Welcome to the Rotherham Housing Intelligence Report. This document provides detailed information about Rotherham which supports the new Housing Strategy 2013-43. In refreshing the Housing Strategy we tried to keep it short and straight to the point, keeping statistics to a minimum, so it can be easily read and accessible to everybody.

This document aims to provide more of the detail behind the Strategy to help people understand Rotherham’s housing stock, the current market and the context in which we are working to deliver the Strategy.

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Introduction to Rotherham

Overview
We know that good or bad housing has a direct impact on health, educational achievement, economic prosperity and community safety – all of which are important to the success and wellbeing of Rotherham’s communities.

Housing therefore makes a key contribution to delivering Rotherham Partnership’s Community Strategy, whose three priorities for 2012-15 are:

- Help local people and businesses benefit from a growing economy
- Ensure the best start in life for children and families
- Support those that are vulnerable within our communities

The Housing Strategy 2013-16 sets out how we will:

- Ensure people can live in high quality homes, whether in the social rented, private rented or home ownership sector
- Be the best housing provider in the country, delivering high quality services and support, and peaceful and well-managed neighbourhoods
- Work towards a smaller gap between the most and least disadvantaged neighbourhoods, so that all of Rotherham’s people can live in safe, healthy and vibrant communities
- And make sure that no households are living in homes that are poor in terms of energy efficiency

Both a growing and ageing population in Rotherham not only adds pressure on housing supply in the borough but also presents new challenges in providing suitable housing options for older generations whilst trying to balance the increasing demand for family housing.

**Key Facts**

The over-arching theme of the Housing Strategy 2013-16 is to continue improving the quality and choice of Rotherham’s housing offer. To better understand what people like about where they live and where they might like to move to in the future, the Council conducted a survey in summer 2012 entitled ‘where do you want to live?’. The results of this survey can be used alongside what we know about the borough from the Census 2011 and other sources of information, to help plan out what Rotherham’s housing requirements might look like in the future.

**Facts and figures about Rotherham’s people**

- Diverse and vibrant blend of people, cultures and communities. 92% of the population of Rotherham is classified as White British.
- The population of Rotherham is estimated around 257,300 and is steadily increasing, projected to increase to over 267,000 by 2022.
- Rotherham contains approximately 108,300 households - of which 20,993 are Council rented homes
- Vast majority of Council homes classed as ‘decent’ but significant decency issues in the private rented sector
- There is a low housing demand in some areas and an increasing housing affordability gap between the most and least deprived areas
- The number of new homes built is at an all-time low
- 24% of the population is under 25 and 16% over 65 years of age. The number of elderly residents is expected to rise significantly over the next thirty years – an estimated 20,000 additional residents.
- Average housing density is 4 dwellings per hectare. A mix of urban areas and villages - about 70% of the borough is rural.
Average house price is £121,008
Income levels are also below national averages
The educational attainment of our school leavers is improving each year
In 2011, 18.2% of Rotherham’s households were living in fuel poverty, in particular people renting privately
Low crime rates compared to national and sub-regional averages
Rich industrial heritage, and over recent years attracted investment in new areas such as information technology and light engineering
Employment rate has fallen below national and regional averages since recession

Summary of findings from the ‘where do you want to live?’ survey

<table>
<thead>
<tr>
<th>Tenure</th>
<th>%</th>
<th>Household</th>
<th>%</th>
<th>Property type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>71</td>
<td>Single</td>
<td>23</td>
<td>Detached hse</td>
<td>17</td>
</tr>
<tr>
<td>Council Rent</td>
<td>17</td>
<td>Couple</td>
<td>40</td>
<td>Semi detached hse</td>
<td>44</td>
</tr>
<tr>
<td>Housing association Rent</td>
<td>3</td>
<td>Family</td>
<td>33</td>
<td>Bungalow</td>
<td>16</td>
</tr>
<tr>
<td>Private Rent</td>
<td>8</td>
<td>Adults sharing</td>
<td>3</td>
<td>Terraced</td>
<td>14</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>Other</td>
<td>1</td>
<td>Flat</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>%</th>
<th>Lived in area</th>
<th>%</th>
<th>Want to move</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below £15k</td>
<td>37</td>
<td>Lived in area</td>
<td>%</td>
<td>Want to move</td>
<td>%</td>
</tr>
<tr>
<td>£15k - £25k</td>
<td>28</td>
<td>Under 1 year</td>
<td>3</td>
<td>No</td>
<td>65</td>
</tr>
<tr>
<td>£26k - £35k</td>
<td>14</td>
<td>1 to 5 years</td>
<td>10</td>
<td>One to five years</td>
<td>24</td>
</tr>
<tr>
<td>£36k - £40k</td>
<td>6</td>
<td>5 to 10 years</td>
<td>11</td>
<td>Five to ten years</td>
<td>8</td>
</tr>
<tr>
<td>Over £40k</td>
<td>16</td>
<td>Over 10 years</td>
<td>76</td>
<td>Ten years +</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: Where do you want to live survey 2012

Links to other sources of information

- ‘Where do you want to live?’ survey – MRUK Report
- Census 2011
- Rotherham’s Joint Strategic Needs Assessment 2011

Commitment 1: We will deliver Council housing that meets people’s needs

Demand for Council housing

The demand for Rotherham’s Council housing continues to increase, and as housing plays a key role in people’s health and wellbeing, it is essential that we ensure our housing meets the needs and aspirations of its residents, now and in the future.

The Council owns and manages a housing stock of 20,993. 3 bedroom houses make up almost 40% of the stock. 99% of our stock now meets the Decent Homes Standard. Many of our neighbourhoods and properties have also benefitted from a programme of environmental improvements to ensure they look attractive and feel safe.

In December 2012 there were 25,503 applicants on the Housing Register in Rotherham compared to 19,747 in 2003. The register includes people already in council housing wishing to move as well as new applicants. The register has been subject to data cleansing over the years however the number of applicants still exceeds the level of
stock the Council owns therefore council housing is in high demand. All available
council properties are advertised via Key
Choices. Properties attract on average 70 bids
each, however this varies significantly by area and by type of property.

As well as building new houses we also need to ensure the right people are in the right
homes so we are making the best possible use of our stock. Our allocations policy
ensures that properties are allocated in a fair manner however there is a large number of
households living in housing which is bigger than they need i.e. they have more
bedrooms than people, mainly due to changes in their household circumstances since
they first moved in. People who are under occupying can remain in their home but it may
be beneficial for them to consider moving to something more suitable in the future,
particularly with changes to Housing Benefit; and the Council can offer them the support
to do so.

Building new Council homes

In 2011 we completed 132 new Council homes – the first in many years. These
properties all achieved Lifetime Homes Standard, Code for Sustainable Homes level 3
and Building for Life certification. Three of the homes were specifically designed to meet
the needs of disabled applicants and two were specifically for older people.

Feedback from the Housing Strategy Questionnaire relating to Commitment 1:

Members of the public and partners were asked where our priorities should be when
considering council housing in the future, the following suggestions were made:

• 38% said building new council homes
• 23% said prioritising council housing for those who need it most
• 15% said dealing with antisocial behaviour
• 9% said ‘other’
• 8% said maintaining properties
• 5% said improving appearance of neighbourhoods
• 1% said energy efficiency measures
• 1% said tenant involvement

Commitment 2: We will increase and improve the supply of
affordable rented housing in Rotherham

‘Affordable’ housing is aimed at people who are unable to afford to buy or rent on the
open market, and can either be social rented housing (from the Council or a housing
association) or shared ownership housing.

Much of our affordable housing is built through a Section 106 agreement, meaning when
a developer builds over 15 new houses, they are asked to provide 25% of them via a
Registered Provider for affordable rent or shared ownership. Commuted sums given
through planning obligations and strategic acquisitions can also enable affordable
rented housing to be delivered.

In 2012/13 we had 105 properties brought forward under the Section 106 agreement,
which represents an increase of 30 compared with the previous year’s figures of 77. No
properties were funded by commuted sums in 2012/3.

Properties built under Section 106 are usually managed by a Registered Provider and
are advertised through our Property Shop so applicants from the Council housing
register can apply. The properties attract a similar level of demand as our own Council
houses.

In 2010 the Strategic Housing Market Assessment was reviewed and provided an annual
estimated level of need for the borough. The table below shows how that need is
reflected on an annual basis.
## Affordable Housing Need Estimates

<table>
<thead>
<tr>
<th>Area</th>
<th>Gross Annual Need</th>
<th>Number of Households</th>
<th>Need as a % of households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rother Valley South</td>
<td>244</td>
<td>14,626</td>
<td>1.7%</td>
</tr>
<tr>
<td>Rother Valley West</td>
<td>255</td>
<td>15,316</td>
<td>1.7%</td>
</tr>
<tr>
<td>Rotherham North</td>
<td>670</td>
<td>16,524</td>
<td>4.1%</td>
</tr>
<tr>
<td>Rotherham South</td>
<td>717</td>
<td>16,468</td>
<td>4.4%</td>
</tr>
<tr>
<td>Wentworth North</td>
<td>242</td>
<td>15,685</td>
<td>1.5%</td>
</tr>
<tr>
<td>Wentworth South</td>
<td>246</td>
<td>16,551</td>
<td>1.5%</td>
</tr>
<tr>
<td>Wentworth Valley</td>
<td>257</td>
<td>15,580</td>
<td>1.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,632</strong></td>
<td><strong>110,750</strong></td>
<td><strong>2.4%</strong></td>
</tr>
</tbody>
</table>

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### Feedback from the Housing Strategy Questionnaire relating to Commitment 2:

When asked what type of housing is most needed (more than one could be selected):

- 87% said council homes
- 22% said housing association homes
- 15% said shared ownership homes
- 7% said homes for sale on open market
- 5% said plots of land for self-build

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### Commitment 3: We will deliver against our Local Investment Plan

Rotherham’s Local Investment Plan (LIP) sets out our future ambitions and vision for sustainable place-making in Rotherham. It was produced in collaboration with the Homes and Communities Agency (HCA) in September 2010, and while the financing regime has changed dramatically, much of the information is still very relevant. The areas identified in the LIP are still high priority for investment; however economic growth and employment will be key drivers to successful delivery. The LIP has three overall strategic objectives, to:

- Address twin challenges of growth and renewal in a difficult economic context.
- Make a significant contribution to the National Affordable Housing Programme
- Accelerate progress in the development of sustainable communities

13 key projects are identified in the LIP:

- Rotherham Town Centre Renaissance
- Transforming Dalton and East Herringthorpe
- Transformation Canklow
- Parkgate Village
- Dearne Eco-Village
- Swinton Canal Corridor
- Wath Regeneration Programme
- Transformation Maltby
- Transformation Dinnington
- Cross-cutting project: Narrowing the Gap
- Cross-cutting project: Private Sector Stimulus
- Cross-cutting project: Private Sector Housing
- Cross-cutting project: Affordable Housing

We will focus on the delivery of the borough wide development strategy defined in the LIP.
LIP, although many schemes will come forward without the level of public sector funding support initially anticipated. In the current economic climate it will be a significant challenge to maintain the depth and breadth of the LIP ambitions, however we will pursue every available funding opportunity for example the Sheffield City Region Infrastructure Fund.

**Commitment 4: We will make communities safer**

Crime, anti-social behaviour (ASB) and concerns about being a victim are significant issues for many Rotherham residents, despite low recorded crime and ASB rates compared to national and sub-regional averages. Crime, ASB and feeling safe in their communities remain high on residents’ lists of priorities.

**Profile of each Area Assembly (JSNA 2011)**

**Rotherham South:** Crime and anti social behaviour in Rotherham South are generally higher than the Borough average which reflects relatively high rates in Boston Castle and Rotherham East, particularly in areas around the Town Centre. Sitwell has crime rates below the Borough average. Deliberate fires in Rotherham South are 7.2 per 1,000, above the Rotherham average of 6.3 per 1,000. The Vulnerable Localities Index 2010 shows that Canklow and Eastwood are amongst the 10 neighbourhoods most vulnerable to crime in Rotherham. The position of Canklow has deteriorated since the 2009 Index.

**Rotherham North:** Domestic Burglaries and Violent Crimes in Rotherham North are similar to the Borough average. However, antisocial behaviour is higher than the Borough average. Deliberate fires in Rotherham North are 7.0 per 1,000, above the Rotherham average of 6.3 per 1,000. The Vulnerable Localities Index 2010 shows that Ferham, Masborough, Bradgate and Meadowbank are amongst the 20 neighbourhoods most vulnerable to crime in Rotherham.

**Rother Valley South:** Crime and anti social behaviour in Rother Valley South are generally lower than the Borough average. Deliberate fires in Rother Valley South are 5.2 per 1,000, below the Rotherham average of 6.3 per 1,000. The Vulnerable Localities Index 2010 shows that Dinnington Central is amongst the 10 neighbourhoods most vulnerable to crime in Rotherham and Dinnington East is amongst the 20 most vulnerable areas.

**Rother Valley West:** Crime and anti social behaviour in Rother Valley West are slightly lower than the Borough average. Deliberate fires in Rother Valley West are 5.8 per 1,000, below the Rotherham average of 6.3 per 1,000. The Vulnerable Localities Index 2010 shows Aston Lodge as amongst the 20 neighbourhoods in Rotherham most vulnerable to crime and ASB.

**Wentworth North:** Crime and anti-social behaviour is lower in Wentworth North than the Borough average. Deliberate fires in Wentworth North are 6.5 per 1,000, just above the Rotherham average of 6.3 per 1,000. West & Central Wath is identified as one of the 20 neighbourhoods most vulnerable to crime and ASB in the Vulnerable Localities Index 2010.

**Wentworth South:** Violent crime and Domestic Burglary is similar to the Borough average in Wentworth South. In contrast, antisocial behaviour is notably higher than the Borough average. Deliberate fires in Wentworth North are 6.8 per 1,000, just above the Rotherham average of 6.3 per 1,000. The Vulnerable Localities Index 2010 shows East Herringthorpe, south Thrybergh and part of Rawmarsh to be amongst the 10 most vulnerable neighbourhoods in Rotherham.

**Wentworth Valley:** Violent crime and Domestic Burglary is similar to the Borough average in Wentworth South. In contrast, antisocial behaviour is notably higher than the Borough average. Deliberate fires in Wentworth North are 6.8 per 1,000, just above the
Rotherham average of 6.3 per 1,000. The Vulnerable Localities Index 2010 shows East Herringthorpe, south Thrybergh and part of Rawmarsh to be amongst the 10 most vulnerable neighbourhoods in Rotherham.

**Anti Social Behaviour**

During 2012, the ASB Team issued the following:

- 41 Anti-Social Behaviour Injunctions
- 53 Notices to Seek Possession
- 11 Notice of Proceeding for Possession
- 22 Evictions
- 90 Acceptable Behaviour Contracts
- 2 Variation Orders
- 1 Exclusion Order
- 63 Warning Letters
- 18 Suspended Possession Orders

**Programmes of targeted activity**

There are a number of activities/interventions we are putting in place to ensure that we effectively tackle ASB issues:-

- A vulnerable/repeat victim ASB case management system maintained by the CIU at Maltby Police Station that enhances early identification and informs activity.
- A monthly multi-agency ASB Case Conference that considers requests supported by evidence from partners for the progression of ASB enforcement interventions.
- Since 1st April 2012 a borough wide Designated Public Place Order has been in place.
- The ‘4Change’ project has been funded by the SRP and is a course provided at the Lifewise Centre that takes young people who have come to the notice of partners because of ASB, through a series of events and scenarios that highlight the consequences of their behaviour/actions, whilst seeking to raise self esteem.
- Operation ‘Fawkes’ during the build up to bonfire night that includes additional patrols, enforcement and diversionary activity.
- ‘Impact’ and ‘Staysafe’ operations in Eastwood and Ferham
- Use of the two Youth Services diversionary activity buses in targeted areas (recently used at Woodlaithes Village)

**Commitment 5: We will work with partners to ensure everyone can afford to heat their home**

Fuel poverty has a negative impact on a person’s quality of life and health. Cold and damp homes are linked with health problems such as asthma, bronchitis, influenza, heart disease, strokes and exacerbation of arthritis. Periods of prolonged immobility can result, making it even more difficult for older people to keep warm. Research has shown that domestic accidents, including fatal accidents, are more common in cold homes in winter, resulting in costly hospital admissions and social care such as home care or residential care.

Our Warmer Homes Strategy will help focus resources to tackle some of the most vulnerable properties and people:

- 18.2% of Rotherham’s households were living in fuel poverty in 2011
- Most fuel poverty exists in private rented and pre-1919 properties
- There are 1,649 non traditional build properties in the borough both council and private which can mean energy efficiency measures are more difficult to implement.
- Fuel poverty occurs right across the borough not just in areas of high deprivation
- Ageing population – there will be an additional 20,000 residents over the age of 65 over the next 30 years
- Nationally, projections for England indicate that there were likely to be around
3.5 million fuel-poor households in 2011 and 3.9 million in 2012, an increase of 11.14% over the year
• The rise in fuel prices – energy costs have risen 96% since 2004, or an average of £700 over the same period
• In Britain a cold spell during a mild winter is followed:–
  o Two days later by a sudden rise in heart attacks
  o Five days later there is a big rise in the number of strokes
  o Twelve days later by a big rise in respiratory illness
• Mental health is negatively affected by fuel poverty and cold housing for any age group
• The average Energy Performance in all of Rotherham’s housing stock is a D rating, equivalent to National figures.
• Approximately 2% of the boroughs housing is rated below E, and are predominantly in the private rented sector

According to Rotherham’s Private Sector Stock Condition Survey 2007:

• 83.2% of private sector dwellings in Rotherham have cavity walls, of which 38% have no cavity insulation (around 27,000 dwellings). This provides considerable scope for improving energy efficiency through the insulation of unfilled cavities.
• Dwellings in the private rented sector are noticeably less likely to have full double glazing rather than those in the owner-occupied sector.
• 79.5% of dwellings with insulation have 100mm or more of insulation whilst 12.6% were estimated to have over 200mm (2.1% do not have a loft).
• The main types of fuel used are gas (95.1%), solid fuel (2.3%), electric (2.1%) and oil (0.5%).
• The average SAP (Standard Assessment Procedure) rating for the private sector is 60 compared to 70 for Local Authority stock. Older dwellings typically display lower SAP ratings.
• Households living in dwellings with particularly low SAP ratings also appear to show quite distinct characteristics with single pensioner households showing the lowest average SAP rating.

A number of measures have already been taken to make improvements to the efficiency of stock across the borough which should result in fewer people in fuel poverty:

• 17,800 council properties have been supported through Carbon Energy Reduction Target (CERT)
• 400 council properties have received solid wall insulation through CERT
• In private sector stock, 18,567 have received cavity wall insulation, 19,777 have benefitted from loft insulation through CERT
• 380 private sector properties have received solid wall insulation through the Community Energy Saving Program (CESP)

**Commitment 6: We will help people to access the support they need**

Good housing and support services for vulnerable people can assist people to live healthy, independent lives and reduce the pressure on families and carers.

**Welfare Reform**

A number of changes will be implemented from April 2013 that will have a major impact on people’s ability to pay for their housing and heating costs.

(1) Council Tax Benefit will be reduced by 10% (not for people over the age of 61 years)

(2) Housing Benefit (HB), rather than being a separate payment, will be included in the
new ‘Universal Credit’ (except for pension age claimants who will have HB included in Pension Credit). We expect this to have a significant impact on rent collection, because:

- 68% of Council tenants are in receipt of some HB, which is paid directly to RMBC
- HB constitutes approximately 64% of total annual rental income received by RMBC
- Total rent arrears may double in Rotherham as a result of Universal Credit

(3) Bedroom Tax – people who are living in properties larger than they ‘need’ (in accordance with a set of new rules) will lose some of their HB or Local Housing Allowance. This applies to over 3000 of RMBC’s tenants, who will collectively lose £1.7m.

Specialist Need

According to the 2011 Census, the number of older people (65+) increased by 16%, but those aged over 85 increased at over twice this rate (+34.6%) which is well above the national average. The largest actual rise was for those aged 65-74.

As of December 2012 there were 57 people registered on the waiting list who require extra care housing and support services. The Council has only 115 Extra Care units in total.

A further 1900 people on our waiting list have been assessed as having a medical need however only 800 of these have placed bids for suitable properties within the last 12 months.

Adaptations to properties are often completed to meet the needs of the existing tenant therefore we are unable to quantify the number of properties which have a level of adaptations and cannot predict when suitable properties will become available to meet specific need.

Commitment 7: We will help people in our most disadvantaged communities

While this Housing Strategy and the Council’s service provision apply across the whole Borough, some areas require more targeted intervention, if we are to achieve the vision of the wider 30 year strategy, of a ‘smaller gap between the most and least disadvantaged neighbourhoods, so that all of Rotherham’s people can live in safe, healthy and vibrant communities’.

Priority neighbourhoods have been identified using the Indices of Multiple Deprivation (IMD) 2010 data, this is the Government’s measure of how well communities are thriving. The IMD uses a number of domains by which to score an area, such as employment, education, skill and housing standards.

Rotherham is currently ranked 53rd most deprived area in the country and the area has deteriorated since the last ranking in 2007, according to the IMD. Rotherham has a population of 257,000 and 17% of those fall within the top 10% most deprived areas. 24 out of the 166 SOAs sit within the top 10% most deprived areas in the country. Each Output area has a population of between 1500 and 2000 people.

This does not mean that these areas are a problem as a whole but may mean that because of higher concentrations of particular issues, such as increased health issues or
Commitment 8: We will engage with communities and individuals so that we have a better understanding of how to meet their needs and aspirations

Community engagement is at the heart of the Council’s approach to policy making and service delivery.

Communities can mean different things to different people. For those who carry responsibility for public services, engaging with the community means ensuring that everyone in their local area is given the opportunity to comment on the services provided for them and on the organisation's priorities.

It also means involving them in major decisions that will improve their quality of life. This is meant to be a two-way process, with organisations benefiting from the imagination and energy of local citizens. Community engagement can involve individuals, voluntary and community organisations and public sector bodies working together to address local issues.

Community engagement can take many forms:

- **Consultation** - Asking people for advice, for example asking what they think about a particular service area or a strategy or asking what their needs are and what can be done about them e.g. Money Matters Consultation to enable Council to prioritise their budget accordingly.

- **Community Involvement** - Involvement concerns identifying ways in that people feel they are part of a decision making process so that they can make a real difference to what is decided and have ownership of the issues e.g. Area assemblies, Health Watch and the Youth Cabinet.

- **Community Empowerment** - Community Empowerment involves more people at a local level being able to influence decisions about their communities, and more people taking responsibility for tackling local problems, rather than expecting others to e.g. Localism Act.

- **Community Development** - Is working with people in communities to develop their abilities and potential to be able to respond to their shared needs and problems, which is more than capacity building and engagement, though it clearly relates to both of these. e.g. Big Local Thurcroft, residents will get to decide how to spend the £1m funding to improve the village over the next ten years.

- **Community Participation** - Asking people to work with RMBC to help decide what to do and encourage them to take part e.g. Scrutiny Panels. Many Scrutiny Panel Reviews have community involvement.

There are regular estate walkabouts in each area and a calendar of dates is available to view on our website alongside full details of our Community Engagement Framework.

Commitment 9: We will help to improve Rotherham’s private rented sector

Private renting has grown considerably in recent years, with approximately 3.6 million households (16.5%) in England now living in the private rented sector (PRS). According to the Census 2011, the number of people in private rented properties has doubled since 2001 from 5% to just over 10%, with both home ownership and social housing seeing a reduction as a result of this increase.

At the time of the Census there were 3,775 empty homes, the equivalent of 3.4% of all household spaces in Rotherham, just a slight increase since 2001. Many of these are short term empty properties with around a fifth being empty for 2 years or more.

We also provide support to people finding private rented accommodation difficult to access, by providing loans. 193 loans were issued to help people with bonds / rent in
advance for private rented housing in the borough for the whole of 2012. Many of which help people into private rented housing and bring back into use a number of properties which may otherwise have remained empty.

Feedback from the Housing Strategy Consultation:

When asked about why people might not choose the private rented sector:

- 64% said expensive rent
- 13% said poor management by landlord
- 10% said poor condition of properties

Commitment 10: We will help people who wish to own their home

Nationally, home ownership has seen a steep rise over the past 60 years – from 32% in 1952 to 66% in 2010 – fuelled by favourable economic trends and sustained by government policies. The long term desire for home ownership remains strong in new households with 59% of private renters and 23% of social renters expecting to buy a property in the future. However, it is becoming increasingly difficult for people to afford to buy a home due to high prices and difficulties in securing mortgage finance.

The average house price in Rotherham is now £121,000 (based on sales only) this is lower than the regional figure of almost £160,000. It has increased month on month for since May 2012 and has seen an increase of £5,000 from November 2012 to November 2013.

Average House Price (Nov 2012)

<table>
<thead>
<tr>
<th></th>
<th>Average</th>
<th>Terraced</th>
<th>Semi Det</th>
<th>Detached</th>
<th>Flats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotherham</td>
<td>£130,300</td>
<td>£90,229</td>
<td>£114,813</td>
<td>£182,117</td>
<td>£94,800</td>
</tr>
<tr>
<td>Region</td>
<td>£157,899</td>
<td>£115,399</td>
<td>£142,244</td>
<td>£246,849</td>
<td>£110,905</td>
</tr>
</tbody>
</table>

Properties in Rotherham take an average of five weeks to sell compared to 8.5 regionally. On average, 94.86% achieve their asking price compared to the regional average of 92.36%.

Annual property sales

<table>
<thead>
<tr>
<th></th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>4568</td>
<td>4574</td>
<td>3975</td>
<td>4565</td>
<td>4636</td>
<td>2415</td>
<td>1939</td>
<td>2161</td>
<td>2054</td>
</tr>
</tbody>
</table>

There were 1,915 sales during 2012, which demonstrates a further decrease on previous years. Registrations of new sales in August were up slightly by 0.5% however newly registered buyers were down 1% on last month.

Housing Market: Key indicators

<table>
<thead>
<tr>
<th></th>
<th>Rotherham</th>
<th>Region</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turn over</td>
<td>0.60%</td>
<td>1.2%</td>
<td>-</td>
</tr>
<tr>
<td>Average weeks to sell</td>
<td>5</td>
<td>13.60</td>
<td>11.60</td>
</tr>
<tr>
<td>Asking price achieved</td>
<td>94.86%</td>
<td>92.36%</td>
<td>93%</td>
</tr>
<tr>
<td>Average viewings per sale</td>
<td>6.5</td>
<td>8.5</td>
<td>10.60</td>
</tr>
</tbody>
</table>
According to Land Registry’s House Price Index, between August 2011 and August 2012 house prices saw an annual reduction of 2.2% although overall sales volumes were higher.

The Census 2011 tells us that most common house type is semi-detached of which there are 54,727, representing 49% of all housing in the area. Over 66% own their own home with 35% of these owning with the help of a mortgage, a total of 37,579 households.

The most significant change in tenure since the 2001 Census is that households in private rent have more than doubled to 10.3%, with an additional 6,030 more private rented properties.

<table>
<thead>
<tr>
<th>Rotherham: Average Rent / Mortgage Costs per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size / Average Price</strong></td>
</tr>
<tr>
<td><strong>1 bed £67,475</strong></td>
</tr>
<tr>
<td><strong>2 bed £77,000</strong></td>
</tr>
<tr>
<td><strong>3 bed £120,000</strong></td>
</tr>
<tr>
<td>Council</td>
</tr>
<tr>
<td>£57</td>
</tr>
<tr>
<td>£63</td>
</tr>
<tr>
<td>£68</td>
</tr>
<tr>
<td>HA</td>
</tr>
<tr>
<td>£59</td>
</tr>
<tr>
<td>£67</td>
</tr>
<tr>
<td>£72</td>
</tr>
<tr>
<td>Local Housing Allowance</td>
</tr>
<tr>
<td>£78</td>
</tr>
<tr>
<td>£92</td>
</tr>
<tr>
<td>£104</td>
</tr>
<tr>
<td>Private - 80% Intermediate</td>
</tr>
<tr>
<td>£85</td>
</tr>
<tr>
<td>£103</td>
</tr>
<tr>
<td>£121</td>
</tr>
<tr>
<td>Private – Median / MV</td>
</tr>
<tr>
<td>£60</td>
</tr>
<tr>
<td>£69</td>
</tr>
<tr>
<td>£121</td>
</tr>
<tr>
<td>Low Cost Home Ownership</td>
</tr>
<tr>
<td>£57</td>
</tr>
<tr>
<td>£63</td>
</tr>
<tr>
<td>£68</td>
</tr>
<tr>
<td>Repayment mortgage*</td>
</tr>
<tr>
<td>£74</td>
</tr>
<tr>
<td>£84</td>
</tr>
<tr>
<td>£131</td>
</tr>
</tbody>
</table>

Housing price to income ratio is 5.1:1 which means the average Rotherham person would need approximately five times their income to be able to purchase a house on the open market.

Affordability is not just about being able to buy or rent a home but also keeping it in reasonable condition as well as keeping warm and dry. Fuel poverty can impact on both quality of life and health.

There are a number of schemes which aim to assist people to buy their own home.

FirstBuy was introduced by the Government last year to assist first time buyers on to the housing ladder. It enables people to buy a new home with an equity loan to help raise the deposit. The buyer must cover the initial 5% deposit, 80% will be taken on a mortgage basis and the rest is made up from FirstBuy equity loan. The 5% is much lower than many lenders are currently asking therefore assisting people to take their first step on the housing ladder. 15 new households were supported by FirstBuy to move into their new home in the 3rd Quarter of 2012-13 and a further 6 have signed up during the beginning of quarter 4.
The Government is also keen to see an increase in people currently renting Council properties to access home ownership. They can do this through the Government’s Right to Buy scheme whereby they apply to purchase their Council home at a discount. Changes to the right to buy legislation in March this year are expected to result in an increase in sales nationally. Rotherham is yet to see the impact of this because of the length of time it takes from application to sale. There have been 15 sales since the changes.

### Right to Buy Sales

<table>
<thead>
<tr>
<th>2012 - 13</th>
<th>Enquiries</th>
<th>Applications</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr – June</td>
<td>64</td>
<td>40</td>
<td>4</td>
</tr>
<tr>
<td>Jul – Sept</td>
<td>44</td>
<td>40</td>
<td>3</td>
</tr>
<tr>
<td>Oct – Dec</td>
<td>57</td>
<td>36</td>
<td>18</td>
</tr>
<tr>
<td>Jan – Mar</td>
<td>70</td>
<td>33</td>
<td>11</td>
</tr>
</tbody>
</table>

Rotherham has a number of shared ownership properties available through its registered providers which allow people to buy a share of a property whilst paying rent on the remaining share. These are for people who earn £60,000 or less and who cannot typically afford to buy a house on the open market. It allows them to take a smaller mortgage initially and usually has the option to purchase more shares at a later date.

Rotherham’s Housing Market Bulletin provides an overview of the current housing market.