538	100.0

Continued overleaf/…

Table 14 continued								
	Age group of Household Reference Person							%
Dwelling type/size	15-24	25-34	35-44	45-59	60-84	85+	Total	change
1	225	-195	319	67	605	555	1,576	12.6
2	434	-603	970	187	1,587	1,238	3,814	30.4
3	190	-665	1,657	318	2,381	1,061	4,943	39.4
4 or more	124	-157	956	183	897	204	2,207	17.6
Total	973	-1,621	3,901	757	5,470	3,058	12,538	100

Note totals by age group may vary slightly due to rounding errors

Source: DCLG 2014-based household projections and arc[4] survey data

7.10 This analysis can be applied to the housing need range established for Wolverhampton as set out in **Table 15**. This assumes an annual dwelling target of 670 and an affordable housing target of 25% based on current planning policy.

Table 15 Overall annual dwelling mix based on range of housing need			
		Annual dwelling need	350
Dwelling type/size	Market (75%)	Affordable (25%)	Total
1/2 Bed House	84	15	99
3 Bed House	215	14	229
4+ Bed House	104	14	118
1 Bed Flat	-12	72	60
2/3 Bed Flat	45	11	56
1 Bed Bungalow	-13	31	18
2 Bed Bungalow	45	11	56
3+ Bed Bungalow	29	0	29
Other	5	0	5
TOTAL	**502**	**168**	**670**
Dwelling type	**Market (75%)**	**Affordable (25%)**	**Total**
House	403	43	446
Flat	34	83	116
Bungalow	61	42	103
Other	5	0	5
Total	**502**	**168**	**670**
Number of bedrooms	**Market (75%)**	**Affordable (25%)**	**Total**
1	-18	102	84
2	166	38	204
3	250	14	264
4	104	14	118
Total	**502**	**168**	**670**

Source: arc[4]

7.11 The range of affordable dwellings needed is based on an analysis of the latest (Feb 2019) housing register. Analysis has considered the affordable needs of:

- Existing households not currently in social/affordable rented housing;
- Existing households wanting to move to another social/affordable rented dwelling;
- Newly-forming households on the housing register.

7.12 As the housing register only provides data on dwelling size, assumptions have been made regarding the range of dwellings by type for different bedroom sizes (Table 16)

Table 16 Assumptions regarding the profile of affordable dwellings by no. bedrooms and dwelling type

	Dwelling type			
No. beds required	House	Flat	Bungalow	Total
1		70%	30%	100%
2	40%	30%	30%	100%
3	100%			100%
4	100%			100%

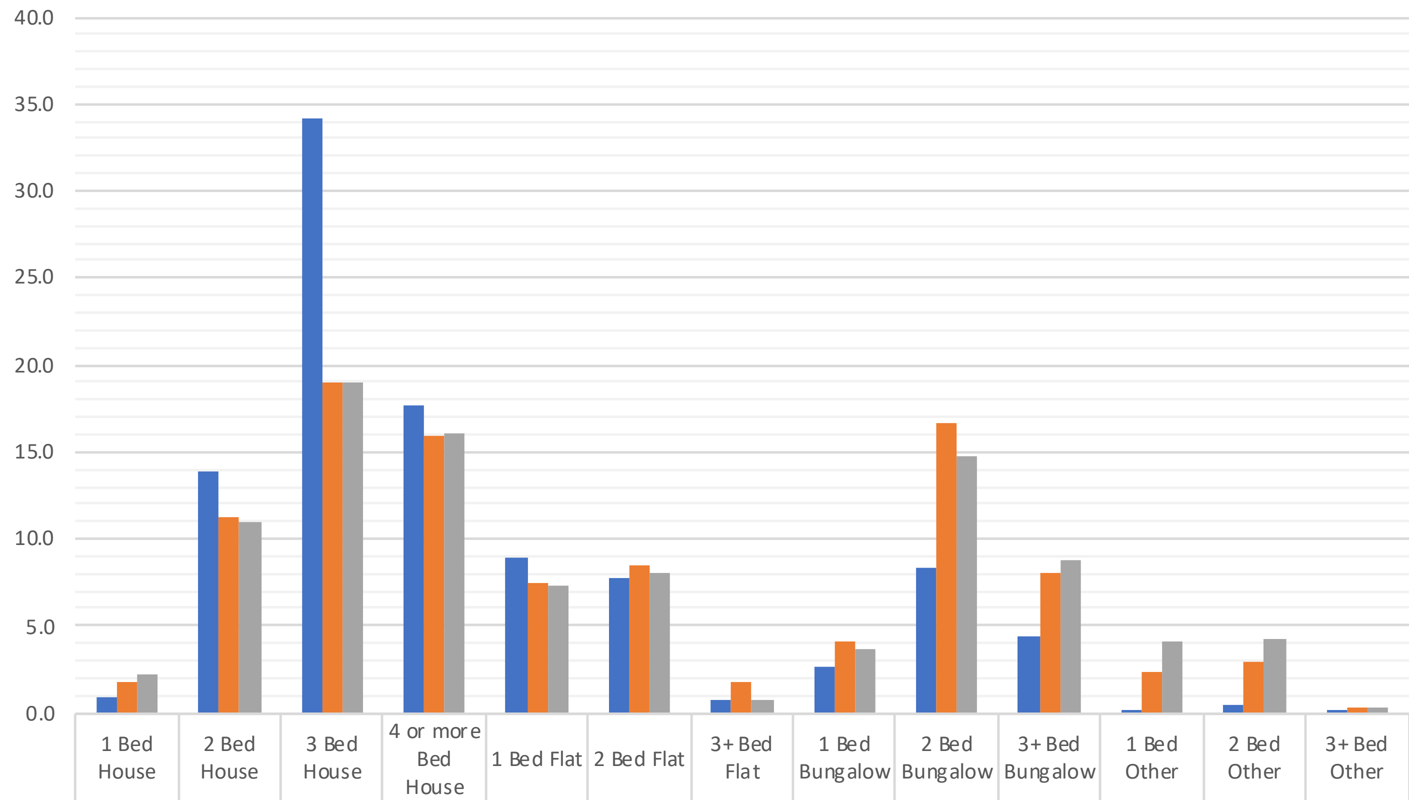
7.13 Analysis concludes that the following range of affordable dwellings by bedroom size are required:

- One bedroom 60.9%
- Two bedrooms 22.4%
- Three bedrooms 8.4%
- Four bedrooms 5.9%
- Five or more bedrooms 2.3%

Household aspirations and expectations

7.14 Analysis has also considered the dwelling type and size aspirations (likes) and expectations of households planning to move, by age group and household type. The result of this analysis is presented in Figure 46. This shows a skewing of need towards smaller dwellings, with a particular focus on bungalow/level access provision. This is driven by the aspirations of an ageing population. This analysis points to the potential and dramatic impact of the housing requirements of an ageing population on delivery.

Figure 46 Summary of dwelling types under baseline demographic, aspiration and expectation



	1 Bed House	2 Bed House	3 Bed House	4 or more Bed House	1 Bed Flat	2 Bed Flat	3+ Bed Flat	1 Bed Bungalow	2 Bed Bungalow	3+ Bed Bungalow	1 Bed Other	2 Bed Other	3+ Bed Other
Demographic baseline	0.8	13.9	34.2	17.6	8.9	7.7	0.7	2.7	8.4	4.3	0.1	0.5	0.2
Aspiration	1.8	11.2	19.0	15.9	7.4	8.5	1.7	4.2	16.7	8.0	2.3	2.9	0.3
Expection	2.1	11.0	19.0	16.0	7.4	8.0	0.7	3.7	14.8	8.8	4.1	4.3	0.3

Source: CLG 2014-based household projections and arc4 household survey data applied to household projection

Concluding comments

7.15 This analysis draws upon evidence from household surveys carried out by arc4 which establishes the link between household type, age group and the range of dwellings occupied. It also considers the impact of future aspirations on dwelling need and the particular impact of an ageing demographic on the range of dwellings appropriate for that population in particular.

7.16 We would recommend this analysis for further consideration by the Council and the significance it may play in determining appropriate ranges of housing development over the remainder of the Plan Period.

8. Affordability

8.1 The relative cost of alternative housing options across the City of Wolverhampton Council is explored in Table 17. This includes affordable and market rent options and intermediate tenure options. Table 18 shows the income required for alternative tenure options to be affordable and Table 19 presents the assumptions underpinning the analysis. Note that the model assumes that all tenures are available in all wards although in reality some tenure options may not be currently available.

8.2 This analysis then considers income availability within each ward. Income is derived from CAMEO. CAMEO data is a consumer analysis database (like ACORN or CACI) combining public data and customer data. CAMEO Income has been calibrated against key market research reports such as the Expenditure and Food Survey and the New Earnings Survey. The classification groups GB postcodes into 8 income bands and 48 categories which segment each of the bands into its main socio-economic and demographic clusters. Income in each ward is derived through individual postcode income levels aggregated and averaged, the provide very good working estimates.

8.3 The red/green coding is designed to quickly direct the reader to whether a mean income could afford a particular tenure type in each location. It cuts the afford/not afford off at the specific price point and therefore acts as a useful guide.

8.4 Analysis indicates that for open market sale housing at City level the minimum gross income required is £26,229 (LQ) or £35,742 (MQ). For rent the levels are £20,592 (LQ) and £26,016 (MQ). These amounts do vary by area, for example income requirements for entry-level renting range between £17,280 in Park ward and £26,400 in both Bushbury North and Springvale wards. For entry-level home ownership, income requirements range between £20,186 in St Peters and £38,571 in both Tettenhall Wightwick and Penn.

8.5 Whilst more detailed analysis is required, it is clear that affordability is challenging for many tenures and many households will struggle to afford the tenure of their choice in a location they wish to live.

Table 17 Relative cost of alternative housing options

	Bilston East	Bilston North	Blakenhall	Bushbury North	Bushbury South and Low Hill	East Park	Ettingshall	Fallings Park	Graiseley	Heath Town
Social Rent	£18,472	£18,472	£18,472	£18,472	£18,472	£18,472	£18,472	£18,472	£18,472	£18,472
Affordable Rent (80% of median private rent)	£20,045	£19,123	£21,120	£23,962	£21,120	£21,120	£21,120	£22,810	£20,122	£22,810
Market Rent - Lower Quartile	£21,648	£17,664	£21,648	£26,400	£23,712	£23,712	£23,712	£23,712	£18,912	£23,712
Market Rent - Median	£25,056	£23,904	£26,400	£29,952	£26,400	£26,400	£26,400	£28,512	£25,152	£28,512
Market Rent - Upper Quartile	£29,016	£29,952	£31,200	£33,696	£29,952	£31,200	£29,952	£31,824	£28,512	£31,200
Market Sale - Lower Quartile (assumes 10% deposit)	£21,214	£27,771	£21,857	£28,800	£25,714	£20,829	£22,114	£29,571	£21,857	£20,957
Market Sale - Median (assumes 10% deposit)	£30,471	£32,400	£31,243	£34,329	£36,000	£27,321	£30,857	£33,943	£32,657	£25,714
Market Sale - Average (assumes 10% deposit)	£34,776	£33,609	£43,841	£39,550	£53,001	£27,690	£35,356	£35,365	£40,589	£34,656
Starter Home	£24,377	£25,920	£24,994	£27,463	£28,800	£21,857	£24,686	£27,154	£26,126	£20,571
Shared ownership (50%)	£23,433	£24,810	£23,984	£26,187	£27,380	£21,184	£23,709	£25,911	£24,994	£20,037
Shared ownership (25%)	£19,497	£20,625	£19,948	£21,753	£22,730	£17,655	£19,723	£21,527	£20,775	£16,716
Help to buy	£16,929	£18,000	£17,357	£19,071	£20,000	£15,179	£17,143	£18,857	£18,143	£14,286
LQ income	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
MQ income	15,000	15,000	15,000	25,000	15,000	15,000	15,000	15,000	15,000	15,000
Mean income	16,358	19,803	19,174	22,675	14,596	13,913	16,297	20,263	18,477	14,794

Source: Data produced by Land Registry © Crown copyright 2018, Zoopla 2018, CLG

Table 18	Income required for alternative options to be affordable										
	Merry Hill	Oxley	Park	Penn	Spring Vale	St Peter's	Tettenhall Regis	Tettenhall Wightwick	Wednesfield North	Wednesfield South	Total
Social Rent	£18,472	£18,472	£18,472	£18,472	£18,472	£18,472	£18,472	£18,472	£18,472	£18,472	£18,472
Affordable Rent (80% of median private rent)	£23,962	£22,214	£17,318	£25,958	£22,963	£18,317	£22,963	£22,810	£22,810	£21,120	£20,813
Market Rent - Lower Quartile	£23,904	£21,744	£17,280	£28,512	£26,400	£18,096	£22,896	£23,712	£22,896	£21,648	£20,592
Market Rent - Median	£29,952	£27,768	£21,648	£32,448	£28,704	£22,896	£28,704	£28,512	£28,512	£26,400	£26,016
Market Rent - Upper Quartile	£36,000	£31,200	£26,400	£36,000	£33,696	£27,648	£36,000	£36,000	£31,200	£31,200	£29,952
Market Sale - Lower Quartile (assumes 10% deposit)	£35,036	£28,543	£28,414	£38,571	£25,200	£20,186	£37,286	£38,571	£28,286	£28,029	£26,229
Market Sale - Median (assumes 10% deposit)	£47,186	£34,701	£39,857	£47,571	£33,422	£25,714	£47,443	£53,421	£32,721	£36,256	£35,742
Market Sale - Average (assumes 10% deposit)	£49,048	£37,425	£59,284	£49,041	£33,702	£59,570	£63,819	£62,129	£33,539	£41,341	£44,808
Starter Home	£37,749	£27,761	£31,886	£38,057	£26,738	£20,571	£37,954	£42,737	£26,177	£29,005	£28,594
Shared ownership (50%)	£35,365	£26,453	£30,134	£35,641	£25,540	£20,037	£35,549	£39,817	£25,039	£27,563	£27,196
Shared ownership (25%)	£29,271	£21,971	£24,985	£29,496	£21,223	£16,716	£29,421	£32,917	£20,813	£22,880	£22,579
Help to buy	£26,214	£19,279	£22,143	£26,429	£18,568	£14,286	£26,357	£29,679	£18,179	£20,142	£19,857
LQ income	15,000	15,000	15,000	35,000	15,000	5,000	25,000	25,000	15,000	15,000	15,000
MQ income	25,000	15,000	25,000	35,000	15,000	15,000	35,000	35,000	15,000	15,000	15,000
Mean income	29,043	22,294	25,741	39,441	19,551	13,750	£38,618	40,920	21,027	21,811	22,622

Table 19 Assumptions in assessing income required for alternative tenure options

Tenure	Tenure price assumptions	Affordability assumptions
Social rent	Prevailing prices	Affordability 35% of gross income
London Affordable Rent	Affordable homes based on social rent levels for low income households	Affordability 35% of gross income
London Intermediate Rent ('London Living Rent')	Homes for middle-income households struggling to save for a deposit based on a third of average local household incomes and adjusted for the number of bedrooms – a significant discount on market rent in most London Boroughs	Affordability 35% of gross income
Market Rent – lower quartile	Prevailing prices	Affordability 35% of gross income
Market Rent – median	Prevailing prices	Affordability 35% of gross income
Market Rent – upper quartile	Prevailing prices	Affordability 35% of gross income
Market Sale – lower quartile	Prevailing prices	90% LTV, 3.5x gross income
Market Sale – median	Prevailing prices	90% LTV, 3.5x gross income
Market Sale – average	Prevailing prices	90% LTV, 3.5x gross income
Starter Home	20% discount on full value (assumed to be median), 10% deposit on discounted portion, remainder mortgage based on 3.5x income	90% LTV, 3.5x gross income
Shared ownership (50%)	Total price based on median price and 50% ownership. Mortgage based on 40%. 10% deposit required, annual service change £395, Annual rent based on 2.75% of remaining equity	90% LTV, 3.5x gross income for equity and 25% of income for rental element
Shared ownership (25%)	Total price based on median price and 25% ownership. Mortgage based on 20%. 5% deposit required, annual service change £395, Annual rent based on 2.75% of remaining equity	90% LTV, 3.5x gross income for equity and 25% of income for rental element

Source: Data produced by Land Registry © Crown copyright 2018, Zoopla 2018, CLG

9. Conclusions and implications for the housing strategy

9.1 Wolverhampton has a distinct city structure within an otherwise fragmented conurbation. It has a clear city centre offer for the city's wide catchment and hinterland, with assets such as the Molineux stadium, the University presence, strong R&D investment, and the notable i54 success. It has some of the strongest suburban neighbourhoods in the conurbation. A buoyant and varied new build market (5,985 new build in 2000-14) is a factor in the population inflow attracted from Birmingham and Sandwell, while international migration has prevented overall population loss. Wolverhampton also has a substantial pipeline for housing (9,470 net completions expected in 2017-26) and employment land and has investment credibility from its policy record of mixed-use growth.

The economy

9.2 Like other medium-sized cities in declining conurbations, Wolverhampton has seen poor recent economic growth (GVA measure) and job creation, including city centre employment loss. It has a low but recovering employment rate. Limited economic growth is forecast, with any Brexit scenario a further risk.[6]

9.3 The evidence shows that the local economy has struggled in a period of transition which has seen a shakeout of employment in manufacturing during the first part of the 21st Century, a loss of public sector jobs and a City Centre which has underperformed and needs to establish a new function based on refreshed leisure, retail and housing offer. The Housing market has been impacted by national trends in falling home ownership and the growth of private renting, as well as local economic performance. Increasingly, the growth framework involves housing as an integral solution to the development of a vibrant city centre, the retention of economically active residents, and the development of new transport and employment corridors.

9.4 The high level of workless households is a particular challenge for social housing providers as the incidence of 22.5% of households of working age having no one at work is 60.7% higher than the regional average. It is likely that this is also now an issue in some segments of the low value private rented sector which tend to occupy neighbourhoods where social housing is also concentrated. This particular social and economic issue may therefore lend itself to targeted training and employment initiatives which are supported by public sector and Housing Association procurement policies. Comparing Figure 2 which details the spatial distribution of those with an NVQ 4 qualification, with Figure 4, which looks at employment rates at small area level, shows that that in some parts of the city it is too simplistic to suggest that training and education alone will result in higher employment levels. It is evident that, particularly in some inner-city neighbourhoods there is a coalescence of relatively high educational attainment and low employment levels suggesting there are other barriers which need to be overcome to allow stable participation in the labour market. Increasingly

[6] Peter Brett Associates, 'Black Country and South Staffordshire Strategic Housing Market Assessment', [consultancy report], London: Peter Brett Associates LLP, 2017, 62.

economic participation has become important to achieving sustainable housing solutions given the incremental reform of Housing Benefit which has been implemented to restrict the growth of claimants and expenditure in this part of the national welfare budget.

Neighbourhoods and urban form

9.5 The very distinct waves of urban development which have shaped the City of Wolverhampton have created a complex pattern of tenure distribution between clusters of neighbourhoods and related differences in social and economic profiles. The City's relationship to the Black Country has meant that it does not have highly defined inner city and suburban zones as found in more typical free standing medium sized and larger cities in the UK. Spatial policy therefore reflects a history of mixed-use developments, and commuting, housing market and employment linkages both to a large industrial hinterland to the south and east, and rural areas to the north and west. Public sector Interventions are spread across the city reflecting the balance of need and opportunity, and the ability to harness micro residential markets which have different histories and customer bases.

9.6 There are a number of key issues which emerge:

- The integration of housing, transportation and employment development along defined corridors in the City is having an observable impact upon the provision of new housing supply. This is particularly evident within the Stafford Road Corridor and in and around Bilston Urban Village (see figure 9);
- The regeneration and modernisation of the City Centre is a key public policy objective for the local authority and its partners. In most successful city centre development projects in cities such as Birmingham, Leeds, Manchester and Salford the relocation of students into city centre apartments using a shared model helped kick start the development process and contributed to a critical mass of activity. The evidence highlighted in Figure 19 shows that despite the University of Wolverhampton's large student population, there are relatively few concentrations of students living independently in the City. Many may be living at home and spread across a wider geographical area. This suggests that the contribution that students can make to residential city centre regeneration needs to be scoped in more detail and the offer to students may need to be different from that in other locations if it is partially servicing a more local market and potentially a more mature age cohort.
- There is an overlay of housing market pressures in some of the older neighbourhoods surrounding the city centre. Most of these areas have experienced significant population increase during this decade and were already prone to overcrowding in the previous decade as illustrated in the 2011 Census. Additionally, there has been a growth of private renting in these locations and the evidence from the DWP data base suggests that reliance on Housing Benefit is very high, reflecting low income work and unemployment concentrations. The evidence from the mapping of geodemographic data (Figures 15, 17 and 18) suggests that these neighbourhoods house substantial numbers of families with children, low income households and a large and growing BME community. Given the composition and scale of housing demand these locations are likely to present increasing issues of

overcrowding, disrepair, and challenges to housing standards going forward. The combination of social stress, low value private renting and low incomes will put pressure on an ageing housing stock which was renovated in the most part more than 40 years ago through now defunct urban renewal programmes.

- Other locations within the City which experience social stress are largely former council estates, which are now mixed tenure as a result of the Right to Buy. These areas have more resources for neighbourhood management because of the high concentration of social housing and the dominance of a single landlord (Wolverhampton Council). The Geodemographic information in Figure 15 when compared to the tenure profile of social housing in Figure 11 shows that in areas of social renting there would appear to be a high churn associated with younger households often adjacent to more stable older residents. This may warrant further investigation to see if the use of the social sector is changing over time, and if social housing and privately rented alternatives are becoming more interchangeable products for younger cohorts.
- The extent of relative price falls for housing in the City is both a product of differential migration (a tendency to export higher income earners) and the weakness of the local economy. The mapping does however illustrate the need to support house prices and homeownership where ever possible through area-based improvement, strategic new build projects and potentially new approaches to neighbourhood management. These new approaches to neighbourhood management could involve Registered Providers in some locations as well measures to support and regulate the private Rented Sector (see for example the Greater Manchester Ethical Lettings Agency project). Despite price falls, it is clear that affordability is challenging for many tenures and many households will struggle to afford the tenure of their choice in a location they wish to live.
- Finally, if levels of home ownership have followed national trends since 2011 in Wolverhampton, then owner occupation will be on average just over 50% of the housing stock across the city and in many neighbourhoods, it will be way below this level. Owner Occupation is important to neighbourhood stability, the ability to secure credit for business start-ups, and to support the very local economy through maintenance and improvement expenditure. This suggests that there may be a spatial dimension to the promotion of homeownership using national government financial products such as shared ownership and build for sale in some parts of the city.

Population and migration

9.7 The spatial patterns of both inward and outward movement from Wolverhampton illustrates the scale of the city's hinterland which stretches into Shropshire, South Staffordshire and the Black Country. The population residing in this hinterland forms the potential customer base for the new leisure, retail and housing offer for Wolverhampton City Centre, and provides a framework for marketing, particularly for the younger population in South Staffordshire who look to the conurbation for work, education and leisure;

9.8 The figures re-emphasise the importance of international migration to sustain the vitality of the City`s labour market and leisure scene. The average figures for the growth of population derived from international migration and the numbers of live births by mothers born outside the UK suggest that without this stimulus the City would still have a declining population of around 1,660 per year. Given the population projections by ONS released in 2018 it will be more important than ever that the City continues to attract young and aspirational groups and this in the first instance is likely to mean a well maintained and quality private rented sector as well as choice in affordable housing options at entry point in the owner-occupied sector;

9.9 The ONS population projections show a number of seismic shifts in the structure of the residential base and therefore the local labour market over the short and medium term. The most immediate and pressing issue is in the changes projected for the key new household forming cohort in the 20-29 age group. In Wolverhampton this group is projected to reduce by 11.3% or 4,000 people by 2026. Furthermore the 2016 numbers in this cohort do not recover their 2016 level until 2033. Even after 2033 the household formation for those under 35 is projected to finish the planning period in 2041 with a similar level of housing demand for that group to that which existed in 2016.

9.10 Conversely the projected population growth in the short to medium term is projected to be generated by increasing longevity. The number of people aged over 65 is projected to see growth of 12,000 by 2033 (27.9%).

9.11 There is therefore a change in population structure underway now which will have a noticeable impact on Labour supply and housing demand in the medium term unless the City can attract an enhanced flow of young people in future in what will be a very competitive market. The household projections show a flat profile for household formation for the young and the younger middle-aged groups by 2041 and the overwhelming driver of growth being in the aged above 44 years. There is therefore a change in the structure of housing demand underway, and this will need a different approach to housing enabling going forward, with closer working with NHS and care providers, adaptation of dwellings and different types of new supply looking forward. These structural changes in demand may take some time to become apparent given the backlog of demand which has been generated by the cumulative historically low levels of new housing supply generated locally and nationally following the crash of 2008/9. This will allow time to pilot new products and approaches to meeting the needs of the ageing society and a new type of housing market.

Future housing requirements

9.12 Analysis indicates that the majority of need going forward will be for 3-bedroom (32.4%) and 4 or more-bedroom (17.6%) followed by 1/2-bedroom houses (14.2%). Regarding dwelling type, analysis suggests a broad split of 66.5% houses, 17.4% flats, 15.4% bungalows (or level-access accommodation), and 0.8% other (for instance self/custom build and specialist accommodation).

9.13 In terms of affordable dwellings analysis concludes that the following range of affordable dwellings by bedroom size are required:

- One bedroom 60.9%

- Two bedrooms 22.4%
- Three bedrooms 8.4%
- Four bedrooms 5.9%
- Five or more bedrooms 2.3%

9.14 Analysis has also considered the dwelling type and size aspirations (likes) and expectations of households planning to move, by age group and household type. This shows a skewing of need towards smaller dwellings, with a particular focus on bungalow/level access provision. This is driven by the aspirations of an ageing population. This analysis points to the potential and dramatic impact of the housing requirements of an ageing population on delivery.

Implications for the housing strategy

9.15 There is a need to increase the supply of housing to support increasing populations, retain economically active households and underpin new opportunities such as the city centre. Building homes, at the right price, tenure, size and type in neighbourhoods where people want to live will be a priority. Developing the options for planning to negotiate this offer on new sites coming forward and ensuring that VW Living maximises its delivery will be a priority.

9.16 New supply must be of a quality to attract and retain young economically active households. The City is reliant on in migration for growth and the housing offer needs to provide choice and opportunity as households move through their lifecycles. This may require specific 'products' to enable households to access the tenure of their choice which could be in place of an element of affordable rented housing.

9.17 The size and type of housing to be built need to focus on aspirations of local households. Initial data reviewed in this evidence suggests that the majority of need going forward will be for 3-bedroom (32.4%) and 4 or more-bedroom (17.6%) followed by 1/2-bedroom houses (14.2%). Regarding dwelling type, analysis suggests a broad split of 66.5% houses, 17.4% flats, 15.4% bungalows (or level-access accommodation), and 0.8% other (for instance self/custom build and specialist accommodation).

9.18 There is a need to continue to provide affordable housing, the population is growing, and a low quality private rented sector is taking on a role for supporting those in housing need. Careful consideration should be placed on the location of new affordable housing given the significant levels across the City and in some specific locations. The priority for affordable housing should be:

- rebalance what you have to support people moving
- support those using the low quality PRS to get into social housing
- meet the need from newly forming households

9.19 For affordable housing, the evidence confirms the need for smaller homes, focusing on one bed properties. This evidence should be further tested by developing a primary dataset.

9.20 It is important to create a high-quality housing offer in the city centre. An offer that attracts residents to the city centre will need to be clearly developed which may require unique sales and rental products designed and implemented by the city. Further research is likely to be required to consider how this is focused and how it can be developed to support economically active households, retain graduates and support key workers.

9.21 The private rental market is growing and there is a need for a higher quality new build PRS 'build to rent' offer with high quality management services; not only in the city centre but elsewhere for families. A quality rental offer will support economic mobility to support the continued inward migration of households to the City.

9.22 Whilst the city should support the growth of a higher quality private rented sector, it also needs to consider how to support and sustain home ownership opportunities for households. Affordability is challenging in many locations but creating an entry point for home ownership will be required to rebalance a number of neighbourhoods where renting is the majority.

9.23 There are significant stock condition challenges, particularly in the quality of private sector stock. There needs to be a continual focus on housing standards, focusing/targeted on neighbourhoods that surround the city centre and alternative management arrangements for these neighbourhoods will need to be explored such as an ethical letting agency. As lower quality private rented stock becomes interchangeable for social rented stock, the need to create across the board standards grows in importance and relevance.

9.24 Creating new markets are key; the City Centre is a prime target as well as the 3 corridors focused for future development; creating the right sequencing for these opportunities as well joining the housing offer for the inner suburbs with the City Centre – South and North East of the Ring Road will need to be a focus. However, these transformation locations will not create change in some of the neighbourhoods that are exhibiting poor indicators of wealth and opportunity; managing these will be critical to underpin investment elsewhere and management of these locations will require consideration by the city.

9.25 As the population ages, an older person offer that supports 'active' older to remain living longer in their current home and for 'older' older to move into more supported accommodation, will be a priority. There will need to be a robust offer for older households linked to new supply, opportunity to access adaptations, links with NHS and care workers and innovative thinking for supporting this cohort as it ages. The development of the Home Improvement Agency is a positive step forward.

9.26 There needs to be a continued momentum around the worklessness agenda. This needs to be focused at households living in social housing and private sector housing as these tenures are becoming interchangeable (in the rented sector). The city has a successful track record that needs to continue to create employment opportunities and secure the maximum economic value for public procurement and construction opportunities.

9.27 The need to continue to partner with other agencies to deliver support for people who are homeless or rough sleeping will continue as welfare reforms continue to bite. This will sit along-side the need to think creatively about how partner organisations can work together to provide support for households that present a range of challenges to the City.

Appendix A: The national, regional and local context

Increasing housing supply and access to home ownership

A.1 The *Housing White Paper, Fixing our broken housing market* published in February 2017 made a number of proposals principally designed to boost the rate of new house building and improve access to home ownership. These have been taken further in the *Autumn Statement 2017, the Housing Green Paper 2018* and *Autumn Budget 2018*. A new *National Policy Planning Framework* setting out the government's policy for local planning in England was published in July 2018. The combined effect of these has been to:

- Increase funding to support provision of 300,000 new homes per year by the mid-2020s
- Introduce a Housing Delivery Test for councils with targets for the delivery of homes
- Lift the Housing Revenue Account borrowing cap, allowing councils to borrow against their HRA in order to build new affordable homes (and estimated 10,000 per year)
- Provide further help to get onto the housing ladder, including through a new Help-to-Buy scheme (from April 2021) for first-time buyers and by extending Stamp Duty relief to first-time buyers of shared ownership properties worth up to £500,000
- Specify 'social rent' within 'affordable rent' as one of several affordable products;
- Boost the Housing Infrastructure Fund of £500m (bringing the total to £5.5 billion)
- Consult on how local authorities can use RTB receipts to build more homes
- Introduce measures to make best use of the existing social homes
- Introducing a new rent settlement, allowing rents to be raised by CPI + 1% to 2025
- Maintain a presumption against developing in the Green Belt.

A.2 The new Homes England *Strategic Plan 2018/19-2022/23, Making Homes Happen* explains its offer of expert support for priority locations to create and deliver more ambitious plans to build homes, especially for home ownership. Key objectives include:

- *Unlocking land*, using a £1.03 billion Land Assembly Fund to acquire challenging, unviable sites
- *Unlocking investment*, to support housebuilding and infrastructure, including more homes for rent and affordable (but not social) housing
- *Increasing productivity* through supporting modern methods of construction (MMC) and increasing the number of skilled apprenticeships.
- *Driving market resilience* by supporting smaller builders, new entrants and promoting better design and higher quality homes.

The role and purpose of social housing – giving residents a stronger voice

A.3 Since the *Grenfell Tower Fire* tragedy in June 2017, there has been a new focus on safety and listening to residents. The *Social Housing Green Paper*, published in August 2018, started a 'national conversation' on the issues raised by over 8,000 residents and on the role of social housing. The key ideas being explored within the paper include how best to:

- Ensure that social homes are safe and that they meet the Decent Homes standard
- Improve and speed up the complaint's resolution process
- Make landlords more attentive to the voices of their residents by actively regulating 'consumer standards' and improving access to information about landlords' services
- Tackle the stigma faced by people living in social housing by celebrating thriving communities and involving tenants in design of new homes and places

Homelessness, children leaving care and welfare reform

A.4 The *Homelessness Reduction Act 2017* requires councils to engage and work with households threatened with homelessness 56 days in advance of the date on which they are expected to become homeless (28 days earlier than previously). It requires tailored advisory services for specified vulnerable groups. Councils must assess and develop an agreed Personalised Housing Plan and help relieve homelessness where prevention has not been an option or successful for a period of 56 days (before any decision on the main homelessness duty). The Act dissolves the local connections rules at the prevention stage apart from a duty to provide care leavers with accommodation.

A.5 The *Children and Social Work Act 2017* goes further by introducing a new duty on councils to publish a local offer for care leavers with regards to accommodation and wider support.

A.6 *Welfare Reforms* continue to present challenges for residents, the Council and Registered Providers. Changes that have already been implemented include: a reduction in the Benefit Cap to £20,000 for families and £13,400 a year for single people, the Under-Occupancy Charge (Bedroom Tax) that limits the Housing Benefit entitlement for claimants who are deemed to have one or more spare rooms. The Shared Accommodation Rate now applies for people under the age of 35. Universal Credit is currently being rolled out in Wolverhampton rate. Some minor changes were made to Universal Credit in the Autumn Statement 2017 to help soften the impact on claimants and a further £1.7 billion was announced in the Autumn Budget 2018 to increase work allowances and provide extra help for people moving from existing benefits to UC. Further changes have recently been made by the Secretary of State to address some of the design flaws of Universal Credit.

The regional agenda

A.7 The West Midlands conurbation includes the cities of Birmingham and Wolverhampton and the large towns of Sutton Coldfield, Dudley, Walsall, West Bromwich, Solihull, Stourbridge and Halesowen.

A.8 The area of the conurbation between Birmingham and Wolverhampton is known as the Black Country. The Black Country has no single centre, having grown up from a number of historic market towns and industrial villages. It remains essentially polycentric with many of the towns and villages remaining recognisable communities.

A.9 Two Local Enterprise Partnerships (LEPs) cover the majority of the conurbation area: Black Country LEP comprises the local authorities of Dudley, Sandwell, Walsall and Wolverhampton while the Greater Birmingham & Solihull LEP includes those two authorities and a number of satellite boroughs.

The West Midlands Combined Authority

Devolution Deal

A.10 The West Midlands Combined Authority (WMCA) is a strategic authority with powers over transport, economic development and regeneration. The authority came into being on June 2016. The Budget of November 2017 confirmed a second devolution deal for the region covering housing, skills, and digital technology.

A.11 The deal includes funding for a Delivery Team to drive the house-building programme, and investment in high-tech economic sectors. The Housing Delivery Team will help unlock the 200,000 new homes needed in the region by 2031 and is supported by a £5m investment to expand construction skills.

A.12 The deal also includes funding for a Housing First pilot, a new approach to tackling rough sleeping in the region

Housing & Land

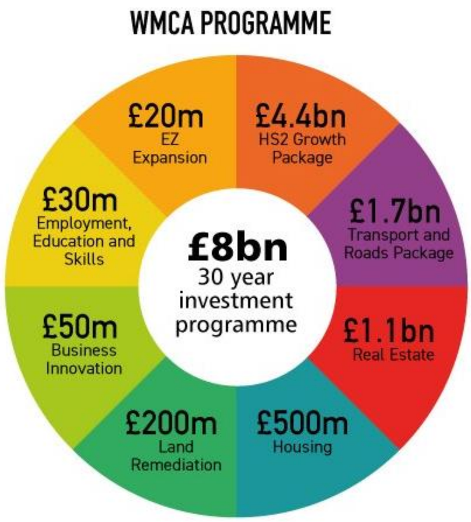
A.13 Housing and land use is a key WMCA priority with an Investment Prospectus setting out up to £10bn in development schemes (https://www.wmca.org.uk/media/2071/wmca-investment-prospectus-march-2018.pdf). A £350m housing deal has also been made with the government.

A.14 The WMCA Strategic Economic Plan (https://www.wmca.org.uk/media/1382/full-sep-document.pdf) anticipates 500,000 new jobs will be created by the year 2030. To accommodate this growth, it has been estimated that land for some 50,000 new houses will need to be identified across the conurbation.

A.15 At the heart of the plan is the drive to accelerate an improvement in productivity and enable the West Midlands to become a net contributor to the UK exchequer - while improving the quality of life for everyone who lives and works in the area.

A.16 The plan aims to deliver this through:

- creating the conditions for growth, including connectivity and skills
- exploiting the area's world class innovation infrastructure
- improving business competitiveness
- public service reform – transforming lives in the West Midlands
- improving the life chances for everyone, especially those facing multiple disadvantages



A.17 The plan recognises the challenge of building homes. Planning authorities face a major challenge in meeting existing levels of housing demand with many sites difficult to develop because of their size and condition. The current shape and business model of the house building sector can also create challenges.

A.18 In order to accelerate house building, a programme of activity to bring forward development sites is proposed, including land assembly and remediation work. Priority will be given to:

- enabling the development of major housing sites in the most sustainable locations
- a programme to bring forward clusters and small and medium sized sites to support a range of needs and market opportunities
- maintaining and enhancing the existing stock, including energy efficiency.

A.19 In addition, WMCA intend to take a new approach to house building, exploring ways in which it can exploit its scale and potential to work with the house building industry. It hopes to develop a business model which enhances the viability of housebuilding in the area. Proposals include:

- supporting the capacity locally for off-site construction
- supporting local small and medium-sized housebuilders for whom smaller sites will be more viable
- supporting the development of low carbon and zero carbon homes
- establishing a development arm to influence the shape of the construction sector
- exploring a mechanism to invest upfront in social infrastructure in a way that increases the viability of development in return for a share in the financial benefits of that investment
- identifying the house building industry as an early priority for the WMCA's productivity and skills commission.

A.20 Innovation and skills ambitions are supported by investment into the Springfield Campus in Wolverhampton and creation of Europe's largest specialist construction and built environment campus.

The Black Country Core Strategy (BCCS)

A.21 The Core Strategy is a spatial plan, which goes beyond the traditional land-use based development plan and addresses a wide range of activities and interventions that are required to create sustainable communities across the whole of the Black Country. It provides a clear spatial or locational dimension to the regeneration and renaissance of the area, addressing its economic, transportation, social infrastructure and environmental needs whilst reducing its carbon footprint and helping to tackle climate change.

The Growth Network

A.22 The BCCS set the policy ambition including that by 2026, the Strategic Centres of Brierley Hill, Walsall, West Bromwich and ***Wolverhampton*** will have a much stronger role at a regional and sub-regional level, providing:

- Additional 345,000 square metres gross comparison retail floorspace and additional 880,000 square metres gross office floorspace;
- Major new leisure and cultural facilities;
- 7,500 new homes of mixed type and tenure - the majority built at high densities as part of mixed-use developments;
- Excellent public transport links, making the centres highly accessible to increased catchment areas, including new residential communities in the Regeneration Corridors;
- Significantly improved built and green environments integrated into the development of centres.

Housing Growth

A.23 The BCCS identifies the need to provide sufficient land to deliver at least 63,000 net new homes over the period 2006 – 2026. The majority of the requirement will be met through committed sites and the phased allocation of sites within the Regeneration Corridors, Strategic Centres, appropriate Free Standing Employment Sites and housing renewal areas, with at least 95% of all new residential development to be built upon previously used / developed land.

Affordable Housing

A.24 The Local Authorities will aim to provide a minimum 11,000 new affordable dwellings between 2006 and 2026, in partnership with developers and the Homes and Communities Agency. Local Planning Authorities will seek to secure 25% affordable housing on all sites of 15 dwellings or more where this is financially viable. The tenure and type of affordable units sought will be determined on a site by site basis, based on best available information regarding housing need, site surroundings and viability considerations.

A.25 On sites where 25% affordable housing is proven not to be viable, the maximum proportion of affordable housing will be sought which will not undermine the development's viability, subject to achieving optimum tenure mix and securing other planning obligations necessary for the development to gain planning permission. Financial viability assessments conforming to an agreed methodology will be required and, where necessary, independently appraised by the local planning authority at the cost of the applicant. Claw back and other flexible arrangements will be sought through planning agreements, wherever possible, to allow for changing market conditions in future years.

Issues and Options Report (consultation ended 08/09/2017)

https://blackcountry.jdi-consult.net/localplan/readdoc.php?docid=6

A.26 A new strategy is planned to be in place by Autumn 2021. Initial consultation has now taken place through an Issues and Options Report. This clearly recognises that further land will be needed, beyond the existing spatial strategy, to meet all of the Black Country's growth needs. It is estimated that further land will be required to provide 22-25,000 new homes and up to 300 ha of new employment land.

A.27 In terms of role of the Growth Network the following options are being considered:

- continue and strengthen the Growth Network with some corridors being housing led and others employment led. Remaining housing and employment land growth to be accommodated in the green belt.
- restructure the existing Growth Network, with more occupied employment land being redeveloped for housing in the Regeneration Corridors. Remaining housing and employment land growth, and replacement employment land, to be accommodated in the green belt.

A.28 In terms of housing development outside the Growth Network the following are being considered as options:

- rounding off the green belt and meet housing needs through a large number of small sites
- identification of a limited number of large Sustainable Urban Extensions in the green belt
- once the above have been fully explored, if total need still cannot be met the Black Country would need to work the other authorities to "export" the shortfall

A.29 Revisions are also considered to the following housing policies:

- Policy HOU1 - Housing Land Supply – the existing core strategy had predicted a significant housing loss would take place due to demolitions. This has not been the case and the policy requires revision. There is also potential to increase high density housing allocations within Strategic Centres.
- Policy HOU 2 - Housing Density, Type and Accessibility – the 2017 Black Country and South Staffordshire Strategic Housing Market Assessment provides new guidance on the likely needs of different groups for housing over the new Plan period. This concludes that, given the nature of the existing housing stock, the optimum mix

overall would be: 12% 1 bed; 22% 2 bed; 40% 3 bed; and 26% 4 bed properties, although this would vary by area and tenure. The SHMA also highlights a need for 162 new sheltered and extra care homes every year to meet the needs of older persons – 5% of the total housing need. There may also now be a need to require the provision of self-build plots on larger developments.

- Policy HOU3 - Affordable Housing - The 550 affordable homes annual target was significantly exceeded during 2009-2015, with 1045 new affordable homes provided per year on average, the majority grant funded. The 2017 SHMA suggests that the affordable housing target should be higher, at 23.4% of total housing need or 832 homes per year. It is predicted that this should be deliverable but is dependent upon future levels of grant funding. The SHMA also sets out an estimated need for 188 starter homes per year. Options for increasing supply include increasing the percentage requirement or reducing the policy threshold to ensure delivery on smaller sites.

Black Country and South Staffordshire SHMA (2017)

A.30 The Strategic Housing Market Assessment (SHMA) was commissioned jointly by Dudley Metropolitan Borough Council (DMBC), Sandwell Metropolitan Borough Council (SMBC), Walsall Council (WC), City of Wolverhampton Council (CWC) and South Staffordshire Council (SSC).

A.31 The BCCS had a target of 566 dpa for the borough of Wolverhampton. The Regional Spatial Strategy set a net target of 390 dpa between 2006 and 2011, increasing to 675 dpa between 2011 and 2021. Between 2006 and 2016, 4,266 dwellings were completed in Wolverhampton against a BCCS target of 5,662 dwellings over the same period. This is a shortfall of 1,396 dwellings against the BCCS plan target. The BCCS focused housing growth in Wolverhampton city centre and along Regeneration Corridors 2, 3 and 4. Wolverhampton's housing delivery strategy is based primarily on the reuse of brownfield land in employment areas.

A.32 According to the ONS, average house price in the first quarter of 2016 for Wolverhampton was £127,500 compared to £164,950 for the West Midlands and £215,000 for England. House prices England and the West Midlands have outperformed Wolverhampton's since the late 90s. Since 2012, the change in house price was also outperformed by all the comparator authorities.

A.33 Wolverhampton has good affordability when compared to the West Midlands and England. The borough's affordability ratio reached its peak in 2008 and declined substantially during the downturn. Since 2013, Wolverhampton has seen a small increase in its affordability ratio.

A.34 Housing delivery in Wolverhampton has fallen short of the BCCS's target on several occasions. While the BCCS identified sufficient land to meet the target, most of Wolverhampton's new dwellings were planned for brownfield sites much of it in areas earmarked for housing renewal. The high demolitions in Wolverhampton since the early 2000s accounts for the uneven rate of dwelling completions. However, based on our analysis of affordability and average house prices, we do not think this is indicative of any undersupply of housing. The market signals do not show adverse pressure on the housing market in Wolverhampton.

A.35 The OAN for Wolverhampton has been calculated at an average of 710 dwellings per annum.

Local policy context

A.36 Wolverhampton is a City to the north west of the West Midlands conurbation (see Map 1) and is estimated to be home to approximately 249,900 people. The countryside of South Staffordshire is to the north and west of the city, with the urban area to the south and east. Wolverhampton is the only city in the Black Country and has an important role to play in the future direction of the conurbation. The administrative area includes the City Centre and the Town Centres of Bilston and Wednesfield Village. The City also has good transport links with the sub-region and the rest of the UK, with the M54 link to the M6 motorway and good public transport links with the Metro, cross country railway links, and strategic bus routes

Wolverhampton City Strategic Centre

A.37 By 2026 Wolverhampton will be served by an established, confident City Centre with a wide variety of quality shops and cultural attractions, 21st century offices, urban living and a city-scale public transport interchange. A modern public realm network and vibrant Canalside quarter will have made the compact City Centre attractive to walkers and cyclists. Historic areas will provide an enhanced, well maintained built environment which will be attractive to visitors, commercial businesses and residents.

Housing Commitments (April 2009)	-	2,130 dwellings
Additional Housing Capacity	-	1,100 dwellings
Of which: 2009-16	-	0 dwellings
2016-26	-	1,100 dwellings
Total Estimated Housing Capacity up to 2026	**-**	**3,230 dwellings**

Area Action Plans

A.38 There are 3 Area Action Plans being prepared in Wolverhampton for parts of the city that will be subject to significant change up to 2026.

A.39 The Area Action Plans will guide the transformation of these areas and provide detailed policies and proposals to deliver the Black Country Core Strategy at a local level. The area action plans will, when adopted, form part of the Development Plan for Wolverhampton, and will replace some allocations and policies in the Unitary Development Plan.

A.40 The Wolverhampton City Centre Area Action Plan (2015 – 2026) was adopted in September 2016. By 2026 the AAP will deliver the following key development outputs:

- 35,000 sq metres (gross) of net additional non-food (Comparison) floorspace

- 12,000 sq metres (gross) of net additional food (Convenience) floorspace
- Around 70,000 sq metres (gross) of new Office provision
- Around 26,000 sq metres (gross) of new Leisure floorspace, including cinema and hotel provision
- Around 18,800 sq metres (gross) of new education floorspace
- 2,043 new homes, 475 to be delivered by 2021
- 31 ha of local quality employment land
- An accessible network of high quality environmental infrastructure

A.41 The Stafford Road Area Action Plan (2013 – 2026) was adopted in September 2014. The Stafford Road Corridor, covers the area from the A449 at Junction 2 of the M54 to the outskirts of Wolverhampton City Centre, and is one of the main 'gateways' into Wolverhampton and the Black Country. It contains important road, canal and rail infrastructure that links the City with Staffordshire, Shropshire, Telford and NorthWest England.

A.42 By 2026 the development outputs for the Stafford Road Area Action Plan will deliver at least

- 450 new homes, together with 780 homes on existing housing commitment sites.
- Services and infrastructure identified and planned for to serve new development and benefit existing communities.
- New investment in transport, community facilities, environmental projects and the public realm.

A.43 The Bilston Corridor Area Action Plan (2013 – 2026) was adopted in September 2014. The AAP will ensure that:

- At least 320 ha of land is safeguarded for employment uses. 60 ha will be targeted for investment to meet demand and improve the quality of premises available, creating an extra 2,100 jobs in the area
- New development sites are released to provide at least 1,445 new homes, together with 1,155 homes on existing housing commitment sites
- Services and infrastructure are identified and planned for to serve new development and benefit existing communities, including transport, community facilities, environmental projects and the public realm.

Housing Land Supply Position

A.44 The Council has two large sites under commitments – "Ward Street Masterplan Site" (512 dwellings) and "Former Goodyear Site" (469 dwellings). The Council note that a developer is in place on both sites and are they are progressing well. There are no particular risks associated with the delivery of these sites.

A.45 Of the Council's extant Local Plan allocations, 1,450 dwellings are to be delivered on large sites. There are 5 large sites in total:

- "Bilston Urban Village" (400 dwellings)
- "Cable St/ Steelhouse Lane" (365 dwellings) "
- Heath Town Estate Masterplan" (225 dwellings)
- "Westside, Wolverhampton City Centre" (250 dwellings)
- "Stafford St/ Cannock Road, Wolverhampton City Centre" (210 dwellings)

A.46 Countryside Homes are involved with Bilston Urban Village and this is progressing well. The Council are looking to purchase Cable Street with LEP funding as this is not moving forward at the desired pace. Heath Town Estate is a Council owned renewal site and is progressing well. Land at Westside is also owned by the Council and a development partner is in place. The Council acknowledge there are some risks with Stafford Street in the short-term.

A.47 In respect of City Centre intensification, the Council notes that recently adopted an AAP which have has fully considered all possibilities of increasing supply. The Council do not consider there are any additional sources of supply in respect of public sector land or estate regeneration.

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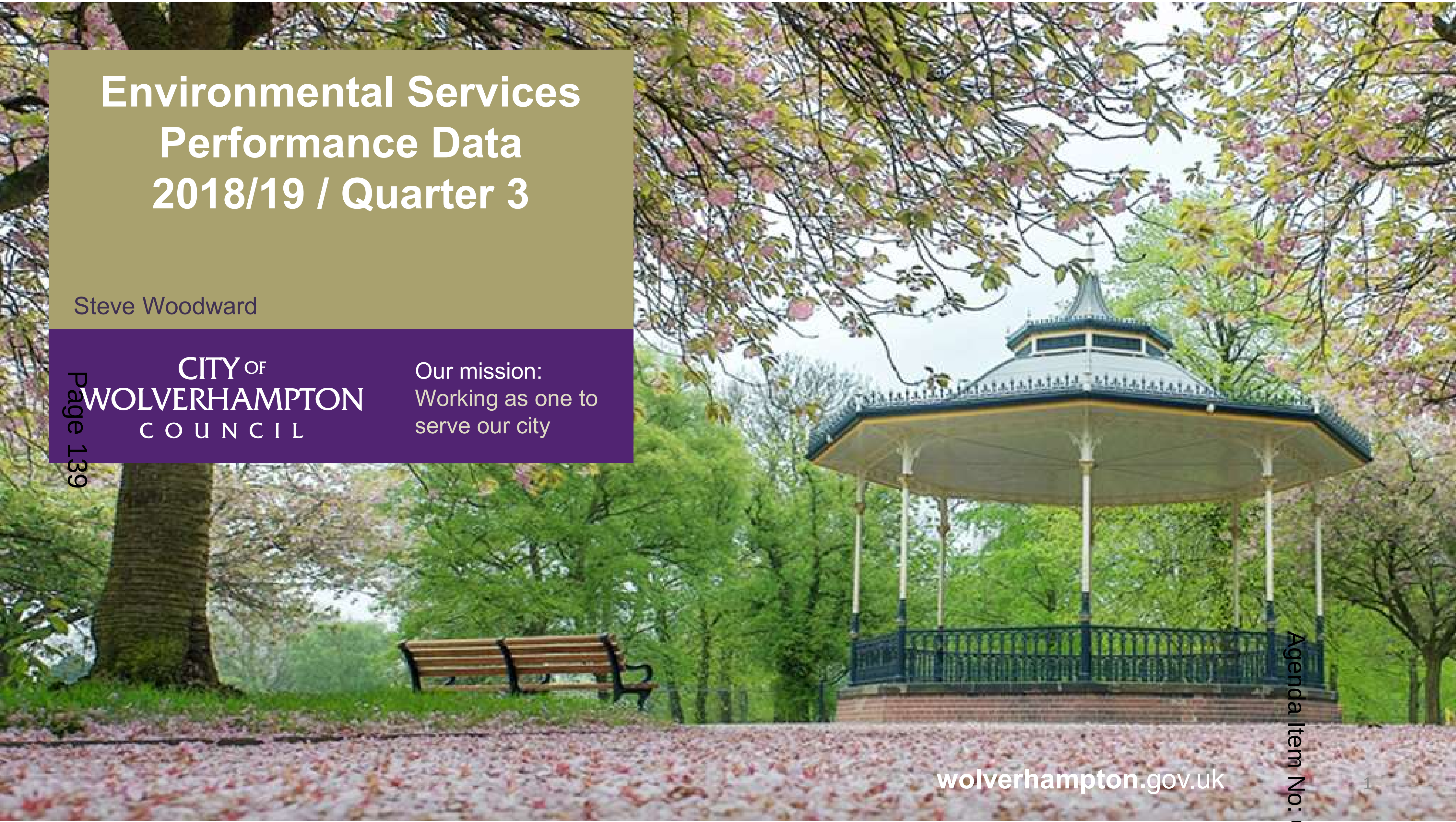
Environmental Services Performance Data 2018/19 / Quarter 3

Steve Woodward

CITY OF WOLVERHAMPTON COUNCIL

Our mission:
Working as one to serve our city



Environmental Services

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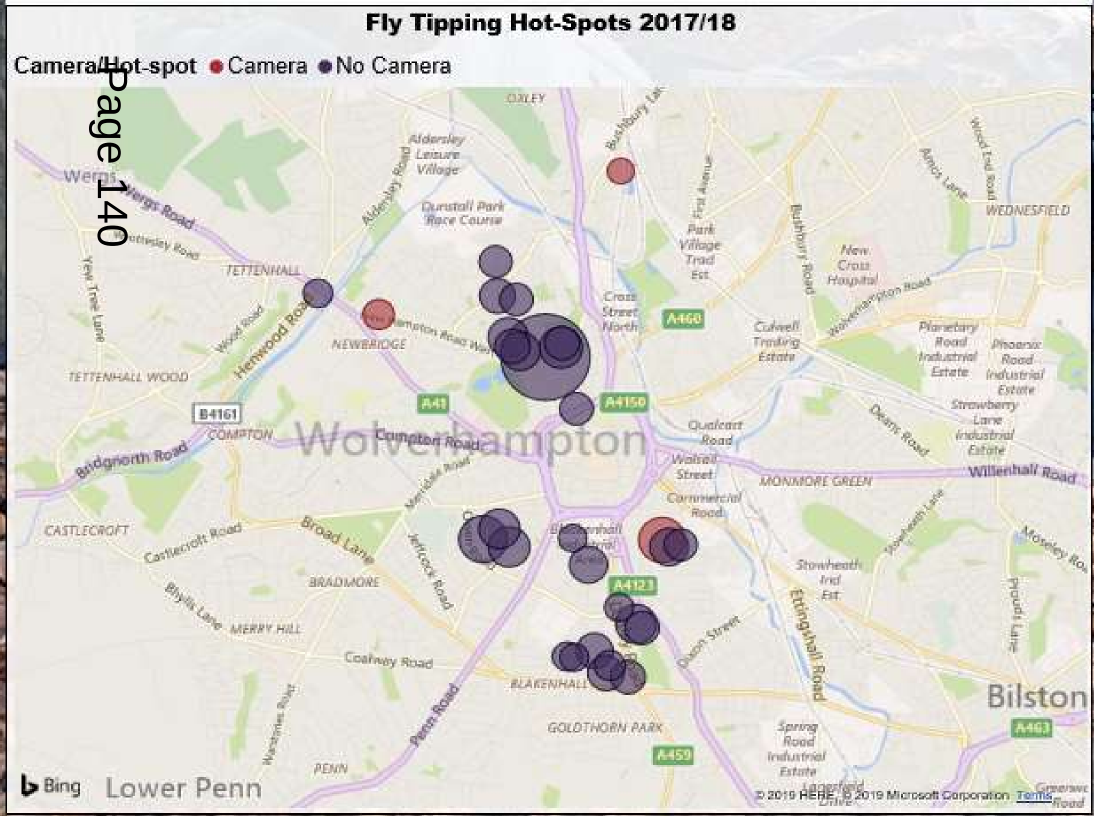
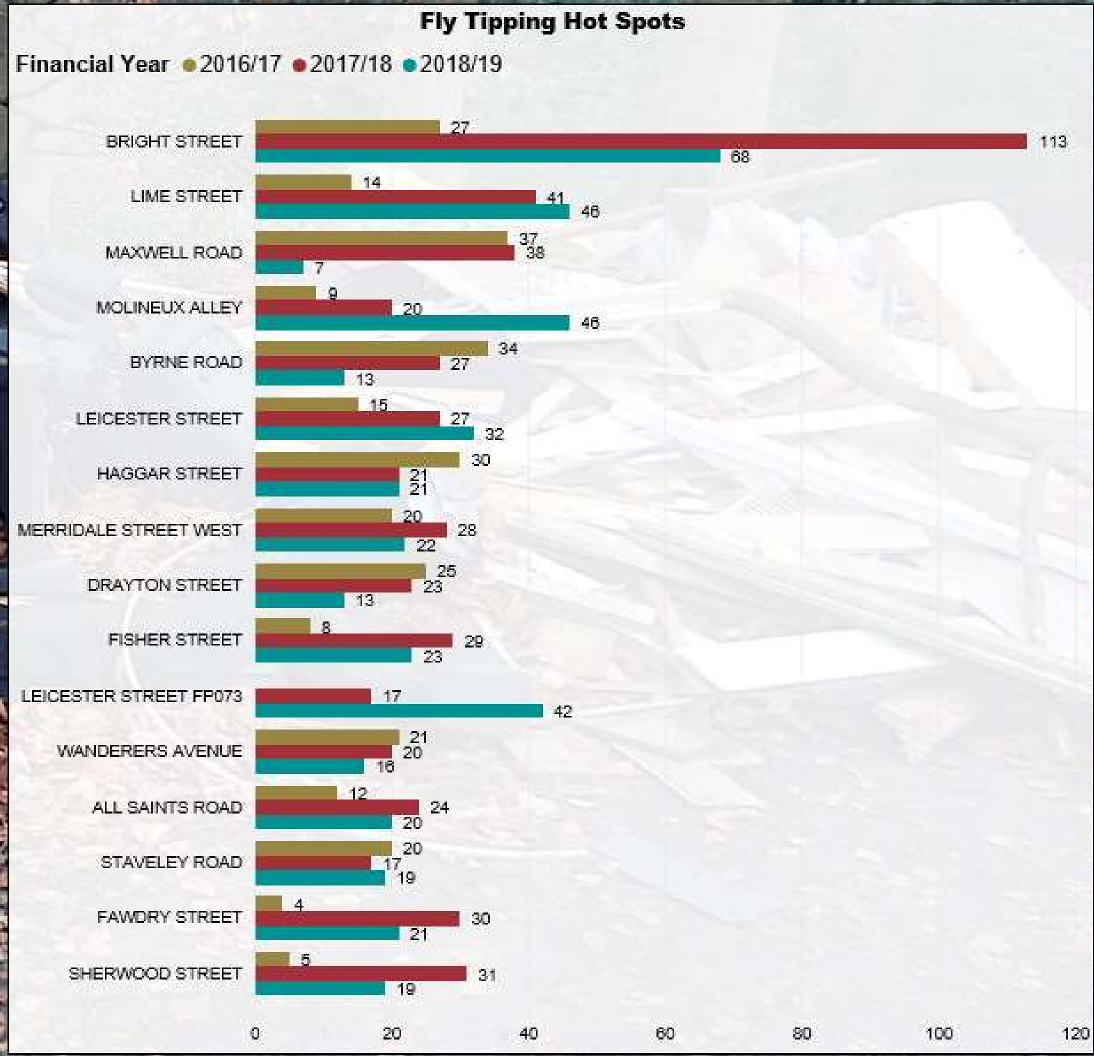
INVESTORS IN PEOPLE | Silver

Environmental Maintenance - Fly tipping hot spots





CUSTOMER SERVICE EXCELLENCE

CSE

INVESTORS IN PEOPLE | Silver

Environmental Services

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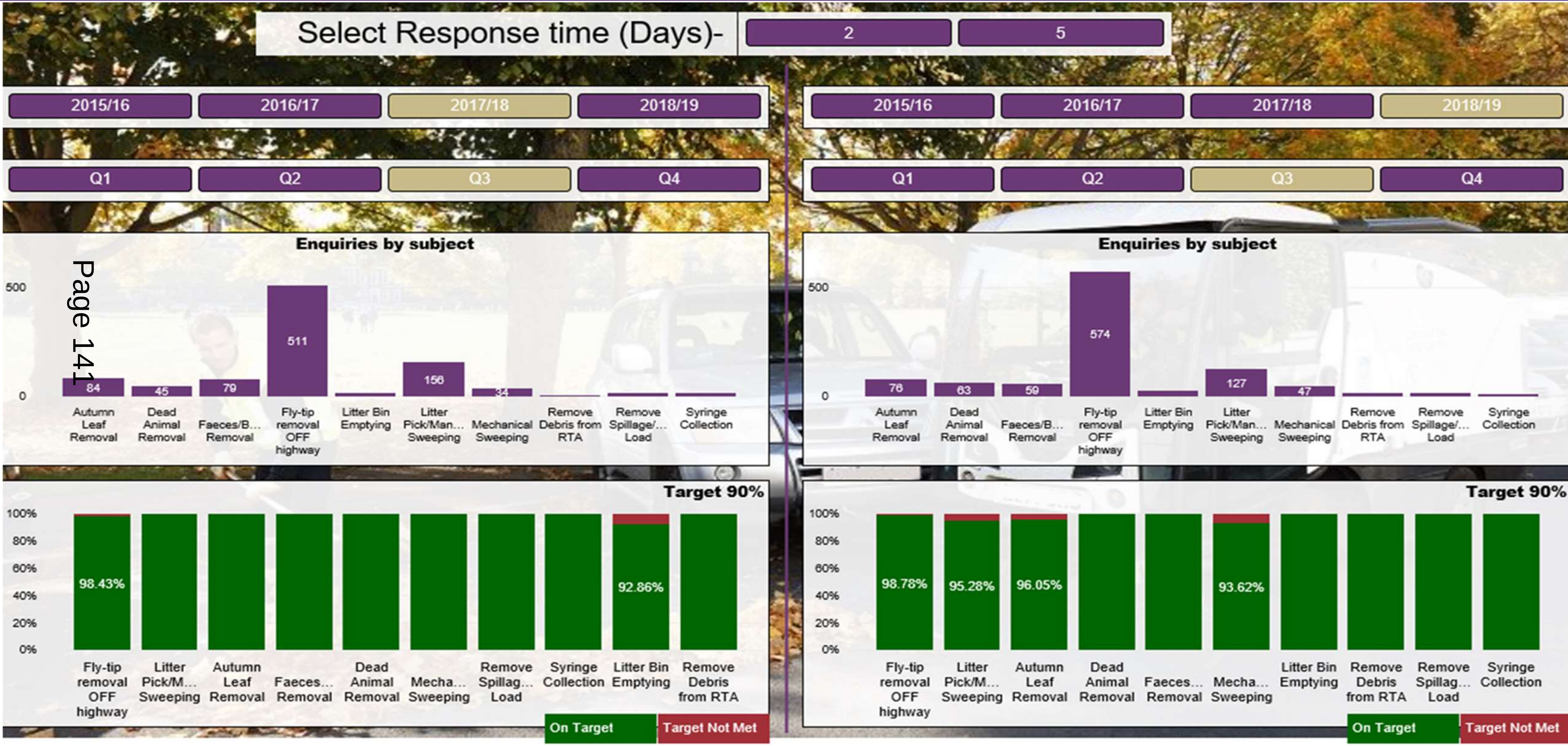
Environmental Maintenance - Fly tipping hot spots

slide 3



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CUSTOMER SERVICE EXCELLENCE

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Environmental Maintenance – Grounds Maintenance enquiries

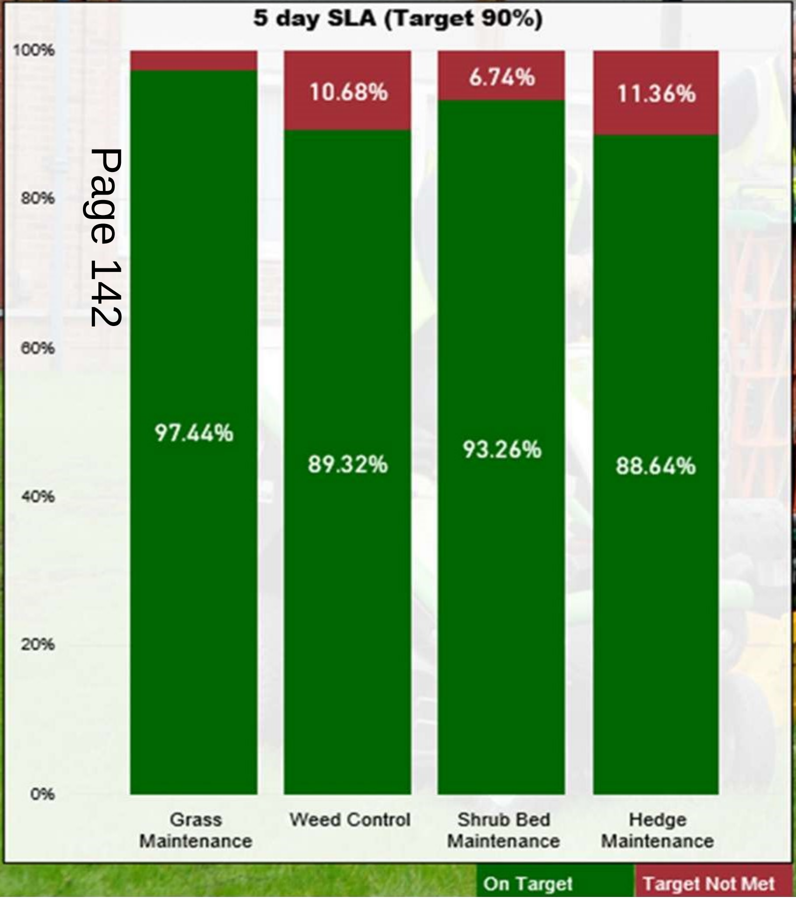
slide 4

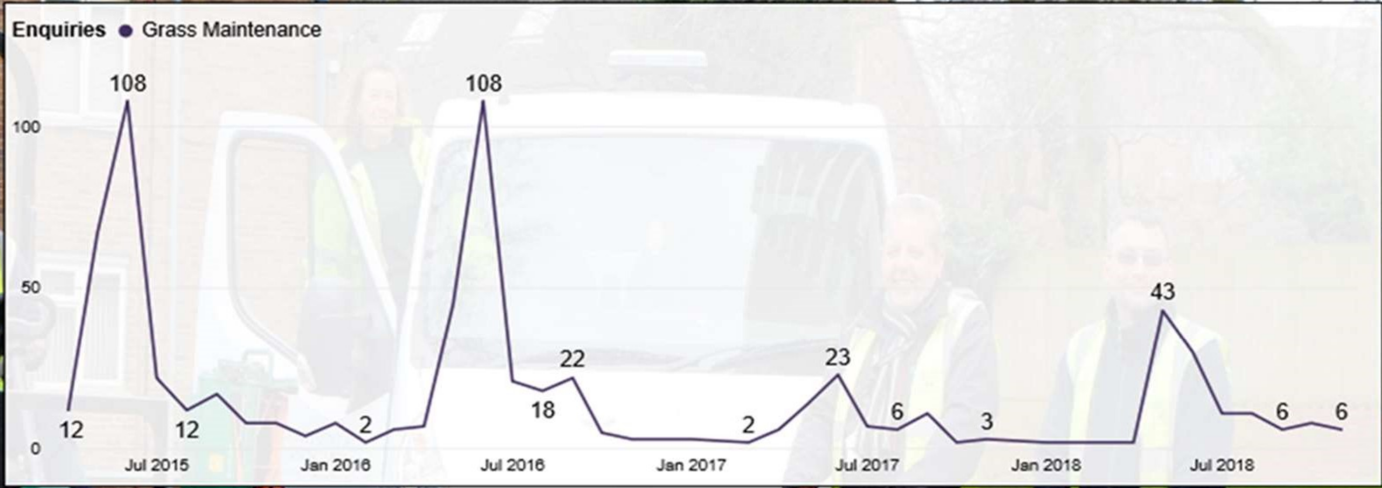
Select Financial Year

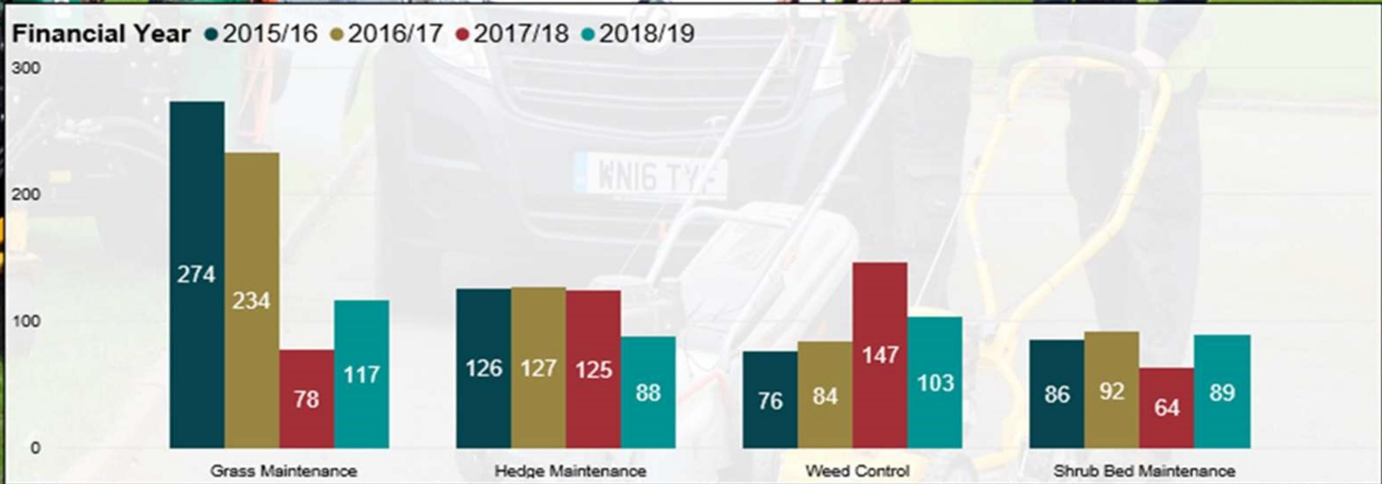
2015/16 | 2016/17 | 2017/18 | 2018/19

Enquiries for the Year

397







Source WCC

CUSTOMER SERVICE EXCELLENCE CSE

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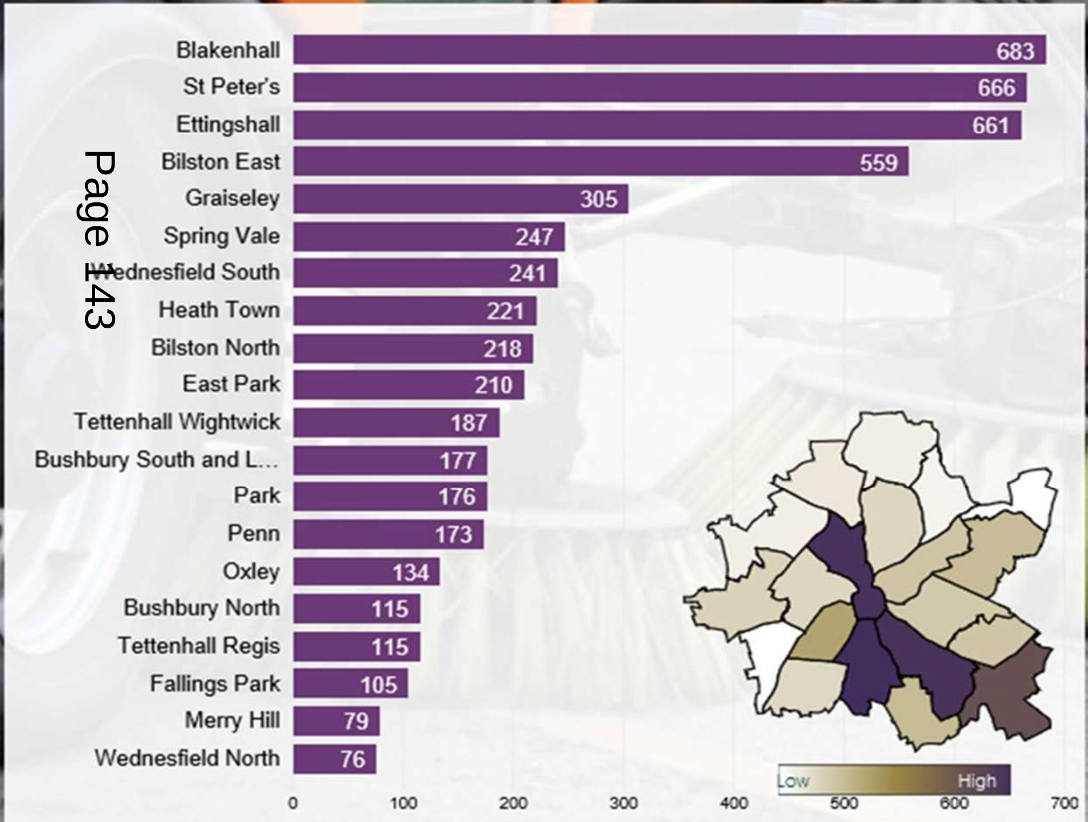
Environmental Maintenance – Customer Contacts by Ward

slide 5

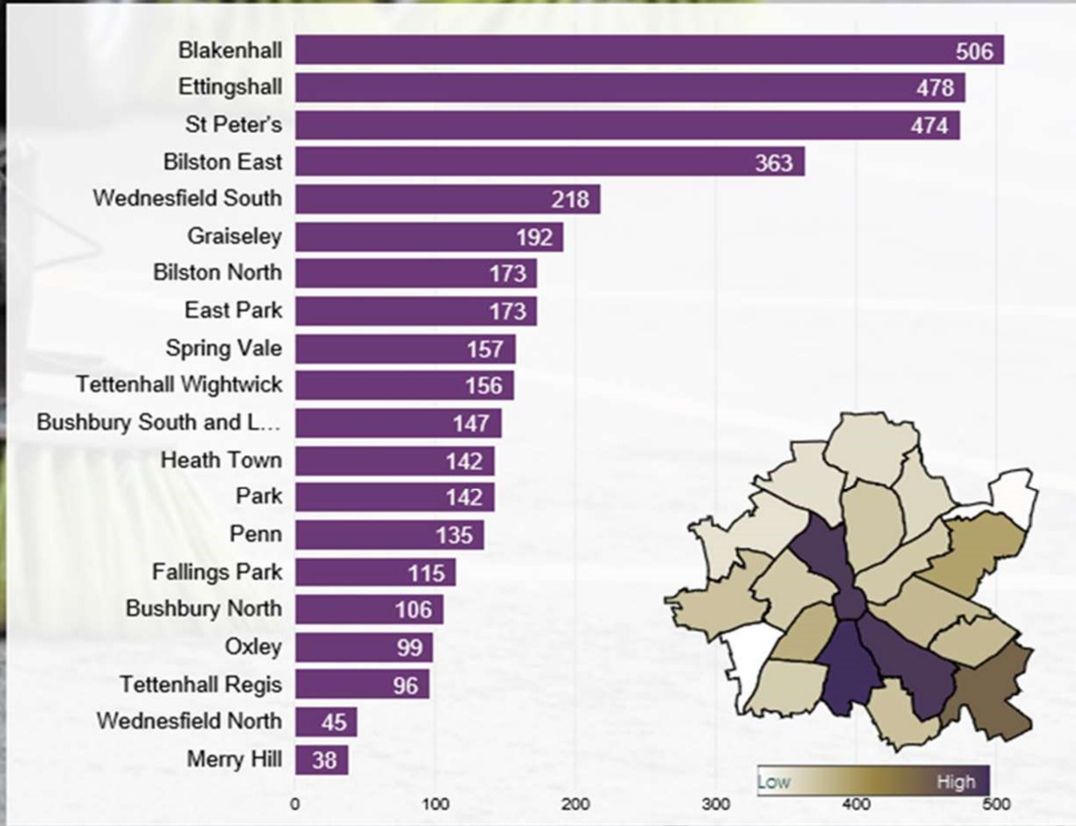
Autumn Leaf Removal | Faeces/Blood/Vomit ... | Graffiti Removal | Hedge Maintenance | Litter Pick/Manual Sw... | Out-Of-Hours Emerge... | Remove Spillage/She... | Syringe Collection

Dead Animal Removal | Fly-tip removal OFF hi... | Grass Maintenance | Litter Bin Emptying | Mechanical Sweeping | Remove Debris from ... | Shrub Bed Maintenan... | Weed Control

2015/16 | 2016/17 | 2017/18 | 2018/19



2015/16 | 2016/17 | 2017/18 | 2018/19



CUSTOMER SERVICE EXCELLENCE CSE

Environmental Services

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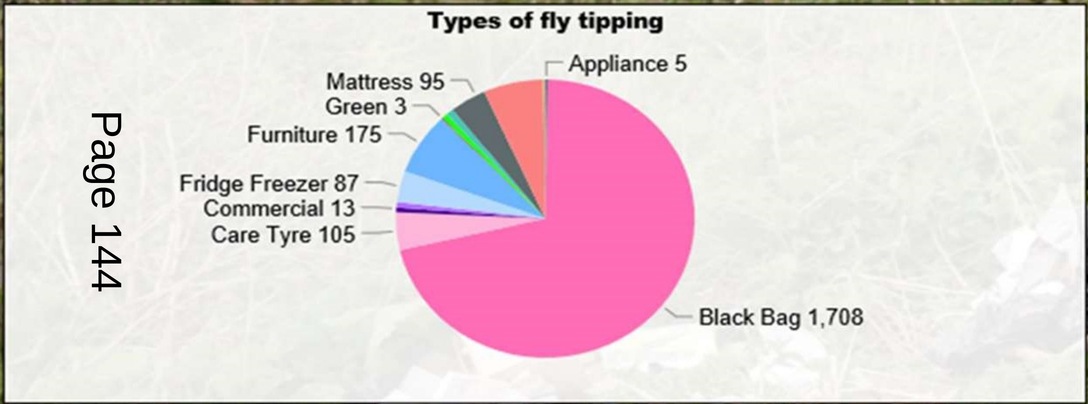
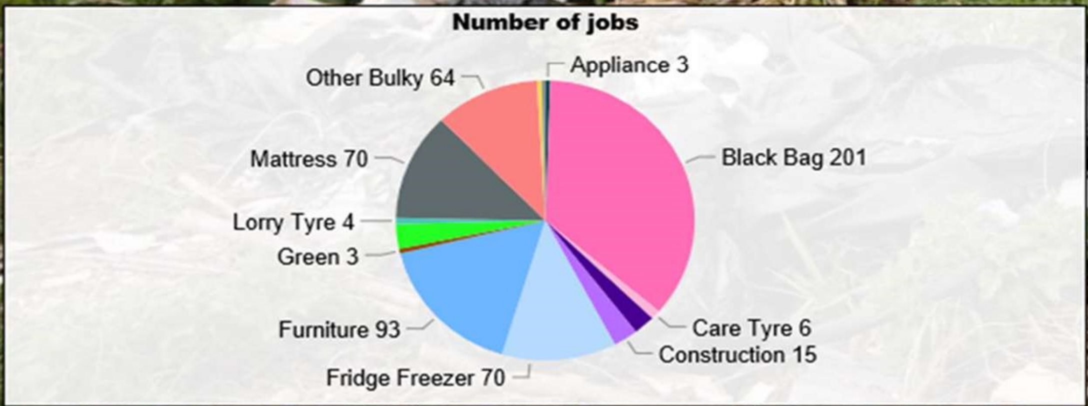
Environmental Maintenance - Fly tipping jobs & items removed

slide 6

2016/17 | 2017/18 | 2018/19

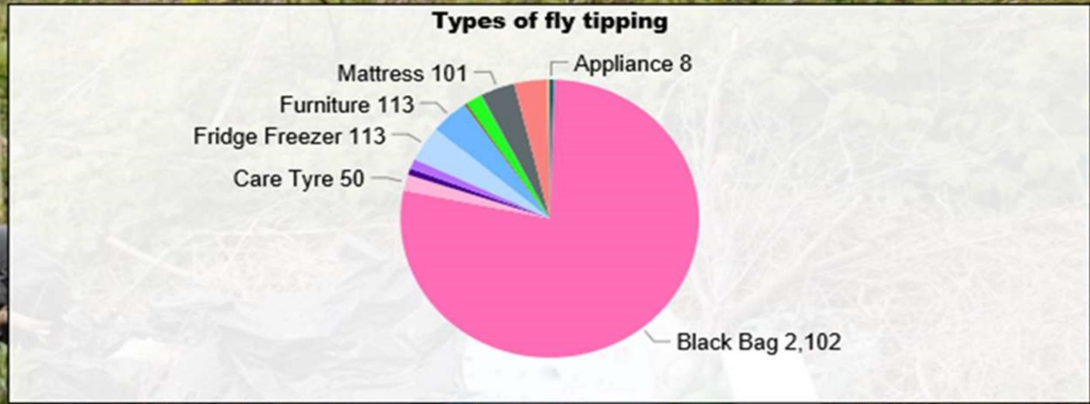
Q1 | Q2 | Q3 | Q4

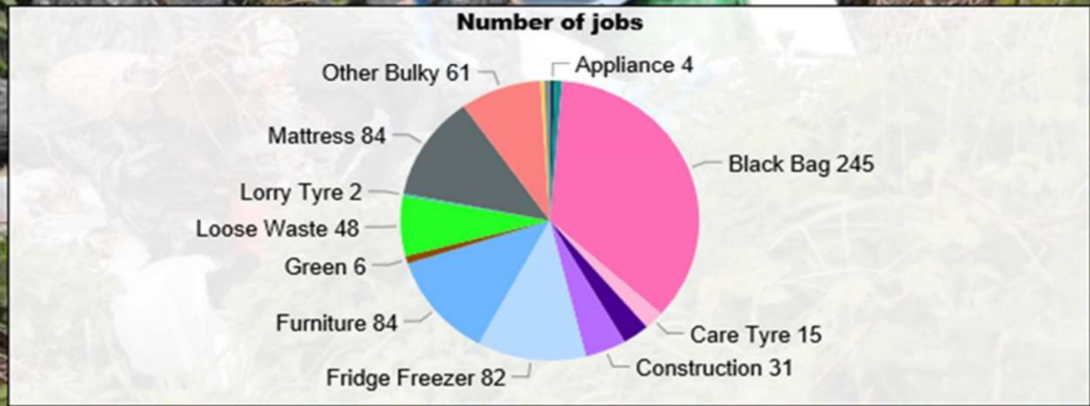




2016/17 | 2017/18 | 2018/19

Q1 | Q2 | Q3 | Q4





CUSTOMER SERVICE EXCELLENCE

CSE

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Environmental Services

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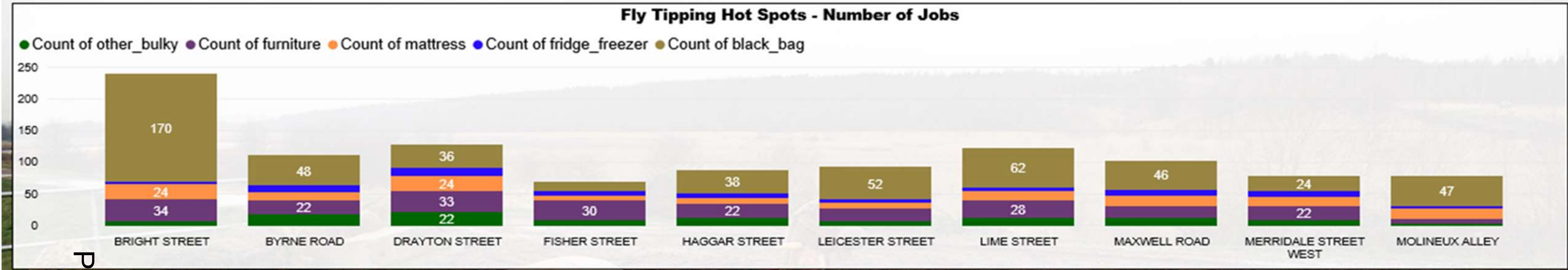
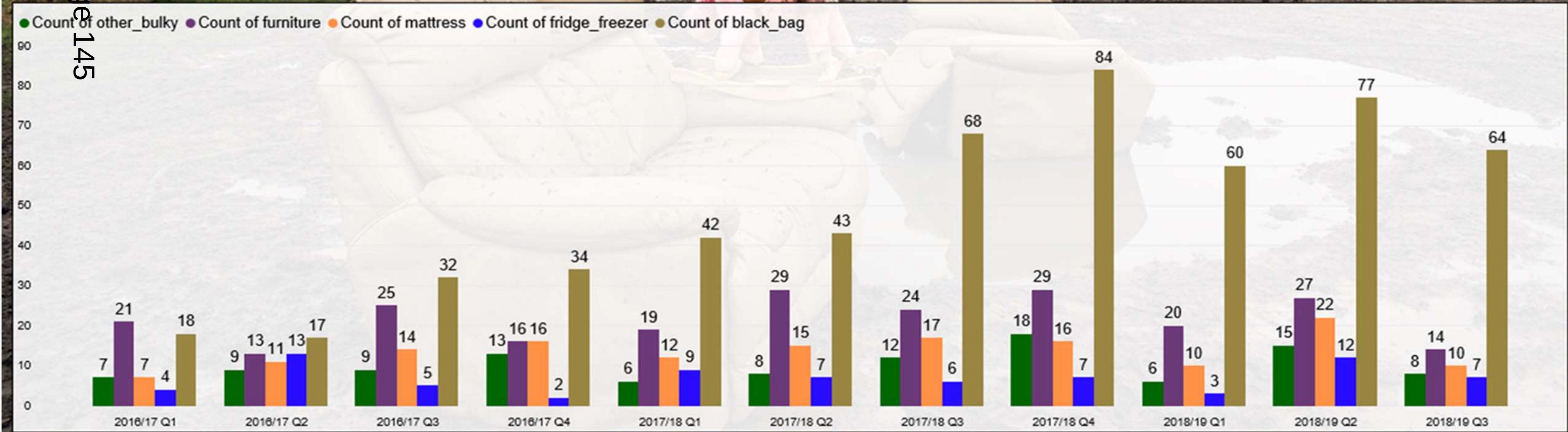
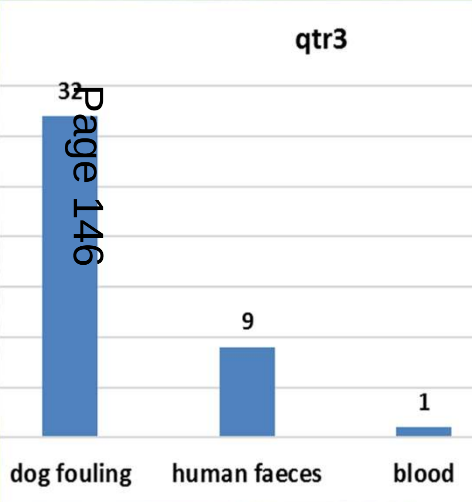
Environmental Maintenance – Fly tipping top ten streets



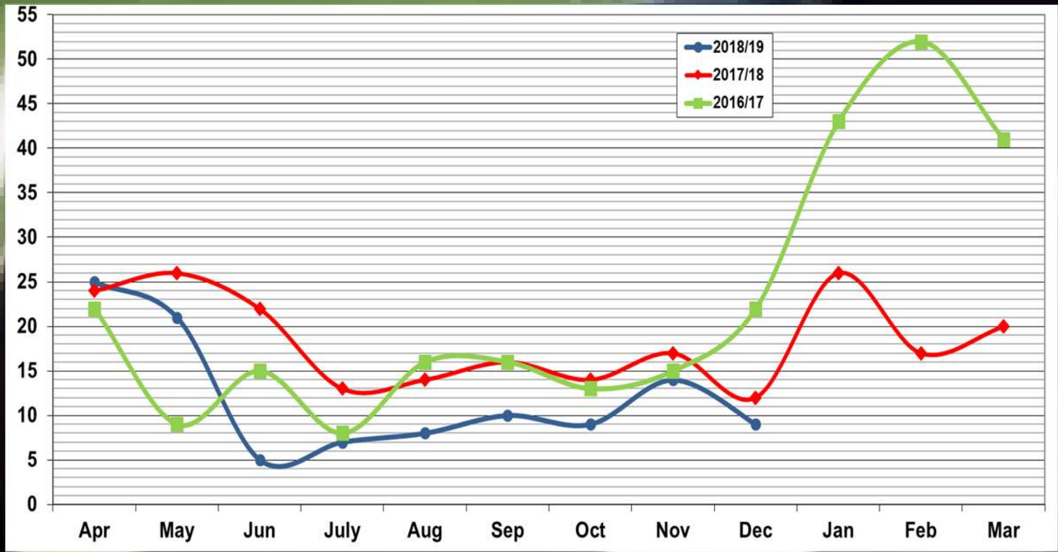


Environmental Maintenance – Dog fouling

Breakdown of incidents



Reported incidents of Dog fouling trend data 2018/19 & prev. 2 years



Dog fouling incidents by Ward during 2018/19

Ward	Qtr 1	Qtr 2	Qtr 3
Bilston North	10	4	1
Penn	5	5	3
Bilston East	3	3	6
Ettingshall	5	3	4
Fallings Park	3	2	3
Blakenhall	1	3	3
Spring Vale	5	0	1
St Peter's	4	1	1
Park	5	0	0
Bushbury North	2	0	2
Bushbury South and Low Hill	4	0	0
East Park	1	2	0
Heath Town	0	1	1
Wednesfield South	0	1	1
Graiseley	1	0	0
Merry Hill	1	0	0
Tettenhall Regis	1	0	0
Wednesfield North	0	0	1
Oxley	0	0	0
Tettenhall Wightwick	0	0	0

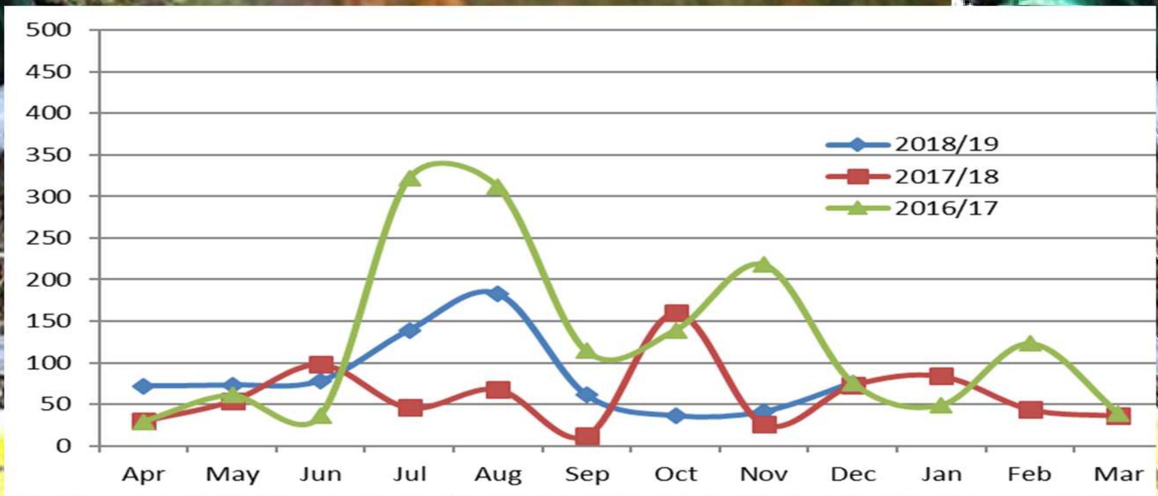
Key message : The Cleaner Greener Better communications initiative has run an extensive 'clean up after your dog' campaign on social media over the summer months including Mayor & David Walliams video congratulating 'dog fouling' poster winner in school assembly. Enforcement Team and Rangers have been active highlighting the issue using flags and speaking to dog walkers in the parks. As a result incidents of dog fouling in Wolverhampton are presently at a 3 year low.

CUSTOMER SERVICE EXCELLENCE CSE

INVESTORS IN PEOPLE | Silver

Environmental Maintenance – Syringes collected

No. of syringes removed trend data 2018/19 + previous 2 years



No. of syringes removed 2018/19

Ward	No. of syringes 2018/19
St Peter's	521
Park	123
Graiseley	44
Tettenhall Regis	21
Heath Town	10
Ettingshall	4
Bushbury South and Low Hill	4
Wednesfield North	4
Wednesfield South	3
Bilston East	2
Bushbury North	1
East Park	1

Key message: To tackle this issue there is a combination of proactive work between the council, police and other partners, including targeting known hot spots and other locations of drug activity and cutting back vegetation, and the continuation of a needle exchange service available at a number of local community pharmacies. Syringes are now colour coded for each pharmacy and at the request of Public Health Street Cleaning Teams are now recording the colour as well as the number of syringes. This will enable Public Health to monitor the demographic of users and work with pharmacies to tackle discarded syringes in public open spaces.

Incidents by Ward during 2018/19 (information shared with Public Health)

Ward	QTR 1	QTR 2	QTR 3
St Peter's	23	31	7
Park	8	20	7
Bushbury North	7	5	0
Ettingshall	2	2	2
Graiseley	0	0	4
Bilston East	1	0	2
Heath Town	1	1	1
Wednesfield North	1	1	1
Wednesfield South	3	0	0
Bushbury South and Low Hill	1	1	0
Tettenhall Regis	0	0	2
East Park	0	0	1
Oxley	1	0	0
Bilston North	0	0	0
Blakenhall	0	0	0
Fallings Park	0	0	0
Merry Hill	0	0	0
Penn	0	0	0
Spring Vale	0	0	0
Tettenhall Wightwick	0	0	0

Environmental Maintenance – Tree Maintenance and Pest Control

Pest control treatments

Pest treatments undertaken	qtr3	qtr2	qtr1
Commercial	46	147	98
Domestic 50% discount (max benefit)	73	62	83
Domestic Paid	141	339	155

Tree maintenance enquiries

	qtr1	qtr2	qtr3
emergency	31	73	38
priority	59	138	28
routine	97	211	105
fallen trees (INCL. IN 'E')	16	37	25

Emergency – A report that a tree is dangerous and has/is about to fall onto public land, the highway or adjoining private property.

Priority – A report that a council tree is touching a building or causing non life threatening damage or obscuring traffic signals / warning signs.

Routine – A request to prune an overgrown council tree and reports that a council tree is touching a telephone wire or overhanging a building, blocking a street light, obscuring a street sign or its roots are affecting a footpath.

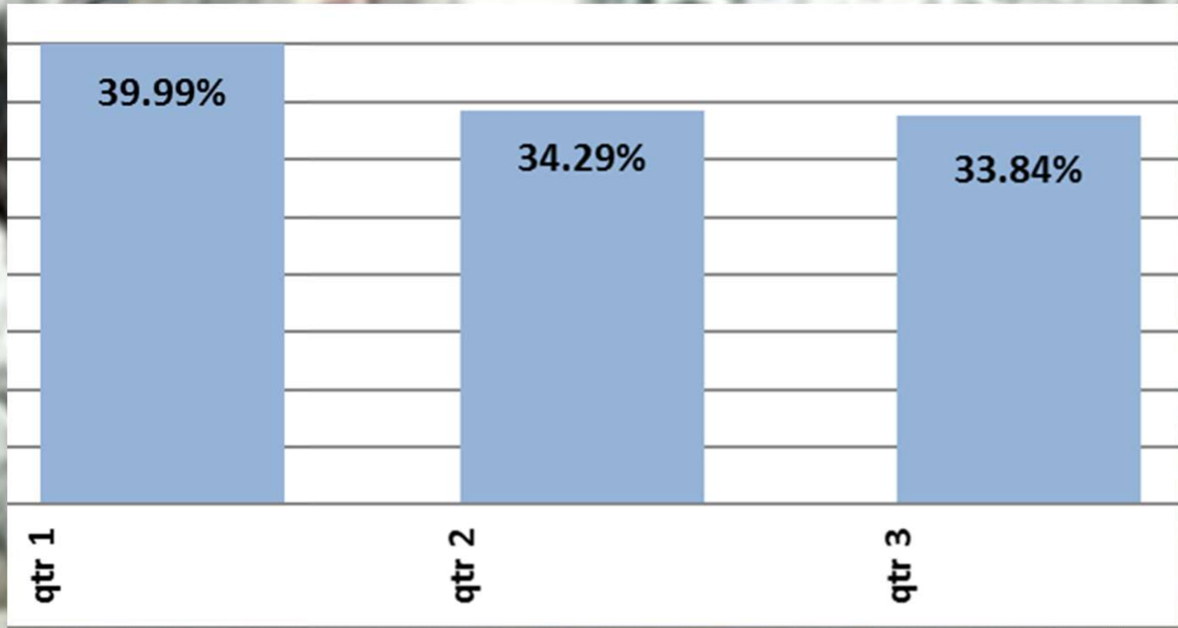
Environmental Maintenance – Waste Disposal

Waste removal by cleansing & grounds maintenance operations along the adopted highway and in our parks/green open spaces

Tonnage breakdown

	qtr 1	qtr 2	qtr 3
Side loader			
Total tonnage	266.33	267.57	278.33
Channel Sweeper			
tonnage	397.74	371.78	468.94
Precinct Sweeper			
tonnage	266.32	304.44	160.02
mixed street cleaning waste			
tonnage	90.36	88.24	125.10
green street cleaning waste			
tonnage	0.00	0.00	0.00
Direct Works			
tonnage	0.74	4.30	7.24
Arbor			
tonnage	11.44	14.72	27.70
TOTAL recyled %	39.99%	34.29%	33.84%
tonnage	1073.07	1160.21	1453.81

Percentage of waste recycled



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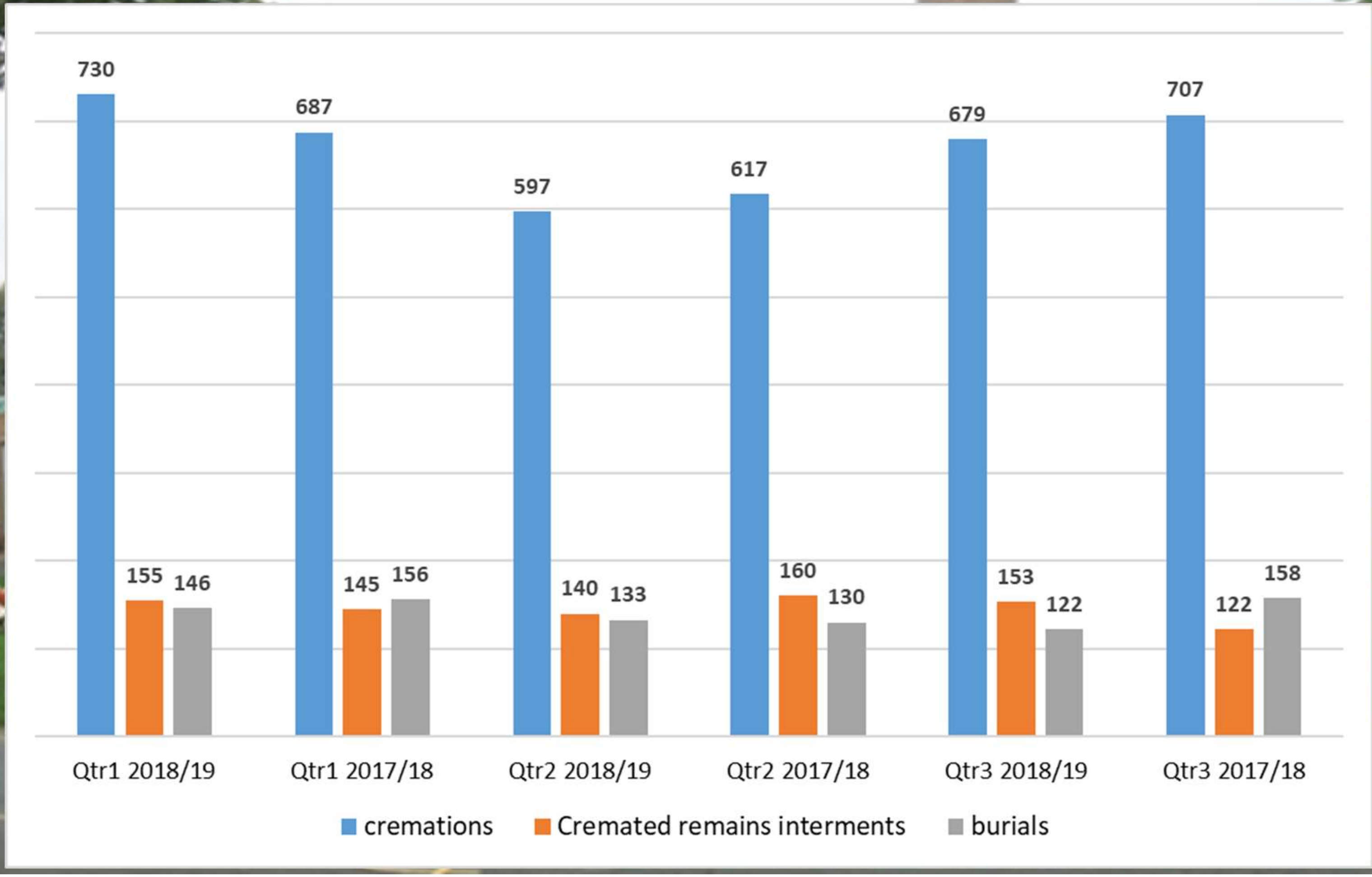
Environmental Maintenance - Cemeteries

Crematorium volumes

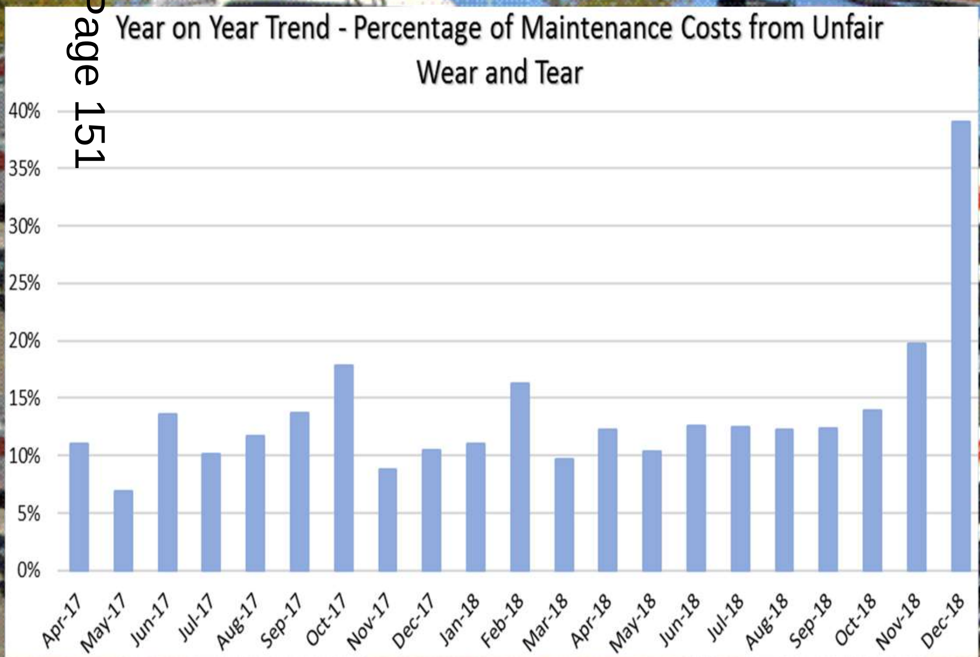


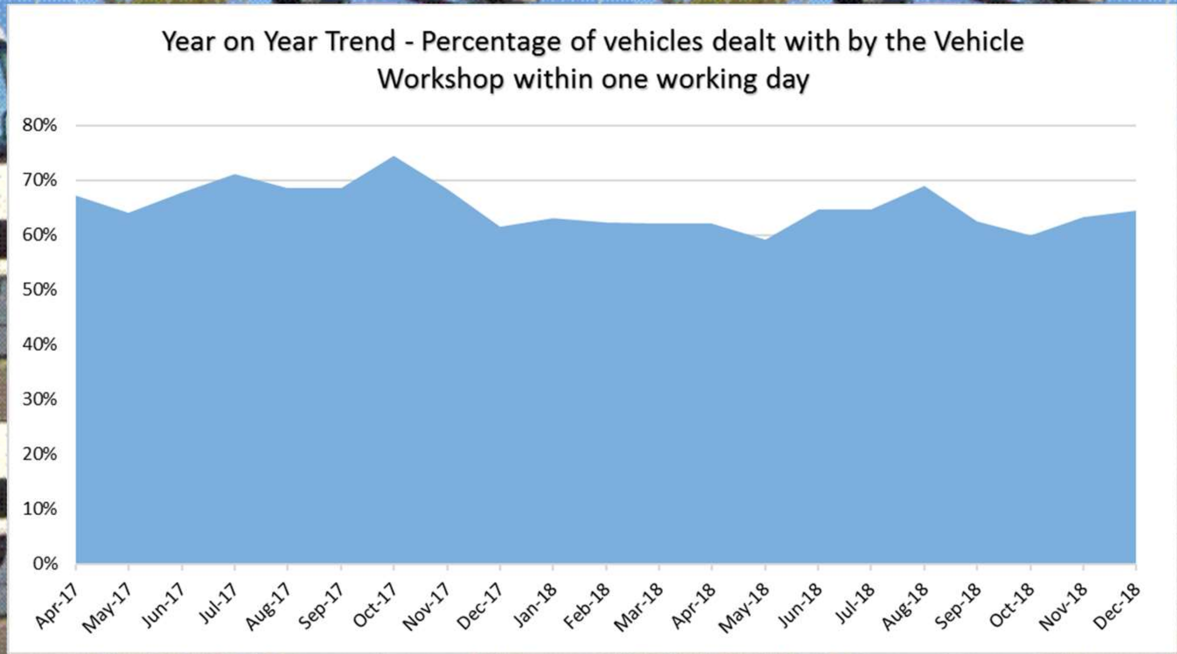
CUSTOMER SERVICE EXCELLENCE CSE

INVESTORS IN PEOPLE | Silver

Fleet & Workshop

Month	Number of scheduled workshop jobs raised	Number of unscheduled workshop jobs raised	Value of workshop Income generated for non-contract maintenance (PAYG items) and unfair wear and tear (damage)	Number of parts/materials and sub-contractor orders raised	Fuel issued from Hickman Avenue and Culwell Street fuel tanks (litres)	Number of vehicle breakdowns attended	Average response time to vehicle breakdowns	Driving Infringements/Offences	Driving Licences Checked	Vehicle Tax (VED) Number	Vehicle Tax (VED) Value (£)
Qtr1	366	1,117	£70,597	801	285,504	39	34 minutes	Bus Lane x 5, Speeding x 1	179	103	19,915
Qtr2	376	1,006	£66,864	724	257,261	31	32 minutes	Bus Lane x 4, Speeding x 3	256	57	9,965
Qtr3	349	906	£101,193	700	264,253	37	34 minutes	Bus Lane x 5, Speeding x 1 1 x Parking in restricted area 1 x Dartford Tunnel fine	176	76	17,855





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Briefing Note

CITY OF WOLVERHAMPTON COUNCIL

Title: Environmental Services Customer Satisfaction Survey

Date: April 2019

Prepared by: Steve Woodward

Job Title: Head of Environmental Services

Intended Audience: Internal ☐ Partner organisation ☐ Public ☒ Confidential ☐

1 Purpose

1.1 To consider the results of the Environmental Services Customer Satisfaction Survey undertaken September/October 2018. Copies of the full results are available upon request.

2 Background

2.1 Environmental Services has conducted regular, annual online satisfaction surveys utilising SurveyMonkey™ since 2014. Previously, a postal survey conducted by BMG research was commissioned to conduct the survey using the City Speak citizen's panel.

2.2 **Highlights**

The 2018 survey contained a series of questions that reflected either directly or indirectly on the City's progress within several themes. The survey results are organised around the themes of overall quality of community, city services, appearance and environment. Remaining consistent over the years, the survey questions ascertain whether customers believe services are improving.

2.3 Members of the citizen's panel were again requested via email to complete the on-line SurveyMonkey™. Residents and visitors to the city were also encouraged to complete the online survey promoted on the website and Facebook 'Wolverhampton Today'.

Altogether 139 people completed the survey. This is considered a small sample size based on our city population of 250,000 and gives us a confidence interval of 8.3. The confidence interval projects that if everyone in Wolverhampton had completed the survey the actual result would not vary by more than 8.3% i.e. a score of 65% could vary between 57.3% and 73.3%.

2.4 With 420 people completing the survey in the previous year the results had a confidence interval of 4.28. Therefore, the confidence level variation needs to be considered when comparing this year with last year's results i.e. only a large variation between satisfaction levels over the last two years should be considered a concern.

2.5 The questions within the survey have remained consistent so that results and feedback can be bench marked with previous years. It should be noted that questions relating to Highway maintenance (including winter gritting), Street Lighting, Transport and Parking Services are now under the management of John Roseblade, Head of City Transport.

2.6 Satisfaction levels are gauged for the services mentioned overall and for each of the individual service areas.

2.7 Respondents selecting 'no opinion' when answering questions have been disregarded.

3 Overall Quality

3.1 When asked various questions regarding litter bin provision and 72% of respondents responded positively, with 80% satisfied with emptying. This compares with 72% and 83% respectively in 2017.

3.2 The survey revealed that 66% of respondents were satisfied with the street cleansing service overall, 3% less than 2017.

3.3 81% of respondents believed grass cutting was acceptable, compared with 84% the previous year.

3.4 55% were satisfied with the removal of fly posting and 68% believed fly tipping was removed quickly. This compares with 73% and 66% respectively in 2017.

3.5 Of the respondents that had used the pest control service 57% were happy with the service they received. This compares with 79% satisfaction in 2017.

3.6 While just 40% of all respondents were happy with the condition of the adopted highway, 75% responded positively about winter gritting, down 11% from 2017.

3.7 Further questions regarding street lighting revealed that 13% responded negatively compared with 8% in 2017 however 30% of respondents indicated that street lighting had improved in the last two years.

3.8 Concerning car parking 28% indicated that good quality & security is important with 38% also stating that value for money is of importance to them.

3.9 88% of respondents indicated that school crossing held some level of importance to them (90%, 2017), with 72% indicating the same with Shopmobility – a 10% reduction on the last survey.

3.10 When asked about the provision of green space and play areas 78% (down from 85%) were satisfied with their local area, with 74% (down from 83%) happy with the city as a whole.

3.11 55% of respondents had visited a cemetery in the last year with 84% (down from 93% 2017) satisfied.

3.12 Over 89% of respondents believed transport for special schools, adult learning disabilities and elderly day care was important with just 52% supporting the free market city centre bus.

3.13 72% of respondents revealed they were happy with Environmental Services overall, down 5% on the previous year.

3.14 40% of respondents had contacted the council regarding these services in the preceding 12 months to report an issue.

3.15 96% of respondents regard Environmental Services as important to their quality of life.

3.16 When asked about views on reducing litter, the top three answers remain:

- Better enforcement
- Education initiatives, and
- More litter bins

3.17 Our customers told us that the top three most important issues to them remain:

- Maintained parks and recreational areas
- Collection of litter from green areas, and
- Regularly cut grassed areas.

3.18 86% (93% 2017) think hanging baskets and other floral displays are good.

3.19 Concerning the city environment 66% (71% 2017) believed Wolverhampton is a place where wild life can exist and prosper with 78% (74% 2017) of respondents stating they would like to see more nature friendly zones (areas where the grass can grow long and is cut back just once a year). However, 61% perceived there to be a rat problem in Wolverhampton with the majority of the 71 comments received blaming this on people dropping litter, in particular from fast food outlets.

3.20 When asked about salting the highway network only 2% thought we should spend less on salt with 52% saying the council should continue with its current approach.

3.21 68% of respondents state they use council car parks and 19% said they had dealt with a civil enforcement officer. Of those with an opinion:

- 30% agreed the CEO was polite.
- 24% agreed they were helpful.

- 25% agreed they were tactful.
- 27% agreed they were fair and consistent.

4.0 Areas for improvement and development

Environmental Services endeavour to develop services each year and this has been demonstrated by our continued compliance with the Customer Service Excellence accreditation which stipulates continual improvement.

This survey reinforces the importance of the Environmental Services and the need to continue to provide standards acceptable to the public and provide value for money during difficult financial circumstances.

5.0 Concluding observations

5.1 The number completing the survey was disappointing. Engaging with the public via the SurveyMonkey™ proved less productive than the previous year even though it was promoted on the same channels (web site, social media, e-mails, customer services). Guidance from Corporate Communications will be sought next year to address this issue.

5.2 Environmental Services provide highly valued public services. During a time of severe financial constraints, the service has continued to remain customer focused, but satisfactions levels have decreased over the last 12 months. However, the confidence level variation needs to be considered when comparing this year with last year's results i.e. only a noticeable variation between satisfaction levels over the last two years should be considered a concern.

5.3 The six areas showing a noticeable reduction in satisfaction were pest control, fly tipping, hanging baskets, play provision, cemeteries and highway maintenance/winter gritting. However the following should be noted: -

- Pest Control. Charges were introduced in 2018 for resident's on maximum housing/council tax benefit. Previously the service was provided free of charge. Those on maximum housing/council tax benefit now qualify for a 50% reduction in the cost of the treatment for rats, mice, cockroaches, fleas and bedbugs.
- Fly tipping. The team remove 99% of reported fly tipping on the highway/parks & green open spaces within 5 working days. If fly tipping is not reported by residents it will remain their longer. It should also be noted that fly tipping on private land is the responsibility of the land owner to remove and can be detrimental to the ambience of the street; and Wolverhampton Homes are responsible for removing fly tipping on land that they maintain. The council is committed to tackling fly tipping and is targeting hot spot locations for enforcement action.
- Hanging baskets. The hanging basket displays have been reduced due to budget constraints
- Play provision. Natural play areas have been removed from locations across the city having reached their natural longevity and now beyond economical repair. Some of the measures to compensate their removal are yet to be

actioned. New play areas and refurbishment of traditional play areas are being undertaken using builder developer's money/106 funds.

- Cemetery. Satisfaction levels are still very high. Reasons were not sought for those expressing dissatisfaction. This will be introduced on the next survey so that we can understand what could be done better.
- Highway maintenance/winter gritting. Pot hole repair and winter gritting are two contentious areas for road users. The winter of 2017/18 had significant snow fall compared to the previous year and the service area was proactive in promoting the number and effectiveness of the winter gritting/snow clearance operations having deployed snow ploughs for the first time in many years. Snow Wolves volunteers were effective across the city, but other residents have unrealistic expectations of what the council should do (i.e. expectation to clear snow from all streets).

6.0 Financial Implications

The annual SurveyMonkey™ is not a direct cost to the service area. This Authority pays an annual membership fee £380 to SurveyMonkey™ to enable an unlimited number of surveys to be conducted across the authority using this on-line platform. It is a valuable tool that enables services across the whole council to gather customer feedback to identify satisfaction levels and inform the council on service delivery and savings proposals.

7.0 Environmental implications

The report has direct implications gauging reaction to the city's maintenance.

8.0 Equalities implications

This report has direct equal opportunity implications as it refers to environmental maintenance, affecting all sections of the community.

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Scrutiny Work Programme

Scrutiny Board

The Board will have responsibility for scrutiny functions as they relate to:

Combined Authority, Future Customer, Future Performance and Communications

Date of Meeting	Item Description	Lead Report Author	Notes
09.04.2019	Cyber Security Constitutional Review – Call in and Council processes Update on Scrutiny Reviews	Gail Ryder	

Scrutiny Reviews

1. Fire Safety - Ongoing
2. Flooding and Emergency Response – Cllr Bateman in chair.
3. Reducing Violent Crime – Cllr Ahmed in Chair.
4. Mini Scrutiny Reviews with Youth Council based on Make Your Mark
5. Autism
6. Review into CAMHS
7. Mini Review Transport Recommendations – invite Transport Police, Anti-Social Behaviour Officers and Safer Travel Team.

Scrutiny Board – Terms of Reference

a. To arrange for the consideration of forthcoming Executive Decisions published in accordance with the Access to Information Procedure Rules with a view to identifying issues for early discussion with the Cabinet and/or scrutiny prior to decisions being made.

b. The Board will oversee the operation of the call-in mechanisms with the Panels being responsible for hearing those call-ins related to their terms of reference. When the call-in relates to an overarching policy framework / budget issue or a matter that falls within the remit of more than one scrutiny panel it will default to the Scrutiny Board. Further, if the issue is considered to be of particular significance, either the Chair or Vice Chair of the Scrutiny Board can ask for it to come to the Board.

d. The Board will oversee the work programmes of Scrutiny Panels to avoid duplication of work and to ensure coherence of approach to cross-cutting policy themes. The Board may determine that one named Panel shall take lead responsibility for a cross-cutting policy theme or may determine that the work be shared between one or more named Panels.

e. The Board will ensure coherence between the policy development work of the named Panels and their role in the consideration of reports received from external auditors and external regulatory Inspectors.

f. The Board will make recommendations to the Cabinet on the allocation of budgetary and employee resources held centrally for the purpose of supporting scrutiny work.

g. The Board will ensure that good practices and methods of working are shared between Panels and in particular will seek to optimise the inclusion of citizens, partners and stakeholders in the work of Scrutiny.

h. The Board will review or scrutinise non-Cabinet business and may make reports or recommendations to the Council. The Board will consider policy and due process and will not scrutinise individual decisions made by Regulatory or other Committees particularly those quasi-judicial decisions relating to development control, licensing etc. which have been delegated by the Council. The Board will not act as an appeal body in respect of non-Cabinet functions.

i. The Board will oversee the work of any Councillors appointed to act as lead members or ‘champions’ in respect of any specific priority tasks or areas of policy development identified by the Council.

j. The Board or another relevant scrutiny panel will consider any petition that contains 2,500-4,999 signatures with a view to making recommendations for action by employees or review by the Executive as appropriate.

k. The Board will undertake the tracking and monitoring of scrutiny review recommendations.

L. The Board will oversee the coordination of the budget scrutiny process.

Our Council Scrutiny Panel Work Programme 2018-19

The Panel has responsibility for Scrutiny functions as they relate to, Strategic Financial Services, Revenues and Benefits, Strategic Procurement, The HUB, Audit, Human Resources, Corporate Administration, Democracy, Corporate Landlord, Transformation and ICT

Date of Meeting	Item Description	Lead Report Author	Notes
4.04.2019	• Print and Design Service and use of external printing service	Gail Rider, Head of ICT	The Head of ICT to lead work to undertake detailed market research about the competitiveness of the current Print and Design Service and use of external printing service across the Council
	• Legal Services Private Work	Kevin O'Keefe, Director of Governance	
	• Customer Services Journey – report by exception	Lisa Taylor, Head of Customer Services	An update on the implementation of the Future Customer Service Operating Model
	• Draft Work Programme	Earl Piggott-Smith, Scrutiny Officer	

Future Items – dates tbc

1. Training session on treasury management. This training is being organised by Organisation Development
   Welfare Reform Impact – Briefing Paper Shaun Aldis (Wolverhampton Homes).

2. Cabinet Member for Resources - Portfolio Holder Session with Q & A and outline of key priorities – 12.6.19

3. Chair of Audit and Risk Committee to be invited to brief panel on current and future work priorities - 12.6.19 and to present progress report to the panel on 4.9.19.

   The purposes of the Audit Committee are to provide independent assurance of the adequacy of the risk management framework and the associated control environment, independent scrutiny of the authority's financial and non-financial performance to the extent that it affects the authority's exposure to risk and weakens the control environment, and to oversee the financial reporting process.

4. Universal Credit – suggestion that this is a topic for the city-wide briefing session on 3.7.19
5. Helen Winfield to draft brieifing paper on work done with legal students from University of Wolverhampton to offer legal advice to people moving to Universal Credit
6. Demonstration of the Proposed Future Customer Service Operating Model - April 2019
7. Assessment and evaluation of the Smart Working Policy Denise Pearce, Head of Human Resource. That the Scrutiny Panel undertake an assessment and evaluation of the Smart Working Policy. Information on performance management and data on appraisals should also be included as part of the report – date tbc.
8. Enforcement Agents Council Tax - Tracey Richards Recovery Manager – 12.6.19

Stronger City Economy Scrutiny Panel Work Programme

The Panel will have responsibility for Scrutiny functions as they relate to - Enterprise and Skills, City Development, Visitor Economy, Adult and Cultural Learning, Economic Inclusion and Service Development.

Date of Meeting	Item Description	Lead Report Author	Notes
02.04.2019 **– Meeting Cancelled**	• Branding and Marketing Strategy for the City of Wolverhampton • Brexit	Isobel Woods As appropriate	Briefing Note Verbal Update

Other Potential items: -

1. Policy implications from West Midlands Combined Authority/Regional/National or International Sources
2. How do we monitor our communications?
3. Skills and Employment
4. Meeting in June 2019 – Annual Review of the work of the Stronger City Economy Scrutiny Panel
5. Budget Consultation as per resolution – Meeting in June 2019
6. Volunteering in the City – Possible Scrutiny Board
7. Improving the Public Realm, linking the City and Transport - to invite the Vibrant and Sustainable City Scrutiny Panel - Include outcome of Westside Link Phases 1 and 2 - outcome of consultation (June 2019)

Vibrant and Sustainable City Scrutiny Panel Work Programme

The Panel will have responsibility for Scrutiny functions as they relate to: -

Operational Services, Public Realm, Commercial Services, Regulatory Services (policy), City Housing, Planning (policy), Strategic Transport, Keeping the city clean, Keeping the city moving, Improving the city housing offer and Strategic Asset Management.

Date of Meeting	Item Description	Lead Report Author	Notes
11.04.2019	• Environmental Services Customer Satisfaction - Survey Results • City Housing Strategy	Steve Woodward Kate Martin	
	• Quarter 3 or 4 Report - Performance report on environmental maintenance, fleet and bereavement services	Steve Woodward	

Potential Future Items: -

1. The Condition of the Roads (Including Potholes) in Wolverhampton
2. Street Scene Team – Resourcing and Remuneration for being on-Call
3. Full review of Housing Allocations Policy (Mila Simpson) – Possible September 2019 meeting
4. Private Sector Housing (June 2019 Meeting)
5. Burial Places in Wolverhampton (As requested by Health Scrutiny Panel) (Provisional - September 2019)
6. Crematorium booking system, waiting times and delays particularly during the winter season (As requested by Health Scrutiny Panel) (Provisional – September 2019)
7. Portfolio Holder Session with Q & A (June 2019 Meeting)
8. Processes for obtaining s.106 money including chasing once agreed.
9. Bike Sharing Scheme Plans

Health Scrutiny Panel

The Panel will have responsibility for Scrutiny functions as they relate to: -

- All health-related issues, including liaison with NHS Trusts, Clinical Commissioning Groups, Health and Wellbeing Board and Healthwatch.
- All functions of the Council contained in the National Health Service Act 2006, to all regulations and directions made under the Health and Social Care Act 2001, the Local Authority (Overview and Scrutiny Committees Health Scrutiny Functions) Regulations 2002,
- The Health and Social Care Act 2012 and related regulations.
- Reports and recommendations to relevant NHS bodies, relevant health service providers, the Secretary of State or Regulators.
- Initiating the response to any formal consultation undertaken by relevant NHS Trusts and Clinical Commissioning Groups or other health providers or commissioners on any substantial development or variation in services.
- Participating with other relevant neighbouring local authorities in any joint scrutiny arrangements of NHS Trusts providing cross border services.
- Decisions made by or actions of the Health and Wellbeing Board.
- Public Health – Intelligence and Evidence
- Public Health – Health Protection and NHS Facing
- Public Health - Transformation
- Public Health – Commissioning
- Healthier City
- Mental Health
- Commissioning Mental Health and Disability
- HeadStart Programme

Date of Meeting	Item Description	Lead Report Author	Notes
6 June 2019	• Suicide Prevention • Child Death Overview Panel • Ward sizes, age, transition arrangements for a young person moving to an adult ward • Public Health Vision – Review of Progress against national performance targets • Active City Strategy	Parpinder Singh Public Health The Royal Wolverhampton NHS Trust Public Health Lina Martino, Richard Welch, Andrea Fieldhouse	

List of potential topics - dates and method of scrutiny to be agreed by the panel

1. West Midlands Ambulance Service - Quality Accounts - (tbc)
2. The Royal Wolverhampton NHS Trust - Quality Accounts– September 2019 (Provisional)
3. Reconfiguration of hyper acute and acute stroke services – CCG / RWT
4. Pharmaceutical Ordering
5. Item on the review of the impact of the new Medical Examiner Role and the Registrar’s Office at Newcross Hospital
6. Maternity Services – Quality Assurance
7. GP appointment waiting times – involve Wolverhampton Healthwatch (November 2019)

Adults and Safer City Scrutiny Panel

The Panel will have responsibility for scrutiny functions as they relate to: -

Older people assessment and care management, Financial support services, Community Safety, Libraries and community hubs, Independent living centre, Commissioning older people, Carers support and All age disabilities.

Future topics 2019/20

1. draft Serious Violence and Exploitation Strategy to be sent for information
2. Youth Justice Plan to be presented to CYPF panel on 19.6.19 – Adults and Safer City Panel to be invited to the meeting
3. Principal Social Worker Annual Report 11.6.19 – Louise Haughton
4. Transforming Care - Annual Report 2019 – 11.6.19 – Ann Riley, Lead Commissioner People
5. Quality Assurance Homes – 11.6.19 – Veronica Grantham
6. Joint Dementia Strategy – 11.6.19
7. Adult Education Service - the annual review and revision to Adult Education's Fees Policy for courses enrolled on by residents 24.9.19 - – Joanne Keatley, Head of Adult Education
8. Adult Education Service – progress on preparation for the transfer of adult education budget from Skills Funding Agency to WMCA in April 2020 – Joanne Keatley, Head of Adult Education – 24.9.19
9. Keeping people well in their community: Physical and Mental Health and Wellbeing - Dr. Ankush Mittal - Consultant in Public Health
    - Lead on population approaches to maximise the coverage of NHS Health Checks and Cancer Screening
    - Support local arrangements to optimise pathways for chronic disease diagnosis and management
    - Support key partners with population approaches to falls prevention
    - Lead on population approaches to healthy diets and active lifestyles in older age
    - Support local systems to identify and meet mental health needs in older age, and promote a dementia friendly city
10. Keeping people well in their community: Socio-Economic Health and Wellbeing - Dr. Ankush Mittal - Consultant in Public Health
    - Support population approaches to address social isolation
    - Support safeguarding and community safety teams to keep older adults safe in their homes and communities
    - Support key partners with population approaches to improved housing and home economies for older adults
    - Support safeguarding teams protecting older adults from financial exploitation

11. Keeping people well in their community: Community Offer - Dr. Ankush Mittal - Consultant in Public Health
    - Lead on community engagement as part of the Council's Community Offer development

12. Keeping people well in their community: Carer Health and Wellbeing - Dr. Ankush Mittal - Consultant in Public Health
    - Work with carer support services and wider partners to meet the health and wellbeing needs of carers

13. Mandated Function: Health Protection
    - Lead on population approaches to maximise the coverage of key immunisations, especially flu vaccine
    - Support and assure local emergency preparedness, resilience and response systems with DPH
    - Lead on community arrangements for reducing the transmission of infectious disease, especially influenza, TB and HIV
    - Support local air quality planning, protecting the population from the ill health effects of pollutants

14. Loneliness - Parmdip Dhillon Public Health

Briefing notes for distribution via the Document Library:

1. Fatal Contraband and Alcohol - Update requested from meeting in July 2016 – Sue Smith agreed to lead
2. Crime Reduction and Community Safety and Drugs Strategy Update – request from meeting held in July 2017 – Karen Samuels and David Watts
3. Supporting a Safe and Seamless Transfer from Specialist Care or Hospital Setting – Update to be provided following meeting on 31 January 2017 (David Watts).
4. Better Care Fund – Update requested at meeting held on 31 January 2017.
5. Dementia City – Update on how GP services could be improved, any identified strengths and weaknesses and if possible data on which GPs were reporting incidents – lead Kathy Roper

Children, Young People and Families Scrutiny Panel

The Panel will have responsibility for scrutiny functions as they relate to: -

Children in need/child protection, Looked after children, Early help 0-5, Early help 5-18, Youth offending, Children's commissioning, School planning and resources and Standards and vulnerable pupils.

Long list of future topics - dates for presentation and method of scrutiny to be agreed

1. Supporting Unaccompanied Asylum-Seeking Children
2. Mental Health Issues/CAMHS (Emma Bennett/CCG)
3. Unregistered independent schools and out of school settings
4. Youth Justice Plan 2018-2019 – action plan – proposed joint meeting with Adults and Safer City Scrutiny Panel on 19.6.18
5. Apprenticeship educational requirements
6. Early Help Strategy 2018-2022
7. HeadStart Sustainability Planning Update - 19.6.19 Mai Gibbons HeadStart Contracts Manager/Andrew Wolverson. The panel to review progress the delivery of the objectives and priorities detailed in the plan and also work done to develop a strategy for April 2019
8. Home Education – update on outcome of Home Education (Duty of Local Authorities) Bill [HL] 2017- A Bill to make provision for local authorities to monitor the educational, physical and emotional development of children receiving elective home education.

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