

**PROPERTY
PERSPECTIVE**

REPORT ON
HAYFIELD ROAD, NEW MILLS, SK22 4QH



For Wainhomes (North West) Ltd

September 2017

**PROPERTY
PERSPECTIVE**

Contents

1) Introduction

2) Location plan & proposed site plan

3) Proposed mix

4) Alternative options for purchasers (leave in for JJ to adapt)

5) Effect on new build development on housing market (leave in for JJ to adapt)

6) Local schools

7) Social demographics

8) Conclusions

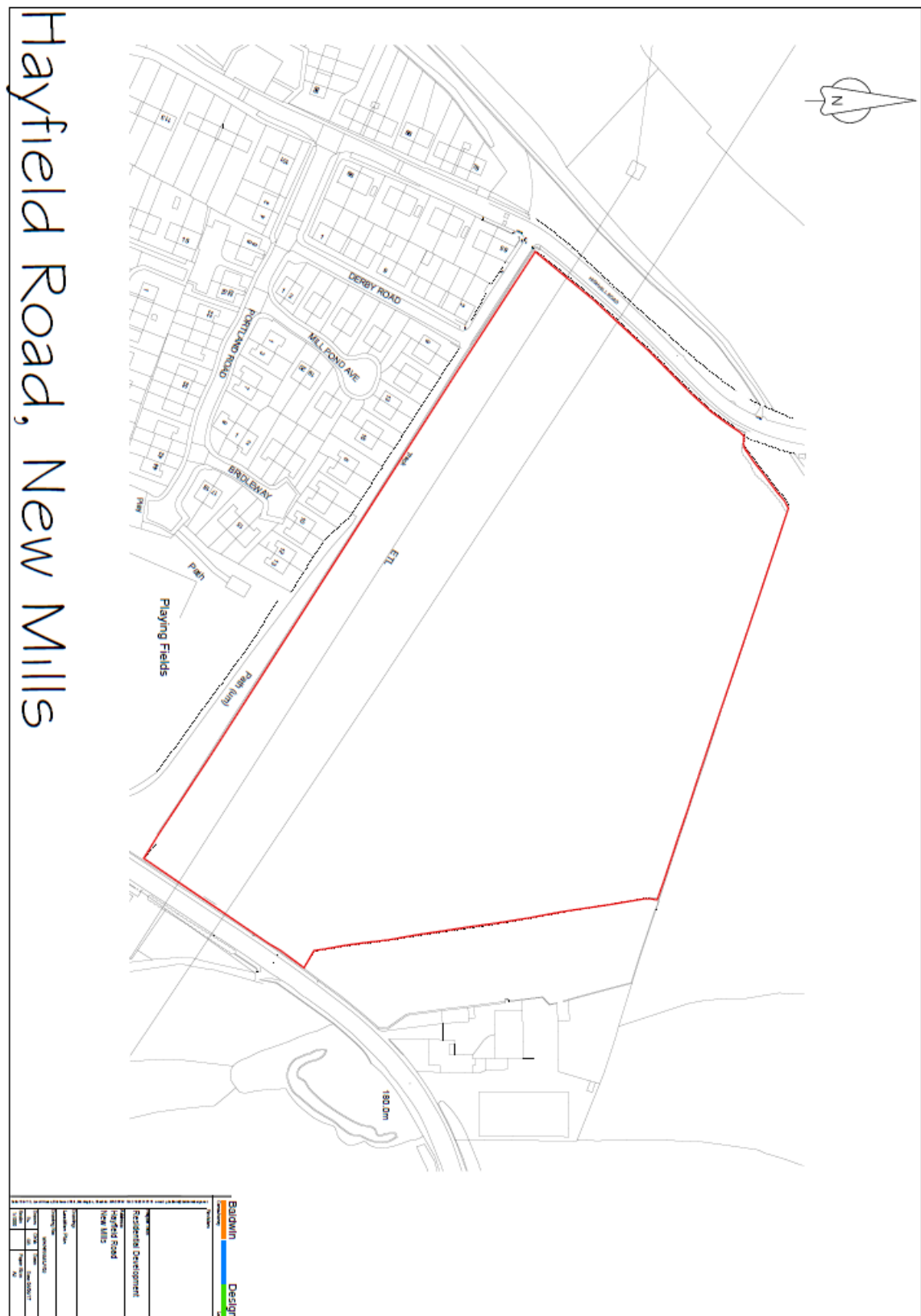
1) Introduction

Property Perspective has been asked to prepare a report on current demand for property types in the New Mills area of High Peak, taking into consideration current availability and historic marketing of sector types in the local market.

New Mills is to the west of the Peak District National Park with good rail links to both Sheffield and Manchester, making this an attractive proposition for commuters seeking a traditional semi rural lifestyle, with access to the main employment centres.

Property Perspective is a new homes agency, headed up by Managing Director John Jarvis. John has over 30 years' experience within the North West house building industry. Most of this time was spent at Sales Director and Managing Director level for house builders including Redrow Homes, Beazer Homes, Crosby Homes and McClean Homes.

2) Location plan & proposed site plan





Accreditation Schedule Proposed development at Harfield Road, New Mills									
Source	Year	Sample Size	Mean	SD	Median	Mode	Range	Skewness	Kurtosis
1.1.1									
1.1.1	1990	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.2	1991	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.3	1992	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.4	1993	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.5	1994	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.6	1995	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.7	1996	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.8	1997	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.9	1998	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.10	1999	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.11	2000	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.12	2001	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.13	2002	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.14	2003	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.15	2004	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.16	2005	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.17	2006	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.18	2007	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.19	2008	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.20	2009	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.21	2010	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.22	2011	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.23	2012	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.24	2013	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.25	2014	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.26	2015	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.27	2016	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.28	2017	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.29	2018	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.30	2019	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.31	2020	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.32	2021	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.33	2022	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.34	2023	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.35	2024	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.36	2025	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.37	2026	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.38	2027	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.39	2028	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.40	2029	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.41	2030	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.42	2031	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.43	2032	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.44	2033	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.45	2034	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.46	2035	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.47	2036	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.48	2037	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.49	2038	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.50	2039	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.51	2040	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.52	2041	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.53	2042	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.54	2043	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.55	2044	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.56	2045	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.57	2046	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.58	2047	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.59	2048	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.60	2049	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.61	2050	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.62	2051	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.63	2052	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.64	2053	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.65	2054	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.66	2055	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.67	2056	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.68	2057	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.69	2058	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.70	2059	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.71	2060	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.72	2061	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.73	2062	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.74	2063	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.75	2064	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.76	2065	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.77	2066	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.78	2067	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.79	2068	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.80	2069	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.81	2070	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.82	2071	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.83	2072	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.84	2073	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.85	2074	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.86	2075	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.87	2076	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.88	2077	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.89	2078	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.90	2079	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.91	2080	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.92	2081	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.93	2082	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.94	2083	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.95	2084	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.96	2085	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.97	2086	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.98	2087	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.99	2088	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.100	2089	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.101	2090	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.102	2091	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.103	2092	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.104	2093	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.105	2094	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.106	2095	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.107	2096	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.108	2097	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.109	2098	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.110	2099	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.111	2100	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.112	2101	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.113	2102	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.114	2103	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.115	2104	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.116	2105	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.117	2106	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.118	2107	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.119	2108	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.120	2109	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.121	2110	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.122	2111	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.123	2112	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.124	2113	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.125	2114	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.126	2115	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.127	2116	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.128	2117	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.129	2118	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.130	2119	100	1.1	0.5	1.0	1.0	0.5-2.0	0.00	0.00
1.1.131	2120								

[illegible]

3) Proposed Mix

	Housetype	Config	Beds	Garage	Storey	SqFt	Qty	Total SqFt
Market Housing	Brancaster	Det	3	Parking	2	900	2	1800
	Jenner	Semi / Mews	3	Parking	2.5	1099	16	17584
	Dalton	Semi	3	Parking	2	978	10	9780
	Wren	Det	4	Single	2	1112	4	4448
	Wren DA	Det	4	Single	2	1128	1	1128
	Newton	Det	4	Integral	2	1233	4	4932
	Wordsworth	Det	4	Single / Double	2.5	1308	10	13080
	Haversham	Det	4	Single	2	1342	6	8052
	Oxford	Det	4	Double	2	1493	3	4479
	Whitemoor	Det	4	Integral	2	1517	5	7585
	Priestley	Det	4	Double	2	1528	2	3056
	Montgomery	Det	5	Integral	2	1716	2	3432
	Cavendish	Det	5	Integral	2	1712	2	3424
	Claydon	Semi	3	Parking	2	799	1	799
Affordable Housing	Churchill	Semi	2	Parking	2	726	14	10164
	Claydon	Semi	3	Parking	2	799	3	2397
	Oakmere	Apts	2	Parking	2	638	12	7656
							97	103796

The proposed mix is made up of 97 properties, 60% of the mix is 2 and 3 apartments, terraced & semi detached units and 40% are a range of 4 and 5 bedroom detached units offering a wide choice in terms of size, 1112 ft² to 1716ft² and price point. This is a wide and varied mix.

When assessing the appropriate mix for new housing development it is important to look carefully at the existing housing stock. Developers will not want to compete directly with the second-hand market on product type and will always offer a competitively priced 'next move up' product.

There is no direct factual data in existence which classifies the local housing stock within the postcode area SK22 by the number of bedrooms. However, the 2011 census provides us with housing types and safe assumptions can be made as to the number of bedrooms associated with the available data sets.

The 2011 census data for housing types for SK22 is reproduced below against which the classification of houses by bedroom number has been derived.

The following data is for the SK22 postcode district:

Housing Types

Detached – 20% 3 bed & 80% 4 bed plus	1348
Semi-Detached – 60% 3 bed & 40% 2 bed	1903
Terraced – 10% 3 bed & 90% 2 bed	2456
Flat (Purpose-Built) – 40% 1 bed & 60% 2 bed	412
Flat (Converted) – 40% 1 bed & 60% 2 bed	111
Residence in Commercial Building	82
Caravan/Park/Temporary	13
Total	6325

Based upon the above data, the following classification of housetype by number of bedrooms can robustly be demonstrated.

Note that the census data for residential within commercial buildings and caravans has been discounted from the data below.

Housing by number of bedrooms:

4 bedroom:	1079 (17%)
3 bedroom:	1658 (26%)
2 bedroom:	3285 (52%)
1 bedroom:	209 (3%)

It is clearly demonstrated that within the SK22 postcode area, 78% of the existing housing stock is 2 & 3 bed properties. To rebalance the housing tenure to create a more mixed community, a higher than normal proportion of 4 & 5 bedroom properties is proposed for sound social and commercial reasons.

Having looked carefully at the local housing market, we could not advocate any significant increase in 2 and 3 bedroom properties on this development for 2 reasons. Firstly, the shortage of larger properties for which there is clearly strong public demand would not be addressed. Secondly, increasing the number of smaller houses would adversely affect the sales rate, have a downward pressure on sales values and increase the commercial risk to an unacceptable level for a housing developer.

4) Alternative options for purchasers

(12 month period 28.09.16)

In the SK22 area and ¼ mile around, 236 properties above £500,000 have been marketed by estate agents. Many of these properties are large stone built older properties, a proportion of which are situated in large plots of 1 acre plus.

This is not the market that the developer wishes to address or compete with.

Between £350,000 and £500,000, a total of 436 properties have been marketed by estate agents. Again, this is not the market the developer will be competing with.

The main price range of the proposed development is likely to be between £230,000 to £350,000 and in this period 883 properties have been marketed, demonstrating good demand.

In the same period 2215 properties were marketed below £230,000. Whilst this represents a diverse mix, the majority were 2 and 3 bedroom properties and has substantially catered for this market sector.

(source: Rightmove.co.uk)

Estate agents in this area are confirming that there is strong demand for properties priced between £200,000 - £400,000, with limited units being brought to the market.

5) Effect of new build development on housing market

In addition to other positive economic factors, it is anticipated that 60% of the sales of the new build units will be sold to buyers who are reliant on the sale of an existing property and the majority of these will be trading upwards in price and size. This will bring to the market in the region of 60 properties, catering for the 2 and 3 bedroom market.

6) Local Schools

The area has a number of both primary and secondary schools with capacity to accommodate further numbers (source: findaschool.info).

There is demand for properties within the price range and style of the subject site and the locality and standard of schools in the area will further underpin the demand from families wishing to remain in the area and benefit from the standard and additional amenities of newly built homes.

Local primary schools

- Thornsett Primary School, Aspenshaw Road, High Peak, SK22 1AT
- St George's C of E Primary School, Church Lane, High Peak, SK22 4NP
- New Mills Primary School, Meadow Street, High Peak, SK22 4AY
- Hayfield Primary School, Swallow House Lane, High Peak, SK22 2HB
- St Mary's Catholic Primary School, Longlands Road, High Peak, SK22 3BL
- Newtown Primary School, Buxton Road, New Mills, SK22 3JS

Local secondary schools

- New Mills School & Sixth Form, Church Lane, High Peak, SK22 4NR
- St Philip Howard Catholic Voluntary Academy, Sunlaws Street, Glossop, SK13 8DR
- Chapel-en-le-Frith High School, Long Lane, High Peak, SK23 0TQ
- Marple Hall School, Hill Top Drive, Stockport, SK6 6LB
- Glossopdale Community College, Talbot Road, Glossop, SK13 7DR
- Alder Community High School, Mottram Old Road, Hyde, SK14 5NJ
- Poynton High School, Yew Tree Lane, Stockport, SK12 1PU

7) Social Demographics

The following data is for the SK22 postcode district:

Housing Types

Detached	1348
Semi-Detached	1903
Terraced	2456
Flat (Purpose-Built)	412
Flat (Converted)	111
Residence in Commercial Building	82
Caravan/Park/Temporary	13
Total	6325

Housing Tenure

Owned Outright	2235
Owned with Mortgage	2284
Shared Ownership	40
Rented: From Council	518
Rented: Other Social	170
Rented: Private Landlord <i>inc. letting agents</i>	656
Rented: Other	70
Rent Free	67
Total	6040

Housing Occupancy

This data lists the total number of residents normally resident within each household. The figures do not record under- or over-occupancy.

One Person	1822
Two People	2247
Three People	900
Four People	781
Five People	228
Six People	47
Seven People	12
8+ People	3
Total	6040

Social Grade

Social Grade approximations are derived from an algorithm created by the Market Research Society. The figures shown are per-household rather than individual - more specifically, the job title and employer of the "household reference person" is used, analogous to what traditionally was called the head of the household. Only household reference persons between the ages of 16-64 are included.

AB - Higher and intermediate managerial, administrative, or professional positions	1189
C1 - Supervisory, clerical, and junior managerial/administrative/professional positions	1349
C2 - Skilled manual workers	1038
DE - Semi-skilled and unskilled manual workers; those on state benefit/unemployed, & lowest grade workers	874
Total	4450

Age Groups

Across the UK as a whole, the median age is 39. In general, inner city areas show high concentrations of people aged 18-30, suburbs show larger numbers of small children and adults aged 30-50, and rural and small towns are more popular with older workers and retirees. Many poorer areas lack a majority age group, which is due in part to the people in that area being constrained by circumstance rather than being able to choose where to retire, raise a family or grow up.

0-4	699
5-7	406
8-9	293
10-14	737
15	172
16-17	363
18-19	316
20-24	695

25-29	716
30-44	2722
45-59	3209
60-64	1130
65-74	1336
75-84	726
85-89	171
90+	96
Total	13787

Relationship Status

Figures for relationship status do not include those aged under 16, or those family members aged 16-18 who are in full-time education.

Single	3523
Married	5653
Divorced	1198
Separated	274
Widowed	802
Same Sex	30
Total	11480

Economic Activity

Figures for economic activity do not include those aged under 16, or those family members aged 16-18 who are in full-time education. This data is therefore based on 42.4 million of the United Kingdom's 57.8 million residents. The data was correct as of the 2011 census, which was a period of depressed economic activity.

Full-Time Employee	4155
Part-Time Employee(<i>defined as 30 hours or less per week</i>)	1548
Self Employed	1338
Unemployed	362
Full-Time Student(<i>with or without job</i>)	655
Retired	1660
Looking After Home or Family	278
Long-Term Sick or Disabled	354
Other	137
Total	10487

Employment Industry

This data is based on resident aged 16-74 on census day 2011, who were in employment.

Agriculture Inc. Forestry and Fishing	75
Mining/Quarrying	20
Manufacturing	1045
Energy Supply Inc. Electric, Gas, Steam, Air Conditioning etc.	29
Water Supply Inc. Sewage and Waste Management	29
Construction	577
Retail Inc. Wholesale	947

Transportation <i>Inc. Storage and Logistics</i>	282
Accommodation and Food	331
Information and Communication	232
Financial Services <i>Inc. Insurance</i>	268
Real Estate	84
Professional, Scientific and Technical	535
Administration	308
Public Administration and Defence	304
Education	869
Health <i>Inc. Social Work</i>	949
Other <i>Inc. Arts, Recreation etc.</i>	362
Total	7246

The demographic of this location (*source: 2011 census*) demonstrates that there were 5931 (43%) of the population between the ages of 30-59 and that the majority of residents in the area fall into the social grades of A, B, C1 (57%) These are most likely to be aspirational buyers with families wishing to remain in the area. This also demonstrates the potential demand for 4 bedroom properties offering a wide range of 4 bedroom price points, giving a substantial element of choice from 1112f² to 1712f².

8) Conclusions

We believe we can demonstrate a higher demand for the following housing mix above that of smaller, lower priced homes for the following reasons:

- It is anticipated that the sale of the new build houses will result in the 'chain' sales of a further 60 properties in and around the local area and mostly smaller and lower in price.
- It can be demonstrated that in the last 12 months 2215 properties were marketed at lower prices than the subject development, which satisfies demand at the lower price ranges.
- The availability of good schools attracts and retains families wishing to live in the location and take advantage of the benefits of a new build property with 4 bedrooms.
- The demographic demonstrated in the 2011 census would suggest that good quality 4 bedroom accommodation will continue to be in demand.
- The Government Help to Buy scheme is allowing purchasers to move up the housing ladder further than in the past. This helps families to purchase a larger house at a more affordable level and avoids a future aspirational move, which results in savings of stamp duty, agents fees and solicitors fees which would have been incurred in a further future move / relocation.
- The market can demonstrate demand for 4 bedroom family housing and agents confirm that this area of the market remains robust and buoyant.

Proposed Mix

Housetype	Description	Square Foot	Number	
Oakmere	2 bed apt	638	12	2 bed 27%
2 Churchill	2 bed semi	726	14	
Claydon	3 bed semi	799	4	3 bed 33%
Brancaster	3 bed det	900	2	
Dalton	3 bed semi	978	10	
Jenner	3 bed semi/mews	1099	16	
Wren	4 bed det, SG	1112	4	4 bed 38%
Wren DA	4 bed det, SG	1128	1	
Newton	4 bed det, iG	1233	4	
Wordsworth	4 bed det, SG/DG	1308	10	
Haversham	4 bed det, SG	1342	6	
Oxford	4 bed det, DG	1493	3	
Whitemoor	4 bed det, IG	1517	5	
Priestley	4 bed det, DG	1528	2	
Cavendish	4 bed det, IG	1712	2	
Montgomery	5 bed det, IG	1716	2	5 bed 2%
		Total:	97	

We trust this report covers and demonstrates the key points and would be happy to discuss further any of the contents contained within.

John Jarvis
Property Perspective





Property Perspective is a dynamic, forward thinking New Homes Agency that delivers a full range of Sales Services to Developers and Housebuilders.

Our specialist team has many years of experience working with a wide variety of Local, Regional and National Developers, giving us a unique, in depth understanding of the market and its customers.

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If you require any further information please contact our Managing Director **John Jarvis** for a no obligation discussion on **08456 800 262**

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