

Kesgrave Community Survey 2025

Final Report

October 2025

Main Contact: Dr Michael Bullock
Email: michael.bullock@arc4.co.uk
Telephone: 0800 612 9133
Website: www.arc4.co.uk

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Preamble

Our clients Kesgrave Town Council commissioned this work first and foremost to help in deciding on the need for a review of the Kesgrave Neighbourhood Plan (KNP). The KNP is a planning document that sits alongside the local planning authority's strategic Local Plan. Since planning for housing and associated infrastructure is a prime aim of both, it follows that the focus in this report is on Housing Needs Analysis and associated residents' opinions on this subject.

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Registered Address: arc4, 41 Clarendon Road, Sale Manchester M33 2DY
Email: businessteam@arc4.co.uk www.arc4.co.uk
arc4 Limited Registered in England & Wales 6205180
VAT Registration No: 909 9814 77
Directors - Helen Brzozowski – Michael Bullock

Executive Summary

Introduction

The Kesgrave Community Survey 2025 provides an up-to-date evidence base on a range of matters of interest to residents including the housing need across all sections of the community. The report is based on the findings of a 2025 Community Survey, 2025 housing register data and a review of 2021 Census data.

Dwelling stock, population and households

- The total number of dwellings in Kesgrave is 5,761.
- The number of households in Kesgrave is estimated to be 5,680.
- It is estimated that the proportion of dwellings permanently occupied by households is 98% in Kesgrave.
- The population in Kesgrave is around 14,089.
- Most households live in owner occupied dwellings. The overall tenure profile based on the 2021 Census for Kesgrave is 76% owner occupied, 18% private rent affordable and 6% live in affordable housing.
- The dwelling size profile is: 4% 1-bedroom, 26% 2-bedrooms, 40% 3-bedrooms and 30% 4 or more-bedrooms (VOA 2024).
- The 2021 Census reported that for Kesgrave, 70.4% of households had a Household Reference person aged under 65 and 29.6% aged 65 and over.
- The overall profile of households are 14.6% singles 38.4% couples, 40.7% households with children, and 6.4% are other multi-person households (2021 Census).

Local house prices and rents

- Across Kesgrave, lower quartile market prices in 2024 were £250,000 which require a household income of £64,286 to be affordable. This was the figure used to assess affordable housing need in Kesgrave. Median prices are £305,000 and require a household income of £78,429 to be affordable.
- Across Kesgrave, lower quartile rents cost £897 and require an income of £43,056 to be affordable and median rents cost £1,101 and require an income of £52,848 to be affordable. Affordability is based on rents costing no more than 25% of household income. Local Housing Allowance does not cover the cost of private renting, even if properties are available.

Affordable housing need

- In assessing affordable housing need, three data sources have been considered.
- The Rural Affordable Needs Model developed by arc4 identifies an annual affordable need of **80 each year or 400 over 5 years in Kesgrave**.
- Modelling of affordable need from the 2025 household survey identifies a gross need of 130 affordable dwellings each year and after taking account of lettings supply over the past year, the annual net need is 97 affordable dwellings or 485 over 5 years.
- There are 155 applicants on the housing register in August 2025 with a local connection to Kesgrave, and 122 applicants currently residing in Kesgrave. Assuming that applicants residing in Kesgrave are allocated a property over 5 years, the annual priority need is 24 affordable dwellings.
- All three data sources indicate a shortfall in affordable housing in Kesgrave and an ongoing demand for a range of dwelling types and sizes. The overall summary is a net annual need for between 24 and 97 each year based on available evidence, which equates to a need of between 122 and 485 over 5 years.
- Table ES1 summarises an appropriate profile of affordable housing need in Kesgrave. This is based on a net need of 485 affordable dwellings over five years or 97 each year. This profile is recommended to be considered when determining an affordable dwelling profile for affordable housing delivery in Kesgrave.

Table ES1 Net annual need for affordable housing in Kesgrave

Summary (number of bedrooms)	Social/Affordable rented	Affordable home ownership	Total
1	0	0	0
2	26	29	54
3	0	17	17
4 or more	4	21	25
Total	30	67	97
Of which: level access	22	17	38

- Household survey evidence confirms that a range of affordable tenures are needed with a recommended tenure split of 22% social rented, 12% affordable rented and 66% affordable home ownership.

Community Themes

- **Community Engagement:** Residents generally feel the Council engages reasonably well with the community. Awareness of council services is good but confidence in the council's responsiveness and how it addresses residents' concerns is lower. There was strong support for making information more accessible, visible and user-friendly by increasing social media presence, more regular written communication such as newsletters, and a better website for easier access.

- **Environment:** There is strong support for enhancing Kesgrave's ecology, wildlife, and biodiversity. Key initiatives included care of hedges and woodlands, creating wildlife habitats, developing new nature areas, and increased community involvement, particularly through schools together with a range of practical measures to protect and improve Kesgrave's environment.
- **Community facilities:** There is considerable interest in a new community building offering practical, social, and recreational facilities. High-priority features included low-cost room hire, public toilets, cafés, library space, small business hubs, meeting rooms, and a stage for music and dancing. There is a strong desire for additional sports facilities with many types mentioned. Accessibility and affordability were emphasised, though some felt current provisions were adequate or raised concerns about costs.

1. Policy Context and Method

Introduction

- 1.1 The aim of this study is to provide an up to date evidence base of housing need across all sections of the community in the parish of Kesgrave in East Suffolk.
- 1.2 Findings are based upon several sources of data all of which contribute to a balanced conclusion in order that the needs of local residents are met in the long term. This included updated housing register data and 2021 Census analysis.
- 1.3 The Community Survey draws heavily on definitions of affordable housing defined in the National Planning Policy Framework (NPPF).

Geography

- 1.4 The Community Survey focuses on the parish of Kesgrave on the eastern edge of Ipswich, in Suffolk.

Method

- 1.5 A multi-method approach has been adopted which has comprised:
 - The assembly and review of existing (secondary) data including house price and rent data, housing register information, lettings data, income information.
 - A household survey. A sample of 2,400 residential addresses in Kesgrave were sent a letter inviting them to participate in an online survey, with the option of being interviewed on the telephone.
 - A total of 436 responses were achieved representing an 18.2% response rate and an indicative sample error of +/-4.51% (Table 1.1). This level of response is encouraging and testament to the efforts of the Town Council in promoting the survey to residents.

Table 1.1 Dwelling stock, households and survey response

Parish	Dwellings contacted	Total households sample base	Actual Response	Actual Response rate	Actual sample error
Kesgrave	5,761	2,400	436	18.2%	4.51%

- 1.6 In line with best practice, data have been weighted to take account of the overall tenure profile and age profile of household reference people within the parish. This minimises the impact of response bias to influence findings.
Survey data presented in this report is weighted to reflect the total number of households, not the total number of respondents.

National Planning Policy Framework

- 1.7 The evidence base needs to take account of the requirements of the National Planning Policy Framework (NPPF). The latest version was published in December 2025 and is supported by Planning Practice Guidance (PPG). The NPPF 2024 sets out the government's planning policies for England and how these are expected to be applied. Paragraph 11 of the NPPF states that plans, and decisions should apply a *'presumption in favour of sustainable development'*. As part of this, in relation to plan-making, it sets out that this means that *'strategic policies should, as a minimum, provide for objectively assessed needs for housing...'*.

- 1.8 Paragraph 60 provides an important context to the policy for housing delivery, as follows:

'To support the Government's objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay'

- 1.9 Paragraphs 61 to 64 relate to the evidence base requirements which underpin this study:

Paragraph 61: **'To determine the minimum number of homes needed, strategic policies should be informed by a local housing need assessment, conducted using the standard method in national planning guidance – unless exceptional circumstances justify an alternative approach which also reflects current and future demographic trends and market signals. In addition to the local housing need figure, any needs that cannot be met within neighbouring areas should also be taken into account in establishing the amount of housing to be planned for.'**

Paragraph 63: **'Within this context of establishing need, the size, type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies. These groups should include (but are not limited to) those who require affordable housing; families with children; older people (including those who require retirement housing, housing-with-care and care homes); students; people with disabilities; service families; travellers; people who rent their homes and people wishing to commission or build their own homes'**.

Paragraph 64: **'where a need for affordable housing is identified, planning policies should specify the type of affordable housing required'**.

- 1.10 Paragraph 67 requires that: **'strategic policy-making authorities should establish a housing requirement figure for their whole area, which shows the extent to which their identified housing need (and any needs that cannot be met within neighbouring areas) can be met over the plan period. Within this overall requirement, strategic policies should set out a housing requirement for designated neighbourhood areas which reflects the overall strategy for the pattern and scale of development and any relevant allocations.'**

- 1.11 The Localism Act 2010 introduced the ‘Duty to Co-operate’ as a replacement for Regional Spatial Strategy and this requirement is also established in National Planning Policy (NPPF 2023, Paragraphs 24-27). Section 110 of the Act requires local authorities and other bodies, including Local Enterprise Partnerships to co-operate in maximising the effectiveness of strategic matters within development plan documents. The provision of housing development is a strategic priority, and the council will have to ensure that it is legally compliant with the Localism Act at Local Plan examination.
- 1.12 The NPPF 2024 Annex 2 sets out affordable housing definitions which are presented in Technical Appendix B.

General housing and planning context

- 1.13 Housing affordability remains a pressing issue in the UK, worsened by the COVID-19 pandemic, inflation, supply shortages, and construction cost surges. Developers face squeezed margins and delays, while rising interest rates have destabilised the mortgage market, making homeownership less accessible.
- 1.14 National housing and planning policy in England continues to prioritise the delivery of new homes to meet increasing and changing needs. The emphasis remains on affordability, local accountability, and sustainable development, with a growing focus on supporting infrastructure, environmental goals, and community engagement.
- 1.15 The National Planning Policy Framework (NPPF), updated in December 2024, reinforces a plan-led approach to development and mandates that local authorities identify and address housing needs—especially for specific groups such as older people, disabled residents, and those requiring affordable or specialist accommodation. This update reinstated mandatory housing targets and reinforced the government's focus on housing delivery across all tenures.
- 1.16 The overarching target of delivering 300,000 new homes per year remains in place. Although this target has been consistently missed, the ambition has been reaffirmed, and is now supported by a package of reforms and funding streams designed to improve delivery, including through planning reform, public sector capacity-building, and housing investment.

Policy reforms and programmes

National Planning Policy Framework (2024)

- 1.17 The NPPF 2024 outlines the key national priorities for housing delivery. Significant changes include:
- Reinstated mandatory housing targets for local authorities.
 - Emphasis on the “brownfield first” approach and the introduction of “grey belt” land policies, allowing selective development in underutilised green belt areas.
 - A renewed focus on delivering affordable housing, with flexibility on site-by-site contributions.

- Requirements for local authorities to update their local plans more swiftly and in line with revised national priorities.

Levelling Up and Regeneration Act (2023)

- 1.18 The Levelling Up and Regeneration Act 2023 introduced structural changes to the planning system, including:
- A new Infrastructure Levy to replace Section 106 and CIL.
 - Local authorities given greater powers to produce design codes and enforce against land banking.
 - Enhanced community participation in local plan-making.
- 1.19 These measures have strengthened the ability of councils to influence housing quality, design and location.

Labour Government's Reforms (from 2024)

- 1.20 Following Labour's election victory in 2024, a more proactive stance has been taken to increase housing supply and reform the planning system. Key developments include:
- Planning and Infrastructure Bill: Streamlines decision-making by allowing planning officers to approve applications that comply with national/local rules without committee referral.
 - Compulsory Purchase Reform: Makes it easier for councils to assemble land and bring forward development.
 - A pledge to build 1.5 million homes over the parliamentary term, including through the creation of new towns and urban extensions.
 - Greater use of brownfield and grey belt land for housing, with expectations for up to 50% affordable housing on such sites.
 - Recruitment of 300 additional planning officers to improve local authority capacity.
 - Commitment to housing tenure mix, including social rent, affordable rent, and first-time buyer support (e.g. "First Dibs" scheme and a permanent mortgage guarantee).

Housing Investment and Energy Efficiency

- 1.21 The Affordable Homes Programme (2021–2026), delivered by Homes England, continues to be a major funding stream, aiming to support delivery of up to 180,000 affordable homes.
- 1.22 In the 2025 Budget, the government announced a significant expansion of the Affordable Homes Programme, with an additional £3 billion committed over two years (2025–27). This uplift is designed to accelerate delivery, particularly of social rent and affordable rent homes, and to prioritise development in areas with the greatest affordability pressures. The government also pledged to ring-fence part of this funding for supported and specialist housing, recognising the

acute pressures faced by older people, disabled residents, and those at risk of homelessness.

- 1.23 The government has committed £5 billion for housing investment in 2025–26, aimed at unlocking development and supporting affordable housing provision.
- 1.24 The Warm Homes Plan (£13.2 billion) supports energy efficiency improvements across housing stock through grants and low-interest loans, helping to meet net zero targets and reduce fuel poverty.

Implications for local housing need assessments

- 1.25 The current national policy framework reinforces and heightens the responsibilities of local authorities to take a proactive, evidence-based approach to understanding and meeting housing need. In light of recent legislative reforms and funding announcements, Local Housing Needs Assessments (LHNAs) must evolve to reflect:
- 1.26 **A Stronger Emphasis on Affordability:** With a national commitment to expanding affordable and social housing provision, LHNAs must rigorously assess affordability at the local level, particularly for those priced out of homeownership or reliant on social rents.
- 1.27 **Alignment with Planning Reform:** The reformed National Planning Policy Framework and emerging legislation such as the Planning and Infrastructure Bill require local authorities to produce up-to-date and deliverable Local Plans. These must be informed by robust assessments of housing need, including future demographic change, economic growth, and specific groups such as older people, key workers, and vulnerable populations.
- 1.28 **Support for Regeneration and Brownfield Development:** Given national policy support for reusing land in town centres and brownfield sites, LHNAs should identify opportunities for sustainable development and regeneration, integrating housing need with spatial planning and local economic strategies.
- 1.29 **Focus on Delivery and Accountability:** With new performance measures such as the Housing Delivery Test and updated five-year housing land supply requirements, LHNAs are instrumental in holding planning authorities to account. They must provide clear, justifiable evidence of unmet need and support proactive land release strategies.
- 1.30 **Sustainability and Quality:** In line with the Future Homes Standard and Building Safety Act, LHNAs should not only quantify how many homes are needed, but also consider the quality, safety, and environmental performance of new housing, ensuring that future development supports climate and health goals.
- 1.31 **Responding to New Tenure Models and Reforms:** With reforms to leasehold, supported housing, and the private rented sector, LHNAs must analyse how these changes affect local demand and supply dynamics, especially in terms of tenure mix, rental affordability, and housing stability.

Suffolk Coastal Final Draft Local Plan (Reg.19, Jan 2019)

- 1.32 Adopted context [click here to read the Final Draft Local Plan](#)
- **Spatial role:** Kesgrave sits within the **Ipswich Strategic Planning Area (ISPA)** / Ipswich Housing Market Area, so cross-boundary issues (growth, transport corridors, commuting patterns) with Ipswich are a key backdrop for housing delivery and infrastructure.
 - **Neighbourhood Plan housing expectation:** The Final Draft set **indicative minimum figures** for parishes preparing neighbourhood plans. **Kesgrave's figure is 20 dwellings** (over and above extant commitments at the 2018 base date).
 - **Affordable housing & thresholds (Suffolk Coastal area):** Residential schemes of **10+ homes / ≥0.5ha** are expected to deliver affordable housing (district policy baseline often used alongside NP/site policies).
 - **Plan status now:** The **Suffolk Coastal Local Plan was adopted on 23 Sept 2020**; its Neighbourhood Plan housing figures (incl. the 20 for Kesgrave) sit in **Policy SCLP12.1** of the adopted plan.
 - **Supply position / plan review context:** East Suffolk reports a deliverable supply each year (e.g., **6.34 years** for the Suffolk Coastal area in the 2023 statement) and has issued **2025 Interim Housing Position/Action Plan** material responding to the **Dec 2024 NPPF** and the new standard method. These shape decision-taking on windfalls and appeals.
- 1.33 **Implication for Kesgrave:** District policy expects only **modest additional growth** to be identified locally (indicative +20) with delivery largely via windfalls/intensification unless a NP allocates sites. Strategic transport and cross-boundary coordination with Ipswich remain critical.

East Suffolk strategic framework

- 1.34 **East Suffolk Housing Strategy 2017–2023** (still the last published full strategy on the council site): priorities included **boosting affordable housing supply**, using council land/exception sites, enabling delivery across tenures, and tackling housing quality/energy efficiency. It frames how the council partners and invests, rather than setting parish-level numbers.
- 1.35 **Housing Action Plans are produced annually and** explain the five-year supply, barriers, and actions. An **Interim Housing Position Statement (Mar 2025)** was also prepared to inform decision-making under the updated NPPF/standard method.
- 1.36 The council's **Corporate plan "Our Direction 2028"** aims for **more affordable (including social rent)**, right homes/locations, and tackling fuel poverty. This is relevant when assessing mix, affordability and sustainability locally.
- 1.37 **Implication for Kesgrave:** Expect continuing policy pressure for **affordable homes, energy efficiency and tenure mix**, with supportive enabling tools—but no parish-specific quotas beyond the Local Plan/Neighbourhood Plan framework.

Kesgrave Neighbourhood Plan (made 26 May 2021; plan period to 2036)

1.38 Kesgrave neighbourhood plan (NP):

- **Status:** Passed referendum **6 May 2021**; now part of the statutory development plan for decision-making in Kesgrave.
- **Housing focus** (targeted rather than allocating sites):
 - Policy KE2 – Residential uses in Kesgrave District Centre: supports dwellings above ground floor within the District Centre as part of a mix of uses, with ground floors retained for shopping/leisure/employment to sustain the centre.
 - **Affordable housing under KE2:** where thresholds are met, the **district requirement (commonly applied as 33% in this area)** is expected; KE2 was drafted assuming alignment with Local Plan affordable housing policy for mixed-use schemes.
 - **No new housing site allocations:** The NP **does not allocate additional housing sites** to meet the indicative +20; delivery is anticipated via **windfalls/intensification** and the District Centre mixed-use route. The NP text cites the **SCLP12.1 figure (20)** and tracks what was already in the pipeline at plan preparation.
- **Related place policies that shape housing:** strong emphasis on **character, green infrastructure and active travel**, which will influence **density, layout and parking** expectations for any infill or mixed-use housing proposals.

1.39 Implication for Kesgrave: The NP steers small-scale, centre-focused residential intensification (upper floors) while protecting ground-floor vitality and local character. Larger new allocations aren't envisaged by the NP; proposals would need to come forward via Local Plan routes and be consistent with the NP's design/centre policies.

Presentation of data

- 1.40 Data presented in this report is based on the 2025 household survey carried out as part of the Community Survey for Kesgrave unless otherwise stated.
- 1.41 It is important to note that survey responses have been weighted to correct for response bias and then grossed up to reflect the total number of households and this process is explained in Appendix A. The 436 overall responses to the survey are therefore weighted and grossed up to 5,680 occupied dwellings (2021 Census). All survey information presented in this report is for weighted and grossed responses which are rounded up where appropriate.
- 1.42 2021 Census data has been analysed for the parish of Kesgrave and relates to the following Census Output Areas: E00139295, E00139300, E00139301, E00139302, E00139303, and E00139347.

Time frame

- 1.43 The time frame for the study is the five-year period 2025 to 2030.

Report structure

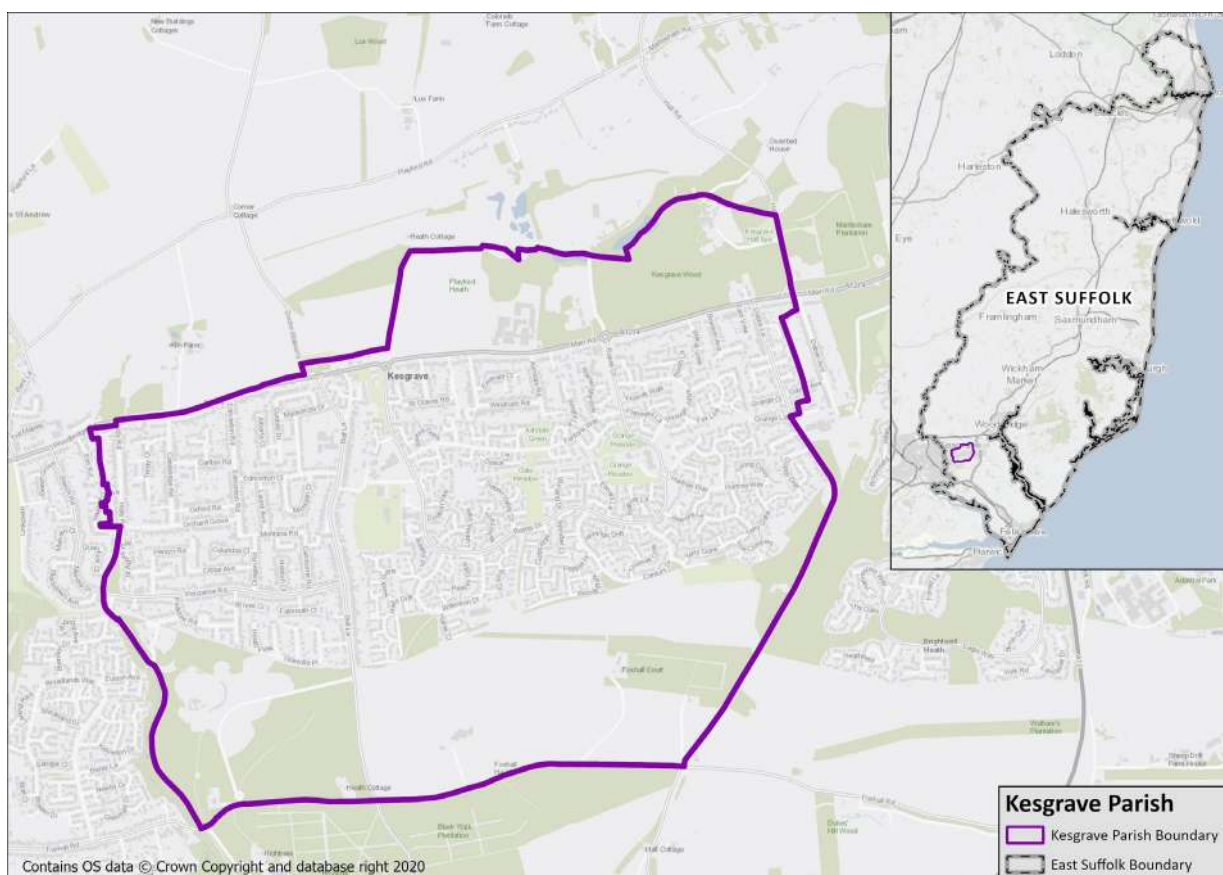
- 1.44 The Kesgrave Community Survey is structured as follows:
- **Chapter 2** presents a profile of the dwelling stock and household profile in the parish.
 - **Chapter 3** considers local house prices, rents and affordability.
 - **Chapter 4** presents key outputs from the calculation of affordable housing need, market need and specialist need in the parish.
 - **Chapter 5** summarises key community themes.
 - **Chapter 6** concludes the report with a summary of key findings and recommendations.
- 1.45 The report includes the following technical appendices:
- Housing need calculations (Appendix A)
 - Affordable housing definitions (Appendix B)
 - Stakeholder consultation summary – community needs (Appendix C)
 - Agent review (Appendix D)
 - Community survey summary tables (Appendix E)
- 1.46 The stakeholder consultation and agent review provide a wealth of qualitative data which further informs the Kesgrave Community Survey.

2. Dwelling stock and household profile in Kesgrave

Introduction

- 2.1 This section provides a background to dwelling stock, households and population for the parish of Kesgrave and includes comparative data for East Suffolk, the East of England and England where appropriate.
- 2.2 Map 2.1 sets Kesgrave within a wider geographical context.

Map 2.1 Map of Kesgrave

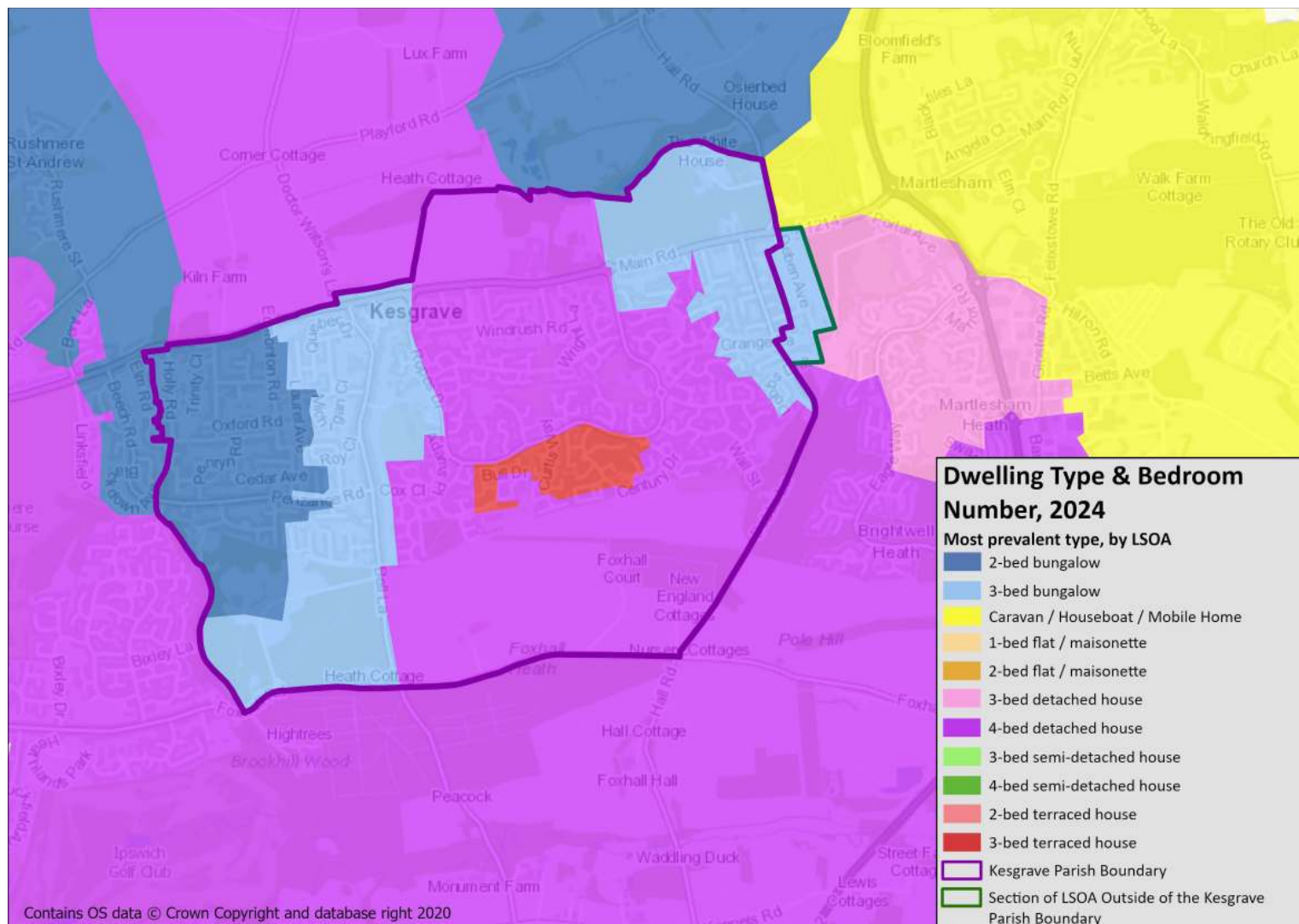


- 2.3 The total number of dwellings and households in Kesgrave is 5,761 dwellings (2025 council tax data) and 5,680 occupied households (2021 Census). Table 2.1 provides a further breakdown of dwelling stock and occupied households. The final row estimates the number of dwellings occupied by households based on the proportion of households in the 2021 Census to total dwellings reported by the council.

Table 2.1 Summary of dwellings, households and occupied stock

Area	Kesgrave	Source/Note
Total occupied dwellings (household estimate)	5,761	Council Tax address list
Total dwellings	5,779	2021 Census
Total households	5,680	2021 Census
Unoccupied dwelling estimate	99	2021 Census (derived)
% of dwellings occupied as residential dwelling	98.3%	This is an estimate and does not take into account Airbnb or informal lettings

- 2.4 Around 98.3% of dwellings in Kesgrave are occupied by households. However, this analysis masks the fact that some dwellings may be let out as Airbnb's, used some of the time by households or let out. It is a complicated picture but the main analysis of households to dwellings provides a reasonable estimate of the proportion of properties that are permanently occupied by households.
- 2.5 Map 2.2 shows that Kesgrave's housing is predominantly made up of three-bedroom detached houses, which cover much of the parish. The map shows that Kesgrave is characterised by a strong concentration of family-sized detached housing, with smaller areas of bungalows and flats.

Map 2.2 Predominant dwelling type and size by built-up areas within LSOAs

Source: Valuation Office Agency 2024

Property type

- 2.6 The 2021 Census reported that most dwellings are houses or bungalows (91.4%) and the remainder are mainly flats/maisonettes (Table 2.2). Dwellings with no households were more likely to be flats and caravans.

Table 2.2 Property type by occupancy

Dwelling type	All dwelling	Dwellings with no households	Dwellings with households
Whole house or bungalow	91.4%	78.2%	91.7%
Flat, maisonette or apartment	8.5%	21.8%	8.3%
A caravan or other mobile or temporary structure	0.1%	0.0%	0.1%
Total	100.0%	100.0%	100.0%
Base	5,779	99	5,680

Source: 2021 Census Table RM002

Tenure

- 2.7 Table 2.3 sets out the 2021 Census tenure data for Kesgrave and comparator areas. It shows the majority of households are owner occupiers (75.9%), 17.7% rent privately and 6.4% live in affordable accommodation.

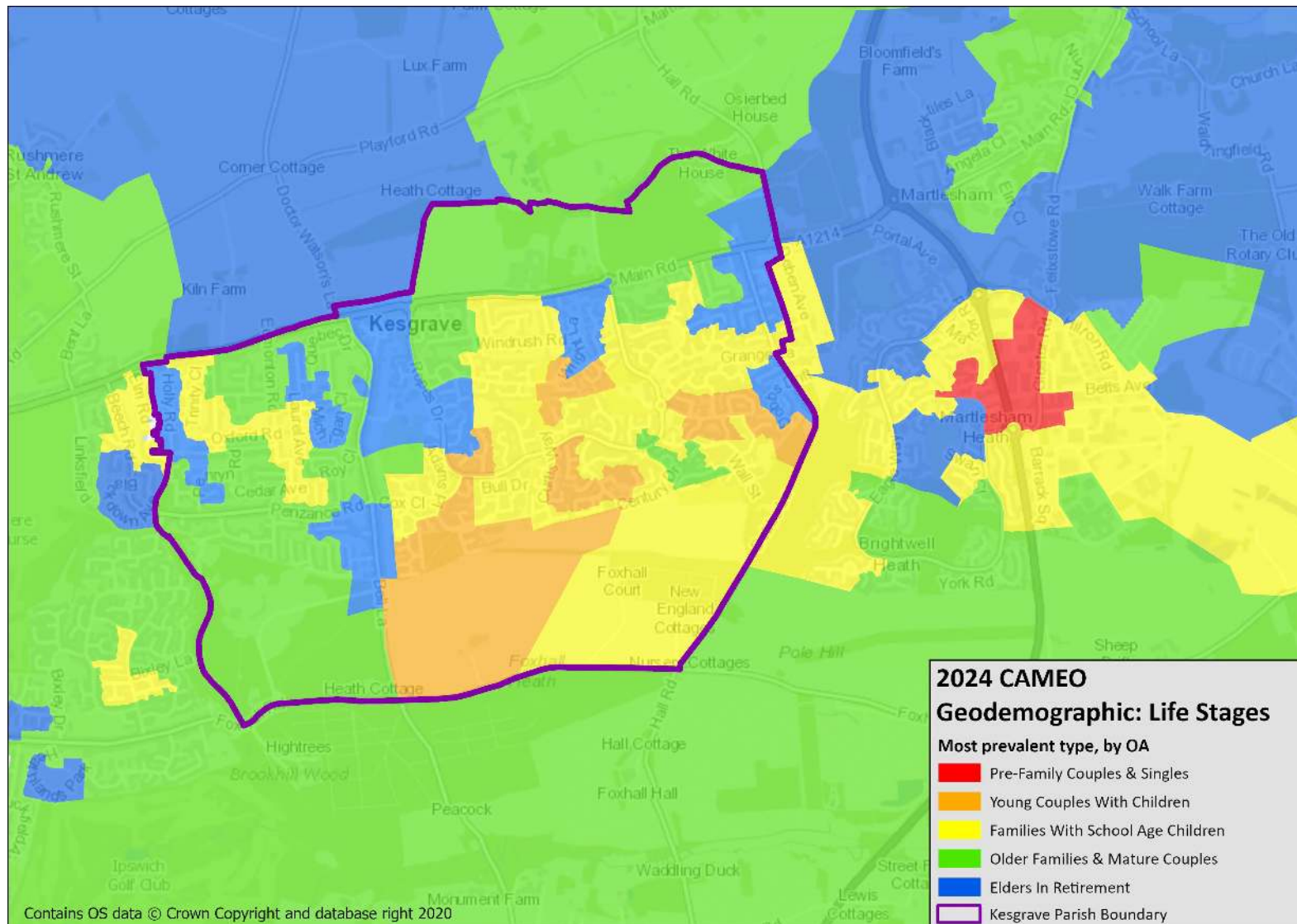
Table 2.3 Tenure profile

Area	Owner occupied	Private rented	Affordable	Total	Base
Kesgrave	75.9%	17.7%	6.4%	100.0%	5,680
East Suffolk	68.9%	17.7%	13.5%	100.0%	110,749
East of England	65.2%	18.3%	16.5%	100.0%	2,628,782
ENGLAND	61.3%	20.6%	18.1%	100.0%	23,436,085

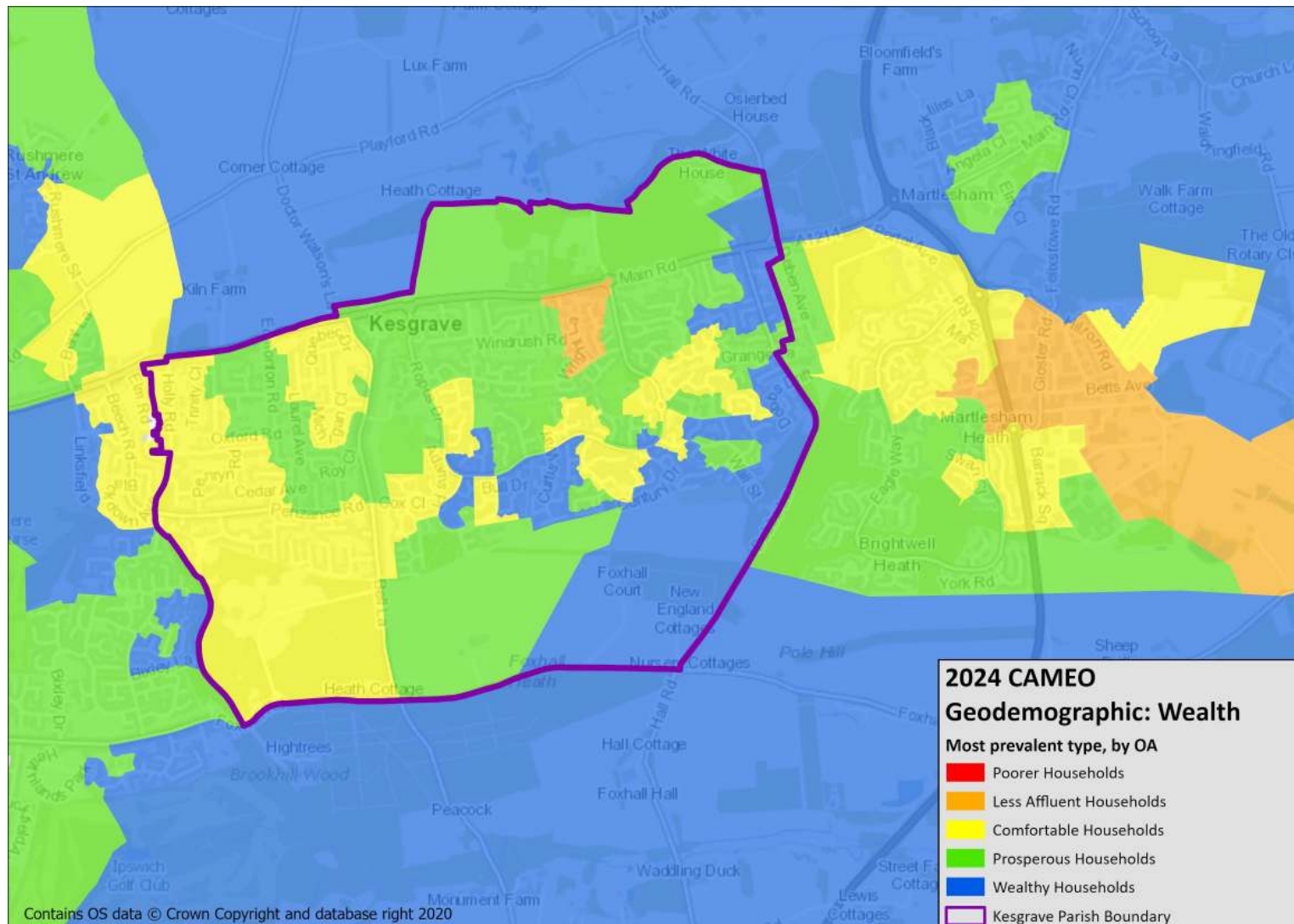
Source: 2021 Census

Household characteristics

- 2.8 The range of households living in Kesgrave generally is illustrated in Maps 2.3 and 2.4. Map 2.3 illustrates the distribution of key household typologies which shows that Kesgrave is mainly home to families with school-age children, with some areas of older families and mature couples, and smaller pockets of younger households. Map 2.4 considers wealth groups, with the area demonstrating that Kesgrave is mainly made up of comfortable and prosperous households, with smaller pockets of less affluent areas, but no significant concentrations of either very poor or very wealthy households.

Map 2.3 Household characteristics: household type by LSOA, 2024

Source: CAMEO

Map 2.4 Household characteristics: income type, by LSOA, 2024

Source: CAMEO

Population profile

- 2.9 The current population profile is summarised in Table 2.4. This shows that overall in Kesgrave, 81.1% are aged under 65 and 18.9% are over 65.

Table 2.4 Population profile of Kesgrave

Age group	Number	%
<15	2,628	18.7%
15-29	2,279	16.2%
30-44	2,489	17.7%
45-64	4,031	28.6%
65-74	1,281	9.1%
75-84	970	6.9%
85+	411	2.9%
All Ages	14,089	100.0%

Source: 2021 Census

Variations in dwelling types and households by tenure

- 2.10 The 2021 Census provides a useful insight into the characteristics of dwellings and households by tenure which are now presented.

Dwelling size – number of bedrooms

- 2.11 Table 2.5 summarises the number of bedrooms by tenure across occupied dwellings in the Kesgrave parish. Across the owner-occupied sector, 70.7% of dwellings have 3 or more bedrooms; 69.6% of social rented dwellings and 51.7% of private rented dwellings have 1 or 2 bedrooms.

Table 2.5 Dwelling size by tenure

Number of bedrooms	All tenures %	Owned %	Rented: Social rented %	Rented: Private rented or lives rent free %
1 bedroom	4.6%	1.6%	32.4%	7.6%
2 bedrooms	24.7%	19.0%	37.2%	44.1%
3 bedrooms	35.5%	36.4%	26.7%	34.5%
4 or more bedrooms	35.2%	42.9%	3.7%	13.7%
Total	100.0%	100.0%	100.0%	100.0%

Source: 2021 census table RM136

Age profile and household type

- 2.12 Table 2.6 sets out the age profile of residents living in different tenures. It uses a 'row %' figure which indicates the proportion of household reference people (HRP) by age group in different tenures: for instance, 85.4% of all people aged

65 and over live in owner occupied properties, 7.4% live in social rented accommodation and 7.1% live in private rented accommodation.

Table 2.6 Age profile by tenure (row%)

Age group	Owned (row %)	Rented: Social rented (row %)	Rented: Private rented or lives rent free (row %)	Total	Base
Aged 16 to 64 years	72.3%	5.5%	22.1%	100.0%	3,992
Aged 65 years and over	85.4%	7.4%	7.1%	100.0%	1,681
Total	76.2%	6.1%	17.7%	100.0%	5,678

Source: 2021 census table RM201

- 2.13 Table 2.7 considers the general profile of household types by tenure. For instance, across the owner-occupied sector, 35.0% are families with children and 24.2% are singles; and 25.1% of social renter households are lone parent families; and 28.3% of households in the private rented sector are couples with children.

Table 2.7 Household type by tenure (column %)

Household types	All tenures %	Owned %	Rented: Social rented %	Rented: Private rented or lives rent free %
Singles	13.4%	11.2%	18.2%	21.4%
Single 66+	12.5%	13.0%	20.5%	7.7%
Couples (no children)	15.7%	16.3%	6.8%	16.3%
Couples (with children)	32.6%	35.0%	15.1%	28.3%
Single family household (66 and over)	11.2%	13.8%	8.0%	1.4%
Lone parent family	10.1%	6.9%	25.1%	18.7%
Other	4.5%	4.0%	6.3%	6.2%
Total	100.0%	100.0%	100.0%	100.0%
Base	5,704	4,346	351	1,007

Source: 2021 census table RM135

- 2.14 Table 2.8 provides household type information in a different way. It considers how different household types are distributed across different tenures. For instance, 93.4% of all single-family households age 66 or over live in owner occupied dwellings and 48.1% of lone parents rent from a social or private landlord.

Table 2.8 Household type by tenure

Household types	Owned (row %)	Rented: Social rented (row %)	Rented: Private rented or lives rent free (row %)	Total	Base
Singles	63.4%	8.4%	28.2%	100.0%	765
Single 66+	79.0%	10.1%	10.9%	100.0%	713
Couples (no children)	79.0%	2.7%	18.3%	100.0%	896
Couples (with children)	81.8%	2.9%	15.3%	100.0%	1,857
Single family household (66 and over)	93.4%	4.4%	2.2%	100.0%	641
Lone parent family	51.9%	15.3%	32.8%	100.0%	574
Other	67.4%	8.5%	24.0%	100.0%	258
Total	76.2%	6.2%	17.7%	100.0%	5,704

Source: 2021 census table RM135

Economic activity and tenure

- 2.15 Table 2.9 shows that most owner occupier HRPs are either in employment or retired; 43.7% of social renter HRPS are in employment but 20.6% are economically inactive; and for private renters, most are economically active.

Table 2.9 Economic activity by Household Reference Person and tenure

Economic activity (by household reference person)	All tenures %	Owned %	Rented: Social rented %	Rented: Private rented or lives rent free %
Economically active (in employment)	66.7%	65.3%	43.7%	80.7%
Retired	27.6%	31.3%	32.0%	10.2%
Economically inactive (including looking after home/family and long-term sick/disabled)	3.5%	1.6%	20.6%	6.0%
Student	1.3%	1.3%	1.4%	1.4%
Unemployed	0.9%	0.5%	2.3%	1.8%
Total	100.0%	100.0%	100.0%	100.0%
Base	5,673	4,319	350	1,004

Source: 2021 census table RM133

- 2.16 Table 2.10 illustrates that of all economically active household reference people (HRP), 74.5% own and 21.4% rent privately. 66.0% of economically inactive HRPs and 53.0% of unemployed people rent. 18.4% of student HRPs live in private rented accommodation. 86.3% of retired HRPs are owner occupiers.

Table 2.10 Household type by tenure (row %)

Economic activity	Owned (row %)	Rented: Social rented (row %)	Rented: Private rented or lives rent free (row %)	Total	Base
Economically active (in employment)	74.5%	4.0%	21.4%	100.0%	3,783
Retired	86.3%	7.2%	6.5%	100.0%	1,565
Economically inactive (including looking after home/family and long-term sick/disabled)	34.0%	36.0%	30.0%	100.0%	200
Student	75.0%	6.6%	18.4%	100.0%	76
Unemployed	46.9%	16.3%	36.7%	100.0%	49
Total	76.1%	6.2%	17.7%	100.0%	5,673

Source: 2021 census table RM133

Overcrowding and underoccupancy

2.17 Table 2.11 shows that 1.2% of all households are overcrowded and this was most pronounced in social rented accommodation. Underoccupancy was most apparent in owner occupied households with 91.5% having at least one spare bedroom.

Table 2.11 Occupancy by tenure (column %)

Occupancy	All tenures %	Owned %	Rented: Social rented %	Rented: Private rented or lives rent free %
Overcrowded	1.2%	0.6%	4.8%	2.8%
Sufficient bedrooms	15.8%	7.9%	62.9%	32.8%
Under occ +1	37.2%	35.6%	25.5%	48.4%
Under occ +2 or more	45.8%	55.9%	6.8%	16.1%
Total	100.0%	100.0%	100.0%	100.0%
Base	5,682	4,322	353	1,007

Source: 2021 census table RM099

Note: Based on bedroom standard which applies assumptions regarding household structure and bedrooms needed.

Summary

2.18 Key points from the chapter are:

- The number of dwellings in Kesgrave is estimated to be 5,761 and there are around 5,680 households, with around 98.3% of properties occupied. The population is around 14,089.
- Most dwellings are houses or bungalows (91.4%) and the majority of the remainder are flats, maisonettes or apartments.

- 4.6% have one bedroom, 24.7% two bedrooms, 35.5% three bedrooms and 35.2% have four or more bedrooms.
- 75.9% of households are owner occupiers, 6.4% live in affordable housing and 17.7% rent privately.
- 81.1% of household reference people are aged under 65 and 18.9% are aged 65 and over.
- The overall profile of households are 25.9% singles, 15.7% couples, 42.7% households with children (including 10.1% lone parent households) and 15.7% are other multi-person households.

3. Local house prices, rents and affordability

Introduction

- 3.1 This section considers local property prices and the extent to which market housing is affordable to local residents. Data in this section also feeds into the detailed analysis of affordable housing.
- 3.2 Table 3.1 summarises property prices in Kesgrave from 2019 to 2024. Lower quartile prices were £235,000 in 2019 and £250,000 in 2024, indicating a 6.4% increase over the 5-year period.
- 3.3 Table 3.2 summarises rental values in Kesgrave from 2019 to 2024. Lower quartile rents were £685 in 2019 and £897 in 2024, indicating a 30.9% increase over the 5 year period.
- 3.4 Maps 3.1 and 3.2 provide an illustration of LQ and median prices across Kesgrave.
- 3.5 For households living in the private rented sector, some are in receipt of housing benefit/universal credit to help with their housing costs. Map 3.3 illustrates the proportion of households in receipt of housing benefit assistance across Kesgrave.

Table 3.1 Summary of property prices in Kesgrave 2019 - 2024

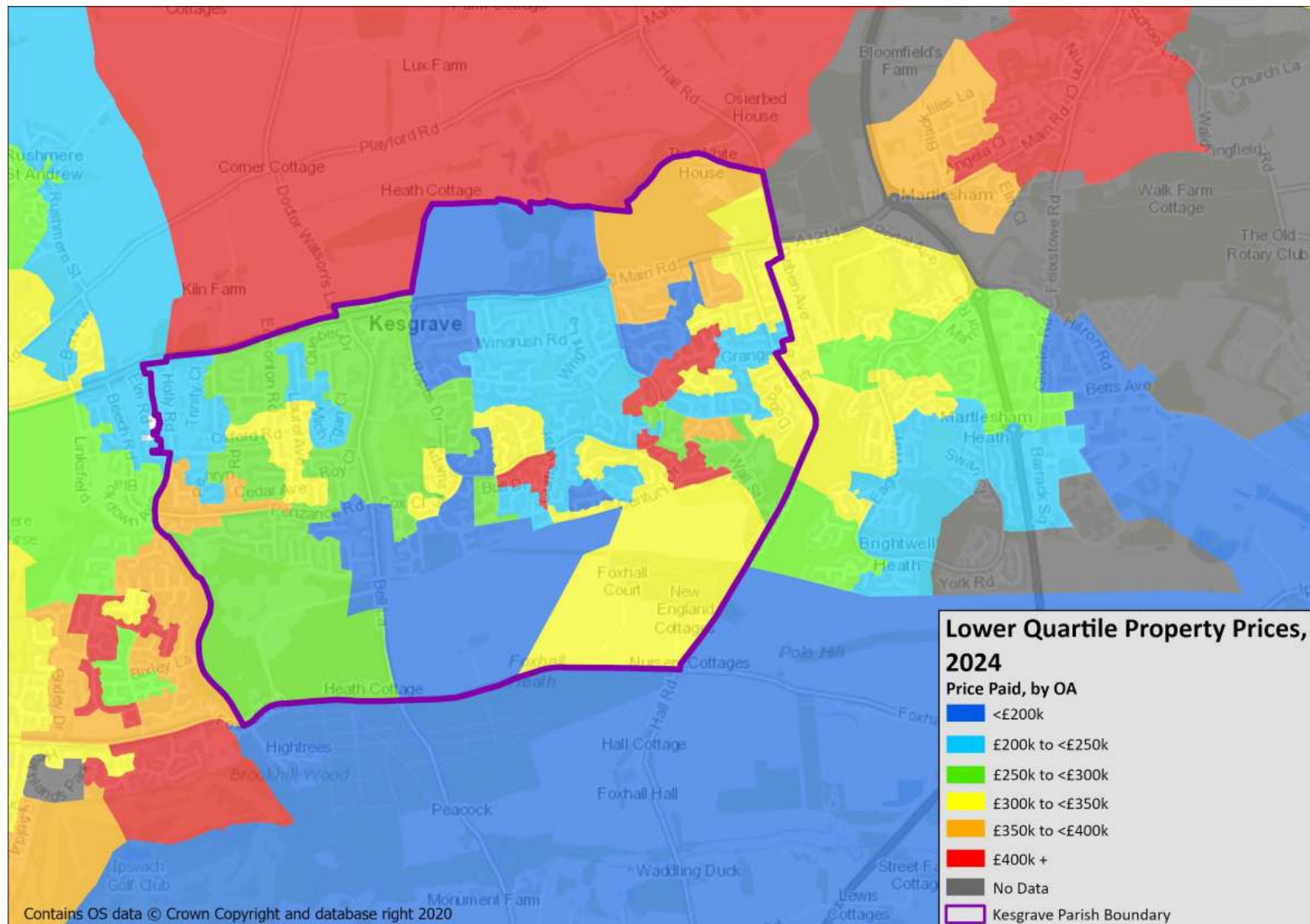
Year	Price (£) Lower quartile	Price (£) Mean	Price (£) Median	Price (£) No. Sales
2019	£235,000	£293,132	£285,000	233
2020	£239,000	£303,318	£282,500	204
2021	£253,000	£315,621	£299,500	273
2022	£271,500	£352,978	£329,250	206
2023	£257,500	£352,157	£315,000	170
2024	£250,000	£324,471	£305,000	179

Source: Land Registry Price Paid

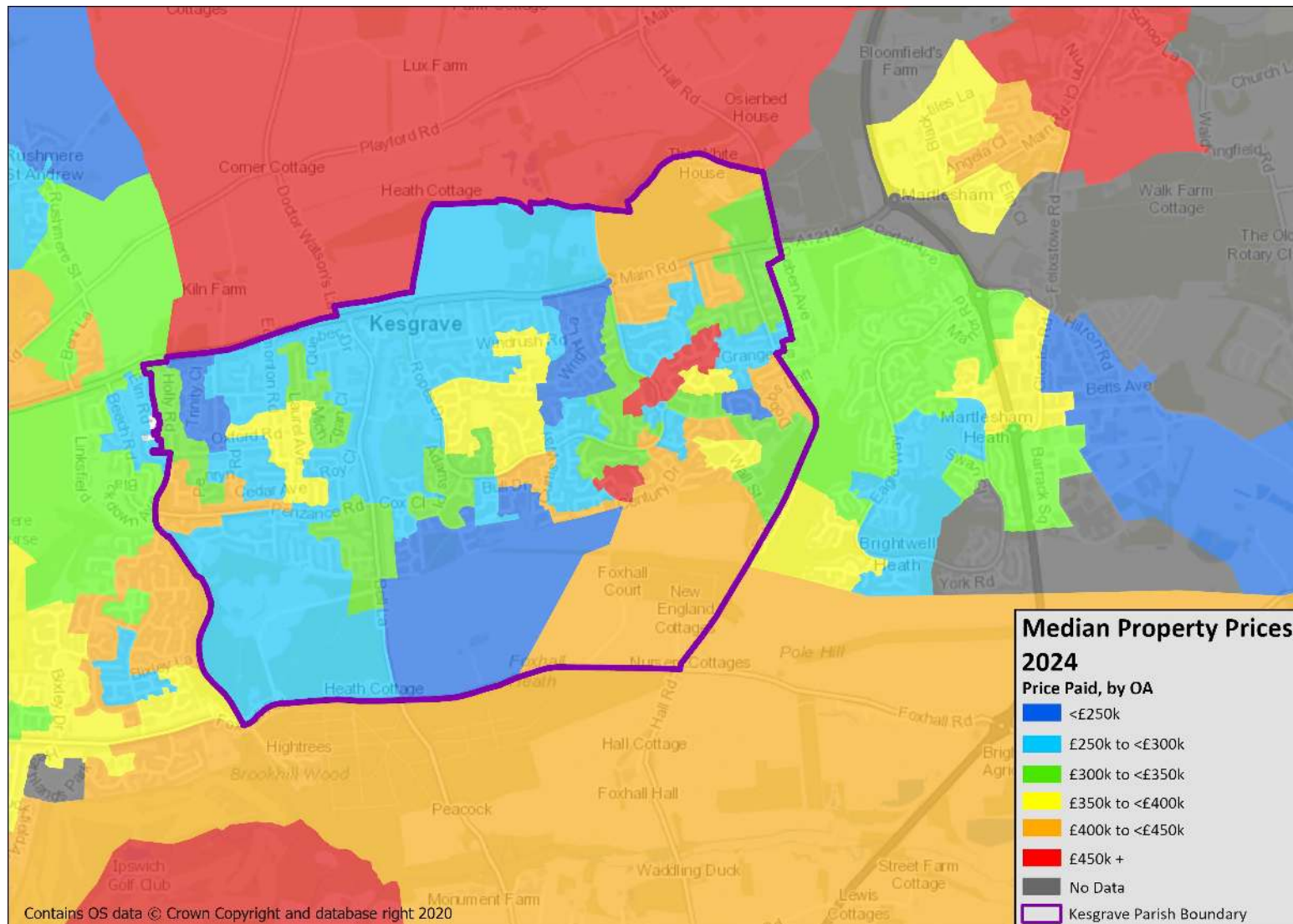
Table 3.2 Summary of rental values in Kesgrave 2019 - 2024

Year	Price (£) Lower quartile	Price (£) Mean	Price (£) Median	Price (£) No. Sales
2019	£685	£807	£750	171
2020	£702	£814	£750	129
2021	£724	£872	£823	144
2022	£802	£1,000	£901	126
2023	£849	£1,045	£949	157
2024	£897	£1,119	£1,101	96

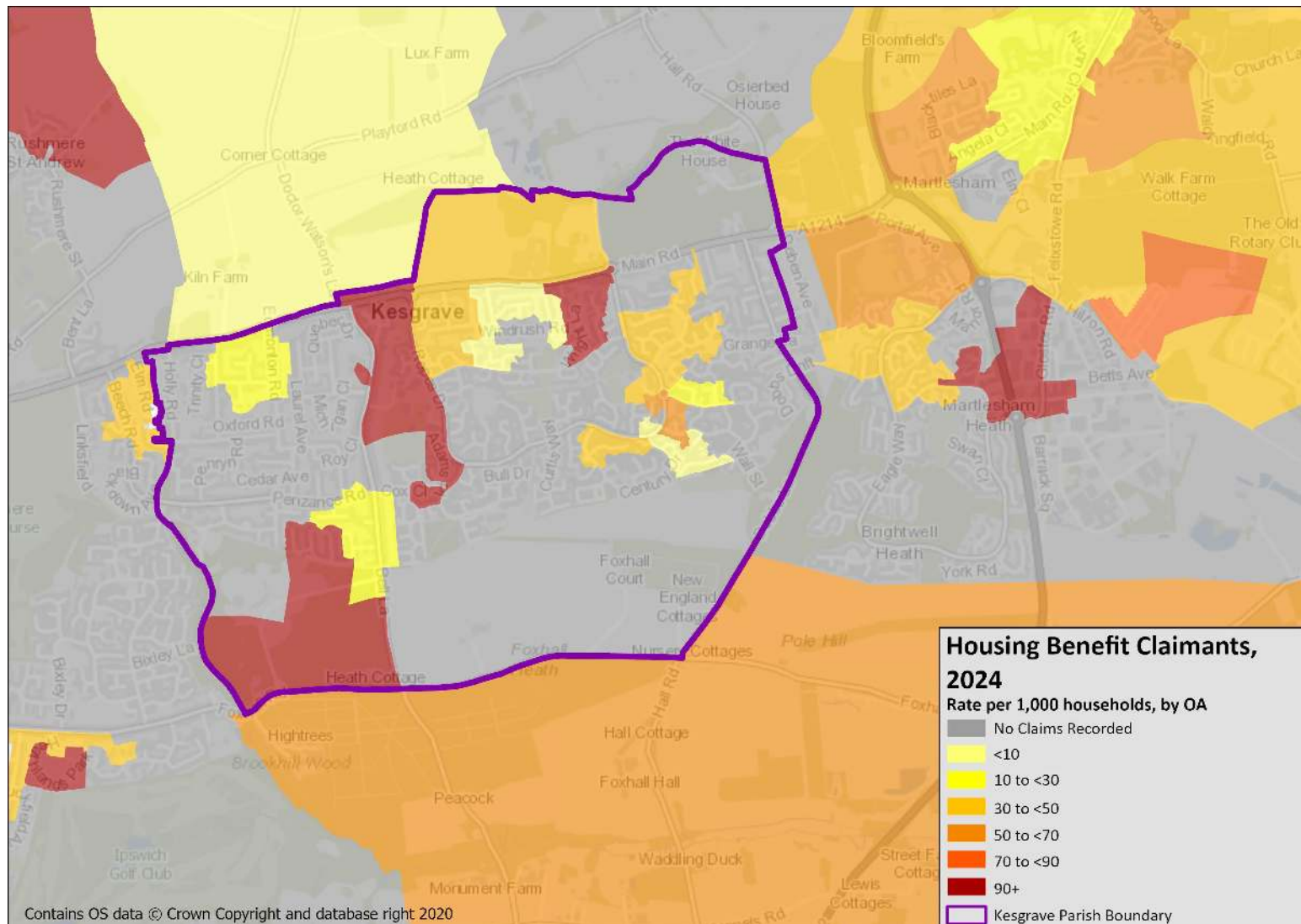
Source: Zoopla Lettings

Map 3.1 Lower quartile house prices 2024

Source: Data produced by Land Registry © Crown copyright 2024

Map 3.2 Median house prices 2024

Source: Data produced by Land Registry © Crown copyright 2024

Map 3.3 Private rented sector Non-Passported Housing Benefit 2024

Source: 2024 DWP Stat explore

Affordability of housing options

- 3.6 Table 3.3 considers the prices of different tenures in Kesgrave and the income required for them to be affordable. This is based on 25% of income for renting and 3.5x income for buying. For instance, a lower quartile rent is £897 each month which requires an annual household income of £43,056 to be affordable

Table 3.3 House prices and private rents in Kesgrave

Tenure option	Kesgrave Price 2024	Kesgrave annual household income required
Social Rent (average)	£375	£17,977
Affordable Rent (monthly cost)	£881	£42,278
Market Rent - Lower Quartile	£897	£43,056
Market Rent – Median	£1,101	£52,848
Market Rent – Average	£1,119	£53,712
Market Sale - Lower Quartile	£250,000	£64,286
Market Sale – Median	£305,000	£78,429
Market Sale – Average	£324,471	£83,435
Shared ownership (50%)	£152,500	£57,429
Shared ownership (25%)	£76,250	£47,299
Shared ownership (10%)	£30,500	£39,914
Discounted Home Ownership (30%)	£213,500	£54,900
Discounted Home Ownership (25%)	£228,750	£58,821
Discounted Home Ownership (20%)	£244,000	£62,743

Source: Land Registry, Zoopla, Regulator of Social Housing Statistical Data Return

Affordability of private renting

- 3.7 Table 3.4 compares private rents with Local Housing Allowance rates which is paid to eligible households to help cover their housing costs. Kesgrave is located in the Ipswich Broad Rental Market Area and analysis shows that LHA would not cover the cost of private rents.

Table 3.4 Local Housing Allowance rates and private rents in Kesgrave

No. of Bedrooms	Rate per week	Monthly rate	2024 LQ rent	Variance between LQ rent and LHA
1 Bedroom	£136.93	£593	£750	(£157)
2 Bedroom	£165.01	£715	£897	(£182)
3 Bedroom	£184.11	£798	£1,200	(£402)
4 Bedroom	£253.15	£1,097	£1,400	(£303)

Source: Valuation Office Agency; Zoopla rents

Affordability for key workers

- 3.8 The affordability of open market buying and renting to a range of key workers and households on the minimum/living wage is set out in Table 3.5. This illustrates the income multiples needed for buying (which are well in excess of 3.5x income) and the proportion of income needed to be spent on rent (which is in excess of 25%). This analysis clearly demonstrates the affordability challenge faced by key workers and those on minimum/living wage living in the area. Table 3.5 shows what would be genuinely affordable to households based on their incomes.
- 3.9 Table 3.5 also sets out what would be an affordable rent and price based on overall household income measures for Kesgrave.
- For households on lower quartile incomes of £26,432, rents should cost no more than £551 and buying no more than £92,512. For households with 1x full-time and 1x part-time worker on the living wage, a lower quartile property priced at £117,117 would be affordable.
 - For households on median incomes of £34,480, rents should cost no more than £718 and buying no more than £120,680. For households with two full-time workers on the living wage, a median property priced at £156,156 would be affordable.

Summary

- 3.10 Key points from the chapter are:
- Across Kesgrave, lower quartile prices in 2024 were £250,000 and median prices of £305,000. Lower quartile prices are 6.7x the income of households with 1x full-time and 1x part-time worker on the living wage and 5x the income of households with 2x full-time workers on the living wage.
 - For key workers, income multiples in excess of 6x earnings are generally needed.
 - Across Kesgrave, lower quartile rents are £897 and median rents £1,101 based on 2024 data.
 - Local Housing Allowance is unlikely to cover the cost of private renting, even if properties are available.

Table 3.5 Relative affordability of different tenures: Kesgrave

Occupation and household configuration	Gross Household Income 2024 (£)	LQ price 2024 (£)	Income multiple needed	Maximum price that could be afforded £	LQ rent 2024 (£)	% of income spent on rent	Maximum rent that could be afforded £
Police officer (single earner household)							
Pay Point 2	£31,164	£250,000	7.2	£109,074	£897	34.5	£649
Pay Point 4	£33,690	£250,000	6.7	£117,915	£897	32.0	£702
Nurse (single earner household)							
Band 1	£23,614	£250,000	9.5	£82,649	£897	45.6	£492
Band 3	£24,071	£250,000	9.3	£84,249	£897	44.7	£501
Band 5	£29,969	£250,000	7.5	£104,892	£897	35.9	£624
Fire Officer (single earner household)							
Trainee	£28,265	£250,000	8.0	£98,928	£897	38.1	£589
Competent	£37,675	£250,000	6.0	£131,863	£897	28.6	£785
Teacher (single earner household)							
Unqualified (min)	£21,731	£250,000	10.4	£76,059	£897	49.5	£453
Main pay range (min)	£31,650	£250,000	7.1	£110,775	£897	34.0	£659
Minimum wage (21 and 22)/living wage (23 and over)							
Living wage (single person household)	£22,308	£250,000	10.1	£78,078	£897	48.3	£465
Living wage (1 full-time and 1 part-time)	£33,462	£250,000	6.7	£117,117	£897	32.2	£697
Living wage (two full-time working adults)	£44,616	£250,000	5.0	£156,156	£897	24.1	£930
Minimum wage (single person household)	£16,770	£250,000	13.4	£58,695	£897	64.2	£349
Minimum wage (1 full-time and 1 part-time)	£25,155	£250,000	8.9	£88,043	£897	42.8	£524
Minimum wage (two full-time working adults)	£33,540	£250,000	6.7	£117,390	£897	32.1	£699
ALL HOUSEHOLDS – Lower Quartile (ASHE)	£26,432	£250,000	8.5	£92,512	£897	40.7	£551
ALL HOUSEHOLDS – Median (ASHE)	£34,480	£250,000	6.5	£120,680	£897	31.2	£718

Source: ASHE resident based

4. Affordable housing need, market need and specialist need in Kesgrave

Introduction

- 4.1 The assessment of affordable housing need in Kesgrave draws upon three key sources:
- the Rural Affordable Housing Needs Model (RAHNM) which considers the overall strategic need for affordable housing.
 - analysis of the 2025 household survey.
 - analysis of the 2025 housing register including priority need, general need and lettings made.

Rural Affordable Housing Need Model (RAHNM)

- 4.2 The RAHNM was developed by arc4 to provide a broad understanding of rural affordable need, where need is most acute and provides indicative levels of affordable need.
- 4.3 In estimating annual affordable need, the model considers the following data themes and assumptions at parish level:
- Economically active households
 - Estimates of household income
 - LQ and median market prices and rents
 - Income to be affordable (25% for renting and 3.5x for buying)
 - Tenure profile
 - Existing owner occupiers and private renters – assume 10% in housing need
 - Projected new household formation and who is likely to need affordable housing
 - Calculate annual need from existing and newly forming households
- 4.4 The model identifies an annual affordable need of **80 each year or 400 over 5 years in Kesgrave.**

2025 Housing Need survey

- 4.5 Modelling of affordable need from the 2025 household survey identifies a gross need of 130 affordable dwellings each year and after taking account of lettings supply over the past year, the net need is **97 affordable dwellings or 485 over 5 years.** Full analysis is presented at Appendix A.

2025 housing register

- 4.6 There are 155 households in priority need on the housing register in August 2025 with a local connection to Kesgrave, and 122 applicants currently residing in Kesgrave. Assuming that applicants residing in Kesgrave are allocated a property over 5 years, the annual priority need is **24 affordable dwellings**.

Comparison of data sources

- 4.7 All three data sources indicate a shortfall in affordable housing in Kesgrave and an ongoing demand for a range of dwelling types and sizes. The overall summary is a net annual need for between **24 and 97 each year** based on available evidence, which equates to a need of between 122 and 485 over 5 years. Based on the 2025 household survey, the annual net need is 97 dwellings and it is recommended this is taken as the measure of affordable housing need across Kesgrave.

Affordable dwelling size

- 4.8 The 2025 household survey and 2025 housing register provide a breakdown of dwelling sizes needed by households in need.
- 4.9 The proportion by number of bedrooms from the 2025 housing register is shown in Table 4.1. It shows that the profile of need is generally skewed towards smaller dwellings.

Table 4.1 Housing register applicants, by bedroom requirement

Bedroom Requirement	Local connection with Kesgrave		Resident of Kesgrave		Requiring level access/ wheelchair adapted property	
	No. applicants	%	No. applicants	%	No. applicants	%
1-bed	60	38.7%	46	37.7%	21	63.6%
2-bed	51	32.9%	45	36.9%	5	15.2%
3-bed	37	23.9%	28	23.0%	6	18.2%
4+ bed	7	4.5%	3	2.5%	1	3.0%
Total	155	100.0%	122	100.0%	33	100.0%

Source: East Suffolk Council

- 4.10 Having considered the profile of affordable need expressed in the household survey, Table 4.2 summarises an appropriate profile of affordable housing need in Kesgrave, broken down by affordable tenure. This is based on a net need of 485 affordable dwellings over 5 years and takes into account recent relets.
- 4.11 The household survey shows a broader range of need across bedroom numbers and dwelling types compared to the housing register evidence.

Furthermore, no need is identified for 1-bed affordable dwellings from this evidence.

- 4.12 Therefore, a combination of both housing register and household survey profiles are recommended to be considered when determining an affordable dwelling profile for affordable housing delivery in Kesgrave.

Table 4.2 Net five-year need for affordable housing in Kesgrave

Dwelling type/size	Social / Affordable Rented	Affordable home ownership	Total
1-bedroom house	0	0	0
2-bedroom house	20	60	80
3-bedroom house	1	86	87
4 or more-bedroom house	20	105	125
1-bedroom flat	0	0	0
2 - bedroom flat	0	0	0
3 or more - bedroom flat	0	0	0
1-bedroom level-access	0	0	0
2 bedroom level-access	108	85	192
3 or more bedroom-level-access	0	0	0
Total	150	335	485
Summary (number of bedrooms)	Social / Affordable Rented	Affordable home ownership	Total
1	0	0	0
2	128	144	272
3	1	86	87
4 or more	20	105	125
Total	150	335	485
Of which: level access	108	85	192

Affordable tenure split

- 4.13 Analysis of tenure preferences of existing households in need and newly forming household establishes a tenure split of 22% social rented, 12% affordable rented and 66% affordable home ownership which confirms a broad mix of affordable dwellings are needed across Kesgrave (See Appendix A Table A9).

General views on housing need Kesgrave

- 4.14 The 2025 household survey asked if respondents would support a small scheme of affordable homes that prioritised local people. For Kesgrave:
- 61.9% yes, 16.2% no and 21.9% don't know
- 4.15 Respondents were also asked if they would support the development of a small scheme of homes to help meet the needs of older people from the parish. Again, there was majority support in Kesgrave:

- 77.3% yes, 7.3% no and 15.4% don't know.

Summary

4.16 Key points from the chapter are:

- Multiple data sources confirm there is a need for additional affordable dwellings in Kesgrave.
- There is a need for 97 affordable dwellings each year in Kesgrave or 485 over the five-year period 2024 to 2028.
- The overall recommended tenure split is 22% social rent, 12% affordable rent and 66% affordable home ownership. Household survey evidence indicates that a broad affordable tenure mix is needed.
- A range of affordable dwellings are needed, but in particular:
 - Renting: 1-2 bedroom dwellings overall, but with particular need for 2 bedroom houses and bungalows/level-access
 - Affordable home ownership: 2 to 4 bedroom houses and 2 bedroom bungalows/level-access.

Overall housing need and the Local Plan

4.17 Table SCLP12.1 of the Suffolk Coastal Local Plan establishes a minimum housing requirement 2018-2036 of 20 dwellings in Kesgrave.

Summary

4.18 Key points from the chapter are:

- An overall need for social/affordable rented and affordable home ownership has been established through an analysis of 2025 household survey data, housing register data and a comprehensive analysis of affordable housing need.
- For social/affordable renting, a need mainly for smaller dwellings and 2 bedroom houses and level-access/bungalows.
- For affordable home ownership, a need for 2 to 4 bedroom houses and 2 bedroom bungalows/level access.
- Analysis will help to ensure an appropriate range of dwellings is built. The evidence presented in this housing needs survey indicates a strong level of need, which supports the importance of having a minimum housing requirement in the Suffolk Coastal Local Plan of 20 dwellings in Kesgrave.

5. Community Themes

- 5.1 The 2025 Kesgrave Community survey was sent to 2,400 households in the town as part of an independent study being carried out by arc4 on behalf of Kesgrave Town Council.
- 5.2 The aims of the research are to update the council's understanding of residents' opinions on a range of topics of importance in the community; gather ideas that residents may have about how the community can be improved; identify residents' needs for different types and sizes of dwellings to buy and rent and feed into a possible review of the Council's Neighbourhood Plan (when the survey findings have been assessed).
- 5.3 Results of the community-focused questions are presented in Appendix E.

Services and Town Council

- 5.4 Kesgrave residents are generally satisfied with core utilities such as mains gas, electricity, drainage, sewerage, and refuse/recycling services, although opinions are mixed regarding mobile phone reception, broadband, and street lighting. Pavements, street cleaning, and roadside maintenance received the most negative feedback, with mobile coverage described as poor and often unreliable, prompting reliance on WiFi calling.
- 5.5 Essential services such as shops, pharmacies, post offices, and healthcare are prioritised by residents, alongside strong support for local policing. While social and recreational amenities are appreciated, practical daily-life services remain the main concern. There is a clear demand for enhanced community and recreational facilities, youth and family activities, and improved infrastructure, including safer roads, better pedestrian access, parking, and public transport links.
- 5.6 Local shopping habits reflect a preference for convenience and supporting neighbourhood businesses. Many residents shop in Kesgrave to meet last-minute needs, save on transport, or take advantage of good access and free parking. Environmental considerations, such as walking to shops, were also noted, with popular stores including Elmers (DIY) and Tesco Express. Fewer residents prioritise social contact or value over convenience, while some rely on online shopping or shop outside Kesgrave entirely.
- 5.7 Conversely, those shopping outside Kesgrave cited access to a wider range of products, specialist retailers, better prices, and convenient parking as key reasons. Online shopping, delivery services, mobility needs, and preferences for particular stores or larger supermarkets also influenced their choices.
- 5.8 Feedback on the Town Council indicates that residents generally feel it engages reasonably well with the community. Awareness of council services is good, but confidence in the council's responsiveness and how it addresses residents' concerns is lower. Overall, communication and visibility are adequate, yet there is room to improve transparency and responsiveness.
- 5.9 Suggestions for improving council engagement focus heavily on communication, transparency, and visibility. Residents proposed increasing social media presence, providing clearer and more regular written

communications such as newsletters, and enhancing the council website for easier access. Additional recommendations included informal drop-in sessions with councillors, making councillors more approachable, reducing spending on non-essential events, and greater resident involvement in council decisions.

Environment and Biodiversity

- 5.10 Views on public open spaces in Kesgrave reveal a preference for preserving nature and biodiversity, with many residents favouring simple maintenance. Others advocated enhancements to encourage social interaction, such as adding benches, along with expanded sports and recreational facilities for young people. A smaller group requested additional play areas for children, reflecting a desire to balance environmental preservation with community use.
- 5.11 Residents expressed strong support for enhancing Kesgrave's ecology, wildlife, and biodiversity. Key initiatives included better care of hedges and woodlands, creating wildlife habitats, developing new nature areas, planting more trees, and establishing a local tree nursery. Calls were also made for improved green space maintenance, reduced herbicide use, and increased community involvement, particularly through schools, demonstrating commitment to a greener, more biodiverse town.
- 5.12 Practical measures to protect and improve Kesgrave's environment were also highlighted, such as trimming trees and hedges, clearing pavements and cycle paths, and reducing litter and dog fouling. Additional priorities included managing parking and traffic, improving road and pedestrian safety, promoting walking, cycling, and public transport, supporting green spaces, and encouraging sustainable community initiatives. Responses reflect a balance of environmental upkeep, accessibility, and long-term sustainability.
- 5.13 Common local concerns include inconsiderate parking, traffic, and litter, alongside issues with uncontrolled dogs, barking, and noisy neighbours. Less frequently mentioned were light pollution and bonfires. Overall, residents emphasised road use, waste management, and maintaining local tranquillity.

Amenities

- 5.14 Residents also highlighted strong support for enhancing Kesgrave's facilities, particularly nature areas, allotments, youth amenities, open spaces, play areas, and multi-use games areas. Suggestions extended to community gardens, updated play areas, off-lead dog parks, skateparks, event spaces, and improvements to community centres, libraries, sports fields, and exercise equipment. Many favoured maintaining and improving existing amenities over new developments, reflecting a balance between recreational, environmental, and community needs.
- 5.15 Usage of Kesgrave's amenities varies, with cafes, restaurants, and public houses seeing the highest frequency of visits. Sports and community facilities, including the Millennium Sports Ground, library, and Kesgrave War Memorial Community Centre, experience moderate use, with the latter more frequently used for sports than events. Other halls, social clubs, and affiliated religious

rooms are rarely used. Leisure and social venues generally attract more visitors than formal community or religious facilities.

- 5.16 There is considerable interest in a new community building offering practical, social, and recreational facilities. High-priority features included low-cost room hire, public toilets, cafés, library space, small business hubs, meeting rooms, and a stage for music and dancing. Residents also suggested youth and recreational amenities such as sports facilities, gyms, swimming pools, youth clubs, pre-school spaces, community gardens, and learning hubs. While most supported new developments, some preferred enhancing existing resources or online services, with a few emphasising specialised needs for disabled adults or other specific services.
- 5.17 Additional sports facilities were also strongly desired, with the top priorities being a swimming pool and a gym. Residents also requested football, rugby, and cricket pitches, athletics tracks, basketball or netball courts (MUGA), and tennis courts. Further suggestions included 4G football pitches, skateparks, bike/scooter tracks, golf practice areas, squash and table tennis courts, informal bowls pitches, and upgraded children's play areas. Accessibility and affordability were emphasised, though some felt current provisions were adequate or raised concerns about costs. Overall, residents seek a balance of indoor and outdoor recreational opportunities with a focus on youth, inclusivity, and practical improvements.
- 5.18 Finally, access to local information was highlighted as an area for improvement. Residents recommended enhancing digital communications via social media and the council website, producing regular newsletters or a town guide, and upgrading signage and noticeboards across Kesgrave. There was strong support for making information more accessible, visible, and user-friendly for all residents.

6. Conclusions and Recommendations

- 6.1 The purpose of this report has been to provide a robust evidence base of the need for different types, sizes and tenures for the Kesgrave, Suffolk.
- 6.2 There is a clear and pressing need to deliver more social/affordable rented, affordable home ownership and appropriate market housing to help meet the needs of residents in Kesgrave.
- 6.3 The Neighbourhood Plan recognises the importance of delivery appropriate housing to help sustain Kesgrave.
- 6.4 Regarding affordable housing, there is a 5-year shortfall of 485 affordable dwellings in Kesgrave. The overall recommended tenure split is 22% social rented, 12% affordable rented and 66% affordable home ownership.
- 6.5 There is widespread community support for affordable housing development, with 61.9% of household survey respondents supporting a small scheme of affordable homes that prioritised local people.
- 6.6 The ageing of the population is a key national and local demographic trend. There is a specific need for specialist housing to help meet the housing needs of the ageing population. There is also support from 77.3% of survey respondents for the development of a small scheme to help meet the needs of older people.
- 6.7 The findings point out a number of community themes for Kesgrave Town Council to pursue in its action planning over the coming years.

Technical Appendix A: Housing need calculations

Introduction

- A.1 Identifying the scale of affordable housing need is a key consideration of planning practice guidance. This is a separate calculation to the overall housing need figure derived using the standard model and set out in PPG paragraphs 18 (Reference ID: 2a-018-20190220) to 24 (Reference ID: 2a-024-20190220). The affordable housing need analysis helps to establish the overall scale of affordable housing need by location, type, size and tenure and whether the council should plan for more dwellings to help meet the need for affordable housing.
- A.2 PPG states that ‘all households whose needs are not met by the market can be considered in affordable housing need (PPG Paragraph: 018 Reference ID: 2a-018-20190220). PPG then considers how affordable housing need should be calculated:
- ‘Strategic policy-makers will need to estimate the current number of households and projected number of households who lack their own housing or who cannot afford to meet their housing needs in the market. This should involve working with colleagues in their relevant authority (e.g. housing, health and social care departments).’* (PPG Paragraph: 019 Reference ID: 2a-019-20190220).
- A.3 The PPG focuses on the use of existing (secondary data) but does not preclude the use of primary survey evidence. A housing needs survey is generally needed to support applications to build affordable housing in rural areas.
- A.4 There are four broad components to the needs assessment method. These have remained relatively unchanged through the different guidance issued by government and focus on:
- Step A. Existing households in need (current unmet gross need).
 - Step B. Future households in need.
 - Step C. Affordable supply.
 - Step D. Annual need for affordable housing.

Affordability assumptions

- A.5 As part of the affordable needs assessment, the extent to which households in need cannot afford open market prices or rents is considered. PPG does not specify what household income should be spent for a property to be affordable although does state the ‘need to identify the minimum household income required to access lower quartile (entry level) market housing’ PPG 2019 Paragraph 021 Reference ID 2a-021-20190220. The last guidance to consider affordable prices/rents was published in the 2007 DCLG Strategic Housing Market Assessments Practice Guidance Version 2 August 2007, which stated that gross household incomes should be used to assess affordability and:
- a household can be considered able to afford to buy a home if it costs 3.5x the gross income of a single earner or 2.9x the gross income for dual-income households; and

- a household can be considered able to afford market renting where the rent payable was up to 25% of gross household income.
- A.6 The former guidance did note that local circumstances could justify higher figures being used for affordable renting and that allowances should be made for access to capital that could be used towards the cost of home ownership.
- A.7 Mortgage lending practices would suggest that 4.75x a single or joint income could be considered. This is the maximum single or joint household income multiple offered by First Direct. However, this should be set against the current cost of living crisis and it would be unhelpful to set an unrealistic threshold for testing affordability. Therefore, this report considers that to be affordable:
- the income multiple for buying is up to 3.5x gross household income; and
 - for renting up to 25% gross household income.

Step A: Current unmet gross need

- A.8 PPG Paragraph: 020 Reference ID: 2a-021-20190220 states that 'strategic policy-making authorities can establish the unmet (gross) need for affordable housing by assessing past trends and current estimates of:
- the number of homeless households;
 - the number of those in priority need who are currently housed in temporary accommodation;
 - the number of households in over-crowded housing;
 - the number of concealed households;
 - the number of existing affordable housing tenants in need (i.e. householders currently housed in unsuitable dwellings); and
 - the number of households from other tenures in need and those that cannot afford their own homes, either to rent or to own if that is their aspiration.'
- A.9 PPG notes that care should be taken to avoid double-counting and to only include those households who cannot afford to access suitable housing in the market. Table A1 sets out the overall scale of current need before affordability of market housing is considered.

Table A1 Current gross unmet need (before affordability testing)

Reason for need	Total in need Kesgrave	Comment	Source
A1 Homeless households and A2 Priority need / temporary accommodation	35 8	Households identified as threatened with homelessness plus any households living in temporary accommodation	MHCLG
A3 Overcrowded	64	Bed standard < 0	2021 Census
A4 Concealed household	59	Census definition refers to couples and lone parents living within another family unit.	2021 Census
A5 Existing affordable tenants in need	45		2025 Household Survey
A6 Other tenures in need	304		2025 household survey
A7 Sum of households in A3 to A6 with one or more needs	472	Sum of A3 to A6 BOLD figures	2025 household survey
A8 Total in A7 adjusted to remove any double counting	436	This is the total number of households with one or more needs	2025 household survey
A9. All households in need (A1+A2+A8)	479	Represents 8.3% of all households in Kesgrave	2025 household survey

Note table subject to rounding

Further Notes to Table A1:

A3. Overcrowding

The extent to which households are overcrowded is measured using the 'bedroom standard'. This allocates a standard number of bedrooms to each household in accordance with its age/sex/marital status composition. A separate bedroom is allocated to each married couple, any other person aged 21 or over, each pair of adolescents aged 10-20 of the same sex and each pair of children under 10. Any unpaired person aged 10-20 is paired if possible, with a child under 10 of the same sex, or, if that is not possible, is given a separate bedroom, as is any unpaired child under 10. This standard is then compared with the actual number of bedrooms (including bedsits) available for the sole use of the household.

A4. Concealed households

The number of couples and lone parents living within a household.

A5. Existing affordable tenants in need and A6. Other tenures in need

Households in need is based on the numbers who have one or more of the following needs: under notice, real threat of notice or lease coming to an end; too expensive; too difficult to maintain; sharing facilities; unsuitable due to age/mobility impairment; lacking facilities; major disrepair; harassment/threat of harassment from neighbours.

A7 and A8. Sum of households

A7 is the sum of households who are overcrowded, concealed, are existing tenants in need or other tenures in need. A8 adjusts this total to remove double counting to give a figure for the total number of households with one or more housing need. This final figure takes account of any duplicates (so if the household is overcrowded and has another need, it is only counted once as a household in need).

Affordability of open market options

A.10 Table A2 sets out lower quartile prices and rents for Kesgrave.

Table A2 Lower quartile house prices and rents

Parish	Lower Quartile Price 2024	Lower Quartile private rent 2024
Kesgrave (parish)	£250,000	£897

Source: Data produced by Land Registry © Crown copyright 2024, Zoopla rental data

- A.11 Table A3 sets out the proportion of households in need who could not afford open market prices or rents. The affordability analysis assumes that a property is affordable if up to 25% of household income is spent on rent and buying costs up to 3.5x household income.
- A.12 The affordability of open market options is tested on all households in need (rows A3 to A6 in Table A1) based on 2025 household survey data and assumed that homeless households (A1) and those threatened with homelessness (A2) were unable to afford open market prices.
- A.13 Analysis in Table A3 concludes that 200 households in Kesgrave are in housing need and cannot afford to buy or rent on the open market and want to stay in the area. Assuming their needs are met over a 5-year period, this results in an annual backlog need of 40 affordable dwellings.

Table A3 Affordability of open market housing for households in need: Kesgrave

Needs groups	Number of households	% cannot afford to buy or rent	Number cannot afford to buy or rent
A. Sum of A1 and A2 households	44	100%	44
B. Total in A7 adjusted to remove any double counting	436	36%	156
D. Total cannot afford to buy or rent (B)			200

Step B: Future households in need

- A.14 **PPG Paragraph 021 Reference ID: 2a-021029190220** states that ‘projections of affordable housing need will have to reflect new household formation, the proportion of newly-forming households unable to buy or rent in the market area, and an estimate of the number of existing households falling into need. The process will need to identify the minimum household income required to access lower quartile (entry level) market housing. It can then assess what proportion of newly-forming households will be unable to access market housing.’

New household formation

- A.15 The most useful data sources for assessing the level of new household formation are:
- MHCLG/ONS household projections, from which an annual net increase in households can be derived (but projections are produced at district level only).
 - The English Housing Survey, from which a national gross household formation rate can be derived (currently 1.435%) and referenced as a data source in the PPG.
 - Estimates that can be derived from local household surveys.
- A.16 Data are summarised in Table A4.
- A.17 The modelled need from newly-forming households is based on a blend of the national gross formation rates and evidence from the household survey of the number of households expected to form and remain in Kesgrave.
- A.18 For Kesgrave, the annual affordable need from newly-forming households is 360 over 5 years or 72 each year.

Table A4 Net and gross household formation 5 years 2025-2030: Kesgrave

Scenario	Annual household formation	5-year household formation	Notes	Source
B. ONS 2018-based household projections	Not available at parish level	Not available at parish level	Not available at parish level	ONS 2018-based household projections
Kesgrave				
C. Average annual gross household formation rate based on applying national rate to total households	83	413	Gross household formation rate of 1.435% x 4,870 households	English Housing Survey 3-year average 2017/18 to 2019/20
D. Annual household formation estimate from household survey and wanting to stay	247	1,237	Local evidence of households expected to form	2025 household survey
E. Average of C and D	165	825	Recommend average of national and local rates considered in needs analysis	
F. % who could not afford open market prices or rents	43.6%	360	43.6% could not afford buying and 56.4% could not afford renting	
G. Final affordable need from newly forming households	72	360		

New households likely to be in affordable housing need

- A.19 Analysis of the tenure options being considered by newly-forming households indicates a very strong interest in affordable housing options. Modelling assumes that 43.6% of new households require affordable tenures. This results in a total 5- year need from annual affordable need from 360 newly-forming households in Kesgrave parish or 72 each year.

Existing households expected to fall into need

- A.20 The 2025 household survey identified 88 households who had fallen into need in the past 5 years and required affordable housing.

Total newly arising affordable housing need (gross per year)

A.21 Total 5-year newly arising need is therefore 448 as summarised in Table A5 or 90 each year.

Table A5 Total newly-arising affordable housing need: Kesgrave

Scenario	Percentage	Annual	5 year
A. Number of newly-forming households expecting to stay in the settlement		165	825
B. Proportion unable to afford market housing	43.6%	72	360
C. Existing households falling into need		18	88
Total newly arising affordable need (B+C) each year		90	448

Note: Tables subject to rounding errors

Step C: Affordable housing supply

A.22 PPG Paragraph 022 Reference ID: 2a-022-20190220 notes that 'there will be a current supply of housing stock that can be used to accommodate households in affordable housing need as well as future supply. There are five aspects to affordable supply to be considered as set out in Table A6.

Table A6 Affordable housing supply: Kesgrave

Source of supply/stock loss	Data source	Data
The number of affordable dwellings that are going to be vacated by occupiers that are fit for use by other households in need	RP lettings data over 1-year period 2023/24	Assume 7.7% annual turnover based on proportion of East Suffolk affordable stock turnover (1,110 CORE lettings 2023/24 and 14,477 socially rented households from 2021 census). Total households in affordable dwellings in Kesgrave = 426 so turnover of 33 dwellings each year
Suitable surplus stock (vacant properties)	MHCLG vacant dwelling statistics	None assumed
The committed supply of new net affordable homes at the point of assessment	Council data	No pipeline supply identified
Supply of affordable home ownership through <u>resale</u>	English Housing Survey Table FA4131	No resales are assumed.
Units taken out of management	Local authority data	None identified
Total annual supply	Calculation	33 relets of affordable dwellings lettings plus zero pipeline supply

Note: stock losses through right to buy are not referenced in PPG and not included in this table. Any losses through right to buy would increase the shortfall.

- A.23 Overall, the model assumes a total annual affordable housing stock supply of 33 each year.

Step D: Total annual need and breakdown by size and tenure

- A.24 Table A7 summarises the total annual need for affordable housing across Kesgrave over the next 5 years. Annualised figures are also shown. The analysis establishes a 5-year gross need for 650 affordable dwellings and taking into account supply through relets and pipeline supply, a net need for 485 affordable dwellings over the period 2025 to 2030 or 97 each year.

Table A7 Gross and net annual affordable need: Kesgrave

Scenario	Factor	5 year need	Annualised need	Data source/ assumption
A1	Current gross unmet need (before affordability test)	479	96	Table A1 row A9
A2	Current gross unmet need (after affordability test)	200	40	Table A3. Annualised need assumes unmet need is cleared over a 5 year period
B	Newly-arising annual need (after affordability test)	448	90	Table A5
TGN	Total gross need	650	130	A2+B
C	Affordable annual housing supply (relets)	165	33	Table A6
	Pipeline affordable dwellings	0	0	None assumed
	Total net need	485	97	TGN – C

Notes: Table subject to rounding errors

Dwelling type and size

- A.25 The dwelling size needs and type preferences of existing and newly-forming households have been analysed. Table A8 summarises the overall five-year gross need by dwelling type and size.

Table A8 Net five-year affordable housing need: Kesgrave

Dwelling type/size	Social / Affordable Rented	Affordable home ownership	Total
1-bedroom house	0	0	0
2-bedroom house	20	60	80
3-bedroom house	1	86	87
4 or more-bedroom house	20	105	125
1-bedroom flat	0	0	0
2 - bedroom flat	0	0	0
3 or more - bedroom flat	0	0	0
1-bedroom level-access	0	0	0
2 bedroom level-access	108	85	192
3 or more bedroom-level-access	0	0	0
Total	150	335	485
Summary (number of bedrooms)	Social / Affordable Rented	Affordable home ownership	Total
1	0	0	0
2	128	144	272
3	1	86	87
4 or more	20	105	125
Total	150	335	485
Of which: level access	108	85	192

Tenure mix

- A.26 Analysis of the tenure preferences of households needing affordable housing indicates an overall split of 21.4% social rented, 12.3% affordable rented and 66.3% affordable home ownership (Table A9) but the final mix will need to comply with Local Plan policies.

Table A9 Profile of affordable housing tenure

Tenure option	Existing households in need (%)	Newly-forming households (%)	Total (%)
Social rented	33.9%	15.8%	21.4%
Affordable rented	17.2%	10.1%	12.3%
Affordable home ownership	48.9%	74.1%	66.3%
Total	100.0%	100.0%	100.0%
Base (annual net need)	30	67	97

Technical Appendix B: Affordable housing definitions

Affordable housing definitions

Definitions relating to affordable housing are presented in the NPPF 2024 (Annex 2):

Affordable housing: housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers); and which complies with one or more of the following definitions⁹⁰:

a) **Social Rent:** meets all of the following conditions: (a) the rent is set in accordance with the Government's rent policy for Social Rent; (b) the landlord is a registered provider; and (c) it includes provisions to remain at an affordable price for future eligible households, or for the subsidy to be recycled for alternative affordable housing provision.

b) **Other affordable housing for rent:** meets all of the following conditions: (a) the rent is set in accordance with the Government's rent policy for affordable Rent, or is at least 20% below local market rents (including service charges where applicable); (b) the landlord is a registered provider, except where it is included as part of a Build to Rent scheme (in which case the landlord need not be a registered provider); and (c) it includes provisions to remain at an affordable price for future eligible households, or for the subsidy to be recycled for alternative affordable housing provision. For Build to Rent schemes affordable housing for rent is expected to be the normal form of affordable housing provision (and, in this context, is known as Affordable Private Rent).

c) **Discounted market sales housing:** is that sold at a discount of at least 20% below local market value. Eligibility is determined with regard to local incomes and local house prices. Provisions should be in place to ensure housing remains at a discount for future eligible households.

d) **Other affordable routes to home ownership:** is housing provided for sale that provides a route to ownership for those who could not achieve home ownership through the market. It includes shared ownership, relevant equity loans, other low cost homes for sale (at a price equivalent to at least 20% below local market value) and rent to buy (which includes a period of intermediate rent). Where public grant funding is provided, there should be provisions for the homes to remain at an affordable price for future eligible households, or for any receipts to be recycled for alternative affordable housing provision, or refunded to Government or the relevant authority specified in the funding agreement.

First Homes

In May 2021, Planning Practice Guidance was issued which set out the concept of First Homes and their delivery ([click here to read Planning Practice Guidance](#)). Key points are:

- First Homes are a discounted market sale housing and should be considered to meet the definition of 'affordable housing' for planning purposes.

- They must be discounted by a minimum of 30% against market value. After the discount has been applied, the first sale must be at a price no higher than £250,000 outside London.
- They must be sold to people meeting eligibility criteria which includes first-time buyers and household incomes should not exceed £80,000.
- The discount is passed onto each subsequent purchaser.

NPPF 2024 (paragraph 66 footnote 30) states that 'the requirement to deliver a minimum of 25% of affordable housing as First Homes, as set out in 'Affordable Homes Update' Written Ministerial Statement dated 24 May 2021, no longer applies. Delivery of First Homes can, however, continue where local planning authorities judge that they meet local need.'

Technical Appendix C: Stakeholder Consultation – Community Needs Summary

- C.1 arc4 contacted a range of stakeholders to obtain feedback on the community needs of people living in Kesgrave. The findings from 8 achieved responses are summarised in this appendix.
- C.2 The community stakeholder report highlights feedback from a range of local organisations, businesses, and charities active in Kesgrave. Stakeholders included schools, long-established charities, cafés, a healing centre, an arts business, and an architectural firm, many of which have served the community for decades.
- C.3 Overall, stakeholders recognised the strength of Kesgrave's core services but identified ongoing challenges around affordable housing, with demand for both lower-cost and eco-friendly homes, while the private rental market remains largely high-end.
- C.4 Businesses and organisations reported mixed experiences with recruitment, with some difficulties in filling lower-paid roles and specific skill shortages, though most indicated potential for expansion and the creation of new job opportunities in the next 5 years (Table C1).
- C.5 Community organisations such as SPARK, the high school, and a community interest café highlighted the wide range of local people benefiting from their work, funded through grants, donations, or trading activity, though some face challenges with volunteer engagement and specialist skills. Stakeholders also expressed interest in more support, including small business forums, training schemes, and better promotion of opportunities (Table C2).
- C.6 Suggested improvements included enhanced housing options, better road links, increased funding, and stronger community engagement to encourage wider participation.
- C.7 Overall, the report reflects Kesgrave's strong community infrastructure, while emphasising the need for affordable housing, practical business support, and greater resident involvement to sustain local growth and wellbeing.

Table C.1 Overview of business stakeholders in Kesgrave

Business	Description	Number of years in Kesgrave	Number of people employed	Issues finding accommodation	Potential to expand business in Kesgrave	Creating new job opportunities in the next 5 years	Shortage of any skill requirements	Problems filling job vacancies
SPARK	Registered charity	25 years	Part time: 1 Full time: 1 Contract / agency: 0	One employee has moved out of Kesgrave, and one has a house in Kesgrave	N/A	Always possible	No	No
Café	Café	2.5 years	Part time: 10 Full time: 0 Contract / agency: 0	No	Possibly	Yes	Challenging finding a new cook	Yes
Patrick Allen & Associates	Architects	21 years	Part time: 0 Full time: 4 Contract / agency: 1	Yes	Yes	Yes	No	No
Church	Healing Centre	7 years	All voluntary position	Volunteers live in different areas	Yes	No	No	No
Grant Making Trust	Registered charity	20 years	Part time: 5 Full time: 2 Contract / agency: 0	No	Yes	Yes	No	Yes – lack of local skills in charity grant making
Kesgrave Arts	Retail Shop, framing, paintings and art classes	19 years	Part time: Full time: 2 Contract / agency:	No	No	No	No	No

Table C.2 Overview of community stakeholders in Kesgrave

Community Organisation	Description	Number of years in Kesgrave	Number of members, participants in activities or people who benefit from your work	How is organisation funded	Awareness of SPARK and Town Council grants scheme	Award scheme for Kesgrave to recognise the work of voluntary organisations and individual volunteers	Shortage of any skill requirements	Problems finding volunteers over the last year
School	School	60 years	1850 students	DfE	Yes	N/A	Recruitment of teachers is national challenging	No
SPARK	PARK CIO has operated in Kesgrave for 25 years raising money and providing grants to numerous, sporting and recreational clubs/organisations. It also provides grants to all the local schools, library and Town Council with whom it works in partnership.	25 years	Trustees, 2 shop staff, 20+ shop volunteers. All of Kesgrave can benefit from our charitable work.	Income generated from the sale of donated clothing and bric a brac through the 2 nd Stop Shop	Fully	Nice to have if only to use it to promote participation by residents of Kesgrave	No	No
Café	Community Interest Company (CIC) that supports individuals with learning disabilities through the operation of a café	14 years	8 part time employees - 8 Volunteers - 13 Service users - Between 30 to 60 local residents as customers in the café	Food sales and SCC as an accredited day service	Yes - received grants from both before	Possibly – while an award scheme could be a nice gesture, appreciation is already shown to volunteers through things like meals or outings.	Not at present	Not overly, the cafe only requires 1 to 2 volunteers a day and often has 8 over 4 days

Community Organisation	Description	Number of years in Kesgrave	Number of members, participants in activities or people who benefit from your work	How is organisation funded	Awareness of SPARK and Town Council grants scheme	Award scheme for Kesgrave to recognise the work of voluntary organisations and individual volunteers	Shortage of any skill requirements	Problems finding volunteers over the last year
						The company work hard to keep food prices low and ensure staff are fairly paid, which is especially challenging given the many hidden costs involved in running a business, so to be recognised as an organisation as said above would be nice but not essential.		

Technical Appendix D: Agent Review

- D.1 Agents were asked questions to build up a detailed understanding of the housing market in Kesgrave. Six agents were contacted via telephone. One declined to participate, two had a focus on sales, and three were able to give an overview of both sales and lettings.

Sales Market

Gaps in Supply

- D.2 The agent responses reveal a striking lack of consensus about supply gaps in Kesgrave. While some agents report no significant gaps in housing supply, describing the market as "quite active" with good variety across all property types including 4-bedroom detached houses, 3-bedroom semi-detached properties, and 2-bedroom terraced homes, others present a more nuanced picture of current market conditions. One agent specifically noted that "there isn't any type of property that isn't for sale," emphasising the breadth of available stock across different property categories. This suggests that from a pure availability standpoint, buyers have options across the housing spectrum.
- D.3 However, a more concerning picture emerges from other agents who describe the current market as over-saturated. One agent reported that "there are a lot of properties that come to market and don't sell in Kesgrave," indicating that the issue may not be supply gaps but rather a mismatch between seller expectations and buyer demand. This perspective suggests that Kesgrave has lost some of its previous desirability, with one agent noting that "in the past anything put onto the market would sell quickly but now the market is over saturated." This represents a significant shift from the historical pattern where Kesgrave properties were highly sought after.
- D.4 The 4-bedroom detached market appears to exemplify this shift. One agent observed that "a couple of years ago it was quite difficult to find a 4 bed property in Kesgrave but now there are loads of them." This suggests that what was once a supply gap has potentially swung to oversupply, at least in certain market segments.
- D.5 The general consensus points to a market where supply gaps are not the primary concern. Instead, the challenge appears to be one of market dynamics, with one agent noting that "there isn't a lot of anything on the market at the moment" while another describes oversaturation. The varying agent perspectives suggest that sellers in Kesgrave currently face a more challenging environment than in previous years. Success appears to depend heavily on competitive pricing, with agents advising that sellers "need to be attractively priced or lucky to sell."
- D.6 Rather than traditional supply gaps, the Kesgrave market appears to be experiencing a rebalancing phase where previous supply constraints have eased, but this has coincided with changing buyer preferences or economic conditions that have reduced the area's previous premium appeal. Agents described a market that now requires a more strategic approach to pricing and marketing than the automatic success that characterised previous years.

Most Popular Property Type and Area

- D.7 Clear patterns are emerging regarding sought-after property types and locations, though agent responses emphasise that preferences vary significantly based on individual buyer circumstances and evolving market dynamics.
- D.8 The 2 to 4-bedroom range generates the most consistent market interest across Kesgrave's residential sectors. Agents report that 2-bedroom terraced houses and 3-bedroom semi-detached properties are "most popular and always sell quite well," representing the core market segment that provides steady transaction volumes throughout different market conditions. Strong demand also exists for 4-bedroom detached houses, particularly from families seeking larger accommodation as they expand or require additional space for home working arrangements.
- D.9 Multiple agents identified the 3 to 4-bedroom bracket as the market sweet spot, suggesting Kesgrave attracts established families and those looking to upsize rather than first-time buyers or downsizers. This demographic trend reflects the area's positioning as a mature residential location that supports family life stages beyond initial property ownership.
- D.10 Grange Farm stands out as the premier location, with multiple agents citing it as either the most popular or among the most desirable areas within the broader Kesgrave market. Its appeal stems from good amenities and modern housing stock, making it particularly attractive to families with children who value convenient access to schools, recreational facilities, and retail services. As one agent noted, "Grange Farm is very popular with good amenities," underlining how local infrastructure quality drives sustained demand and supports property values.
- D.11 The Ropes Drive area commands significant interest, with agents observing that "all of the roads off it are popular." This network of streets has developed into a desirable residential enclave, likely due to its thoughtful layout, consistent housing quality, and strategic proximity to local facilities. The area's appeal appears to extend beyond the main road itself, creating a broader zone of residential desirability.
- D.12 A notable distinction exists between different parts of Kesgrave that reflects varying buyer priorities and lifestyle preferences. Agents observe that "Old Kesgrave is more spacious, has more bungalows and bigger gardens", compared to newer developments, creating distinct market segments with different value propositions. This creates varied appeal - buyers prioritising space, privacy, and mature properties gravitate towards established areas, while families wanting modern amenities, energy efficiency, and contemporary design prefer developments around Grange Farm.
- D.13 Rather than having a single "most popular" area, Kesgrave offers different attractions to distinct market segments, enabling the area to maintain broad appeal across various buyer categories. Newer areas like Grange Farm draw buyers seeking contemporary housing with good local facilities and modern conveniences, while established Old Kesgrave appeals to those prioritising space, mature gardens, established landscaping, and single level living options that suit different life stages.

- D.14 The consistent focus on the 2 to 4-bedroom range indicates Kesgrave's market is dominated by family buyers, from those starting families in smaller properties through to established families seeking larger detached houses with scope for future expansion. This demographic concentration aligns with the area's reputation as a family-oriented location with quality schools, recreational amenities, and transport connections that support both local living and commuting patterns.

Least Popular Property Type and Area

- D.15 There is a notably positive overall perception of the area, with several agents emphasising that few property types or locations could be considered genuinely unpopular within Kesgrave's residential market.
- D.16 Apartments consistently emerge as the least appealing dwelling type across all agent responses. This preference likely reflects the area's family-oriented demographic, where buyers typically seek properties with private gardens, direct street access, and greater space for family activities. The apartment market's challenges may also stem from buyers' desire for greater control over their living environment and the ability to modify or extend their properties over time.
- D.17 At the premium end of the market, very substantial properties face notable demand challenges. One agent reported that "5 to 6 bedrooms really sit around at the moment," indicating these large family homes struggle to attract buyers in current market conditions. This suggests that even affluent buyers may be cautious about committing to such properties, possibly due to higher running costs, increased maintenance requirements, heating expenses, or simply a preference for more manageable accommodation that better suits modern family lifestyles. The reduced demand may also reflect changing work patterns and lifestyle priorities following recent economic uncertainties.
- D.18 Several agents were reluctant to identify any areas within Kesgrave as being least popular, with one stating definitively that "nothing is least popular in Kesgrave, it's a popular area all round." This suggests the area's overall desirability remains strong across different neighbourhoods and residential developments, which is unusual in many residential markets where certain areas typically command less interest due to location, amenities, or housing quality factors.
- D.19 Some subtle preferences did emerge regarding different parts of Kesgrave that reflect varying buyer priorities. One agent noted that whilst there's "no least popular area," they observed that "the newer side is a bit congested." While newer developments aren't unpopular per se, some buyers may have concerns about density, parking availability, and the feeling of being in a more built-up environment. These newer areas may also lack the mature landscaping and established community feel that characterises older areas.
- D.20 The general reluctance of agents to identify unpopular areas or property types suggests Kesgrave maintains broad appeal across its housing stock and geographical areas. Market challenges appear to be more about oversupply in certain segments rather than fundamental unpopularity of particular property types or locations. This reinforces that the area's issues stem from market saturation and specific segment challenges rather than declining desirability,

with apartments and very large properties facing more specific demand challenges related to buyer preferences and economic considerations.

Right Types of Properties Being Built

- D.21 There are mixed views on both the current building activity and whether the right types of dwellings are being constructed to meet local demand.
- D.22 The agent responses reveal significant uncertainty about current building activity in Kesgrave, with one agent stating they are "not aware of anything being built in Kesgrave presently." This suggests that new construction may be limited or at a standstill, which could explain some of the market dynamics observed elsewhere in the survey. The lack of new building activity may be contributing to the market conditions where certain property types are becoming oversupplied whilst others remain in demand.
- D.23 There appears to be a fundamental constraint on further development, with one agent noting that they "don't think there's any more space anywhere to build." This suggests that Kesgrave may be reaching the limits of its developable land, which has significant implications for future housing supply and the area's ability to meet changing demand patterns. If this assessment is accurate, it means that the existing housing stock will need to serve future demand with minimal additions.
- D.24 However, there is disagreement about whether the right types of properties have been built historically. One agent expressed satisfaction with current building patterns, simply stating "yes" when asked if the right types of dwellings are being built. This suggests that from their perspective, the mix of property types that have been developed aligns well with market demand.
- D.25 Conversely, another agent identified a specific gap in the building programme, arguing that "more 2 and 3 bedroom houses should be built." This response aligns with earlier findings about the popularity of 2 to 4 bedroom properties and suggests that there may be insufficient smaller family homes being constructed relative to demand. The emphasis on 2 to 3 bedroom properties suggests that there's recognised demand from first-time buyers, young families, and those seeking to downsize, but that new building hasn't adequately served these market segments.
- D.26 The call for more 2 to 3 bedroom properties is particularly significant given the earlier agent feedback about apartments being unpopular. This suggests that buyers want smaller accommodation but specifically in house-form rather than flats, indicating a preference for properties with private outdoor space and the character that houses provide.
- D.27 The mixed responses highlight a potential mismatch between development patterns and market needs. While some agents are satisfied with building types, others see clear gaps that haven't been addressed.

Rental Market

Gaps in Supply

- D.28 The agent responses reveal a striking lack of consensus about rental supply in Kesgrave. One agent reported a relatively balanced rental market, stating that "we've got enough of everything, there isn't an abundance of tenants waiting for example. The supply seems to be there." This perspective suggests that from their experience, rental demand is being adequately met without significant shortages or waiting lists building up.
- D.29 However, this optimistic view contrasts sharply with other agents who describe much tighter rental market conditions. One agent reported that "there isn't a lot of anything to rent on the market at the moment. There's a shortage of everything," indicating severe supply constraints across all rental property types. Another commented "the rental market is strained as lots of landlords are selling, which reduces the stock and drives up prices for the properties that are available". This suggests that the rental market may be experiencing acute shortages that affect all segments, from small apartments through to larger family homes.
- D.30 The speed of rental transactions appears to support the shortage perspective, with another agent observing that "there's not a lot of anything that sticks around." This comment suggests that whilst there may not be large numbers of properties available at any given time, those that do come to market are let very quickly. This rapid turnover indicates underlying demand that exceeds visible supply, creating a market where properties are snapped up almost immediately upon becoming available.
- D.31 These conflicting assessments suggest that the rental market in Kesgrave may be characterised by rapid turnover rather than abundant choice. Properties may be being let quickly when they become available rather than building up a substantial stock of available options for prospective tenants to choose from. This creates a dynamic where the rental market appears tight even when supply might technically meet demand, because availability is so brief that many prospective tenants struggle to secure suitable accommodation.
- D.32 The contradictory agent experiences may also reflect different market segments or geographic focuses within their rental portfolios. Some agents may be operating in segments where supply and demand are more balanced, whilst others are dealing with property types or price ranges where shortages are more acute. This fragmentation suggests that rental market conditions in Kesgrave cannot be characterised by a single narrative but rather depend significantly on the specific type of accommodation and price point being sought.

Most Popular Property Type and Area

- D.33 The rental market shows a distinct preference for properties in the 2 to 3 bedroom range, with agents consistently identifying these as the most popular dwelling types. One agent specifically noted that "2 and 3 bed terraced and semi's are the most popular," highlighting both the preferred size and the favoured property styles within the rental market. This preference for terraced houses and semi-detached properties suggests that tenants value the character

- and space that these traditional house types provide, rather than seeking modern apartments or larger detached properties.
- D.34 The appeal of 3-bedroom properties appears particularly strong, with another agent stating that "anything with 3 bedrooms is most popular." This suggests that 3-bedroom accommodation represents the sweet spot for the Kesgrave rental market, likely appealing to young families who need space for children but don't require the larger accommodation that 4+ bedroom properties provide. The popularity of 3-bedroom properties may also reflect their appeal to house sharers, professional couples planning to start families, or small established families seeking rental accommodation.
- D.35 The focus on 2 to 3 bedroom properties in the rental market contrasts with the sales market, where 4-bedroom detached properties also feature prominently in demand. This difference suggests that the rental market is serving a different demographic - likely younger families, professionals, and those in transitional housing situations who prioritise affordability and practicality over the larger spaces that owner-occupiers might seek.
- D.36 The emphasis on terraced houses and semi-detached properties, rather than apartments, aligns with the earlier finding that apartments are generally unpopular in Kesgrave. This suggests that even in the rental market, tenants prefer properties with private outdoor space and the character that houses provide, rather than the convenience that apartment living might offer.
- D.37 The consistent agent responses about 2 to 3 bedroom properties being most popular suggests that this segment of the rental market is both highly sought after and likely to achieve quick lets when properties become available. This concentration of demand in a specific property type may also explain why these properties "don't stick around" when they come to market, as they serve the core rental demographic in Kesgrave.

Least Popular Property Type and Area

- D.38 Apartments are consistently identified as the least popular rental property type in Kesgrave, mirroring the same pattern observed in the sales market. This suggests that across both rental and sales markets, there is a strong preference for house-style accommodation over flat living. The unpopularity of apartments in the rental market may reflect tenant preferences for private outdoor space, separate entrances, and the character that houses provide. It may also indicate that potential tenants associate apartments with higher density living or concerns about noise from neighbouring properties.
- D.39 At the opposite end of the size spectrum, 4-bedroom detached properties are also identified as least popular in the rental market. This finding is particularly significant as it contrasts with the sales market, where 4-bedroom detached properties are among the most sought-after property types. The lack of rental demand for larger properties likely reflects several factors including higher rental costs, the demographics of the rental market, and practical considerations about heating and maintenance costs for tenants.
- D.40 The unpopularity of 4-bedroom detached properties in the rental market suggests that this accommodation type serves a different market segment - primarily owner-occupiers who are established families with the financial means

to purchase rather than rent. Those seeking 4-bedroom accommodation may be more likely to be in a position to buy rather than rent, leaving limited rental demand for these larger properties.

- D.41 The rental market's rejection of both apartments and large detached properties reinforces the earlier finding about the popularity of 2 to 3 bedroom terraced houses and semi-detached properties. This suggests that the Kesgrave rental market has a very specific preference profile, favouring mid-size house-style accommodation that provides both affordability and the character that tenants associate with family living.
- D.42 These preferences create a narrow band of popular rental property types, which may explain why suitable properties are snapped up quickly when they become *available*.

Technical Appendix E: Community Survey Summary Tables

The results of the community-focused questions in the 2025 community survey have been summarised in Chapter 5 and the summary tables are provided in this appendix.

Services and Town Council

Table E1 Provision of Services and Utilities: How do you rate the provision of the following services and utilities in Kesgrave?

Category	Satisfaction*
Mains electricity	100.0%
Mains gas	99.5%
Sewerage	97.7%
Refuse collection	95.6%
Mains drainage	94.8%
Recycling facilities	94.7%
Internet Broadband reception	94.3%
Winter weather service (e.g. gritting)	89.9%
Mobile phone reception	88.6%
Street lighting	88.6%
Street cleaning	77.5%
Pavements and footways	71.0%
Roadside care (Clearing drains etc)	69.1%

* combined partially/satisfied/more than/very

Table E2 Importance of amenities: How important do you feel it is to have the following?

Amenity	Important*
Doctors Surgery	99.2%
Local shops	99.0%
Pharmacy	98.9%
Supermarket	98.7%
Post Office	98.4%
Community Police Officer	98.4%
Dental Practice	98.2%
Local food outlets/restaurants	92.9%
Library	90.8%
Tea shop/café	89.8%
Local pub(s)	88.1%
Local car servicing/repairs	84.6%
Direct food deliveries via the web	83.1%
Local Farm Shop/Nursery	82.9%
Taxi	79.8%
Market	79.6%
Town Square	72.6%
Other	70.4%
Fresh fish van	66.0%
Mobile food vendors	64.2%

*combined important/slightly important

Table E3 Reasons for shopping locally: If you usually shop in Kesgrave, is it because

Response	% of Kesgrave Households
Convenience	75.0%
You like to support local shops	46.9%
You need last minute items	44.7%
It saves transport costs	35.9%
The local shops give good value	19.5%
You like the social contact	17.3%
You don't have transport to go elsewhere	6.8%

Table E4 Reasons for shopping away from Kesgrave: If you usually shop away from Kesgrave, is it because...

Response	% of Kesgrave Households
You have greater choice there	62.6%
Goods are cheaper	29.5%
Easy to park	26.0%
It is convenient for your place of work	8.9%
It is convenient for your child's school/nursery	1.3%

Table E5 Does Kesgrave require public toilets?

Response	% of Kesgrave Households
No	58.3%
Yes	41.7%

Table E6 Quality of Engagement with the Town Council: In relation to the Town Council's engagement with its residents – how do you rate it in terms of the following.

Engagement	Fair	Good	Total Positive
Understanding of Council's statutory functions	55.9%	24.2%	80.1%
Understanding of the addtnl services KTC provides inc events	45.3%	42.7%	88.1%
Keeping you informed	50.9%	28.1%	79.0%
Listening to your comments	55.1%	21.1%	76.2%
Doing what it can to address your concerns	54.1%	21.7%	75.9%

Table E7 How to improve engagement with the Town Council: What could it do to improve?

Response	% of Kesgrave Households
More frequent social media	41.4%
Better website	32.3%
More written communications, e.g: regular news magazine	35.8%
In person opportunities to speak to Cllrs / drop in sessions	23.9%

Environment and Biodiversity

Table E8 What further use should be made of the public open spaces in Kesgrave?

Response	% of Kesgrave Households
None, just maintain them to encourage wildflowers / biodiversity	42.8%
More seats / benches for social interaction	36.6%
More sports and recreation facilities, supporting activities for young people	35.2%
More children's play areas	18.1%

Table E9 What do you think could be done to improve the ecology, wildlife and biodiversity in Kesgrave?

Response	% of Kesgrave Households
Look after existing hedges/woodland	68.7%
Create more wildlife habitats (i.e: bird boxes, hedgehog homes, bug houses)	50.5%
Develop more nature areas	36.7%
Plant more trees	30.3%
Plant more hedges	23.1%
Create a tree nursery from local seed	16.3%

Table E10 What could be done to help protect and enhance the local environment of Kesgrave?

Response	% of Kesgrave Households
Trim back trees and hedges boarding foot/cycle paths	76.0%
Prevent dog fouling in public open spaces	55.3%
Promote community renewable initiatives	31.0%
Improve public transport	28.8%
Improve public rights of way	17.6%

Table E11 Do the following cause you a frequent problem?

Response	% of Kesgrave Households
Cars parked inconsiderately	59.9%
Traffic	41.9%
Litter	30.7%
Uncontrolled dogs on public open spaces	21.6%
Dogs barking	13.8%
Noisy neighbours	10.9%
Light pollution	6.3%
Bonfires	4.9%

Amenities

Table E12 Should land or buildings be purchased or adopted to provide or enhance existing, the following local amenities?

Response	% of Kesgrave Households
Nature areas	35.2%
Allotments	33.1%
Youth facilities	30.3%
Open space	28.0%
Play area	20.0%
Multi use games area (MUGA)	19.8%
Community Centre	14.8%
Library	14.7%
Exercise equipment	14.0%
Sports field	13.1%
Cemetery	8.3%

Table E13 How often do you use the following amenities in Kesgrave?

Amenity	Occasionally / Frequently
Cafes/Restaurants	81.9%
Public houses	68.2%
Millennium Sports Ground/Bridleway	66.1%
Library	64.3%
KWMCC for events	46.3%
Foxhall Stadium	44.4%
Scout Hall	42.7%
KWMCC for sports	32.8%
Millennium Jubilee Hall	32.6%
Kesgrave Social Club	19.0%
Other community halls e.g. Fred Upson Hall, Church Hall	13.0%
Rooms affiliated to places of worship	10.3%

Table E14 If a new community building was to be built, what facilities would you like?

Response	% of Kesgrave Households
Low-cost room hire for local clubs/charities	41.8%
Public toilets	36.6%
Café	33.7%
Local small business hub	24.5%
More Library space	24.4%
Stage with music and dancing facilities	22.5%
Meeting Rooms	18.1%

Table E15 What additional sports facilities are needed in Kesgrave?

Response	% of Kesgrave Households
Swimming Pool	49.4%
Gym	26.9%
Pitches for football/rugby/cricket	13.2%
Athletics track	10.4%
Basketball / Net Ball Courts (MUGA)	8.7%
Tennis courts	6.4%

Table E16 In relation to information, do you think Kesgrave needs any of the following?

Response	% of Kesgrave Households
Improved use of the town council social media communications	33.7%
Monthly newsletter/magazine	32.6%
An improved / easy to use town council website	31.0%
Town guide	24.8%
More notice boards	19.1%
More signposts to assist with finding places in the town	13.8%
Replacement / re-siting of current noticeboards	12.2%