



SharedVoice

# Housing attitudes of residents living in East Renfrewshire

Prepared on behalf of

**MAC MIC**  
GROUP

May 2024

# Our brief

- Pull together quantitative research and qualitative opinion research on the attitudes of residents living in **East Renfrewshire** towards housing;
- Explore the current housing situation and challenges facing local residents, and their hopes and aspirations for the future;
- Provide an **evidence base** to inform the East Renfrewshire Local Development Plan consultation process.



**7,900 new homes  
are needed in the  
East Renfrewshire  
Council area in the  
next ten years.**

Source: Existing Housing Need in Scotland  
Report, Homes for Scotland, Jan 2024



# Our approach

In January 2024, Homes for Scotland (HFS) published a comprehensive survey of 13,690 people. It found **over a quarter of households in Scotland (28%) face one or more forms of housing need.**

The HFS survey, included 197 East Renfrewshire residents and segmentation of the data shows that **22% of households in East Renfrewshire are in some form of housing need.**

We have also worked with **Just Build Homes** to better understand the views and attitudes of those living in **East Renfrewshire** who want to see more homes built in the area.

# Key findings

- Almost one in five households in East Renfrewshire (17%) are **struggling to cope with increasing household costs**.
- Nearly one in five (19%) would like to move out of their existing household to **find a home of their own**.
- Over ninety percent of ten young people (94%) living at home would like to move out to **find a home of their own**. This is 7% higher than the rest of Scotland.

- Almost one in seven people in 'concealed households'\* in East Renfrewshire (14%) are **living in crowded conditions**.
- There is **a lack of affordable housing** in the East Renfrewshire area.
- **People in East Renfrewshire** want to see more homes built locally, because it will:
  - ✓ **provide affordable housing**
  - ✓ address the local housing shortage
  - ✓ help **the younger generation onto the property ladder**
  - ✓ **allow existing residents to stay in the area**, benefitting local shops and businesses and paying local council tax in East Renfrewshire.

\*Identified as an individual or group of people in an existing household who want to move out to form their own household but are currently unable to do so.

# Part 1

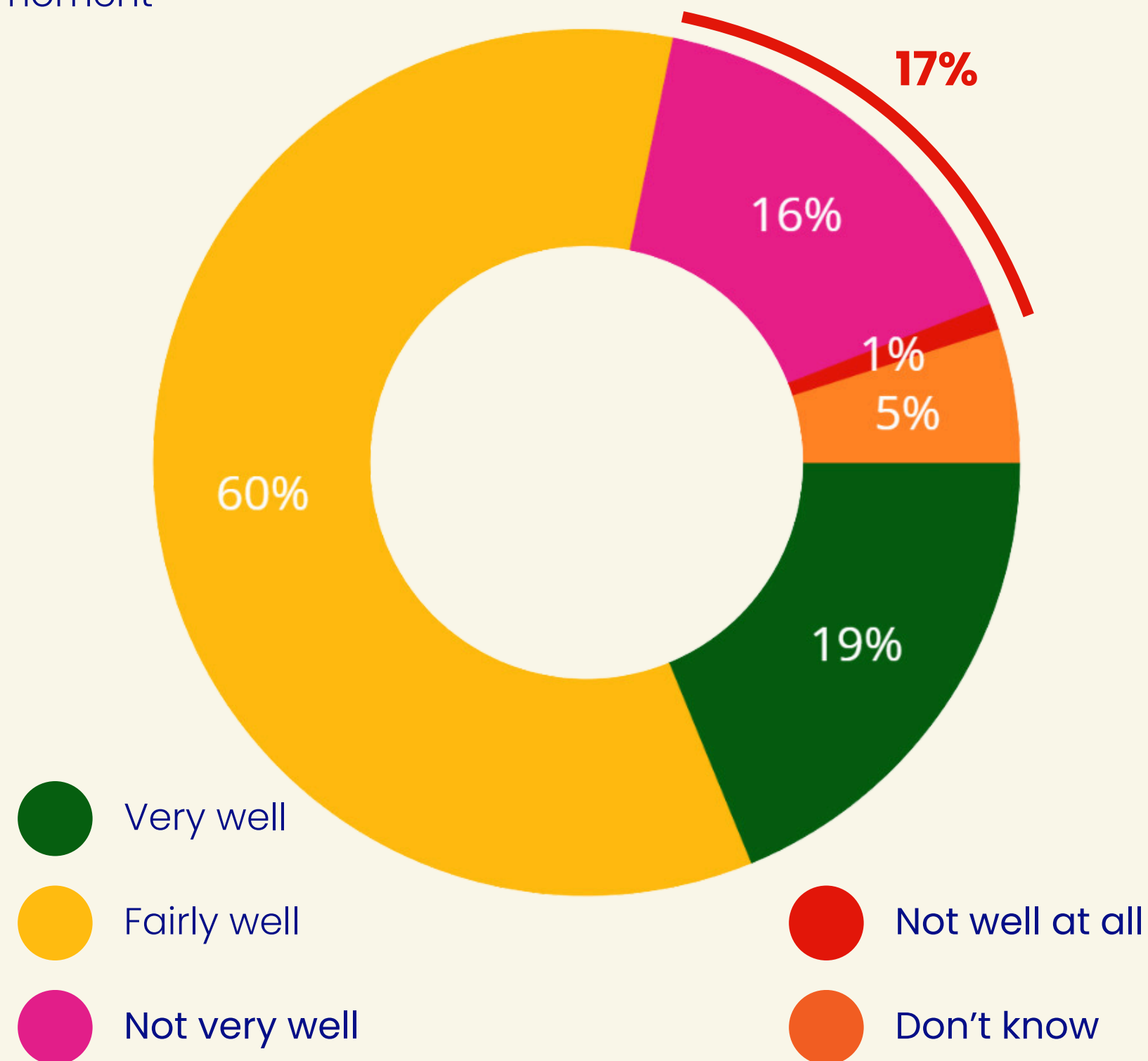
## Scottish housing attitudes in East Renfrewshire

Source: East Renfrewshire data from Existing Housing Need in Scotland report, Homes for Scotland, Jan 2024

# Housing costs

**Nearly one in five** households in East Renfrewshire are struggling to cope with increasing household costs.

Fig 1: How households are coping financially at the moment

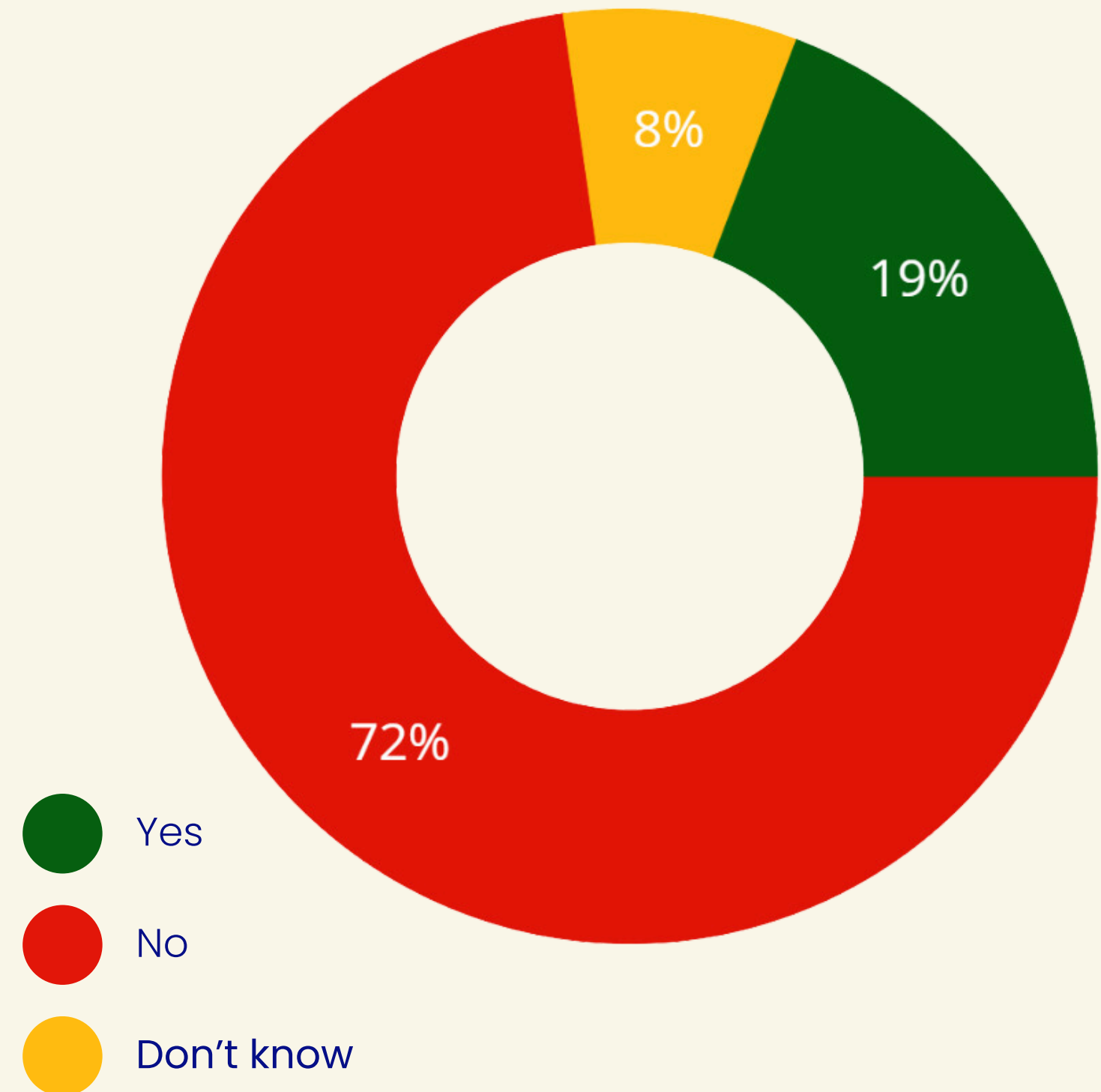




# Hidden impact of the lack of available and affordable housing

**Nearly one in five** households in East Renfrewshire have people who would like to move out and set up a home of their own.

Fig 2: Are you living with people who would like to move out to live independently?



# 94% of young adults living at home in East Renfrewshire would like to move out to a home of their own.

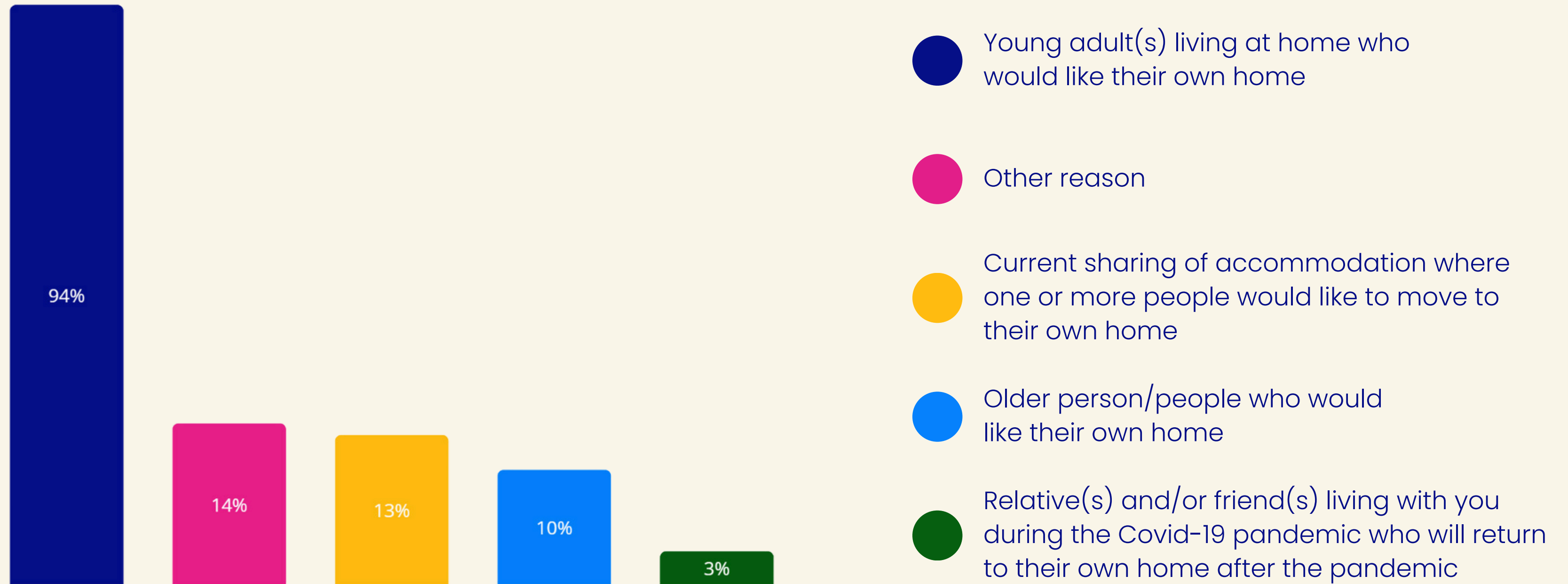
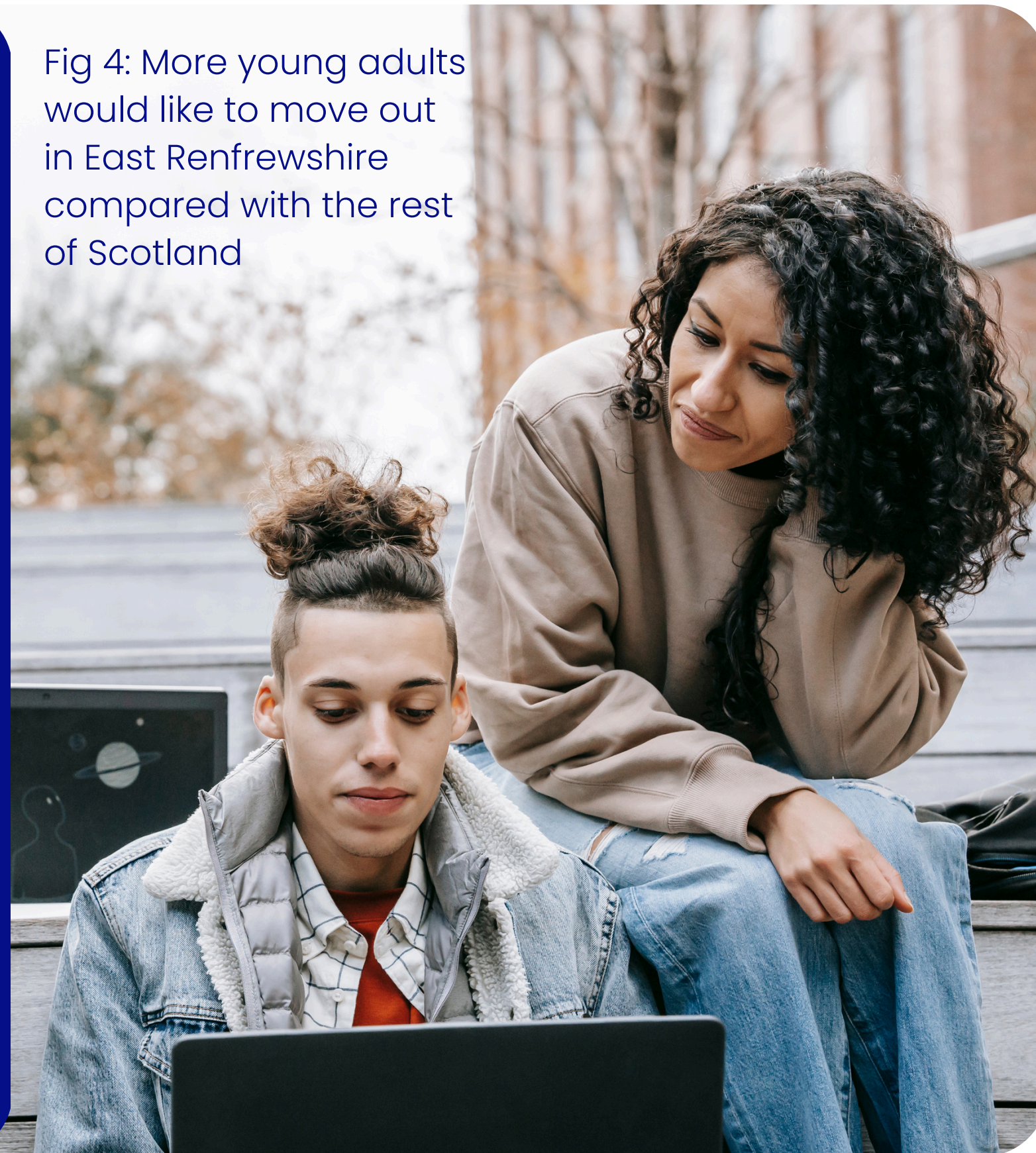


Fig 3: Reasons for concealed households

**94%** of young people are having to live at home in East Renfrewshire compared to **87%** in the rest of Scotland.

Fig 4: More young adults would like to move out in East Renfrewshire compared with the rest of Scotland



# One in seven people in 'concealed households' in East Renfrewshire (14%) are living in crowded conditions.

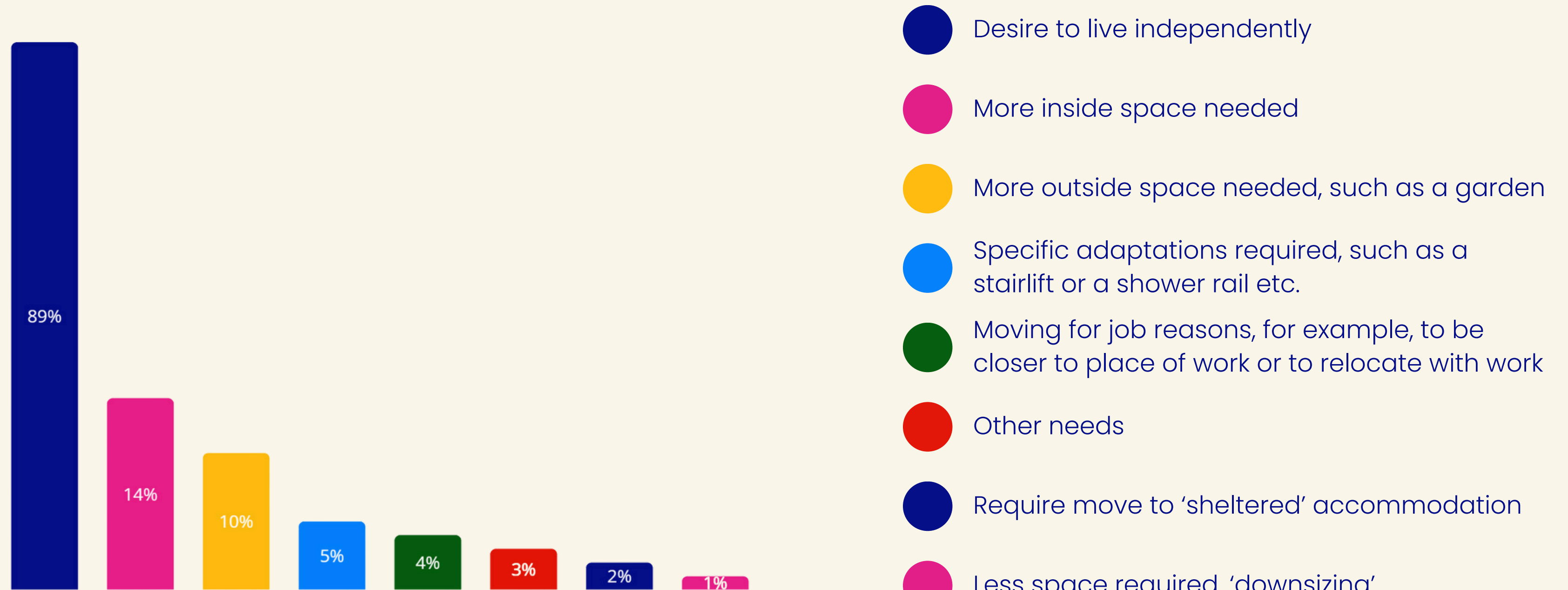


Fig 5: Household needs



There is a huge sector of the population that is being overlooked, they are not in the houses they want to be and are unable to live their lives to the full, starting relationships, having families etc because we are not counting them in the first place.

Source: Scottish Parliament's Local Government, Housing & Planning Committee.



**Nicola Barclay, former Chief Executive of trade body Homes for Scotland, on the limitations of the Scottish governments housing need and assessment tool that only includes those in acute need, such as homelessness and temporary accommodation.**

# Part 2

**East Renfrewshire residents  
who want more homes built in  
the area – what do they say?**

We worked with **Just Build Homes** to engage residents living in East Renfrewshire who want to see more homes built in the area.



There's a real problem in East Renfrewshire because we **don't have enough homes for everyone who needs one**. It's very tough on people trying to find a place to live. Friends of mine have struggled so much that they are still in temporary accommodation.



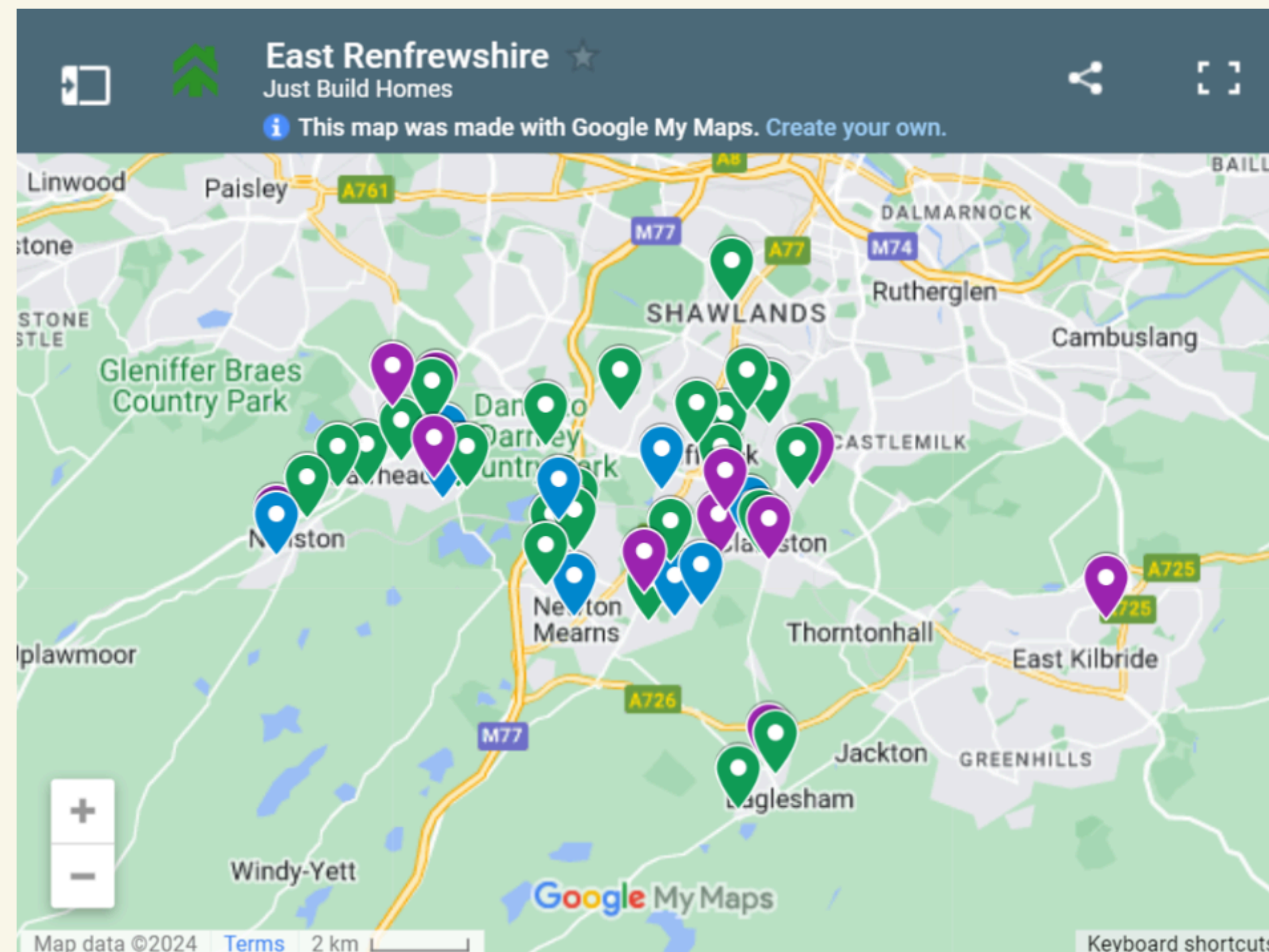
Nicola M, Private renter in Newton Mearns North and Neilston, Aged 35-44.

# Who did we speak to?

We held in depth 'conversations' with **fifty-two** local residents who want the council to prioritise building more new homes in the area.

Click on the interactive map to see where they came from and what they said.

Fig 6: Live map of local residents comments



[Click here to view the live map and comments.](#)

NOTE: Postcodes can cover up to 80 separate properties. The mapping system used here randomly chooses a property within the postcode area. The property identified on this map is therefore indicative and not necessarily the property of the actual respondent.



# Who did we speak to?

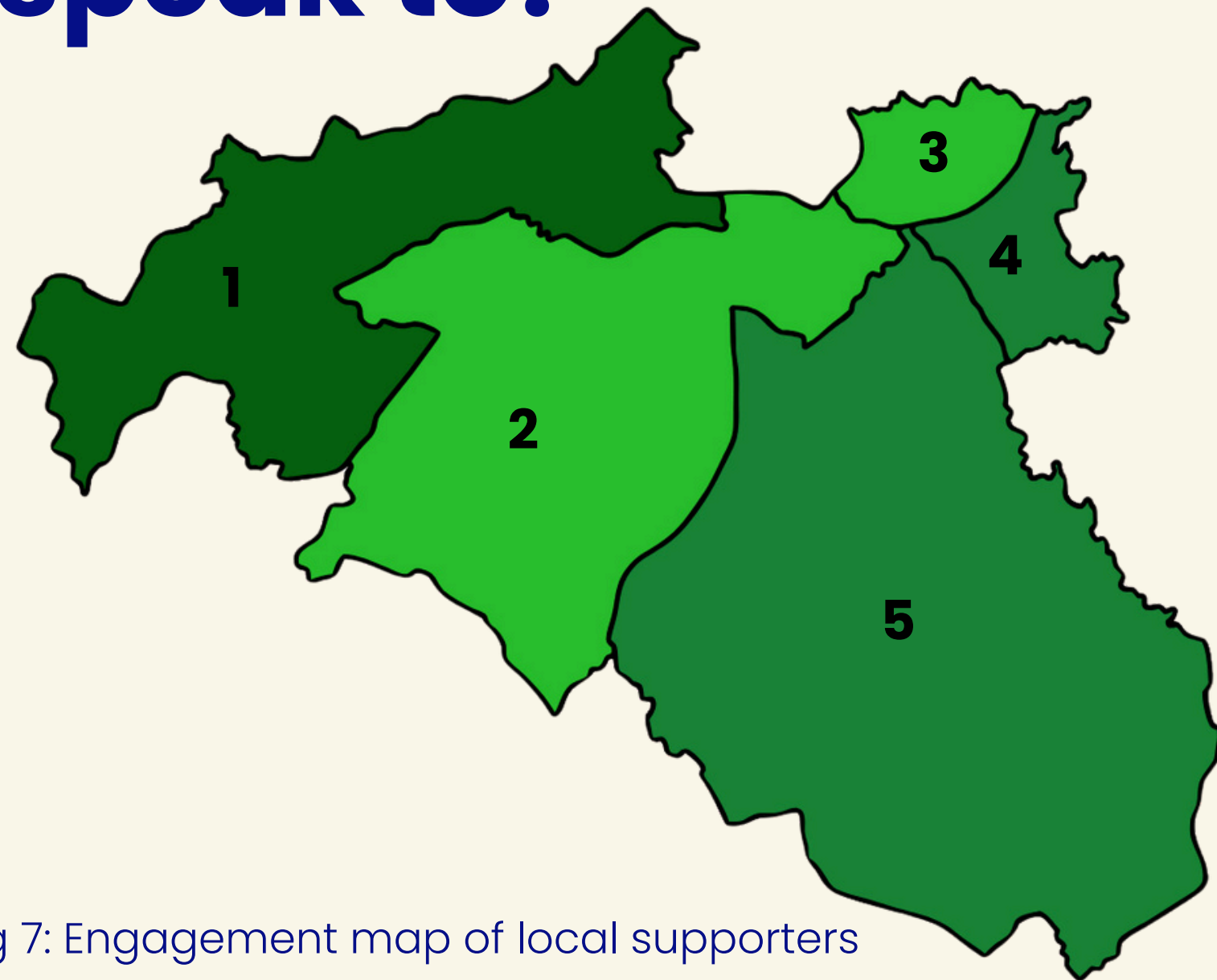


Fig 7: Engagement map of local supporters

## Wards

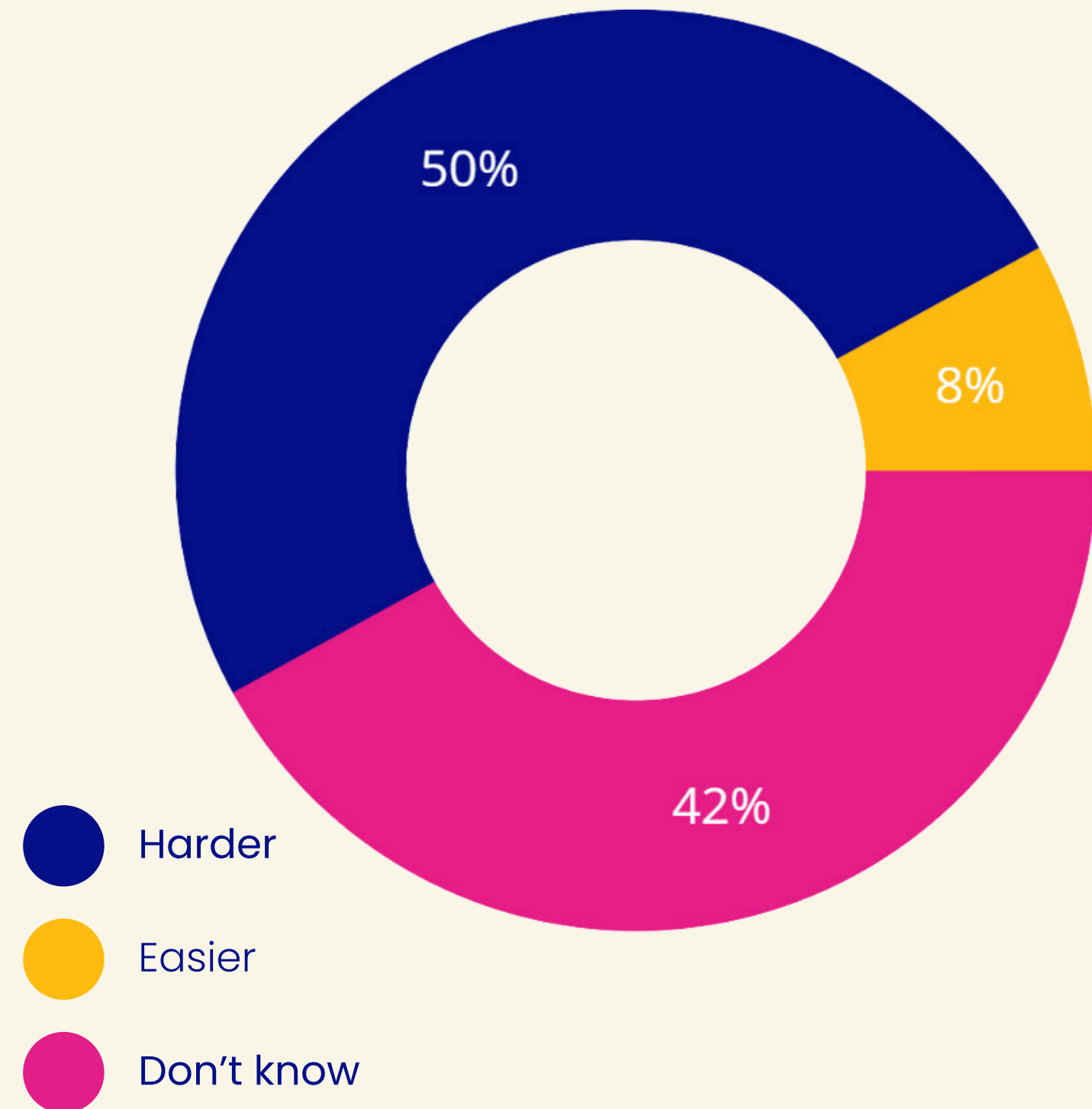
1. Barrhead, Liboside and Uplawmoor
2. Newton Mearns North and Neilston
3. Giffnock and Thornliebank
4. Clarkston, Netherlee and Williamwood
5. Newton Mearns South and Eaglesham

- 1-4 conversations
- 5-8 conversations
- 9-12 conversations
- 13-16 conversations

# Housing situation

**Half of those we spoke to** have found that their housing situation has become harder over the last 12 months.

Fig 8: Housing situation over the last 12 months



# Respondents told us they want the council to prioritise building more homes of all types in the Local Development Plan to...

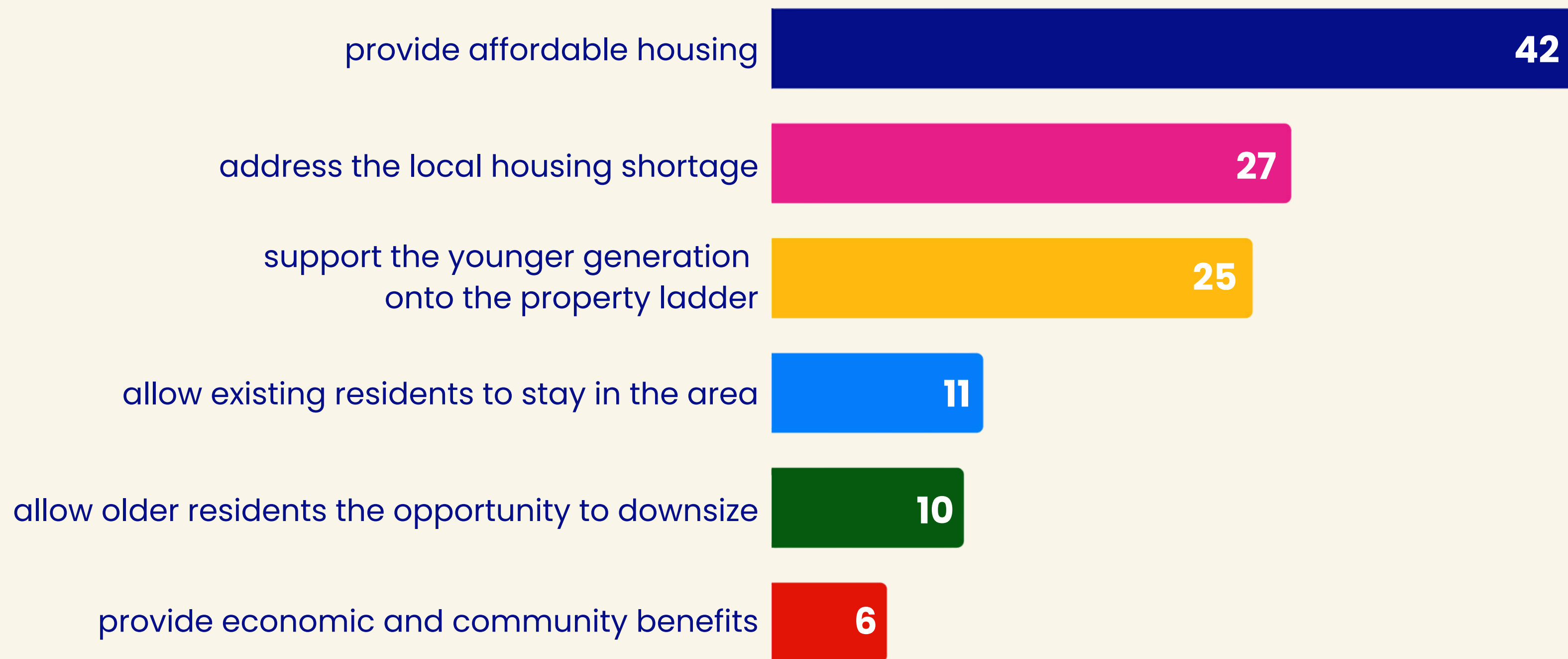


Fig 9: The reasons why people want to see new homes

Number of times theme is mentioned in supporter comments

# I support new homes because...

our area needs more affordable housing.

I'm backing the construction of more homes in East Renfrewshire because the lack of affordable housing has directly impacted my family... It's clear we need more homes to meet the needs of our community - homes that are accessible and affordable.

Serena M, Homeowner in Newton Mearns South and Eaglesham, Aged 45-54.

I've been fortunate to manage my situation, but many others aren't so lucky and find themselves priced out of the housing market.

Homeowner in Giffnock and Thornliebank, Aged 25-34.

I've noticed the climbing costs in our area that make it incredibly hard for most people to afford housing. It's crucial that we address this by making homes more affordable.

Homeowner in Giffnock and Thornliebank, Aged 25-34.

# I support new homes because...

it addresses the local housing shortage.

I support the development of more homes in East Renfrewshire. My family and I have been in our current home for many years, but as our needs grow, we find the options for larger homes simply aren't there.

Amanda P, Homeowner in Clarkston, Netherlee and Williamwood, Aged 35-44.

The shortage of suitable rental options makes it incredibly difficult for people like me to find decent housing.

Council renter in Barrhead, Liboside and Uplawmoor, Aged 45-54.

I'm 19 and living in a cramped one-bedroom flat with my dad. We've been waiting for a bigger place for years, but there's just nothing available... Everyone deserves their own space, and it's critical for our well-being.

Arran D, Council Renter in Barrhead, Liboside and Uplawmoor, Aged 18-24.

# Concerns for the younger generation

**Over 4 in 10 respondents** said building more homes for younger people is an important issue for maintaining a vibrant community in East Renfrewshire.



It's about giving the younger generation a leg up. They're really **struggling to make ends meet and to get on the property ladder**. More housing could mean more opportunities for them, and that's crucial. It's important we think ahead and make sure there are enough homes to go around.

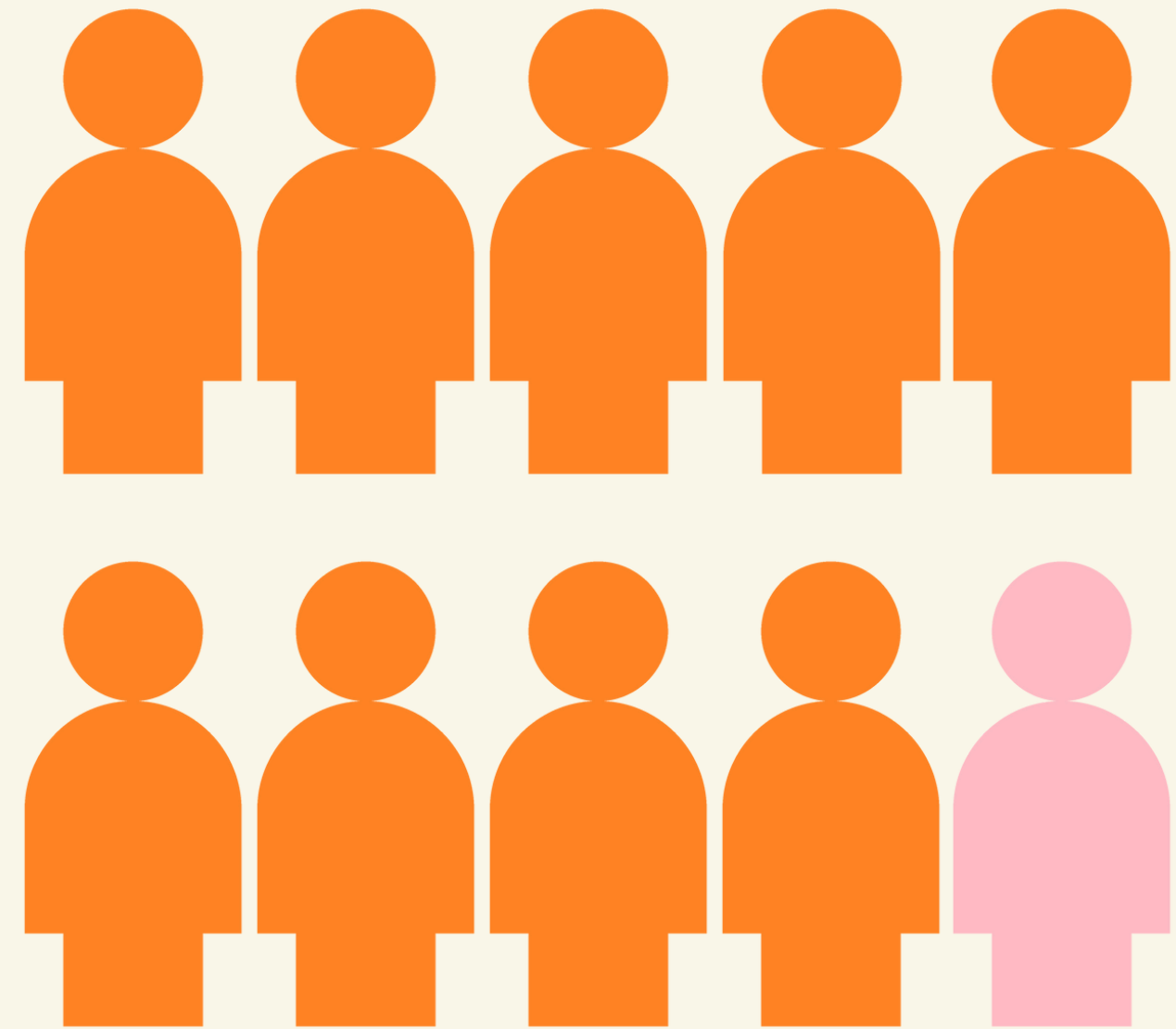


Paul B, Homeowner in Newton Mearns North and Neilston, Aged 45-54.

“The current market conditions make it **challenging for young folks like me to move out and establish a home** due to high house prices and the stiff requirements for obtaining a mortgage.”

Living with Family and Friends in Giffnock and Thornliebank, Aged 18–24.

Fig 10: Housing needs for younger people



**Over 9 in 10 young people** in East Renfrewshire want to move out of their family home.

# I support new homes because...

it will help younger people onto the property ladder.

I support the construction of more homes in the area mainly due to the acute shortage of options suitable for first-time buyers. The existing housing developments don't meet their needs, which undermines the sustainability of our community.

Sergey T, Homeowner in Clarkston, Netherlee and Williamwood, Aged 45-54.

I support the building of more homes in East Renfrewshire, particularly to help younger individuals access the housing market. By increasing housing availability, we can provide opportunities for these younger residents to purchase their own homes, fostering a vibrant, thriving community.

Homeowner in Barrhead, Liboside and Uplawmoor, Aged 45-54.

Our community must prioritise affordable housing developments to support young families and individuals starting their independent lives.

Homeowner in Barrhead, Liboside and Uplawmoor, Aged 45-54.



# I support new homes because...

it will help existing residents to stay in the area

Many of my acquaintances have had to consider moving farther afield to places like South Lanarkshire, where their money stretches further.

Living with Family and Friends in Giffnock and Thornliebank, Aged 18-24.

More affordable housing is so important. Our local plan needs to address this so that residents don't have to leave their community for cheaper places.

I'm deeply concerned about the lack of housing options for the younger generation here, including my son. There simply aren't enough suitable homes available within reasonable price ranges, which makes it extremely difficult for young people to settle down in their own community.

Homeowner in Newton Mearns North and Neilston, Aged 45-54.

Kirsty H, Council renter in Newton Mearns South and Eaglesham, Aged 35-44.

# Concerns of the older generation:

## Lack of downsizing options

Almost **one in five homeowners we spoke to** are looking to downsize in the next five years.

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Having been a resident of East Renfrewshire for over three decades, I've observed the persistent **shortage of suitable downsizing options** like two-bedroom apartments.

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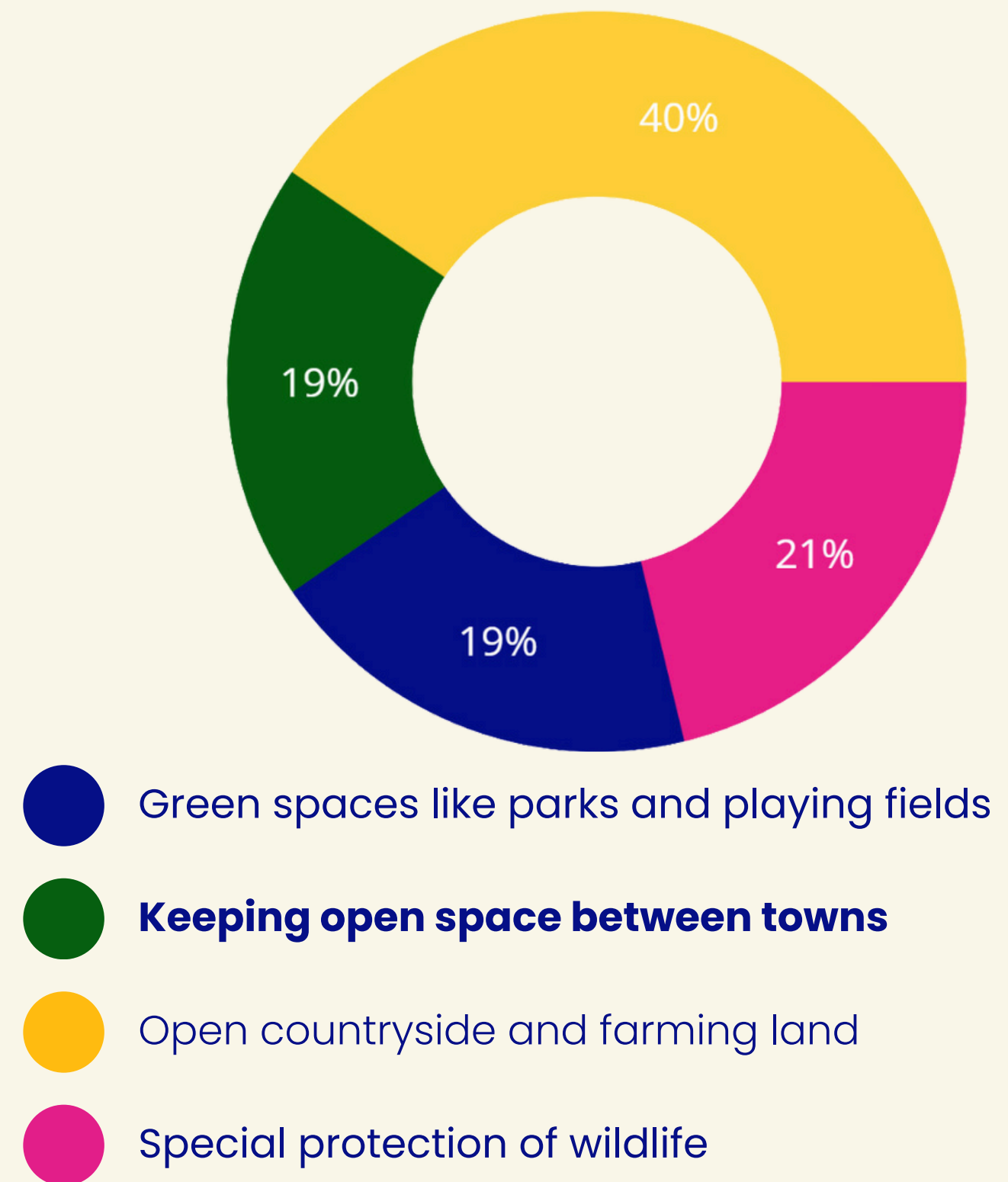
Homeowner in Newton Mearns North and Neilston, Aged 65+.

# Many people are confused about what the 'Greenbelt' means

**Only one in five respondents** knew the correct definition of the Greenbelt which is 'Keeping open space between towns'.

Note: The 'Greenbelt' is not an environmental designation and is not intended to protect natural or cultural heritage.

Fig 11: What do you think is meant by the term 'greenbelt'



**70%** of those who knew the correct definition of the 'Greenbelt' said we should build on it to alleviate the housing crisis in East Renfrewshire.

“

While I appreciate the importance of **green spaces**, our **pressing need for housing**, particularly social housing, **cannot be overlooked**. It's crucial that the council prioritises new housing developments to ensure everyone has a fair chance at housing.

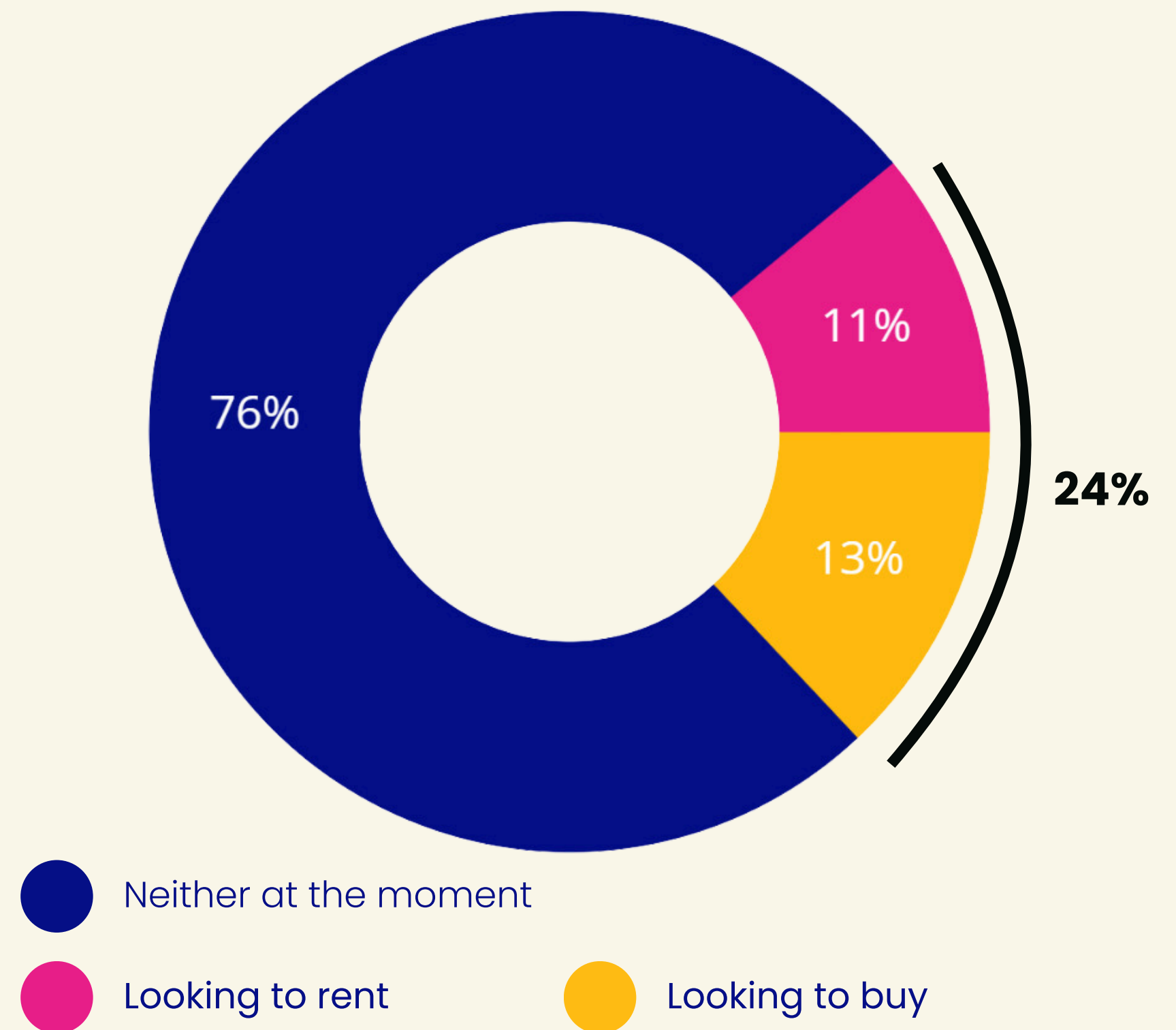
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Homeowner in Barrhead, Liboside and Uplawmoor, Aged 45-54.

# Housing aspirations

Almost **one in four** of those we spoke to are currently looking to rent or buy in the local area.

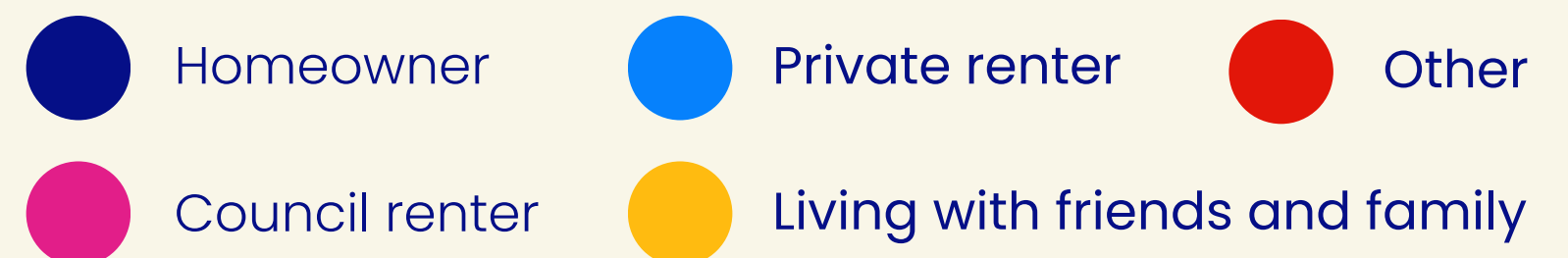
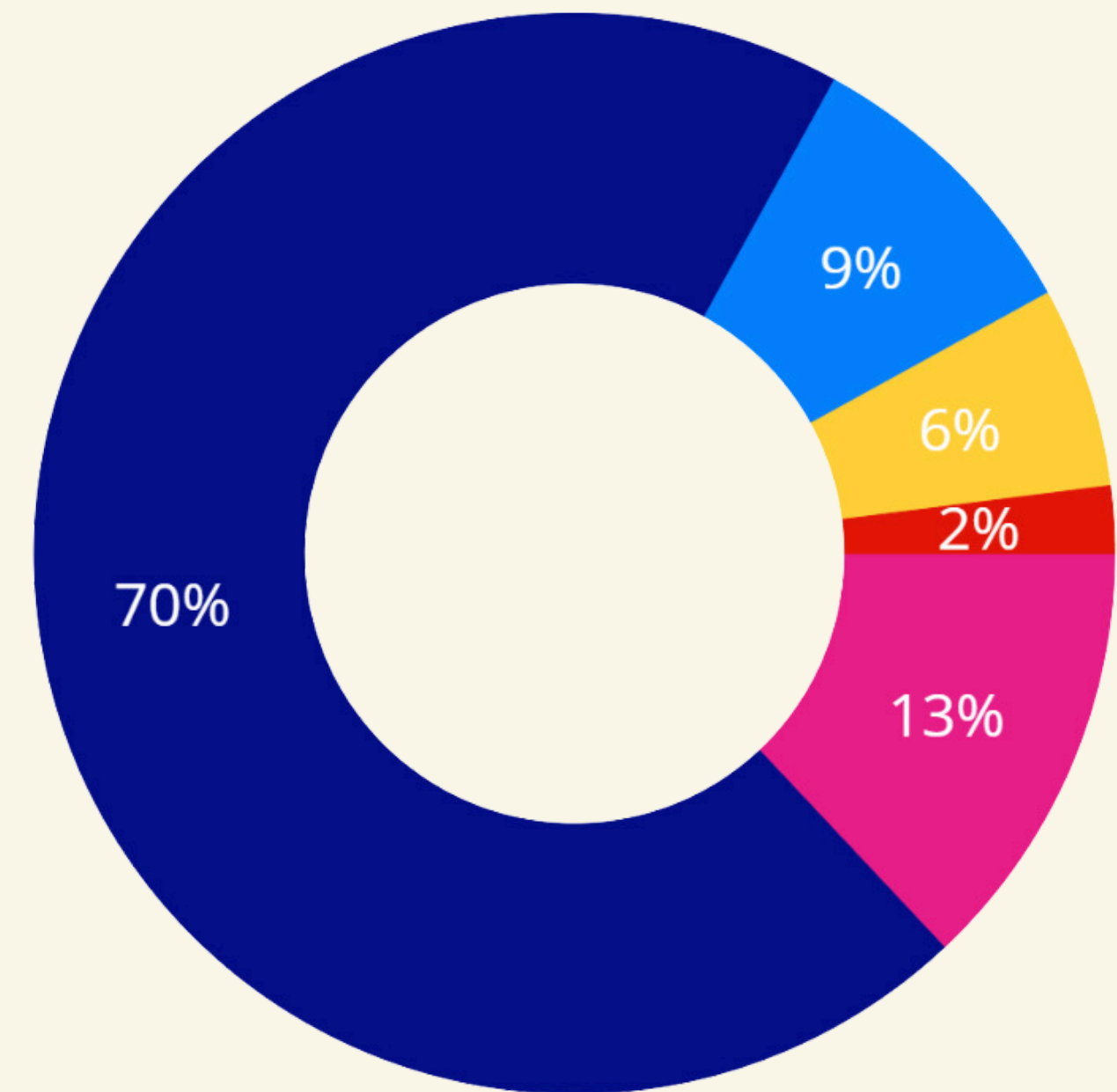
Fig 12: Housing aspirations of respondents



# Housing status

**70%** of those who believe that housing should be prioritised in the Local Plan are existing homeowners.

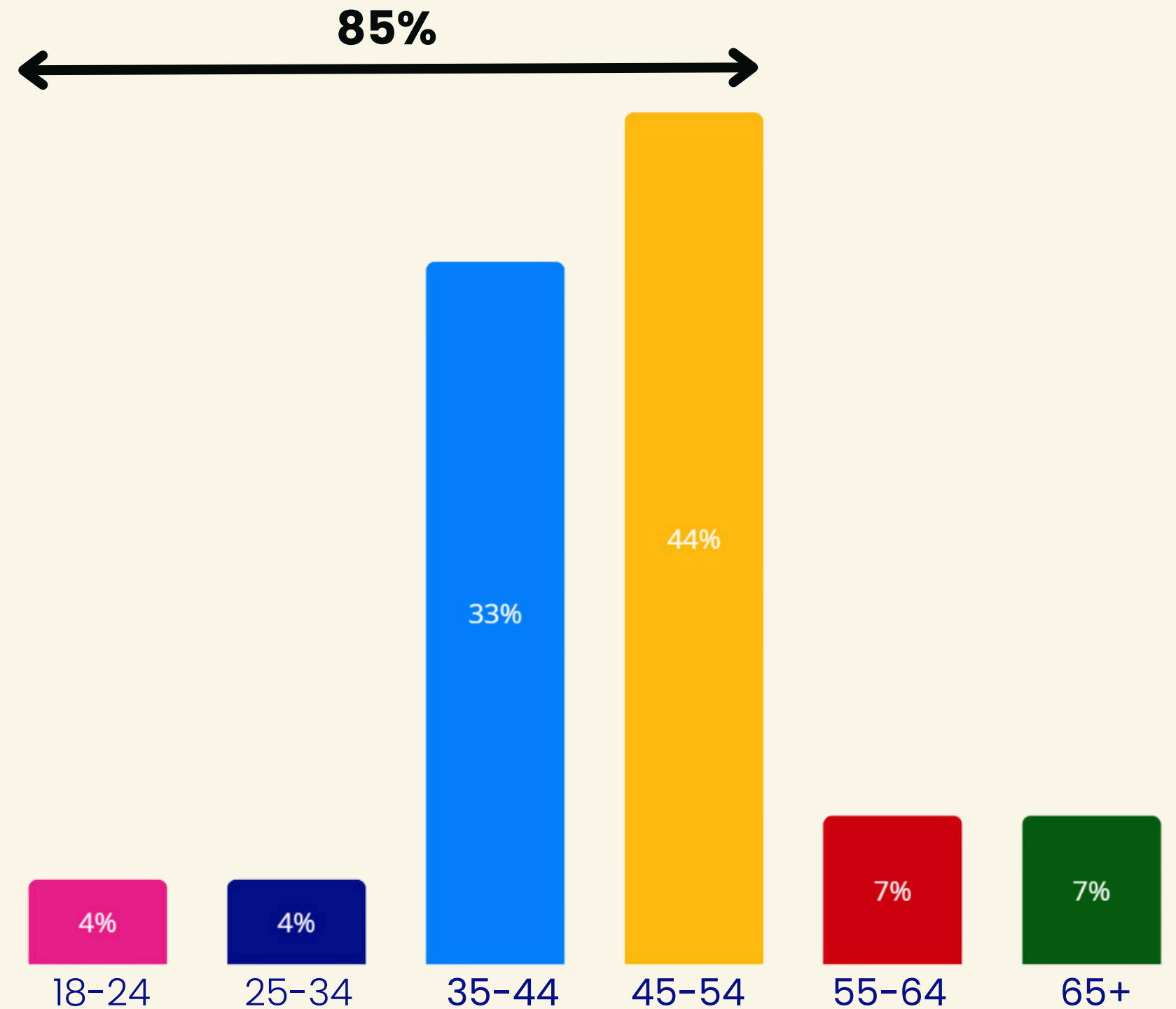
Fig 13: Housing status of registered supporters



# Age of supporters

**85%** of those we spoke to are under the age of 55.

Fig 14: Age of respondents



# Part 3

## Recommendations



# Recommendation 1

East Renfrewshire Council should establish **a credible and robust Housing Land Requirement that exceeds the MATHLR** and addresses the stark findings of local housing need contained within this report.

- Minimum All Tenure Housing Land Requirement (MATHLR)



## Recommendation 2

East Renfrewshire Council should hold **consultation workshops with young people and renters** – the groups that face the highest levels of housing need but who are universally unheard in Local Plan and formal planning consultations.



## Recommendation 3

The East Renfrewshire Local Plan should incorporate a **powerful strategy to support all types of housing** including affordable – to help residents find quality housing that meets their needs.



# Part 4

## About us

# About us

Shared Voice is a research and digital led communications agency which helps businesses engage and activate supportive audiences to achieve their goals.

We work with public bodies, local authorities, social housing providers and developers.

More information about Shared Voice is [available here](#).

We would like to thank the **Mac Mic Group** who commissioned this report.



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# Methodology

The quantitative research contained within this report comes from **Homes for Scotland**'s groundbreaking *Existing Housing Need in Scotland* survey, undertaken by **The Diffley Partnership** and **Rettie & Co** and published on 22 January 2024.

They surveyed 13,690 people across Scotland including 197 residents living in East Renfrewshire. We are grateful to Homes for Scotland, The Diffley Partnership and Rettie & Co for sharing the local data set for East Renfrewshire which we have presented as part of this report.

A full copy of the Homes for Scotland's *Existing Housing Need in Scotland* research is [available here](#)



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# Methodology

The qualitative research contained within this report was undertaken by **Just Build Homes**.

Shared Voice established Just Build Homes to connect supporters of house building with the planning process.

Just Build Homes spoke to fifty-two East Renfrewshire residents who want to see building new homes prioritised in the Local Plan.



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