



Dear villager

## **ASSESSING THE HOUSING NEEDS OF LOCAL PEOPLE**

The lack of suitable homes in villages is having an adverse effect on rural life. The young and old; individuals, couples and families; and people from all walks of life are having to either move away from their communities or remain in housing that is unsuitable for their needs.

**This survey will assess the needs for all types of housing required by people with a local connection including open market, intermediate and affordable housing.**

In considering any possible future provision it is important to know how many households are in need and what types of properties they require. In order to find out the true extent of housing need Midlands Rural Housing is undertaking an independent Housing Needs Survey of the village to identify whether or not the housing needs of local people are being met. The survey is being carried out at the request of Brandon and Bretford Parish Council with the permission and full funding from Rugby Borough Council.

In this respect it would be helpful if you could spend a few moments completing the attached form, either to indicate a housing need or to pass comment on village life and housing. This will enable us to provide a profile of local housing needs together with a general picture of the current housing situation. The housing needs information will help to inform decisions made on potential future affordable, intermediate and open market provision for those with a local connection to the Parish.

**Please complete and return the form in the freepost envelope addressed to Midlands Rural Housing by 26<sup>th</sup> October 2015.**

**EVEN IF YOU DO NOT CONSIDER YOURSELF TO BE IN HOUSING NEED, IT WOULD BE HELPFUL IF YOU COULD COMPLETE THE FIRST PAGE OF THE SURVEY FORM SO THAT YOUR VIEWS ON YOUR PARISH AND ITS CURRENT AND FUTURE HOUSING CAN BE RECORDED.**

**All the information you give will be treated in the strictest confidence** and individual replies will not be seen by the Parish Council, Rugby Borough Council or any other organisation. If you require an additional survey form for someone in your household, or if you know someone who has left the Parish and would like to return, please contact Midlands Rural Housing on 0300 1234 009.

Thank you for your help in conducting this survey.

Yours sincerely

*Richard*

Richard Mugglestone  
Midlands Rural Housing

A 'Frequently Asked Questions' sheet can be found at the end of the questionnaire form to help answer any housing relating queries

# HOUSING NEEDS SURVEY IN BRANDON & BRETTFORD

## Q1 - DETAILS OF RESPONDENT

Please give the number of people in your household, including you, that fall into each of these age categories  (please enter a number in each box)	Child (0-16 years old)	<input style="width: 50px; height: 25px;" type="text"/>	Young Adult (17-24 years old)	<input style="width: 50px; height: 25px;" type="text"/>
	Adult (25-64 years old)	<input style="width: 50px; height: 25px;" type="text"/>	Pensioner (65 years old +)	<input style="width: 50px; height: 25px;" type="text"/>
Which category best describes your household  (please circle)	One person household / Couple / Two parent family / Lone parent family / Other (please specify).....			

## Q2 - HOUSING CIRCUMSTANCES

What is your current housing situation?  (please tick)	Owner occupier-mortgage <input type="checkbox"/>	Owner occupier-no mortgage <input type="checkbox"/>
	Private renting <input type="checkbox"/>	Housing Association renting <input type="checkbox"/>
	Rented Council house <input type="checkbox"/>	Housing Assoc. shared ownership <input type="checkbox"/>
	Living with parents <input type="checkbox"/>	Accommodation tied to employment <input type="checkbox"/>
	Other (please specify) .....	
Do you live in:  (please tick)	House <input type="checkbox"/> Bungalow <input type="checkbox"/> Flat/apartment <input type="checkbox"/> Mobile home <input type="checkbox"/>	
	Number of bedrooms: 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5+ <input type="checkbox"/>	
How long have you lived in the Parish?  (please tick)	0-1 year <input type="checkbox"/> 1-2 years <input type="checkbox"/> 3-5 years <input type="checkbox"/>	
	5-10 years <input type="checkbox"/> 10-15 years <input type="checkbox"/> 15 years + <input type="checkbox"/>	
Into what tenure do you expect your next home move to be?  (please tick)	Private home ownership* <input type="checkbox"/>	Affordable / social rented* <input type="checkbox"/>
	Open market / private rented* <input type="checkbox"/>	Shared ownership* <input type="checkbox"/>
	No move expected <input type="checkbox"/>	Retirement housing* <input type="checkbox"/>
	Other (please specify) .....	
When do you anticipate your next home move will be?  (please tick)	0-1 year <input type="checkbox"/> 1-2 years <input type="checkbox"/> 3-5 years <input type="checkbox"/>	
	5-10 years <input type="checkbox"/> 10-15 years <input type="checkbox"/> 15 years + <input type="checkbox"/>	

\* See back page for tenure definitions

## Q3 - LIFE IN THE PARISH

Do you feel that the Parish...  (please circle)	Is a desirable place to live?	YES	NO	DON'T KNOW
	Has a balanced population?	YES	NO	DON'T KNOW
	Has a sense of community?	YES	NO	DON'T KNOW
	Has a suitable range of housing?	YES	NO	DON'T KNOW
Do you feel that the Parish suffers from...  (please circle)	A lack of adequate housing?	YES	NO	DON'T KNOW
	If YES, what sort? .....			
	A lack of facilities? (e.g. shops/transport)	YES	NO	DON'T KNOW
	If YES, in what way? .....			

## Q4 - LOCAL HOUSING

Do you know of anyone who has had to leave the Parish in the last 5 years through lack of suitable or affordable housing? (please circle)	YES	NO
If YES, how many people?	.....	
<i>If the people referred to above would like complete a Housing Needs Survey questionnaire please ask them to call Midlands Rural Housing on 0300 1234 009 to request a survey form.</i>		
Would you be in favour of a SMALL scheme (average 4-10 units) of new affordable homes for rent/shared ownership in the Parish for LOCAL people? (please circle)	YES	NO
	DON'T KNOW	

ADDITIONAL COMMENTS .....

**Q5 - SUPPORT OPTIONS**

There are a number of support options available that may help you to carry on living in your current home independently for years to come. These are set out below; if you would like Rugby Borough Council to provide more information on any of them please tick the relevant boxes:

- Assistive technology (e.g. lifeline systems so you can get help in an emergency)
- Grants and loans to help you get your property adapted to meet your needs
- Assistance with home repairs

**PLEASE COMPLETE QUESTIONS 6 - 14 IF ANY OF THE FOLLOWING APPLY:**

- YOU ARE IN NEED OF LOCAL HOUSING OF ANY TYPE
- SOMEONE IN YOUR HOUSEHOLD NEEDS, OR IS LIKELY TO NEED, LOCAL HOUSING WITHIN THE VILLAGE
- YOU HAVE A STRONG LOCAL CONNECTION TO THE VILLAGE AND REQUIRE HOUSING WITHIN IT (THIS INCLUDES THOSE WHO NO LONGER LIVE IN THE VILLAGE)

**THE HOMES THAT MAY RESULT FROM THIS SURVEY COULD INCLUDE:**

- AFFORDABLE / SOCIAL RENTED HOMES
- AFFORDABLE SHARED OWNERSHIP HOMES
- OPEN MARKET / PRIVATE SALE HOMES
- OPEN MARKET / PRIVATE RENT HOMES

**IF THE ABOVE DOES NOT APPLY TO YOU THEN PLEASE COMPLETE QUESTION 14 AND RETURN THE FORM IN THE FREEPOST ENVELOPE PROVIDED.**

**Q6 - DETAILS OF PERSON REQUIRING HOUSING**

Name	Mr/Mrs/Miss/Ms	Date of birth	
Address			
Telephone numbers	Home:	Work:	
When will you require alternative accommodation? (please tick)	Immediately <input type="checkbox"/>	Within the next 2 years <input type="checkbox"/>	2 - 5 years <input type="checkbox"/>
How long do you think you will need this accommodation for? (please tick)	0-1 year <input type="checkbox"/>	1-2 years <input type="checkbox"/>	3-5 years <input type="checkbox"/>
	5-10 years <input type="checkbox"/>	10-15 years <input type="checkbox"/>	15 years + <input type="checkbox"/>
What is your current housing situation? (please tick)	Owner occupier-mortgage <input type="checkbox"/>	Owner occupier-no mortgage <input type="checkbox"/>	
	Private renting <input type="checkbox"/>	Housing Association renting <input type="checkbox"/>	
	Rented Council house <input type="checkbox"/>	Housing Assoc. shared ownership <input type="checkbox"/>	
	Living with parents <input type="checkbox"/>	Accommodation tied to employment <input type="checkbox"/>	
	Other (please specify).....		
Do you live in: (please tick)	House <input type="checkbox"/>	Bungalow <input type="checkbox"/>	Flat/apartment <input type="checkbox"/>
	Mobile home <input type="checkbox"/>		
	Other (please specify).....		
	Number of bedrooms:	1 <input type="checkbox"/>	2 <input type="checkbox"/>
		3 <input type="checkbox"/>	4 <input type="checkbox"/>
			5+ <input type="checkbox"/>

**Q7 - HOUSING NEED**

Please indicate why you feel you will need alternative accommodation  (please tick all boxes that apply)	Need larger accommodation <input type="checkbox"/>	Need smaller accommodation <input type="checkbox"/>
	Need independent accommodation <input type="checkbox"/>	Need first home <input type="checkbox"/>
	Need to be closer to employment <input type="checkbox"/>	Need to change tenure <input type="checkbox"/>
	Need to be closer to carer/dependent <input type="checkbox"/>	Need cheaper home <input type="checkbox"/>
	Need to move to sheltered housing <input type="checkbox"/>	Need to avoid harassment <input type="checkbox"/>
	Need to change for physical reasons <input type="checkbox"/>	Need security of tenancy <input type="checkbox"/>
	Other .....	

ADDITIONAL COMMENTS .....



### Q8 - LOCAL CONNECTION

Do you:	Currently live in the parish	<input type="checkbox"/>	(If so, for ..... years)
	Have previously lived in the parish	<input type="checkbox"/>	(If so, for ..... years)
	Have permanent work in the parish	<input type="checkbox"/>	(If so, for ..... years)
	Have immediate family in the parish	<input type="checkbox"/>	(If so, for ..... years)
(please tick all boxes that apply)	Have another strong connection to the parish (please specify)	.....	

### Q9 - FAMILY DETAILS (IF THEY WOULD LIVE WITH YOU)

Title	Surname	First name	Relationship to you	Date of Birth

### Q10 - SPECIAL REQUIREMENTS

Please state if there are any specific housing needs (e.g. mobility / disability requirements including sensory, learning disabilities)	
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### Q11 - HOUSING REQUIREMENTS

What would be the most suitable type of housing for you?  (please tick)	Open market / private sale housing *	<input type="checkbox"/>	Open market / private rented housing *	<input type="checkbox"/>
	Affordable / social rented housing *	<input type="checkbox"/>	Affordable Shared Ownership housing *	<input type="checkbox"/>
	Retirement housing*	<input type="checkbox"/>		
What type/size of accommodation would be suitable?  (please tick all boxes that apply)		House	Bungalow	Flat
	1 bed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	2 bed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	3 bed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	4 bed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5 bed+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Q12 - FINANCIAL INFORMATION (THIS INFORMATION ENSURES THAT THE HOUSING IS SUITABLE/AFFORDABLE)

What is the basic annual household income (pre tax)?  (please tick)	Below £14,999 <input type="checkbox"/>	£15-£19,999 <input type="checkbox"/>	£20-£24,999 <input type="checkbox"/>
	£25-£29,999 <input type="checkbox"/>	£30-£39,999 <input type="checkbox"/>	£40-£49,999 <input type="checkbox"/>
	£50-£59,999 <input type="checkbox"/>	£60-£69,999 <input type="checkbox"/>	£70-£79,999 <input type="checkbox"/>
	£80-£89,999 <input type="checkbox"/>	£90-£99,999 <input type="checkbox"/>	£100-£125,000 <input type="checkbox"/>
	£126-£150,000 <input type="checkbox"/>	£151-£175,000 <input type="checkbox"/>	£176-£200,000 <input type="checkbox"/>
	£201-£225,000 <input type="checkbox"/>	£226-£250,000 <input type="checkbox"/>	£251,000 + <input type="checkbox"/>
How is this income earned? (please tick all boxes that apply)	Salary <input type="checkbox"/>	Means tested benefits <input type="checkbox"/>	
What savings do you have? (please tick)	Below £1,000 <input type="checkbox"/>	£1-£4,999 <input type="checkbox"/>	£5-£9,999 <input type="checkbox"/>
	£10-£19,999 <input type="checkbox"/>	£20-£29,999 <input type="checkbox"/>	£30,000 + <input type="checkbox"/>
If you require Shared Ownership or open market housing what is the maximum amount that you could afford?  (please complete)	Maximum mortgage (assume 3 x joint income)	£ .....	
	Equity in existing property	£ .....	
	Savings	£ .....	
	Other	£ .....	
	<b>TOTAL</b>	<b>£ .....</b>	

ADDITIONAL COMMENTS .....

If you require rented housing (social, market or private) what is the maximum rent you could afford to pay per week?  (please tick)	£65-£69 <input type="checkbox"/>	£70-£74 <input type="checkbox"/>	£75-£79 <input type="checkbox"/>
	£80-£84 <input type="checkbox"/>	£85-£89 <input type="checkbox"/>	£90-£94 <input type="checkbox"/>
	£95-£99 <input type="checkbox"/>	£100-£109 <input type="checkbox"/>	£110-£119 <input type="checkbox"/>
	£120-129 <input type="checkbox"/>	£130-£139 <input type="checkbox"/>	£140-£149 <input type="checkbox"/>
	£150-159 <input type="checkbox"/>	£160-£169 <input type="checkbox"/>	£170 + <input type="checkbox"/>

### Q13 - HOUSING REGISTER

Are you enlisted on Housing Registers?  (please tick all boxes that apply)	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Local Authority Housing Register <input type="checkbox"/>  (please supply your Local Authority Housing Register number .....)  Housing Association Register <input type="checkbox"/>

***If you are not enlisted on a housing register we would recommend that you do so. Please contact Rugby Borough Council on 01788 533 533 or [www.rugby.gov.uk](http://www.rugby.gov.uk)***

### Q14 - LOCATION OF HOUSING

If a property became available in one village in the Parish, please indicate where you would be happy (not prefer) to live?  (please tick one box)	Only Brandon <input type="checkbox"/>
	Only Bretford <input type="checkbox"/>
	Either village <input type="checkbox"/>

***THANK YOU FOR TAKING THE TIME TO COMPLETE THIS FORM***

***PLEASE RETURN IT IN THE FREEPOST ENVELOPE PROVIDED BY 26<sup>TH</sup> OCTOBER***

#### **\*Additional Information on Property Types and Tenures**

Any small scale housing scheme *could* include a mix of property sizes, types and tenures. The following explains the various tenures.

**Open market / private sale housing** is private housing where prices are set according to the open market.

**Open market / private rent** are properties let on assured shorthold tenancies where the level of rent would be set according to the open market.

**Affordable / social rented housing** properties are made available at an affordable rent (up to 80% of market rent) to those who cannot afford to rent or purchase on the open market and are considered to be in housing need by the Local Authority.

**Shared Ownership** is an alternative to renting or full ownership of a home. It is particularly suitable for people who have a regular income and want to buy their own home but cannot currently afford to do so. Shared owners can buy a share of their home and pay a small rent on the remaining share but are not able to buy the property outright when it is in a rural area. If the property is sold, it would be valued and the shared owner would receive their proportion of the sale price. In this way they would benefit/suffer from any increase/decrease in the value of the property, should this occur.

**Retirement housing** is for people over the age of 55 who do not require nursing care but whose day-to-day independent living would benefit from surroundings more capable of adapting to their needs and lifestyle. Retirement housing can be for sale, lease or rent.

**If you have any questions regarding this survey please contact Richard Mugglestone at:**

Midlands Rural Housing, Whitwick Business Centre, Stenson Road, Coalville, Leicestershire LE67 4JP  
t: 0300 1234 009 | w: [www.midlandsruralhousing.org](http://www.midlandsruralhousing.org) | e: [enquiries@midlandsruralhousing.org](mailto:enquiries@midlandsruralhousing.org)

ADDITIONAL COMMENTS .....



# A DETAILED INVESTIGATION INTO THE HOUSING NEEDS OF BRANDON



PRODUCED BY  
**MIDLANDS RURAL HOUSING**

**MARCH 2016**



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## 1. Summary

- A Housing Needs Survey was carried out in the village of Brandon in October and November 2015.
- Results obtained showed there was a need in the next 5 years for 1 open market (sale) home and 4 affordable homes for local people enabling them to be suitably housed within the community. A further 2 households were found to be in affordable housing need in Bretford but they would move to Brandon if a home was available.
- If an affordable need was found in the future, local needs affordable homes could be developed on a 'rural exception site'<sup>1</sup>, if available, and subject to local support some open market sale homes could be used to cross-subsidise the affordable homes.
- The alternative to this is that the local homes that are needed are developed as part of a larger development if the opportunity arises and if the needs cannot be met by existing properties.
- The housing needs that have been identified along with the potential ways to meet them, if desired and necessary will be explored further by Rugby Borough Council and Midlands Rural Housing in consultation with the Parish Council and the local community.

## 2. Introduction

Midlands Rural Housing (MRH) is one of the leading providers of rural housing services in the UK. MRH works with government organisations, developers, architects, builders, parish councils, local authorities, and housing providers to assess the needs for as well as enable access to excellent affordable homes in the Midlands. More details of the work of MRH can be found on the web site ([www.midlandsrural.org.uk](http://www.midlandsrural.org.uk)).

In Rugby, MRH carry out rural housing enabling services for the Borough Council. Rugby Borough Council instructed MRH to investigate the local housing needs of the residents of Brandon as part of the programme of Housing Needs Surveys that is taking place across the area to understand the housing needs of rural communities. MRH worked with Brandon & Bretford Parish Council to agree and arrange the Housing Needs Survey of the village.

<sup>1</sup> An exception site is a piece of land outside but touching the village boundary that can be developed as an exception to normal planning policy. Planning permission is only granted on sites where it has been demonstrated that housing is needed and the homes provided will be affordable and reserved for local people as a priority in perpetuity i.e. now and in the future.



### 3. Rural housing and the Housing Needs Survey

Average property prices in rural areas have increased more than urban areas in monetary terms over the past 5 years<sup>2</sup> forcing many local residents to move away from their towns and villages in order to find suitable and affordable homes. House prices in the countryside are now from £20,000 to £50,000 higher than in urban areas, despite average wages being lower.

The number of people on waiting lists for affordable homes in rural England has soared to around 750,000<sup>3</sup>. New household formation is outstripping supply by 3 to 1 (source: CLG). Increasing house prices and the limited availability of appropriate properties has resulted in local people being unable to find a home within their community and this may be happening in Brandon.

The Brandon village Housing Needs Survey questionnaires were delivered to every household in the village in mid October. The return date for the survey was 16<sup>th</sup> November and returns were made via a postage paid envelope directly to MRH. Survey forms were distributed to all households in the village as well as to those who contacted MRH to say that they had moved away from Brandon or had a strong connection to the village and wished to complete a form. In total 256 survey forms were distributed. An identical survey was also conducted in Bretford at the same time so a picture for the whole Parish could be ascertained.

The Housing Needs Survey was conducted in order to obtain clear evidence of any local housing need for a range of housing tenures for Brandon residents. This evidence will be made available to Rugby Borough Council; Brandon Parish Council; used to inform Housing Strategy; and provide clarity on what type and tenure of housing is required to meet local needs.

In addition, the information can be used positively in the planning process. It provides a foundation on which to negotiate 'planning gain' opportunities with developers. In short, it gives planners and parish organisations evidence that can be used to obtain an element of 'local needs' housing in negotiations with house builders, should such situations arise in the village.

The information obtained from a Housing Needs Survey is also invaluable at the local level, particularly in relation to local authority, parish council and neighbourhood planning activities. Such information can be acted upon locally and taken on board in the decision making process when housing issues arise.

<sup>2</sup> Halifax Rural Housing Review 2015- "a house in a rural area costs £206,423 on average, which is 13 per cent more than the typical cost of a property in an urban area at £182,710."

<sup>3</sup> National Housing Federation, Rural housing research report 2015

## 4. Conclusion

MRH has conducted a detailed study of the housing needs of Brandon up to 2020. This study has not only investigated the affordable housing need of the village, but also for market rent level housing and open market housing.

The survey has identified a need for affordable and open market properties in need in the next 5 years for those with a connection to Brandon.

Of the 5 respondents who indicated a housing need in the next 5 years:

- **1 were assessed as being in need of open market housing (for local people) to purchase**  
1 x 3 bed bungalow - open market purchase
- **4 were assessed as being in need of affordable housing for rent or shared ownership**  
2 x 2 bed house - affordable rented  
1 x 3 bed house - affordable rented  
1 x 3 bed house - shared ownership

The Rugby Borough Council Housing Register was also cross referenced and 17 households with a connection to the Parish are on the register with an interest to live in affordable housing in Brandon/Bretford. None of these applicants have current Parish residency and we cannot access the detailed local connection to qualify for this report and for 'local needs housing'. However, further investigation of these needs is advisable as it may mean that the affordable housing needs are greater than the ones found through this survey.

**THERE IS AN IDENTIFIED NEED FOR**  
**1 OPEN MARKET HOME AND 4 AFFORDABLE HOMES**  
**IN BRANDON FOR THOSE WITH A LOCAL CONNECTION**

**A FURTHER 2 AFFORDABLE HOMES ARE NEEDED IN**  
**BRETFORD BUT THOSE HOUSEHOLDS WOULD MOVE TO**  
**BRANDON IF A SUITABLE HOME WAS AVAILABLE**

## Appendix 1 - Housing Need Analysis

Of the 54 returns, 49 were from people who felt that they were adequately housed at present. These respondents completed a form primarily to offer their support, objection or thoughts towards 'local needs' housing and comments on life in the village. It was, therefore, not necessary to process these in the 'housing needs analysis' as they had not indicated a housing need for the next 5 years.

### i) Respondent analysis

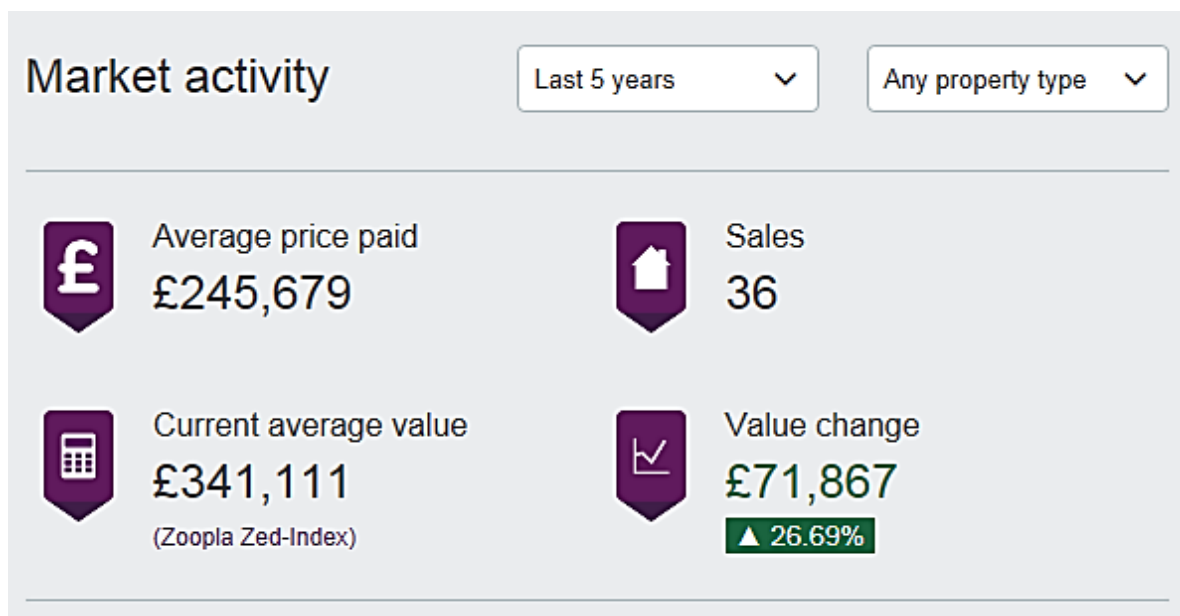
The following table lists details of the 5 respondents who stated that they are in housing need in the next 5 years. Respondents were asked to identify what they felt is needed in terms of property type and size together with a preferred tenure type. In reality it may not be possible to meet the aspirations of each respondent. Incomes and likely property prices are considered in order to ensure that any proposed future homes would indeed meet the needs of those to be housed. Therefore a 'likely allocation/purchase' is suggested to outline realistic provision.

RESPONDENTS BELOW HAVE A NEED THAT IN THE NEXT 5 YEARS						
Ref	Local Connection?	On Housing Register?	Household details	Reasons for need	Preferred home and tenure	Likely allocation / purchase
2	Yes	Yes	Family living with extended family	Need independent home	3 bed house - Affordable rented  Want to remain in Brandon	3 bed house - Affordable rented
17	Yes	No	Family living with extended family	Need independent home	1 / 2 bed house - Affordable rented  Would live in Brandon or Bretford	2 bed house - Affordable rented

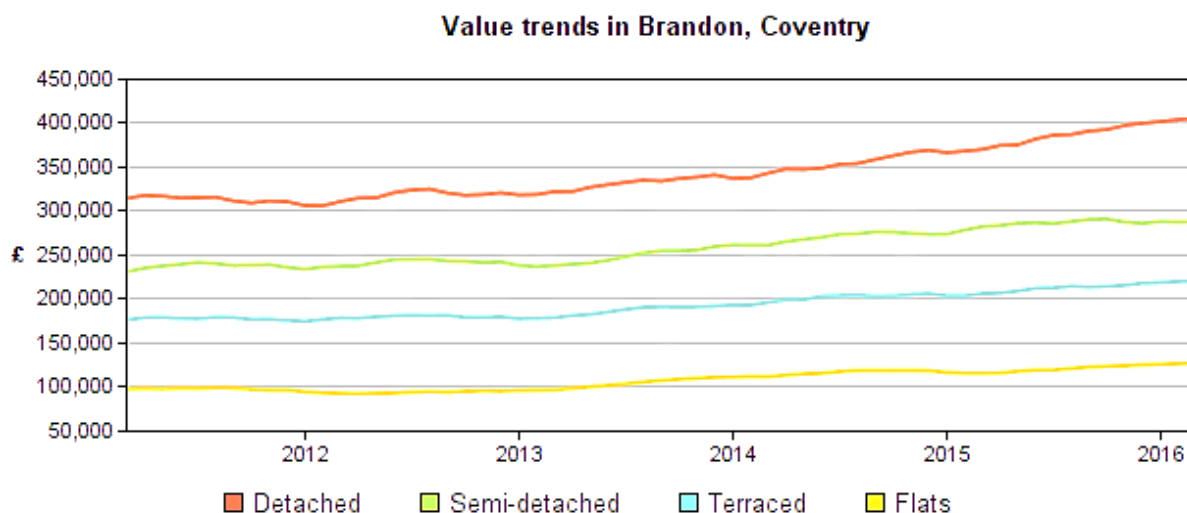
Ref	Local Connection?	On Housing Register?	Household details	Reasons for need	Preferred home and tenure	Likely allocation / purchase
30	Yes	No	Family living in privately rented home	Need first home	2 / 3 bed house - Shared ownership  Would live in Brandon or Bretford	3 bed house - Shared ownership
46	Yes	No	Couple living in own home	Need smaller home	2 / 3 bed house / bungalow - Open market  Want to remain in Brandon	3 bed bungalow - Open market
54	Yes	No	Family living in privately rented home	Need cheaper home with security of tenancy	2 / 3 bed house / bungalow - Affordable rented  Want to remain in Brandon	2 bed house - Affordable rented

The Rugby Borough Council Housing Register was also cross referenced and 17 households with a connection to the Parish are on the register with an interest to live in affordable housing in Brandon/Bretford. None of these applicants have current Parish residency and we cannot access the detailed local connection to qualify for this report and for 'local needs housing'. However, further investigation of these needs is advisable as it may mean that the affordable housing needs are greater than the ones found through this survey.

ii) House price trends



Property prices in the Brandon have, overall, increased over the past 5 years. During that period prices have increased by an average of 26.69% (£71,867).





### iii) Local context - properties for sale

By way of local context, the tables below shows prices of properties that were for sale or private rent in Brandon in March 2016 (source: [www.zoopla.com](http://www.zoopla.com)).

#### Current asking prices in Brandon, West Midlands

Average: **£325,000**

Property type	1 bed	2 beds	3 beds	4 beds	5 beds
Houses	-	-	-	<b>£325,000</b> (1)	-
Flats	-	-	-	-	-
All	-	-	-	<b>£325,000</b> (1)	-

#### Current asking rents in Brandon, West Midlands

Property type	1 bed	2 beds	3 beds	4 beds	5 beds
Houses	-	-	-	-	-
Flats	-	-	-	-	-
All	-	-	-	-	-

There is currently only one property for sale in Brandon which is a four bed home with an asking price of £325,000. There are currently no properties to rent in the village.

### iv) Local context - properties sold

#### Property value data/graphs for Brandon, West Midlands

Property type	Avg. current value	Avg. £ per sq ft.	Avg. # beds	Avg. £ paid (last 12m)
Detached	<b>£404,397</b>	£262	3.7	£323,333
Semi-detached	<b>£287,118</b>	-	3.1	£200,000
Terraced	<b>£219,918</b>	£210	2.5	£157,917
Flats	-	-	-	-

Affordability is calculated using a mortgage multiplier of 3.5 times household income with a 20% deposit.

The average property price for actual sales since March 2015 (total 10 sales) can be seen on the right hand column of the chart above. The average current value for each property type can be seen in the left hand column. Based on the affordability criteria explained above, to purchase the 'cheapest' property type at the average price paid over the last 12 months (a terraced home at £157,917) would require a deposit of £31,500 and income of over £36,000 per annum.

## Appendix 2 - Respondent details

A total of 256 survey forms were distributed and 54 were received in return, giving a return rate of 21% against the number distributed. In our experience this is an average level of response for a survey of this kind. It is only those who have a housing need or are interested in a local development and general village life that are likely to respond.

### i) Household type

The questionnaire asked village residents to indicate the type of household they are. This enabled the charts below (fig 1.1), to be produced:

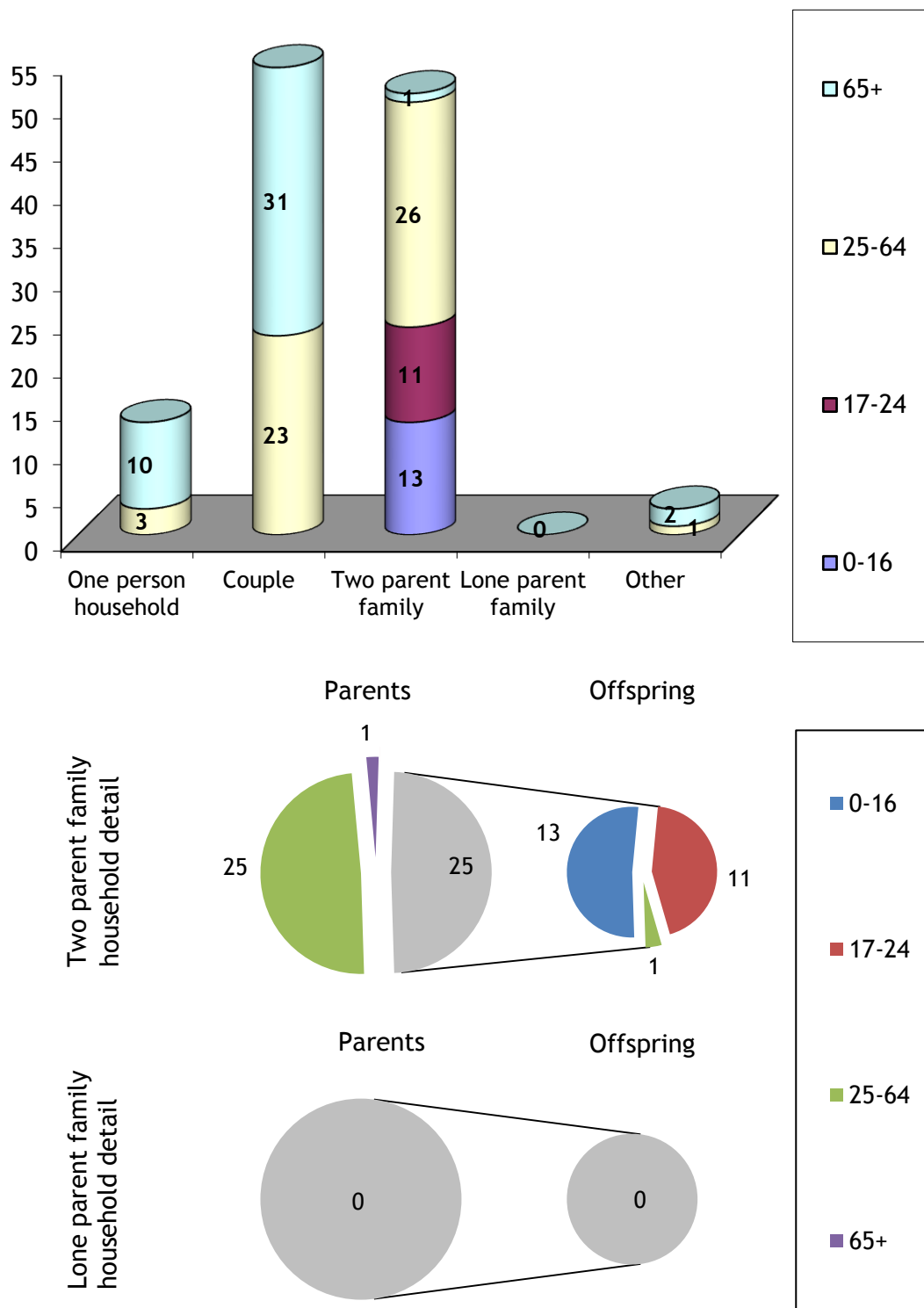


Fig 1.1 - Household type

Fig 1.1, above, shows the age range breakdown of households that responded to the survey.

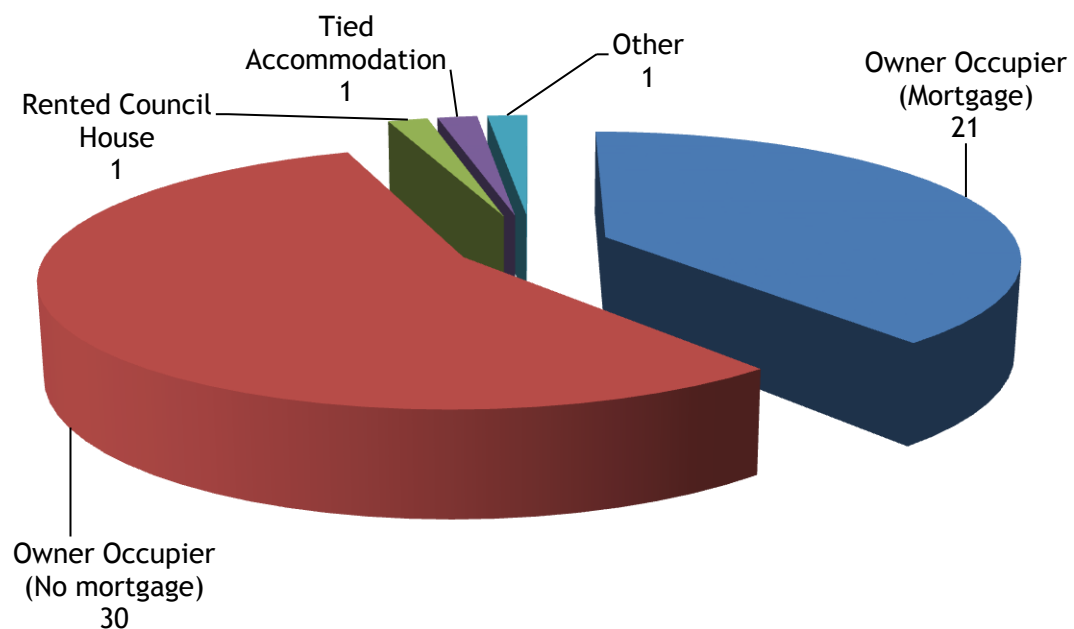
The largest number of responses (27) was from those living in from couple only households. 57% of people in those households were 65 years and over and 43% were aged between 25-64 years old.

13 responses were received from two parent family households. The parents of these households were mostly aged between 25-64 years old and the offspring living in the two parent family households were of varying ages. 52% of the offspring were under 16 years old; 44% were 17-24 years old and 4% were aged between 25-64 years old. These 12 cases of people aged 17 years and over could point to 'concealed households' where young adults and adults are still living with parents when they may like to live elsewhere in the near future.

There were 13 responses from one person households (77% of which were aged 65+ years old, with 23% being aged between 25-64 years old) and 1 responses from a household defined as 'other'.

**ii) Tenure of all respondents**

The current household tenure of respondents is given in the chart below (fig 1.2):



*Fig 1.2 - Tenure of respondents*

It shows that owner-occupiers were by far the largest tenure group accounting for 94% of replies (56% of total survey respondents have no outstanding mortgage on their property and 39% have a mortgage on their home).

2% of responses came from those living in a rented council house; 2% from those in accommodation tied to employment; and 2% from households defined as 'other'.

### iii) Property Types

The following chart (fig 1.3) details the type of property that respondents currently reside in:

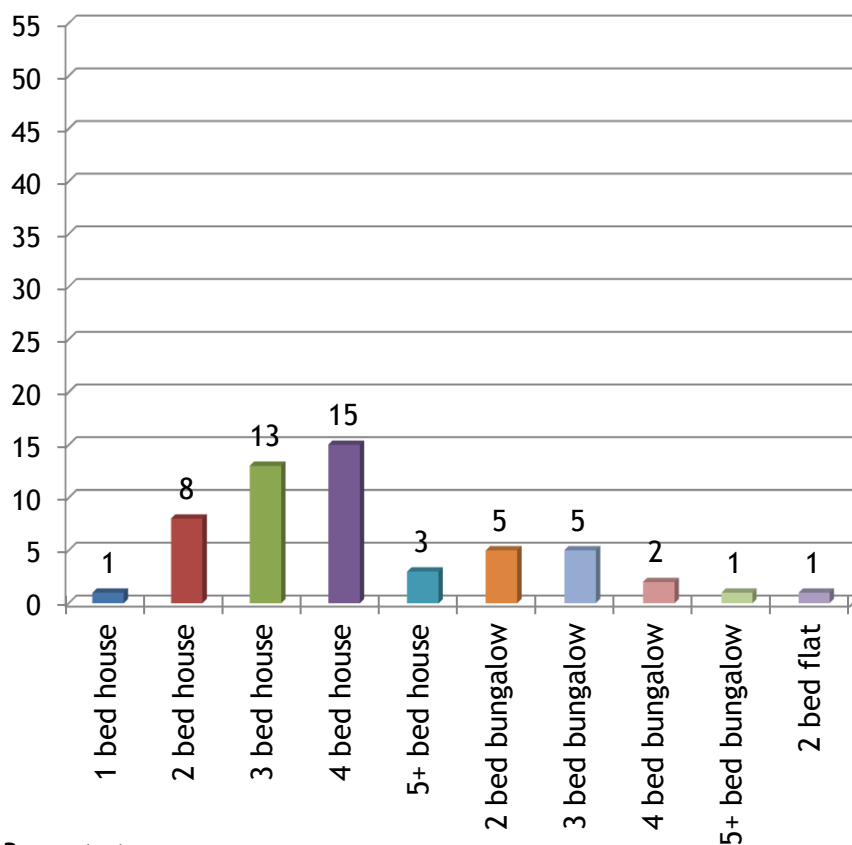


Fig 1.3 - Property types

Those living in 4 bedroom houses were the largest group (28% of responses), followed by those living in 3 bedroom houses (24%). 26% of responses were from people living in a bungalow.

**iv) Length of residence in village**

The length of time that respondents have lived in the village is given in the chart below (fig 1.4):

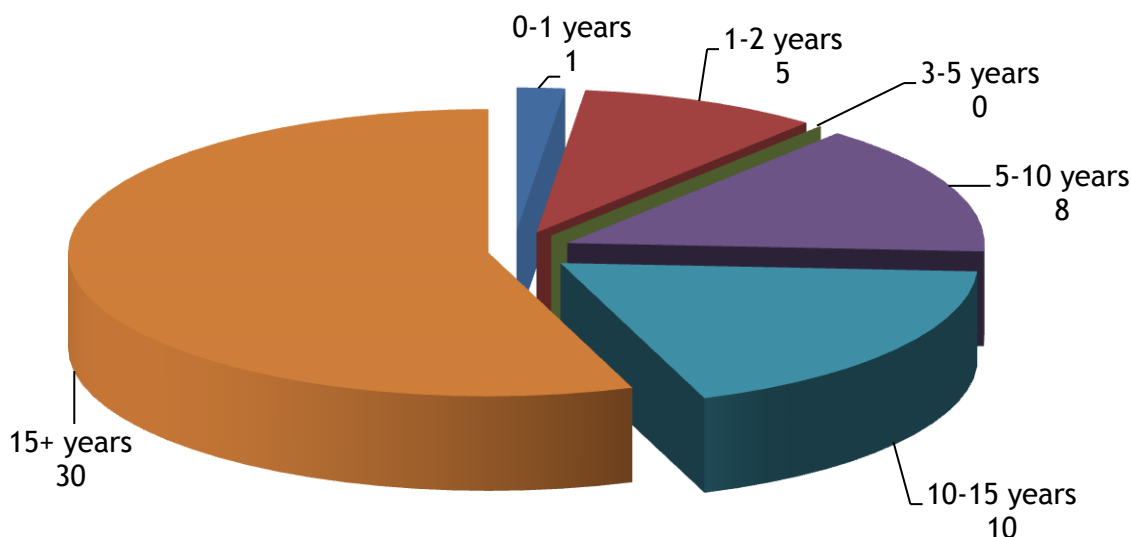


Fig 1.4 - Length of residence in village

It shows that over half of respondents (56%) have lived in the village for in excess of 15 years.

19% of respondents have lived in Brandon for between 10 and 15 years, and 15% have been there for between 5 and 10 years. 11% of responses came from those who have lived in the village for less than 5 years.

**v) Anticipated next home move - tenure**

The following chart (fig 1.5) shows the tenure that respondents expect to move into in their next home move:

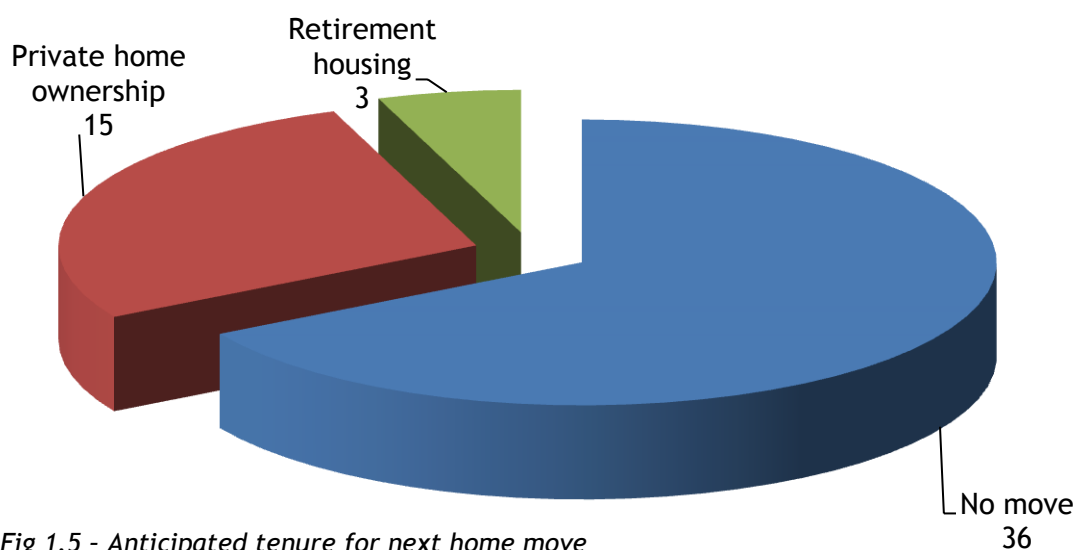


Fig 1.5 - Anticipated tenure for next home move

Two thirds (67%) of completed questionnaires came from villagers who do not expect to move home again. 28% of people anticipate their next property being a privately owned home and 6% believe they will move into retirement housing.



vi) Anticipated next home move - time

The timescale for the anticipated next move for respondents is detailed below (fig 1.6):

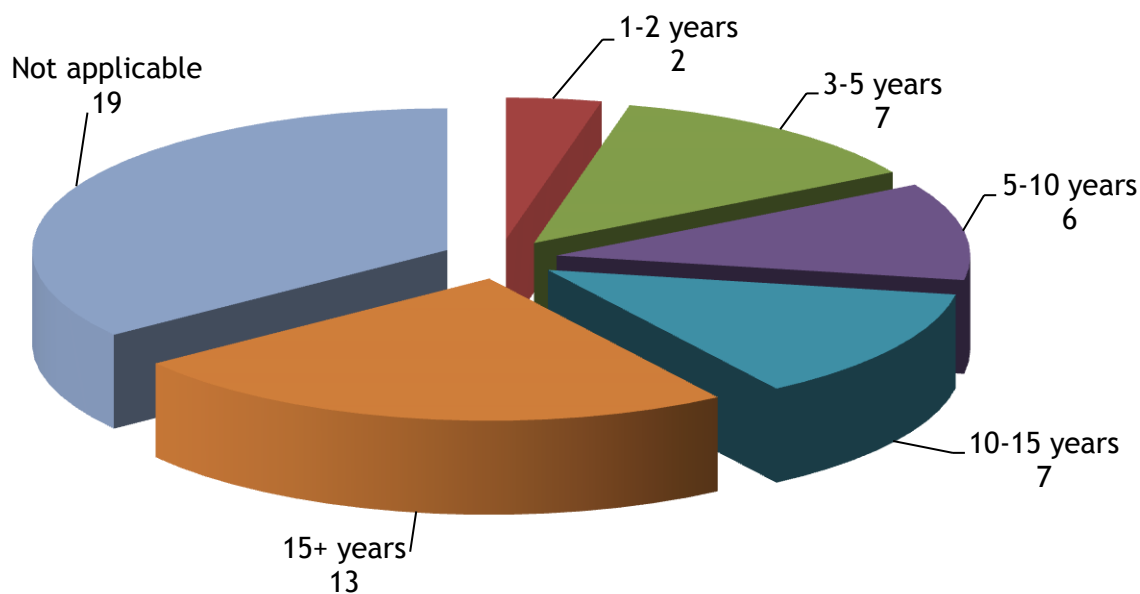


Fig 1.6 - Anticipated tenure for next home move

59% of responses came from households that do not expect to move again or expect any move to be at least 15 years away. 13% of respondents expect their next home move to be in 10-15 years and 11% anticipate moving in 5-10 years time.

13% believe they will move in 3-5 years whilst 4% of respondents expect to move within 2 years.

## vii) Life in the village

The following two charts detail respondents' answers to the 'life in the village' questions.

The views expressed allow a picture of life within the village to be built up. This information can help assess whether any homes that are subsequently provided in the village will be 'sustainable.' Ensuring that people will want to take up tenancies and live in a village both now and in the future are important factors when considerations around the provision of new homes take place.

The first question asked village residents how they felt about the 'positive' factors of life in Brandon.

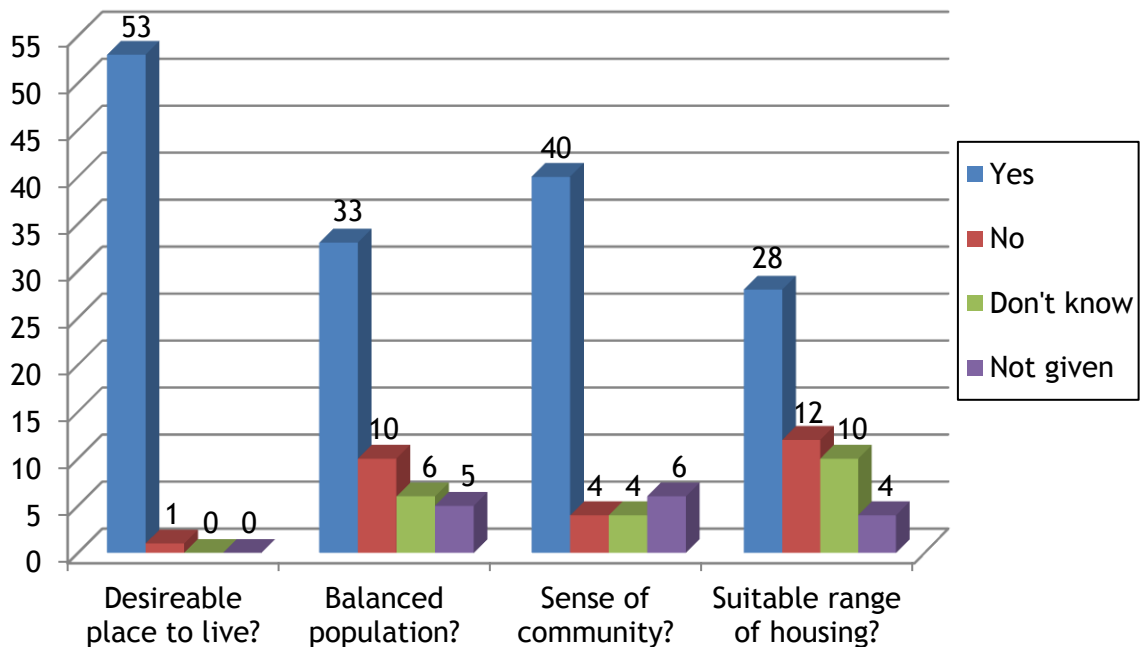


Fig 1.7 - Life in the village - positive factors

From fig 1.7, above, it can be seen that the majority of respondents are very positive about life in Brandon village. 98% believed that the village is a desirable place to live and 74% thought that it enjoys a sense of community.

61% of completed questionnaires came from those who believed that the village has a balanced population (19% did not). 52% of responses said that the village had a suitable range of housing whilst 22% said that it did not.

The second question sought village residents' perceptions on the potentially negative aspects of life in the village.

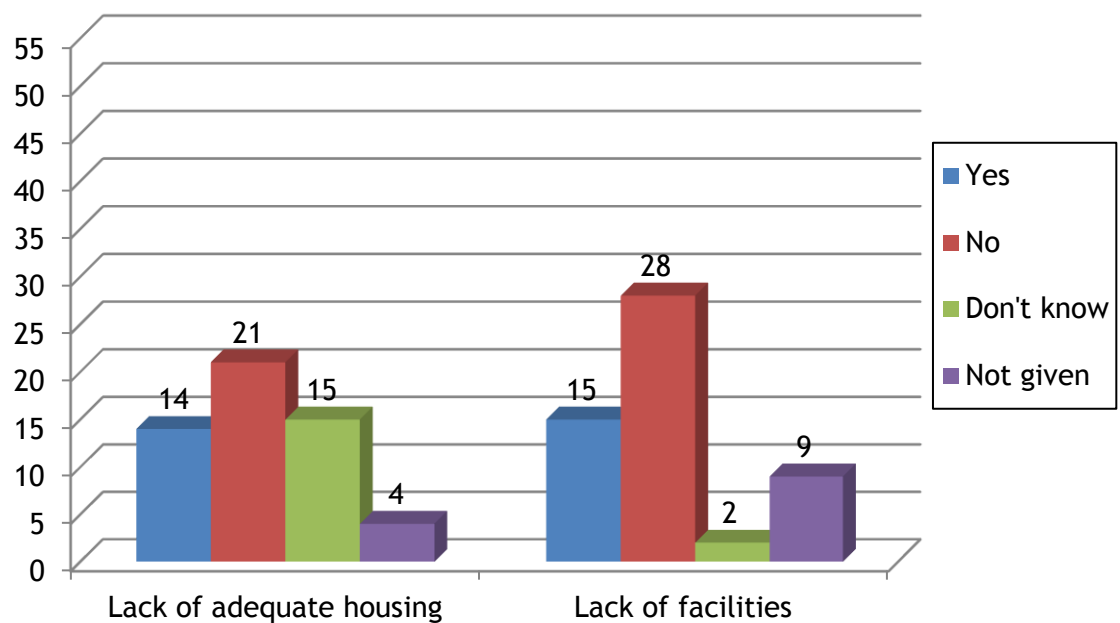


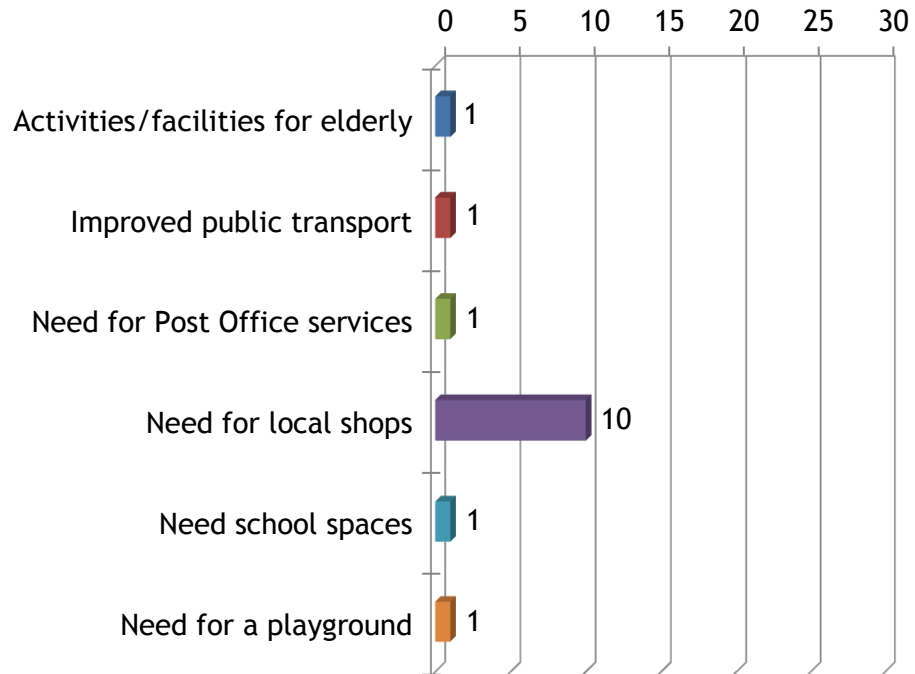
Fig 1.8 - Life in the village - negative factors

As can be seen from fig 1.8, above, 39% of respondents believed that there is not a lack of adequate housing in Brandon whilst 26% of returned surveys felt that there is.

Respondents' perception on whether the village is well served by facilities saw 28% of respondents stating that there is a lack of facilities in the village whilst 52% felt that there is not.

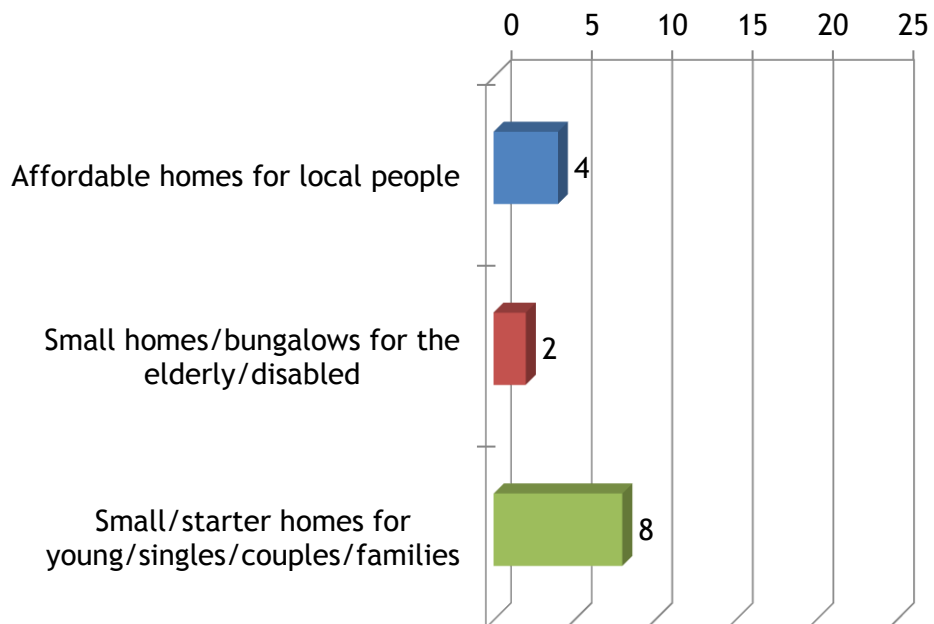
Some respondents provided further details around their thoughts on this question. These can be found on the following two pages.

Do you feel that the village suffers from a lack of facilities? Those that answered 'yes' and provided a comment can be summarised as:



Of the 15 responses (28%) who felt that the village lacked facilities the majority of these were focused around the requirements for local shops.

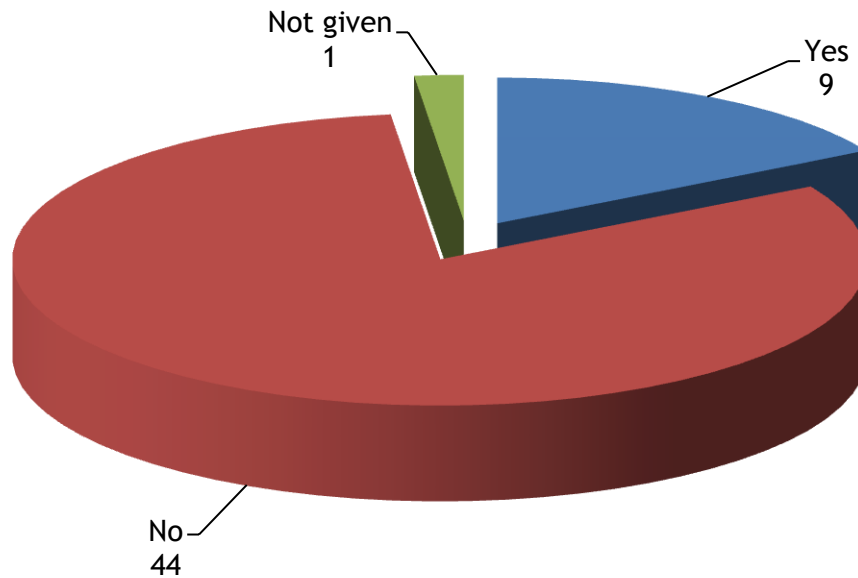
Do you feel that the village suffers from a lack of adequate housing? Those that answered 'yes' and provided a comment can be summarised as:



Of the 14 responses (26%) who felt that the village had a lack of adequate housing, most responses felt that small, starter homes were missing or needed as well as affordable homes for local people.

**viii) Migration**

The survey also asked whether respondents knew of people who had been forced to leave the village because of a lack of suitable or affordable accommodation.



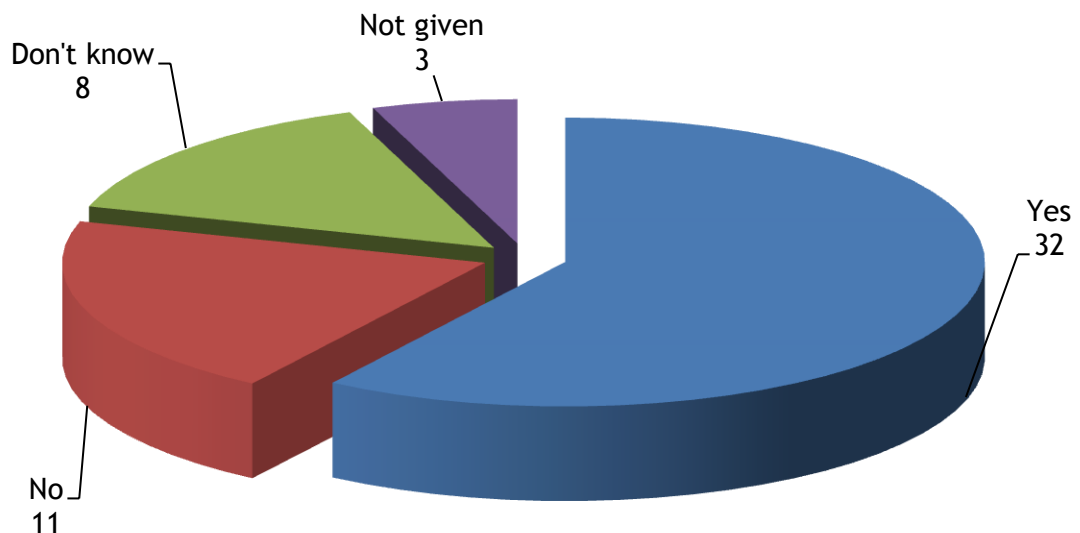
*Fig 1.9 - Migration*

Fig 1.9 shows that 17% of village residents who returned questionnaires were aware of others who have had to leave the village in the last 5 years due to a lack of suitable or affordable accommodation.

These 'leaving' people/families may have been 'double counted' within this figure, but the number is still noteworthy considering the size of the village and the timescale involved.

**ix) Support for an affordable housing scheme for local people**

One of the fundamental questions in the survey is that which asks whether people are in favour of a small scheme of affordable homes in the village for local people.



*Fig 2.0 - Support for affordable homes for local people*



Fig 2.0, above, shows that over half of respondents (59%) stated that they are in favour of an affordable housing scheme for local people and would support such development while 20% said that they are not in favour. 15% of respondents were not sure at this stage.

## Appendix 3 - Contact information

### Midlands Rural Housing

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@MidlandsRural

# A DETAILED INVESTIGATION INTO THE HOUSING NEEDS OF BRETTFORD



PRODUCED BY  
**MIDLANDS RURAL HOUSING**

**MARCH 2016**



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## 1. Summary

- A Housing Needs Survey was carried out in the village of Bretford in October and November 2015.
- Results obtained showed there was a need in the next 5 years for 0 open market (sale) homes and 2 affordable homes for local people enabling them to be suitably housed within the community. Both of the households in need of affordable housing would move to Brandon if a suitable home was available.
- If an affordable need was found in the future, local needs affordable homes could be developed on a 'rural exception site'<sup>1</sup>, if available, and subject to local support some open market sale homes could be used to cross-subsidise the affordable homes.
- The alternative to this is that the local homes that are needed are developed as part of a larger development if the opportunity arises and if the needs cannot be met by existing properties.
- The housing needs that have been identified along with the potential ways to meet them, if desired and necessary will be explored further by Rugby Borough Council and Midlands Rural Housing in consultation with the Parish Council and the local community.

## 2. Introduction

Midlands Rural Housing (MRH) is one of the leading providers of rural housing services in the UK. MRH works with government organisations, developers, architects, builders, parish councils, local authorities, and housing providers to assess the needs for as well as enable access to excellent affordable homes in the Midlands. More details of the work of MRH can be found on the web site ([www.midlandsrural.org.uk](http://www.midlandsrural.org.uk)).

In Rugby, MRH carry out rural housing enabling services for the Borough Council. Rugby Borough Council instructed MRH to investigate the local housing needs of the residents of Bretford as part of the programme of Housing Needs Surveys that is taking place across the area to understand the housing needs of rural communities. MRH worked with Brandon & Bretford Parish Council to agree and arrange the Housing Needs Survey of the village.

<sup>1</sup> An exception site is a piece of land outside but touching the village boundary that can be developed as an exception to normal planning policy. Planning permission is only granted on sites where it has been demonstrated that housing is needed and the homes provided will be affordable and reserved for local people as a priority in perpetuity i.e. now and in the future.



### 3. Rural housing and the Housing Needs Survey

Average property prices in rural areas have increased more than urban areas in monetary terms over the past 5 years<sup>2</sup> forcing many local residents to move away from their towns and villages in order to find suitable and affordable homes. House prices in the countryside are now from £20,000 to £50,000 higher than in urban areas, despite average wages being lower.

The number of people on waiting lists for affordable homes in rural England has soared to around 750,000<sup>3</sup>. New household formation is outstripping supply by 3 to 1 (source: CLG). Increasing house prices and the limited availability of appropriate properties has resulted in local people being unable to find a home within their community and this may be happening in Bretford.

The Bretford village Housing Needs Survey questionnaires were delivered to every household in the village in mid October. The return date for the survey was 16<sup>th</sup> November and returns were made via a postage paid envelope directly to MRH. Survey forms were distributed to all households in the village as well as to those who contacted MRH to say that they had moved away from Bretford or had a strong connection to the village and wished to complete a form. In total 48 survey forms were distributed. An identical survey was also conducted in Bretford at the same time so a picture for the whole Parish could be ascertained.

The Housing Needs Survey was conducted in order to obtain clear evidence of any local housing need for a range of housing tenures for Bretford residents. This evidence will be made available to Rugby Borough Council; Bretford Parish Council; used to inform Housing Strategy; and provide clarity on what type and tenure of housing is required to meet local needs.

In addition, the information can be used positively in the planning process. It provides a foundation on which to negotiate 'planning gain' opportunities with developers. In short, it gives planners and parish organisations evidence that can be used to obtain an element of 'local needs' housing in negotiations with house builders, should such situations arise in the village.

The information obtained from a Housing Needs Survey is also invaluable at the local level, particularly in relation to local authority, parish council and neighbourhood planning activities. Such information can be acted upon locally and taken on board in the decision making process when housing issues arise.

<sup>2</sup> Halifax Rural Housing Review 2015- "a house in a rural area costs £206,423 on average, which is 13 per cent more than the typical cost of a property in an urban area at £182,710."

<sup>3</sup> National Housing Federation, Rural housing research report 2015

## 4. Conclusion

MRH has conducted a detailed study of the housing needs of Bretford up to 2020. This study has not only investigated the affordable housing need of the village, but also for market rent level housing and open market housing.

The survey has identified a need for affordable and open market properties in need in the next 5 years for those with a connection to Bretford.

Of the 2 respondents who indicated a housing need in the next 5 years:

- 0 were assessed as being in need of open market housing (for local people) to purchase
- 2 were assessed as being in need of affordable housing for rent or shared ownership:
  - 1 x 2 bed house - shared ownership
  - 1 x 3 bed house - affordable rented

Both of these households would live in a suitable house in Bretford or Brandon.

The affordable housing need results were cross referenced with the Rugby Borough Council Housing Register to ensure a true picture of local housing need can be reported. These connections were to the Parish as a whole so these housing needs were added to the Brandon Housing Needs Survey report.

**THERE IS AN IDENTIFIED NEED FOR**  
**0 OPEN MARKET HOMES AND 2 AFFORDABLE HOMES**  
**IN BRETTFORD FOR THOSE WITH A LOCAL CONNECTION**

**THOSE IN HOUSING NEED WOULD MOVE TO BRANDON**  
**IF A SUITABLE HOME WAS AVAILABLE**

## Appendix 1 - Housing Need Analysis

Of the 15 returns, 13 were from people who felt that they were adequately housed at present. These respondents completed a form primarily to offer their support, objection or thoughts towards 'local needs' housing and comments on life in the village. It was, therefore, not necessary to process these in the 'housing needs analysis' as they had not indicated a housing need for the next 5 years.

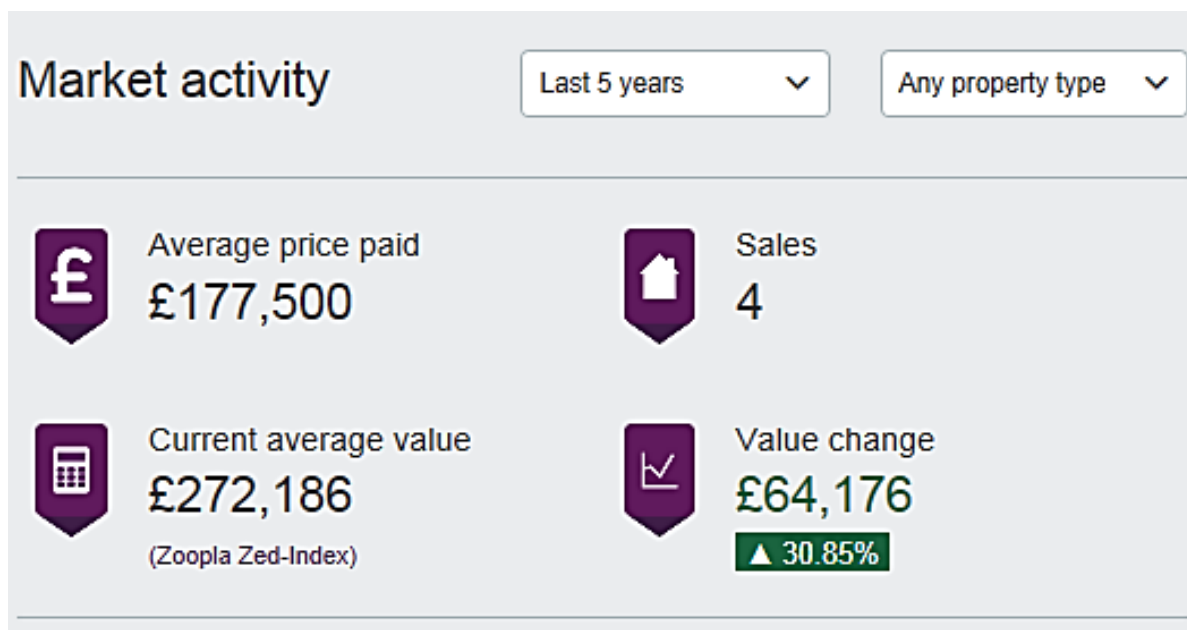
### i) Respondent analysis

The following table lists details of the 2 respondents who stated that they are in housing need in the next 5 years. Respondents were asked to identify what they felt is needed in terms of property type and size together with a preferred tenure type. In reality it may not be possible to meet the aspirations of each respondent. Incomes and likely property prices are considered in order to ensure that any proposed future homes would indeed meet the needs of those to be housed. Therefore a 'likely allocation/purchase' is suggested to outline realistic provision.

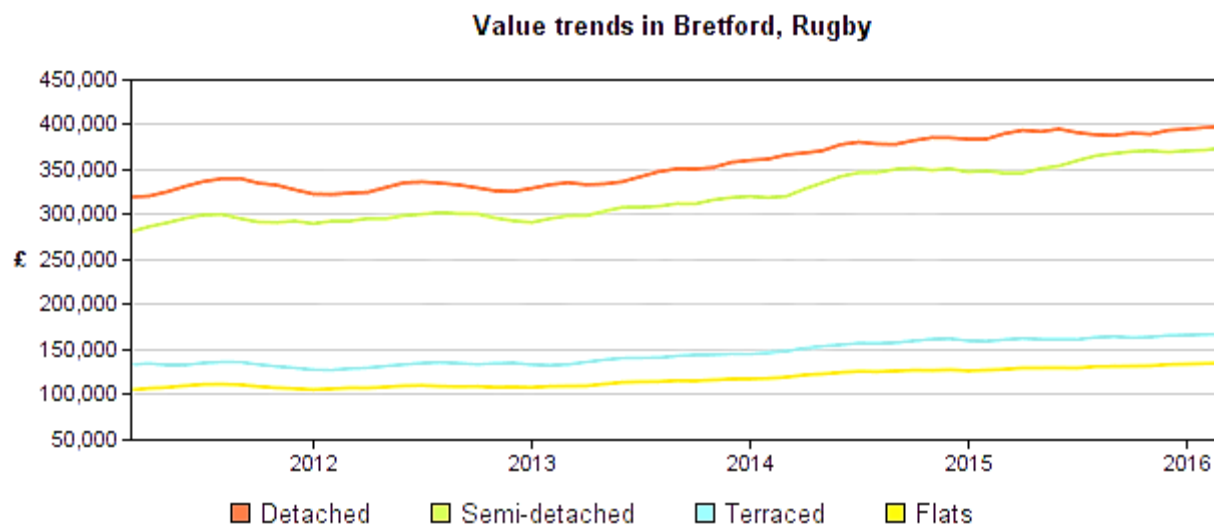
RESPONDENTS BELOW HAVE A NEED THAT IN THE NEXT 5 YEARS						
Ref	Local Connection?	On Housing Register?	Household details	Reasons for need	Preferred home and tenure	Likely allocation / purchase
3	Yes	No	Single person living with family	Need independent home (first home)	1 / 2 / 3 bed house / bungalow / flat - Open market purchase  Would live in Brandon or Bretford	2 bed house - Shared ownership
10	Yes	Yes	Family living in private rented home	Need cheaper home	3 / 4 bed house - Affordable rented / shared ownership  Would live in Brandon or Bretford	3 bed house - Affordable rented

The Rugby Borough Council Housing Register was also cross referenced and households with a strong local connection on the register with an application to live in affordable housing in Brandon or Bretford were added to the Brandon Housing Needs Survey report.

ii) House price trends



Property prices in the Bretford have, overall, increased over the past 5 years. During that period prices have increased by an average of 30.85% (£64,176).



### iii) Local context - properties for sale

By way of local context, the tables below shows prices of properties that were for sale or private rent in Bretford in March 2016 (source: [www.zoopla.com](http://www.zoopla.com)).

#### Current asking prices in Bretford

Average: **£125,000**

Property type	1 bed	2 beds	3 beds	4 beds	5 beds
Houses	<b>£125,000</b> (1)	-	-	-	-
Flats	-	-	-	-	-
All	<b>£125,000</b> (1)	-	-	-	-

#### Current asking rents in Bretford

Property type	1 bed	2 beds	3 beds	4 beds	5 beds
Houses	-	-	-	-	-
Flats	-	-	-	-	-
All	-	-	-	-	-

There is currently only one property for sale in Bretford which is a one bed home with an asking price of £125,000. There are currently no properties to rent in the village.

### iv) Local context - properties sold

#### Property value data/graphs for Bretford

Property type	Avg. current value	Avg. £ per sq ft.	Avg. # beds	Avg. £ paid (last 12m)
Detached	£397,360	-	3.6	-
Semi-detached	£373,568	-	2.7	-
Terraced	£166,667	-	2.0	-
Flats	-	-	-	-

Affordability is calculated using a mortgage multiplier of 3.5 times household income with a 20% deposit.

The average property price for actual sales since March 2015 (no sales) can be seen on the right hand column of the chart above. The average current value for each property type can be seen in the left hand column. Based on the affordability criteria explained above, to purchase the 'cheapest' property type at the average current value (a terraced home at £166,667) would require a deposit of £33,300 and income of over £38,000 per annum.

## Appendix 2 - Respondent details

A total of 48 survey forms were distributed and 15 were received in return, giving a return rate of 31% against the number distributed. In our experience this is a good level of response for a survey of this kind. It is only those who have a housing need or are interested in a local development and general village life that are likely to respond.

### i) Household type

The questionnaire asked village residents to indicate the type of household they are. This enabled the charts below (fig 1.1), to be produced:

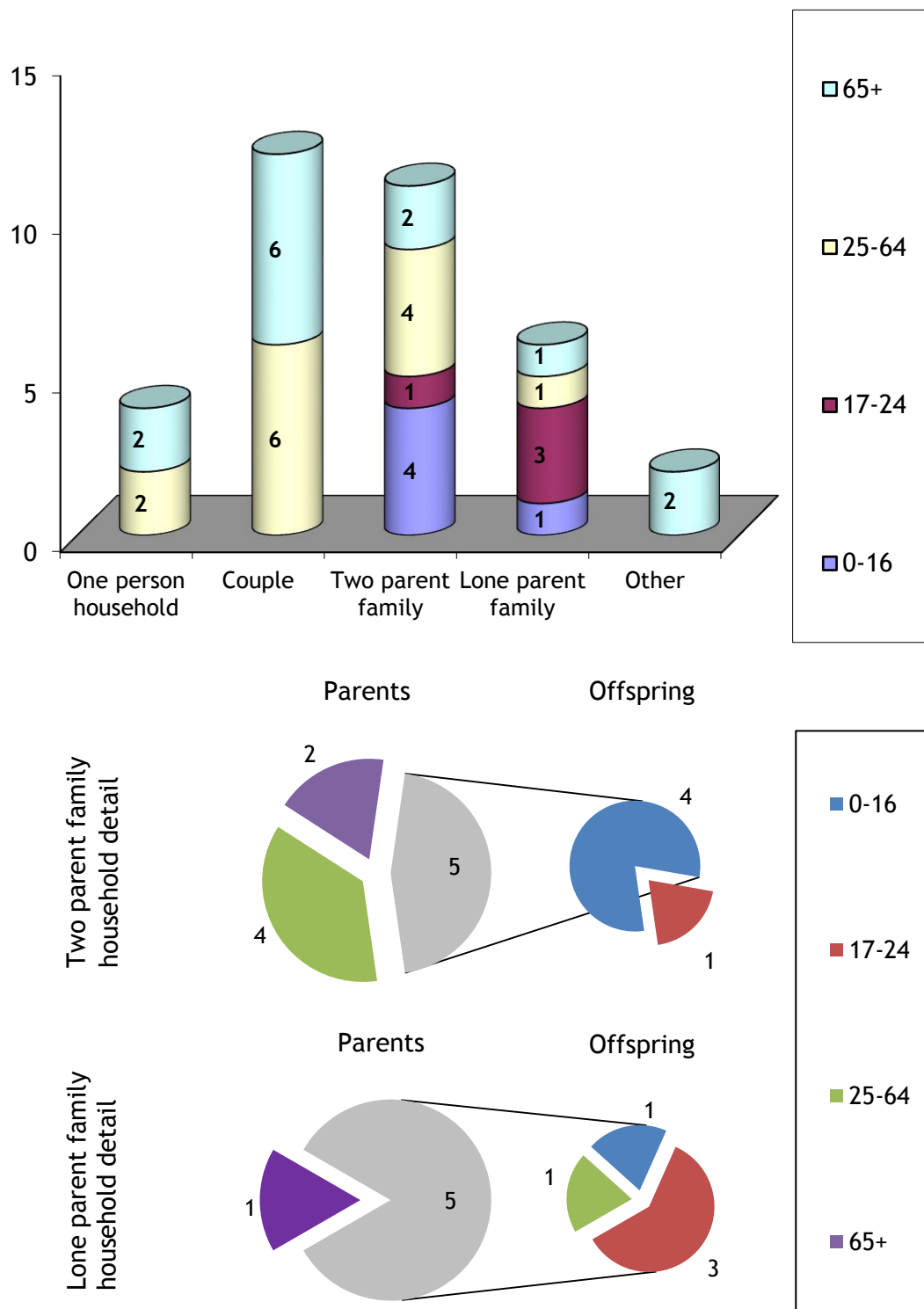


Fig 1.1 - Household type

Fig 1.1, above, shows the age range breakdown of households that responded to the survey.

The largest number of responses (6) was from those living in from couple only households. 50% of people in those households were 65 years and over and 50% were aged between 25-64 years old.

4 responses were received from family households. The parents of these households were all aged between 25 years and over and the offspring living in the family households were of varying ages. 50% of the offspring were under 16 years old; 40% were 17-24 years old and 10% were aged between 25-64 years old. These 5 cases of people aged 17 years and over could point to 'concealed households' where young adults and adults are still living with parents when they may like to live elsewhere in the near future.

There were 4 responses from one person households (50% of which were aged 65+ years old, with 50% being aged between 25-64 years old) and 1 response from a household defined as 'other'.

## ii) Tenure of all respondents

The current household tenure of respondents is given in the chart below (fig 1.2):

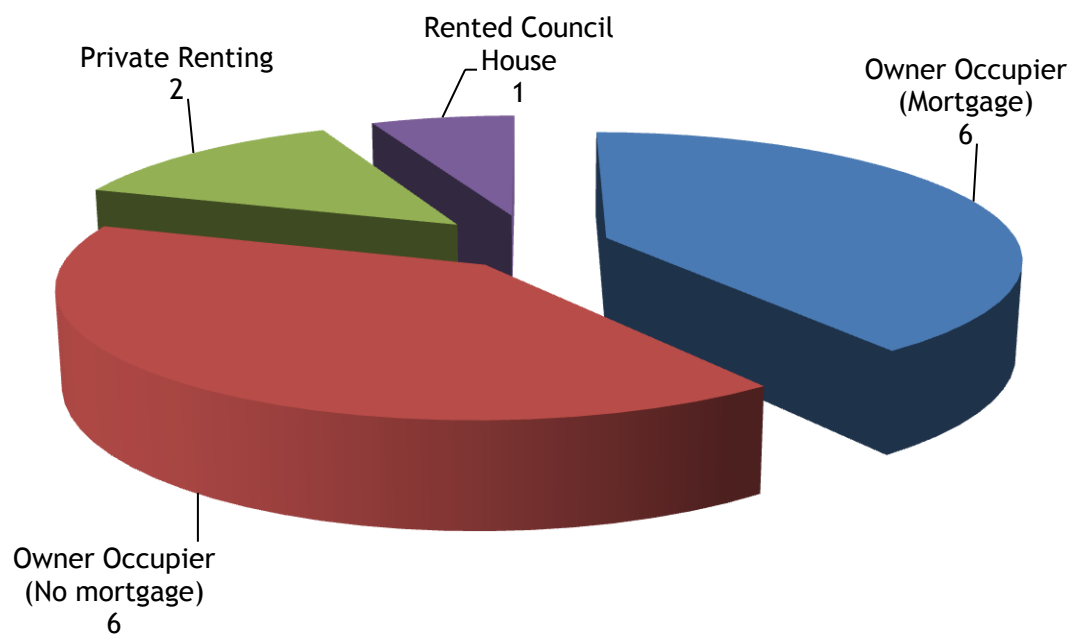


Fig 1.2 - Tenure of respondents

It shows that owner-occupiers were by far the largest tenure group accounting for 80% of replies (40% of total survey respondents have no outstanding mortgage on their property and 40% have a mortgage on their home).

13% of responses came from households that are privately renting their homes and 7% of responses came from those living in a rented council house.

### iii) Property Types

The following chart (fig 1.3) details the type of property that respondents currently reside in:

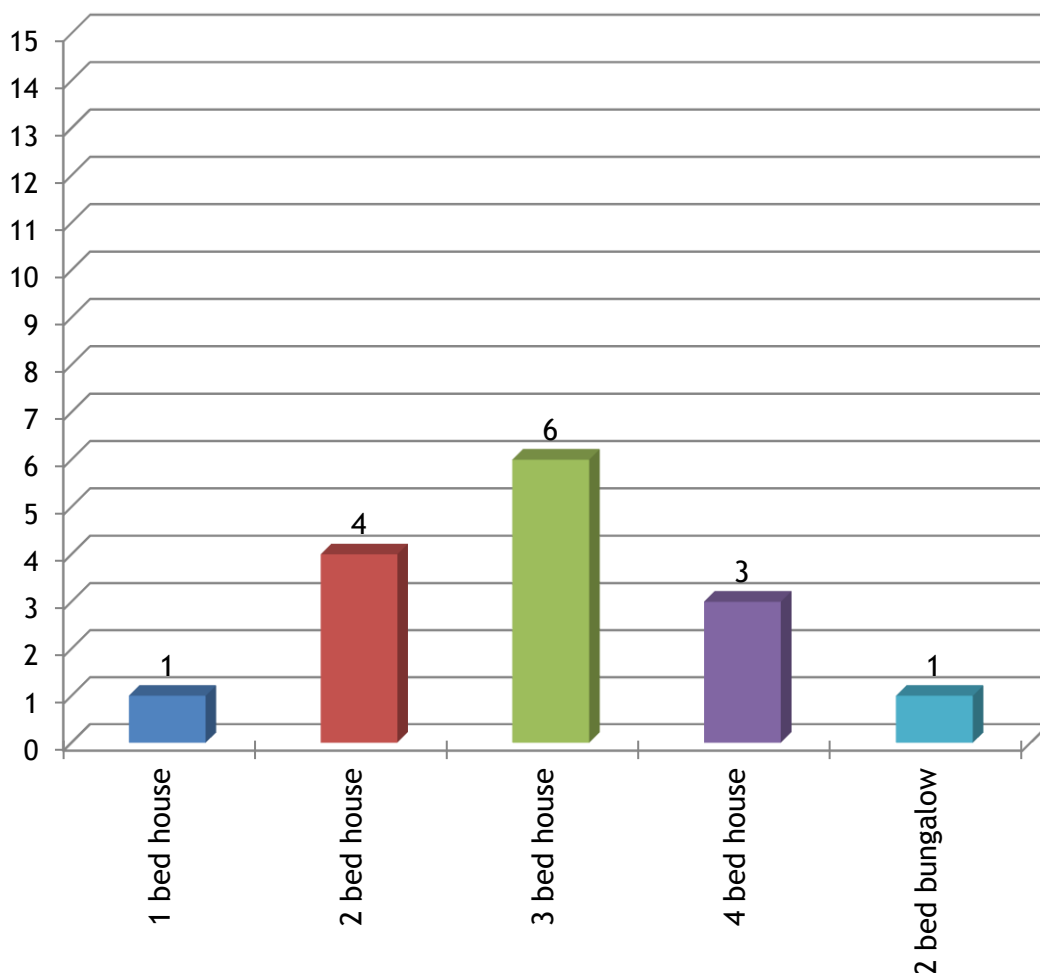


Fig 1.3 - Property types

Those living in 3 bedroom houses were the largest group (40% of responses), followed by those living in 2 bedroom houses (27%). 7% of responses were from people living in a bungalow.



**iv) Length of residence in village**

The length of time that respondents have lived in the village is given in the chart below (fig 1.4):

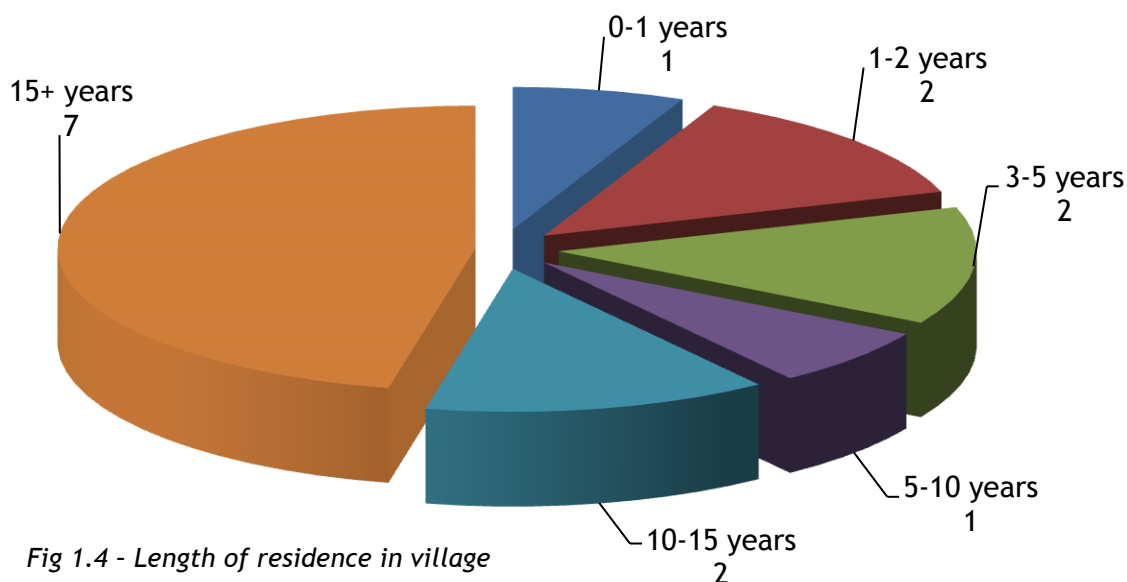


Fig 1.4 - Length of residence in village

It shows that almost half of respondents (47%) have lived in the village for in excess of 15 years.

13% of respondents have lived in Bretford for between 10 and 15 years, and 7% have been there for between 5 and 10 years. A third of responses (33%) came from those who have lived in the village for less than 5 years.

**v) Anticipated next home move - tenure**

The following chart (fig 1.5) shows the tenure that respondents expect to move into in their next home move:

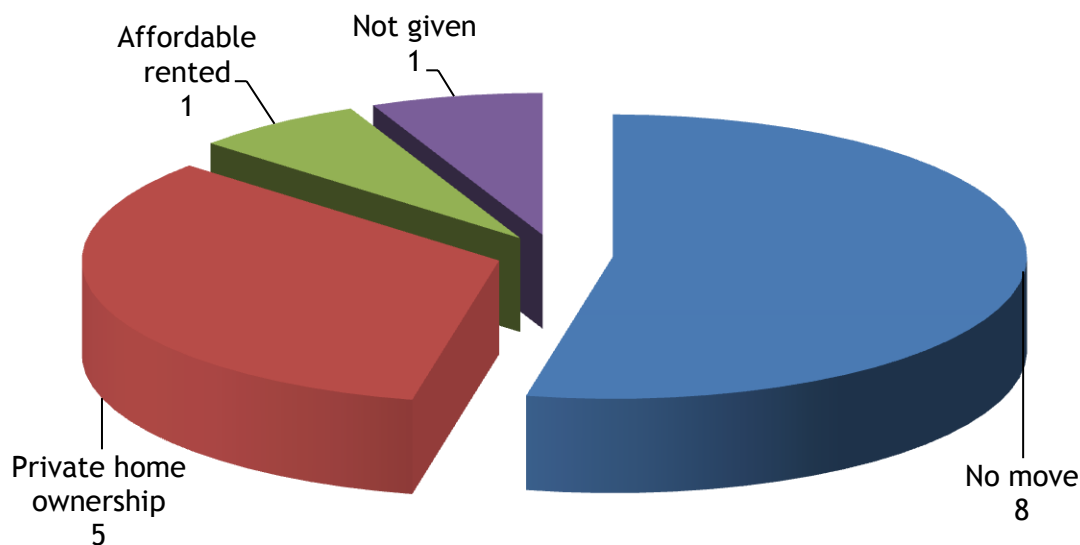


Fig 1.5 - Anticipated tenure for next home move

53% of completed questionnaires came from villagers who do not expect to move home again. 33% of people anticipate their next property being a privately owned home and 7% believe they will move into affordable rented housing.

vi) Anticipated next home move - time

The timescale for the anticipated next move for respondents is detailed below (fig 1.6):

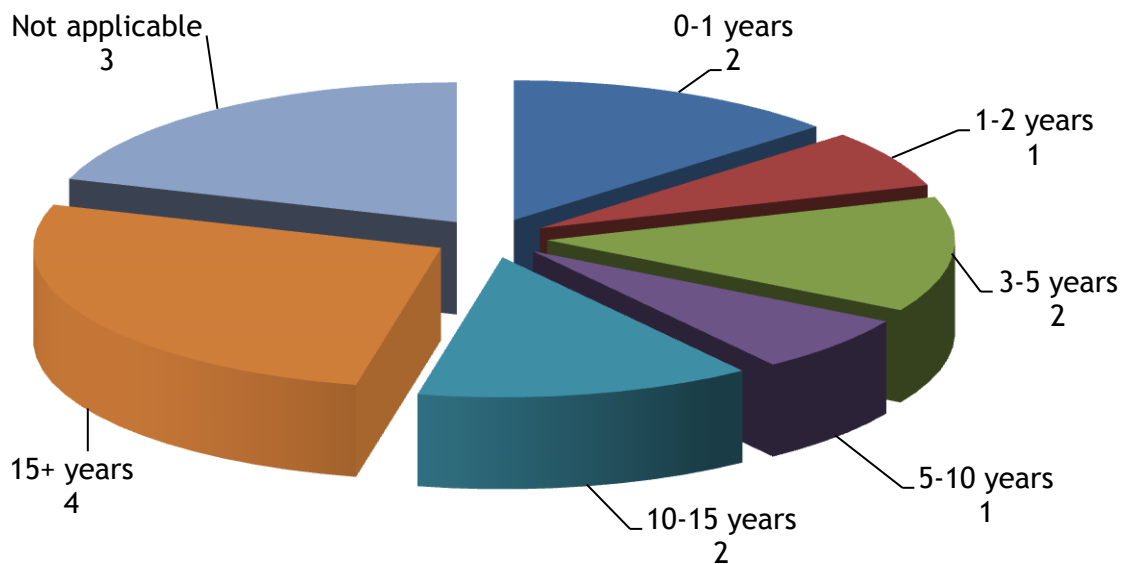


Fig 1.6 - Anticipated tenure for next home move

47% of responses came from households that do not expect to move again or expect any move to be at least 15 years away. 13% of respondents expect their next home move to be in 10-15 years and 7% anticipate moving in 5-10 years time.

13% believe they will move in 3-5 years whilst 20% of respondents expect to move within 2 years.

## vii) Life in the village

The following two charts detail respondents' answers to the 'life in the village' questions.

The views expressed allow a picture of life within the village to be built up. This information can help assess whether any homes that are subsequently provided in the village will be 'sustainable.' Ensuring that people will want to take up tenancies and live in a village both now and in the future are important factors when considerations around the provision of new homes take place.

The first question asked village residents how they felt about the 'positive' factors of life in Bretford.

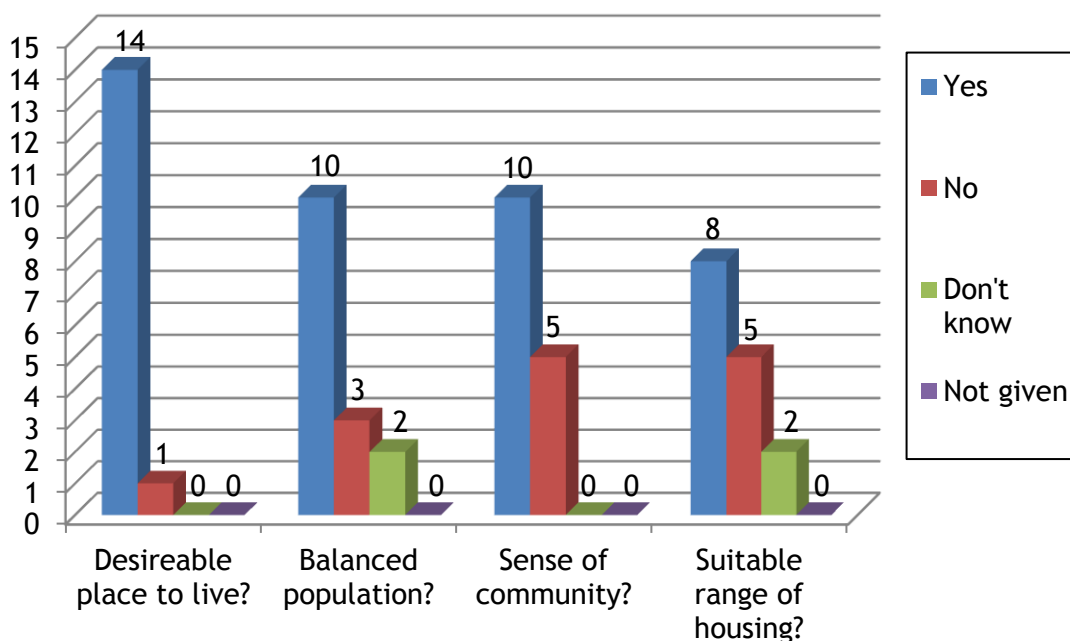


Fig 1.7 - Life in the village - positive factors

From fig 1.7, above, it can be seen that the majority of respondents are very positive about life in Bretford village. 93% believed that the village is a desirable place to live and 67% thought that it enjoys a sense of community.

67% of completed questionnaires came from those who believed that the village has a balanced population. 53% of responses said that the village had a suitable range of housing whilst 33% said that it did not.

The second question sought village residents' perceptions on the potentially negative aspects of life in the village.

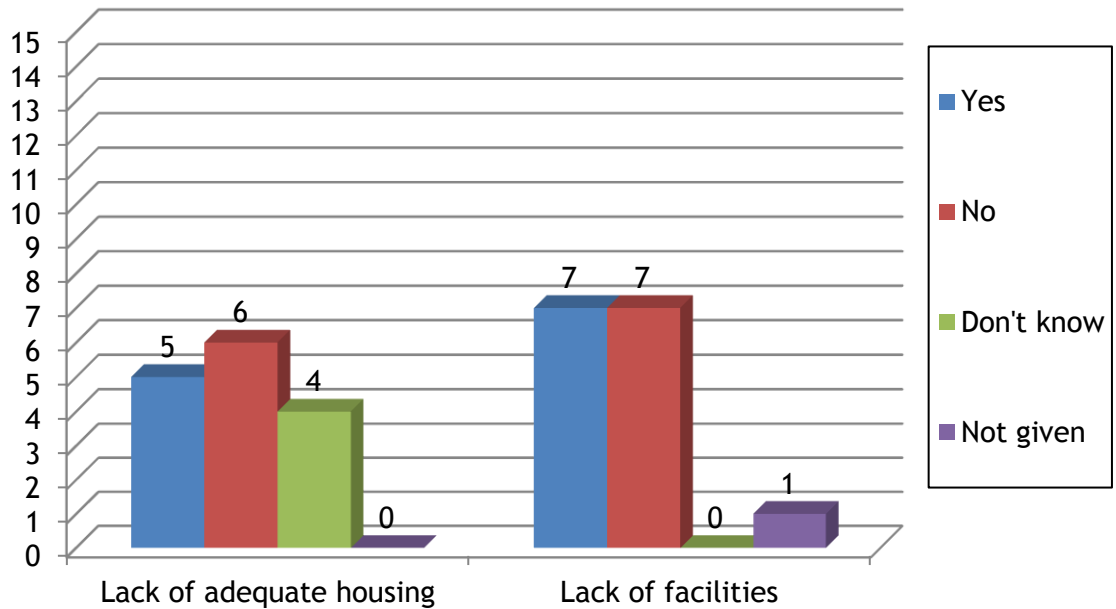


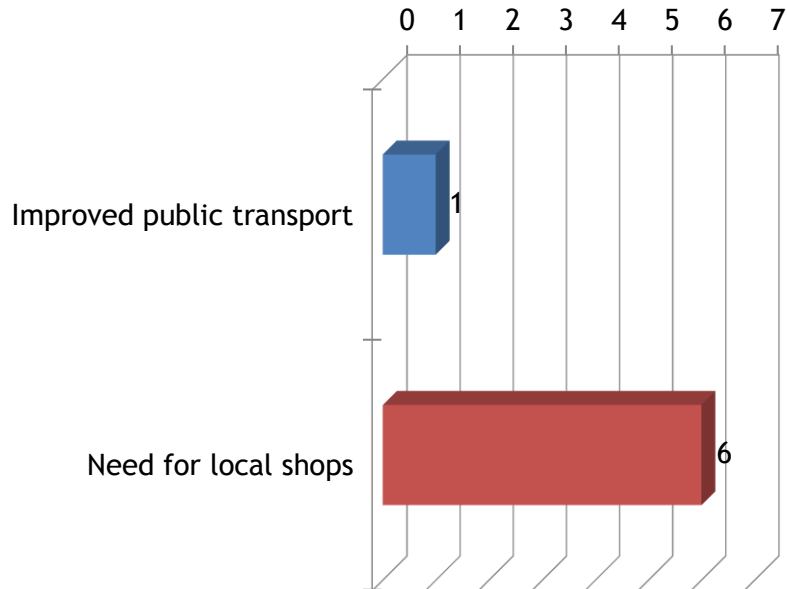
Fig 1.8 - Life in the village - negative factors

As can be seen from fig 1.8, above, 40% of respondents believed that there is not a lack of adequate housing in Bretford whilst 33% of returned surveys felt that there is.

Respondents' perception on whether the village is well served by facilities saw 47% of respondents stating that there is a lack of facilities in the village whilst 47% felt that there is not.

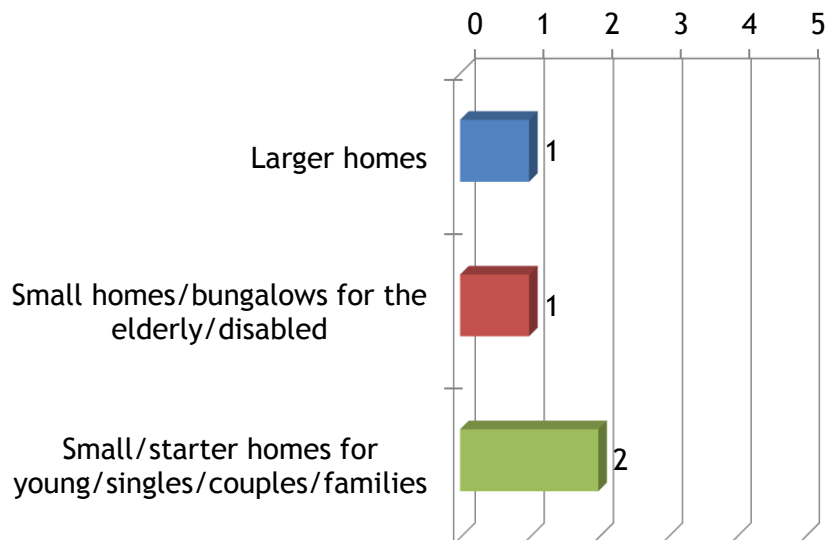
Some respondents provided further details around their thoughts on this question. These can be found on the following page.

Do you feel that the village suffers from a lack of facilities? Those that answered 'yes' and provided a comment can be summarised as:



Of the 7 responses (47%) who felt that the village lacked facilities the majority of these were focused around the requirements for local shops.

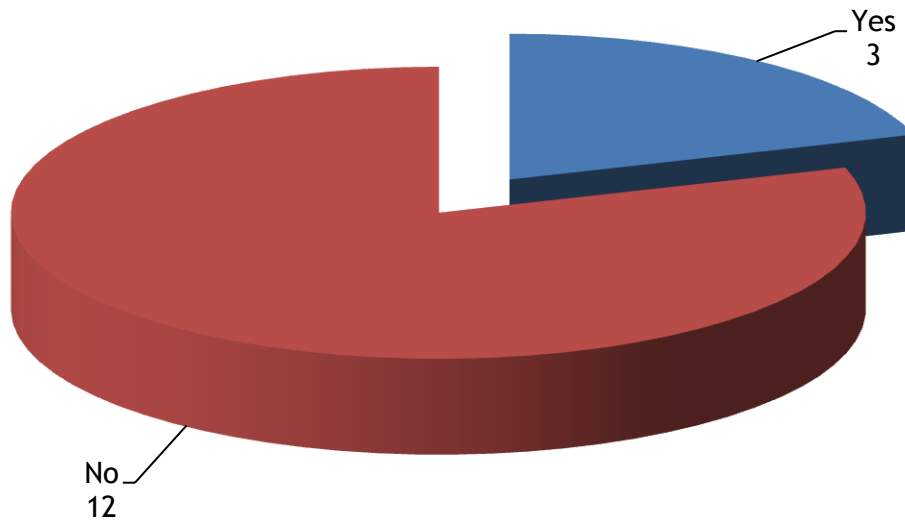
Do you feel that the village suffers from a lack of adequate housing? Those that answered 'yes' and provided a comment can be summarised as:



Of the 5 responses (33%) who felt that the village had a lack of adequate housing, responses were split between the perceived need for small, starter homes for the young as well as small homes for the elderly and some larger homes.

**viii) Migration**

The survey also asked whether respondents knew of people who had been forced to leave the village because of a lack of suitable or affordable accommodation.



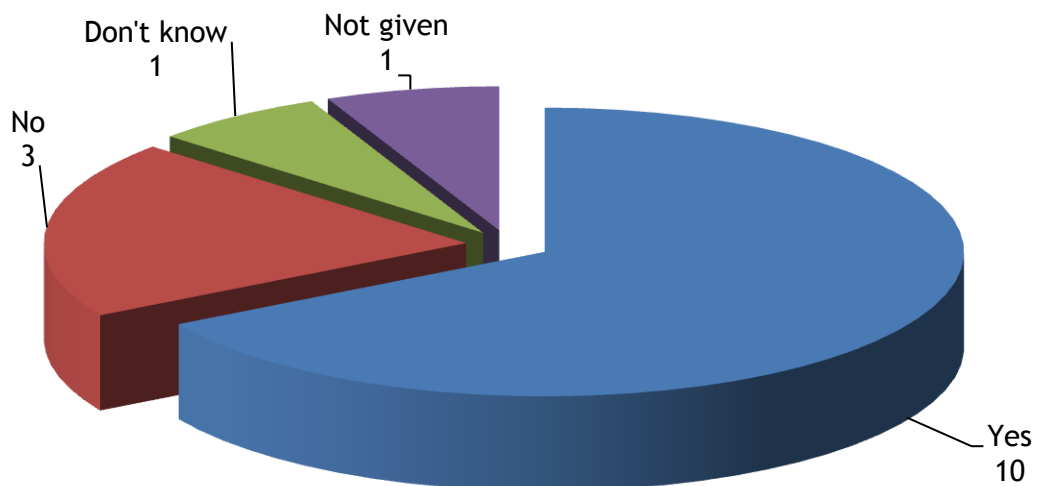
*Fig 1.9 - Migration*

Fig 1.9 shows that 20% of village residents who returned questionnaires were aware of others who have had to leave the village in the last 5 years due to a lack of suitable or affordable accommodation.

These 'leaving' people/families may have been 'double counted' within this figure, but the number is still noteworthy considering the size of the village and the timescale involved.

**ix) Support for an affordable housing scheme for local people**

One of the fundamental questions in the survey is that which asks whether people are in favour of a small scheme of affordable homes in the village for local people.



*Fig 2.0 - Support for affordable homes for local people*

Fig 2.0, above, shows that two thirds of respondents (67%) stated that they are in favour of an affordable housing scheme for local people and would support such development while 20% said that they are not in favour. 13% of respondents were not sure at this stage or did not provide an answer.

## Appendix 3 - Contact information

### Midlands Rural Housing

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