ARGYLL & BUTE COUNCIL

Housing Need & Demand Assessment Technical Supporting Paper 01:

Housing Market Areas Refresh Exercise 2019

(February 2019 – revised Jan 2021)

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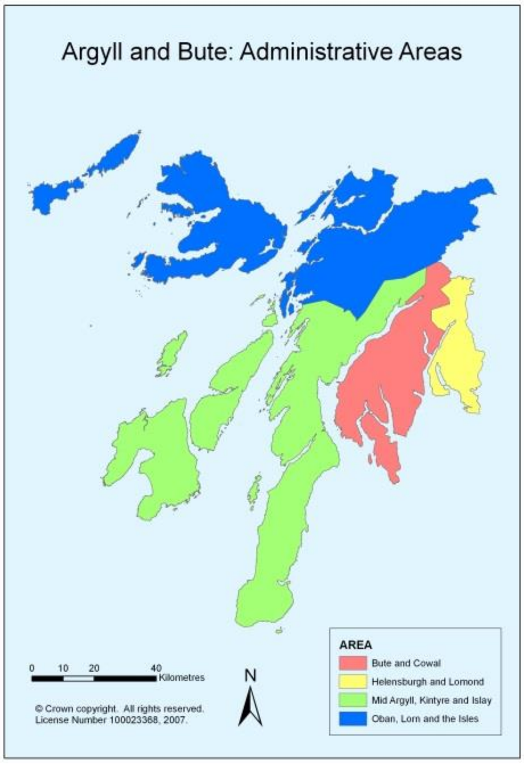
1.0 **Introduction**

1.1 This paper describes the approach taken to review the housing market area (HMA) boundaries within Argyll and Bute which will be used as the basis of the local authority's Housing Need and Demand Assessment (HNDA) and Local Housing Strategy (LHS). This updates the previous technical paper published in 2014.

1.2 There are a range of geographies that can be applied in the Argyll and Bute context including the local authority boundaries and the Council's four administrative areas:

FIGURE 1.1: Argyll & Bute Administrative Areas



Additional spatial partitioning of the authority area involves:

- Service delivery zones, such as secondary school catchment areas, or local social housing letting areas;
- Community Council areas;
- Political ward boundaries;
- The Argyll & Bute Health & Social Care Partnership's Localities;
- The Highlands & Islands Enterprise planning regions (which includes certain parts of the local authority area and excludes others);
- Statistically defined areas such as Intermediate Geographies; Datazones; Postcodes; and Census Output Areas;
- Travel to Work Areas (TTWAs, derived from Census outputs).

However, planning for housing requires a particular geographical approach and a specific functional definition.

1.3 **Housing market areas (HMAs)**

A housing market area is defined as a geographical space or territory within which people will search for housing and within which they are willing to move while maintaining their existing economic – e.g. employment – and social relationships (this thus excludes long distance migration associated with, for example, changed employment). The maximum distance that people are willing to move in the circumstances outlined above is affected by a number of factors chief among which are personal mobility, the time and money costs of travel and house price differences – these are all factors which can change substantially in the medium term. For this reason it is necessary to keep housing market area definitions under review.

1.4 The definition of market areas is essential if the land use planning system is to achieve an appropriate provision of land for housing development. The Scottish Planning system aims – as stated in SPP 3 and PAN 38 – to enable housing demand to be met (subject to a sustainable settlement strategy) where it arises, and within housing market areas. This requires that the demand for new housing within an area is established and that adequate provision is made for sites on which new development can take place to meet that demand. The definition of market areas is by no means an administrative or arbitrary process. If market areas are defined inaccurately then policy will produce unintended consequences and the overall aims of planning for housing – as outlined above – will not be met.

1.5 **The HNDA Guidance October 2018**

The Centre for Housing Market Analysis (CHMA) issued revised guidance in October 2018 to support local authorities carrying out Housing Need & Demand Assessments; and a crucial initial stage in this process is to agree appropriate geographies with the local Housing Market Partnership. HNDAs use a range of geographies, each of which has a specific use in LHSs and Development Plans. Some elements of the HNDA may only require presentation at local authority level, others at Housing Market Area level. The CHMA particularly emphasises the point that "*avoiding unnecessary disaggregation will reduce the complexity of the HNDA and the amount of time and resource needed for drafting*". As with all statistical estimates the more the data are disaggregated, the less precise the estimates become. For this reason authorities are encouraged to populate the CHMA's HNDA tool with the largest geographies possible.

1.6 It is acknowledged that rurality presents some specific issues for HNDA practitioners, including: defining HMAs – especially in sparsely populated areas; and small numbers in the data reducing its precision and robustness

1.7 Argyll and Bute Council intends to undertake an HNDA at HMA level which will provide, for each HMA an estimate of:-

- Households living in housing need;
- Households requiring affordable housing now and in the future;
- Households requiring market housing now and in the future;
- The shortfall of affordable housing now and in the future

These estimates will inform the setting of targets at HMA level for:

- Overall housing supply (covering all tenures)
- Housing land allocations/land release
- Affordable housing supply (including social rent and intermediate tenures)

They will also inform local policy solutions. The targets will be set out in the Local Housing Strategy and the local development plans of both the Council and Loch Lomond and the Trossachs National Park.

1.8 National Park Authorities

Although National Parks are the planning authority for their areas, local authorities remain the strategic housing authority. To plan for housing and create a park-level evidence-base for this purpose, parks and local authorities should work in partnership to prepare HNDAs. Scottish Planning Policy (SPP) states that the LDPs for the Parks should draw on the evidence provided by the HNDAs of the relevant local authorities. The SPP also states that National Park Authorities are not required to meet housing requirements in full within the park but should liaise with neighbouring authorities to deliver housing and ensure that a 5-year supply of effective land is maintained across the HMA. Therefore, the latest CHMA guidance recommends that HNDA results consider disaggregation where possible to the level of the sub-areas of the Park that fall within the local authority boundary. In the case of Argyll and Bute, this includes rural parts of the Cowal HMA and of the Helensburgh and Lomond HMA, as illustrated in Figure 1.2 overleaf.

In November 2013, the National Park commissioned housing market analysis to inform their Local Development Plan, and the findings of that research[1] have also helped to inform this refresh exercise. In terms of specifying the spatial boundaries of sub-areas, the study recognised that there is frequently a need for a trade-off between the areas for which relevant data is available (e.g. datazone, intermediate zone, etc.) and the ‘mental maps’ of community areas that local professionals hold. The study concluded that the sub-area boundaries for the Park should be defined on a "best fit" with intermediate zones as this is the lowest spatial level at which the CHMA supply CACI PayCheck data, for affordability analysis**.** This does add to the complexity of the spatial boundaries to be used for the HNDA and LHS, as Intermediate Geographies encompass larger, cross-border areas than the council’s functional HMAs.

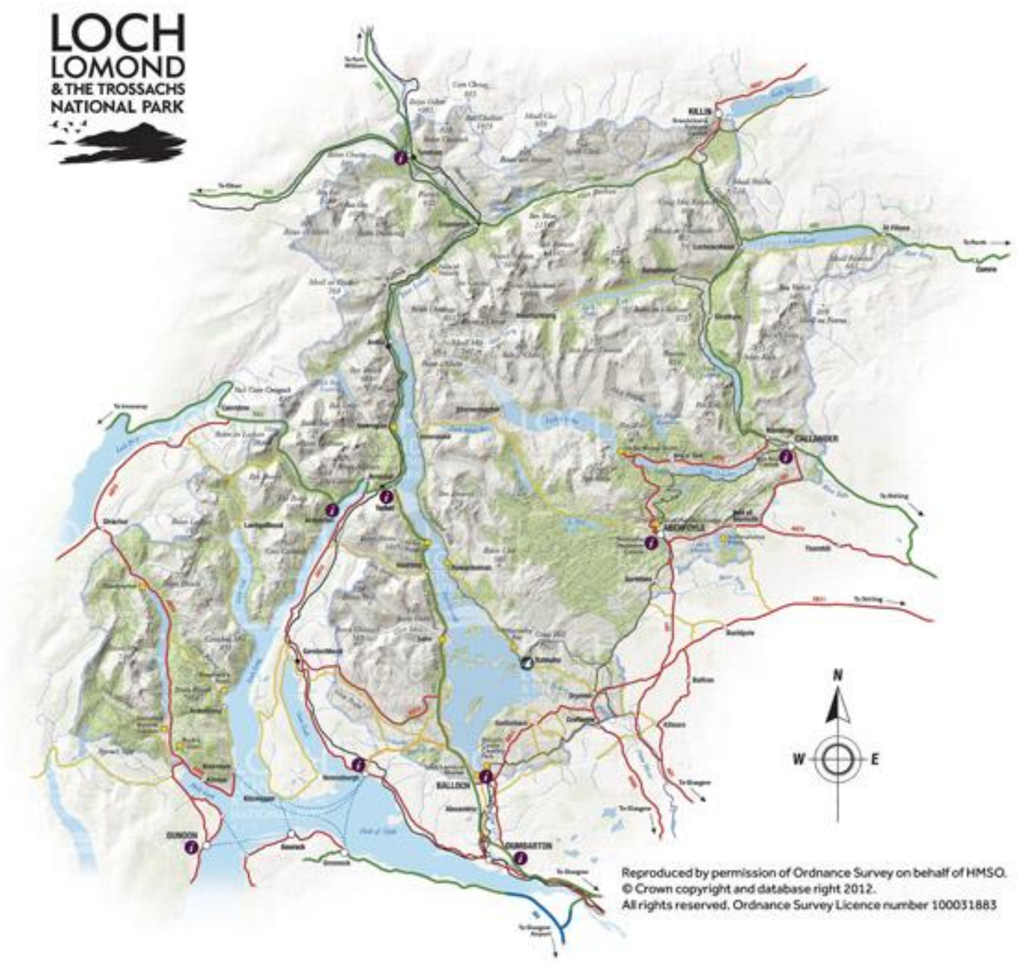
Based on the 2011 Census, Argyll and Bute contains around 20% of the total population of the National Park (1,350) while Stirling contains 59% and West Dunbartonshire has 19%, and Perth & Kinross has less than 2%. The Wider Loch Lomondside and, within it, the Loch Lomondside LDP Area as defined in the Park's Local Plan, was identified as a distinctive area that has minimal connections to the rest of the National Park. The communities that fall within

[1] Loch Lomond and the Trossachs National Park Authority: Housing Market Analysis to Inform Local Development Plan Evidence Base, Report by Craigforth, Newhaven Research Scotland & University of Stirling, November 2013.

the Loch Lomondside LDP area as well as Arrochar, Succoth and other small communities adjacent to the LDP boundary experience very considerable housing demand from the Greater Glasgow HMA and long distance movers. Housing market dynamics of this area are therefore very strongly shaped by trends in the Greater Glasgow HMA and developments at the UK wide level. Historically, the Cowal sub-area of the Park seems to have experienced some spill over from the Greater Glasgow HMA in the boom years, but today it continues to form an integral part of the Cowal HMA area, which is centred on the service centre of Dunoon.

In summary, therefore, the Council is of the view that the Cowal and Lomond sub-areas of the National Park operate as quite distinct markets and have more in common with the rest of their respective HMAs than with each other or the rest of the Park; and therefore there is no justification for creating a single, separate National Park HMA within Argyll and Bute. Findings of the most recent Helensburgh & Lomond Housing Market Study (North Star Consulting, 2017) supported this analysis. On this basis, the HNDA will strive as far as possible to disaggregate need to the Park sub-areas, but the primary focus will continue to be on the larger Argyll and Bute HMAs that contain these areas.

FIGURE 1.2: Map of the Loch Lomond & Trossachs National Park area



1.9 **Methodology**

There is no single, definitive method for establishing HMAs and the CHMA recognise different approaches are required in different areas. The Scottish Government HNDA Guidance refers to the original Communities Scotland Local Housing Systems Analysis (LHSA) Good Practice Guide[2] which refers in turn to their Guidance on Housing Market Areas[3] (Report 26). The LHSA lists a number of potential approaches using:

- Analysis of the origin and destination of house buyers (using sasines data).
- Travel to Work Areas, mainly defined using census data.
- Community boundaries such as Community Council areas.
- Pre-defined boundaries
- Local knowledge or instinct based modelling.

Some of the key features of HMAs are:

- **They are a compromise between theoretical appropriateness and practicality in terms of data availability and robustness.**
- **They must be at a scale which allows quantitative estimates to be made of current and future economic growth, demographic change & migration, and income estimates, and for housing requirement to be demand, rather than supply, led.**
- **The concept works best in urban areas. Difficult issues in rural areas include low market activity; sales to long distance retirees and second home owners; and highly localised demand, particularly for affordable housing. Rural HMAs "….may be more easily identified using qualitative or predominately consultative approaches, or school catchment areas" (LHSA Good Practice Guide).**

The current analysis has been carried out in line with these suggested methods to identify Argyll and Bute's HMAs.

1.10 **Purpose of this Housing Market Area refresh**

The refresh of housing market areas is necessary to ensure that the next Argyll and Bute-wide housing need and demand assessment can be prepared with the appropriate geographical outputs. The exercise was undertaken jointly with housing and planning staff from the council and input from Loch Lomond & Trossachs National Park, and the results will be ratified by key strategic partners on the Strategic Housing Forum.

1.10 In 2001 Communities Scotland defined housing market areas for the whole of Scotland. Subsequently, Argyll and Bute Council commissioned independent research into local housing markets within the local authority boundary from

[2] Local Housing System Analysis Good Practice Guide, Communities Scotland, 2004 http://www.lhs.communitiesscotland.gov.uk/stellent/groups/public/documents/webpages/cs_006031.pdf.

[3] Housing Market Areas in Scotland: Definition and Review; Volume 3: Guidance on Market Area Definition, Communities Scotland Research Report 26

consultants ODS Ltd and Arneil Johnston. A suite of HMA studies was produced over a period of time which validated the 9 sub-areas identified for strategic planning purposes, and these remain the focus and starting point of the current refresh. The emphasis is on clarifying whether any evidence exists to suggest this has changed. The main purpose of this refresh is therefore:

- to determine whether any statistical evidence exists to warrant a change to present housing market area boundaries and previous assumptions regarding functional HMAs;

- to determine the extent and nature of any cross-boundary housing market areas; and

- to address the formal requirements of the Scottish Government's HNDA and LHS guidance.

1.11 The specific objectives of this refresh are to carry out:

- **Origin-based destination analysis** – of sasines data (official records of house sales in Scotland) for 2014 to 2018 (updating the previous HNDA which was based on analysis of data for the period 2009 – 2013) to understand the origins of house moves to destinations within the previously defined HMAs. This indicates levels of self-containment and the significance of functional relationships with neighbouring authorities and market areas;
- **Triangulation** – with other housing stock, socio-economic and population data to reinforce or question observations under the sasines analysis above; and
- **Use of local knowledge** – to interpret and validate the conclusions being drawn, with professional expertise and local knowledge of the project team and key stakeholders.

The specific analyses will identify:

- **Where people move to and where they move from** – using the sasines data, the exercise will try to understand the following factors:

    I. **Local authority and sub-area self-containment**: percentage and number of house moves within each geography by origin of purchaser;
    II. **The extent of interaction between the HMAs**; percentage and number of house moves by existing HMA that originate within that same area;
    III. **The extent of interaction between the HMAs and other locations outwith the local authority, particularly neighbouring areas**; percentage and number of house moves to existing market areas that originate outwith the authority.

- **Cross-boundary interactions**
  No housing market area is 100% self-contained as people who can buy property will do so in various places for different reasons. This means that there are also some house moves between housing market areas, including across local authority boundaries. There is particular interest in understanding the extent of

the Helensburgh & Lomond housing market area and also any other cross-boundary issues.

The role of new build properties was also considered**.** The majority of moves are within the existing stock (second-hand sales) but new build properties can sometimes influence longer distance moves or prompt a new set of trends which are significant. However, on looking at the extent of sales purchased as new build in the 20014 – 2018 sasines data, the numbers proved insufficient for robust analysis, and no credible inferences could be drawn regarding the proportions and number of new build property sales by purchaser origin within the authority or each housing market area.

1.12 Sasines data cleansing

The sasines data was 'cleansed' prior to the analysis to remove errors and other anomalies so that only those categorised as 'person to person'/'2nd hand' sales or 'company new build' were included. In line with the Scottish Government's standard methodology, all property sales below £20,000 or above £1m were excluded to ensure that incorrectly categorised deed changes and family transfers or other "grace and favour" type transactions were not included and to avoid anomalous sale prices distorting calculations. Similarly any remaining entries that were suspected of being incorrectly categorised right to buys, inheritance, legal changes, shared equity or block sales were excluded. Any entry which did not have an origin was also excluded as this made it impossible to determine where the origin of the move was. In some cases it was possible to use the information provided to clarify the origin but where there were multiple locations with the same name these were excluded to avoid doubt. While analysis was carried out on an annual basis, the key dataset aggregated sasines information over a five year period[4] to achieve sufficient numbers to ensure statistical validity of the results. This is particularly critical in the rural context of Argyll & Bute's housing market areas.

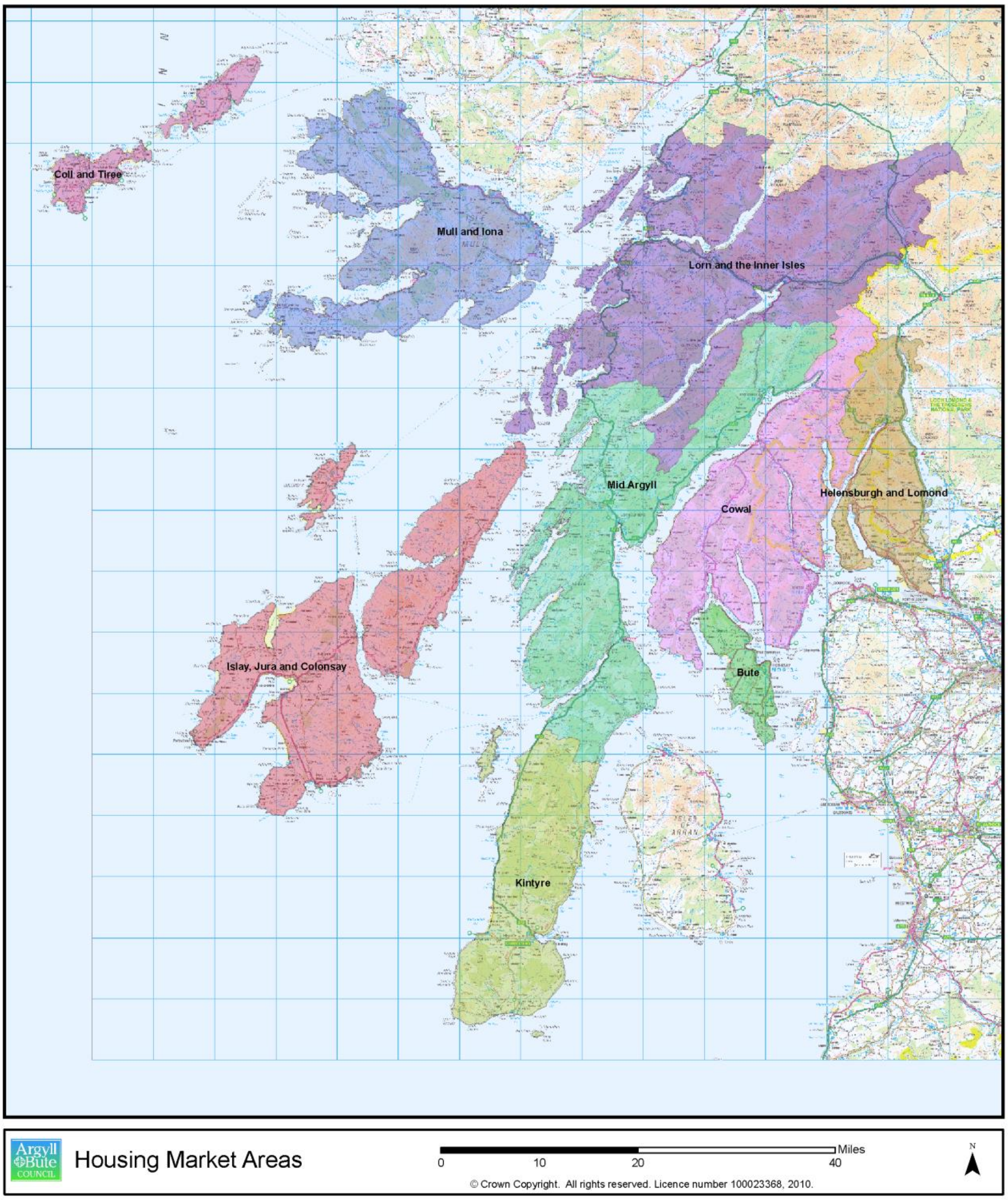
2.0 The current Argyll & Bute HNDA

The last HNDA for Argyll & Bute was approved as "robust and credible" by the CHMA in 2015/16, however, key datasets including the sasines analysis used to inform the evidence base focused on the period 2009-2013, and is therefore already significantly outdated. Nevertheless, this does provide a useful starting point for the current refresh.

2.1 Historically, 9 distinct HMAs have been identified for strategic planning purposes within the local authority. These are highlighted in the following map.

[4] NB. Following the introduction of GDPR legislation, the data field containing the origin of the purchaser was removed from the sasines dataset, pending a decision on whether this contravenes confidentiality criteria, and therefore only quarter 1 of 2018 provided the requisite information to enable analysis. Nevertheless, aggregating the available data from 2014 to 2018(Q1) does still allow for robust analysis.

FIGURE 2.1: CURRENT HOUSING MARKET AREA BOUNDARIES IN ARGYLL & BUTE



1.2. The existing HMAs comprise:-

- **Cowal (includes part of Loch Lomond & Trossachs National Park)**
- **Bute**
- **Mid Argyll (includes Inveraray and Tarbert)**
- **Kintyre (includes Isle of Gigha)**
- **Islay, Jura & Colonsay**
- **Oban & Lorn (includes the inner isles of Seil, Luing, Lismore etc)**
- **Mull & Iona**
- **Coll & Tiree**
- **Helensburgh & Lomond (includes part of Loch Lomond & Trossachs National Park)**

Detailed descriptions and analysis of each HMA is set out in Section 3.

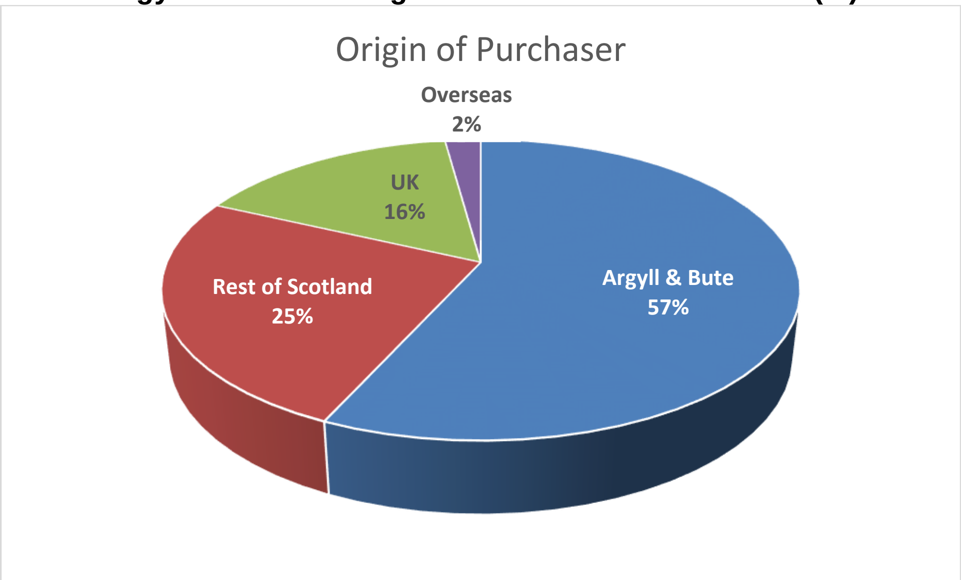
2.3 Argyll & Bute Housing Market 2014 – 2018 (Q1)

2.3.1 Between 2014 and 2018 (quarter 1 only) there were a total of 7,019 house sales in Argyll and Bute, of which 6,913 have an identified origin for the purchaser. Of these sales, 3,926 were purchased by persons already located within Argyll and Bute giving a containment rate of 56.8% (reduced from 61.5% in the previous five year period). There is no scientific method for determining what the appropriate threshold for self-containment is, though convention places it at around 70-75%. A lower threshold of around 60-65% has also been used in the past by some local authority analysts but on that basis Argyll and Bute is not a particularly highly self-contained housing market. A quarter of sales went to house buyers from elsewhere in Scotland and almost 16% to purchasers from the rest of the UK. A small proportion of purchasers come from overseas. The following table and figure summarise the containment in Argyll and Bute between 2014 and 2018.

TABLE 1: ARGYLL & BUTE HOUSING MARKET CONTAINMENT 2014-18

Origin of Purchaser	Nos of Sales	As % of sales with known origin
Argyll & Bute	3,926	56.9%
Rest of Scotland	1,737	25.1%
UK	1,101	15.9%
Rest of World	149	2.2%
Total Known Origin	6,913	100.0%
Unknown Origin	106	-
TOTAL	7,019	-

FIGURE 2.2: Argyll& Bute Housing Market Containment 2014-18(%)



Source: Register of Sasines 2014-2018

2.3.2 However, the percentage of sales to purchasers originating across neighbouring local authority boundaries is not significantly high and would not justify extending the housing market area boundary in this instance. As Table 2 below indicates, the main origin of Scottish based purchasers out with Argyll and Bute are Glasgow (389 sales, or 5.6% of all sales) and West Dunbartonshire (152, 2.2%). While noteworthy, these are well below the threshold of around 10% suggested in the guidance for determining significant "spheres of influence" on local housing markets. In fact, the evidence shows that house buyers originate from a wide spread of local authorities across most of Scotland, albeit numbers in most cases are very low.

TABLE 2: ARGYLL & BUTE HOUSE SALES TO SCOTTISH PURCHASERS

Scottish Origin Based Sales 2014-2018 (excluding Argyll & Bute)			
Local Authority areas	**Total**	**% of Scottish Sales**	**% of All Sales**
Aberdeen City	16	0.9%	0.2%
Aberdeenshire	47	2.7%	0.7%
Angus	13	0.7%	0.2%
Ayrshire	4	0.2%	0.1%
Clackmannanshire	18	1.0%	0.3%
Dumfries & Galloway	24	1.4%	0.3%
Dundee	11	0.6%	0.2%
East Ayrshire	15	0.9%	0.2%
East Dunbartonshire	76	4.4%	1.1%
East Lothian	23	1.3%	0.3%
East Renfrewshire	41	2.4%	0.6%
Edinburgh	122	7.0%	1.8%
Falkirk	20	1.2%	0.3%
Fife	57	3.3%	0.8%
Glasgow	389	22.4%	5.6%
Highland	97	5.6%	1.4%
Inverclyde	60	3.5%	0.9%
Midlothian	8	0.5%	0.1%
Moray	10	0.6%	0.1%
North Ayrshire	60	3.5%	0.9%
North Lanarkshire	56	3.2%	0.8%
Orkney	2	0.1%	0.0%
Perth & Kinross	44	2.5%	0.6%
Renfrewshire	101	5.8%	1.5%
Scottish Borders	22	1.3%	0.3%
Shetland Isles	3	0.2%	0.0%
South Ayrshire	31	1.8%	0.4%
South Lanarkshire	107	6.2%	1.5%
Stirling	55	3.2%	0.8%

West Dunbartonshire	152	8.8%	2.2%
West Lothian	46	2.6%	0.7%
Western Isles	7	0.4%	0.1%
Scotland (excludes A&B)	1,737	100.0%	25.1%

2.3.3 Around 67% of all Scottish originating sales (out with Argyll and Bute itself) were to purchasers beyond the immediate neighbouring local authorities, of Highland, West Dunbartonshire, Inverclyde, Perth & Kinross, Stirling, North Ayrshire and Renfrewshire. These authorities together made up just 33% of the Scottish based sales; and, overall, these cross-border sales comprised only 8% of the total known sales. This supports the view that Argyll and Bute, while not highly self-contained, can be considered a functional housing market area within its own boundaries for strategic planning purposes.

2.3.4 Looking at containment trends on an annual basis over the last five years, Table 3 below indicates that there has been some fluctuation, with a (proportionate rather than numerical) peak in local sales in 2014 and a marked drop in containment in 2016. However, overall the proportionate breakdown of house buyers from elsewhere in Scotland, the UK and overseas has been relatively consistent.

TABLE 3: Annual Containment (Known Sales) Argyll & Bute

YEAR	Argyll & Bute %	Scotland %	UK %	Overseas %
2014	59.6%	24.2%	13.7%	2.5%
2015	56.9%	25.3%	15.7%	2.1%
2016	53.7%	27.8%	16.4%	2.1%
2017	57.5%	23.5%	16.9%	2.1%
2018(Q1)	55.2%	23.8%	19.4%	1.6%

2.3.5 There are also significant variations in containment across the market, as might be expected, with sales in the upper price quartile exhibiting a much lower level of self-containment (less than 42%). Interestingly though, containment is actually highest in quartile 2 of the market, whereas it might have been expected that more local residents would be accessing the lowest quartile market. Table 4 below summarises the proportionate levels of containment across the 4 price quartiles for all known sales over the five year period.

TABLE 4: Market Containment (known sales) by House Price Quartile, Argyll & Bute 2014-18 (%)

Origin of purchaser	Q1 £20,000 - £78,600	Q2 £79,000 - £125,000	Q3 £125,000 - £197,500	Q4 £197,500 - £999,950	All Sales
Argyll & Bute	57.5%	65.1%	62.9%	41.6%	56.8%
Scotland	26.2%	22.7%	22.4%	29.3%	25.1%
UK	14.3%	10.9%	12.9%	25.6%	15.9%
Overseas	2.0%	1.3%	1.8%	3.5%	2.2%
Totals	100.0%	100%	100%	100%	100%

2.3.6 ***Origin based containment*** is defined as the majority of households buying a house within an area having moved from somewhere else within that area; while ***destination based containment*** is defined as the majority of people selling a house in an area moving to somewhere within that area. Basic destination-based analysis was carried out on the Scotland-wide Sasines dataset for 2017, looking at useable records with Argyll and Bute as the purchasers' origin. This only identifies house buyers moving within Argyll and Bute or from this local authority to elsewhere in Scotland. There were around 1,914 verifiable sales over that year and of these only 568 moved out with Argyll and Bute. This amounts to almost 30% of sales. 1,346 house buyers (70%) purchased homes within Argyll and Bute, giving a significantly high level of containment, which supports the definition of this authority as a functional housing market. The main market interactions with other local authorities were with Glasgow (145 sales), Highland (76 sales), West Dunbartonshire (56 sales), and Renfrewshire (44 sales). Other neighbouring local authorities evidenced significantly lower cross-boundary flows: only 16 purchasers moved to Inverclyde over the year; for instance, and 20 to Stirling; while further afield, 27 of the purchasers who originated from Argyll and Bute moved to Edinburgh.

2.3.7 In summary, therefore, with origin and destination-based self-containment flows ranging from 57% to around 70%, we can conclude that the Argyll and Bute administrative area remains a relatively distinct housing market for strategic planning purposes, although it continues to be open to influence from the wider Glasgow City HMA and, to a lesser extent, the neighbouring authority of West Dunbartonshire. In general the scale of moves to or from neighbouring local authorities is comparatively weak in most cases (less than 1%).

2.3.8 However, the LHSA: Good Practice Guide states that larger areas are always more self-contained than smaller ones, and a sufficiently large area may meet a minimum containment criteria without necessarily having a functional significance. In the rural context of Argyll and Bute it is crucial to consider the operation of smaller, sub-area housing markets, as need and demand can be highly localised at the level of individual islands, settlements or communities; and pressured "hotspots" may be masked within larger geographies. The expansive size of Argyll and Bute, and travel distances between key settlements, preclude easy movement and result in a large number of discrete sub-markets with quite distinct characteristics; and therefore the following section looks at the individual HMAs in more detail.

3. 0 THE INDIVIDUAL HOUSING MARKET AREAS (HMAs)

3.1 These HMAs are based around the main towns/key settlements or “spheres of influence” and also reflect the distribution of the main secondary school catchment areas across Argyll and Bute. For the purposes of statistical robustness in data analysis, smaller islands have been grouped together in single HMAs however it is acknowledged that on occasion further disaggregated assessment would be beneficial. A rolling programme of HMA studies carried out originally by different, independent consultants confirmed through containment analysis and community consultation that these 9 HMAs represented the appropriate best-fit analytical basis for housing needs assessment. This work involved:

- Defining the settlement backbone of the area i.e. centres of local employment
- Determining movement patterns using Sasines data
- Identifying policy or infrastructure parameters which impact on the movement of households between and within local HMAs and sub-areas
- Analysing critical housing developments which might impact on household mobility; and
- Revising HMA boundaries to reflect these policy considerations.

3.2 This work is recorded in the series of individual Housing Market Studies available on request from the Council; and this current study builds on that original research[5]. Crucially, this paper also provides a basic review and update of the previous HNDA Technical Supporting Paper which was produced by the Council in 2014. The following paragraphs consider each of the 9 HMAs in turn, in the light of the latest sasines data. In reviewing the historic approach to the definition of HMAs within Argyll and Bute, the LHS Team were mindful of certain specific issues, including (but not limited to):-

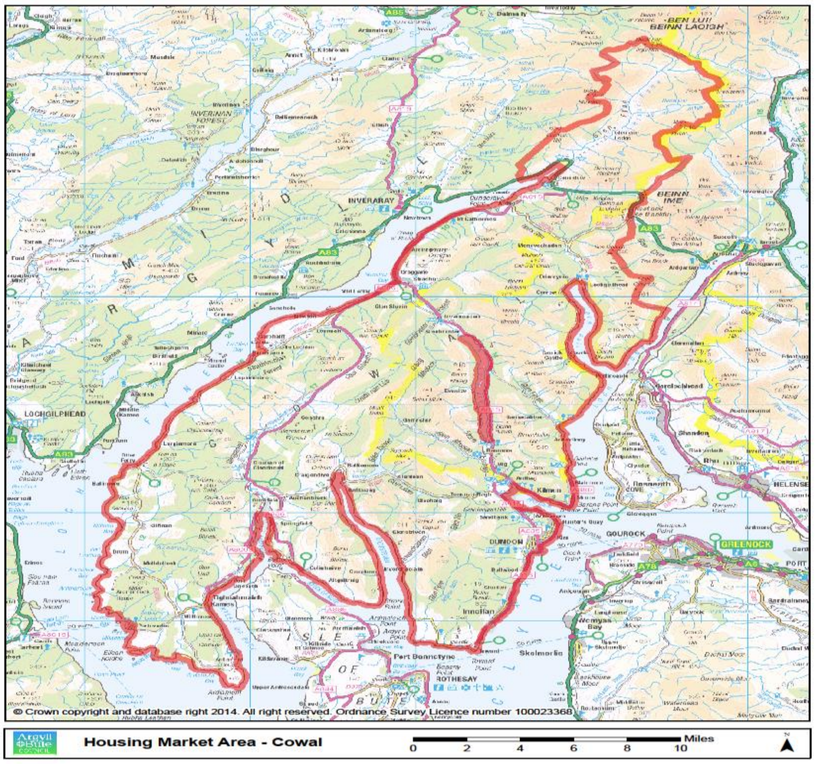
- Any evidential factors requiring adjustments to the Helensburgh & Lomond HMA;
- The status of Tarbert in relation to the Mid Argyll and Kintyre HMAs;
- The appropriateness of retaining Coll & Tiree as a distinct HMA, given the restrictive size of the population; and the relative merits of disaggregating other island groupings further, given the requirement to achieve statistical validity and critical mass for “robust and credible” analysis;
- The best-fit approach to sub-areas within the Loch Lomond & Trossachs National Park planning authority.

[5] See for example North Star Consulting’s Housing Market Area Study for Helensburgh & Lomond (2017).

3.3 COWAL HOUSING MARKET AREA

The Cowal peninsula is mainly influenced by the town of Dunoon, and includes the **key rural settlements** of Kames/Tighnabruiach; Strachur; and Cairndow which are designated for development within the Council's proposed LDP. The area includes part of the Loch Lomond & Trossachs National Park which covers north Cowal – Loch Eck; Lochgoilhead; and Carrick – down to Blairmore/ Kilmun/ Strone.

HMA 1	Cowal
Main Towns (i.e. pop. exceeds 3000)	Dunoon
Villages (i.e. mainland pop. of between 150 - 3000)	Ardentinny; Blairmore/Kilmun/Strone; Innellan Kames/Tighnabruiach; Lochgoilhead Sandbank (includes Ardnadam); Strachur
Minor Settlements (i.e. at least 6 dwelling houses and mainland pop. of up to 149)	Ardnagowan; Cairndow; Carrick Castle; Clachaig; Colintraive; Creag a'Phuill; Clachan of Glendaruel; Glenbranter; Invernaden; Kilfinan; Largiemore; Leachd; Leanach; Lephinmore; Lower Altgatraig-Newton; Mill Cottage (Glendaruel); Millhouse; Newton; Portavadie; St. Catherines; Stronafian; Stronvochlan; Toward
Wards	East Lochfyne Kirn & Hunter's Quay; Ardenslate; Milton; Auchamore & Innellan; Holy Loch

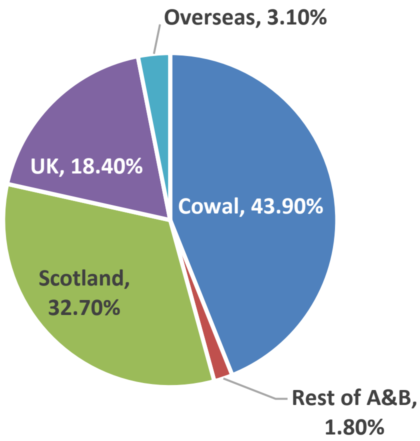


There were 1,335 house sales in the Cowal HMA over the period 2014-2018, of which 1,313 have identifiable origins of purchasers. The sasines analysis summarised in figure 3.1 below shows that Cowal is not strongly self-contained, with less than half the sales (only 44%) originating within the HMA itself. This is still the largest source of sales however, with the next largest area of origin being the rest of Scotland (33%). It is noticeable that the proportion of sales from elsewhere in Argyll and Bute is marginal (1.8% in total) and that actually there were more incoming purchasers from overseas (3.1%); while the UK made up 18.4% of all sales.

Cowal also remains relatively distinct from other local authorities: the majority of sales out with the HMA come from areas which have no boundary with Cowal. The scale of moves originating in neighbouring authorities or housing market areas is in fact comparatively weak, with Inverclyde having only 2.1% and West Dunbartonshire only 0.5% of sales. Glasgow had the highest percentage of purchasers (97, or 7.4%) while there were 45 from South Lanarkshire (3.4%). The other main origin within Scotland was Renfrewshire with 38 sales (2.9%).

Cowal is also quite distinct from the neighbouring HMAs in Argyll and Bute (only 12 sales from Helensburgh & Lomond, 3 from Mid Argyll and 2 from Bute). In addition, the north Cowal peninsula (Cairndow/Lochgoilhead area) exhibits similar close connectivity within Cowal and little or no apparent linkages to other localities or settlements in the wider region.

FIGURE 3.1: House Sales in Cowal by origin of purchaser 2014-2018



This clearly illustrates that the HMA is subject to significant mobile demand and it also reinforces the conclusion that it is not strongly self-contained. There is evidence that this area includes a significant proportion of second homes which can be a significant factor on the operation of the market. However, despite the lack of strong self-containment there is no compelling statistical evidence to suggest altering the market area boundary; and given the influence of the congruent local secondary school catchment area together with local perceptions and community views, it is recommended that the Cowal HMA as presently defined should be retained. It should also be noted that origin and destination flows analysis carried out by the National Park in 2013 reinforced the Council's conclusion that the Cowal sub-area of the Loch Lomond & Trossachs National Park forms part of the Cowal HMA that extends across the whole of the peninsula.

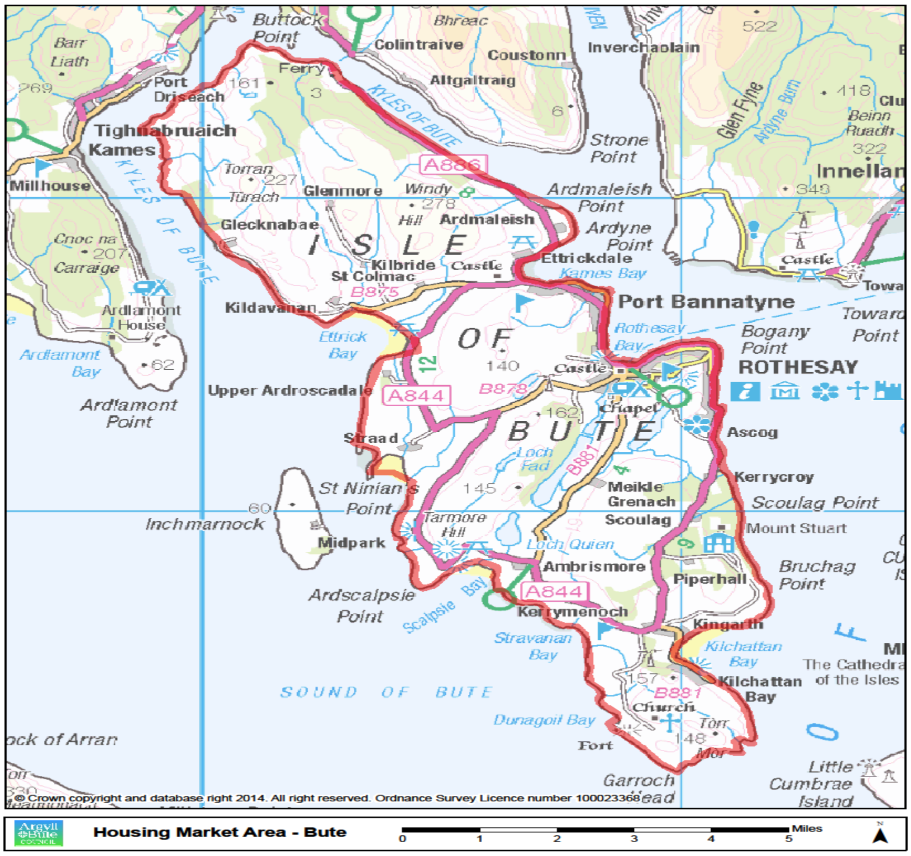
The Cowal HMA comprises the following data geographies which can be used for statistical analysis:

Post Code Sectors	PA22 3; PA23 7; PA23 8; PA24 8; PA25 8; PA26 8; PA27 8; PA21 2 (partially overlaps Bute)
Datazones	S01007351-S01007357; S01007359-S01007372
Travel To Work Area	Dunoon & Rothesay

3.4 BUTE HOUSING MARKET AREA

This area includes the island of Bute and the much smaller neighbour of Inchmarnock. The community area is based around the town of Rothesay which provides the key service outlets and is the location of the secondary school.

HMA 2	Bute
Main Towns (i.e. pop. exceeds 3000)	Rothesay
Villages (i.e. pop. of between 150 - 3000)	Port Bannatyne /Ardbeg
Minor Settlements (i.e. at least 6 dwelling houses and pop. of up to 149)	Kilchattan Bay / Kingarth; Ettrickdale; Kerrycroy ; Straad; Cnoc-an-Rear
Wards	Bute North; Bute Central; Bute South



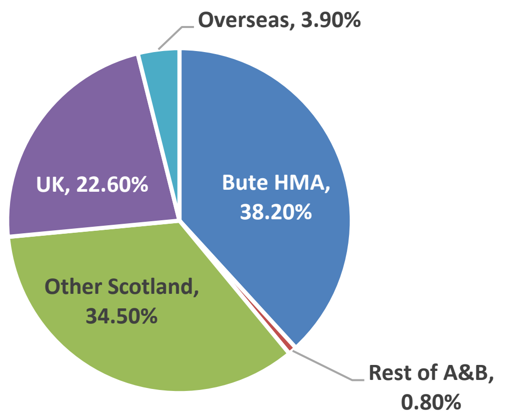
Over the period 2014 to 2018 there were 607 house moves on Bute, of which 597 have identifiable purchaser origin details. The sasines analysis summarised in Figure 3.2 below reveals that the Bute HMA is strongly influenced by in-migration and although the majority of sales do originate within the island (38%), this cannot be deemed to be a particularly self-contained area.

Although Bute is usually linked administratively with Cowal and together both areas were defined as a single Travel to Work Area ("Dunoon & Rothesay" based on Census data), in fact the island does not exhibit strong links with this or other local HMAs within

Argyll and Bute. There was only 1 identifiable sale to a purchaser from Cowal over the 5 year period, and one from Islay and 2 from Helensburgh and Lomond. In fact, the proportion of buyers moving from overseas to Bute was almost five times higher than that from the rest of Argyll and Bute, at 3.9%.

Over a third of purchasers were from elsewhere in Scotland (34.5%); widely spread across 26 local authority areas, with the main originating areas being Glasgow (52 sales) and South Lanarkshire (20 sales).

FIGURE 3.2: Origin of House Purchasers on Bute 2014-2018



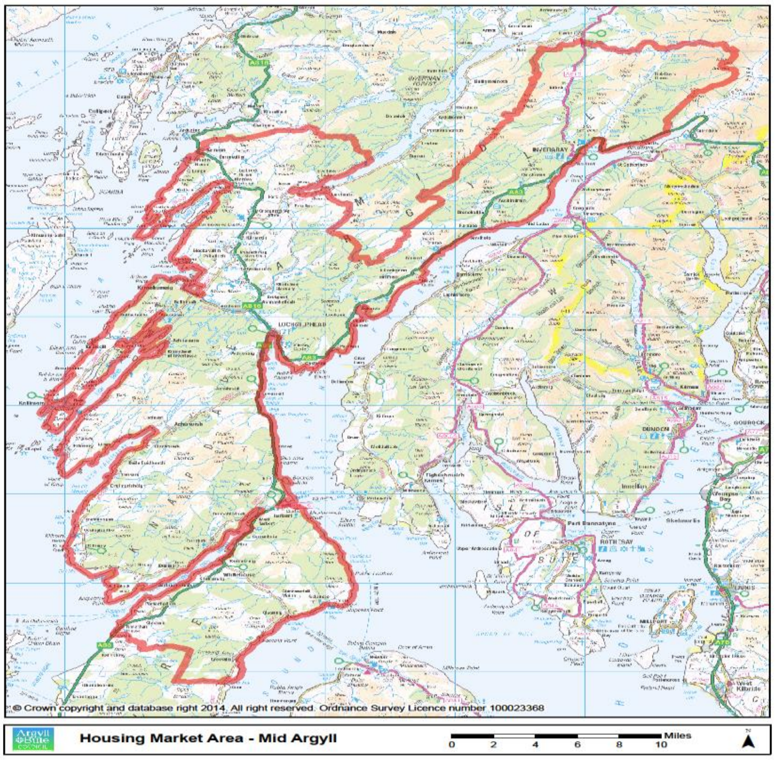
While the island is therefore subject to very significant mobile demand, with 62% sales originating beyond its boundaries, the lack of any strong market links with immediate neighbouring areas such as Cowal indicate that there is no justification to merge the area within a wider HMA; and the local community view that as an island Bute should be considered as a distinct HMA for planning purposes remains the most appropriate option.

The Bute HMA comprises the following data geographies which can be used for statistical analysis:

Post Code Sectors	PA20 0; PA20 9; PA21 2 (overlaps with Cowal)
Datazones	S01007340 - S01007350
Travel To Work Area	Dunoon & Rothesay

3.5 MID ARGYLL HOUSING MARKET AREA

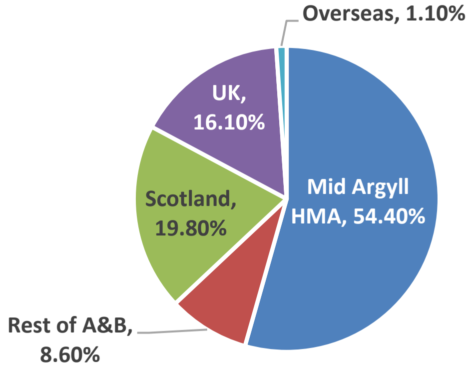
This Housing Market Area overlaps with 3 separate community areas: Mid Argyll - centred on Lochgilphead & Ardrishaig, includes North Knapdale; North Kintyre - focused on Tarbert, includes Clachan, Whitehouse & South Knapdale; and the Inveraray/Furnace area. This area is contiguous with the Lochgilphead TTWA. **Key rural settlements** designated in the Council's LDP include: Ardfern, Furnace, Tayvallich, and Clachan.



HMA 3	Mid Argyll
Main Towns (i.e. pop. exceeds 3000)	Lochgilphead
Villages (i.e. mainland pop. of between 150 - 3000)	Ardfern; Ardrishaig; Cairnbaan; Inveraray; Kilmichael / Bridgend; Minard; Tarbert; Tayvallich (including Carsaig); Kilmartin
Minor Settlements (i.e. at least 6 dwellinghouses and mainland pop. of up to 149)	Achahoish; Achnamara; Bellanoch; Castleton; Clachan; Craobh Haven; Crinan; Cumlodden; Ford; Furnace; Kilberry; Skipness; Torinturk; Whitehouse
Wards	Knapdale; Lochgilphead; Craignish/Glenaray

Considering the Mid Argyll HMA as it has been historically defined, there were 674 sales between 2014 and 2018, of which 663 provide useable data for containment analysis. The bulk of these, 407, were in the Lochgilphead postcode; while 161 were in the Tarbert postcode; and 90 were in the Inveraray postcode. These three areas encompass a number of smaller satellite settlements. Around 37% of the sales were from out with Argyll and Bute and only 57 sales (8.6%) came from elsewhere in Argyll and Bute, with the most significant influence being Lorn (22 or 3%) and Kintyre (17 or 2.6%), however these figures are still too small to indicate particularly robust market links.

FIGURE 3.3: Mid Argyll House Sales by Origin of Purchaser (2014-2018)



As historically defined, the Mid Argyll HMA extends from the main “sphere of influence” in Lochgilphead to encompass both Inveraray and Tarbert. However, the positioning of the latter settlement in particular and the appropriate boundary between Mid Argyll and Kintyre HMAs has proved fluid and open to debate. This therefore has warranted further detailed analysis of the available data. The figures are too small to draw robust conclusions but in the case of Inveraray, for example, the majority of sales (38 of 91) are contained within the Mid Argyll HMA and there is no evidence of any strong linkages with the Cowal HMA (only 2 sales from Dunoon and none from the Cairndow area) or other neighbouring areas and therefore it is practical to continue to include Inveraray with the Mid Argyll HMA.

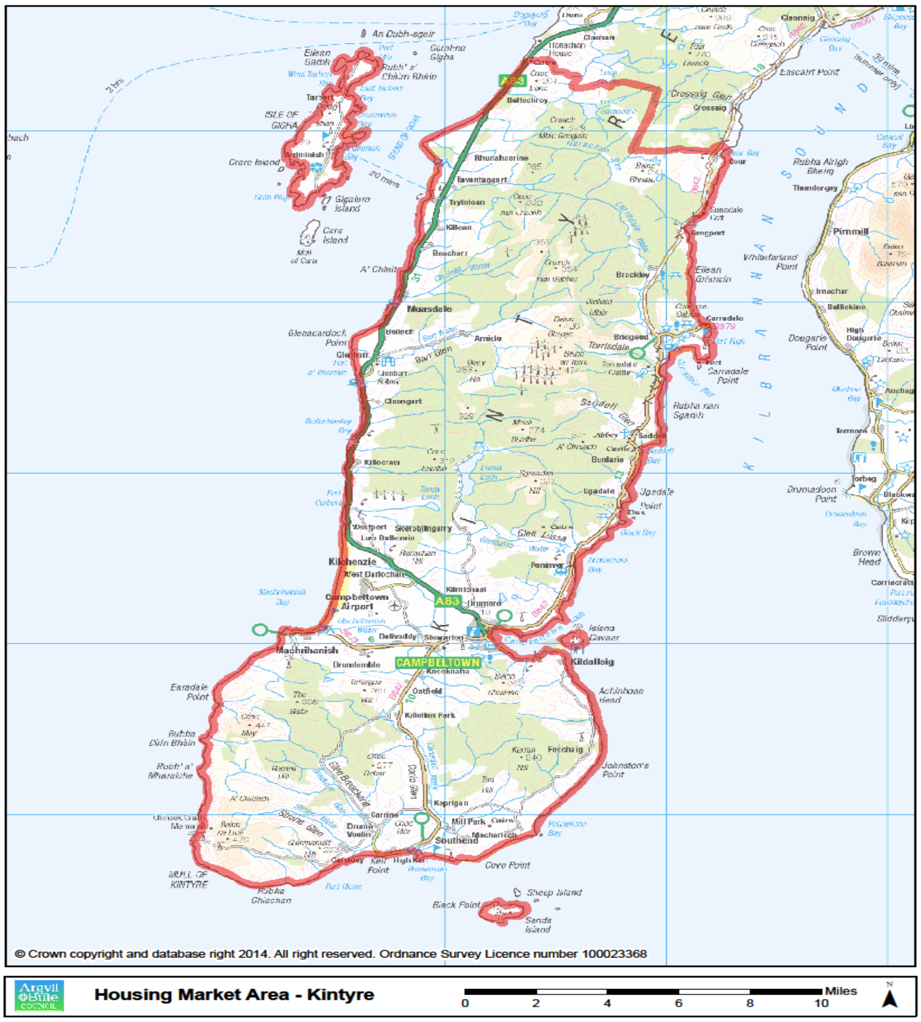
The majority of sales within the Tarbert area were also local (69 of 161) with only a few sales (26) from other parts of either Mid Argyll or Kintyre. The evidence remains inconclusive for assigning this settlement to either of these HMAs and given that there is a separate secondary school serving this area, it might be argued that Tarbert (with the Skipness and Clachan area) could be considered as a distinct HMA in its own right. However, this would not meet the other requirements for strategic planning, in terms of providing sufficient numbers to ensure robust statistical validity for analysis. The current HMA boundary follows the SNS 2011 datazone (S01007321 – Knapdale 02) that extends as far as Clachan, which does exhibit relatively strong links with Tarbert and should be included in any functional market covering this area. On balance, therefore, it is recommended that the historic definition of the Mid Argyll HMA is retained for general planning purposes but that the Strategic Housing Investment Plan process should also continue to monitor and assess priorities at as localised a level as possible.

Post Code Sectors	PA29 6 Tarbert; PA30 8 Ardrishaig PA31 8 Lochgilphead; PA32 8 Inverary/ Furn
Datazones	S01007311 - S01007323
Travel To Work Area	Lochgilphead

3.6 KINTYRE HOUSING MARKET AREA

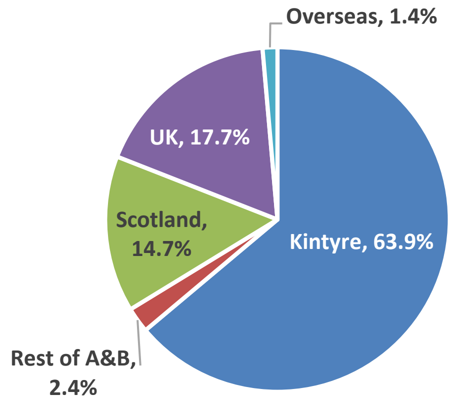
The south Kintyre peninsula is combined with the Isle of Gigha to constitute this HMA, focused around the main town and service delivery centre of Campbeltown. The Council's LDP has designated Carradale, Glenbarr, Southend and Ardminish (Gigha) as **key rural settlements**; and this HMA is contiguous with the Campbeltown TTWA, (based on 2011 Census data).

HMA 4	Kintyre
Main Towns (i.e. pop. exceeds 3000)	Campbeltown
Villages (i.e. mainland pop. of between 150 - 3000)	Carradale; Machrihanish; Southend
Minor Settlements (i.e. at least 6 dwelling houses and mainland pop. of up to 149)	Ardminish – Gigha; Bellochantuy; Bridgend/Waterfoot; Croggan; Drumlemble;Glenbarr; Grogport; Kilchrenzie; Killean; Killeonan/Knocknaha; Millpark; Muasdale; Peninver; Saddell; Stewarton; Tayinloan;Whitehouse
Wards	South Kintyre; Campbeltown Central; East Central Kintyre; North & West Kintyre



Between 2014 and 2018 there were 512 sales in the Kintyre HMA of which 504 provide verifiable data for analysis. With 64% of sales being local to the HMA this is actually one of the most self-contained HMAs in the authority area. Only 2.4% of sales were to buyers from elsewhere in Argyll and Bute, with a mere 3 purchasers originating from each of the Mid Argyll and Lorn HMAS though neither of these is particularly significant. Over a third of sales (33.7%) are from areas out with Argyll and Bute, with almost 18% from the UK and 15% from elsewhere in Scotland.

FIGURE 3.4: Kintyre House Sales by Origin of Purchaser (2014-18)



As noted in consideration of Mid Argyll, the only potential issue with this HMA is whether the boundary could be extended northwards to encompass the wider Skipness & Tarbert community area, however the statistical evidence is insufficient to warrant this adjustment to the historical approach and the recommendation is to retain Kintyre as currently defined. This also has the merit of following the datazone boundary, which facilitates consistent, comparative statistical analysis over time. It should be noted that the adjacent island of Gigha is usually incorporated in this HMA purely for practical planning purposes as it would not have sufficient critical mass in terms of market activity to support independent analysis at this level.

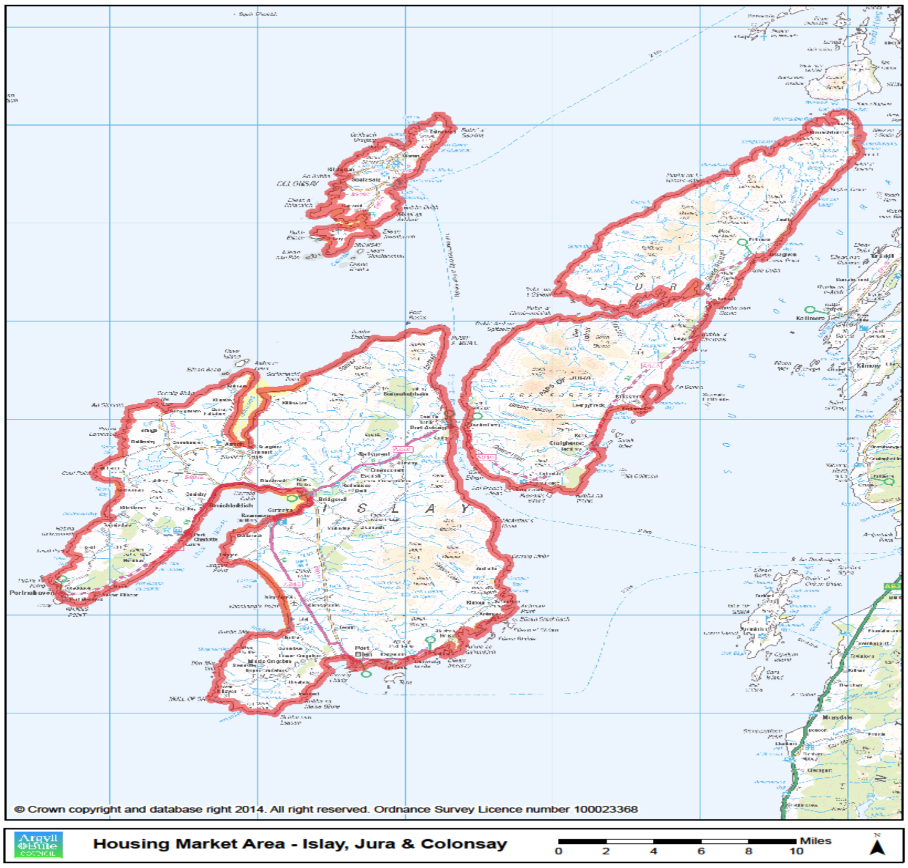
The Kintyre HMA comprises the following data geographies which can be used for statistical analysis:

Post Code Sectors	PA28 6 Campbeltown; PA41 7 Gigha
Datazones	S01007329 - S01007339
Travel To Work Area	Campbeltown

3.7 ISLAY, JURA & COLONSAY HOUSING MARKET AREA

Islay is the second largest island in Argyll & Bute and Bowmore is its largest settlement. Jura is the third largest island but has a relatively small population based around Craighouse. Colonsay is physically linked to Oronsay at low tide. **Key rural settlements** for development in the Council's proposed LDP, include: Craighouse, Port Charlotte and Port Ellen

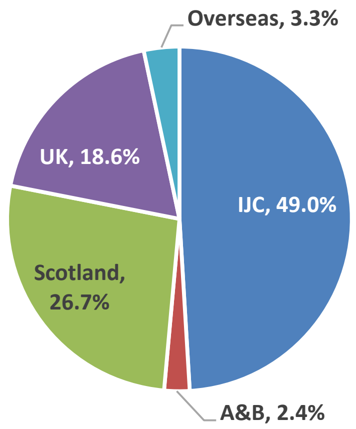
HMA 5	Islay, Jura & Colonsay
Main Towns (i.e. pop. exceeds 3000)	None
Villages (i.e. pop. of between 150 - 3000)	Ballygrant - including Kilmeny; Bowmore; Bruichladdich; Keills; Port Charlotte; Port Ellen; Portnahaven/Port Wemyss
Minor Settlements (i.e. at least 6 dwellinghouses and pop. of up to 149)	**Islay**: Ardbeg; Ballinaby; Blackrock; Bridgend; Bunnahabhain; Caol Ila; Claddach; Conisby; Coullabus; Duiletter; Eallabus; Glenegadale Lagavulin; Nerabus; Port Askaig; Redhouses. **Jura:**Craighouse-Keills; Knockrome/Ardfernal. **Colonsay:** Scalasaig
Wards	Islay North, Jura & Colonsay; Islay South



There were 215 house sales across the islands of Islay, Jura & Colonsay between 2014 and 2018, and of these 210 are valid for containment analysis. The vast majority were on Islay (176) with 22 on Jura and only 12 on Colonsay which makes robust analysis at the level of individual islands problematic. 91of the Islay sales were to island residents (52% of all Islay sales); only 3 of the Jura sales were to local residents (14%); and similarly only 3 sales on Colonsay were to local residents (which equates to 25% of all sales, but numbers are insufficient for valid analysis).

Taking the island grouping as a single HMA, the sasines analysis summarised in Figure 3.5 below indicates that although the majority of sales are to local residents, at 49% this is not a self-contained area. 48.6% of house buyers come from out with the local authority area and there are more from overseas than from elsewhere in Argyll and Bute (3.3% and 2.4% respectively).

FIGURE 3.5: House Sales by Origin of Purchaser (2014-2018)



This combined island market, therefore, is subject to significant external demand and in-migration which may be positive for community sustainability and population growth, however, there is evidence of a significant second/holiday home market on the islands which can have conflicting effects and will impact on local housing need.

Based on this analysis, there is no compelling evidence for extending or merging these islands within a wider HMA however at the same time, for the purposes of strategic planning and robust analysis, it would not be practical to disaggregate the islands further. As far as possible, the SHIP process will incorporate a finer grained approach to address this issue.

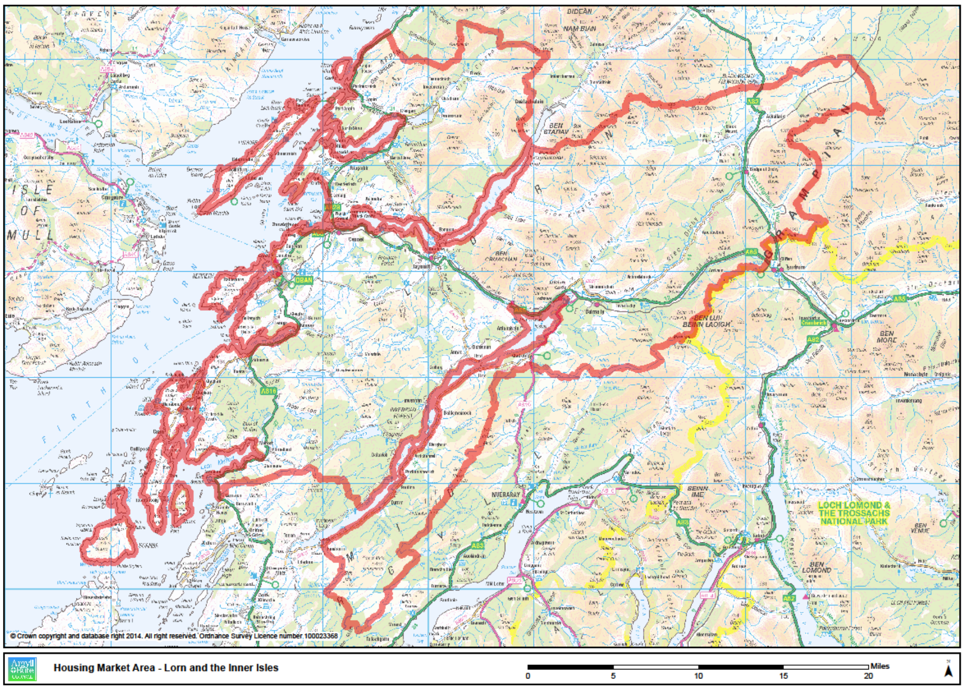
The Islay, Jura & Colonsay HMA comprises the following data geographies which can be used for statistical analysis:

Post Code Sectors	PA42 7 Port Ellen; PA43 7 Bowmore; PA44 7 Gruinart; PA45 7 Ballygrant; PA46 7 Port Askaig; PA47 7 Portnahaven; PA48 7 Port Charlotte; PA49 7 Bruichladdich; PA60 7 Jura; PA61 7 Colonsay
Datazones	S01007324 - S01007328
Travel To Work Area	Mull & Islay

3.8 LORN HOUSING MARKET AREA

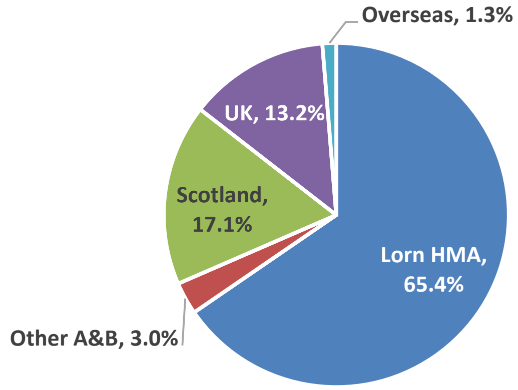
Centred on Oban, this community area embraces much of Loch Awe & the smaller inner islands of Lismore, Kerrera, Seil, Easdale, Luing & Shuna. There are also various small, uninhabited islets within the area. The HMA is more or less contiguous with the Oban TTWA (based on 2011 Census data); and it is served by the secondary school in Oban. **Key Rural Settlements,** for planning purposes, include: Benderloch, Barcaldine, Dalmally, and Taynuilt.

HMA 6	Lorn
Main Towns (i.e. pop. exceeds 3000)	Oban
Villages (i.e. mainland pop. of between 150 - 3000)	Appin/Tynribbie/Portnacroish; Balvicar-Seil; **Benderloch** (including Ledaig/Keil Crofts/ Baravullin); Clachan Seil; Connel; **Dalmally**; Dunbeg; **Taynuilt;** North Connel (including Blackcrofts/Achnacree).
Minor Settlements (i.e. at least 6 dwellinghouses and mainland pop. of up to 149)	Acha (Seil); Achnacroish (Lismore); Ardentallen; Arduaine; Balvicar Bay (Seil); Black Mill Bay (Luing); **Barcaldine**; Bonawe; Bridge of Awe; Bridge of Orchy; Clachan (Lismore); Cuan (Seil); Cullipool (Luing); Dalavich; Easdale; Ellanbeich (Seil); Inverinan; Cladich; Kilchrenan/Annat; Kilmichael of Inverlussa; Kilmelford; Kilmore/Barran; Kilninver; Letterwalton; Melfort; Old Kilmore; Port Appin;Port Ramsay(Lismore); Rubh'an Aird Fhada;South Cuan (Luing); Stronmilchan, Toberonochy (Luing); Eredine
Wards	Awe; Oban North; Oban Central; Oban South; Ardconnel-Kilmore; North Lorn



Between 2014 and 2018 there were 1,313 verifiable house moves in the Lorn HMA and almost two thirds of these were by local households, giving the highest self-containment rate (65.4%) in Argyll and Bute. There was limited interaction with neighbouring HMAs in the local authority (3%) but significant demand from the rest of Scotland (over 17%) and the UK (over 13%). House purchasers from overseas have only marginal impact in this area, at just over 1%.

FIGURE 3.6: Lorn House Sales By Origin of Purchaser (2014-2018)



While the demand from elsewhere in Scotland is a significant factor in this HMA, this is spread widely across the country; and the immediate neighbouring local authority areas do not exhibit a particularly high level of influence. Highland had 40 sales (3% of the total sales) and Perth & Kinross had only 1% while Stirling was 0.6% of the total; and most of these originated in settlements that are not geographically adjacent to the border of the Lorn HMA. On this basis, it is considered appropriate to retain the current HMA as historically defined.

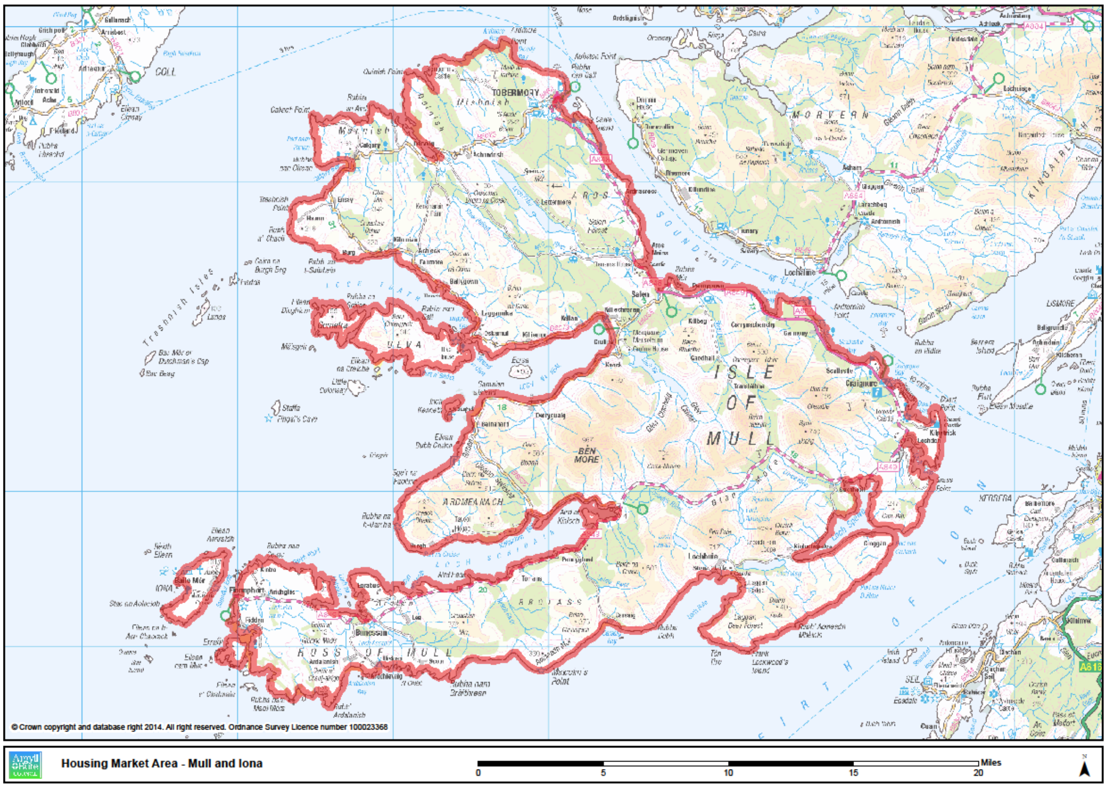
The Lorn HMA comprises the following data geographies which can be used for statistical analysis:

Post Code Sectors	PA33 1 Dalmally; PA34 4 Oban; PA34 5 Oban/Lismore; PA35 1 Taynuilt; PA36 4 Bridge of Orchy; PA37 1 Connel/Dunbeg; PA38 4 Port Appin
Datazones	S01007289 - S01007310
Travel To Work Area	Oban

3.9 MULL AND IONA HOUSING MARKET AREA

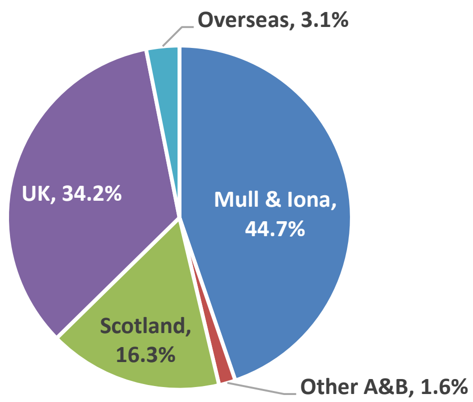
Mull is the largest island in Argyll & Bute, and third most populated; and the largest settlement is Tobermory where the local secondary school is located. The area includes the isle of Iona and at low tide is attached to the small island of Erraid. **Key rural settlements** in the council's LDP include: Craignure; Salen; and Bunessan.

HMA 7	Mull & Iona
Main Towns (i.e. pop. exceeds 3000)	None
Villages (i.e. pop. of between 150 - 3000)	Bunessan; Craignure; Dervaig; Salen; Tobermory
Minor Settlements (i.e. at least 6 dwelling houses and pop. of up to 149)	Aros Mains; Baile More (Iona); Calgary; Carsaig; Erraid; Fionnphort; Kintra; Lochbuie; Lochdon; Pennyghael; Uisken West Ardhu.
Wards	Mull



In terms of land area, Mull is the largest of the islands within this local authority but even aggregated over five years the number of house sales is fairly small at 259, of which 257 have valid data on purchasers' origins, and this makes robust statistical analysis problematic. However, the available evidence summarised in Figure 3.6 below reveals that this is one of the least self-contained HMAs in Argyll and Bute with only 44.7% of sales going to local purchasers. As might be anticipated, this area is very strongly influenced by external demand with almost 54% of sales to buyers from out with Argyll and Bute. However, only 1.6% come from elsewhere in the local authority (in fact this amounted to a mere 4 sales, all from Lorn HMA) suggesting that market interactions with neighbouring or adjacent HMAs are negligible. While the influence of the rest of Scotland (16%) and in particular the UK (over 34%) is marked, this is in part a function of the small numbers involved which does limit the value of any conclusions to be drawn from the analysis. This is even more so, when considering disaggregation of analysis to the Isle of Iona. Only 6 recorded sales on the island provide detailed data and while there is little evidence of market interaction with Mull itself, it does make practical sense to combine the two islands as a single planning area for strategic purposes.

FIGURE 3.7: Mull & Iona House Sales by Origin of Purchaser (2014-2018)



The Mull & Iona HMA comprises the following data geographies which can be used for statistical analysis:

Post Code Sectors	PA62 6 Lochbuie; PA63 6 Croggan; PA64 6 Lochdon; PA65 6 Craignure; PA66 6 Fionnphort; PA67 6 Bunessan; PA68 6 Gribun; PA69 6 Tiroran; PA70 6 Pennyghael; PA71 6 Gruline; PA72 6 Aros; PA73 6 Ulva; PA74 6 Torloisk; PA75 6 Tobermory; PA76 6 Iona
Datazones	S01007285 - S01007288
Travel To Work Area	Mull & Islay

3.10 COLL AND TIREE HOUSING MARKET AREA

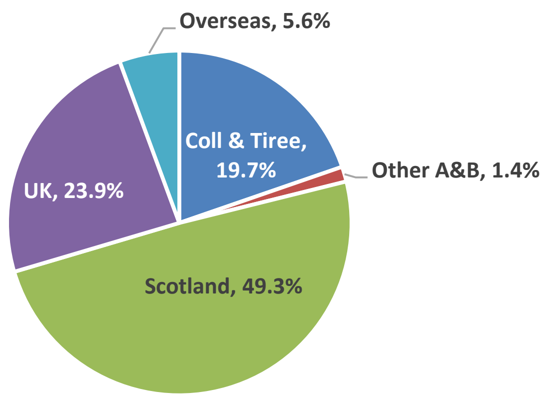
By far the smallest of the 9 HMAs within Argyll and Bute, the Coll & Tiree grouping presents real issues when considering the statistical validity of the data available for analysis. As a separate HMA for strategic planning purposes, this is very much on the margins of what would be deemed acceptable and there is a decision to be made regarding the appropriate approach for these islands. Unfortunately, there is no evidence that the islands operate within a larger housing market, for instance with other islands such as Mull & Iona, or indeed with the mainland of Argyll. The following summary analysis is presented purely as indicative and it should be noted that robust conclusions cannot be drawn from these numbers.

Arinagour on Coll and Crossapol on Tiree have been designated as **key rural settlements** within the council's LDP.

HMA 8	**Coll & Tiree**
Main Towns (i.e. pop. exceeds 3000)	None
Villages (i.e. pop. of between 150 - 3000)	None
Minor Settlements (i.e. at least 6 dwelling houses and pop. of up to 149)	**Tiree**: A'Chrois – South; Balemartine; Balephuil; Cornaigmore; Crossapol; Cui Dheis – north Balemartine; Hynish; Kenovay; Sandaig; Scarnish; Sraid Ruadha/ Balevullin; **Coll**: Arinagour;
Wards	Tiree & Coll

There were only 74 sales between 2014 and 2018 across both islands, of which 71 contained verifiable origin data. Coll had around 16 sales over the five year period, 5 of which were local to the island; 4 each to buyers from elsewhere in Scotland and the UK; and apparently only 1 sale from elsewhere in Argyll (Lorn). The majority of sales, unsurprisingly, were on the more populous island of Tiree with around 57 in total. Around 9 of the Tiree sales were to local residents; and there were none to purchasers from elsewhere in Argyll & Bute. Less than a fifth of the 71 verifiable sales on both islands over the last five years were to local residents and the islands are very strongly subject to external demand, particularly from elsewhere in Scotland (almost half of the sales).

FIGURE 3.8: Coll & Tiree House Sales (2014-2018) by Origin of Purchaser



The justification, therefore, for continuing to treat these islands as a separate HMA for planning purposes is based primarily on the fact that Tiree is served by its own secondary school, and the islands constitute a single electoral ward with their own community identities; with little or no functional market links to the mainland or a larger island such as Mull. However, it may not be possible to address one of the key requirements of the HNDA in this instance given the numerically small baseline numbers involved, which is to estimate future population and household projections at this level; and some pro rata statistical analysis may be required on occasion.

The Coll & Tiree HMA comprises the following data geographies which can be used for statistical analysis:

Post Code Sectors	PA77 6 Tiree; PA78 6 Coll
Datazones	S01007284
Travel To Work Area	Mull & Islay

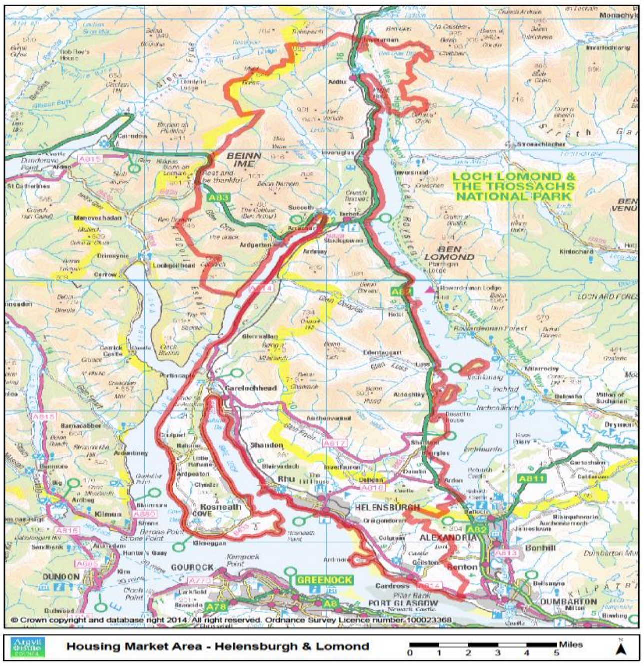
3.11 HELENSBURGH & LOMOND HOUSING MARKET AREA

This HMA comprises 2 separate planning areas:

a) **Helensburgh/Cardross/Rosneath** which is centred on the main town of Helensburgh; extending eastwards around Gareloch & includes the Rosneath peninsula; military bases; MOD barracks & peace camp; and has links with Glasgow & east. Garelochhead, Rosneath, and Cove/Kilcreggan are designated **Key Rural Settlements** in the Council's LDP.

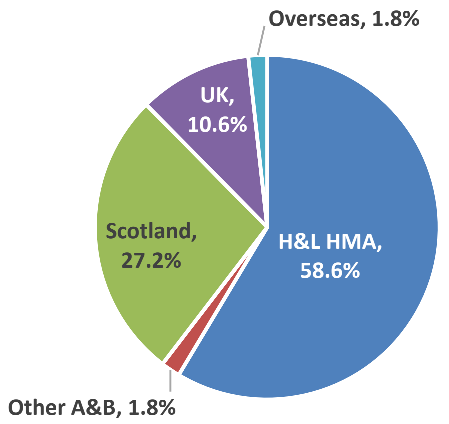
b) **Loch Lomond & the Trossachs National Park** (Argyll & Bute Sector) covering Loch Lomond-side, Arrochar, Succoth & the "Arrochar Alps".

HMA 9	Helensburgh & Lomond
Main Towns (i.e. pop. exceeds 3000)	Helensburgh
Villages (i.e. pop. of between 150 - 3000)	Cardross; Clynder/Rosneath; Garelochhead; Kilcreggan/Cove; Rhu; Shandon
Minor Settlements (i.e. at least 6 dwelling houses and pop. of up to 149)	Ardlui; Ardpeaton; Arrochar/Succoth; Coulport/Letter; Luss; Portincaple/Whistlefield; Portincaple (Loch Long-side); Portkil; Rahane; Succoth Pier; Tarbet
Wards	Helensburgh East; East Central Helensburgh; Helensburgh Central; Helensburgh North; Helensburgh West; West Helensburgh & Rhu; Garelochhead & Cove Cardross; Arrochar, Luss, Arden & Ardenconnel; Rosneath, Clynder & Kilcreggan;



There were 2,011 house sales in the Helensburgh & Lomond HMA between 2014 and 2018, of which 1,985 have identifiable origins of purchasers. From the sasines analysis illustrated in Figure 3.9 below, it is evident that there is a reasonable degree of self-containment in this area (59%) but also a significant influence from outwith the area. Over a quarter of house purchasers (27%) come from elsewhere in Scotland and almost 11% come from elsewhere in the UK. However, less than 2% come from elsewhere in Argyll and Bute itself. There were only 19 purchasers from Cowal, of which only 7 originated close to the HMA border; with a further five from Kintyre; and 4 each from Mid Argyll and Lorn. This indicates fairly weak market links with the rest of the local authority area.

FIGURE 3.9: House Sales by Origin of Purchaser (2014-2018)



Of the 540 purchasers from elsewhere in Scotland, the majority originated in either Glasgow (158) or West Dumbartonshire (130), with approximately 8% and 6.5% of the total known sales respectively. Of the 130 buyers from neighbouring West Dumbartonshire, 4 moved to Arrochar and Tarbet; 38 to Cardross; 6 to Rosneath; 3 to Garelochhead; the majority, 62, to Helensburgh; and 13 to Rhu & Shandon. While notable in relation to other areas of origin, this level of impact would not in itself be sufficient to support the extension of the HMA beyond the local authority boundaries. Other neighbouring authorities had minimal influence (e.g. 19 from Stirling; 19 from Inverclyde; and 27 from Renfrewshire).

Considering the destination of those HMA purchasers originating in the town of Helensburgh; the majority (620 or 82%) bought properties in Helensburgh and 18% (135) bought elsewhere in Lomond. This again suggests relatively robust levels of containment around the main town but also supports the view of market linkages between the rest of Lomond and Helensburgh itself.

It should also be noted that historically, while a minority objection regarding the Helensburgh & Lomond HMA boundary was raised at a previous Local Plan Public Inquiry, the Reporter’s judgement at that time fully endorsed the original approach taken, which has been replicated here.

While the Helensburgh & Lomond HMA largely falls within the Dumbarton & Helensburgh TTWA, as does the whole of the Dumbarton and the Vale of Leven HMA, there are valid institutional and practical reasons why the HMA boundaries are not extended beyond local authority boundaries, including data availability. Considering the influence of the National Park, in terms of the Loch Lomondside sub-area, patterns of residential mobility add support to local perceptions that this area is subject to very considerable housing demand from the Greater Glasgow HMA, and from long distance purchasers from England or further afield. Moreover, very low numbers of buyers move between this area and the rest of the National Park in either direction. This strongly suggests that the residential links between the Loch Lomondside Area and the rest of the National Park are weak. On this basis, the Council does not recommend creating a separate National Park HMA across borders, but will continue to focus primarily on the wider Helensburgh & Lomond HMA within the local authority boundaries. However, as far as practicably possible we will also strive to disaggregate need to the National Park sub-area.

In light of this analysis, there are no compelling reasons to adjust the current definition of Helensburgh & Lomond as a practical and functional HMA for strategic planning purposes. This reflects the findings of the Helensburgh & Lomond Housing Market Study carried out by North Star Consulting and Rettie & Co. in 2017 (available on request or accessible on the council website at: https://www.argyll-bute.gov.uk/housing/housing-strategies-consultations-and-research-0).

The Helensburgh & Lomond HMA comprises the following data geographies which can be used for statistical analysis

Post Code Sectors	G83 7 Arrochar; G84 0 Garelochead; G84 7 Helensburgh; G84 8 Helensburgh/Rhu; G84 9 Helensburgh; G82 5 Cardross
Datazones	S01007358; S01007373 - S01007408
Travel To Work Area	Dumbarton & Helensburgh

4.0 CONCLUSIONS

4.1 Summary

The following tables summarise a) the total number of sales in Argyll & Bute between 2014 and 2018 (quarter1), with the identified origin of purchaser; and b) express this as a percentage of total known sales (the HMA "containment"). This indicates that Lorn (65%) and Kintyre (64%) are significantly more self-contained housing markets than the other HMAs or Argyll and Bute as a whole. Coll & Tiree and Bute exhibit extremely low containment. It is also evident that there is minimal internal movement across HMAs within the local authority area, although Mid Argyll demonstrated a degree of influence (8.6% of all sales) from elsewhere in Argyll and Bute.

AREA Of SALE	Total Sales	Sales With Known Origin of Purchaser	Origin Within Area/HMA	Elsewhere in Argyll & Bute	Scotland	UK	Overseas
Bute	607	597	228	5	206	135	23
Coll & Tiree	74	71	14	1	35	17	4
Cowal	1335	1313	577	24	429	242	41
Helensburgh & Lomond	2,011	1,985	1,163	36	540	211	35
Islay, Jura & Colomsay	215	210	103	5	56	39	7
Kintyre	512	504	322	12	74	89	7
Lorn	1332	1313	859	40	224	173	17
Mid Argyll	674	663	361	57	131	107	7
Mull & Iona	259	257	115	4	42	88	8
Argyll & Bute	7019	6913	3926		1737	1101	149

AREA	Sales With Known Origin of Purchaser	Within Area/HMA	Elsewhere in Argyll & Bute	Scotland	UK	Overseas
Bute	100.0%	38.2%	0.8%	34.5%	22.6%	3.9%
Coll & Tiree	100.0%	19.7%	1.4%	49.3%	23.9%	5.6%
Cowal	100.0%	43.9%	1.8%	32.7%	18.4%	3.1%
Helensburgh & Lomond	100.0%	58.6%	1.8%	27.2%	10.6%	1.8%
Islay, Jura & Colomsay	100.0%	49.0%	2.4%	26.7%	18.6%	3.3%
Kintyre	100.0%	63.9%	2.4%	14.7%	17.7%	1.4%
Lorn	100.0%	65.4%	3.0%	17.1%	13.2%	1.3%
Mid Argyll	100.0%	54.4%	8.6%	19.8%	16.1%	1.1%
Mull & Iona	100.0%	44.7%	1.6%	16.3%	34.2%	3.1%
Argyll & Bute	100.0%	56.8%		25.1%	15.9%	2.2%

4.2 Market Area Boundaries

- The level of self-containment within present housing market areas has remained relatively consistent, and while this is not particularly high in comparison with other HMAs across the country, taken together with other practical factors - including school catchment areas, travel to work areas, physical geographic boundaries, and local community perceptions - the statistical evidence is sufficiently robust to suggest that HMAs are likely to remain unchanged.
- The local authority does not function as a single market area and continues to include several distinct HMAs.
- The Housing Market Areas defined in 2001, and subsequently in previous updates of the HNDA, remain robust and credible for strategic planning purposes, albeit the potential issues regarding the critical mass and statistical validity of Coll & Tiree have been noted.

4.3 Cross-boundary market areas

- Helensburgh & Lomond is the only HMA that exhibits any significant interaction with neighbouring local authorities or housing market areas. Glasgow and parts of West Dumbartonshire have some influence on the local market, but with only around 8% and 6.5% respectively of purchasers originating in either authority, the evidence is not strong enough to warrant any major departure from the existing HMA definitions.
- Overall, the scale of movement across HMAs within Argyll and Bute is minimal and certainly insufficient to warrant merger or any change in existing HMA boundaries.
- Loch Lomond & the Trossachs National Park planning authority encompasses two distinct sub-areas within Argyll & Bute. These areas operate within the separate functional HMAs of Cowal and Helensbutrgh & Lomond, and do not exhibit any significant linkages either with each other or the rest of the National Park.

4.4 Recommendations

The housing market areas defined in 2001 and reinforced in previous HNDA updates remain robust and there is no requirement to amend these. These conclusions should now form the geographical basis for the HNDA and LHS; and as far as possible, analysis and strategic considerations should be disaggregated on the basis of the existing 9 HMAS.