

South Ayrshire Housing Need and Demand Assessment 2015

HMA Geography

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on behalf of the South Ayrshire HMP Housing Supply Group



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HMA Geography

1. In the previous South Ayrshire HNDA, South Ayrshire was identified as a Housing Market Area, which could be subdivided into two further housing market areas:
 - Ayr Urban HMA, which consists of:
 - Ayr;
 - Prestwick;
 - Troon;
 - Maybole; and
 - Rural North.
 - Girvan and South Carrick HMA, which consists of
 - Girvan; and
 - Rural South.
2. Analysis of available Sasines data (2009, 2010 and 2012) was undertaken to review the viability of these Housing Market Areas¹.
3. Table 1 details the purchaser origin by HMA for the transactions taking place during the specified years.

Table 1 House Sales by Purchaser Origin by HMA (2009, 2010 and 2012)

Purchaser Origin	Number of Sales	% of Total
No Information	76	5.3
Aberdeen City	1	0.1
Aberdeenshire	2	0.1
Angus	3	0.2
Argyll & Bute	6	0.4
Dumfries & Galloway	16	1.1
Dundee City	2	0.1
East Ayrshire	102	7.1
East Dunbartonshire	4	0.3
East Lothian	2	0.1
East Renfrewshire	17	1.2
Edinburgh, City of	7	0.5
Falkirk	2	0.1
Fife	4	0.3
Glasgow City	50	3.4
Highland	4	0.3
Inverclyde	2	0.1
Midlothian	1	0.1
North Ayrshire	52	3.6
North Lanarkshire	11	0.8
Perth & Kinross	1	0.1
Renfrewshire	19	1.3
South Ayrshire	947	65.5
Scottish Borders	2	0.1
South Lanarkshire	24	1.7
Stirling	2	0.1
West Dunbartonshire	2	0.1

¹ Details of analysis is available online

Purchaser Origin	Number of Sales	% of Total
West Lothian	2	0.1
Rest of UK	67	4.6
<i>England</i>	67	4.6
Europe	7	0.5
<i>Spain</i>	1	0.1
<i>France</i>	1	0.1
<i>Germany</i>	3	0.2
<i>Greece</i>	1	0.1
<i>Italy</i>	1	0.1
Rest of World	9	0.6
<i>Australia</i>	3	0.2
<i>USA</i>	2	0.1
<i>Canada</i>	3	0.2
<i>Dhahran</i>	1	0.1
Total	1446	-

4. During this time, around 950 or 65 percent of the house sale transactions were completed by households originating within South Ayrshire, suggesting it is still a viable HMA overall.
5. Other significant local authority areas where purchasers moved from include:
 - East Ayrshire – 102 or 7.1 percent;
 - Glasgow – 50 or 3.4 percent; and
 - North Ayrshire – 52 or 3.6 percent.
6. Furthermore, around 4.6 percent or 67 households came from England.

Ayr Urban HMA

7. Around 1,338 transactions took place within the Ayr Urban HMA, which consists of:
 - Ayr;
 - Prestwick;
 - Troon;
 - Maybole; and
 - Rural North.
8. Of that total, the purchaser origin², around 850 or 63.5 percent of house sale transactions came from households originating within the Ayr Urban HMA; as a result, the Housing Supply Group agreed that Ayr Urban can still be described as a sub-market of the wider South Ayrshire Housing Market.
9. 13 transactions, or just under 1 percent came from the Girvan and South Carrick HMA, while around 475 transactions or 35.5 percent came from households originating either from outwith the South Ayrshire area or where the origin was unknown.

Girvan & South Carrick HMA

10. Around 108 transactions took place within the Girvan and South Carrick, which consists of:

² Where purchaser origin was recorded on Sasines records

- Girvan; and
- Rural South.

11. Of that total, around 4 or 3.8 percent of house sale transactions were from households originating within Ayr Urban HMA, 48 transactions or 44.4 percent were from households originating within Girvan and South Carrick HMA, while around 56, or 51.9 percent came from either out with the South Ayrshire area or where the origin was unknown.
12. As a substantial proportion of transactions originate from within the Girvan and South Carrick HMA, the Housing Supply Group agreed that the Girvan and South Carrick HMA was still a viable Housing Market Area, while still recognising demand for housing from outwith the overall South Ayrshire HMA.

Implications for HNDA

13. Analysis of the Sasines data shows that on around 35 percent of purchaser originate from outwith South Ayrshire, highlighting that demand for housing across South Ayrshire is not restricted to households already in South Ayrshire.
14. However, without analysis of those households leaving South Ayrshire, it is not possible to give a net figure on housing demand.
15. For the sake of this HNDA, it is important that estimates should reflect a small margin of error to reflect the fact demand for housing from outwith the South Ayrshire area.

Future Review of HMAs

16. The current HMAs have been in place for some years now, and while the analysis above confirms they are still viable for the purposes of this HNDA, the Housing Supply Group recommended that a full review of the HMAs should be undertaken well in advance of the next HNDA process (circa 2020). This should be included as an action in the Local Housing Strategy with a timescale for completion no later than 2019.