A faint, light grey outline of a house with a chimney, two windows on the ground floor, and one window on the upper floor, serving as a background for the title text.

**Housing needs survey report  
for  
Pillerton Priors parish**

**October 2024**

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Rural Housing Enablers, WRCC**

# Contents

1. Introduction
2. Planning Context
3. Results

## Part 1

- Q1 Development of affordable homes for local people
- Q2 Life in the parish
- Q3 Classes or improvements that might benefit the village hall
- Q4 Is your current home suitable

## Part 2

- Q1 Reasons for housing need
- Q2 Current dwelling
  - i) Dwelling size, type and tenure
  - ii) Rent
- Q3 Housing waiting list
- Q4 Local connection
- Q5 Preferred dwelling
  - i) Dwelling type, size and tenure
  - ii) Self-build
  - iii) Designed to cater for a disability
- Q6 Financial information
- Q7 Detail of households seeking alternative housing

4. Conclusion
5. About WRCC

## Appendices

- A: Survey letter & form
- B: Property search
- C: Home Choice Plus
- D: Parish map

## 1. Introduction

Although urban areas have drawn most of the attention in discussions around the ongoing housing affordability crisis, it is a prominent issue in rural areas. A combination of issues, including limited rural amenities, environmental protection restrictions and increasing property prices, often limits housing development in rural areas. These issues, combined with lower incomes in rural areas and an increase in urban migration to the countryside, mean that the demand for rural housing often outstrips supply, driving up costs beyond that which local residents can afford.

There are huge benefits to increasing the number of rural affordable homes including reduction of the annual housing benefit bill, sustaining rural economies, and improvements to mental and physical health which reduces pressure on the NHS.

Rural areas have different community characteristics to urban areas and this influences local housing needs. For example, rural communities generally have a higher proportion of older people and fewer people of working age. In Stratford on Avon district the population is heavily weighted towards older age groups, with almost half the district's population (47%) aged 50 or older (SDC State of the District report, October 2024). The Office of National Statistics estimates that by 2039 nearly half of all households in rural areas will have people aged 65 or over.

In order to provide fair and balanced local housing a community should consider providing homes that are affordable and suitable for changing needs. Evidencing the housing required by the local community is an important first step and an essential part of community planning.

Housing needs surveys are an objective tool principally used to gather factual information on the scale and nature of housing need at a local community level.

WRCC was commissioned by Pillerton Priors Parish Council to undertake a housing needs survey with the specific aim of collecting information about local housing needs within and relating to Pillerton Priors parish.

Each dwelling across the parish received a survey form and additional forms were available upon request. The survey form is a standard document and is based on a questionnaire used by Rural Housing Enablers across England. A copy of the cover letter and survey form can be seen at Appendix A.

Forms were returned to the WRCC Rural Housing Enabler for analysis using a Freepost envelope or respondents could complete the survey online if preferred. The return deadline was 30<sup>th</sup> September 2024.

This report is based directly on the responses to the questionnaire and presents the analysed results.

## 2. Planning Context

At a national level, current guidelines (National Planning Policy Framework, updated December 2023) state that (para82) 'In rural areas, planning policies and decisions should be responsive to local circumstances and support housing developments that reflect local needs, including proposals for community-led development for housing. Local planning

authorities should support opportunities to bring forward rural exception sites that will provide affordable housing to meet identified local needs and consider whether allowing some market housing on these sites would help to facilitate this.'

At a district level, Stratford-on-Avon District Council (SDC) has adopted a local plan to guide development in the district up to 2031. This plan aims to build upon the success of previous plans in providing opportunities for local communities to promote housing schemes, as well as other forms of development, that meet an identified local need. Historically the district has experienced elevated levels of housing growth but without necessarily meeting local community, and particularly rural community, needs.

Separately, a community can choose to promote a small-scale 'local needs' housing scheme, relying on policies in the local authority development plan or via a neighbourhood plan. In either case a local needs scheme can include both affordable and market housing. Such schemes will be supported within or adjacent to existing settlements provided that:

- it has been demonstrated that there is a local need for affordable housing and the scheme reflects the identified local need, and
- the scheme has the support of the relevant parish council, and
- satisfactory arrangements are made for the management and occupation of the properties to ensure that the homes are prioritised for those with a local connection in perpetuity.

Unless a neighbourhood plan expressly provides otherwise a local needs scheme would be subject to a planning obligation (Section 106 Agreement) prioritising occupation of the homes, including any market homes, to households with a defined local connection.

New affordable homes are generally required for the following reasons:

- Households on low and middle incomes cannot afford to rent privately or buy open market housing due to soaring prices
- Few affordable or private rent options exist for those unable to afford market housing
- The market does not provide the right type of accommodation for residents, for example homes for people who are older and wish to downsize

The term 'affordable housing' has a specific meaning (as set out in the Glossary to the National Planning Policy Framework) and includes options both for affordable housing for rent and home ownership.

Although housing needs surveys are only ever a snapshot in time it is accepted practice that the resulting data is considered to have a 'shelf-life' of five years.

### **3. Results**

This survey was open to current residents as well as people who work in the parish, have family in the parish or wish to return to the parish. According to the 2021 Census there were 310 residents living in Pillerton Priors at that time.

All households were requested to fill out Part 1 of the survey form, designed to collect general information on the principle of development of affordable homes for local people and life in the parish as well as general comments about local housing. Respondents were also asked for comments relating to improvements for the village hall.

Households with or containing a specific housing need were requested to complete Part 2 of the survey form. A household may comprise a family, a single person or a couple, and a dwelling may contain more than one household in housing need. This part asked for details of the household in need together with sensitive information such as financial details.

Returns are anonymised so actual households are not identified and respondents were assured that any information they disclosed would be treated in confidence.

Of the 130 survey forms distributed, 43 were returned including 10 completed online. Of those 43, 38 respondents indicated they were satisfied with their current housing situation and did not complete part two.

Five households indicated that their home 'is not suitable' though one of these 5 responses has been discounted because the respondent did not answer any of the questions.

Overall, this gives a survey return rate of 33.07%, which is considered good for a survey of this type, with a housing need of 3.08% which is just higher than the 2% housing need we normally find in a rural context.

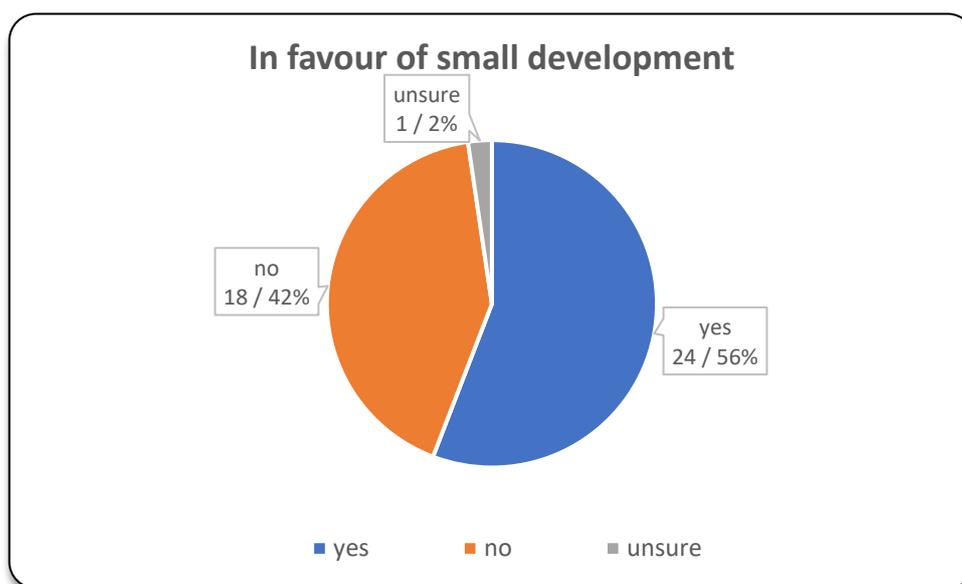
This report provides information based directly on the four remaining responses.

## Part 1 – to be completed by all households

### Q1: Development of affordable homes for local people

This question asked respondents whether, in principle, they would 'be in favour of a small development (<10 homes) of affordable homes in Pillerton Priors for people with a local connection to the parish'.

All respondents answered this question with the majority in favour (24 responses) and just one respondent 'unsure'.



Respondents were invited to add comments about 'local housing, including possible locations that may be suitable for housing'. The comments are reproduced verbatim below.

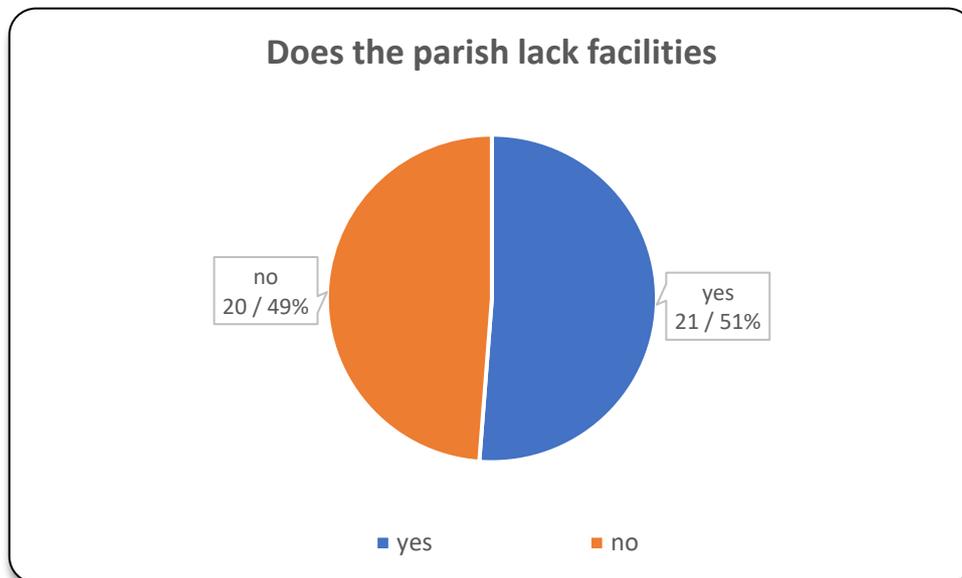
- Villages are ruined by overbuilding, lack of infrastructure. They lose character and end up not being the places / villages people chose to live originally
- There have been quite a few new houses / bungalows built in the last few years. I don't think there is a need for future housing.
- Small development will increase traffic. Kiblers Lane has too much traffic, especially SATNAV directing traffic down it. Children in the houses with no pavements.
- We have already had a small development in the village
- There is no real employment in the parish, (except farming). Therefore any people requiring affordable housing would need to commute to work. Stratford and Warwick already offer affordable housing far closer to employment opportunities.
- Not enough facilities in the village for people who don't have their own transport, e.g. shops, doctors etc.
- As for location, this needs to take traffic into consideration and ensuring they have space to park. This also assumes families and they will need a safe space to play away from the main roads, e.g. decent gardens. there should also be some sort of covenant and maintenance for standards on upkeep externally.
- The village has grown a lot recently with the Findons Field development along with many infills. There are also various rooms over garages being used as accommodation that are probably not counted in the number of properties.
- As a resident, what attracted us to live in Pillerton Priors was the rural location and small community. The village's appeal is its size and character, the addition of a new development would drive the need for more infrastructure as the water pressure and sewage would need to increase
- I can't imagine why anyone who is young would consider pillerton priors to be much use to them. There are no facilities to speak of which is why we chose to live here. we like the remoteness.
- As far as the locally connected people were given preference over free market.
- What concerns me is the onward sale of these properties. I would like them to be rent only with no right to buy to ensure they remain for residents of the parish.
- Broadly in favour of a small development but only in a sensible location, considering transport, nature, aesthetics. 'no' originally ticked as we were concerned ticking 'yes' would denote support unbounded by these concerns
- An area with a decent bus route and roads would be near the village
- This should be small and within the existing village boundary
- In principle, subject to appropriate location and ensuring that draining / sewerage are upgraded to prevent any flooding. Reoccurring problems of flooding around village hall area. Also need to take account of traffic movement. currently overloaded with farm vehicle movements at certain times of the year.
- Not just in pillerton priors, all villages in Warks should build a few houses on every approach road to and from the village which would be better than large blocks of houses. Then, everyone has some of the benefit of a few new neighbours.
- Bungalows
- Away from main roads. no point in adding to the problem by shoe horning in boxes with poor access.
- In terms of location, should not extend the built up area boundary if at all possible. In particular should not extend toward Pillerton Hersey otherwise a risk of joining the two villages. There is a field between the garage and Findons Field that might

be suitable. That makes sense in that the garage is seen as part of the village so any housing would be 'infill'.

- I would like to see the availability of shared ownership or other affordable housing schemes available in the area. My main requirement is that any housing built in the area is of good quality / design and have excellent environmental / low energy credentials. Usually this does not fall hand in hand with developers building affordable housing. It would also be better to not all be grouped together as this could cause exclusion. Normally large developments would have scatterings of affordable homes within a large development to avoid this, large development in a small village with no amenities is not something I would wish to see.
- In principle yes, but better infrastructure and facilities needed to support e.g. better bus service, traffic calming measures and maximum consideration and care given to minimise the environmental impact.

## Q2: Life in the parish

Survey respondents were asked 'Do you feel the parish lacks any facilities?' Of the 41 responses, 21 respondents indicated yes and 20 responded no.



Respondents were invited to leave comments if they answered 'yes' and these are reproduced verbatim below.

- Play area / gym equipment
- Dog waste bins, litter bins, traffic calming measures
- Bus service. Road speed restrictions and signs
- Shop & pub
- Pub, but in reality it is not going to happen.
- Doctors, shops etc
- Pub
- A decent shop
- Bus services which are suitable for the elderly and disabled.
- Shop, children's play facilities
- This is a small village so any facilities would need to be self sustaining. Village is too small for pub, school or shop to be sustained.

- Shop - community owned and ran
- Park equipment in field by village hall. there is no inviting space for community use. Grassy area by village hall is locked with no access.
- Pub, shop, traffic calming, lighting. Garage that opens on a Saturday.
- Small shop & pub in PP
- Bus service with relevant times for work. Garage / shop that is open at weekends. Food takeaway service.
- Visible policing
- Pub or shop
- There is a very limited bus service in the village. Pillerton Garage is only open during weekdays so the nearest shop is Ettington or you have to travel further to larger supermarkets. As cars are such an essential requirement as there are no local facilities and little employment, then parking is a major problem with vehicles being left on pavements and verges.
- The Parish has limited facilities but that is potentially a reason people like being here, eg no pub, but village is too small to sustain that business. Same with a shop, with competition in other villages close by unlikely to be a sustainable business. So yes the parish lacks facilities, but if they were a priority to me and many residents we would not have moved here.
- An allotment and traffic calming measures. Realistically, it may be that one of the local landowners may be willing to long term rent land for allotments as part of their environmental commitment.
- Put grounds in "Fields in Trust". This has been talked about for a long period of time, nothing has ever been done and parish council have intimated several times they were going to poll the village. There is no reason the ground should not be protected for the village.

### **Q3: Classes or improvements that might benefit the village hall**

Respondents were asked 'what classes or improvements that are practical and can realistically be delivered (e.g. equipment) do you think might benefit the village hall'. The comments are reproduced verbatim below.

- It would be great to see some keep fit classes running in the hall to bring in people from surrounding villages and money into the hall, for its up keep.
- Exercise for the elderly such as tai chi, pilates etc
- Nothing
- Something that allows to pay for electricity by card and not the one pound coins. It can be prepaid card purchased from a local garage for example
- Can't think of anything. Don't use village hall.
- Gardens could be developed into a usable garden space for residents
- Daytime fitness (simple) for retirees. Daytime arts and crafts classes
- Looking at the age profile in the village, would like to see something for older people, such as a club in the village hall. There used to be one but it has fallen by the wayside. Exercise classes in the village hall would help support healthy living. However, Ettington is close by and they do a lot of classes. Again, our size makes sustainability of classes an issue.
- Some exercise classes would be great.
- Craft type groups
- Daytime pilates / yoga. Painting of inside walls to hide brick walls. New curtains. Maybe a monthly cinema film showing

- Pilates. Badminton
- Table tennis table, badminton or similar equipment. Yoga. dog training. Local cinema
- More sports facilities. Could we get a grant for a tennis court for example. Pop up pub is good. Maybe a beer festival?
- need to advertise what is going on in hall. More current village notice board to centre of village. Times have changed current position is wrong new stop. PO has moved. No need for childrens play area - swings etc
- If more young children then play things in the village hall grounds. The village hall wants to offer more but does not have funds, e.g. badminton, yoga, everything has to be raised.
- Better disabled access. The car park surface is not easy in a wheelchair and there is a step into the hall.
- Children's play frame, Swings
- Keep fit / zumba / pilates etc. Badminton.
- Childrens play area outside
- Social events for villagers.
- Village hall are already encouraging more use of the hall. It is difficult to encourage newcomers to the village to join in what is currently offered.
- Broadband access would be a welcome addition to the hall. Any equipment should be suitable for the average age demographic of the residents which is probably 50 years plus. Classes and events should be aimed more towards the elderly or retired residents.
- Given the size of the village any activities would rely on attracting people from the wider community to ensure classes were full (therefore being financially viable for the class providers). Personally I'd like there to be yoga or craft courses. Given the prior flooding and expensive heating costs, this may be a factor that puts off organisations/businesses from hiring the venue, so maybe equipment be flood defence and improved economic heating (solar/heat pump). Maybe the venue would then be more attractive to hirers?
- A traffic calming scheme like Ettington or Wroxton would be very welcome. It would help improve safety and reduce particle and noise pollution.

#### **Q4: Is your current home suitable**

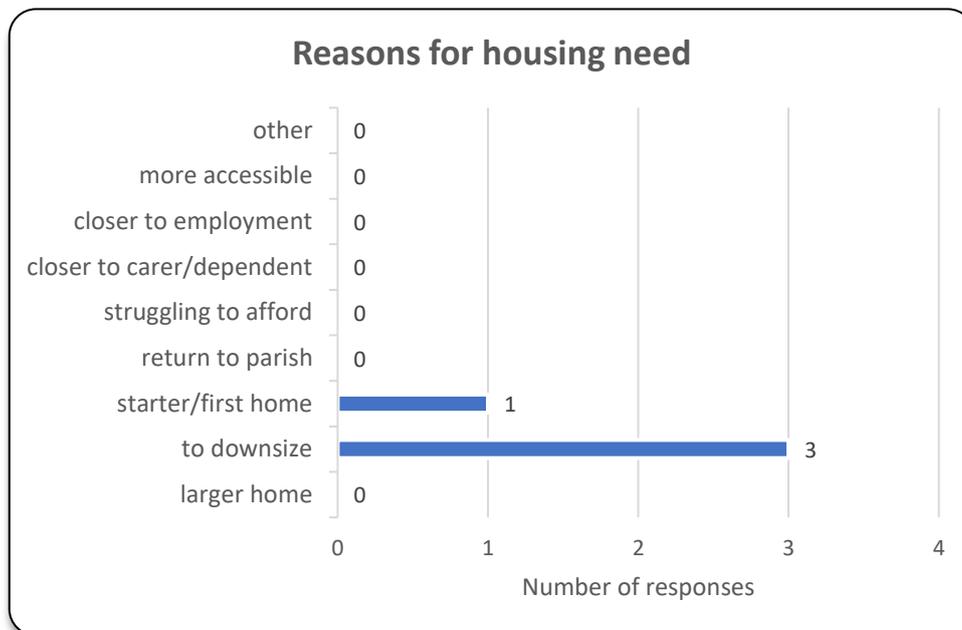
Thirty-eight respondents indicated they were satisfied with their current housing situation and did not complete part two.

#### **Part 2 – to be completed by the household (single, couple, family) in need of alternative housing**

This section provides a breakdown of information from part two of the survey form, which was to be completed if the respondent considered that their household was in need of alternative housing. Four respondents provided information and had their need analysed.

#### **Q1: Reasons for housing need**

Respondents were asked to indicate the reason for requiring alternative accommodation and, where applicable, were able to indicate more than one reason.



All respondents completed this section and 'to downsize' had the highest number of responses (3) followed by 'starter/first home' (1). However, like many rural parishes, there is a shortage of both small or starter homes and bungalows.

## Q2: Current dwelling

Respondents were asked to provide details of the dwelling that the household currently lives in and all four respondents provided information.

### i) Dwelling size, type and tenure

All four respondents currently live in a house that is 'owned'.

House size, type and tenure	Number of responses
5 bed house, owned (with/without mortgage)	3
3 bed house, live with parent/s	1

The 2021 Census shows that 99.2% of Pillerton Priors parish households live in a house or bungalow, which is higher than the England average of 77.4%, and just 0.8% of local households live in a flat, maisonette or apartment (lower than the England average of 22.2%).

'Owned' includes households owning their home outright and those with a mortgage. Home ownership remains the predominant form of housing tenure across England. Outright owners are generally concentrated among the older age bands (aged 65 and over), whilst those buying with a mortgage are typically in the middle age bands (aged 35-54).

The 2021 Census shows that across Pillerton Priors parish 48.8% of homes are owned outright (compared to 32.5% across England), and 40.8% of homes are owned with a mortgage, loan or via shared ownership (compared to 29.8% across England). It also shows that, across England, just over 51% of 20- to 24-year olds live with their parents,

though this drops to nearer 27% in the 25- to 29-year old age bracket. In Stratford-upon-Avon district 17.7% of families had adult children living in the home.

The average age of a first-time buyer has increased from 30 years in 2007 to 34 years in 2023 (source [www.gov.uk](http://www.gov.uk)).

## **ii) Rent**

Respondents who rent were asked 'approximately what percentage of your income, after tax, do you spend on rent?' None of the respondents indicated that they pay rent.

As a general rule of thumb, it is accepted that ideally no more than about one-third of gross monthly income should be spent on rent each month.

The availability of homes for rent has fallen, exacerbating the difficulties tenants face in finding suitable and affordable accommodation.

According to the ONS (Office for National Statistics) the average monthly private rent in Stratford-on-Avon district was £1,017 in April 2024 which is higher than the West Midlands average of £862.

Average rents as of April 2024 in Stratford-on-Avon:

- One bedroom: £713
- Two bedrooms: £899
- Three bedrooms: £1,121
- Four or more bedrooms: £1,645

The private rented sector has accounted for about one fifth of households in England since 2013-14. Data indicates that this sector remains the tenure with the highest proportion of non-decent dwellings, with nearly a quarter of dwellings failing to meet the Decent Homes Standard (English Housing Survey 2021-2022). Quality of housing can seriously impact the physical and mental health of a household, particularly with an increasingly ageing population.

### **Q3: Housing waiting list**

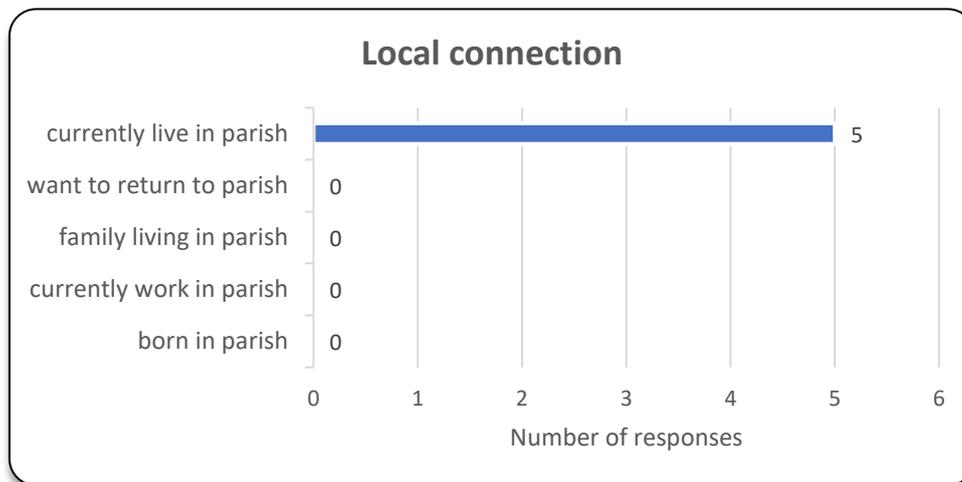
None of the respondents indicated that they are currently registered on the District Council's housing waiting list, known as Home Choice Plus.

However, it should be noted that in June 2024 there were six households with a Pillerton Priors address registered on the local authority housing waiting list and seeking an alternative home to rent. Appendix C provides a summary of these registered households.

The National Housing Federation published research in July 2023 showing that the number of rural households on local authority waiting lists in England increased by 31% between 2019 and 2022, far exceeding the 3% increase in predominantly urban areas.

### **Q4: Local connection**

Respondents were asked to indicate their connection to the parish and, where applicable, were able to indicate more than one connection. All respondents answered this question and all gave the same response of 'currently live in the parish'.



One of the respondents indicated at Q2.i that they currently live with their parent/s but didn't indicate 'family living in parish' as a local connection.

### Q5: Preferred dwelling

In order to retain and develop a balanced community a parish needs to consider the range of homes required, which may include accommodation suitable for single, younger or older people. Decent and affordable homes give households a sense of safety and security whilst providing a solid foundation for a healthy life and a strong community.

Respondents were asked 'what type of property would you/your household prefer.' It should be noted that a housing preference doesn't necessarily align to the analysed need. For example, a couple with a young child, a joint income of £40,000, no savings or equity, and seeking a 3-bed owner-occupier home would probably be analysed as requiring a 2-bed house to rent from a housing association. Further information is provided at Q5 Financial Information.

#### i) Dwelling type, size and tenure

All four respondents provided information concerning their preferred dwelling size, type and tenure with some form of ownership being the preferred tenure.

Smaller 2- and 3-bed homes are generally preferred. Two respondents indicated an interest in self-build and one respondent has a preference for a home designed to cater for a disability.

Type	Number of bedrooms	Tenure
Bungalow	2	Owned. Interested in self-build
House	1	Owned or shared ownership
Bungalow or house	3 or 4	Owned. Interested in self-build
Bungalow	3	Owned. Specifically designed to cater for a disability

Many households aspire to home ownership though it remains inaccessible for many which drives up private rents, making it even more of a struggle for low-income rural households to keep a roof over their heads. Shared ownership can help households take their first step on the property ladder.

Homes in rural areas usually cost more in relation to rural salaries and there is a shortage of social housing for rent in rural areas. Both rent and purchase prices in this district are generally higher than other districts across Warwickshire.

## **ii) Self-build**

Two of the respondents indicated an interest in self-build and, given the financial information provided, would probably be in a strong position to purchase land, if it were available locally, and build a property.

Most properties on the open market cost far more than a home built from scratch. Any household seeking to pursue a self-build route would be subject to scrutiny from potential lenders. Self-build and custom housebuilding covers a wide spectrum, from projects where individuals engage in building or managing the construction of their home from beginning to end, to projects where individuals commission their home, making key design and layout decisions, but the home is built ready for occupation ('turnkey').

Self-build is not a tenure in its own right but is one way of bringing forward owner-occupied homes.

## **iii) Designed to cater for a disability**

One of the respondents indicated that they would be interested in a property specifically designed to cater for a disability.

Respondents were invited to 'provide details of any specific housing requirements and these details aid the analysis. Comments included reference to age appropriate housing and planning for the future.

Many households, particularly those including older or impaired people, live in homes that don't meet their daily needs and inferior quality homes can have a significant impact on both physical and mental health. Injuries from falls within the home due to uneven flooring or respiratory illness brought on by damp or mould are just as detrimental as anxiety about moving around the home for people with mobility issues.

## **Q6: Financial information**

The information provided in response to this section aids the analysis of need but is confidential and not reproduced herein. In assessing the preferred need, income levels and potential property prices are considered to ensure that any proposed future housing development would meet the needs of those to be housed.

Mortgage lenders use a multiplier of annual income to determine how much can be borrowed, either solely or jointly. Although there are no specific rules around mortgage income multiples, 4 or 4.5 times annual salary is often used as the basis of initial

calculations. The size of deposit relative to the value of the property can impact how much can be borrowed as a bigger deposit mitigates risk for lenders, though the average minimum deposit requirement is generally 10%.

Where a respondent indicates a preference for shared ownership their ability to enter into such an arrangement is assessed using the information provided. The mortgage and deposit that the respondent could raise are compared against a comparable owner-occupied property in the local area, as demonstrated through the research shown in Appendix B to this report. If it appears that the respondent could not enter into a shared ownership arrangement as they have a limited, or no, deposit they are re-classified as needing rented accommodation. Similarly, where a respondent indicates a preference for a market home their ability to enter into a mortgage, where it is required, is assessed including the ability to raise a deposit. Having assessed whether the respondent could reasonably acquire a suitable mortgage if they could not do so they are re-classified as needing either a shared ownership property (with a suitable deposit) or rented property (without a suitable deposit).

Mortgages of 35 years rather than the traditional 25 years are becoming more common, particularly among first-time buyers, and the average first-time buyer deposit across the UK was £53,414 in 2023 (source [www.gov.uk](http://www.gov.uk)).

The above approach provides a reasonable estimate of affordability and any household seeking to purchase would be subject to rigorous scrutiny from potential lenders.

Rental information is also included at Appendix B.

#### **Q7: Detail of households seeking alternative housing**

The information provided in response to this question aids the analysis of need, for example in relation to overcrowding, but is confidential and not reproduced herein.

## **4. Conclusion**

Analysis of the responses reveals that four households with a local connection to Pillerton Priors parish require an alternative home, as shown below.

Owner occupier:

- 1 x 2 bed bungalow
- 2 x 3 bed bungalow

Shared ownership:

- 1 x 1 bed maisonette at 45% share

It might be expected that many households seeking an owner-occupier dwelling could satisfy their own need but there is generally a lack of properties for sale across the parish and particularly a lack of bungalows.

Consideration should also be given to those households registered on Home Choice Plus.

## 5. About WRCC

WRCC (Warwickshire Rural Community Council) is a registered charity with a mission to tackle disadvantage and support resilience and initiatives in rural Warwickshire communities. We're proud of the heritage, countryside and rural industries while recognising the practical daily difficulties that may be experienced by people living in more remote areas. We're dedicated to keeping Warwickshire villages alive - helping them become thriving, vibrant and sustainable places where people want to live and work. This is achieved by delivering cost-effective and efficient community-based services.

Our Rural Housing Enabler project assists rural communities with the provision of local needs affordable homes by working closely with parish councils, landowners, registered providers, and local authorities. This includes undertaking housing needs surveys to assess local need.

Survey responses were received directly by WRCC, who undertook the analysis which provides the basis for this anonymised report. Information was gathered for the purpose of identifying parish-wide housing need only, and no personal information has been or will be shared with any third party.

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*WRCC accepts no responsibility or liability for, and makes no representation or warranty with respect to, the accuracy or completeness of any third-party information that is contained in this document.*

# Pillerton Priors Parish Council

## Housing Survey

September 2024

Do you want to downsize, are you currently living at home with parents and want your own home? Do you need a bungalow in preference to a house? Do you work in Pillerton Priors and would also like to live locally?

A lack of suitable and affordable homes in rural communities has been a serious problem for many years, with property prices outstripping average incomes by large margins. The last housing needs survey was carried out in 2018 when we were preparing the Parish Plan, so we are now updating the survey.

**The survey is for everyone, not just people in need of alternative housing.**

- People who are not in need of alternative housing are requested to complete part 1 only.
- People who are in need of alternative housing are requested to complete all parts of the form.

If you know anyone currently living elsewhere who would like to live in Pillerton Priors parish they can complete their own survey form. They would need to have a local connection, for example they currently work in the parish, previously lived in the parish or have close family currently living in the parish.

Data is being collected on behalf of Pillerton Priors Parish Council by WRCC (an independent charity that supports rural communities across Warwickshire) for the purpose of identifying parish-wide housing need only. All information is treated in confidence by WRCC and returns are anonymised.

A separate form should be completed by each household (family, single, couple) in need of alternative housing and if they wish to be housed within the parish within the next five years. If necessary, please request extra forms; see contact details on the back page.

Please complete and return the survey by 30<sup>th</sup> September 2024 using the attached Freepost envelope or complete it online: [www.smartsurvey.co.uk/s/PPriors2024](http://www.smartsurvey.co.uk/s/PPriors2024).

Thank you for your help in conducting this survey.

Yours sincerely

Ian Greenall  
Chairman, Pillerton Priors Parish Council

# Housing survey for Pillerton Priors

## Part 1 – to be completed by all households

1. In principle would you be in favour of a small development (<10 homes) of affordable homes in Pillerton Priors for people with a local connection to the parish?

- Yes  No

Please add any comments you would like to make about local housing, including possible locations that may be suitable for housing.

2. Life in the parish

Do you feel the parish lacks any facilities?

- Yes - what facilities? .....
- No

3. What classes or improvements that are practical and can realistically be delivered (e.g. equipment) do you think might benefit the village hall?

4. Is your current home suitable for the needs of your household?

When considering whether or not your current home is suitable please consider all household members and consider affordability, accessibility, size and security of tenure. Take into account any anticipated changes in circumstances over the next five years.

- Yes (you don't need to complete part two but please return this form using the Freepost envelope attached)
- No (please complete part two of this form overleaf if you/your household would like alternative accommodation within the parish)

**Part two – to be completed by the household (single, couple, family) in need of alternative housing**

**1. Why do you/your household require alternative accommodation (tick all that apply)?**

- Need a larger home due to overcrowding
- Wish to downsize
- Want a starter home / first home
- Wish to return to the parish
- Struggling to afford current home
- Need to be closer to a carer or dependent to give or receive support
- To be closer to employment within the parish
- Need a home that is more accessible (ie, all rooms on one floor)
- Need a new home for another reason - please explain below

**2. Current dwelling - what type of property do you currently live in?**

- |                                   |  |
|-----------------------------------|--|
| <input type="checkbox"/> Bungalow | <input type="checkbox"/> Flat / maisonette |
| <input type="checkbox"/> House    | <input type="checkbox"/> Other .....       |

Number of bedrooms .....

- |   |  |
|---|--|
| <input type="checkbox"/> Rent - housing association*            | <input type="checkbox"/> Owned (with/without mortgage) |
| <input type="checkbox"/> Rent - private*                        | <input type="checkbox"/> Live with parent/s*           |
| <input type="checkbox"/> Shared ownership (part rent, part buy) | <input type="checkbox"/> Other .....                   |

**\* If you currently pay rent approximately what percentage of your income, after tax, do you spend on rent?**

%

**3. Are you registered on Stratford on Avon District Council's housing waiting list (known as Home Choice Plus)?**

- Yes  No

If you wish to apply to rent a housing association property you should be on the housing waiting list. Application forms are available by download ([www.homechoiceplus.org.uk](http://www.homechoiceplus.org.uk)), email ([housingadviceteam@stratford-dc.gov.uk](mailto:housingadviceteam@stratford-dc.gov.uk)) or telephone (01789 260861).

**4. What is your connection to this parish (tick all that apply)?**

- Currently live in the parish and have done so for at least the past twelve months
- Want to return to the parish and previously lived in the parish for a continuous period of at least 3 years within the past 5 years
- Have parents, siblings or children currently living in the parish and who have done so for a continuous period of not less than 3 years within the past 5 years.
- Currently work in the parish and have done so for at least the past 12 months for an average of not less than 16 hours per week
- Born in the parish and/or parents were resident in the parish at the time of birth

**5. What type of property would you/your household prefer (tick all that apply)?**

- Bungalow                       House                       Flat / maisonette

Number of bedrooms .....

- Rent - housing association                       Shared ownership (part rent, part buy)
- Rent - private                       Owned (with/without mortgage)
- Interested in self-build
- Specifically designed to cater for a disability

Please provide details of any specific housing requirements (eg relating to a disability) for yourself or any member of your household who is seeking housing with you.

**6. Finance - this helps to determine the tenure of property suitable for the household. Information will remain confidential to WRCC and will not be shared with any third party.**

Please indicate the approximate total annual gross income (before tax) of the household seeking alternative housing. Do not include housing or other benefits.

£

**Do you have savings, equity in your current home or will someone gift you money towards a new home?**

- Yes    savings £..... / equity £..... / gift £.....
- No

**7. Details of the household (family, single, couple) seeking alternative housing.**

Please complete a separate form for each household in need of different housing.

	Age (yrs)	Sex (M / F)	Relationship to person completing survey form
Person 1			<i>Person completing form</i>
Person 2			
Person 3			
Person 4			
Person 5			
Person 6			

**Please provide your name and contact details.** We may need to contact you to obtain further information. Any information you give will remain confidential to WRCC and will not be shared with any third party.

Name	
Address	
Email / telephone	

If you require an additional survey form contact the Rural Housing Enabler:  
01789 842182 or [housing@wrccrural.org.uk](mailto:housing@wrccrural.org.uk).

**Please return this form in the Freepost envelope  
no later than 30<sup>th</sup> September 2024.**

(or post to Freepost Plus RSRR-KAGE-GBUR, Warwickshire Rural Community Council,  
Warwick Enterprise Park, Wellesbourne, Warwick CV35 9EF)

WRCC collects the minimum data required and for the specific purpose of providing an anonymised housing needs report. Data is processed lawfully and fairly, and it is kept in a secure manner. Returned survey forms are kept for a short period before being shredded.

WRCC is a registered charity No.1081017 and a Company Limited by Guarantee in England and Wales No. 3930819  
Find out more at [www.ruralwarwickshire.org.uk](http://www.ruralwarwickshire.org.uk)

## Appendix B – Property search

Results of property search across Pillerton Priors parish and immediately neighbouring parishes, September 2024.

As the research below indicates, it is difficult to move within or return to the parish if a household is seeking to purchase a bungalow or smaller house or a home to rent.

Properties currently for sale

Agent	Parish	No of bedrooms	Type	Price £
Seccombes	Pillerton Priors	4	Detached house	975,000
Hamptons	Pillerton Priors	4	Detached house	640,000
Sheldon Bosley Knight	Pillerton Priors	4	Detached house	450,000
Springbok Properties	Pillerton Priors	5	Detached house	450,000
Knight Frank	Pillerton Hersey	4	Detached house with 800 sq ft of garages, 3 acres	1,275,000
Sheldon Bosley Knight	Ettington	3	Semi-detached grade II listed manor house	650,000
Brendan Pettigrew	Ettington	5	Detached house set in 16 acres	2,250,000
Harts	Ettington	4	Detached house SSTC	795,000
Kennedys	Ettington	4	Detached bungalow	650,000
Sheldon Bosley Knight	Ettington	3	Detached house SSTC	600,000
Nikki Homes	Ettington	4	Semi-detached cottage	575,000
Kennedys	Ettington	3	Semi-detached bungalow SSTC	500,000
RA Bennett & Partners	Ettington	2	Semi-detached house, SSTC	350,000
Sheldon Bosley Knight	Ettington	3	End of terrace house	325,000
Charles Rose	Ettington	2	terraced house SSTC	300,000
RA Bennett & Partners	Ettington	2	Flat in converted rectory with garage	240,000
Savills	Oxhill	5	Detached house	1,000,000
Savills	Oxhill	4	Detached house	975,000
Peter Clarke	Oxhill	3	Detached house SSTC	475,000
Colebrook Seccombes	Oxhill	2	end of terrace cottage SSTC	300,000
	Fulready	No properties currently for sale		

Average price, properties currently for sale

Property size & type	Price £
2 bed flat	240,000
2 bed terraced house	300,000
2 bed semi-detached house	350,000
3 bed terraced house	325,000
3 bed semi-detached house	650,000
3 bed detached house	537,500
3 bed bungalow	500,000
4 bed semi-detached house	575,000
4 bed detached house	851,667
4 bed detached bungalow	650,000
5 bed detached house	1,233,333

Properties sold within the last 12 months

Date sold	Parish	No of bedrooms	Type	Price £
Jul-24	Pillerton Priors	3	Detached house	340,000
Feb-24	Pillerton Priors	4	Detached house	1,000,000
Jan-24	Pillerton Priors	6	Detached house	1,500,000
Dec-24	Pillerton Priors	4	Detached house	540,000
May-24	Pillerton Hersey	5	Detached house	790,000
Apr-24	Ettington	3	Semi-detached house	338,000
Feb-24	Ettington	3	Terraced house	525,000
Jan-24	Ettington	6	Detached house	1,500,000
Dec-24	Ettington	3	Semi-detached house	315,000
Oct-24	Ettington	3	Terraced house	265,000
Sep-24	Ettington	4	Semi-detached house	650,000
Mar-24	Oxhill	3	Semi-detached cottage	275,000
Feb-24	Oxhill	4	Detached house	1,000,000
Dec-24	Oxhill	4	Detached house	540,000
	Fulready	No properties sold		

Average price, properties sold within the last 12 months

Property size & type	Price £
3 bed semi-detached house	309,333
3 bed terraced house	395,000
3 bed detached house	340,000
4 bed detached house	770,000
4 bed semi-detached house	650,000
5 bed detached house	790,000
6 bed detached house	1,500,000

According to HM Land Registry (7<sup>th</sup> October 2024) properties in Pillerton Priors had an overall average price of £845,000 over the last year and sold prices in Pillerton Priors over the last year were 76% up on the previous year and 52% up on the 2016 peak of £557,500.

Properties currently available for rent in Pillerton Priors parish:

- There are currently no properties available to rent

Rising rental costs are putting a major strain on household income, particularly amongst low-income households. According to the Office for National Statistics average rents increased to £1,293 (up 8.9%) in England in the 12 months to April 2024. The availability of homes to rent for less than £1,000 a month has significantly declined, making it even more challenging for those on tighter budgets to find suitable accommodation.

## Appendix C – Home Choice Plus

Home Choice Plus is the scheme used to allocate housing association properties across Stratford-on-Avon District Council area.

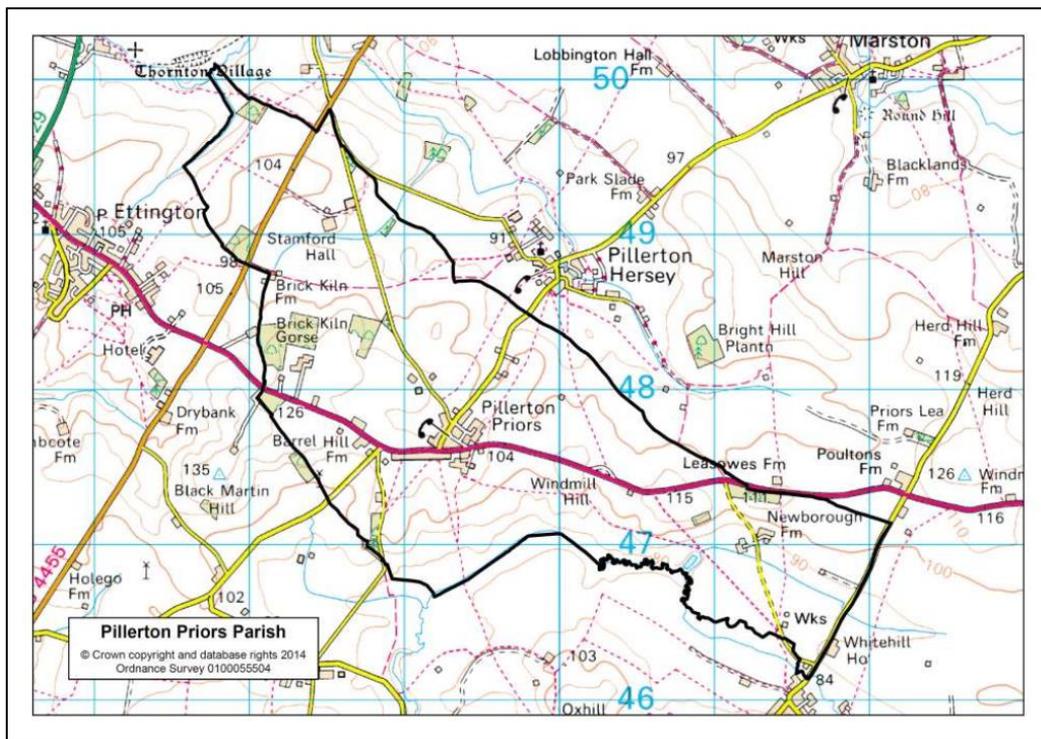
In June 2024 the following households with a Pillerton Priors address were registered.

Household type	Number of children in household	Number of households	House size & type
Single	0	2	1 bed maisonette* or 2 bed house
Pensioner/DLA	0	2	1 or 2 bed bungalow*
Family	1	2	2 bed house

\*In rural areas where analysis indicates a need for 1-bed homes this may be reclassified as 2-bed accommodation. One-bed homes are too inflexible to cater for changing household needs which can undermine the creation of stable and sustainable communities. They are only suitable for a single person or couple whereas a 2-bed home can offer an adaptable and accessible home for life which may include accommodating children or carers, working from home, or similar. This increased flexibility is a compelling argument for providing the larger 2-bed home.

If local needs properties are developed for a community as a result of information obtained through a housing survey and similar evidence it would be subject to a planning obligation prioritising occupation of the homes to people with a defined local connection (as listed at Q4 on the survey form).

## Appendix D – Parish map



Situated seven miles from Stratford upon Avon in relatively low, undulating Warwickshire countryside and north west of the famous battle site of Edge Hill, is the village of Pillerton Priors and one mile away its sister village Pillerton Hersey.

The village has an interesting history; dating from pre 11th Century, it is mentioned in the Domesday Book and has been referred to previously as: Pillardinton, Pilhard and Upper Pillerton. During the reign of Edward the Confessor, Pillerton was owned by Hugh de Grentemaisnel. William the Conqueror subsequently gave Pillerton to Hugh, Earl of Chester.

Circa 1798, both Pillertons then called Over and Nether Pillerton and owned by the Earls and Dukes of Rutland were sold to Charles Mills of Barford and Pillerton remained in his family's ownership for over 100 years.

In September 2002, a Roman mosaic was unearthed in the area (perhaps unsurprising given the proximity of the village to the old Roman road - The Fosse Way). Unusually for this area, it was the discovery of a high status Roman House. The Association of Roman Archaeology excavated, recorded and preserved the mosaic.

In the twenty first century, Pillerton Priors still retains the character of a small village comprising approximately 130 dwellings

*Above information taken from Pillerton Priors Parish Plan April 2021*