

# Hurst Green Neighbourhood Plan

## *2019 Local Housing Demand - Survey Results*



Station Road, Hurst Green village

# Welcome

We are delighted to welcome you to this report with the results of our Neighbourhood Plan Local Housing Demand Survey, which was conducted across Hurst Green from March to May 2019.

We are grateful to the many residents (over 40% of households) who returned the survey, and to the community cafe and the local businesses who served as collection points for the responses.

The design, the hand-delivery of each survey and the subsequent analysis was freely undertaken by volunteers from the Neighbourhood Plan and by Parish Councillors. This meant that whilst this survey delivers high value, it was produced at a very low cost to the taxpayer (around £130 to print and staple the surveys).

The last local housing survey of this type was conducted ten years ago. Indeed the data driving Rother District Council's Housing Plan (published in January 2019) is based on the 'Rother Housing Needs Survey' which was conducted 14 years ago in 2005, and was updated in 2012.

It's important to note that as well as being many years out of date, the previous District Council studies only looked at Hurst Green in the context of an area described as 'rural Rother'. This area also included Burwash, Etchingham and Ticehurst and used only a limited postal sampling methodology – so an updated survey was somewhat needed to help understand the housing needs of local people in Hurst Green, and we think it has delivered.

*Parish Cllr. Andrew Brown*  
*Parish Cllr. Steve Wright*

## Web links to documents referenced above:

Rother Housing Needs Survey  
<http://www.rother.gov.uk/CHttpHandler.ashx?id=3920&p=0>

Assessment of Housing Need in the Hastings And Rother Housing Market area  
<http://www.rother.gov.uk/CHttpHandler.ashx?id=16896&p=0>





# Hurst Green Local Housing Survey 2019

## *Findings and Results*



# Summary of Findings

## **Finding 1:**

78% of households live in accommodation suitable for their needs.

## **Finding 2:**

22% of households are living in accommodation that is not suitable for their needs.

## **Finding 3:**

72% of households say that the Hurst Green area is their preferred place to live.

## **Finding 4:**

28% of households say that the Hurst Green area is not their preferred place to live. Top reasons being: a) limited facilities, b) road noise / traffic and c) it being difficult to meet people and make friends. There is a slight increase (of 5%) of unhappiness with the area (33%) amongst those households who do not own their own home.

## **Finding 4:**

Households who lived in rural Hurst Green outside of development boundaries, were most likely to have homes suited to their household.

## **Finding 5:**

31 local households are looking for homes in the parish, including:

- 23 local households looking for homes in Hurst Green village.
- 3 local households looking for homes in the Silver Hill area.
- No local households were looking for homes in the Swiftsden area.
- 4 local households looking for homes elsewhere within the Hurst Green parish boundaries (rural Hurst Green).

## **Finding 6: Local Demand in Swiftsden**

Taking into account migration of new residents into the Swiftsden area, the survey has identified that there is a specific local requirement for at least 1 new detached dwelling.

## **Finding 7: Current oversupply in Hurst Green Village**

Taking into account homes currently on the market and the likely migration of new residents into Hurst Green village (based on analysis between 2014-2019) there is:

- an oversupply of flat/ maisonette/ apartment/ bedsit homes.
- an oversupply of non-detached homes.

## **Finding 8: Local Demand in Hurst Green Village**

Taking into account homes currently on the market and the likely migration of new residents into Hurst Green village (based on analysis between 2014-2019) there is a specific local demand now for 16 new dwellings, including:

- 6 new detached dwellings.
- 3 new bungalows.
- 2 new sheltered / retirement dwellings.
- 5 new additional dwellings.

## **Finding 9: Housing Association / Council rental housing**

3 local households are seeking Housing Association / Council rental housing in Hurst Green village. 1 household is seeking a 1-bedroom sheltered / retirement home, while 2 households are both seeking a 3 bedroom detached house. *There are no homes of this type currently available.*

## **Finding 10: Local Demand in Silver Hill**

Taking into account migration of new residents into the Silver Hill area (based on analysis between 2014-2019), the survey has identified that there is a specific local demand now for the following new dwellings:

- 3 new detached 3-bedroom dwellings.
- 1 new detached 2-bedroom dwelling that could be rented from the local authority.

# Summary of Findings

## **Finding 11:**

In total 4 local households are looking for rental accommodation in Hurst Green village.

## **Finding 12:**

For those seeking rental properties away from private landlords, there were only a limited number of households (1 household) who indicated that they had been accepted onto the Sussex Homemove housing register.

## **Finding 13:**

For the 45 households seeking new homes, nearly 2/3rds of these households said they would be able to afford and were planning to buy a property on the open market.

## **Finding 14:**

Over a quarter of households seeking new homes in the parish, said they planned to buy their new home outright, i.e. without a mortgage.

## **Finding 15:**

For those buying a property, 2 households had been accepted for a shared ownership or any other low cost home ownership scheme.

## **Finding 16: Rother District Council's Local Plan 2028**

The assessed need from the survey for 31 homes could well be relatively consistent with the Rother District Council's assessment of the 75 homes it believes Hurst Green needs by 2028.

## **Finding 17:**

Five households said they could afford a deposit of £70,000 to £99,000, which, on the assumption used elsewhere in this report that a deposit is 10% of purchase price means they could afford a home worth £700,000-£990,000, well above the Hurst Green 2018 average house price of £353,375.

## **Finding 18:**

Four households said they could afford a deposit of £30,000-£49,999, meaning they could afford a house worth £300,000-£499,999, i.e. around the Hurst Green 2018 average price, including the average detached price.

## **Finding 19:**

Three households said they could afford a deposit of £10,000 to £19,000, meaning they could afford a house worth £100,000-£190,000. This would suggest they would only be able to afford a flat if they were to stay in Hurst Green.

## **Finding 20:**

Two households said they could afford a deposit of £10,000 to £19,000, meaning they could afford a house worth £100,000-£190,000. This would suggest they would only be able to afford a flat if they were to stay in Hurst Green.

## **Finding 21:**

Two households said they could afford a deposit of £100,000 or over, which means they could afford a home worth £1million or more, well above the Hurst Green 2018 average house price.

## **Finding 22:**

One household is seeking shared ownership, but states they have £100,000 or more available for a deposit. A household with this level of savings would not qualify for shared ownership and would be able to afford on the open market.

## **Finding 23:**

One household said they could afford a deposit of £1,000-£4,999, meaning they could afford a house worth £10,000-£49,999. As it is unlikely that there are any properties on the open market for this price anywhere in the South East of England, this household would need assistance in the form of affordable housing.

# Summary of Findings

## **Finding 24:**

One household is looking for a shared ownership dwelling but has stated that they have less than £1,000 available. This strongly suggests that the household income is lower than the £33,063 required even for 25% Shared Ownership, this household could apply for a place on the Sussex affordable housing register and/or seek private rental property.

## **Finding 24:**

One household has stated a preference for a shared ownership dwelling and has £1000-£4999 available has a household income of £33,063 or more, then a shared ownership dwelling at 25% would be achievable. If not, this household could apply for a place on the Sussex affordable housing register, and/or seek private rental property.

## **Finding 25:**

Public opinion indicates a view that housing levels in the area are about right, but there is a perceived need for at least a few more of all types of housing, except large family houses (6+ bedrooms) and mobile park homes.

## **Finding 26:**

For any new housing, public opinion suggests respondents would most prefer very small developments of between 2 and 24 homes, and feel the strongest against the construction of medium or large estates of over 50 homes.

## **Finding 27:**

Public opinion indicates an extremely strong view (93%) in favour of the Neighbourhood Plan being used to ensure that any new housing developments are in keeping with existing housing developments in the Parish.

## **Finding 28: Family connections**

Across the Parish, over a quarter (29%) of households said they had close family (parents, children or siblings) living in the Hurst Green area.

## **Finding 29: Family connections**

Those who had lived in the parish for more than 10 years were twice as likely to have a member of their household working in the parish.

## **Finding 30: Silver Hill**

Over a quarter of households who responded from Silver Hill have lived in the parish for less than 5 years.

## **Finding 31: Rural Hurst Green**

Over a quarter of households who live outside of the boundaries of Hurst Green village, Swiftsden and Silver Hill have lived in the parish for less than 5 years.

## **Finding 32: Swiftsden**

All of the responding households from Swiftsden had lived there for more than 11 years, while a 1/3 of households have lived there for more than 21 years.

## **Finding 33: Where people move from**

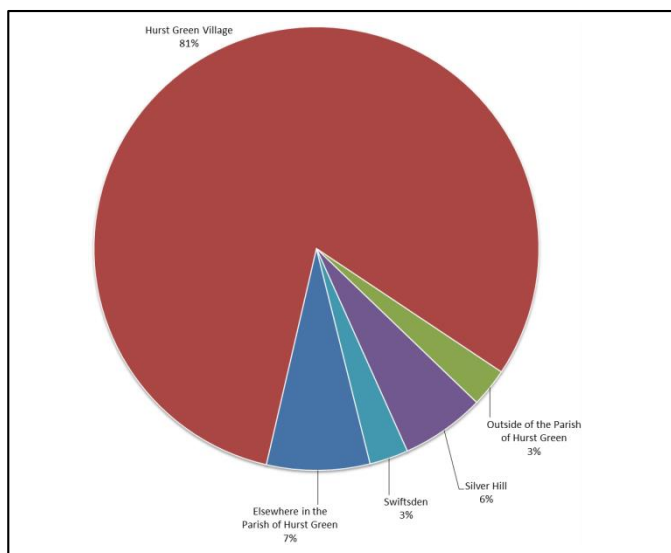
Over the past five years, the most popular place for new households to move to the parish was from further afield within East Sussex.

## **Finding 34: Rural Hurst Green**

31% of new households to the Parish previously lived in nearby locations within Kent, but over the past five years, no new households have moved to Hurst Green from nearby in East Sussex - suggesting a migration to the parish from nearby Kent locations may have been driven as a result of higher housing prices in Kent.



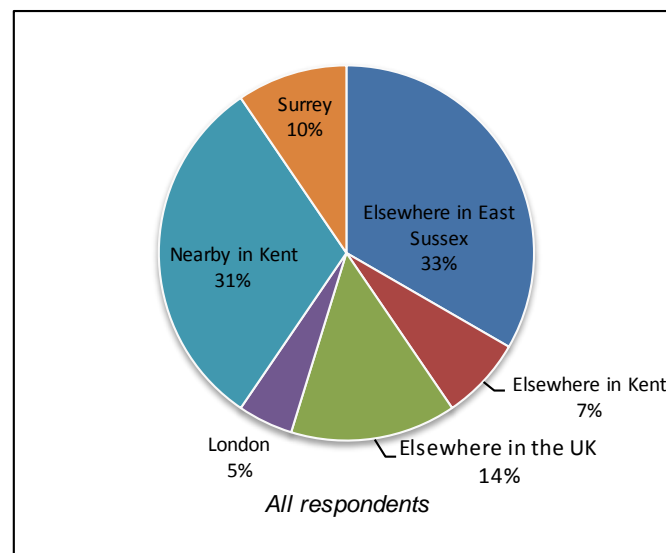
## Where did the households who completed the survey live?



Across Hurst Green parish, over a 1/3 of households provided housing information for this survey. This included:

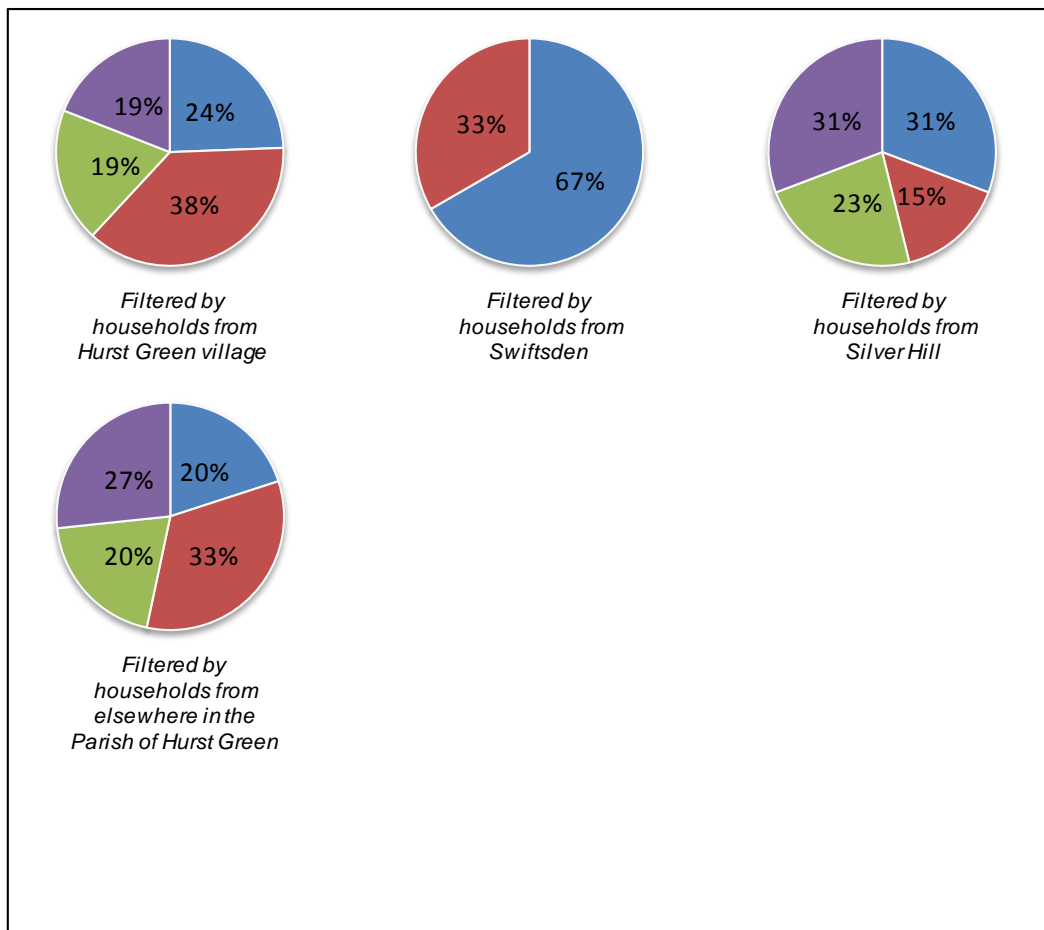
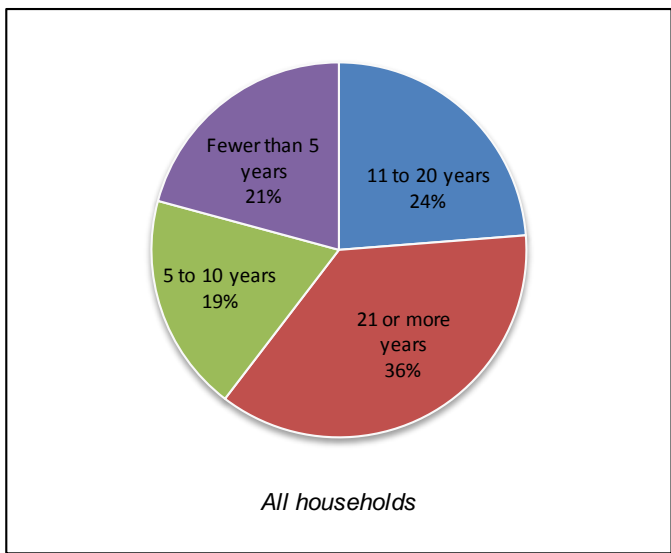
- 172 households from Hurst Green village itself;
- 13 households from Silver Hill;
- 16 households from across rural Hurst Green;
- 6 households who lived outside the boundary of the parish.

## Where did households who had lived in their current property for less than 5 years, live before?



- For households who had lived in the Parish for less than 5 years, the most popular place for new households to come from was further afield within East Sussex.
- No new households have moved to Hurst Green from nearby in East Sussex, but 31% of new households to the parish previously lived in nearby locations within Kent.

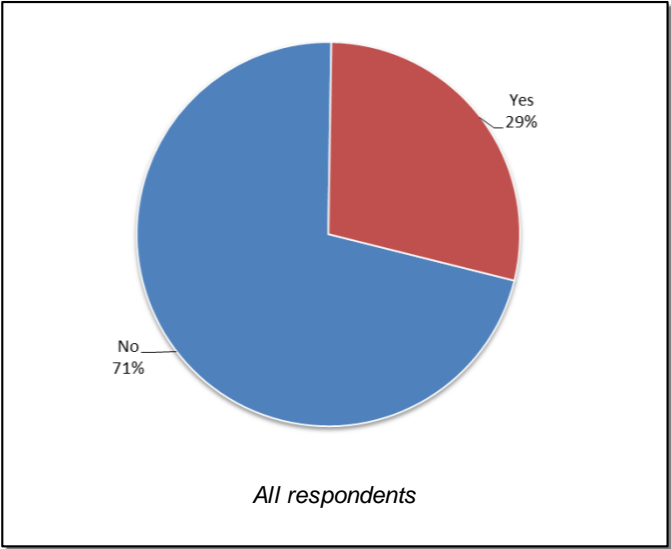
# How long had the households lived in the Hurst Green area?



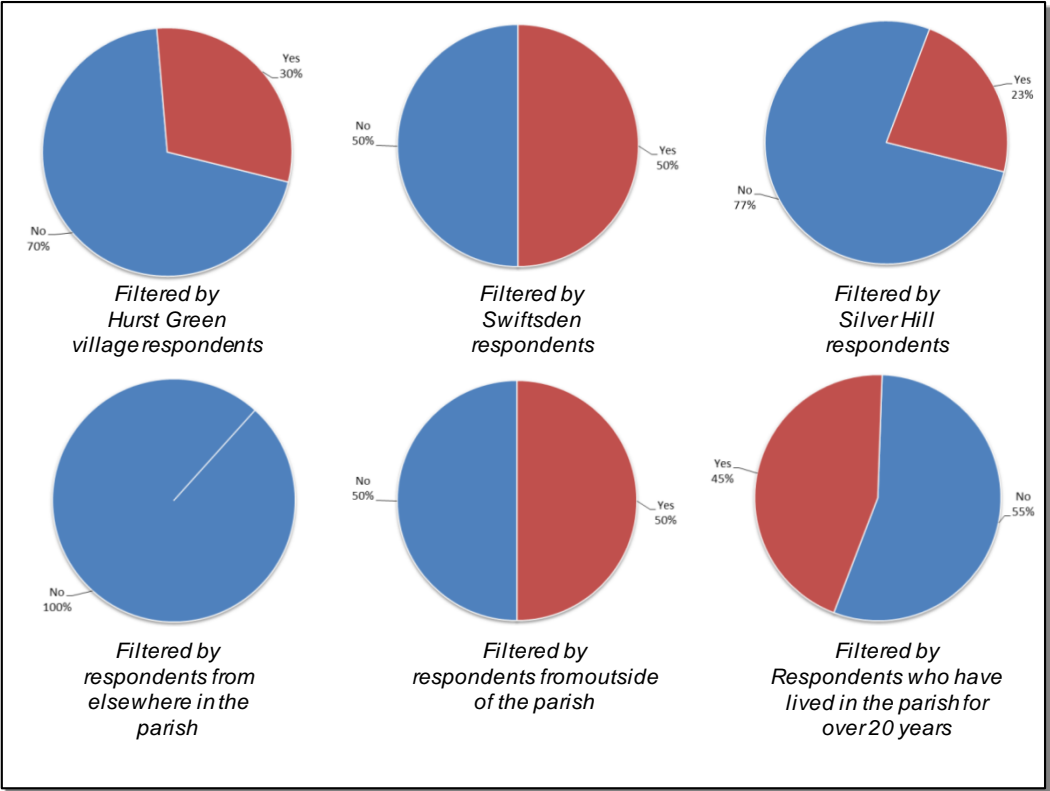
- Over a quarter of new households from Silver Hill and also those households who lived elsewhere in the parish had lived in the parish for less than 5 years.
- 100% of responding households from Swiftsden had lived there for more than 11 years, while a 1/3 of households have lived there for more than 21 years.



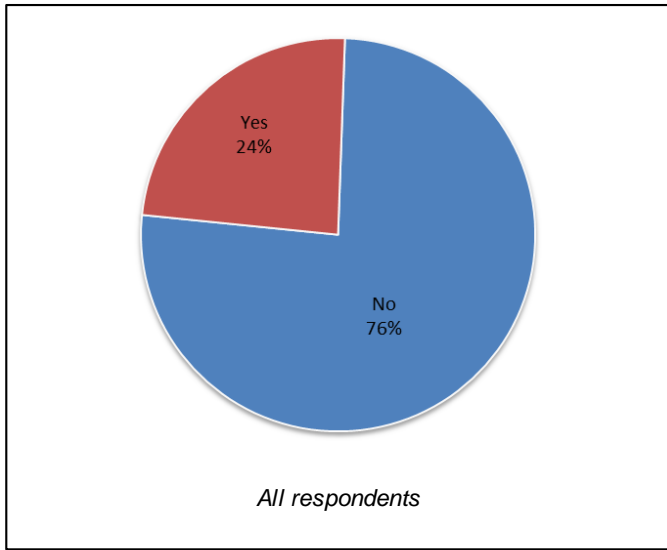
# Did any member of their household have any close family (parents, children or siblings) living in the parish of Hurst Green area?



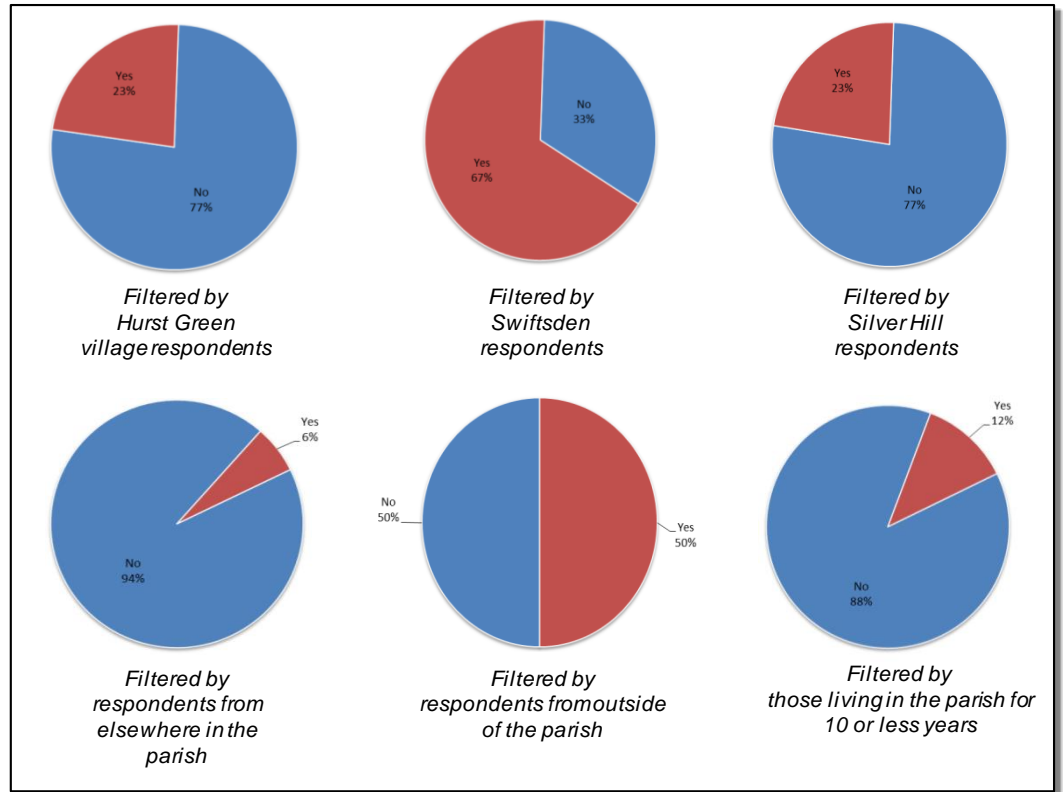
Across the Parish, over 25% (29%) of households surveyed said they had close family (parents, children or siblings) living in the Hurst Green area.



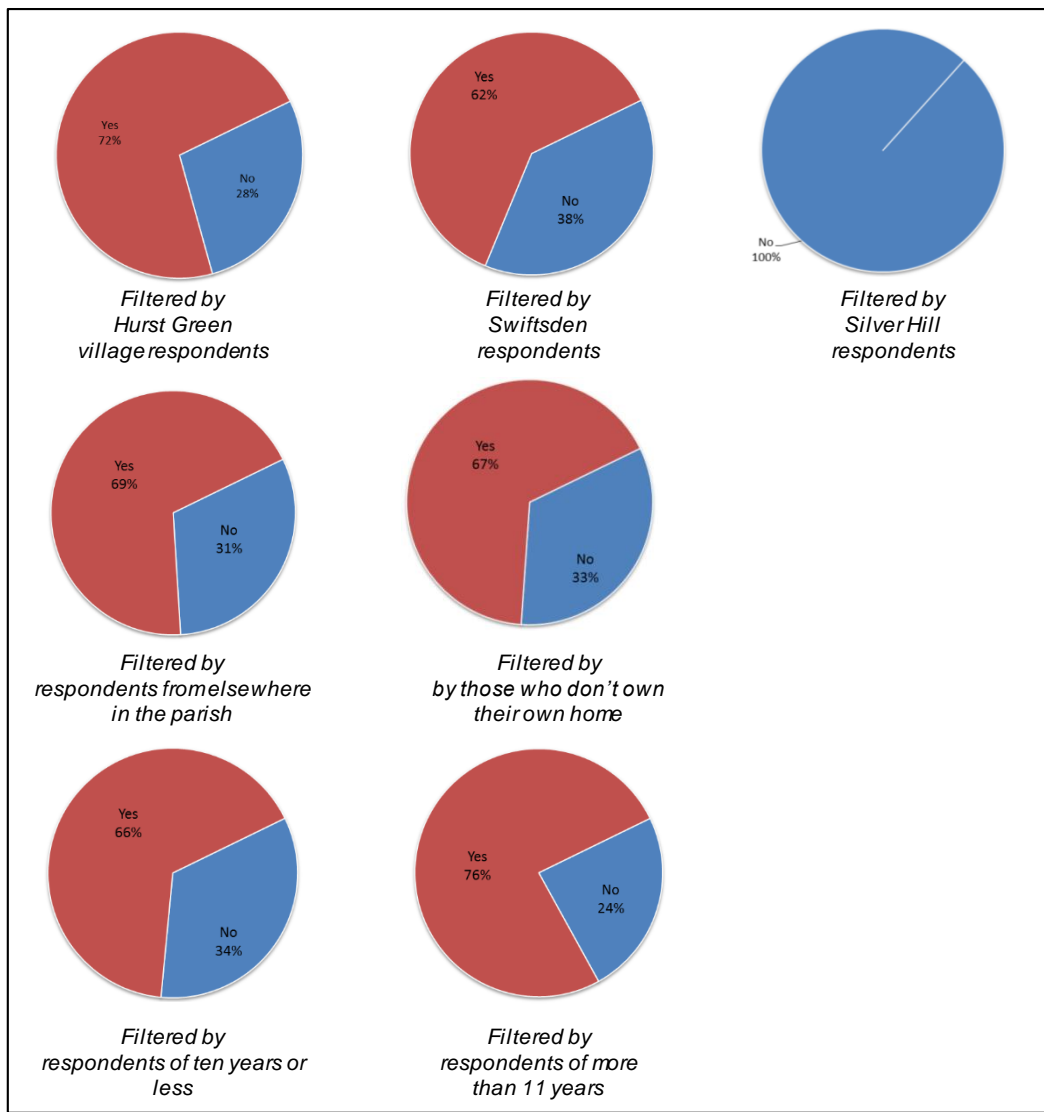
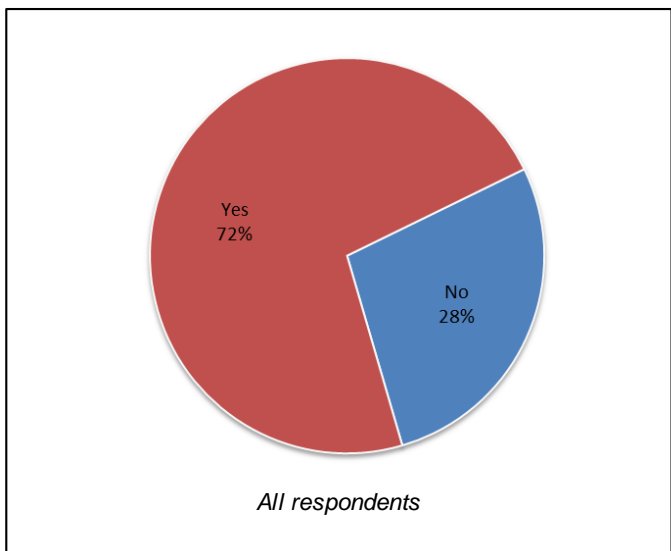
# Did any member of their household work in the parish of Hurst Green area?



Those who had lived in the parish for more than 10 years were twice as likely to have a member of their household working in the parish.

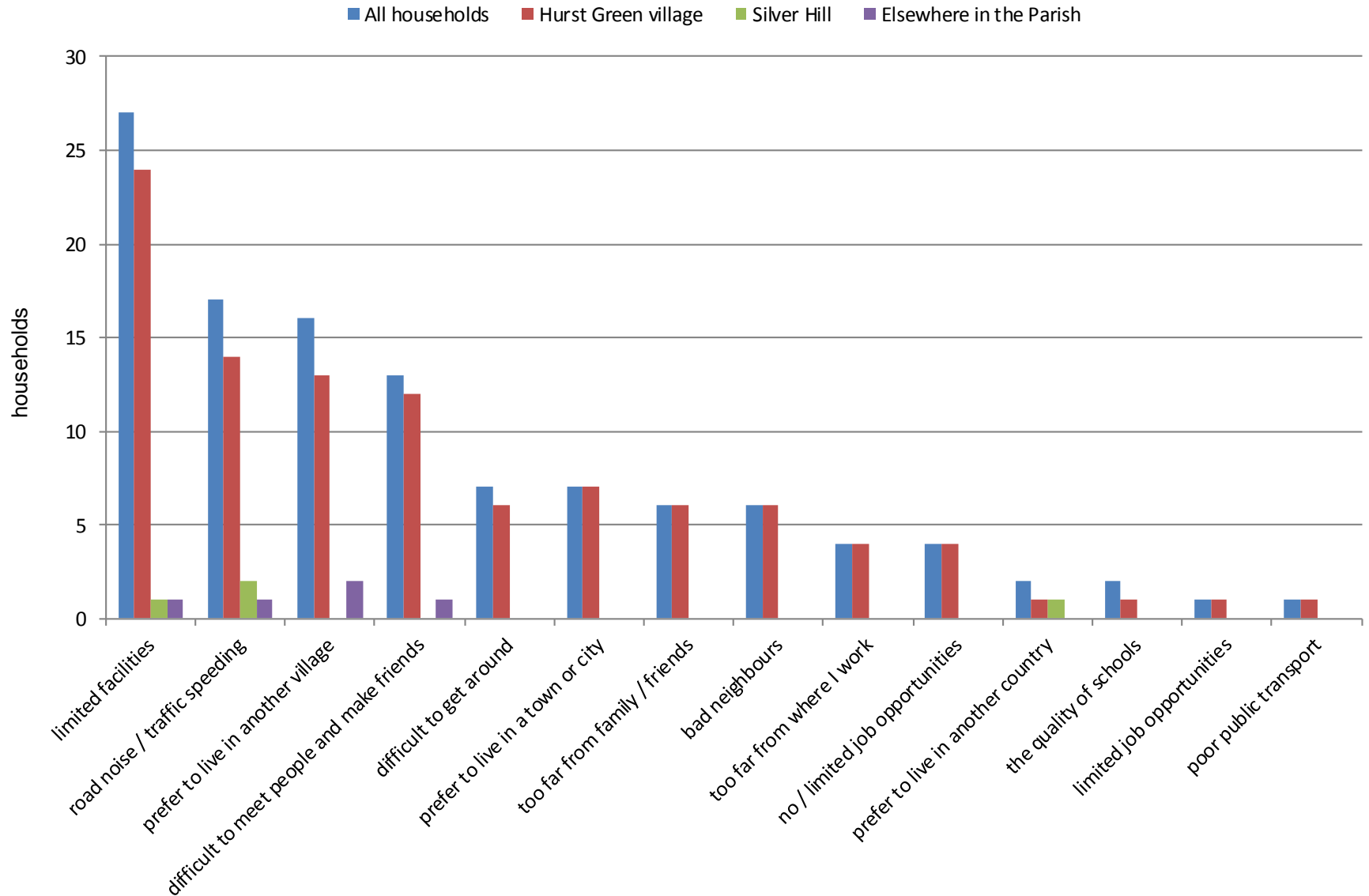


# Is Hurst Green area a preferred place to live?



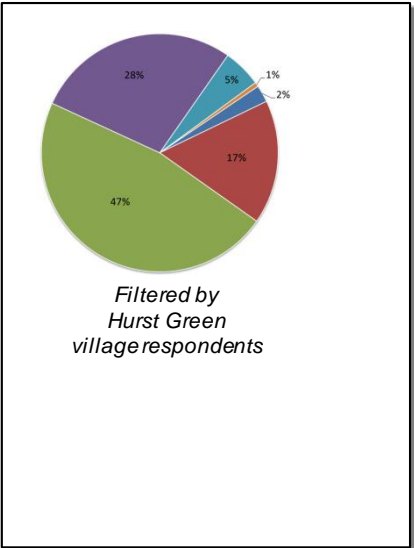
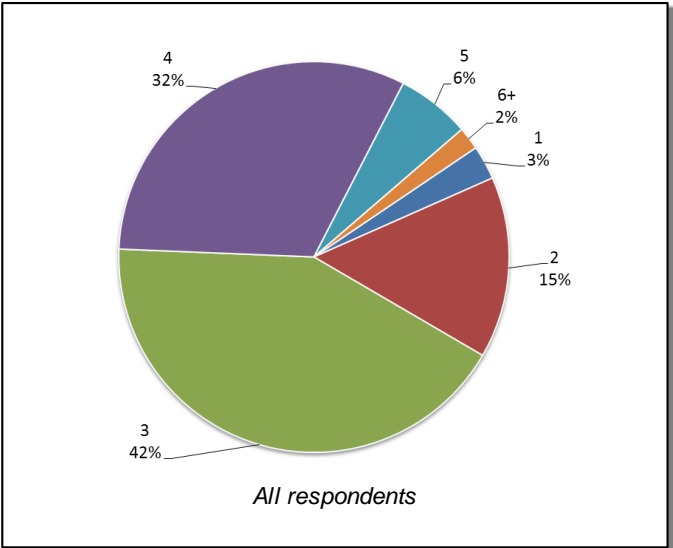
- 72% of households say that the Hurst Green area is their preferred place to live.
- 28% of households say that the Hurst Green area is not their preferred place to live. The top reasons being: a) limited facilities, b) road noise / traffic and c) it being difficult to meet people and make friends.
- There is a slight increase (of 5%) of unhappiness with the area (33%) amongst those households who do not own their own home.

# Why did the households who said that the Hurst Green area was not their preferred place to live feel that way?

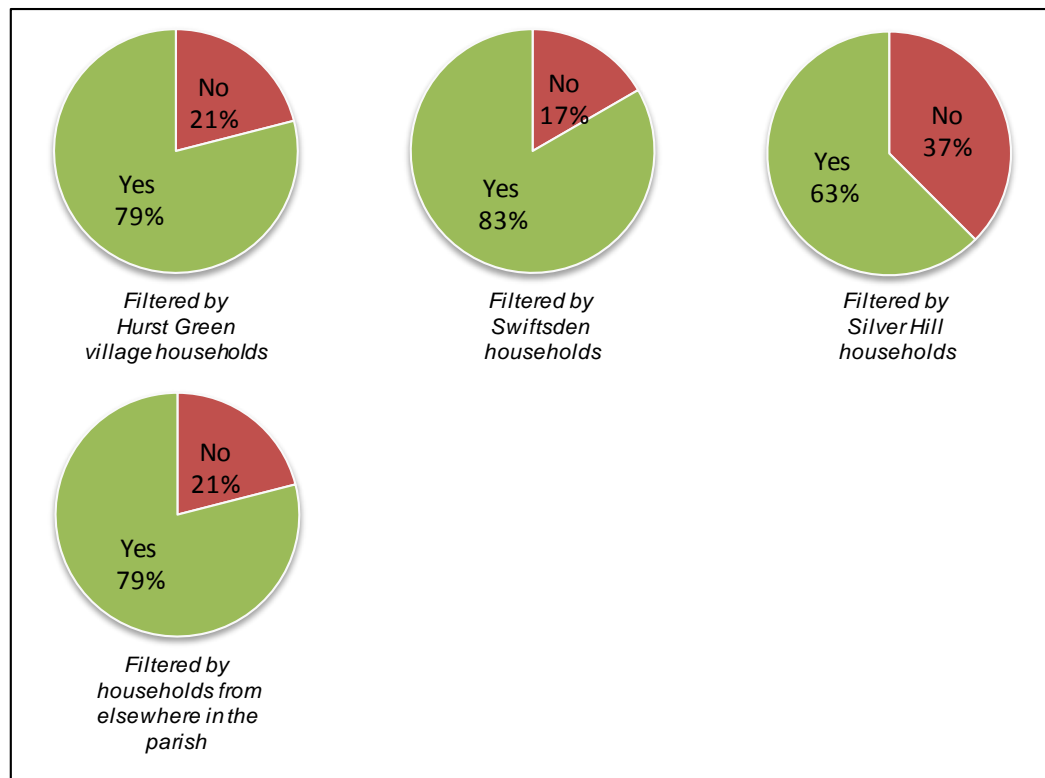
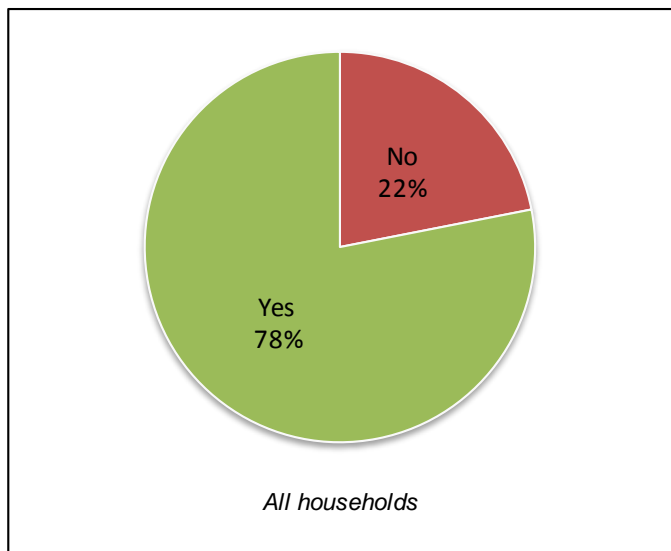




# How many bedrooms did the households who responded have in their current homes?



**Would you say your current home is suitable for the needs of all household members (including you)? Also select no, if you anticipate in the next few years, you or any members of your family will be moving home or need a change in housing.**



1. Across Hurst Green parish, nearly ¼ of all households surveyed said their current home wasn't suitable for their household.
2. Those households who lived in rural Hurst Green were most likely to have homes suited to their household.
3. Over a 1/3 of responding households in Silver Hill said their current home wasn't suitable for their household.

# The survey shows that 31 local households are looking for new homes within the Parish of Hurst Green, with 23 households looking within Hurst Green Village itself

Q12) What type of property would this household prefer?	Bungalow	Detached House	Flat/maisonette/apartment/bedsit	Non-Detached House	Sheltered/retirement housing	Unknown / Undecided	Number of homes required
<b>Elsewhere within Parish of Hurst Green</b>		2				2	4
Buy on the Open Market (with a loan or mortgage)		2				1	3
2 bedrooms		1				1	2
3 bedrooms		1					1
Shared ownership (part own / rent)						1	1
3 bedrooms						1	1
<b>Hurst Green Village</b>	2	10	1	5	1	4	23
Buy on the Open Market (with a loan or mortgage)		6		1		4	11
1 bedroom						1	1
3 bedrooms		1		1		2	4
4 bedrooms		2				1	3
5 bedrooms		3					3
Buy outright (i.e. without a loan or mortgage)	2	2		1			5
2 bedrooms				1			1
3 bedrooms	2	2					4
Other (please specify)			1				1
2 bedrooms			1				1
Rent from a Housing Association		1			1		2
1 bedroom					1		1
3 bedrooms		1					1
Rent from a Private Landlord				1			1
2 bedrooms				1			1
Rent from local authority (RDC)				1			1
3 bedrooms				1			1
Shared ownership (part own / rent)		1		1			2
2 bedrooms				1			1
3 bedrooms		1					1
<b>Silver Hill</b>		3					3
Buy on the Open Market (with a loan or mortgage)		2					2
3 bedrooms		2					2
Rent from local authority (RDC)							1
2 bedrooms		1					1
<b>Undecided</b>				1			1
Buy on the Open Market (with a loan or mortgage)				1			1
2 bedrooms				1			1
<b>Number of homes required</b>	2	15	1	6	1	6	31

	Number of homes required
<b>Elsewhere within Parish of Hurst Green</b>	4
Detached House	2
2 bedrooms	1
3 bedrooms	1
Unknown / Undecided	2
2 bedrooms	1
3 bedrooms	1
<b>Hurst Green Village</b>	23
Bungalow	2
3 bedrooms	2
Detached House	10
3 bedrooms	5
4 bedrooms	2
5 bedrooms	3
Flat/maisonette/apartment/bedsit	1
2 bedrooms	1
Non-Detached House	5
2 bedrooms	3
3 bedrooms	2
Sheltered/retirement housing	1
1 bedroom	1
Unknown / Undecided	4
1 bedroom	1
3 bedrooms	2
4 bedrooms	1
<b>Silver Hill</b>	3
Detached House	3
2 bedrooms	1
3 bedrooms	2
<b>Undecided</b>	1
Non-Detached House	1
2 bedrooms	1
<b>Number of homes required</b>	31

	Number of homes required
<b>Elsewhere within Parish of Hurst Green</b>	4
<b>Hurst Green Village</b>	23
<b>Silver Hill</b>	3
<b>Undecided</b>	1
<b>Number of homes required</b>	31

## Notes

- Data tables relate to responses to the following questions: 9) Would you say your current home is suitable for the needs of all household members (including you)? Also select no, if you anticipate in the next few years, you or any members of your family will be moving home or need a change in housing. 11) Where would you / they prefer this new home was? Ideally how many bedrooms should this new home have? What type of house should this new home be?
- Includes all those households who wish to move into the specific area, but removes those who responded to Question 11 saying they were looking to move away from the parish.

## The survey shows that 31 local households are looking for new homes within the Parish of Hurst Green, with 23 households looking within Hurst Green Village itself

	Number of homes required
<input type="checkbox"/> Elsewhere within Parish of Hurst Green	4
<input type="checkbox"/> Buy on the Open Market (with a loan or mortgage)	3
<input type="checkbox"/> Shared ownership (part own / rent)	1
<input type="checkbox"/> Hurst Green Village	23
<input type="checkbox"/> Buy on the Open Market (with a loan or mortgage)	11
<input type="checkbox"/> Buy outright (i.e. without a loan or mortgage)	5
<input type="checkbox"/> Other (please specify)	1
<input type="checkbox"/> Rent from a Housing Association	2
<input type="checkbox"/> Rent from a Private Landlord	1
<input type="checkbox"/> Rent from local authority (RDC)	1
<input type="checkbox"/> Shared ownership (part own / rent)	2
<input type="checkbox"/> Silver Hill	3
<input type="checkbox"/> Buy on the Open Market (with a loan or mortgage)	2
<input type="checkbox"/> Rent from local authority (RDC)	1
<input type="checkbox"/> Undecided	1
<input type="checkbox"/> Buy on the Open Market (with a loan or mortgage)	1
<input type="checkbox"/>	
<b>Number of homes required</b>	<b>31</b>

### Notes

- Data tables relate to responses to the following questions: 9) Would you say your current home is suitable for the needs of all household members (including you)? Also select no, if you anticipate in the next few years, you or any members of your family will be moving home or need a change in housing. 11) Where would you / they prefer this new home was? Ideally how many bedrooms should this new home have? What type of house should this new home be?
- Includes all those households who wish to move into the specific area, but removes those who responded to Question 11 saying they were looking to move away from the parish.



## The survey shows that, based on local demand for homes within Hurst Green Village itself, that there is currently an undersupply of 16 homes, and an oversupply of flats and non-detached homes

The housing survey shows that within Hurst Green village itself there is demand from local people for:

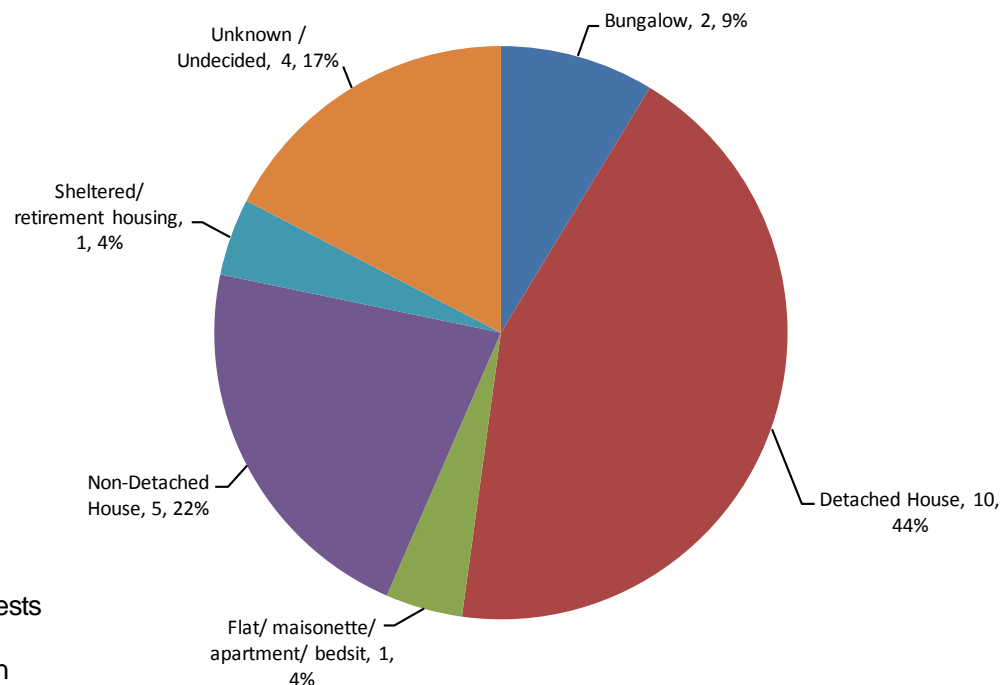
- 10 detached homes
- 5 non-detached homes
- 2 bungalows
- 1 flat/ maisonette/ apartment/ bedsit
- 1 sheltered/ retirement home
- 4 additional homes (size unspecified)

Taking into account those wishing to move and the currently available property of this type on the market, the adjusted local demand for homes in Hurst Green village is:

- 4 new detached homes
- 2 new bungalows (unchanged)
- 1 new sheltered/ retirement home (unchanged)
- 4 new additional homes (unchanged)

Over the past five years migration into Hurst Green village suggests 7 new households move into the village each year - interestingly households do not seem to move to the village from elsewhere in East Sussex. **The conclusion of this report is therefore that there is currently an oversupply of flat/ maisonette/ apartment/ bedsit homes, as well as an oversupply of non-detached homes in Hurst Green village, and that there is a specific demand requirement for:**

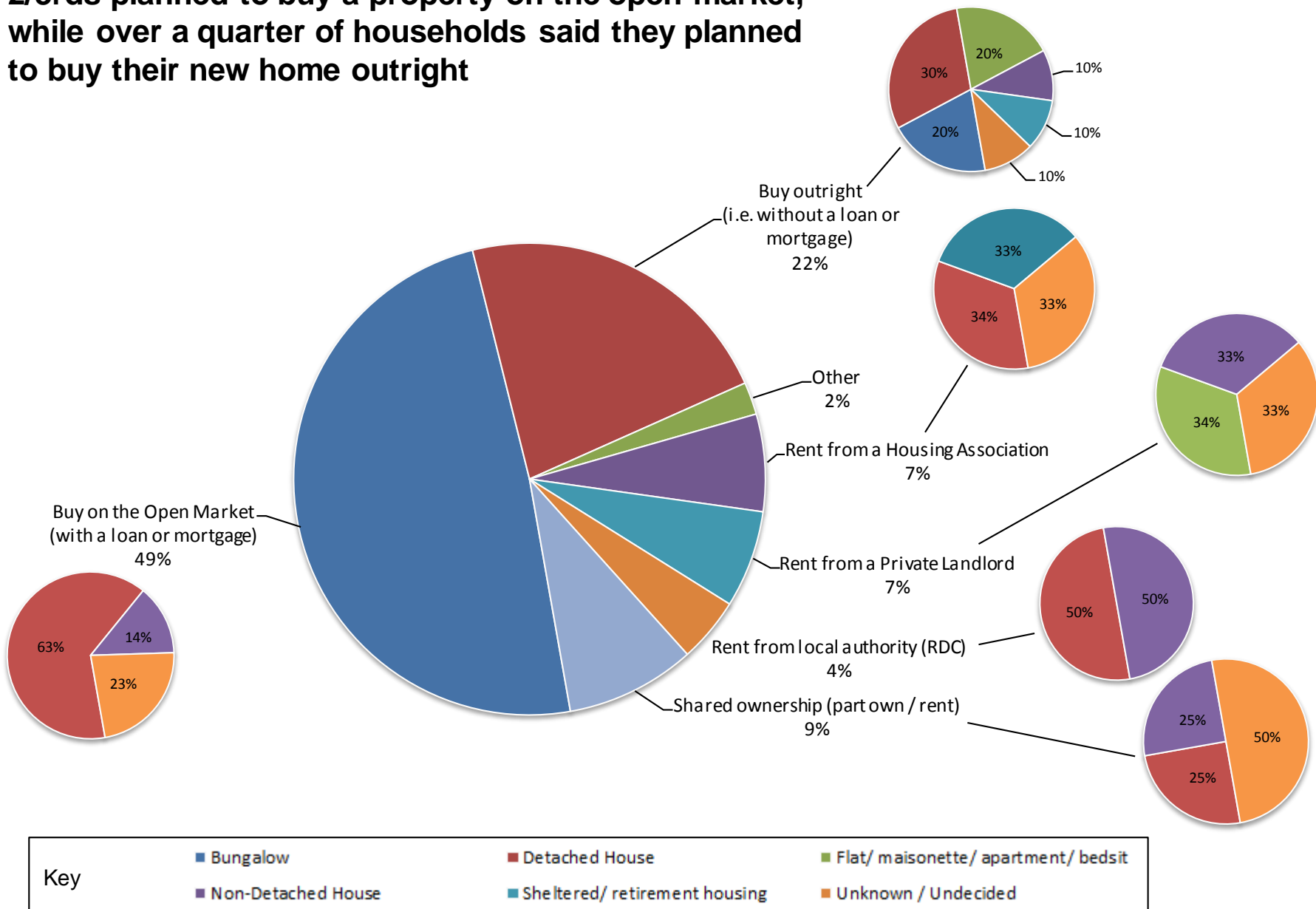
- **6 new detached homes**
- **3 new bungalows**
- **2 new sheltered/ retirement dwellings**
- **5 new additional homes**



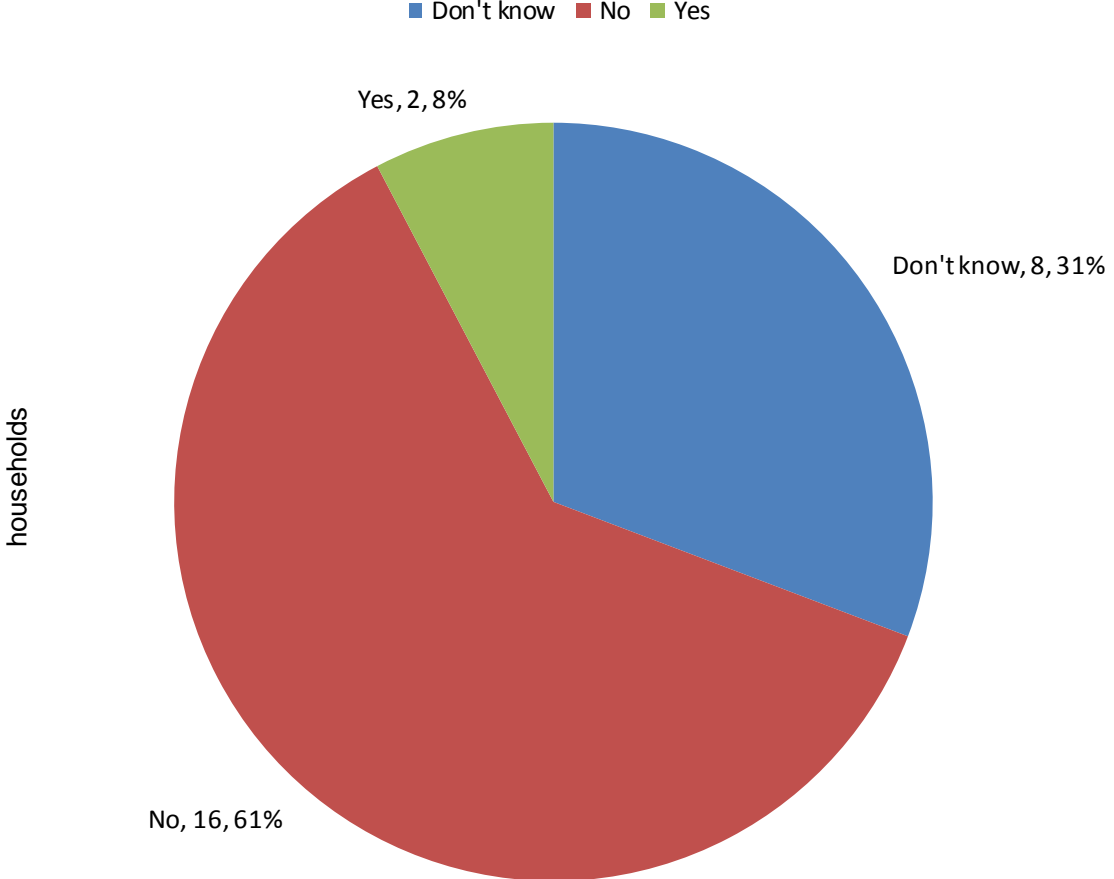
# Supporting data tables outlining the minimum number of homes needed by local people in each part of the Parish of Hurst Green

Type of newhome required	Deposit								Number of households
	Under £1,000	£1,000- £4,999	£5,000- £9,999	£10,000-£19,999	£20,000-£29,999	£30,000-£49,999	£70,000-£99,000	£100,000 or over	
<b>Elsewhere within Parish of Hurst Green</b>				1		1	1	1	4
<b>Buyon the Open Market (with a loan or mortgage)</b>				1		1	1		3
<i>Detached House</i>						1	1		2
2 bedrooms							1		1
3 bedrooms						1			1
<i>Unknown / Undecided</i>				1					1
2 bedrooms				1					1
<b>Shared ownership (part own / rent)</b>								1	1
<i>Unknown / Undecided</i>								1	1
3 bedrooms								1	1
<b>Hurst Green Village</b>	1	2	1	1	1	2	3	2	13
<b>Buyon the Open Market (with a loan or mortgage)</b>		1	1	1	1	2	3	2	11
<i>Detached House</i>						1	3	2	6
3 bedrooms							1		1
4 bedrooms						1	1		2
5 bedrooms							1	2	3
<i>Non-Detached House</i>						1			1
3 bedrooms						1			1
<i>Unknown / Undecided</i>		1	1	1	1				4
1 bedroom		1							1
3 bedrooms			1		1				2
4 bedrooms				1					1
<b>Shared ownership (part own / rent)</b>	1	1							2
<i>Detached House</i>		1							1
3 bedrooms		1							1
<i>Non-Detached House</i>	1								1
2 bedrooms	1								1
<b>Silver Hill</b>						1	1		2
<b>Buyon the Open Market (with a loan or mortgage)</b>						1	1		2
<i>Detached House</i>						1	1		2
3 bedrooms						1	1		2
<b>Undecided</b>				1					1
<b>Buyon the Open Market (with a loan or mortgage)</b>				1					1
<i>Non-Detached House</i>				1					1
2 bedrooms				1					1
<b>Number of households</b>	1	2	1	3	1	4	5	3	20

**For the 45 households seeking new homes, nearly 2/3rds planned to buy a property on the open market, while over a quarter of households said they planned to buy their new home outright**

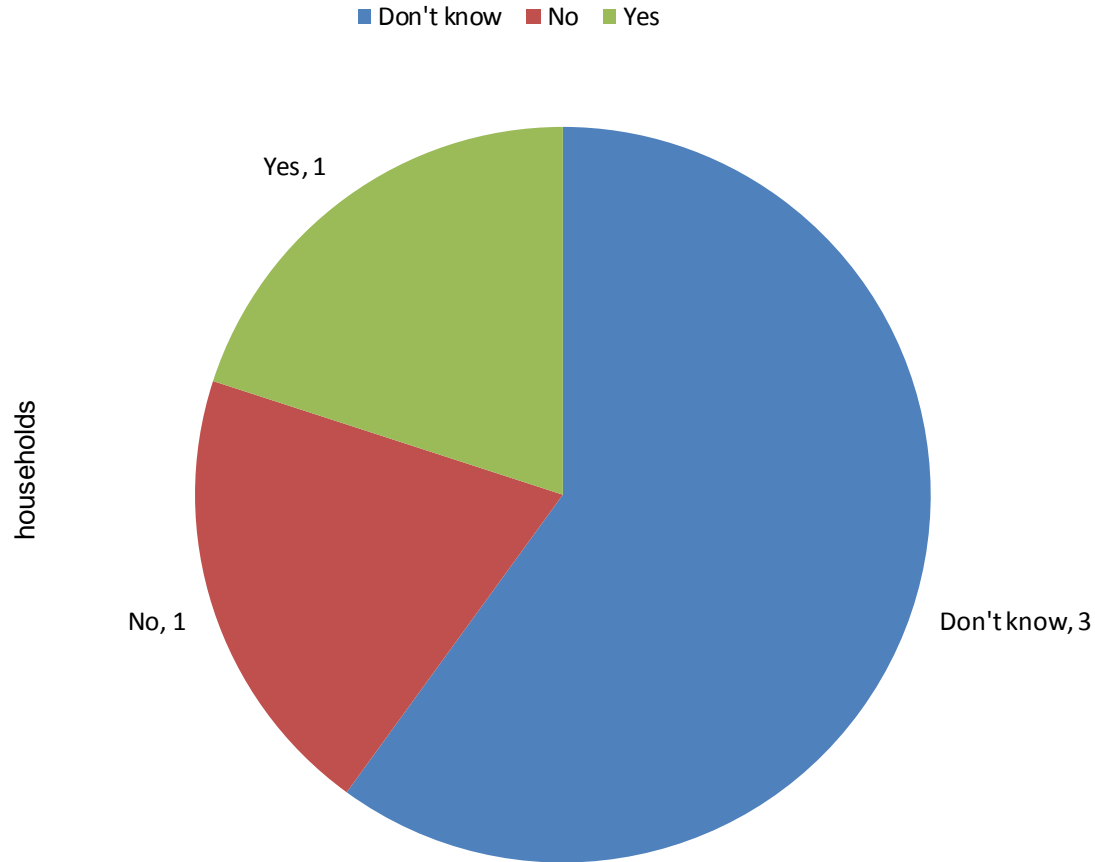


# For those seeking to buy a property, had that household been accepted for shared ownership or any other low cost home ownership scheme?

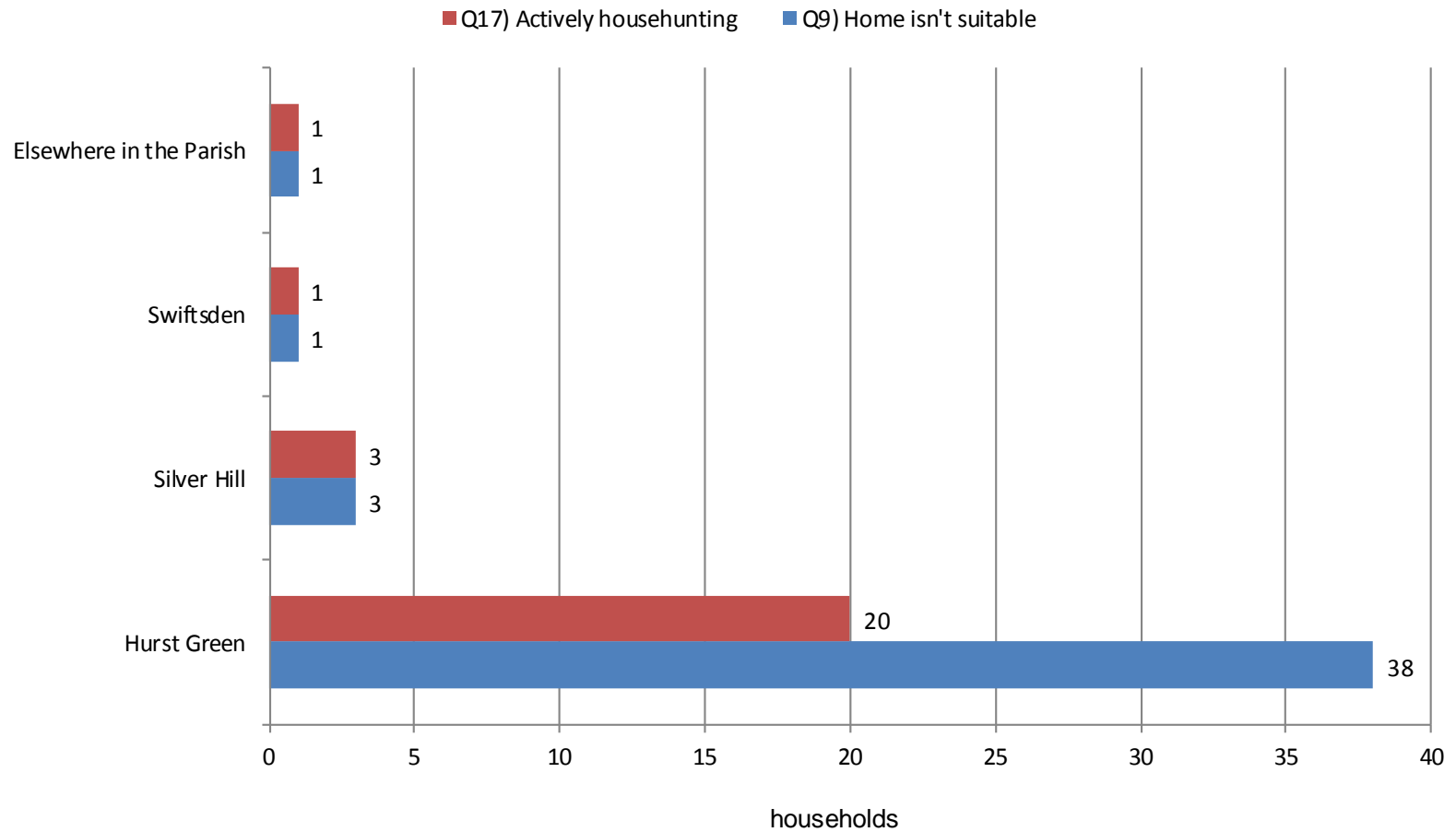




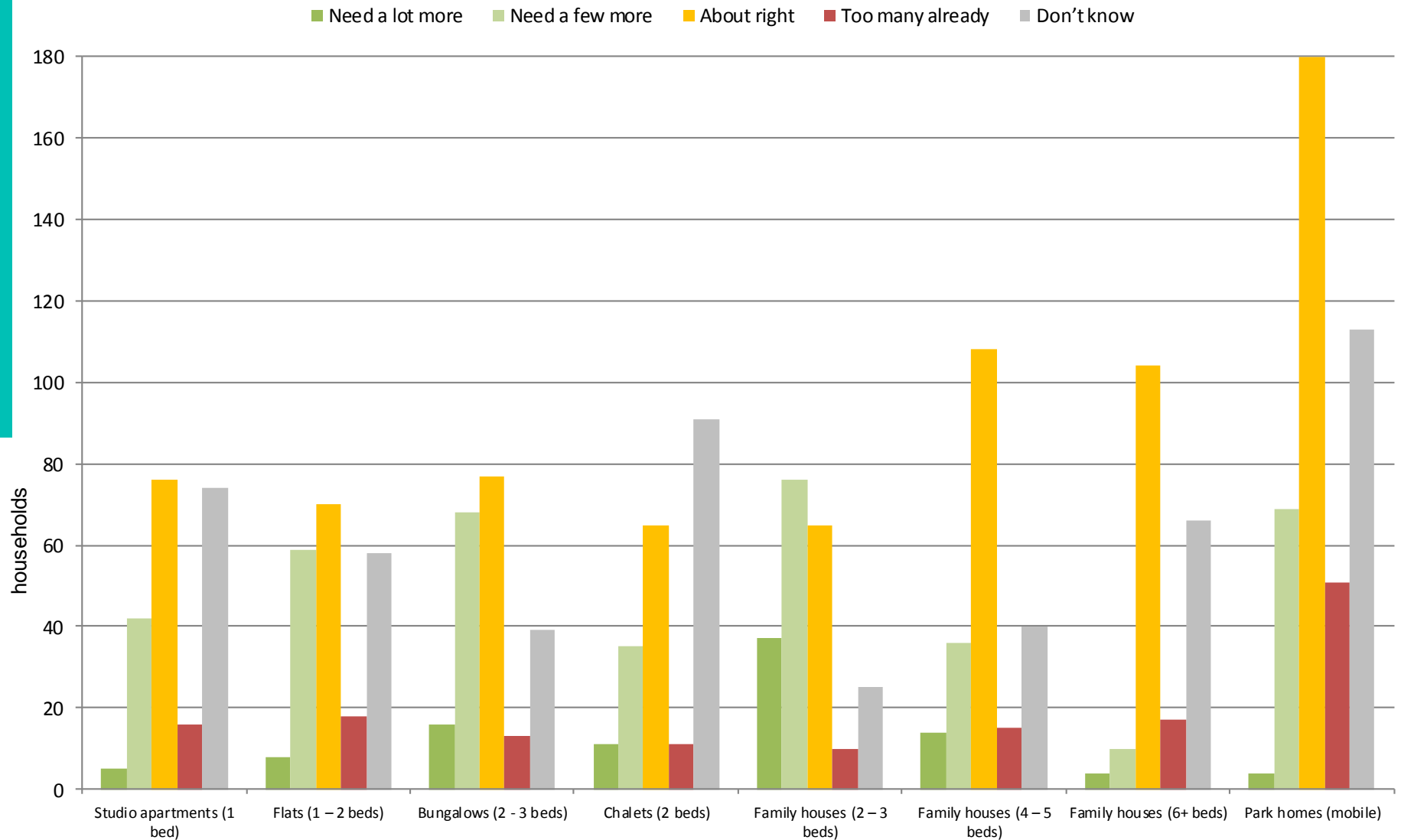
# For those seeking rental properties away from private landlords, there were a limited number of households who indicated that they had been accepted onto the Sussex Homemove housing register



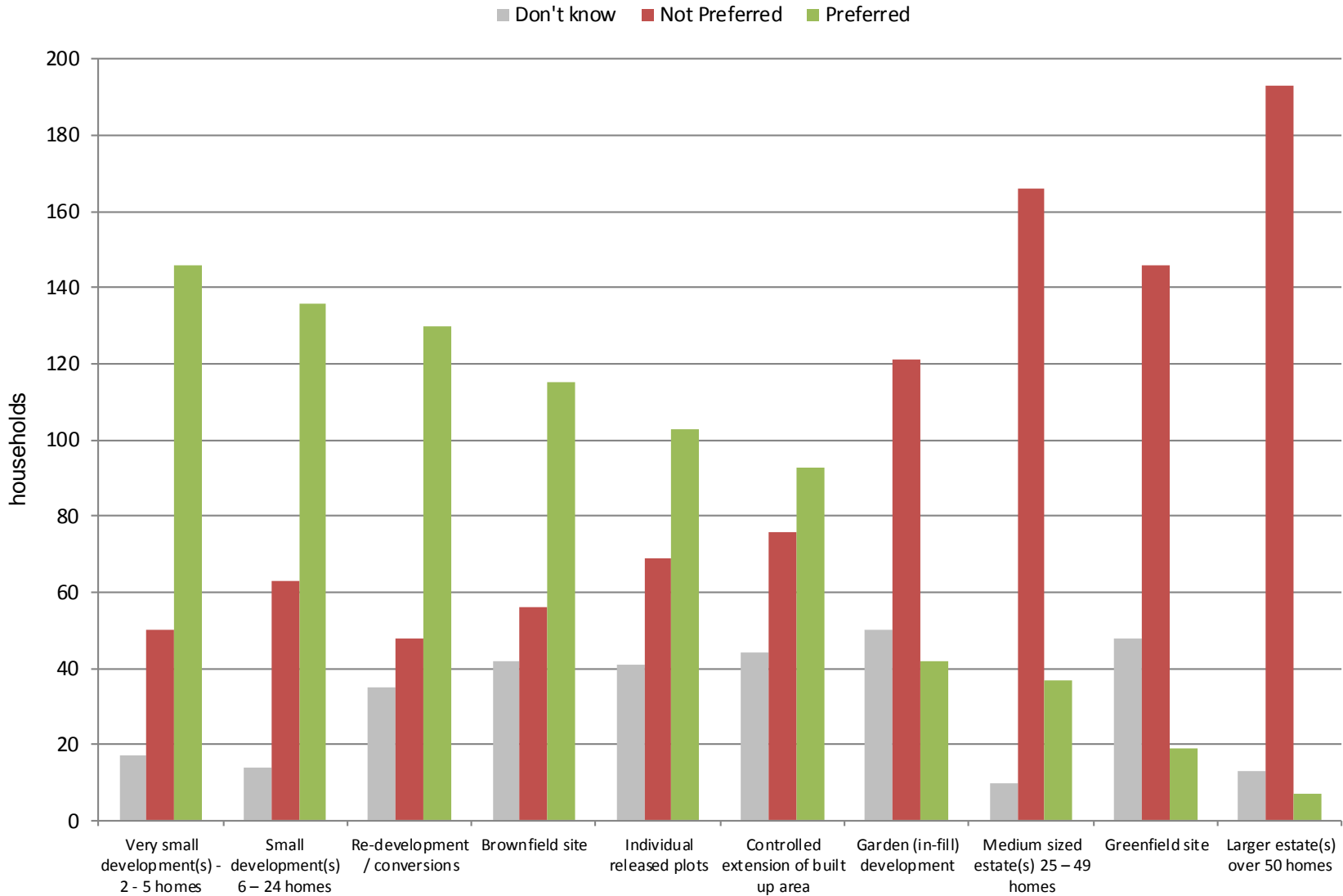
**While 31 households from across the parish were needing a changing in housing , only 25 households were actively house hunting during March – May 2019.**



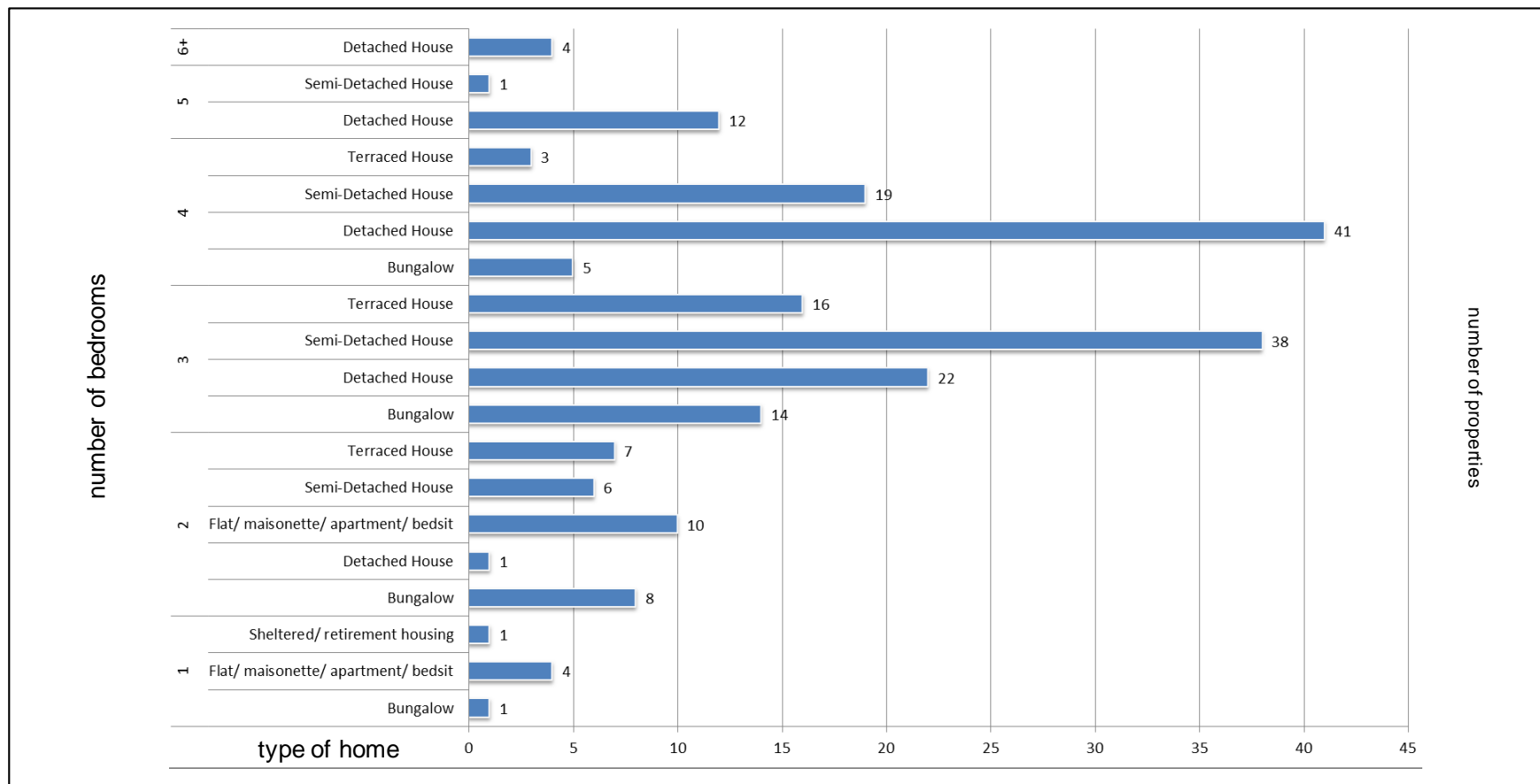
**Public opinion indicated a view that housing levels in the area are about right, but there is a perceived need for at least a few more of all types of housing, except large family houses (6+ bedrooms) and mobile park homes.**



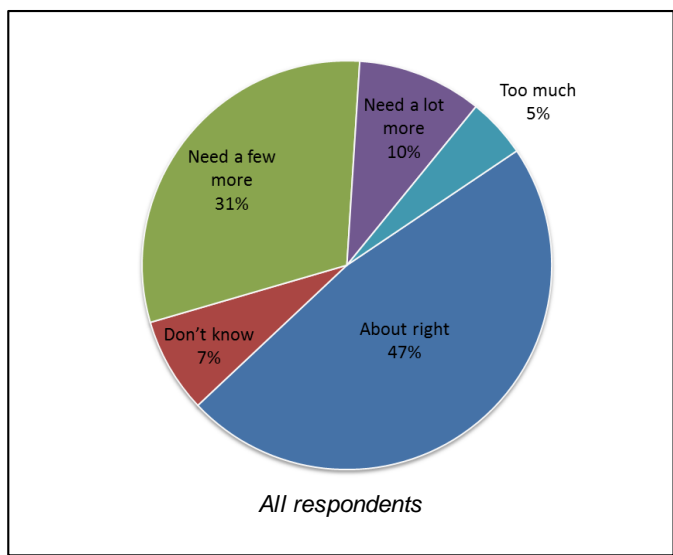
**For any new housing, public opinion suggests respondents would most prefer very small developments of between 2 and 24 homes, and feel the strongest against the construction of medium or large estates of over 50 homes**



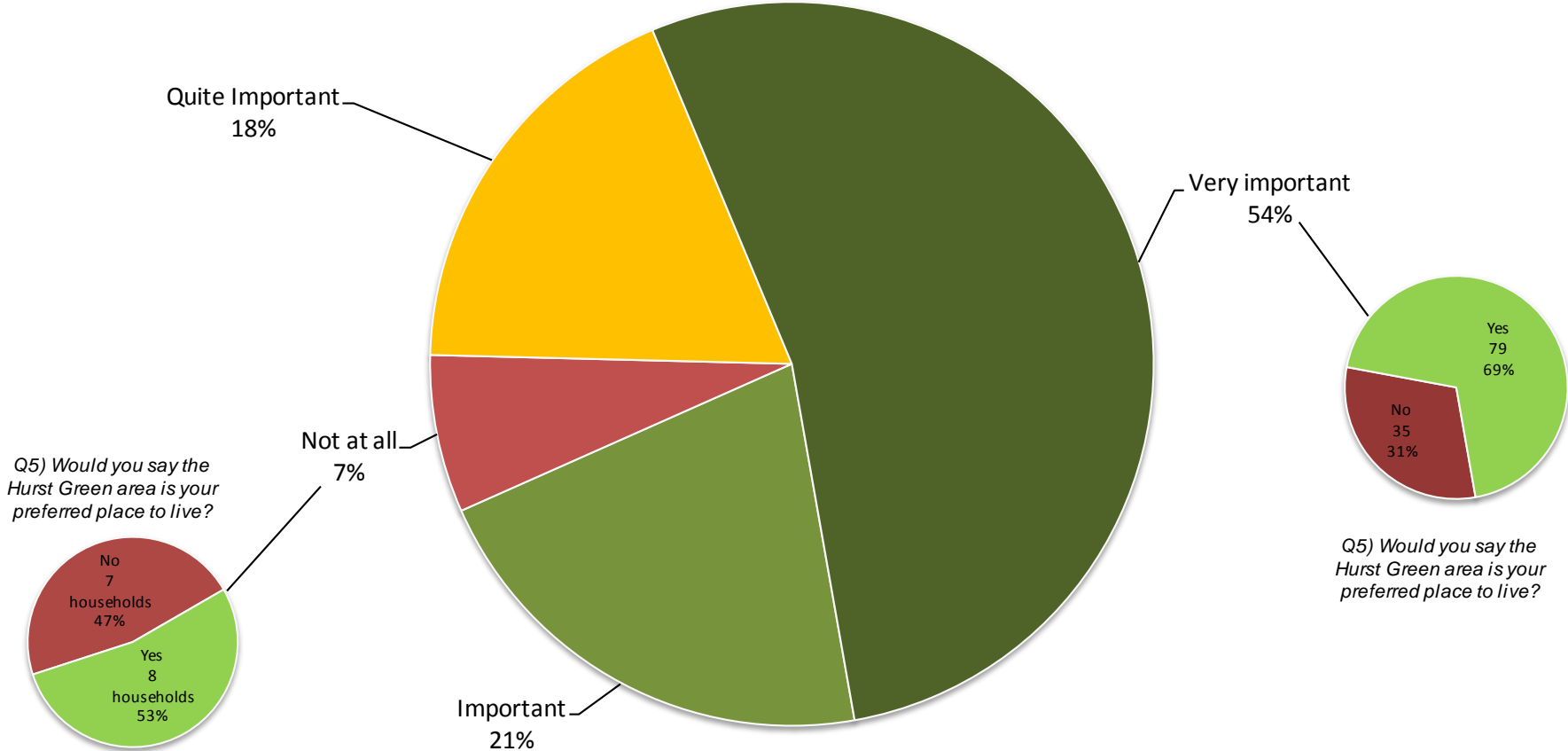
# What type of property did households currently live in?



## What did respondents think about the amount of housing currently available in Hurst Green Village?



**Public opinion indicates an extremely strong view (93%) in favour of the Neighbourhood Plan being used to ensure that any new housing developments are in keeping with existing housing developments in the Parish.**





# Hurst Green Local Housing Survey 2019

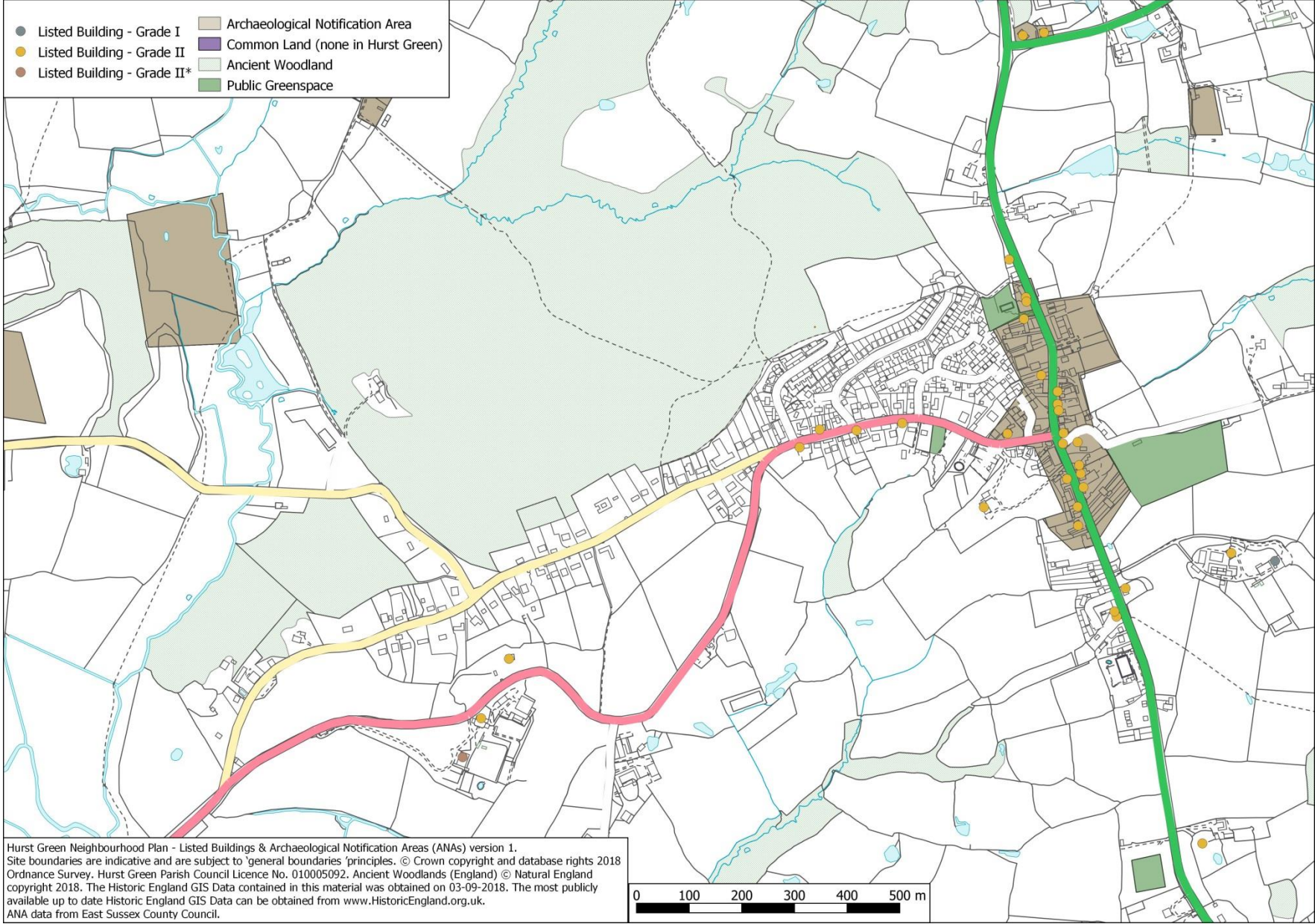
## *Listed Buildings*



Station road, Hurst Green village

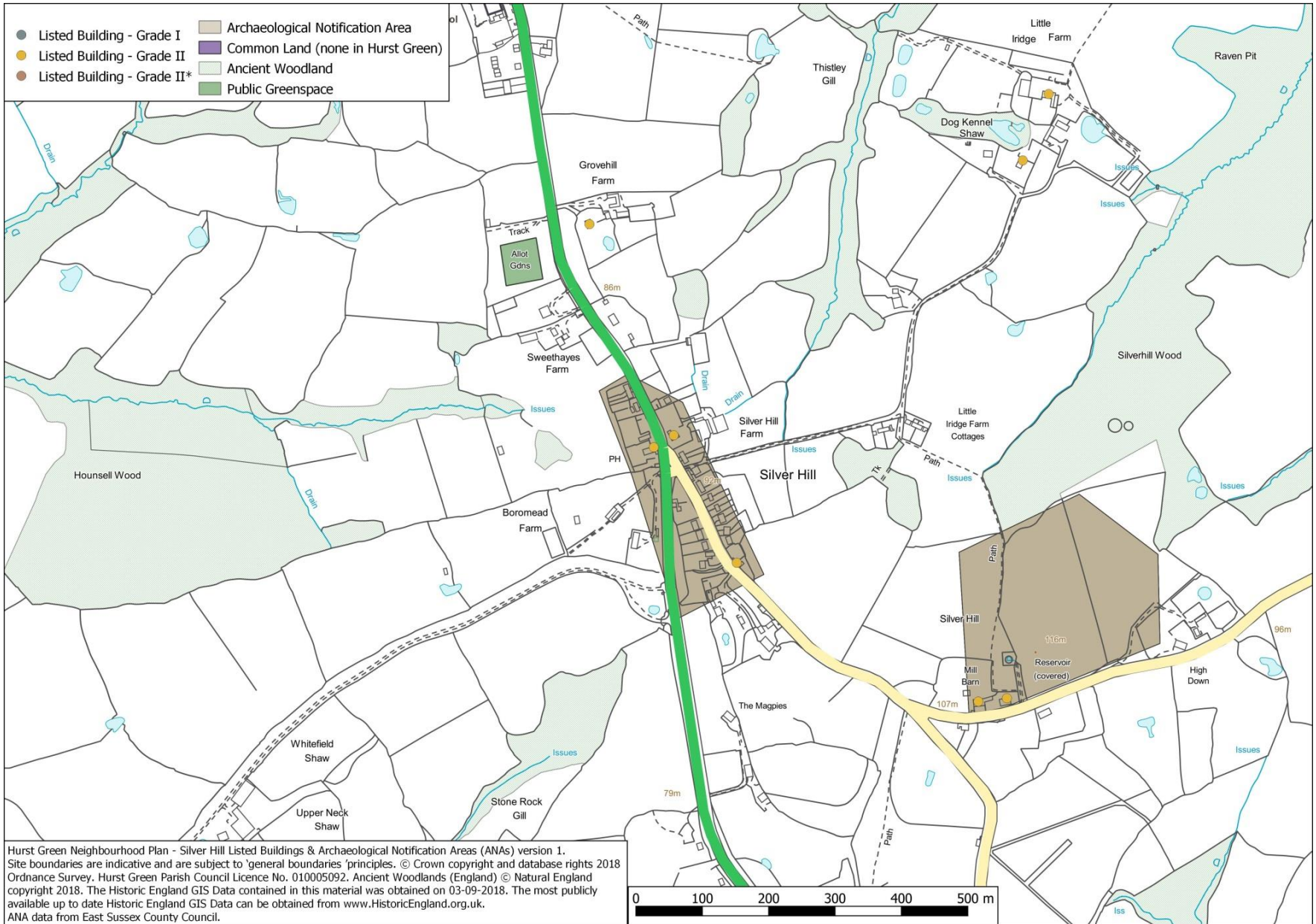


# Listed Buildings: Hurst Green





# Listed Buildings: Silver Hill



# Listed Buildings: Swiftsden

