

Rushwick

Housing Needs Survey

Analysis of Survey Results

November 2020

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1. Introduction

Malvern Hills District Council has undertaken a housing needs survey of the Parish of Rushwick.

581 paper surveys were sent to households within the Parish of Rushwick. Included was a prepaid envelope, to enable residents to complete and return the survey free of charge. It also provided an option to call and speak to a member of the Housing Services Team or complete online through a web link. Please see appendix one (at the end of this report) for a copy of the covering letter and survey document.

We also promoted the survey through Facebook and Twitter pages run through the Communications team at the council.

- 7 posts were placed on Facebook through the Malvern Hills Facebook Page. This reached 3,312 people. There were 11 likes and 3 shares of the post.
- 2 posts were placed on Twitter through the Malvern Hills Twitter Page. This reached 1715 people. There was 6 likes and 2 retweets.

The deadline for responses to this survey was Friday 18th September 2020. In total 171 valid responses were received, showing a response rate of 29%.

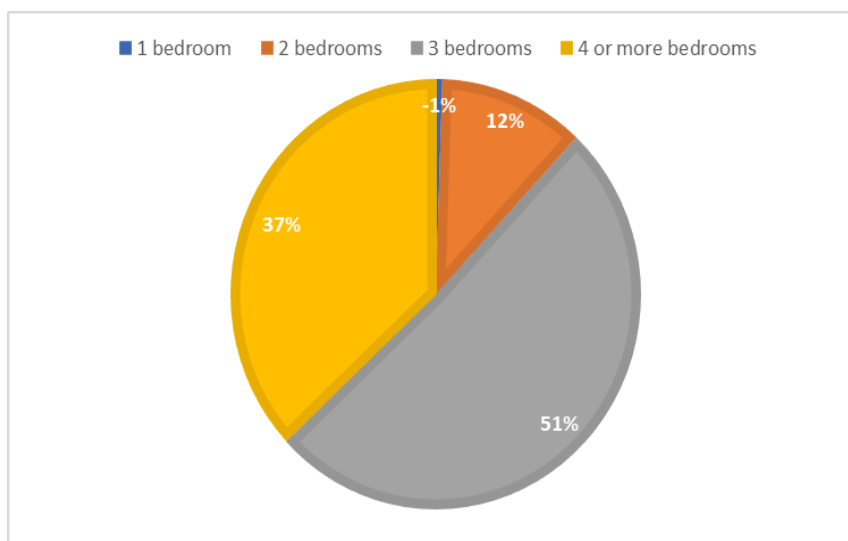
With a 95% reliability factor the data is to be true to a margin of error + / - 6.0%.

	Postal	Online	Telephone
Total Surveys	126	45	0
%	74%	26%	0%

2. Analysis

How many bedrooms does your current home have?

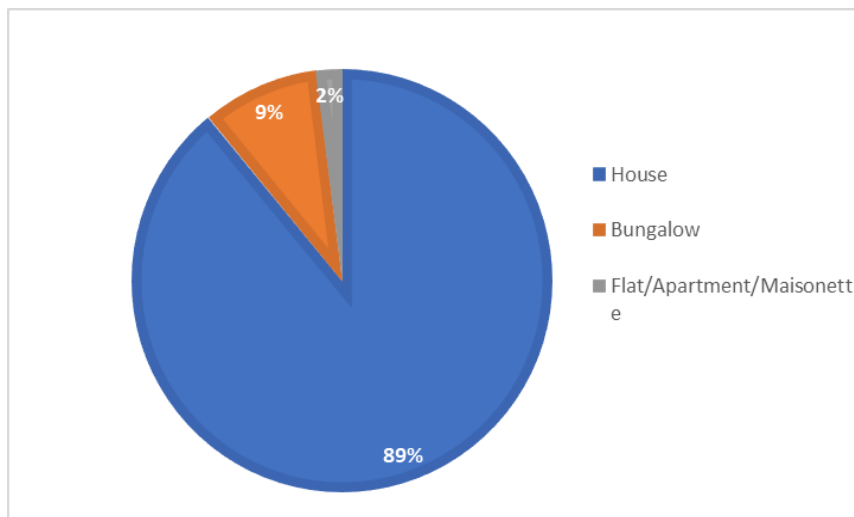
	1 bedroom	2 bedrooms	3 bedrooms	4 or more bedrooms
Number	1	20	87	63
Percentage	0.5%	11.5%	51%	37%



The majority of respondents stated that they were currently living in a property with 3 bedrooms (51%). Those with 4 bedrooms (37%), a further 11.5% stated 2 bedrooms, and 0.5% stated that they were living in a one bedroom property.

What type of home do you live in?

	House	Bungalow	Flat/ Apartment/ Maisonette	Mobile Home	Static Caravan/ Park Home	Other
Number	153	15	3	0	0	0
Percentage	89%	9%	2%	0%	0%	0%

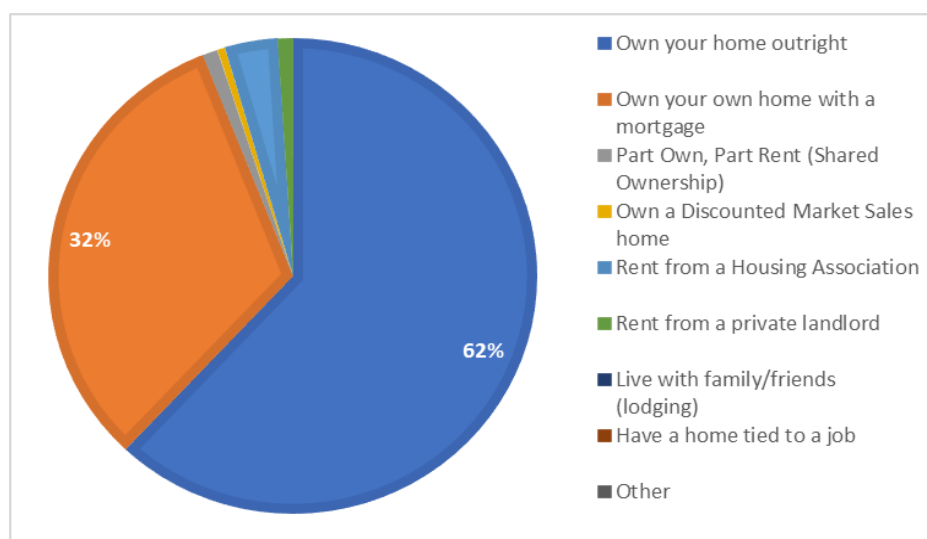


One hundred and fifty three households (89%) of respondents stated that they lived in a house, fifteen households (9%) stated they lived in a bungalow, and three households (2%) stated a flat/apartment/maisonette.

No responses were received from anyone living in a static caravan/park home/mobile home.

Do you....

	Number	Percentage
Own your home outright	106	62%
Own your own home with a mortgage	54	32%
Part Own, Part Rent (Shared Ownership)	2	1%
Own a Discounted Market Sales home	1	0.5%
Rent from a Housing Association	6	3.5%
Rent from a private landlord	2	1%
Live with family/friends (lodging)	0	0%
Have a home tied to a job	0	0%
Other	0	0%



62% of the respondents stated that they owned their home outright, with a further 32% stating that they owned their own home with a mortgage.

1.5% stated that they either owned a shared ownership or discounted market sale property.

3.5% stated that they rent from a housing association, and 1% from a private landlord.

No respondents had accommodation tied to a job, or were living in family or friends as a lodger.

Ages of the people in your household

Under 10 years of age	14 households had one member under 10 8 households had two members under the age of 10 2 households had three members under the age of 10
10 – 15 years of age	14 households had two members aged between 10 and 15 2 households had three members aged between 10 and 15
16 – 17 years of age	8 households with 1 member aged 17 – 18
18 – 34 years of age	24 households had one member aged 18 – 34. 11 households had two members aged 18 – 34. 2 households had three members aged 18 – 34.
35 – 54 years of age	22 households had one member aged 35 – 54. 37 households had two members aged 35 – 54.
55 – 64 years of age	37 households had one member aged 55 – 64. 11 households had two members aged 55 – 64.
65 + years of age	38 households had one member aged 65 plus. 48 households had two members aged 65 plus. 1 households had three members aged 65 plus.

Do any of the following apply to any members of your household?

This question is determined to find a local connection or need to live in the Parish due to immediate family or employment for example. This is line with the South Worcestershire Allocations Policy for the allocation of affordable homes.

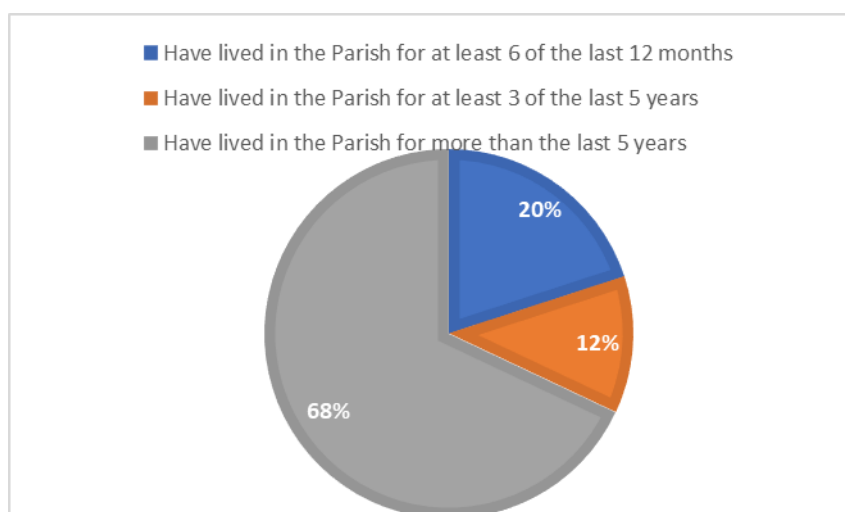
One hundred and sixty-eight respondents stated that they currently live in the parish of Rushwick (98%). Of all respondents, they also stated:

- 4% (7) have permanent employment within the Parish
- 2% (4) care for a family member who lives within the Parish
- 9% (16) have a close family member who lives within the Parish

Households were able to select one than more local connection to the Parish.

Have you:

	Number	Percentage
Have lived in the Parish for at least 6 of the last 12 months	35	20%
Have lived in the Parish for at least 3 of the last 5 years	20	12%
Have lived in the Parish for more than the last 5 years	116	68%



Your Future Need

Are you or anyone in your household likely to need alternative housing?

Twenty (20) households stated that they were looking for alternative accommodation within the next five years (11% of respondents). The responses are detailed in the table below:

	In the next twelve months	1 to 3 years	3 – 5 years
Number	4	7	9
Percentage of those requiring to move	20%	35%	45

How many people will require this housing?

This question is asked to determine the reasons for the households requiring additional housing within the next 5 years. The below table lists those looking to move in the next 5 years:

	In the next twelve months	1 – 3 years	3 – 5 years
Reason for needing to move	Don't want to live on a housing estate / busy main road (1)	Need to set up an independent home (4)	Need a smaller home (3)
	Family break up (1)	Need a larger home (1)	Need a cheaper home (1)
	Need a larger home (2)	Due to age (1)	Due to age (1)
		Need a smaller home (1)	Need an adapted property (2)
			Need a larger home (1)
			Family break up (1)

What is the main reason for needing to move (including preferred area to move to):

	Reason	Timescale	Current Tenure	Household Make Up	Property Tenure (to move to)	Location to move to *
1	Don't want to live on a housing estate / busy main road	In the next 12 months	Own home outright	2 Adults	Buy on the open market	Within the district of Malvern Hills
2	Family break up	In the next 12 months	Own home outright	1 Adults	Buy on the open market	Rushwick
3	Need a larger home	In the next 12 months	Rent from a housing association	1 Adult	Rent from housing association	Outside of the district
4	Need a larger home	In the next 12 months	Own home outright	2 Adults 2 Children	Buy on the open market	Rushwick
5	Need to set up an independent home	1 – 3 years	Own home outright (living with parents/family)	1 Adult	Buy on the open market	Rushwick

	Reason	Timescale	Current Tenure	Household Make Up	Property Tenure (to move to)	Location to move to *
6	Need a larger home	1 – 3 years	Own home with mortgage	3 Adults 2 Children	Buy on the open market	Outside of the district
7	Due to age	1 – 3 years	Own home with mortgage	1 Adult	Rent from housing association	Rushwick
8	Need to set up an independent home	1 – 3 years	Own home outright (living with parents/family)	1 Adult	Buy a starter home	Broadheath
9	Need a smaller home	1 – 3 years	Own home outright	2 Adults (65+)	Buy on the open market	Rushwick
10	Need to set up an independent home	1 – 3 years	Own home outright (living with parents/family)	1 Adult	Buy a starter home	Within the district of Malvern Hills
11	Need to set up an independent home	1 – 3 years	Own home outright (living with parents/family)	1 Adult	Buy on the open market	Outside of the district
12	Need a smaller home	3 – 5 years	Own home outright	2 Adults	Buy on the open market	Broadheath, Cotheridge, Bransford, Powick.
13	Need a cheaper home	3 – 5 years	Own home outright	1 Adult	Buy a starter home	Powick or outside of the district
14	Need a smaller home	3 – 5 years	Own home outright	1 Adult (65+)	Buy on the open market	Rushwick
15	Due to age	3 – 5 years	Own home outright	1 Adult (65+)	Buy on the open market	Within the district of Malvern Hills
16	Need a specially adapted home	3 – 5 years	Own home outright	2 Adults (65+)	Buy on the open market	Within the district of Malvern Hills / Outside of the district
17	Need a smaller home	3 – 5 years	Own home outright	1 Adult (65+)	Buy on the open market	Outside of the district
18	Need a larger home	3 – 5 years	Own home with a mortgage	1 Adult 2 Children	Buy on the open market	Within the district of Malvern Hills
19	Family break up	3 – 5 years	Own home outright	1 Adult	Buy on the open market	Outside of the district
20	Need a specially adapted home	3 – 5 years	Own home outright	2 Adults (65+)	Buy on the open market	Within the district of Malvern Hills

***Multiple locations could be chosen**

What might prevent you from fulfilling your future need?

Respondents were able to select all options that applied.

	Lack of suitable properties	Not able to afford suitable properties	Saving to purchase	Other
Number	13	5	2	3
Percentage	56%	22%	9%	13%

- 56% stated that there is a lack of suitable properties
- 22% stated that they are not able to afford suitable properties
- 9% stated that they were saving to purchase a property

Those stating “Other” (13%) gave the following reasons:

- Public transport links
- Finding the right house
- House with an annex

Would you prefer to?

	Buy on the open market	Shared Ownership / Discounted Market Sales	Rent from a Housing Association	Rent from a private landlord	Self-Build	Starter Home	Rent to Buy
Number	15	0	2	0	0	3	0
Percentage	75%	0%	10%	0%	0%	15%	0%

What is your total gross annual household income?

	Less than £20,000	£20,000 - £29,999	£30,000 - £39,999	£40,000 - £49,999	£50,000 - £59,999	£60,000 or over
Number	5	3	1	1	2	1
Percentage	38%	23%	8%	8%	15%	8%

Seven respondents did not wish to state their household income.

What deposit can you afford?

This question received responses only from those wishing to own their own home, through buying on the open market or affordable home ownership tenures.

	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
Number	0	3	0	3	0	2	1
%	0%	33%	0%	33%	0%	22%	11%

Nine respondents stated that they did not wish to state the amount of deposit they had available to them as a deposit.

If owner occupier accommodation including low cost home ownership at what price range can you afford to purchase?

This question received responses only from those wishing to purchase their own home, through the open market or affordable home ownership tenures.

	Up to £199,999	£200,000- £249,999	£250,000- £299,999	£300,000- £349,999	£350,000- £399,999	£400,000 plus
Number	5	3	0	1	1	3
Percentage	38%	23%	0%	8%	8%	23%

Five respondents stated that they did not wish to state the amount that they could afford.

Affordability Analysis

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
Buy on the open market	3 (33%)	2 (22%)	1 (11%)	1 (11%)	1 (11%)	1 (11%)	6
Buy a starter home	0 (0%)	1 (50%)	0 (0%)	0 (0%)	1 (50%)	0 (0%)	1
Rent from housing association	2 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0

What deposit can you afford?

(This question was only applicable to those stating they wished to buy a property).

	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
Buy a starter home	0 (0%)	1 (50%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)	0 (0%)	1
Buy on the open market	0 (0%)	2 (28%)	0 (0%)	2 (28%)	0 (0%)	2 (28%)	1 (15%)	8

It has to be noted that the average house price in Rushwick is £357,690, and therefore for those households responding with household incomes of less than £20,000 and those with deposits of less than £20,000 may not be able to meet their needs by buying on the open market. To secure a mortgage with a High Street lender, a minimum 10% deposit is required. These respondents may need to consider affordable rent or affordable home ownership to meet their needs.

If owner occupier accommodation including low cost home ownership at what price range can you afford to purchase?

	Up to £199,999	£200,000- £249,999	£250,000- £299,999	£300,000- £349,999	£350,000- £399,999	£400,000 plus	Prefer not to say
Buy on the open market	3 (30%)	3 (30%)	0 (0%)	1 (10%)	0 (0%)	3 (30%)	5
Buy a starter home	2 (67%)	0 (0%)	0 (0%)	0 (0%)	1 (33%)	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.

	Less than £400	£401-£500	£501-£600	£601-£700	£701-£800	£801 +	Prefer not to say
Rent from a housing association	1 (50%)	0 (0%)	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, 165 out of the 170 respondents (97%) stated that it was. One respondent did not respond to the question.

	Friendly	Has good community spirit	Crime is an issue	Sought after location	Balanced/varied population
Yes	143	104	7	91	74
No	28	67	164	80	97

- 84% of respondents stated it was a friendly Parish to live within
- 61% respondents stated that the Parish had a good community spirit
- 4% of respondents stated that they felt crime was an issue in the Parish
- 53% of respondents stated that they felt the Parish is a sought-after location
- 43% 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:

Changed for the better	Not changed	Changed for the worse
8	77	86

- The majority (50%) stated they believed that the Parish had changed for the worse
- 45% stated that the Parish had not changed in the last 3 years
- 5% felt that the Parish had changed for the better.

How much of a problem is traffic congestion?

Regular	Occasional	Not a problem
55	60	43

Thirteen respondents did not provide an answer to the question.

- 38% stated it was an occasional problem
- 35% felt that it was a regular problem
- 27% of respondents did not feel that traffic caused a problem

How much of a problem is parking?

Regular	Occasional	Not a problem
43	61	67

- 39% felt that parking was not a problem
- 36% stated that they felt parking was an occasional problem
- 25% felt that parking was a regular problem

What is access to public transport like in your parish?

Regular	Irregular	No Access
39	104	28

- The majority, 61% felt that there was irregular access to public transport
- 23% stated that they believed public transport was regular
- 16% felt that there is no access to public transport.

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

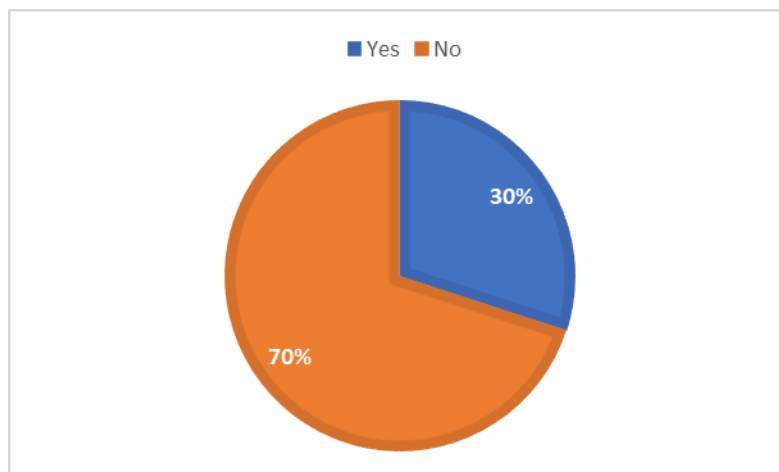
Sometimes	Frequently	Never
87	39	25

20 respondents did not provide a response to the question.

- The majority (58%) stated that if public transport was available that would sometimes use it
- 25% stated that if public transport was available they would use it frequently
- 17% stated that they would never use public transport.

Do you feel there are enough amenities in your parish?

Yes	No
51	120
30%	70%



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

Respondents were able to select all options that applied.

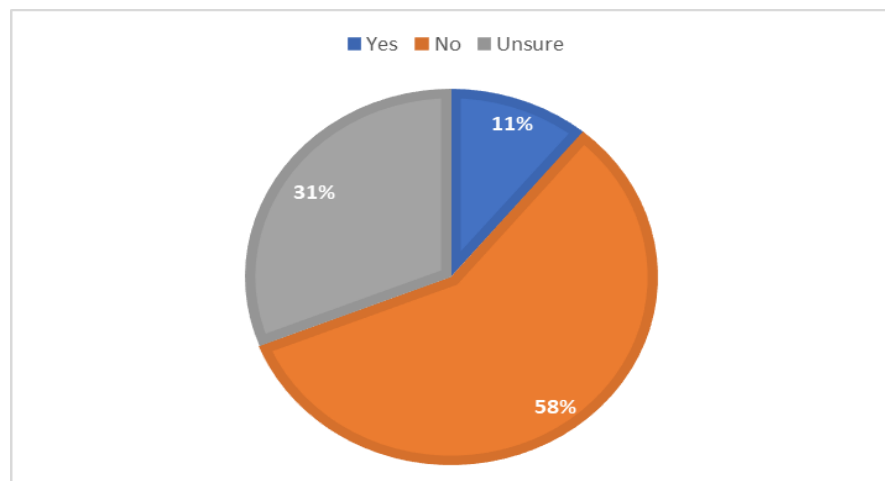
Pub	Restaurant	Fitness Facility	Local Shop	Social Events	Cycle Routes	Electric charge point	Public Footpath	Designated walking areas
16	23	11	110	10	41	12	16	25
6%	9%	4%	41%	4%	16%	5%	6%	9%

Twenty-five households provided the following responses when stating “Other.”

Allotments	Ban Parking on Main Road	Better Broadband	Chemist / Pharmacy	Children’s Playground / Recreational Area
1	1	1	1	2
Coffee Shop / Cafe	Doctors Surgery / Health Care Centre	Dog bins and regular collections	Late Bus Service	Open Spaces
1	5	1	1	1
Post Office	Safeguarding of current footpaths	Street Lighting	Vets	Village Green / Park
5	1	1	1	2
Village Hall				
1				

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

Yes	No	Unsure
18	100	53
11%	58%	31%



The following comments regarding business growth in the parish of Rushwick, are detailed below:

Parish	Links
Rushwick is a small village with very limited amenities. it is mostly a dormitory area for local cities.	Congestion on the Worcester bypass
Business influx would change the character and bring overwhelming increased activity and movement.	Amenities
It’s a nice quiet village to live, let’s leave it like that please.	The Parish is open as above to a local shop and a restaurant.
Parish is too small	Not needed, apart from a local shop.
It’s a residential village - not an industrial zone for new businesses.	Working from home
If businesses setup I believe the parish would lose its quiet village appeal	It is as good as anywhere else to work from home
There are too many houses being built. It has gone from being a lovely village to a suburb of Worcester. I do not think we need and more houses or business	Only for people creating a business who can work from home

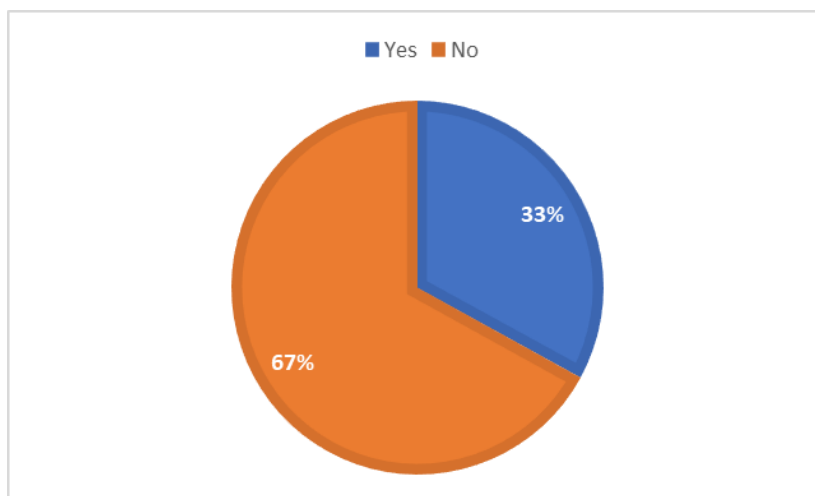
premises to be built. Apart from affordable homes for local people of the parish.	
This is a village - not an industrial hub. We need to maintain the village identity	Infrastructure
Why? We are a village, no known issue of unemployment and close enough to transport routes to travel for work.	There is insufficient land for development for businesses
No more building please, this is a village and not a suburb of Worcester	Ample extensive commercial outlets exist nearby
It is a village, not an industrial estate and I wish it to remain a village	Currently Rushwick is increasing in size at such a pace and with little consideration given to the impact of this. Would businesses actually be attracted to the area? Traffic movement is slow on the by-pass, roads are crowded and the A44 has a particularly bad track record for accidents.
Various people are disappointed in the housing projects in this parish, this has got to end now.	Not with Worcester on the doorstep. Introducing more homes would mean less space for businesses to set up anyway.
We wish it to remain a quiet rural village with no more houses.	Poor availability of small workshop/office units. Poor - almost non-existent public transport
The parish is already suffering for over-housing. The infrastructure could, in no way, bear anything in the way of businesses	Not suitable for large scale industrial estates.
	Don't feel Rushwick is a suitable environment for commercial enterprises

On the questions that asked for comments the Council has published the comments received, these are not the views of the council and are not endorsed and supported by the council in anyway, they are a reflection of what was actually submitted by respondents. Where the responses submitted contained potentially discriminatory, defamatory and or offensive language or any personal data they have not been reproduced.

Affordable Housing

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

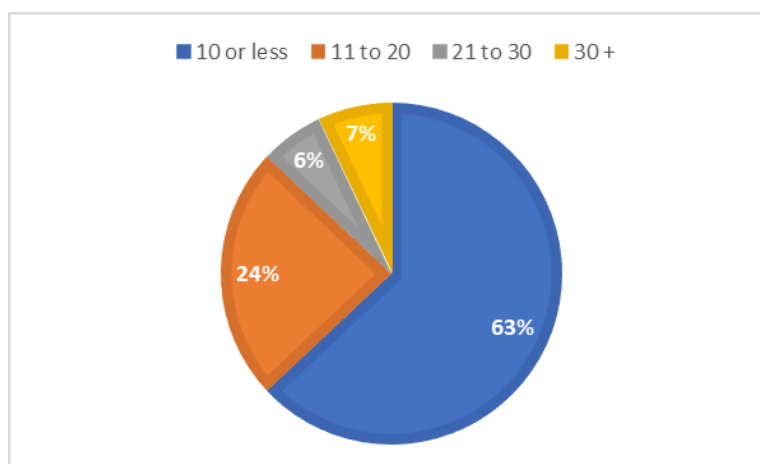
Yes	No
56	115
33%	67%



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

10 or less	11 - 20	21 - 30	30 +
34	13	3	4
63%	24%	6%	7%

Two further respondents did support affordable housing, but didn't state the development size that would class as a small affordable housing development.



Would you like to receive further information about your local parish activities and volunteering opportunities?

Yes	No
13	158
8%	92%

Only nine of the thirteen who had expressed an interest in volunteering in the community provided contact details. These will be passed to the Parish Council to make them aware of the interested households within their Parish for them to follow up.

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

Yes	No
4 (2%)	167 (98%)

As at 30/11/2020, Home Choice Plus data is showing that there are 11 households registered with an address in Rushwick. These households have the following bedroom need:

- 1 bed – 10 households (of these, 4 are registered as being pensioners and/or in receipt of disability benefits)
- 3 bed – 1 household

Hidden Households

We have tried to identify if there are any hidden households who may have a housing need, and may not have completed the housing needs survey sent to them. In order to identify those households we have to analyse those who have completed the housing needs survey, and those households with live applications on the housing register for affordable accommodation.

The survey results show that two households stated that their housing need would be fulfilled by renting from a housing association. These households stated that one is one adult (65+) who would need a one bedroom property (stated they would need to move in 1 – 3 years), and the second response is one adult with one child under 10, therefore needing a two bed roomed property (needing to move in the next 12 months). Both households stated that they were not registered on the Housing Register.

This would mean, that the housing need for affordable rented accommodation could rise to 11 households requiring 1 bedroom accommodation, 1 household requiring 2 bedroom accommodation and 1 household requiring 3 bed roomed accommodation. Rising to a total of 13 units of affordable rented accommodation.

3. About the Parish of Rushwick

Ward Profile

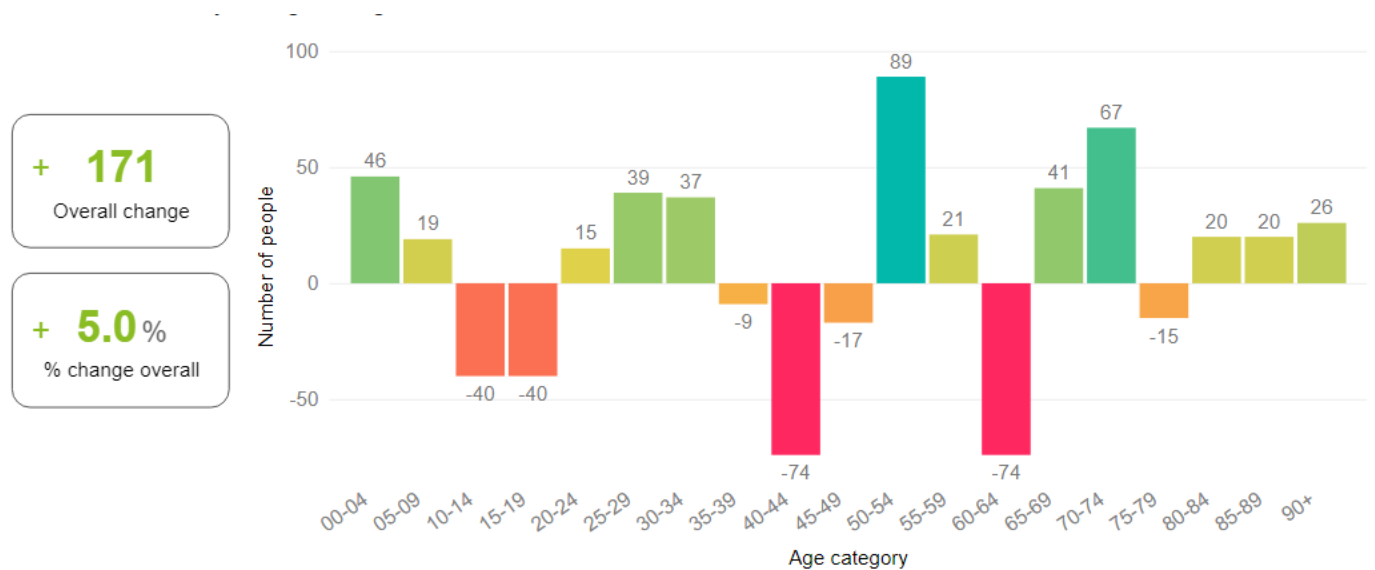
The Parish of Rushwick falls into the ward of Broadheath, which includes the following parishes:

- Broadwas
- Cotheridge
- Lower Broadheath
- Rushwick

. Data for this ward can be seen below:

Broadheath Ward			
Total Population	3593		
Male	1822	Female	1771
Under 20	20%	65 +	28.4%
20 – 64	51.6%		

The below chart shows that the population of the Broadheath Ward has increased by 171 people, which shows a plus percentage increase of 5.0% between 2011 and 2018.



Child poverty

Before housing costs

Broadheath	15.3 %
Malvern Hills	18.3 %
UK	22.0 %

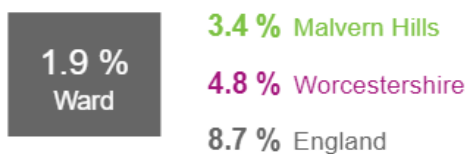
After housing costs

Broadheath	19.9 %
Malvern Hills	25.2 %
UK	30.0 %

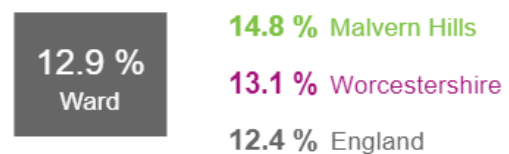
Housing Tenure			Housing Type		
Owned Outright	672	49%	Detached House	749	53.2%
Owned with a mortgage or home	517	37.8%	Semi Detached House	550	39%
Private Rent	115	8.4%	Terraced House	58	4.1%
Social Rent	47	3.4%	Flat / Maisonette	45	3.2%
Other	20	1.4%	Caravan/Mobile Home	3	0.5%

- This data is relating to the 2011 Census

Overcrowding (Census 2011)



Single person households aged 65+



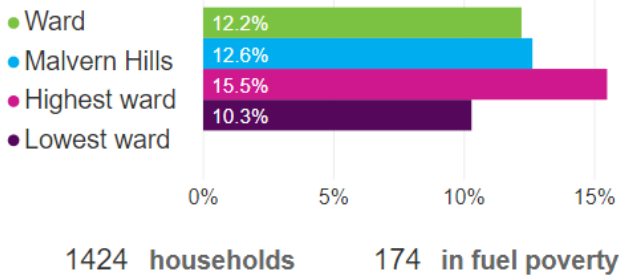
Fuel Poverty

Fuel poverty in England is monitored using the Low Income High Cost Indicator (LIHC). Under the LIHC definition, a household is considered to be fuel poor if:

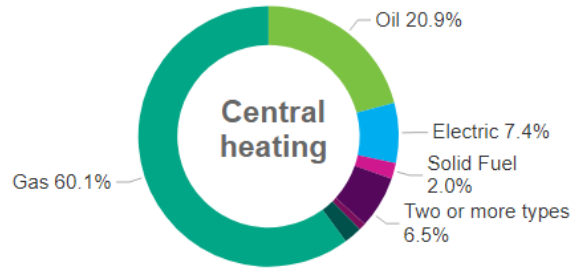
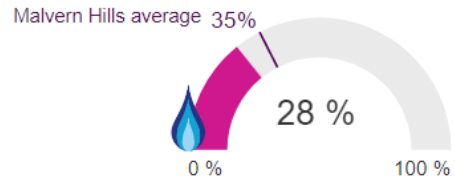
They have required fuel costs that are above average (the national median level).

Were they to spend that amount, they would be left with a residual income below the official poverty line.

Households in fuel poverty



Households not connected to the gas network

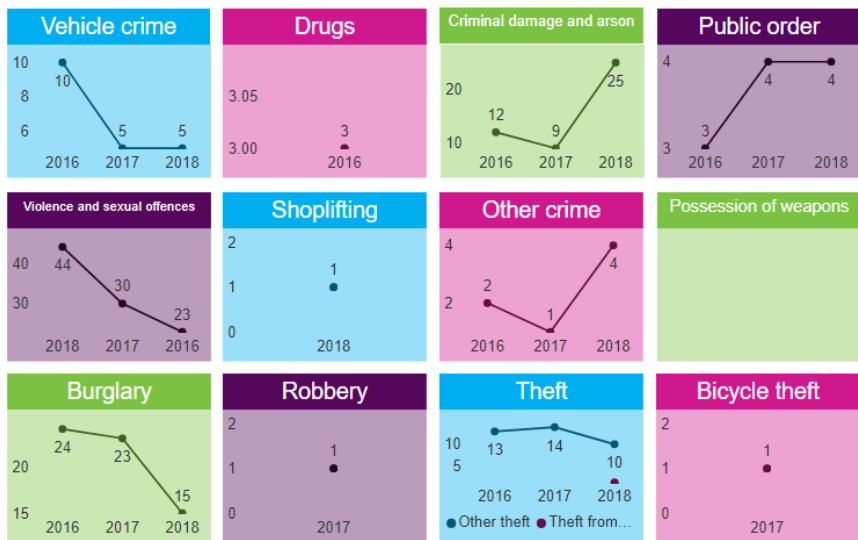
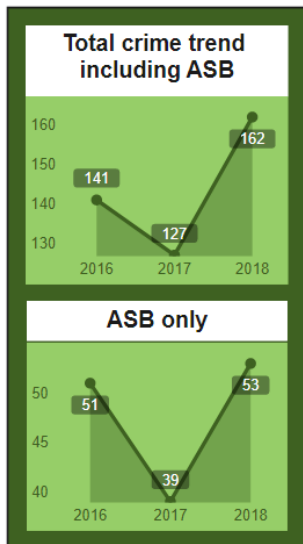
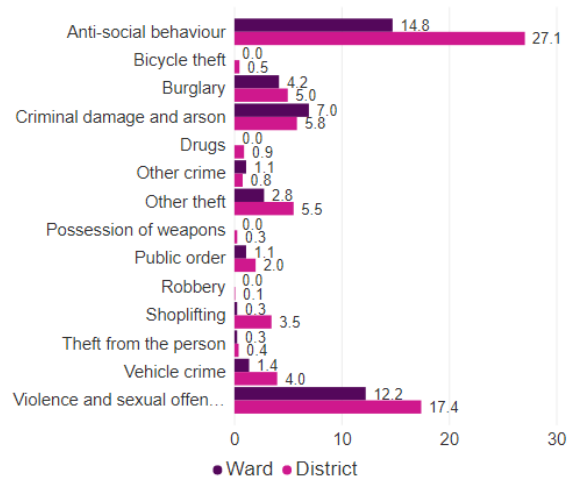


Crime Levels (as at 2018)

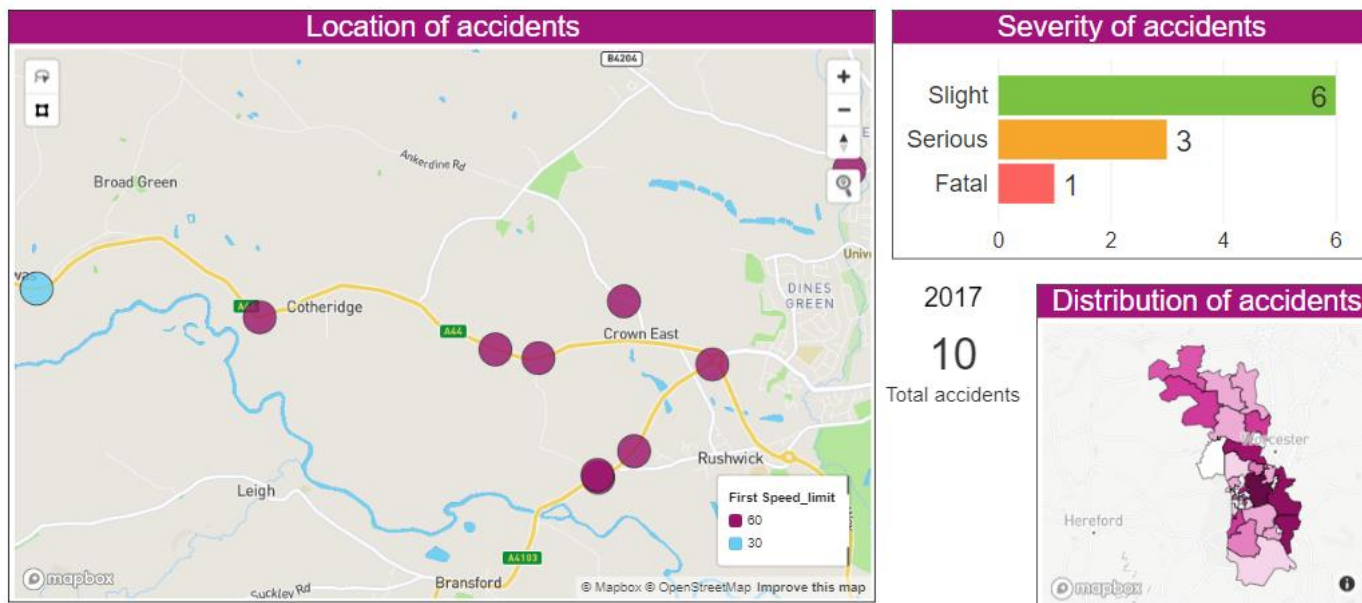
Crime incidents by category (2018)

Crime type	Broadheath
Anti-social behaviour	53
Burglary	15
Criminal damage and arson	25
Other crime	4
Other theft	10
Public order	4
Shoplifting	1
Theft from the person	1
Vehicle crime	5
Violence and sexual offences	44
Total	162

Incidents per 1,000 residents (2018)

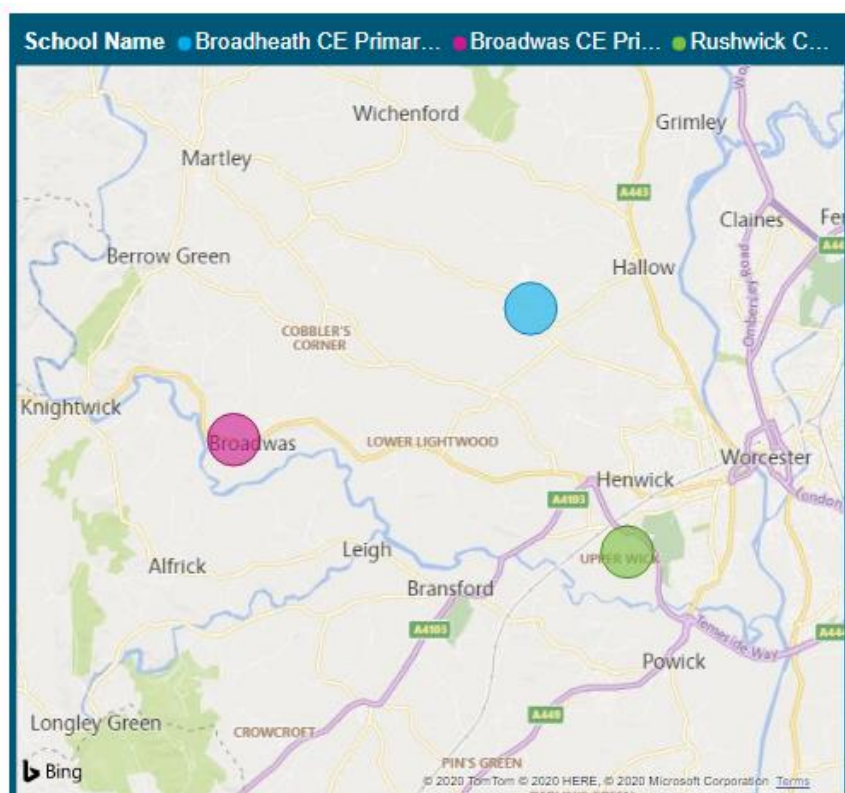


Road Traffic Accidents (2017-18)



Schools /Education

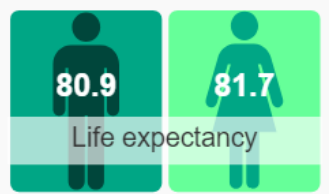
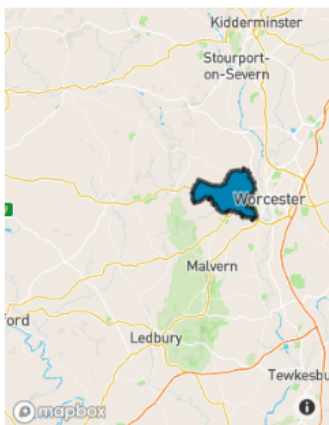
Within the ward of Broadheath, there are currently three schools.



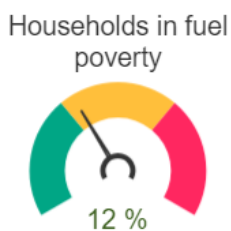
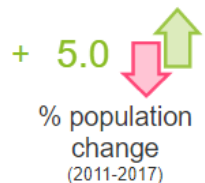
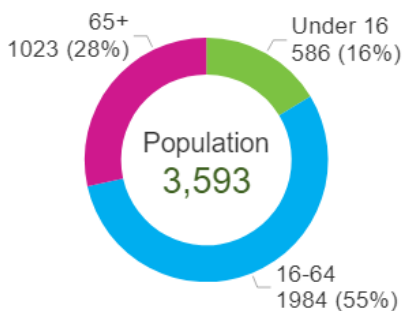
Schools within the ward	
School name	
Broadheath CE Primary School	
Broadwas CE Primary School	
Rushwick CE Primary School	

Overall Profile

MALVERN HILLS Ward profiles

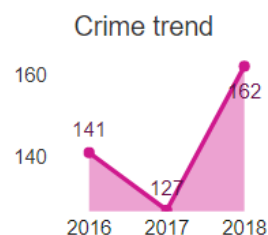


Broadheath



Children with excess weight and obesity

Reception year obese	Reception year overweight	Year 6 obese	Year 6 overweight
4.3 %	17.9 %	19.9 %	38.3 %



4. Housing Market

We assessed the properties purchased on the open market within the Parish of Rushwick.

Findings can be seen below:

4.1 Purchases on the open market

Within the last 12 months, seventeen (17) properties have been sold, as detailed in the table below:

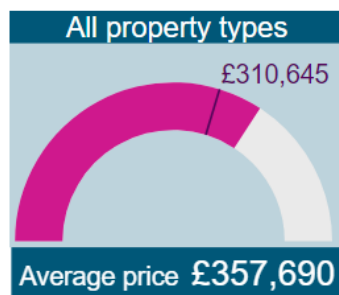
	Road	Number of bedrooms	Type of Property	Date Sold	Value
1	Christine Avenue	3	Semi Detached	July 2020	£397,500
2	Orchard Close	4	Semi Detached	June 2020	£270,000
3	Christine Avenue	-	-	June 2020	£204,500
4	Hayfield Close	4	Detached	April 2020	£289,000
5	Bransford Road	2	Semi Detached	March 2020	£220,000
6	Baradene Lane	4	Detached	March 2020	£365,000
7	Christine Avenue	3	Semi Detached	March 2020	£258,000
8	Coronation Avenue	-	Semi Detached	March 2020	£222,500
9	Tan House Lane	4	Detached	February 2020	£615,000
10	Christine Avenue	3	Semi Detached	February 2020	£247,000
11	Callows End	5	Detached	February 2020	£422,500
12	Bransford Road	3	Detached	January 2020	£418,000
13	Ashford Road	-	Detached	December 2019	£280,000
14	Ashford Road	-	Detached	December 2019	£315,000
15	Christine Avenue	3	Semi Detached	December 2019	£235,000
16	Minett Avenue	2	Semi Detached	December 2019	£225,000
17	Colonel Drive	-	Semi Detached	December 2019	£268,000

Data Source: <https://www.rightmove.co.uk/house-prices/rushwick.html?soldIn=1&page=1> (4th December 2020)

The average price of these properties sold within the previous 12 month period is £308,941.18. The property prices ranged from £204,500 to £615,000.

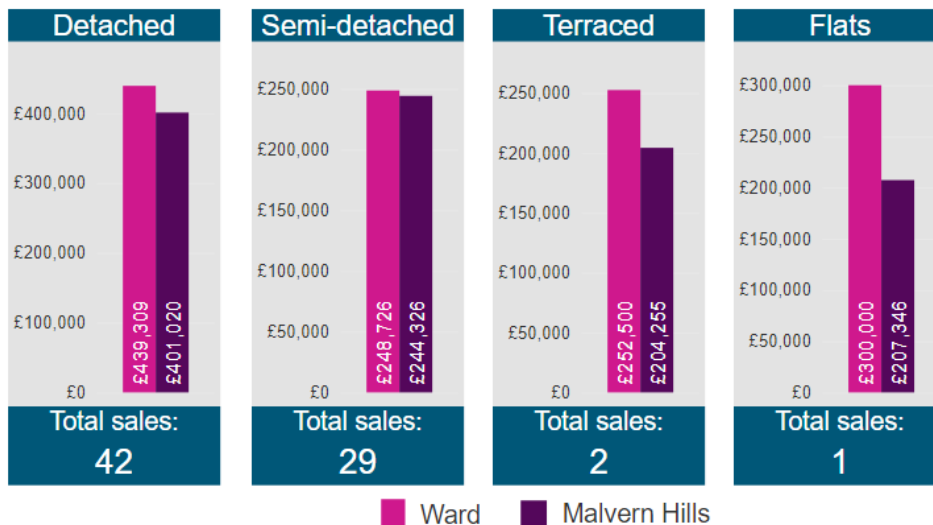
4.1.1 As part of the ward profiles we hold, we have the following data on average house prices, for the Broadheath ward:

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:
74

Mean sold house prices by property type



4.2 Currently on the market

When looking at properties for sale in Rushwick (within 1 mile of the Parish), as of the 4th December 2020, the following property was available:

	Road / Area (if given on advert)	Beds	Type of property	Cost	Agent
1	Rushwick	3	Detached Bungalow	£500,000	Emdot Property Consultants
2	Whitehall Close	4	Detached Bungalow	£445,000	Allan Morris
3	Upper Wick Lane	4	Detached House	£440,000	Allan Morris
4	University Park Drive	4	Detached House	£440,000	Bloor Homes
5	The Birches	4	Detached House	£435,000	Alan Metcalfe
6	Christine Avenue	4	Detached House	£400,000	Emdot Property Consultants
7	Broadmore Green	4	Detached House	£399,950	Alan Morris
8	University Park Drive	4	Detached House	£385,000	Bloor Homes
9	Callows Orchard	4	Detached House	£375,000	Connells
10	University Park Drive	4	Detached House	£375,000	Bloor Homes
11	University Park Drive	4	Detached House	£365,000	Bloor Homes
12	University Park Drive	4	Detached House	£355,000	Bloor Homes
13	University Park Drive	4	Detached House	£352,000	Bloor Homes
14	Minett Avenue	4	Semi Detached House	£335,000	Yopa
15	Rushwick	3	Detached House	£325,000	Platinum Property Agents
16	Coronation Avenue	3	Detached House	£325,000	Alan Metcalfe
17	Bransford Road	3	Detached House	£310,000	Persimmon
18	University Park Drive	3	Detached House	£310,000	Bloor Homes
19	Meadowbank Drive	4	Detached House	£309,950	Alan Morris
20	Bransford Road	3	Detached House	£295,000	Persimmon
21	Bransford Road	4	Semi Detached House	£295,000	Persimmon
22	University Park Drive	3	Semi Detached House	£280,000	Bloor Homes

	Road / Area (if given on advert)	Beds	Type of property	Cost	Agent
23	University Park Drive	3	Detached House	£278,000	Bloor Homes
24	Rushwick	3	Semi Detached House	£270,000	Emdot Property Consultants
25	Christine Avenue	3	Semi Detached House	£270,000	Andrew Grant
26	University Park Drive	3	Semi Detached House	£268,000	Bloor Homes
27	Westlea Close	3	Semi Detached House	£262,500	The Property Centre
28	Baradene Lane	3	Semi Detached House	£260,000	Free Agent 24/7
29	Bransford Road	3	Semi Detached House	£250,000	Persimmon
30	Christine Avenue	3	Semi Detached House	£250,000	Philip, Laney and Jolley
31	Grange Road	3	Semi Detached House	£250,000	The Property Centre
32	Christine Avenue	3	Semi Detached House	£250,000	The Property Centre
33	University Park Drive	2	Semi Detached House	£235,000	Bloor Homes
34	Bransford Road	3	Semi Detached House	£176,250	Persimmon
35	Bransford Road	2	Semi Detached House	£157,500	Persimmon
36	Oak View Way	2	Terraced House	£84,000	Platform (Shared Ownership)
37	Periwinkle Cottages	2	Semi Detached House	£152,250	Alan Morris
38	Periwinkle Cottages	2	Semi Detached House	£152,250	Alan Morris
39	Callows Orchard	3	Detached House	£92,000	Platform (Shared Ownership)
40	Oak View Road	2	Terraced House	£84,000	Platform (Shared Ownership)
41	Oak View Road	2	Terraced House	POA	Platform (Shared Ownership)

Those properties highlighted in blue are new build.

In total, 41 properties were listed for sale within one mile of Rushwick, with a maximum value of £500,000 and minimum value of £84,000. This provides an average house price of: £294,841.25. If you look at the average buy on the open market sale price, removing affordable home ownership, the average property price is £330,163.64.

This is still much less than the average ward sales price of £357,960.00.

Properties available ranged from 4 bedroom detached properties to 2 bedroom terraced houses.

4.3 Private Rental

No properties were advertised for private rental in Rushwick as of the 4th December 2020.

5. Conclusion

The survey received a response rate of 29% showing a margin of error to 95% as + / - 6.0%.

It is possible that not all residents with a housing need will have responded, although a paper survey was sent to all households within the Parish. A copy of this can be seen in Appendix One.

The survey has identified that twenty (20) households stated they would have a different housing need within the next 5 years. Of these:

- Sixteen (16) stated that they would buy on the open market (this can be seen in 5.1)
- Two (2) stated they would buy a starter home (this can be seen in 5.3)
- Two (2) would rent from a housing association (this can be seen in 5.2)
- No need was identified for renting from a private landlord (this can be seen in 5.4)
- No need was identified being interested in rent to buy (this can be seen in 5.3)
- No one would like to self-build (this can be seen in 5.5)

All of those stating that their housing need would change in the next 5 years, had a local connection to the Parish, and all currently lived in the Parish.

Below lists the breakdown and affordability given by the respondents for their housing need:

5.1 Market Housing Need Identified

	Time scale	House hold Type	Current Tenure	Barrier to move	Reason to move	Preferred tenure	Area to move to	Bed room need *	Price
1	In the next 12 months	2 Adults	Own home outright	Finding the right house	We don't desire to live on a housing estate/increasingly busy main road.	Buy on the open market	Within Malvern district but not Rushwick	1	Prefer not to say
2	In the next 12 months	1 Adult	Own home outright	Lack of suitable properties available	Family break up	Buy on the open market	Rushwick	1	£200,000 to £249,999
3	In the next 12 months	2 Adults 2 Children	Own home outright	Lack of suitable properties available	Need a larger home	Buy on the open market	Rushwick	2 / 3	Up to £199,999
4	1 to 3 years	1 Adult	Own home outright (living with parents)	Lack of suitable properties Saving to purchase Unable to afford	Need to set up an independent home	Buy on the open market	Rushwick	1	Prefer not to say
5	1 to 3 years	3 Adults 2 Children	Own home with a mortgage	Would like an annex	Need a larger home	Buy on the open market	Outside of the district	3 / 4	Prefer not to say
6	1 to 3 years	2 Adults (65+)	Own home outright	Lack of suitable properties	Need a smaller home	Buy on the open market	Rushwick	1	£400,000 or more

	Time scale	House hold Type	Current Tenure	Barrier to move	Reason to move	Preferred tenure	Area to move to	Bed room need *	Price
7	1 to 3 years	1 Adult	Own home outright (living with parents)	Lack of suitable properties	Need to set up an independent home	Buy on the open market	Outside of the district	1	Up to £199,999
8	3 to 5 years	2 Adults	Own home outright	Lack of suitable properties	Need a smaller home	Buy on the open market	Broadheath, Cotheridge, Bransford, Powick	1	£200,000 to £249,999
9	3 to 5 years	1 Adult	Own home outright	Lack of suitable properties	Need a cheaper home	<i>Stated "Starter Home" but would need to Buy on the open market (due to eligibility)</i>	Powick or within the Malvern Hills district	1	£350,000 to £399,999
10	3 to 5 years	1 Adult (65+)	Own home outright	Lack of suitable properties	Need a smaller home	Buy on the open market	Rushwick	1	£400,000 or more
11	3 to 5 years	1 Adult (65+)	Own home outright	Lack of suitable properties	Due to age	Buy on the open market	Within the Malvern Hills district	1	£300,000 to £349,999
12	3 to 5 years	2 Adults (65+)	Own home outright	Unable to afford	Need a specially adapted home	Buy on the open market	Within the Malvern Hills district	1	£200,000 to £249,999

	Time scale	House hold Type	Current Tenure	Barrier to move	Reason to move	Preferred tenure	Area to move to	Bed room need *	Price
13	3 to 5 years	1 Adult (65+)	Own home outright	Lack of suitable properties	Need a smaller home	Buy on the open market	Outside of the district	1	£400,000 or more
14	3 to 5 years	3 Adults 2 Children	Own your own home with a mortgage	Unable to afford	Need a larger home	Buy on the open market	Within the Malvern Hills district	3 / 4	Prefer not to say
15	3 to 5 years	1 Adult	Own home outright	Unable to afford Need to be near public transport	Family break up	Buy on the open market	Outside of the district	1	Up to £199,999
16	3 to 5 years	2 Adults (65+)	Own home outright	Lack of suitable properties	Need a specially adapted home	Buy on the open market	Within the Malvern Hills district	1	Prefer not to say

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

However, those purchasing on the open market may choose to purchase a larger home.

Current Open Market Development and Commitments

The below sets out current developments, and those which have planning permission but have not yet started construction.

1. A site of a total of 96 dwellings. Of these, 58 are open market dwellings. 19 of these are currently under construction, 30 have not yet started and 9 have already completed.

The mix of open market housing being provided is as follows:

- 12 x 2 bed semi detached houses

- 26 x 3 bed detached houses
- 8 x 3 bed semi detached houses
- 12 x 4 bed detached houses

2. *A site of a total of 14 dwellings.* Of these, 10 are open market dwellings. 6 have previously completed and 4 are currently under construction.

The mix of open market housing being provided is as follows:

- 4 x 2 bed semi detached houses
- 2 x 3 bed detached houses
- 4 x 3 bed semi detached houses

3. *A site of 1 x 4 bed detached open market dwelling* has been granted permission but is not yet under construction.

There are three further developments which have been granted outline planning permission, as follows:

1. This site has been granted permission for 2 x open market dwellings.
2. This site has been granted permission for up to 150 dwellings. 90 of these will be open market and 60 affordable housing (on the basis of 150 dwellings). – **Please note, this site falls within the Wider Worcester Area and as such, a proportion of the affordable housing dwellings on this site will meet Worcester City's needs so not all affordable housing will be nominated to Malvern Hills.**
3. This site has been granted permission for up to 965 dwellings. 772 of these will be open market and 193 affordable housing (on the basis of 965 dwellings). – **Please note, this site falls within the Wider Worcester Area and as such, a proportion of the affordable housing dwellings on this site will meet Worcester City's needs so not all affordable housing will be nominated to Malvern Hills.**

However, the price range or property types are unknown. The property types would not be confirmed and agreed until Reserved Matters stage.

5.2 Affordable Rented Housing Need Identified

	Time scale	House hold Type	Current Tenure	Barrier to move	Reason to move	Preferred tenure		Bed room need *	Price
1	In the next 12 months	1 Adult 1 Child	Rent from a Housing Association	Lack of suitable properties available	Need a larger home	Rent from a housing association	Outside of the district	2	Less than £400
2	1 to 3 years	1 Adult (65+)	Own home with a mortgage	Lack of suitable properties	Due to age	Rent from a housing association	Rushwick	1	£800 or more

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

5.3 Affordable Home Ownership Need Identified

(This includes shared ownership, starter home, rent to buy properties and discounted market sales properties)

	Time scale	House hold Type	Current Tenure	Barrier to move	Reason to move	Preferred tenure		Bed room need *	Price
1	1 to 3 years	1 Adult	Own home outright	Unable to afford	Need to set up an independent home	Buy a starter home	Within Malvern district but not Rushwick	1	Up to £199,999
2	1 to 3 years	1 Adult	Own home outright (living with parents)	Lack of suitable properties	Need to set up an independent home	Starter Home	Broadheath	1	Up to £199,999

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

However, those purchasing their own home may choose to purchase a larger home.

Current Affordable Housing Development

As mentioned above, there is a site of a total of 96 dwellings. Of these, 38 are affordable dwellings. 8 of these are currently under construction and 30 have not yet started. The 8 that are currently under construction are all intermediate housing dwellings (discounted market sales) and the 30 that have not yet started are social rented dwellings.

The mix of affordable housing being provided is as follows:

Social Rented – 30 dwellings

- 8 x 1 bed flat/maisonettes
- 14 x 2 bed houses
- 2 x 2 bed bungalows
- 6 x 3 bed houses

Intermediate Housing – 8 dwellings

- 4 x 2 bed houses (as far as the Housing team are aware, 2 of these have already been reserved)
- 4 x 3 bed houses

As also mentioned above, there is a site of a total of 14 dwellings. Of these, 4 are affordable dwellings. All 4 of these are currently under construction. 2 dwellings are social rented units and 2 dwellings are intermediate housing (discount market sales) dwellings.

The mix of affordable housing being provided is as follows:

Social Rented – 2 dwellings

- 2 x 2 bed houses

Intermediate Housing – 2 dwellings

- 2 x 2 bed houses (as far as the Housing team are aware, both properties have already been reserved)

5.4 Private Rental Housing Need Identified

No need has been identified.

5.5 Self-Build Housing Need Identified

No need has been identified.

Appendix One


Copy of Housing Needs Survey (Paper Format), Covering Letter and Reply-Paid Envelope

Housing Needs Survey (4 pages)

**Malvern Hills District Council, Council House, Avenue Road,
Malvern, WR14 3AF** www.malvern hills.gov.uk

Rushwick - Local Housing Needs Survey

This survey is also available to complete online: <https://www.smartsurvey.co.uk/s/Rushwick/>



Your current home and household

1. How many bedrooms does your current home have? 1 2 3 4+

2. What type of home do you live in?
 House Bungalow Flat/apartment Mobile home Static caravan park home
 Other, Please specify _____

3. Do you?
 Own your own home outright Own your own home with a mortgage
 Part own, part rent (Shared ownership) Own a starter home
 Rent from a housing association Own a Discounted Market Sales property
 Rent from a private landlord Live with family / friends (lodging)
 Have a home tied to a job Other, please specify _____

4. How many people live in your home in each age group:

Age	Under 10	10 - 15	16 - 17	18 - 34	35 - 54	55 - 64	65 or above
Number of people in the household							

5. Do any of the following apply to any members of your household?
Please select one option only.

Currently live in the Parish Have permanent employment in the parish
 Have immediate family in the parish (mother, father, son, daughter, siblings) for at least 5 years.
 Care for a family member who lives in the Parish
 Other, please specify: _____

5a. Have you:
 Lived in the parish for under 6 months
 Lived in the parish for at least 6 of the last 12 months
 Lived in the parish for at least 3 of the last 5 years
 Lived in the parish for over 5 years

Your future need

6. Are you or anyone in your household likely to need alternative housing? I.e.: move to a smaller / larger home. Please select one option only.

In the next 12 months 1 to 3 years 3 - 5 years No (Proceed to Q16)

If more than one household member is likely to require alternative housing in separate properties, please request another form by calling 01386 565000 (option 5 then option 4) or email housingstrategyandenabling@wychevorn.gov.uk

7. How many people will require this housing? (Please state the number of household members per age category).

Age	Under 10	10 - 15	16 - 17	18 - 34	35 - 54	55 - 64	65 or above
Number of people in the household							

8. What area are you looking for alternative accommodation?
 Within the Parish of Rushwick Surrounding Parish - Broadheath
 Surrounding Parish - Cotheridge Surrounding Parish - Branford
 Surrounding Parish - Powick Within another parish of the Malvern Hills district
 Out of the area to (please specify) _____

9. What is the main reason for needing to move?
 Need a larger home Need a smaller home Need a cheaper home
 Family break up Need to be closer to work Current home in poor state of repair
 To avoid harassment To avoid domestic abuse To give support to a relative
 To receive support from a relative Need a more secure / long term tenancy
 Need to set up an independent home Need a specially adapted home
 Other, please specify: _____

10. What would be a barrier to you accessing suitable housing for your needs?
 Lack of suitable properties available Not able to afford a suitable property
 Saving to purchase a property Other (please specify) _____

11. Would you prefer to (definitions for each can be seen on page 4).....
 Buy on the open market Shared ownership (part own / part rent) Self build
 Rent from a Housing Association Rent from a private landlord Starter Home
 Discounted Market Sale / Fixed Equity Rent to Buy Build to Rent
 Another Government backed schemes (please specify) _____

12. What is your total gross annual household income (including all benefits)?
 Less than £20,000 £20,000 - £29,999 £30,000 - £39,999 £40,000 - £49,999
 £50,000 - £59,999 More than £60,000 Prefer not to say

13. What deposit can you afford? (This does not apply to rented properties)
 Less than £3,000 £3,000 to £9,999 £10,000 to £19,999 £20,000 to £29,999
 £30,000 to £39,999 £40,000 to £49,999 More than £50,000 Prefer not to say

14. If owner occupier accommodation including low cost home ownership is required at what price range can you afford to purchase?

- Up to £199,999 £200,000 - £249,999 £250,000 - £299,999 £300,000 to £349,999
 £350,000 to £399,999 £400,000 or more Prefer not to say Do not wish to buy

15. If rented accommodation is required, what amount can you afford to pay on a monthly basis?

- Do not wish to rent Less than £400 pcm £400 - £499 pcm £500 - £599 pcm
 £600 - £699 pcm £700 - £799 pcm £800 + pcm

16. Is there a member of your family or someone else you know about who would like to move or return to the parish to live?

- YES NO

If yes, please enter their contact details below so that we can ask them to complete a survey:

17. Is your parish a nice place to live?

- YES NO

18. Do you feel any of the following apply to your Parish? Please tick all that apply.

- Friendly Good community spirit Sought after location
 Balanced / varied population Crime is an issue

A. Over the past 3 years has your Parish:

- Changed for the better Become worse Not changed N/A

B. How much of a problem is traffic congestion? Regular Occasional Never N/A

C. How much of a problem is parking? Regular Occasional Never N/A

D. What is access to public transport like in your Parish? Regular Irregular None N/A

E. If regular public transport was available how often would you use it? Frequently Sometimes Never N/A

19. Do you feel there are enough amenities in your parish?

- Yes No

If no, what would you like to see (tick all that apply):

- Pub Restaurant Fitness facility / classes Local shop Social events
 Cycle routes Electric vehicle charging Public footpath Designated walking areas
 Other, please specify: _____

20. Do you feel your parish is a good place for businesses to set up, grow and create jobs?

- Yes No Not Sure Please provide basic details below: _____

Affordable Housing:

Housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers); and which complies with one or more of the following definitions:

• Affordable housing for rent through a housing association

• Build to Rent (also known as Affordable Private Rent) – properties available to rent under the private rented sector. The rent levels are at least 20% below local market rents (inclusive of service charges if applicable) for the same or equivalent property. Usually, tenancy agreements of three years or more are offered.

• Starter homes – If you're a first-time buyer, the Starter Homes scheme could help you buy a new-build home with a 20% discount. You must be below the age of 40.

• Discounted market sales housing - where you purchase a home at a discounted rate which is usually at least 20% less than the market value, and when you come to sell, the property will be sold at the same discounted percentage. So if you bought at 80% of the full market value, when you sell you'd get 80% of the full value of the property at the time of sale.

• Other affordable routes to home ownership such as shared ownership, relevant equity loans, other low cost homes for sale (at a price equivalent to at least 20% below local market value) and rent to buy (which includes a period of intermediate rent).

21. Would you support an affordable housing development for local people in your parish?

- Yes Do not support

If yes, what size of affordable housing development would you support?

- 0 – 10 11 – 20 21 – 30 30 +

22. Would you be interested in receiving information about any possible volunteering opportunities within your local parish?

If you answer yes to Q22, your contact details will be passed to your local parish council to make contact about volunteering opportunities in your area.

- YES NO

Are you happy for us to contact you if we need any more information. If so please complete contact details below.

Name _____

Address _____

Postcode _____

Phone / Mobile / Email _____

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

- YES NO

If yes, please provide your Home Choice Plus Registration Number: _____

N.B: If you have not accessed your account for sometime, you may need to re-register. If you are not registered, please visit www.homechoiceplus.org.uk

Thank you for completing this survey. Any information you provide us with will be treated as private and confidential and will only be used to help us plan for future housing provision. If any of the answers you have given us are incorrect or you have made any false declarations it may affect our assessment of your housing needs.

For further detail about Malvern Hills District Councils Privacy Notice, please visit:

<https://www.malvern hills.gov.uk/legal-and-privacy>

Please check you have answered all questions as incomplete surveys can not be included.

Covering Letter



The Council House, Avenue Road, Malvern, Worcs. WR14 3AF

August 2020



Dear Resident

IMPORTANT - Housing Needs Survey – Rushwick. Deadline: Friday 18th September 2020

Malvern Hills District Council have commissioned a Housing Needs Survey for the Parish of Rushwick. This survey is to find out if and where in the area there may be a need for some additional housing and if so what type of housing is required.

If there are other members of your household with a different housing need or if you are aware of anyone who has left the area and wishes to return, they can complete the survey on the below online link, or telephone to request an additional form to be sent out.

Where questions state (please select one option only), please only select one, otherwise your survey form will be recorded as void. The survey can be completed (by current residents of Rushwick, and any former residents wishing to return to the area), and returned in one of the following ways:

Our preferred method is online using the following link. <https://www.smartsurvey.co.uk/?Rushwick/>

By post in the pre-paid envelope provided

By phone if you are unable to use the above options please call us on 01386 565000 and select option 5 and then option 4 - Monday – Friday between 10am and 4pm to complete the survey over the telephone.

The closing date for receipt of completed surveys is Friday 18th September 2020. Any incomplete surveys or ones received after this date will not be taken into account.

Malvern Hills District Council will own the data collected which will be held in confidence according to The Data Protection Act. Malvern Hills District Council will analyse the data and produce a report in which all data will be anonymous. The report will be made available to the public. If you would like to know more or have any questions about the survey, please contact the Housing Strategy and Enabling Team on 01386 565000 and select option 5 and then option 4 or email housingstrategyandenabling@wychavon.gov.uk

If you would like to find out more about adaptations to your current home, please go to: <https://www.milbrook-healthcare.co.uk/>. Alternatively, you can contact Milbrook Healthcare by calling 0330 124 8205 or by emailing aiscontactus@milbrookhealthcare.co.uk

Yours faithfully

Hannah Hunter
Housing Development Officer

Pre-Paid Return Envelope

Business Reply Plus
Licence Number
RTXX-SJYH-CERT



Housing Services
Wychavon District Council
Civic Centre
Queen Elizabeth Drive
PERSHORE
WR10 1PT