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Viability Report

In relation to a planning application for the subdivision of the existing public house title to form associated health centre and residential development



Montgomery Of Alamein Field Barn Road Hampton Magna Budbrooke Warwickshire CV35 8RT

Prepared by: Matthew Steven Whiteley BSc (Hons) MRICS & Charlie Noad BSc (Hons)

Date: 6th January 2022

The Bank, 18 Newbridge Road, Bath, BA1 3JX Tel: 01225 789343 Email: bath@jamesabaker.co.uk Website: <u>www.jamesabaker.co.uk</u>

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Confidentiality

This Report has been prepared in connection with a planning application for the premises known as the Montgomery of Alamein, Hampton Magna. The contents are confidential and are not to be divulged to third parties, nor reproduced in whole or in part, without the permission of James A Baker and our client.



1.00 Instruction

- 1.01 I have been instructed by Mr Harpreet Singh to provide an opinion as to the viability of the Montgomery of Alamein public house in Hampton Magna and in relation to a planning application for the subdivision of the existing title to form an extended health centre and a new small residential development.
- 1.02 I, Matthew Steven Whiteley, am a Member of the Royal Institution of Chartered Surveyors (RICS) and a RICS Registered Valuer. I hold a BSc (Hons) Real Estate Management degree from Northumbria University.
- 1.03 Established in 2000, James A Baker is a firm of Chartered Surveyors in the licensed, leisure and commercial sectors of the property market, with national coverage. The range of work undertaken includes dealing with sales and lettings as well as management, development and professional services.
- 1.04 I have been active in this sector of the market for over 9 years. I am a Chartered Surveyor and Associate Director of James A Baker and specialise in dealing with all property matters relating to licensed property throughout the UK.
- 1.05 I confirm that my report is prepared in accordance with the RICS Guidance Notes for Surveyors Acting as Expert Witnesses Practice Statement. I have included a statement of truth at the end of this report (Section 11 – Declaration).
- 1.06 I have been assisted in this report by Charlie Noad who holds a BSc (Hons) Real Estate Management degree from the University College of Estate Management and has over 7 years' experience in this sector.

2.00 Inspection

2.01 I inspected the property, surrounding areas and nearby competition Wednesday 3rd November 2021.

3.00 Location

3.01 Hampton Magna is a dormitory village located in Warwickshire, approximately 2 miles west of the town of Warwick and 5 miles west of the town of Royal Learnington Spa. The village benefits from good transport links with the A46/Warwick Bypass (links with J15 of the M40) and Warwick railway station being located nearby.

- 3.02 Hampton Magna comprises mainly residential properties which were constructed in the late 1960's on the site of the former Warwickshire Regiment Barracks.
- 3.03 The village is served by a number of amenities including a medical centre, community centre, primary school, convenience store with post office, café and beauticians.
- 3.04 The Montgomery of Alamein is positioned on a prominent corner position fronting Field Barn Road and Slade Hill.

4.00 Description

- 4.01 The Montgomery of Alamein is a two storey detached pub of brick construction with a single storey addition to the front of the property.
- 4.02 The pub was purpose built in 1975 to serve the local village community.
- 4.03 The property has a ground floor Gross Internal Area of approximately 2,540 square feet and sits on a plot of circa 0.48 of an acre.
 - (Appendix 1 Images of the Property)

4.04 Trade Accommodation

The ground floor trading area comprises a main bar servery with split level trade area.

4.05 Ancillary Accommodation

Ancillary trade areas include a catering kitchen with prep room, cold beer/wine store, customer WC's and other stores.

4.06 Private Accommodation

The private accommodation is situated on the first floor of the pub and comprises three bedrooms, lounge, kitchen, bathroom, WC and other stores.

4.07 <u>Outside</u>

Externally, the property benefits from enclosed trade areas to the front and either side of the property with smoking shelter, grassed trade garden, bin store with outbuilding and car parking for circa 20 vehicles to the rear.

4.08 Condition

The Montgomery of Alamein has lacked ongoing investment in recent years and as a result has fallen into a tired condition. Cosmetic updating, planned and reactive repair and maintenance is required to put the property into a good and proper condition.

4.09 <u>ACV</u>

The property is not listed as an Asset of Community Value nor has it been nominated as at the date of this report.

5.00 Local Competition

- 5.01 The Montgomery of Alamein is the only pub within a mile radius of Hampton Magna.
- 5.02 The nearest licensed competition is positioned closer to the nearby town of Warwick. I have identified the location of the Montgomery of Alamein as well as the below licensed premises on a map included in Appendix 2.
- The Antelope, 93 Saltisford, Warwick, CV34 4TU Detached pub with enclosed patio trade area to the rear and a car park for circa 10 vehicles located 1.2 miles away
 Map reference 1.
- The Cavern, 2-4 Welton Road, Warwick, CV34 5PZ Basement sports and music bar positioned on a trading estate with sufficient nearby parking located 1.2 miles away
 Map Reference 2.
- The Foresters Arms, 47 Crompton Street, Warwick, CV34 6HG Detached pub close to Warwick racecourse with large external trade area to the rear and a car park for circa 5 vehicles located 1.2 miles away Map Reference 3.
- The Racehorse, 34 Stratford Road, Warwick, CV34 6AS Large detached upmarket pub with well presented external trade patio to the rear and a car park for circa 35 vehicles located 1.2 miles away - Map reference 4.
- Unicorn, 64 Hardwick Field Lane, Warwick, CV34 6LN Large detached Marston's managed house built in 2008 with numerous external trade areas and a car park for circa 25 vehicles located 1.2 miles away - Map reference 5.

- **Kings Head Inn, 39 Saltisford, Warwick, CV34 4TD** Large Grade II Listed pub on the outskirts of Warwick town centre with enclosed 'Vine Garden' patio trade area and pergola shelter to the rear located 1.3 miles away - Map reference 6.
- **The Cape of Good Hope, 66 Lower Cape, Warwick, CV34 5DP** Detached canalside pub with patio trade area overlooking the canal to the rear and a car park for circa 10 vehicles located 1.3 miles away Map reference 7.

(Appendix 2 – Location of Licensed Competition)

5.03 Summary of Local Competition

There are seven licensed premises located within a 1.3 mile radius of the subject property. Further licensed competition located outside this radius are mostly situated in Warwick town centre.

6.00 Public House Market

- 6.01 In the past decade there has been a major change in the public house market. Ownership has become dominated by a few large pub companies and breweries which include Star Pubs & Bars, Ei Group (now Stonegate Pub Company), Greene King, Punch Pub Company and Marston's, which generally make their income from a combination of rent and the beer tie.
- 6.02 Over the past ten years, beer sales have generally been in decline. 2019 was the first year that total beer sales increased by 1.1% (up from the previous year) which suggests they may well be stabilising after a downwards trend.
- 6.03 It has been well documented that there has been a substantial decline in the number of pubs in the UK. According to the British Beer and Pub Association (BBPA) the number of pubs has declined from 60,700 in 2001 to 55,400 in 2010, and 47,200 in 2019. It was recently reported in the Morning Advertiser that the number of pubs dropped by a further 444 in 2021, bring the total number of pubs to 40,173.
- 6.04 A combination of factors resulting from the change in licensing hours, the ban on smoking in pubs, changing drinking habits of the public, rising costs and the availability of discounted priced alcohol at supermarkets has all reduced turnover and profits of traditional wet led operations. This has resulted in many of the major pub owning companies rationalising their estates and many traditional style wet led sales driven public houses being sold off, many of which are for alternate use.

- 6.05 Another key factor is that communities have changed and the reason or need for the pub existing in the first place has gone. A more transient population and demographic change may both have had an impact. Some pubs have closed because the building is no longer fit for purpose.
- 6.06 Where there are too many pubs and if one or two of them close, the business will usually transfer to other pubs. This increases their viability and encourages investment and improvement to those remaining businesses.

6.07 Effect of COVID-19 on the Public House Market

There is no doubt that the public house market has been adversely affected by the COVID-19 pandemic. The sector faced severe restrictions on trade from March 2020 which were not fully removed until July 2021.

6.08 The successful implementation of the vaccines has enabled businesses to start returning to some form of normality. The medium to long term effects of COVID are still uncertain although it is possible the pandemic has accelerated public house closures across the country.

7.00 Marketing Campaign

- 7.01 Fellow licensed property specialists Sidney Phillips were instructed to openly market the pub 'To Let' by our client at a guide rent of £28,000 per annum.
- 7.02 The property was first marketed on 11th October 2021 and is still available on the market. No rental offers have been received to date. I include a copy of the Letting Particulars in Appendix 3.

(Appendix 3 - Sydney Phillips Letting Details)

8.00 Tenant History

- 8.01 The property was previously owned by Punch Taverns and was operated as a tenanted pub before it was sold to our client in March 2012.
- 8.02 The Montgomery of Alamein has historically traded as a wet led public house. It is understood the pub has had a chequered trading history with a succession of tenants in the recent past that failed to make the pub viable.

8.03 The pub was last operated under a free-of-tie tenancy agreement from August 2016 to October 2021. The rent was initially £29,900 per annum but was reduced to a rent of £15,600 per annum from March 2020 due to the Covid-19 pandemic. This represents almost a 50% concession.

8.04 Rent History

Year	Occupier	Annual Rent
February 2012 to August 2012	Tenant 1	£37,440
September 2012 to June 2013	Manager	n/a
July 2012 to September 2015	Owner Occupier	n/a
January 2016 to June 2016	Tenant 2	£30,420
September 2016 to March 2020	Tenant 3	£29,900
April 2020 to October 2021	Tenant 3	£15,600

- 8.05 The above rental history shows a steep decline in annual rent equating to almost 60%.
- 8.06 Our client has previously had to operate the premises himself whilst significantly reducing the passing rents in order to prevent this important community pub from closing.
- 8.07 These measures alongside the lack of interest in the current marketing campaign at guide rent of £28,000 per annum highlight the lack of demand for this type of property.
- 8.08 In order to protect the viability of the pub and increase interest from potential tenants, our client will need to reduce the level of rent where possible. This is not as simple as it sounds as it would leave our client out of pocket and potentially out of business.
- 8.09 In order to diversify and continue to be viable, the splitting of the title has to be considered.

9.00 Planning Applications

9.01 Proposed Development of additional medical centre accommodation

9.02 The proposed development for the additional medical centre accommodation is located adjacent to the existing Budbrooke Medical Centre in the car park of the Montgomery of Alamein public house.

- 9.03 The proposed development will feature a two storey detached accommodation block and will sit on a plot of approximately 0.07 of an acre.
- 9.04 The ground floor will comprise health centre accommodation (75 sqm) and a one bedroom flat (37 sqm) with garden (12 sqm).
- 9.05 The first floor will comprise a two bedroom flat (93 sqm) with a rear facing balcony (20 sqm).
- 9.06 The proposed development will also include four allocated car parking spaces alongside the access road to the surgery.
- 9.07 The Budbrooke Medical Centre have identified the need for additional accommodation to better serve the local community. Dr Henry White, a senior partner at Budbrooke Medical Centre has written a letter of support for the proposed development in the pub car park stating that it is 'crucial to the long term viability of the practice'. I include a copy of the Letter of Support in Appendix 4.

(Appendix 4 - Budbrooke Medical Centre Letter of Support)

- 9.08 The Letter of Support also refers to an informal agreement between our client and Budbrooke Medical Centre for the letting of the entire ground floor for medical use, should the development go ahead. This includes the ground floor garden flat which will be used to accommodate Budbrooke Medical Centre staff.
- 9.09 The proposed development will produce two rental income streams from Budbrooke Medical Centre and a tenant for the first floor residential flat in due course. The rental income produced will help our client subsidise a lower rent for the Montgomery of Alamein public house and in turn will create a more viable letting proposition for this important community pub.

9.10 Proposed Development of two semi-detached dwellings

- 9.11 The proposed development for two semi-detached dwellings is located in the existing grassed trade area to the rear of the Montgomery of Alamein public house.
- 9.12 The proposed development will feature a pair of two storey semi-detached dwellings and will sit on a plot of approximately 0.1 of an acre. Both dwellings will comprise the same layout.
- 9.13 The ground floor will comprise a living room, kitchen/dining room and a W/C.

- 9.14 The first floor will comprise three bedrooms and a bathroom.
- 9.15 The dwellings will also benefit from enclosed gardens to the rear.
- 9.16 The proposed development will also include two allocated car parking spaces per dwelling located at the front of the dwellings fronting Slade Hill as well as four supplementary car parking spaces to cater for additional patients at Budbrooke Medical Centre.
- 9.17 The proposed development would allow the Montgomery of Alamein to retain more than adequate external trade areas to the north and west of the pub fronting Field Barn Road and Slade Hill, together with an 8m strip of garden (partially covered) to the south.
- 9.18 The proposed development will produce two rental income streams from the tenants of both houses. The rental income produced will once again help our client subsidise a lower rent for the Montgomery of Alamein public house and again in turn will create a more viable letting proposition for this important community pub.
- 9.19 I include a copy of the proposed development plan in Appendix 5.

(Appendix 5 - Proposed Development Plan)

9.20 Local Housing Need

9.21 The housing requirement for Warwick District according to the Warwick District Local Plan (September 2017), covering the period 2011-2029, is 16,776 new dwellings (932 per year). This annual figure is made up of two elements; 600 homes per year to meet Warwick district's housing need and an additional 332 per year to meet the housing needs of Coventry. I include an extract from Warwickshire District Local Plan in Appendix 6.

(Appendix 6 - Warwickshire District Local Plan)

- 9.22 Hampton Magna is listed as a Growth Village within the Local Plan. The Settlement Hierarchy Report 2014 identifies Growth Villages as being the most suitable for housing growth according to a range of sustainability.
- 9.23 There are already two allocated housing sites (H51 & H27) located on the outskirts of the village which present an opportunity for up to 145 new dwellings. I include a map of the Allocated Housing Sites in Appendix 7.

(Appendix 7 - Hampton Magna Allocated Housing Sites)

10.00 Viability of Current Pub/Conclusion

10.01 In my opinion, the Montgomery of Alamein is not viable in its current trading format and the principle reasons are as follows:

(a) A commercial decision by Punch Taverns, a national public house operator to dispose of the site in March 2012 suggests it was not a viable operation.

(b) There has been a history of failed operators due to rent demanded by our client in order to purely survive in business.

(c) The investment required to put the property into good and proper repair in addition to the proposed rent makes it uneconomical for potential tenants.

(d) The property is currently being openly marketed 'To Let' by a national agent with a guide rent of £28,000 per annum. No rental offers have been received to date.

- 10.02 The loss of part of the grassed trade area and part of the car park constitutes sustainable development and would not be detrimental to the future trading ability of this community pub.
- 10.03 Furthermore, I am of the view that the potential multiple income streams generated from the proposed developments would allow our client to subsidise the current asking rent of the pub.
- 10.04 This would create a viable business opportunity and as a result, the village of Hampton Magna would retain their community pub avoiding the possibility of closure.

11.00 Declaration

I, Matthew Steven Whiteley, confirm the following:

- 11.01 That my report includes all the facts which I regard as being relevant to the opinions which I have expressed and that attention has been drawn to any matter which would affect the validity of these opinions.
- 11.02 That my duty as an Expert Witness overrides any duty to those instructing or paying me, that I have understood this duty and complied with it giving my evidence impartially and objectively, and that I will continue to comply with the duty as required.
- 11.03 That my report complies with the requirements of the Royal Institution of Chartered Surveyors as stated in the Surveyors Acting As An Expert Witness Practice Statement.

Signed ...

Date 6th January 2022

Matthew Steven Whiteley BSc (Hons) MRICS, RICS Registered Valuer & Charlie Noad BSc (Hons)

Images of the Property





Location of Licensed Competition



Local Competition Map



O Montgomery of Alamein

Nearby Competition

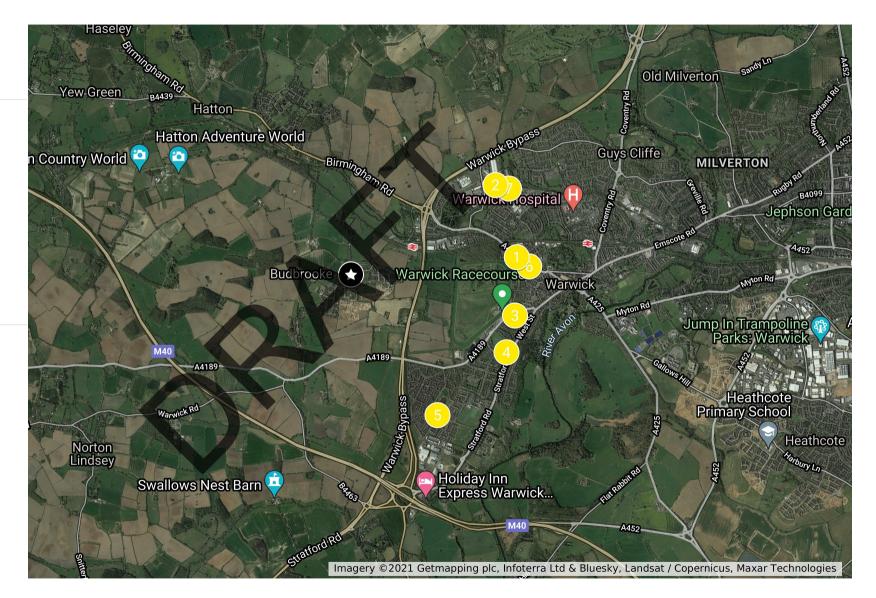


2 The Cavern

Foresters Arms

🕘 The Racehorse

- 5 Unicorn
- 6 The Kings Head Inn
- 7 The Cape Of Good Hope



Sydney Phillips Letting Details





Montgomery of Alamein Field Barn Road, Hampton Magna, Warwickshire CV35 8RT



- Warwickshire Village-community Public House
- Open plan bar areas (70-80)
- Three bedroom owners accommodation
- Extensive gardens and car parking
- Free of tie private lease

Ref: 91540

01981 250333 midlands@sidneyphillips.co.uk





LOCATION

Hampton Magna is a pleasant modern dormitory village, which lies just over 2 miles to the West of the centre of Warwick, within approximately 1 mile of the A46 Warwick by-pass, which provides an easy link with the M42 motorway. The village has approximately 600 houses as well as shopping facilities. It is understood to have been constructed in the late 1960's on the site of the former Warwickshire Regiment Barracks. Development is also taking place on the edge of the village which will extend the population of the community considerably further.

The Montgomery of Alamein was purpose built in 1975, taking its name from Field Marshall Montgomery, who was an officer in the Warwickshire Regiment. The premises are of easy to operate open plan style with good service facilities, an excellent enclosed trade garden and spacious owners accommodation at first floor level. The property is being briefly described as follows:

TRADE AREAS

OPEN PLAN MAIN BAR AREA with boarded floor throughout, the room being arranged on split levels having a contemporary theme with stone clad walls, assorted seating throughout for 60 or so customers but considerable standing space for more with drinking shelves to wall in the GAMES AREA where there is a pool table and dartboard. There is a set of LADIES AND GENTLEMEN'S TOILETS, which appear to have been recently refurbished.

The catering facilities are very good with the CATERING KITCHEN being comprehensively equipped having full selection of stainless steel catering effects and work surfaces, including a Lincat convection oven. The room having tiled floor, fully UPVC panelled walls and six section ceiling fitted galvanised extraction canopy. There is a PREPARATION/DRY STORE adjacent. ON LEVEL BEER CELLAR with double door delivery access to the rear of the premises.

Also to the rear of the servery is a good sized 'WASH UP' AREA and FREEZER ROOM.

OWNERS ACCOMMODATION

At first floor is the OWNERS ACCOMMODATION which is arranged as follows:

BEDROOM 1, DOUBLE, BEDROOM 2, DOUBLE, BEDROOM 3, SMALL DOUBLE, good sized DOMESTIC LOUNGE, KITCHEN with fitted units and sufficient space for small dining table and 'walk in' PANTRY. FAMILY BATHROOM with suite of wash hand basin and bath with electric shower over. Separate WC with wash hand basin adjacent.

EXTERNAL

The gardens are a feature of the pub and provide extensive trade facilities. There is double door

access from the Main Bar onto a covered PATIO AREA which has rattan style garden seating and tables and chairs for up to 25 or so customers. To the front on two sides (it is a corner plot), there is a gravelled SEATING AREA which has 'A' framed picnic style bench seats and other seating for a further 50 or so customers. Large enclosed lawned BEER GARDEN with access from the main covered area which has a raised decked area to one corner and hardstanding on patio plinths for 'A' framed picnic bench style seats.

Rear service compound with timber built STOREROOM and HARDSTANDING CAR PARK with space for 30 vehicles. It is proposed that a rear portion of the car park be utilised to allow for the local doctors surgery to be extended. This portion of car park will be excluded from the lease, although continued use by the pub will be permitted until construction of the surgery extension commences.

THE BUSINESS

Our client, the freeholder, acquired the property in 2012 since when it has always been operated by third-party tenants. Prospective purchasers will therefore need to reach their own conclusions as to the potential trade and profitability which can be enjoyed at this outlet.

LICENCE

Under the terms of the Premises Licence the business is permitted to retail alcohol between the hours of 11.00 am and 12 midnight Sunday to Thursday and between the hours of 11.00 am and 01.00 on Fridays and Saturdays.

SERVICES

All mains services are connected and the property has the benefit of gas fired central heating.



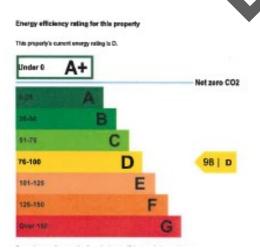


LEASE TERMS

LEASEHOLD	£28,000 to include the fixtures & fittings.	
TERM	For a term of six years.	
LANDLORD & TENANT ACT 1954	Inside Part II of the Landlord & Tenant Act 1954.	
ASSIGNABILITY	Fully assignable subject to Landlord's consent.	
DEPOSIT	The successful applicant will be required to lodge with the freeholder a deposit equivalent to three month's rent in advance.	
RENT	Annual rental £28,000 paid monthly in advance.	
RENT REVIEW	Subject to rent reviews every third year of the term.	
REPAIR LIABILITY	Part repairing and insuring lease agreement. This is not a full repairing and insuring lease with the freeholder retaining responsibility for the structure of the building. The lessee will be responsible for internal maintenance, repair and decoration as well as the decorative condition of the exterior of the property.	
TIE	Free of all trade ties.	
INSURANCE	The Landlord will insure the building, the cost of which will be charged to the Tenant by way of an Insurance Rent	
VAT	Please note that VAT will not be payable on the Premium and rental payments.	

No direct approach to be made to the business; please direct all communications through Sidney Phillips.

Viewing strictly by appointment only



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CONSUMER PROTECTION FOR UNFAIR TRADING REGULATIONS 2008 & BUSINESS PROTECTION FROM MISLEADING MARKETING REGULATIONS 2008 – These particulars are provided only as a general outline of the property and buyers should make their own enquiries to satisfy themselves as to the accuracy of the information given. Neither we nor any person in our employment has authority to make, give or imply any representation or warranty regarding this property. Room sizes and other measurements and capacities quoted are estimates for rough guidance only. Accurate measurements have not been taken.

Sidney Phillips Limited, Shepherds Meadow, Eaton Bishop. Hereford, HR2 9UA Registered in England and Wales: No. 2362635



Budbrooke Medical Centre Letter of Support



DR HENRY WHITE - SENIOR PARTNER BA MB BS MRCGP DRCOG DCH

DR R SUMRA MC CHB MRCGP DCH DRCOG DFFP

DR R PENFOLD MBCHB, BSC (HONS) DFSRH

PRACTICE MANAGER: SARAH DAVIES

Date: 16th December 2021

The Planning Department Warwick District Council Budbrooke Medical Centre Slade Hill Hampton Magna Warwick Warwickshire CV35 8SA

01926 403800 (Office) 01926 403881 (Dispensary)

by email: charlie@jamesbaker.co.uk

Dear Sirs/Mesdames

Re: Planned development adjacent to Budbrooke Medical Centre, Mr Vic Singh

I write to strongly support the proposed development in the pub car park immediately to the East of Budbrooke Medical Centre as it is crucial to the long term viability of the Budbrooke village practice.

Background: Budbrooke Medical Centre was built in 1996 to accommodate a practice with 2500 patients. It now cares for 5400 patients and the number grows daily as a result of the popularity of the practice and new building in and around Warwick. I expect the numbers to increase to 7000 in the next 5 years. In addition, the scope of primary care has expanded so that we now have to house many other professions including clinical pharmacists, nurse practitioners, social prescribers, physiotherapists, etc. The practice is literally bursting at the seams despite extended working hours.

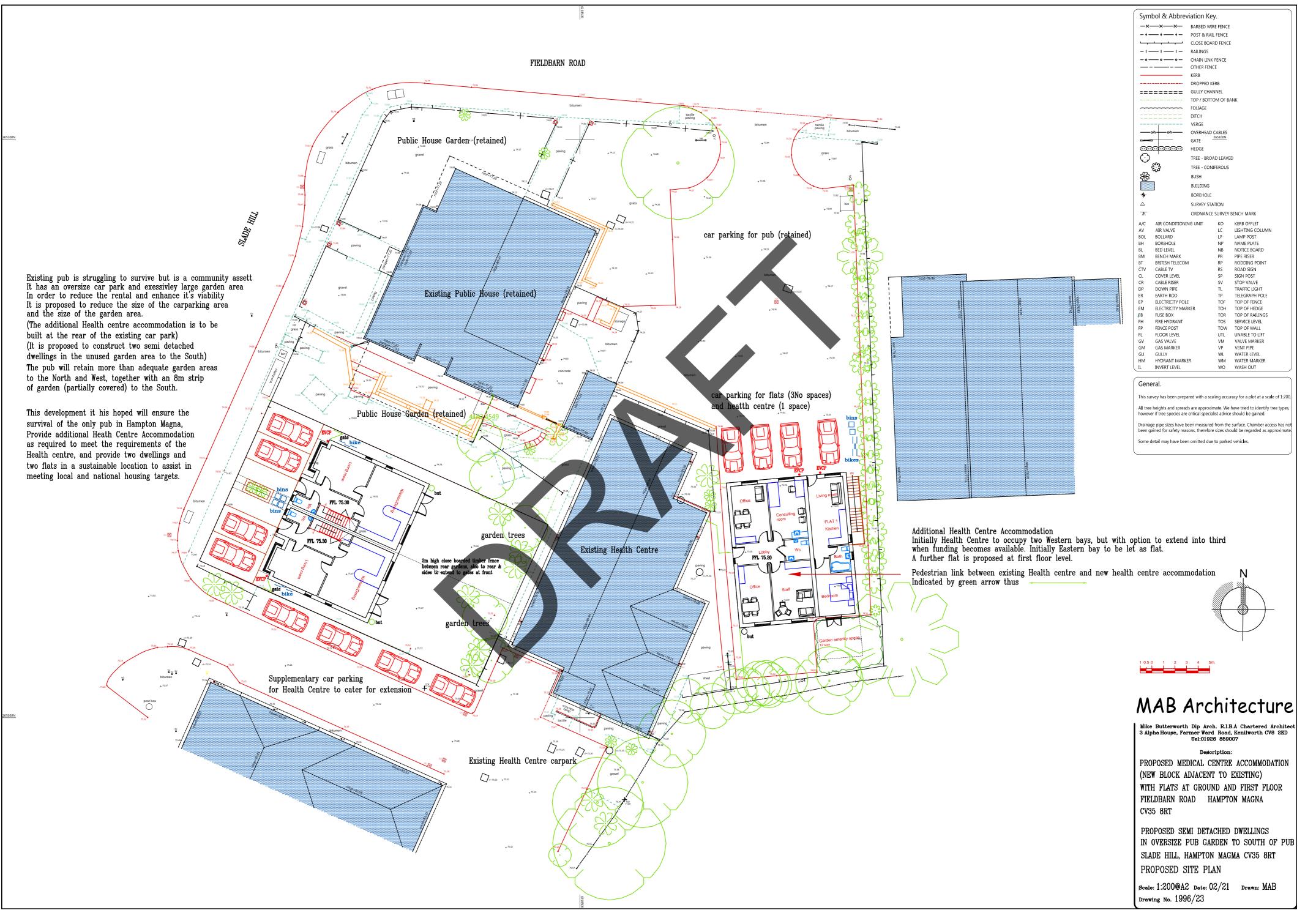
The practice needs to grow to 7000 in the next 5-10 years because the NHS has a policy of closing smaller practices (for example the Cape Road Practice closure in 2018). If we are unable to expand then Hampton Magna is very likely to lose its surgery, or at best have it downgraded to a branch surgery with limited services and reduced opening times.

Proposed use of new development: The development will have 2 floors, and I have agreed with Mr Singh that my practice will rent the *entire ground floor* for medical use (this has increased since the first proposal). We intend to have a common room for staff (which we have long needed), and rooms which can be flexibly used as office space or consulting rooms (virtual or face to face) as required, though the bulk of patient footfall (nursing, dispensing, reception and most face to face consulting) will take place in the existing facility.

Yours faithfully Dr Henry White

Proposed Development Plan





Warwick District Local Plan



DS6 Level of Housing Growth

Provision will be made for a minimum of 16,776 new homes between 2011 and 2029.

The average annual housing requirement for 2011/12 to 2016/17 is 600 new homes and for 2017/18 to 2028/29 it is 1,098 new homes.

Explanatory Text

- 2.18 The Updated Assessment of Housing Need: Coventry-Warwickshire HMA (September 2015) sets out the objectively assessed future housing needs of the Housing Market Area and the six local authority areas within it. The report indicates that Warwick District's objectively assessed housing need is 600 dwellings per annum, which equates to 10,806 dwellings over the plan period. However, in recognition that Coventry City Council is unable to accommodate its housing needs in full within the city boundary, the Local Plan seeks to provide for 332 dwellings per annum (5976 over the plan period) towards Coventry's housing needs. Warwick District therefore aims to meet its housing requirement by providing for a minimum of 16 (776 new homes between 2011 and 2029.
- 2.19 The average annual housing requirement between 2011/12 and 2016/17 reflects the district's housing need. From the adoption of the Local Plan in 2017 the average annual housing requirement will increase to reflect the Council's commitment to accommodate a part of Coventry's unmet housing need and the allocation of sites to provide for this. As a result the average annual housing requirement will be 600 dwellings between 2011/12 and 21016/17 and then 1,098 dwellings between 2017/18 and 2028/29. This will ensure the total housing requirement of 16,776 dwellings across the Plan Period is met in full.

Hampton Magna Allocated Housing Sites



