

# New Housing in Gwynedd Research

## Results Report



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# 1. Introduction

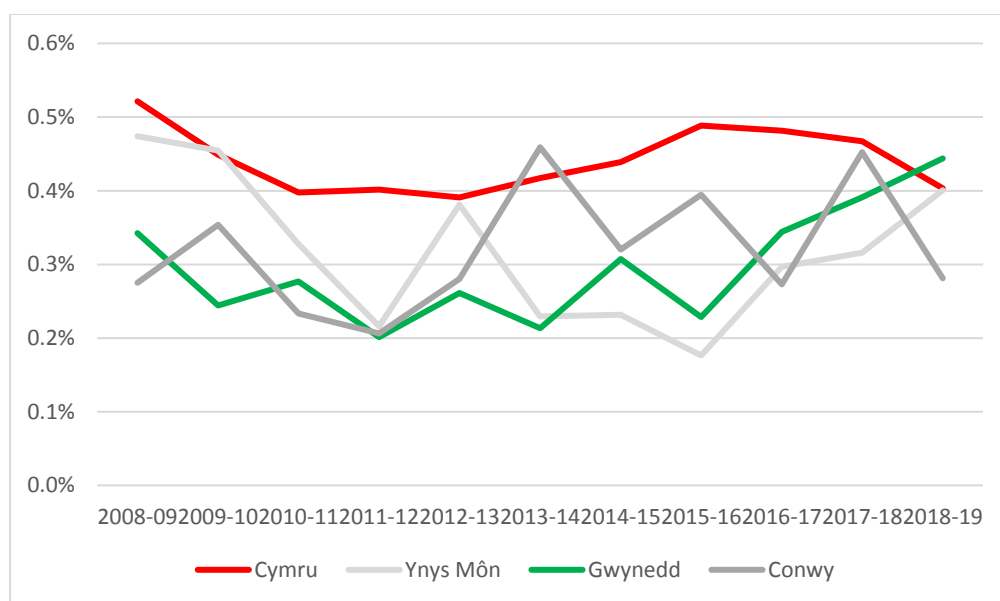
Between 100-300 new houses are built in Gwynedd each year, with the numbers increasing slightly in recent times (see Table 1 below).

Table 1: New dwellings completed in Gwynedd (Source: Welsh Government)

Year	Number of new dwellings
2008/09	206
2009/10	148
2010/11	169
2011/12	123
2012/13	160
2013/14	131
2014/15	189
2015/16	141
2016/17	213
2017/18	243
2018/19	277

Compared to the number of houses already here, the number of new houses in Gwynedd as a whole over the past decade has been lower than the general pattern in Wales and other neighbouring councils, although there has been an increase in numbers over the past two or three years (**Figure 1**).

Figure 1: Number of new houses as a percentage of all housing stock, 2008/09 to 2018/19



(Source: Research and Analytics Team calculations based on New Housing data and Dwelling Stock Estimates; Welsh Government)

However, new housing, and their impact on the communities in which they are located, can be a contentious issue which divides opinion. One reason for this is that there is an “information gap” in respect of new housing (in Gwynedd and more widely) – there is no reliable information about which groups of people tend to move to new houses, where these people move from, and why they choose to move to a new house; the limited information available tends to be very fragmented and anecdotal. This is also an issue for the Council in drawing up housing and planning policies and in responding to statutory requirements, for example when preparing the Local Housing Market Assessment.

Therefore, our intention in respect of this research was to fill in the “information gap” a little by trying to interview residents of every house recently erected in Gwynedd.

This research has also gone a step further, by trying to track the housing “chain” forward to the house that became vacant as a result of people moving into the new house, then to the house that became empty as people moved into that one, and so on. Another key feature of this research was that we were going to talk to residents in order to get their “story”, their reasons for moving there, and so on, in as much detail as possible, rather than relying on sending an impersonal ‘tick box’ questionnaire.

This report presents the outcomes of the research. Although no piece of research of this kind can give the full picture (more about this in chapter 2 below), we are confident that what has been undertaken helps to shed some light on an area where definitive information has been quite limited.

We would not have been able to do this work without the help and support of many of the Council’s other departments and services and we are very grateful to them for that; we are also grateful to the researchers who were actively involved in the interviewing and recording process. And above all, thanks to the residents of Gwynedd who have been willing to share their stories with us; every response has been valuable to us in putting the picture together.

## 2. Methodology

### New housing to be included in the research

In order to ensure that we had as accurate and complete a list of new housing developments in Gwynedd as possible, we verified / reconciled information from a number of different sources:

- New housing completed following planning applications (from the Planning and Environment Service, and the National Park for the Park area)
- New housing valued for Council Tax (from the Tax and Benefits Service)
- Houses sold (from the Land Registry)
- New social housing units in Gwynedd (from the Housing Service)

To enable us to accommodate the size of the task it was decided in the first instance that we would restrict research to new houses that had become occupied in the last 3 or 4 years (i.e. from the year 2015 onwards). However, having looked at the numbers it became apparent that there are very few new houses in some southern parts of the county; therefore, we went back further (houses that became occupied from 2012 onwards) in those areas.

It was decided **not to include** certain types of new housing that were for specific groups of people (and therefore the buying / rental market would be different compared to the majority of new housing in Gwynedd), namely:

- holiday accommodation / chalets etc
- extra care housing
- purpose built student accommodation / halls of residence

But the list **included**:

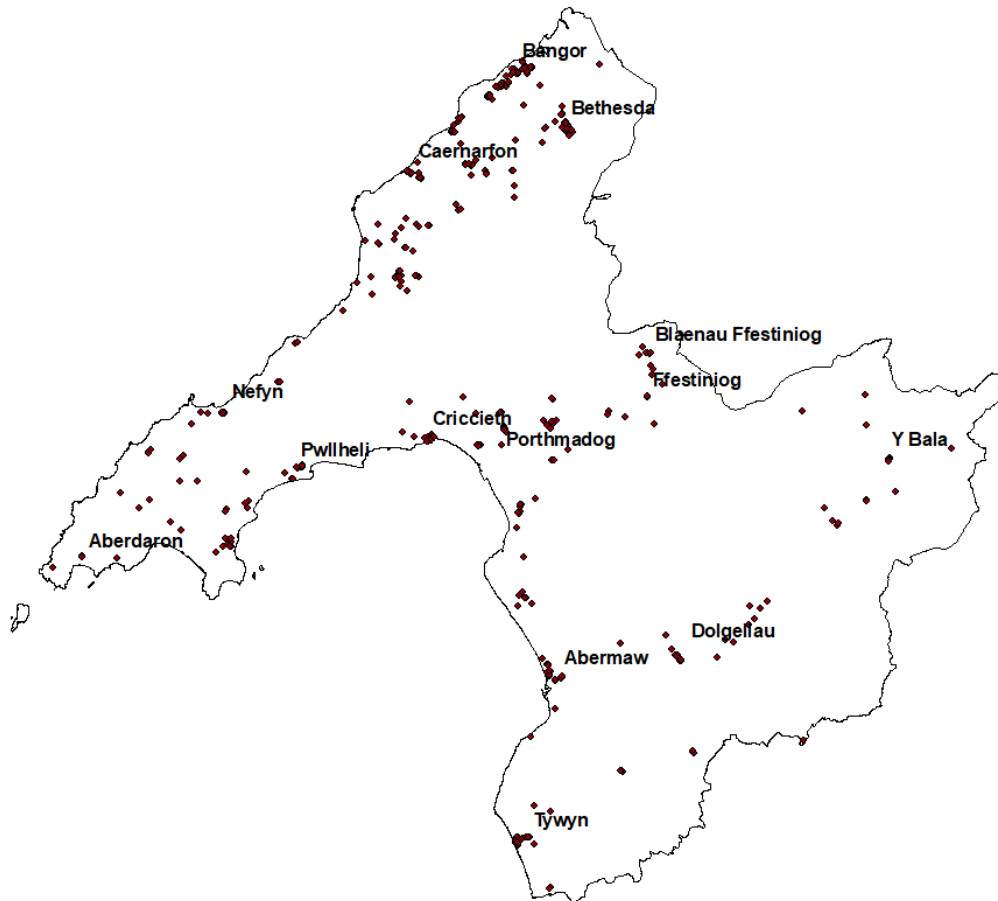
- social and affordable housing, as well as houses sold on the open market
- housing subject to a 'local person condition', as well as those without a condition
- developments in the National Park
- non-residential buildings (shops, farm outbuildings, chapels etc) that had been converted into residential units
- houses divided into more residential units (although it is sometimes difficult to tell which are the 'new' houses in such cases)
- large estates, as well as small developments and some individual houses.

The final list included 1,015 new houses. The distribution of these is shown in Figure 2 below.

*Table 2: Number of new houses*

Number of new houses (2015 onwards)	Houses from 2012-2014 added in some areas of the county to obtain a larger sample	Total number of new houses in the research
897	118	1,015

Figure 2: Location of new housing



### Interview residents of new housing (Stage 1)

A letter was sent to residents of all new houses on the list, explaining the purpose of the research and that a researcher from the Council would call shortly to ask a few questions. All elected members of the Council were also informed of the research.

The researchers went around the houses during the evenings of June-July 2018. They asked some standard questions about the house, the number and age of residents, the language of residents / the household, and where residents lived before moving into the new house. There were also more open-ended questions asking about the “story” of residents (questions such as why they had chosen to move to the area / house, and where they would probably have moved to if the house in question had not been available).

The questionnaire and questions had been tested in advance by interviewing Council staff; see **Annex A** for a copy of the questions.

Inevitably, in many houses the residents were not at home, or too busy to answer on the night we called; in those cases, a card was left with details of a website that residents could access to respond in their own time. This was not ideal as the whole purpose of sending researchers out was to talk to people in order to explain the questions properly and get their “story” but it was a way of increasing the response and ensuring that everyone who had received a letter had the opportunity to participate.

The researchers succeeded in reaching **967 houses** (which is over 95% of those on the list – some were missed due to problems with the addresses or that the premises were not yet occupied). Of these, responses were received from **351 (36.3%)** houses.

*Table 3: Number of responses*

Number of new houses which were part of the survey	Number reached	Number of responses received	% of those reached who responded
1,015	967	351	36.3

## Interview the residents of the houses that became vacant as people moved to the new houses (Stages 2, 3 and 4)

Where ‘Stage 1’ respondents above indicated that they had moved to the new house from elsewhere in Gwynedd, further fieldwork was then carried out whereby we visited that house to ask questions similar to ‘Stage 1’ (but excluding the questions specifically related to the reasons for moving to a new house). This is ‘Stage 2’ of the research.

If ‘Stage 2’ housing residents had moved there from elsewhere in Gwynedd, that house was then visited as ‘Stage 3’, and so on.

This further fieldwork was undertaken in the evenings during September-October 2018, with a similar arrangement to ‘Stage 1’ as regards giving residents the opportunity to respond online if they were not home on the night in question.

The number of households interviewed / who responded in these further stages are shown below. (There were a number of cases where it was noted that someone had moved to a new house from elsewhere in Gwynedd but no house had become vacant as a result of this – e.g. moving from parents’ house, separation etc – clearly, we did not go to the previous house in these cases).

*Table 4: Number of responses by research stage*

Stage	Number	Number reached	Number responses received	Number of these who were from Gwynedd previously, and gave a full address to facilitate further enquiry
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1 (new housing)	1,015	967	351	136
2	136	136	44	22
3	22	22	10	4
4	4	4	0	-

## Interpreting the outcomes

Looking at the numbers above it can be seen that this was a significant research exercise and that it probably provides a more comprehensive picture than we have ever had before of new housing in Gwynedd and the migration patterns arising from them.

However, it is important not to be over-reliant on the outcomes of this research and assume that it tells us everything. This research was carried out at a particular point in time; it is difficult to assume that exactly the same patterns would be repeated in respect of any future developments when numbers / types / exact locations of new housing, and the condition of the housing market locally / generally, may be different.

In addition, although a large number of responses were received in total, the numbers decrease particularly when tracking the housing chain forward (Stages 2, 3 and 4). This is an additional reason for not taking all results as strictly accurate.

## The remainder of this report

**Chapter 3** provides some statistics on the responses received from new houses (Stage 1) across Gwynedd, including the types of housing, the number of people in the houses, and the languages they speak.

**Chapter 4** looks at the reasons why people move to a new house / area.

**Chapter 5** looks at the results obtained when attempting to track the housing 'chain' forward (Stages 2-4).

**Chapters 6 and 7** consider whether the results are different for different types of developments.

**Chapter 8** then gives an overview of all the outcomes, highlighting the main conclusions.



### 3. Statistics on responses from new housing residents (Stage 1)

Of the 351 new dwellings from which a response was received, almost 34% were rented either privately or by a housing association.

*Table 5: Step 1 – House owner or renting the house*

House owner or renting the house	Number	%
Owner	227	64.7
Part Ownership	3	0.9
Private rented	59	16.8
Social rented	60	17.1
No response	2	0.6
<b>Total</b>	<b>351</b>	<b>100.0</b>

The most common type of new house we received a response from was a “detached” house.

*Table 6: Stage 1 – Type of house*

Type of house	Number	%
Detached	150	42.7
Flat or maisonette	62	17.7
Semi	92	26.2
Terrace	33	9.4
Bungalow	6	1.7
Other	6	1.7
No response	2	0.6
<b>Total</b>	<b>351</b>	<b>100.0</b>

The majority of new houses we received a response from had 2 or 3 bedrooms.

*Table 7: Stage 1 – Number of bedrooms*

Number of bedrooms	Number	%
1	24	6.8
2	97	27.6
3	146	41.6
4	70	19.9
5	10	2.8
7	3	0.9
No response	1	0.3
<b>Total</b>	<b>351</b>	<b>100.0</b>

Of the 351 houses from which we received a response to the questionnaire, there were a total of 891 people living in them; approximately 2.5 persons per house.

*Table 8: Stage 1 – Number of people in the house*

Number of people in the house	Number of homes	Total number of People
1	69	69
2	132	264
3	66	198
4	67	268
5	13	65
6	1	6
7	3	21
<b>Total</b>	<b>351</b>	<b>891</b>

The majority of people who have moved to a new house are in the 25-44 age group. From the sample we had, only one person over 85 had moved to a new house in Gwynedd.

*Table 9: Stage 1 – Age of respondents*

Age	Number	%
0-2	47	5.3
3-11	146	16.4
12-17	45	5.1
18-24	85	9.5
25-44	304	34.1
45-64	167	18.7
65-84	88	9.9
85+	1	0.1
No response	8	0.9
<b>Total</b>	<b>891</b>	<b>100.0</b>

## The language of the individuals

Of the 891 people, 613 (69%) stated that they could speak Welsh.

*Table 10: Stage –1 Number of Welsh speakers*

	Able to speak Welsh	% able to speak Welsh
Yes	613	68.8
No	269	30.2
No response	9	1.0
<b>Total</b>	<b>891</b>	<b>100.0</b>

Of those aged 3 and over, 68% could speak Welsh (577 out of 844), which is comparable to the proportion of 65% for Gwynedd in the 2011 Census. Therefore, **the proportion of new housing residents able to speak Welsh was very similar to the proportion amongst the population of Gwynedd as a whole.**

The pattern by age group (table below) suggests that, of those living in new houses, younger people are more likely to be able to speak Welsh than older residents.

*Table 11: Stage1– age group*

Age	Able to speak Welsh		Not able to speak Welsh		No response	
0-2	36	77%	9	19%	2	4%
3-11	133	91%	13	9%	0	0%
12-17	38	84%	7	16%	0	0%
18-24	56	66%	29	34%	0	0%
25-44	207	68%	93	31%	4	1%
45-64	97	58%	70	42%	0	0%
65-84	41	47%	46	52%	1	1%
85+	1	100%	0	0%	0	0%
No response	4	50%	2	25%	2	25%
<b>Total</b>	<b>613</b>	<b>69%</b>	<b>269</b>	<b>30%</b>	<b>9</b>	<b>1%</b>

## Language of the home

For residents of one person households – we asked what their first language was.

*Table 12: Stage 1 – One person households - First language*

Language	Number of households	%
Welsh	22	31.9
English	39	56.5
Other	7	10.1
No response	1	1.5
<b>Total</b>	<b>69</b>	<b>100.0</b>

In respect of multi person households – we asked which language was spoken most in the household.

*Table 13: Stage 1 – Multi person households – The language spoken in the household*

Language	Number of households	%
Welsh	120	42.6
English	140	49.6
Other	19	6.7

No response	3	1.1
<b>Total</b>	<b>282</b>	<b>100.0</b>

By combining the two sets of outcomes above, it can be seen (below) that Welsh is the first language / language of the household in about 40% of the new homes interviewed, and that in approximately 50% of them, it is English. Unfortunately, there are no corresponding statistics for the pattern among the population of Gwynedd as a whole.

*Table 14: Stage 1: Language of household / first language*

Language	Number of homes	%
Welsh	142	40.5
English	179	51.0
Other	26	7.4
No response	4	1.1
<b>Total</b>	<b>351</b>	<b>100.0</b>

## Where people move from

72% of new housing residents had moved there from another house in Gwynedd. 9% had moved from Anglesey / Conwy, 11% from England, and 8% from the rest of Wales or other countries.

*Table 155: Stage 1 – Where people move from*

From where	Number	%
Within Gwynedd	641	71.9%
England	100	11.2%
Conwy and Anglesey	77	8.6%
Rest of Wales	4	0.4%
Other	69	7.7%
	<b>891</b>	<b>100.0%</b>

## 4. Reasons for moving to a new house

The main responses to the more 'open ended' question which sought to get the "story" of the residents of the new houses in order to ascertain the reasons why they had moved to new properties in the area are summarized below.

### Why did you move here?

The respondents' reasons were quite varied but over 20% noted that the location of the new house was the reason for moving, with a number also moving because they wanted a larger house, wanted a house of their own or believed that new houses were of a high standard and offered value for money.

*Table 16: Reasons for moving*

	Number	%
Location of the house	100	20.2%
Needed a larger house	40	8.1%
Wanted his/her/their own property	39	7.9%
Wanted a house of high standard / offered value for money	37	7.5%
Needed a smaller property	32	6.5%
Liked the house	31	6.3%
Change in life circumstances – a fresh start	28	5.7%
This was the property that was available at the time	27	5.5%
Views / Natural environment / Countryside	26	5.3%
Did not like where we were living e.g. level of crime and noise	24	4.9%
The suitability of the house to personal needs	22	4.5%
For our retirement	19	3.8%
Affordable rent/prices	14	2.8%
Needed more parking space/garage	11	2.2%
Knew the person who was renting the house	7	1.4%
Forced out of our previous house	6	1.2%
Wanted a second home	3	0.6%
No response / Did not want to say	28	5.7%
	<b>494</b>	

*out of 351 responses (some gave more than one reason)*

### Why move to this area?

A significant proportion of respondents had moved from another house in the same area. As regards the remainder, the main reason for moving was work location / to be closer to work, with many also

stating that they wanted to be closer to family / friends or closer to facilities and transport links in the area.

*Table 17: Why move to this area?*

	<b>Number</b>	<b>%</b>
Already living in the same area – wanted to stay within the area	174	35.7%
Work location / closer to work	79	16.2%
To be closer to family / close friends	60	12.3%
Facilities / links in the area	37	7.6%
School for the children – standard of teaching / before school and after school clubs	35	7.2%
For a quieter life / less populated area / a nicer life	24	4.9%
To attend university	21	4.3%
Somewhere he/she/they could afford to buy / rent	11	2.3%
A suitable place to bring up children	6	1.2%
Less crime in the area	4	0.8%
Welsh Area	4	0.8%
Used to rent - now able to buy a house	2	0.4%
No response	31	6.4%
	<b>488</b>	

*out of 351 responses (some gave more than one reason)*

### **Why choose a new house?**

The most common response was because there is no work on a new house, and the new house warranty / reduced running costs associated with a new house. Nearly a third of respondents stated that they had not been looking for a new house as such (i.e. they were either placed there by a Housing Association etc., the location was the most important consideration rather than the fact that it was a new house, or that the rent was lower). A proportion also noted that it was easier or cheaper to obtain a plot of land to build on rather than buying a house that was already built.

*Table 18: Why choose a new house?*

	<b>Number</b>	<b>%</b>
Convenience - No work on a new house / reduced running costs / new home warranty	125	31.9%
Obtained from Council / Housing Association	57	14.5%
The main reason was the location, not that it was a new house	46	11.7%
Managed to acquire a plot to build on	35	8.9%
Converted building – i.e. not a brand-new house	25	6.4%
A house we could afford	23	5.9%
The cost of the rent was the reason and not because it was a new house	20	5.1%

Help to Buy Wales Scheme	20	5.1%
No response	41	10.5%
	<b>392</b>	

*out of 351 responses (some gave more than one reason)*

### **Where would you have been likely to have moved to (if at all) if this new house had not been available?**

The responses to this question were somewhat varied, depending on whether the respondent had moved to a new house within the same area or moved there from another area.

Of those who lived fairly close to the new house before, around 80% would have moved to another house in the same area if the new house had not been available. Around 10% would not have moved at all.

Among respondents who had moved to a different area in moving to the new house, the picture was slightly more mixed with around half stating that they would have moved to another house within the same local area, but around 15% were more flexible in respect of area and thought they would have moved to another part of Gwynedd or north Wales. Approximately another 15% said they would not have moved at all.

*Table 19: Where would you have been likely to have moved to (if at all) if this new house had not been available?*

	<b>Number</b>
<b><i>Those who were living fairly close to the new house before:</i></b>	
Would have moved to another house within the same local area	124
Would have moved to another area in Gwynedd	6
Would have moved to another part of north Wales, outside Gwynedd	4
Would have moved outside North Wales	1
We would not have moved house	18
Not sure	6
	<b>159</b>
<b><i>People who had moved to the new house from outside the local area:</i></b>	
Would have moved to another house within the same local area	68
Would have moved to another area in Gwynedd	10
Would have moved to another part of north Wales, outside Gwynedd	10
Would have moved outside North Wales	2
Would not have moved (would have stayed in another area of Gwynedd)	8
Would not have moved (would have stayed in another part of north Wales, outside Gwynedd)	4
Would not have moved (would have stayed somewhere outside North Wales)	6
Not sure	14

	<b>122</b>
No response	70
	<b>351</b>



## 5. Tracking the housing ‘chain’ forward

Where ‘Stage 1’ respondents above indicated that they had moved to the new house from elsewhere in Gwynedd, further fieldwork was then carried out whereby we visited that house to ask questions similar to ‘Stage 1’ (but excluding the questions specifically related to the reasons for moving to a new house). This is ‘Stage 2’ of the research.

If housing residents in ‘Stage 2’ had moved there from elsewhere in Gwynedd, that house was then visited as ‘Stage 3’, and so on.

### Stage 2 Statistics

We received a response from 44 of the 136 houses which were part of our research (32%), with 120 individuals living in these houses.

*Table 20: Stage 2 – Where people move from*

From where	Number of individuals	%
Within Gwynedd	86	71.7%
England	19	15.8%
Conwy and Anglesey	8	6.7%
Rest of Wales	2	1.7%
Other	5	4.2%
<b>Total</b>	<b>120</b>	<b>100.0%</b>

The pattern is very similar to Stage 1 outcomes with 72% moving within Gwynedd in Stage 1 and Stage 2. A few more have moved to the houses from England in Stage 2 (16%, compared to 11% in Stage 1).

*Table 21: Stage 2: Ability to speak Welsh*

Able to speak Welsh	Number of individuals	%
Yes	80	66.7%
No	39	32.5%
No response	1	0.8%
<b>Total</b>	<b>120</b>	<b>100.0%</b>

Once again, the pattern is very similar in terms of the percentage able to speak Welsh (67% in Stage 2, compared to 69% in Stage 1).

Table 22: Stage 2: Language of home / first language

Language of the home	Number of homes	%
Welsh	18	40.9%
English	24	54.5%
Other	1	2.3%
No response	1	2.3%
<b>Total</b>	<b>44</b>	<b>100.0</b>

Again, the pattern is very similar in terms of the percentage stating that Welsh is the main language of the home, with 41% in Stage 2 and Stage 1 respectively.

### Stage 3 Statistics

We received a response from 10 of the 22 houses we enquired about (45%), with 28 individuals living in these houses.

Table 23: Stage 3 – Where people move from

From where	Number of individuals	%
Within Gwynedd	19	67.9%
England	1	3.6%
Conwy and Anglesey	4	14.3%
No response	4	14.3%
<b>Total</b>	<b>28</b>	<b>100.0%</b>

The pattern is very similar to the outcomes of Stage 1 and 2 with 72% moving within Gwynedd in Stage 1 and Stage 2 and 68% in Stage 3. In Stage 3, 4% came from England, which is lower than those in Stage 1 (11%) and Stage 2 (16%).

Table 24: Stage 3: Ability to speak Welsh

Able to speak Welsh	%
Yes	46.4%
No	53.6%
No response	0.0%
<b>Total</b>	<b>100.0%</b>

The percentage able to speak Welsh in Stage 3 decreases to 46%, which is significantly lower than the percentage able to speak Welsh in Stage 1 (69%) and Stage 2 (67%).

Table 2516: Stage 3: Language of household / first language

Language of the home	Number of homes	%
Welsh	0	0.0%
English	9	90.0%
Other	1	10.0%
No response	0	0.0%
<b>Total</b>	<b>10</b>	<b>100.0</b>

By Stage 3 none of the responses received from the 10 houses state that Welsh is the main language of the home.

### Follow up Action

As noted in chapter 2 we were unable to track the 'chain' further after Stage 3; there were 4 addresses remaining in Gwynedd in respect of Stage 4 and we did not receive a response from those.

## 6. Developments of 5 or more houses

This chapter gives a separate analysis of the outcomes for ‘large’ developments, namely of 5 or more houses (this threshold is used in order to align with the draft SPG on Notable and Sustainable Communities). In this way, it can be seen whether there is a material difference in outcomes between ‘large’ and ‘small’ developments (less than 4 dwellings).

Of the 351 new dwellings from which a response was received, 238 (68%) were part of a ‘large’ development. 604 people had come to live in these houses and of these 66% were able to speak Welsh.

*Table 26: New housing part / not part of a development of 5 or more houses*

	Number of Houses	Number of People	% of people able to speak Welsh
Part of a development of 5 or more houses	238	604	66%
Not part of a development of 5 or more houses	113	287	74%
<b>Total</b>	<b>351</b>	<b>891</b>	<b>69%</b>

There were very few differences regarding where people were living before moving to the new housing. 72% of residents of ‘large’ developments had moved there from within Gwynedd, which is exactly the same percentage as in the new houses in ‘small’ developments. The same pattern was seen in respect of those who moved from England (10% in ‘large’ developments, compared to 14% in ‘small’ developments).

*Table 27: New housing part / not part of a development of 5 or more houses – where people have moved from*

	Part of a development of 5 or more houses	Development of fewer than 5 houses	Gwynedd
Within Gwynedd	71.9%	72.1%	71.9%
England	9.8%	14.3%	11.2%
Conwy and Anglesey	10.9%	3.8%	8.6%
Rest of Wales	0.3%	0.7%	0.4%
Other	7.1%	9.1%	7.7%
	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

In terms of the Welsh language, there was some variation between residents of new houses in 'small' developments (74% able to speak Welsh) and those in 'large' developments (66% able to speak Welsh).

*Table 28: New housing part / not part of a development of 5 or more houses – ability to speak Welsh*

<b>Able to speak Welsh</b>	<b>Development of 5 or more houses</b>	<b>Development of fewer than 5 houses</b>	<b>Gwynedd</b>
Yes	66.2%	74.2%	68.8%
No	32.9%	24.4%	30.2%
No response	0.8%	1.4%	1.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

In terms of the main language of the household, there was some variation between residents of new houses in 'small' developments (46% stating that Welsh was the main language of the home) and those in 'large' developments (37% able to speak Welsh).

*Table 29: New housing part / not part of a development of 5 or more houses – main language of the home*

<b>Main Language of the home</b>	<b>Development of 5 or more houses</b>	<b>Development of fewer than 5 houses</b>	<b>Gwynedd</b>
Welsh	37.0%	46.0%	40.5%
English	52.9%	49.6%	51.0%
Other	8.8%	3.5%	7.4%
No response	1.3%	0.9%	1.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## 7. New Social Rented Housing

Similarly, this chapter breaks down the outcomes according to new social rented housing and other new housing, to see if there are any significant differences in outcomes.

Of the 351 new dwellings from which a response was received, 60 (17%) were Social Rented housing. 177 people had come to live in these houses and of these 74% were able to speak Welsh.

Table 30: New housing that was / was not Social Rented housing

	Number of Houses	Number of People	% of people able to speak Welsh
New social rented house	60	177	74%
Not a social rented house	291	714	68%
<b>Total</b>	<b>351</b>	<b>891</b>	<b>69%</b>

Moves to new social rented housing were generally more “local” in nature than moves to new non-social rented housing. 92% of residents of new social rented housing had moved there from within Gwynedd (compared to 67% in new non-social housing). Around 2% had moved from England (compared to 13% in new non-social housing).

Table 31: New houses which were / were not Social Rented – where people have moved from

	Social Rented	Not Social Rented	Gwynedd
Within Gwynedd	91.5%	67.1%	71.9%
England	2.3%	13.4%	11.2%
Conwy and Anglesey	4.5%	9.7%	8.6%
Rest of Wales	0.0%	0.6%	0.4%
Other	1.7%	9.2%	7.7%
	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

A slightly higher proportion of residents of new social rented housing spoke Welsh, compared to new non-social rented housing residents (74% compared to 68%).

Table 32: New houses which were / were not Social Rented – ability to speak Welsh

Able to speak Welsh	Social Rented	Not Social Rented	Gwynedd
Yes	74.0%	67.5%	68.8%
No	25.4%	31.4%	30.2%
No response	0.6%	1.1%	1.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

As regards the main language of the household, there was some difference between residents of non-social rented new housing (41% stating that Welsh was the main language of the home) and those in social rented developments (37% stating that Welsh was the main language of the home).

*Table 33: New houses which were / were not Social Rented – main language of the home*

<b>Main Language of the home</b>	<b>Social Rented</b>	<b>Not Social Rented</b>	<b>Gwynedd</b>
Welsh	36.7%	41.2%	40.5%
English	60.0%	49.1%	51.0%
Other	3.3%	8.2%	7.4%
No response	0.0%	1.4%	1.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## 8. Main Conclusions

### Who moves into new housing and from where

- In total, 72% of the residents of new housing had moved there from another house in Gwynedd. This percentage was the same for new housing which was part of a development of 5 or more houses, but significantly higher for new social rented housing with 92% of residents moving from another house in Gwynedd.
- In total, 9% had moved from Anglesey / Conwy, 11% from England, and 8% from the rest of Wales or other countries. Again, the percentages for new houses forming part of a development of 5 or more houses are strikingly similar, with fewer from outside Gwynedd moving into social rented housing (2% from England and 5% from Anglesey / Conwy).
- The highest percentage of those who moved was in the 25 – 44 age group, at 34%. Only 10% of the people who moved into the new houses were over 65 years of age. Just over a quarter (27%) of the residents of the new houses were children under 18 years old.

### The houses where the residents of the new houses were living previously

- The evidence regarding other movements in the housing “chain” – i.e. who moved into houses that became vacant as people moved into new housing – is more ambiguous due to the small number of responses.
- But overall, there is a suggestion that those movements are largely local with around 60% occurring within the same local area.
- Around another 10% of these movements from further afield were from other areas of Gwynedd, and around 8% from Anglesey. Around 13% had moved from England.
- In general, therefore, this suggests that the market for the houses in the “chain” (i.e. the houses that became vacant as people moved into new houses) is similar to the market for the new houses themselves, since a high proportion of the houses go to local people rather than to people from outside the county. But once again it must be emphasised that it is difficult to be certain due to the low number of responses.

### Language

- The proportion of residents of new housing who spoke Welsh (68%) was very similar to the proportion among the population of Gwynedd as a whole in the last Census (65%).
- The pattern by age group shows that younger residents of new homes are more likely to speak Welsh than older ones, with 91% of children aged 3 – 11 and 68% of people aged 25-44 able to speak Welsh. The lowest proportion (at 47%) is in the 65 – 84 age group.



- Residents of new housing in “small” developments (4 or less houses) were slightly more likely to be able to speak Welsh than residents in larger developments (74% compared to 66%). A slightly higher proportion of new social rented housing residents also spoke Welsh, compared to residents of other new housing (74% compared to 68%).

### **Why people move to a new house**

- The reasons why people moved into a new house were quite varied – the location of the house was the most commonly cited reason. Other important considerations were the need for a larger house, the need to have a house of their own and the idea that a new house would be of a higher ‘standard’ and would offer better value for money.
- Of those who had moved area in order to move into a new house, the main reason for moving was work location / to be closer to work, with many also stating that they wanted to be closer to family / friends or closer to transport links and facilities in the area.
- As regards the reason for choosing a new house specifically, convenience (no costs / maintenance, and the new house warranty) was the most common response. ‘About a third of respondents had not been looking for a new house as such (the location was the important consideration, or the fact that the rent was lower or that they were placed there by a housing association). A proportion also noted that it was easier or cheaper to obtain a plot of land to build on rather than buying a house that was already built.
- Around 80% of people who had moved to a new house from another house in the same area indicated that they would have looked for another house in that area had the new house not been available.
- Among people who had moved from other areas the picture was more mixed; around half had a specific desire to move to that area, but others would otherwise have looked for a house in neighbouring areas / counties.

In the future, it would be useful to keep an eye on trends in the buying and renting of new housing to see whether the above patterns remain consistent or change in response to factors such as a change in the type / location of housing available, trends in the local and national housing market, changes in population and buyer aspirations, etc. To this end there may be scope to look at the possibilities for working with housing developers, housing associations etc to try to gather information of this kind as new houses are bought and rented.

## Annex – Questions asked

### About the house

1. Are you the first owner/tenant of the house?
  - Yes / No
  
2. Do you own or rent the house?
  - Own / Private rented / Social rented / Part Ownership
  
3. The year you purchased/started renting the house?
   
\_\_\_\_\_
  
4. Type of house?
  - Detached / Semi / Terrace / Bungalow / Flat or Maisonette / Other
  
5. How many bedrooms?
   
\_\_\_\_\_

### About you and others living in the house

1. How many people usually live here?
   
\_\_\_\_\_

About the people who usually live here:

	2. Age (0-2)(3-11)(12-17) (18-24)(25-44)(45-64)(65-84)(85+)	3. Are they Welsh-speaking?	4. Where did you used to live before moving to this house? <i>(+ details e.g. sold? moved from home?)</i>
Person 1:		Yes [ ] No [ ]	
Person 2:		Yes [ ] No [ ]	
Person 3:		Yes [ ] No [ ]	
Person 4:		Yes [ ] No [ ]	
Person 5:		Yes [ ] No [ ]	
Person 6:		Yes [ ] No [ ]	
Person 7:		Yes [ ] No [ ]	
Person 8:		Yes [ ] No [ ]	

*Language of the home*

If more than 2 people live in the house:

Which language is spoken most in the home? - English / Welsh / Other (box to state which one) /  
More than one language equally (box to state which languages)

If 1 person lives in the house:

What is your first language? – Welsh / English / Other (box to state which language)

*Reason for moving here*

Why did you move here?

Why move to this area?

Why choose a new house?

Where would you have been likely to have moved to (if at all) if this new house had not been available?

If you have moved from another area – did you have any previous connection with the area?