Inverclyde council

AGENDA ITEM NO.

Report To: Safe, Sustainable Communities Committee **Date**: 18 January 2011

Report By: Corporate Director, Regeneration and Environment **Report No:** R&E/R&P/SSC/01/11/FJM002

Contact Officer: Stuart Jamieson **Contact No**: 01475 712404

Subject: Inverclyde Local Plan: Annual Monitoring and Review of Housing Strategy (2009-10)

1.0 PURPOSE

1.1 To inform Committee of progress in implementing the housing strategy of the Local Plan and in particular, to report on trends in housing completions and the take-up and availability of housing land, by market sector and location across the Inverclyde Housing Market Area, for the period 1 April 2009 to 31 March 2010.

2.0 SUMMARY

2.1 The difficulties caused by the economic downturn continue to have a considerable bearing on the housing market, in terms of both supply and demand. The banks continue to severely constrain finance credit to both housebuilders and for mortgages and this is having a pronounced effect on activity in the market. Despite this, there has been a ‘bounce-back’ from the low number of completions last year, and the outturn is still higher than the low house completion outturns of six and seven years ago.

2.3 The difficult trading conditions are expected to continue and this is reflected in the programming of sites for the next three-four years. As a consequence, there is sufficient capacity in the ‘Effective Land Supply’ to meet the assessed demand requirement for the next seven years, even if the market recovers more quickly than currently expected.

2.4 Housing Association completions, largely from Area Renewal sites, are at an all-time high, and despite continuing pressures on Government expenditure, commitments made will mean completions will continue at historically high levels for the next three years.

2.5 The increasing proportion of people buying properties in Greenock and Port Glasgow from outwith Inverclyde has stalled, but those buying new build properties have increased slightly, despite the overall reduction in sales. In line with the general economic situation, the number of sales is at its lowest since 2002/03. Moves within Inverclyde from east to west remained unchanged in terms of proportions, so the balance of newbuild continues to contribute to stemming the population shift to the west.

3.0 RECOMMENDATIONS

3.1 That Committee:

(a) endorse the findings and interpretation of this year’s annual monitoring, in accordance with the requirements of Local Plan Policy H7; and
(b) note that there is sufficient capacity in the ‘Effective Land Supply’ to meet estimated demand and therefore there is no requirement to increase the land supply through greenfield release in advance of the Local Development Plan.

Aubrey Fawcett
Corporate Director, Regeneration and Environment

4.0 BACKGROUND

4.1 This annual report derives from Policy H7 in the adopted Local Plan, which states:

"Inverclyde Council, as Planning Authority, will monitor and review annually the housing provisions of the Development Strategy and will publish land supply and house completion information in annual monitoring statements, by market sector and location, to determine whether there is a need to increase the land supply to meet the 'indicative targets' set for housebuilding."

4.2 The focus of this, as in previous reports, is the Inverclyde Housing Market Area (HMA), comprising all settlements in Inverclyde with the exception of Kilmacolm and Quarriers Village, which sit within the Renfrewshire Sub-Market Area (SMA).

4.3 This is the eighth in the series of reports monitoring the implementation of the Housing Strategy, and the fifth since the Plan's adoption. In addition to the requirements of Policy H7, annual monitoring of housing land supply is required in order to accord with national planning policy and the Glasgow and the Clyde Valley Joint Structure Plan. The procedures for monitoring are agreed at City Region level and involve consulting with 'Homes for Scotland', the organisation representing Scottish housebuilders, for its comments before the land supply can be finalised each year.

Summary of Development Strategy

4.4 The principal objective of the Development Strategy is to assist with the Single Outcome Agreement and Corporate Strategy of arresting and reversing population decline, and in so doing, help stem the population drift to the west from the urban centre and east of the Authority. To achieve this aim, it was estimated that house completion rates would need to increase across the Inverclyde HMA by some 50% over the Plan Period (from an outturn of some 300 to 450 completions per annum) and to be sustained at this higher rate over the medium term. The Plan states "If…..the housebuilding completions targets are not met from the identified and programmed brownfield supply, the Council will consider the need to increase the supply of housing land by releasing green field (Green Belt) sites in the Inverclyde HMA."

4.5 The Strategy is one of urban sustainability, maximising the use of brownfield sites for housing with their inherited infrastructure and services. To address area renewal objectives and integrate the area more fully with the rest of the Conurbation housing and labour markets, the majority of house completions should be in the centre and east of the Inverclyde HMA, i.e. Greenock and Port Glasgow. Each of these locations have shown over recent years that they can provide house/flat types that are attractive to buyers, with waterfront sites now well-advanced. Other sites in the 'New Neighbourhoods' are now being occupied, with some under construction, and more in the development pipeline.

4.6 It remains important to monitor this progress through Policy H7 closely to ensure the strategy can be adjusted, if and when necessary. The imbalance between the east/centre and west of the urban area is being redressed, but with the economic downturn it will take sometime to pick-up again and even then can only be addressed through restricting, not halting, the supply of land in the west of Inverclyde. **Min Ref: 23/01/07, para 97**

Housing Need and Demand Assessment

4.7 This report coincides with the first up to date assessment of housing need and demand for Inverclyde since before the Local Plan was adopted in 2006. A companion report on today's Committee presents the preliminary outcomes/results of the Glasgow and the Clyde Valley 'Housing Need and Demand Assessment'. This report outlines the main findings and provides an updated context for the planning of housing in Inverclyde over the next 10-15 years, albeit subject to review every five years. It is against this evidence base that the new Local Housing Strategy will be produced and the first stage of the Item x

Local Development Plan prepared during the coming months. This new evidence is likely to lead to a revision of the housing strategy of the Plan and the context under which this report is prepared. It will also inform the business plans of the Registered Social Landlords active in the authority and the policy direction of the Scottish Government.

5.0 PROPOSALS

5.1 This year's report summarises the main findings on annual monitoring in this section, with more detail provided in the Annex to this report. The Annex is laid out in a series of standard tables that have been published each year since 2002-03, but this year with the addition of some tables that correspond with HNDA Sub Areas (Inverclyde East and Inverclyde West), and with detailed commentary on this information set down under each one in the Annex. Annex One

5.2 The effective housing land supply has reduced again for the second year running due to the economic conditions prevailing across the UK this year. Although the amount of land programmed for housing over the next 5 years has dropped, over the 7-year plan period, it is still sufficient to meet the current reduced requirements of the industry. Should the availability of credit and mortgage approvals improve, and economic downturn recover sooner than commentators expect, there is still considered to be sufficient land to enable private developers and housing associations to increase house completions over the same period and to accommodate the level of development programmed in the 2006 GCV Joint Structure Plan and anticipated in the latest 2010 Strategic Housing Investment Plan. The private sector land supply is also considered to offer a good balance of brownfield and greenfield opportunities and to allow for development across all market sectors. **Min Ref: 26/10/10, para xxx**

5.3 It is not necessary, therefore, to identify additional land for housing development at this time. However, as in previous years work will continue to promote and bring forward existing established sites, for example the Harbours and Gourock Pierhead programmed in the medium term, post-2017, to further supplement the effective land supply. The Council has a role in enabling this, particularly as we move through a difficult period of economic downturn. Refer to Annex One, page 9

Providing an Effective Supply of Land for Housing

5.4 This monitoring report coincides with a letter sent to all Heads of Planning (dated 29 October 2010) from James G Mackinnon, the Chief Planner of the Scottish Government Directorate for the Built Environment, regarding the impact of the 'changed economic circumstances' and its impact on the delivery of new housing. While recognising the main issues lie outwith the influence of Councils – the cost and difficulty faced by the house builders in raising debt finance, shorter repayment periods, the tighter mortgage market and the general uncertainty over long term market conditions – the Chief Planner has asked that our approach to the planning and delivery of housing land needs be reconsidered. Annex Two

5.5 Scottish Planning Policy and the revised Planning Advice Note (PAN) 2/2010 on 'Affordable Housing and Housing Land Supply' are noted as remaining relevant in considerations over whether a site is 'effective' or not, and that a 'Plan-led' system is still paramount, but a more 'flexible and realistic approach' is recommended by the Chief Planner for Councils to take. The emphasis here appears to be on bringing forward *new sites* to maintain an effective 5-year supply, although it is recognised that where 'the impediment to development ….. (is) …… the general availability of mortgages or low level of demand from purchasers, then there will be little if anything to be gained by releasing additional sites'.

5.6 The Chief Planner concludes by suggesting that where it is considered that new sites would help to maintain new housebuilding by being more marketable, termed 'small allocations', and thereby maintain an effective land supply, Supplementary Planning Guidance (SPG), would be an appropriate mechanism. This recommendation would appear to run counter to the ‘Plan-led’ system however, and if the approach is through SPG, with the statutory requirement to consult on such proposals, then it is unlikely that such sites could be brought forward quickly enough to address the problem identified, particularly as such sites will raise difficult issues for the locality involved.

Conclusions from Monitoring

5.7 The monitoring of the origin of house buyers through Sasines data has shown that the housing market in Inverclyde is continuing to become better integrated with the wider Greater Glasgow housing market, with an increase in the number of sales of new build houses to people from outwith the authority area. The drift from the east to the west of the authority is continuing to slow, with a smaller proportion of sales in Gourock, Inverkip and Wemyss Bay to people moving from Greenock and Port Glasgow.

5.8 Taken together, the evidence from house completions, origin of purchasers and available land supply, suggests that the principal housing strategy objective of the Local Plan – to increase the number of house completions and particularly, within Greenock and Port Glasgow, notwithstanding the impact of the economic downturn – is being fulfilled and the new forthcoming Local Development Plan should aim to continue with this progress.

6.0 IMPLICATIONS

6.1 There are no financial, legal or personnel implications arising from this report, nor any implications for other services of the Council.

6.2 **Equalities**: the report has no impact on the Council’s Equalities policy.

7.0 CONSULTATION

7.1 **Chief Financial Officer:** no requirement to comment.

7.2 **Head of Legal and Democratic Services:** no requirement to comment.

7.3 **Head of Organisational Development, HR and Performance:** no requirement to comment.

7.4 Consultation has been undertaken in the preparation of the housing land supply audit with Homes for Scotland ((HfS), the national representative body for the housebuilding industry), the housing associations operating in Inverclyde and River Clyde Homes. The response from Homes for Scotland is still draft at this stage *and is expected to be finalised shortly,* at which stage they are likely to indicate the number of sites they will dispute. This year like last, HfS felt that the effective land supply should be reduced to reflect the difficulties that continue to be faced by the housebuilding industry and which are likely to remain over the short to medium term. Despite the disagreement on a number of sites, HfS’s view has been reflected to some degree in the programming in this report.

8.0 BACKGROUND PAPERS

(1) Inverclyde Local Plan (2005)

(2) 2010 Housing Land Supply Schedule (Draft Report), Regeneration and Planning Service, Inverclyde Council (November 2010)

ATTACHMENTS

Annex One: Housing Land Supply – Inverclyde HMA

Table 1: Completions 1996/97-2009/10 by Tenure and Settlement: Inverclyde HMA

Table 2: Established and Effective Land Supply (Owner-Occupied) 1999-2010: Inverclyde HMA

Table 3: Programmed Completions 2010-2017: Inverclyde HMA

Table 4: (A) Owner-Occupied Land Supply 2010, by Market Sector and Settlement: Inverclyde HMA
(B) Owner-Occupied Land Supply 2010, by Market Sector and Housing Need and Demand Assessment (HNDA) Area: Inverclyde HMA

Table 5: Origin of House Buyers 2002/03–2009/10 – Inverclyde HMA

Table 6: (A) Origin of House Buyers 2002/03-2009/10 – Gourock, Inverkip, Wemyss Bay
(B) Origin of House Buyers 2002/03-2009/10 – Greenock and Port Glasgow

Table 7: (A) Origin of House Buyers 2002/03-2009/10 – Inverclyde West
(B) Origin of House Buyers 2002/03-2009/10 – Inverclyde East

Annex Two: Letter of 29th October 2010 from James G Mackinnon, Director and Chief Planner, Scottish Government, Directorate for the Built Environment, on 'Providing an Effective Supply of Land for Housing'

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3rd December 2009

Annex One: Housing Land Supply – Inverclyde Housing Market Area (HMA)

Table 1: Completions 1996/97-2009/10 by Tenure and Settlement: Inverclyde HMA

	Gourock			Greenock			Inverkip			Port Glasgow			Wemyss Bay			Inverclyde HMA		
	Total	**Owner-occupied**	**RSL**	**Total**	**Owner-occupied**	**RSL**	**Total**	**Owner-occupied**	**RSL**	**Total**	**Owner-occupied**	**RSL**	**Total**	**Owner-occupied**	**RSL**	**Total**	**Owner-occupied**	**RSL**
1996/97	38	38	0	278	122	156	23	23	0	3	3	0	13	13	0	355	199	156
1997/98	20	20	0	162	113	49	62	62	0	27	27	0	39	39	0	310	261	49
1998/99	2	2	0	193	78	115	73	73	0	29	22	7	39	39	0	336	214	122
1999/00	12	12	0	135	57	78	77	77	0	10	10	0	46	46	0	280	202	78
2000/01	35	35	0	199	143	56	32	32	0	14	14	0	58	58	0	338	282	56
2001/02	27	47	0	181	75	106	33	33	0	14	14	0	21	21	0	276	190	106
2002/03	20	20	0	180	85	95	88	88	0	19	19	0	28	28	0	335	240	95
2003/04	54	54	0	64	12	52	55	55	0	41	41	0	5	5	0	219	167	52
2004/05	12	12	0	155	54	101	51	51	0	7	1	6	16	16	0	241	134	107
2005/06	16	16	0	217	85	132	60	60	0	22	22	0	13	13	0	328	196	132
2006/07	34	34	0	158	150	8	20	20	0	17	17	0	0	0	0	229	221	8
2007/08	17	17	0	136	85	51	13	13	0	130	130	0	0	0	0	296	245	51
2008/09	1	1	0	115	50	65	45	45	0	82	54	28	0	0	0	243	150	93
2009/10	0	0	0	336	89	247	32	32	0	64	64	0	0	0	0	432	185	247

Despite the current financial and economic climate, the downturn expected in owner-occupied house-building in the monitoring year 2009/10 has not been as serious as was predicted. The main points to note are:

- Inverclyde HMA: Overall a 78% increase occurred made up of a 23% increase for owner-occupied stock and RSL completions more than doubled. This has led to the highest overall completions since 1996, but owner-occupied completions are still the 4th lowest since 1996/97.
- In Greenock, total completions have almost trebled, with a 78% increase in the owner-occupied stock, and RSL stock more than trebling. RSL completions are the highest ever and owner-occupied the 5th highest.
- Inverkip: Owner-occupied completions have fallen by almost 1/3rd but the number is not particularly low compared to previous years.
- Port Glasgow: Total completions have fallen but the number of owner-occupied completions has increased. This is offset by an absence of HA completions, but this will be changed with RCHs reprovisioning schemes being built this year. The total number of completions in Port Glasgow is still high compared with historical figures.

Table 2: Established and Effective Land Supply (Owner-Occupied) 1999-2010: Inverclyde HMA												
	Effective	**Brownfield**	**Greenfield**	**% Brownfield**	**Non-Effective**	**Brownfield**	**Greenfield**	**% Brownfield**	**Established**	**Brownfield**	**Greenfield**	**% Brownfield**
1999	1425	509	916	36	1202	847	355	70	2627	1356	1271	52
2000	1460	617	843	42	883	583	300	66	2343	1200	1143	51
2001	1470	489	781	33	985	531	454	54	2455	1020	1235	42
2002	1464	764	700	52	2817	2137	680	76	4281	2901	1380	68
2003	1319	754	565	57	2863	1975	888	69	4182	2729	1453	65
2004	1472	819	653	56	2523	1788	735	71	3995	2607	1388	65
2005	1699	954	745	56	1835	1143	692	62	3534	2097	1437	59
2006	1867	1292	575	69	2077	1412	665	68	3944	2704	1240	69
2007	1970	1439	531	73	1806	1141	665	63	3776	2580	1196	68
2008	1864	1334	530	72	1916	1410	506	74	3780	2744	1036	73
2009	1700	1189	511	70	1952	1468	484	75	3652	2657	995	73
2010*	1360	1009	351	74	2148	1609	539	75	3508	2618	890	75

***2010 data is taken from the second draft land supply which is still to be finalised after further consultation with Homes for Scotland**

- The effective land supply (that part expected to be developed in the next 7 years), is the second lowest since 1999, while the non-effective (the post-2017 supply), is the 3rd highest. This position reflects the current recession which is delaying the start of projects and pushing some beyond the effective time period. The overall established land supply is the lowest since new sites were added in 2002 at the time of the new Finalised Draft Local Plan, although this is expected as these sites are taken up.
- The proportion of brownfield sites continues to increase in the Effective and Established land supply time frames, representing ¾ of the totals.

Table 3: Programmed Completions: 2010-2017									
Inverclyde HMA	**2010/11**	**2011/12**	**2012/13**	**2013/14**	**2014/15**	**2015/16**	**2016/17**	**2010-2017**	**Post 2017**
Owner-Occupied	113	149	110	153	176	324	335	1360	2148
Housing Association	175	222	203	242	143	134	123	1242	145
Tenure not specified	0	0	0	0	0	0	0	0	389
TOTAL	288	371	313	395	319	458	458	2602	2682

NB Taken from second draft 2010 HLS **which is still to be finalised after further consultation with Homes for Scotland**

- Owner-occupied – There is a 20% fall in the effective land supply, but only a 10% increase in the non-effective. There is a big decrease in the first 5 years, to 2015/16 (32%), reflecting the current downturn, but the largest decrease is in years 3 and 4 as sites already underway are finished and considerable uncertainty remains over new sites coming forward.

Table 4(A) - Owner-Occupied Land Supply 2010, by Market Sector & Settlement: Inverclyde HMA

Town	Market Sector	Programmed 2010-17	%	Post 2017	%	Total Land Supply	%
Port Glasgow	Starter	0	0	0	0	0	0.0
	Lower Middle	131	34.6	103	43.8	234	38.1
	Middle	199	52.5	132	56.2	331	53.9
	Upper Middle	33	8.71	0	0.0	33	5.4
	Upper	16	4.22	0	0.0	16	2.6
	TOTAL:	**379**	**100**	**235**	**100**	**614**	**100**
Greenock	Starter	79	24.1	212	18.3	291	19.5
	Lower Middle	159	48.5	303	26.1	462	31.0
	Middle	80	24.4	311	26.8	391	26.3
	Upper Middle	10	3.05	235	20.2	245	16.5
	Upper	0	0	100	8.6	100	6.7
	TOTAL:	**328**	**100**	**1161**	**100**	**1489**	**100**
Gourock	Starter	0	0	20	5.6	20	4.3
	Lower Middle	4	3.54	53	14.8	57	12.1
	Middle	41	36.3	110	30.8	151	32.1
	Upper Middle	41	36.3	110	30.8	151	32.1
	Upper	27	23.9	64	17.9	91	19.4
	TOTAL:	**113**	**100**	**357**	**100**	**470**	**100**
Inverkip	Starter	0	0.0	0	0.0	0	0.0
	Lower Middle	6	2.5	0	0.0	6	2.3
	Middle	205	85.8	25	0.0	230	87.1
	Upper Middle	23	9.6	0	0.0	23	8.7
	Upper	5	2.1	0	0.0	5	1.9
	TOTAL:	**239**	**100**	**25**	**0**	**264**	**100**
Wemyss Bay	Starter	0	0	68	19.7	68	15.8
	Lower Middle	15	17.6	68	19.7	83	19.3
	Middle	36	42.4	68	19.7	104	24.2
	Upper Middle	17	20	70	20.3	87	20.2
	Upper	17	20	71	20.6	88	20.5
	TOTAL:	**85**	**100**	**345**	**100**	**430**	**100**
Inverclyde HMA	Starter	79	6.9	300	14.1	379	11.6
	Lower Middle	315	27.5	527	24.8	842	25.8
	Middle	561	49.0	646	30.4	1207	36.9
	Upper Middle	124	10.8	415	19.5	539	16.5
	Upper	65	5.7	235	11.1	300	9.2
	TOTAL:	**1144**	**100**	**2123**	**100**	**3267**	**100**

Notes

(1) Revised and updated assessment of segmentation of housing market sectors. Undertaken November 2010

(2) In addition to the above, the 2010 Housing Land Supply shows Housing Association sites with capacity for 1618 units in the Inverclyde HMA, 1453 of which are programmed for completion in the period
2010-17. The majority of these would be expected to fall into the Starter and Lower Middle sectors. All but 5 (over 90%) of these sites lie within Greenock and Port Glasgow.

Table 4(B) - Owner-Occupied Land Supply 2010, by Market Sector & HNDA Area: Inverclyde HMA

Town	Market Sector	Programmed 2010-17	%	Post 2017	%	Total Land Supply	%
Inverclyde East	Starter	79	11.4	212	15.208	291	13.9
	Lower Middle	288	41.4	404	29.0	692	33.1
	Middle	279	40.1	443	31.8	722	34.6
	Upper Middle	33	4.75	235	16.9	268	12.8
	Upper	16	2.3	100	7.2	116	5.6
	TOTAL:	**695**	**100**	**1394**	**100**	**2089**	**100**
Inverclyde West	Starter	0	0	88	12.1	88	7.5
	Lower Middle	27	6.01	123	16.9	150	12.7
	Middle	282	62.8	203	27.8	485	41.2
	Upper Middle	91	20.3	180	24.7	271	23.0
	Upper	49	10.9	135	18.5	184	15.6
	TOTAL:	**449**	**100**	**729**	**100**	**1178**	**100**
Inverclyde HMA	Starter	79	6.9	300	14.1	379	11.6
	Lower Middle	315	27.5	527	24.8	842	25.8
	Middle	561	49.0	646	30.4	1207	36.9
	Upper Middle	124	10.8	415	19.5	539	16.5
	Upper	65	5.7	235	11.1	300	9.2
	TOTAL:	**1144**	**100**	2123	**100**	**3267**	**100**

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Market segmentation monitoring is required in accordance with Scottish Government guidance in SPP and for our own planning purposes.

For the purposes of assessing the range and quality of housing sites within Inverclyde, an assessment is undertaken of the market sector that housing developed on owner-occupied land supply sites is likely to meet. The market sectors identified are: Starter, Lower-Middle, Middle, Upper-Middle, and Upper. In the absence of a definitive methodology for defining market sectors, the approach taken in Inverclyde is based upon an estimate of the likely selling price of houses built on land supply sites, taking into consideration house type, size and location. The assessment is undertaken for the Inverclyde HMA only. Kilmacolm and Quarriers Village are not included as they make up only a small part of the Renfrewshire SMA and therefore would not be expected to include a full range of house types.

- Both Inverclyde East and West have the greatest proportion of new development in the middle market across all time periods, but Inverclyde East has a greater proportion programmed in the lower end of the market and Inverclyde West the upper end, particularly in the effective period (2010-2017). This evens out slightly in the longer term (post-2017).
- Overall, across the Inverclyde HMA there is a slight bias toward the lower end of the market, which is more pronounced in the effective period (2010-2017).

Table 5: Origin of housebuyers - Inverclyde HMA

Origin of buyers in Inverclyde HMA – New build				
	From within Inverclyde	% of total	Into Inverclyde	% of total
2002/03	139	67%	70	34%
2003/04	100	70%	42	30%
2004/05	74	59%	51	41%
2005/06	73	50%	72	50%
2006/07	108	53%	95	47%
2007/08	161	72%	63	28%
2008/09	115	72%	45	28%
2009/10	81	64%	46	36%

Origin of buyers in Inverclyde HMA - All sales				
	From within Inverclyde	% of total	Into Inverclyde	% of total
2002/03	1135	82%	250	18%
2003/04	1097	80%	276	20%
2004/05	1083	80%	277	20%
2005/06	1202	79%	313	21%
2006/07	1174	75%	392	25%
2007/08	1384	79%	375	21%
2008/09	798	77%	237	23%
2009/10	674	80%	169	20%

Note: Data corrected and adjusted to remove Right to Buy and other non-standard sales.

Monitoring of the origin of house buyers in Inverclyde was introduced three years ago, and is undertaken by analysis of the Register of Sasines, which provides information on all house sales in Scotland. The Sasines record property purchases, for owner-occupation and investment purposes, and allows the monitoring and analysis of where purchasers resided at time of purchase. Information on where people are moving to from Inverclyde is not so readily collected, but is monitored for Structure/Strategic Development Plan purposes. This has been examined fully through the preparation of the new Glasgow and the Clyde Valley 'Housing Need and Demand Assessment' (HNDA), for the first Strategic Development Plan, and will provide an important evidence base for the Local Housing Strategy, and in turn, the first Local Development Plan for Inverclyde. (Refer to separate Cmtee Report on today's agenda).

- Newbuild – The proportion of people moving into Inverclyde increased by 8%, but the number of sales is much lower, down 21% overall. The number of sales is low; particularly for those moving within Inverclyde, the number moving in has stayed static after falling for the last 2 years.
- All sales – The overall number of sales is down 19%, with the number moving into Inverclyde dropping further than the number of sales to people moving within Inverclyde. The number of sales is the lowest since 2003 for both categories.

Table 6 (A) : Origin of House Buyers – Gourock, Inverkip and Wemyss Bay

Origin of buyers in Gourock, Inverkip and Wemyss Bay – New build				
	From within Inverclyde	% of total	Into Inverclyde	% of total
2002/03	64	52%	60	48%
2003/04	59	60%	39	40%
2004/05	33	47%	37	53%
2005/06	18	36%	32	64%
2006/07	29	48%	31	52%
2007/08	26	54%	22	46%
2008/09	29	63%	17	37%
2009/10	23	59%	16	41%

Origin of buyers in Gourock, Inverkip and Wemyss Bay - All sales				
	From within Inverclyde	% of total	Into Inverclyde	% of total
2002/03	350	72%	135	28%
2003/04	343	72%	135	28%
2004/05	312	72%	119	28%
2005/06	359	74%	129	26%
2006/07	333	73%	123	27%
2007/08	371	77%	112	23%
2008/09	228	77%	70	23%
2009/10	169	77%	51	23%

Note: Data corrected and adjusted to remove Right to Buy and other non-standard sales.

- Newbuild - The numbers of sales have been falling steadily in both categories, and are at their lowest this year reflecting the lower number of new housing developments in this area.
- All Sales – The number of sales is the lowest in both categories for last 2 years, falling by around 38% last year then another 26% this year.

Table 6 (B) : Origin of House Buyers – Greenock and Port Glasgow

Origin of buyers in Greenock and Port Glasgow – New build				
	From within Inverclyde	% of total	Into Inverclyde	% of total
2002/03	75	88%	10	12%
2003/04	41	93%	3	7%
2004/05	32	86%	5	14%
2005/06	55	58%	40	42%
2006/07	79	55%	64	45%
2007/08	135	73%	40	23%
2008/09	88	76%	28	24%
2009/10	58	66%	30	34%

Origin of buyers in Greenock and Port Glasgow - All sales				
	From within Inverclyde	% of total	Into Inverclyde	% of total
2002/03	785	87%	115	13%
2003/04	754	84%	141	16%
2004/05	772	84%	149	16%
2005/06	843	82%	184	18%
2006/07	841	76%	269	24%
2007/08	1013	79%	262	21%
2008/09	573	77%	167	23%
2009/10	405	77%	118	23%

Note: Data corrected and adjusted to remove Right to Buy and other non-standard sales.

- Newbuild – The number of sales to people moving within Inverclyde has fallen for last 2 years after 3 years of increases. The number of sales to people moving into Inverclyde has increased slightly after 2 years of falls, although the proportion remains static.
- All sales – The number of overall sales is the lowest since 2002/03, while the number of people moving into Greenock and Port Glasgow from outwith Inverclyde has fallen back to 2002/03 levels after a steady rise to 2006/07. For both categories the numbers of sales have fallen sharply following a steady increase up to 2007/08.

Table 7 (A) : Origin of House Buyers - Inverclyde West

Origin of buyers in Inverclyde West - Newbuild				
	From within Inverclyde	% of total	Into Inverclyde	% of total
2002-03	65	52%	60	48%
2003-04	59	60%	39	40%
2004-05	59	57%	44	43%
2005-06	58	53%	52	47%
2006-07	32	51%	31	49%
2007-08	34	61%	22	39%
2008-09	48	73%	18	27%
2009-10	36	68%	17	32%

Origin of buyers in Inverclyde West - All sales				
	From within Inverclyde	% of total	Into Inverclyde	% of total
2002-03	480	73%	176	27%
2003-04	461	72%	175	28%
2004-05	486	76%	156	24%
2005-06	561	76%	177	24%
2006-07	480	74%	168	26%
2007-08	543	77%	159	23%
2008-09	332	79%	88	21%
2009-10	263	80%	66	20%

Note: Data corrected and adjusted to remove Right to Buy and other non-standard sales.

- Newbuild – The overall numbers of sales have fallen to their lowest levels, but the proportion of people moving into/within Inverclyde has remained fairly stable.
- All sales – The number of sales has fallen to its lowest level for both categories, as has the proportion of sales to people moving into Inverclyde.

Table 7 (B) : Origin of House Buyers - Inverclyde East

Origin of buyers in Inverclyde East - Newbuild				
	From within Inverclyde	% of total	Into Inverclyde	% of total
2002-03	74	88%	10	12%
2003-04	41	93%	3	7%
2004-05	15	68%	7	32%
2005-06	15	43%	20	57%
2006-07	76	54%	64	46%
2007-08	127	76%	41	24%
2008-09	69	72%	27	28%
2009-10	45	61%	29	39%

Origin of buyers in Inverclyde East - All sales				
	From within Inverclyde	% of total	Into Inverclyde	% of total
2002-03	655	90%	74	10%
2003-04	636	86%	101	14%
2004-05	597	83%	121	17%
2005-06	641	82%	136	18%
2006-07	694	76%	224	24%
2007-08	841	80%	216	20%
2008-09	469	76%	149	24%
2009-10	411	80%	103	20%

Note: Data corrected and adjusted to remove Right to Buy and other non-standard sales.

- Newbuild – The total number of sales has fallen, driven by falls in the number of sales to people moving within Inverclyde. The proportion of sales to people moving into Inverclyde continues to increase toward 2006/07 levels however.
- All sales – The total number of sales fell 17%, following a 42% fall last year, to their lowest levels. This is particularly the case for sales to people moving within Inverclyde which are also at their lowest level.

Additional Note on Land Supply and Programming, to 2017

(1) Table 3 in the main report shows programmed completions for Inverclyde for the next seven years, up to 2017. This shows that the indicative targets in the Local Plan (refer para 4.4 of main report), of 1,500 units over 5 years for owner-occupied completions in the Inverclyde HMA would be missed by some 800 units, demonstrating the severe impact of the economic downturn. It is worth noting however, that the first 5 years represent the most depressed time period expected by the housebuilders. Housing Association completions are still expected to exceed or equal the ‘target’ levels of 150 completions over the first 5-year period and, the 7-year average figure of c.180 completions per year, is almost equal to that programmed for the owner-occupied sector, c. 200, with a pick-up in completions expected in the last two years of the plan period.

(2) Programming of the current Effective Land Supply for the HMA indicates that there is now less land available than would be required to maintain the level of completions over the last five years (as required by SPP, 2010). However, this lower level is entirely a reflection of the continuing economic downturn, but with the large bank of sites in the Established Supply, Inverclyde is well placed as the economy recovers to have sites brought forward to meet what by then should be an underlying latent demand for owner occupation.