

A Broad Rental Market Area is an area *'within which a person could reasonably be expected to live having regard to facilities and services for the purposes of health, education, recreation, personal banking and shopping, taking account of the distance of travel, by public and private transport, to and from those facilities and services.'*

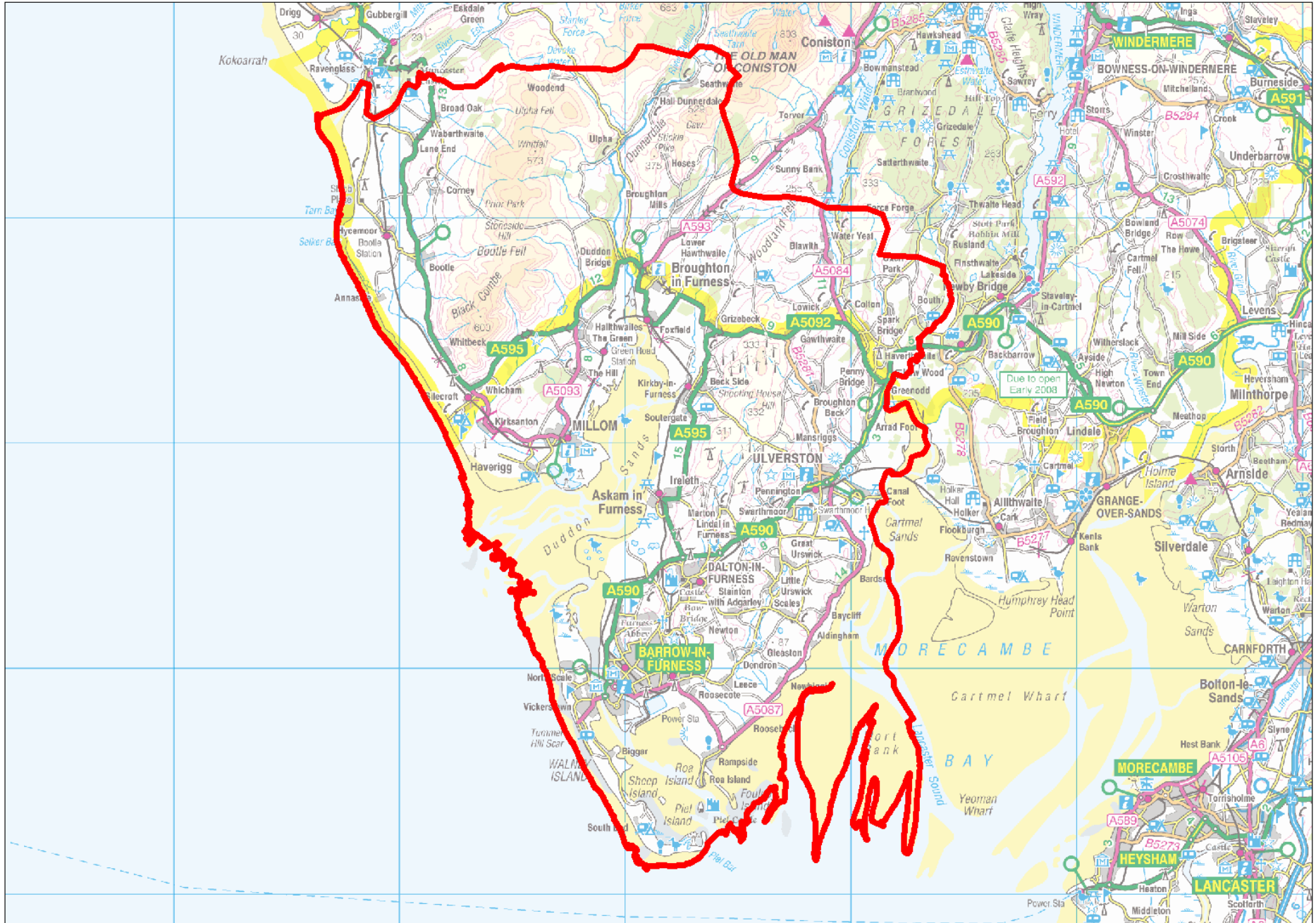
A BRMA must contain *'residential premises of a variety of types, including such premises held on a variety of tenures', plus 'sufficient privately rented residential premises, to ensure that, in the rent officer's opinion, the LHA for the area is representative of the rents that a landlord might reasonably be expected to obtain in that area'.*

[Legislation - Rent Officers (Housing Benefit Functions) Amendment (No.2) Order 2008]

BARROW-IN-FURNESS

Broad Rental Market Area (BRMA) implemented on 1st July 2009

Map of the BRMA



Overview of the BRMA

The above map shows the Barrow-in-Furness BRMA within a boundary marked in red. It is located in the south-western corner of Cumbria and incorporates parts of Low and High Furness. The BRMA extends approximately 20 miles from north to south and 15 miles from east to west. It is bounded on two sides by the Irish Sea and Morecambe Bay. The northern boundary follows the topographical watershed south of the River Esk. The eastern boundary again generally follows topographical divides, enclosing Duddondale and the Crake Valley, before following the Rusland Pool to the estuary at Greenodd.

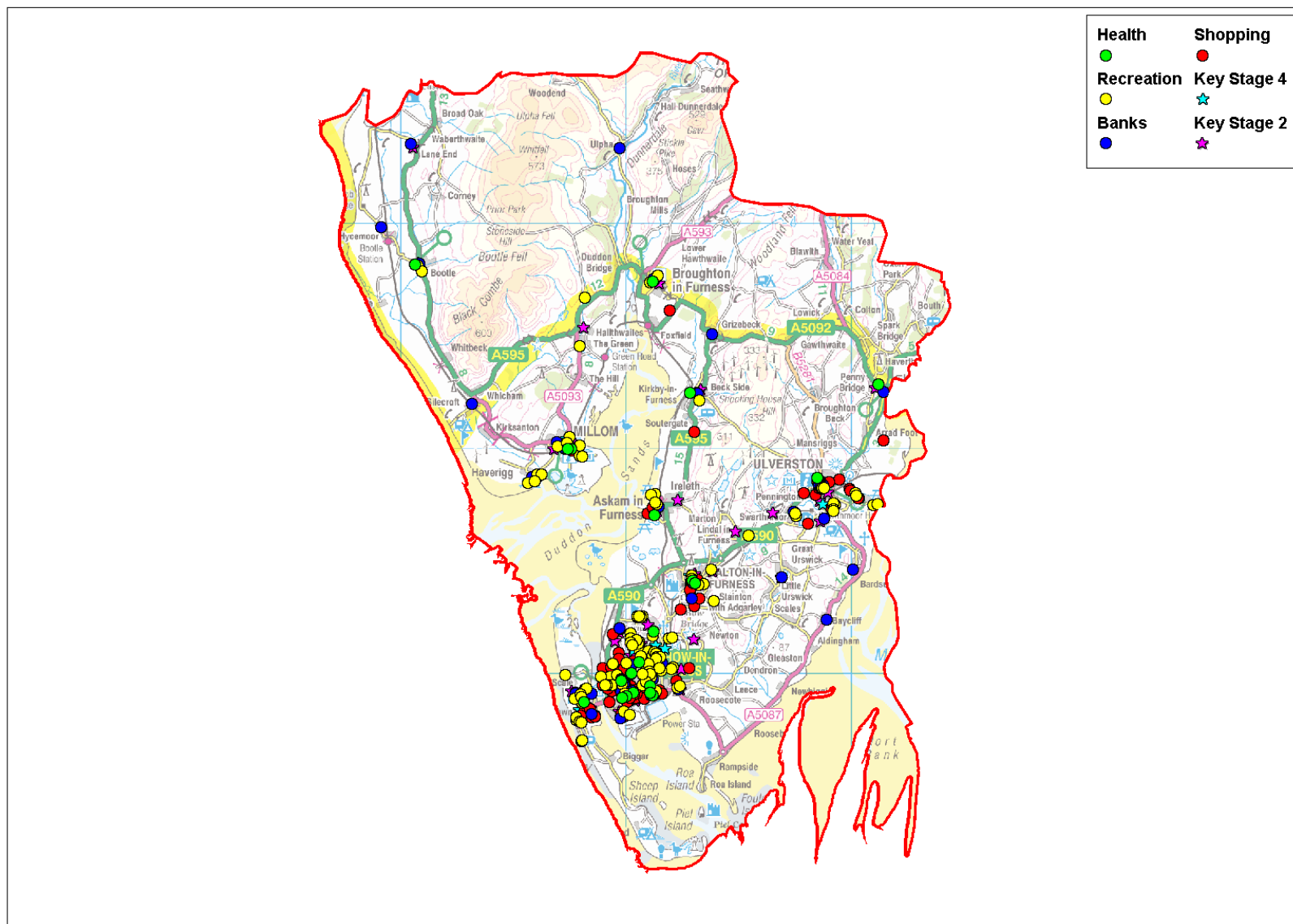
The main town within the BRMA is Barrow-in-Furness with an approximate population of 60,000. The other towns include Dalton-in-Furness (population approximately 13,000), Ulverston (11,000), Millom (6,500), whilst Broughton in Furness's population is about 1,000.

The Furness General Hospital, Barrow-in-Furness, provides maternity and A & E services. Barrow has many educational facilities including sixth form and further education colleges; and a range of recreational activities and facilities. It is also the main location in southern Cumbria for convenience and comparison shopping.

The map above indicates that road and rail travel in the region is generally dictated by topographical features and bridging points – twisting around the hills and coastal estuaries, following river valleys. The main roads running through the locality include the A595 and the A590. The A590 links Barrow to junction 36 of the M6, the A595 links with the A590 which provides access into Barrow from West Cumbria. The local road network links the main A roads, though some of the fell roads are only suitable for motorcars and not HGVs or PSVs.

The only railway line in the BRMA winds around the Cumbrian coastline linking Barrow to the other towns in the BRMA, Ulverston, Dalton and Millom, and with the West Coast Mainline. There are several local stations in the BRMA including Kirkby in Furness, Askam, and Foxfield.

Identification of Health, Education, Recreation, Banking and Shopping (HERBS)



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The above map shows how the facilities and services (HERBS) are distributed. They are mainly clustered in Barrow in Furness. Smaller clusters can be seen in the towns of Ulverston, Dalton in Furness and Millom, indicating their secondary role.

Accessibility to facilities and services

(Information sourced from publically available websites)

From	To	Time by Car	Distance by car in miles (based on the quickest rather than the shortest route)	Time by Bus	Time by Train	Remarks (where applicable)
Ulverston	Barrow	17	9.4	20 - 37	22	Served by multiple bus routes
Dalton	Barrow	10	3.2	18 - 20		Served by multiple bus routes
Bardsea	Barrow	23	11	33 - 46		Served by multiple bus routes
Blawith	Barrow	29	17.2	61		
Askham	Barrow	13	6.5	30	16	
Broughton in Furness	Barrow	28	17	44 - 58		Served by multiple bus routes
Foxfield	Barrow	25	15.2	42	26	
Millom	Barrow	40	24	50	31	
Bootle	Barrow	42	28		48	

The above table shows the approximate distances in miles and journey times in minutes to Barrow in Furness from peripheral locations. Access to Barrow by all means of transport is easiest from the Furness Peninsula and Low Furness. The road and bus network radiates from Barrow and Ulverston. Due to the circuitous road network, rail travel is often quickest, and bus services are less frequent.

However, journey times from the northern and eastern periphery of the BRMA are comparable and under an hour, demonstrating the reasonableness of accessibility to the main facilities and services in the area. By implication the table also indicates that journeys to and from nearer destinations are also reasonable.

Variety of Property Types and Tenures

Variety of Property Types	Total
All Household Spaces (Total)	46019
In an Unshared Dwelling	45963
House or Bungalow (Subtotal)	41197
Detached	7266
Semi Detached	13287
Terrace or End Terrace	20645
Flat, Maisonette or Apartment (Subtotal)	4410
Flat, Maisonette or Apartment: In a Purpose-Built Block of Flats	3300
Flat, Maisonette or Apartment: Part of a Converted or Shared House	612
Flat, Maisonette or Apartment: In a Commercial Building	497
Caravan or Other Mobile or Temporary Structure	356
In a Shared Dwelling	56
Variety of Tenure Types	
All Households (Total)	43100
Owned (Subtotal)	32947
Owned: Owns outright	15941
Owned: Owns with a mortgage or loan	16904
Owned: Shared ownership	101
Social rented (Subtotal)	5256
Social rented: Rented from Council (Local Authority)	4069
Social rented: Other social rented	1187
Private rented (Subtotal)	4106

The figures in bold in the above table show the number of houses and flats in the BRMA and how many of them are owned, socially rented and privately rented. The other figures show sub categories. The table demonstrates that the BRMA contains a variety of types of residential premises and that they are held on a variety of tenures. Note: the table was compiled by matching the Office of National Statistics 2001 Census data as closely as possible to the BRMA map boundary.

Sufficient Privately Rented Premises

The table shows 4,106 privately rented premises in the BRMA.

We would expect to collect approximately 15% of the private rented sector market; this would be about 615 pieces of lettings information to include on our list of rents. This is considered sufficient privately rented residential premises to ensure that, in the Rent Officer's opinion, the Local Housing Allowance for tenancies in the area are representative of the rents that a landlord might reasonably be expected to obtain in that area.