

A faint, light grey outline of a house with a chimney, a central door, and two windows on the ground floor, and one window on the upper floor.

## **Housing needs survey report for Pillerton Hersey parish**

**July 2025**

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Rural Housing Enabler, WRCC**

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## 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 have a higher proportion of older people. The May 2025 Statistical Digest of Rural England reveals that rural areas continue to host a disproportionately high percentage of the older population, with 26.1% aged 65 and over in contrast to 17.5% in urban areas. Moreover, the average age in rural areas is rising more rapidly than in urban settings, reflecting ongoing trends of internal migration and ageing in less densely populated regions.

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 information on the scale and nature of housing need at a local community level.

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

The return deadline was 7<sup>th</sup> June 2025. Forms were returned to the WRCC Rural Housing Enabler for analysis using a Freepost envelope that was provided with the cover letter and questionnaire, or respondents could complete the survey online if preferred.

## 2. Planning Context

At a national level, the National Planning Policy Framework (updated December 2024) states 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.

At a local level, there is scope for a local community to prepare a neighbourhood plan to steer development within their area. Where a Neighbourhood Plan has been subject to Referendum and is Made it would form part of the District Council's development plan and be used to assist in making decisions on planning applications within the plan area. Pillerton Hersey parish does not have a Neighbourhood Plan.

Separately, a community can choose to promote a small-scale 'Local Needs' housing scheme (sometimes referred to as a Local Choice 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**

Households with a need for an alternative home, and who wish to live in the parish, were asked to complete the survey. A household may comprise a family, a single person or a couple, and a dwelling may currently contain more than one household in housing need.

Three responses were received, and this report is based directly on those responses and presents the analysed results. It shows the current and future housing needs of the respondents, all of whom have a local connection to the parish.

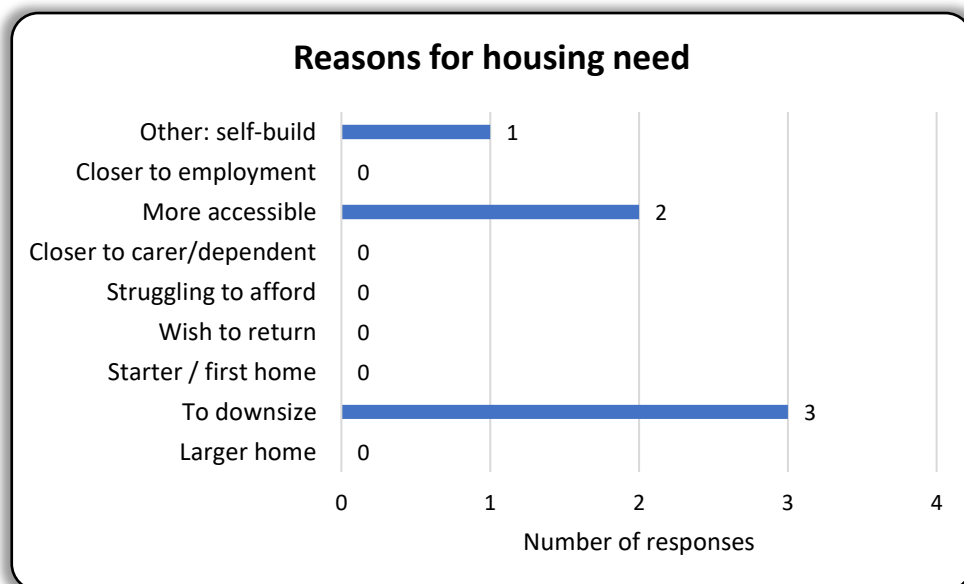
The survey asked for details of the household, the current housing situation, preferred housing situation, the identified need and local connection, together with sensitive information such as financial details.

As the household data is collected on a confidential basis actual households are not identified, and respondents were assured that any information they disclosed would be treated in confidence.

Approximately 75 survey packs were distributed and, with three responses, this gives a housing need of 4% which is double the 2% housing need typically found in rural parishes across England.

### 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 as can be seen in the chart, 'to downsize' (3 responses, 50%) received the greatest number of responses followed by 'more accessible' (2 responses, 33%).

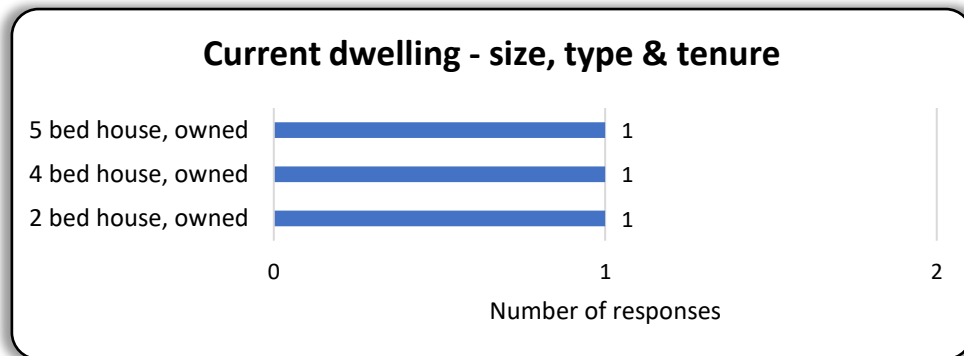
Like many rural parishes where there is a desire for a more accessible property there is a shortage of more accessible properties such as bungalows.

### Q2: Current dwelling

Respondents were asked to provide details of the dwelling that the household currently resides in, and all respondents answered.

### i) Dwelling size, type and tenure

All three responding households currently live in a house, owned with or without a mortgage.



The 2021 Census shows that 98.6% of households across Pillerton Hersey parish live in a whole house or bungalow (compared to 77.4% across England) and 1.4% live in a flat, maisonette or apartment (compared to 22.2% across England). It also shows that 55.6% of Pillerton Hersey parish households live in a property with 4 or more bedrooms, whilst 30.6% live in a bedroom with 3 bedrooms.

‘Owned’, as referred to in this survey work, includes households owning their home outright and those with a mortgage. Home ownership remains the predominant form of housing tenure across England (70.3%, 2021 Census). 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) according to the English Housing Survey 2021-2022.

The 2021 Census shows that across Pillerton Hersey parish, 50% of homes are owned outright (higher than 32.5% across England), and 37.1% of homes are owned with a mortgage, loan or via shared ownership (29.8% England). Privately renting or living rent free (11.4%) and social renting (1.4%) make up the remainder.

### ii) Rent

Respondents who rent were asked “approximately what percentage of your income, after tax, do you spend on rent?” None of the respondents provided information as all currently own their home.

Generally, it is accepted that ideally no more than about one-third of income should be spent on rent.

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 rose to £1,054 in October 2024, which is an annual increase of

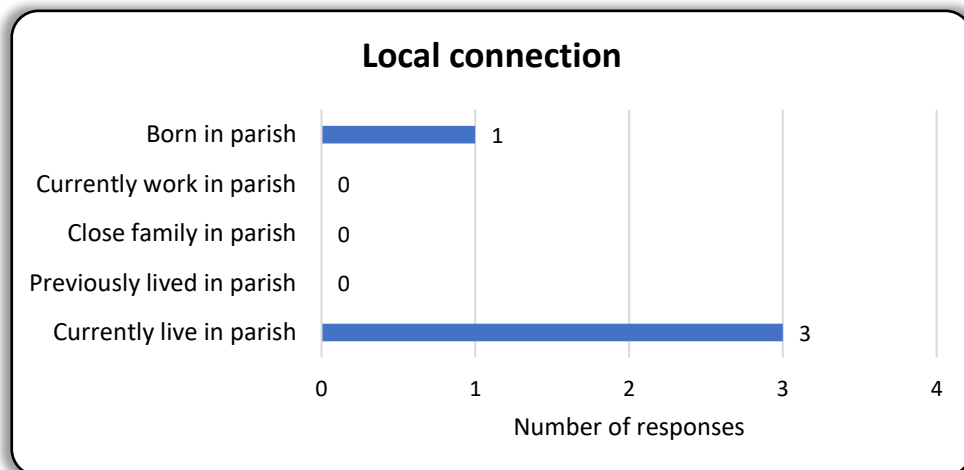
6% from £994 in October 2023. This was lower than the 8.7% rise in the West Midlands over the same period.

In Stratford-on-Avon district the average rent for semi-detached properties rose by 6.3%, while for detached properties it increased by 5.7%. The average rent for one-bed properties rose by 6.6%, while the average for four-or-more bed properties increased by 4.3%.

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 both the physical and mental health of a household, particularly with an increasingly ageing population.

### Q3: 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.



All three respondents currently live in the parish and one was born in the parish.

### Q4: Preferred dwelling

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.

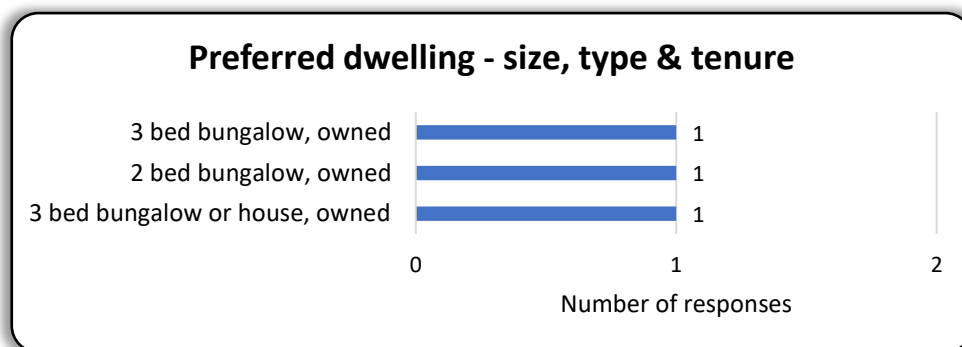
Respondents were asked "what type of property would you/your household prefer". All respondents provided information and could express interest in more than one preference across each category.

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 size, type and tenure

All respondents indicated their preferred type of dwelling. Bungalow was indicated three times, and house was indicated once. All three respondents indicated home ownership, with two indicating a preference for a property with 3 bedrooms.



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 retain 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, though this relies on suitable land becoming available.

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 cover 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.

The 2021 Census indicates that 16% of people in Pillerton Hersey parish are disabled as described under the Equality Act 2010 (physical or mental impairment that has a

'substantial' and 'long-term' negative effect on your ability to do normal daily activities). This is just lower than the 17.3% England figure.

Respondents were invited to 'provide details of any specific housing requirements' and these details aid the analysis. Comments included reference to ageing, downsizing and health problems.

Many rural households, particularly those including older or impaired people, live in older homes that are difficult to adapt and don't meet the daily needs of the household. This 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.

#### **Q5: 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 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 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 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).

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

Mortgages of 35 years rather than the traditional 25 years are becoming more common, particularly among first-time buyers.

According to analysis from Halifax (February 2025), first-time buyers in the UK made up over half (54%) of all home purchases made with a mortgage last year, the biggest majority on record. The average first-time buyer in 2024 was 33 years old, two years older than ten years ago (31 years old). They put down an average deposit of £61,090 and typically paid £311,034 for their first home.

Rental information is also included at Appendix B.

### **Q6: Housing waiting list**

None of the respondents indicated that they are currently registered on the local authority housing waiting list, known as Home Choice Plus.

As of February 2025, there were no households with a registered address in Pillerton Hersey parish on the local authority housing waiting list seeking alternative rental accommodation.

Whilst some registered households may not wish to continue residing locally, experience from across the district shows that typically most people living in a rural parish will wish to continue residing there due to established social networks, employment etc. This particularly applies to families with children and older people.

The National Housing Federation's 'Rural Life Monitor 2024' report highlights that between 2020 and 2023 waiting lists for affordable housing in rural areas increased by 20%, compared to a 14% rise in urban areas which underscores the growing pressure on rural housing supply.

### **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 three households with a local connection to Pillerton Hersey parish have a need for an alternative home, as listed below.

Owner-occupier

- 1 x 2 bedroom bungalow
- 2 x 3 bedroom bungalow

Households are unable to satisfy their own need due to a lack of bungalows for sale within the parish, or even within neighbouring parishes.

## **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 as a first step 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.

Sarah Brooke-Taylor – WRCC, Rural Housing Enabler  
Warwick Enterprise Park, Wellesbourne CV35 9EF  
01789 842182 / [housing@wrccrural.org.uk](mailto:housing@wrccrural.org.uk) / [www.wrccrural.org.uk](http://www.wrccrural.org.uk)

*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 contained in this document.*

# Housing needs survey for Pillerton Hersey parish

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

A lack of suitable and affordable housing in rural communities has been a serious problem for many years, with house prices continuously outstripping average incomes by large margins, so we want to understand what housing local people need.

**The form is to be completed ONLY if you have a need for alternative housing and wish to live within the parish.**

If you know anyone currently living elsewhere who would like to live in Pillerton Hersey parish they can complete their own survey form. They would need to have a local connection, for example they 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 Hersey Parish Council by WRCC (an independent charity that supports rural communities across Warwickshire) to identify parish-wide housing need only. WRCC treats all information in confidence and returns are anonymised.

Each household (family, single, couple) in need of alternative housing and wishing to be housed within the parish within the next five years should complete a separate form. If necessary, please request extra forms; see contact details on the back page.

Completed forms should be returned by 7<sup>th</sup> June 2025 using the attached Freepost envelope or complete this survey online at [www.smartsurvey.co.uk/s/PHersey25](http://www.smartsurvey.co.uk/s/PHersey25)

Thank you for participating in this survey.

Catherine Hewson – Chair  
Pillerton Hersey Parish Council

*Note: if you require this form in a different language or in LARGE PRINT please contact WRCC on 01789 842182 or [housing@wrccrural.org.uk](mailto:housing@wrccrural.org.uk)*

**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. 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

**4. 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.

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

**This information will not be disclosed to any third party and remains confidential. Financial information helps determine the tenure of property suitable for the household.**

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

**6. 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 register. 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 by telephone (01789 2606810).

**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 provided  
no later than 7<sup>th</sup> June 2025.**

(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 (including Listed and character properties, properties with outbuildings, additional land, stables or similar).

As there are few properties for sale or sold within Pillerton Hersey parish information is also shown from the immediately surrounding parishes, excluding Wellesbourne and Walton Parish as Wellesbourne is a Main Rural Centre.

Properties for sale (www.rightmove.co.uk, June 2025)

Agent	Settlement / village	Number of bedrooms	Type	Price £
Sheldon Bosley Knight	Pillerton Hersey	3	Semi-detached Victorian house with garden office	525,000
Seccombes	Pillerton Priors	4	Detached house	975,000
Off Agent	Pillerton Priors	4	Detached house for redevelopment	450,000
Peter Clarke	Oxhill	5	Detached house with paddock	1,150,000
Sheldon Bosley Knight	Oxhill	5	Detached house	1,150,000
Savills	Oxhill	5	Detached house, farm building, in 17 acres	1,000,000
Savills	Oxhill	4	Grade II Listed detached house with outbuildings	975,000
Strutt & Parker	Butlers Marston	6	Detached house with outbuildings	4,800,000
Knight Frank	Ettington	5	Detached house with paddocks, stables, swimming pool	2,000,000
Knight Frank	Ettington	4	Detached house new build	1,500,000
Peter Clarke	Ettington	6	Detached house with outbuildings in 1.72 acres	1,250,000
Vaughan Reynolds	Ettington	6	Detached house	1,250,000
Savills	Ettington	5	Detached thatched house with outbuildings	900,000
Knight Frank	Ettington	4	Grade II Listed semi-detached house	885,000
Handles Property	Ettington	4	Detached house with period features	727,500
Charles Rose	Ettington	5	Detached house with period features	600,000
Sheldon Bosley Knight	Ettington	4	Detached bungalow	600,000
Peter Clarke	Ettington	4	Detached house with period features	529,990

Kennedys	Ettington	3	Detached bungalow	500,000
Edwards	Ettington	4	Grade II Listed semi-detached house	399,950

Average price, properties for sale

Property size & type	Price £
3 bed semi-detached house	525,000
3 bed detached bungalow	500,000
4 bed detached bungalow	600,000
4 bed semi-detached house	642,475
4 bed detached house	859,582
5 bed detached house	1,133,333
6 bed detached house	2,433,333

Properties sold within the last 12 months

Date sold	Settlement / village	Number of bedrooms	Type	Price £
July 2024	Pillerton Hersey	2	Detached house	525,000
May 2024	Pillerton Hersey	5	Detached house	790,000
December 2024	Pillerton Priors	4	Detached house	720,000
November 2024	Pillerton Priors	5	Detached house	435,000
November 2024	Pillerton Priors	4	Detached house	450,000
August 2024	Pillerton Priors	4	Detached house	450,000
August 2024	Pillerton Priors	3	Detached house	585,000
July 2024	Pillerton Priors	3	Detached house	340,000
July 2024	Pillerton Priors	4	Detached house	625,000
November 2024	Oxhill	2	Terraced house	295,000
September 2024	Oxhill	3	Detached house	425,000
July 2024	Oxhill	3	Semi-detached house	332,000
February 2025	Ettington	4	Detached bungalow	560,000
December 2024	Ettington	2	Terraced house	300,000
November 2024	Ettington	4	Detached house	780,000
October 2024	Ettington	3	Semi-detached house	595,000
September 2024	Ettington	3	Terraced house	265,000
August 2024	Ettington	5	Detached house	877,500
August 2024	Ettington	2	Semi-detached house	352,000
July 2024	Ettington	2	Terraced house	340,000

Average price, properties sold within the last 12 months

<b>Property size &amp; type</b>	<b>Price £</b>
2 bed terraced house	311,667
2 bed semi-detached house	352,000
2 bed detached house	525,000
3 bed terraced house	265,000
3 bed semi-detached house	463,500
3 bed detached house	450,000
4 bed detached bungalow	560,000
4 bed detached house	605,000
5 bed detached house	700,833

Savills forecast that UK house prices are expected to grow by 4% in 2025 and 23.4% to 2029.

According to the Office for National Statistics (ONS), in April 2025 the average house price in Stratford-on-Avon district was £393,000, reflecting a 7% annual increase compared to the previous year. This is significantly higher than the West Midlands' average house price of £240,000, which experienced a modest annual growth of 2.6%.

### **Properties for rent**

The following property is currently available to rent in Pillerton Hersey:

- 3 bedrooms, 2 bathrooms, unfurnished detached house with garage and driveway - £1,500 per calendar month / £346 per week

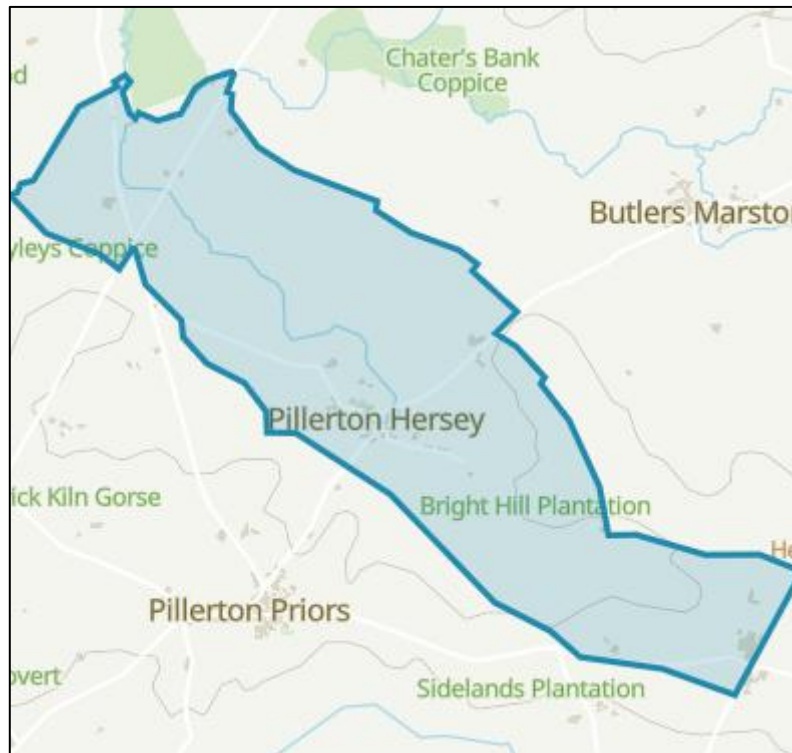
Rising rental costs are putting a major strain on household income, particularly amongst low-income households. According to ONS, the average monthly rent in Stratford-upon-Avon district as of May 2025 was £1,084, which represents a 6.2% increase from £1,022 in May 2024.

Average rents as of May 2025 in Stratford-on-Avon district were:

- One bedroom: £775
- Two bedrooms: £950
- Three bedrooms: £1,150
- Four or more bedrooms: £1,500+

The availability of mid-sized 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 – Parish map



Pillerton Hersey is a small, low-density rural village straddled across the B4451 Kineton Road between Pillerton Priors and Butlers Marston.

The village is based around several farmsteads and has a 13<sup>th</sup> century parish church with 15<sup>th</sup> and 19<sup>th</sup> century additions. St Mary's church tower is a prominent feature in the landscape of the area, as the church is sited on slightly higher land.

School Cottage, opposite Vicarage Farm, was once the village school but is now residential. Many homes are built using the local Blue Lias limestone and pre-date 1900.

There is a war memorial sited on a triangle of grass with flower beds, built in Hornton Stone in 1919 and funded by subscriptions from parishioners of both Pillerton Hersey and Pillerton Priors.

Pillerton Hersey is an ancient settlement that was recorded in the Domesday Book.