

**Town and Country Planning Act 1990
Planning and Compulsory Purchase Act 2004**

Section 78 Appeal by Gladman Developments Ltd

Land between Pear Tree Lane and School Lane,
Pear Tree Lane, Euxton, Chorley

Appendices to the Proof of Evidence of
James Donagh BA (Hons) MCD MIED
Relating to Housing Need

Appeal Ref: **APP/D2320/W/20/3247136**

LPA Ref: 19/00654/OUTMAJ

May 2020

Town and Country Planning Act 1990 – Section 78

**Town and Country Planning
(Inquiries Procedure) (England) rules 2000 (As Amended)**

**Land between Pear Tree Lane and School Lane, Pear Tree
Lane, Euxton, PR7 6QR**

Appeal against decision to refuse outline planning permission:

“Outline application for up to 180 dwellings including 30% affordable housing, with public open space, structural planting and landscaping, surface water flood mitigation and attenuation and vehicular access points from School Lane. All matters reserved except for means of vehicular access.”

**Appendices to the Proof of Evidence of James Donagh BA (Hons) MCD MIED
Relating to Housing Need**

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Ref: 31851/A5/JD
Date: May 2020

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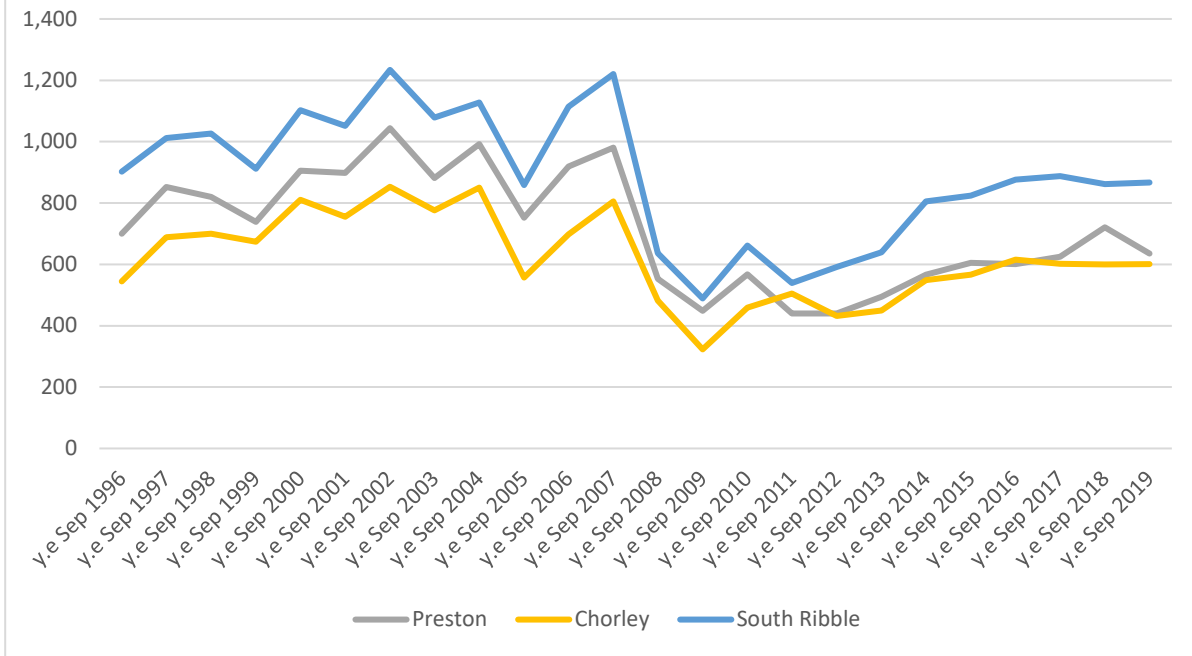
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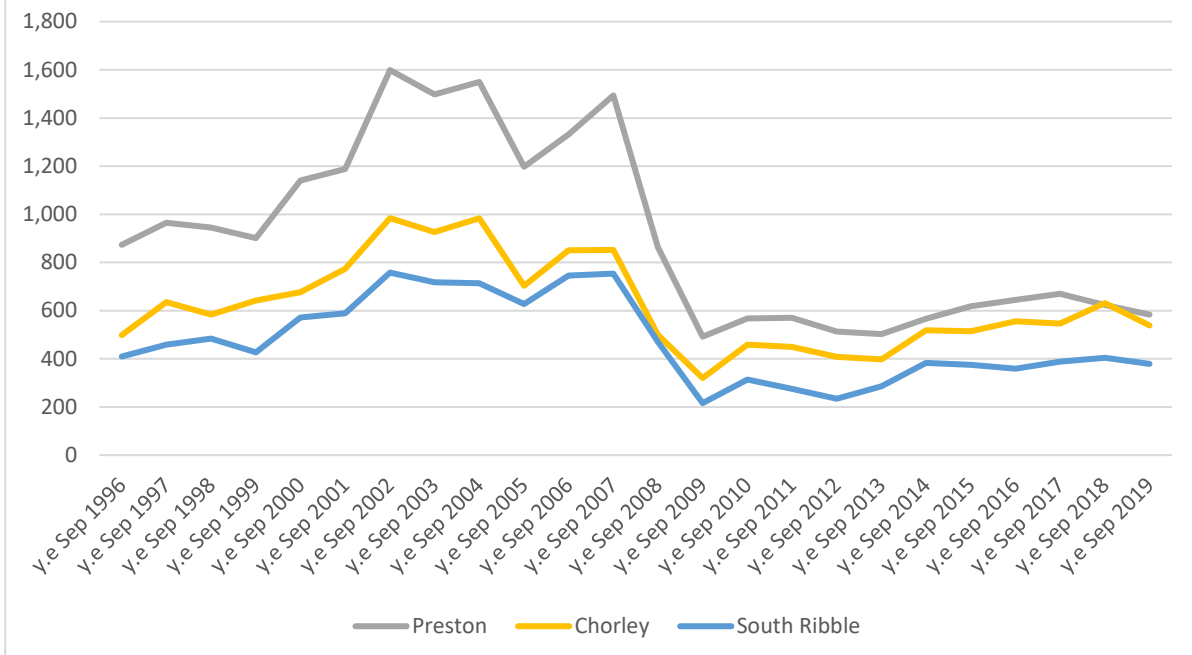
APPENDIX JD.01

House Sales Analysis

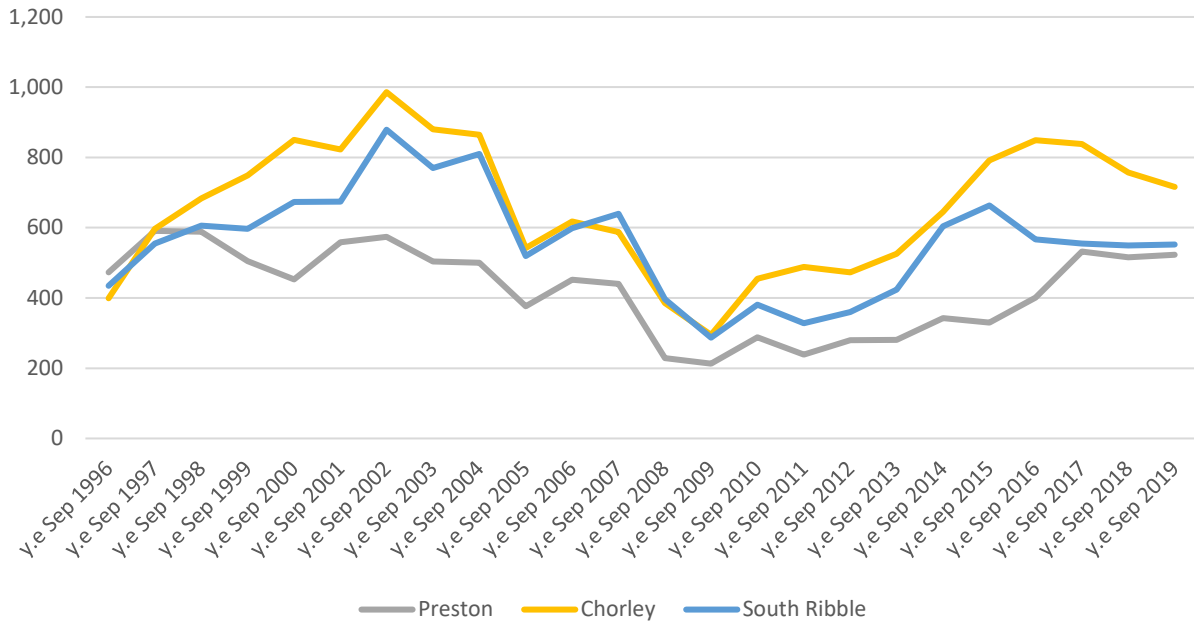
Total semi sales



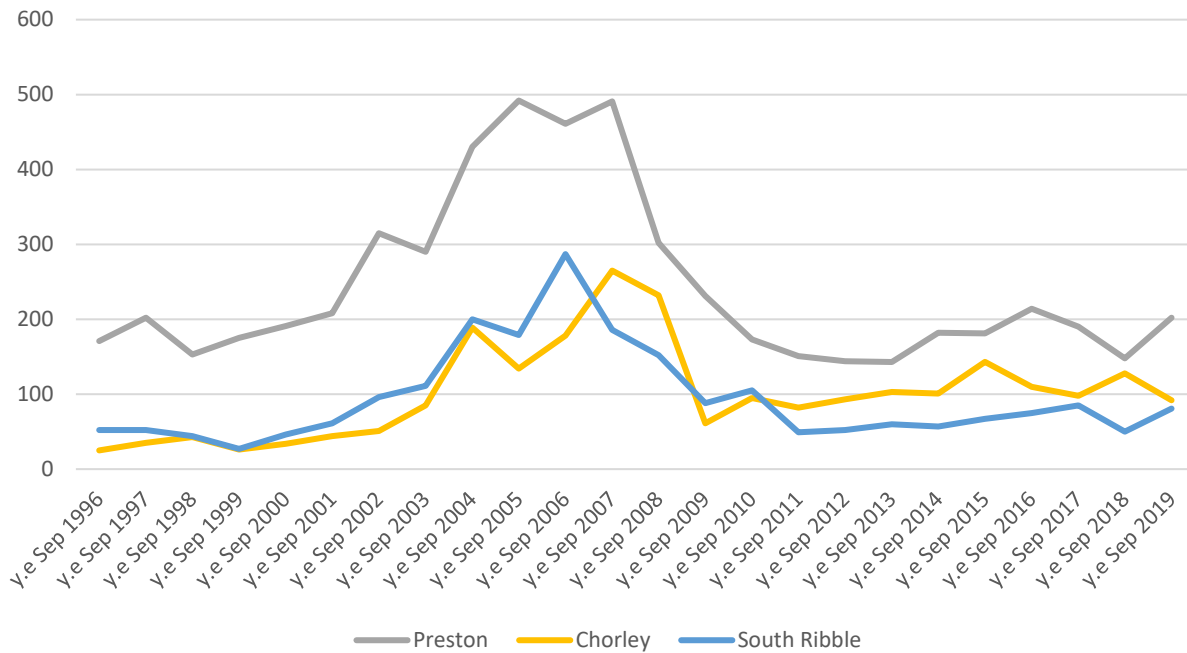
Total terraced sales



Total detached sales



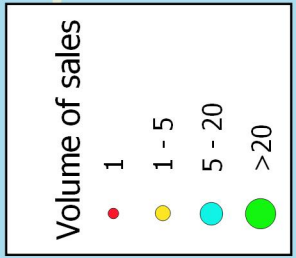
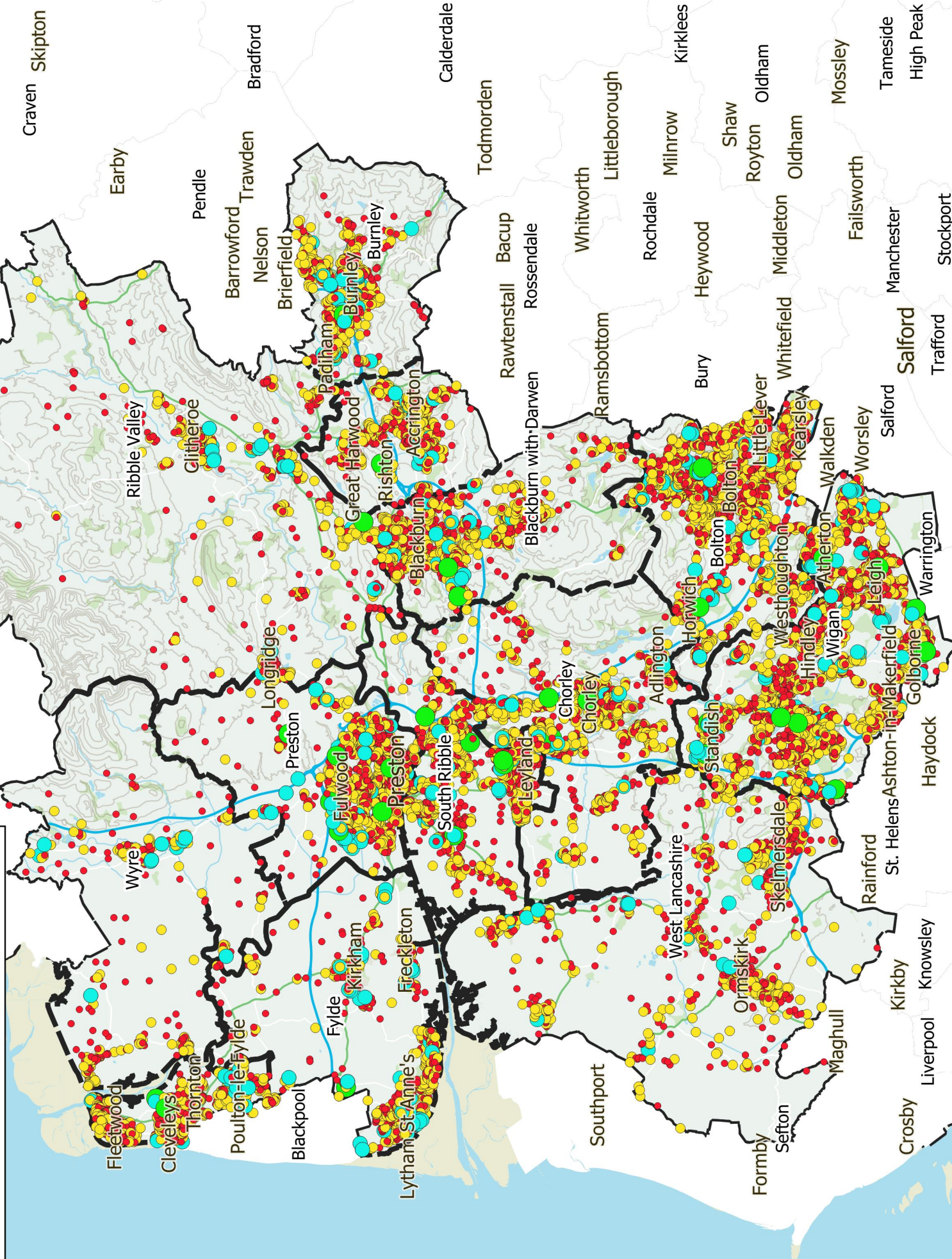
Total flat sales



APPENDIX JD.02

House Sales Mapping

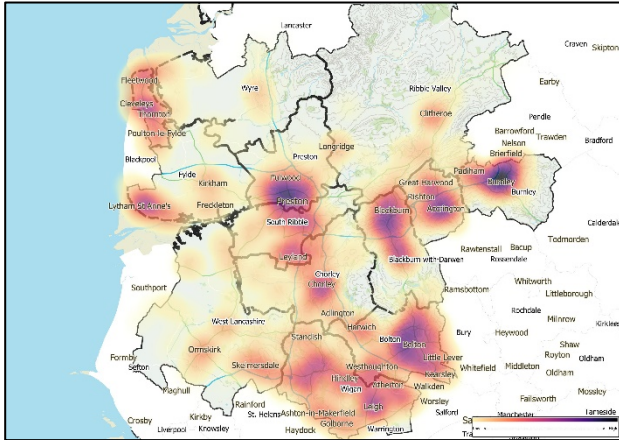
Land Registry House Sales (Volume) 2018-2019



Land Registry Sales Heat Maps

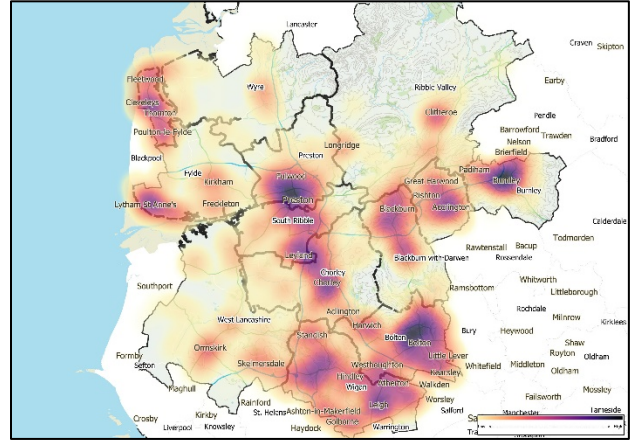
2001 - 2005

All Sales

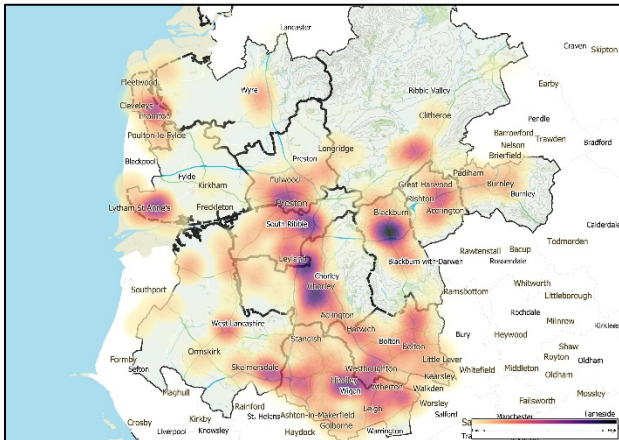


2015 - 2019

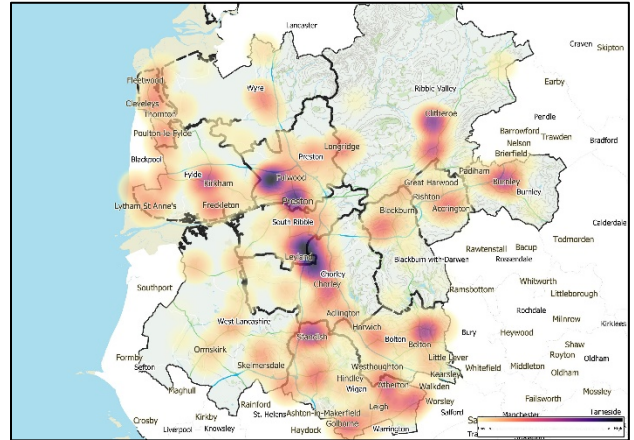
All Sales



New Build Sales



New Build Sales



APPENDIX JD.03

Migration Analysis

Detailed Migration Estimates, 2018 dataset

Figure a1: Origin of migrants to Central Lancashire, age 0-14



Figure a2: Destination of migrants from Central Lancashire, age 0-14

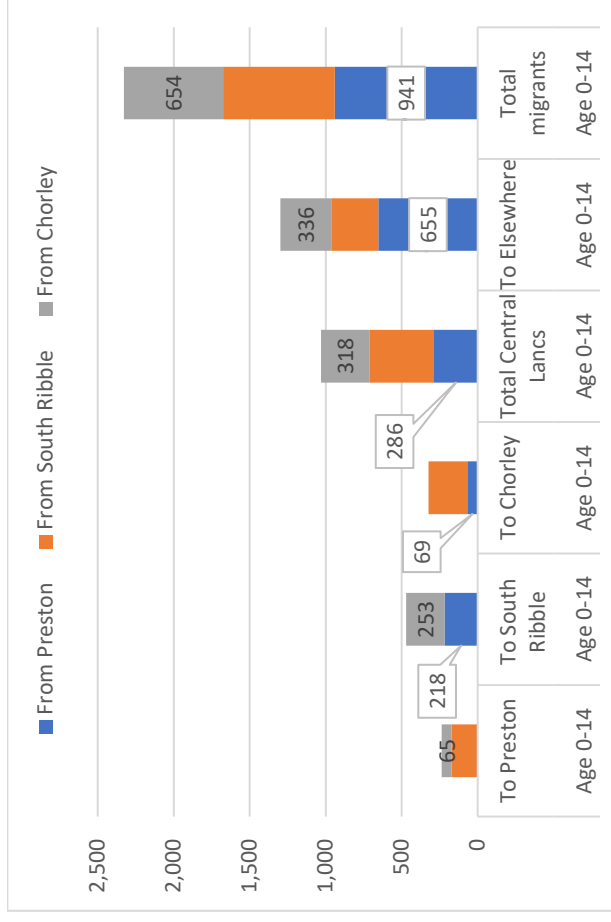


Figure a3: Origin of migrants to Central Lancashire, age 15-24

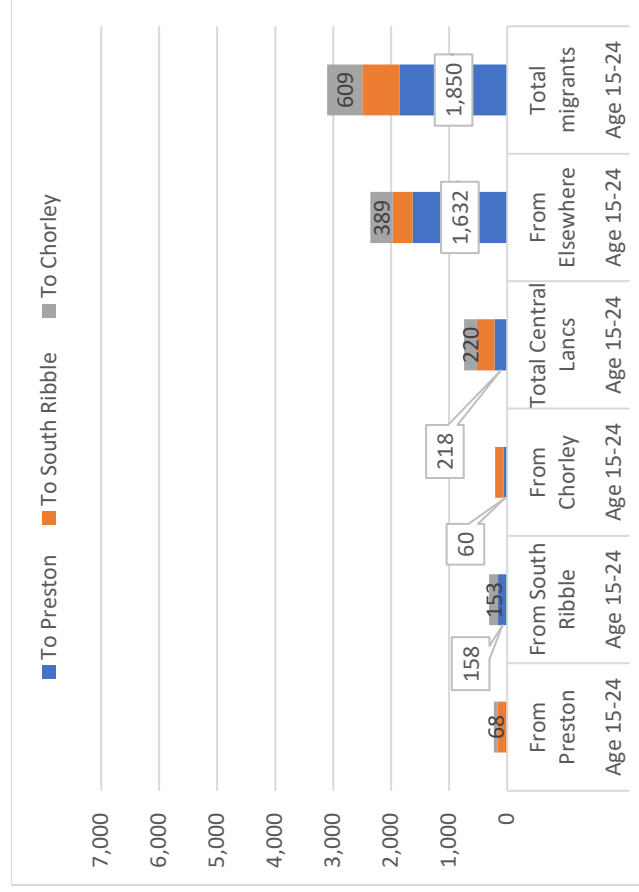
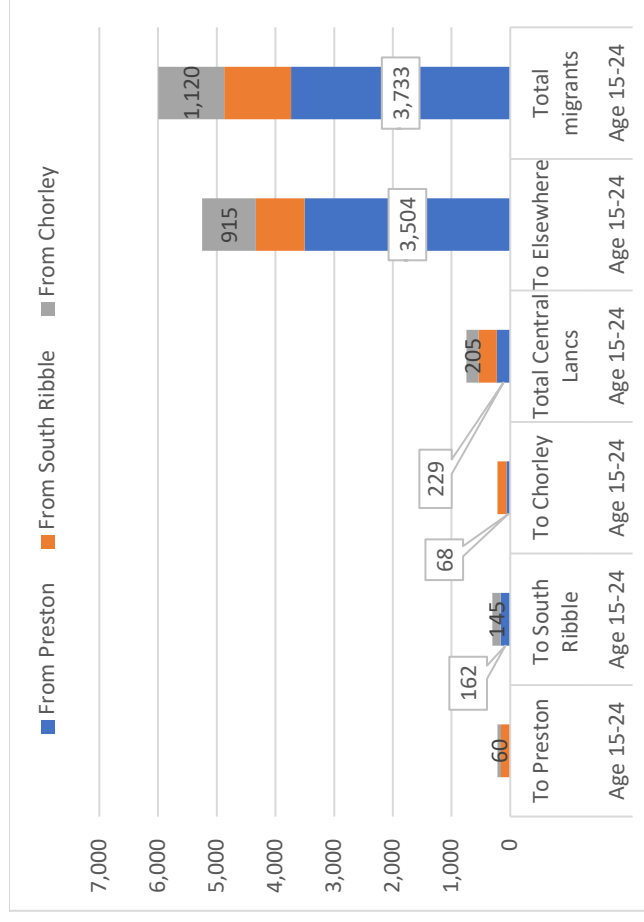


Figure a4: Destination of migrants from Central Lancashire, age 15-24



Detailed Migration Estimates, 2018 dataset

Figure a5: Origin of migrants to Central Lancashire, age 25-39

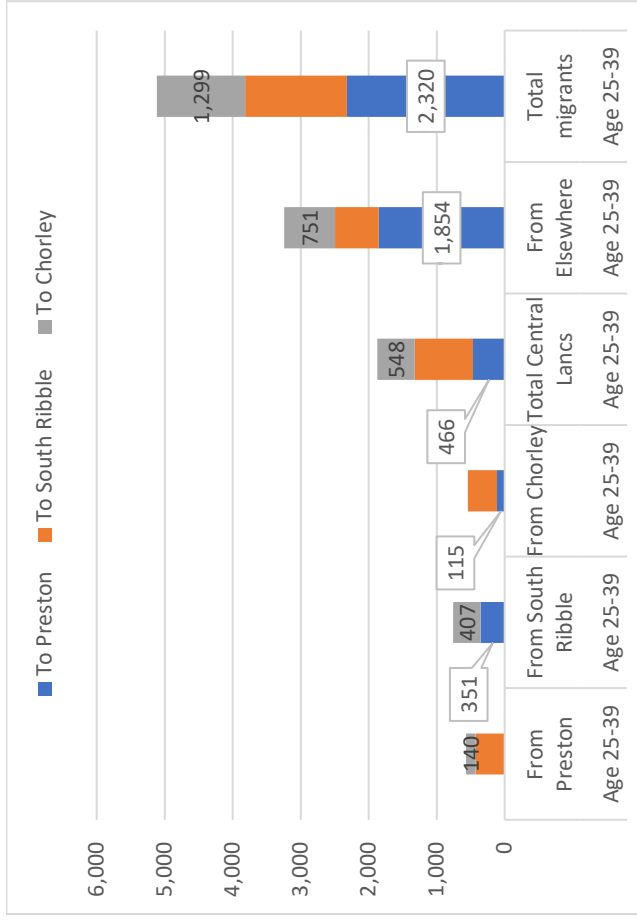


Figure a6: Destination of migrants from Central Lancashire, age 25-39

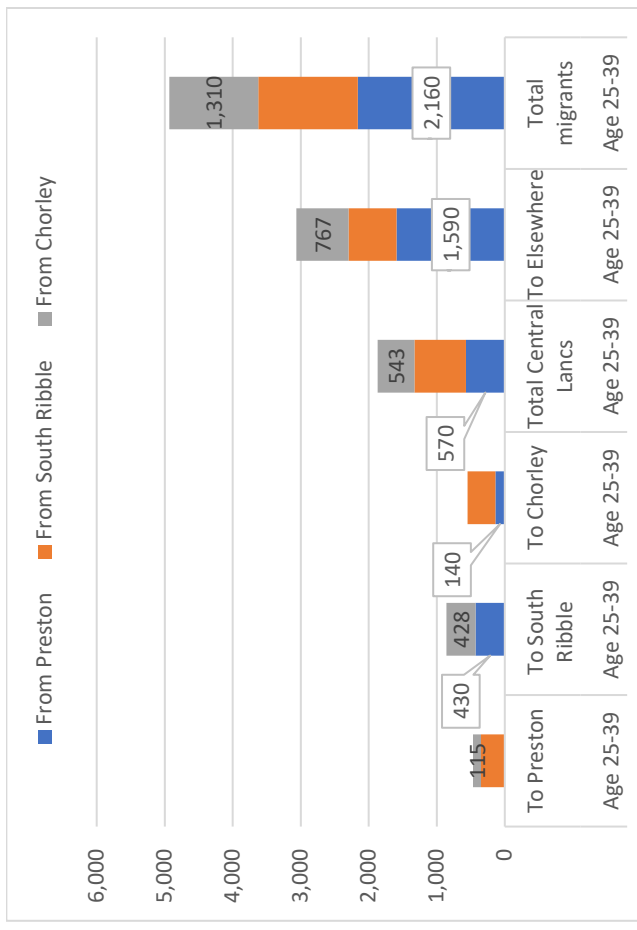


Figure a7: Origin of migrants to Central Lancashire, age 40-54

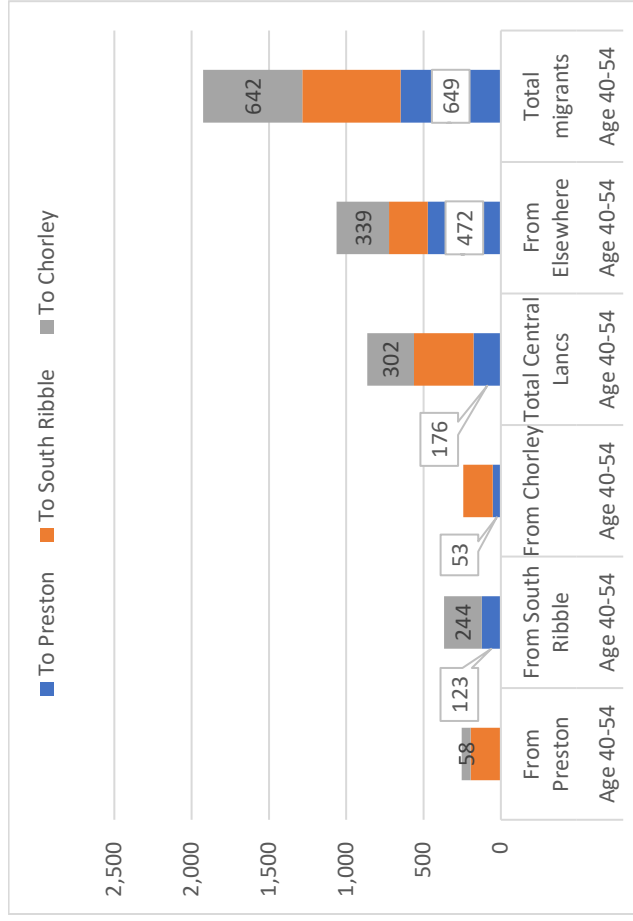
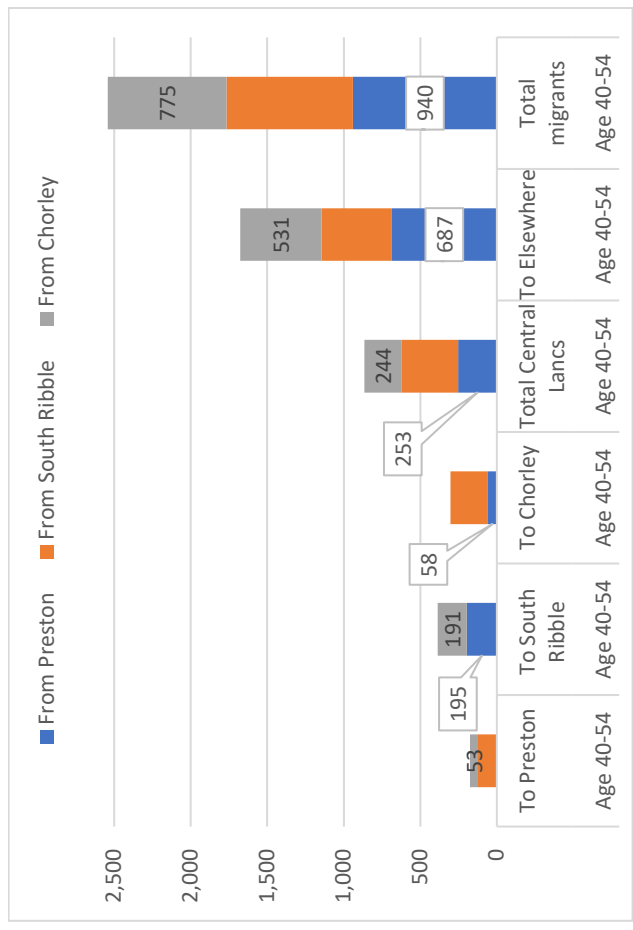


Figure a8: Destination of migrants from Central Lancashire, age 40-54



Detailed Migration Estimates, 2018 dataset

Figure a9: Origin of migrants to Central Lancashire, age 55-64

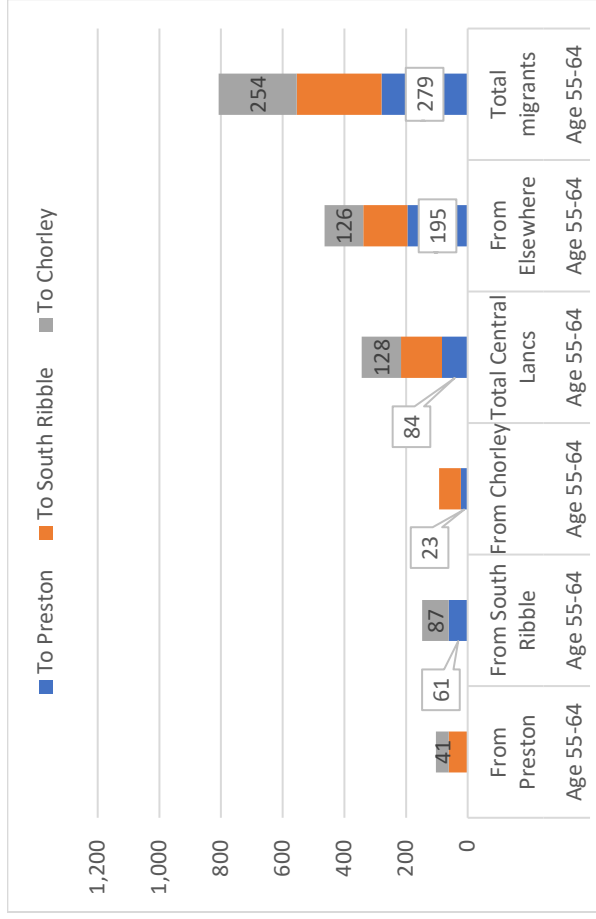


Figure a10: Destination of migrants from Central Lancashire, age 55-64

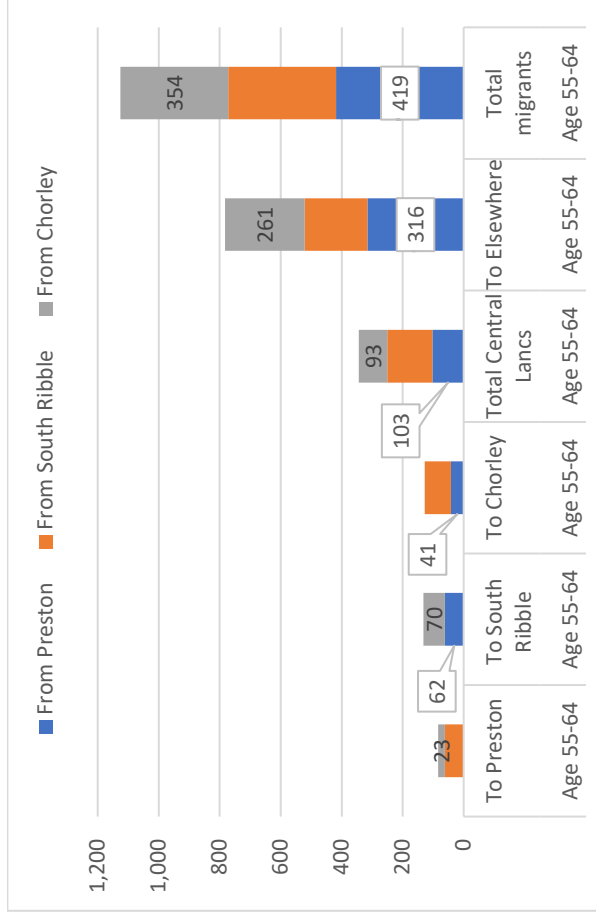
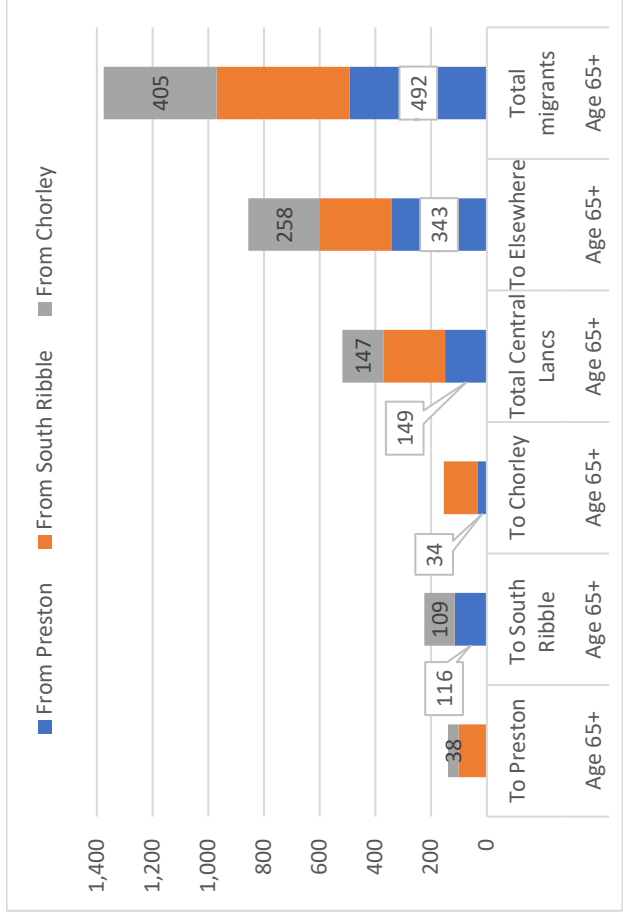


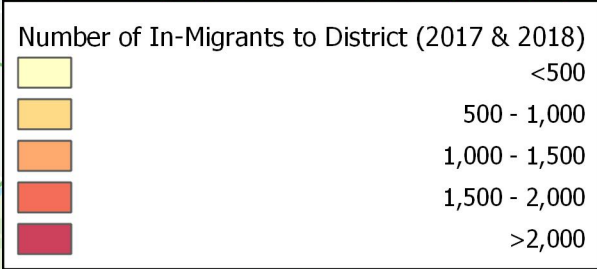
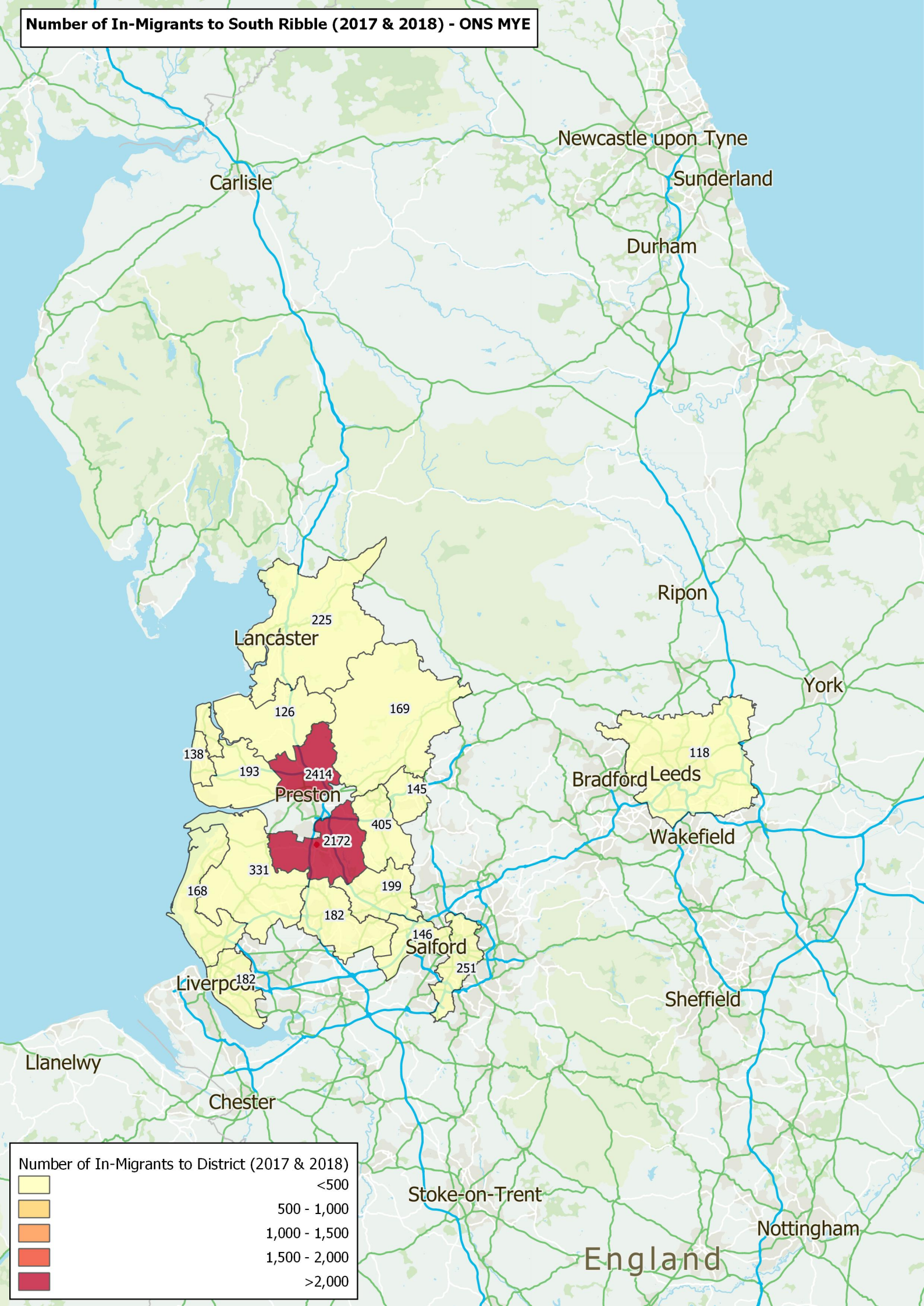
Figure a11: Origin of migrants to Central Lancashire, age 65+



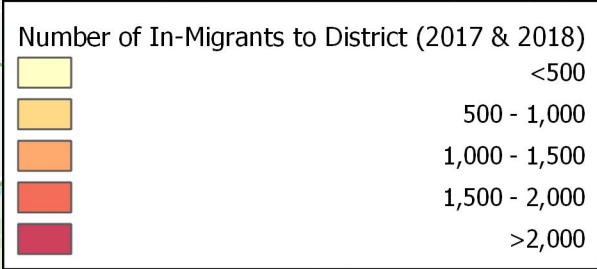
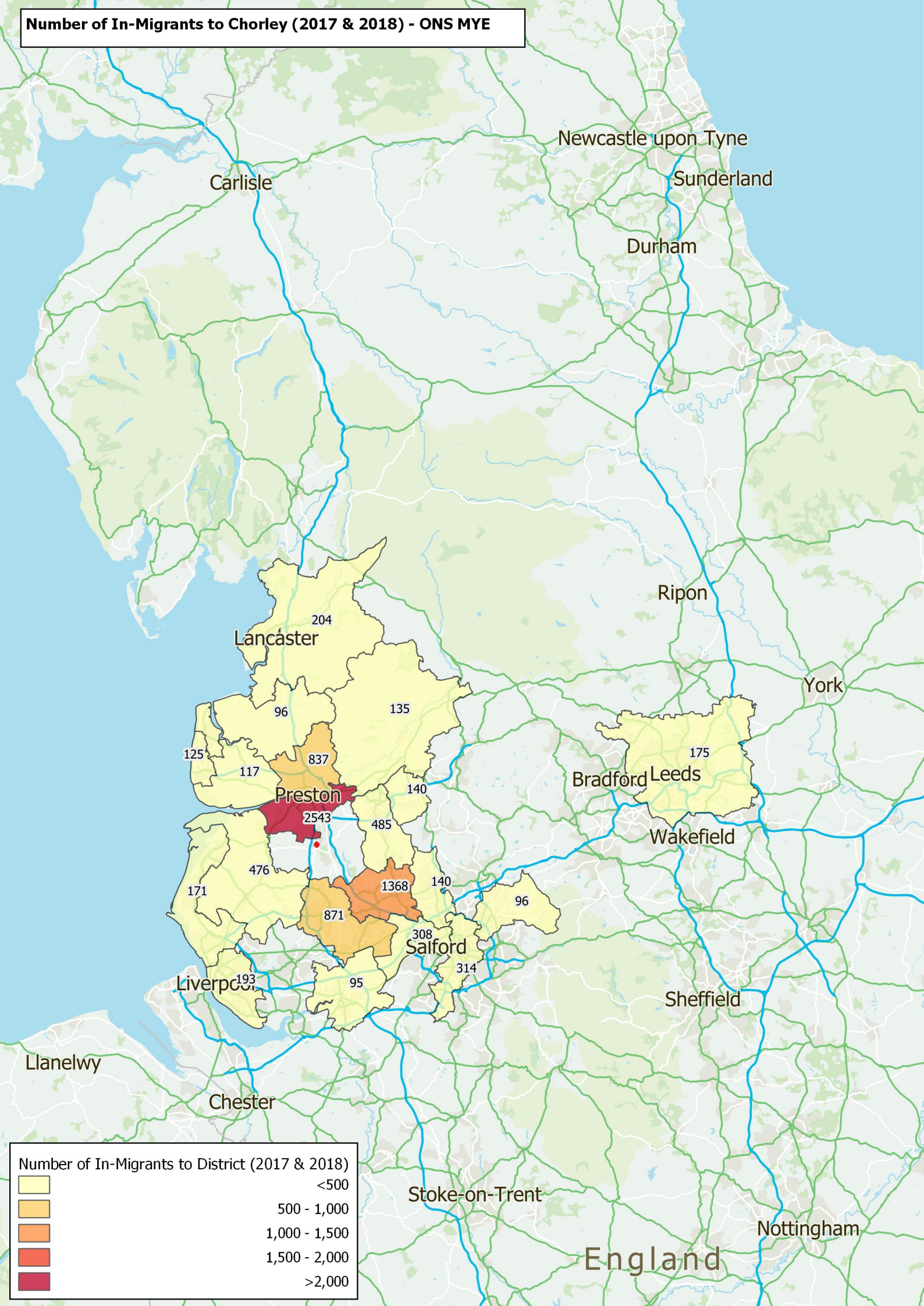
Figure a12: Destination of migrants from Central Lancashire, age 65+



Number of In-Migrants to South Ribble (2017 & 2018) - ONS MYE



Number of In-Migrants to Chorley (2017 & 2018) - ONS MYE



APPENDIX JD.04

Mosaic Analysis

MOSAIC ANALYSIS

1. Mosaic, developed by Experian is a consumer classification tool based upon each individuals lifestyle characteristics. The population and households across the Country are categorised by a series of groups and types dependant on those lifestyle characteristics.
2. The profile for the area immediately surrounding the proposed development (Euxton / Chorley Town), Chorley, South Ribble, Preston, Central Lancashire and the North West is presented at Table 1.

Table 1: Summary Mosaic Profile

Mosaic Lifestyle Groups	Euxton/ Chorley MSOAs	Chorley	Preston	South Ribble	Joint LPAs	North West
A City Prosperity	0%	0%	0%	0%	0%	0%
B Prestige Positions	13%	8%	4%	7%	6%	6%
C Country Living	2%	6%	4%	3%	4%	4%
D Rural Reality	0%	7%	1%	2%	3%	3%
E Senior Security	13%	8%	7%	14%	9%	9%
F Suburban Stability	22%	13%	7%	15%	11%	8%
G Domestic Success	13%	11%	7%	11%	9%	6%
H Aspiring Homemakers	20%	16%	9%	19%	14%	10%
I Family Basics	3%	7%	11%	7%	8%	10%
J Transient Renters	0%	8%	15%	8%	11%	12%
K Municipal Tenants	3%	3%	8%	1%	4%	7%
L Vintage Value	6%	6%	6%	4%	5%	8%
M Modest Traditions	2%	6%	5%	8%	6%	7%
N Urban Cohesion	0%	0%	5%	0%	2%	3%
O Rental Hubs	2%	1%	12%	1%	5%	6%

Source: Experian. Mosaic household group profile

Core Mosaic Groups encompassed within Chorley and Euxton (as defined by MSOA Chorley 005 and 008)

Group B. Prestige positions, 13% of all households within Euxton/ Chorley MSOAs

3. Prestige Positions are affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.

Group E. Senior security, 13% of all households within Euxton/ Chorley MSOAs

4. Senior Security are elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.

Group F. Suburban stability, 22% of all households within Euxton/ Chorley MSOAs

5. Suburban Stability are typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.

Group G. Domestic success, 13% of all households within Euxton/ Chorley MSOAs

6. Domestic Success are high-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.

Group H. Aspiring homemakers, 20% of all households within Euxton/ Chorley MSOAs

7. Aspiring Homemakers are younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

Other Groups

Group A. City Prosperity

8. City Prosperity work in high status positions. Commanding substantial salaries, they are able to afford expensive urban homes. They live and work predominantly in London, with many found in and around the City or in locations a short commute away. Well-educated, confident and ambitious, this elite group is able to enjoy their wealth and the advantages of living in a world-class capital to the full.

Group C. Country Living

9. Country Living are well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired, and others commute distances to professional jobs.

Group D. Rural Reality

10. Rural Reality are people who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.

Group I. Family Basics

11. Family Basics are families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.

Group J. Transient Renters

12. Transient Renters are single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.

Group K. Municipal Tenants

13. Municipal Tenants are long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.

Group L. Vintage Value

14. Vintage Value are elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support.

Group M. Modest Traditions

15. Modest Traditions are older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.

Group N. Urban Cohesion

16. Urban Cohesion are settled extended families and older people who live in diverse city suburbs. Most have bought their own homes and have been settled in these neighbourhoods for many years, enjoying the sense of community they feel there.

Group O. Rental Hubs

17. Rental Hubs contains predominantly young, single people in their 20s and 30s who live in urban locations and rent their homes from private landlords while in the early stages of their careers or pursuing studies.