



# **Kempsey**

## Housing Needs Survey

### Analysis of Survey Results

May 2020

**Rachael Tooth**  
**Housing Research and Projects Officer**

Working across both Malvern Hills and Wychavon District Councils  
Civic Centre  
Queen Elizabeth Drive  
Persnore  
WR10 1PT

**Email:** [rachael.tooth@wychavon.gov.uk](mailto:rachael.tooth@wychavon.gov.uk)

**Telephone:** 01386 565511

## 1. Introduction

Malvern Hills District Council has undertaken a housing needs survey of the Kempsey Parish during March and April 2020 2019. The results from this Housing Needs Survey could also be used to inform the determination of planning applications in the area.

1822 surveys were delivered to households within the Parish of Kempsey. The survey was designed for every household within the Parish to complete. The survey looks at current and future housing need, and to identify the housing need for the next 5 years.

The survey provided the option for additional forms to be sent out to households who had more than one housing requirement or if households were aware of residents who had previously lived in the area and moved away, or may be looking to return to the Parish. No further forms were requested.

All households were sent a paper copy of the survey and a pre paid envelope to return it to Malvern Hills District Council Housing Team, based at the Civic Centre in Pershore. Additional methods through an online website link and via the telephone were also offered.

The deadline for responses to this survey was Monday 27<sup>th</sup> April 2020. In total 420 valid responses were received, showing a response rate of 23%.

*With a 95% reliability factor the data is to be true to a margin of error + / - 4.0%.*

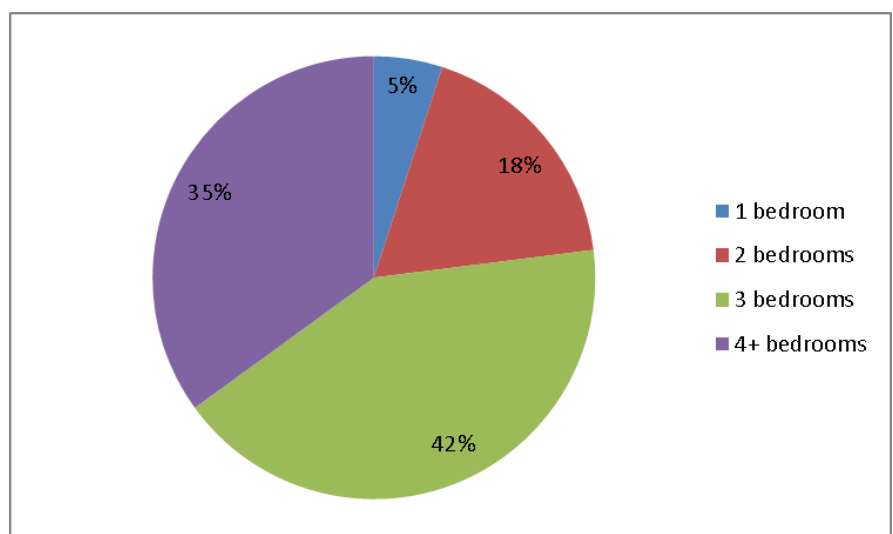
	<b>Postal</b>	<b>Online</b>	<b>Telephone</b>
<b>Total Surveys</b>	303	117	0
<b>%</b>	72%	28%	0%

## 2. Analysis

The first section of the housing needs survey looks at the household's current housing situation, exploring the type of property, tenure, amount of bedrooms and their local connection to the Parish.

### How many bedrooms does your current home have?

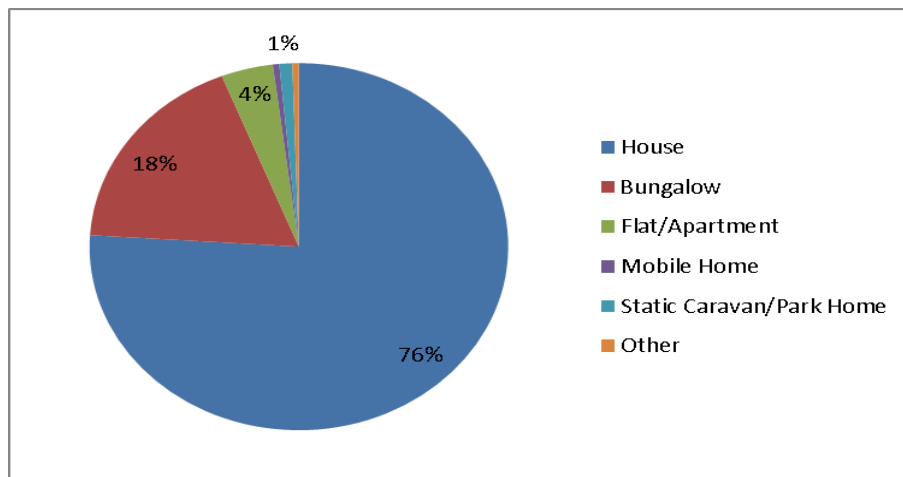
	<b>Number</b>	<b>%</b>
<b>1 bedroom</b>	21	5%
<b>2 bedrooms</b>	74	18%
<b>3 bedrooms</b>	178	42%
<b>4+ bedrooms</b>	147	35%



The majority (42%) stated that they lived in a three bedroomed house, with 35% stating a 4+ bed property, 18% a 2 bed property and 5% stating a 1 bedroomed property.

## What type of home do you live in?

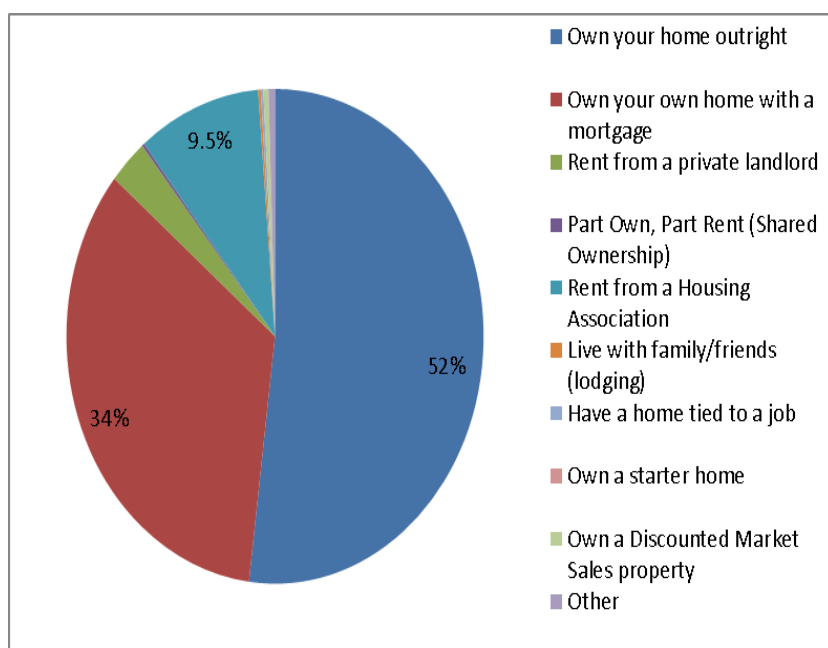
	House	Bungalow	Flat/ Apartment	Mobile Home	Static Caravan/ Park Home	Other
<b>Number</b>	323	75	15	2	4	1
<b>Percentage</b>	76%	18%	4%	0.5%	1%	0.5%



76% of respondents stated that they lived in a house, 18% in a bungalow, 4% in a flat or apartment, 1% in a static caravan or park home and 0.5% for mobile home, and other. The response for other stated that they live in the residential area of a guest house.

## Do you....

	Number	Percentage
<b>Own your home outright</b>	219	52%
<b>Own your own home with a mortgage</b>	142	34%
<b>Rent from a private landlord</b>	11	3%
<b>Part Own, Part Rent (Shared Ownership)</b>	1	0.2%
<b>Rent from a Housing Association</b>	40	9.5%
<b>Live with family/friends (lodging)</b>	1	0.2%
<b>Have a home tied to a job</b>	1	0.2%
<b>Own a starter home</b>	0	0%
<b>Own a Discounted Market Sales property</b>	2	0.4%
<b>Other</b>	3	0.5%



52% of respondents stated that they owned their property outright, and 34% stated that they own their home with a mortgage. A further 9.5% stated that they rented from a housing association, 3% were renting from a private landlord.

A small number of properties then stated that they had a shared ownership property (0.2%), Living with family/friends (0.2%), have a home tied to a job (0.2%), owned a discount market sales property (0.4%) and 3 respondents stated "Other" and stated:

- Own static home, but pay site rent
- Used help to buy scheme
- Life interest

No one owned a starter home.

## Ages of the people in your household

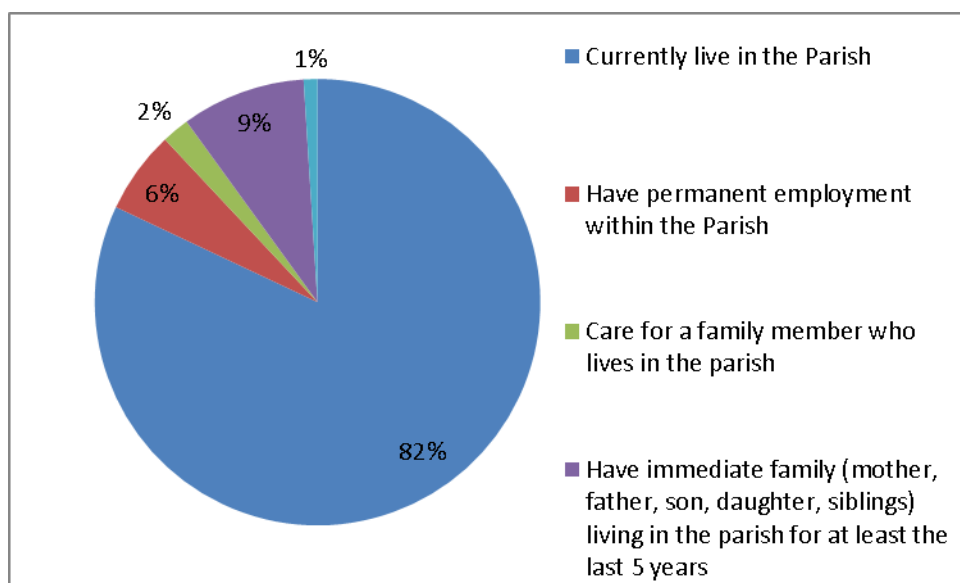
Under 10 years of age	45 households with 1 member 17 households with 2 members 3 households with 3 members
10 – 15 years of age	27 households with 1 member 9 households with 2 members 2 households with 3 members
16 – 17 years of age	19 households with 1 member
18 – 34 years of age	58 households with 1 member 34 households with 2 members 1 household with 3 members
35 – 54 years of age	66 households with 1 member 77 households with 2 members 1 household with 3 members 1 household with 5+ members
55 – 64 years of age	68 households with 1 member 43 households with 2 members 1 household with 5+ members
65 + years of age	89 households with 1 member 110 households with 2 members

## Do you....?

	Number	Percentage
<b>Currently live in the Parish</b>	394	82%
<b>Have permanent employment within the Parish</b>	29	6%
<b>Care for a family member who lives in the parish</b>	10	2%
<b>Have immediate family (mother, father, son, daughter, siblings) living in the parish for at least the last 5 years</b>	44	9%
<b>Other</b>	2	1%
<b>TOTAL</b>	<b>479</b>	<b>100%</b>

Two respondents stated “Other” and gave the following connections to the parish:

- We own a bar and catering franchise at the yacht club
- In residential care

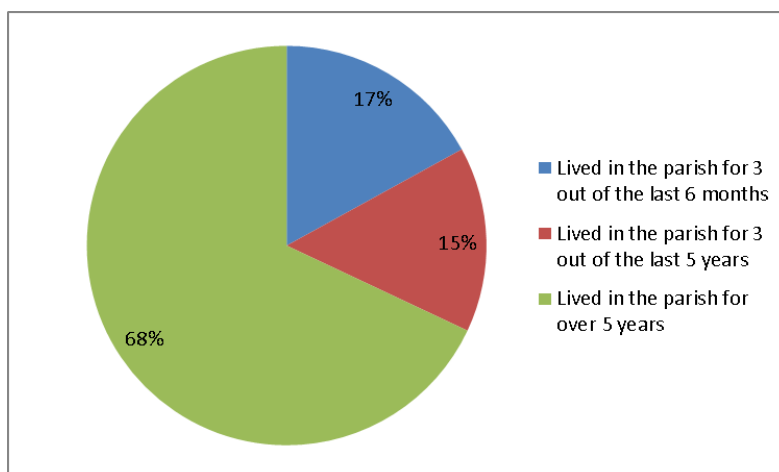


In total 394 (82%) stated that they did currently live in the parish, a number of respondents stated that they also had additional connections to the Parish:

- 6% of respondents have employment within the Parish
- 2% stated that they cared for someone within the parish
- 9% stated that they have immediate family within the Parish

## How long have you lived in the Parish?

Lived in the parish for 3 out of the last 6 months	72	17%
Lived in the parish for 3 out of the last 5 years	63	15%
Lived in the parish for over 5 years	285	68%



## Your Future Need

### Are you or anyone in your household likely to need alternative housing within the Parish?

	In the next twelve months	1 to 3 years	3 – 5 years
Number	14	28	23
Percentage of those requiring to move	22%	43%	35%

Out of the total 420 respondents, 65 (15%) stated that they had an additional housing need within the next 5 years, 355 (85%) stated that they did not have an additional housing need.

- 22% (14 respondents) stated that they would need to look for alternative housing within the next 12 months
- 43% (28 respondents) stated that they would need to look for alternative housing within the next 1 to 3 years
- 35% (23 respondents) stated that they would need to look for alternative housing within the next 3 to 5 years

### What is the main reason for needing to move:

	In the next twelve months	1 – 3 years	3 – 5 years
Reason for needing to move	Need a larger home (5)	Need a larger home (6)	Need a larger home (7)
	Set up an independent home (3)	Set up an independent home (8)	Need a smaller home (6)
	Family break up (2)	Current property in disrepair (1)	Need a specially adapted property (1)
	Need a cheaper home (1)	Need a more secure tenure (2)	Set up an independent home (4)
	Need a more secure tenure (1)	Need a smaller home (8)	Other (5) Parking Village too big Want a bungalow Medical need ASB Issues
	Need a smaller home	Need to move to	

	(1)	support a relative (1)	
	Need to move to support a relative (1)	Other (2) Declining Mobility and isolation	

The table below summarises those looking to move in the next 5 years:  
The colours represented on the table show the timescales. (Peach shows in the next 12 months, blue shows, 1 – 3 years and purple, 3 – 5 years.)

	<b>Current Tenure</b>	<b>Reason</b>	<b>Household Make Up</b>	<b>Property Tenure (to move to)</b>
1	Own your own home with mortgage	Need a larger home	Did not state	Buy on the open market
2	Rent from a private landlord	Need a larger home	2 Adults 2 Children	Rent from a housing association
3	Living with parents	Need to set up independent home	1 Adult	Buy on the open market
4	Rent from a housing association	Need a larger home	2 Adults 1 Child	Rent from a housing association
5	Own your own home outright	Need a cheaper home	2 Adults 65+	Buy on the open market
6	Living with parents	Need to set up independent home	2 Adults 2 Children	Rent from a housing association
7	Rent from a private landlord	Need a more secure / long term tenancy	2 Adults	Rent from a housing association
8	Rent from a housing association	To give support to a relative	1 Adult 65+	Rent from a housing association
9	Own your own home with mortgage	Family break up	1 Adult 1 Child	Rent to buy
10	Rent from a housing association	Need a smaller home	1 Adult 1 Child	Rent from a housing association
11	Rent from a private landlord	Need a larger home	2 Adults 1 Child	Buy on the open market
12	Living with parents	Need to set up independent home	1 Adult	Rent to buy
13	Own your own home with mortgage	Family break up	2 Adults 2 Children	Rent from a private landlord
14	Own your own home with a mortgage	Need a larger home	2 Adults	Buy on the open Market
15	Living with parents	Need to set up independent	2 Adults	Buy on the open market
16	Own your own home with mortgage	Need a smaller home	3 Adults	Part buy a shared ownership property (part own/part rent)
17	Have a home tied to a job	Need a more secure / long term tenancy	2 Adults	Rent from a housing association

	<b>Current Tenure</b>	<b>Reason</b>	<b>Household Make Up</b>	<b>Property Tenure (to move to)</b>
18	Living with parents	Need to set up independent home	2 Adults	Buy on the open market
19	Rent from a housing association	Need a larger home	1 Adult 1 Children	Buy on the open market
20	Living with parents	Need to set up independent home	1 Adult	Buy on the open market
21	Own your own home with mortgage	Need a larger home	1 Adult	Buy on the open market
22	Living with parents	Need to set up independent home	1 Adult	Buy on the open market
23	Own your own home outright	Need a smaller home	1 Adult 65+	Buy on the open market
24	Rent from a private landlord	Need a more secure / long term tenancy	1 Adult	Part buy a shared ownership property (part own/part rent)
25	Living with parents	Need to set up independent home	1 Adult	Buy a starter home
26	Own your own home outright	Need a smaller home	2 Adults 65+	Buy on the open market
27	Rent from a housing association	Declining mobility – stairs becoming a problem	2 Adults 65+	Rent from a housing association
28	Own your own home with mortgage	Need a smaller home	2 Adults	Buy on the open market
29	Own your own home with mortgage	Need a larger home	2 Adults	Buy on the open market
30	Own your own home outright	Need a smaller home	2 Adults 65+	Buy on the open market
31	Own your own home with mortgage	Current home in poor state of repair	2 Adults 65+	Rent from a housing association
32	Own your own home with mortgage	Need a larger home	2 Adults 1 Child	Buy on the open market
33	Own your own home outright	Need a smaller home	2 Adults 65+	Buy on the open market
34	Rent from a housing association	Arthritis, replaced knees. Having to go up flight of stairs, need ground floor accommodation.	1 Adult	Rent from a private landlord
35	Own your own home outright	Need a smaller home	1 Adult 65+	Buy on the open market
36	Own your own home outright	Need a larger home	2 Adults 2 Children	Buy on the open market

	<b>Current Tenure</b>	<b>Reason</b>	<b>Household Make Up</b>	<b>Property Tenure (to move to)</b>
37	Own your own home outright	To receive support from a relative	No response	Buy on the open market
38	Own your own home with mortgage	Need a smaller home	2 Adults	Buy on the open market
39	Living with parents	Need to set up independent home	1 Adult	Buy on the open market
40	Own your own home with mortgage	Need a larger home	2 Adults	Buy on the open market
41	Own your own home outright	Daughter buying own property	1 Adult	Help to buy / Equity Loan
42	Living with parents	Need to set up independent home	3 Adults	Buy a starter home
43	Living with parents	Need to set up independent home	1 Adult	Buy a starter home
44	Rent from a housing association	Need a larger home	2 Adults 2 Children	Rent from a housing association
45	Own your own home with a mortgage	Need parking	2 Adults	Buy on the open market
46	Own your own home with a mortgage	Need a larger home	2 Adults	Buy on the open market
47	Own your own home outright	Medical need	2 Adults 65+	Rent from a housing association
48	Own your own home outright	Need a larger home	2 Adults 1 Child	N/A
49	Own your own home with a mortgage	Need a larger home	3 Adults 1 Child	Buy on the open market
50	Own a discounted market sales property	Need a specially adapted home	2 Adults	Rent from a housing association
51	Own your own home outright	Need a smaller home	1 Adult 65+	Buy on the open market
52	Rent from a housing association	Need a smaller home	2 Adults	Buy on the open market
53	Used Help to Buy scheme to buy our house	Anti-Social Behaviour	2 Adults 1 Child	Buy on the open market
54	Living with parents	Need to set up independent home	1Adult	Buy on the open market
55	Own your own home outright	Need a smaller home	2 Adults 65+	Buy on the open market
56	Own your own home with a mortgage	Need a bungalow	2 Adults	Buy on the open market
57	Living with parents	Need to set up independent home	1 Adult	Buy on the open market
58	Own your own home outright	Village getting to big	2 Adults	Buy on the open market
59	Own your own home outright	Need a larger home	2 Adults 3 Children	Buy on the open market

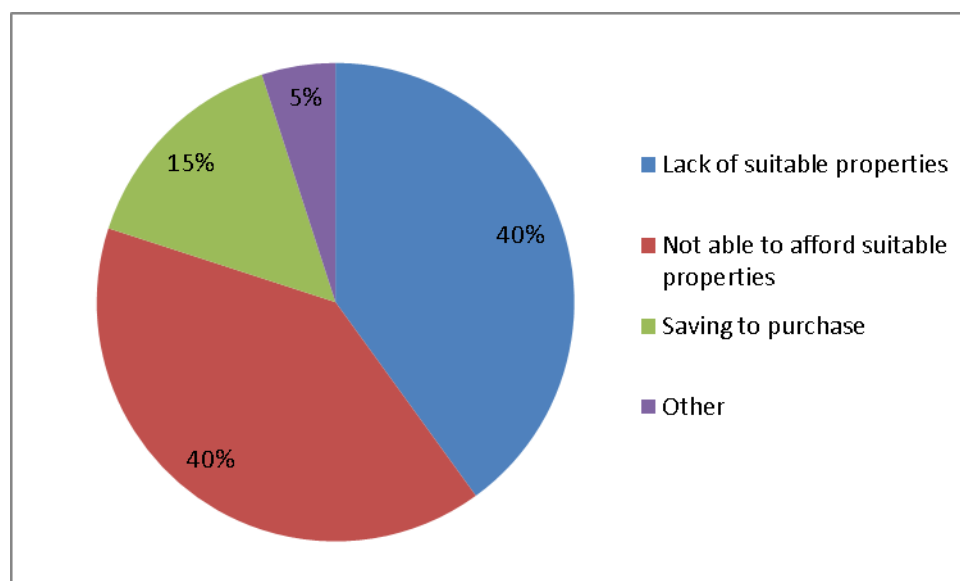


	Current Tenure	Reason	Household Make Up	Property Tenure (to move to)
60	Living with parents	Need to set up independent home	1 Adult	Buy a starter home
61	Own your own home with a mortgage	Need a smaller home	2 Adults	Buy on the open market
62	Own your own home outright	Need a larger home	1 Adult	Buy on the open market
63	Own your own home outright	Need a smaller home	2 Adults 1 Child	Buy on the open market
64	Own your own home with a mortgage	Need a larger home	2 Adults 2 Children	Buy on the open market
65	Own your own home with a mortgage	Need a smaller home	2 Adults 3 Children	Buy on the open market

### What would be a barrier to you accessing suitable housing for your needs?

Respondents were able to select all options that applied.

	Lack of suitable properties	Not able to afford suitable properties	Saving to purchase	Other
<b>Number</b>	31	31	11	4
<b>%</b>	40%	40%	15%	5%



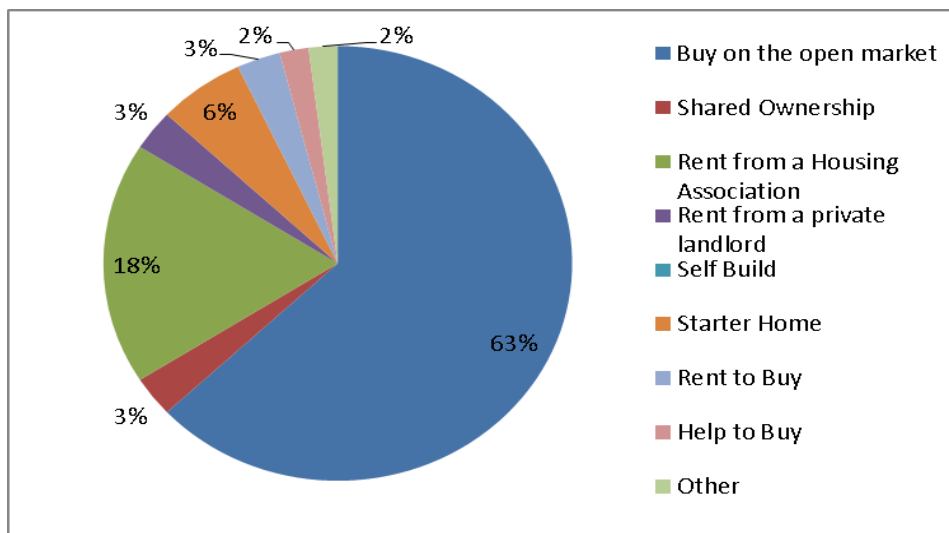
Four respondents stated other, and provided the following reasons:

- Medical need
- Unable to sell property
- I am disabled

Loosing money on sale of our house because of anti social behaviour from neighbours who are housing association tenants.

### Would you prefer to?

	Buy on the open market	Shared Ownership	Rent from a Housing Association	Rent from a private landlord	Self Build	Starter Home	Rent to Buy	Help to Buy	Other
<b>Number</b>	41	2	12	2	0	4	2	1	1
<b>%</b>	63%	3%	18%	3%	0%	6%	3%	2%	2%



### What is your total gross annual household income by tenure preference?

	Less than £20,000	£20,000 - £29,999	£30,000 - £39,999	£40,000 - £49,999	£50,000 - £59,999	£60,000 or over	Prefer not to say
<b>Buy on the open market</b>	2 (7%)	4 (14%)	8 (28%)	1 (3%)	5 (17%)	9 (31%)	12
<b>Buy a starter home</b>	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	3
<b>Help to Buy</b>	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	0 (0%)	0
<b>Rent to Buy</b>	1 (50%)	0 (0%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)	0
<b>Shared Ownership</b>	0 (0%)	1 (50%)	0 (0%)	0 (0%)	1 (50%)	0 (0%)	0
<b>Rent from housing association</b>	6 (75%)	1 (12.5%)	0 (0%)	0 (0%)	1 (12.5%)*	0 (0%)	4
<b>Rent from private landlord</b>	2 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0
<b>Other</b>	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	0

\*one respondent stated Rent from a Housing Association but had a household income of between £50,000 to £59,999 – due to their level of income they would not be eligible for social housing, and could afford to meet their housing needs through private rent.

**What deposit can you afford?** (This question was only applicable to those stating they wished to buy a property, and also include Shared Ownership and Starter Homes) – This applied to fifty (50) respondents.

	Less than £3000	£3,000 - £9,999	£10,000 - £19,999	£20,000 - £29,999	£30,000 - £39,999	£40,000 - £49,999	More than £50,000	Prefer not to say
<b>Buy on the open market</b>	3 (11%)	4 (14%)	2 (7%)	3 (11%)	2 (7%)	2 (7%)	12 (43%)	12
<b>Buy a starter home</b>	0 (0%)	2 (67%)	1 (33%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0
<b>Help to Buy</b>	0 (0%)	1 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0
<b>Shared Ownership</b>	0 (0%)	1 (50%)	1 (50%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0
<b>Did not state</b>	0	0	0	0	0	0	0	1

**If owner occupier accommodation including low cost home ownership at what price range can you afford to purchase?** This applied to fifty (50) respondents.

	<b>Up to £199,999</b>	<b>£200,000- £249,999</b>	<b>£250,000- £299,999</b>	<b>£300,000- £349,999</b>	<b>£350,000- £399,999</b>	<b>£400,000 plus</b>	<b>Prefer not to say</b>
<b>Buy on the open market</b>	3 (10%)	8 (28%)	6 (21%)	3 (10%)	1 (3%)	8 (28%)	9
<b>Buy a starter home</b>	1 (33%)	2 (67%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1
<b>Help to Buy</b>	0 (0%)	1 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0
<b>Rent to Buy</b>	1 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1
<b>Shared Ownership</b>	1 (50%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)	0 (0%)	0

**If rented accommodation is required, what amount can you afford to pay on a monthly basis?** This was completed by those seeking rented accommodation only – this applies to six (6) households.

	<b>Less than £400</b>	<b>£401- £500</b>	<b>£501- £600</b>	<b>£601- £700</b>	<b>£701- £800</b>	<b>£801 +</b>	<b>Prefer not to say</b>
<b>Rent from a housing association</b>	3 (27%)	3 (27%)	4 (36%)	0 (0%)	1 (10%)	0 (0%)	1
<b>Rent from a private landlord</b>	0 (0%)	1 (50%)	0 (0%)	0 (0%)	0 (0%)	1 (50%)	0

### Is your Parish....?

*Respondents were able to select all that applied to their household.*

Respondents were asked if the parish was a nice place to live, 394 out of the 411 respondents (96%) stated that it was. Nine (9) respondents did not answer the question.

	<b>Friendly</b>	<b>Has good community spirit</b>	<b>Crime is an issue</b>	<b>Sought after location</b>	<b>Balanced/varied population</b>
<b>Yes</b>	305	253	76	191	134
<b>No</b>	115	167	344	229	286

- 73% of respondents stated it was a friendly Parish to live within
- 60% respondents stated that the Parish had a good community spirit
- 18% of respondents stated that they felt crime was an issue in the Parish
- 45% of respondents stated that they felt the Parish is a sought after location
- 32% of respondents stated that they felt the Parish has a balanced and varied population

**Over the past three years, do you feel that your parish has:**

<b>Changed for the better</b>	<b>Not changed</b>	<b>Changed for the worse</b>
52 (12%)	174 (42%)	193 (46%)

One respondent did not provide an answer to the question.

The majority of responses (46%) stated that the parish had changed for the worse. 42% felt it had not changed and only 12% felt that the parish had changed for the better in the last 53 years.

**How much of a problem is traffic congestion?**

<b>Regular</b>	<b>Occasional</b>	<b>Not a problem</b>
127 (31%)	213 (52%)	70 (17%)

Ten respondents did not provide an answer to the question.

- 52% stated it was an occasional problem
- 31% felt that it was a regular problem
- 17% of respondents did not feel that traffic caused a problem

**How much of a problem is parking?**

<b>Regular</b>	<b>Occasional</b>	<b>Not a problem</b>
83 (21%)	172 (43%)	149 (37%)

Sixteen respondents did not provide an answer to the question.

- 43% stated that they felt parking was an occasional problem
- 37% felt that parking was not a problem
- 21% felt that parking was a regular problem

**What is access to public transport like in your parish?**

<b>Regular</b>	<b>Irregular</b>	<b>No Access</b>
121 (31%)	255 (66%)	12 (3%)

Thirty two respondents did not provide a response to the question.

- The majority, 65% stated that they believed public transport was irregular
- 31% felt that there was regular access to public transport
- 3% felt that there is no access to public transport.

**If regular public transport was available how often would you use it?**

<b>Sometimes</b>	<b>Frequently</b>	<b>Never</b>
254 (63%)	70 (18%)	75 (19%)

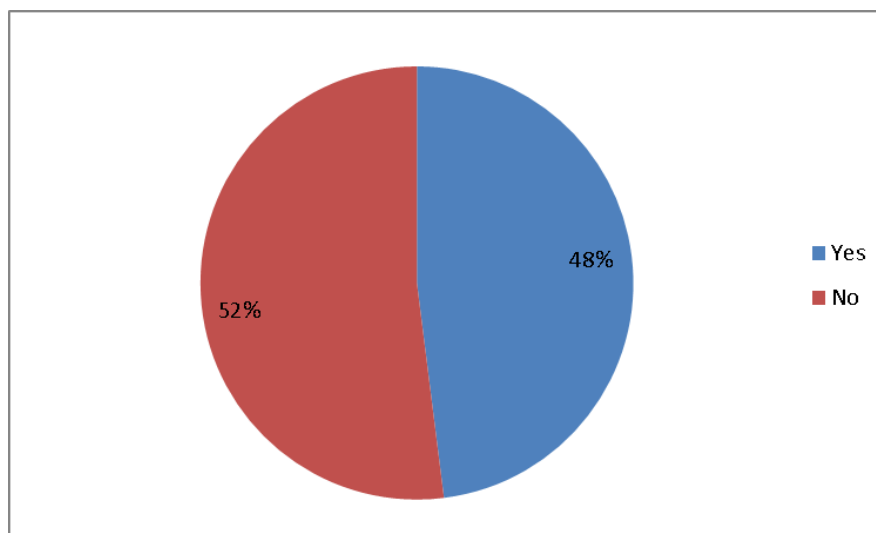
Twenty one respondents did not provide an answer to the question.

- The majority (63%) stated that if public transport was available that would sometimes use it
- 19% stated that they would never use public transport.
- 18% stated that if public transport was available they would use it frequently

## Do you feel there are enough amenities in your parish?

Yes	No
202	217
48%	52%

One respondent did not provide an answer.



## Which of the following amenities would you like to see in your Parish?

Respondents were able to select all options that applied.

Pub	Restaurant	Fitness Facility	Local Shop	Social Events	Cycle Routes	Electric charge point	Public Footpath	Designated walking areas
9	52	68	56	37	68	41	26	43
2.25%	13%	17%	14%	9.25%	17%	10%	6.5%	11%

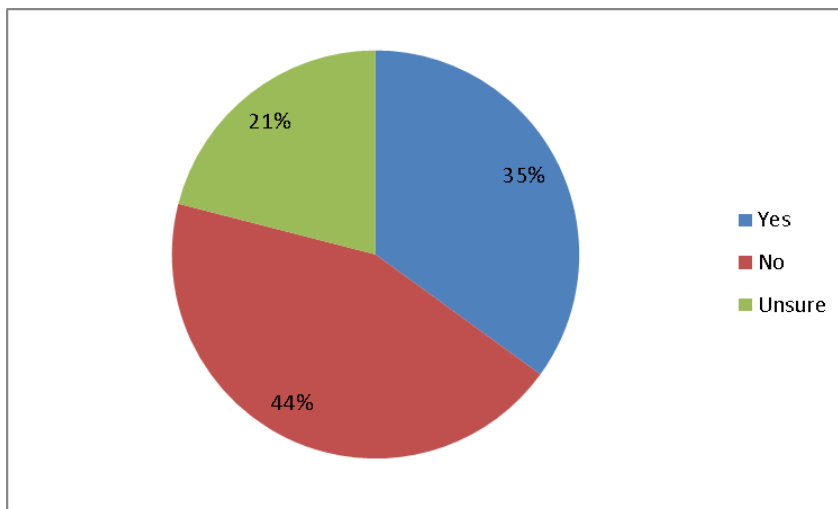
## Those stating "Other" gave the following responses:

Take aways / chip shop x 14	Doctors Surgery/ Medical Centre x 13	Café x 11	More shops x 9	Parish Hall / Village Hall x 5	Things for teenagers x 4	Bakery x 4	Community Centre x 4
Pharmacy x 4	Park x 4	Sports facilities / fields x 4	Larger school x 3	Leisure Centre x 2	Level pavements x 2	Dentist x 2	Better bus service x 2
Hardware / DIY Store x 2	Allotments x 2	Butcher x 2	Cinema	Extend Plovers Rose Play area	Day service for older people	Zebra crossing by shop	Library
Woodland Area	Hairdressers	Community Bingo	Post Office	Vets	A smooth path at the play area	Drama Club / History Club	Florist

**Do you know of any opportunities for businesses to run from within the parish to create extra local employment?**

Yes	No	Unsure
145	183	86
35%	44%	21%

Six respondents did not provide an answer to this question.

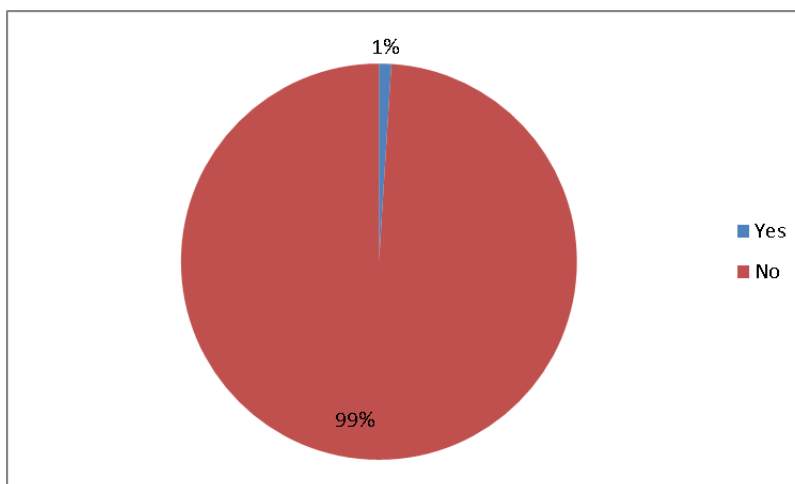


**Comments**

- No jobs in the village for my skills
- Lack of transport and amenities
- I would prefer the village to remain as it is
- Little scope for more business
- Broad band speed and mobile signal is poor
- Lack of commercial properties
- Close to M5 and the motorway network
- Lots of families moving to the area, would benefit from better restaurants
- Lack of public transport
- The shopping facilities could be improved, i.e.: local farm shop
- Would be good for job creation
- Traffic congestion is already increased from new developments
- Improved local shop and takeaways desperately needed
- Should be kept as a residential village
- Village location not suitable for businesses – want Kempsey to remain rural
- Not enough space
- Growing population
- Close to new Parkway Station
- When new houses are built, there needs to be employment in the local area – are business set up locally to assist with this?

**Are you currently registered on the local housing register (Home Choice Plus)?**

Yes	No	No Response
22	396	2
1%	99%	

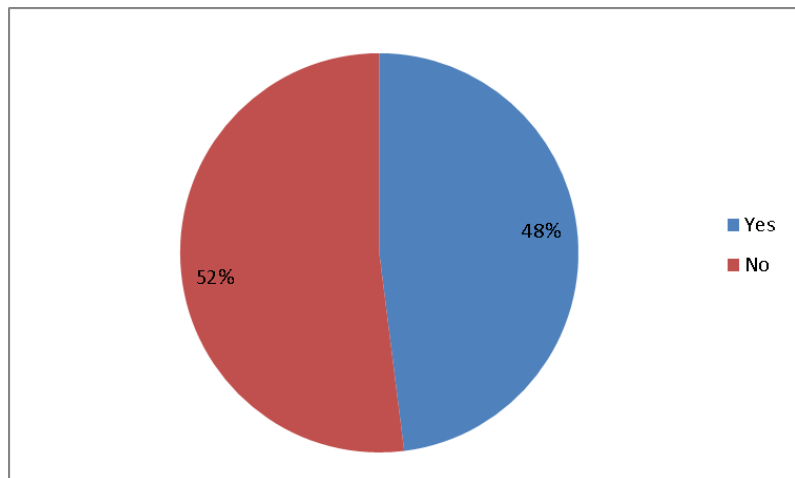


As at May 2020, there is a total of 66 households registered with a current address in Kempsey. Their need is identified below:

- 1 bed – 48 (of these, 23 are registered as pensioners and/or in receipt of disability benefits)
- 2 bed – 14
- 3 bed – 3
- 4 bed – 1

**Would you support a small affordable housing development for local people in your parish or surrounding parishes?**

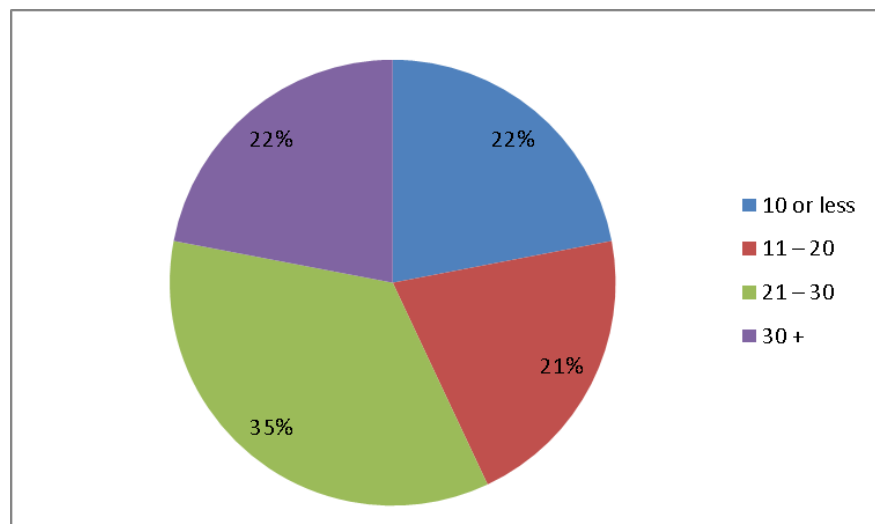
Yes	No	No Response
202	216	2
48%	52%	



48% of respondents stated that they do support the development of affordable housing within the Parish of Kempsey.

**How many houses do you feel would class as a small affordable housing development?**

<b>10 or less</b>	44	22%
<b>11 – 20</b>	42	21%
<b>21 – 30</b>	67	35%
<b>30 +</b>	44	22%
<b>No Response Provided</b>	5	



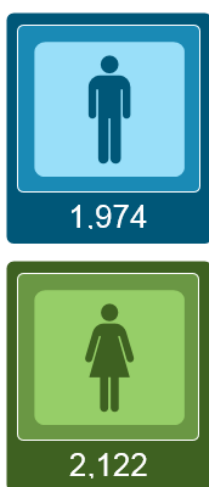
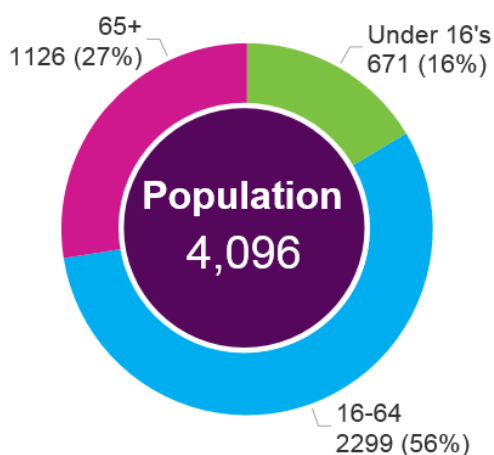
## About the Parish of Kempsey

### Population Statistics (Estimated at 2017) for the Kempsey Ward

In 2017, it was estimated that 4096 people were living within the Ward of Kempsey.

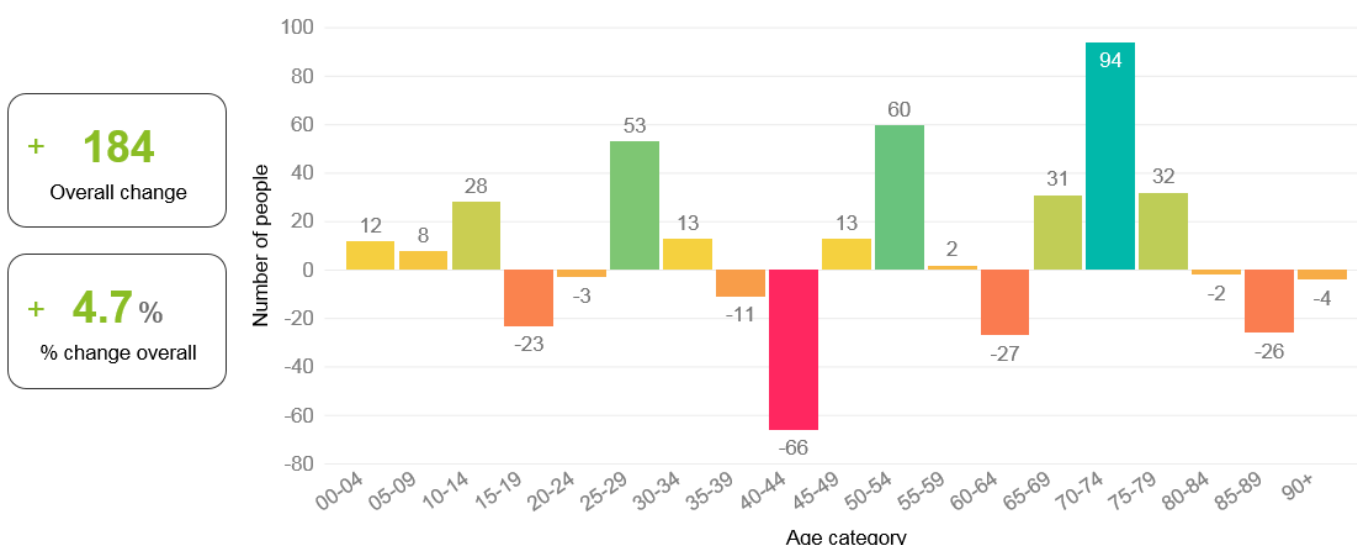
#### Figures (Estimated at 2017)

Male	Female
1974	2122
48%	52%



Age category	Ward	Malvern Hills
00-04	4.5%	4.3%
05-09	5.3%	5.2%
10-14	5.6%	5.4%
15-19	4.3%	5.3%
20-24	3.0%	4.3%
25-29	4.3%	4.5%
30-34	4.0%	4.0%
35-39	5.1%	4.6%
40-44	5.2%	5.2%
45-49	7.7%	7.0%
50-54	8.5%	8.1%
55-59	7.2%	7.5%
60-64	7.8%	7.1%
65-69	7.6%	7.6%
70-74	8.0%	7.1%
75-79	4.9%	5.0%
80-84	3.6%	3.9%
85-89	2.1%	2.5%
90+	1.4%	1.5%

The movement of residents (between 2011 and 2017) within the Kempsey ward is shown in the graphics below.





## Child poverty

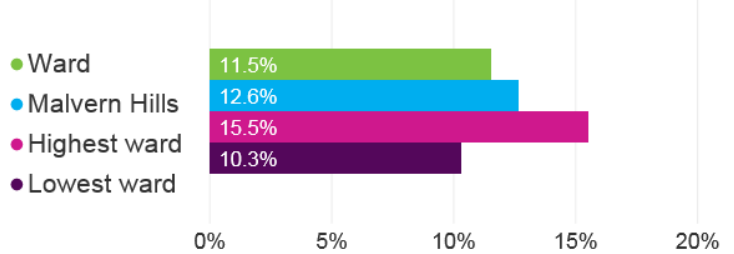
### Before housing costs

Kempsey	15.2 %
Malvern Hills	18.3 %
UK	22.0 %

### After housing costs

Kempsey	23.5 %
Malvern Hills	25.2 %
UK	30.0 %

## Households in fuel poverty



1700 households

196 in fuel poverty

The 2011 Census captured the type of dwellings residents of Kempsey were living within and their tenure. This is shown in the graphics below.

Owned Outright	Owned with a mortgage	Social Rented	Private Rented	Other
709	579	189	127	34
43%	35%	12%	8%	2%

Detached Property	Semi Detached Property	Terraced	Flat	Caravan/Mobile Home
812	569	178	117	12
50%	34%	10%	6%	1%

## Crime incidents by category (2018)

Crime type	Kempsey
Anti-social behaviour	108
Bicycle theft	2
Burglary	15
Criminal damage and arson	27
Drugs	1
Other crime	3
Other theft	21
Possession of weapons	3
Public order	4
Shoplifting	2
Theft from the person	3
Vehicle crime	12
Violence and sexual offences	60
<b>Total</b>	<b>261</b>

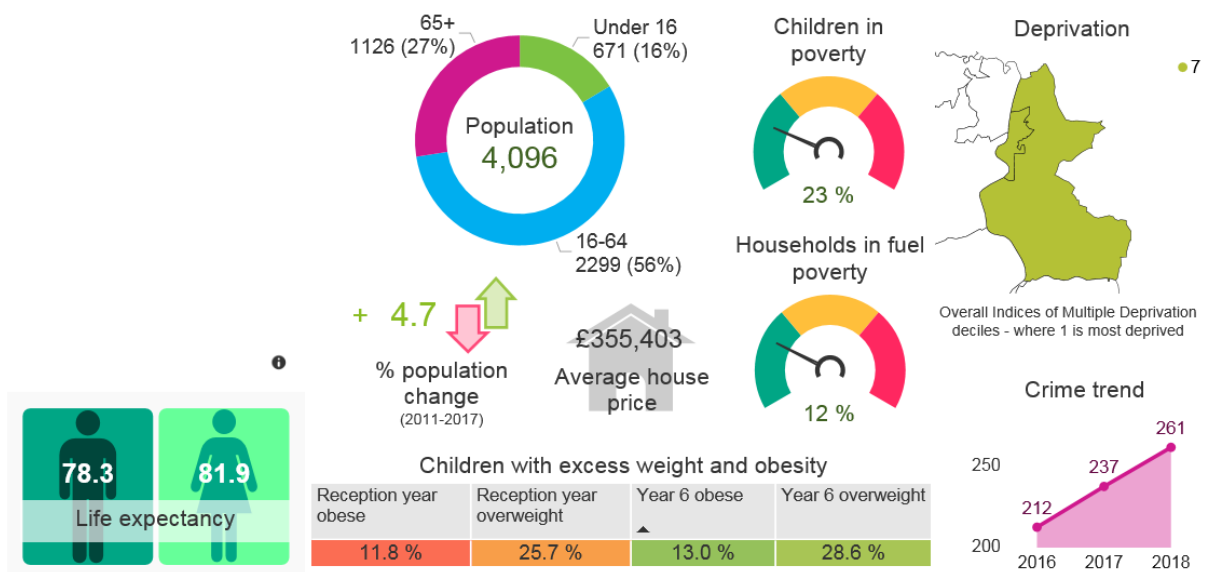
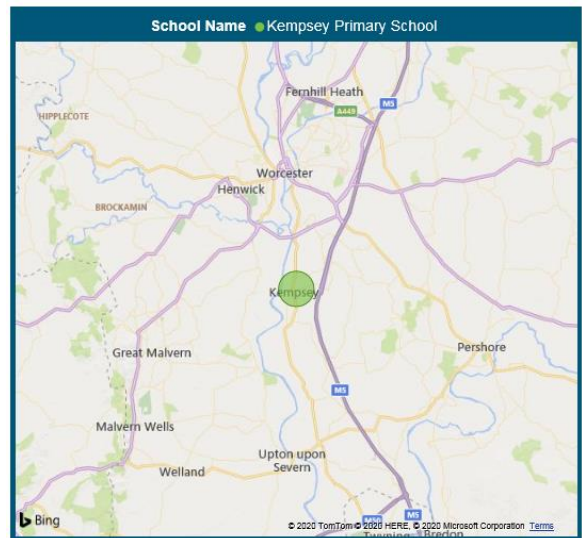


**Schools within the ward**

School name

---

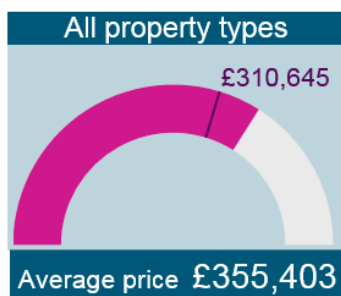
Kempsey Primary School



## Kempsey - Current Housing Market

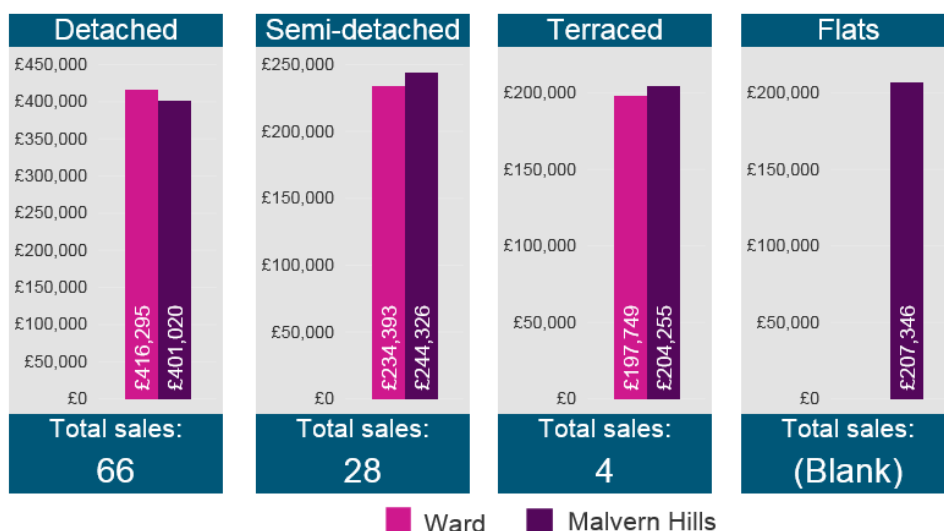
The image below shows the mean house value by property type for Kempsey and Malvern Hills district.

The indicator below shows the overall mean sold price for all house sales between March 2018 and February 2019 for the selected ward compared with the average figure for Malvern Hills shown by the purple line.



Total sales:  
98

### Mean sold house prices by property type



## Purchases on the open market (within Kempsey only)

The table below shows properties sold within the last year within Kempsey:

	Road	Number of bedrooms	Type of Property	Date Sold	Value
1	Ellsdon Rise	-	Detached House	Jan 2020	£200,000
2	Mercia Way	-	Terraced House	Jan 2020	£96,000
3	Ellsdon	3	Terraced House	Jan 2020	£227,000
4	Gladstone Cottages	-	Semi Detached House	Jan 2020	£252,500
5	Fortuna Way	-	Detached House	Dec 2019	£268,000
6	Church Street	3	Semi Detached	Dec 2019	£360,000
7	Byefields	4	Detached House	Dec 2019	£365,000
8	Swallowbed Way	4	Detached House	Nov 2019	£470,000
9	Pixham Ferry Lane	3	Semi Detached House	Nov 2019	£255,000
10	Napleton Lane	4	Detached House	Nov 2019	£390,000
11	Main Road	2	Detached House	Nov 2019	£280,000
12	Meadow Close	2	Detached House	Nov 2019	£248,500
13	Ellsdon	3	Semi Detached House	Nov 2019	£235,000
14	The Limes	3	Semi Detached	Nov 2019	£217,500

	<b>Road</b>	<b>Number of bedrooms</b>	<b>Type of Property</b>	<b>Date Sold</b>	<b>Value</b>
			House		
15	Aston Close	2	Detached House	Oct 2019	£240,000
16	Byefields	4	Detached House	Oct 2019	£368,000
17	Plovers Rise	3	Detached House	Oct 2019	£258,000
18	The Limes	-	Semi Detached House	Oct 2019	£225,000
19	Bannut Hill	-	Detached House	Oct 2019	£405,000
20	Centurian Drive	-	Semi Detached House	Sept 2019	£173,250
21	Bannut Hill	3	Semi Detached House	Sept 2019	£223,000
22	Mercia Way	-	Detached House	Sept 2019	£365,000
23	Ellsdon Rise	3	Semi Detached House	Sept 2019	£172,000
24	Squires Walk	3	Semi Detached House	Sept 2019	£200,000
25	Northumbria Close	-	Detached House	Sept 2019	£495,000
26	Oakfield Drive	5	Detached House	Aug 2019	£260,000
27	Mercia Way	-	Semi Detached House	Aug 2019	£246,000
28	Kings Hill	2	Flat	Aug 2019	£110,000
29	Old Road North	-	Semi Detached House	Aug 2019	£611,000
30	Redman House	1	Flat	Aug 2019	£190,000
31	LawnsPOOL Drive	-	Semi Detached House	July 2019	£252,500
32	Main Road	3	Detached House	July 2019	£276,500
33	Christina Close	4	Detached House	July 2019	£360,000
34	Church Street	3	Terraced House	June 2019	£296,000
35	Sallowbed Way	-	Detached House	June 2019	£485,000
36	Sallowbed Way	-	Detached House	June 2019	£450,000
37	Sallowbed Way	-	Detached House	June 2019	£465,000
38	Rookery Road	4	Detached House	June 2019	£400,000
39	Christina Close	-	Detached House	June 2019	£270,000
40	Derrington Gardens	-	Detached House	June 2019	£340,000

	Road	Number of bedrooms	Type of Property	Date Sold	Value
41	Old Road North	3	Detached House	June 2019	£387,500
42	Sallowbed Way	-	Detached House	June 2019	£550,000

In total 42 properties were sold on the open market in the last year.

The total average of the 42 properties sold was £308,053.57, but prices ranged from £96,000 to £611,000.

### Currently on the market

As of the 5<sup>th</sup> June 2020, 33 properties were listed for sale within the Kempsey.

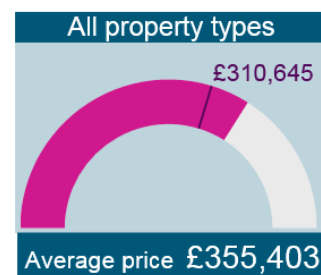
	Location	Bedrooms	Type of property	Value	Agent
1	-	4	Terraced House	£265,000	Fisher German
2	Bestmans Lane	10	Detached House	£1,625,000	Knight Frank
3	Main Road	11	Detached House	£700,000	R J Country Homes
4	Riverside Place	5	Detached House	£625,000	Arden Estates
5	Kemys Gardens	5	Detached House	£625,000	Allan Morris
6	Church Street	4	Detached House	£450,000	Purple Bricks
7	Court Gardens	5	Semi Detached House	£450,000	Taylor's
8	Christina Close	4	Detached House	£400,000	Andrew Grant
9	Lawns pool Drive	4	Detached House	£400,000	HomeXperts
10	Northumbria Close		Detached House	£380,000	Purple Bricks
11	Main Road	3	Semi Detached House	£375,000	Alan Metcalfe
12	Lawns pool Drive	4	Detached House	£375,000	Nicol and Co
13	Meadow Close	4	Detached Bungalow	£350,000	Connells
14	Pixham Ferry Lane	4	Detached House	£349,950	Taylor Wimpey
15	Pixham Ferry Lane	4	Detached House	£348,950	Taylor Wimpey
16	Pixham Ferry Lane	4	Detached House	£348,500	Taylor Wimpey
17	Pixham Ferry Lane	4	Detached House	£347,500	Taylor Wimpey
18	Pixham Ferry Lane	4	Detached House	£346,995	Taylor Wimpey
19	Pixham Ferry Lane	4	Detached House	£336,950	Taylor Wimpey
20	Pixham Ferry Lane	4	Detached House	£336,500	Taylor Wimpey
21	Juno Close	4	Detached House	£325,000	Yopa
22	Plovers Rise	4	Detached House	£315,000	Free Agent 247
23	Pixham Ferry Lane	3	Detached House	£305,950	Taylor Wimpey
24	Pixham Ferry Lane	3	Detached House	£305,000	Taylor Wimpey
25	Pixham Ferry Lane	3	Detached House	£305,500	Taylor Wimpey
26	Minerva Crescent	3	Detached House	£289,950	Allan Morris
27	-	4	Detached House	£265,000	Fisher German
28	Pixham Ferry Lane	3	Terraced House	£252,500	Taylor Wimpey
29	Centurian Way	3	Semi Detached House	£247,900	C J Cole
30	Anglia Crescent	3	Semi Detached	£247,500	C J Cole

	Location	Bedrooms	Type of property	Value	Agent
			House		
31	Juno Close	3	Semi Detached House	£245,000	Philip Laney and Jolley
32	The Limes	2	Semi Detached House	£240,000	Yopa
33	Old Road South	2	Barn Conversion	£150,000	Herbert Banks

Based on the 33 properties in Kempsey with sale values advertised, the average price across all properties for sale within this parish is £391,807.42, but prices range from £150,000 to £1625,000.

According to Power BI, the average house price for Kempsey is £355,403.

**Data Source:** Power BI – Internal Tool. (Accessed 5<sup>th</sup> June 2020).



## Private Rental

As of the 5<sup>th</sup> June 2020, there were no properties for private rental available.

## Conclusion

In total 420 valid responses were received, from a total population of 1822, showing a response rate of 23%. This provides a data reliability score of 95% of + / - 4.0%.

A 95% confidence interval is a range of values that you can be 4% certain contains the true mean of the population. The confidence level tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain of these results being accurate to + / - 4.0% if you were to repeat this survey. True accuracy is aimed at + / - 4.0% so this shows an accurate survey.

It is possible that not all residents with a housing need will have responded, although the covering letter sent to all households with the survey clearly stated the purpose of the survey. Three options to complete the survey were offered: via the return of the postal survey, and online web link and telephone.

In total sixty five (65) respondents stated that they would require additional housing in the next three years:

- 22% (14 respondents) stated that they would need to look for alternative housing within the next 12 months
- 43% (28 respondents) stated that they would need to look for alternative housing within the next 1 to 3 years
- 35% (23 respondents) stated that they would need to look for alternative housing within the next 3 to 5 years

The following tenures were selected:

- 41 (63%) would like to buy on the open market
- 2 (3%) would like to purchase shared ownership
- 12 (18%) would like to rent from a housing association
- 4 (6%) would like to purchase a starter home

- 2 (3%) would like to rent privately
- 1 (2%) would like a Rent to Buy property
- 1 (2%) would like to use Help to Buy
- 1 (2%) stated “Other”

All of those stating that they are likely to require alternative housing in the parish within the next 5 years, are all currently living in Kempsey.

### Market Housing Need Identified

Time scale	House hold Type	Current Tenure	Reason to move	Preferred tenure	Bed room need *	Price
In the next 12 months	No response	Own property with a mortgage	Need a larger home	Buy on the open market	-	£250,000 to £299,999
In the next 12 months	1 Adults	Living with parents	Need to set up an independent home	Buy on the open market	1	Prefer not to say
In the next 12 months	2 Adults 65+	Own property outright	Need a cheaper home	Buy on the open market	1	£400,000 plus
In the next 12 months	2 Adults 1 Child	Rent from Private Landlord	Need a larger home	Buy on the open market	2	£200,000 to £249,999
In the next 12 months	2 Adults	Own property with a mortgage	Need a larger home	Buy on the open market	1	Prefer not to say
1 – 3 years	2 Adults	Living with parents	Need to set up independent home	Buy on the open market	1	£200,000 to £249,999
1 – 3 years	2 Adults	Living with parents	Need to set up independent home	Buy on the open market	1	£200,000 to £249,999
1 – 3 years	1 Adult 1 Child	Rent from a housing association	Need a larger home	Buy on the open market	2	Up to £199,999
1 – 3 years	1 Adult	Living with parents	Need to set up independent home	Buy on the open market	1	Prefer not to say
1 – 3 years	1 Adult	Own your own home with a mortgage	Need a larger home	Buy on the open market	1	Prefer not say
1 – 3 years	1 Adult	Living with parents	Need to set up independent home	Buy on the open market	1	Prefer not to say
1 – 3 years	1 Adult 65+	Own your own home outright	Need a smaller home	Buy on the open market	1	£200,000 to £249,999

Time scale	House hold Type	Current Tenure	Reason to move	Preferred tenure	Bed room need *	Price
1 – 3 years	2 Adults 65+	Own your own home outright	Need a smaller home	Buy on the open market	1	£300,000 to £349,999
1 – 3 years	2 Adults	Own your own home with a mortgage	Need a smaller home	Buy on the open market	1	£200,000 to £249,999
1 – 3 years	2 Adults	Own your own home with a mortgage	Need a larger home	Buy on the open market	1	Prefer not to say
1 – 3 years	2 Adults 65+	Own your own home with a mortgage	Need a smaller home	Buy on the open market	1	£400,000 or more
1 – 3 years	2 Adult 1 Child	Own your own home with a mortgage	Need a larger home	Buy on the open market	2	£400,000 or more
1 – 3 years	2 Adults 65+	Own your own home outright	Need a smaller home	Buy on the open market	1	£250,000 to £299,999
1 – 3 years	1 Adult 65+	Own your own home outright	Need a smaller home	Buy on the open market	1	£300,000 to £349,999
1 – 3 years	2 Adults 2 Children	Own your own home outright	Need a larger home	Buy on the open market	2/3	£300,000 to £349,999
1 – 3 years	No response	Own your own home outright	To receive support from a relative	Buy on the open market	-	Prefer not to say
1 – 3 years	2 Adults	Own your own home with a mortgage	Need a smaller home	Buy on the open market	1	£200,000 to £249,999
1 – 3 years	1 Adult	Living with parents	Need to set up independent home	Buy on the open market	1	Up to £199,999
1 – 3 years	2 Adults	Own your own home with a mortgage	Need a larger home	Buy on the open market	1	£250,000 to £299,999
1 – 3 years	1 Adult	Living with parents	Need to set up an independent home	Help to Buy scheme	1	£200,000 to £249,999
3 – 5 years	2 Adults	Own your own home with a mortgage	Need parking	Buy on the open market	1	£250,000 to £299,999
3 – 5	2 Adults	Own your	Need a larger	Buy on the	1	£400,000 or



Time scale	House hold Type	Current Tenure	Reason to move	Preferred tenure	Bed room need *	Price
years		own home with a mortgage	home	open market		more
3 – 5 years	3 Adults 1 Child	Own your own home with a mortgage	Need a larger home	Buy on the open market	2/3	£400,000 or more
3 – 5 years	1 Adult 65+	Own your own home outright	Need a smaller home	Buy on the open market	1	£250,000 to £299,999
3 – 5 years	2 Adults	Rent from a housing association	Need a smaller home	Buy on the open market	1	Prefer not to say
3 – 5 years	2 Adults 1 Child	Used Help to Buy scheme to buy our house and move to Parish	ASB issues	Buy on the open market	2	Prefer not to say
3 – 5 years	1 Adult	Living with parents	Need to set up independent home	Buy on the open market	1	Up to £199,999
3 – 5 years	2 Adults 65+	Own your own home outright	Need a smaller home	Buy on the open market	1	£200,000 to £249,999
3 – 5 years	2 Adults	Own your own home with a mortgage	Need a bungalow	Buy on the open market	1	£350,000 to £399,999
3 – 5 years	1 Adults	Living with parents	Need to set up independent home	Buy on the open market	1	Prefer not to say
3 – 5 years	2 Adults	Own your own home outright	Village getting to big	Buy on the open market	1	£400,000 or more
3 – 5 years	2 Adults 3 Children	Own your own home outright	Need a larger home	Buy on the open market	¾	£400,000 or more
3 – 5 years	2 Adults	Own your own home with a mortgage	Need a smaller home	Buy on the open market	1	Prefer not to say
3 – 5 years	1 Adult	Own your own home outright	Need a larger home	Buy on the open market	1	Prefer not to say
3 – 5 years	2 Adults 1 Child	Own your own home outright	Need a smaller home	Buy on the open market	2	£200,000 to £249,999

Time scale	House hold Type	Current Tenure	Reason to move	Preferred tenure	Bed room need *	Price
3 – 5 years	2 Adults 2 Children	Own your own home with a mortgage	Need a larger home	Buy on the open market	2/3	£250,000 to £299,999

\* Bedroom need identified via the Home Choice Plus calculation for bedroom need. Those purchasing their own property may choose to purchase a larger property.

### Affordable Housing Need Identified (Affordable Rent categories)

Time scale	House hold Type	Current Tenure	Reason to move	Preferred tenure	Bedroom need **	Rent per month
In the next 12 months	2 Adults 2 Children	Rent from Private Landlord	Need a larger home	Rent from a Housing Association	2/3	£700 - £799
In the next 12 months	2 Adults 1 Child	Rent from Housing Association	Need a larger home	Rent from a Housing Association	2	£500 - £599
In the next 12 months	2 Adults 2 Children	Living with parents	Set up an independent home	Rent from a Housing Association	2/3	Less than £400
In the next 12 months	2 Adults	Rent from Private Landlord	Need a more secure tenure	Rent from a Housing Association	1	£500 - £599
In the next 12 months	1 Adult 65+	Rent from Housing Association	Need to provide support to a relative	Rent from a Housing Association	1	£400 - £499
In the next 12 months	1 Adult 1 Child	Rent from Housing Association	Need a smaller home	Rent from a Housing Association	2	£400 - £499
1 – 3 years	2 Adults	House tied to a job	Need a more secure tenure	Rent from a Housing Association	1	Less than £400
1 – 3 years	2 Adults 65+	Rent from a Housing Association	Health reasons	Rent from a Housing Association	1	Less than £400
1 – 3 years	2 Adults 65+	Own home with a mortgage	Current property poor state of repair	Rent from a Housing Association	1	Less than £400
3 – 5 years	2 Adults 2 Children	Rent from a Housing Association	No response	Rent from a Housing Association	2/3	£500 - £599
3 – 5 years	2 Adults	Own your own home outright	Medical Need	Rent from a Housing Association	1	Prefer not to say
3 – 5 years	2 Adults	Discounted Market Sales Property	Disability	Rent from a Housing Association	2	£500 - £599

\*\*Bedroom need identified via the Home Choice Plus calculation for bedroom need.

### Affordable Housing Need Identified (Affordable Home Ownership categories)

Time scale	House hold Type	Current Tenure	Reason to move	Preferred tenure	Bedroom need ***	Rent per month / SO Purchase Price
In the next 12 months	1 Adult 1 Child	Own home with a mortgage	Family break up	Rent to Buy	2	Up to £400 per month rent and up to £199,999 purchase price
In the next 12 months	1 Adult	Living with parents	Need to set up an independent home	Rent to Buy	1	Up to £400 a month rent. No price given for purchase price.
1 – 3 years	3 Adults	Own home outright	Need a smaller home	Shared Ownership	2/3	£250,000 to £299,999
1 – 3 years	1 Adult	Rent from a private landlord	Need a more secure tenure	Shared Ownership	1	Up to £199,999
1 – 3 years	1 Adult	Living with parents	Need to set up independent home	Starter Home	1	Up to £199,999
1 – 3 years	3 Adults	Living with parents	Need to set up independent home	Starter Home	Up to 3	Prefer not to say
3 – 5 years	1 Adult	Living with parents	Need to set up independent home	Starter Home	1	£200,000 to £249,999
3 – 5 years	1 Adult	Living with parents	Need to set up independent home	Starter Home	1	Up to £199,999

\*\*\*Bedroom need identified via the Home Choice Plus calculation for bedroom need.

### Private Rental Market Need Identified

Time scale	House hold Type	Current Tenure	Reason to move	Preferred tenure	Bedroom need **	Rent per month / SO Purchase Price
In the next 12 months	1 Adult 2 Children	Own home with a mortgage	Family Break Up	Rent from private landlord	2/3	£800 or more
1 – 3 years	1 Adult	Rent from a Housing Association	Medical Need	Rent from private landlord	1	£400 - £499