

4 Conclusions

Key findings

66. Our analysis of the survey results concentrates on selected aspects of the returns, and recognises the potential for further cross-tabulation and analysis of the data, potentially through wider sharing and circulation of the results with appropriate partners such as the City Council and relevant care services.
67. Rottingdean has a relatively aged population, which is reflected in a higher than average proportion of residents who experience a long-term limiting health problem or disability. 7.5% of respondents said that they or a family member receives care at home, and 13.5% reported that their property has been adapted to make it suitable for the needs of a household member.
68. The parish has a high rate of owner-occupation. However, there was a very low response rate from residents in private or social rented accommodation, indicating that the needs of these groups may be under-represented in the survey findings. There was also a lower rate of response from residents of smaller properties, which may have affected the reliability of findings regarding size of property and how far this is sufficient for household needs.
69. Among survey respondents, average household incomes and the amounts that respondents would be willing to pay for a property are relatively high. A high proportion of households are mortgage-free, reflecting the age profile of the parish, and over 40% of respondents would be willing to pay over £500,000 for their next property. However, this conceals smaller proportions with lower incomes and who would be willing to spend considerably less. Again, it is likely that demand for more affordable housing in the parish is under-represented due to the low level of response from residents in rented and smaller properties.
70. It could be assumed that households in genuine need of affordable housing would be more willing than average to respond to a housing needs survey. The relatively low proportion of respondents who indicated that they were in need of affordable housing could therefore be taken as a reflection of a genuinely low level of need in the Rottingdean area. However, the results of the survey taken as a whole suggest nevertheless that there is clearly some level of pent-up demand for housing in the parish, including unmet demand for more affordable rented properties.
71. Around a third of respondents said that it is likely or very likely that a member of their household would be looking to move out in the next five years. Respondents gave a variety of reasons for needing to move, including health and care needs, mobility requirements, affordability, and to release capital. 14.0% said that their current property is too big, indicating a demand for properties suitable for down-sizing.
72. Others said that their property is too small, and comments suggest that there may also be demand for larger properties suitable for growing families. A further theme to emerge was that a number of household members plan to move out so that they can live independently, indicating pent-up demand for rental properties as well as properties suitable for first-time buyers.

73. The amount that moving household members would be willing to pay for a property varies considerably. Although some respondents reported that they would be willing to pay a relatively large sum for a property, others said that they would be willing to pay considerably less, again indicating pent-up demand for properties suitable for first-time buyers or lower income retirees. Half of respondents said that the moving household member would consider renting, and around a third would consider shared ownership if this option were available. 55.7% of moving household members would be looking to move out of the parish. However, it is not clear whether this is to be nearer work, members of their own family or because of housing costs in the area.
74. The majority of moving household members would prefer to own their property, either outright or with a mortgage. There is demand for houses, bungalows, and flats and apartments, as well as some more limited demand for specialist sheltered or retirement housing. Over 70% of moving household members would prefer a two or three bedroom property, but there is also demand for smaller properties including bedsits and studios, as well as one bedroom apartments. This suggests that there is demand driven by older people looking to downsize from larger properties or move into sheltered accommodation, as well as younger people hoping to buy their first property.

Characteristics of housing demand

75. The findings set out above indicate that, based on the responses of those household members filling out the survey, demand for housing in Rottingdean arises principally from four key demographic groups:
- **Families with children looking to move to larger properties.** Evidence from the survey suggests that some households in this category would consider moving away from Rottingdean to more affordable areas, but that some would prefer to remain in Rottingdean and extend their existing property if possible.
 - **Young adults who want to live independently and/or buy their own home.** The evidence suggests that there is pent-up demand for housing suitable for this group, including both rental properties and properties suitable for first-time buyers.
 - **Older people looking to downsize to smaller and more manageable properties.** Survey responses suggest that there is significant demand for properties suitable for downsizing. The data indicates that a high proportion of residents are mortgage-free, and it is likely that this reflects the relatively older age profile of the parish. This group includes older people looking to move for lifestyle or financial reasons, rather than health or mobility requirements.
 - **Older people looking to move due to particular health, care or mobility requirements.** Survey responses suggest that there are a number of households within the parish who consider that they need to move, perhaps to specialist sheltered or retirement housing, due to specific needs.
76. While these four groups capture many of the key trends that emerged from the survey analysis, it should be noted that they do not account for every facet of housing demand and housing need within the parish.

Policy recommendations

77. Based on the survey results, which indicate that demand for housing in Rottingdean arises from four key demographic groups, some policy recommendations can be formulated to ensure the neighbourhood plan is able to contribute to meeting their needs. These appear in Table 9 below.

Table 9: Policy recommendations by key demographic group based on survey findings

Key demographic group	Conclusion	Policy recommendation
Families with children looking to move to larger properties	Evidence from the survey suggests that some households in this category would consider moving away from Rottingdean to more affordable areas, but that some would prefer to remain in Rottingdean and extend their existing property if possible.	For this demographic group, providing more family housing is likely to help, as this is likely to help reduce affordability pressures. The policy could state 'Developments will normally be expected to include a proportion of medium-sized and larger (3-4 + bedroom dwellings) suitable for families'
Young adults who want to live independently and/or buy their own home	The evidence suggests that there is pent-up demand for housing suitable for this group, including both rental properties and properties suitable for first-time buyers.	Although housing tenure (rental or owner-occupied) cannot normally be specified through policy, an appropriate policy response could be to state 'Developments that comprise or include smaller dwellings (1-2 bedrooms) designed as starter homes for younger homebuyers, will be supported.'
Older people looking to downsize to smaller and more manageable properties	Survey responses suggest that there may be demand for properties suitable for downsizing. The data indicates that a high proportion of residents are mortgage-free, and it is likely that this reflects the relatively older age profile of the parish. This group includes older people looking to move for lifestyle or financial reasons, rather than health or mobility requirements.	Appropriate policy response could be 'Developments comprising or including smaller dwellings (1-2 bedrooms), including units suitable for independent living for older people, such as bungalows or ground floor flats, will be strongly supported.'
Older people looking to move due to particular health, care or mobility requirements	Survey responses suggest that there are a number of households within the parish who consider that they need to move, perhaps to specialist sheltered or retirement housing, due to specific needs.	In general, settlements like Rottingdean (i.e. a village or small town, but with a range of local services) are appropriate for specialist housing for older people as long as well-located. As such, an appropriate policy response could be 'Housing developments specifically designed for the elderly, including but not limited to sheltered housing, assisted living, retirement villages and nursing homes will be encouraged in locations within walking distance of services and facilities'