



**Housing Needs Survey Report  
for  
Pillerton Priors Parish Council**

**February 2018**

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Rural Housing Enabler, WRCC**



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## 1. Introduction

Pillerton Priors Parish Council commissioned WRCC to conduct a local Housing Needs Survey during January 2018, with a return deadline of 3<sup>rd</sup> February 2018. The aim of the survey was to collect local housing needs information within and relating to Pillerton Priors parish.

The survey form was a standard document used in parishes across Stratford district and a copy was hand-delivered to every home in the parish. Additional copies were available for people not currently living in Pillerton Priors parish but with a strong local connection. A copy of the covering letter and survey form can be seen as Appendices A1 and A2 to this report.

All households were requested to fill out Part 1 of the survey form. Part 1 asks whether, in principle, respondents would be in favour of a small scheme of new homes to meet locally identified housing needs, gives residents an opportunity to comment on the perceived lack of facilities within the parish and asks whether the respondents current home is suitable for the needs of the household.

Households with or containing a specific housing need were requested to complete Part 2 of the survey form. This part asks for specifics of the need and details of the household in need together with sensitive information such as financial details. Respondents were assured that any information they disclosed would be treated in strict confidence.

Information provided in response to some of the questions has helped with the analysis but is confidential and therefore not reproduced within this report.

Completed survey forms were returned by Freepost envelope direct to the Rural Housing Enabler and analysis of the information provided took place in February 2018. Completed survey forms are retained by WRCC.

For the purposes of this document the term respondent refers to an individual survey form.

## 2. Planning Context

At a national level, current guidelines (National Planning Policy Framework, March 2012) emphasise the role of local communities in the planning process. For example, it encourages communities to “plan positively for local development, shaping and directing development in their area ...”

At a local level, Stratford-on-Avon District Council is currently preparing a new local plan to guide development in the district to 2031 and beyond. Amongst other things this emerging 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.

There is also scope for a local community to prepare a neighbourhood plan to steer development within their area and, in particular, assist in meeting any local housing that may be identified in this report or as a result of subsequent surveys.

Your community can choose to promote a ‘local needs scheme’ in its own right, relying on policies in the emerging local plan or via a neighbourhood plan. In either case a local

needs scheme can include both affordable housing and local 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 identified local need,
- The scheme has been initiated from within the local community and has the support of the relevant Parish Council,
- Satisfactory arrangements for the management and occupation of the properties have been made to ensure that the homes to be provided will meet identified local housing needs both initially and in perpetuity.

Unless a neighbourhood plan expressly provides otherwise a local needs scheme would be subject to a planning obligation, referred to as a 'Section 106 Agreement', which limits occupation of the homes, including any local market homes, to people with a defined local connection.

'Affordable housing' is defined as homes available from a housing association either to rent at a low (subsidised) rent or available on a shared ownership basis. Shared ownership is a middle ground between renting a property and full ownership whereby a 'shared owner' buys a share of the property, typically 50% initially, and pays rent on the remaining share. A 'shared owner' can usually increase their share of the property.

### **3. Results**

Approximately 128 survey forms were distributed to local residents and 36 survey forms were completed and returned equating to a response rate of 28.13%. This level of response is considered to be a good achievement for a survey of this type because people generally respond for one of three reasons:

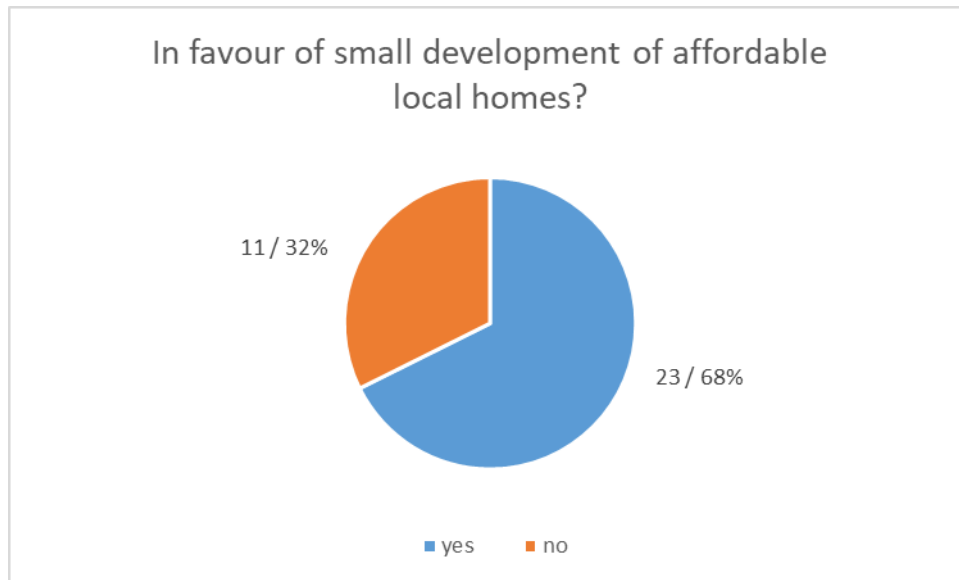
1. To express a housing need,
2. To offer support to the idea of a small housing scheme to meet local needs, or
3. To state opposition to the idea of a housing scheme.

For the purposes of this report the term "respondent" refers to an individual survey form.

#### **Part one – to be completed by all households**

##### **Q1: Support for development of affordable homes in Pillerton Priors**

Respondents were asked "In principle would you be in favour of a small development (<10 homes) of affordable homes in Pillerton Priors specifically for people with a local connection to this parish?"



At 68% the majority of respondents would, in principle, be in favour of a small development.

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

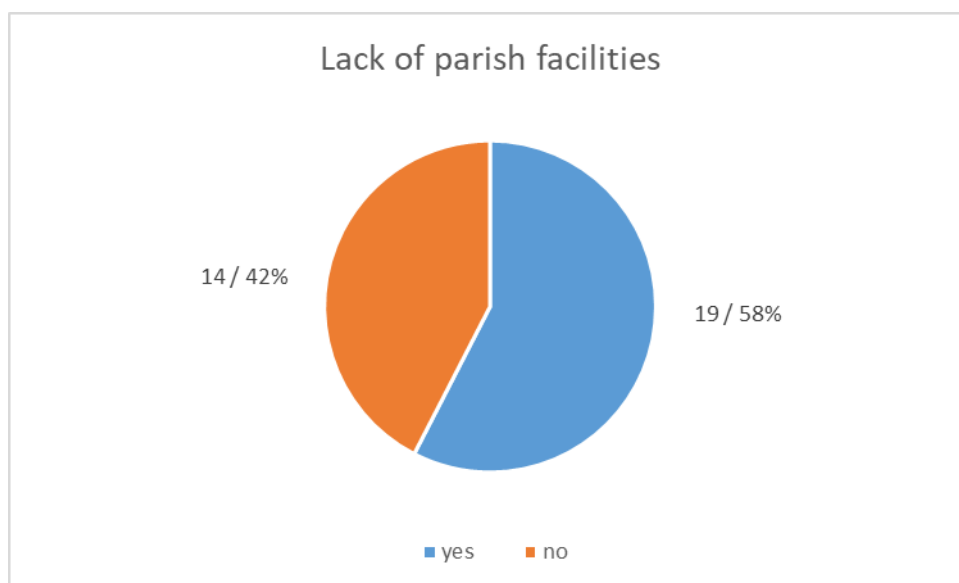
- A suitable site would be between the proposed Deeley development on the main road and the perimeter of the garage.
- Up to 4 homes adjacent to current proposal for development.
- Yes for local people, with low income, working in parish or community to allow to save for their house and not for profit.
- Only logical place for any development is from the garage to Cadbold Farm. Provided utilities can cope. Please note that over 30 dwellings have been built here 30+ years. Nature of village is seriously threatened by rapacious developments.
- \* The site on the Banbury Rd has outline permission for housing so some affordable homes could form a part of that development. \* There are opportunities to develop land at the end of Priors lane.
- If it was a small development affordable for young or older people and built as such and kept as such and a development for relatives of villagers and only village residents and residences not to be extended into 4/5 bedroom properties. It doesn't lack facilities because its a small village & should be kept as such.
- Too many large houses and very few small one and two bedroom properties. Banbury Road which already has outline planning.
- There is already social housing in the village and planning permission for 10 new houses on Banbury Road. Why couldn't some of these be made smaller and allocated as social housing! More housing will cause some flooding on pasture land.
- There are few young people in the village; they tend to move away to a more 'lively' town or city, where they can study or find work & prefer not to live in the country. With the large amount of building taking pace in the surrounding area, it is important to retain rural villages. The village is more suited to a mature age group who find the property prices affordable.
- 5 would be acceptable.
- At present there are no facilities in the village (that is shop).
- I would be concerned if the affordable homes were completely restricted & it

may be better for a priority system otherwise I fear, if there is not a demand, they would lie empty.

- The village needs to accept small scale organic development.
- I think what is meant by 'affordable' is houses to let or shared ownership (similar to 'council houses' as was). Whilst I agree with these being provided I think there is also a need for lower priced houses for sale eg 2 & 3 bedroom terraced or semi detached to prevent the village becoming a pensioners/rich persons ghetto.
- However my concern would be that the parish may be too small to support such a development?
- Affordable homes should not be sold on open market.
- As long as the houses would fit into the structure of the village and not add pressure on the current infrastructure. New buildings must support a wide range of people rather than "exclusive" houses affordable only to the wealthy.
- Depends. Is this in addition to the development on the Banbury Road? If additional development then I'm not in favour. If you are referring to the development on the Banbury Road I am in favour. Great facilities like a shop are required to support a larger population.
- Not just affordable homes for first time buyers - but reasonable-sized 2-bedroom bungalows to enable downsizing for people whose families have grown away. This would free up family houses so that those first time buyers in affordable houses who go on to have children would be able to stay in the village and keep the village alive.
- In principal I do not believe that either local or central government has a good record in determining the best type of houses to build in a particular locality. I am a firm believer that developers and builders will build houses that they will sell for a profit and will not build those that they will not be able to sell. However local government should build social housing for rent by those who cannot afford to buy. The issue we have locally and nationally is affordability. Why are new houses not cheaper - basically not enough homes due to supply and demand? The availability of land for development (NIMBY and green belts, prohibiting development due to local political or other concerns, land owners concerned with capital gains tax or other personal reasons etc.). Long delays in granting planning permission (needs to be streamlined). The dramatic increase in land cost once planning permission has been granted ((compulsory purchase land by government and given free for social housing development but stop owners from buying ex-council houses). Land banking by developers (business rate on increased land value once planning granted - all land should have a rateable value). Council looking to recover funds from developers for infrastructure that will ultimately covered by rates (main roads, school doctors, etc. should be funded directly by councils and recovered by future rates from property owners). Some greedy property developers. Stamp duty cost (these should be zero exempt except for actual Land Registry cost except for business and non-residents). Estate agents fees (perhaps these will be minimised once web based agencies develop more). Too many houses in some areas purchased by non-UK residents for investment or money laundering purposes (London in particular).
- Our favoured location would be "ribbon" development along the A422 between PP & Ettington, preferably including a "dark sky" policy.

## Q2: Life in the parish

Survey respondents were asked about the perceived lack of facilities within the parish.



At 58% the majority feel that the parish lacks facilities. Respondents were invited to suggest what facilities were lacking and comments are reproduced below.

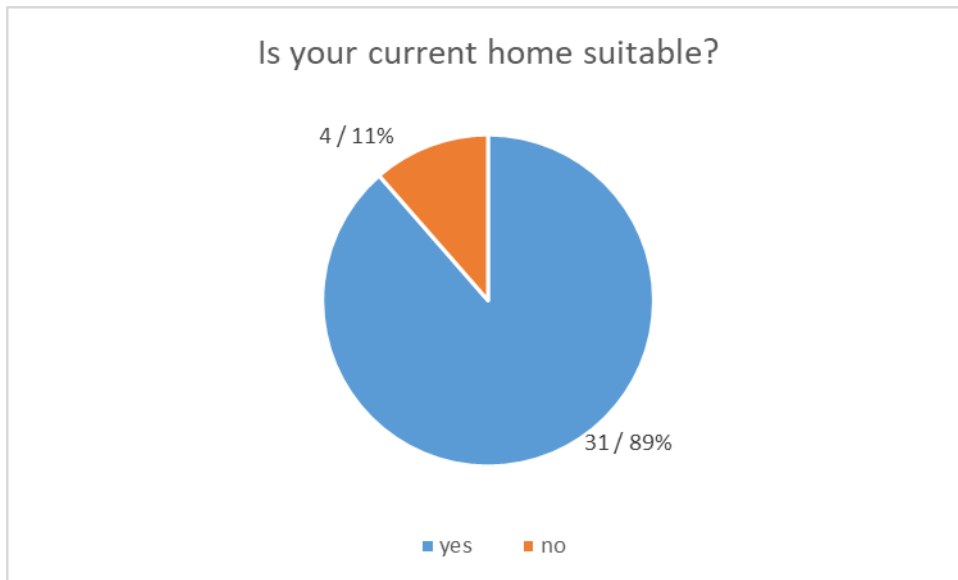
- Village could not sustain a shop
- Pub x11
- Because the village is not big enough to support a shop or anything else
- Post Office
- Shop x10
- A proper shop
- Recreational facilities for children
- Doctor - evidence of police other than speed cameras
- Local shop / store
- Children's play area x2
- Playing field, allotments
- Youth club
- Bus service
- Children's playground
- Shop offering better products than at the garage

## Q3: Is your current home suitable?

Respondents were asked whether or not "your current home is suitable for your needs".

As can be seen in this chart, of the 35 responses 31 indicated that their current home is suitable.





**Part two – to be completed by the household in need of alternative housing**

Four recipients completed all or part of part two. Of these four forms two were discounted as insufficient information was provided and both respondents failed to provide contact details so further information could not be obtained to enable a full analysis of need. This section therefore only relates to information provided by two respondents.

**Q4: Why do you/your household need alternative housing?**

One respondent household indicated that a family member needs a home of their own and wishes to stay in the parish, whilst the other indicated that they wish to downsize.

**Q5: Current dwelling tenure**

One respondent household currently lives at home with parents whilst the other currently lives in their own owned home.

**Q6: Dwelling type and size required**

One respondent household wishes to live in a 2 or 3 bed house to include a study or space to enable working from home whilst the other is looking for a 3 or 4 bed house.

**Q7: Dwelling tenure required**

Both respondent households are interested in owning their own home, with one possibly owning through a self-build project.

**Q8: Local connection**

Both respondent households currently live in the parish and one has close relatives in the parish.

**Q9: Financial details**

The information provided in response to these questions is confidential and not reproduced herein.

## **Q10: Housing waiting list**

Neither respondent household is registered on the district council's housing waiting list, known as Home Choice Plus.

## **Q11 & Q12: Detail of households seeking alternative housing**

The information provided in response to these questions is confidential and not reproduced herein.

## **4. Conclusion**

Four survey forms were returned, two of which were discounted. The two remaining respondent households are seeking:

- 2 or 3 bed owned house, preferably self-build
- 3 or 4 bed owned house

In addition it should be noted that as at December 2017 there were four households with a Pillerton Priors address registered on the local authority housing waiting list, known as Home Choice Plus. Whilst some of these households may not wish to continue residing in Pillerton Priors parish experience from across the district shows that typically most people living in a parish will wish to continue residing there because of established social networks etc. This particularly applies to families with children and older people. A summary of these households can be found at Appendix C.

## **5. Acknowledgements**

Gratitude is expressed to all those who helped to deliver the survey letters across the parish.

## **6. Contact Information**

Mrs Sue Greenall - Clerk to Pillerton Priors Parish Council  
Millfield Farm, Pillerton Priors, Warwickshire CV35 0PE  
Tel: 07513 175168  
Email: pillertonpriorspc@btinternet.com  
Website: www.pillertonpriors.com

Sarah Brooke-Taylor - WRCC, Rural Housing Enabler  
Warwick Enterprise Park, Wellesbourne, Warwickshire CV35 9EF  
Tel: 01789 842182  
Email: sarahbt@wrccrural.org.uk  
Website: www.wrccrural.org.uk

## Pillerton Priors Parish Council

### Housing Survey

January 2018

Dear Householder

The Parish Council is aware that a lack of affordable and suitable housing is an issue for many rural communities, which can lead to local people being forced to move away.

To assess whether or not this is a problem in Pillerton Priors parish and to assist us in the production of a parish plan we are carrying out a survey to identify the homes that local people need. **The survey is for everyone, however, 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.

The survey is being carried out in partnership with WRCC, an independent charity that works across Warwickshire and Solihull to sustain rural communities. When the survey is complete the Parish Council will consider the results of the survey and work together with WRCC and Stratford-on-Avon District Council to explore how any needs can be addressed.

**Do you know of people with a local connection to the parish who would like to live here?** If you know of anyone with a strong connection to the parish but currently living elsewhere please encourage them to contact Sarah Brooke-Taylor, Rural Housing Enabler for WRCC, on 01789 842182 or email [sarahbt@wrccrural.org.uk](mailto:sarahbt@wrccrural.org.uk) so that a survey form can be sent to them. They should currently work in the parish, have previously lived in the parish or have a close relative (parent, sibling or child) currently living in the parish.

Please complete a separate form for each household that requires alternative housing.

All information you give will be treated in strict confidence and the Parish Council will not see individual replies. The analysis will be carried out independently by WRCC and it will retain all survey forms.

Please complete and return the attached form by 3<sup>rd</sup> February 2018 using the Freepost envelope provided.

Thank you for your help in conducting this survey.

Yours sincerely

Ian Greenall  
Chairman of Pillerton Priors Parish Council



## Housing survey for Pillerton Priors parish

### Part one - 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 specifically for people with a local connection to this parish? Through a planning obligation (S106 Agreement) all properties would be restricted to people with a local connection.

Yes

No

Please add any comments you would like to make about local housing, including possible locations that may be suitable for housing. These comments may be included anonymously in our report.

### 2. Life in the parish

Do you feel the parish lacks any facilities?

Yes - what facilities? .....

No

### 3. Is your current home suitable?

When considering whether or not your current home is suitable for your needs 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 two years.

Yes (you don't need to complete part two of this form but please return this form using the Freepost envelope attached)

No (please complete part two of this form overleaf if you would like alternative accommodation within the parish)

**Part two – to be completed by the household in need of alternative housing**

If there is a need for more than one alternative dwelling for your household please complete a separate form (details on back page).

**4. Which of the following statements apply to your household (tick all that apply)?**

- We/I need a larger home
- We/I wish to downsize
- A family member will need a home of their own within the next two years and wishes to stay in the parish (please complete this form using their details)
- We are/I am struggling to afford our/my existing home
- We/I need to be closer to a carer or dependent
- We/I need a home that is more accessible
- Our/my current home is in disrepair
- We/I need a new home for another reason - please explain below

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

- Bungalow
- House
- Flat / maisonette
- Other .....

Number of bedrooms .....

- Rent - housing association\*
- Rent – private\*
- Shared ownership (part rent part buy)
- Owned (with/without mortgage)
- Live with parents
- Other .....

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

**6. What type of property would best suit your household (tick all that apply)?**

- Bungalow
- House
- Flat / maisonette

Number of bedrooms .....

- To include a study/space to work from home
- 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.

**7. Is your household looking for (tick all that apply)?**

- Rent - housing association
- Rent - private
- Shared ownership (part rent part buy)
- Owned (with / without mortgage)
- Self-build

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

- I currently live in the parish (how many years? .....)
- I previously lived in the parish (how many years? .....)
- I have close relatives living in the parish (eg mother, father, brother, sister, son, daughter)
- I currently work in the parish (how many years? .....)
- I was born in the parish but moved away

**9. It is important to understand what people can afford.**

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

£

**Do you have savings or equity in your current home that could be used towards a new home?**

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

**10. Are you on the District Council's housing waiting list (Home Choice Plus)?**

- Yes
- No

If you wish to apply for a housing association property (for rent or shared ownership) 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).

**11. Details of the household seeking alternative 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			

**12. Please provide your name and contact details.** Any information you give will remain confidential to WRCC.

Name	
Address	
Email	
Telephone	

If you have questions regarding this survey or you require additional survey forms please contact Sarah Brooke-Taylor, Rural Housing Enabler at WRCC, Warwick Enterprise Park, Wellesbourne CV35 9EF. Telephone: 01789 842182 / email: sarahbt@wrccrural.org.uk

**Please return this form using the Freepost envelope attached  
no later than 3<sup>rd</sup> February 2018.**

**All information will be treated in strict confidence and the Parish Council will not see individual replies.** This data is collected for the purpose of identifying housing need only and will not be used for any other purpose. The analysis will be carried out by WRCC and it will retain all survey forms.

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 within Pillerton Priors parish January 2017

### For sale

Agent	Street	No of beds	Type	Price £
Edwards	Banbury Road	4	detached house	350,000

### Previously sold

Date sold	Street	No of beds	Type	Price £
Nov-17	Kiblers Lane	3	detached house	320,000
Jul-17	Kinton Road	4	detached house	525,000
Jan-17	Banbury Road	3	detached house	300,000
Sep-16	Lindfield		detached bungalow	360,000
Aug-16	Little Cadbold	3	detached house	327,500
Mar-16	Banbury Road	5	detached house	625,000
Mar-16	Banbury Road	4	detached house	325,000
Feb-16	Jobs close	5	detached house	1,150,000

Property type	Average £	Average £ -5%	Average £ -10%
3 bed detached house	315,833	300,042	284,250
4 bed detached house	400,000	380,000	360,000
5 bed detached house	887,500	843,125	798,750



## Appendix C

Home Choice Plus is the scheme used to allocate housing association properties across the participating local authority areas, which includes Stratford-on-Avon District Council.

At December 2017 the following households with a Pillerton Priors address were registered.

Household type	No. of children in household	House type/size required
Couple	0	1 bed maisonette
Pensioner/DLA	0	1 or 2 bed bungalow
Single	0	1 bed maisonette
Single	0	1 bed maisonette

If local needs properties are developed by a community as a result of information obtained through a housing survey and other evidence it would be subject to a planning obligation limiting occupation of the homes, including any local market homes, to people with a defined local connection.