Corporate and Housing Services

Report Title: **Housing Market Refresh**

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1. Introduction

1.1 The first stage of the Housing Need and Demand Assessment (HNDA) is to identify the functional housing market area. Functional Housing Market Areas as defined in SPP3 Consultative Draft as "a geographical area which is relatively self-contained in terms of housing demand". However, these are not rigid boundaries as there will always be moves between market areas. Market area boundaries can also change as a result of new development, infrastructure and consumer choices. This housing market area refresh will help understand whether earlier assumptions remain appropriate.

1.2 In practice, housing market areas can be identified in a number of ways:

- Using predefined boundaries
- Origin based and destination self-containment
- Centre to periphery household flows; and
- Using local knowledge

1.3 The Scottish Government does not recommend one approach over another and recognises that different approaches are required in different areas. In order to ensure consistency with previous work undertaken on identifying the functional housing market area, origin based and destination self-containment will be looked at.

1.4 The evidence presented in this report is required to fulfil Core Process 2 in order to achieve "robust and credible" status from the CHMA.

CORE PROCESS 2

The Housing Market Areas have been agreed with the Housing Market Partnership and are considered in the production of all core outputs.

2. Previous work undertaken on identifying the Housing Market Area

2.1 In 2007 Newhaven Research[1] undertook analysis for the Council and one objective of this study was to examine the geographical structure of the Falkirk housing market and recommend the smallest spatial unit at which it would be meaningful to assess housing need.

2.2 To examine the extent of self-containment at the Falkirk administrative area level, Newhaven benchmarked both origin and destination based self-containment flows against a threshold of 65%. For sub areas, a lower self-containment threshold of 50% was used.

2.3 Newhaven Research (2007) concluded that the Falkirk administrative area remains a distinctive housing market, although it has become more open to influence from the wider Edinburgh Housing Market Area and (to a lesser extent) other neighbouring housing markets areas.

Table 1: Annual number of sales and origin of purchaser by selected local authority area, 2000-2006

Local authority areas	Origin based (where purchasers buying in Falkirk come from)		Destination based (where purchasers originating from Falkirk moved to)	
	1990-94	**2002-2006(Q2)**	**1990-94**	**2002-2006(Q2)**
Number of sales	10,262	16,065	9,332	12,787
Falkirk	75.1%	66.1%	81%	84%
Edinburgh City	2.2%	4.9%	3%	2%
West Lothian	2.8%	4.7%	3%	2%
North Lanarkshire	2.8%	4.3%	2%	2%
Glasgow City	1.7%	2.0%	1%	2%
Clackmannanshire	0.9%	1.2%	1%	1%
Stirling	3.1%	3.4%	2%	2%
Fife	1.2%	1.4%	2%	2%
Other Scottish LAs	4.5%	5.5%	5%	3%
Rest of UK/World	4.1%	3.6%	-	-
Unknown	1.6%	2.9%	-	-
Total	**100%**	**100%**	**100%**	**100%**

Source: Newhaven Research (2007)

2.4 To investigate the local area level at which housing need can be measured and projected, Newhaven examined the extent of self-containment at the local plan sub area level as well as purchaser flows between the Local Plan sub-areas and selected settlements. This concluded that within the Falkirk housing market there are five identifiable areas that are large and distinct enough to support separate housing needs analysis.

2.5 The five identifiable areas are:

- Bo'ness

[1] Newhaven Research (2007) Falkirk Council Affordable Housing Needs pp11-27

- Denny and Bonnybridge
- Wider Falkirk
- Grangemouth
- Polmont and Rural South

2.6 Within the Wider Falkirk, there is a sub-area which includes both the Larbert Stenhousemuir and Rural North Local plan areas.

2.7 Therefore in relation to the Wider Falkirk area, Newhaven made two key points[2];

"1. Given the concentration of households in the Falkirk Local Plan area and its degree of influence on neighbouring areas…it remains an important spatial level for assessing housing market trends and the overall demand for housing.

2 … in order to produce reliable estimates and projections of unmet affordable housing need it is necessary to create a distinctive sub-market covering Falkirk, Stenhousemuir/Larbert/Rural North." (Newhaven Research (2007) page 26)

2.8 The degree of self-containment for each of the five main sub areas using both origin based and destination based purchaser flows are set out in table 2.

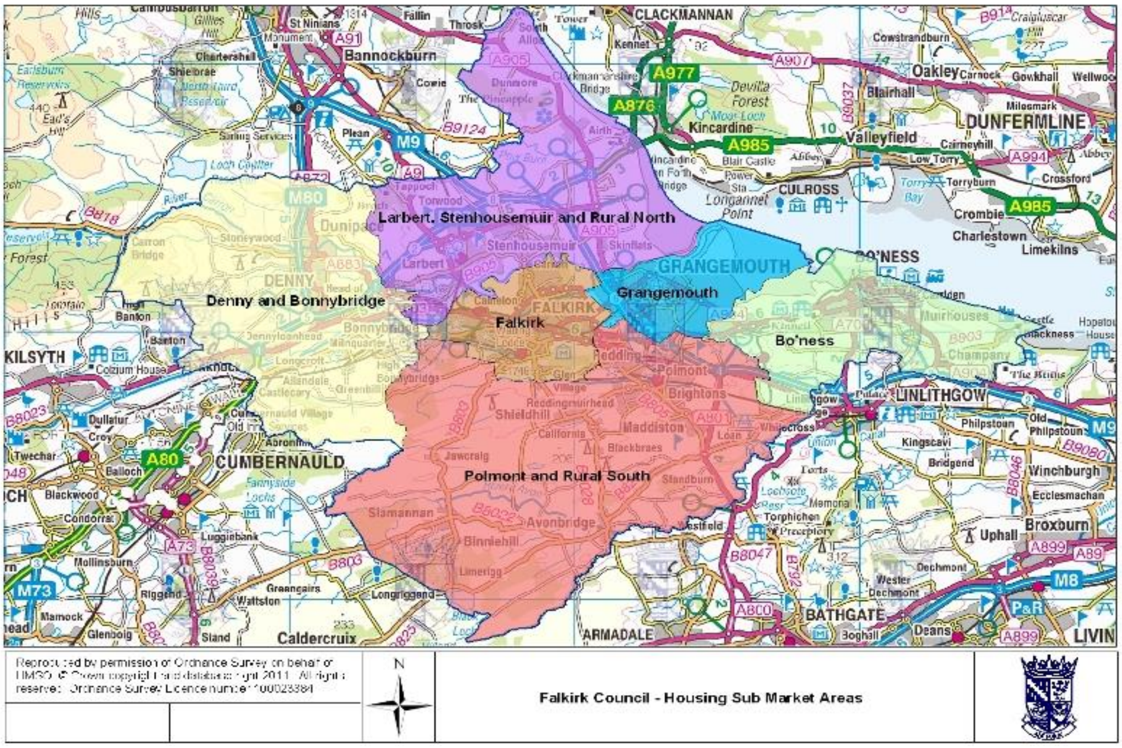
[2] Newhaven Research (2007) p26

Table 2: Origin and Destination Flows in respect of the housing need study (HNA) sub-areas

Destination based flows: proportion of purchasers in HNA local area moving to destination								
Years	**Purchaser Origin HNA local areas**	**Denny and Bonnybridge**	**Wider Falkirk**	**Polmont and Rural South**	**Bo'ness**	**Grangemouth**	**Elsewhere**	**All Sales**
1990-94	Denny and Bonnybridge	56.8%	12.4%	3.1%	0.3%	1.2%	26.1%	1,498
	Wider Falkirk	3.3%	62.9%	12.3%	0.7%	2.9%	17.8%	4,303
	Polmont and Rural South	1.1%	20.0%	55.1%	0.7%	5.5%	17.7%	1,286
	Bo'ness	0.3%	4.0%	5.2%	59.0%	3.9%	27.5%	993
	Grangemouth	0.6%	16.4%	12.4%	2.8%	55.0%	12.9%	1,252
	FALKIRK TOTAL	10.9%	36.4%	16.0%	7.1%	10.1%	19.5%	9,332
2002-06	Denny and Bonnybridge	58.0%	13.7%	2.9%	0.0%	1.2%	24.1%	2,083
	Wider Falkirk	4.1%	68.1%	7.8%	0.7%	3.4%	15.9%	5,868
	Polmont and Rural South	2.3%	23.6%	51.8%	1.0%	4.8%	16.6%	2,308
	Bo'ness	0.8%	8.5%	5.3%	59.2%	4.6%	21.6%	1,239
	Grangemouth	1.1%	17.1%	9.1%	2.2%	59.5%	11.1%	1,289
	FALKIRK TOTAL	12.0%	40.3%	14.8%	6.5%	9.0%	17.4%	12,787
Origin based flows: proportion of purchasers coming to HNA local areas that originated (moved from) from area								
1990-94	Denny and Bonnybridge	56.0%	9.6%	0.9%	0.2%	0.5%	32.8%	1,519
	Wider Falkirk	4.1%	60.8%	6.1%	0.9%	4.5%	23.6%	4,587
	Polmont and Rural South	2.2%	25.3%	35.5%	2.4%	7.2%	27.3%	2,147
	Bo'ness	0.5%	3.2%	1.0%	61.3%	3.7%	30.3%	955
	Grangemouth	1.7%	12.5%	7.6%	3.7%	65.3%	9.2%	1,054
	FALKIRK TOTAL	10.8%	35.5%	11.2%	7.0%	10.6%	24.9%	10,262
2002-06	Denny and Bonnybridge	44.7%	9.1%	2.0%	0.4%	0.5%	43.3%	100%
	Wider Falkirk	3.9%	54.3%	7.4%	1.4%	3.0%	30.1%	100%
	Polmont and Rural South	2.1%	16.2%	42.3%	2.3%	4.1%	32.9%	100%
	Bo'ness	0.1%	2.8%	1.3%	43.9%	1.7%	50.2%	100%
	Grangemouth	1.7%	14.1%	7.8%	4.0%	53.7%	18.8%	100%
	FALKIRK TOTAL	9.8%	31.0%	12.1%	6.0%	7.1%	33.9%	100%

Source: Newhaven Research (2007)

Figure 1: Falkirk Housing Sub Market Areas



3. Purpose of the Housing Market Refresh

Background

3.1 The refresh of the housing market areas is necessary to ensure that the next Falkirk Council HNDA can be prepared with the appropriate geographical outputs. The emphasis is on clarifying whether the housing market areas agreed in 2007 and then in 2009 have changed.

3.2 The purpose of this refresh is to:

- Determine whether any statistical evidence exists to warrant a change to present housing market boundaries;
- Determine the extent and nature of any cross-boundary housing market areas;
- Draw a set of coherent functional market area boundaries across the Falkirk area including any cross-boundary market areas.

Method

3.3 The approach used different types of analyses which included;

- Origin-based destination analysis – analysis of Sasines data for 2010, 2011 and 2012 to understand the origins of house moves to destinations within the previously defined housing market areas. This indicates levels of self-containment and the significance of functional relationships with neighbouring authorities and market areas;

- Use of local knowledge – this uses the professional expertise and local knowledge of staff working within the team.

Cross-boundary Interactions

3.4 No housing market 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 are specific Housing Sub Market Areas that have interactions with specific local authorities. The Denny/Bonnybridge Housing Sub Market area has links to North Lanarkshire and Stirling. The Bo'ness Housing Sub Market Area has close links to West Lothian.

Sasines Data Cleansing

3.5 The Sasines data was cleansed prior to the analysis to remove errors so that only those sales categorised as person to person and company new build were included. Only sales over £25,000 and under £1,000,000 were included. 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.

4. Origin based containment analysis of Falkirk Council area - Update

Background

4.1 An update of origin based containment was undertaken for all of the time period 2006 to 2009[3] and can be seen in Table 3. In total, 69% of house sales in Falkirk Council area come from buyers who are resident in Falkirk Council area therefore this supports the previous analysis by Newhaven which describes Falkirk Council as self-contained.

4.2 As shown in the following table, the strongest link with neighbouring Council areas exists between West Lothian and Edinburgh, followed by North Lanarkshire and Stirling. However over 10% of buyers come from other Council areas within Scotland.

4.3 In 2014 it was decided to undertake a refresh which would look at Sasines data for 2010, 2011, 2012 and 2013. In total 72.7% of sales in the Council area came from people already living in the area which makes the area a self-contained area. Most sales from other local authorities are from West Lothian, Edinburgh and Stirling.

[3] Falkirk Council (2010) Identifying the Housing Market pp7-8

Table 3: Origin locality of buyers in Falkirk Council area by Council area 2006-2009 and 2010-2013

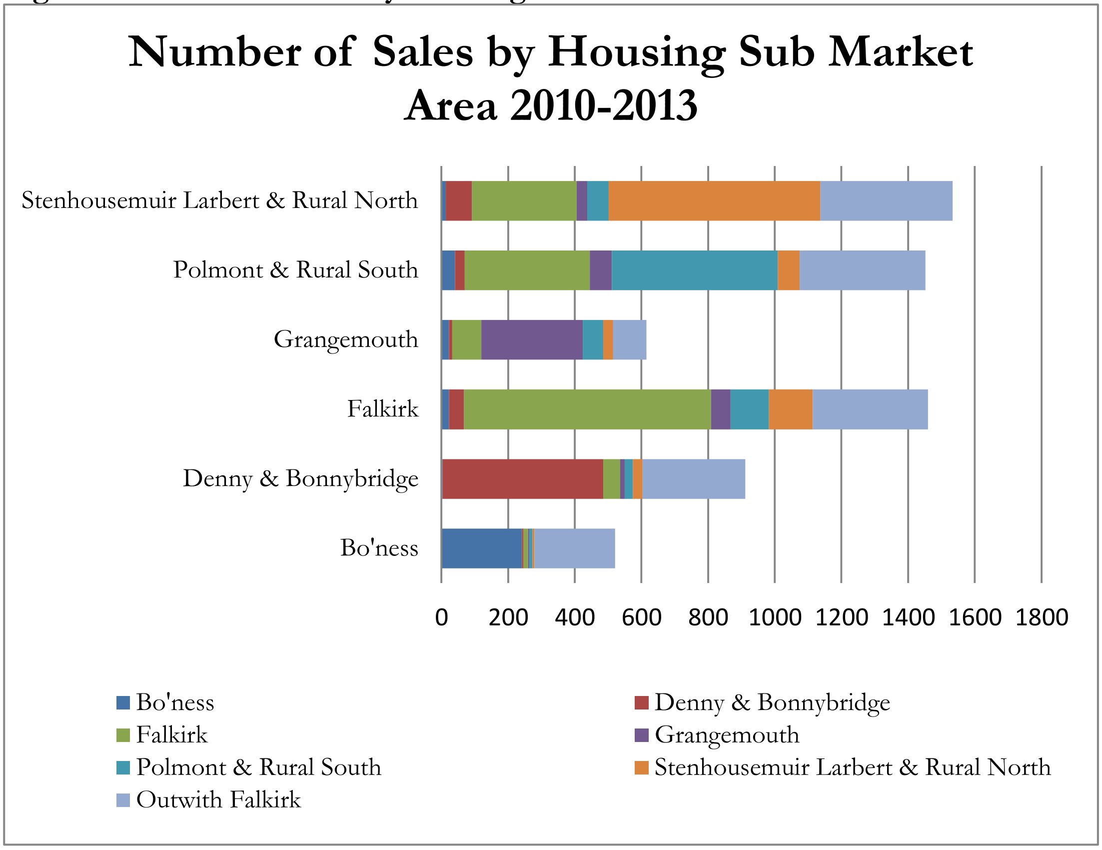
Purchaser Council	2006-2009		2010-2013	
	No.	**%**	**No.**	**%**
Falkirk	7,998	69.0%	4,724	72.7%
Rest of Scotland	1,167	10.1%	634	9.8%
Edinburgh	615	5.3%	224	3.4%
West Lothian	567	4.9%	366	5.6%
North Lanarkshire	449	3.9%	175	2.7%
Stirling	397	3.4%	215	3.3%
Rest of UK	338	2.9%	132	2.0%
Outside UK	48	0.4%	25	0.4%
Total	**11,586**	**100%**	**6,495**	**100%**

Source: Scottish Government LHS data pack house sales 2006-13

5. Local Authority Level Movements

5.1 There were 6,495 moves to Falkirk between 2010-2013 with a known origin. The majority of these (4,724, 72.7%) originated within Falkirk itself. Figure 2 shows that there is generally strong self-containment in the housing sub market areas. Therefore Falkirk continues to be made up of six functional housing sub market areas and there is no evidence to suggest it has changed to become one single market area. The lowest self-containment levels are found in Polmont and Rural South (34%) and Larbert, Stenhousemuir and Rural North (41%). Polmont and Rural South has a strong cross boundary relationship with Falkirk as does Larbert, Stenhousemuir and Rural North.

Figure 2: Number of Sales by Housing Sub Market Area 2010-2013



Source: Registers of Scotland with further processing by Scottish Government

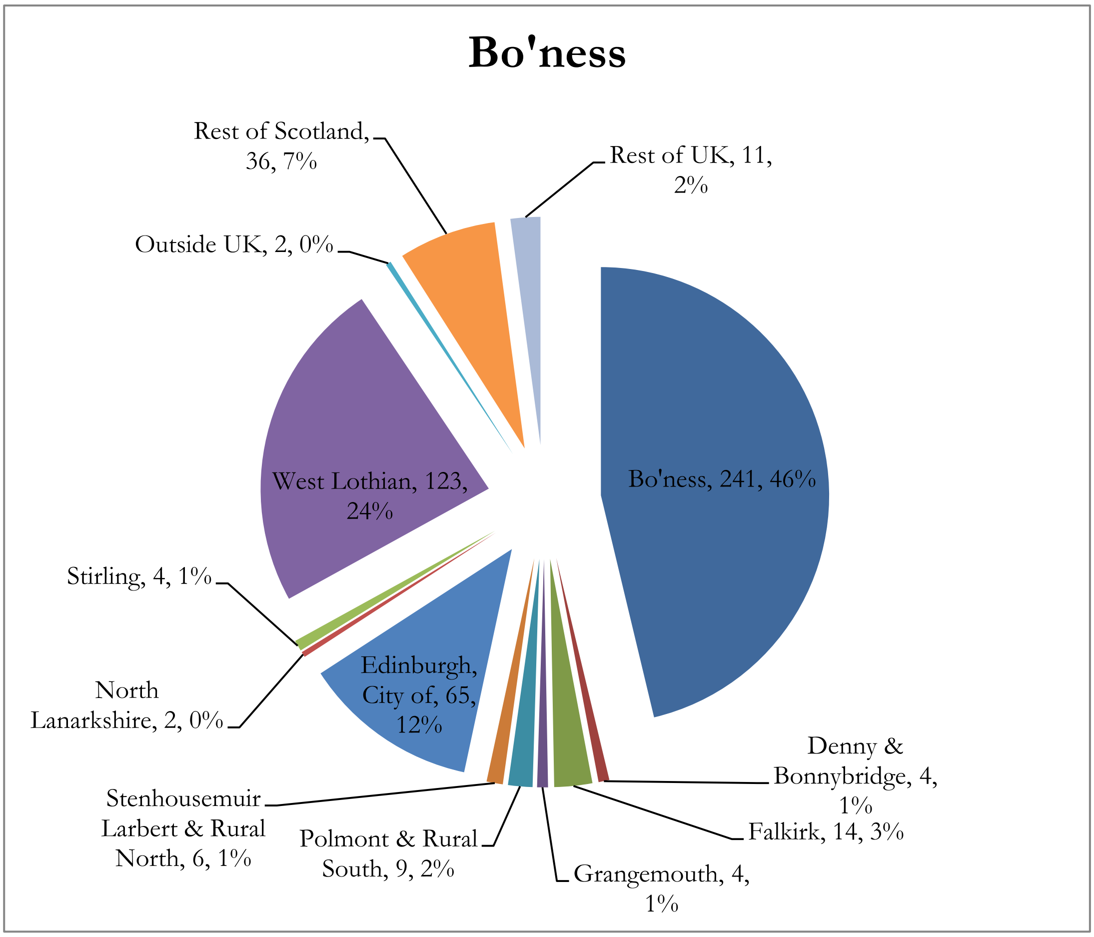
6. Bo'ness Housing Market Sub Area

6.1 Over the period 2010-2013 there were 521 sales in the Bo'ness area where the area of origin was known. Analysis of house sales shows that Bo'ness is broadly self-contained with the largest proportion of moves (46%) originating from the Bo'ness area itself. This is a 2 percentage point increase on the analysis undertaken for the last HNDA which looked at sales in 2006-2009. Therefore the Bo'ness housing sub market area has become slightly more self-contained.

6.2 The scale of moves originating from other housing market sub areas in Falkirk is relatively weak (between 1% and 3%). However moves originating from West Lothian and Edinburgh account for 24% and 12% of all moves respectively. When compared to previous analysis there has been an 8 percentage point increase in sales from West Lothian and a 7 percentage point fall in sales from Edinburgh.

6.3 24% of sales to the Bo'ness housing sub market area originated in West Lothian with the majority of those at 51% (63) originating from Linlithgow which borders the south of the Bo'ness housing sub market area. From this it is clear that there is a strong relationship between Bo'ness and the Linlithgow area but the evidence is not compelling enough to suggest that the Bo'ness housing sub market area should be merged with the Linlithgow area.

Figure 3: House Sales in Bo'ness by Area of Origin 2010-2013



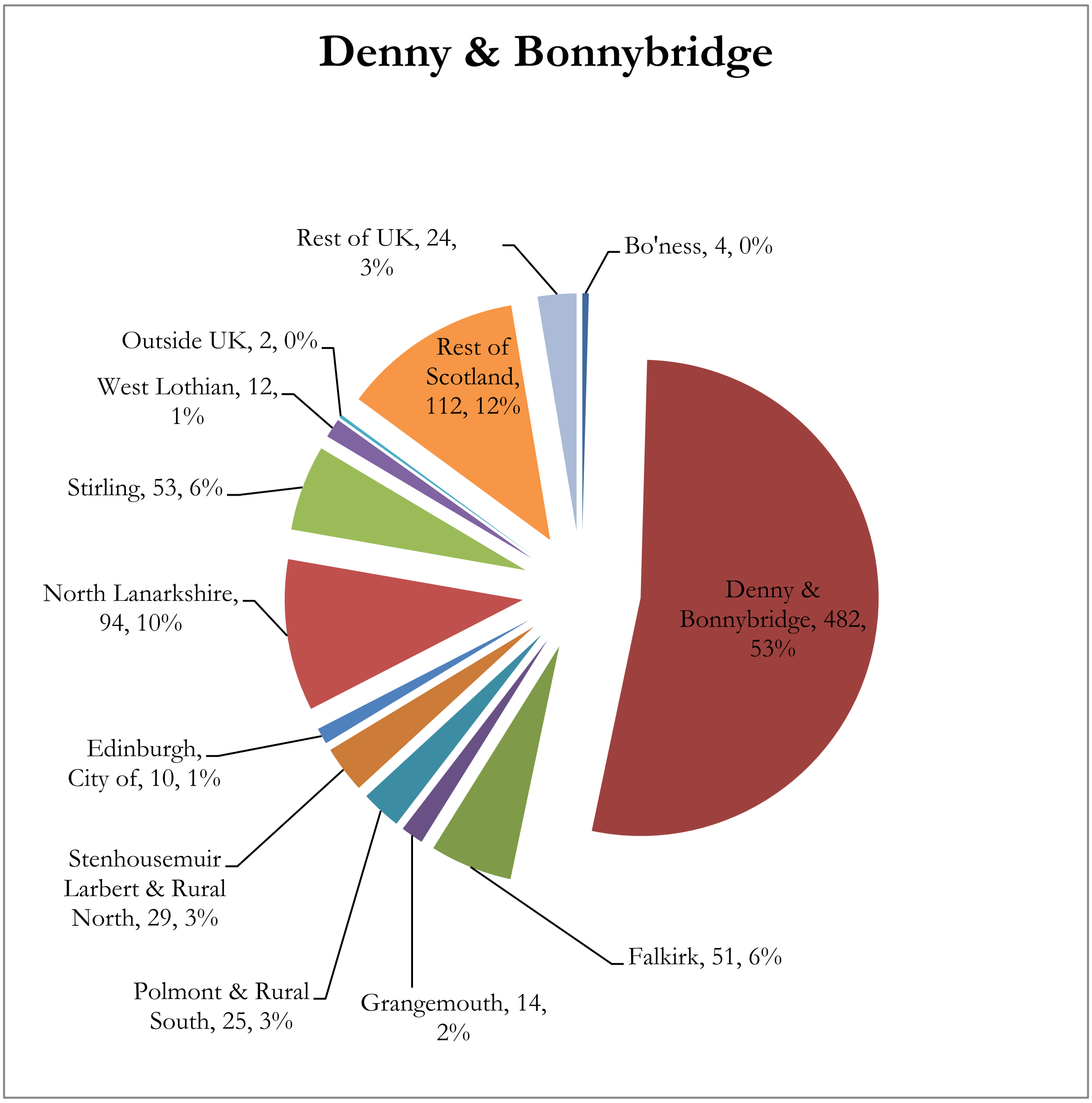
Source: Registers of Scotland with further processing by Scottish Government

7. Denny and Bonnybridge Housing Sub Market Area

7.1 Over the period 2010-2013 there were 912 sales in the Denny and Bonnybridge housing sub market area where the area of origin was known. The analysis of house sales shows that the Denny and Bonnybridge housing sub market area is a broadly self-contained area with the majority of sales (53%) originating within Denny and Bonnybridge itself. This has increased by 8 percentage points since analysis undertaken for 2006-2009 sales which means the level of self-containment has increased.

7.2 The scale of sales originating from other housing sub market areas is relatively small (between 1% and 6%). However moves originating from North Lanarkshire account for 10% of all sales, this has fallen since previous analysis was undertaken by 6 percentage points. In all 43 moves originated from Cumbernauld which accounted for 46% of all sales from North Lanarkshire.

Figure 4: House Sales in Denny and Bonnybridge by Area of Origin 2010-2013



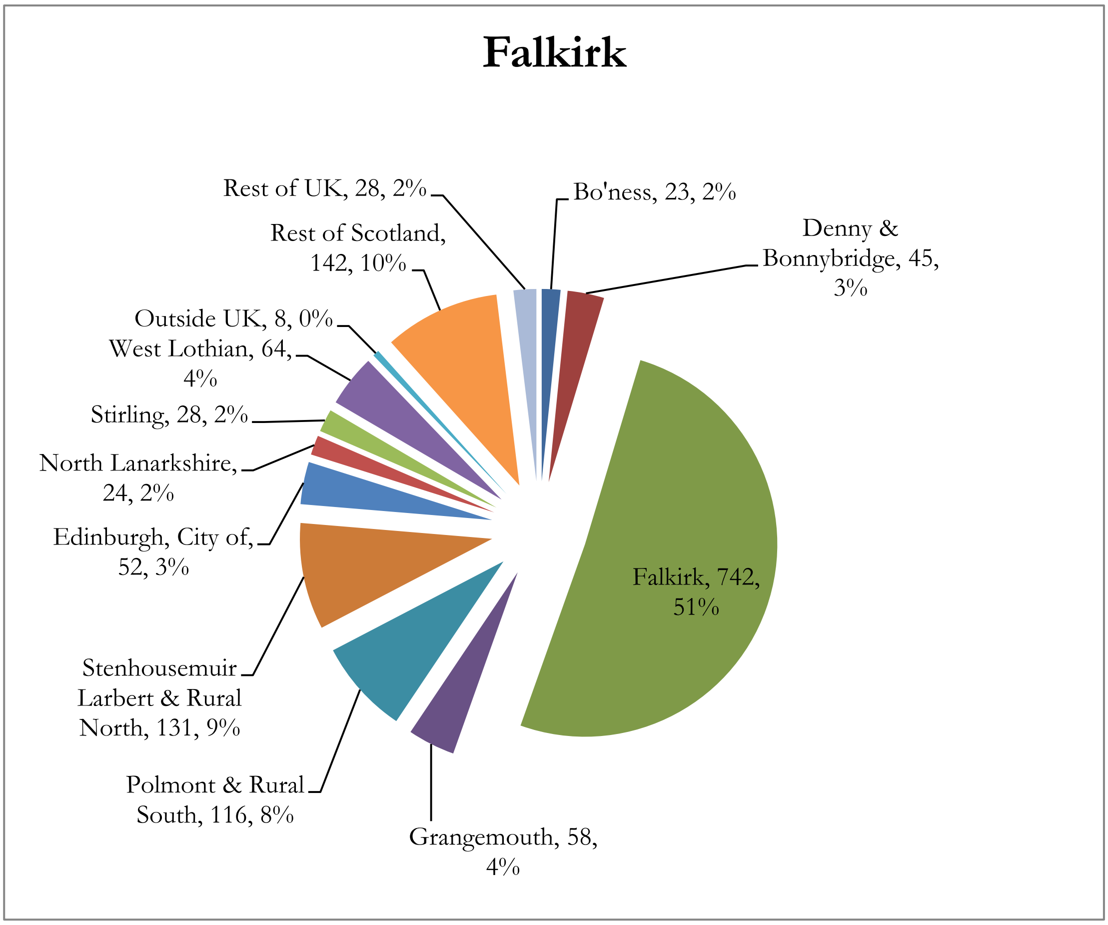
Source: Registers of Scotland with further processing by Scottish Government

8. Falkirk Housing Sub Market Area

8.1 Over the period 2010-2013 there were 1,461 sales in the Falkirk housing sub market area where the area of origin was known. The analysis of house sales shows that Falkirk housing sub market area is relatively self-contained with the majority of sales (51%) originating within the Falkirk housing sub market area. This has increased by 10 percentage points since the last analysis was undertaken for 2006-2009 which means the level of self-containment has increased.

8.2 The scale of sales originating from other housing sub market areas is relatively small 2-4%, apart from the Stenhousemuir Larbert & Rural North area and the Polmont Rural South area where it was 9% and 8%. This shows a fall from previous analysis undertaken which shows 12% of sales were from buyers who originated from Stenhousemuir Larbert and Rural North and 11% from Polmont and Rural South. Moves from neighbouring council areas are also relatively small ranging from 2-4%.

Figure 5: House Sales in Falkirk by Area of Origin 2010-2013



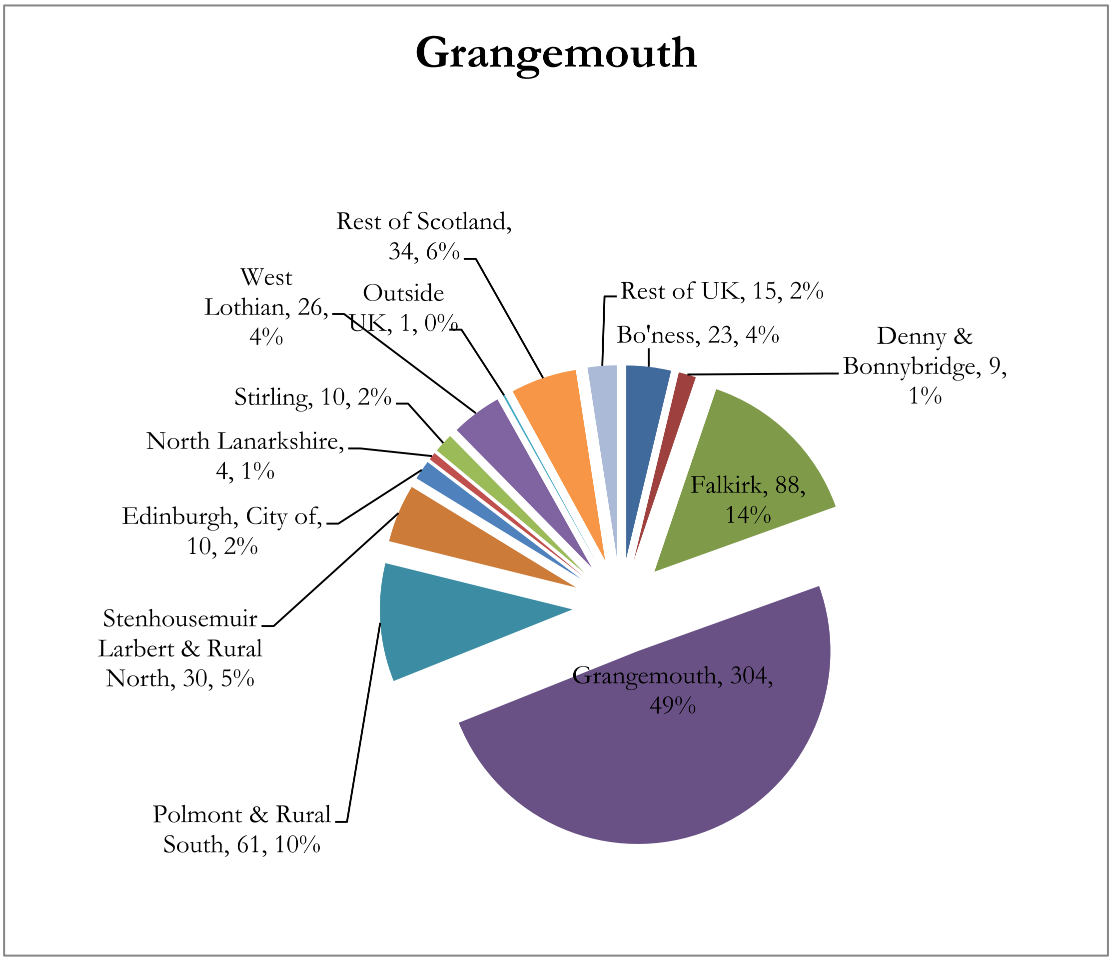
Source: Registers of Scotland with further processing by Scottish Government

9. Grangemouth Housing Sub Market Area

9.1 Over the period 2010-2013 there were 615 sales in the Grangemouth housing sub market area where the area of origin was known. The analysis of house sales shows that Grangemouth housing sub market area is relatively self-contained with almost half of sales (49%) originating within the Grangemouth housing sub market area. This is an increase of 7 percentage points on analysis undertaken previously which means the level of self-containment has increased.

9.2 There were a number of sales from Polmont and Rural South housing sub market area at 10% and the Falkirk housing sub market area at 14%. This shows a change from previous analysis with the number of sales from buyers in Polmont and Rural South falling 2 percentage points and sales from Falkirk increasing by 3 percentage points. Moves from neighbouring council areas were relatively small ranging from 2-4%.

Figure 6: House Sales in Grangemouth by Area of Origin 2010-2013



Source: Registers of Scotland with further processing by Scottish Government

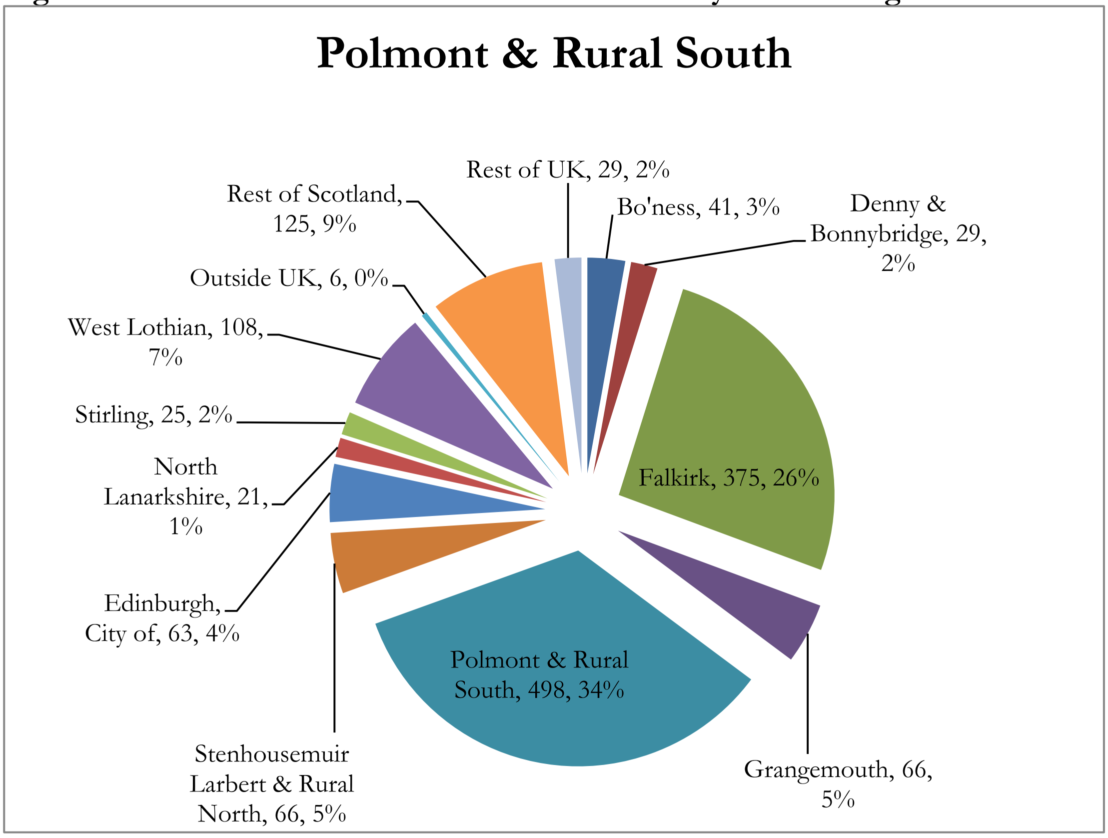
10. Polmont and Rural South Housing Sub Market Area

10.1 Over the period 2010-2013 there were 1,452 sales in the Polmont and Rural South housing sub market area where the area of origin was known. The analysis of house sales shows that Polmont and Rural South housing sub market area is relatively self-contained with just over a third of sales (34%) originating within the Polmont and Rural South housing sub market area. This shows that there has been a fall of 12 percentage points in the level of self-containment in the Polmont and Rural South housing sub market area.

10.2 There were a significant number of sales from the Falkirk housing sub market area at 26% of all sales which is a 13 percentage points increase from previous analysis undertaken. This compares to sales from other housing market areas which range from 2%-5%. Moves from neighbouring council areas were also relatively small apart from West Lothian which was 7%.

10.3 Looking in more detail at the sales originating from the Falkirk sub market area, there has been an increase in 2012 in the number of sales from the Falkirk housing sub market area in comparison to previous years. In 2010 and 2011 there were over 40 sales per annum from this housing market area but in 2012 the number of sales increased to 115 and then 138 in 2013. This may be due to three new developments that are currently on site at Callendar Rise and Redding Wood in Redding and another development in Maddiston. The two developments in Redding border the Falkirk housing sub market sub area so it is not surprising there have been so many moves into the Redding area.

Figure 7: House Sales in Polmont and Rural South by Area of Origin 2010-2013



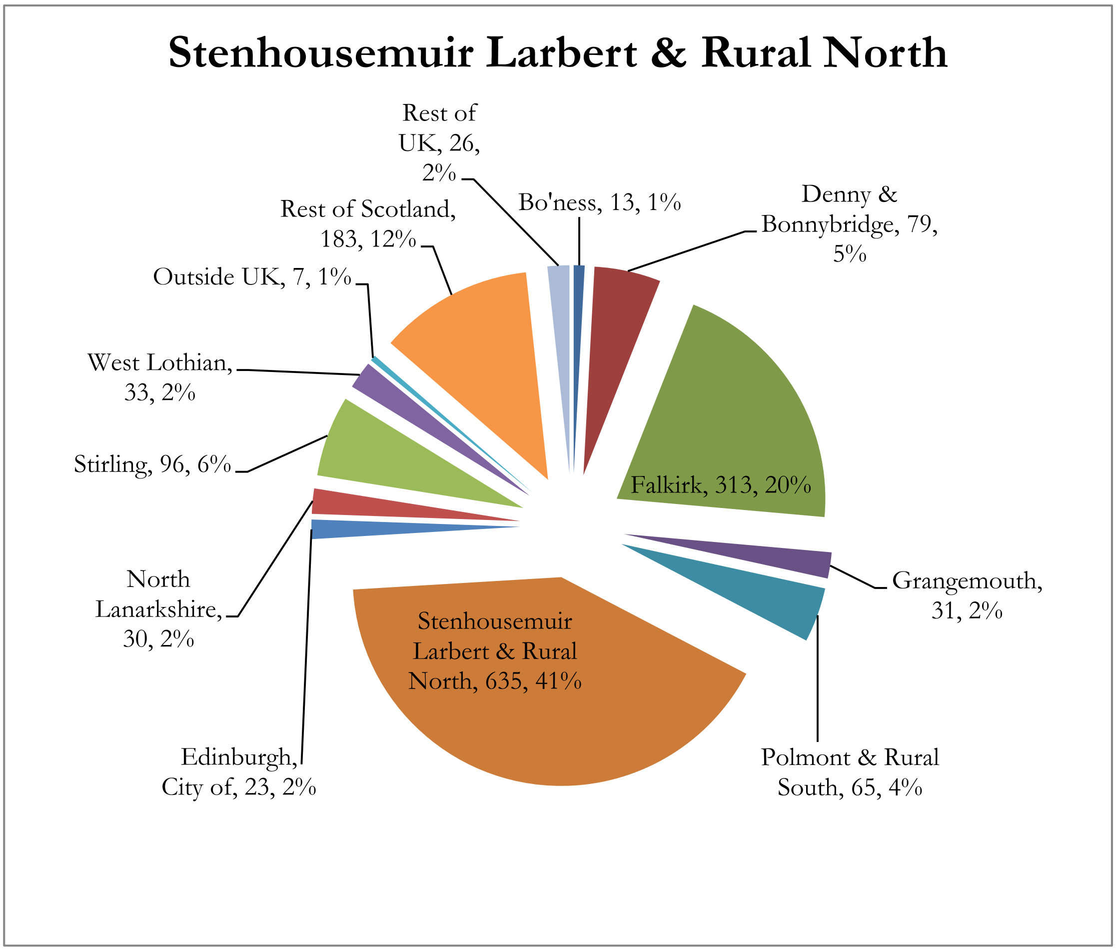
Source: Registers of Scotland with further processing by Scottish Government

11. Stenhousemuir, Larbert and Rural North Housing Sub Market Area

11.1 Over the period 2010-2013 there were 1,534 sales in the Stenhousemuir, Larbert and Rural North housing sub market area where the area of origin was known. The analysis of house sales shows that Stenhousemuir, Larbert and Rural North housing sub market area is relatively self-contained with the largest proportion of sales (41%) originating within the Stenhousemuir, Larbert and Rural North housing sub market area. This represents a fall of 3 percentage points on previous analysis on self-containment undertaken in 2006-2009.

11.2 There were a significant number of sales from the Falkirk housing sub market area at 20% of all sales which represents an increase of 4 percentage points from 2006-2009. Moves from neighbouring council areas were relatively small at around 2% apart from sales from Stirling which were 6%. The increase in sales to Stenhousemuir, Larbert and Rural North from Falkirk may be due to the number of housing developments taking place in areas like Kinnaird and Bellsdyke.

Figure 8: House Sales in Stenhousemuir, Larbert and Rural North by Area of Origin 2010-2013



Source: Registers of Scotland with further processing by Scottish Government

12. House sales in neighbouring Local Authorities to buyers from Falkirk Council

Background

12.1 This section looks at sales in other neighbouring local authorities to buyers from the Falkirk Council area. The Sasines data was cleansed prior to the analysis to remove errors so that only those categorised as person to person and company new build were included. Only sales over £25,000 and under £1,000,000 were included (apart from Edinburgh where sales under £2,000,000 were considered). 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.

West Lothian

12.2 There were a total of 7,293 sales made in West Lothian between 2010 and 2013. A total of 2% of sales were to buyers from the Falkirk area, mainly to buyers from the Bo'ness area. This has fallen from the analysis undertaken in 2006-2009 when 3% of sales were from the Falkirk area. The percentage of sales from Bo'ness has also fallen from 57% to 42% of the Falkirk total, whereas the percentage from Falkirk and Polmont Rural South has increased.

Table 4: House Sales in West Lothian originating from Falkirk 2010-2013

Housing Market Area	2010-2013	% of all sales from Falkirk	% of all sales in West Lothian
Bo'ness	60	42%	0.9%
Denny & Bonnybridge	5	4%	0.1%
Falkirk	29	20%	0.4%
Grangemouth	5	4%	0.1%
Polmont & Rural South	31	22%	0.4%
Stenhousemuir Larbert & Rural North	12	8%	0.2%
Total	**142**	**100%**	**2.0%**

Source: Registers of Scotland with further processing by Scottish Government

Stirling

12.3 There were a total of 4,894 sales made in the Stirling area between 2010 and 2013. A total of 4.2% sales were to buyers from the Falkirk area, mainly from the Denny and Bonnybridge and Stenhousemuir, Larbert and Rural North area. This reflects a negligible change from previous analysis undertaken. The percentage of sales from Denny and Bonnybridge has fallen by 7 percentage points while the percentage of sales from Stenhousemuir, Larbert and Rural North has increased by 10 percentage points.

Table 5: House Sales in Stirling originating from Falkirk 2010-2013

Housing Market Area	2010-2013	% of all sales from Falkirk	% of all sales in Stirling
Bo'ness	9	5%	0.2%
Denny & Bonnybridge	58	30%	1.35%
Falkirk	34	18%	0.7%
Grangemouth	10	5%	0.2%
Polmont & Rural South	20	10%	0.4%
Stenhousemuir Larbert & Rural North	62	32%	1.3%
Total	**193**	**100%**	**4.2%**

Source: Registers of Scotland with further processing by Scottish Government

North Lanarkshire

12.4 There were a total of 10,745 sales made in the North Lanarkshire area between 2010 and 2013. A total of 1.4% sales were to buyers from the Falkirk area, mainly from the Denny and Bonnybridge, Stenhousemuir, Larbert and Rural North and Falkirk areas. This reflects a slight increase of 0.2 percentage points from previous analysis undertaken. The percentage of sales from Denny and Bonnybridge has fallen by 13 percentage points while the percentage of sales from Stenhousemuir, Larbert and Rural North has increased by 6 percentage points and those from Falkirk have increased by 4 percentage points.

Table 6: House Sales in North Lanarkshire originating from Falkirk 2010-2013

Housing Market Area	2010-2013	% of all sales from Falkirk	% of all sales in North Lanarkshire
Bo'ness	5	4%	0.1%
Denny & Bonnybridge	66	46%	0.6%
Falkirk	26	18%	0.3%
Grangemouth	4	3%	0.04%
Polmont & Rural South	15	11%	0.14%
Stenhousemuir Larbert & Rural North	26	18%	0.3%
Total	**142**	**100%**	**1.4%**

Source: Registers of Scotland with further processing by Scottish Government

Edinburgh

12.5 There were a total of 30,316 sales made in the Edinburgh area between 2010 and 2013. A total of 0.5% sales were to buyers from the Falkirk area, mainly from the Bo’ness, Falkirk and Polmont and Rural South area. This is the same as previous analysis undertaken. The percentage of sales from Bo’ness has fallen by 3 percentage points while the percentage of sales from Falkirk has increased by 9 percentage points and the percentage from Polmont and Rural South has fallen by 4 percentage points.

Table 7: House Sales in Edinburgh originating from Falkirk 2010-2013

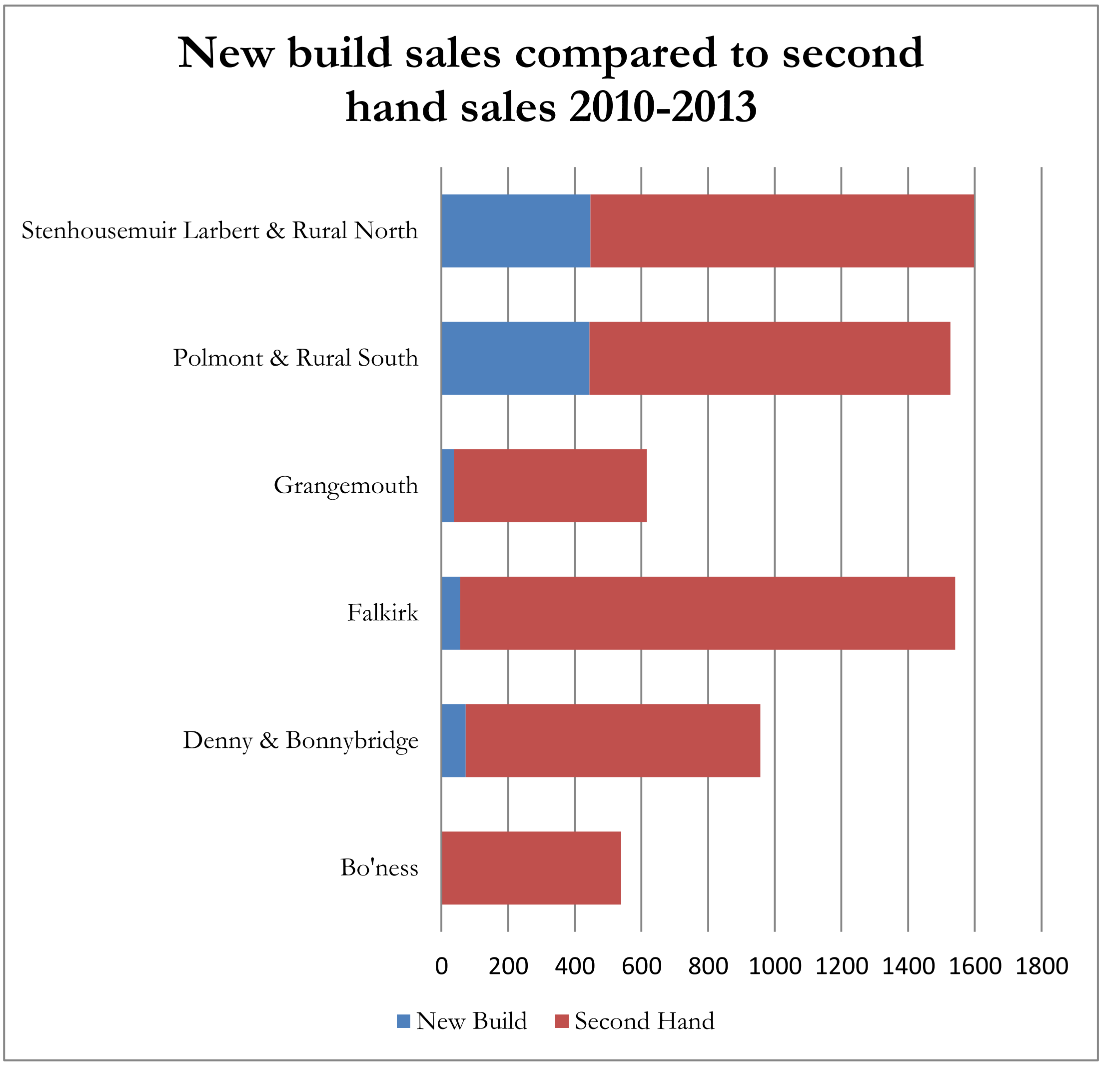
Housing Market Area	2010-2013	% of all sales from Falkirk	% of all sales in Edinburgh
Bo'ness	42	29%	0.15%
Denny & Bonnybridge	10	7%	0.03%
Falkirk	47	33%	0.16%
Grangemouth	4	3%	0.01%
Polmont & Rural South	24	17%	0.08%
Stenhousemuir Larbert & Rural North	16	11%	0.06%
Total	**143**	**100%**	**0.5%**

Source: Registers of Scotland with further processing by Scottish Government

13. The Role of New Build Housing

13.1 The role of new build housing can be important in influencing mobile demand. A total of 1,058 new build properties were considered to establish the degree of influence they have on levels of self-containment between 2010 and 2013. New build in Polmont Rural South and Stenhousemuir/Larbert and Rural North represents 29% and 28% respectively of all sales in the area between 2010 and 2013 whereas in the other housing sub areas it is between just over 0% and under 8%. The overall scale of new build sales varies with the largest numbers in Polmont Rural South and Stenhousemuir/Larbert and Rural North at 444 and 447 respectively. This compares to 37 in Grangemouth.

Figure 9: Number of new and second hand sales 2010-2013



Source: Registers of Scotland with further processing by Scottish Government

13.2 The table below indicates 28% of new build buyers and 26% of all buyers come from outwith the Falkirk Council area. This has fallen from previous analysis undertaken, where 39% of new build sales were to external buyers and 31% of all sales.

13.3 There are a number of planning constraints in Grangemouth including restrictions on development from major hazard sites and flood risk which limit the potential of the area for growth.

Table 8: Percentage of new build and second hand sales from outwith Falkirk

Sub Area	External buyer new build sales	External buyer all sales
Bo'ness	0%	45%
Denny and Bonnybridge	41%	32%
Falkirk	21%	23%
Grangemouth	14%	16%
Polmont and Rural South	24%	25%
Stenhousemuir, Larbert and Rural North	31%	25%
Total	28%	26%

Source: Registers of Scotland with further processing by Scottish Government

13.4 The sub areas where the percentage of sales to external buyers for new build properties is higher than the percentage of all sales for external buyers are Stenhousemuir, Larbert and Rural North and Denny and Bonnybridge. The Denny and Bonnybridge area has the highest percentage of new build sales to external buyers at 41%

14. Differences between the 2009 HNDA and work undertaken for this refresh

14.1 Comparing the analysis on origin based sales undertaken initially by Newhaven for sales in 2002-2006 and then the updated analysis for the HNDA in 2009 on 2006-2009 sales and more recently for sales in 2010-2013, there are differences in the level of self-containment. The level of self-containment has increased from 66% in 2002-2006 to 69% in 2006-2009 and then increased further to 73% in analysis just undertaken for 2010-2013.

14.2 Looking in more detail at sales within the six housing sub market areas there are a number of areas that saw an increase in the level of self-containment, notably Grangemouth (7 percentage points), Denny and Bonnybridge (8 percentage points), Falkirk (10 percentage points) and Bo'ness (2 percentage points). There were two sub areas that saw a fall in the level of self-containment and these are Polmont and Rural South (12 percentage points) and Stenhousemuir, Larbert and Rural North (3 percentage points).

14.3 When looking at specific sub areas there are some notable findings in some sub areas. In the Bo'ness area the number of buyers from West Lothian has increased by 8 percentage points but the percentage from Edinburgh has fallen by 7 percentage points. In the Denny and Bonnybridge area the number of sales where the origin was North Lanarkshire has fallen by 6 percentage points. In the Falkirk area there has been a fall of 3 percentage points in the number of sales from Larbert, Stenhousemuir and Rural North and also Polmont and Rural South. In Grangemouth there has been a notable fall of 3 percentage points in sales from buyers from Falkirk. In the Polmont and Rural South area the number of sales from buyers whose origin is the Falkirk area has increased by 13 percentage points. Within Stenhousemuir, Larbert and Rural North the number of sales from the Falkirk area has increased by 4 percentage points.

15. Conclusions

15.1 The analysis of the six housing sub market areas in Falkirk has shown that there are some relationships with housing market areas outwith the Falkirk area. None of the relationships between the housing market areas are significant enough to justify the merger of market areas. The housing sub market areas identified by Newhaven Research in 2007 and then updated in 2009 remain. The origin based self-containment analysis indicated that buyers come from other areas notably Edinburgh, West Lothian and North Lanarkshire.

15.2 The origin based analysis for the different sub areas indicated the following;

- Bo'ness – Most buyers come from the sub area and then West Lothian followed by Edinburgh
- Denny and Bonnybridge – Most buyers come from the sub area and then North Lanarkshire
- Falkirk – Most buyers come from the sub area and then Larbert, Stenhousemuir and Rural North closely followed by Polmont and Rural South
- Grangemouth – Most buyers come from the sub area followed by Falkirk and then Polmont and Rural South
- Polmont and Rural South – Most buyers come from the sub area and then Falkirk.
- Stenhousemuir, Larbert and Rural North – Most buyers come from the sub area and then Falkirk.