

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

**Housing needs survey report  
for  
Salford Priors parish**

**April 2025**

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## 1. Introduction

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

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

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

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

Housing needs surveys are an objective tool principally used to gather information on the scale and nature of housing need at a local community level.

WRCC was commissioned by Salford Priors Parish Council to undertake a housing needs survey with the specific aim of collecting information about local housing needs within and relating to Salford Priors parish. Salford Priors parish covers the communities of Abbot's Salford, Cock Bevington, Bevington Waste, Wood Bevington, Dunnington, Iron Cross, Pitchill, Rushford and Salford Priors.

A parish-wide housing needs survey was last undertaken in 2008, which identified a need for six homes to rent from a housing association.

Each dwelling across the parish received a survey form and additional forms were available upon request. The survey form is a standard document and is based on a questionnaire used by Rural Housing Enablers across England. A copy of the cover letter and survey form can be seen at Appendix A.

Forms were returned to the WRCC Rural Housing Enabler for analysis using a Freepost envelope or respondents could complete the survey online if preferred. The return deadline was 23<sup>rd</sup> March 2025.

## 2. Planning Context

At a national level, the National Planning Policy Framework (updated December 2024) states that (para82) "In rural areas, planning policies and decisions should be responsive to local circumstances and support housing developments that reflect local needs, including proposals for community-led development for housing. Local planning authorities

should support opportunities to bring forward rural exception sites that will provide affordable housing to meet identified local needs, and consider whether allowing some market housing on these sites would help to facilitate this.”

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

At a local level, there is scope for a local community to prepare a neighbourhood plan to steer development within their area. Should Salford Priors community decide to produce a Neighbourhood Plan in the future it would become part of the District Council's development plan and be used to assist in making decisions on planning applications within the plan area.

Separately, a community can choose to promote a small-scale ‘Local Needs’ housing scheme (sometimes also referred to as a Local Choice housing scheme), relying on policies in the local authority development plan or via a neighbourhood plan. In either case a Local Needs scheme can include both affordable and market housing. Such schemes will be supported within or adjacent to existing settlements provided that:

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

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

New affordable homes are generally required for the following reasons:

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

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

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

### 3. Results

Households with a need for an alternative home, and who wish to live in the parish, were asked to complete the survey. A household may comprise a family, a single person or a couple, and a dwelling may contain more than one household in housing need.

In total, 49 responses were received. However, 33 of these responses were discounted for a variety of reasons:

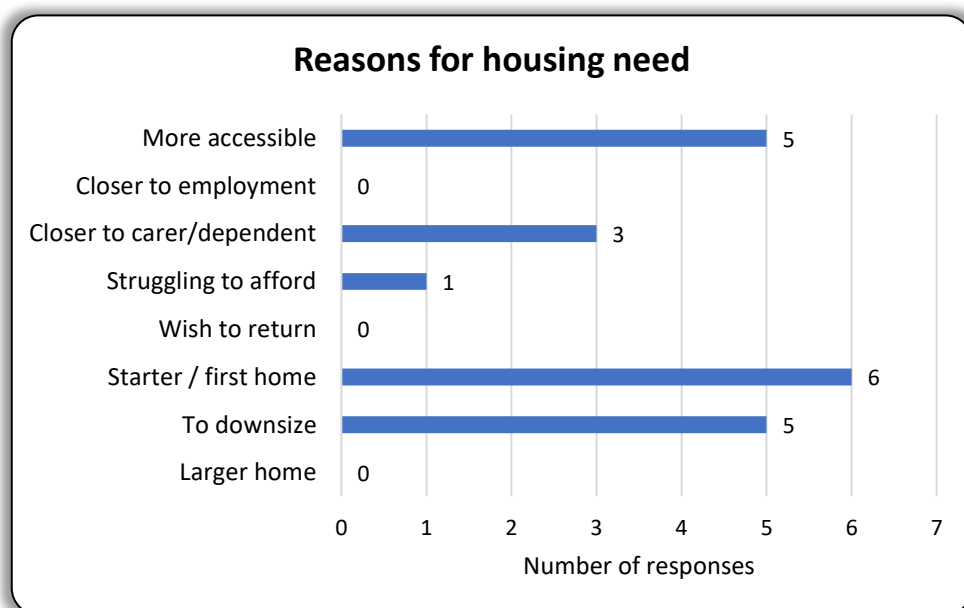
- blank form, no information provided
- already adequately housed (for example, currently living in a rented 2-bed house and wanting a rented 2-bed house)
- comments only, no housing or similar information provided
- indicated 'Yes, my current home is suitable' (completion online)
- indicated 'No, my current home is not suitable' but provided insufficient information and no contact details (completion online)

This report is based directly on the remaining 16 responses and presents the analysed results. It shows the current and future housing needs of the respondents, all of whom have a local connection to the parish.

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

#### Q1: Reasons for housing need

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



All respondents completed this section and, as can be seen above, the most common reasons were 'want a starter home / first home' (6), 'need a home that is more accessible' (5) and 'wish to downsize' (5).

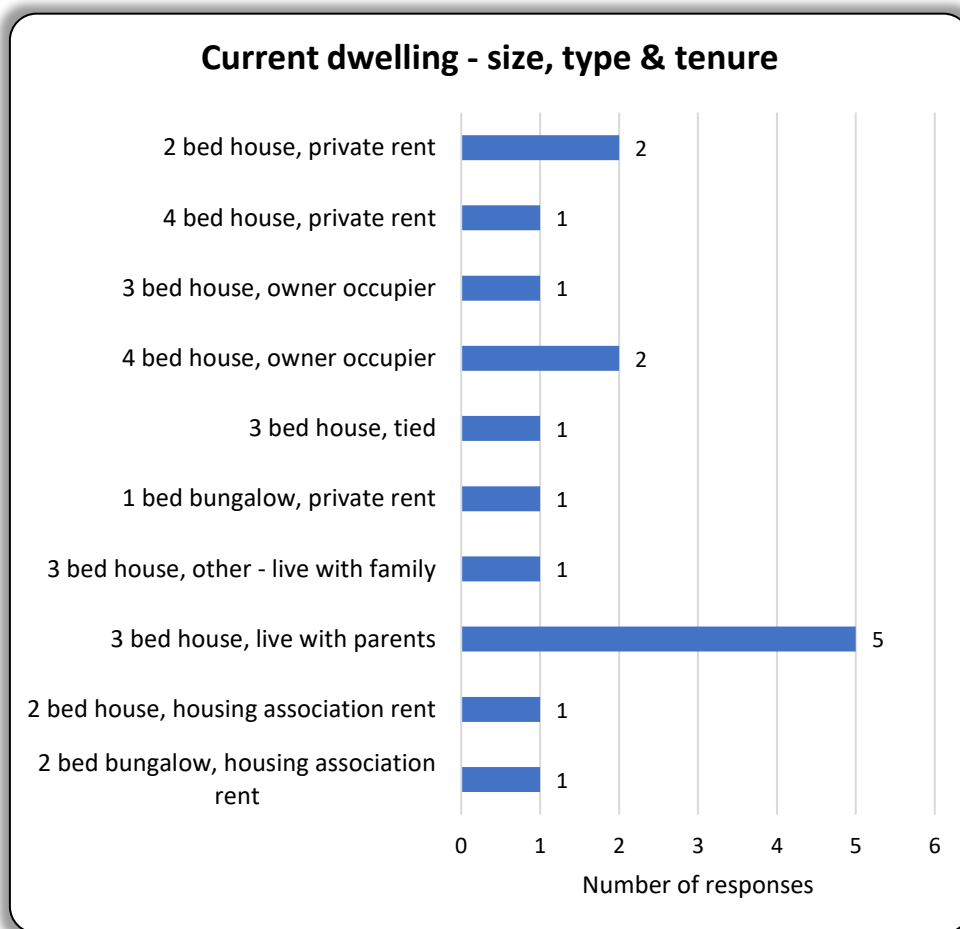
Like many rural parishes where there is a desire to downsize, there is a shortage of both smaller properties to downsize to and more accessible properties such as bungalows.

**Q2: Current dwelling**

Respondents were asked to provide details of the dwelling that the household currently resides in, and all respondents provided information.

**i) Dwelling size, type and tenure**

As shown below, 14 of the respondents currently live in a house and 2 live in a bungalow.



Five of the respondents are currently living with parents, 4 are renting privately and 3 respondents live in an owner-occupier dwelling.

Eight respondents (50%) currently live in a house with three bedrooms, 3 live in a 4-bedroom house and 4 live in a 2-bedroom home. One respondent lives in a 1-bedroom bungalow.

'Owner-occupier', as referred to in the survey, includes households owning their home outright and those with a mortgage. Home ownership remains the predominant form of

housing tenure across England. Outright owners are generally concentrated among the older age bands (aged 65 and over), whilst those buying with a mortgage are typically in the middle age bands (aged 35-54).

The 2021 Census shows that across Salford Priors parish, 39.3% of homes are owned outright (slightly higher than 32.5% across England), and 30.8% of homes are owned with a mortgage, loan or via shared ownership (compared to 29.8% across England). Privately renting or living rent free (12.8%) and social renting (17.1%) make up the remaining 30%.

According to analysis from Halifax (14 February 2025), first-time buyers in the UK made up over half (54%) of all home purchases made with a mortgage last year, the biggest majority on record. The average first-time buyer in 2024 was 33 years old, two years older than ten years ago (31 years old). They put down an average deposit of £61,090 and typically paid £311,034 for their first home.

## ii) Rent

Respondents who rent were asked “approximately what percentage of your income, after tax, do you spend on rent?” Five respondents who currently rent answered this question:

- 33%
- 25%
- 30%
- 15%
- 30%

This gives an average rent of 26.60% of income.

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

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

According to the ONS (Office for National Statistics) the average monthly private rent in Stratford-on-Avon district rose to £1,054 in October 2024, which is an annual increase of 6% from £994 in October 2023. This was lower than the 8.7% rise in the West Midlands over the same period.

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

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

## Q3: Housing waiting list

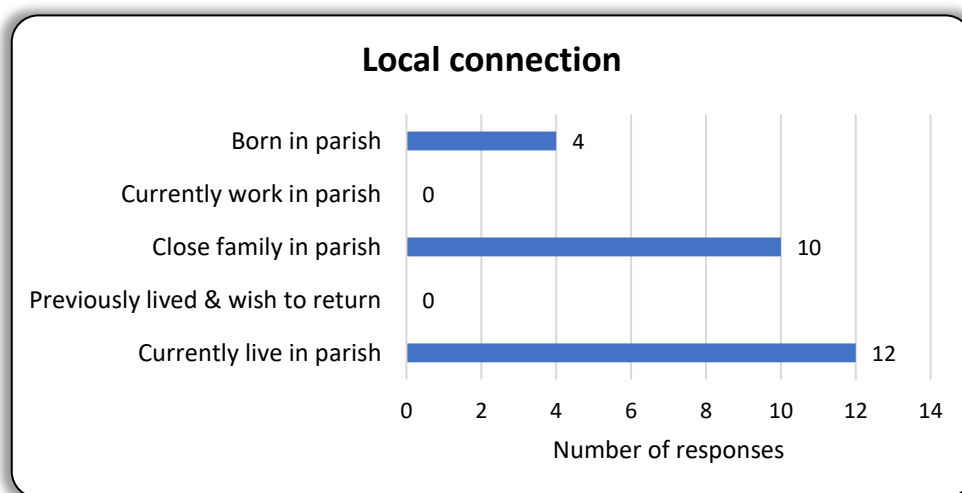
Four of the respondents indicated that they are currently registered on the local authority housing waiting list, known as Home Choice Plus.

However, in February 2025 there were 77 households with a Salford Priors parish address registered on the local authority housing waiting list and seeking an alternative home to rent. Appendix C provides a summary of these registered households.

The 'Rural Life Monitor 2024' report from the National Housing Federation shows that between 2020 and 2023 waiting lists in rural areas increased by 20%, compared to 14% in urban areas.

### Q3: Local connection

Respondents were asked to indicate their connection to the parish and, where applicable, were able to indicate more than one connection. All respondents answered this question.



Twelve of the 16 currently live in the parish, 10 have close family currently living in the parish and 4 were born in the parish.

Local employers were contacted as part of this survey work as 'currently work in the parish' is one of the five designated local connection criteria but no respondent indicated that they work in the parish.

### Q4: Preferred dwelling

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

Respondents were asked "what type of property would you/your household prefer." It should be noted that a housing preference doesn't necessarily align to the analysed need. For example, a couple with a young child, a joint income of £40,000, no savings or equity, and seeking a 3-bed owner-occupier home would probably be analysed as requiring a 2-bed house to rent from a housing association. Further information is provided at Q6 Financial Information.

## i) Dwelling size, type and tenure

Fifteen respondents provided information concerning their preferred dwelling size, type and tenure and could express interest in more than one of each category. The respondent who didn't provide information regarding a preferred dwelling had provided information elsewhere within their responses to enable analysis of their housing need.

Four respondents indicated a preference for a small 1-bed home and 1 respondent indicated a preference for a 4-bed bungalow. There were ten references to 'bungalow' and seven references to 'house' as the preferred type.

Preferred dwelling – size, type and tenure	Number of dwellings
3 bed bungalow, owned	2
4 bed bungalow, owned	1
2 or 3 bed house, owned	1
1 bed bungalow, housing association rent	1
2 bed bungalow, housing association rent	1
2 bed house, housing association rent	2
1 bed bungalow or house, housing association rent	1
1 bed bungalow, housing association rent or private rent	1
1 bed bungalow, house or flat, housing association rent	1
2 bed bungalow, house or flat, housing association rent or private rent	1
2 bed bungalow, house or flat, housing association rent or shared ownership	1
2 bed bungalow, housing association rent or shared ownership	1
2 or 3 bed house, private rent, shared ownership or owned	1
Not stated	1

There was interest in all tenures, with three respondents specifically preferring an 'owned' property and five respondents specifically preferring a home rented from a housing association.

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

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

## ii) Self-build

Two respondents indicated an interest in self-build but, from the financial information provided, it would appear that only one respondent would realistically be able to satisfy this preference if land were available locally.

Most properties on the open market cost far more than a home built from scratch. Any household seeking to pursue a self-build route would be subject to scrutiny from potential lenders. Self-build and custom housebuilding covers a wide spectrum, from projects

where individuals engage in building or managing the construction of their home from beginning to end, to projects where individuals commission their home, making key design and layout decisions, but the home is built ready for occupation ('turnkey').

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

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

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

The 2021 Census indicates that 20.1% of people in Salford Priors parish are disabled as described under the Equality Act 2010 (physical or mental impairment that has a 'substantial' and 'long-term' negative effect on your ability to do normal daily activities). This is higher than the 17.3% England figure.

Respondents were invited to 'provide details of any specific housing requirements' and these details aid the analysis. Three respondents provided comments including reference to mobility issues, a need for a wet room, and grab rails.

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

### **Q5: Financial information**

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

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

Where a respondent indicates a preference for shared ownership their ability to enter into such an arrangement is assessed using the information provided. The mortgage and deposit that the respondent could raise are compared against a comparable owner-occupied property in the local area, as demonstrated through the research shown in Appendix B to this report. If it appears that the respondent could not enter into a shared ownership arrangement as they have a limited, or no, deposit they are re-classified as needing rented accommodation.

Similarly, where a respondent indicates a preference for a market home their ability to enter into a mortgage, where it is required, is assessed including the ability to raise a deposit. Having assessed whether the respondent could reasonably acquire a suitable

mortgage if they could not do so they are re-classified as needing either a shared ownership property (with a suitable deposit) or rented property (without a suitable deposit).

Mortgages of 35 years rather than the traditional 25 years are becoming more common, particularly among first-time buyers.

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

Rental information is also included at Appendix B.

### **Q7: Detail of households seeking alternative housing**

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

## **4. Conclusion**

Analysis of the responses reveals that the sixteen households with a local connection to Salford Priors parish have a need for an alternative home, as shown below.

Housing association rent:

- 4 x 1 bed maisonette\*
- 5 x 1 bed bungalow\*
- 1 x 1 bed bungalow adapted for mobility issues\*
- 1 x 2 bed house

Housing association shared ownership

- 1 x 2 bed house at 70% share
- 1 x 2 bed house at 80% share or Discounted Market Sale

Owner-occupier:

- 1 x 2 bed bungalow
- 2 x 3 bed bungalow

Many households seeking a property to purchase are unable to satisfy their own need due to a lack of smaller properties for sale and particularly a lack of bungalows.

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

## **5. About WRCC**

WRCC (Warwickshire Rural Community Council) is a registered charity with a mission to tackle disadvantage and support resilience and initiatives in rural Warwickshire communities. We're proud of the heritage, countryside and rural industries while recognising the practical daily difficulties that may be experienced by people living in more

remote areas. We're dedicated to keeping Warwickshire villages alive - helping them become thriving, vibrant and sustainable places where people want to live and work. This is achieved by delivering cost-effective and efficient community-based services.

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

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

Sarah Brooke-Taylor – WRCC, Rural Housing Enabler  
Warwick Enterprise Park, Wellesbourne CV35 9EF  
01789 842182 / [housing@wrccrural.org.uk](mailto:housing@wrccrural.org.uk) / [www.wrccrural.org.uk](http://www.wrccrural.org.uk)

*WRCC accepts no responsibility or liability for, and makes no representation or warranty with respect to, the accuracy or completeness of any third-party information contained in this document.*

# Housing needs survey for Salford Priors parish

Do you want to downsize, are you currently living at home with parents and want your own home? Do you need a bungalow in preference to a house? Do you work in Salford Priors and would also like to live locally?

A lack of suitable and affordable housing in rural communities has been a serious problem for many years, with house prices outstripping average incomes by large margins. The last housing needs survey was carried out in 2008 so we are updating it to find out what homes local people need as part of our Neighbourhood Development Plan review.

**The form is to be completed ONLY if you have a need for alternative housing and wish to live within the parish.**

If you know anyone currently living elsewhere who would like to live in Salford Priors parish they can complete their own survey form though they would need to have a local connection, for example they work in the parish, previously lived in the parish or have close family currently living in the parish.

Data is being collected on behalf of the parish council by Warwickshire Rural Community Council (an independent charity that supports rural communities across Warwickshire) for the purpose of identifying parish-wide housing need only. All information is treated in confidence and returns are anonymised.

A separate form should be completed by each household (family, single, couple) in need of alternative housing and if they wish to be housed within the parish within the next five years. If necessary, please request extra forms; see contact details on the back page.

Completed forms should be returned by 23<sup>rd</sup> March 2025 using the attached Freepost envelope or complete this survey online at [www.smartsurvey.co.uk/s/SPriors2025](http://www.smartsurvey.co.uk/s/SPriors2025)

Thank you for participating in this survey.

Cllr Kim James- Chairman  
Salford Priors Parish Council

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

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

**2. Current dwelling - what type of property do you currently live in?**

- |  |   |
|--|---|
| <input type="checkbox"/> Bungalow          | <input type="checkbox"/> Park / mobile home |
| <input type="checkbox"/> House             | <input type="checkbox"/> Other .....        |
| <input type="checkbox"/> Flat / maisonette |   |

Number of bedrooms .....

- |   |   |
|---|---|
| <input type="checkbox"/> Rent - housing association             | <input type="checkbox"/> Live with parent/s |
| <input type="checkbox"/> Rent - private                         | <input type="checkbox"/> Tied accommodation |
| <input type="checkbox"/> Shared ownership (part rent, part buy) | <input type="checkbox"/> Other .....        |
| <input type="checkbox"/> Owned (with/without mortgage)          |   |

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

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

- Yes  No

If you wish to apply to rent a housing association property you should be on the housing register. Application forms are available by download ([www.homechoiceplus.org.uk](http://www.homechoiceplus.org.uk)), email ([housingadviceteam@stratford-dc.gov.uk](mailto:housingadviceteam@stratford-dc.gov.uk)) or by telephone (01789 2606810).

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

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

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

- Bungalow                       House                       Flat / maisonette

Number of bedrooms .....

- Rent – housing association
- Rent - private
- Shared ownership (part rent, part buy)
- Owned (with/without mortgage)
- Interested in self-build
- Specifically designed to cater for a disability

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

**6. It is important to understand what people can afford.**

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

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

£

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

- Yes savings £..... / equity £..... / gift £.....
- No

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

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

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

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

Name	
Address	
Email / telephone	

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

**Please return this form in the Freepost envelope provided  
no later than 23<sup>rd</sup> March 2025.**

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

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

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

## Appendix B – Property search

Results of property search including character properties, properties in need of refurbishment, with outbuildings, additional land, stables or similar.

Properties for sale ([www.rightmove.co.uk](http://www.rightmove.co.uk), February 2025) across Salford Priors parish

Agent	Number of bedrooms	Type	Price £
Knight Frank	7	Detached 3-storey period house with gym & entertainment room	1,200,000
Stowhill Estates	5	Detached house with garden room & 4-car garage	1,100,000
Johnsons	4	Detached thatched house	675,000
Edwards	5	Detached house	650,000
Christian Lewis	3	Semi-detached Grade II listed thatched house	525,000
King Homes	5	Detached house	525,000
Chatterton	4	Detached house	500,000
Jeremy McGinn	4	Detached house	475,000
RA Bennett	4	Detached house	475,000
Christian Lewis	3	Detached house	450,000
RA Bennett	3	Detached house	450,000
Nigel Poole	3	Detached house	450,000
Leaders Sales	3	Detached house	385,000
Avon Estates	3	Detached house	365,000
Sheldon Bosley Knight	2	Detached bungalow	360,000
RA Bennett	3	Detached house	350,000
King Homes	3	Semi-detached house	350,000
King Homes	2	Detached bungalow	345,000
Vaughan Reynolds	3	Detached house	340,000
King Homes	3	Semi-detached house	315,000
King Homes	2	Semi-detached house	290,000
Nigel Poole	2	Semi-detached house	285,000
Sheldon Bosley Knight	4	Semi-detached house	230,000
Earles	1	Semi-detached bungalow	215,000

Average price, properties for sale

Property size & type	Price £
1-bed semi-detached bungalow	215,000
2-bed detached bungalow	352,500
2-bed semi-detached house	287,500
3-bed semi-detached house	396,667
3-bed detached house	398,571
4-bed semi-detached house	230,000
4-bed detached house	531,250
5-bed detached house	758,333
7-bed detached house	1,200,000

Properties sold within the last 12 months

Date sold	Number of bedrooms	Type	Price £
Feb 25	3	Detached house	365,000
Jan 25	4	Semi-detached house	390,000
Dec-24	4	Semi-detached house	350,000
Dec-24	2	Semi-detached bungalow	330,000
Oct-24	6	Detached house	550,000
Oct-24	2	Semi-detached bungalow	315,000
Aug-24	2	Flat - leasehold	78,000
Aug-24	2	Detached bungalow	347,000
Jul-24	2	Terraced house	225,000
Jun-24	4	Detached house	455,000
Jun-24	3	Semi-detached house	315,000
May-24	3	Semi-detached house	260,000
Mar-24	3	Terraced house	200,000
Mar-24	5	Detached house	735,000

Average price, properties sold within the last 12 months

Property size & type	Price £
2-bed flat	78,000
2-bed terraced house	225,000
2-bed semi-detached bungalow	322,500
2-bed detached bungalow	347,000
3-bed terraced house	200,000
3-bed semi-detached house	287,500
3-bed detached house	365,000
4-bed semi-detached house	370,000
4-bed detached house	455,000
5-bed detached	735,000
6-bed detached	550,000

According to HM Land Registry house prices in Salford Priors had an overall average price of £375,000 over the last year. The majority of properties sold in Salford Priors during the last year were semi-detached properties, selling for an average price of £326,667. Overall, the historical sold prices in Salford Priors over the last year were 25% up on the previous year and 13% down on the 2021 peak of £432,214.

The average house price in Stratford-on-Avon district was £374,000 in March 2024 (provisional ONS), up 5.0% from March 2023. This is higher than the rise in the West Midlands (2.4%) over the same period.

### **Properties for rent**

There are currently no properties available to rent in Salford Priors parish.

The nearest available properties to rent are in Bidford on Avon:

- 3 bedrooms, 2 bathrooms, furnished or unfurnished detached bungalow with driveway and garage - £1,500 per calendar month / £346 per week
- 4 bedrooms, 2 bathrooms, unfurnished pet friendly detached house with off-road parking - £1,895 per calendar month / £437 per week
- 2 bedrooms, 1 bathroom, unfurnished apartment, short term let with off road parking - £750 per calendar month / £173 per week
- 2 bedrooms, 2 bathrooms, unfurnished mid-terrace house with two allocated parking spaces - £875 per calendar month / £202 per week

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

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

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

## Appendix C – Home Choice Plus

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

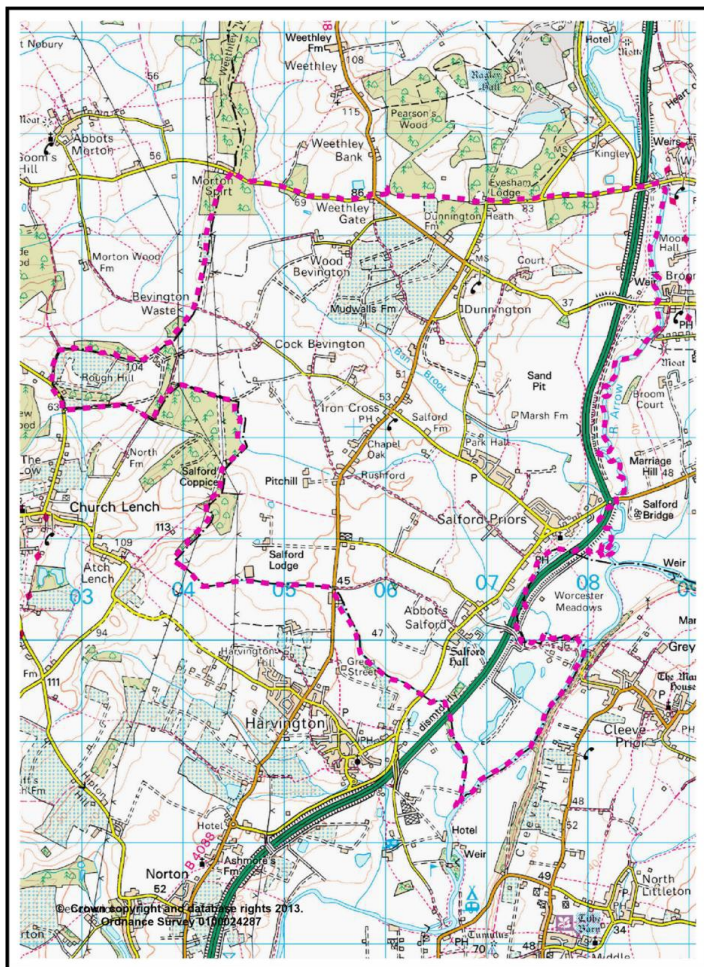
In February 2025, there were 77 households registered on the Stratford-on-Avon District Council housing register with an address within Salford Priors parish. Of these, one household has Priority banding (the highest banding) and 17 households have a Gold Plus or Gold banding.

Settlement	Household type	No. of children in household	No. of households	House type & size
Abbots Salford	Pensioner/DLA	0	3	1 or 2 bed bungalow*
Abbots Salford	Single	0	1	1 bed maisonette or 2 bed house*
Dunnington	Single	0	1	1 bed maisonette or 2 bed house*
Pitchill	Pensioner/DLA	0	1	1 or 2 bed bungalow*
Pitchill	Other	0	1	2 bed house
Salford Priors	Single/couple	0	28	1 bed maisonette or 2 bed house*
Salford Priors	Pensioner/DLA	0	17	1 or 2 bed bungalow*
Salford Priors	Other	0	2	2 bed house
Salford Priors	Family	1	6	2 bed house
Salford Priors	Family	2	10	2 or 3 bed house
Salford Priors	Family	3	7	3 or 4 bed house

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

If local needs properties are developed for a community because of information obtained through a housing survey and similar evidence it would be subject to a planning obligation prioritising occupation of the homes to people with a defined local connection (as listed at Q4 on the survey form).

## Appendix D – Parish map



Salford Priors is a diverse parish made up of the following villages and hamlets: Abbot's Salford, The Bavingtons, Dunnington, Iron Cross, Pitchill, Rushford and Salford Priors. Collectively known as the 'Salford Seven'.

There are 31 Listed buildings in the parish most of which lie within the Conservation Areas along the Evesham and Station Roads in Salford Priors village and Abbot's Salford.

The historic buildings reveal the rich history of the parish that can be dated back to Roman times. The church of St. Matthew's in Salford Priors and Salford Hall in Abbot's Salford are Grade I listed. Originally Anglo Saxon, St. Matthew's Church has a Norman tower, and a Victorian roof and stone façade. The naves are 13th century and the sanctuary 15th century. Salford Hall is an imposing Jacobean mansion with a striking gatehouse.

The charm and quality of the Conservation Areas in Salford Priors and Abbot's Salford depend primarily on the architectural character of the buildings. In Salford Priors, this includes a number of quality early half-timbered thatched cottages. In Abbot's Salford, where there is a greater use of brick, there is not the same consistency of timber frame cottages but they are still a distinctive feature. Station and Evesham Roads run through the Conservation Area and impact greatly on its environment. The roads have dominated the form and the development of the village.

There are other buildings which are considered locally important because of their age, historic and cultural associations, landmark status, social, community and rarity value. These buildings include the Salford Priors Primary School built in 1860, Park Hall, Chapel Oak Lodge in Rushford built around 1830, and the Georgian Pitchill House in Pitchill.

The character of the parish is also strongly defined by its surrounding countryside and landscape setting. The parish lies within National Character Area 106 – Severn and Avon Valley – as identified by Natural England. In this area the landscape is dominated by the lower valley of the River Avon. It is low lying open agricultural landscape with sparse woodland.

*Map and information taken from Salford Seven Neighbourhood Development Plan.*