



05/10/20

Plas Penrhyn, Penrhyn Bay

Affordable Housing Statement

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Affordable Homes / Housing Needs Statement in Support for the Planning Application Plas Penrhyn, Penrhyn Bay – Conwy.

1.0 About Adra Tai Cyf & North Wales Housing Association (NWHA)

1.1 Introduction Statement

Plas Penrhyn is a joint partnering housing development between two Registered Social Landlords (RSL) based in North Wales, Adra and NWHA, sponsored and supported by Conwy County Borough Council (CCBC) with the backing of Welsh Government (WG). A condition for disposal of the land to both Adra and NWHA by CCBC was that, all the housing on the land must be for (100%) Affordable tenure products i.e. Rent to Own (RTO) or Shared Equity Sale (SES); Intermediate Rent (IR); and, Affordable Rent (AR).

- 1.2 As two of North Wales' most prominent housing associations, Adra and North Wales Housing provides quality, affordable homes and services to its tenants and strives to protect and develop the culture and heritage of the communities it serves.
- 1.3 As registered social landlord's, Adra's and NWHA's primary purpose is to provide affordable rented homes to those in housing need. We are both independent not-for-profit organisation's registered and regulated by the Welsh Government. Being not-for-profit means any surplus income is put back into the business so that we can continue providing homes and services and achieve our objectives.
- 1.4 Adra currently has 6,387 affordable rented homes, NWHA currently manages 2,700 homes with over 19,000 local customers. We are responsible for the management and maintenance of these properties and over the past eight years we have invested £197 million in our properties to achieve the Welsh Housing Quality Standard (WHQS).
- 1.5 However, there is a recognised demand for more social and affordable housing in North Wales with Conwy one of the key counties targeted by both organisations. To try and meet this demand Adra and NWHA are now building new homes. We have therefore in recent years commenced the delivery of an ambitious new build housing programme of 800 new homes over the next 5-Years across the North Wales coast.

2.0 DEVELOPMENT PROPOSAL

- 2.1 The proposed scheme aims to provide quality accommodation close to the heart of Penrhyn Bay, which has no affordable housing quote within the Ward. The scheme will offer affordable tenures of 21 modern Homes built to exemplar standards, which will support the local community and offer new accommodation in a strategic location.

The project will also support local workforces and supply chains in the area and will be constructed using Modern Methods of Construction (MMC), to Passiv Haus standards, which will create very low carbon footprints and negligible running costs for the new residents. The homes will be modern in design, secure and affordable. They will also conform to Lifetime Homes, Design Quality Requirements (DQR Cymru), Hierarchy Sustainable Drainage Design and Secure by Design (SBD) standards.

- 2.2 The current proposal is to offer the following mix of units

Units	House Type	Tenure
8Nr.	3 Bedroom/5Person Semi-Detached Homes	Rent to Own & Affordable/Intermediate Rent
8Nr.	2 Bedroom/4Person Semi-detached Homes	Rent to Own & Affordable/Intermediate Rent
4Nr.	2 Bedroom/3Person Semi-Detached Bungalows	Rent to Own & Affordable/Intermediate Rent
1Nr.	2 Bedroom/3Person Specialist Detached Bungalow	Rent to Own & Affordable/Intermediate Rent

Table (1) Housing Mix Proposed

- 2.3 Conwy's Local Development Plan, which was adopted in July 2013, requires a minimum of 35% Affordable Housing for Local Need on any development within a Tier (1) Settlement Boundary (Llandudno/Penrhyn Bay/Rhos on Sea). This is based on the Urban Development Strategy Area criteria - (*Policy HOU/2: Affordable Housing for Local Need*). The current proposals for this development far exceed this requirement and offers the potential to deliver 100% affordable units on the site. (As Affordable Rented and Rent to Own/Shared Equity homes).

3.0 HOUSING NEEDS – SOCIAL RENT

Social rented housing are homes, which are let at affordable rent on a secure basis to those who are in housing need. Social housing is allocated on the bases of need. Conwy uses an allocation scheme which gives points to prioritise applicants based on their household's circumstances and need. To be considered for social property, applicants must be registered on the SARTH Common Housing Register by applying with the Conwy's Housing Options Team or referrals through Tai Teg for the Rent to Own and Intermediate Rental Homes.

- 3.1 The current Housing Waiting Lists for a Social Rented unit in Llandudno, Penrhyn Bay, Craig y Don and Rhos on Sea, as provided by the Housing Option Team (**September 2020**), is shown below: - **Affordable Rent Demand:**

Penrhyn Bay/Llandudno/Rhos on Sea Area Waiting List's					
AREA	1 Bed	2 Bed	3 Bed	4 +Bed	5 Bed
Llandudno	3	41	34	6	2
Craig y Don	1	6	13	1	1
Penrhyn Bay	1	6	9	1	1
Rhos on Sea	4	16	34	3	1
Penrhyn Bay Area	9	69	90	11	5

Table (2) SARTH Demand figure per Area 2020

Notes:

- Penrhyn Bay is not recognised as a 'Settlement' on the Tai Teg Register, but comes under Penrhyn Bay, Llandudno and Rhos on Sea. Figures above include Affordable and Intermediate Rental figures.
- There are no affordable homes in Penrhyn Bay and therefore as with item (1) demand-based evidence is not specific to Penrhyn Bay, but rather 'Penrhyn Bay' and outlying areas' based on desired choice area to live – Please see Table (3) below.
- The Bed allocation above covers Flats, Houses and Bungalow type properties in demand.

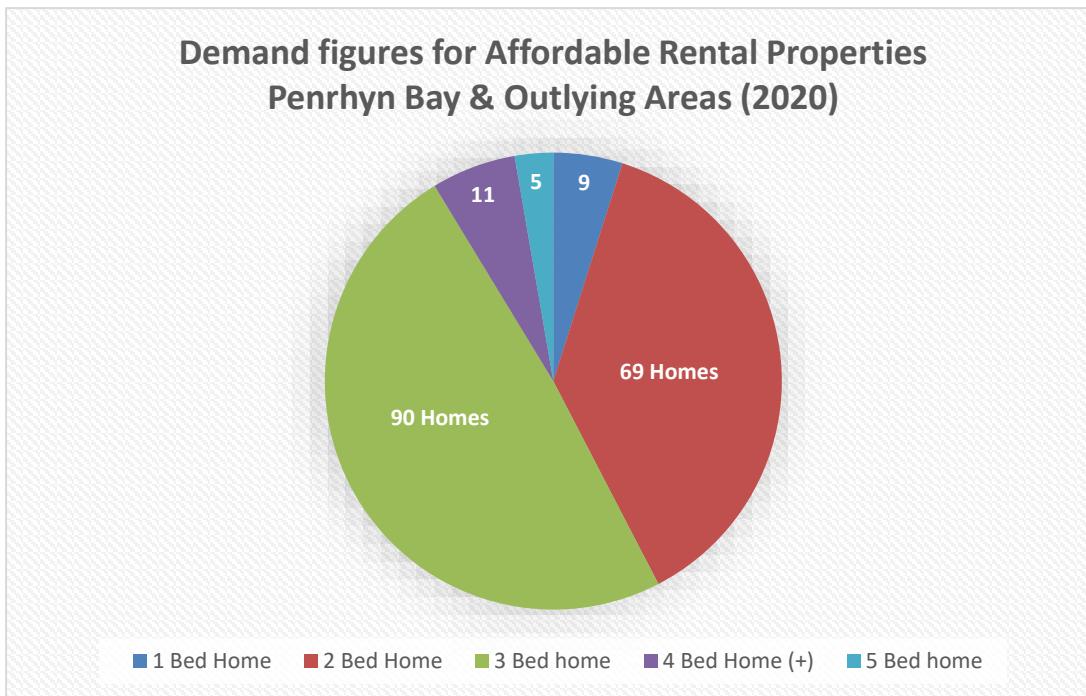


Chart 1 Affordable Housing Demand Penrhyn Bay & Outlying Areas (2020)

- 3.2 The following information was compiled by the North West (Wales) REH Partnership based on the feedback received from our Public Consultation Event, held in Penrhyn Bay (28/01/20). Supplemental information was received from Housing HOT Teams and local Estate Agents to assess 'preferred' choice area for purchase and rent of new properties. Includes the (April) 2020 Housing Need Survey findings. We used Penrhyn Bay as a base location (August 2020); figures capture sale and rental properties based on house types and desired No. Bedrooms.

FIRST CHOICE	NUMBER OF BEDS REQUIRED									
BEDROOMS	1	2	3	4	5	6	7	8	9	10
Penrhyn Bay First Choice Applicants	14	14	15	12	2	2	1	1	0	0

Table (3) Penrhyn Bay 'first' choice location for new home (August 2020)

- 3.3 Further research was conducted to assess demand for purchase of new properties and for affordable rental homes within the Penrhyn Bay area. Information sources include local Estate Agents, the Rural Enabling Partnership and the Tai Teg Register. (Table 4 below.)

3.4

Tai Teg - Develops a register for people who are eligible to rent at an intermediate rate or for people who qualify to purchase homes. As part of the housing need review in the Penrhyn area the Rural Housing Enabler used the Tai Teg register for the Penrhyn Bay area to identify what type of housing those who are currently on the register are looking for and how many people are currently registered with Tai Teg. It is worth noting at this point that not all those registered have completed and affordability test to determine whether they would qualify for a mortgage or undertaken an affordability assessment to assess if they would qualify for intermediate rent or not.

- 3.5 Table (4) below indicates interest registered in Penrhyn Bay and outlying areas based on a housing needs survey carried out in April 2020 by the RHE Office. This included property for Purchase and for Affordable, Market and Intermediate Rent. Please note, specific demand figures for Penrhyn Bay are difficult to collate as this area was not registered on Tai Teg's Register on its own, until after April 2020. (Demand information is still being collated). Information below is based on interest for Penrhyn Bay and outlying areas (Penrhynside, Rhos on Sea, Glanwydden etc.)

To Purchase					
1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom	2 Bed Bungalow	3 Bed Bungalow
4	19	24	5	5	1
Intermediate Rent					
1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom	2 Bed Bungalow	3 Bed Bungalow
9	16	22	5	1	-

Table (4) Interest for Purchase & homes Penrhyn Bay and Outlying Areas

- 3.6 The following statements regarding property sales and private rental levels in Penrhyn Bay are based on the findings of the Housing Needs Survey (April 2020).
- There were 28 properties for sale in Penrhyn Bay up to April 2020 (Rightmove), predominantly detached homes, the average sale price was **£233,000** overall.
 - The current average property price for the area would make it difficult for those living in the area earning the lower/median quartile wage to be able to afford to purchase a property for sale on the open market in the area.
 - Most sales in Penrhyn Bay during the last year (2019), were detached properties, selling for an average price of £240,726. Semi-detached properties sold for an average of £175,525, with flats fetching £90,850.
 - Penrhyn Bay, with an overall average price of £196,537 was more expensive than nearby Penrhynside (£147,897); but was cheaper than Rhos On Sea (£214,582).
 - Overall sold prices in Penrhyn Bay over the last year (2019), were similar to the previous year (2018) and 3% down on the 2008 level of £202,774

- 3.7 Average Rental prices for Penrhyn Bay, Rhos on Sea, Penrhynside and Craig y Don for 1, 2, & 3-Bedroom properties as of April 2020 are as follows:

Property Type	Average (£)	Median Average (£)
1 Bedroom	£436.67	£435.00
2 Bedroom	£577.87	£562.50
3 Bedroom	£664.63	£650.00

Table (5) Average Market Rental rates Penrhyn Bay and Outlying areas

3.8 **Public Consultation Event** - The Open Day was arranged for Friday, February the 28th, 2020 at St. David's Church. The event was organised in conjunction between the Community Council, Conwy County Council and the Rural Housing Enabler. The Open Day was held during the evening in attempt to attract more residents. Open Day's is a great opportunity for local residents to meet staff to discuss their housing need face to face and to discuss the potential development. It's also a great exercise for developers to get to know the residents and to be made aware of any local issues.

Posters designed by the Rural Housing Enabler were used to promote the Open Day. The posters were distributed to local businesses within the area to raise awareness of the event and to encourage people to attend. A copy of the poster was also included with the letter sent to **2,302** properties in the area including the link to complete the online survey. The team also used the Rural Housing Enabler's Facebook page to promote the Open Day event, this method of promotion proved successful as the post attracted **4,283** views. Approximately **137** people attended the Open Day, which is considered a great turnout. The following is a summary of feedback from attendees:

- 137 people attended the consultation event
- Looking at the total statistics above, it is possible to state that there is a need for affordable housing in Penrhyn Bay for rent and sale.
- 66 people are in need affordable rent accommodation,
- 21 are in need of intermediate rent or affordable houses to buy.
- Of the 20 people who registered their interest at the event for the new homes at Plas Penrhyn 7 families wish to purchase, 2 families would be interested in purchase or rental the remaining 11 families were interested in the affordable rent homes.
- Approximately 30 people attending were undecided or against the scheme for various reasons such as over development, stress on existing services, no demand, additional traffic, lack of employment and not required.



Chart 2 Feedback from the Consultation Event (28/01/2020)

- 3.9 The current Housing Waiting Lists for Penrhyn Bay and Outlying Wards (Penrhyn Bay, Rhos on Sea, Penrhynside & Craig y Don, **excluding** Llandudno); where the development is located (as provided by the Housing Option Team September 2020) is shown below: -

Number of Bedrooms	Type of units	Number of Applicant	Tenure/Purchase
1 Bed	BUNG	2	Purchase / Rental
	FLAT	5	Purchase / Rental
	HOUS	0	-
	MAIS	0	-
	Total bed	7	
2 Bed	BUNG	6	Purchase / Rental
	FLAT	6	Purchase / Rental
	HOUS	23	Purchase / Rental
	MAIS	0	-
	Total bed	35	
3 Bed	BUNG	3	Purchase Only
	FLAT	0	-
	HOUS	53	Purchase / Rental
	MAIS	0	-
	Total bed	56	
4 Bed	BUNG	0	-
	HOUS	10	Purchase / Rental
	Total bed	10	
5 Bed	BUNG	0	-
	HOUS	5	*NB: Specialised Housing
	Total bed	*5	
Area Total		135*	

Table 6 (September 2020 – Conwy Housing Options Team)

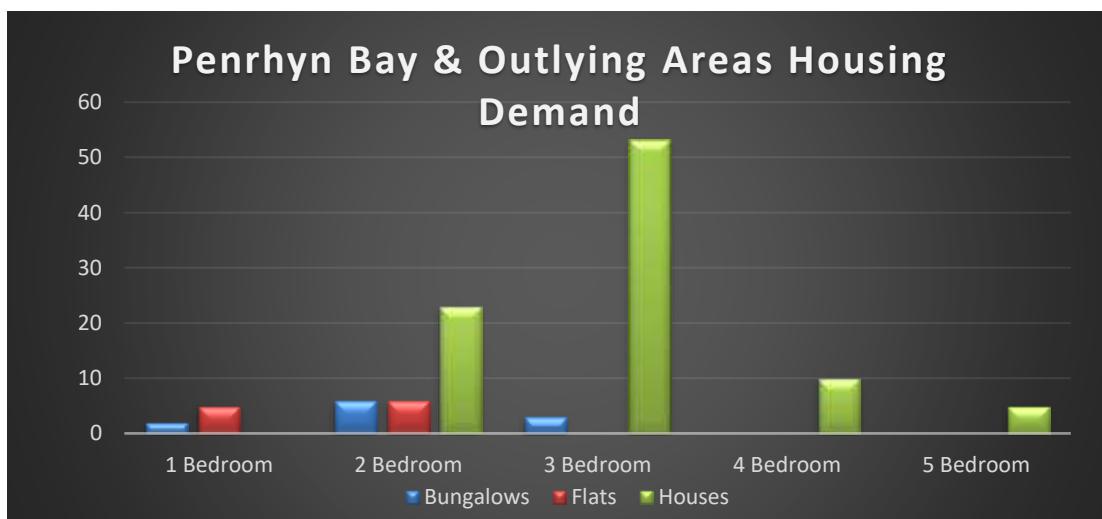


Chart 3 Housing Demand Penrhyn Bay (outlying Areas) September 2020

4.0 Managed Housing Stock in Conwy

- 4.1 Adra currently owns and manages 33 Social, Intermediate rental and Rent to Own Homes in the Conwy and Llandudno Junction areas, 2 & 3 Miles from Penrhyn Bay. Adra currently have 80 Homes in construction at Llanfair Road – Abergele, 14 Apartments in Penmaenmawr, 4 Market Rent Homes at Plas Castell, Abergele and 4 Homes at Betws yn Rhos. We have also acquired 31 Homes in Deganwy, have in planning 29 homes in Llandudno Junction and apartments in Llysfaen Road. North Wales Housing are also constructing new homes across the North Wales coast including in Ynys Mon, Gwynedd, Conwy and Denbighshire.

Type of Units	Number of Units
IN CONSTRUCTION	
Bungalow	4
Flats	24
Houses	138
PLANNED	
Bungalow	4
Flats	8
Houses	42

Table (7) Homes in Construction and Planned (2020-2021)

- 4.2 Providing affordable homes at the heart of Penrhyn Bay would offer the potential for residents to be within walking distance to the centre of the town and all the health and retail amenities it has to offer. The location is connected to the local public transport links with close access to the Health, Retail and Commercial Outlets at Llandudno, Conwy, Llandudno Junction and Colwyn Bay.
- 4.3 Adra is delighted to be working in partnership with Conwy County Borough Council and North Wales Housing to develop homes, which will provide affordable, high quality and energy efficient accommodation in the Penrhyn Bay area.
- 4.3 The Project has the support of the Cabinet Member for Housing at Conwy County Borough Council and the Strategic Housing Team. The land was agreed for disposal in 2018 by Conwy's Cabinet Committee, allocated for housing with the condition the homes will be (100%) Affordable properties to include Affordable and Intermediate Rental, Rent to Own and/or Shared Equity Tenure
- 4.4 **135 Applications/Expressions of Interest** – Currently open cases for applicants in the Penrhyn Bay area including outlying villages and towns i.e. (Rhos on Sea, Penrhynside, Craig y Don etc.) This number includes enquiries for Market Sale, Rent and Affordable properties.

5.0 MOBILITY REQUIREMENTS

- 5.1 The Development will be constructed to conform with Lifetime Homes and Design Quality Requirements. As such all homes and access routes will be designed to allow full access around and into the properties, with level access thresholds, no acute gradients and linked pathways on and off the estate.
- 5.2 The housing mix includes 5 Bungalows all with level deck shower rooms and all facilities contained within a single floor. One of the Bungalows will be a bespoke designed Wheelchair access detached home, which will be offered to the Specialised Housing Department at Conwy.
- 5.3 Due to the location of the homes in the heart of Penrhyn Bay, local amenities can be easily reached and would appeal to those that need to benefit from a at the central town location. Local retail outlets are available at Llandudno, Colwyn Bay and Conwy within a 5 Kilometre radius of the development.

6.0 CONCLUSION

- 6.1 Adra Tai Cyf currently manages and owns 6,387 affordable and private homes across 5 North Wales counties. We are currently building 166 new homes in Conwy County with another 54 planned for (2021 – 2022).
- 6.2 The project will enable greater access to affordable housing in the Penrhyn Bay area, which currently has no provision.
- 6.3 The development will be at the heart of Penrhyn Bay and improve the aesthetics of the current derelict site.
- 6.4 Providing the potential to build 100% of the scheme to be let at an affordable rate will meet the Conwy's Strategic Teams requirement to provide more affordable units for local families in challenging and difficult times and circumstance.
- 6.5 The housing mix reflects feedback from local families from the January 2020 Consultation Event held in Penrhyn Bay and from existing demand figures for the location.
- 6.6 Modern and energy efficient will offer low running cost and comfortable living to those in need.
- 6.9 There is a great demand locally for 2 and 3--Bedroom properties in this location. Over the last 12-Months this demand has risen for various reasons from downsizing or for convenience reasons and desirability.
- 6.10 House prices in this location are expensive with an average sale price of £233,000, these are predominately for the larger detached homes, which are out of the price range for many local people.

HOUSE LAYOUTS:



FRONT ELEVATION

SCALE: 1:100



SIDE ELEVATION

SCALE: 1:100



REAR ELEVATION



FRONT ELEVATION



GABLE ELEVATION

SCALE: 1:100



REAR ELEVATION