

Warwickshire  
Rural  
Housing  
Association



**A DETAILED INVESTIGATION  
INTO THE  
HOUSING NEED OF  
PRIORS MARSTON**

**Produced by  
Warwickshire Rural Housing Association  
in conjunction with  
Priors Marston Parish Council**

**November 2004**



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## **1. Introduction**

Warwickshire Rural Housing Association is a preferred partner Association of Stratford on Avon District Council, with the specific remit for working with Parish Councils to identify local housing needs. In this respect, the Association has been working with the Parish Council for the village of Priors Marston since December 2001.

In this time we have conducted two detailed housing need survey which identified a need for a number dwellings to meet the needs of local people. In addition, the survey also confirmed that there was support from the community for a small affordable housing scheme to meet these needs.

After consultation with the Parish Council we have investigated a number of potential sites which may be suitable to accommodate a development. During this time a number of sites have been proposed, but for a number of reasons agreements have not been forthcoming. Further investigations have now been undertaken and it has become apparent that there is a suitable site on the edge of the village which could only be developed for affordable housing, and for which the owners are prepared to sell to the Association at a value which would allow such a development. This site is situated north of Southam Road adjacent to Honisberie Too, and once provided, the scheme would be restricted to local people through the application of a Section 106 Agreement between the Association and Stratford upon Avon District Council.

As with most rural housing projects, our work in Priors Marston has been ongoing for a number of years. At a Parish Council meeting during the summer this year it was agreed that a further housing need survey should be conducted to ensure that there is still a requirement for affordable housing in the village.

## **2. Purpose of the Survey**

The survey was conducted to confirm that there is still a local housing requirement within Priors Marston and that there is still support from the community for such a development.

If the survey confirms that there is still an affordable housing need in Priors Marston, and support from residents and the Parish Council, the Association will be in a position to apply for planning permission to develop the site north of Southam Road. The permission could be granted under the “exceptions” criteria set out in Planning Policy Guidance Note 3 (Housing) and incorporated within Stratford upon Avon District Council’s Local Plan under Policy CTY.5.

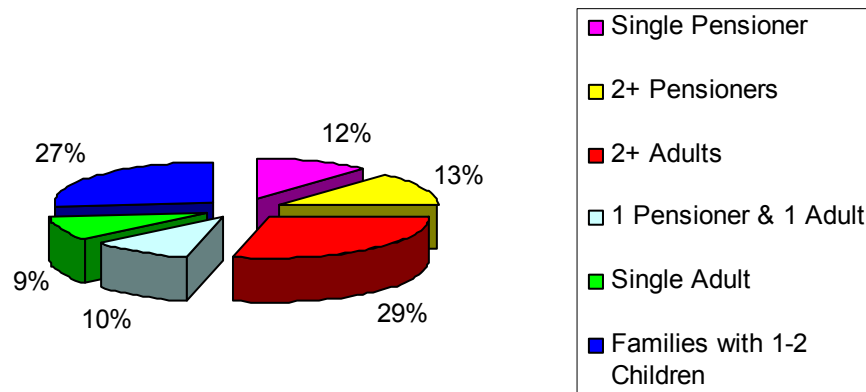
As mentioned in the introduction, if such a development were produced then the allocation of the dwellings would be restricted to individuals with a strong local connection to Priors Marston, due to the application of a Section 106 Agreement.

### 3. Respondent details

A total of 97 survey forms were received, giving a return rate of approximately 39%. This is a good level of response when considering that only people who have a housing need, or who are interested in a local needs development, are requested to respond.

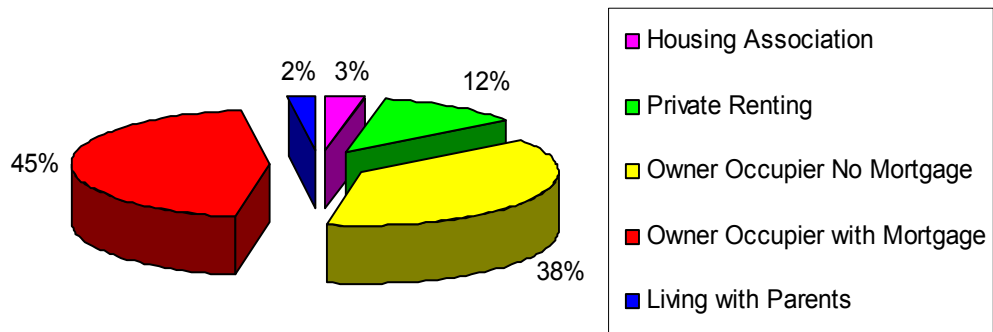
#### i) Household Size of Respondents

There was a good mix in terms of household sizes. As can be seen from the chart below largest response was from Couples and families with 1 – 2 children.



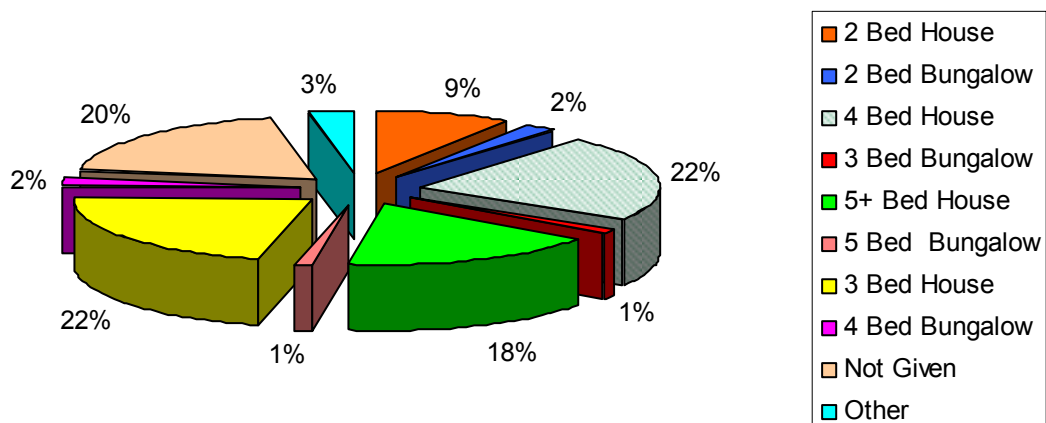
#### ii) Tenure of all Respondents

The current household tenure of respondents is given in the table below. It is easy to see that owner occupiers were by far the largest tenure group accounting for almost 83%, with the larger percentage of these being from residents who have an outstanding mortgage.



### iii) Property Types

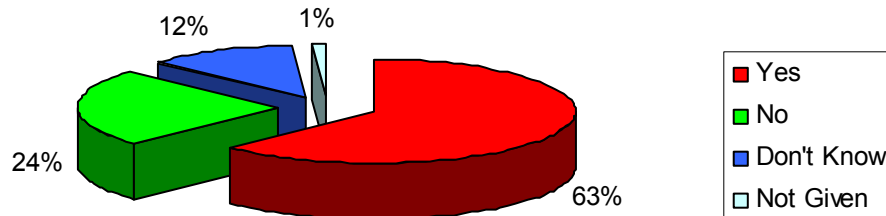
The following chart details the types of property that respondents currently reside in.



From this chart we would consider that there is a variety of houses within the village although there would appear to be a distinct lack of bungalow accommodation.

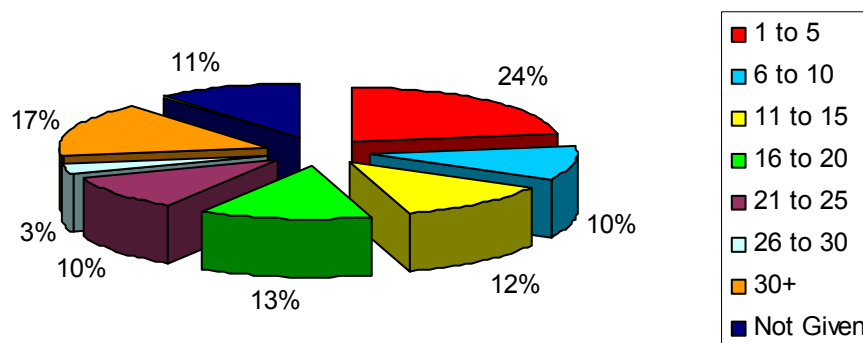
**iv) Local Connection**

Primarily the survey forms are delivered to properties within the village, but the questionnaire is also directed at people who may not currently be resident but who have a close connection to the parish.



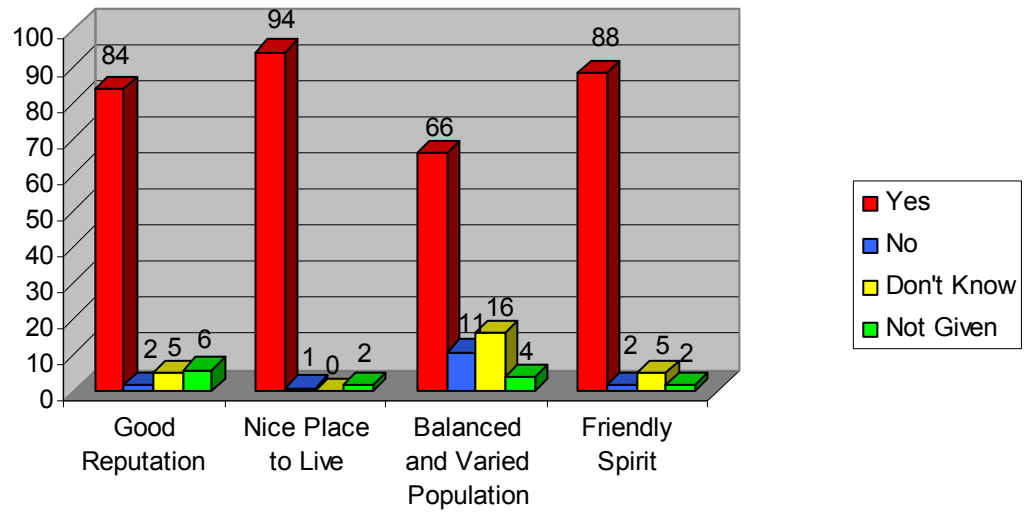
**v) Period of Residence**

The table below gives the number of years that respondents have lived in the parish of Priors Marston. From this table we see that there is a good spread of migration and long term residency within the village.

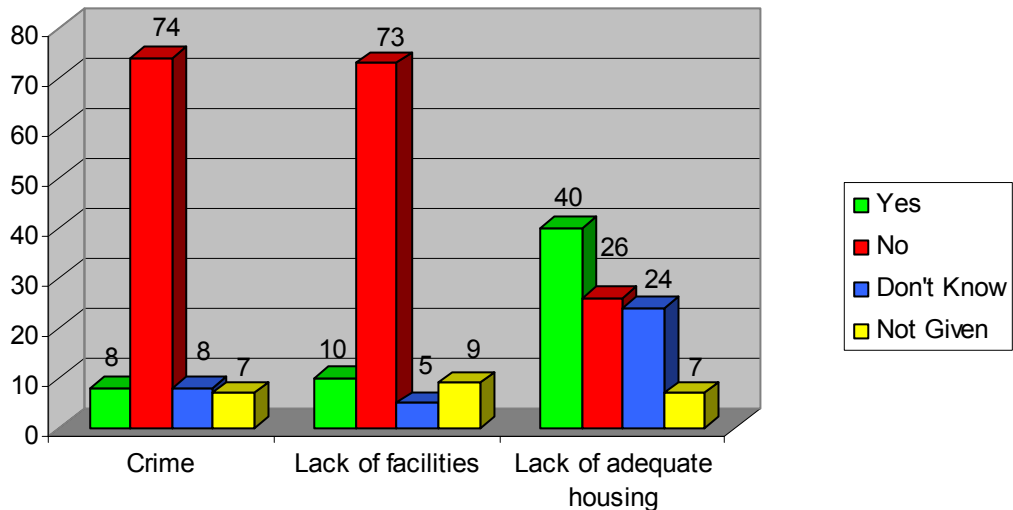


**vi) Desirability (Sustainability)**

The following two charts detail respondents' answers to the "desirability" questions. The answers to these questions allow us to construct a more detailed picture of the parish. From this we can assess whether any social housing that is subsequently provided in the village will be "sustainable", i.e. that potential current and future applicants will in fact want to take up a tenancy or lease.



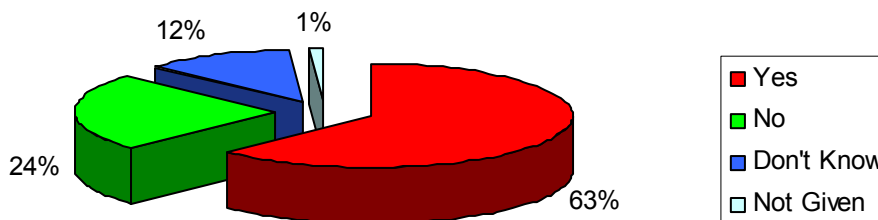
From the above chart it can be seen that the vast majority of residents consider that Priors Marston has a good reputation; is a pleasant place to live; a varied and balanced population and a friendly atmosphere/community spirit.



This second chart shows that the vast majority consider that there is not a problem with crime and/or anti-social behaviour, and that there are adequate facilities within the village. There is also a majority of respondents who identified that there is a lack of adequate housing within the village.

**vii) Local Support for a Small Housing Development**

One of the fundamental questions on the survey is that which asks if there is support for a small local development.



The vast majority of respondents, just over 63%, would be in favour of an affordable housing development to be provided.

#### 4. Housing Need Analysis:

Of the 97 returns, 85 were from people who would be considered as adequately housed and would not be looking to move to alternative accommodation within the next 5 years. These respondents completed a form primarily to offer their support/objection towards a “local” needs housing development as well as give their comments regarding the “desirability” of Priors Marston. These were therefore discounted from the rest of the analysis. Accordingly, as far as the requirement for affordable housing is concerned there are 12 returns detailing a specific housing need.

The following table lists the responses identifying a housing need, what type of housing they will require, and our assessment of their need:

	<b>RESPONDENT</b>	<b>WHAT REQUIRED</b>	<b>ASSESSMENT</b>
1	Couple, private renting, Current home is too large for needs and expensive to maintain	3 bed bungalow – shared ownership	2 bed bungalow – shared ownership
2	Family, 2 children, tied accommodation, previous residency for 30 years, Lack of security in tenure of property.	3 bed house – shared ownership	3 bed house – shared ownership
3	Family, 4 children, private renting, current residency for 4 years, Tenancy agreement due to end 2005	4 bed house – shared ownership	4 bed house – shared ownership
4	Couple, living with parents, current residency for 23 years, requires independence	2 bed house – rent/shared ownership	2 bed house – rent
5	Single person, private renting. current residency for 1 year.	2 bed house – rent/shared ownership	2 bed house – rent
6	Family, 3 adults, tied accommodation, . current residency for 43 years.	3 bed house – shared ownership	2 bed house – shared ownership
7	Family, 3 children, private renting, current residency for 13 years, Current house too small	3/4 bed house – shared ownership	3/4 bed house – shared ownership
8	Single adult, lodging, lived in the village for 32 years, wants own property	2 bed house – rent/shared ownership	2 bed house – rent (due to income levels)
9	Single elderly parent, 1 child , private renting, current residency 21 years.	2 bed house – rent	2 bed house – rent
10	Family, 2 children, private renting, Current home is too large for needs and expensive to maintain	3/4 bed house – rent	3 bed house – rent
11	Family, 2 children, Housing Association renting, current residency 5 years, would like to get onto property ladder	3 bed house – shared ownership	3 bed house – shared ownership
12	Single adult, living with parents, current residency 25 years, getting married and requires independence	2/3 bed bungalow – shared ownership	2 bed house – rent (Due to income levels)

From the above breakdown, we would confirm that the current housing need within Priors Marston is for the following mix:

**1 x 2 bedroom houses for shared ownership purchase**  
**3 x 3 bedroom houses for shared ownership purchase**  
**1 x 4 bedroom house for shared ownership purchase**  
**1 x 2 bedroom bungalow for shared ownership purchase**

**5 x 2 bedroom houses for rent**  
**1 x 3 bedroom house for rent**

## 5. Conclusion

Warwickshire Rural Housing Association, in partnership with Priors Marston Parish Council, has conducted a detailed study of the housing need of the village. This study has not only investigated the actual housing need of Priors Marston, but has also ascertained residents views with regard to living in the village, as well as identifying local support for a development to meet local needs.

The findings of the survey confirmed a requirement for:

**1 x 2 bedroom houses for shared ownership purchase**  
**3 x 3 bedroom houses for shared ownership purchase**  
**1 x 4 bedroom house for shared ownership purchase**  
**1 x 2 bedroom bungalow for shared ownership purchase**

**5 x 2 bedroom houses for rent**  
**1 x 3 bedroom house for rent**

However, with this type of housing need survey we would apply a discounting factor. This is to take into account that during the time it would take to develop a scheme some respondents will have to satisfy their own housing needs. For this level of need we would apply a discounting factor. The suggested housing mix required would be:

**1 x 2 bedroom houses for shared ownership purchase**  
**2 x 3 bedroom houses for shared ownership purchase**  
**1 x 4 bedroom house for shared ownership purchase**  
**1 x 2 bedroom bungalow for shared ownership purchase**

**3 x 2 bedroom houses for rent**  
**1 x 3 bedroom house for rent**

It is our recommendation that a development of 9 dwellings, as detailed above, is provided to meet the needs of local people within the Parish. Such a development could now be progressed, with confidence, upon the site north of Southam Road utilising Policy CTY.5 within Stratford upon Avon District Council's Local Plan.