



SharedVoice

Housing attitudes of residents living in East Dunbartonshire

Prepared on behalf of

MAC MIC
GROUP

January 2024

Our brief

- Pull together Scottish nationwide quantitative research and qualitative opinion research on the attitudes of residents living in **East Dunbartonshire** 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 Dunbartonshire Local Plan consultation process.



Over 15,000 new homes are needed in East Dunbartonshire 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 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.**

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

Key findings

- Almost a quarter of households in Scotland (23%) 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.**
- Nearly nine out of ten young people (87%) living at home would like to move out to **find a home of their own.**

- One in ten people in 'concealed households'* would like to **'downsize'** as they require less space.
- There is **a lack of suitable housing for older people who want to 'downsize'**.
- **Local people in East Dunbartonshire** want to see more homes built locally, because it will:
 - ✔ help **younger people get onto the housing ladder**
 - ✔ **provide affordable housing**
 - ✔ address the local housing shortage
 - ✔ **help existing residents stay in the area**, benefitting local shops and businesses and paying local council tax in East Dunbartonshire.

*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

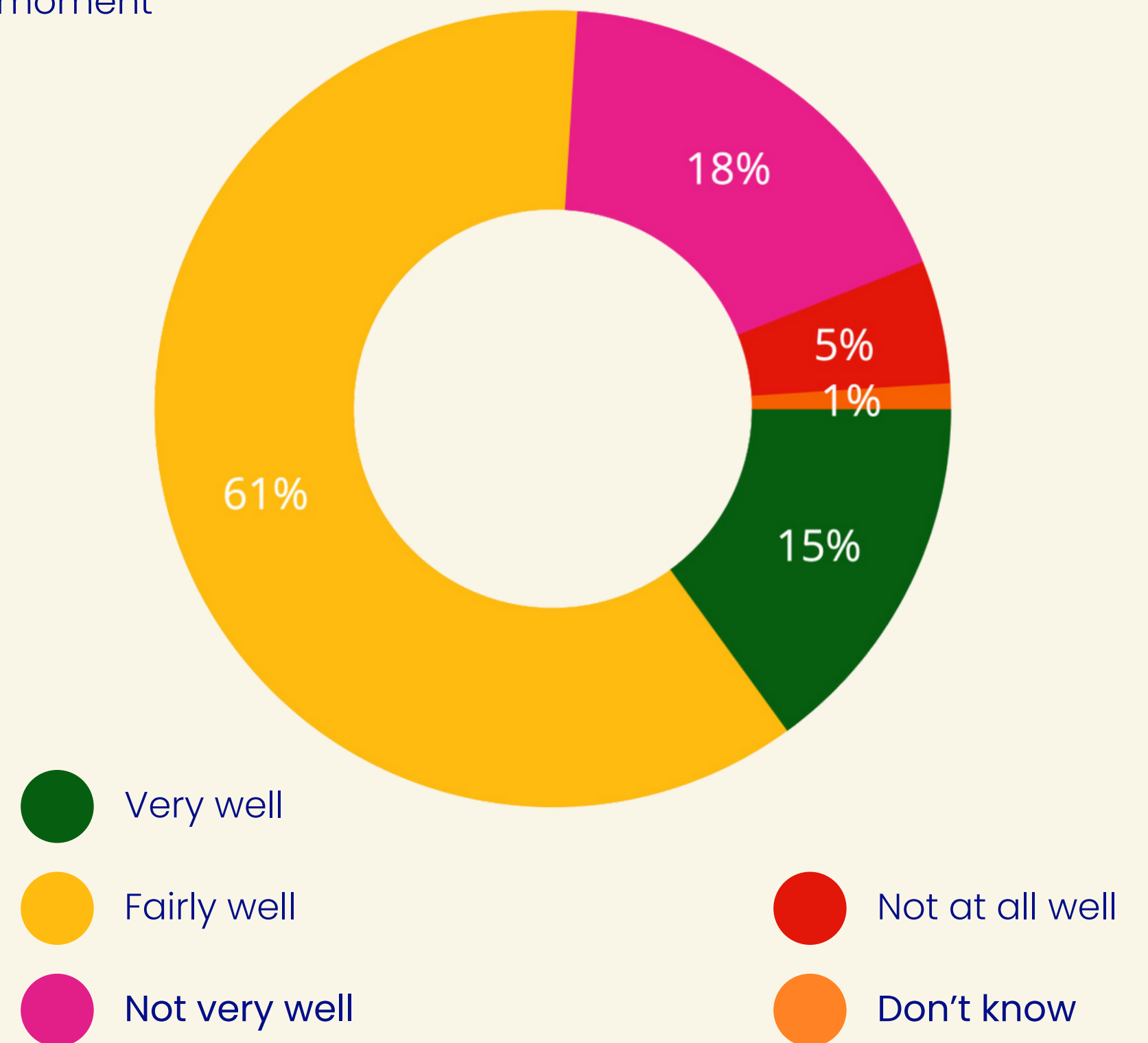
Scottish housing attitudes including those living in East Dunbartonshire

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

Housing costs

Almost a quarter of households (23%) in Scotland are struggling to cope with increasing household costs.

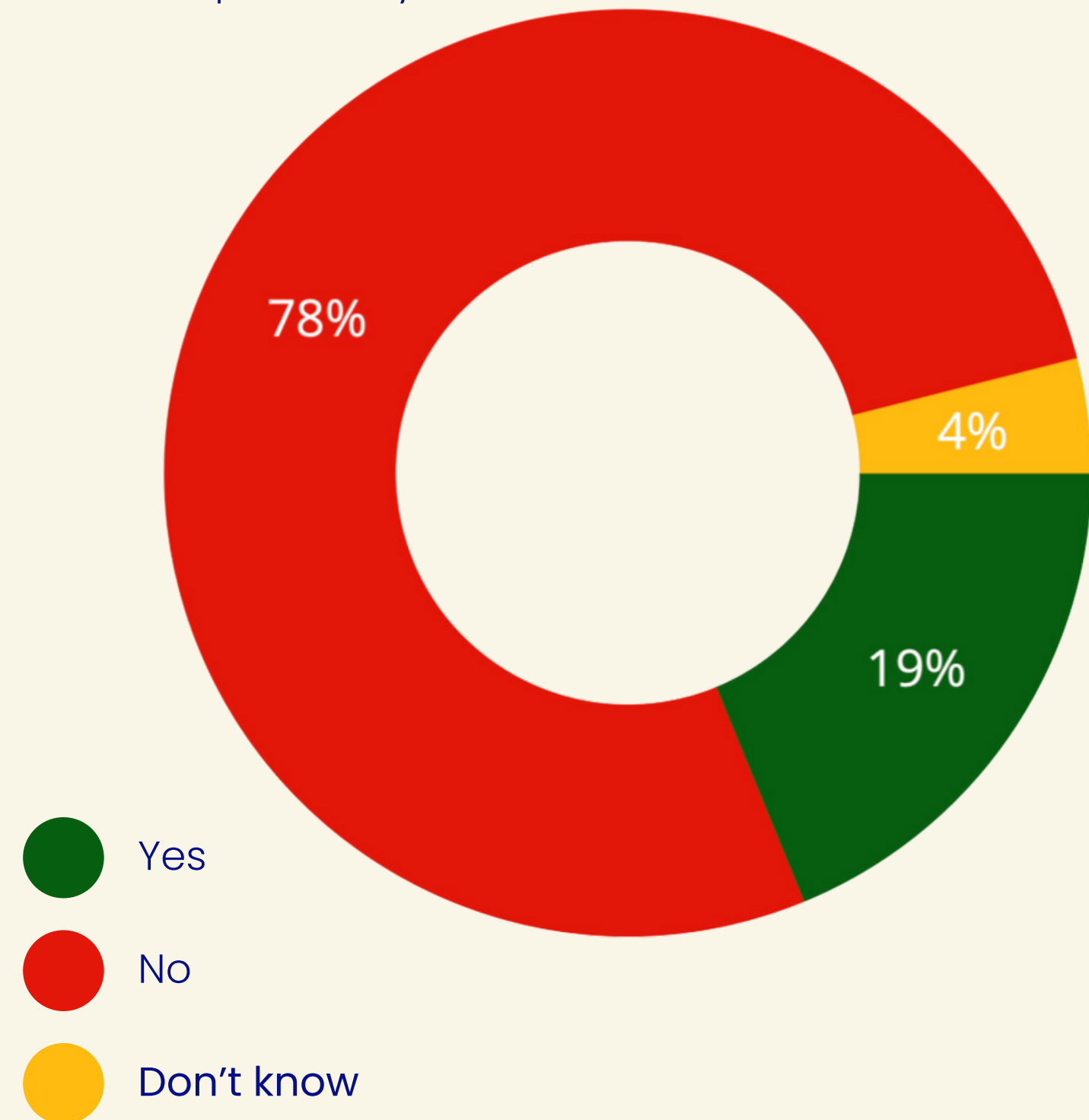
Fig 1 : How households are coping financially at the moment



Housing independence

Nearly one in five households (19%) in Scotland 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?



Nearly nine out of ten young adults living at home in Scotland would like to move out to a home of their own.

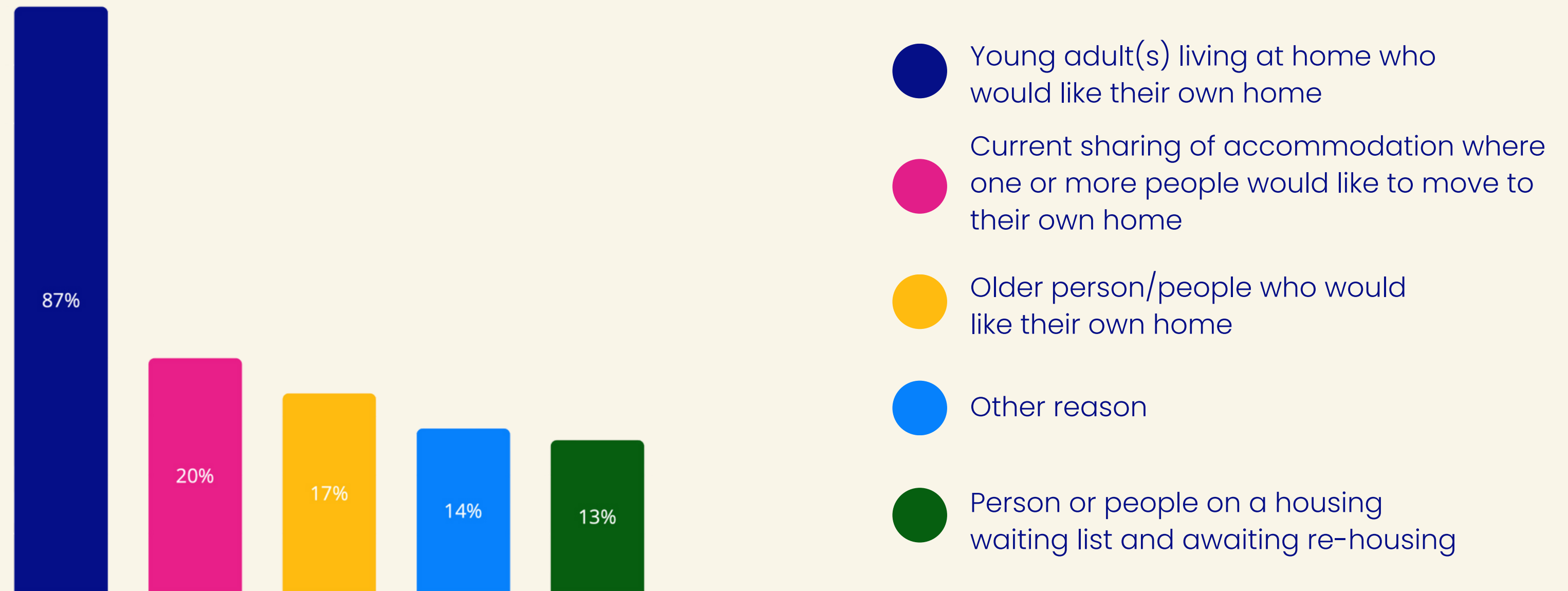
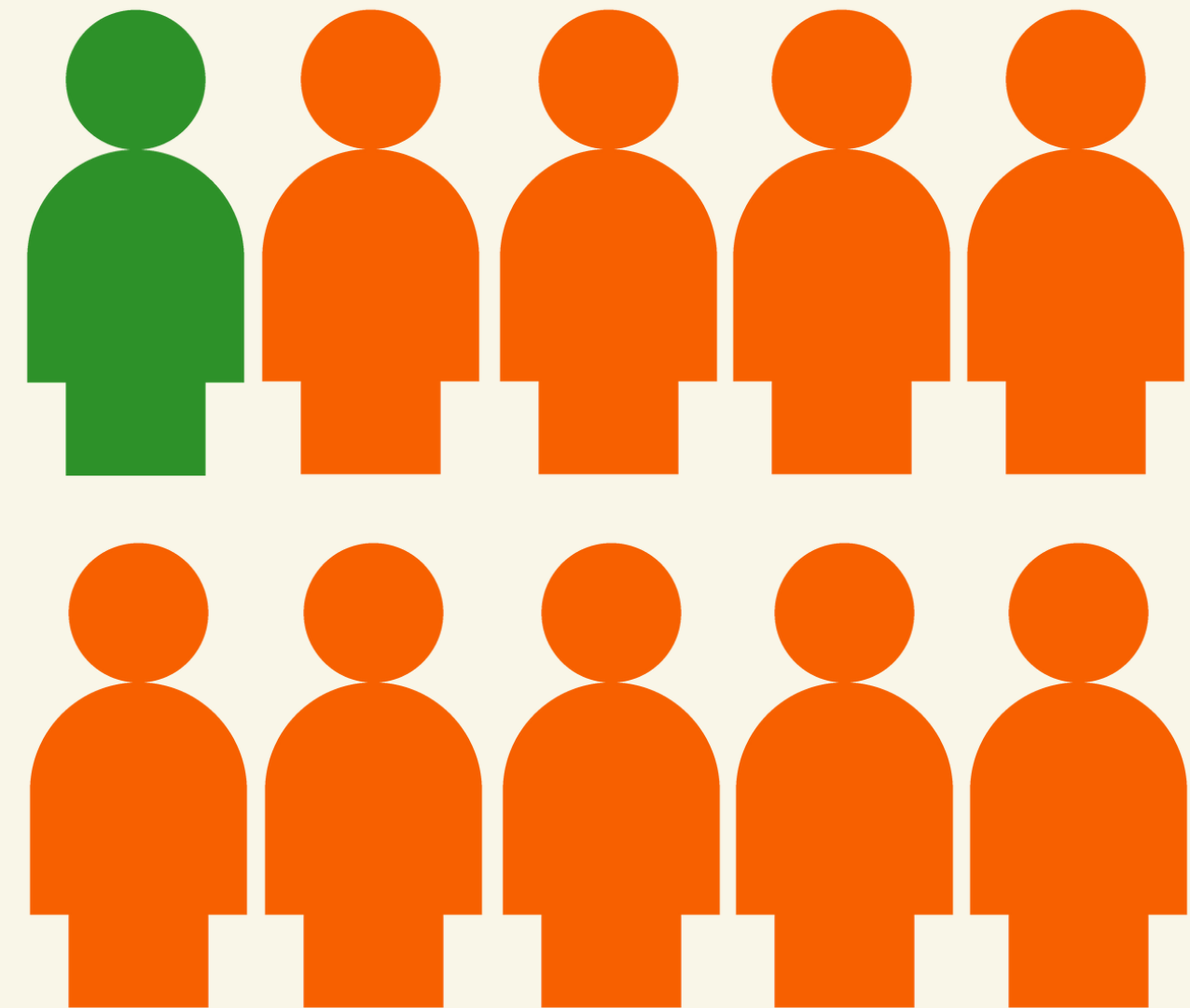


Fig 3: Reasons for concealed households

Downsizing

One in ten people in a household in Scotland identified as having 'hidden needs' say that they would like to 'downsize' as they require less space, but are unable to do so because of the lack of suitable housing.

Fig 4: One of the hidden needs of older people in Scotland





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, Chief Executive of trade body Homes for Scotland, on the limitations of the Scottish government's housing need and assessment tool that only includes those in acute need, such as homelessness and temporary accommodation.

Part 2

**East Dunbartonshire 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 Dunbartonshire who want to see more homes built in the area.



The situation with my stepson highlights the urgent need for more housing. He, like many others, finds it impossible to get onto the property ladder due to the lack of homes available. It's a distressing reality that he might have to wait for an inheritance to own a house. This underlines the necessity for action to provide accessible housing options for everyone.



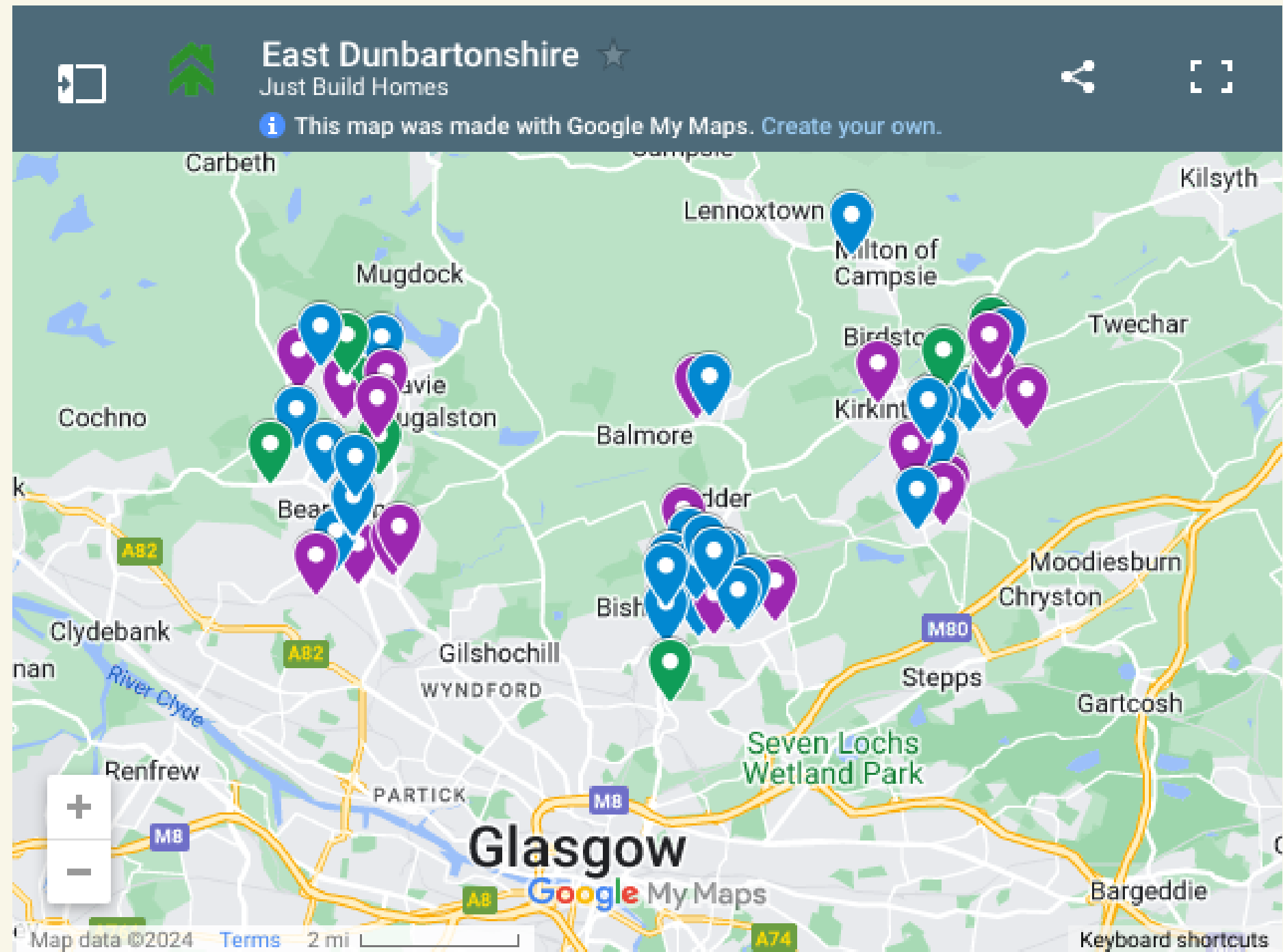
Homeowner in Bishopbriggs South,
Aged 45-54.

Who did we speak to?

We held in depth 'conversations' with sixty local residents.

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

Fig 5: Live map of local residents comments



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

Who did we speak to?

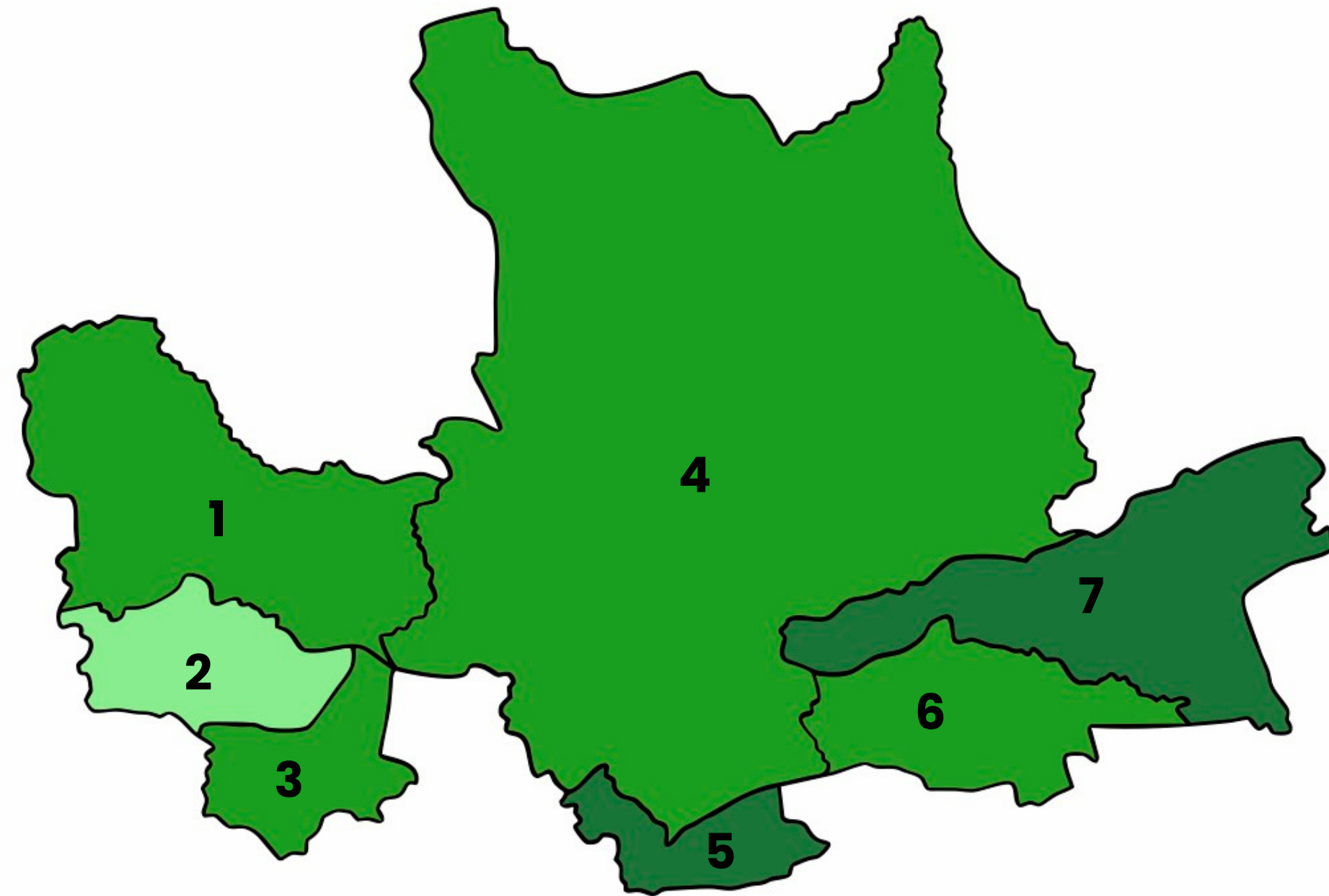


Fig 6: Engagement map of local supporters

Wards

1. Milngave
2. Bearsden North
3. Bearsden South
4. Bishopbriggs North and Campsie
5. Bishopbriggs South
6. Lenzie and Kirkintilloch South
7. Kirkintilloch East and North and Twechar

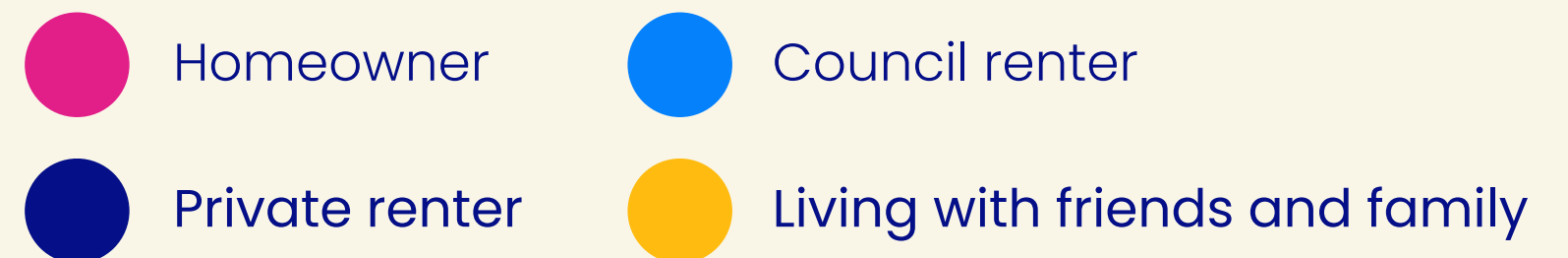
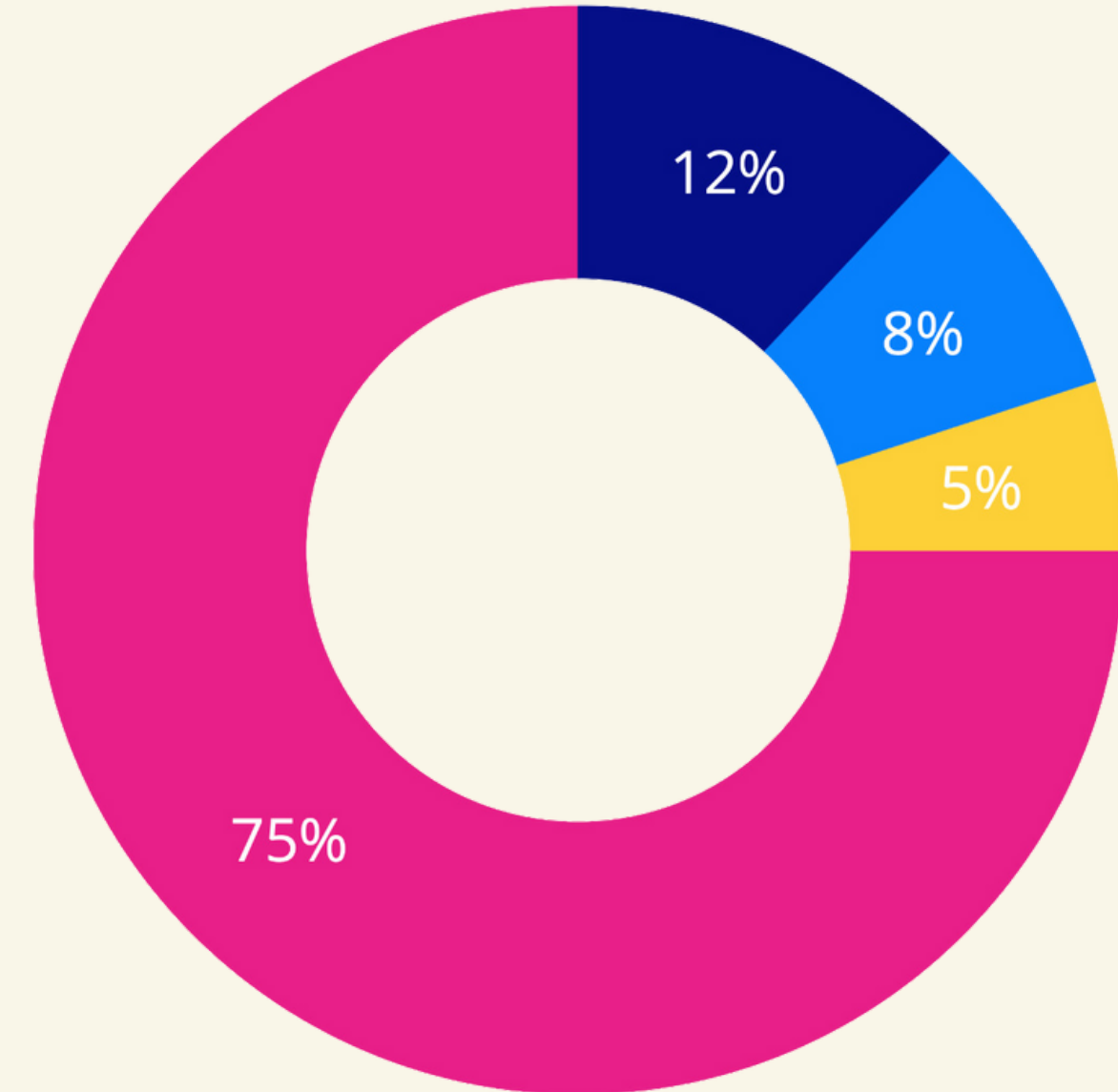
Key

- 1-4 conversations
- 5-10 conversations
- 11-15 conversations

Housing status

75% of those who believe that housing should be prioritised in the Local Plan are existing homeowners.

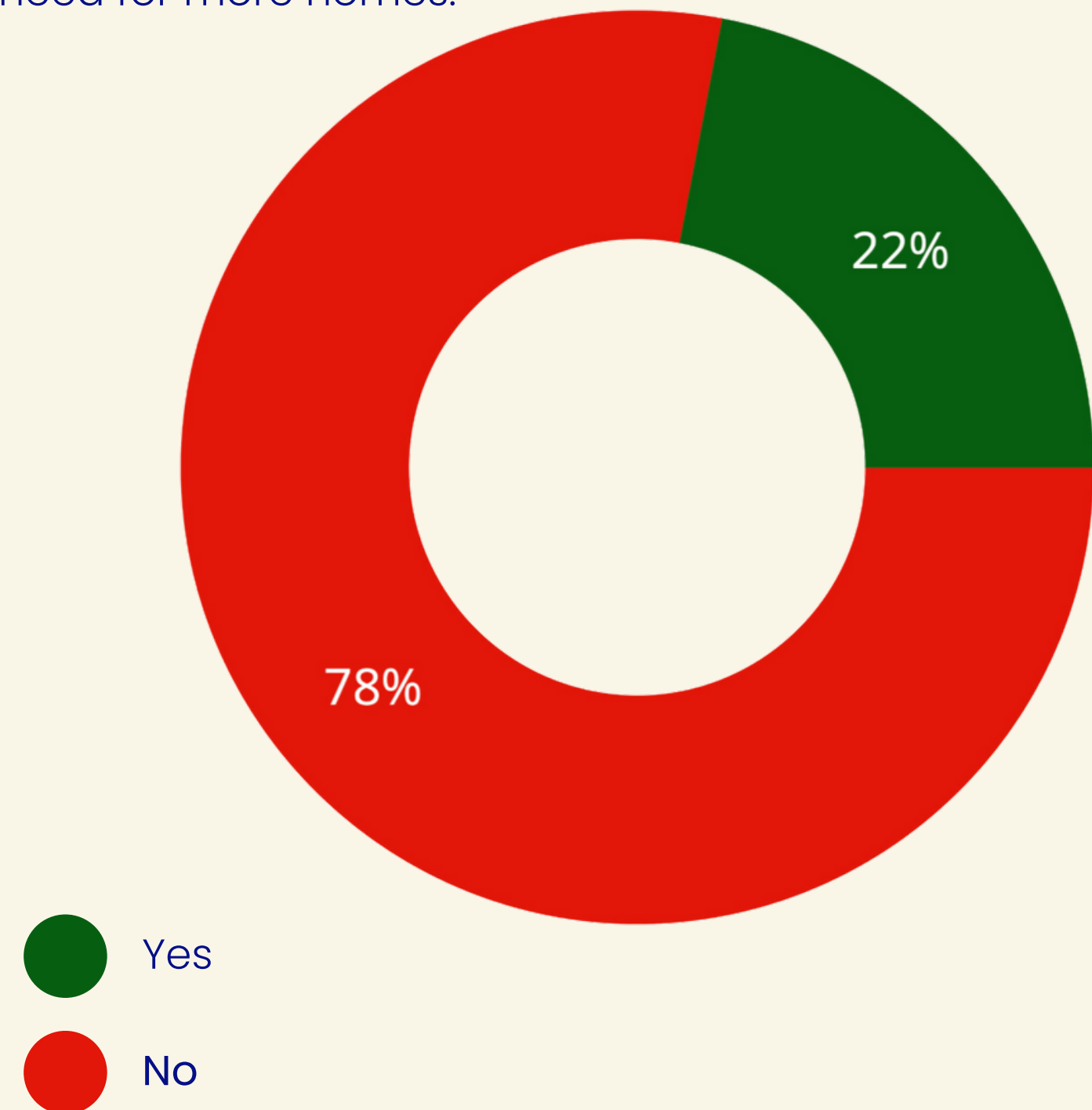
Fig 7: Housing status of registered supporters



Downsizing

Over one in five of those we spoke to believe that there is lack of suitable housing available in East Dunbartonshire for older people who are looking to 'downsize'.

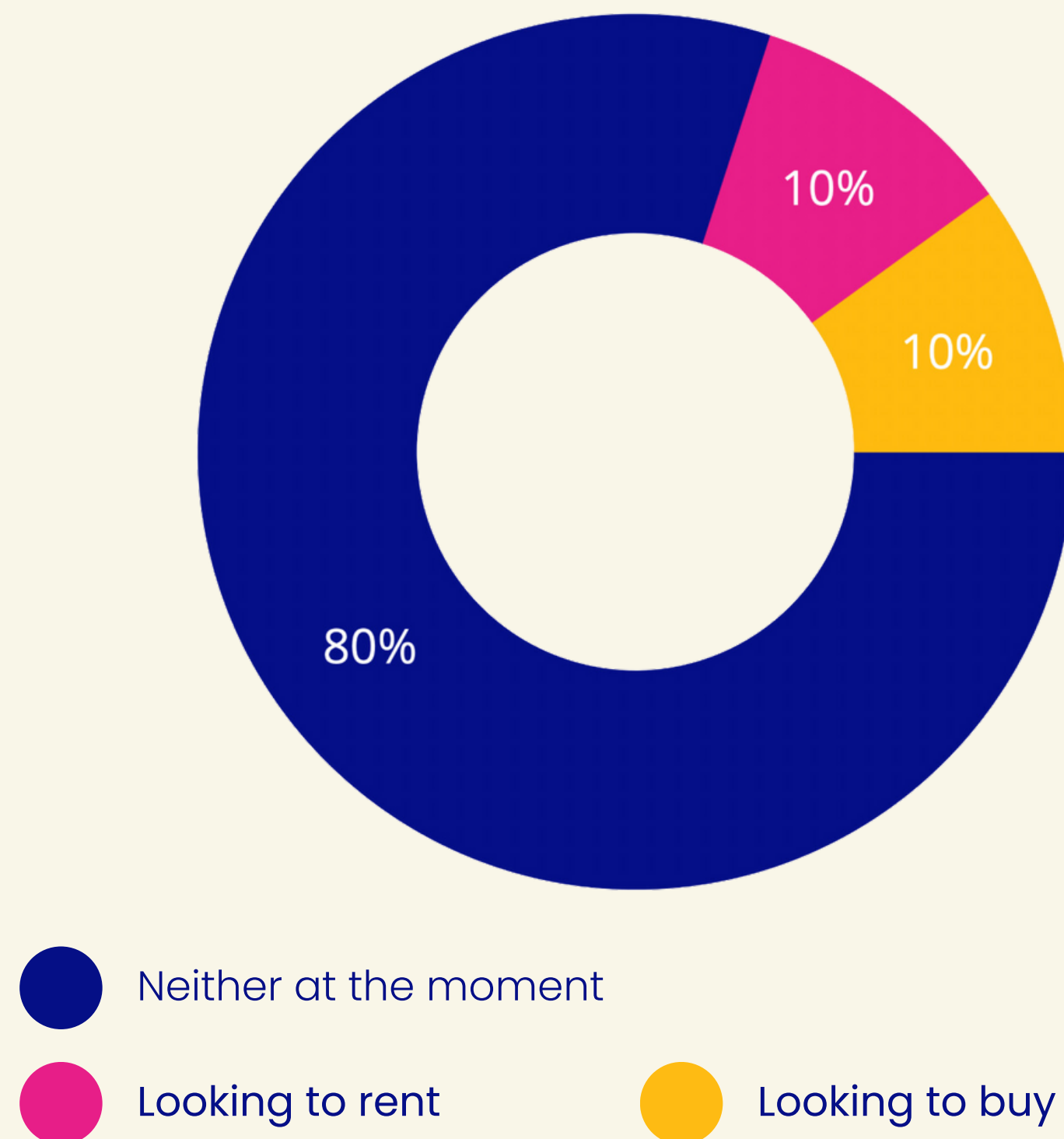
Fig 8: Residents who prioritised the lack of available housing for those wishing to downsize as a reason for the need for more homes.



Housing situation

One in five of those we spoke to are currently looking to rent or buy in the local area.

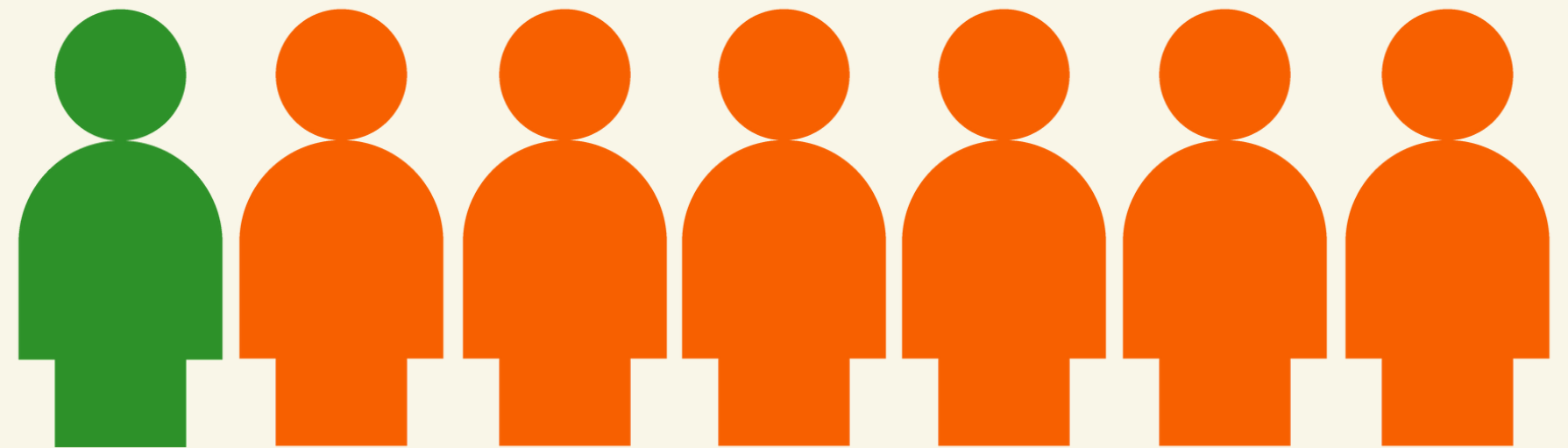
Fig 9: Housing situation of respondents



“This area, with its great community, is an ideal place to raise a family. However, **the lack of housing is a major concern.** I think planning to build more homes here is a positive step in to nurturing the community spirit for future generations”.

Lewis R, 25–34, Private Renter,
Lenzie and Kirkintilloch South.

Fig 10: Housing needs for younger people



One in seven people that we spoke to emphasised that building more homes for younger people is one of the most important issues in East Dunbartonshire.

I support new homes because...

I am a young person personally struggling with housing.

As a young resident who is actively seeking housing, I have personally experienced the difficulty of finding suitable options in our area. The current housing market does not meet the needs of individuals and families looking to either rent or buy.

Amy J, Private Renter, 25-34,
Kirkintilloch East and North
and Twechar

It's clear we need more homes in our area to address these challenges. It's a necessity for the future of our community and for generations like mine.

We're missing major developments, and it's good to recognise our community's need for diverse housing options in our future plans. We need to create opportunities not only for professionals like myself but for everyone who calls this area home.

Living with family and friends,
25-34, Bishopbriggs South.

Living with family
and friends, 25-34,
Lenzie and Kirkintilloch
South.

Respondents told us they want the council to prioritise building more homes of all types to...

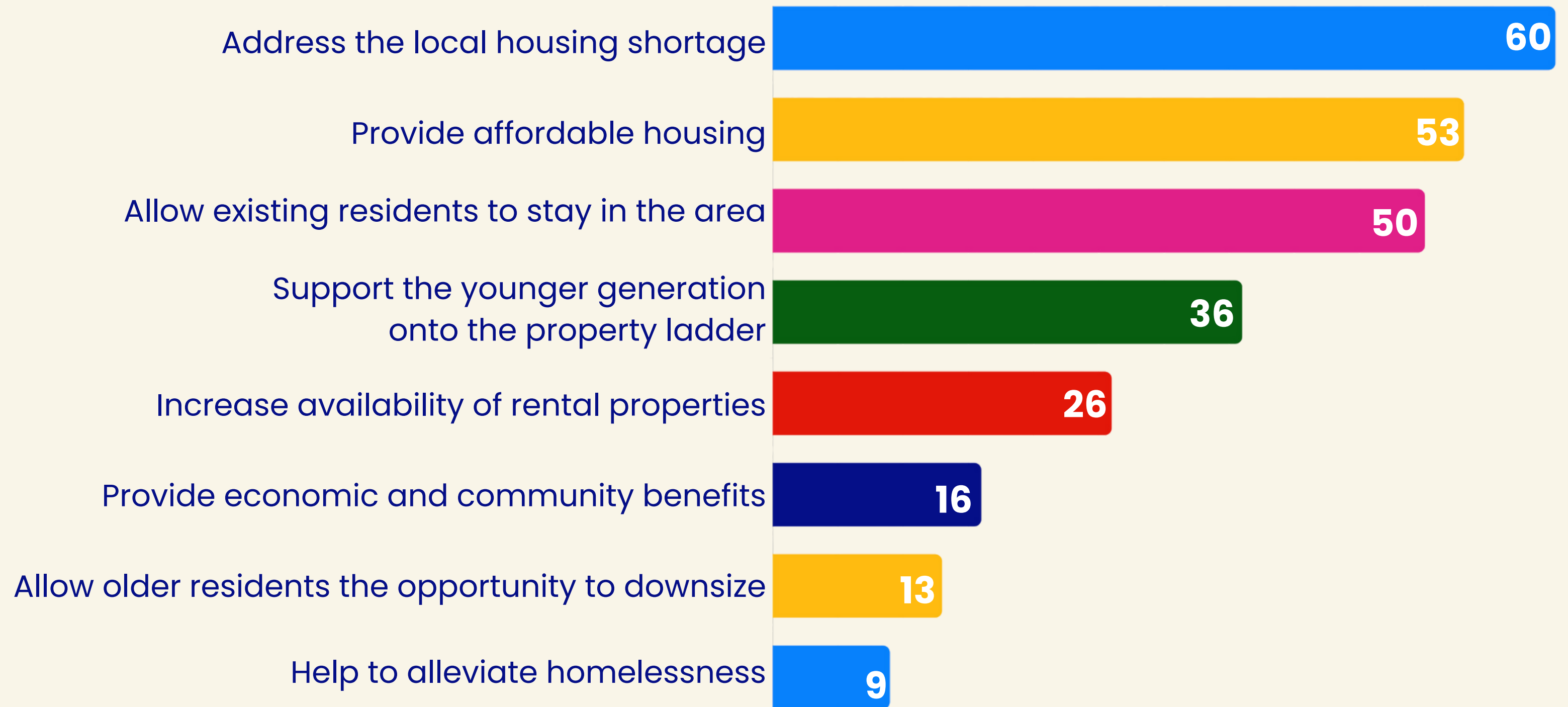


Fig 11: The reasons why people want to see new homes

Number of times theme is mentioned in supporter comments

I support new homes because...

it will help younger people onto the property ladder.

The shortage of housing means many end up staying with parents longer than they should. I believe there's a need for more homes to be in our local plans, especially ones that are affordable for those with regular jobs.

Doris F, Homeowner, 65+,
Kirkintilloch East and North
and Twechar

The council needs to focus on providing more housing, with some specifically aimed at assisting young people. It's about creating a fair chance for them to own a home and start building their future without being weighed down by an unaffordable market.

William M, Homeowner, 55-64,
Milngavie.

The soaring cost of buying a home is a major hurdle for young people today. More rental and buying options in our area could significantly ease this challenge.

Sandra Y,
Private Renter, 65+
Kirkintilloch East and
North and Twechar

I support new homes because...

it addresses the local housing shortage.

There's a noticeable shortage of available homes here, which impacts many of our residents, my support for including building more homes in the plans stems from a general concern for the community's well-being.

Elizabeth T, Council renter, 65+, Kirkintilloch East and North and Twechar.

There's a shortage of diverse housing options in our area, It's urgent for our local authorities to act now, to address this pressing issue.

John H,
Homeowner, 65+,
Bearsden North

The current housing market is challenging, leaving many without viable options. By focusing on creating more housing in the local plan, we can directly address these issues, providing a lifeline to those in need.

Gerald T, Homeowner, 65+,
Bearsden South.

I support new homes because...

it will help existing residents to stay in the area

This should be included in the local plan as it will help allow the community that's already here – to stay here, rather than having to move out. It's important to provide a variety of options.

Teresa M, Homeowner, 65+,
Milngavie

People in the area are struggling to get into new properties. I don't recognise anybody in the area nowadays due to people being priced out.

Norman R,
Homeowner, 65+,
Bearsden North

Over the past year, I've noticed a significant shortfall in housing availability, especially for those looking to buy. This shortage has made it challenging for residents, like myself, who want to remain in the area but find limited options.

William M, Homeowner, 55-64,
Milngavie.

Part 3

Recommendations

Recommendation 1

East Dunbartonshire Council should **develop a credible and robust Local Plan** that addresses the stark findings of local housing need contained within this report.



Recommendation 2

East Dunbartonshire 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 Dunbartonshire Local Plan should incorporate a **powerful strategy to support 'downsizing'** – to help older residents find quality housing that meets their needs, and helps free up family housing for younger people.



Part 4

About us

About us

Shared Voice is a research and digital ed 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.



SharedVoice



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 274 residents living in East Dunbartonshire. We are grateful to Homes for Scotland, The Diffley Partnership and Rettie & Co for sharing the data sets 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](#).



SharedVoice



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 sixty East Dunbartonshire residents who support more homes built in the local area.



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