



Madron Parish

HOUSING NEED SURVEY

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Madron Parish
Housing Need Survey Report

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1. Introduction

1.1.1. Cornwall Council generally determines local housing need at parish level through statistics generated by the Cornwall HomeChoice register. This is a comprehensive database, operated by the Council, of all those households that are seeking an affordable rented home in Cornwall. Similarly, Help to Buy South keep a register of all those looking to buy an affordable home in Cornwall.

1.1.2. In some circumstances (particularly in rural areas), it can be useful for the Affordable Housing Team to supplement its existing HomeChoice data with additional information from a localised Housing Need Survey. Housing Need Surveys provide a wealth of additional information from households within a specific area, on important issues such as the level of support for a proposed development. They can also provide further detail on the types of homes required by local people (both market and affordable) and are particularly useful in highlighting additional 'hidden' housing need that hasn't been identified through the HomeChoice database.

1.1.3. Housing Need Surveys are therefore a useful 'snapshot' of the local need situation at a given point in time and can complement the existing housing need information held by the Council. They are generally undertaken by the Affordable Housing Team, for the benefit of the Local Planning Authority. However, they can also be a useful tool for parish councils and Neighbourhood Plan groups in assessing their housing needs and priorities.

1.1.4. However, a Housing Need Survey's accuracy and relevance will reduce substantially over time as, unlike the HomeChoice and Help to Buy South Registers, they are not updated when households' circumstances change. Consequently, the Affordable Housing Team considers them useful in specific circumstances where additional information is required on the type and scale of housing needed in an area. However, this is in circumstances where they complement the existing housing need data or provide additional qualitative information. They should not replace information from HomeChoice, and parish councils should always request up to date housing need information from the Affordable Housing Team, rather than rely on an historic Housing Need Survey.

1.2. Survey purpose

1.2.1. Madron is currently preparing a Neighbourhood Development Plan, which will provide the evidence to set out local planning policies for the parish. In preparing this

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plan it is very important to understand what housing is required to meet the local needs of the communities over the plan period.

2. Current Housing Need Information

2.1. Registered need on Cornwall HomeChoice

2.1.1. Cornwall HomeChoice indicates that 36 households with a local connection to Madron parish and who are principally seeking affordable rented housing. Significantly of the 36 households, 15 households have stated a preference for living in the Parish. It should be noted that householder preference is only an indication of demand and can change with time and circumstance, including the availability of new affordable homes in an area and is not a substitute for eligible housing need.

2.1.2. A breakdown of the local housing need profile is provided in Figure 1 below, which has been separated by bedroom requirements and priority need banding:

Figure 1 – Summary of HomeChoice register

Local Connection	Band	Council Min Bedroom Need					Grand Total
		1	2	3	4	5	
	Band A	5	0	0	0	0	5
	Band B	1	0	1	0	1	3
	Band C	5	1	7	1	0	14
	Band D	1	1	1	0	0	3
	Band E	6	0	1	0	0	11
Madron Total		18	2	10	1	1	36

2.2. Households registered with Help to Buy South

2.2.1. The Help to Buy South West register (*as of the 3.12.2019*)¹ identified 4 households that are seeking to buy an affordable home in the parish. Please note the Help to Buy South West register is now being operated by Help to Buy South, households are required to re-register, however at the time of writing this report updated figures have not been made available.

¹ This is the most up to date available data at the time of this report being drafted.

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2.2.2. The Help to Buy South West figures only account for those households that indicated that they either live or work in the parish on their application form. Help to Buy South West do not routinely keep data on ex-residency or family connections as households seeking to buy an affordable home generally understand that they may need to move to other areas in order to secure a property (as fewer affordable sale homes are provided). As a result, the above figure is likely to underestimate the total local need for affordable sale homes if a comparable local connection definition were to be used in both circumstances.

3. Survey Methodology

3.1. Location and geographic extent of survey

3.1.1. Madron is a large rural parish on the Penwith peninsula north of Penzance, bounded by the parishes of Sancreed and St Just to the west, by Zennor and Morvah to the north, by the sea and the parish of Paul in the south and by the parishes of Ludgvan and Penzance to the east. Madron village is the largest settlement in the parish centred on an elevated site approximately two miles (3 km) northwest of Penzance town centre. The parish also has many smaller settlements, the larger settlements include Tredinnick, Lower Ninnis, New Mill, and Tregavarah. The village of Newbridge sits just outside the parish boundary. The population was 1,591 at the 2011 census, with 1,195 electors and 689 dwellings.

3.2. Survey methodology

3.2.1. The survey was undertaken by the Affordable Housing Team at Cornwall Council, in partnership with Madron Parish Council. It ran for 6 weeks from the 3rd March 2020 through to 14th April 2020. Households received a letter inviting them to complete the online questionnaire or return a paper copy of the survey to the Council.

3.3. Survey structure

3.3.1. The survey format was in accordance with the Council's model questionnaire.

Topics within the survey included:

- Whether the respondent needed affordable housing;
- Whether they were currently living in the Parish;
- The composition of a respondent's household;
- The type and tenure of their current home, as well as the length of time they had been living in the property;
- Whether their home included any special adaptations;
- Whether any members of the household have had to leave the parish;
- The type of connection the household had with the parish;

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- How urgently the household needed to move, and why;
- Where the household would like to live, and the type of property required;
- Whether the respondent is already registered with either HomeChoice or Help to Buy South West;
- General equalities monitoring questions.

3.4. Report Format

3.4.1. The remainder of this report will analyse the results of responses to the Housing Need Survey. For ease of reference, responses from those that were not in housing need (the 'generic' questions) will be reported separately to those that indicated that they are in 'housing need'.

3.4.2. In accordance with Cornwall Council standard procedures, the survey asked a number of additional questions relating to equalities monitoring. These are only for Council-use and have no bearing upon the outcome of this survey. As a result, analysis of these will not be reported specifically in this report.

4. Survey Data

4.1. Summary of survey response rate

4.1.1. The Housing Needs letter went out to 738 addresses in the parish. At the closing point of the survey, the Affordable Housing Team recorded **80** copies in total. This is equal to an overall response rate of just under **11%**.

4.1.2. The information provides useful data on the extant housing need in the parish. The Affordable Housing Team considers this to be a statistically significant survey and it is recommended that the conclusions drawn from the analysis be used to inform both the Parish Council and the Local Planning Authority regards housing need in the parish.

4.2. Analysis of sample

4.2.1. Of the **80** responses, **73** were recorded as 'complete'. The report therefore focuses on the **73** households that provided a complete response.

4.2.2. As outlined above, the survey was split to capture information on those households that considered themselves to be in '**housing need**', as well as seeking general information on those respondents not in need.

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4.3. Households in 'housing need'

4.3.1. This report will mainly focus on those households that responded on the basis of being in housing need. This was covered by questions 15 to 29. **15** households responded that they had a housing need. It appears from the data that initially more than 15 people answered some of these questions but then went back to record that they did not have a housing need. Therefore, the responses of the 15 households only are being detailed in this report. All respondents' thoughts on Affordable Housing development are covered in Section 5 of this report.

4.3.2. Current housing circumstance

14 respondents answered this question. Respondents were asked whether the household needing to move owned or rented their current home, of note:

- a) **57%** (8) were in private rented
- b) **36%** (5) living with relative or friend
- c) **7%** (1) renting from the council

4.3.3. Local connection

This question asked respondents to identify the type of local connections they had to the parish. The options were either or, yes or no to having: lived in the parish for 3 yrs. worked in the parish for 3 yrs. or more; previously lived in the parish for 5 yrs. or more; or, have a family member who has lived in the parish for 5 yrs. or more. All respondents answered this question and all (**100%**) stated that they meet the local connection to the parish.

4.3.4. Reasons why a move is required (multiple answers)

Fourteen respondents answered the question. Respondents were able to select all reasons that applied to them. The most common answers were:

- To move to a more affordable home **50%** (7)
- Living with friends/family and would like to live independently **43%** (6)
- Home is too big **14%** (2)
- A problem with the condition of the home **14%** (2)

4.3.5. How soon households need to move home

Fourteen respondents answered this question with the majority **57%** (8) of respondents needing to move home within 2yrs. The remaining respondents **43%** (6) stated that they need to move within 2-5yrs.

4.3.6. Where households would like to live

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Fourteen respondents answered this question

- **57%** (8) want to live anywhere in the parish of Madron
- **21%** (3) want to live in Madron
- **21%** (2) want to live outside the parish

4.3.7. Tenure Type Preferences (multiple answers)

Fourteen respondents answered this question. The following trends were noted:

- 86%** (12) of households were seeking affordable rented homes;
- 36%** (5) of households were seeking Shared Ownership
- 21%** (3) of households indicated a preference for an intermediate sale home;
- 14%** (2) of households indicated a private rented home would suit their needs
- 14%** (2) of households indicated an open market or other type of home would suit their needs.

4.3.8. Property size

Fourteen respondents answered this question.

1 bed	43% (6)
2 beds	50% (7)
3 beds	7% (1)

4.3.10. Specific house types required (multiple answers)

Fourteen respondents answered this question. 11 of these respondents (79%) didn't require specific requirements; such as adaptations or older persons accommodation. 36% (3) households indicated they required accommodation adapted for wheelchair, ground floor accommodation and or older persons accommodation.

4.3.11. Affordable homeownership prices

Fourteen respondents answered this question. Respondents were asked to state how much they could afford for housing in the parish:

- **50%** (7) stated they **do not wish to purchase**
- **21%** (3) could afford to buy **under £80,000**
- **7%** (1) could afford to buy between **£81,000 - £100,000**
- **7%** (1) could afford to buy between **£101,000 - £125,000**
- **7%** (1) could afford to buy between **£156,000 - £200,000**
- **7%** (1) could afford to buy in excess of **£200,000**

4.3.12. Deposits

Of the 7 households that were interested in purchasing a home:

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- **29%** (2) households have access to up to **£5,000** for a deposit,
- **14%** (1) households are able to raise a deposit of **£6,000 - £10,000**
- **29%** (2) households have access to a deposit of **£11,000 - £20,000**
- **29%** (2) households have access to a deposit of **£31,000+**

Deposits of 10-15% of purchase price are typically required to purchase a Discounted Sale Home.

4.3.13. Affordability of rental costs

12 households indicated that they would consider renting a home. The amount these households could afford on monthly rent is outlined in Figure 2 below:

Figure 2 - rental affordability

Answer Choices	Number
Do not wish to rent	2
Less than £400 pcm	5
£401 - £500 pcm	3
£501 - £600 pcm	3
£601 - £700 pcm	1
Total	14

4.3.14. Are households registered for affordable housing?

Fourteen respondents answered this question. The majority **86%** (12) were not registered with HomeChoice or Help to Buy South. **14%** (2) of respondents were registered with HomeChoice, and **no** respondents were registered with Help to Buy South West, or with both. Consequently, the Housing Need Survey has identified **12 'hidden households'** that are not counted within the current registered housing need information.

4.4. Thoughts on Affordable Housing & Development

4.4.1. Support for Affordable Housing led development

72 respondents answered this question. The majority **54%** (39) said **"yes"**, **32%** (23) said **"maybe"** and **14%** (10) said **"No"** to affordable housing led development that would help meet the needs of local people with a connection to the parish.

All respondents' comments to this question can be found in the [Appendix 1](#)

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4.4.2. Types of supportable development (multiple answers)

Of the 70 respondents answering this question, the following tenure choices were identified;

- **54%** (38) Affordable homes to **purchase**
- **51%** (36) Affordable **rented** homes
- **30%** (21) **Self-build** homes
- **30%** (21) **Retirement** housing
- **16%** (11) **None**
- **9%** (6) **Open market** homes
- **9%** (6) **All** of the above

4.4.3. Number of homes built

73 respondents answered this question regards how many homes they would support being built;

- **32%** (23) **1-20** homes
- **14%** (10) **21-30** homes
- **7%** (5) **31-40** homes
- **4%** (3) **41+** homes
- **25%** (18) **Don't mind**
- **19%** (14) **None**

5. Conclusions and recommendations

5.1. Summary of survey response

5.1.1. Taking into consideration the breadth of the survey, in addition to the range of responses received, the Affordable Housing Team considers that it presents a statistically significant set of data with an overall response rate of just under **11%**.

5.1.2. There are 36 applicants currently on the Homechoice Housing Register who comprise households looking for an affordable home to rent , or those seeking to buy an affordable home in the parish. The survey identified an additional **12 “hidden” households** who would like an affordable home but who are not currently registered with the Council.

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5.1.3. In terms of “demand” for eligible households wishing to live in the parish. The survey identified **79%** of households seeking affordable housing wish to live in the parish. With regards the HomeChoice register, **15 (42%)** of the **36** eligible local households stated a preference for living in the Parish.

5.1.4. The surveyed and registered local housing need demonstrates with confidence that there is an identified local housing need and demand for affordable housing in the parish. The survey indicates that the local need profile is greater than the HomeChoice and Help to Buy South West registers indicated alone.

5.2. Key statistical findings

5.2.1. The survey identifies **14** respondents who are potentially in need of affordable housing and that the local need profile is greater than the HomeChoice and Help to Buy South West registers indicated alone.

5.2.2. It shows that, of those who consider themselves in housing need and answered the question (11), **79%** of respondents wish to live in the parish. Furthermore, the bed size need is fairly evenly split between 1 and 2 bedroom properties, though there’s a slightly higher proportion **7 (50%)** for 2 bed homes and only 1 household requiring a 3 bedroom property.

5.2.3. The survey shows that, the main reasons why a move is required are a) To move to a more affordable home **50%** (7), b) Living with friends/family and would like to live independently **43%** (6)

Of interest is that **2** respondents require ground floor accommodation, 1 of which is a full wheelchair user and **2** households require older person’s accommodation (one of which is the full wheelchair user mentioned above).

5.2.4. Of those who say they are interested in an affordable home to buy, only two households stated they could afford a home over £156,000. As of February 2020 the average lower quartile price of all houses in Cornwall² is £175,000. Based on a minimum 5% deposit being required only 4 households could afford this.

5.2.5. There is urgency in respondents need to move home, with **57%** stating that they would need to move within 2 years and a further **43%** 2 – 5 years.

5.2.6. In conclusion the survey data has indicated that, as well as the **36** applicants currently on the Homechoice Housing Register, who are looking for an affordable home for rent, and those registered with Help to Buy South seeking to buy an affordable home in the parish. There are an additional **12 “hidden” households** who

² Source of this data is Hometrack Housing Intelligence System.

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would like an affordable home but are not currently registered with the Council. The survey indicates that the local need profile is greater than the HomeChoice and Help to Buy South registers indicated alone.

5.2.7. It should be noted that households are not eligible to bid on affordable homes until they are registered on either the Homechoice or Help to Buy South registers.

5.2.8. There are a number of recommendations to consider through the ongoing development of the Neighbourhood Development Plan (NDP);

- With 86% of respondents supporting or may support affordable housing led development and an identified registered and surveyed housing need, requiring to be met. The NDP may wish to consider the allocating or zoning land for housing / affordable housing development. Undertaking a site finding exercise to demonstrate capacity and how the need will be met.
- Affordable housing delivery should cater for both affordable rent and intermediate homes for sale, reflecting the results of this survey and the registered local housing need.
- In addition, the survey identified support for self-build, 4 households – this could be explored further to understand the context and need; perhaps investigating not only self-build but other forms of community lead development including Community Land Trust delivery.

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Appendix 1 - Individual comments to questions.**Question 4 - What type of home do you live in? - Other**

On an Estate
Smallholding

Question 9 - What adaptations does your current home have? - Other

Hand rails and a walk in shower fitted as i am elderly and they aid me in remaining safe in my own home.
waiting to see elderly social care people

Question 18 - Why does the household need to move? - Other

- I am elderly, developing need for more suitable accommodation

Question 21 - What type/s of housing is suitable for the household need? – Other

- Self-Build

Question 30 – Would you support an affordable housing led development, to help meet the needs of local people with a connection to the Parish? – Reasons

Local youngsters need quality affordable housing
A good place for development would be the old workhouse site.
If there is a close connection to the parish and this survey identified the need.
The parish is overdeveloped with housing already. Rural parishes not suitable for sustainable development
No infrastructure
Access roads ' parking etc.
There is a housing shortage in this area
depends on what is being developed, where (environment), and what design.
we do not need a development, we need affordable housing in existing properties
If there is a demand from people with a true connection to Madron
I need more information
There has already been a recent new estate built on a field which have driven out people that live there previously as their once scenic views are now the gable ends of houses!
Enough housing up here now with shared ownership and linden homes

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If the scheme is to be truly "affordable" it needs to put the welfare and circumstances of Parish members first, not those of the developers. Local Affordable Housing schemes are currently way beyond the means of most families here., including myself.
yes am I am a parish member needed affordable housing
Because a lot of my family have had to move away prices are too high, and they cannot save and rent to get a deposit.
I always worry re "connection" to the Parish
much needed
People are desperate for rented houses and they can't afford to buy them.
Young people need affordable housing. Most property is far too expensive for them.
Due to the severe shortage do high quality low cost housing in Cornwall and particularly in Penwith. This has a major impact on the health and well-being of all ages and abilities.
Dependent on size and locat8ion
The property for sale for local workers especially first time buyers here is mostly beyond their means.
Fair and equitable opportunities for home ownership.
Yes as long as it is not too big and doesnt spoil the feel of the area
There is a huge need not and the need should be considered not just in Madron but within the context of the wider area.
to preserve family connections and long term stability of the community
Depends on where this will be sited
Its a little village and to fill it with more houses would ruin the area.
Provided it remained outside of the AONB area, this area should be preserved for small individual developments in keeping with the AONB environment.
to help keep the young people in the village
Not sure of the need here - just build in Truro
Depends where it would be situated.
local people need affordable housing
always dependent on what is being considered
It is important for the Cornish economy and for social cohesion that workers from all income brackets have the opportunity to make a decent life for themselves here.
Affordable housing is always needed
would like to see the derelict buildings in madron turned into accommodation. also some two bed bungalows as i wish to remain here but that is my need
Brownfield development only. Madron working people only
Housing for outright sale, is unaffordable for first time buyers.
I have some concern that Madron appears to already have its balance of affordable housing. Also, if such properties are to be built they should most certainly be of a good standard and be in keeping with the area.
A lot of council housing already in the village
housing for outright sale is beyond the means of many local people

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There must be an identifiable LOCAL need
There is no further need
Only if not in a conservation area or SSSI
Need local housing for local people
There are many in this area with income below the level necessary to buy a home, even if more than one is working full time. For the village to stay a lively balanced community we need affordable housing to keep the age spread.
On the basis that Madron has significant affordable housing already
affordable housing is vital for those people on a low income.

Question 32 – What types of developments would you support? – Other.

Some of all
again, it depends on the development/where/what
I am too old to help with the affordable selfbuild but i think that is a great idea.
I would only support housing that is eco-friendly i.e. carbon neutral. I strongly believe that this is essential for any new housing development.
disability friendly homes for rent

Question 33 – If there was future development in the parish, where would you prefer to see it? – Responses.

Edge existing development
Develop redundant buildings and brown field sites first rather than developing green spaces and farmland.
The old workhouse site.
Madron has had enough social/affordable housing development over the past few years! There are no amenities to support any new development and the historic nature of the village is being lost amongst the new builds!!
Adjoining Madron.
Madron
On "brown field" site ie the site of the Work House in Madron.
Camborne
Not in the parish
madron
Not in Madron village
The Madron Workhouse site, which is currently derelict and crying out for redevelopment
not on green-site land preferably. Any development should be environmentally friendly, carbon neutral and fully disabled accessible, and should be built of materials and design fitting with surroundings.
nowhere

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Only on brown field sites
On disused industrial sites, definitely not on green belt land.
Where it is most needed and where the necessary infrastructure and employment are in place
I wouldn't.
As an extension to the existing estates at Trelawney (to the south towards Landithy), Trafalgar Fields and Ensign Way and on land to the south (as you look at a map) of the Parish Church.
anywhere suitable
Making use of disused property/properties. By that I mean the Old workhouse etc. Or any property that is visibly not being used. It is a very big shame that the allotments at the top of the village are an eyesore, and i suppose if you are not going to rent these out at sometime soon, then there is better than anywhere. However I want to see the allotments used properly as there are loads of people in the village who want to use them, either individually or as a community. So please keep them and give them to our community.
Extension of Trafalgar/Victory Close area - but with better access to the road. Aldreath Lane is very narrow
Maybe beside a30 at Ludgvan or along the long rock bypass
Attached to current villages to encourage young people into those areas and keep them alive
top end of the village
in the already populated areas
AS an extension of the village of Madron
Anywhere you can put it, people are desperate for rented houses and they can't afford to buy them.
Madron
In areas that can be identified as suitable within a local plan for development.
Near existing communities and close to bus routes
Not between Madron and Heamoor
On land where permission has been granted but construction has not started after 3 years.
In the area of the old work house and any other brown site land.
Madron village or Heamoor
North to northwest
Brown field sites, Hamlets and enlarging existing buildings
parc abnac the old workhouse site is a dangerous eyesore and needs demolition and redevelopment
On the little used playing fields
Not sure, would like to see brown belt used before using green belt.
Affordable Housing developments should remain outside of the AONB designated areas.
However individual/single dwellings should be considered within the AONB

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designated areas on an individual basis but ideally with a local tie that only local people can purchase them and not to be used for holiday renting of any sort.
on brown field sites
Brownfield site only. Site not decided just by unelected Planners or developers
One area only - to the north of the village on the old Madron Workhouse site.
Near Mounts Bay School
where there is adequate space for gardens/ garaging/off road parking
On brown field sites if at all possible in order to keep urban development concentrated. If not possible it should keep encroachment on green spaces and farming land to a minimum. Of particular relevance to where I live, Heamoor and Madron should be kept physically separate i.e. the land between them should not be developed. Madron is a historic community in its own right and should remain so. Any development must be supported by adequate infrastructure and not compromise the facilities for existing housing. In particular I am thinking of broadband, which is critical to all businesses in the parish. Open Reach needs to invest in increasing capacity rather than just adding lines to existing boxes.
in the settlement of Madron on brown field sites
the old madron meat company, the allotments leading to mount view[that would make great bungalow space] maybe even have a couple of retail outlets in old meat company as not all of us drive .
Not sure
On the site of the old workhouse - this has stood empty far too long and it would be a boost for the community to have it used well and in happier times.
Not sure at this stage.
Madron.
First the brown field site of Madron Meat
In fill in the village
According to the Neighbourhood Development Plan objectives
On a brownfield site if necessary. Madron has more than enough social housing. The planning department or the present council are not to be trusted and the wishes of local people are ignored.
At present the village risks being dumped on
On Brown field sites - but it does not matter what I or anyone in Madron think about planning and new build . Cornwall planning from my experience appear to be a law unto themselves and any proposed Neighbourhood plan would, in my opinion be ignored ;and they will build wherever they feel the need to satisfy developers interests, so this exercise is just paying 'Lip service' to an already broken system.
Only in previously built up areas or brown field sites
Site of the old abattoir