

1 EXECUTIVE SUMMARY AND KEY FINDINGS

1.1 Background

- 1.1.1 DCA were commissioned by Pegasus Planning Group to undertake an independent Local Housing Assessment of Ampfield Parish in Test Valley Borough to establish the nature of housing demand and need in the Parish.
- 1.1.2 The key objective of the study is to:-
- identify the housing demand and needs of local residents in the Parish of Ampfield, by house type.
- 1.1.3 The study methodology focused strongly on affordability and will expose the scale of need and concealment in the area, particularly of new forming households whose needs differ from those of general households.

1.2 Survey Response

- 1.2.1 Survey questionnaires were posted to all resident households in Ampfield.
- 1.2.2 The survey was undertaken on a similar basis to that at ward or Parish level within borough-wide surveys for local authorities in housing assessments. The total response was 238 questionnaires, a very good level for a postal survey. The response rate was 37.7%, slightly higher than that achieved for the Test Valley Council survey that DCA undertook in 2003.
- 1.2.3 In accordance with recognised research practice the responses are grossed to represent the whole Parish household population and weighted to ensure that the sample is representative by tenure and property type, the main criteria.

1.3 Employment

- 1.3.1 DCA researched employers to establish the number who operate in the parish. Details of 19 employers were found but contact details were available for only 10 of them.
- 1.3.2 All 10 were contacted by telephone and it was established that between them they employed 178 people and only 14 of these live in the parish.
- 1.3.3 Two other organisations have a total of 60 employees between them but there were no contact details to establish how many commute to work.

1.4 Profile of Households in Ampfield

Current Home

- 84.3% are owner occupiers and 10.5% rent from a private landlord;
- 71.3% of households live in detached accommodation;
- 39.1% of households have four bedrooms;
- 56.3% of residents have lived in their current home for over 10 years;



Residents

- 36.9% of households contain couples and 23.7% contain single people;
- 49.7% of households are over the age of 60;
- 63.1% of households could not afford a home of a suitable size in the Parish;

Moving Patterns

- Highest in-migration in the past three years was from Chandlers Ford;
- Main reason for recent moves into Ampfield was 'needed more space';
- Three times as many households needed a smaller rather than a larger property;

Adequacy with home

- 86.1% of households felt their home was adequate for their needs;
- Main reason for inadequacy was 'needs improvements / repairs at 48.3%;
- 53.9% said they would need to move to resolve the inadequacy;

Work

- 16.8% of households work from home;
- 13.1% of respondents both work and live in the Parish.

1.5 Future Housing Requirements of Existing Households

Type, Tenure and Size

- 81.0% households would prefer to owner occupy;
- 59.8% households require detached or semi-detached accommodation;
- 42.9% require 2 bedrooms and 57.1% require 3 bed accommodation.

Location

- 65.2% said they require accommodation within Ampfield Village Centre and 67.3% said elsewhere in Ampfield Parish;
- 62.0% said their choice of location was due to the quality of the neighbourhood.

Moving Patterns

- 10.9% of households intend to move within one year, 53.8% intend to move within 2 to 3 years.

1.6 Future Housing Requirements of New Forming Households

Type, Tenure and Size

- Owner occupation was the most popular tenure both needed and preferred;
- 51.1% said they needed a bedsit / flat / maisonette and 47.2% said they would prefer a terraced property;
- 46.5% said they needed 2 bedrooms but 88.2% said they would prefer 2 bedrooms.



Location

- 42.9% said they required accommodation elsewhere in Ampfield Parish and 40.0% said another Parish in the Test Valley District;
- The main reason for their choice of location was 'like living here' and 'nearer to family' both at 76.2%; with close to work at 71.4%;

Profile

- 92.9% were a child of the household looking to form their own household;
- 76.7% were forming as a single household, 23.3% as a couple;
- None of the new households forming had children.

Incomes and Savings

- 8.1% had savings under £1,000 and 13.5% had savings over £20,000;
- 69.5% earn below the national average income of £27,500.

1.7 Households Who Had Moved Away

- 5.2% of households (39) had moved away from the Parish due to not being able to afford to buy or rent a home locally;
- 68.3% of the households who had moved away were looking for owner occupation and 44.5% wanted 2 bedrooms;
- 46.6% of households (16) said that they would move back to the Parish if suitable housing was available.

1.8 Local Views on Housing Required in the Parish

- 71.4% of households provided answers on the types of housing, if any, they thought was needed in the Parish;
- 54.9% thought housing for first time buyers was needed and 52.3% said affordable housing for local people.

1.9 Existing Housing Stock

- The 2001 Census data shows that the largest property type by far in Ampfield was detached houses and bungalows at 68.9%;
- The 2010 survey showed that detached houses and bungalows now account for 71.3% of the stock in the Parish;
- The 2001 Census data also showed a large amount of mobile homes in the Parish (96). Current Council records show that the number has risen since then to 120;
- There are three permanent Park Home Sites within Ampfield Parish, St James Park, King Edward Park and Wheelhouse Park.

1.10 The Housing Market

- The house price search proved restrictive due to the condition of the housing market and the lack of smaller house types available;
- The average price of a 1 bed property in Ampfield sold at July 2010 was £135,000; compared with £124,000 in June 2010, an increase of 8.9%;
- The average house price in Test Valley has increased by 36% from September 2002 to June 2010;
- The lowest property found for sale in Ampfield at the time of the House Price search in August 2010 was £295,000 for a 2 bed detached property;
- There is a lot of high end properties in Ampfield with prices being as high as £1.8 million on the Straight Mile;
- The entry level prices in the areas bordering Ampfield ranged from £98,000 for a 1 bed flat in Romsey rising to £116,950 for a 1 bed flat in North Baddesley;
- The younger generation and families whose children had left home so were looking to downsize were moving to central Romsey where there was a larger supply of smaller, more affordable homes;
- Based on the houses sold in Ampfield in June and July 2010, the single income required to purchase the cheapest 1 bed unit is £33,700;
- 73.4% of new forming households earn below £33,700 and are therefore unable to access the housing market.

1.11 Housing Supply

Market Housing Supply

- Stock turnover is normally expected to meet the market demand from 90% of existing households moving and new household formation, irrespective of tenure.
- The proportion of larger stock types in the parish has the most significant impact on the ability of new households to buy or rent in the private sector locally.
- The price of terraced housing in Ampfield starts at approximately £170,000, and based on a single income is beyond the income capacity of 94.4% of new forming households.

Affordable Housing Supply

- Social stock levels in the parish are low and there have been no re-lets over the last three years, a common problem in rural parishes.
- The shared ownership stock is very low and provides no turnover supply.



1.12 Market & Affordable Housing Requirements

1.12.1 The following table summarises the levels of demand and supply for both the market and affordable sectors for the three years to 2013.

Table 1-1 Market & Affordable Housing Requirements

	Market	Affordable
Existing Household formation within	13	5
New Household formation within	17	20
Existing and New Formation	30	25
Total Demand / Need to 2013	30	25

- 1.12.2 The calculation does not take any account of future in-migration which could normally represent up to 88% of turnover in the private market based on recent experience. A very conservative estimate would be for migration in and out to balance and the calculation therefore shows the net demand and need position.
- 1.12.3 This calculation also does not take account of 29 households who previously left the Parish because of the lack of affordable market and social housing of whom 16 would return if affordable housing was available.
- 1.12.4 Additionally there are around a third, 13 of 37 new forming households planning to leave Ampfield over the next three years because of the lack of suitable housing to buy or rent.
- 1.12.5 The highest market demand is for owner occupation and with limited stated demand for private rent. Based on expressed need from new forming households, interest in all for shared ownership and discounted housing to buy and reflects a frustrated demand to purchase in a high cost market. No interest was expressed for social rent.
- 1.12.6 The type and size requirement for market housing is for 17 three and 8 two bedroom houses. There is demand for 5 one bedroom units for new forming households. There is also a small level of demand for 4 two bedroom sheltered housing units.
- 1.12.7 Demand from new forming households in the HA shared ownership or HA discounted housing to buy sector is split between 1 and 2 bed housing.

1.13 The Private Rented Sector

- The private rented sector in the Parish is 10.5% of the housing stock;
- The rental data volume was very low due to the rural nature and size of the Parish;
- The smallest unit found for rent in the Parish was a 1 bed flat for £675 per month;
- The entry level price for a 1 bed flat in the areas bordering Ampfield, range from £495 in North Baddesley to £595 in Romsey;
- The cheapest rental property in North Baddesley requires an income of £23,800 for a 1 bed flat. 33.3% of all new forming households living in the Parish achieved an income of this level.



1.14 Key Findings

Ampfield Households

- 84.3% are owner occupiers and 71.3% live in detached accommodation;
- Nearly half of residents, 49.7%, are over the age of 60;
- 36.9% are couple households, 23.7% are single households.

Future Housing Requirements

- 5.5% of households had a requirement to upsize, 52.9% of whom said it was due to a lifestyle choice;
- Three times as many households, 15.4% had a requirement to downsize due to their garden and house being too large to manage;
- 19.0% of households were expecting to move in the next three years;
- Just over half, 51.9% are moving outside the District;
- 24 households wish to move but are unable to do so for affordability reasons;
- 54.9% of respondents thought housing for first time buyers was needed and 52.3% said affordable housing for local people.
- 48.3% of respondents supported housing for older people downsizing.

Current Housing Stock

- 94.4% of the current housing stock is detached and semi-detached houses and bungalows. Terraced house and flat levels are very low, reflecting the rural nature of the area.
- Owner occupation is 84.3%, private rental 10.5% and 3.3% are tied to employment. Social rented and shared ownership units are only 1.9% of the stock;
- There are 120 mobile homes in three Park Homes sites in the Parish.

Housing Market

- 73.4% of new forming households cannot access the market in the Parish.
- The local house price search proved restrictive due to the condition of the market and the lack of smaller house types available in the Parish;
- The lowest property found for sale in Ampfield at the time of the housing market analysis in August 2010 was £295,000 for a 2-bed detached property;
- The entry level prices in the areas bordering Ampfield ranged from £98,000 for a 1 bed flat in Romsey rising to £116,950 for a 1 bed flat in North Baddesley;

Households leaving due to lack of suitable housing

- 29 households have left the Parish over the last 3 years because of a lack of suitable housing both to buy and rent;
- 16 of them would return to the Parish if suitable housing was available;
- 68.3% were looking for owner occupation and 44.5% wanted 2 bedrooms.



1.15 Conclusions

- There is a shortage of small units especially flats and terraced houses. These are required to meet the needs of both new and existing households and the impact of demographic and household formation change.
- There is a current identified shortfall need for 30 market and 25 new affordable dwellings to be provided in Ampfield.
- Future delivery needs to provide both a balanced housing mix to address the lack of small units, the low supply of intermediate housing to buy, to reduce future out-migration and ensure a sustainable community.
- The affordable need is for shared ownership and Discounted Housing to buy from new forming households.
- Out-migration due to employment or education is normal, but communities should not be losing their young people only because of inadequate levels of supply of housing they can afford.
- Sustainability factors are the major reasons for location choice for both existing and concealed households: 76.2% of concealed households want to be near their family and 'close to employment' (71.4%).
- A high proportion of all respondents recognise the importance of the affordable housing need and 54.9% support delivery of housing for first-time buyers and 52.3% for affordable units for local people, higher than the support levels for any other type of housing.
- There was also a strong support from 48.3% of respondents for housing for older people downsizing.

1.16 Methodology

Introduction

- 1.16.1 DCA were commissioned in May 2010 to carry out a housing survey of residents living in the Parish of Ampfield, to identify their current and future housing needs.
- 1.16.2 Data was collected via a postal survey with local residents. The study adopted a census approach, with all households living in the Parish of Ampfield given the opportunity to be involved in the survey.
- 1.16.3 The questionnaire was designed by DCA based on tried and tested forms used in over 250 Borough-wide and rural Parish surveys housing assessments throughout England by DCA, conducted to identify local requirements.
- 1.16.4 The survey questionnaire is provided at **Appendix I** to this Report.



1.17 Survey Process and Response

- 1.17.1 A file of addresses of residents living in Ampfield was taken from the Council Tax Register. The file contained 675 residential addresses, but 38 were vacant and 6 second homes. These are removed leaving 631 resident households.
- 1.17.2 The survey was issued to residents on Thursday 1st July and DCA processed returns until Friday 6th August 2010.
- 1.17.3 238 completed returns were achieved in total, a response rate of 37.7%.
- 1.17.4 This is an excellent response and compares with a similar response rate of 37% for the whole of the Test Valley in the Borough Housing Needs Survey in 2003, which itself was a very robust sample.

Table 1-2 Survey Response

Parish	Households	Responses Received	Response Rate (%)
Ampfield	631	238	37.7

- 1.17.5 Sample size depends on two key factors: the degree of accuracy we require for the sample and the extent to which there is variation in the population with regard to key characteristics. The most important point to note is that the size of the population is largely irrelevant for the accuracy of the sample. It is the absolute size of the response sample that is important.
- 1.17.6 The minimum sample required to achieve 95% confidence is 100 households. The degree of sampling error with the achieved sample size of 238 households is + 6.48%.
- 1.17.7 In accordance with recognised research practice the responses are grossed to represent the whole household population and weighted to ensure that the sample is representative by tenure and house type, the main criteria. We found a close correlation between the two data sources providing confidence in our results.