# WNPG private housing sector

## Further data 2

**Demand for private housing in Wilmcote Parish**

Ten businesses in Stratford, which deal with the sale and rental of private domestic property, were visited, to try and get some feel for the demand for new property in the parish. The major points of note are as follows:

1. 9 out of 10 businesses said that at least one potential customer specifically mentioned that they would like to live in Wilmcote.
2. In general, all 10 agreed that demand exceeds supply for people wishing to buy properties in the villages around or north of Stratford; the most commonly mentioned villages, as being popular, were Wilmcote, Snitterfield and Welford.
3. In general, it is thought that people like to live in these villages because they believe they are good places to live, not because they have a need to live there (such as working there).
4. The train station and the school both got one mention as being reasons why someone wanted to move to/stay in Wilmcote, and the villages north of Stratford (Wilmcote, Snitterfield and Bearley) were favoured due to commutability and closeness to Stratford.
5. No one was able to put a number or range on the excess demand, but everyone said the demand was generally for particular properties, and the property was normally more important than the particular village it was in. This seemed to apply to rented as well as purchased properties.

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