**Responses to Coastal Neighbourhood Plan Holiday Home Owners survey.**

**September 2014**

**Background –** An Electronic Survey Monkey questionnaire was designed and the link sent to as many Holiday Home agencies as we could identify. The link was also forwarded to individual Holiday Home owners. 35 responses have so far been received. The link will remain so it can be publicised at future events. Not all respondents answered every question. The following statistics refer to the percentage of those who did provide a response.

**Ownership -** 50% said they bought their property as an investment. 19% also own properties in other parts of the country or abroad.

The majority, 41% have owned their property for between 1-5 years. 23% for between 6-10 years. 15% have owned their house for over 20 years. 53% rent out their property all year round, 38% through an agent.

We asked if they had considered letting the property to year round tenants, and if not, why not. 13 of the 19 people who gave reasons said they wanted to be able to use the property themselves or for their friends and family. 6/19 felt they would not make as much profit as they currently do.

When asked if they intended to move to the area permanently in the future. 73% said ‘No’. Reasons given for not moving here included the need for better transport links and improved broadband service. 81% of respondents said they had no plans to sell their property in the next few years.

**Positive views -** When asked to state what they liked about owning a property in the North Northumberland coastal area some gave more than one reason. 23 of the 33 respondents mentioned the beautiful area, the beaches and scenery. Friendly local people were appreciated by 6 people, 4 liked the proximity to where they lived and 2 mentioned the investment potential.

**Negative views –** There were a much wider range of negative views. ‘Amenities’ were mentioned by 6 of the 26 people who made comments, without giving further details. 4 named roads, rail and air links. There were 3 complaints about parking, the same number felt there was too much development and that parts of the area were ‘scruffy’.

Mobile and broadband connections were felt to be poor, dog mess, camping and caravan sites and fortnightly bin collections also came in for criticism. However 6 people answered there was ‘nothing’ they disliked.

**Future developments –** We asked how they would like to see the area evolve in the next 10 years. 12 people wanted restrictions on house building and development. 7 wanted more attractions for visitors. 5 mentioned the need for better shops and the same number wanted new local businesses. Other comments mentioned better advertising of the area, improved broadband, new footpaths between villages, the state of roads, parking and dualling the A1. 2 people said they wanted the area to be left alone.

**Benefits from development –** Given the majority of respondents live outside the area it was interesting that the main wish was for additional and more secure jobs (8) more ‘small’ businesses and shops were given by 7 people, better roads, transport, parking and paths were mentioned 6 times. 5 people wanted to see more affordable housing. Improved streetscape, better bin collection, amenities and protecting the dunes from erosion were also mentioned.

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