

Cheshire West &
Chester Council

Frodsham Ward Housing Market Report



Cheshire West
and Chester



Frodsham report

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Introduction

This report provides data about the population and housing market in Frodsham Ward. The data is taken primarily from 2021 census data as well as the housing intelligence service, a subscription-based service provided by hometrack.

It is important to note that data taken from the census in 2021 may have been affected by the COVID-19 pandemic. In particular data around travel to work and employment types.

The total population in Frodsham at the 2021 census was 9,315. Of this population around 5.3% are from a minority ethnic group and 1.2% have English as an additional language. The crime rate in the ward is lower than that of the borough as a whole with a rate of 50.4 per 1,000 people as opposed to a borough rate of 74.2. The population in Frodsham is generally older than that of the borough in general with 26% of residents aged 65 or over compared to 22% in Cheshire West and Chester as a whole. Incomes in Frodsham are higher than the borough average and levels of unemployment are lower.

In terms of housing 1 and 2 person households make up the majority of the ward whilst 45% of properties in the ward are 3-bedroom homes. There is significant under occupation across the ward with 1987 households reporting two or more additional bedrooms. The current average price in the ward is £332,271 and prices have increased by 18% over the last five years. Rents on 1- and 2-bedroom homes in the ward are generally affordable when compared to average incomes but become less affordable for larger properties.

There are currently 116 individuals on the housing list who have selected Frodsham as their first, second or third choice. Of these 50% have a one bed housing need.

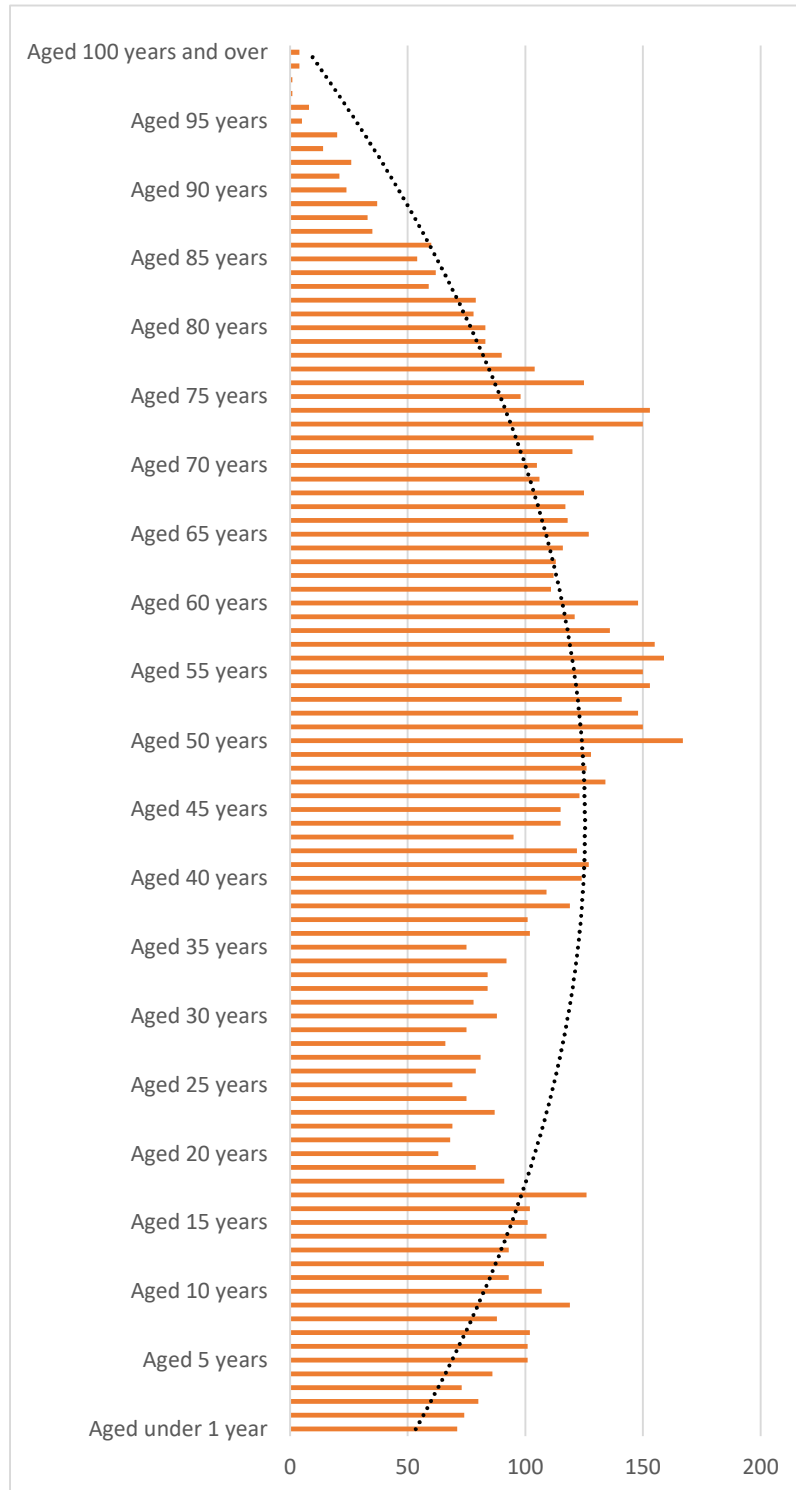
The council is undertaking a new housing needs survey. The results will be available in late July/August of 2024.





Age profile

The below graph shows the age profile for Frodsham ward.





The age profiles shows that the ward has a higher percentage of older residents compared to the borough average.

The largest age group in Frodsham is aged between 34-49 years (20.59%) followed by 50-64-year-olds (18.75%) 26.4% of the population are aged over 65 compared to a borough average of 21.2% and 18.6% across England and Wales.

Approximated social grade (Acorn profiles)

Acorn profiles segment the population into one of 65 acorn types which describe the different demographics of a postcode. Acorn uses a range of data sources including open, government and commercial data. More information can be found on the CACI webpage.

The top three dominant groups in Frodsham according to the 2023 Acorn profiles are:

- **Commuter belt wealth**
 - o “Well off older families and empty nesters living in detached property in easy reach of the major cities”.
 - o 31% of the population in Frodsham in considered to be in this group in comparison with 20% in the wider borough.
- **Mature success**
 - o “Empty nesters living in comfortable detached homes enjoying the endeavours of their earlier careers”.
 - o Around 16% of households in Frodsham fit into this category compared to 14% across the borough.
- **Semi-rural maturity**
 - o “Older couples who are coming up to retirement, or already retires, living in good sized properties in semi-rural areas”.
 - o 9% of the population in Frodsham fit into this category which is less than the borough average of 10%.

Economic activity

- The average income in Frodsham is £34,884 which is higher than the borough average of £32,239.
- Roughly 10% of the population in Frodsham are considered to be in fuel poverty compared to 12% for the borough.
- 11.7% of children in the borough live in low-income households compared to 15% for the borough.
- 2% of people in Frodsham are claiming out of work benefits compared to 2.5% in the borough.
- Unemployment in Frodsham is lower than in the borough at 1.7% compared to 2.3%

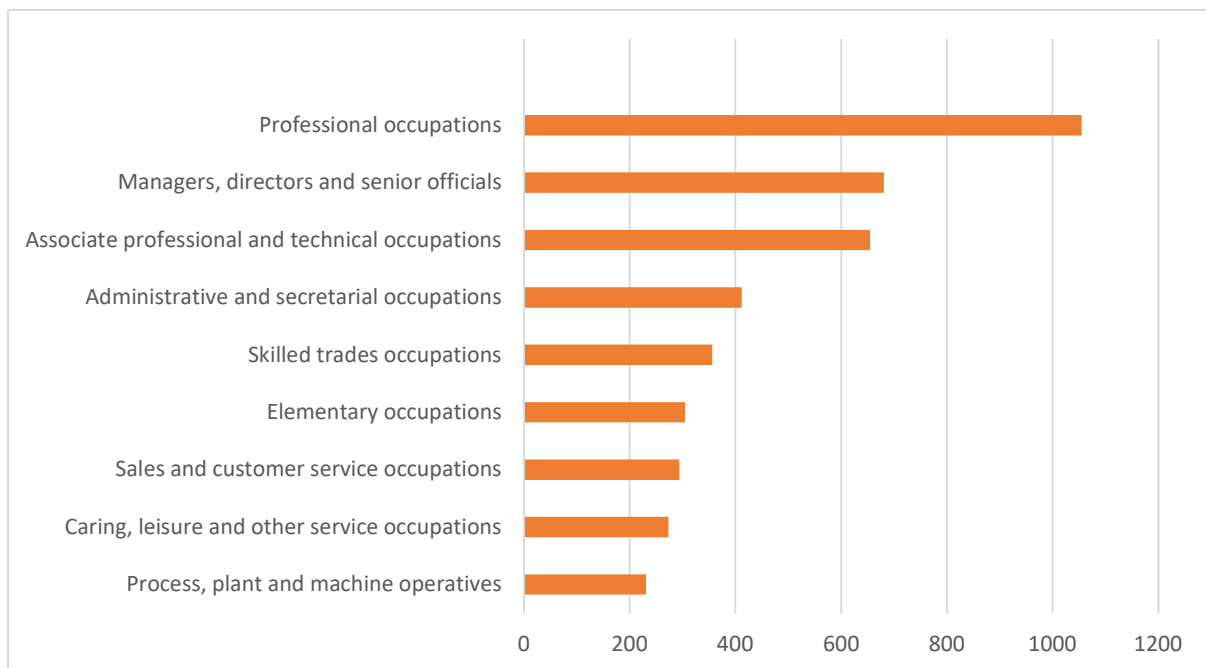




- However, there are fewer economically active households (54.8% compared to 27.9%) possibly reflecting that a greater proportion of households in Frodsham are retired.

Occupation type

The below chart uses Census 2021 data to compare the types of employment reported by individuals in Frodsham. Employment is categorised using the Standard Occupation Classification (SOC 2020)

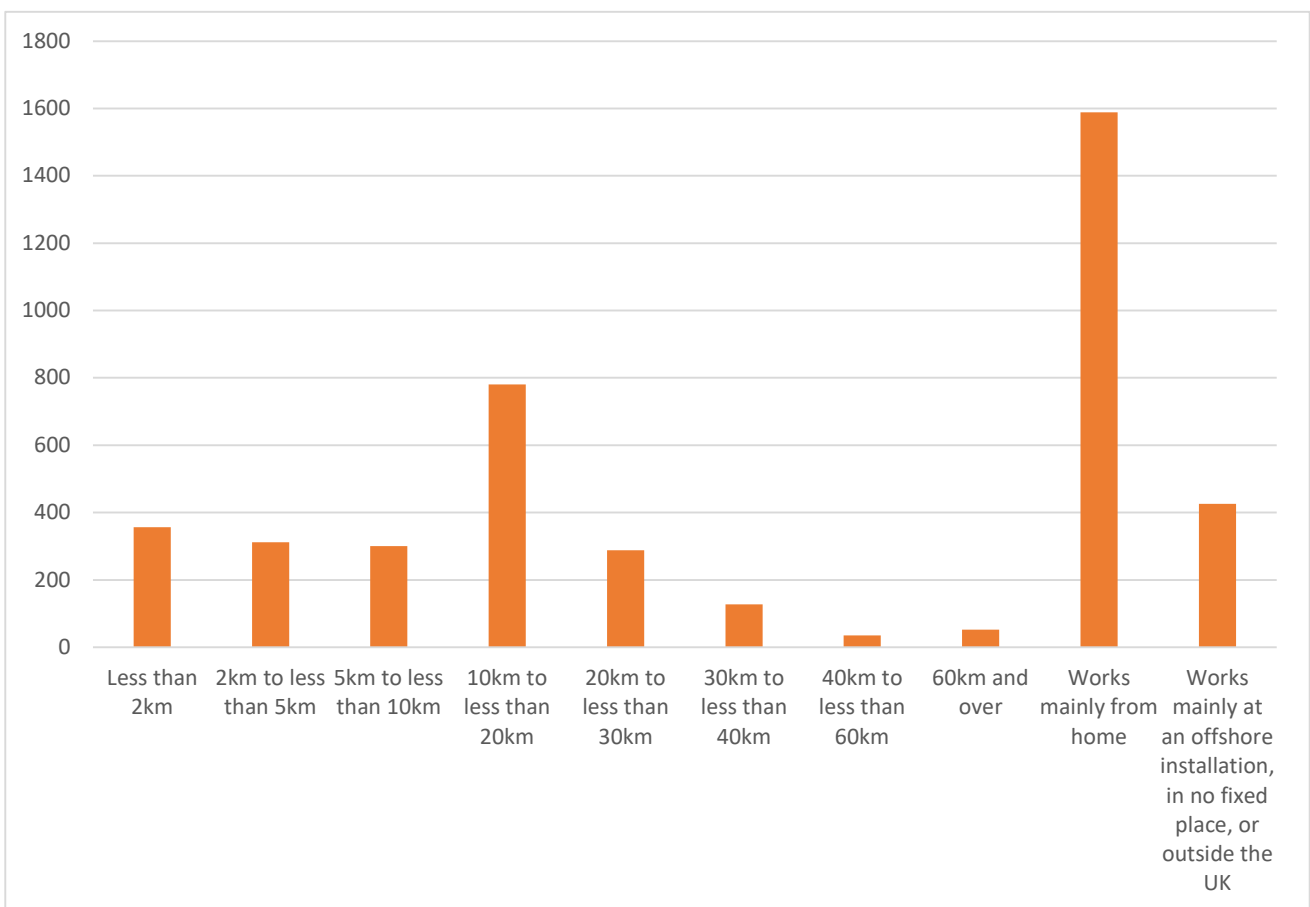




Distance travelled to work.

The below graph uses 2021 Census data to report distances travelled to work. It is important to note that this Census was undertaken during the COVID-19 pandemic, and this will have impacted travel distances.

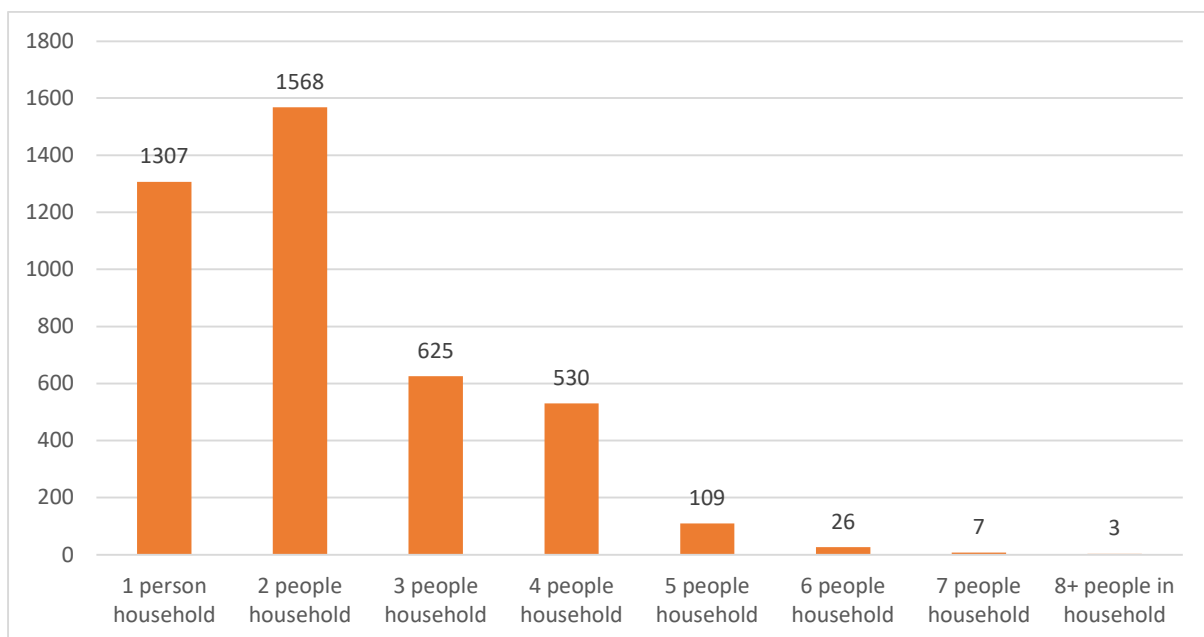
We know that in general individuals with “professional” or office-based professions were more able to work from home during the pandemic and this has continued post-pandemic. Therefore, it’s not surprising that a larger number of people on the ward were working mainly from home. The extent to which this has continued is unknown.





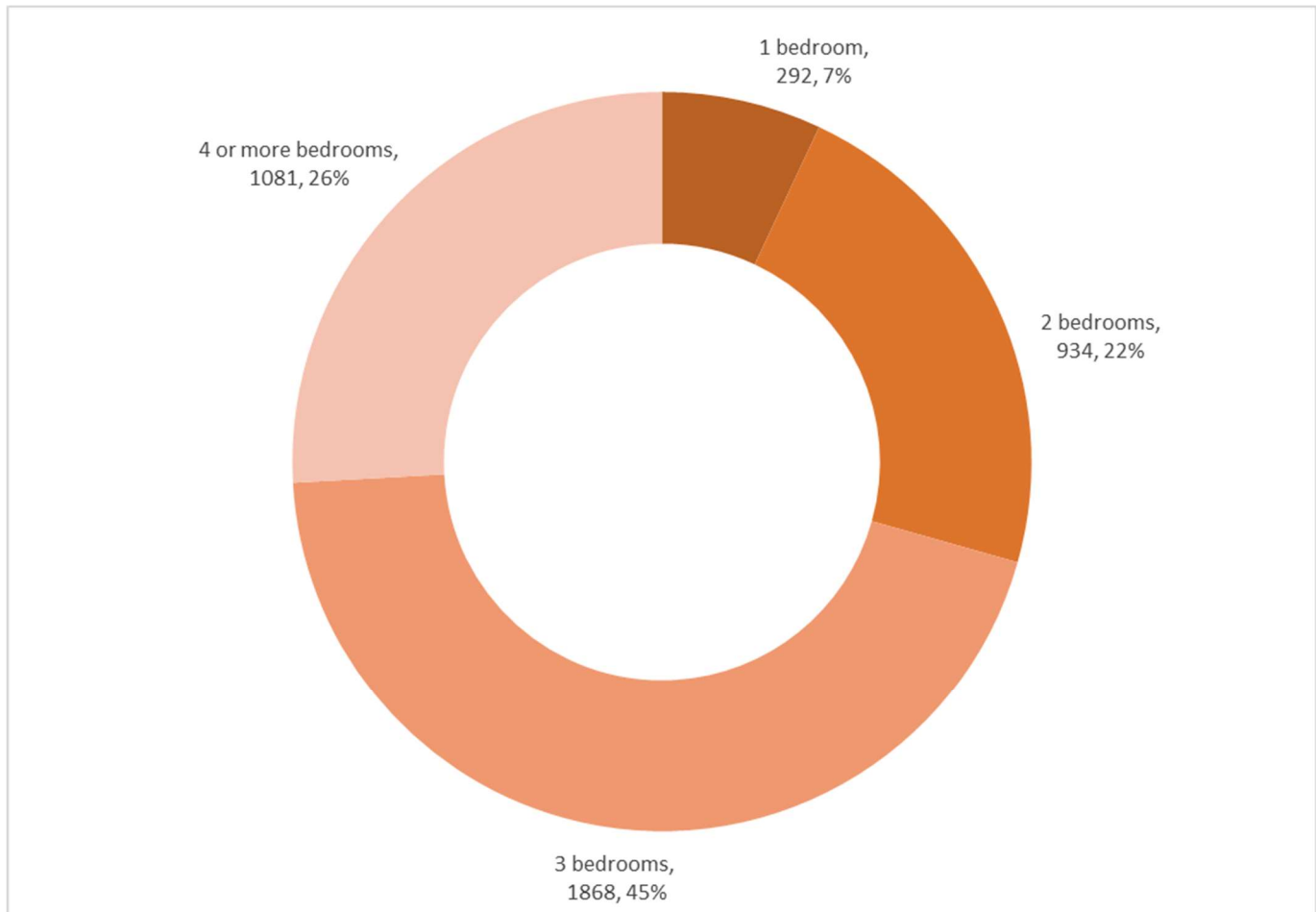
Household size

The below graph uses data from the 2021 census to show the number of households of each size in the ward. Visitors staying at an address do not contribute towards the household's size. The split between the household sizes is roughly in line with those of the borough with slightly fewer three and four person households and more 1 and 2 people households than the borough average.



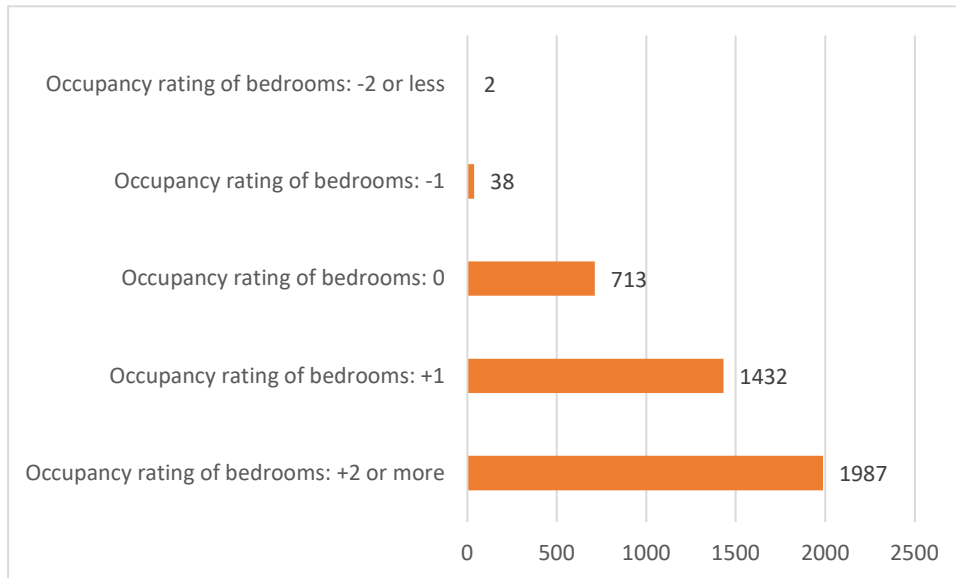
Number of bedrooms in property

This chart uses Census 2010 data to identify the number of bedrooms in homes across the ward. This is distinct from previous years where the number of rooms was counted and solely counts bedrooms.



Occupation levels

Whether a household's accommodation is overcrowded, ideally occupied or under-occupied. This is calculated by comparing the number of bedrooms the household requires to the number of available bedrooms. The chart below shows that in the ward there are a substantial number of properties that are under occupied. This is, in part, a reflection of the difference between the stock in the ward and the makeup of the households that live there.



The number of bedrooms the household requires is calculated according to the Bedroom Standard, where the following should have their own bedroom:

1. adult couple
2. any remaining adult (aged 21 years or over)
3. two males (aged 10 to 20 years)
4. one male (aged 10 to 20 years) and one male (aged 9 years or under), if there are an odd number of males aged 10-20
5. one male aged 10-20 if there are no males aged 0-9 to pair with him.
6. repeat steps 3-5 for females.
7. two children (aged 9 years or under) regardless of sex
8. any remaining child (aged 9 years or under)

An occupancy rating of:

-1 or less implies that a household's accommodation has fewer bedrooms than required (overcrowded)

+1 or more implies that a household's accommodation has more bedrooms than required (under-occupied)

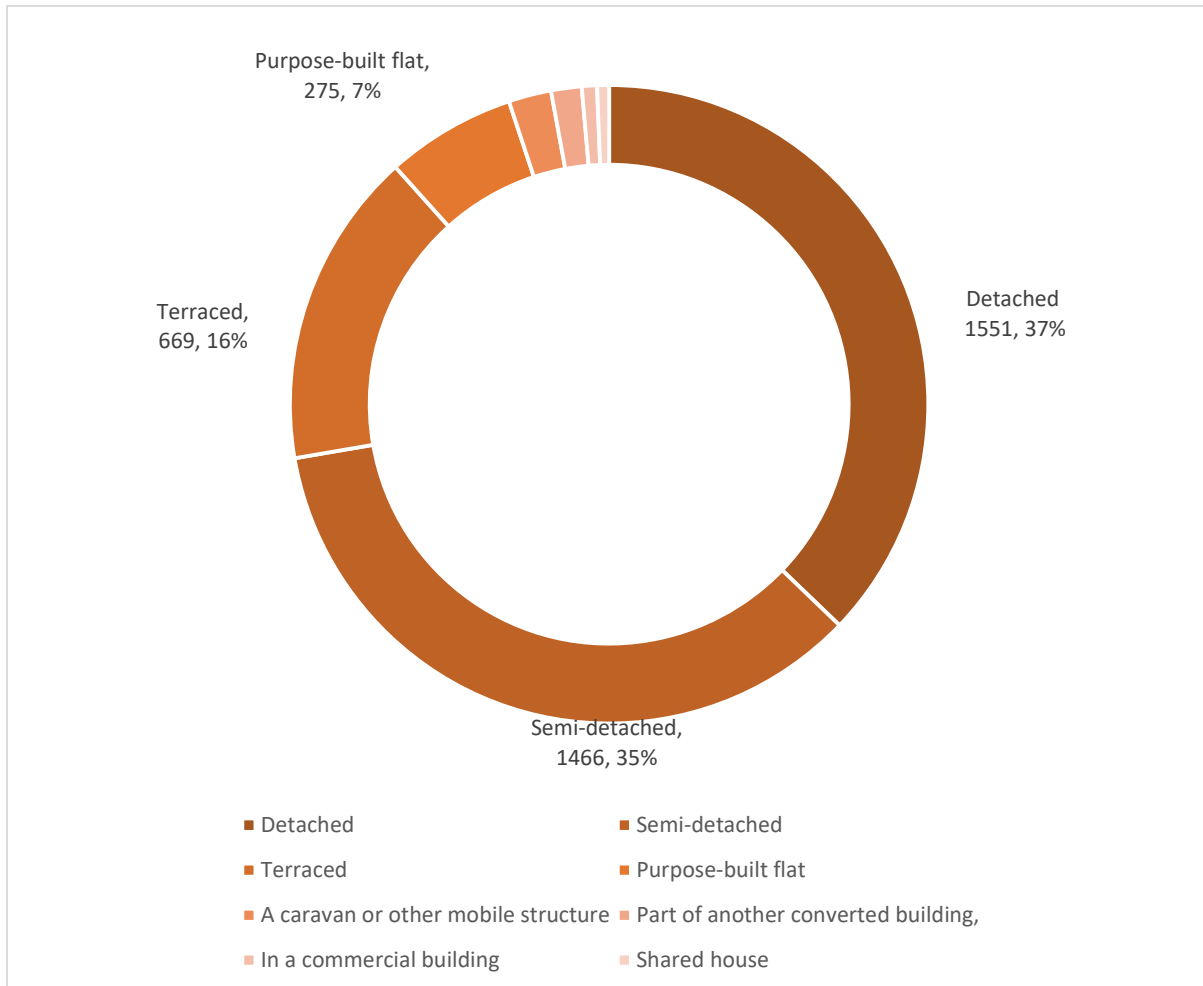
0 suggests that a household's accommodation has an ideal number of bedrooms.





Property types

This graph uses data from the 2020 census to look at the types of houses across the ward.



Property sales

Average sale prices

Average sales prices information has been taken from the housing intelligence service provided by hometrack. Please note that due to the small sample size at ward level individual selling prices for properties can have a greater impact on the average than when considering data at borough level.

Average price per sq. foot- £251.25

Current average price- £332,271

Current average terrace £240,374

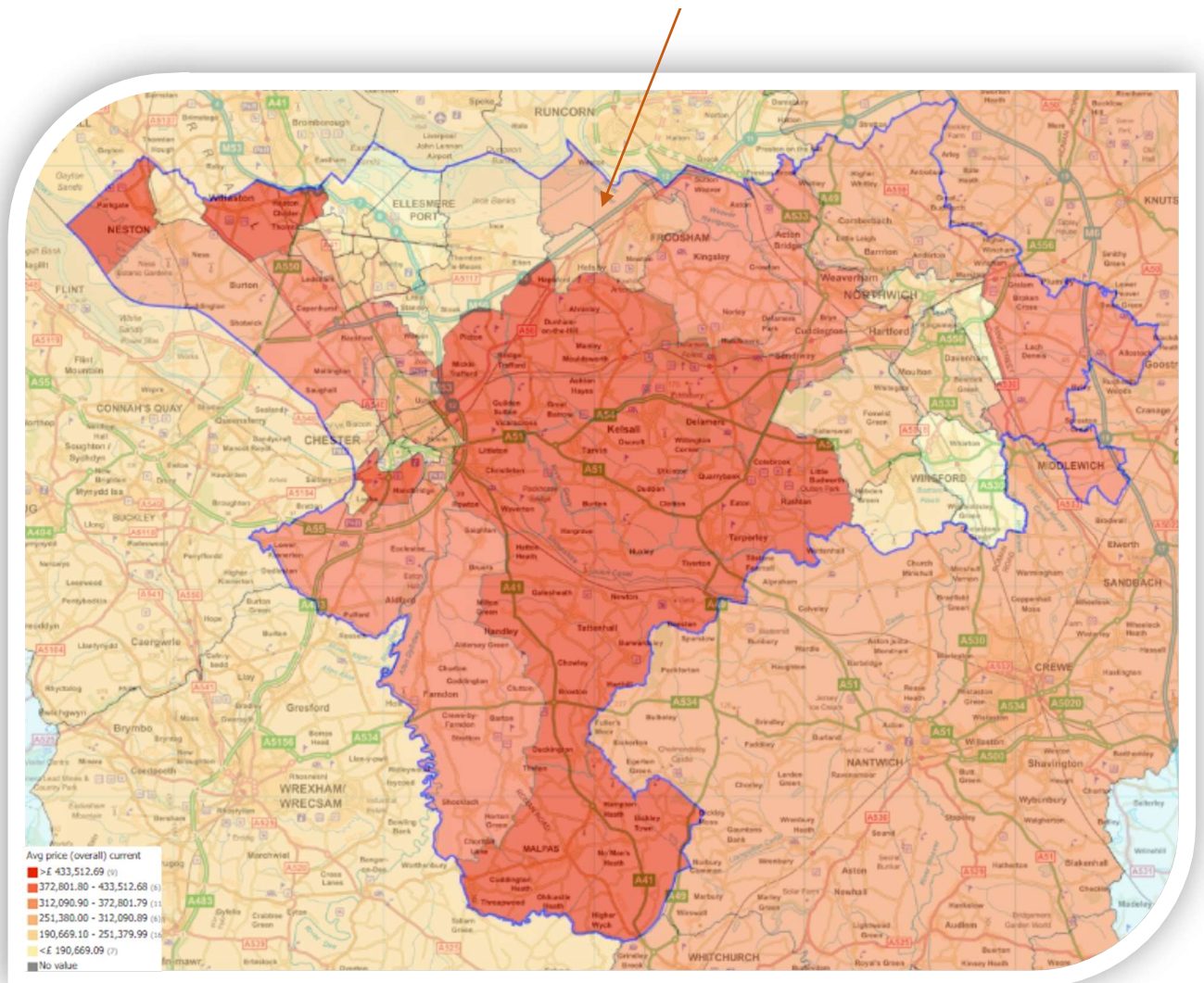


Average semi-detached property: £319,928

Average detached property £443,112

Average flat price £145,285

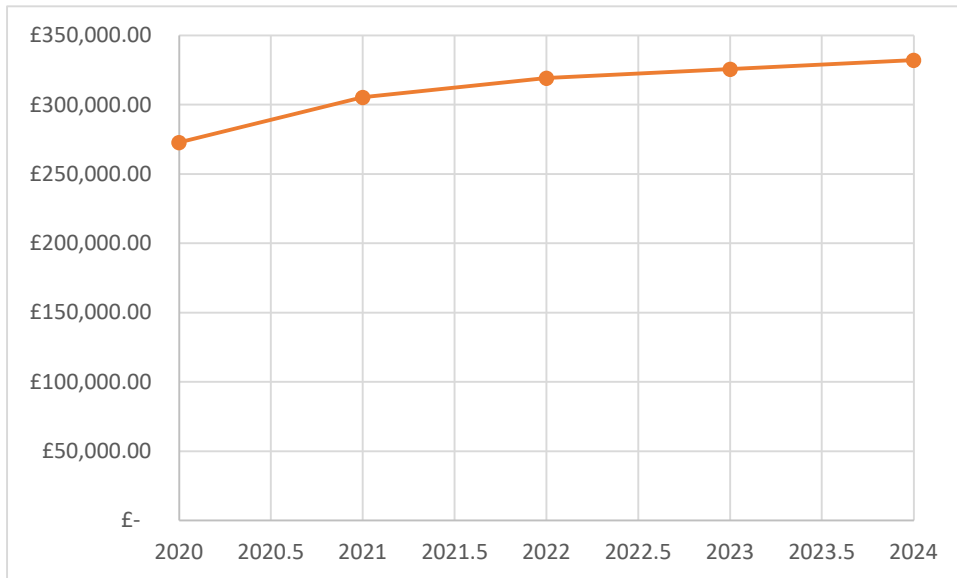
Frodsham Ward



Average price over five years for Frodsham Ward

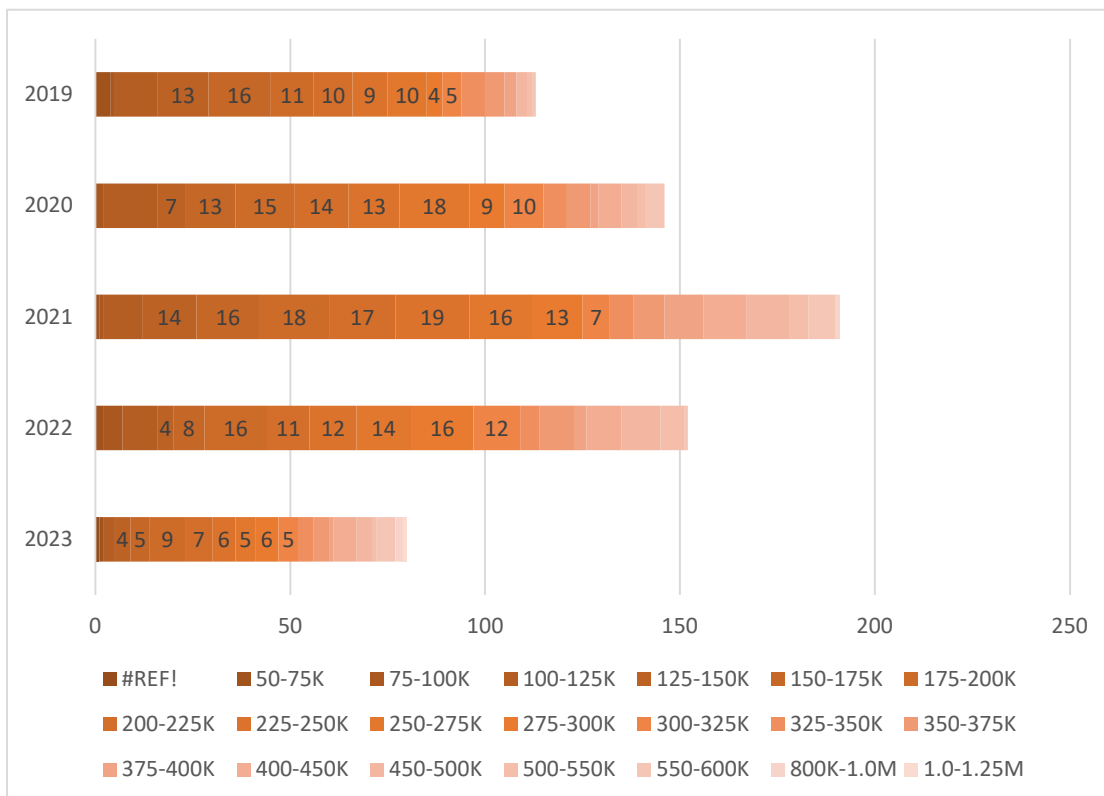
The below chart shows the average price for a property in Frodsham ward. From 2020-2024 prices have risen by 18%





Sales by price

This chart shows the number of sales per price band. Please note the impact of the COVID pandemic on sales when considering the data in this graph.





The below chart summarises the total sales per price point which is displayed in the above graph.

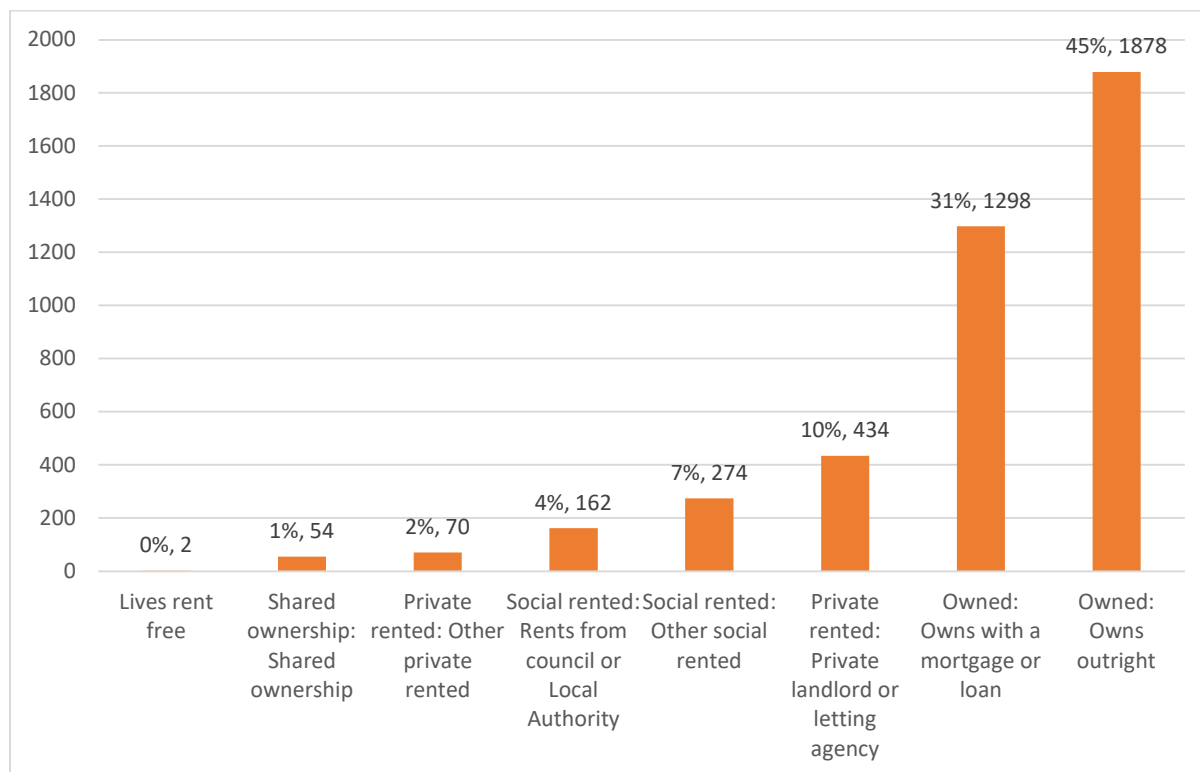
Price	2023	2022	2021	2020	2019
50-75K	1	2	1		4
75-100K		5	1	2	1
100-125K	3	9	10	14	11
125-150K	4	4	14	7	13
150-175K	5	8	16	13	16
175-200K	9	16	18	15	11
200-225K	7	11	17	14	10
225-250K	6	12	19	13	9
250-275K	5	14	16	18	10
275-300K	6	16	13	9	4
300-325K	5	12	7	10	5
325-350K	4	5	6	6	6
350-375K	4	9	8	6	5
375-400K	1	3	10	2	3
400-450K	6	9	11	6	
450-500K	4	10	11	4	3
500-550K	1	6	5	2	1
550-600K	5	1	7	5	1
600-800K	6	2	8	2	2
800K-1.0M	2		1		
1.0-1.25M	1				
Total sales	85	154	199	148	115





Tenure type

This graph uses 2021 census data to look at the tenure of respondents across Frodsham ward.



Housing list

Number of applicants on Cheshire West and Chester housing list

The chart below shows where applicants on our housing list have selected Frodsham as their first, second or third choice. Applicants are able to choose up to three areas in which they would like to live. **It is important to note that not all applicants have selected an area of choice.**

Bedroom need	1st choice	2nd choice	3rd choice	Total
1	17	25	16	58
2	12	10	5	27
3	7	7	4	18
4	2	6	3	11
5	1			1
6	1			1
Total	40	48	28	116



Of the applicants that selected Frodsham 12 have confirmed they need adaptations.

There are currently 5 applicants on the housing list that have confirmed they live in Frodsham ward. 4 have a 1-bedroom need and 1 has a 2-bedroom need. As with the area of choice information it is important to note that we do not have current addresses for all applicants on our housing list.

First choice applicant details

The below chart looks at applicants who have chosen Frodsham as their first-choice award:

Band/bedroom need	Over 55	Under 55	Total
Band A - Urgent housing need to move	2	5	7
1 bedroom need	2		2
2-bedroom need		3	3
3-bedroom need		2	2
Band B - Statutory housing need to move	2	13	15
1 bedroom need	2	3	5
2-bedroom need		3	3
3-bedroom need		3	3
4-bedroom need		2	2
5-bedroom need		1	1
6-bedroom need		1	1
Band C - Housing Options	2	16	18
1 bedroom need	2	8	10
2-bedroom need		6	6
3-bedroom need		2	2

Band A – urgent housing needs to move these are applicants that are owed a statutory award of ‘reasonable preference’ but whom the Council believes should also be awarded ‘additional preference’ based on their urgent housing need.

Band B – statutory housing needs to move these are applicants that are owed a statutory award of ‘reasonable preference’ under the policy and have been awarded band B priority based on their assessed housing need.

Bands A and B form the active bidding section of the register for residents assessed as being in a statutory housing need. Applicants in these two bands are supported through a system of ‘assisted choice’. Assisted choice will support applicants to make decisions on the best options to meet their statutory housing need and will support them to exercise that choice. Applicants will receive a regular review interview to discuss their case and bidding options.



Band C is the housing options band. These are applicants that are not assessed as having a statutory housing need. Applicants placed in the housing options band cannot bid for properties under the scheme this is because they are highly unlikely to receive an offer of housing through the bidding system. They will still be able to service their own needs through accessing up to date information to help them plan what housing options to pursue, including a small number of social and affordable rented units which have not been allocated to band A and B applicants.

Full details of the allocations policy can be found here:

<https://www.cheshirewestandchester.gov.uk/asset-library/housing-strategies-policies-and-research/allocations-policy.pdf>.

Let properties in Frodsham.

In the last 12 months there have been 25 properties available in Frodsham

Property type and bedrooms	Number of properties
Bungalow	10
1	10
Flat	5
2	5
House	10
2	2
3	8
Grand Total	25

Average bids per property

With an average of 12.8 bids per property.

Row Labels	Average of Applicant bids
Bungalow	7.2
1	7.2
Flat	7.8
2	7.8
House	19.7
2	21.0
3	19.4
Maisonette	16.0
2	16.0

Cheshire West and Chester runs a choice-based lettings scheme. Applicants are restricted to placing no more than three bids in any bidding cycle.



Full details of the allocations policy can be found here:

<https://www.cheshirewestandchester.gov.uk/asset-library/housing-strategies-policies-and-research/allocations-policy.pdf>.

Care needs

Of the current 239 people seeking specialist and supported accommodation less than ten are currently seeking accommodation in the Frodsham area. There is a small provision of accommodation in planning in the area which would provide for this need. However it is important to note that individuals may accept accommodation in areas other than those they have identified depending on their care needs.

Rents

Average Ward Rents

The table below displays average rents across the ward, the data is provided by hometrack.

Rents	1 bedroom	2 bedrooms	3 bedrooms	4 bedrooms
LHA	£126.58	£155.34	£182.96	£281.69
Private - 30th Percentile	£156.00	186.00	£ 253.00	£ 281.00
Private - 80% Median	£128.00	£157.00	£ 216.00	£ 240.00
Private - Median	£ 160.00	£ 196.00	£ 270.00	£300.00
Private - Upper Quartile	£173.00	£ 213.00	£276.00	£ 323.00

LHA- Local Housing Alliance

Private- 30th percentile – this is rental value that where 30% of the value fall below this 18number. These rents would be at the lower end of the rental market in the ward.

Private 80% median – the median value of the lowest 80% of values. These rents would represent most of the rents in the ward excluding the most expensive properties.

Private- Median- measure of central value where 50% of rents are higher and 50% of value are lower.

Private upper quartile – the 75% percentile of the rent data. These rents would represent the more expensive properties in the ward.



Rental affordability

The below chart compares average income to average rents and shows the percentage of income that would be spent on rent. Rents highlighted in green would be considered affordable as they fall below the ONS definition of affordability which is rent as up to 30% of income.

Rents	1 bedroom			2 bedroom			3 bedroom			4 bedroom		
	Weekly rent	Yearly rent	% of Avg income on rent	Weekly rent	Yearly rent	% of Avg income on rent	Weekly rent	Yearly rent	% of Avg income on rent	Weekly rent	Yearly rent	% of Avg income on rent
LHA	£126.58	£ 6,582.16	19%	£155.34	£ 8,077.68	23%	£182.96	£ 9,513.92	27%	£281.69	£ 14,647.88	42%
Private - 30th Percentile	£ 156.00	£ 8,112.00	23%	£ 186.00	£ 9,672.00	28%	£ 253.00	£ 13,156.00	38%	£ 281.00	£ 14,612.00	42%
Private - 80% Median	£ 128.00	£ 6,656.00	19%	£ 157.00	£ 8,164.00	23%	£ 216.00	£ 11,232.00	32%	£ 240.00	£ 12,480.00	36%
Private - Median	£ 160.00	£ 8,320.00	24%	£ 196.00	£ 10,192.00	29%	£ 270.00	£ 14,040.00	40%	£ 300.00	£ 15,600.00	45%
Private - Upper Quartile	£ 173.00	£ 8,996.00	26%	£ 213.00	£ 11,076.00	32%	£ 276.00	£ 14,352.00	41%	£ 323.00	£ 16,796.00	48%





Data Sources

Data	Source	Details	Hyperlink (where applicable)
Population age Age profile comparisons	ONS	This dataset provides Census 2021 estimates that classify usual residents in England and Wales by single year of age. The estimates are as at Census Day, 21 March 2021.	https://www.ons.gov.uk/datasets/TS007/editions/2021/versions/2
Approximated social grade	CWaC	Acorn is a segmentation tool which categorises the UK's postcodes into demographic types according to multiple factors including lifestyle, life stage and affluence.	https://www.cheshirewestandchester.gov.uk/your-council/datasets-and-statistics/insight-and-intelligence/borough-and-ward-profiles/acorn-profiles
Economic activity	Ward profiles	Shows the percentage of the population who are considered economically active	https://www.cheshirewestandchester.gov.uk/your-council/datasets-and-statistics/insight-and-intelligence/borough-and-ward-profiles/ward-profiles
Occupation type	ONS Census 2021	This dataset provides Census 2021 estimates that classify usual residents aged 16 years and over in employment the week before the census in England and Wales by occupation. The estimates are as at Census Day, 21 March 2021.	https://www.ons.gov.uk/datasets/TS063/editions/2021/versions/5
Travel to work	ONS Census 2021	This dataset provides Census 2021 estimates that classify usual residents aged 16 years and over in employment the week before the census in England and Wales by the distance they travelled to work. The estimates are as at Census Day, 21 March 2021.	https://www.ons.gov.uk/datasets/TS058/editions/2021/versions/3
Household size	ONS	This dataset provides Census 2021 estimates that classify usual residents in England and Wales by whether they resided in households and communal establishments. The estimates are as at Census Day, 21 March 2021.	https://www.ons.gov.uk/datasets/TS017/editions/2021/versions/3/filter-outputs/8b660abb-8242-4ae6-9b35-d6bf0bfbbb75#get-data
Number of bedrooms in property	ONS	This dataset provides Census 2021 estimates that classify all household spaces with at least one usual resident in England and Wales by number of bedrooms. The estimates are as at Census Day, 21 March 2021.	https://www.ons.gov.uk/datasets/TS050/editions/2021/versions/1
Occupancy Rates	ONS	This dataset provides Census 2021 estimates that classify households in England and Wales by occupancy rating based on the number of rooms in the household. The estimates are as at Census Day, 21 March 2021.	https://www.ons.gov.uk/datasets/TS053/editions/2021/versions/1





Property Type	ONS	This dataset provides Census 2021 estimates that classify households in England and Wales by accommodation type. The estimates are as at Census Day, 21 March 2021.	https://www.ons.gov.uk/datasets/TS044/editions/2021/versions/4
Housing sales by value	Hometrack	This theme shows the number of properties sold each month for the selected area by house type, according to HM Land Registry. There is a delay of approximately 3 months between sales taking place and being recorded by the Land Registry. For that reason, the latest month for which data is available is not as recent as for price data.	Available under licence from Hometrack
Tenure	ONS Census 2021	This dataset provides Census 2021 estimates that classify households in England and Wales by tenure. The estimates are as at Census Day, 21 March 2021.	https://www.ons.gov.uk/datasets/TS054/editions/2021/versions/1
Applicants by band and bedroom need.	CWaC	Data taken from the Cheshire West and Chester housing register July 2023	Available on request
Let properties Dec 2023-Sept 20023	Housing register	Data taken from the Cheshire West and Chester housing register July 2023	Available on request
Average of bids	Housing register	Data taken from the Cheshire West and Chester housing register July 2023	Available on request
Rents	Hometrack	HA rent is taken from the Regulatory statistical return survey. Data point repeats annually	Available under licence from Hometrack https://www.cheshirewestandchester.gov.uk/your-council/datasets-and-statistics/insight-and-intelligence/borough-and-ward-profiles/ward-profiles
Rental affordability	Ward Dashboard/ Hometrack	Income from ward dashboard Rental prices from Hometrack	Available under licence from Hometrack https://www.cheshirewestandchester.gov.uk/your-council/datasets-and-statistics/insight-and-intelligence/borough-and-ward-profiles/ward-profiles





Accessing Cheshire West and Chester Council information and services

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equalities@cheshirewestandchester.gov.uk

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如欲索取以另一語文印製或另一格式製作的資料，請與我們聯絡。

Türkçe bilgi almak istiyorsanız, bize başvurabilirsiniz.

اگر آپ کو معلومات کسی دیگر زبان یا دیگر شکل میں درکار ہوں تو براۓ مہربانی ہم سے پوچھئے۔

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