



2016 NEW BUILDS SURVEY REPORT

1. Purpose of this report

This report gives the findings for the 2016 New Builds Survey. This survey was conducted between 6 September and 21 October 2016. It surveyed all households living in 'New Build' properties in Poole, completed during the three year period from 2013 to 2016. The Survey updates evidence from the previous survey carried out in 2007.

It provides evidence on satisfaction levels, key issues, occupancy and ownership characteristics to inform the Local Plan Review. This will enable planners to consider 'lessons learned' and apply these to future development.

2. Headline results

- 274 valid responses were received, giving a response rate of 29%.
- Residents' levels of satisfaction with their 'New Build' properties were high. 91% of residents were satisfied with their property, similar to levels for 2007. This suggests that in general New Build properties are meeting resident's needs.
- 94% were satisfied with their 'Local area', a significant increase from 87% in 2007.
- 93% felt their property 'meets their current needs'.
- A lower proportion (72%) felt their property offered the flexibility to stay in their home if their needs change.
- The most frequent reasons cited for 'new build' properties not meeting current needs were: lack of parking; poor build quality and design; and lack of space and storage.
- The reasons cited for properties not meeting future needs related to the requirement for more space for a growing family, and properties being unsuitable for aging residents due to stairs, lack of downstairs bathroom & wheelchair access.
- The main motivator for choosing a new build property was location; and local amenities and open space had a key role to play in residents' choice of area to live.
- Parking, shopping facilities and sense of community topped the list of three things that respondents felt most needed improving in their local area. Similar issues were raised in the 2007 Survey.
- 15% of households had more cars than car parking spaces allocated to them.
- Average household size for 'New Builds' was 2.2 persons per household. This has increased slightly since 2007, but is lower than the 2.4 figure for the UK overall.
- Almost a quarter (24%) of households had 2 or more spare bedrooms. Under occupancy was highest for 'older couple households' aged 65+.
- 8% of 'New Build' properties were second homes, compared to 5% for Poole overall.

3. Background & context

As the local Planning Authority, it is the responsibility of The Borough of Poole to ensure that as well as additional capacity, new build developments within the Borough provide a good quality of life for their inhabitants, are able to meet the needs of the local community, and assist in providing for an appropriately skilled workforce.

The council is currently undertaking a review of its Core Strategy and other Local Plan documents. It will evaluate all current planning policies to consider whether they remain in line with government policy; and amend them, to take account of new evidence of need and issues of local and strategic importance, where necessary. This report will contribute to the evidence that informs this process.

The Local Plan review once complete will set out an updated plan for the borough to meet needs and guide development to 2033.

4. 'New Builds' – key characteristics

4.1 Number and geographical distribution

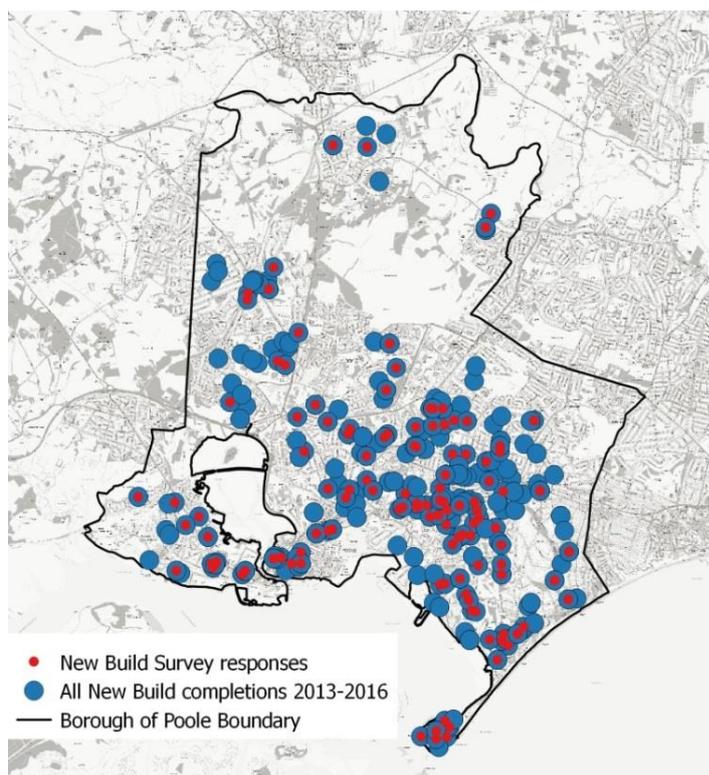
From April 2013 to March 2016, 941 new build properties were completed in Poole.

For comparison in the 3 years preceding the last 'New Builds' Survey in 2007, 1,929 new build properties were completed.

There have been four larger new developments of over 30 units, mostly in the Hamworthy and Town Centre regeneration area, but also a significant number of smaller developments located throughout the Borough, as shown in Map 1.

94% of 'New Build' developments during this period were market housing; 60 units were affordable or social rented housing.

Map 1: Location of 'New Build' completions 2013-2016 and survey responses



5. About the survey

The 'New Builds' Survey was sent to all 941 residential new build developments within the Borough of Poole, which were completed between April 2013 and March 2016.

274 valid responses were received, giving a response rate of 29%. There was widespread geographical coverage of responses, as shown in Map 1 above.

5.1 Survey objectives

The specific objectives of the survey were to understand:

1. Residents' levels of satisfaction with both their 'New Build' properties and their 'local area'.
2. The suitability of residential developments, in particular the extent to which they meet residents' current and potential future needs.
3. Key concerns of residents regarding both their 'New Build' properties and their 'local areas'.
4. Whether particular issues affect certain vulnerable groups or types of household.
5. Factors that influence people's decision to live within new build developments.
6. The effect that the local area and infrastructure can have on both decisions to buy and quality of life (e.g. transport, employment, schools).
7. What this means for future planning and the key messages to be taken forward in the revised 'Poole Local Plan Review'.

6. Satisfaction and suitability

6.1 Satisfaction and suitability of 'New Build' properties

- Levels of satisfaction with 'New Build' properties were high, as shown in Chart 2.
- 91% were either very or fairly satisfied with their 'New Build' properties; similar to levels of 90% for the 2007 Survey.
- 6% were either fairly or very dissatisfied with their 'New Build' properties.
- 93% of respondents felt their property meets their current needs, as shown in Table 3.
- 7% felt their property did not meet their current needs.
- People living in purpose built flats, and households with a HHR person¹ aged 25-39 were less likely to consider that their property 'meets their current needs'.
- A lower proportion (72%) felt their property offered the flexibility to stay in their home if their needs changed; 15% felt their property would not offer flexibility; 12% didn't know.

¹ HHR person – Household Reference Person

Chart 2: Levels of satisfaction with 'New Build' properties and the local area – base 270 responses



Table 3: Extent to which New Build properties meet residents current and future needs

	Yes	No	Don't know
Does this property meet your current needs?	93%	7%	0.4%
Does this property offer you the flexibility to stay if your needs change over the next few years?	72%	15%	12%

6.2 Satisfaction with the local area

- 94% were either very satisfied or fairly satisfied with their 'local area'², as shown in Chart 2.
- Only 2% were fairly dissatisfied with their area, no one was very dissatisfied.
- There has been a statistically significant increase in satisfaction with the local area since the previous survey, 87% were either very or fairly satisfied in the 2007 Survey.
- There was no statistically significant difference in levels of satisfaction with the 'local area' between vulnerable groups or household characteristics³.

² 'Your local area' was defined to be the area within 15-20 minutes walking distance from your home.

³ The groups and household characteristics included in the analysis were: development size, property type and tenure, age group of HHR person, household type and size, duration of residence, ethnicity, limiting long term illness (LLTI), and employment status.

7. What matters and key concerns for residents

7.1 What matters?

- The main motivator for choosing a new build property was location; with 64% of residents choosing their property for this reason, as shown in Chart 4.
- Local amenities and open space had a key role to play in residents' choice of area to live, as shown in Chart 5.
- Factors that were most important in choosing the local area included access to shops, being close to the sea, close to parks and open spaces, near to family, and having good transport links and access to health services. Respondents also felt that living in a safe area influenced their choice.
- Over half of residents chose their property specifically because it was a new build, and some felt a new build property offered advantages in terms of affordability, environmental benefits and lower living costs, as shown in Chart 4.
- High build quality, a garden, and availability of parking were also important to people, and among the most frequently cited reasons for choosing their property.
- Property size was also a notable motivator. 23% of residents were looking for a smaller property and 20% wanted to upgrade to a larger one. The catalyst behind this appears to be age, with those aged 65 or over most likely to want a smaller property and those aged 25-39 most likely to want a larger property.

Chart 4: Reasons for choosing their property
(Respondents were able to select all the reasons that applied – base 274 respondents)

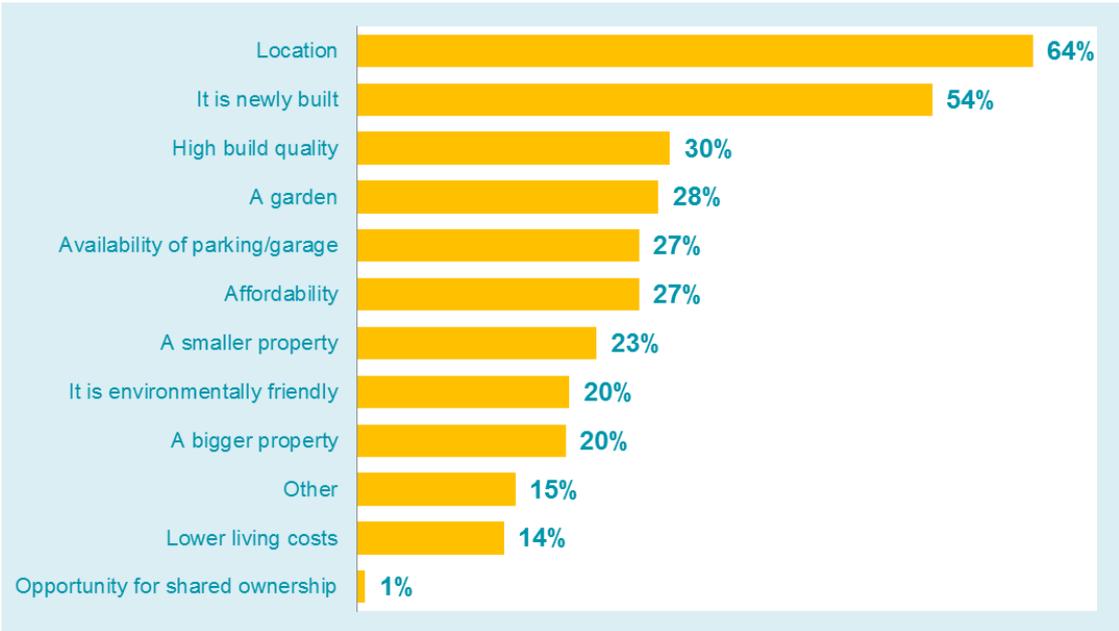
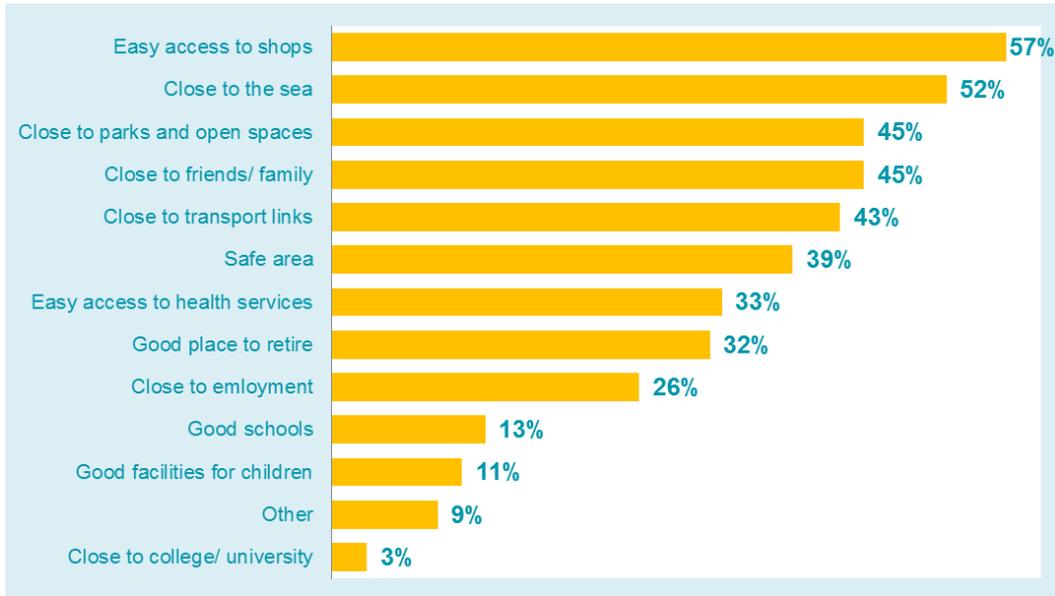


Chart 5: Reasons for choosing their local area

(Respondents were able to select all the reasons that applied – base 274 respondents)



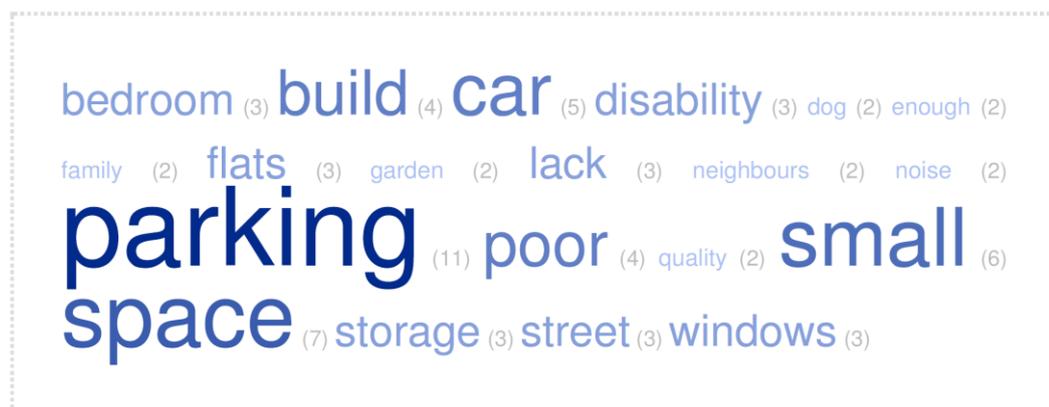
7.2 Key concerns for residents of ‘new build’ properties

- Around a tenth of respondents were either dissatisfied and/or their properties did not meet their current needs. There was a considerable overlap between these two groups.
- The most frequently cited reasons for ‘new build’ properties not meeting current needs were:
 - Lack of parking
 - Poor build quality
 - Lack of space and storage
 - No garden
 - Noise from neighbours and traffic

These are highlighted in the ‘word cloud’ of responses shown in Figure 6.

- High build quality, a garden, and availability of parking were also among the most frequent reasons given for choosing a ‘New Build’ property, as shown in Chart 4. This confirms these factors are important to people.

Figure 6: Word cloud of responses for reasons a property does not meet current needs
Frequency of words mentioned is given in (..)

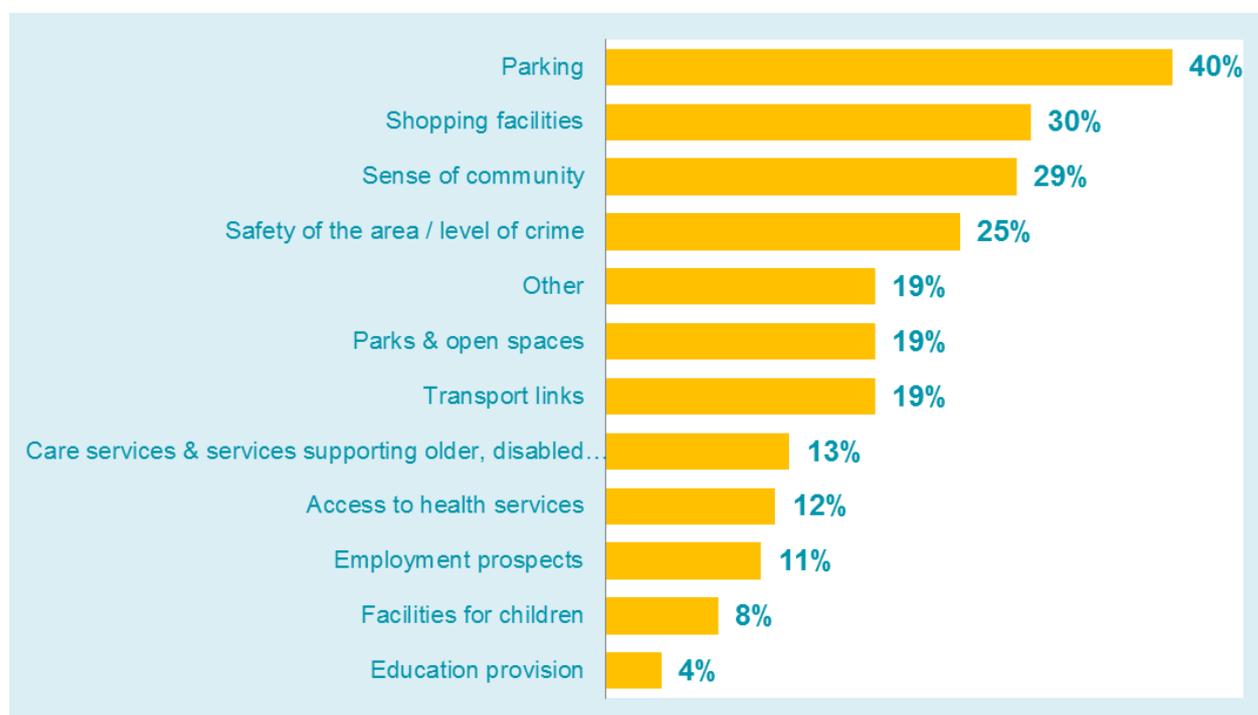


- 15% of respondents felt their property would not offer the flexibility to stay in their home if their needs changed.
- Those that provided a reason for their ‘new build’ properties not meeting future needs fell into two main groups:
 - Couples or young families who felt their properties were not suitable for their families to grow; the property was too small, with too few bedrooms, no garden.
 - Older people who felt their property would not meet their needs as they grow older; due to stairs and no lift, no downstairs bathroom, entrance unsuitable for wheelchair, high maintenance e.g. with garden.

7.3 What most needs improving in the ‘local area’

- Parking, shopping facilities and sense of community topped the list of three things that respondents felt most needed improving in their local area, as shown in chart 7.
- Similar issues were raised in the 2007 Survey. Car parking was a significant issue then, and one of the main causes of tension. The focus groups carried out as part of the 2007 Survey, found local shops and amenities were key to defining a neighbourhood space. Residents also felt they only knew people who lived in their immediate vicinity and the design of developments could help encourage ‘chance encounters’ and a greater sense of community⁴.

Chart 7: Priorities for what most needs improving in the local area
(Respondents were able to select all the reasons that applied – base 274 respondents)



⁴ Borough of Poole New Builds Evaluation Project Report, February 2008

- There were some differences in priorities for improvements to the local area between vulnerable groups or household characteristics, as shown in Table 8.
- For black and minority ethnic groups (BME) safety of the local area, and parks and open spaces were priorities for improvement.
- For those with a Limiting Long Term Illness improving care services and access to health services were priorities for improvement.

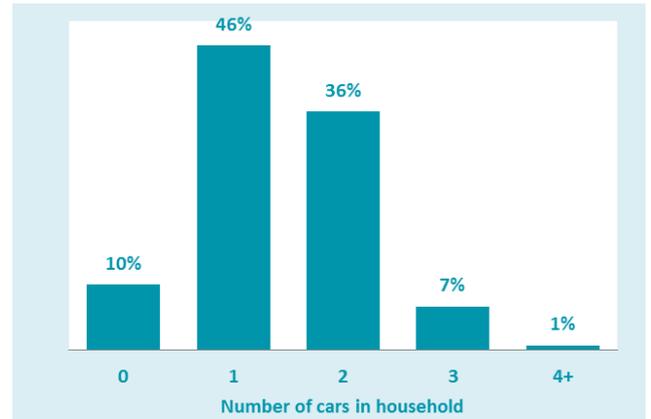
Table 8: Difference in priorities for improvements to the local area between groups

	Overall rating (% who think among 3 things that most need improving)	For which groups is this a particular issue ?			
		Household type	Age group of HHR person	Ethnicity	Limiting long term illness (LLTI) or disability
Parking	40%	No statistically significant difference between groups			
Shopping facilities	30%	No statistically significant difference between groups			
Sense of community	29%	No statistically significant difference between groups			
Safety of the area / level of crime	25%			BME (40%)	
Transport links	19%	No statistically significant difference between groups			
Parks & open spaces	19%	Couple with dependent children (29%)		BME (40%)	
Other	19%	No statistically significant difference between groups			
Care services & services supporting older, disabled or vulnerable people	13%	Single person aged 65+ (26%)	Aged 65+ (20%)		LLTI - limited a lot (40%)
Access to health services	12%				LLTI - limited a lot (33%)
Employment prospects	11%	Couple with dependent children (19%)			
Facilities for children	8%	Couple with dependent children (23%) Lone parent (50%)	Aged 25-39 (18%)	BME (20%)	
Education provision	4%	Couple with dependent children (14%)			

*This table highlights statistically significant differences only

7.4 Cars and parking

- 44% of households who responded to the survey had 2 or more cars; 46% had one car; and 10% had no car, as shown in the adjacent chart.
- The average number of cars per household was 1.4.
- In 81% of households people aged over 17 usually travel by car.



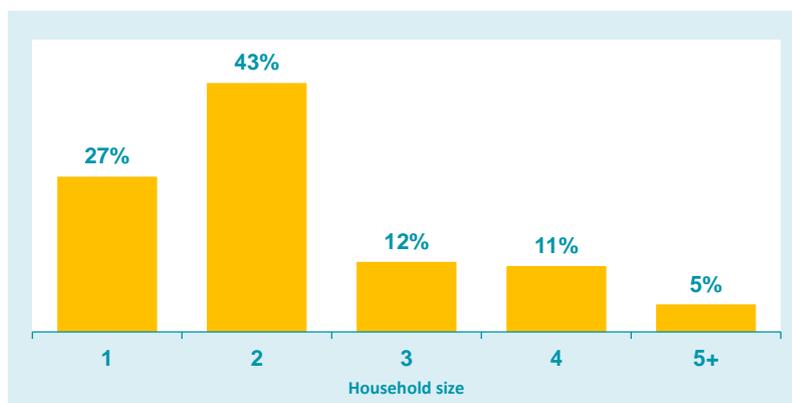
- 15% (40 households) had more cars than car parking spaces allocated to them.
- Only a small proportion (4%) of households had no parking spaces allocated.
- Almost three quarters of 3+ bedroom properties had one or no parking space allocated to the household. These account for around a third of households with more cars than parking spaces.

8. Occupancy of 'New Build' properties

8.1 Occupancy and under-occupancy

- Household size tends to be small; just over a quarter (27%) were single person households, and most responding households had 2 occupants (43%).
- Almost a quarter (24%) of households had 2 or more spare bedrooms.
- Under occupancy was highest for 'older couple households' with two persons aged 65+; almost half of these households had at least 2 spare bedrooms.
- 8% of 'New Build' properties are second homes, compared to 5% for Poole overall⁵.

Chart 9: 'New Build' Survey respondents by household size



⁵ All figures for Poole overall come from the 2011 Census

9. Respondent & household characteristics

9.1 New Build housing type and tenure

Of the 274 households who responded to the survey:

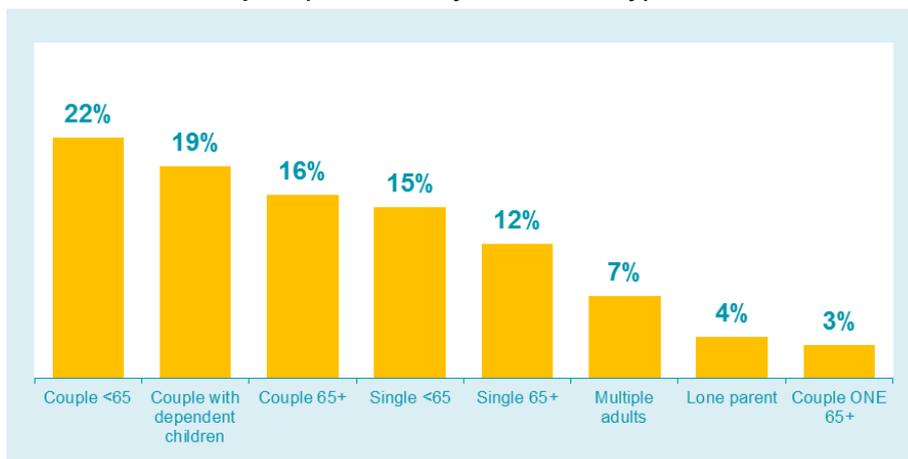
- 1 in 3 live in purpose built flats, the remainder live in houses.
- Over half (58%) live in 3+ bedroom properties.
- 80% of the properties are owner occupied – just 3 were through shared-ownership.
- 11% of properties are rented from a private landlord, 6% from a housing association, and 2% are rented from the council.
- 14% of households stated they were first time buyers.

9.2 Household characteristics

Of the 274 households who responded to the survey:

- Around a fifth were couples aged <65 (22%), or couples with dependent children (19%).
- Almost a third (31%) were households with persons aged 65 or over; 15% were couples aged 65+, 12% single persons aged 65+, and 3% couples with one person aged 65+.
- 4% were lone parent households.
- 1 in 5 households had at least one resident with a limiting long-term illness. The proportion for Poole overall is 18%⁶.
- 9% had an ethnic background that is not White British. This compares to 8% of residents in Poole as a whole.
- 55% are in employment, compared to 64% of residents in Poole as a whole.
- Almost a third are wholly retired from work, the same proportion as for Poole overall.

Chart 10: 'New Build' Survey respondents by household type

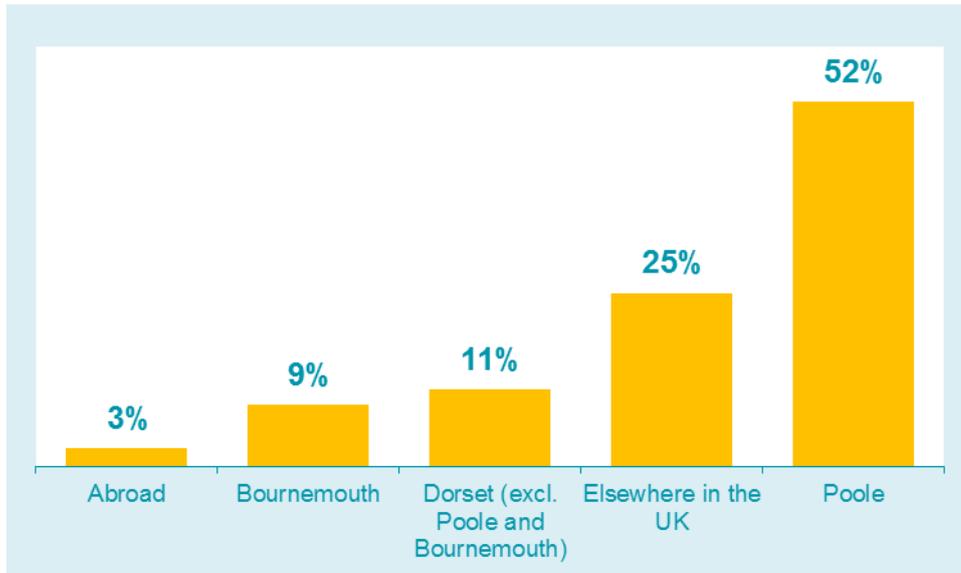


⁶ All figures for Poole overall come from the 2011 Census

9.3 Where people move from

- Over half (52%) of people moved from within Poole;
- A quarter of people moved from elsewhere in the UK, excluding Dorset;
- Couples with dependent children were most likely to move within Poole, and made up more than a quarter (27%) of this group;
- Older person households aged 65 or over were most likely to move from elsewhere in the UK, and made up almost a third (32%) of this group.

Chart 11: Where people lived before moving to this property



10. Key messages for future planning

- 1. Planning policies need to encourage a rise in the number of new homes being built.** The number of New Build properties built in Poole has more than halved over the last decade, from 1,929 in 2004-2007 to 941 2013-2016. This is particularly the case for Social housing.
- 2. Location, good local amenities and open space are highly important to residents** living in 'New Build developments. Local infrastructure, particularly transport links, also played a key role in choosing a local area.

Previous qualitative research for Poole⁷ emphasised the importance of local amenities being easily accessibility. Residents' preferences were for 'village' style centres that provide everything within easy walking distance and help contribute to a sense of community. Respondents to this survey were particularly keen to see improvements to shopping facilities.

⁷ 2007 New Builds Evaluation Project Report

For people with a limiting long term illness and older people improved access to care and health services were of particular importance. For BME groups improving safety of the area and open space were priorities.

3. Careful consideration should be given to **planning developments that encourage and contribute to a 'sense of community'**. This survey found that improving the 'sense of community' was one of the top three priorities for residents for improvements in their local area.

Previous qualitative research for Poole⁷ revealed residents most wanted informal opportunities for dialogue and to meet neighbours, and felt development design should be used to encourage these 'chance encounters'. Thought should also be given to the effect of a higher proportion of second homes and their impact on communities.

4. **Consideration should be given to address the issues of parking in planning developments.** Parking continues to be a significant issue and the top priority for improvement in the local area. Parking was the most common reason why 'New Builds' did not meet the current needs of residents, and 15% of households in the survey had more cars than parking spaces. Previous qualitative research for Poole⁷ revealed that residents felt any future developments should provide a minimum of one parking space per property, and schemes should be introduced to better facilitate, control and monitor resident and visitor parking.

5. There is a **need to reflect people's preferences in planning developments.** In particular preferences for size, space (both indoor and outdoor), and key accessibility criteria. This is particularly the case for older people's housing. Residents concerns around size and space particularly focused on room size and storage space.

6. There should be **greater emphasis on bringing 'Lifetime Homes Design Standards' into the general housing stock.** Over a quarter of households felt their property did not offer the flexibility, or were not sure whether it would meet their needs in the future. This was particularly the case for older people and growing families.

More widespread implementation of 'Lifetime Homes' would allow older people to stay in their own homes for longer, reduce the need for home adaptations and give greater choice to disabled people who cannot achieve independent living due to lack of suitable housing.

7. **Planning should show leadership by advocating good design and high build quality.** Both are key to resident's satisfaction with, and the suitability of, New Build properties.