



# **Greater Norwich Housing Market Assessment**

## **Interim Results - Bungalows**

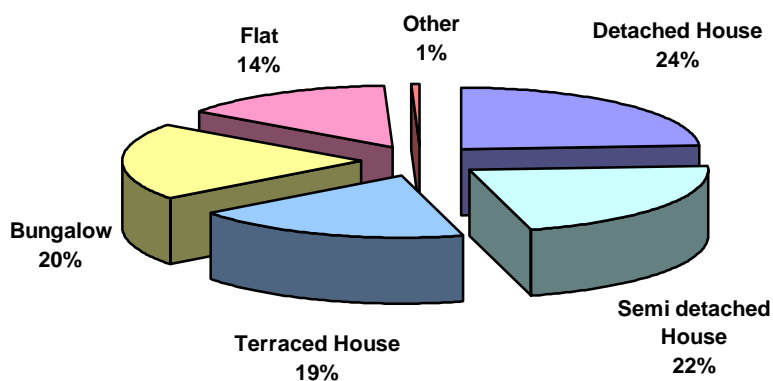
**The Distribution of Bungalows in the Sub-region  
Proposed Research into Role of Bungalows in the  
Housing Market**

**November 2006**

# 1 BUNGALOWS

## 1.1 Proportion of Total Stock

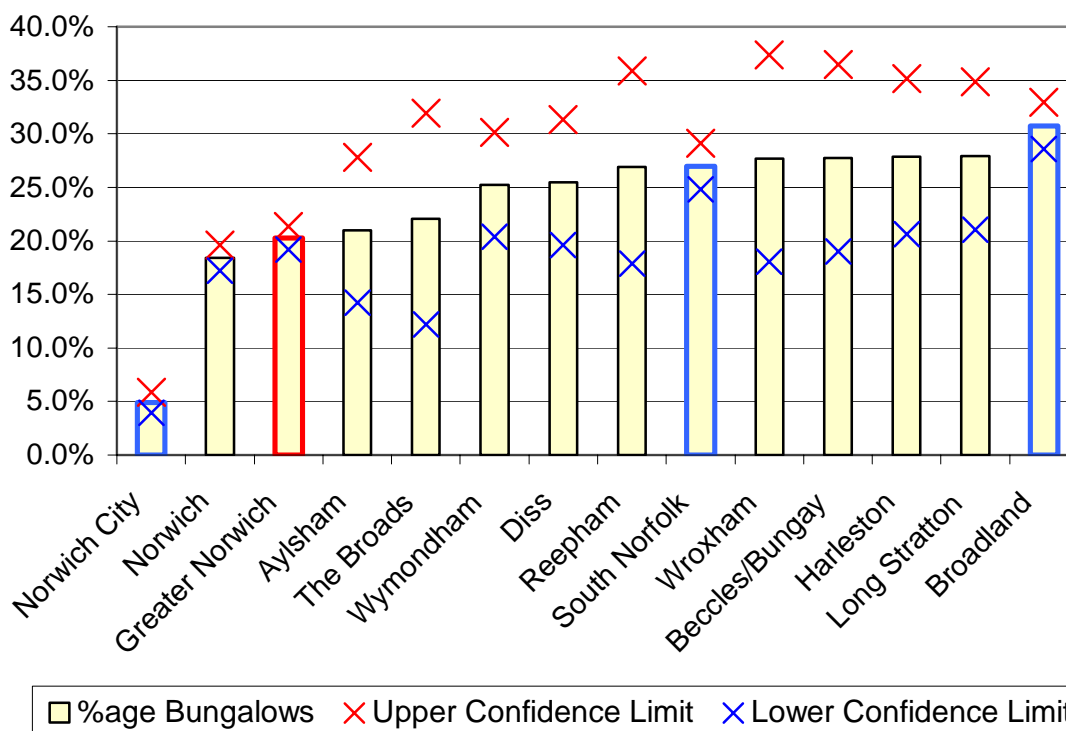
Greater Norwich Property Types 2005/06



Source: ORS Housing Need Survey 2006

Bungalows account for 20% of the housing in the sub-region.

Proportion of Bungalows for each Area



Source: ORS Housing Need Survey 2006

There are variations across the region. The City of Norwich has the smallest proportion – 4.9%. Broadland district has the largest proportion - 30.7%.

In the Norwich housing market area bungalows represent 18.4% of the housing stock. But the City of Norwich has very few bungalows. This means that the proportions in the Broadland and South Norfolk parts of the Norwich housing market area are high – 32.4% in Broadland and 28.0% in South Norfolk.

So bungalows are not at all evenly distributed. There are very low concentrations in Norwich itself. But the highest concentrations are in the urban fringe – places like Hellesdon, Costessey and Taverham.

The graph shows the results for the sub region (red border), districts (blue border and the housing market areas (no border).

### Sample Proportions and Confidence Intervals

The ORS data is a sample. The proportions we calculate - the sample proportions - may not be the true proportion. By chance our sample may contain too many or too few bungalows.

The graph shows the 95% confidence interval for each proportion. The 95% confidence interval says 'we are 95% sure that the true proportion lies between the lower and upper end of the confidence interval'. The size of the confidence intervals is in inverse proportion to the size of the sample. The districts and the Norwich housing market area all have narrow confidence intervals because the samples are large.

The proportion of bungalows in the sub-region is 20.3%. The proportion in the Norwich housing market area is 18.4% and the 95% confidence interval is from 17.2% to 19.6%. As the confidence interval does not contain 20.3% we can be reasonably sure that the proportion for the Norwich housing market area is less than that for the sub-region.

By contrast the proportion of bungalows in the Wroxham housing market area is 27.7% a lot more than the sub-regional percentage of 20.3%. But the 95% confidence interval is 18.1% to 37.3%. This means it is possible for 20.3% to be the true proportion in Wroxham. We cannot say that Wroxham has a higher proportion of bungalows than the sub-region.

## **1.2 Supplementary Research**

We propose further research with estate agents to...

- Get an indication of amount of the premium on prices for bungalows.
- The reasons for bungalows selling at a premium.
- Who buys and why.

The appendix to this report is a draft questionnaire.

## Appendix – Draft Bungalow Questionnaire

We seek information from estate agents about the sale of bungalows. The information you provide will help us develop planning policy for new housing.

Please complete the following questions...

### About You and Your Estate Agent

Your name:	
Name of your estate agent:	
Areas in which you work:	
Contact e-mail address:	
Contact telephone number:	

### Sales of Bungalows

1. Roughly what proportion of your total sales are sales of bungalows?	
2. In general do bungalows sell for more than a similar sized flat or house?	
3. If your answer to question 2 is yes – roughly how much as a percentage?	
4. If your answer to question 2 is yes – what are the reasons?	
5. Are there enough bungalows for sale to satisfy demand?	
6. Do bungalows appeal more to certain categories of customer?	
7. If you answer yes to question 6 which categories of customer?	
8. If you answer yes to question 6 why do bungalows appeal more to certain categories of customer?	

**New Housing For Sale**

9. Most new housing developments contain few bungalows. Is this a problem?	
10. Should house builders build more bungalows?	
a) If the total number of new homes on the site remains the same?	
b) If the total number of new homes on the site decreases.	

**Your Additional Comments...**