

**Sefton Mover's Survey
Results**

**First Edition
September 2022**

1. Introduction

1.1 The Sefton Local Plan identified a need for over 11,500 new homes to 2030. Many of these were planned on large housing allocations. The Local Plan was adopted in April 2017 and many of these housing allocations have been built or are under construction. The newly built houses are now providing homes for families in Sefton.

1.2 As part of the monitoring of the Local Plan, it's useful to know from where the new households moved from, why they moved to Sefton (or another part of Sefton), what impact this had on them accessing services and facilities and the change in the type of home resulted from their move.

1.3 A Mover's Survey was devised to collect this information. A copy of the survey is provided at Appendix A. All residents in homes newly completed since 1 April 2018 were sent a letter which provided a link to the online Mover's Survey. The first letters went out in June 2022 to homes completed between April 2018 and March 2021. This first set of letters will be followed up each year with letters to households completed in the previous year, i.e. the homes completed during 2021-22 will be contacted during 2022-23.

1.4 This first report sets out the findings of the survey for the households contacted in the initial set of letters. It takes account of responses received by 15 August 2022. It will be updated each year by subsequent responses.

2. Response Rate

2.1 The Council contacted 1,477 households in homes completed between April 2018 and March 2021 by letter in June 2022. By 15 August 2022 we have received 194 completed surveys. This is a response rate of over 13%.

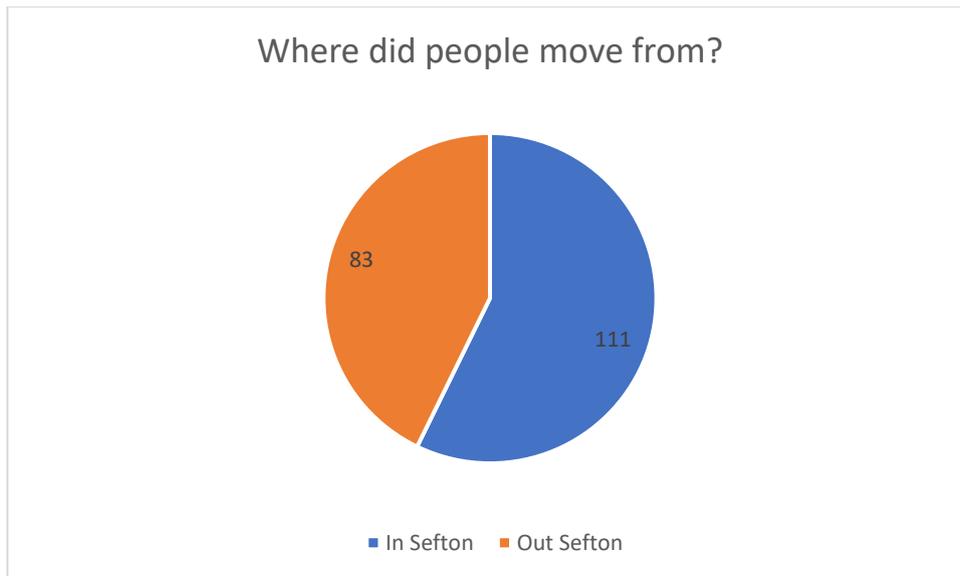
2.2 A margin of error, also called confidence interval, tells you how much you can expect survey results to reflect the views from the overall base population. In this case our base population is the total number of households who moved into newly built homes. A margin of error is a way of measuring how effective a survey is. The smaller the margin of error, the more confidence you may have in your results. The bigger the margin of error, the farther they can stray from the views of the total population.

2.3 Based on a response rate of 194 from 1477, the results of the Mover's Survey give a 7% margin error at a 95% confidence level. What this means in practice, if the survey gave a result for one of the questions as 65%, there is a 95% chance that the result for the entire base population is within 58-72%, i.e. +/- 7%. As we do more surveys in future years, this margin of error will decrease.

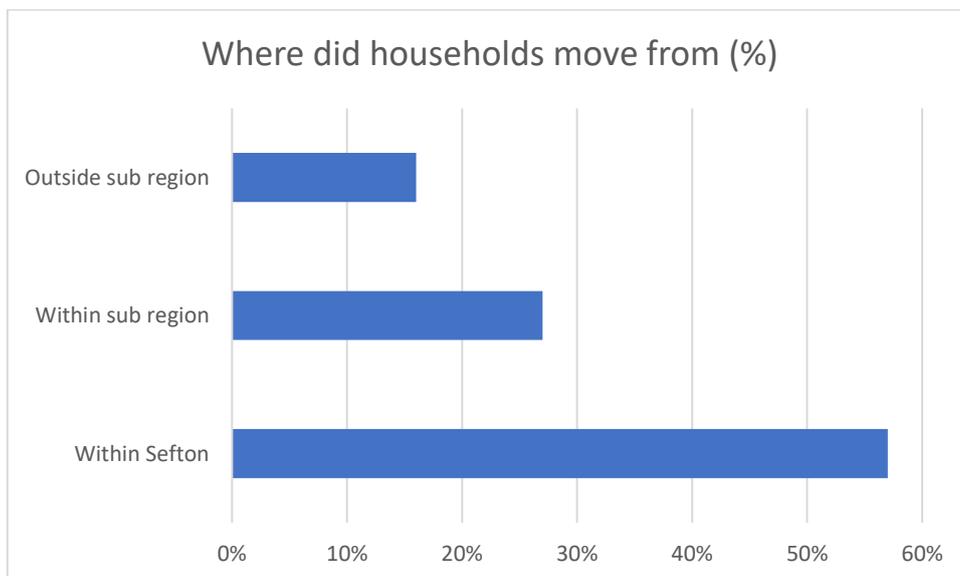
3. Results

Where did people move to new homes from?

3.1 The first question in the survey was where households moved from to their new home. The chart below shows that 111 of the 194 respondents (57%) said that they moved into their new home from within Sefton, whilst 83 (43%) moved from outside the borough.



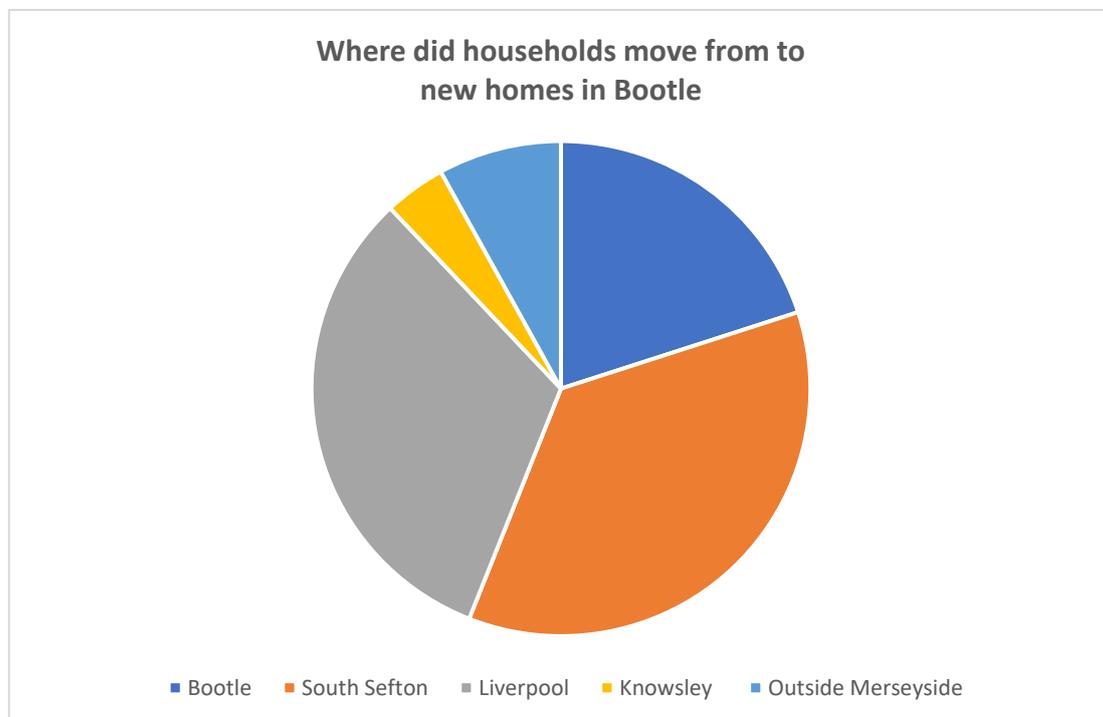
3.2 Of the households who moved into Sefton from outside, the majority of these were from the sub-region (i.e. Merseyside, West Lancashire or Halton). Of the total number of new households 16% indicated a move from further afield – see below. This included households from places such as Blackburn and Manchester but also as far as Cumbria and Hampshire and even overseas.



3.3 If we look at new homes in different parts of Sefton we can see where people moved from to occupy those homes. Not all areas have had recent housing developments so this section will focus on housing development in Bootle (L20), Maghull (L31), Formby (L37 and L38) and Southport (PR8 and PR9). Other areas will be added in future years once new housing developments are completed and occupied.

Bootle

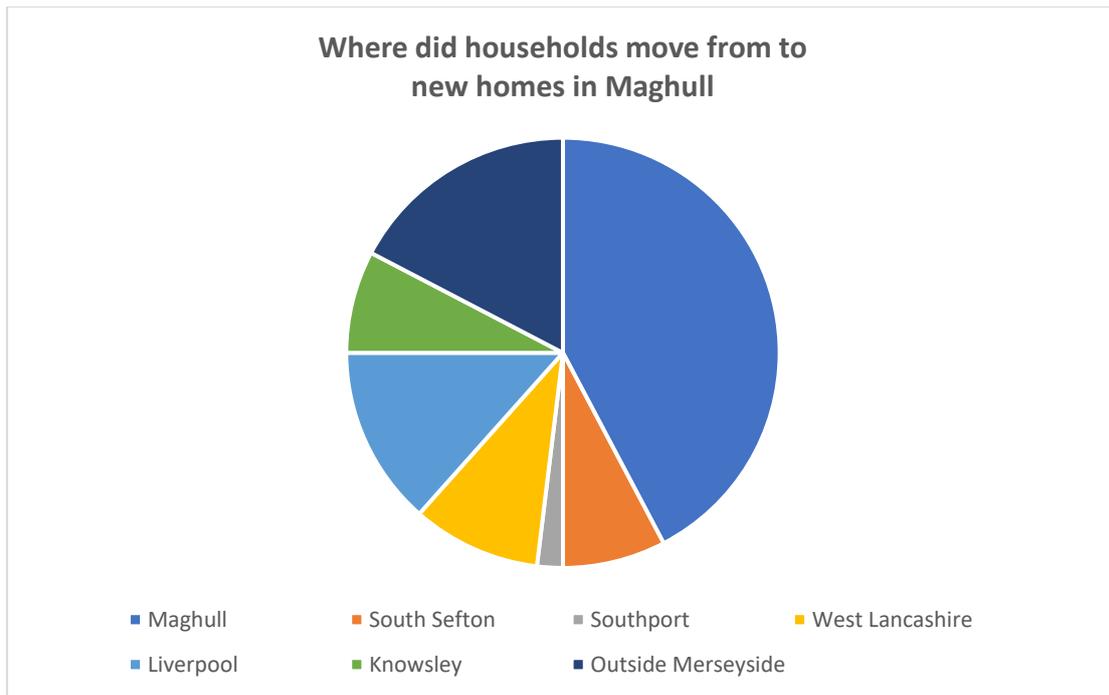
3.4 The largest recent developments in the Bootle area are the two redevelopments that were implemented under the Housing Market Renewal Initiative, namely the Klondyke and around the Bedford/Queens Road area. The chart below shows the origin of the households who moved into new homes in the Bootle (L20) area in recent years.



3.5 As can be seen only 20% of the households in new homes in Bootle were already residents of Bootle. However, a further 36% came from nearby parts of South Sefton (such as Netherton, Waterloo, Seaforth and Litherland) and 32% came from neighbouring Liverpool, including many from the north Liverpool suburbs of Walton, Kirkdale and Fazakerley. Therefore, the survey results show that approximately 88% of new homes have been occupied by people who lived in and around the Bootle area.

Maghull

3.6 The main area of new homes in the Maghull over the past few years is the housing development known as 'Poppyfields' which is to the north of School Lane and east of the rail line.

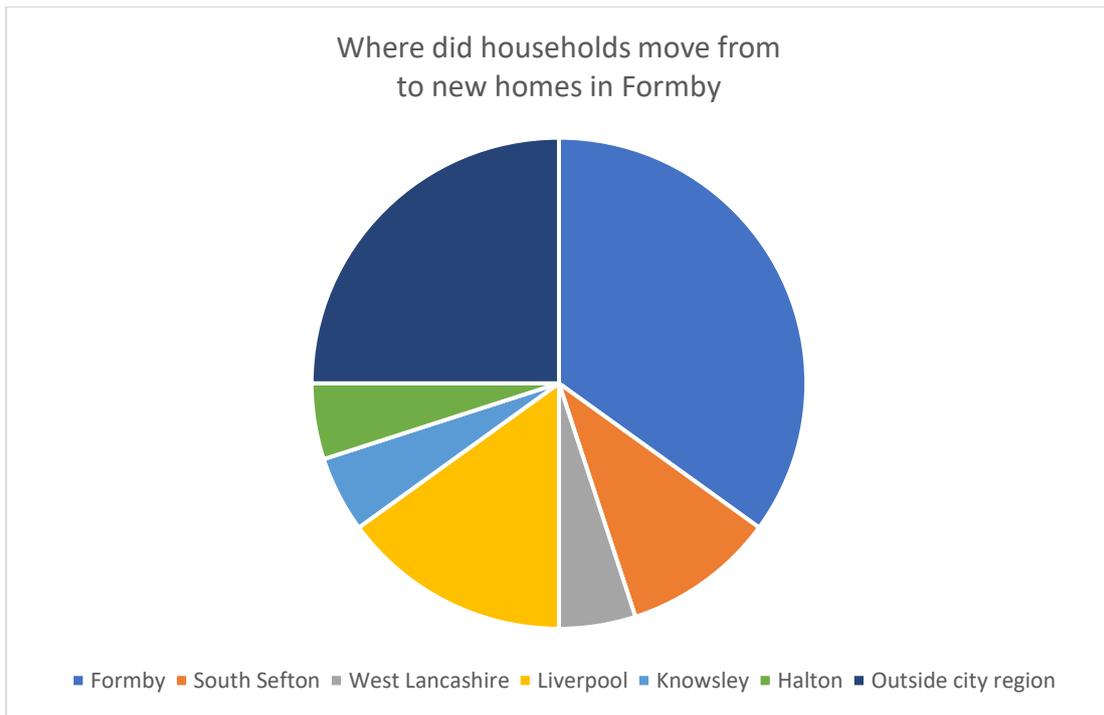


3.7 42% of the households within new homes in Maghull were already residents of Maghull. This shows there is quite good local demand for new homes in the Maghull area and that a good proportion of new homes are being bought or rented by local residents. New homes in Maghull are also attracting resident from the nearby areas in Knowsley, predominantly the Kirkby area, Liverpool and West Lancashire. This is not surprising given the proximity to these areas from Maghull. Transport connections between Maghull and parts of Sefton, such as Southport and Formby, are less well developed and this may explain the limited number of households moving from these areas to Maghull.

3.8 There are several large housing developments that are currently being constructed or due to commence soon in the wider Maghull and Lydiat area. Future additions of the Movers Survey will hopefully reflect the feedback from the households in these new homes and give us excellent data and where people are moving from and why.

Formby

3.9 The key recent housing schemes to which people have moved to in the Formby area include Andrews Close and the site of the former Powerhouse.



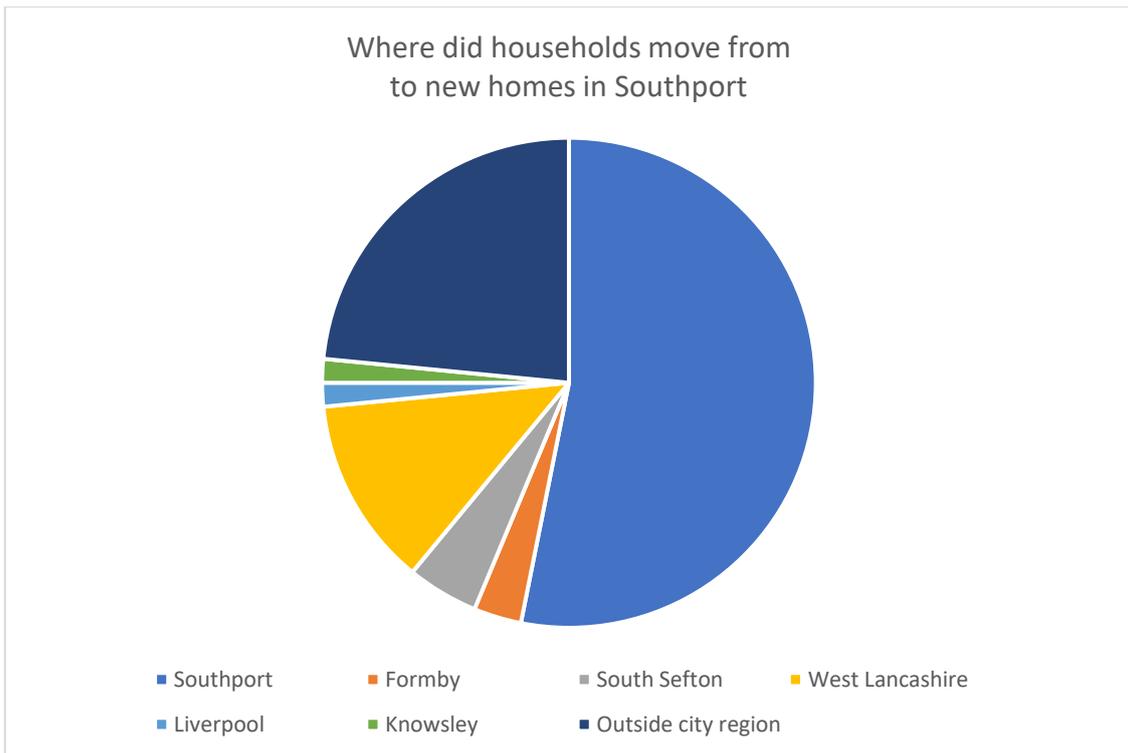
3.10 About one third of households in new Formby homes have moved there from other Formby homes. However, a half of households in new homes in Formby moved to the area from beyond the immediate vicinity, including those from Liverpool, Knowsley and beyond. This would suggest that Formby attracts new households to the area than the immediate area, possibly due to its coastal location, good transport homes and environment.

Southport

3.11 The largest housing development in the Southport area that has seen households move to is the Town Land Kew scheme. Just over half of households who moved to new homes in the Southport area had previously lived in the Southport area. This may suggest that Southport is a more self-contained housing market than other areas in Sefton. However, it may also reflect that Southport is much larger than the other sub areas and has a larger population.



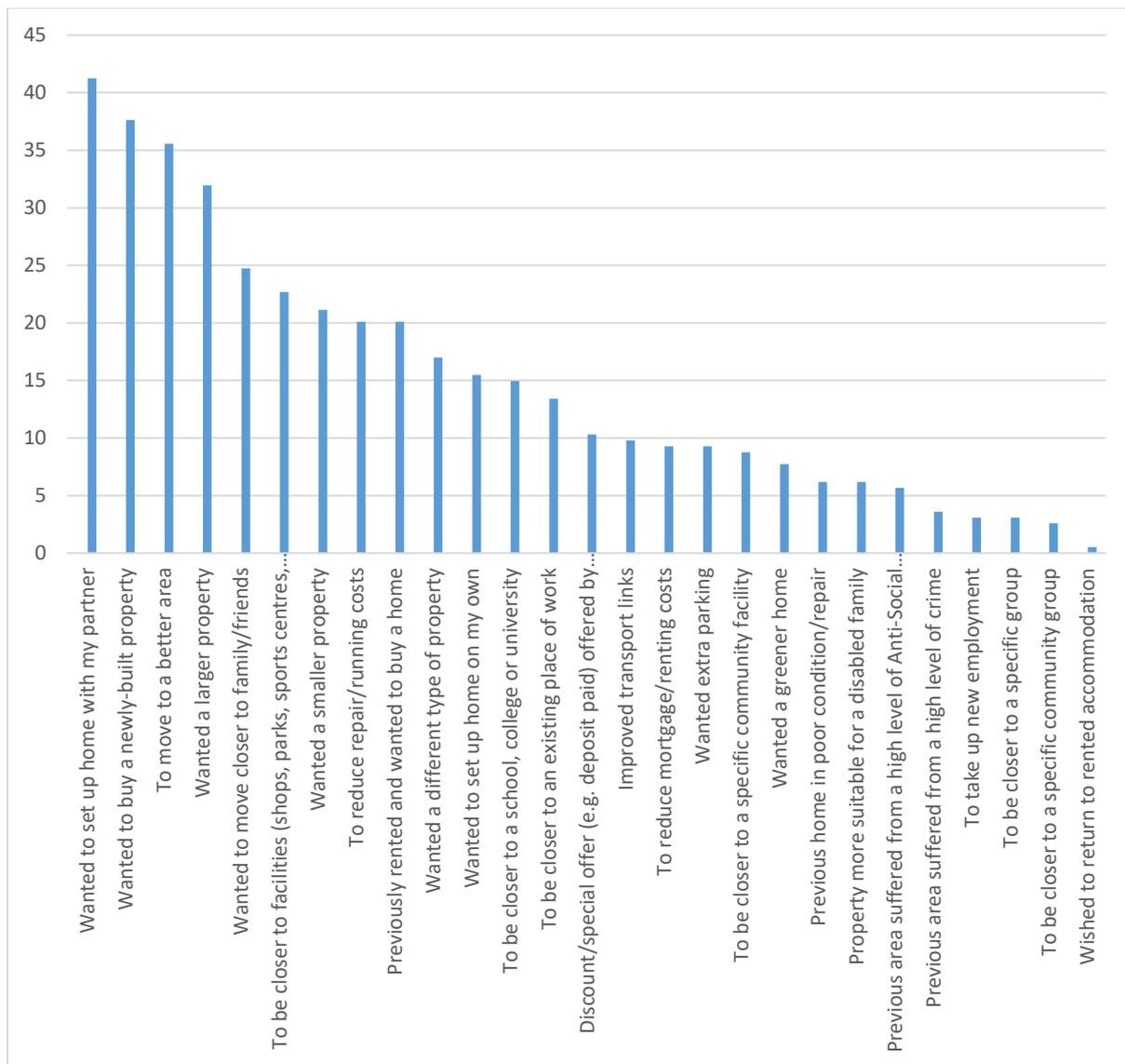
Like Formby, Southport also attracts many people from outside the immediate area, suggested that Southport is well considered. Not surprising Southport attracts people from the adjacent West Lancashire area, more so than other parts of Sefton.



Why did you choose your current home?

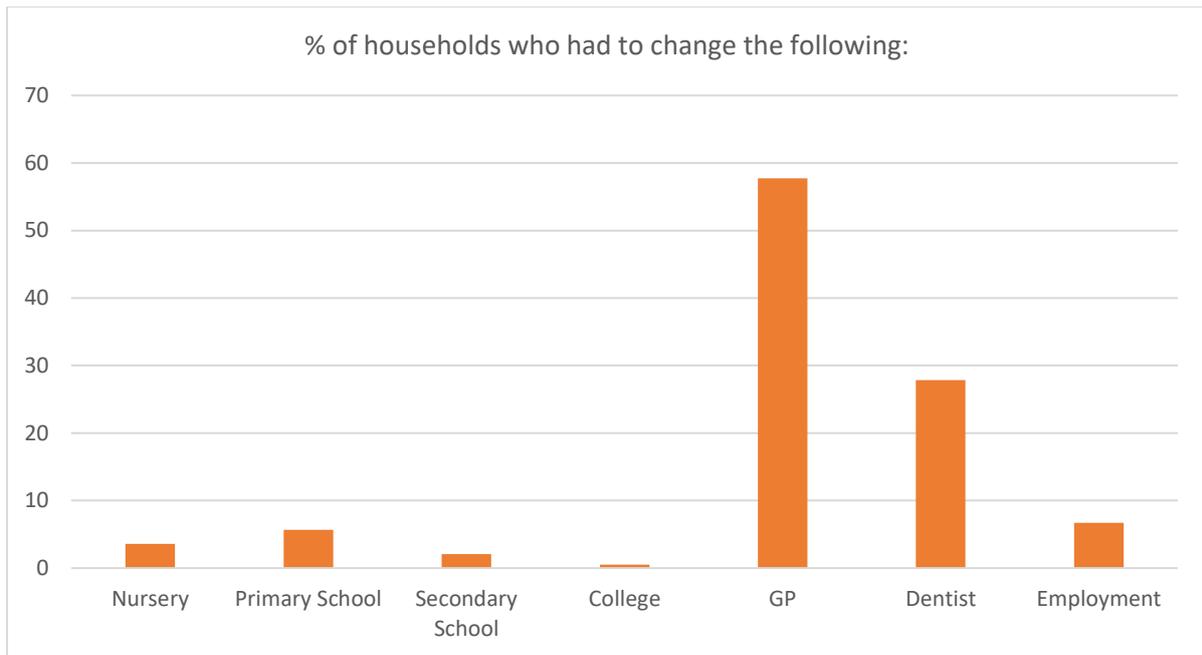
3.12 The survey sought to find out some of the reasons people moved and why they chose the home and location that they did. Clearly the reasons people choose to move are many and varied but the chart below shows the popularity of each of the pre-set choices that were given. The top reason was that people wanted to set up home with a partner and many of these would likely be couples who are moving to their first home as a separate household (e.g. from their parents).

Other common reasons given for a move was the need for a larger (or smaller home), wanting to move to a better area and wanting a new build property.



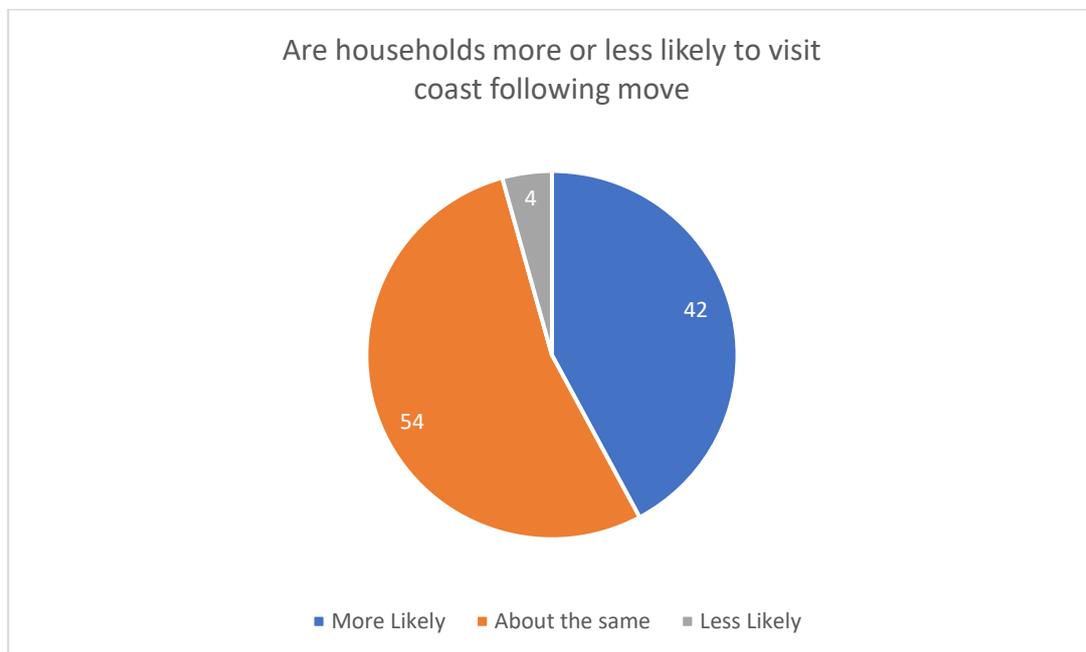
Has anyone in your household had to change any of the following as a result of your recent house move?

3.13 This question was asked to ascertain what services and facilities, from a pre-set list, that households (or someone in that household) had to switch because of that move. By far the biggest service that people had to switch following a move was their GP. Over half of all households indicated that they had to switch their GP, although conversely this suggests that approach half were content or willing to retain their existing GP. This was the highest and is probably not surprising as access to primary care is a service that all residents would have access to, regardless of age or family situation. By comparison, the number of households that had someone having to switch a place of education was very small for all types of establishments. This will probably reflect that many of the households would not include anyone of school or college age.



Sefton coast visit

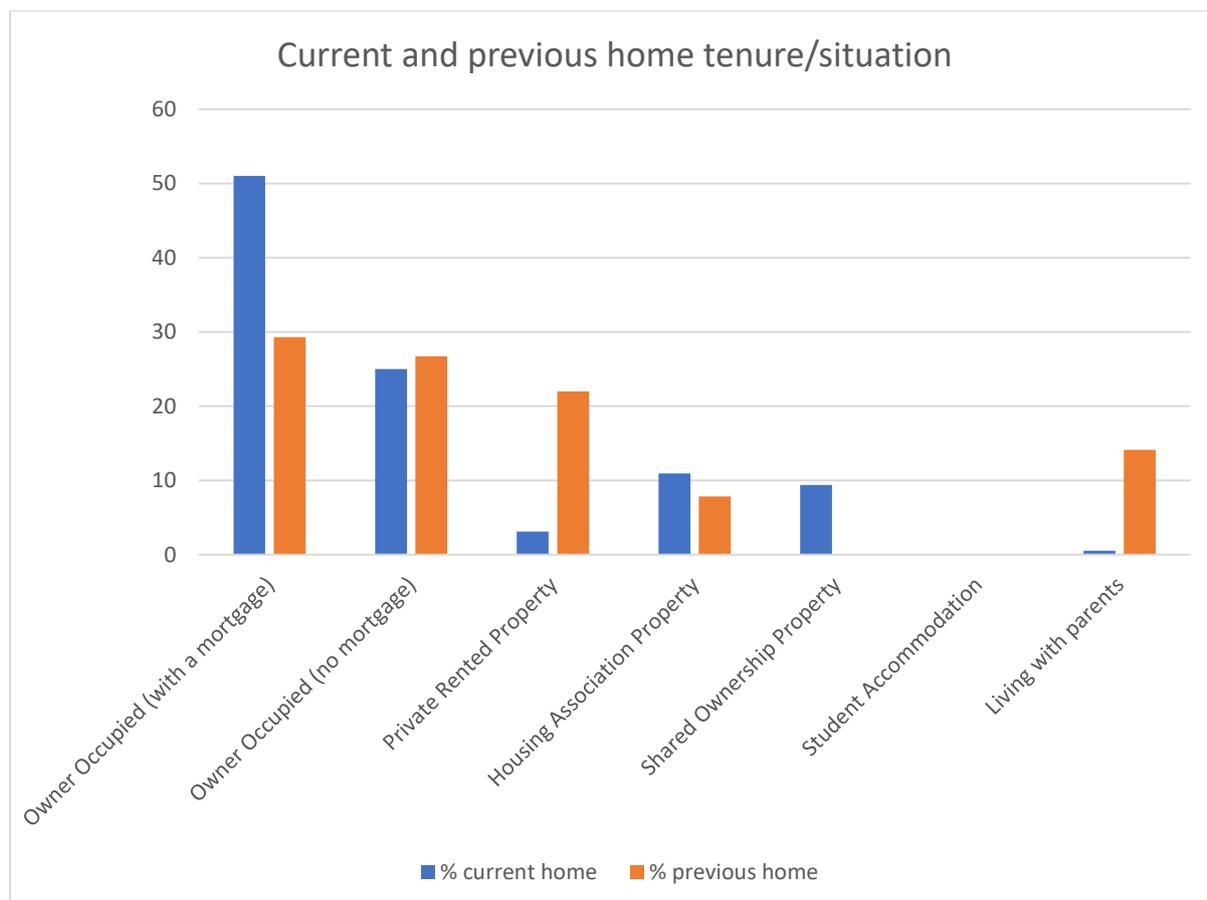
3.14 Much of Sefton’s coast is protected due to its nature importance. We know that more visitors can have a negative impact on the coast if those visits are not done responsibly. The Council are currently working with the Merseyside Environmental Advisory Service and other local authorities in the area to look at how to mitigate the impact of increased visitors to the coast due to housing growth. This question may be used to help inform that work.



3.15 The responses showed that 42% of households would be more likely to visit the coast, whilst only 4% would be less likely to visit the coast because of their move. This may be reflection of one of the reasons people move to the area but also that the transport links make visiting the coast fairly easily.

Tenure of your current and previous home.

3.16 This question looked at the change in the tenure of the home that the householder of the new had. It is probably not too surprising that there was an increase in the number of householders that were owner occupiers with a mortgage. This group mostly appeared to have switched from living with parents or moving from a private rented home. Most of these people are likely to be first time buyers. Another group that saw an increase was those in a shared ownership property and these may similarly be those entering the housing market for the first time but via a different route.



Number of bedrooms are in your current and previous home.

3.17 Similar to the previous question, this looked at the changing circumstances of the household when compared to their previous home. However, this chart seems to show there is not a big switch overall between house types. Of course, some household will move to bigger sized homes whilst others will downsize. There has been some movement from three-bedroom homes to two bedroomed homes. This may reflect that many of the households are first time buyers and have moved from a larger parental home (see above). This may also reflect that the Council implements a planning policy that requires all large housing developments to provide at least 25% of the market homes as two-bedroom and a minimum of 40% as three-bedroom.

Number of bedrooms in current and previous home

