

A faint, light gray outline of a house with a chimney, two windows, and a door, serving as a background for the title text.

# **Housing needs survey report for Welford-on-Avon parish**

**March 2025**

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## 1. Introduction

Although urban areas have drawn most of the attention in discussions around the ongoing housing affordability crisis, it is a prominent issue in rural areas. A combination of issues, including limited rural amenities, environmental protection restrictions and increasing property prices, often limits housing development in rural areas. These issues, combined with lower incomes in rural areas and an increase in urban migration to the countryside, mean that the demand for rural housing often outstrips supply, driving up costs beyond that which local residents can afford.

There are huge benefits to increasing the number of rural affordable homes including reduction of the annual housing benefit bill, sustaining rural economies, and improvements to mental and physical health which reduces pressure on the NHS.

Rural areas have different community characteristics to urban areas and this influences local housing needs. For example, rural communities have a higher proportion of older people and they generally have fewer people of working age. The March 2023 Statistical Digest of Rural England reveals that rural areas host a disproportionately high percentage of the older population, with 25.4% aged 65 and over in contrast to 17.1% in urban areas, and the average age is climbing more rapidly than in urban areas.

In order to provide fair and balanced local housing a community should consider providing homes that are affordable and suitable for changing needs. Evidencing the housing required by the local community is an important first step and an essential part of community planning.

Housing needs surveys are an objective tool principally used to gather factual information on the scale and nature of housing need at a local community level. The last parish-wide housing needs survey was undertaken in 2019.

WRCC were commissioned by Welford-on-Avon Parish Council to undertake a housing needs survey.

All households were requested to complete Part 1 of the survey form. Part 1 asks about the current household and their housing, and gives residents an opportunity to comment on local housing, local facilities and the principle of local needs housing.

Households with or containing a specific housing need were requested to complete Part 2 of the survey form. This part asks for specifics of the need and details of the household in need together with sensitive information such as financial details. Respondents were assured that any information they disclosed would be treated in strict confidence.

A copy of the cover letter and survey form, with Freepost envelope attached, was delivered to each household across the parish. Information about the survey was also provided to local employers as 'currently work in the parish' is one of the five local connections as specified by Stratford-on-Avon District Council policy. Further copies of the survey form were available upon request, for example where a household had left the parish but was looking to return.

The survey form is a standard design and is based on questions used by Rural Housing Enablers across England. A copy of the cover letter and survey form can be seen at Appendix A.

The survey was advertised locally by the Parish Council and the Rural Housing Enabler attended a community event to promote the survey work.

This report is based directly on the responses and presents the analysed results. It shows the current and future housing needs of the respondents, all of whom have a local connection to the parish.

## **2. Planning Context**

At a national level, the National Planning Policy Framework (updated December 2024) states that (para82) “In rural areas, planning policies and decisions should be responsive to local circumstances and support housing developments that reflect local needs, including proposals for community-led development for housing. Local planning authorities should support opportunities to bring forward rural exception sites that will provide affordable housing to meet identified local needs, and consider whether allowing some market housing on these sites would help to facilitate this.”

At a district level, Stratford-on-Avon District Council (SDC) has adopted a local plan to guide development in the district up to 2031. This plan aims to build upon the success of previous plans in providing opportunities for local communities to promote housing schemes, as well as other forms of development, that meet an identified local need. Historically the district has experienced elevated levels of housing growth but without necessarily meeting local community, and particularly rural community, needs.

At a local level, there is scope for a local community to prepare a neighbourhood plan to steer development within their area. The Welford-on-Avon Neighbourhood Plan was subject to a community referendum in October 2017 and became 'Made' on 11<sup>th</sup> December 2017. It is now formally part of the District Council's development plan and will be used to assist in making decisions on planning applications within the plan area.

Separately, a community can choose to promote a small-scale 'local needs' housing scheme, relying on policies in the local authority development plan or via a neighbourhood plan. In either case a local needs scheme can include both affordable and market housing. Such schemes will be supported within or adjacent to existing settlements provided that:

- it has been demonstrated that there is a local need for affordable housing and the scheme reflects the identified local need, and
- the scheme has the support of the relevant parish council, and
- satisfactory arrangements are made for the management and occupation of the properties to ensure that the homes are prioritised for those with a local connection in perpetuity.

Unless a neighbourhood plan expressly provides otherwise a local needs scheme would be subject to a planning obligation (Section 106 Agreement) prioritising occupation of the homes, including any market homes, to households with a defined local connection.

New affordable homes are generally required for the following reasons:

- Households on low and middle incomes cannot afford to rent privately or buy open market housing due to soaring prices
- Few affordable or private rent options exist for those unable to afford market housing
- The market does not provide the right type of accommodation for residents, for example homes for people who are older and wish to downsize

The term “affordable housing” has a specific meaning (as set out in the Glossary to the National Planning Policy Framework) and includes options both for affordable housing for rent and home ownership.

Although housing needs surveys are only ever a snapshot in time it is accepted practice that the resulting data is considered to have a ‘shelf-life’ of five years.

### **3. Results**

Approximately 630 survey packs were distributed and a total of 222 responses were received, including 21 online. However, two of the responses are not reported:

- 1 x torn and uncompleted survey form returned in the Freepost envelope
- 1 x responding household appears to have no local connection

Part one of this report therefore reports on 220 responses, equating to a response rate of 34.92% which is very good for this type of survey.

People generally respond for one of the following reasons:

- They are looking for housing and their need cannot be met from the existing available housing.
- To offer support in principle to the idea of a small housing scheme for local needs, or because they feel there is a need for a specific type of accommodation in their area.
- To state opposition to the idea of a housing scheme.

Whether completing part one only or both parts, not every form was completed in full with every question answered.

For the purposes of this report the term “respondent” refers to an individual survey response.

#### **Results - part one**

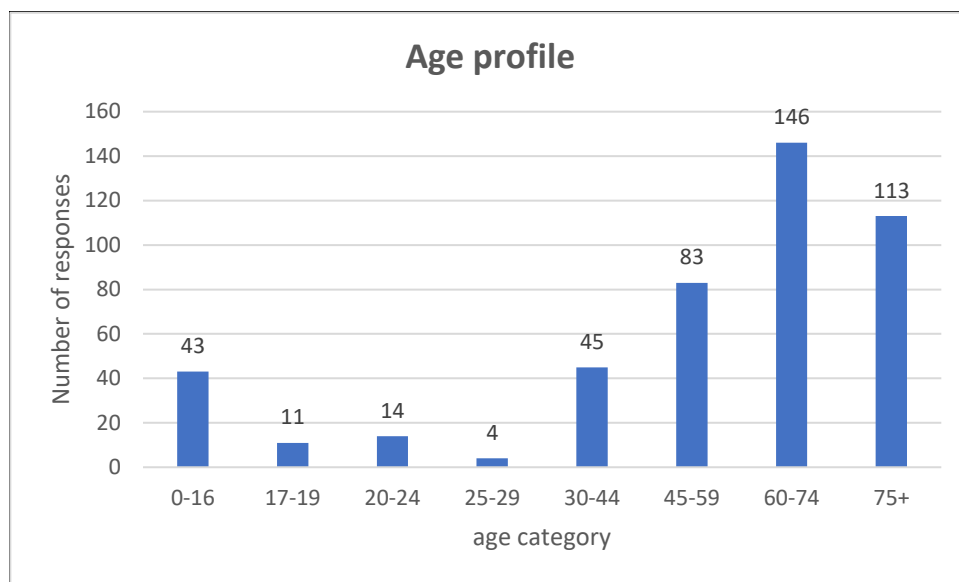
##### **Q1: Your current household**

###### **i) Age profile**

Respondents were asked to “indicate the number of people that fall into each age group”. One respondent didn’t answer this question.

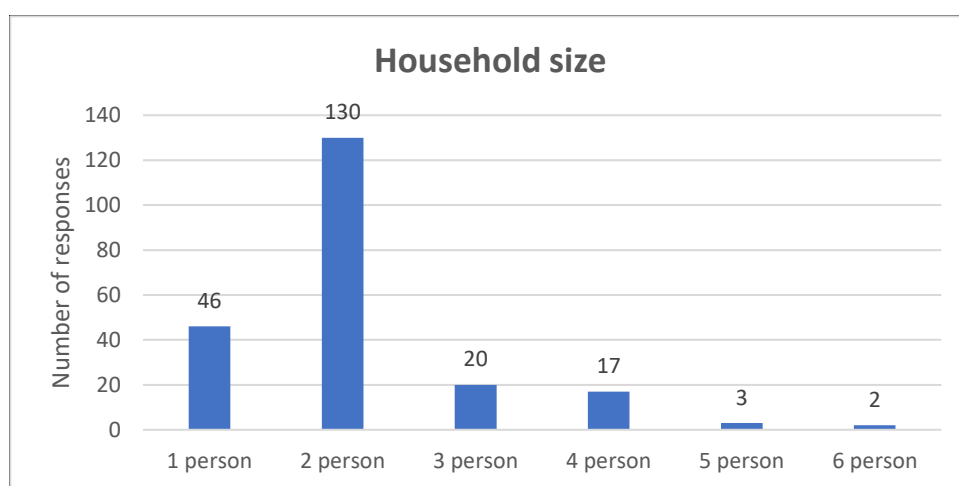
As the chart shows, the majority of respondents are aged 60 years and over (56.43%).

The 2021 Census indicates that 41.3% of the parish population are aged 60 years and over (compared to the England average of 24.5%) and 10.3% of the parish population is aged 80 years and over (double the England average of 5%).



## ii) Household size

The data collected from the age question enables us to create a profile of household size, as shown below.



The results show a dominance of two person households, which is similar to other local rural communities. This also reflects the results of the 2021 Census which indicates a dominance of 2-person households, with 46% of households in Welford-on-Avon having 2 people, 23.8% of households with 1 person, 12.6% of households having 3 people and 4 or more people living in 17.5% of households.

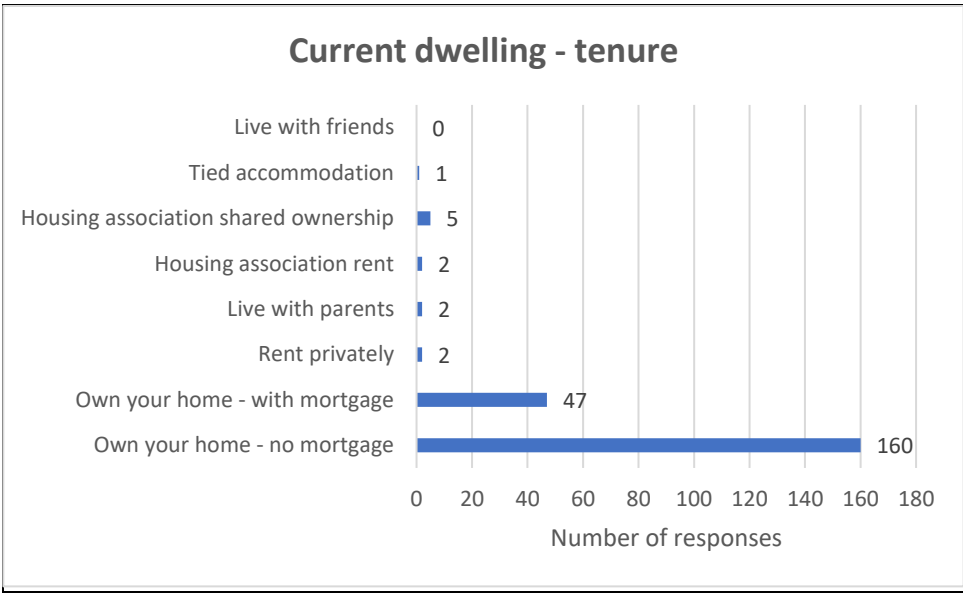
## Q2: Your current housing

Respondents were asked to indicate the tenure, type and number of bedrooms in their current home. Not all respondents answered all questions.

### i) Dwelling tenure

This chart shows the dwelling tenure for all respondents, bar one. In line with similar villages across Warwickshire owner-occupation is the majority tenure, with 95% of

respondents indicating that they own their home outright or with a mortgage, including shared ownership.



Home ownership remains the predominant form of housing tenure across England. Outright owners are generally concentrated among the older age bands (aged 65 and over), whilst those buying with a mortgage are typically in the middle age bands (aged 35-54). The average age of a first-time buyer increased from 30 years in 2007 to 34 years in 2023 (source [www.gov.uk](http://www.gov.uk)).

The 2021 Census shows that across Welford-on-Avon parish, 54.2% of homes are owned outright (compared to 32.5% across England), and 30.8% of homes are owned with a mortgage, loan or via shared ownership (compared to 29.8% across England). Privately renting or living rent free (7.7%) and social rent (7.2%) makes up the remaining.

**ii) Rent**

Respondents were asked “If you currently pay rent approximately what percentage of your income, after tax, do you spend on rent?” Eleven respondents answered this question, and the average is 33.37%.

- 40%
- 10%
- 35%
- 25%
- 6%
- 50%
- 20%
- 100%
- 25%
- 7.75%
- 15%

As a general rule of thumb it is accepted that ideally no more than about one-third of gross monthly income should be spent on rent each month.

The availability of homes for rent has fallen, exacerbating the difficulties tenants face in finding suitable and affordable accommodation.

According to the ONS (Office for National Statistics) the average monthly private rent in Stratford-on-Avon district rose to £1,054 in October 2024, which is an annual increase of

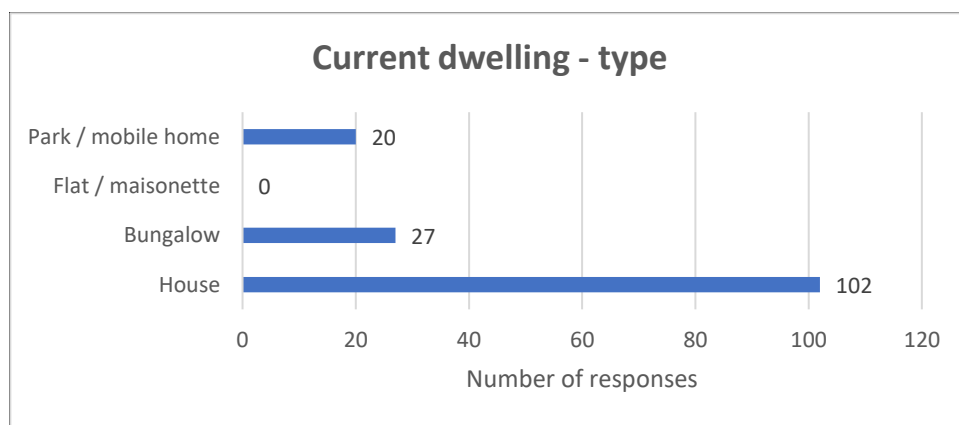
6% from £994 in October 2023. This was lower than the 8.7% rise in the West Midlands over the same period.

In Stratford-on-Avon district the average rent for semi-detached properties rose by 6.3%, while for detached properties it increased by 5.7%. The average rent for one-bed properties rose by 6.6%, while the average for four-or-more bed properties increased by 4.3%.

The private rented sector has accounted for about one-fifth of households in England since 2013-14. Data indicates that this sector remains the tenure with the highest proportion of non-decent dwellings, with nearly a quarter of dwellings failing to meet the Decent Homes Standard (English Housing Survey 2021-2022). Quality of housing can seriously impact both the physical and mental health of a household, particularly with an increasingly ageing population.

### iii) Dwelling type

The following chart shows the type of dwelling that 149 of the 220 respondents currently live in, as 71 respondents didn't answer the question. Not surprisingly 'house' represents the largest category at 68.46%.

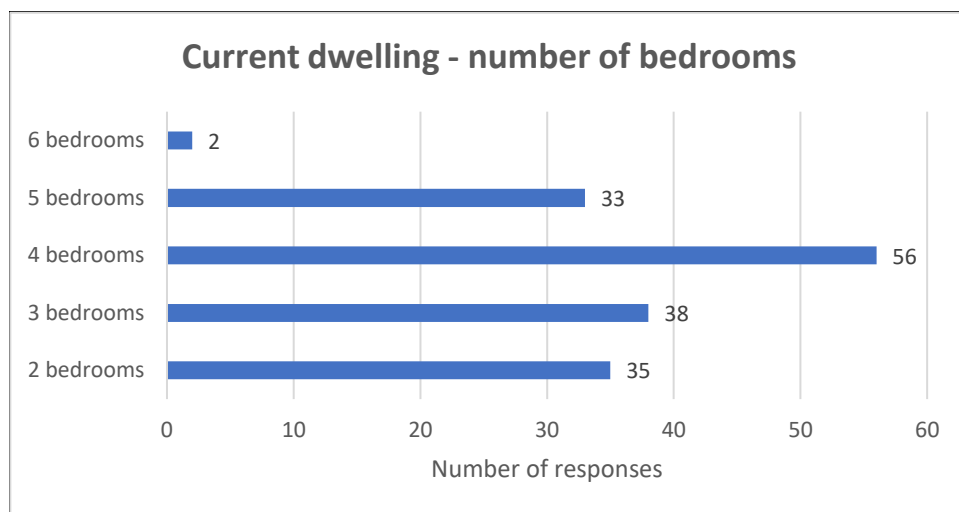


Combining the 'house' and 'bungalow' result above gives a figure of 85.58%, which is very similar to the 2021 Census figure of 86.8% of local households living in a house or bungalow. Unsurprisingly given the number of park home in the parish, the 2021 Census indicates 11.7% of households live in a caravan or mobile or temporary structure.

### iv) Number of bedrooms

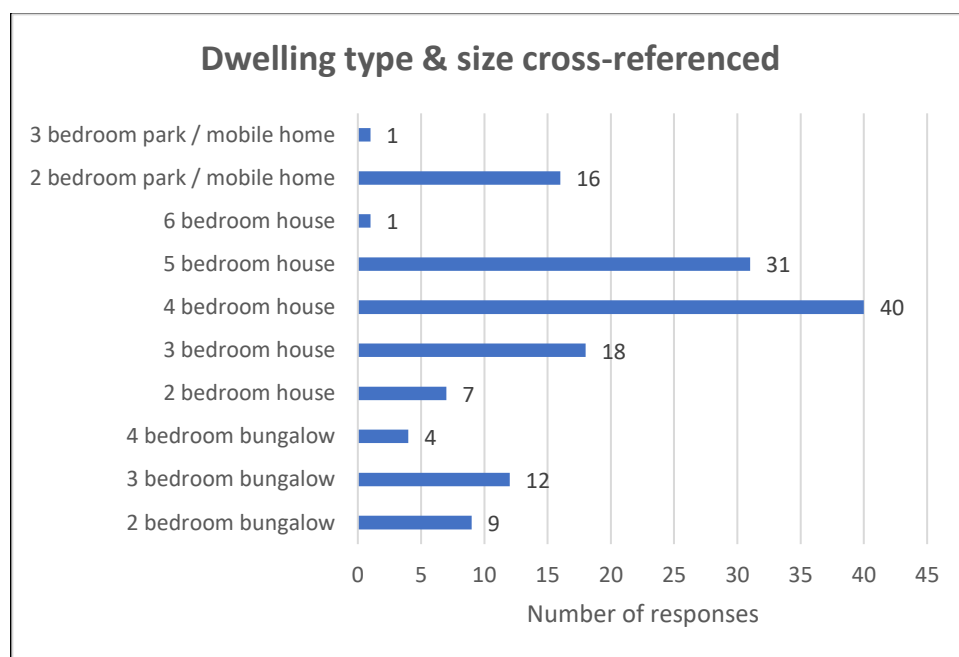
This chart shows the number of bedrooms per property, as indicated by 164 of the 220 respondents. The dominant group live in a 4-bedroom home, with the majority living in larger homes of 4, 5 or 6 bedrooms.





#### v) Dwelling type and size cross-referenced

Cross-referencing the data provided under Q2 ii) and Q2 iii) provides a combined profile of dwelling type and size. '4 bedroom house' emerges as the largest single group, followed by '5 bedroom house'.



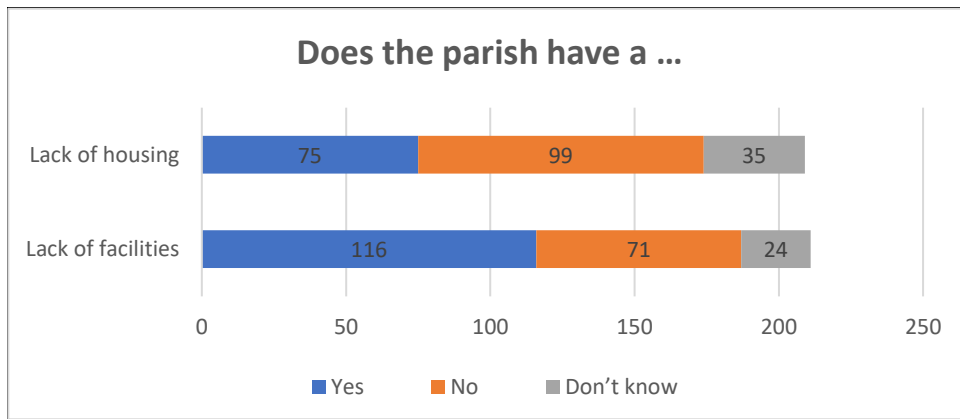
When compared to the dominance of 2 person households shown at Q1 ii) this suggests that many properties across the parish may be under-occupied.

### Q3: Life in the parish

Respondents were asked questions relating to their feelings towards life in the parish. This can help to identify any perceived issues/problems.

#### i) Lack of facilities and housing

The majority of respondents feel that the parish has a lack of facilities but not a lack of housing.



Respondents were able to leave comments where they felt there was a lack of facilities and/or a lack of housing. Certain key issues emerged, as can be seen in the comments which are reproduced at Appendix B.

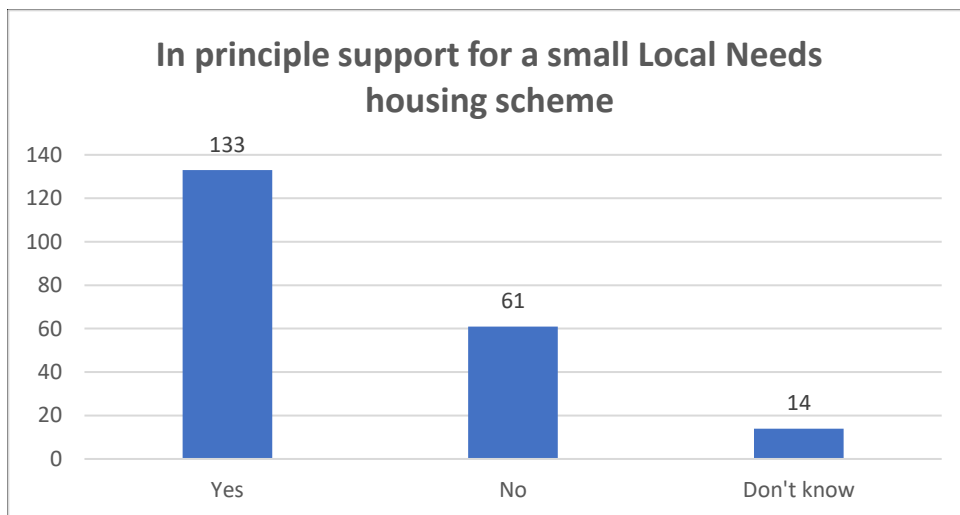
## ii) Anyone left the parish?

Respondents were asked “has anyone in your household left the parish in the last 5 years because no affordable or suitable housing was available?” Respondents indicated this has happened in 11 households.

## iii) Support for a Local Needs scheme

Respondents were asked “In principle, would you be in favour of a small housing scheme (<10 homes) being built in the parish based on the identified needs of LOCAL people”.

As the chart below shows, the majority (133 responses, 63.94%) would be in support of such a scheme in principle.



If local needs properties are developed for a community as a result of information obtained through a housing survey and similar evidence it would be subject to a planning obligation prioritising occupation of the homes to people with a defined local connection (as listed at Part 2 Q2 on the survey form).

At the end of part one respondents were invited to provide additional comments and these comments are reproduced at Appendix D to this report.

## Results - part two

The second part of the survey form was “to be completed only if your household (single, couple or family) has a need for alternative housing and wishes to live in the parish.”

A household may comprise a family, a single person or a couple, and a dwelling may contain more than one household in housing need.

This part of the survey asks for details of the household, preferred housing situation, the identified need and local connection, together with sensitive information such as financial details. As the household data is collected on a confidential basis actual households are not identified, and respondents were assured that any information they disclosed would be treated in confidence.

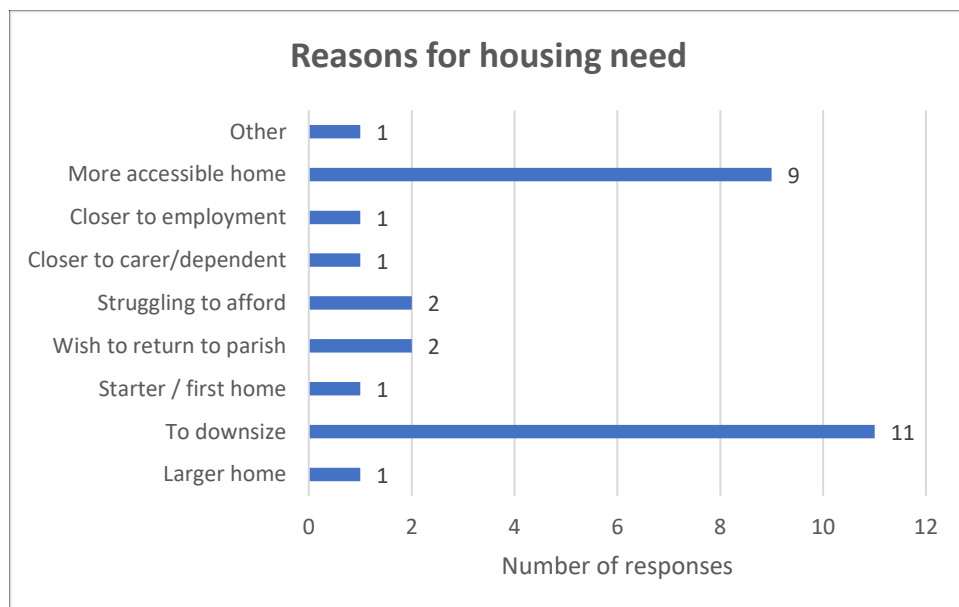
Of the 220 responses, 22 respondents indicated 'no, current home is not suitable'. Of these, 5 have been discounted as they provided no information or insufficient information for an analysis of need to be undertaken and no contact information was provided to enable a follow-up.

Two respondents indicated 'yes, current home is suitable' but then went on to complete part 2. One respondent indicated neither 'yes' or 'no' but provided information at part 2 anyway.

This report therefore provides information based directly on 20 analysed responses.

### Q1: Reasons for housing need

Respondents were asked to indicate the reason for requiring alternative accommodation and, where applicable, were able to indicate more than one reason.

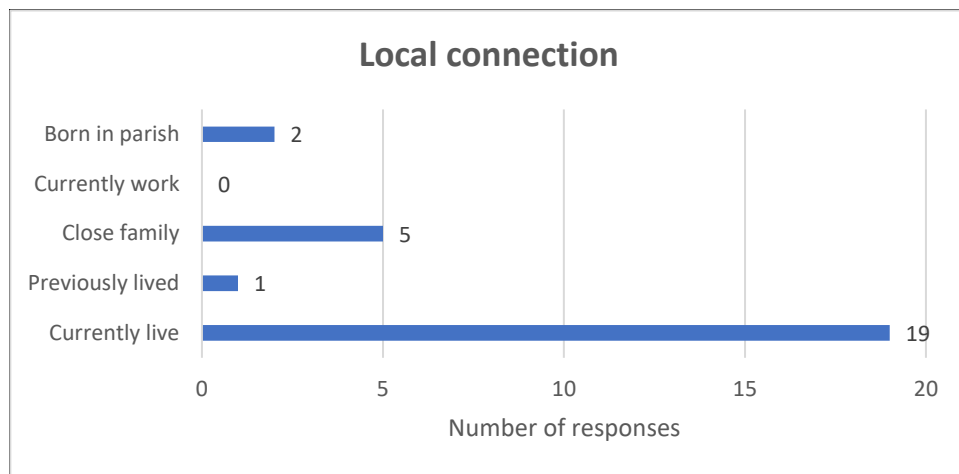


All respondents completed this section and, as can be seen above, the two main reasons were 'to downsize' (11 responses), followed by 'more accessible home' (9 responses). Five respondents provided additional information under 'other' that has aided the analysis.

Notably, like many rural parishes where there is a desire to downsize, there is a shortage of both smaller properties to downsize to and more accessible properties such as bungalows.

## Q2: Local connection

Respondents were asked to indicate their connection to the parish and, where applicable, were able to indicate more than one connection. All respondents answered this question and, of the 20 respondents, 19 currently live in the parish.



## Q3: Housing waiting list

Four respondents indicated that they are currently registered on Stratford on Avon District Council's housing waiting list, known as Home Choice Plus.

However, it should be noted that in February 2025 there were 31 households with a Welford-on-Avon parish address registered on the local authority housing waiting list and seeking an alternative home to rent. Appendix C provides a summary of these registered households.

The National Housing Federation published research in July 2023 showing that the number of rural households on local authority waiting lists in England increased by 31% between 2019 and 2022, far exceeding the 3% increase in predominantly urban areas.

## Q4: Preferred dwelling

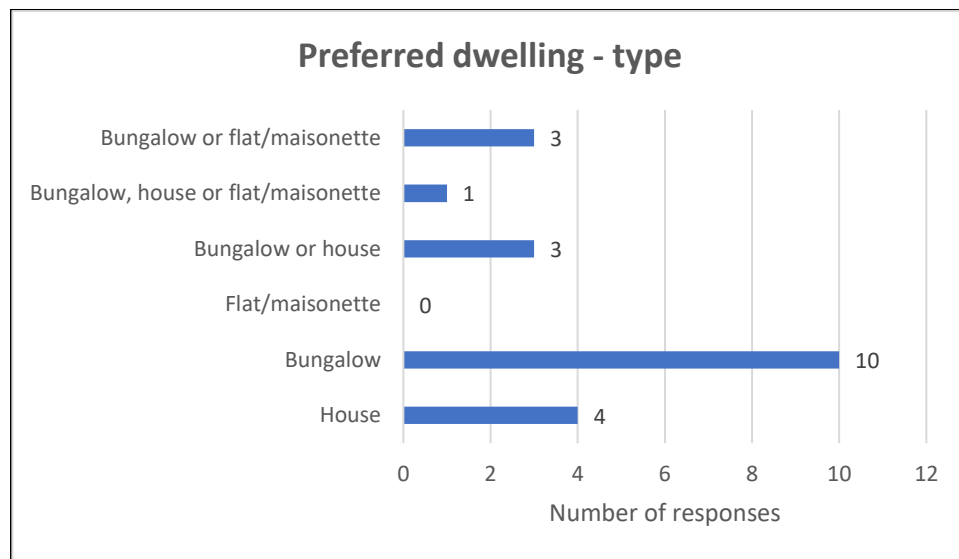
In order to retain and develop a balanced community a parish needs to consider the range of homes required, which may include accommodation suitable for single, younger or older people. Decent and affordable homes give households a sense of safety and security whilst providing a solid foundation for a healthy life and a strong community.

Respondents were asked "what type of property would you/your household prefer" and were able to tick more than one answer in each category. It should be noted that a housing preference doesn't necessarily align to the analysed need. For example, a couple with a young child, a joint income of £40,000, no savings or equity, and seeking a 3-bed owner-occupier home would probably be analysed as requiring a 2-bed house to rent from a housing association as they have no means of raising a mortgage. Further information is provided at Q5 Financial Information.

Where respondents chose not to answer a question information provided elsewhere on the survey form has enabled analysis.

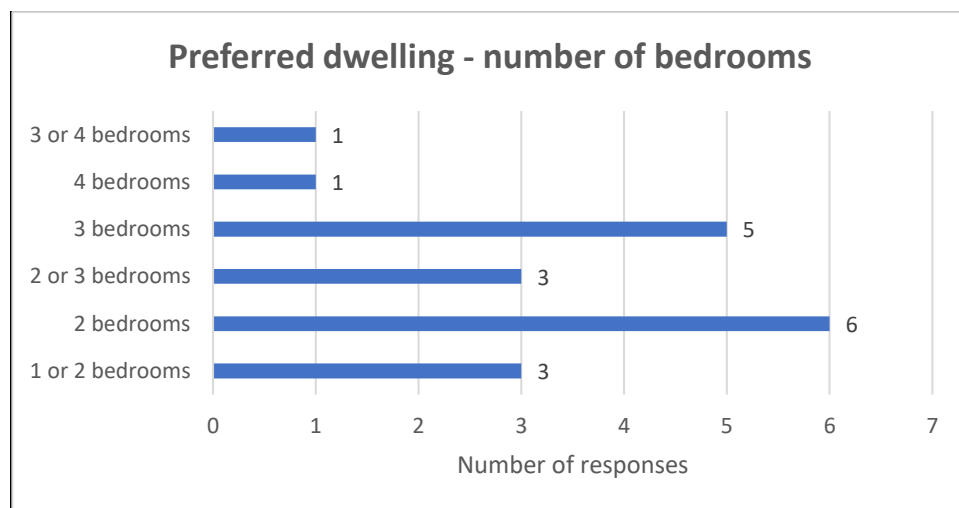
### i) Dwelling type

All respondents provided information concerning their preferred dwelling type and, as shown below, there were 17 references to bungalow, followed by 8 references to house. There was a smaller demand for flats / maisonettes (4 references). Seven respondents ticked more than one choice.



### ii) Dwelling size – number of bedrooms

Respondents were asked to indicate what number of bedrooms they would prefer.



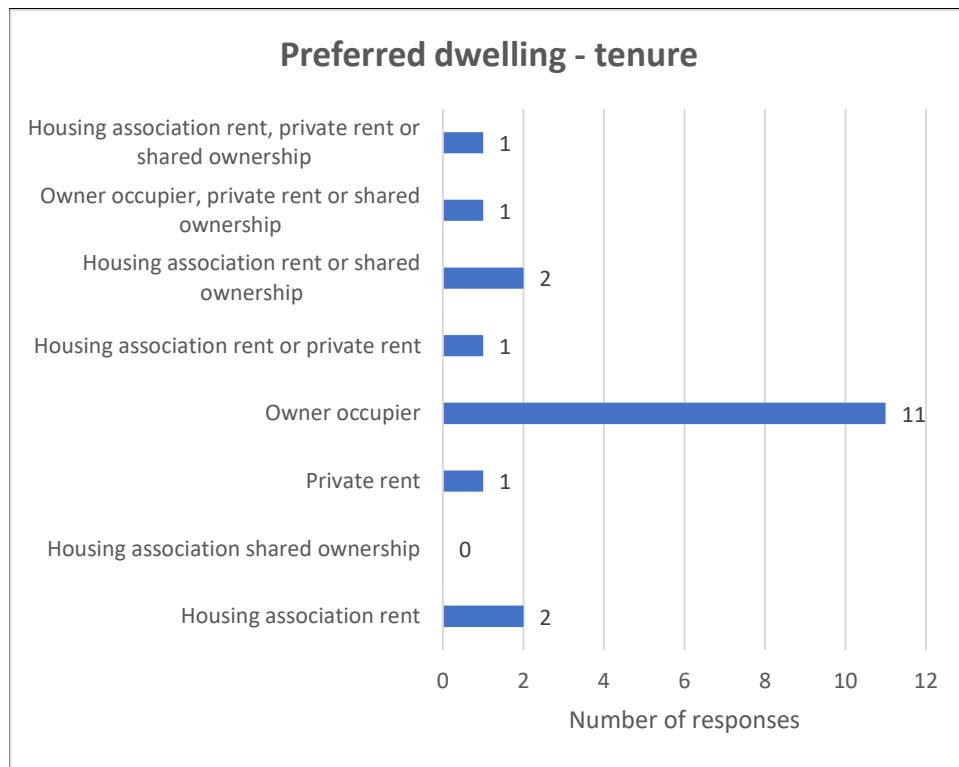
The results show a preference for smaller dwellings, with 6 respondents specifically preferring a property with 2 bedrooms and 5 respondents preferring a property with 3 bedrooms. Seven respondents ticked more than one choice and two respondents chose not to answer this question.

The 2021 Census shows that, in Welford-on-Avon parish, 42.1% of dwellings have 4 or more bedrooms (almost double the England average of 21.1%), 27.7% have 3 bedrooms (lower than the England average of 40%), 26.3% have 2 bedrooms (similar to the

England average of 27.3%), and 3.9% have 1 bedroom (much lower than the England average of 11.6%).

### iii) Dwelling tenure

Respondents were asked to indicate their preferred tenure and were able to indicate more than one preference. Five respondents ticked more than one choice and two respondents chose not to answer this question.



As the chart shows, the majority would prefer some form of home ownership either through shared ownership (4 references) or owner occupier (12 references). One respondent indicated that they would specifically prefer to rent from a private landlord, though three further respondents made reference to private rent as an option alongside other tenures.

Many households aspire to home ownership though it remains inaccessible for many which drives up private rents, making it even more of a struggle for low-income rural households to keep a roof over their heads. Shared ownership can help households take their first step on the property ladder.

Homes in rural areas usually cost more in relation to rural salaries and there is a shortage of social housing for rent in rural areas. Both rent and purchase prices in this district are generally higher than other districts across Warwickshire.

### iv) Self-build

Nine of the respondents indicated an interest in self-build though, given the financial information provided, only four households would probably be in a strong position to purchase land if it were available locally.

Self-build can help increase the diversity of the housing market, make homes more affordable and ensure that people can live in homes that meet their needs. Such projects

are becoming more popular in the UK and in 2022 13,000 self-build projects were completed.

Any household seeking to pursue a self-build route would be subject to scrutiny from potential lenders. Self-build and custom housebuilding covers a wide spectrum, from projects where individuals engage in building or managing the construction of their home from beginning to end, to projects where individuals commission their home, making key design and layout decisions, but the home is built ready for occupation ('turnkey').

Self-build is not a tenure in its own right but is one way of bringing forward owner-occupied homes.

#### **v) Designed to cater for a disability**

Four respondents indicated that they would be interested in a property specifically designed to cater for a disability.

Respondents were invited to 'provide details of any specific housing requirements' and these details aid the analysis. Comments included an inability to cope with stairs and suitability for a wheelchair.

The 2021 Census indicates that 17.2% of people in Welford-on-Avon parish are disabled as described under the Equality Act 2010 (physical or mental impairment that has a 'substantial' and 'long-term' negative effect on your ability to do normal daily activities). This is very similar to the 17.3% average across England.

Many households, particularly those including older or impaired people, live in homes that don't meet their daily needs and inferior quality homes can have a significant impact on both physical and mental health. Injuries from falls within the home due to uneven flooring or respiratory illness brought on by damp or mould are just as detrimental as anxiety about moving around the home for people with mobility issues.

#### **Q5: Financial information**

The information provided in response to this section aids the analysis of need but is confidential and not reproduced herein. In assessing the preferred need, income levels and potential property prices are considered to ensure that any proposed future housing development would meet the needs of those to be housed.

All households who indicated a preference for some form of home ownership, including shared ownership, provided financial information.

Mortgage lenders use a multiplier of annual income to determine how much can be borrowed, either solely or jointly. Although there are no specific rules around mortgage income multiples, 4 or 4.5 times annual salary is often used as the basis of initial calculations. The size of deposit relative to the value of the property can impact how much can be borrowed as a bigger deposit mitigates risk for lenders, though the average minimum deposit requirement is generally 10%.

Where a respondent indicates a preference for shared ownership their ability to enter into such an arrangement is assessed using the information provided. The mortgage and deposit that the respondent could raise are compared against a comparable owner-occupied property in the local area, as demonstrated through the research shown in

Appendix E to this report. If it appears that the respondent could not enter into a shared ownership arrangement as they have a limited, or no, deposit they are re-classified as needing rented accommodation.

Similarly, where a respondent indicates a preference for a market home their ability to enter into a mortgage, where it is required, is assessed including the ability to raise a deposit. Having assessed whether the respondent could reasonably acquire a suitable mortgage if they could not do so they are re-classified as needing either a shared ownership property (with a suitable deposit) or rented property (without a suitable deposit).

Mortgages of 35 years rather than the traditional 25 years are becoming more common, particularly among first-time buyers, and the average first-time buyer deposit was £53,414 in 2023 (source [www.gov.uk](http://www.gov.uk)).

The above approach provides a reasonable estimate of affordability and any household seeking to purchase would be subject to rigorous scrutiny from potential lenders.

Rental information is also included at Appendix E.

#### **Q6: Detail of households seeking alternative housing**

The information provided in response to this question aids the analysis of need, for example in relation to overcrowding, but is confidential and not reproduced herein.

## **4. Conclusion**

Analysis of the survey responses indicates that 19 households (family, single, couple) with a specified local connection to Welford-on-Avon parish have a need for an alternative home, as shown below.

Housing association rent:

- 3 x 1 bed bungalow\*
- 1 x 4 bed bungalow
- 1 x 1 bed maisonette\*

Housing association shared ownership:

- 1 x 2 bed bungalow at 30%
- 1 x 2 bed bungalow at 80%

Owner-occupier:

- 1 x 2 bed house
- 1 x 3 bed house
- 5 x 2 bed bungalow
- 5 x 3 bed bungalow

Consideration should also be given to those households registered on Home Choice Plus (suitably discounted).

\*In rural areas where analysis indicates a need for 1-bed homes this may be reclassified as 2-bed accommodation. One-bed homes are too inflexible to cater for changing household needs which can undermine the creation of stable and sustainable



communities. They are only suitable for a single person or couple whereas a 2-bed home can offer an adaptable and accessible home for life which may include accommodating children or carers, working from home, or similar. This increased flexibility is a compelling argument for providing the larger 2-bed home.

Some of the households seeking an owner-occupier bungalow could potentially satisfy their own need but there is a general lack of bungalows across the parish.

## 5. About WRCC

WRCC (Warwickshire Rural Community Council) is a registered charity with a mission to tackle disadvantage and support resilience and initiatives in rural Warwickshire communities. We're proud of the heritage, countryside and rural industries while recognising the practical daily difficulties that may be experienced by people living in more remote areas. We're dedicated to keeping Warwickshire villages alive - helping them become thriving, vibrant and sustainable places where people want to live and work. This is achieved by delivering cost-effective and efficient community-based services.

Our Rural Housing Enabler project assists rural communities with the provision of local needs affordable homes by working closely with residents, parish councils, landowners, registered providers, and local authorities. This includes undertaking housing needs surveys to assess local need.

Survey responses were received directly by WRCC, who undertook the analysis which provides the basis for this anonymised report. Information was gathered for the purpose of identifying parish-wide housing need only, and no personal information has been or will be shared with any third party.

Sarah Brooke-Taylor - WRCC, Rural Housing Enabler  
Warwick Enterprise Park, Wellesbourne CV35 9EF  
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*WRCC accepts no responsibility or liability for, and makes no representation or warranty with respect to, the accuracy or completeness of any third-party information that is contained in this document.*

# Welford-on-Avon housing needs survey

January 2025

Dear Householder

The Parish Council is aware that a lack of affordable and suitable housing is an issue for many rural communities, which can lead to local people being forced to move away.

To assess whether this is a problem in Welford-on-Avon parish we are carrying out a survey to identify the types and sizes of homes that local people need. The last full survey was conducted in 2019. It's important that housing needs information is up to date to ensure that planning applications can be properly assessed.

**The survey is for everyone, not just people in housing need.** The questions in the first part of the survey will help to compile a profile of residents and some general points about life in the parish.

We need your help and ask all households to complete a survey form:

- People who are not in need of housing are requested to complete part 1 only
- People who need alternative housing are requested to complete all parts of the form

Data is being collected on behalf of the parish council by Warwickshire Rural Community Council (WRCC), an independent charity that works across Warwickshire and Solihull to sustain rural communities. When complete the Parish Council will consider the results of the survey and work together with WRCC to explore how any identified needs can be addressed.

Statistical feedback to villagers will be given via Welford Matters and the Annual Parish Meeting in May.

Do you know of people with a connection to the parish who would like to live here? Please encourage them to contact Sarah Brooke-Taylor, Rural Housing Enabler for WRCC, on 01789 842182 or email [sarahbt@wrccrural.org.uk](mailto:sarahbt@wrccrural.org.uk) so a survey form can be sent to them. They should currently work in the parish, have previously lived in the parish or have close family currently living in the parish.

**All information you give will be anonymised and treated in strict confidence. Neither the Parish Council or any third party will see individual replies.**

The analysis will be carried out independently by WRCC and it will retain all survey forms and digital information. Please complete and return the attached form by 28<sup>th</sup> February 2025 using the Freepost envelope provided or complete the survey online at [www.smartsurvey.co.uk/s/WoAHNS2025](http://www.smartsurvey.co.uk/s/WoAHNS2025).

Thank you for your help in conducting this survey.

Yours sincerely,

*Simon*

Simon Carter  
Welford-on-Avon Parish Council



# Housing Needs Survey for Welford-on-Avon parish

## Part 1 – to be completed by all households

**Q1: Your current household** – specify the number of people that fall into each age category

0-16 yrs	<input type="text"/>	17-19 yrs	<input type="text"/>	20-24 yrs	<input type="text"/>	25-29 yrs	<input type="text"/>
30-44 yrs	<input type="text"/>	45-59 yrs	<input type="text"/>	60-74 yrs	<input type="text"/>	75+ yrs	<input type="text"/>

**Q2: Your current housing** (please tick as appropriate)

<input type="checkbox"/> Own your home - no mortgage	<input type="checkbox"/> Housing association rent
<input type="checkbox"/> Own your home - with mortgage	<input type="checkbox"/> Housing association shared ownership
<input type="checkbox"/> Rent privately	<input type="checkbox"/> Tied accommodation
<input type="checkbox"/> Live with parents	<input type="checkbox"/> Live with friends
<input type="checkbox"/> Other (please specify) .....	

**If you currently pay rent approximately what percentage of your income, after tax, do you spend on rent?**

 %

<input type="checkbox"/> House	<input type="checkbox"/> Bungalow	<input type="checkbox"/> Flat / maisonette	<input type="checkbox"/> Park / mobile home
<input type="checkbox"/> Other (please specify) .....			

Number of bedrooms .....

**Q3: Life in the parish** (please tick as appropriate)

	Yes	No	Don't know
Does the parish lack any facilities?			
If yes, what facilities?			
Does the parish lack any housing?			
If yes, what type of housing?			
Has anyone in your household left the parish in the last 5 years because no affordable or suitable housing was available?			
In principle, would you be in favour of a small housing scheme (<10 homes) being built in the parish based on the identified needs of LOCAL people?			

Additional comments including possible locations that you feel may be suitable for housing. These comments will be included anonymously within the final report.

**Part 2 – to be completed only if your household (single, couple or family) has a need for alternative housing and wishes to live in the parish.**

Please complete a separate form for each household in need of different housing.

**1. Why do you/your household require alternative accommodation (tick all that apply)?**

- ☐ Need a larger home due to overcrowding
- ☐ Wish to downsize
- ☐ Want a starter home / first home
- ☐ Wish to return to the parish
- ☐ Struggling to afford current home
- ☐ Need to be closer to a carer or dependent to give or receive support
- ☐ To be closer to employment within the parish
- ☐ Need a home that is more accessible (ie, all rooms on one floor)
- ☐ Need a new home for another reason - please explain below

**2. What is your connection to this parish (tick all that apply)?**

- ☐ Currently live in the parish and have done so for at least the past twelve months
- ☐ Want to return to the parish and previously lived in the parish for a continuous period of at least 3 years within the past 5 years
- ☐ Have parents, siblings or children currently living in the parish and who have done so for a continuous period of not less than 3 years within the past 5 years.
- ☐ Currently work in the parish and have done so for at least the past 12 months for an average of not less than 16 hours per week
- ☐ Born in the parish and/or parents were resident in the parish at the time of birth

**3. Are you registered on Stratford on Avon District Council's housing waiting list (known as Home Choice Plus)?**

☐ Yes

☐ No

If you wish to apply to rent a housing association property you should be on the housing waiting list.  
Application forms are available by download ([www.homechoiceplus.org.uk](http://www.homechoiceplus.org.uk)), email ([housingadviceteam@stratford-dc.gov.uk](mailto:housingadviceteam@stratford-dc.gov.uk)) or telephone (01789 260861)

**4. What type of property would you/your household prefer (tick all that apply)?**

☐

Bungalow

☐

House

☐

Flat / maisonette

Number of bedrooms .....

☐

Rent - housing association

☐

Shared ownership (part rent, part buy)

☐

Rent - private

☐

Owned (with/without mortgage)

☐

Interested in self-build

☐

Specifically designed to cater for a disability

Please provide details of any specific housing requirements (eg relating to a disability) for yourself or any member of your household who is seeking housing with you.

**5. Financial information – this information will not be disclosed to any third party and remains confidential. It helps to determine the tenure of property suitable for the household.**

Please indicate the approximate total annual gross income (before tax) of the household seeking alternative housing. Do not include housing or other benefits.

£

**Do you have savings, equity in your current home or will someone gift you money towards a new home?**

☐

Yes savings £..... / equity £..... / gift £.....

☐

No

**6. Details of the household (family, single, couple) seeking alternative housing.**

Please complete a separate form for each household in need of different housing.

	Age (yrs)	Sex (M / F)	Relationship to person completing survey form
Person 1			<i>Person completing form</i>
Person 2			
Person 3			
Person 4			
Person 5			
Person 6			

**Please provide your name and contact details.** We may need to contact you to obtain further information. Any information you give will remain confidential to WRCC and will not be shared with any third party.

Name	
Address	
Email / telephone	

If you require an additional survey form contact the Rural Housing Enabler:  
01789 842182 or [housing@wrccrural.org.uk](mailto:housing@wrccrural.org.uk)

**Please return this form in the Freepost envelope provided  
no later than 28<sup>th</sup> February 2025.**

(or post to Freepost Plus RSRR-KAGE-GBUR, Warwickshire Rural Community Council,  
Warwick Enterprise Park, Wellesbourne, Warwick CV35 9EF)

WRCC collects the minimum data required and for the specific purpose of providing an anonymised housing needs report. Data is processed lawfully and fairly, and it is kept in a secure manner. Returned survey forms are kept for a short period before being shredded.

WRCC is a registered charity No.1081017 and a Company Limited by Guarantee in England and Wales No. 3930819  
Find out more at [www.ruralwarwickshire.org.uk](http://www.ruralwarwickshire.org.uk)

## **Appendix B – Lack of facilities and housing**

At Part one Q3 respondents were invited to leave comments about any perceived lack of facilities and lack of housing. These comments are reproduced below.

### **Lack of facilities:**

- Proper kerbing to protect grass verges
- Sports facilities in addition to cricket, football, bowls
- Cafe, deli, now butchers. Can we have a cafe at synder meadows development
- Butchers, bakery
- Sports - tennis, basket / netball, playing fields that don't flood. Playground
- Family park and cafe
- Cafe
- Park, playground, secondary school, GP, cafe, off road parking, traffic calming, shops, sports pavilion / facilities
- Sports pavilion
- Functional drainage system to resolve current flooding issues
- Childrens play area
- Park with no restrictions. Somewhere teenagers can hang out with their friends.
- Coffee shop
- Streetlighting, cafe, traffic lights on bridge
- Good sized community hall and a coffee shop
- Butcher, cafe
- Play area
- Deli selling fresh local produce
- Playground
- Take away, better shops
- More bus service
- Park for children to access in the week
- Speed camera in high st and binton rd
- Childrens play area, small supermarket, ground floor hairdressers / barber
- Warm food outlet
- Butchers shop
- Coffee shop
- Green spaces, centrally located for children
- Maybe a bakery
- Street lighting & zebra crossing
- Affordable retirement properties. Doctors
- Playing field / ground. Doctors surgery
- Traffic lights on Binton bridge
- Coffee shop
- Childrens play area, sports field, larger community hall for youth club, scouts etc
- Play areas other than in school grounds
- Safe play areas for children - indoor and out
- Street lighting & zebra crossing near shops
- Better public transport

- Drainage infrastructure
- Decent bus service
- Outdoor adult exercise equipment, fully accessible childrens playground.
- Traffic calming measures
- Doctors and more frequent bus service
- Communal play area
- Better bus route. More fresh produce such as bread & cheese
- Modern playground with equipment. Café
- Public car park, pedestrian crossing at High St, Public WC, street lighting, shop, maypole
- Larger school, public green space, adequate sewerage
- Health centre
- Street lighting
- Good bus service. Sewerage system that works all the time
- Flood protection, street lights, speed mitigation measures, accessible children's playground
- Doctors, dentist etc
- Park / field
- Adequate public transport
- Road crossings, shop, pub, traffic lights on Binton Bridge
- Bus service
- Better bus service and playgrounds
- Doctors
- Café / coffee shop
- Doctors, dentist, butcher
- Proper sports club with function room. Tennis courts. Proper access to playing fields. Better public transport.
- Better bus service, speed calming measures, fish / chip shop, pedestrian crossing by maypole shop.
- Traffic speed control
- Fresh fruit & veg outlet
- Youth facilities
- Street lights - dangerous for elderly to go out after dark.
- Tennis courts
- Playing fields
- Decent bus service a priority. Café or tea shop.
- Community café, play areas inside and out.
- Crossing by the newsagents, traffic lights on Binton Bridge, bus service.
- But a café would be a great addition
- Playground, tennis courts, youth activities
- Takeaway, park, better shop, adult exercise equipment
- Bigger shop, bigger school & facilities
- Playground accessible to all as school have locked the gates
- Better public transport. Bus services are infrequent and do not coincide with train services departing from Stratford, Warwick, or Honeybourne
- Policing against illegally maintained, modified and speeding vehicles.
- Youth club for teenagers and somewhere for older children to have a kick about after school, such as the playing field next to the school.
- Children's park, playing field, sports pavilion



- Play area for community to enjoy accessible at all times
- Community sports pavilion
- Coffee shop / community café
- Café to meet during the day
- Street lighting and traffic calming
- Street lights
- Play area
- Accessible park for children
- Sports facilities like Snitterfield have done
- Children's play ground
- Deli / baker / coffee shop
- Doctor, dentist, vet
- Indoor sports, i.e. badminton
- Park & playing fields
- Children's playground, more regular bus service & sports facilities such as tennis courts, all weather pitches
- Youth club
- Street lights & traffic lights Binton bridge. 20mph speed limit to high st. Parking control at junction of Barton Rd / High St / Maypole shop
- Open space for communal / village use. Facilities for teenagers / young adults. good bus service.
- Possibly a takeaway
- Park that is open to all. Youth club. cycle paths
- Better bus service
- Sports for all ages. Safe playground for children. a safe play area
- Play space for children with safe access
- Cafe
- All weather sports pitches
- Cycleways, tennis court
- Park opening for children, closed by school.
- Playground open to all, all year around  
Mums n Tots Group
- Fully available playground with access to large green playing area
- A central play facility including field
- Butchers.
- A village hall – large and multi purpose like Pebworth
- Own Doctors in the village would be desirable!
- Play park for the children (of all ages, not just primary school age); decent sports facilities/ new sports pavilion, a bigger village hall, butchers/ bakers, coffee shop. Better equipped village shop. Traffic calming.
- Lack of public transport - bus service is infrequent and unreliable. The roads through the village do not support any increase in volume having two places where the road is single file, the single traffic bridge and limited access routes in and out of the village. Repeated flooding affects both existing homes near the river, closes access routes over the bridge and along Barton Road which causes difficulties for existing residents. Flooding will increase with any building in and around the village.
- Public Open Space. Children's playing field. Doctor
- Sports facilities e.g. tennis courts. Also some sort of cafe

- Small retail outlets like a bakery, coffee shop
- Bus service is a problem. must have a car to live here. Could benefit from social areas for the children of the village with the land grab the school is trying

## **Lack of housing**

- Affordable for young people
- Attractive small houses (2-3 bed with garages) which would encourage local retirees to downsize and release homes to families or starter homes for families. (not shared ownership)
- Cheaper affordable houses or bungalows
- Bungalows and starter homes 2-3 bed
- More reduced market value homes for young families. S106
- Affordable small bungalows
- Small affordable bungalows. Not 2-bed ones at 1.4m asking price
- Affordable housing
- Starter homes
- Overdeveloped as it is
- Affordable homes for young locals / FTB
- Smaller houses 2-3 beds
- Affordable housing for younger people
- Retirement apartments, housing for first time buyers, bungalows
- Affordable housing for young couples. Over 60s.
- Smaller homes for young families. Starter homes
- Small houses & bungalows at affordable prices
- Affordable. Between 250k & 700k
- Affordable x14 comments
- Affordable bungalows for the elderly and houses for young people
- Smaller 2/3 bed affordable.
- Social
- Affordable and rented
- 2/3 bed bungalows. No more 5 beds needed
- Affordable for local people
- Small 2-bed houses, one level, small gardens / courtyard
- Starter homes & retirement properties
- Social housing could be built on the old greenhouse site
- Small starter homes
- Bungalows x2 comments
- Starter & affordable
- Small, one bed terraced housing. Insulated, eco energy, solar panels etc
- Houses for the youngsters
- Small retirement complex
- Affordable, social housing inc bungalows
- Affordable housing for single people, couples, or young families on average or low income
- Retirement and social
- First time buyer or older peoples bungalows
- Affordable housing needs to be located nearer to centres of employment.
- Bungalows to release other houses

- 1 or 2 bed affordable for young people
- Small houses or bungalows for either people starting out or downsizing but still want to own their home. Small houses are mainly social or S.O + warden led sheltered accommodation.
- There should always be a wide range of housing available to meet national need, attract investment and encourage parishioners to upsize and downsize to suit need.
- We are targeted by builders exploiting our high return on investment. They all want a piece of Welford. We are 100% over our allocation. Is this survey another excuse to build even more?
- Small affordable houses for private ownership. Not for buy-to-let or housing association.
- Affordable, first time buyers
- Fixed equity and shared ownership homes for elderly
- Two / two & a half sized properties to accommodate starter homes or people in retirement at sensible affordable prices. The attraction to 4/5 bed houses keeps the village only available to the wealthy.
- Smaller / affordable housing
- Housing for local families, particularly new, young, first time buyers / new families / i.e 3 beds
- Affordable / social
- For single persons, 2 beds
- Bungalows & starter homes
- Bungalows for older people
- Lower value (under 400k) open market housing
- Suitable for older people looking to downsize at a sensible modest price
- Smaller houses (1-3 bedrooms), social rental properties
- Bungalows that haven't been enlarged, to suit older downsizers
- Too many houses have been built with few, smaller houses for first time buyers or people wanting to downsize. Welford does not need any more £1m + houses
- Affordable housing, suitable for young people or young families seeking to stay in the village.
- Affordable first homes and smaller family homes
- Bungalows of a reasonable size and a reasonable price.

## Appendix C – Home Choice Plus

Home Choice Plus is the scheme used to allocate housing association properties for rent across Stratford-on-Avon District Council area.

In February 2025, the following households with an address within Welford-on-Avon parish were registered.

Household type	Number of children in household	Number of households	Dwelling size and type
Single/couple	0	8	1 bed maisonette / flat*
Pensioner/DLA	0	18	1 bed bungalow*
Family	1	1	2 bed house
Family	2	1	2 or 3 bed house
Family	4	1	3 or 4 bed house
Other	0	2	2 bed house

\*In rural areas where analysis indicates a need for 1-bed homes, this may be reclassified as 2-bed accommodation. One-bed homes are too inflexible to cater for changing household needs which can undermine the creation of stable and sustainable communities. They are only suitable for a single person or couple whereas a 2-bed home can offer an adaptable and accessible home for life which may include accommodating children or carers, working from home, or similar. This increased flexibility is a compelling argument for providing the larger 2-bed home.

If local needs properties are developed for a community as a result of information obtained through a housing survey and similar evidence it would be subject to a planning obligation prioritising occupation of the homes to people with a defined local connection (as listed at Part 2 Q2 on the survey form).

## Appendix D – Comments

At the end of Part one respondents were invited to provide additional comments 'including possible locations that you feel may be suitable for housing'. These comments are reproduced below.

- Unfortunately Welford has been overdeveloped. Infill with large expensive properties has removed the opportunity for more affordable houses to be built. The village also struggles with traffic so more cars with more houses is going to ruin the character of the village and make roads dangerous.
- Welford has enough houses etc. We are a village and we don't want to become a city. If you want houses, build in cities. The only houses that get built in Welford are £1million plus so no good for the singles or youngsters of the village. Welford has no more places for housing.
- In principle, this is a good idea from previous village experience it seems to be impossible to keep housing for village needs resulting in people from towns in the housing who do not necessarily fit in to village life
- If it was built outside Welford main village, e.g. Milcote Rd and field areas, weston field areas. Houses would need to be affordable. semi / terrace, attractive and purchased. not social or rented. However, many houses at Meonvale & Long Marston airfield serve this purpose. Plumbing / infrastructure needs updating.
- We feel that Welford already has enough building going and any additional housing will ruin the village for local people
- Any housing must be in keeping with the current housing stock and general village ambiance. Any housing must not increase road usage and speed of traffic
- The area off Millers Close would be ideal.
- Not on flood plain or feeding into antiquated drainage system unless developer is tasked with replacing that infrastructure as a pre-condition to being awarded building contract
- Both our sons had to move out of the area to afford a home of their own
- Supportive of housing so long as contribute to facilities
- Parish is over subscribed with houses and it is destroying the character of the village and the road is a danger to our kids. Ruining green spaces, mental health & wellbeing. Absolutely NO more houses small or large. Village cannot accommodate. Flooding danger. Ruining our lives.
- Lack of traffic controls create issues with traffic which is already causing problems and will become a nightmare when developments around marston come to fruition. New bridge needed. Further development in village not required.
- No more large homes. Build starter homes or bungalows for older residents
- Over the limit now. services such as water and electric are stretched as it is. No more.
- It feels every square inch of land is being built upon. Schools, facilities and road infrastructure is at or beyond capacity already. With developments in meon vale / long marston there is no requirement at all for additional housing a stones throw away in this parish.
- I feel we have enough housing based on the present infrastructure
- There has been a lot of recent building in WOA with no adjustments to local services or infrastructure. In order for WOA to maintain its integrity as a rural village, I believe we are at capacity and we should stop.
- Barton Rd x2 comments

- Too many high end value properties being built as village is regarded as a wealthy village
- WOA has too many new houses already and does not need anymore.
- Do not expand the village too much. Too much already over past 10 years. There is nothing for the elderly or young and no consideration for the infrastructure.
- No more housing!
- Maybe not in villages where they have had more than their allotted allocation.
- % of development should be social
- Do not change the village. Enough housing built already
- No more housing until services / infrastructure improved
- We are very lucky to live in a beautiful village however we are open to flooding. The river has not been drained for many years, which could affect future problems
- Fabric of the village is being destroyed by the expansion of house building over the last two decades. Enough already!
- No more social housing in WOA. Too much already.
- Land between High St & Headland Rd
- No doctors surgery in the village. It could support one. New builds seem to have insufficient parking which then spills onto the roads. There needs to be boundaries to stop the ever sprawling into green spaces. Scholl capacity is full so where are the new schools being provided in all these new build areas. Lots of new builds expanding the village without the accompanying infrastructure of schools, sports facilities, healthcare such as hospitals, GPs dentists etc. Even local shops. All this leads to people driving further to get what they need filling already busy routes.
- Recent development within village boundaries means there are few spaces remaining. Development in less desirable locations (conservation area / back gardens) is becoming more common place. Not only does this erode the character of the village, but these developments:
  - contribute in no meaningful way to housing targets / stock
  - are usually executive homes
  - are not affordable
  - do not meet the need of locals seeking to stay close to their families
 Smaller dwellings are often included in a development to claim that housing need is being met. However, they are almost always expensive, executive, down-sizing dwellings that attract people from outside the village and usually fail to cater for those within
- There have been several developments in the village in recent years which already include affordable housing and some of these have not quickly sold / become occupied suggesting there is a sufficient supply. Also, large developments nearby, such as Neon Vale, have plenty of affordable housing. If more developments keep happening, it will ruin the villages. It doesn't seem needed.
- WOA is already exceeding its future building plans and no further development should be permitted. If there was further developments, the infrastructure will need to be enhanced.
- Hope the allotment area has a form of covenant on it saying it belongs to the village and not to be used for building.
- If % of income is about affordability, why not ask about mortgage payments and shared equity.

- My reservations would be that where is there a suitable area to build those houses that doesn't impact overall balance of houses and green space. I don't think there is a single area that could accommodate those houses. Social housing good in principle but over time maintenance of houses becomes a challenge and it impacts the "cared for" look of a village in my experience.
- Not after the housing added recently
- Some social housing has been incorporated into larger developments (9+ houses) Important that the houses are built to the same standard
- provided infrastructure and service are made adequate to cope with sewerage, drainage etc
- We would ideally like a 3 bed bungalow so that we can down size and release our home to a family who it would suit better. We would not want to be on a development of just bungalows as it would feel as though we are in a retirement village. We would just like to have a bungalow on a site of say just 1 or 2 or possibly 3 bungalows
- Traffic & facilities do not support more development
- Already too much development
- There seem to be homes for sale at the lower end of the market that have not sold quickly, so I question the premise that there is a housing need. If there is to be more development, it would be better to situate it next to other recent developments to preserve the character of the village by not inserting modern buildings next to older properties
- I feel we have enough new affordable housing in the area with the proposed large developments at both Meon Vale & long marston air field. We should be more concerned with increased traffic.
- All the obvious places have already been developed and normally with large 5 bedroom detached houses
- Around the school, allotments could be moved, land behind allotment utilised for school & houses
- The current sewerage and drainage systems are not capable of taking on any more housing. There have already been several incidents are sewers backing up into recently built housing developments due to the system becoming overwhelmed. The road network also can't take any more traffic in its current state
- Only if number of new build executive homes is vastly reduced and more infrastructure in place, such as drains and the village stays a village and not a suburb of Stratford.
- Focus on investing in better facilities before building anymore new homes.
- Build a small development of sheltered housing for elderly people with an onsite warden. This might then free up some larger homes for families.
- Land within adjacent or close to the built up area boundary or existing housing. Also, include sites identified as available through housing and economic land availability assessment. HELAA / South Warks local plan, preferred options consultation.
- There are already 10 plots waiting to be built on at Millers Close
- Housing needs can be met from existing housing. On Rightmove today there are 35 properties for sale in the village in addition to those currently under construction in the village and in addition to the vast amount of housing being constructed nearby in Stratford Upon Avon and Meon Vale. The properties for sale in the village range from 2 bedrooms to 6 bedrooms sale prices £150,000 to £2m. They include shared ownership properties. All the shared ownership

properties have been on the market for in excess of 4 months and many of the other properties have been on the market for months.

- Our allocation to 2030 has already been exceeded by 100%. CIL payments are a bribe and no compensation for ruining the village any more. There are no suitable locations but it is obvious the next field along Milcott Rd has been earmarked.
- Too many large expensive homes are being built in the village. Smaller 2/3 bed properties are needed. They should be well built and affordable so younger families can stay in the village and older people who wish to downsize can stay in the village too while releasing their large properties to those in need.
- Multiple small developments have been built which include affordable / social housing
- The local road network cannot take anymore housing. New housing can only be built if local infrastructure is updated and if more schools, doctors, dentists etc are built
- The village is so over built already. There is no need for any more housing provision in Welford. The school is over subscribed and the entire village lacks in facilities to accommodate current residents, let alone additional people coming to the village
- WOA / Weston
- Any more expansion will destroy village / community.
- If it is deemed houses in the village are required, these should be limited to 2/3 bedroom bungalows or single story housing. The supply of 4 and 5 bed houses is sufficient and those looking to downsize within the village have a problem being able to do so.
- Building plans need to be appropriate to the location and complement the existing development but not stand out like a village carbuncle
- We don't need more and more 4/5 bedroom houses. I don't believe we need any further housing but if we do, make it 2/3 bedroom homes. As a younger resident of the village, I'd love to see more people of my age, with young children, in the village but they're priced out by the amount of £600k + homes in the village. There's more £1 million homes than anywhere else locally!
- Central location - these areas are currently favoured by large intense unaffordable homes, mostly out of character and scale of the surrounding properties.
- The village lacks smaller houses and bungalows. Far too many large 4/5/6 bedroomed houses many of which contain older couples or even a single person. Locations suggested will become opportunities for developers to 'infill' and/or encourage 'backyard development'.
- Welford has suffered from excess housing development over the past 5 years with considerable back garden development. There is an oversupply of large 4-bed plus houses with inadequate smaller houses / starter homes and very little rental opportunities.
- I don't think there is any space left in Welford for additional housing
- There are already 10 plots waiting to be built on at Millers Close



## Appendix E – Property search

Results of property search across the parish excluding listed and character properties, properties requiring refurbishment, and properties with land, stables or similar.

Properties currently for sale ([www.rightmove.co.uk](http://www.rightmove.co.uk), February 2025)

Agent	Number of bedrooms	Property type	Price £
Stowhill Estates	5	Detached house with triple garage and gym/studio	2,000,000
Vaughan Reynolds	4	Detached house with thatched roof, double garage	1,350,000
Peter Clarke	4	Detached house with double garage	1,250,000
Kennedys Stratford	4	Detached house with double garage	1,250,000
Peter Clarke	3	Detached house, Grade II listed with garden office	1,245,000
Knight Frank	3	Detached bungalow	1,100,000
Jeremy McGinn	5	Detached house over 3 floors, in 1/2 acre	1,000,000
Knight Frank	6	Plot comprising 3 bed house, 2 bed house, shop & 1 bed flat	1,000,000
Peter Clarke	5	Detached house	875,000
Peter Clarke	3	Semi-detached house, Grade II listed	795,000
Vaughan Reynolds	4	Semi-detached house	775,000
Nikki Homes	3	Detached bungalow	750,000
Moveli	5	Detached house	750,000
Connells	4	Detached house	750,000
eXp UK	2	Detached bungalow	725,000
Knight Frank	4	Semi-detached house with planning permission for extension & outbuildings	720,000
Peter Clarke	4	Detached house	645,950
eXp UK	2	Semi-detached bungalow	600,000
Jeremy McGinn	4	Semi-detached house with 2-storey outbuilding	550,000
RA Bennett	3	Semi-detached house	450,000
Hamptons	3	Semi-detached house	400,000
Connells	2	Semi-detached bungalow	270,000
Emma Franklin	2	Semi-detached bungalow	260,000
Sail Homes	3	Terraced house	250,000
King Homes	2	Terraced house	185,500
King Homes	3	Terraced house	162,400
John Payne	2	Semi-detached bungalow	150,200

Average price, properties currently for sale

Property size & type	Price £
2 bed terraced house	185,500
3 bed terraced house	206,200
2 bed semi-detached bungalow	320,050
2 bed detached bungalow	725,000
3 bed detached bungalow	1,100,000
3 bed semi-detached house	548,333
3 bed detached house	1,172,500
4 bed semi-detached house	681,667
4 bed detached house	1,049,190
5 bed detached house	1,156,250
Plot comprising 3 bed house, 2 bed house, shop & 1 bed flat	1,000,000

Properties sold within the last 12 months

Date sold	Number of bedrooms	Type	Price £
Dec-24	3	Detached bungalow	799,950
Nov-24	3	Detached house	642,500
Nov-24	4	Detached house	1,175,000
Oct-24	3	Detached bungalow	805,000
Oct-24	4	Semi-detached house	520,000
Sep-24	3	Detached house	1,195,000
Sep-24	5	Semi-detached house	1,425,000
Aug-24	2	Detached bungalow	472,000
Aug-24	3	Detached house	950,000
Aug-24	3	semi-detached bungalow	430,000
Jul-24	4	Detached house	750,000
Jul-24	4	Detached house	863,000
May-24	3	Terraced house	280,000
May-24	3	Semi-detached house	380,000
Mar-24	4	Detached house	740,000
Mar-24	unknown	Detached house	712,500

Average price, properties sold within the last 12 months

Property size & type	Price £
2-bed detached bungalow	472,000
3-bed terraced house	280,000
3-bed semi-detached bungalow	430,000
3-bed detached bungalow	802,475
3-bed semi-detached house	380,000
3-bed detached house	929,167
4-bed semi-detached house	520,000
4-bed detached house	882,000
5-bed semi-detached house	1,425,000

According to HM Land Registry (December 2024) in the last year houses in Welford-on-Avon had an overall average sale price of £836,692. The majority of sold properties were detached properties, selling for an average price of £950,454. Semi-detached properties sold for an average of £688,750, with terraced properties fetching £450,000.

Overall, the historical sold prices in Welford-on-Avon over the last year were 11% up on the previous year and 10% up on the 2022 peak of £760,967.

According to the Office for National Statistics (ONS) the average house price in Stratford-on-Avon district was £382,000 in September 2024 (provisional), up 7.3% from September 2023. This was higher than the rise in the West Midlands (3.0%) over the same period.

### **Properties for rent**

Properties currently available for rent in Welford-on-Avon parish:

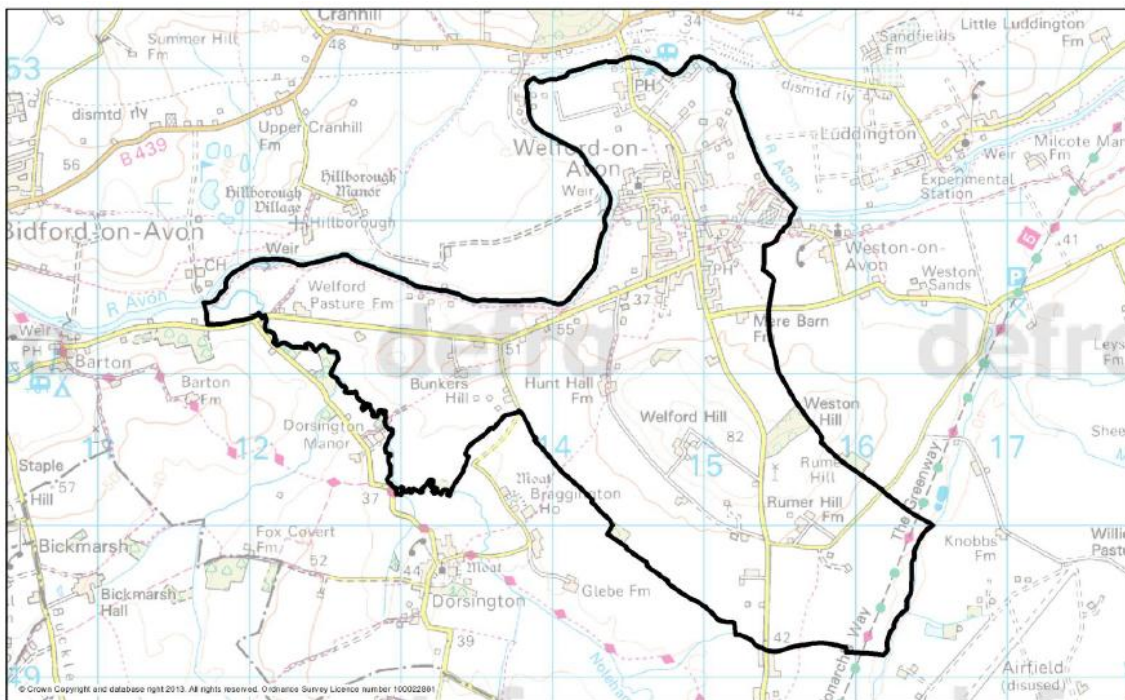
- Unfurnished single-storey barn conversion with 2 double bedrooms, through Hamptons for £1,750pcm / £404pw
- Furnished house share with 1 double bedroom and use of communal facilities, through RA Bennett for £450pcm / £104pw

Rising rental costs are putting a major strain on household income, particularly amongst low-income households. According to the Office for National Statistics average rents as of October 2024 in Stratford-on-Avon district were:

- One bedroom: £741
- Two bedrooms: £932
- Three bedrooms: £1,161
- Four or more bedrooms: £1,688

The availability of homes to rent for less than £1,000 a month has significantly declined, making it even more challenging for those on tighter budgets to find suitable accommodation.

## Appendix F – Parish map



Welford-on-Avon is a picturesque village set in the heart of Warwickshire. It lies within a loop of the Warwickshire Avon about four miles west of Stratford-upon-Avon. The village is four miles south of Alcester and four miles east of Bidford-on-Avon.

Formerly part of Gloucestershire, but a Warwickshire village since 1931, Welford, like most rural parishes, has its historical roots firmly based in agriculture and is still predominantly bordered by arable farmland, with commercial horticulture also very much in evidence. The population had reached 516 at the time of the first census in 1801. By 2011 it had grown to over 1,400 and a little over 600 houses.

The first settlements in Welford-on-Avon are believed to date from the Neolithic and Bronze Ages, possibly as outposts from the fortified encampments lower down the Avon valley such as at Bredon Hill. The oxbow curve of the river would also have been seen as offering an easily defended site.

The original village school was built in Victorian times and housed the first Parish Council meeting in 1894. More recently the Memorial Hall building was erected in 1924 and the Allotment Trust was established in 1940. The Conservation Area containing 65 listed and 80 non-listed buildings was designated in 1969. Parts of the church, St Peter's, date back to the early eleventh century with evidence of earlier foundation.

The River Avon represents a major environmental dynamic in the parish, with a significant area of its land within the flood zone. Welford Field SSSI is an unimproved field which lies in the flood plain of the River Avon on its south bank in a large river bend. Shakespeare's Avon Way, a national hiking route, crosses the parish and the Greenway cycle path (formerly the route of the Stratford to Honeybourne railway line) provides a route into Stratford-upon-Avon for cyclists and walkers.

*Above information taken from Welford-on-Avon Neighbourhood Development Plan 2011 to 2031*