

## The Economic Demand for Housing in the West Midlands, 2006-2026: Staffordshire Moorlands

This two-page data dashboard provides an overview of the projections and analysis for the Staffordshire Moorlands Local Authority area, resulting from the SQW Consulting and CE work for the WMRA. Three growth scenarios were modelled to show how many additional dwellings could be required in the region's local authority areas between 2006-2026 to support economic growth.

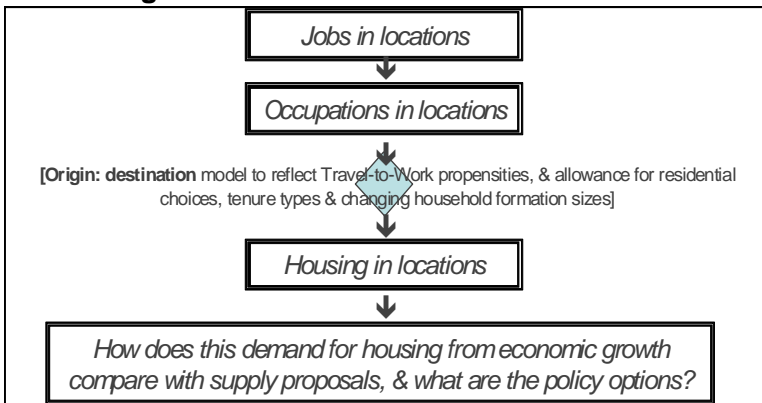
These projections are 'policy off', and do not take in to account any planned developments. Under the *Baseline* scenario, regional GVA growth is projected to be slower than that of the UK as a whole. Under the *Convergence* scenario, the regional GVA growth rate is projected to catch up with that of the UK, due to the performance of AWM's priority sectors. Under the *Austerity* scenario, there is a reduction in Public Sector employment and growth, as a result of current economic conditions.

**For the purpose of this dashboard, the most positive scenario, *Convergence*, is used to report the key findings**, although Box 3 shows the differential numbers of residents in employment projected by the three scenarios. All the figures in this document are taken from CE's economic projections as at the end of November 2009, and so make no allowance for the announcements in the Pre-Budget Report.

### Key Issues

- Staffordshire Moorlands is projected to be hit hard by the recession, with a reduction in residents in employment which will not return to 2006 levels by 2026, and only a modest increase in workplace employment over the same period.
- Unlike many other districts, the occupational profile does not show increasing shares of residents working in professional and managerial jobs. This has implications for future housing demand.
- The Study's projections to 2026 suggest that future housing provision to support economic growth will comprise, as shares of total dwellings: detached housing (42%), followed by semi-detached (39%), terraced housing (16%), and flats (3%). By 2026, tenure is projected to be 85% home ownership, 8% social rented and 7% private rented.

### 1. The logic of our Model . . .



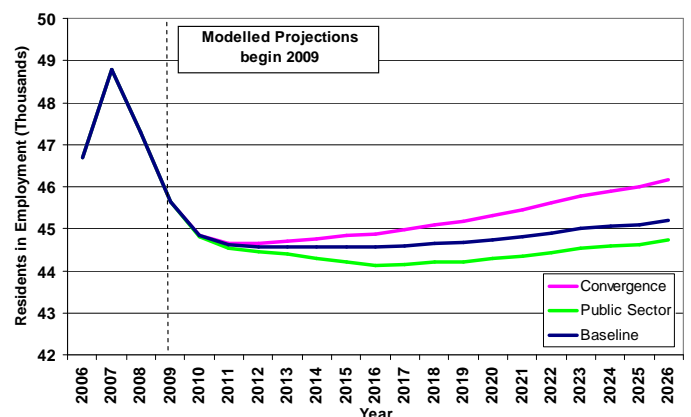
### 2. Projected Population Change . . .

Spatial Level	Population (000)		% Change 2006-2026
	2006	2026	
Staffordshire Moorlands	95.3	98.9	4
North Housing Market Area	689.9	728.4	6
West Midlands	5366.7	5799.8	8

- The population of Staffordshire Moorlands is set to grow only slightly in the next twenty years, gaining less than 4,000 extra people.
- This rate of increase is half that projected for the region as a whole, and also below the average projected for the North Housing Market Area.

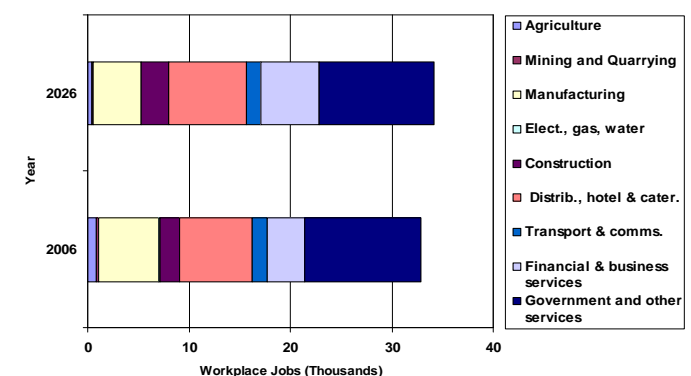
### 3. Number of Residents in Employment . . .

- Like other parts of the region, as a result of the recession the number of Staffordshire Moorlands residents in employment fell significantly between 2006 and 2009.
- Under all three scenarios, resident employment is not projected to return to the 2006 level of 46,700 by 2026. Under the most optimistic scenario, the number of residents in employment will start to increase slowly by 2012, and grow to 46,200 by 2026.
- Under the more negative Public Sector Austerity scenario, employment is likely to continue falling until 2017 and then will increase only very slowly, reaching 44,700 by 2026.



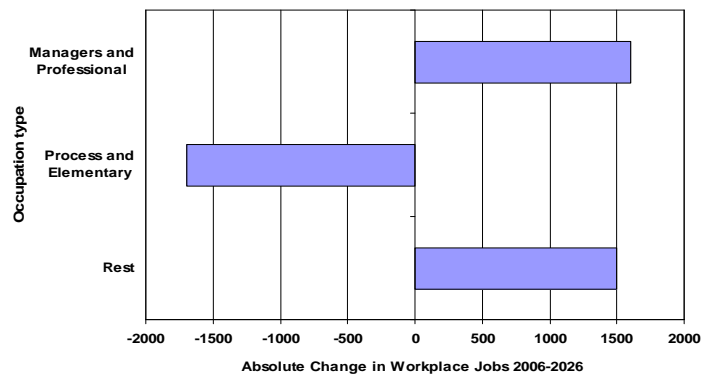
### 4. . . . and the Sectoral Changes

- The number of workplace jobs in Staffordshire Moorlands is projected to increase modestly by 1,200 between 2006 and 2026, rising from 32,900 in 2006 to just over 34,000 by 2026.
- The sector likely to suffer the most is manufacturing, with 1,200 jobs expected to be lost between 2006 and 2026. Agriculture is projected to lose 500 jobs.
- Many other sectors will remain largely unchanged. Job growth is projected for financial and business services, (up by 2,000), with some expansion in jobs in construction, (up 700) and in distribution, hotels and catering, (up 600).



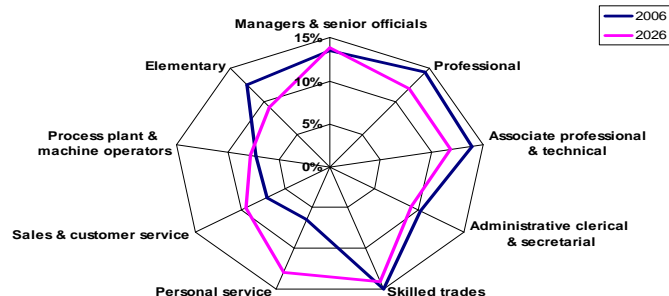
## 5. Changes in the Occupational Structure of Jobs

- The occupational make up of Staffordshire Moorlands is projected to become more high-level, with around 1,600 additional workplace jobs in managerial or professional occupations by 2026.
- Process and elementary occupations are where the heaviest job shedding is projected, with approximately 1,700 job losses expected between 2006 and 2026.
- The group of occupations that make up the rest of the workplace jobs is set to grow by 1,500 jobs.



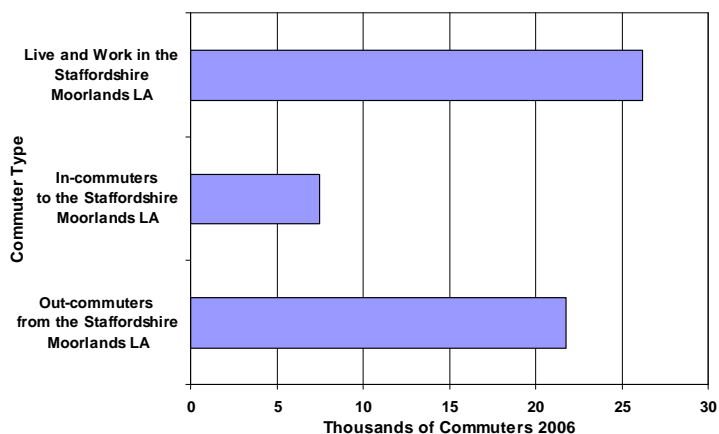
## 6. Residents' Changes in Occupations

- The projected occupational profile of Staffordshire Moorlands residents shows a different pattern to workplace jobs in the area over the twenty year period to 2026.
- A decline is projected in professional and associate professional jobs, as well as elementary occupations.
- A greater proportion of residents are projected to be employed in sales & customer service, as well as in personal service jobs.



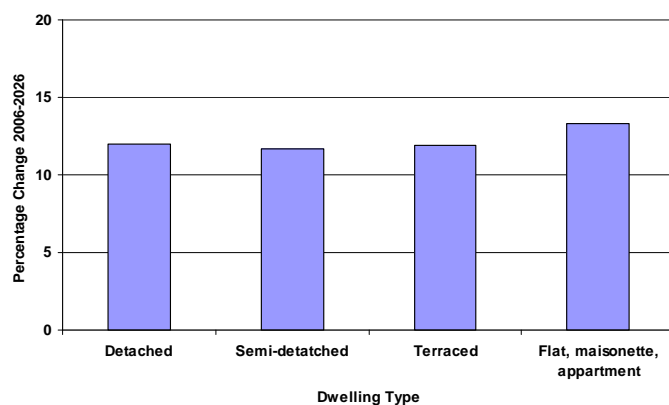
## 7. Travel-to-Work Patterns

- According to 2006 commuter patterns, Staffordshire Moorlands has almost as many residents that commute out each day (22,000) as it has residents that work within the local authority area (26,000).
- Almost half of those that out-commute do so to Stoke-on-Trent, and one-fifth leave the region for the North West of England. Other main destinations include neighbouring Stafford and Newcastle-under-Lyme.
- A much smaller number of people commute in to Staffordshire Moorlands (7,500). Almost all of these in-commuters come from Stoke-on-Trent or Newcastle-under-Lyme.



## 8. Changes in the demand for types of Dwellings

- Using patterns from the 2001 Census, it is possible to estimate how demand for types of dwelling and tenure could change to 2026.
- An increase in demand is projected for all types of dwellings between 2006 and 2026 of a roughly similar proportion – around 12 to 13%.
- However, in absolute terms, the demand for detached and semi-detached properties is projected to be far higher than for terraced housing and flats.



## 9. Changes in Tenure

- Through to 2026, the number of dwellings in home ownership is projected to increase by the largest proportion and the largest absolute amount.
- Projected demand for social and privately rented properties is low, although the impacts of the recession on local residents may lead to a further increase.
- With a projected reduction in employment and restricted lending practices as a result of the Credit Crunch, it is likely that a proportion of the properties projected to be in home ownership will require intermediate housing solutions.

