

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.'*

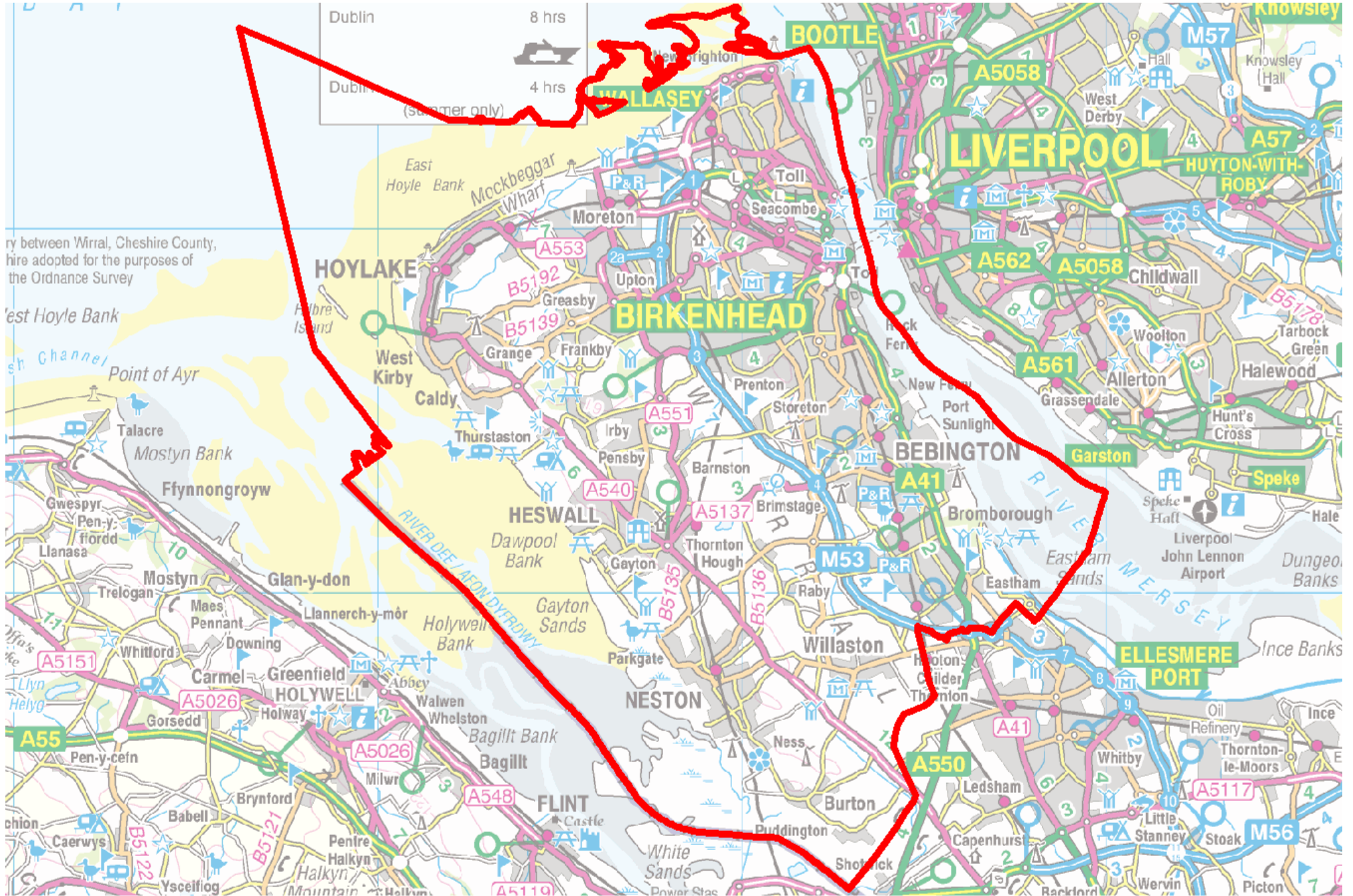
A BRMA must contain *'residential premises of a variety of types, including such premises held on a variety of tenures', plus 'sufficient privately rented residential premises, to ensure that, in the rent officer's opinion, the LHA for the area is representative of the rents that a landlord might reasonably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

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

WIRRAL

Broad Rental Market Area (BRMA) implemented on 1st November 2010

Map of the BRMA



ry between Wirral, Cheshire County,
hire adopted for the purposes of
the Ordnance Survey

est Hoyle Bank

Point of Ayr

Talacre
Mostyn Bank

Ffynnongroyw

Llanasa

Trelogan

Whitford

Pen-y-cefn

Caerwys

Ysceiflog

Dublin
8 hrs
Dublin
4 hrs
(summer only)

Overview of the BRMA

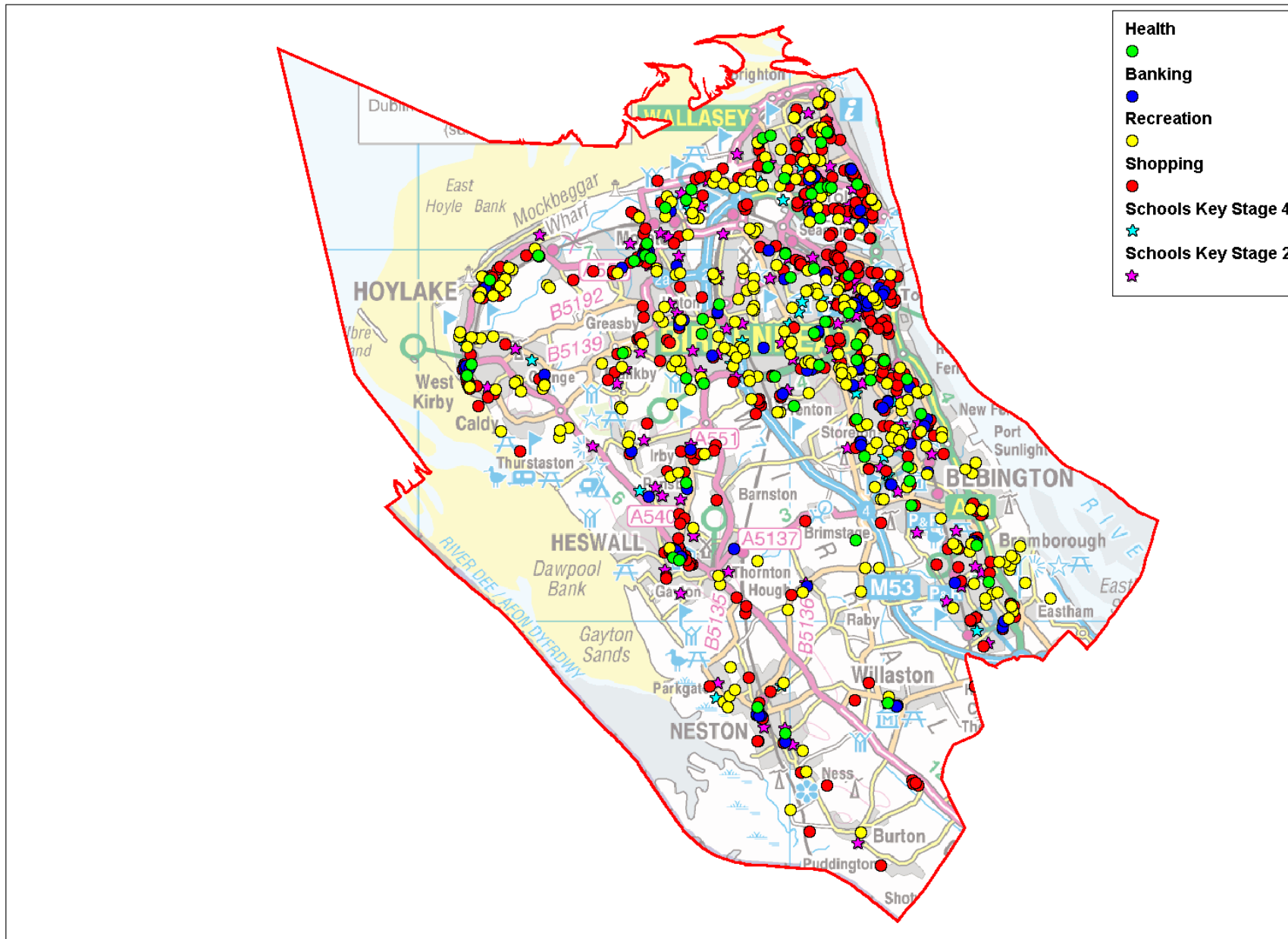
The above map shows the town of Birkenhead within a boundary marked in red. The Wirral BRMA covers most of the Wirral peninsula, an area roughly 10 miles by 7 miles at its maximum extent. The BRMA is bounded by the Dee Estuary to the west, Liverpool Bay and the Irish Sea to the north, and the River Mersey to the east, while to the south it adjoins the West Cheshire BRMA. The M53 motorway runs from southeast to northwest through the BRMA, effectively dividing it into two distinct parts. Two thirds of the BRMA's population live in the urbanised eastern part, a conurbation that includes Birkenhead, Wallasey and Bebington. The western part is more rural, although it contains the coastal settlements of West Kirby and Hoylake and mainly comprises smaller towns and villages such as Heswall, Neston and Willaston.

Birkenhead is the retail, commercial and administrative centre of the Wirral. The main hospital within the BRMA is Arrowe Park Hospital, at Upton, which amongst other facilities has a 24-hour Accident and Emergency department and a maternity unit. Wirral Metropolitan College is the largest provider of post-16 learning on the Wirral. The campuses at Carlett Park, Eastham and Conway Park in the centre of Birkenhead have been refurbished and a new campus built at Twelve Quays in Birkenhead.

The road network radiates out from Birkenhead linking the surrounding towns and villages to it. The main road links that run through the BRMA are the M53, A41 and A540, which allow fast north-south journey times. The A41 runs along the banks of the Mersey from Eastham in the south through Bebington and Bromborough to Birkenhead. The A540 runs from southeast to northwest, linking the main towns and villages on the western side of the peninsula. In the north the A553 joins West Kirby and Hoylake to Wallasey and Birkenhead. A network of minor roads links the rural towns and villages to the main arterial roads.

There is a bus network providing regular links between Birkenhead and the surrounding towns and villages; however, services are more limited in some rural areas. From Birkenhead the rail network links to a number of stations within the BRMA; in the north an east-west route serves Bidston, Leasowe, Moreton, Meols, Hoylake and West Kirby. There are two routes running southwards: one that runs from Birkenhead via Bidston, Upton, Heswall and Neston, essentially serving the south western part of the BRMA. The other route serves the eastern side of the BRMA linking Tranmere, Rock Ferry, Bebington, Port Sunlight, Spital, Bromborough, Eastham and Hooton.

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 mainly cluster in, and close to, Birkenhead. Smaller clusters can be seen in the towns of Wallasey, Bebington, Bromborough, Hoylake, Heswall and Neston.

Accessibility to facilities and services

(Information sourced from publicly available websites)

From	To	Distance By Car (based on the quickest rather than the shortest route)	Time by Car	Time By Bus	Time By Train	Remarks (where applicable)
West Kirby	Birkenhead	8.5	18	33	25	
Hoylake	Birkenhead	7.9	16	36 - 46	22	Bus times depend on route taken
New Brighton	Birkenhead	4.2	8	25 - 29	18	Bus times depend on route taken
Eastham	Birkenhead	6.5	13	23 - 25	-	
Willaston	Birkenhead	9.3	20	48 – 75	33*	Bus times depend on route taken * bus & train from Hooton
Puddington	Birkenhead	11.9	24	65	64*	Bus includes one change * (requires 22 min. walk to Burton) for bus & train from Hooton
Burton	Birkenhead	12.8	27	44	42*	* bus & train from Hooton
Neston	Birkenhead	10.3	20	41	36	
Heswall	Birkenhead	6.9	14	27 – 38	-	

The above table shows the approximate distances in miles and journey times in minutes to Birkenhead from peripheral locations. Most journeys are 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)	147,432
In an Unshared Dwelling	147,056
House or Bungalow (Subtotal)	124,761
Detached	27,305
Semi Detached	60,469
Terrace or End Terrace	36,987
Flat, Maisonette or Apartment (Subtotal)	22,111
Flat, Maisonette or Apartment: In a Purpose-Built Block of Flats	14,418
Flat, Maisonette or Apartment: Part of a Converted or Shared House	5,768
Flat, Maisonette or Apartment: In a Commercial Building	1,925
Caravan or Other Mobile or Temporary Structure	184
In a Shared Dwelling	376
Variety of Tenure Types	
All Households (Total)	141,342
Owned (Subtotal)	103,701
Owned: Owns outright	44,939
Owned: Owns with a mortgage or loan	57,874
Owned: Shared ownership	888
Social rented (Subtotal)	23,164
Social rented: Rented from Council (Local Authority)	15,324
Social rented: Other social rented	7,840
Private rented (Subtotal)	12,112

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 12,112 privately rented premises in the BRMA.

We would expect to collect approximately 20% of the private rented sector market; this would be about 2,422 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 is representative of the rents that a landlord might reasonably be expected to obtain in that area.