

**A DETAILED INVESTIGATION
INTO THE HOUSING NEEDS OF
EASTWELL AND GOADBY MARWOOD**



**ANALYSIS REPORT
PRODUCED BY
MIDLANDS RURAL HOUSING**



JUNE 2019

Contents

1. Summary	3
2. Introduction	4
3. Issues Facing Rural Communities	4
4. Survey Methodology and Purpose	5
5. Conclusion	6
6. Appendix 1	8
6.1 Housing Needs Analysis	8
6.2 House Price Data	9
6.3 Local Context – Properties for Sale	11
7. Appendix 2	12
7.1 Household Type	12
7.2 Tenure of Respondents	12
7.3 Property Types	13
7.4 Length of Residence	14
7.5 Type of housing needed in the village	15
7.6 Migration and reasons for leaving	17
7.7 Support for new homes being built in the village	17
8. Life in the village	18
Works Cited	21
Contact Information	21

List of Tables and Figures

Table 1: Summary of housing need.....	3
Table 2: Needs analysis	9
Figure 1: Market activity – all property types.....	10
Figure 2: Market activity – detached homes	10
Figure 3: Market activity - semi-detached homes	11
Figure 4: Market activity - terraced homes	11
Figure 5: Household type.....	12
Figure 6: Tenure of respondents	13
Figure 7: Property types	14
Figure 8: Length of residence	15
Figure 9: Type of housing needed in the village	16
Figure 10: Migration and reasons for leaving	17
Figure 11: Support for new homes	18
Figure 12: Life in the village (a)	19
Figure 13: Life in the village (b)	19
Figure 14: Important factors for the village to thrive.....	20



1. Summary

Midlands Rural Housing was commissioned by Melton Borough Council to undertake a Housing Needs Survey in Eastwell & Goadby Marwood, in May 2019. Questionnaires were sent directly to all 156 households, and 30 of these returned a completed survey.

A robust analysis of the 30 responses showed that 5 people thought they had a housing need, either now or at some time within the next 5 years. Further analysis concluded that the actual number of those in need is 4.

On combining the information arising from the survey with data held on Melton Borough Council's Housing Register, results show that there is a requirement for 4 new homes in order to enable local people to be suitably housed within their community.

It should be noted that this figure is representative of those needing affordable housing in the villages of Eastwell and Goadby Marwood, not the whole Parish, which includes the village of Eaton.

Type of Unit	Affordable Rented Need	Affordable Home Ownership Need	Open Market Housing	Totals
1/ 2 bed home	2	-	-	2
2 bed house	-	1	-	1
3 bed house	-	-	-	-
1 bed bungalow	-	-	-	-
2 bed bungalow	-	-	1	1
3 bed bungalow	-	-	-	-
Total	2	1	1	4

Table 1: Summary of housing need

These new homes could be developed on an 'infill site', as part of a larger scale development, or alternatively on a rural exception site, should one become available and also subject to having local support. Subject to planning legislation and

regulation, open market homes could be used to cross-subsidise the costs of building homes for affordable tenures

2. Introduction

Midlands Rural Housing (MRH) is a non-asset holding, not for profit organisation that works to promote and enable the provision of homes in rural settlements. We do this by working closely with local authorities, town and Village councils, registered providers, private developers and local communities in order to investigate the need for affordable housing.

MRH is a well respected organisation, recognised for its expertise in this field. In addition to the work we do locally within communities across rural England, we are also a key lobbyist and influencer, regionally and nationally.

3. Issues Facing Rural Communities

According to the latest annual Halifax Rural Housing Review (Halifax, 2017), homes in rural areas across Great Britain are 20% more expensive on average than in urban areas. In financial terms, this percentage equates to £44,454.

However, regionally, these figures increase or decrease dramatically depending on the locality. For example, in the West Midlands, the average house price in rural areas is 47%, or £89,272 higher than the region's urban areas, and in contrast, the East of England has an average rural housing premium of 9% or £27,765.

Data from the review shows that first time buyers have more or less found themselves priced out of rural areas. They account for 41% of all mortgaged products in rural areas, compared with 53% in urban areas. Affordability is the main reason for this.

In a local context, figures for the East Midlands show a 38% increase in rural average house prices since 2012. This equates to a rural housing premium of



£55,426, compared to urban locations. The local authority districts of Derbyshire Dales and South Northamptonshire have the lowest number of first time buyers in rural areas, with 29% and 30% respectively.

Areas which are predominantly rural typically have higher house prices than urban locations, thus making them less affordable. In 2016, the average lower quartile house price was 8.3 times the average lower quartile earnings in rural areas, in comparison with 7 times in urban areas.

In 2018, the National Housing Federation stated that ‘the housing crisis in rural England is acute, with the most affordable rural homes costing 8.3 times wages in rural areas’ (National Housing Federation, 2018).

4. Survey Methodology and Purpose

In May 2019, a Housing Needs Survey form was delivered to every household in Eastwell & Goadby Marwood, with 17 May 2019 being the deadline date for responses. Pre-paid envelopes were provided for the return of survey forms directly to MRH.

The survey questionnaire was divided into 3 parts:

- Part 1 – General information
- Part 2 – Life in your village
- Part 3 – Your housing requirements

Part 1 asked questions to seek general information about household members and their current housing situation. It also asked people to account for any household members who had had to leave the village over the last 5 years, and to state the reasons why.



Part 2 assessed people's perceptions of what it is like to live in the locality, and what factors they thought would be important in order to help sustain the future of the village, such as employment opportunities and shop facilities.

Part 3 established whether respondents had a local connection to the village, and the future housing requirements of all household members whom identified themselves as being in need for housing.. Households were asked to give the reasons why they thought they might be in housing need either now, or within the next five 5 years, and to specify what type of housing they thought would best suit them.

Respondents were asked to state their income and savings within given financial bandings, so that affordability assessments could be undertaken for analysis. These assessments are not intended to be a full and accurate estimate of any individual's financial situation, but are purely for indicative purposes.

The information obtained from a housing needs survey is invaluable at a local level, particularly in relation to Local Authority, Parish Council and Neighbourhood Planning activities. Surveys are conducted in order to obtain clear evidence of any local housing need across a range of tenures for residents in the locality, which can then be used positively in the planning process, and provide a foundation on which 'planning gain' opportunities can be negotiated with developers. In short, it gives planners and village organisations evidence that can be used to obtain an element of local needs housing in negotiations with house builders should such situations arise in the village.

Such information can be acted on locally and taken on board in decision making processes around housing issues.

5. Conclusion

MRH has conducted a detailed study into the current housing needs of Eastwell & Goadby Marwood. This study has not only investigated the actual affordable



housing needs of the village, but also for Affordable Home Ownership and Open Market housing. In addition, the survey ascertained resident's views with regard to living in the village and support for local needs housing to help sustain local communities.

Five respondents indicated a housing need in the next 5 years; however, following assessment, the actual number of people found to be in housing need is 4, as 1 respondent is currently suitably housed..

The property types required are 2 Affordable Rented, 1 Affordable Home Ownership and 1 Open Market home.

A breakdown of the property types required by those in need is as follows:

- 1 was assessed as being in need of open market housing (for local people)
 - ✓ 1x 2 bedroom bungalow
- 2 were assessed as being in need of affordable rented housing
 - ✓ 2 x 1 or 2 bedroom home
- 1 was assessed as being in need of an affordable home ownership home
 - ✓ 1 x 2 bedroom house

**THERE IS AN IDENTIFIED NEED FOR
1 OPEN MARKET HOME AND 3 AFFORDABLE HOMES IN
EASTWELL & GOADBY MARWOOD
FOR THOSE WITH A LOCAL CONNECTION.**



6. Appendix 1

6.1 Housing Needs Analysis

Respondents were asked to clarify their need in terms of property type and size, together with a preferred tenure type. In assessing the stated need, income levels and likely property prices are taken into account to ensure that any proposed future housing development will indeed meet the needs of those to be housed. Therefore, a 'likely allocation/purchase' is suggested to outline what any housing provision could realistically look like.

Ref	Local Connection	On Housing Register	Household Details	Reasons for Need	Preferred Home and Tenure	Likely Allocation / Purchase
1	Yes	Did not answer	Household member living in the family home	First independent home	2 bedroom house / bungalow - Open market purchase	2 bedroom house - Affordable Home Ownership
2	Yes	No	Own home outright - 3 bedroom house	Did not answer	2 bedroom bungalow - Open market purchase	2 Bedroom Bungalow - Open market purchase
3	Yes	No	Household member living in the family home	First independent home	1 / 2 Bedroom House - Open Market Purchase	1 / 2 bedroom home - Affordable Rent.

4	Yes	No	Two parent family	Present home too large	3 bedroom bungalow - Open Market Purchase	Suitably housed at present
5	Yes	No	Household member living in the family home	First independent home	1/2 bedroom house - Affordable Home Ownership - Renting from Council / Housing Association	1 / 2 bedroom home - Affordable Rent.

Table 2: Needs analysis

6.2 House Price Data

Eastwell and Goadby Marwood sit within the Parish of Eaton. Information for the whole of the Parish was taken in order to present this data. As shown at Figure 1, property prices have, overall, increased over the past 5 years, by an average of 31.39%, which means average increases in house values of £100,629 (Zoopla, 2019). Figures 2 – 4 demonstrate the value changes for other property types, and the impact of those changes in monetary terms.

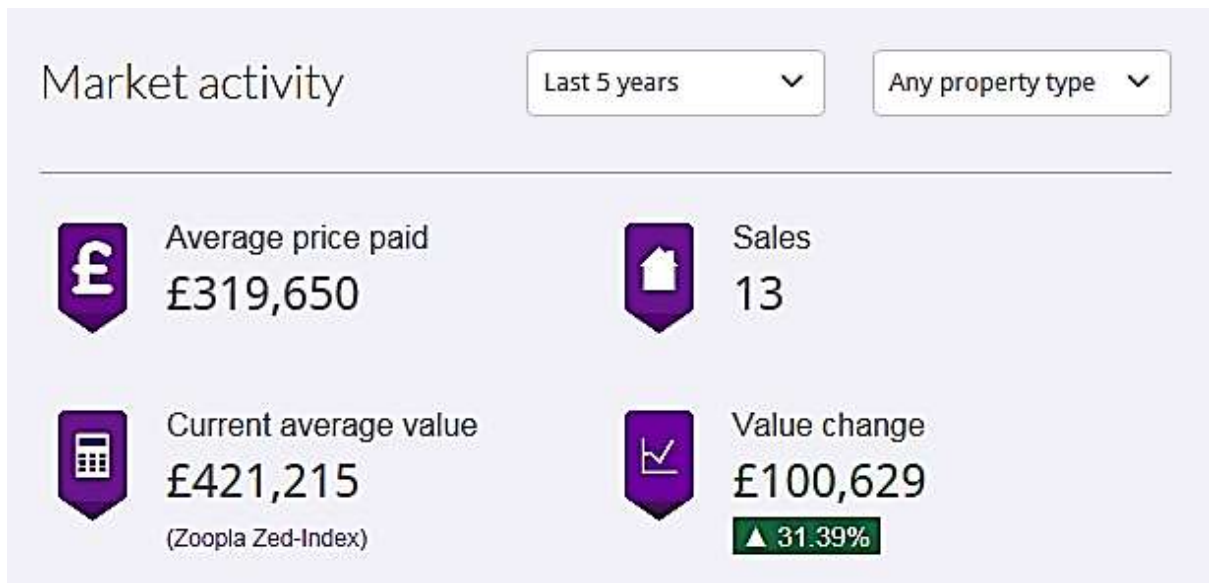


Figure 1: Market activity – all property types



Figure 2: Market activity – detached homes

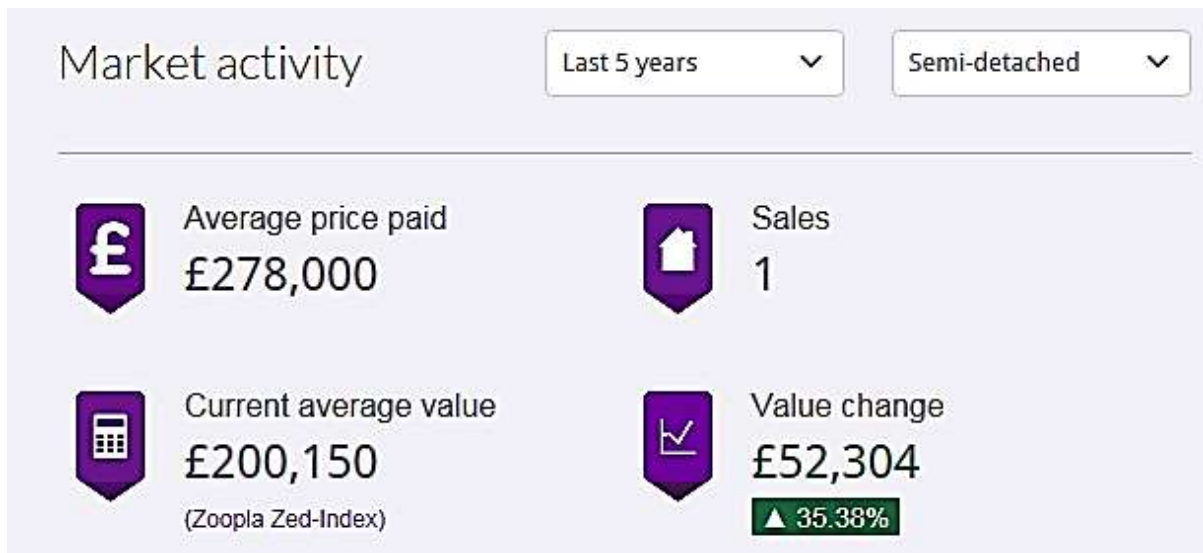


Figure 3: Market activity - semi-detached homes

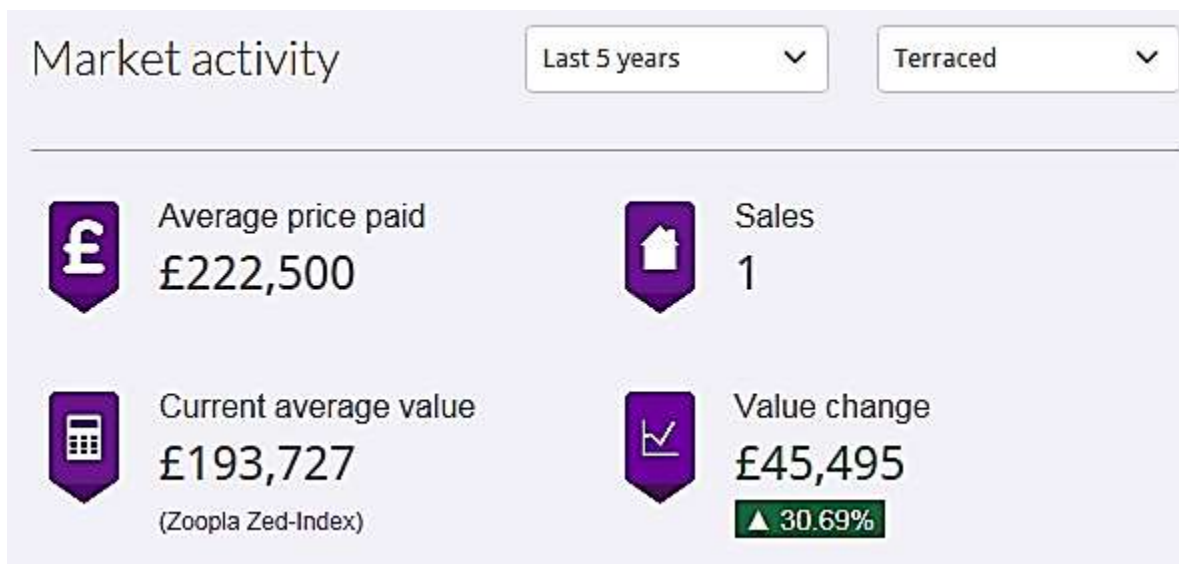


Figure 4: Market activity - terraced homes

6.3 Local Context – Properties for Sale

At the time the report was written, there were no properties available throughout the whole of the Parish to purchase on the open market or rent in the private sector.

7. Appendix 2

A total of 156 surveys were posted out to households, and of these, 30 were returned, giving a response rate of 19%.

7.1 Household Type

Question 1 of the questionnaire asked residents to indicate their household type.

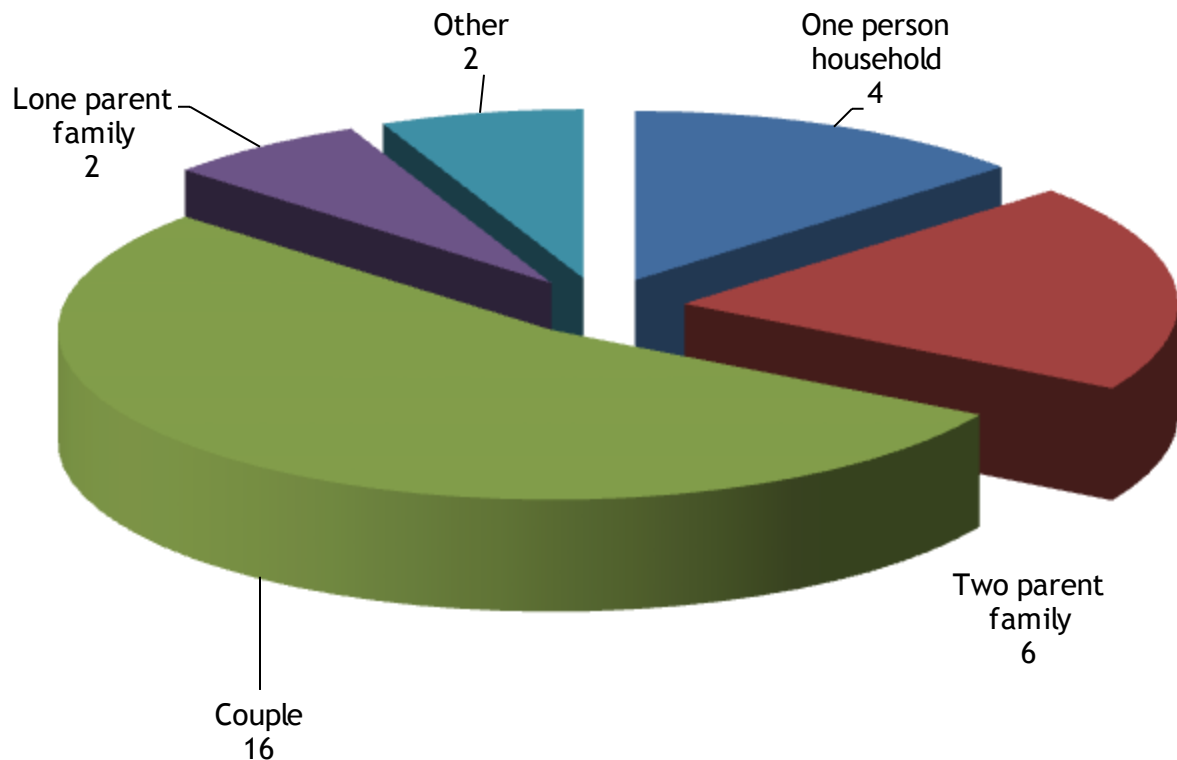


Figure 5: Household type

Figure 5 shows the breakdown of households that responded to the survey.

The largest number of responses was from couples with 53% of households making up this group. Lone parent families and those selecting the 'other' category were the smallest groups.

7.2 Tenure of Respondents

The majority of those who responded were found to be living in accommodation either owned outright, or with a mortgage.

As shown in Figure 6, the dominant tenure held by respondents was 'own home outright' with 18 households forming this group.

The number of households living in affordable housing appears to be non-existent. Just 1 household lives in the Private Rented Sector.

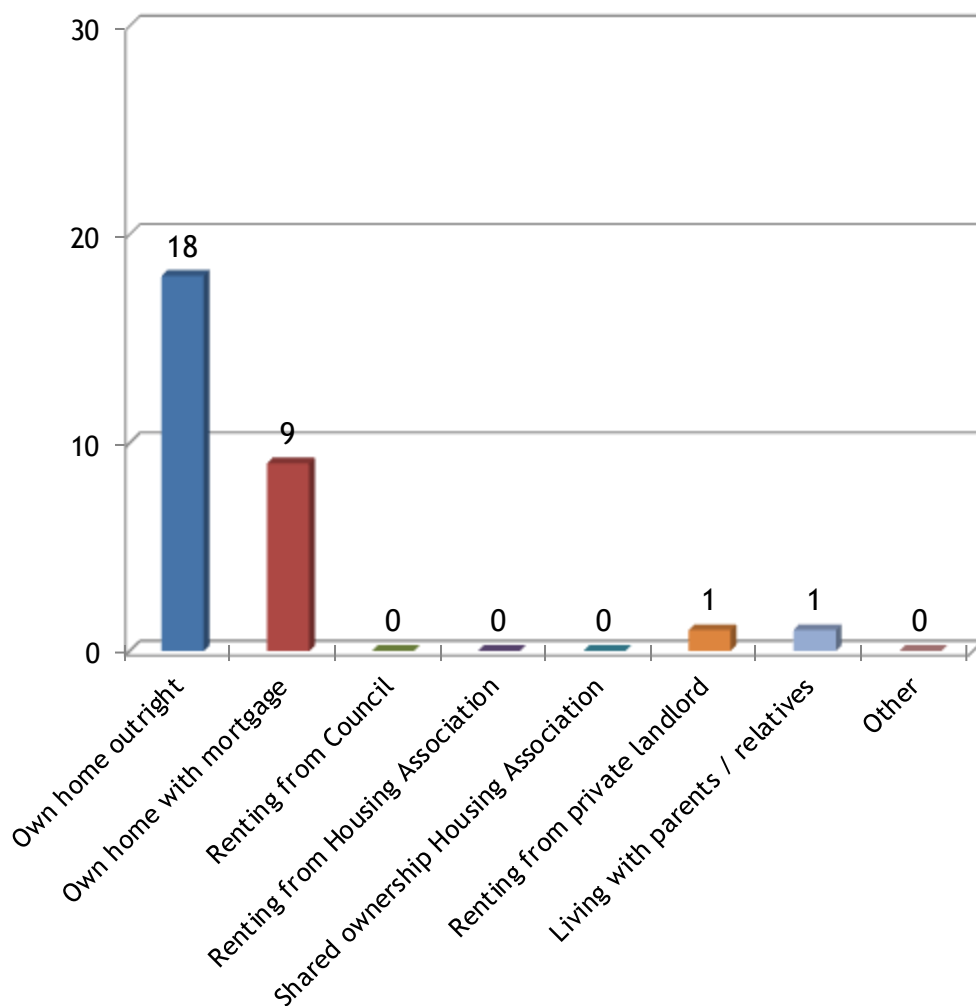


Figure 6: Tenure of respondents

7.3 Property Types

The survey asked about size and type of home. The property types in which people live are shown in Figure 7 below.



15 households are currently residing in a house with 3 bedrooms. This was the largest group, followed by 6 households living in a 4 bedroom house.

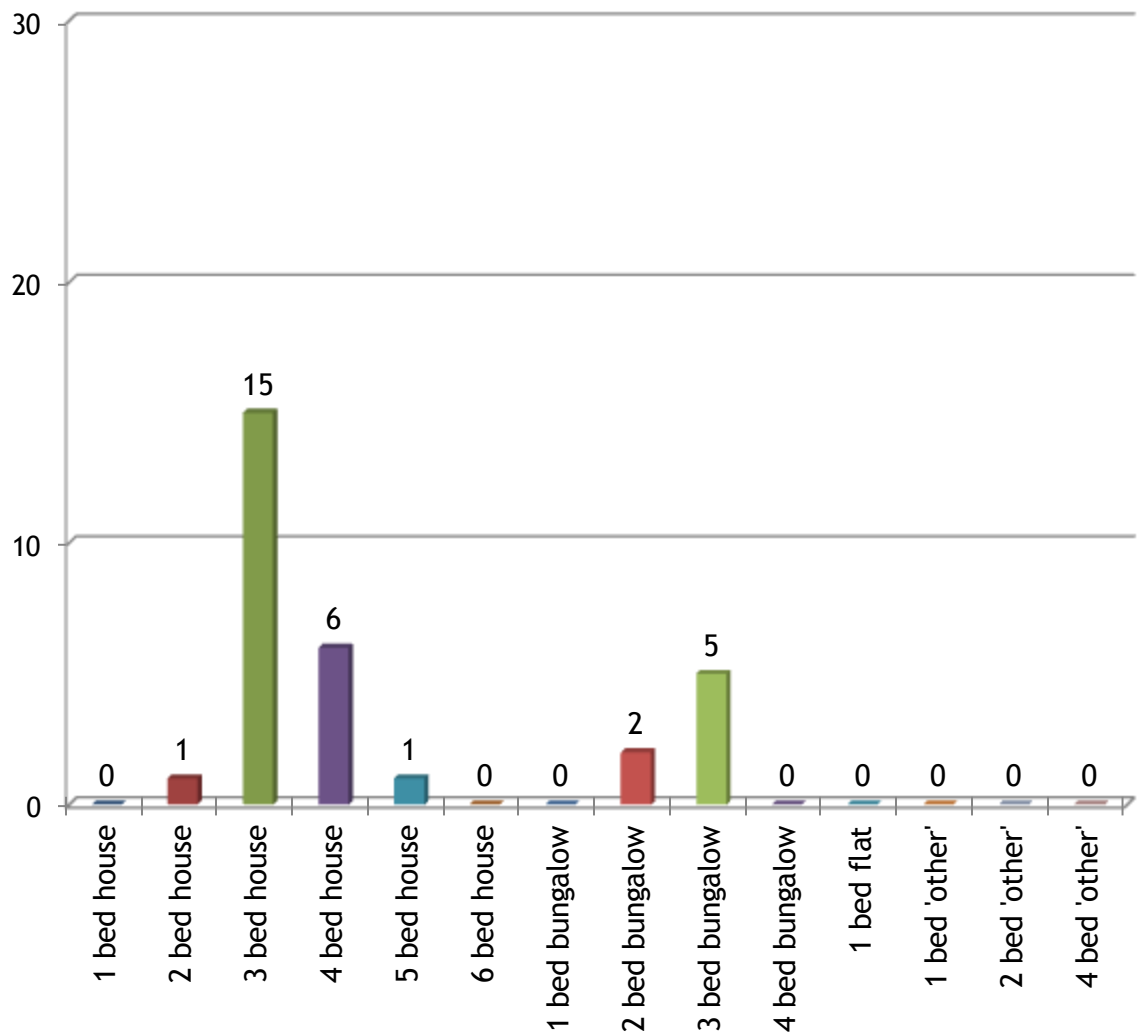


Figure 7: Property types

7.4 Length of Residence

Residents were asked to indicate the length of time they have been resident in the village. The responses are shown at Figure 8.



22 respondents have lived in the village for 10 years or more, and just 1 has lived there for less than 2 years.

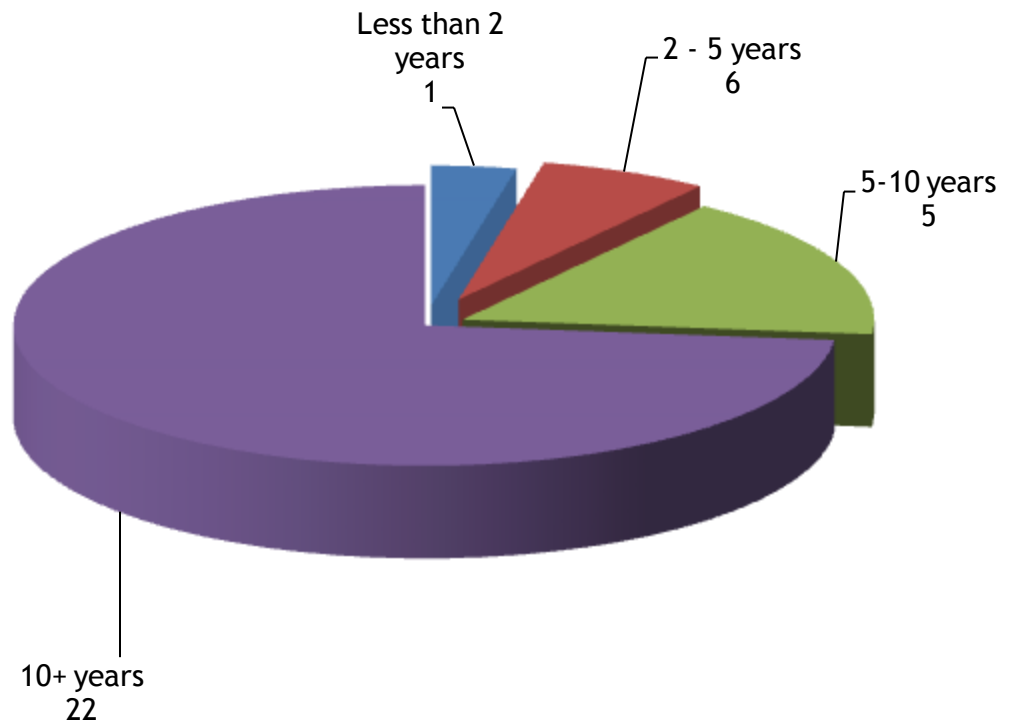


Figure 8: Length of residence

7.5 Type of housing needed in the village

When asked what type of housing they thought was needed in the village, 12 respondents stated that they did not see the need for any new homes. From those who did wish to see new homes provided in the village, homes for the young and the elderly were the highest ranking choices.

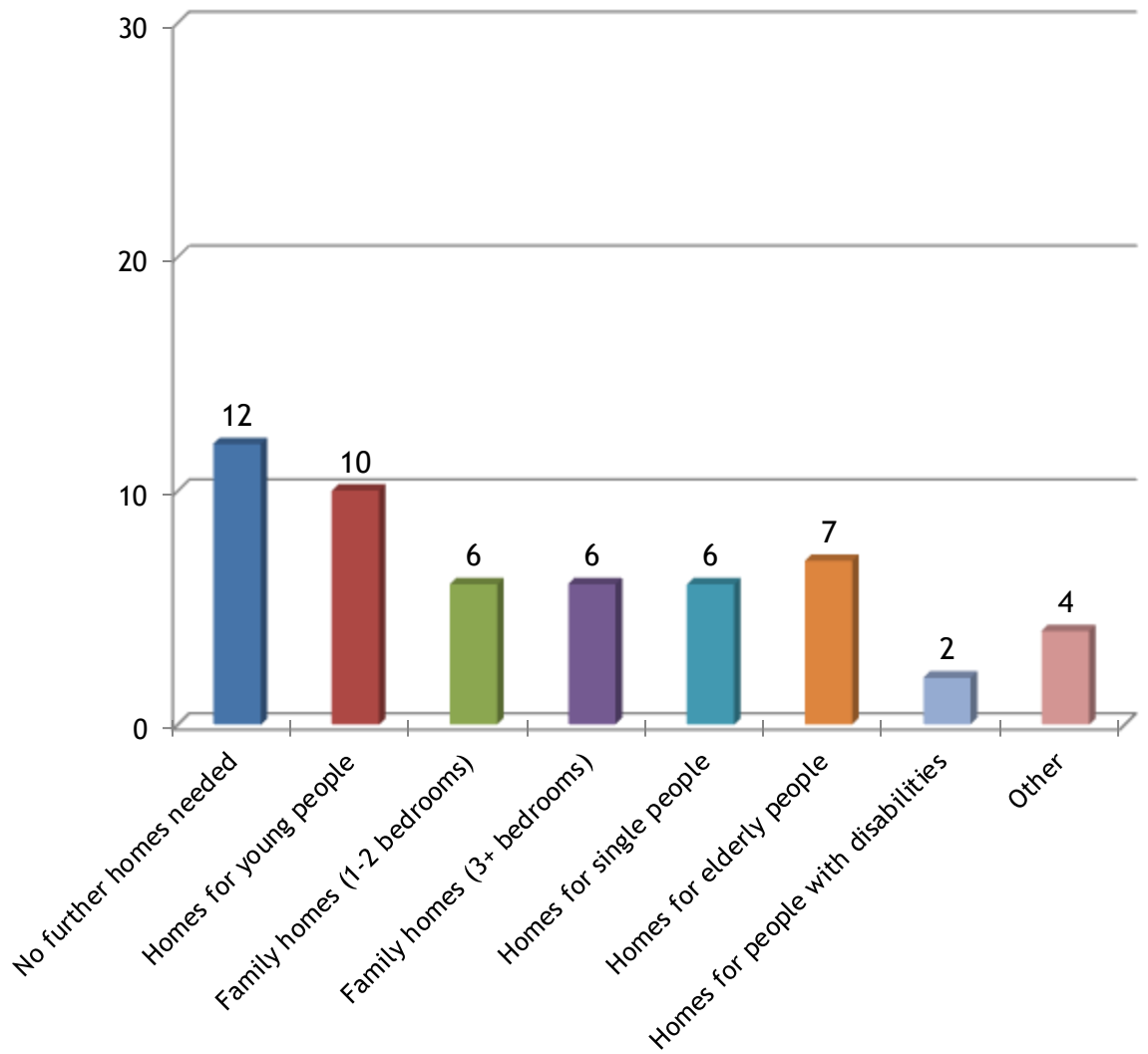


Figure 9: Type of housing needed in the village

Respondents were invited to comment on what other facilities they would want to see, other than housing. The majority of people commented on the lack of facilities in the village, such as a pub and shops. Others commented on improvements being needed to infrastructure and bus services.

7.6 Migration and reasons for leaving

Question 8 explored whether anybody knew someone who had left the village during the last 5 years.

Figure 10 provides a breakdown of their answers. 22 people did not know anyone who had left the village, whilst 8 people did. The number of people they said had left the village totalled 8.

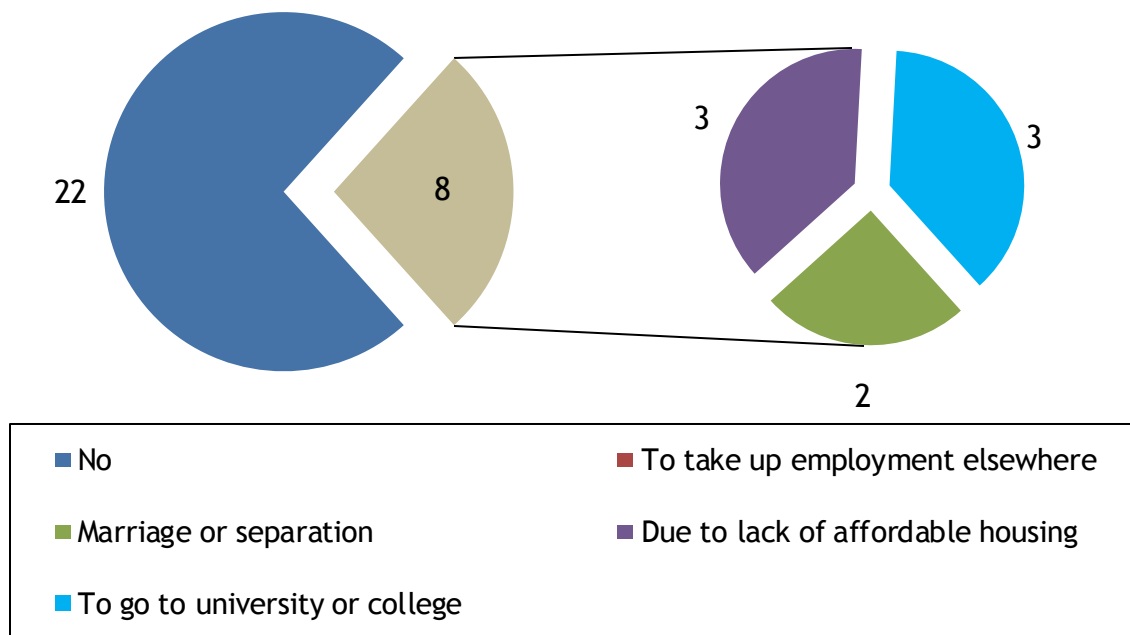


Figure 10: Migration and reasons for leaving

7.7 Support for new homes being built in the village

Question 9 asked whether people would support a number of homes being built, for local people. 21 respondents were in favour, saying yes, they would support the building of new homes.

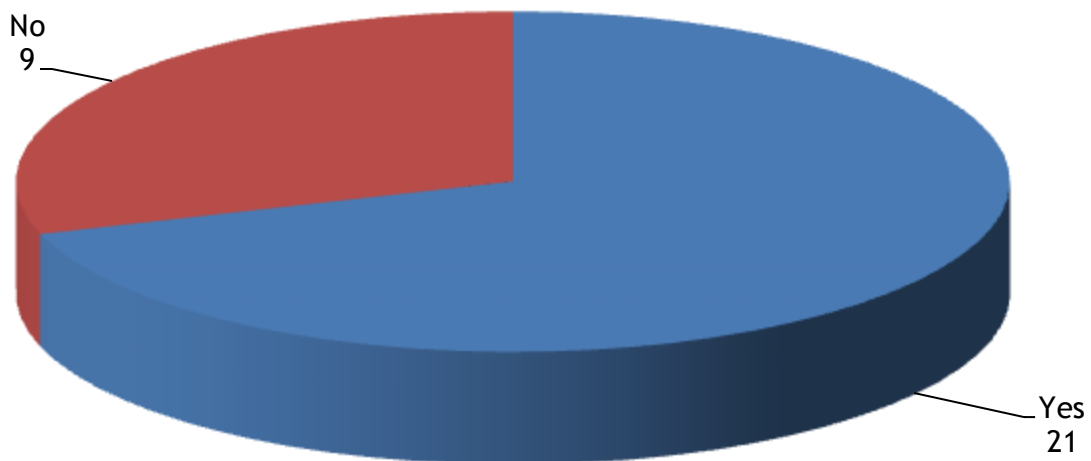


Figure 11: Support for new homes

People were asked to provide their views on the provision of additional homes. Again, people commented on the lack of facilities, and even went as far as to say Eastwell is not considered a desirable location, and as such homes would struggle to let or sell.

8. Life in the village

Questions 10 and 11 of the survey asked for people’s views on what they think of the village as a place to live; what they like about it and what they think the issues are.

This was a multiple choice question; with all options proving popular. This shows that despite peoples’ feelings about the lack of community facilities, they do see Eastwell and Goadby Marwood as nice places to live with a friendly atmosphere and community spirit.

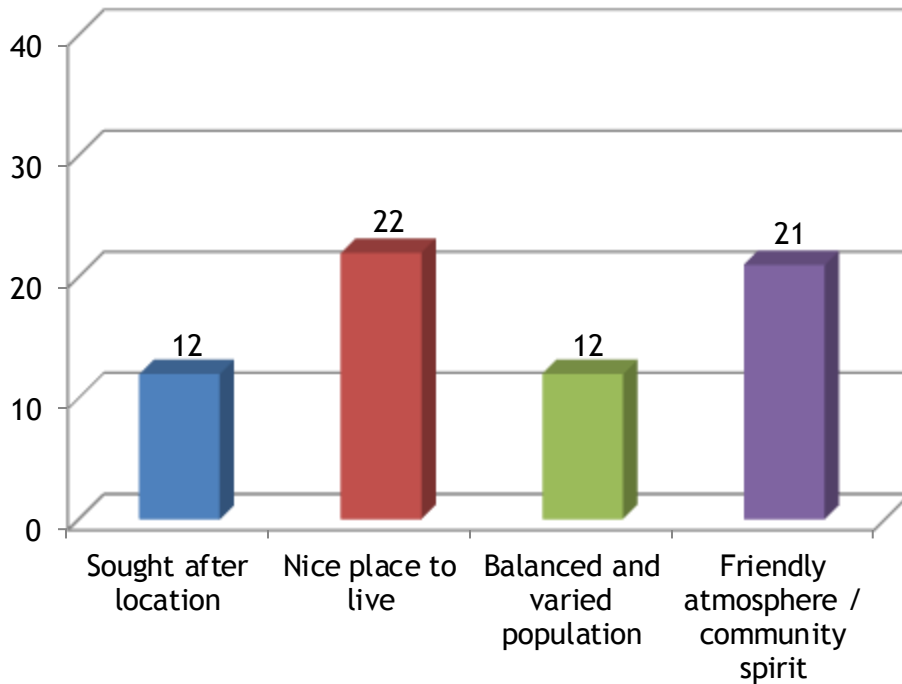


Figure 12: Life in the village (a)

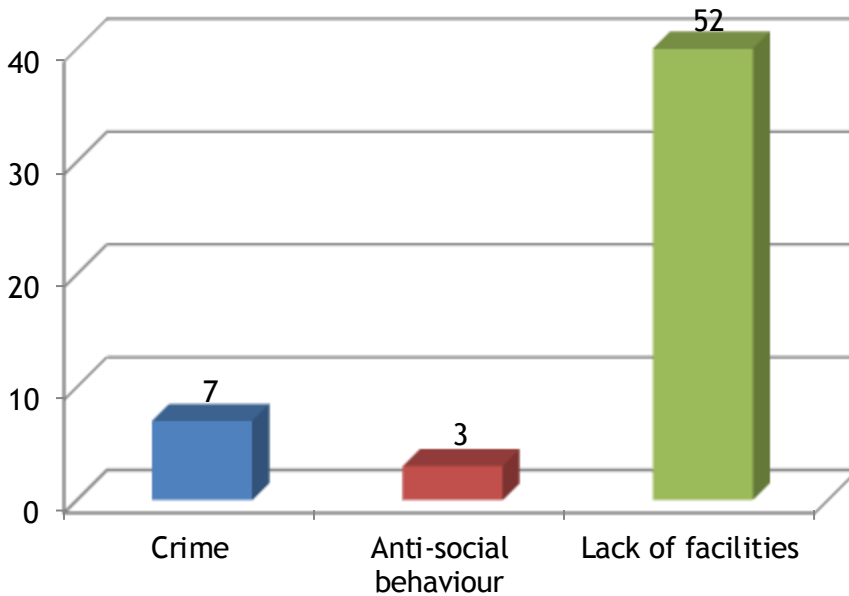


Figure 13: Life in the village (b)

The graph at figure 14 shows the factors that people thought were most important for the future of the village. Without the right infrastructure, villages cannot thrive, and eventually they become unsustainable. For any new development to be successful, the right amenities need to be in place. 27 of the 30 respondents answered this question.

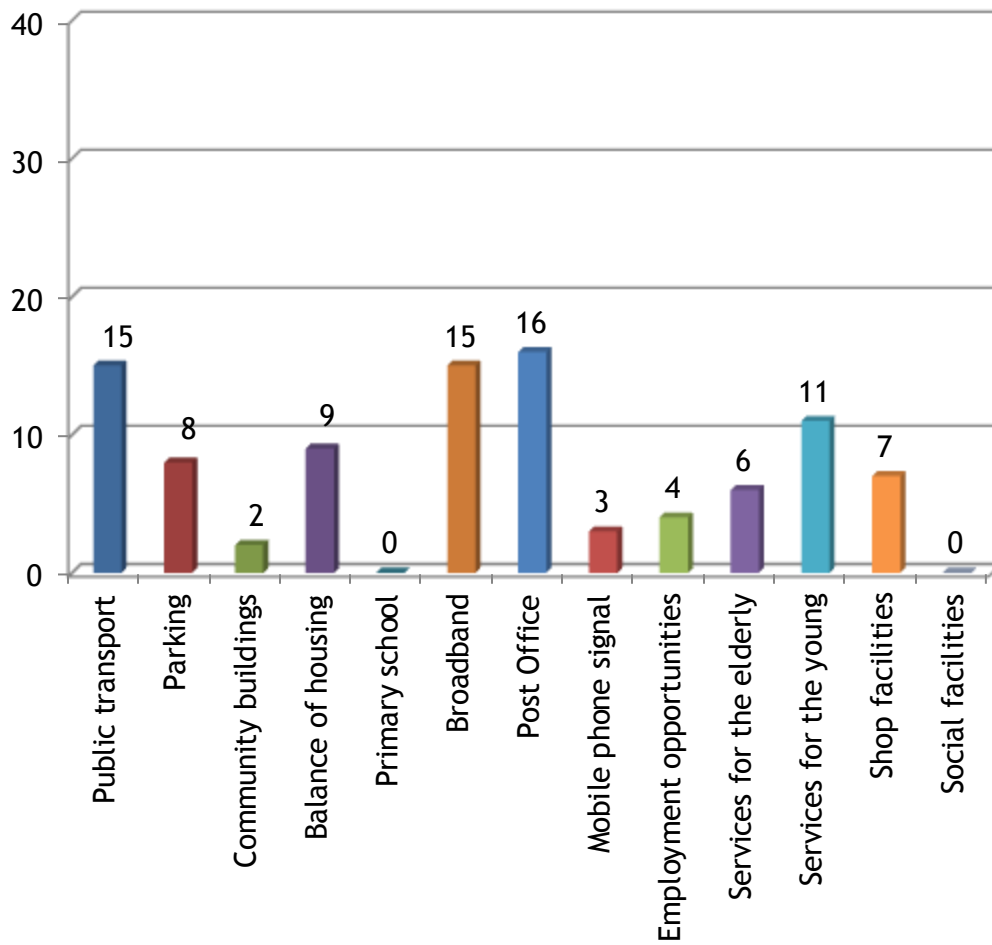


Figure 14: Important factors for the village to thrive

A Post Office, public transport and broadband all featured high on the list. Public transport features highest on the list. Primary schools and social facilities were of no concern.

Works Cited

Halifax. 2017. *Static.halifax.co.uk*. [Online] September 30, 2017. [Cited: March 13, 2019.] <https://static.halifax.co.uk/assets/pdf/media-centre/press-releases/2017-10-02-rural-housing-review-30-september-2017-housing-release.pdf>.

National Housing Federation. 2018. *A Manifesto for Affordable Rural Homes*. 2018.

Zoopla. 2019. *Zoopla*. [Online] March 20, 2019. [Cited: March 20, 2019.] <https://www.zoopla.co.uk>

Contact Information

Midlands Rural Housing
Whitwick Business Centre
Stenson Road
Coalville
Leicestershire
LE67 4JP

Telephone: 0300 1234 009

Email: philippa.mckenna@midlandsrural.org.uk

web: www.midlandsrural.org.uk



@MidlandsRural

