



Lavenham Neighbourhood Plan Review 2021/3

Estate Agent Survey

The survey was sent to 16 estate agents and 4 responded, probably 4 of the 5 that are most active in the village. Reminder emails were sent with follow up phone calls, disappointing that others couldn't find 10 minutes to complete. Survey was sent mid-December 2021 with responses required by mid-January 2022.

Reading the responses, it is interesting to see that they don't all come to the same conclusions.

For example, one comment says there is an increase in demand for holiday lets and yet another states that they feel it is at saturation point. There is a comment that retirement housing could be beneficial with another stating retirement housing has 'limited market due to high service charges'.

There is a consensus that demand for rental properties has caused a price increase - market forces prevail.

The survey shows that demand is high for retired couples, second homeowners and holiday lets.

When asked about selling features there was complete agreement that the historic built environment, village amenities and active village society are major selling features. 3 of the respondents also felt the fact there is a primary school in the village is very important.

In general, they all agree that many people want to live in Lavenham as it is a village and not a town and has a good number of amenities and services.

Responses to the survey

About your estate agent practice

Q1) What is the name of your estate agent practice? Please indicate if your practice specialises in any specific type of residential property?

ByChoice

David Burr (Long Melford) Ltd

Fenn Wright

Carter Jonas



Lavenham Neighbourhood Plan Review 2021/3

The SALES market. Relative demand of property for purchase in Lavenham parish.

Q2) Please indicate which type of property is high or low in demand for purchase in Lavenham parish.

Please select from the following

(1) = very low, (2) = low, (3) = in balance, (4) = high, (5) = very high

Flat/maisonette	1 low, 2 in balance
Bungalow	1 low, 1 balance, 1 high, 3 very high
House	1 low, 2 balance, 1 high, 3 very high
Period Property	1 low, 2 balance, 1 high, 2 very high

Q3) Please indicate the relative demand for property garden size by people looking to buy in Lavenham parish?

Please select from the following

(1) = very low, (2) = low, (3) = in balance, (4) = high, (5) = very high

Small	1 very low, 3 low
Manageable	2 in balance, 1 high, 1 very high
Large	1 low, 1 in balance, 2 high
House with acreage	2 in balance, 2 high

Q4) Please indicate your view of relative demand of number of bedrooms for purchase in Lavenham parish?

Please select from the following

(1) = very low, (2) = low, (3) = in balance, (4) = high, (5) = very high

One bedroom	1 very low, 1 low, 1 in balance, 1 high
Two bedrooms	2 in balance, 2 high
Three bedrooms	3 high, 2 very high
Four bedrooms	3 high, 2 very high
Five + bedrooms	2 low, 1 in balance, 1 very high



Lavenham Neighbourhood Plan Review 2021/3

Q5) Please indicate your view who the demand is (relatively) coming from in the residential property market?

Please select from the following

(1) = very low, (2) = low, (3) = in balance, (4) = high, (5) = very high

Single people	2 low, 1 in balance
Non retired couples	4 in balance
Families with young children	1 low, 3 in balance
Families with older children	1 low, 3 in balance
Retired couples	1 in balance, 2 high, 1 very high
Second home owners	1 low, 3 high
Holiday let owners	1 low, 1 in balance, 2 high

Q6) Where is the demand coming from?

Please select from the following

(1) = mostly, (2) = frequently, (3) = less frequently

Within the parish	1 mostly, 2 frequently, 1 less frequently
Within 10 mile radius	1 mostly, 2 frequently, 1 less frequently
Bury St Edmunds	0 mostly, 2 frequently, 2 less frequently
Ipswich	2 mostly, 0 frequently, 2 less frequently
Colchester	1 mostly, 2 frequently, 1 less frequently
London	0 mostly, 2 frequently, 2 less frequently
Other	0 mostly, 3 frequently, 1 less frequently

Q7) Please comment regarding any changes in demand over recent years (max 250 characters including spaces, approx. 45 words)

The main change in the last 10 years is there is less demand for holiday cottages. I think they are at saturation point. Modern homes have started attracting younger families.

Increase in demand for holiday let cottages. Some demand for new builds although most people move to Lavenham for the character and village lifestyle.

A growth in people realising great facilities in village and heritage character helps.



Lavenham Neighbourhood Plan Review 2021/3

The RENTAL market. Relative demand of property for rent in Lavenham parish.

Q8) Please indicate which type of property is high or low in demand for rent in Lavenham parish.

Please select from the following

(1) = very low, (2) = low, (3) = in balance, (4) = high, (5) = very high

Flat/maisonette	2 very low, 2 very high
Bungalow	3 high, 1 very high
House	3 high, 1 very high
Period Property	1 low, 1 high, 2 very high

Q9) Please indicate your view of relative demand of number of bedrooms for rent in Lavenham parish?

Please select from the following

(1) = very low, (2) = low, (3) = in balance, (4) = high, (5) = very high

One bedroom	3 low, 1 in balance
Two bedrooms	2 in balance, 2 high
Three bedrooms	4 high
Four bedrooms	1 low, 2 in balance, 1 very high
Five + bedrooms	2 very low, 1 in balance, 1 high

Q10) Where is the demand coming from?

Please select from the following

(1) = mostly, (2) = frequently, (3) = less frequently

Within the parish	1 mostly, 2 frequently, 1 less frequently
Within 10 mile radius	1 mostly, 3 frequently, 0 less frequently
Bury St Edmunds	0 mostly, 3 frequently, 1 less frequently
Ipswich	2 mostly, 0 frequently, 2 less frequently
Colchester	2 mostly, 1 frequently, 1 less frequently
London	1 mostly, 1 frequently, 2 less frequently
Other	0 mostly, 2 frequently, 1 less frequently



Lavenham Neighbourhood Plan Review 2021/3

Q11) Please comment regarding any changes in demand over recent years (max 250 characters including spaces, approx. 45 words)

Demand has increased in all areas, but lack of supply is pushing prices significantly.

In the last 12 months demand for rental has increased enormously due to a lack of stock. This has resulted in an increase in rental prices. I expect this to reduce over the next 12 months as supply returns to more normal levels.

Attractive place for people prepared to travel to work

Q12) Please indicate in your view who the demand is coming from?

Please select from the following

(1) = very low, (2) = low, (3) = in balance, (4) = high, (5) = very high

Single people	1 low, 1 in balance, 2 high
Non retired couples	1 low, 2 in balance, 1 high
Families with young children	1 low, 1 in balance, 2 high
Families with older children	1 very low, 2 low, 1 in balance
Retired couples	3 in balance, 1 high

For RENTAL and SALES Markets.

Q13) What, in your view, are the key positive selling features of the parish? Tick all that apply.

Please select from the following

(1) = not a selling feature, (2) = minor positive selling feature, (3) = major positive selling feature

	1	2	3
1 a village feel	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2 an active village society	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3 village amenities eg shops, pubs, community centre etc	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4 the historic built environment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5 proximity to primary school	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6 proximity to countryside	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7 GP surgery	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8 other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Lavenham Neighbourhood Plan Review 2021/3

Q14) Other key selling features not mentioned above?

Unique character of village and range of facilities restaurants pubs etc.

The fact that the village remains a village and not a town.

Q15) Is there demand in the parish for any specific type housing not already mentioned in the survey e.g. shared ownership, retirement housing, gated communities?

Retired housing could be beneficial due to the large demand for this type of home.

Private cul-de-sacs such as Deacons Close, White Gates etc are always in demand.

Retirement housing always has a limited market due to high service charges.

Bungalows.

Q16) Please could you highlight any other information you hold on housing demand in the area that you feel could be useful (max 250 characters including spaces, approx. 45 words).

No responses.