East Renfrewshire Local Plan

Community Opinion Snapshot

November 2026

Prepared on behalf of:

MAC MIC LAND

ROBERTSON

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by SharedVoice

Introduction

Shared Voice has been exploring local attitudes towards housing and growth in East Renfrewshire since 2023, building an evidence base to inform the emerging Local Development Plan.

Previous research has highlighted local housing needs, affordability challenges and residents' aspirations for the future. This includes research from **Homes for Scotland (HFS)**, involving 197 East Renfrewshire households as part of a nationwide survey of 13,690 households, alongside Shared Voice's engagement with **72 residents who support additional housing in the area**.

Building on this work, Shared Voice has undertaken in-depth conversations with a representative sample of **106 residents** living across East Renfrewshire in October 2026.

Completed on behalf of **Mac Mic Land**, **Robertson Group** and **Taylor Wimpey**, this analysis explores local people's attitudes to provide evidence for proposed residential development in the area.

Together, these findings provide further insight into local priorities and aspirations, helping to inform future housing allocations and infrastructure investment through the Local Development Plan process.

Executive summary

In **October 2026** Shared Voice undertook in-depth conversations with **106 East Renfrewshire residents.** Our research indicates a broadly positive attitude towards housing growth:

66% support new homes alongside the infrastructure they require and **58%** recognise the need for additional homes in East Renfrewshire. Housing affordability remains an important consideration, with **65% describing housing in the area as unaffordable.**

Residents identified **opportunities** to address local housing needs, improve access to homes for younger people and families, and deliver a wider range of housing options.

Investment in healthcare, education and transport also emerged as key priorities, highlighting the importance of planning for new homes alongside the **services and infrastructure** needed to support growing communities.

Building on the evidence

Research undertaken since 2023 has **consistently highlighted the need for a greater range of housing options in East Renfrewshire**. Independent research by Homes for Scotland, alongside Shared Voice's previous engagement, provides an **established evidence base** on housing need, affordability and opportunities for local residents. A detailed report is attached as ***Annex 1***.

Addressing local housing need

Homes for Scotland's research estimated that approximately **7,900 households in East Renfrewshire** had existing housing needs that could not be resolved within their current homes. The latest survey reinforces the importance of addressing local housing need, with **58% of respondents believing more homes are needed**.

Improving housing affordability

Previous research **identified affordability as a key challenge for local households**. This remains a consistent theme, with **65% of respondents** in the latest survey **considering housing in East Renfrewshire unaffordable**.

Supporting younger people and local families

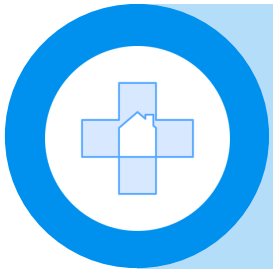
Earlier engagement highlighted the **difficulties younger residents face** accessing the housing market and remaining in their local communities. The latest findings reinforce the importance of **providing suitable homes for younger people, first-time buyers and growing families**.

Delivering a range of housing options

Homes for Scotland's research estimated that approximately **4,700 households required an affordable housing solution**, while 3,200 could afford a market housing solution. The latest survey reinforces the **need for housing choice**, with respondents identifying demand for different types and sizes of homes to meet changing needs.

Source: *Homes for Scotland, Existing Housing Need in East Renfrewshire (January 2024); Shared Voice, Housing Attitudes in East Renfrewshire (September 2025); Shared Voice, Community Opinion Snapshot (October 2026).*

Report insights



66% would support new homes alongside supporting infrastructure



65% view housing as unaffordable in East Renfrewshire



Almost 1 in 5 are not confident they can remain in the area



Healthcare and education are identified as the highest priorities for infrastructure investment.

The findings: Housing need

Do you think we need more homes in East Renfrewshire?

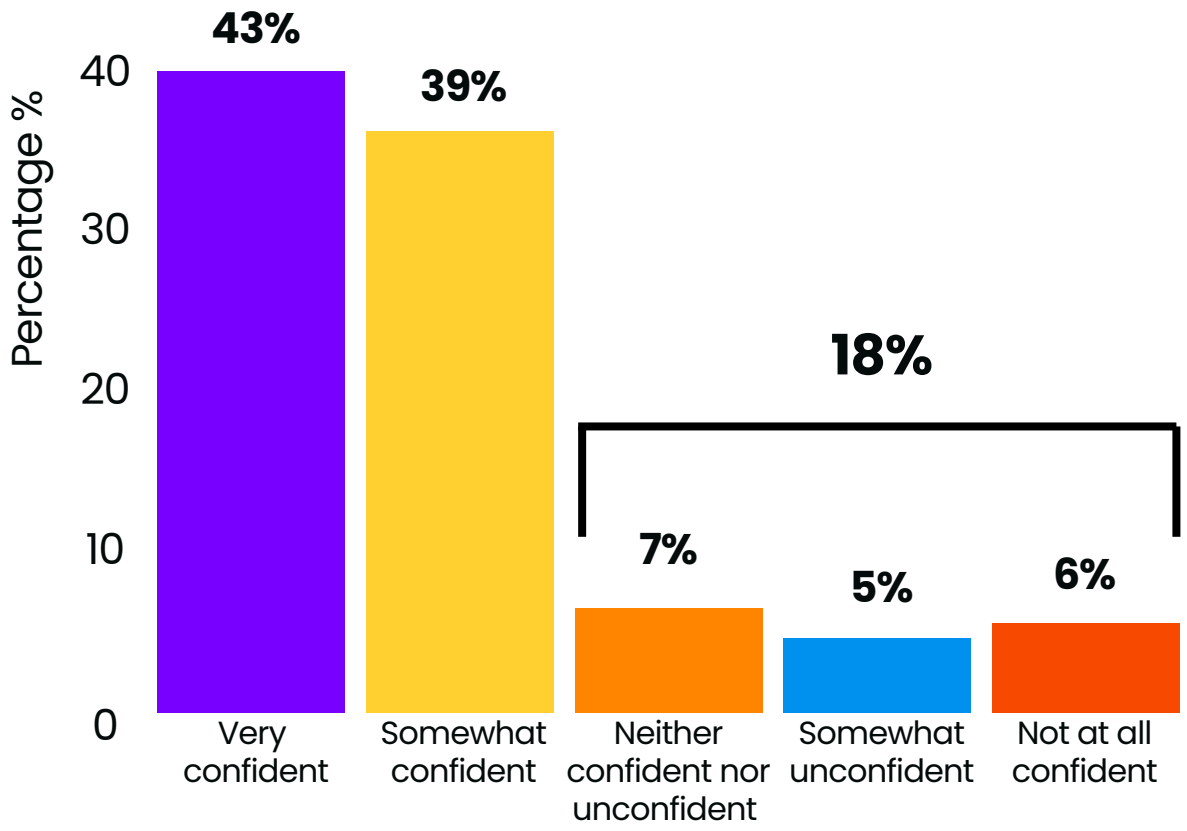
Nearly 3 in 5 think we need more homes in East Renfrewshire.



The findings: Affordability

Thinking about housing costs, how confident do you feel you can afford to stay in the area?

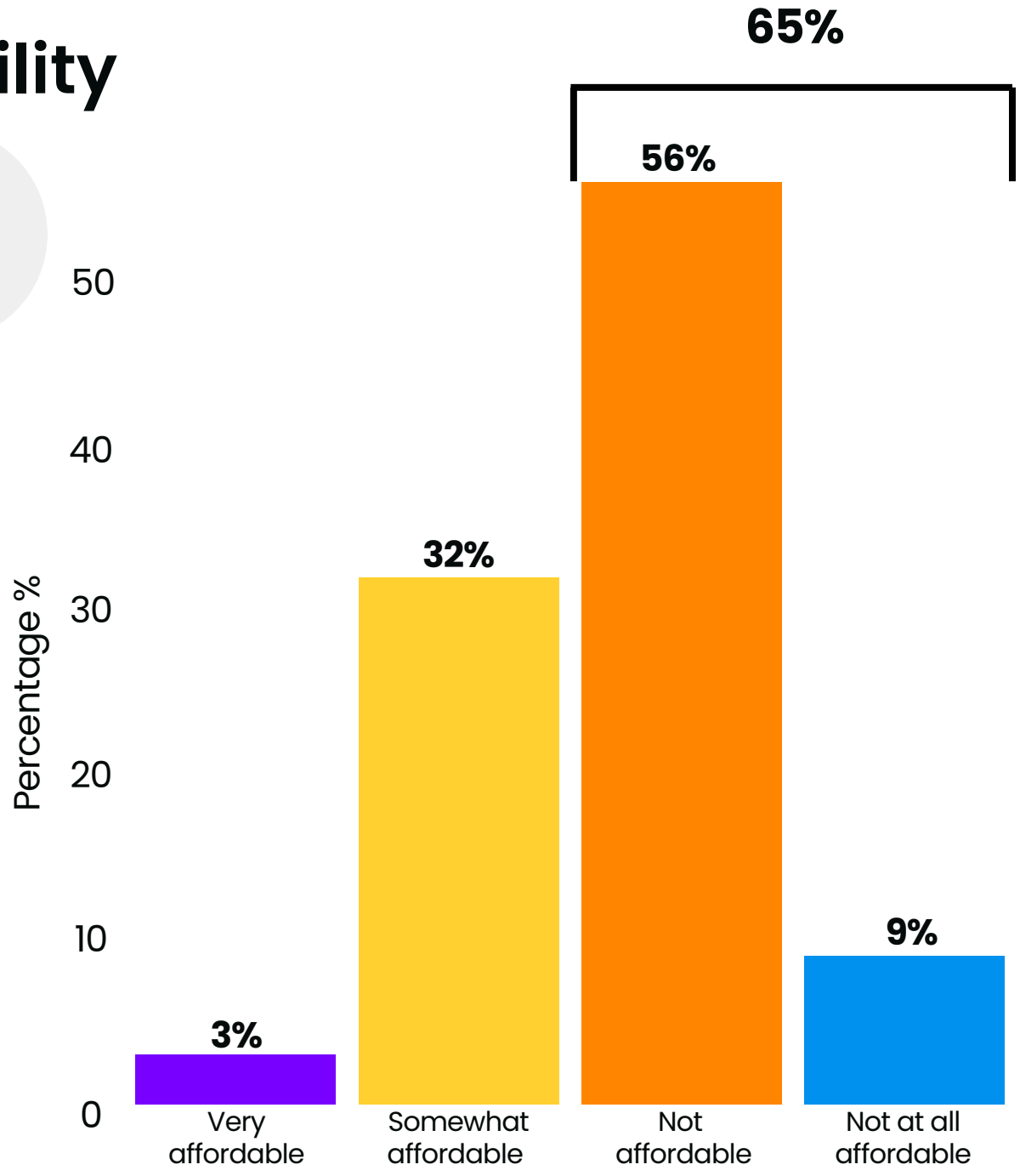
Almost 1 in 5 do not feel confident they can remain in the area.



The findings: Affordability

How affordable do you think housing in East Renfrewshire is at the moment?

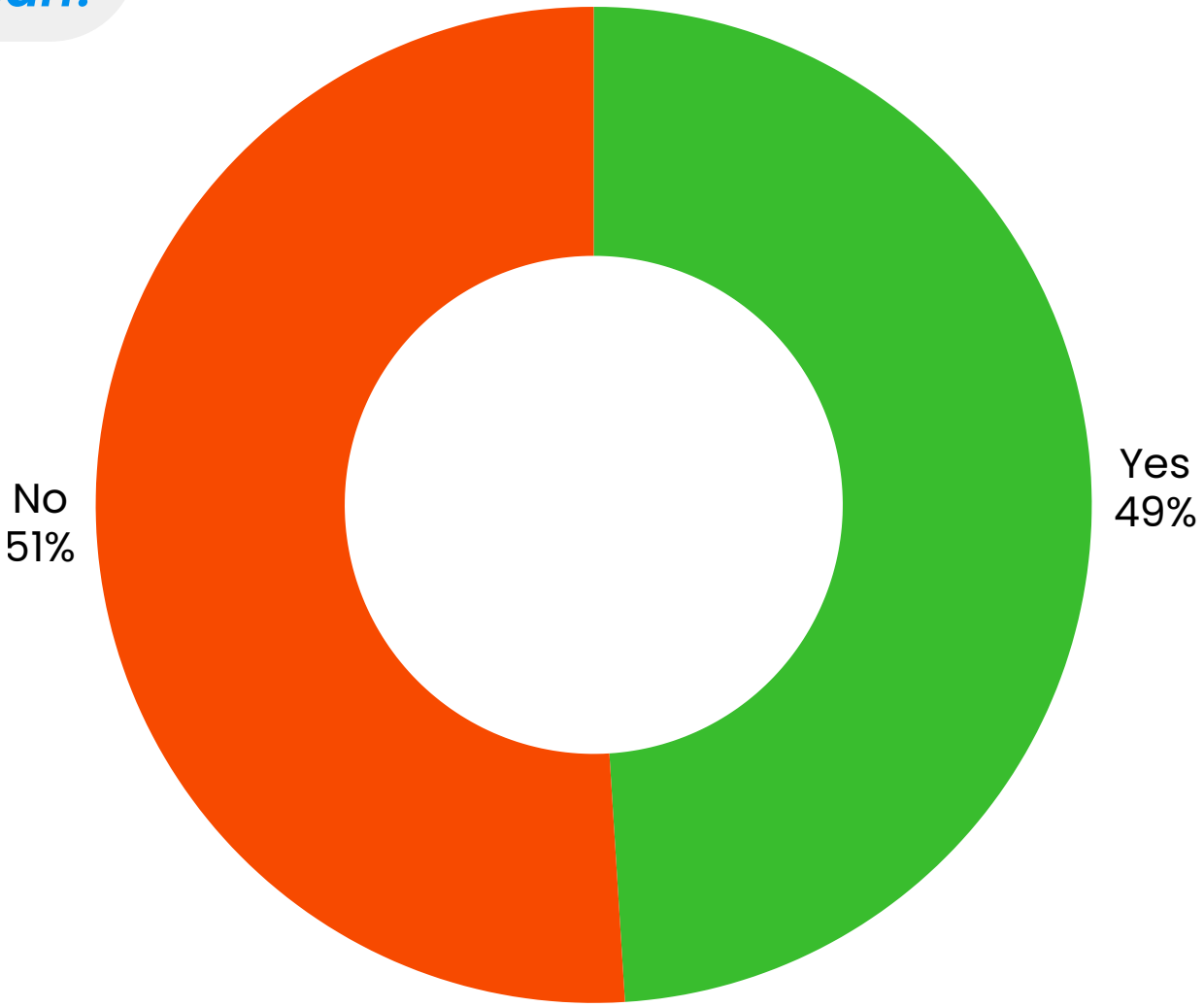
Almost 2 in 3 think housing is unaffordable in East Renfrewshire.



The findings: Knowledge of the plans

Before this call, had you heard about the council's draft local plan?

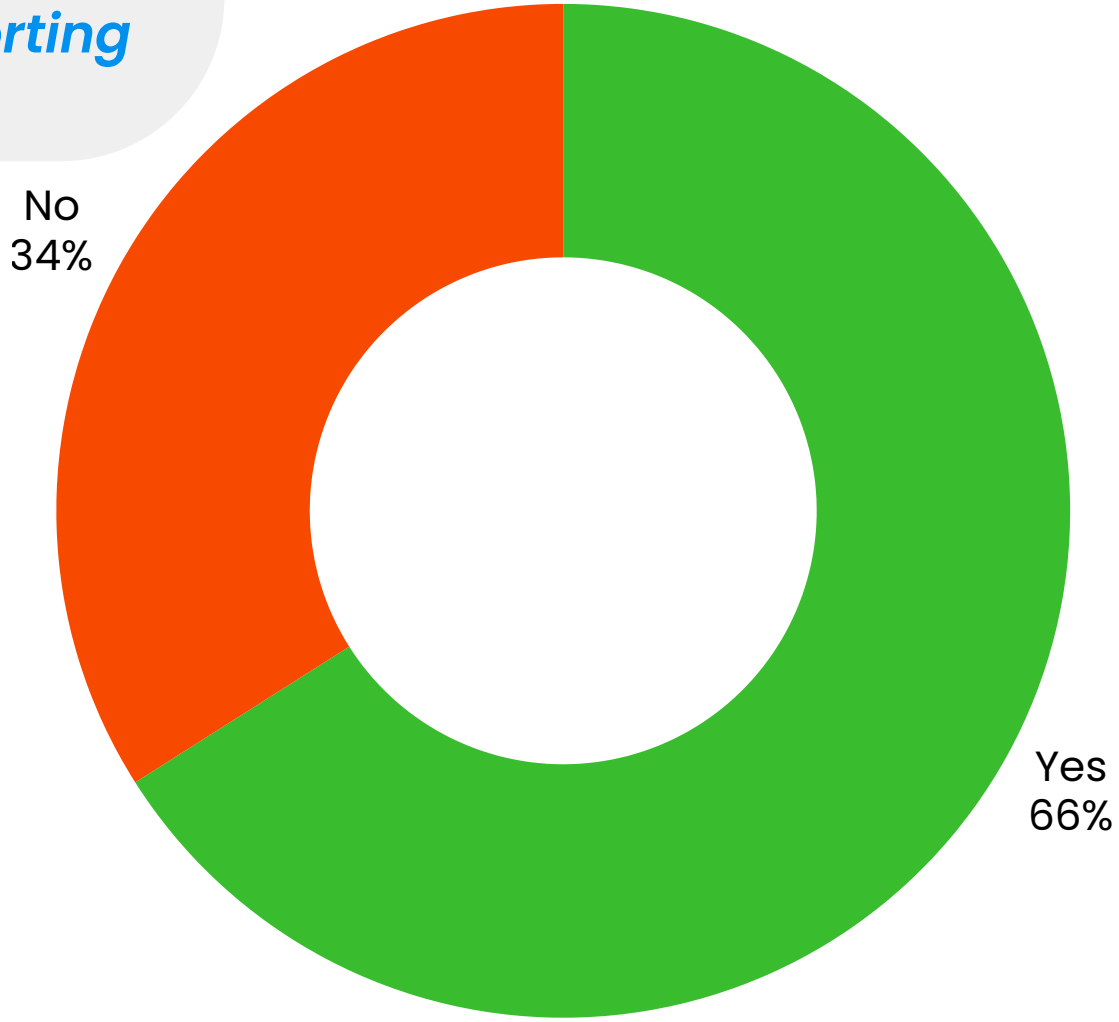
Roughly half of the respondents had heard about the draft Local Development Plan before the call.



The findings: Support for new homes

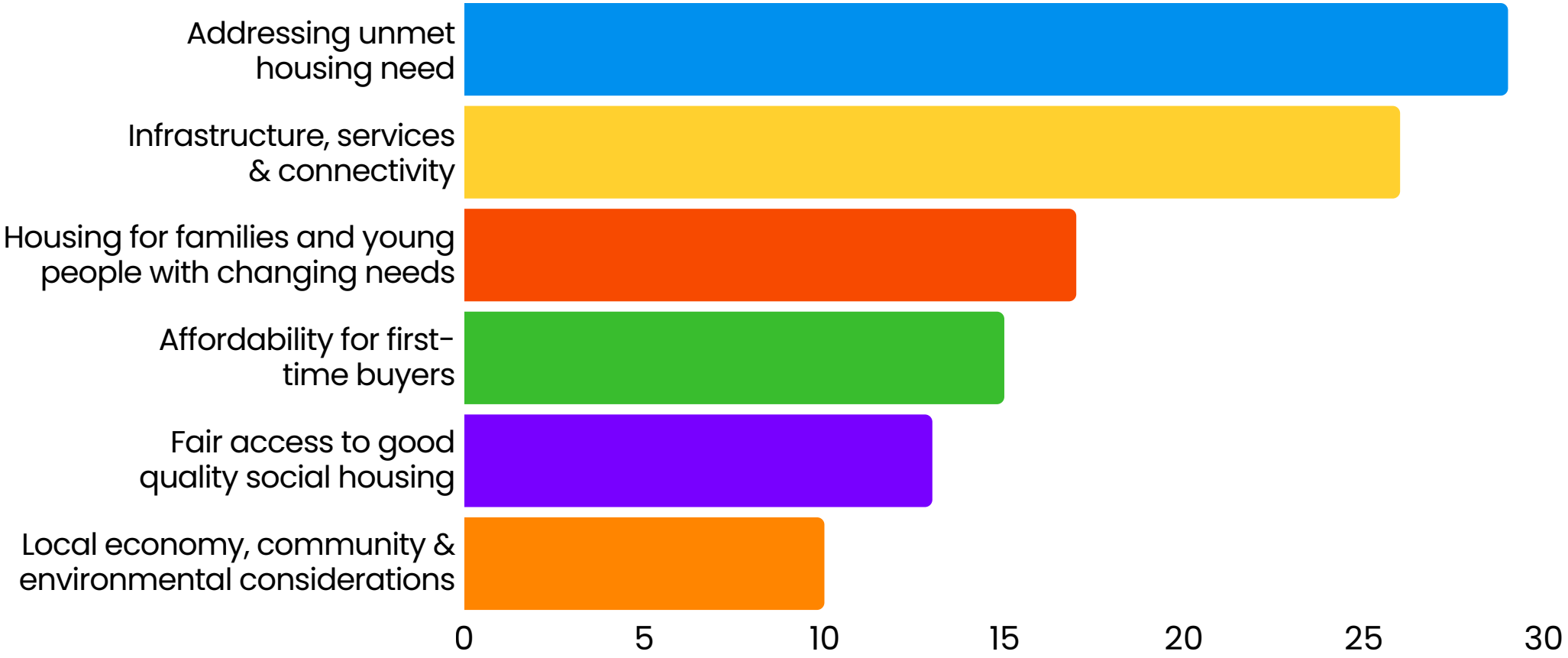
Would you support new homes being brought forward through the Local Development Plan, alongside supporting infrastructure?

2 in 3 support the idea of new homes alongside the infrastructure they require.



The findings: Support for new homes

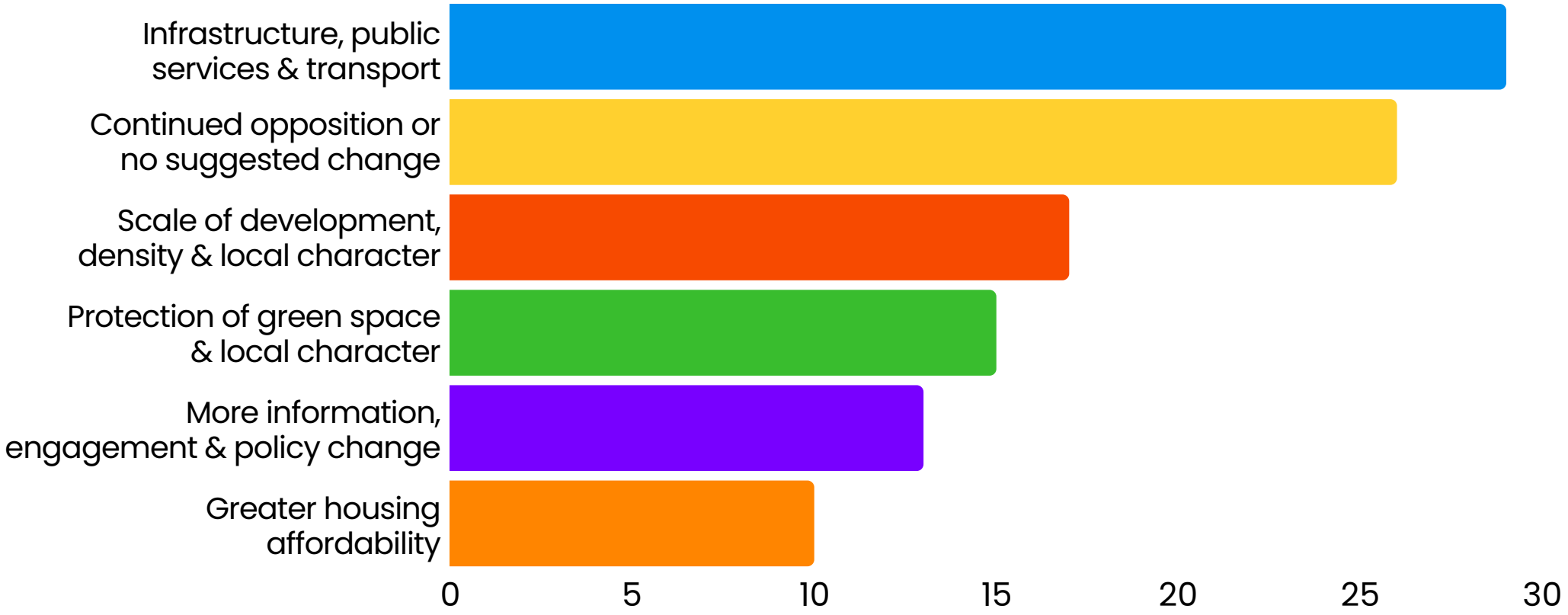
If yes, what are your main reasons for support? (Open-ended)



Housing need and infrastructure are the leading reasons for support. Respondents also highlight opportunities for younger people, families and first-time buyers.

The findings: Support for new homes

If no, is there anything that could make them acceptable to you? (Open-ended)

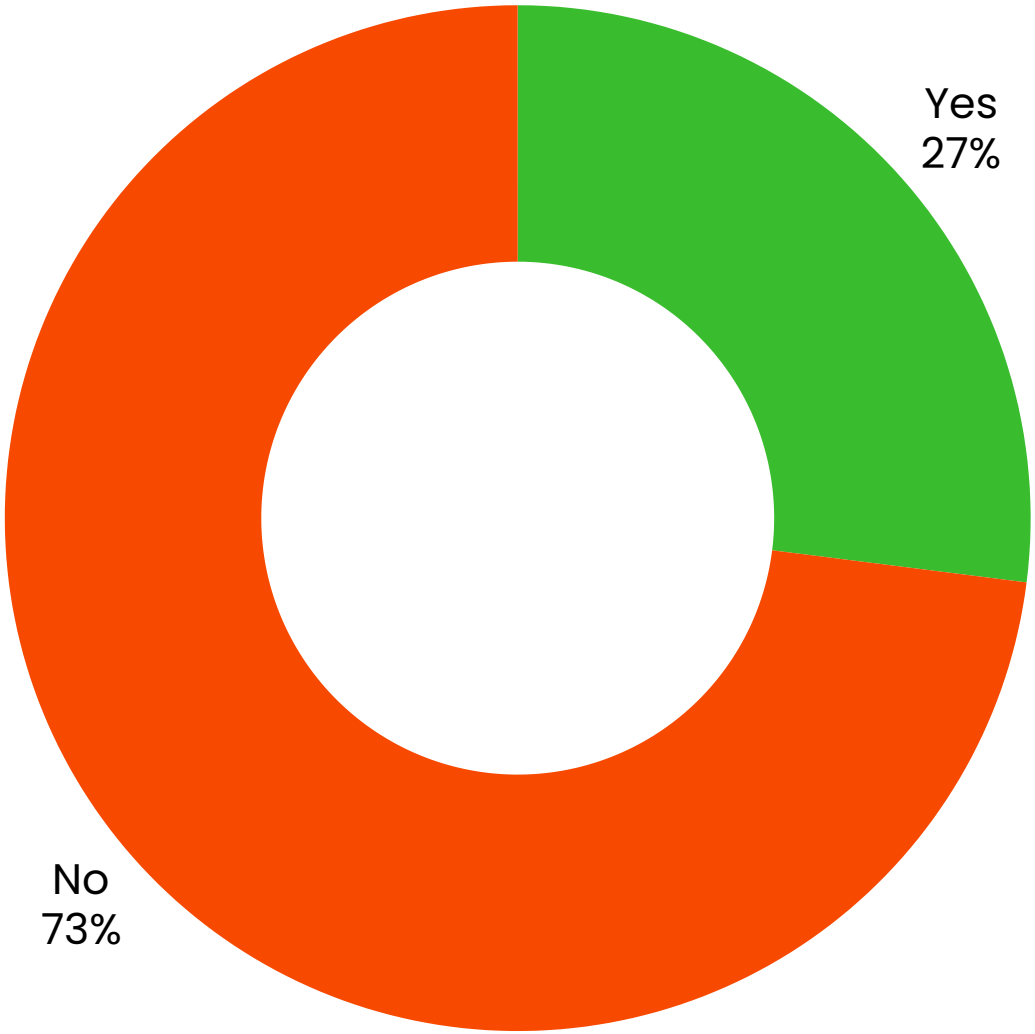


Infrastructure is the most frequently raised consideration. Some residents identify improvements that could make development more acceptable, while others remain opposed.

The findings: Likelihood of moving

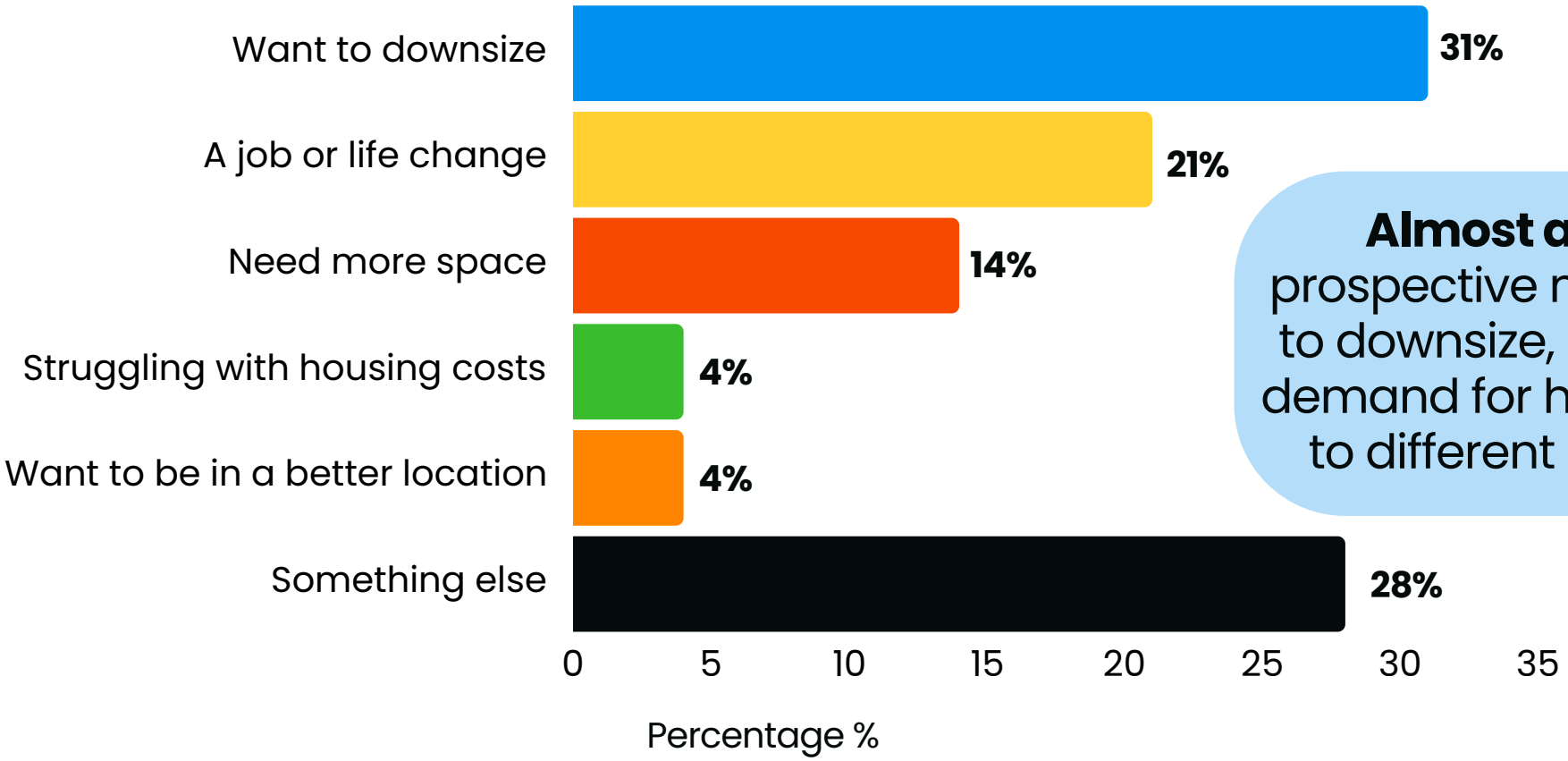
Do you think you might move home in the next five years?

Over 1 in 4 think they might move home in the next five years.



The findings: Reason for moving

What would be your main reason for moving?



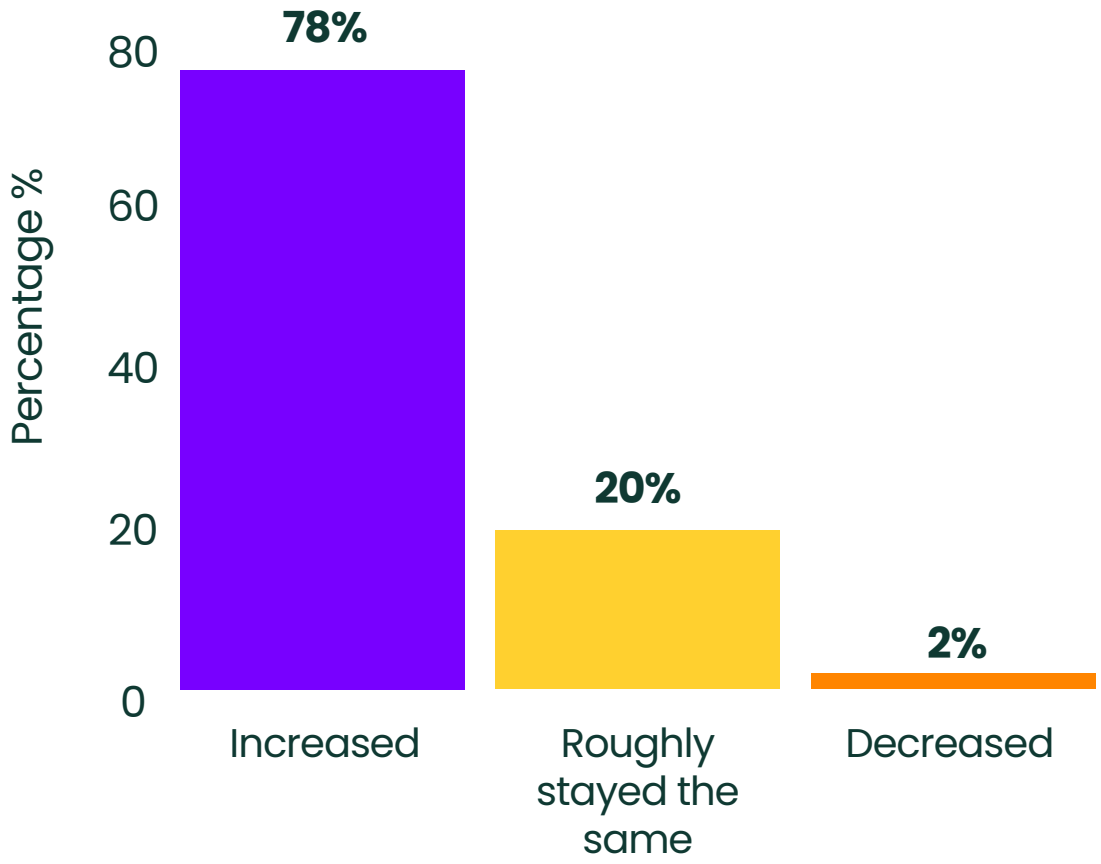
Almost a third of prospective movers want to downsize, highlighting demand for homes suited to different life stages.

NB: Question only asked to those who said 'Yes' to Q1.

The findings: Housing costs

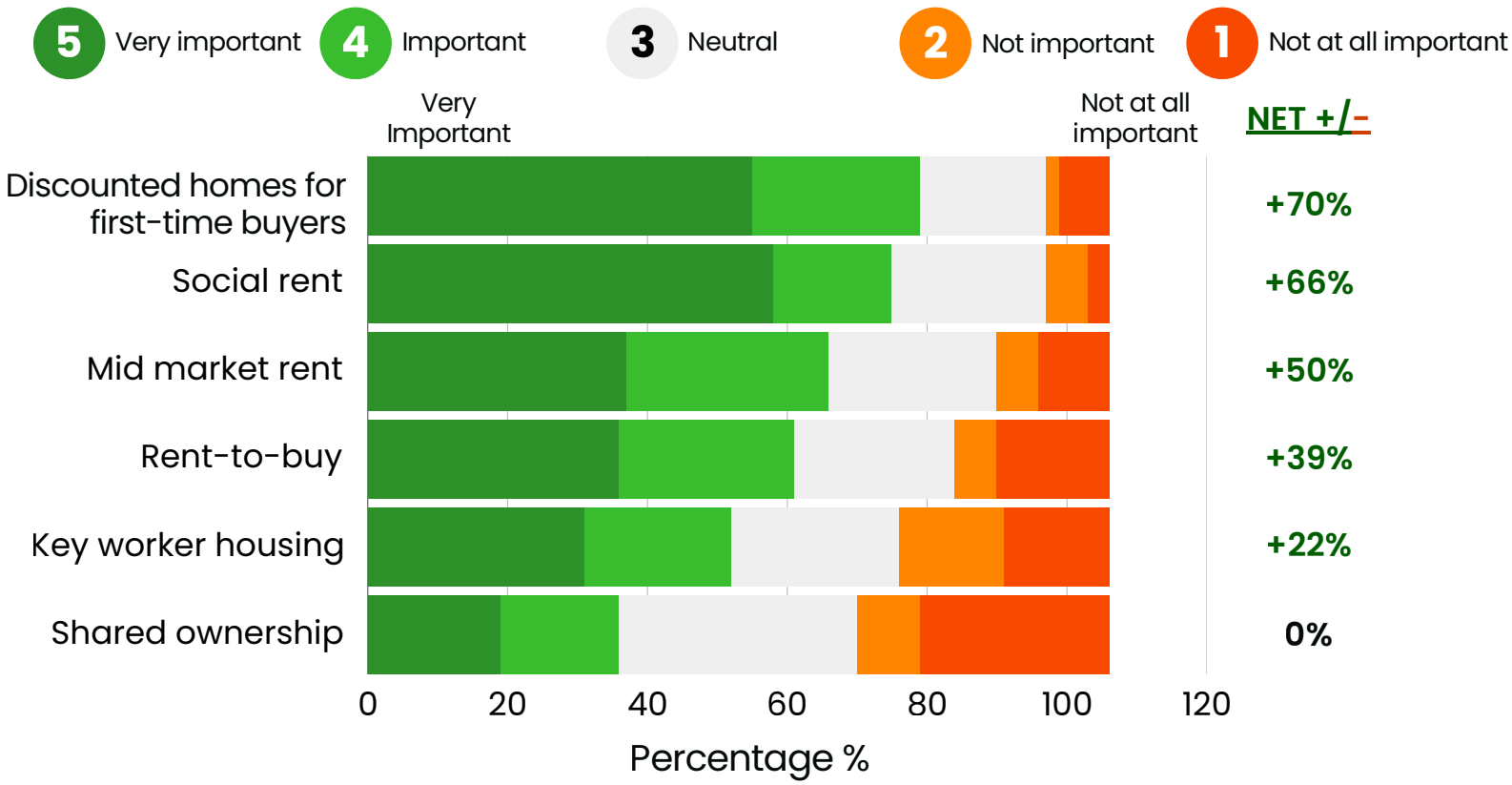
Over the past year, how have your housing costs (such as mortgage repayments, rents, and Council Tax) changed?

Nearly 4 in 5 have experienced housing costs rising, highlighting the importance of homes at different price points.



The findings: Affordable housing

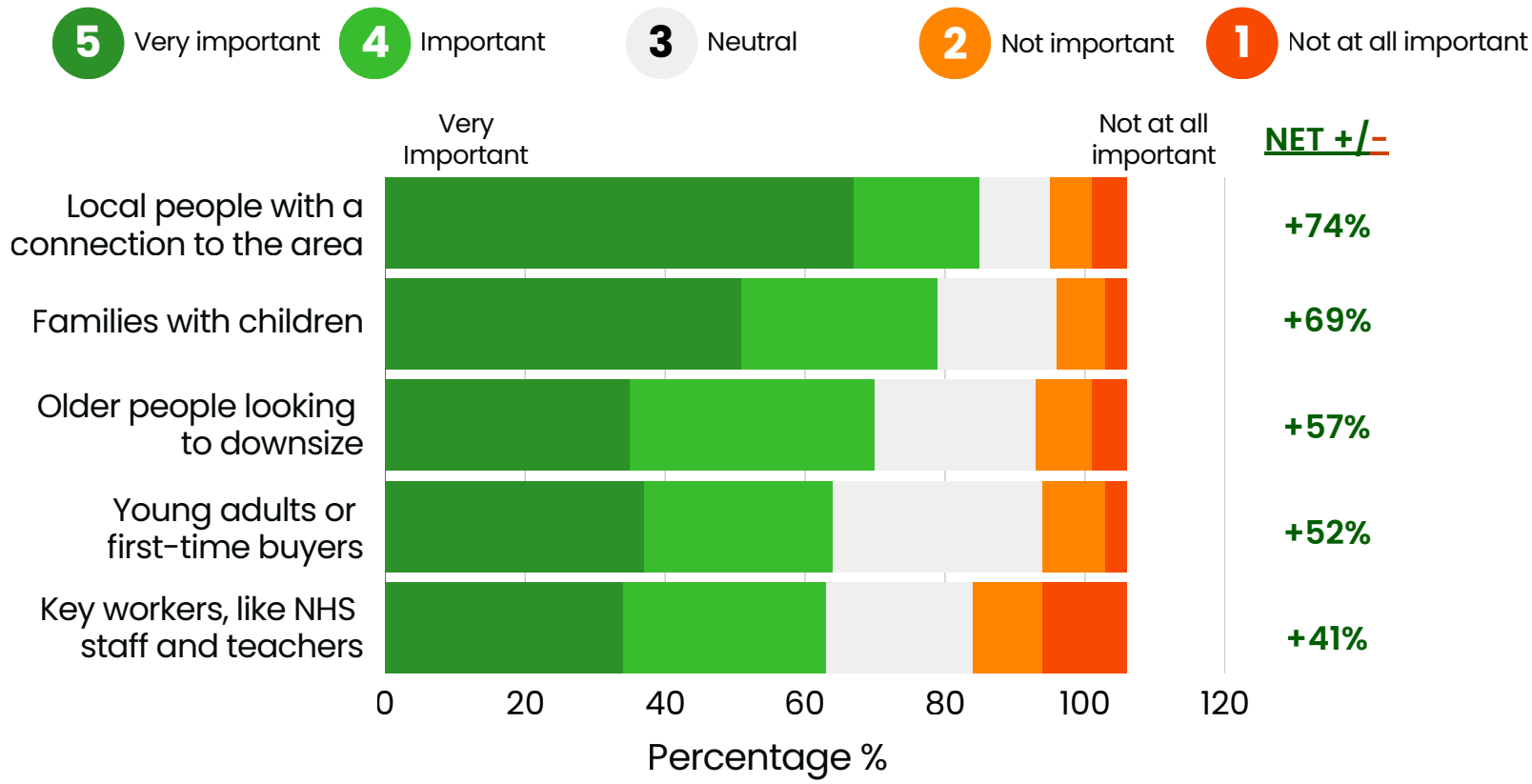
Thinking about affordable housing options, on a scale of 1–5, how important do you think each type of affordable housing is for the local area?



Discounted homes for first-time buyers and social rent received the strongest net importance scores. This highlights the importance of providing a range of affordable housing options.

The findings: Prioritisation for affordable homes

On a scale of 1 to 5, how important is it that affordable homes are prioritised for the following groups?

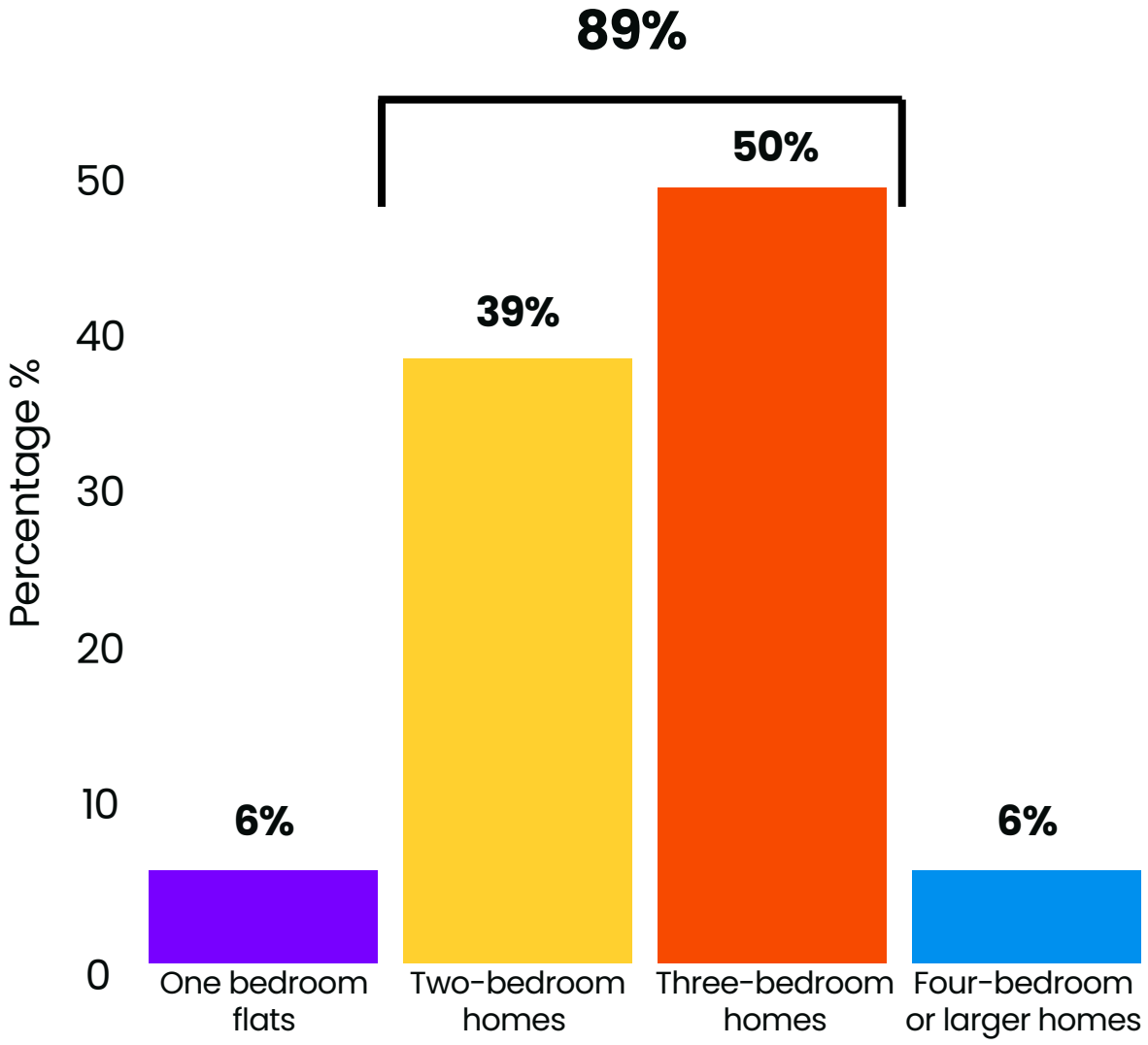


Residents prioritise affordable homes for local people and families with children. Older people looking to downsize and younger first-time buyers are also identified as important groups.

The findings: Affordable housing size

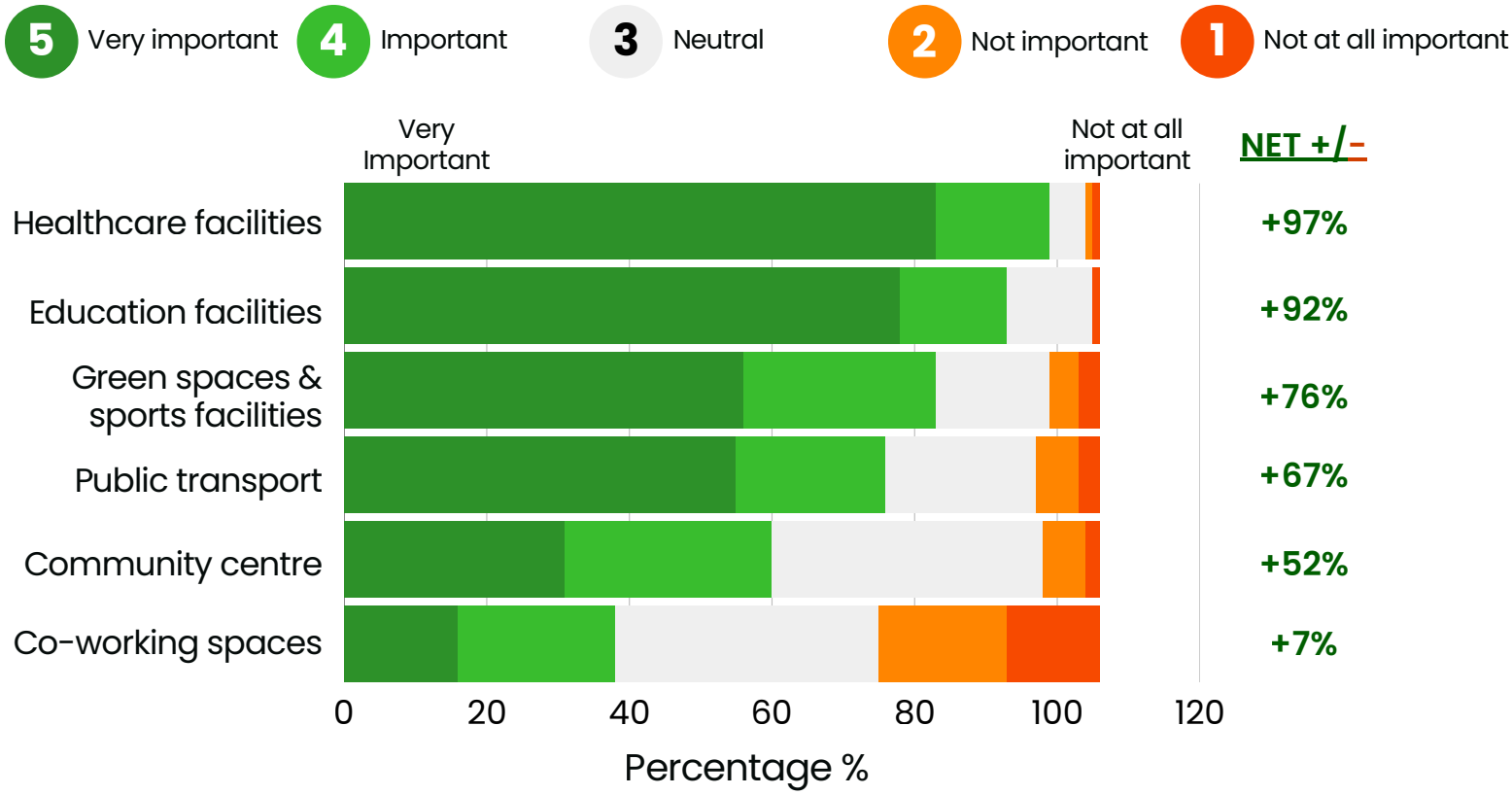
Which size of affordable homes are most needed locally?

Almost 9 in 10 identify two or three-bedroom homes as the most needed sizes of affordable housing.



The findings: Investment in infrastructure

Thinking about the needs of East Renfrewshire, on a scale of 1–5, how would you prioritise investment in the following types of infrastructure?



Healthcare and education are the highest priorities for infrastructure investment. These priorities closely reflect LDP3's proposed infrastructure-first approach to housing growth.

The findings: Open-ended

From your perspective what is important to you about housing in the area? (Open-ended)

Local infrastructure, services and amenities

Affordability and housing costs

Neighbourhood quality, safety and community

Housing types, sizes and life-stage needs

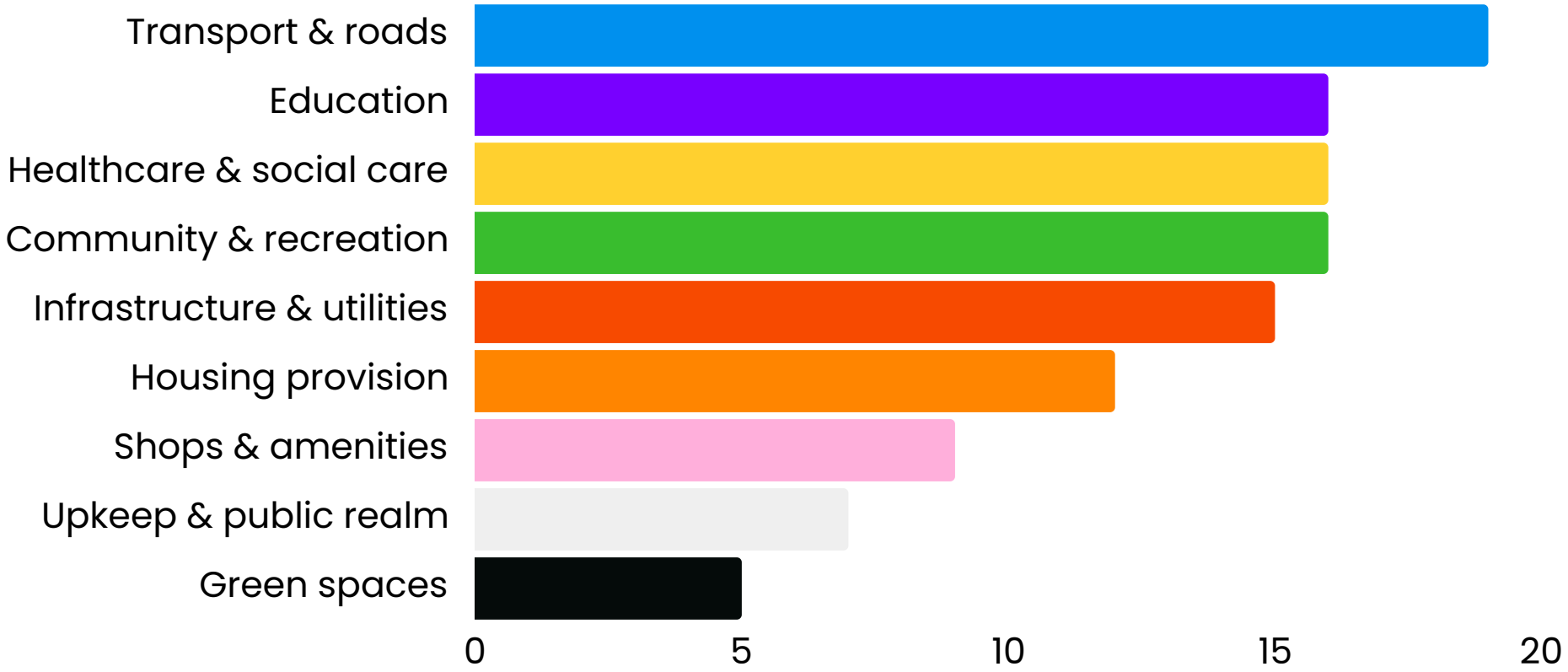
Social housing, availability and fair access

Green spaces, countryside and land protection

See pages **21-28** for more qualitative analysis.

The findings: Inclusions alongside housing

Is there anything specific you think should be included on or near the site to support new residents and the wider community? (Open-ended)



Residents identify transport, education, healthcare and community facilities as key priorities alongside new homes. These findings reinforce the importance of the coordinated infrastructure provision proposed through LDP3's Development Frameworks.

The findings: Inclusions alongside housing

Is there anything specific you think should be included on or near the site to support new residents and the wider community? (Open-ended)

"I think they should have electric charging points put in for their houses as mandatory, and solar panels. Solar panels, and heat pumps."

Council renter in Clarkston, Netherlee and Williamwood aged 35-44

"I was just going to say being easier to get on the property ladder. So even if they did an incentive or something."

Homeowner in Clarkston, Netherlee and Williamwood aged 45–54

"I think incentives to allow local small shops to trade, so to keep the village and the town's main streets, main shopping areas alive. I think there should be more spent in that area."

Homeowner in Newton Mearns North and Neilston aged 65+

"I would say transport. My wife and I are getting to the age where we could no longer be driving our vehicles, and this is driving my wife loopy because we've got to travel at least 3 miles to get to a shop. And at the moment we've got a bus service, but you see it every 4 hours."

Homeowner in Barrhead, Liboside and Uplawmoor aged 65+

"As long as they're aware of the environment and not destroy the nature, like parks and stuff, then I'll support it."

Private renter in Newton Mearns North and Neilston aged 25–34

Key themes

Addressing housing need

“I've been looking for a 3-bedroom home for nearly 2 years, and either there's none or they get taken off the market within about a week.”

Council renter in Giffnock and Thornliebank aged 35–44

“I think you need more social housing. I don't think there's enough social housing in the area. It's all private.”

Homeowner in Clarkston, Netherlee and Williamwood aged 65+

“There's a shortage of homes, particularly for retired people, people like myself who are probably thinking about downsizing, but there's a lack of availability.”

Homeowner in Newton Mearns South and Eaglesham aged 65+

“It's very, very hard to get a house nowadays, and if there's more houses, then more people will have somewhere to live.”

Council renter in Barrhead, Liboside and Uplawmoor aged 35–44

*NB: these quotes are in response to **Q7, Q10A, Q10B** and **Q15.***

Key themes

Housing affordability and opportunities for younger people

“What I've noticed is the age of people moving in seems to be a lot older, because it seems like the younger couples can't really afford it. I'm 29, I've got a good job, a senior role. If you compared my situation to someone back in the day, they would have had a house in a nice area a long time ago.”

Living with family or friends in Newton Mearns South and Eaglesham aged 25–34

"It's about being able to provide affordable housing for those that are in need of it ... there's kids as old as 30 that can't leave their parents' homes because there's not a home that's affordable for them to go to."

Living with family or friends in Barrhead, Liboside and Uplawmoor aged 25–34

“I find it quite sad because people who have maybe grown up in East Renfrewshire, have got to move outside to start and then eventually try and work their way back in rather than the other way around. If there can be affordability there at the start of their journey of house ownership, then you want to encourage that.”

Homeowner in Newton Mearns South and Eaglesham aged 65+

“Affordable homes for youngsters. I'm at the end stage of my life, where I'll be retiring soon but I'm more worried about the kids. If younger kids, younger adults want to move into the area, there's very little affordable housing for them.”

Homeowner in Newton Mearns South and Eaglesham aged 55–64

*NB: these quotes are in response to **Q7, Q10A, Q10B** and **Q15.***

Key themes

Providing supporting infrastructure

"There is a housing crisis, so that's the start. We need more homes for the population, the infrastructure is struggling, so anything that improves infrastructure for the local population is a good thing."

Homeowner in Clarkston, Netherlee and Williamwood aged 35–44

"Improvement in the size of schools, improvement in the size of nurseries, improvement in the size and the capacity of the health centres."

Homeowner in Barrhead, Liboside and Uplawmoor aged 45–54

"I think the issue is people are very keen to build more houses without advancing the infrastructure."

Living with family or friends in Newton Mearns South and Eaglesham aged 25–34

"Other considerations would be your utility services, Scottish Water, gas, electricity mains, and I suppose the other sort of facilities would be around that sort of both facilities that you need in terms of pharmacies, opticians, dental practices"

Homeowner in Clarkston, Netherlee and Williamwood aged 35–44

*NB: these quotes are in response to **Q7, Q10A, Q10B** and **Q15.***

Key themes

Schools and educational provision

“There's a lot of primary schools, but we probably would do with a secondary school.”

Homeowner in Newton Mearns South and Eaglesham aged 55–64

"I think probably one of the most important things is the schooling around here. I think that's why most people move here."

Homeowner in Newton Mearns North and Neilston aged 25-34

“If we're going to have more houses, we need more education facilities.”

Private renter in Clarkston, Netherlee and Williamwood aged 65+

“At the moment primary school children of 5 are having to be bussed to school because there aren't enough primary schools, there's only two Roman Catholic schools in the whole of East Renfrewshire”

Homeowner in Clarkston, Netherlee and Williamwood aged 65+

*NB: these quotes are in response to **Q7, Q10A, Q10B, Q14** and **Q15.***

Key themes

Community facilities, local shops and economic opportunities

“I think everyone needs support in the community really, it'd be nice for all ages for a community to meet up.”

Homeowner in Newton Mearns South and Eaglesham aged 65+

“I think you should be able to have a shop that you could buy the milk and bread in a walking distance, pharmacy, a place to do exercise and a school. And you should be able to do everything in a 15-minute walk.”

Homeowner in Clarkston, Netherlee and Williamwood aged 35–44

“I think that they have to put in play parks and have activities for youngsters to do at night to get them off the streets. Some kind of community centre or something that will be an active part of the community for the youngsters"

Council renter in Clarkston, Netherlee and Williamwood aged 55–64

"It'll definitely boost the economy a bit ... just basically boost the local economy because I don't really see anything happening in a lot of the areas that I've been in."

Council renter in Newton Mearns North and Neilston aged 25–34

*NB: these quotes are in response to **Q7, Q10A, Q10B** and **Q15.***

Key themes

Transport and road connectivity

“It's important to have good public transport links close by. The bus and train services in and out of my area stop fairly early in the evening, especially at the weekends.”

Homeowner in Barrhead, Liboside and Uplawmoor aged 55–64

"There's a local bus service which runs around Newton Mearns, and it runs to the railway stations, but it's completely erratic. The buses come when the trains aren't there and vice versa."

Homeowner in Newton Mearns North and Neilston aged 65+

“Properly managed roads [should be included], as in slow speeds, sleeping policemen, chicanes, so that there is no speeding.”

Homeowner in Clarkston, Netherlee and Williamwood, aged 55–64

“The bus service, especially in like Barrhead, is pretty poor. Like, to get into the city and things, they're not as regular as, say, like First Bus.”

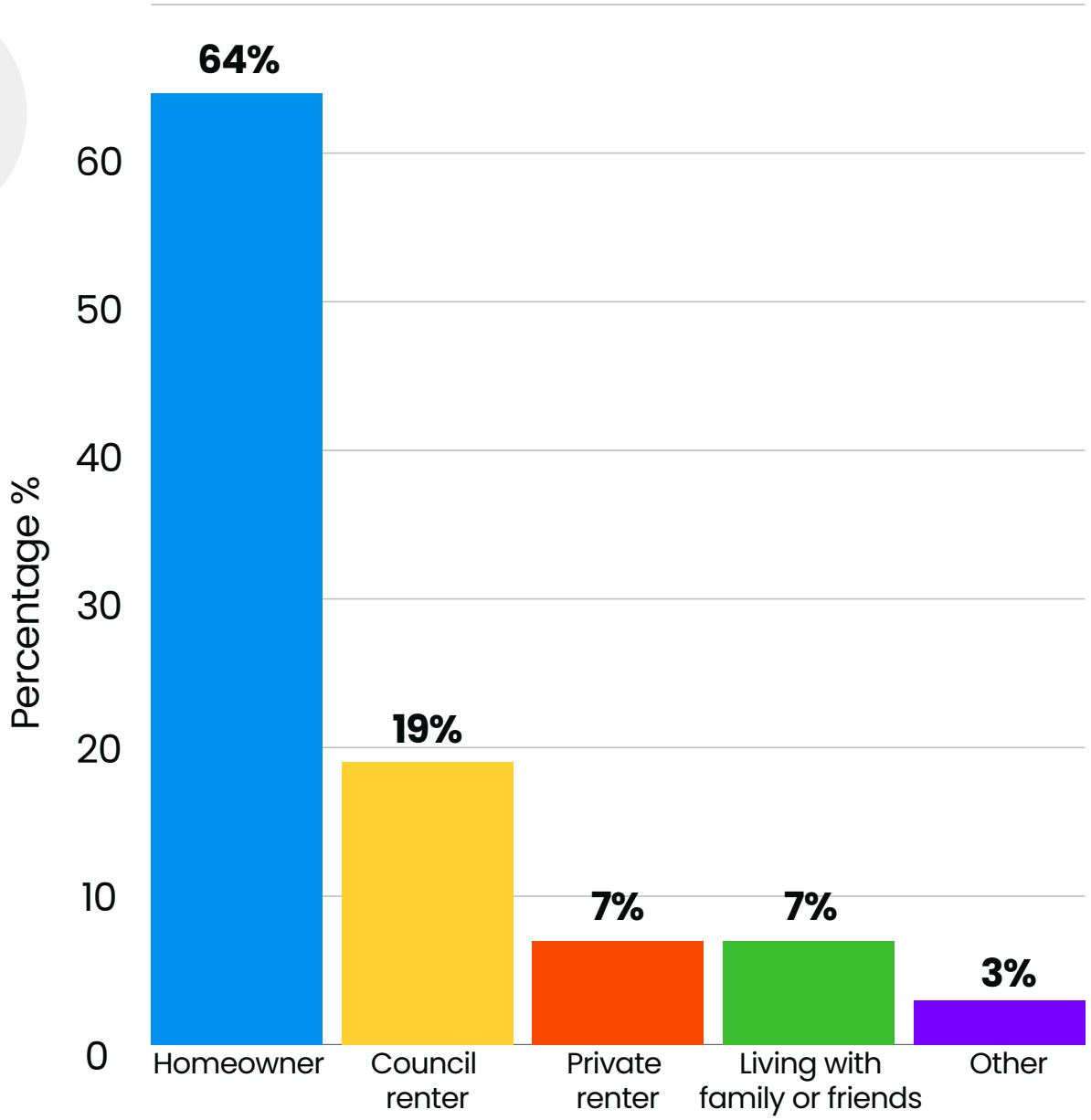
Council renter in Barrhead, Liboside and Uplawmoor aged 35–44

*NB: these quotes are in response to **Q7, Q10A, Q10B** and **Q15.***

Respondent demographics

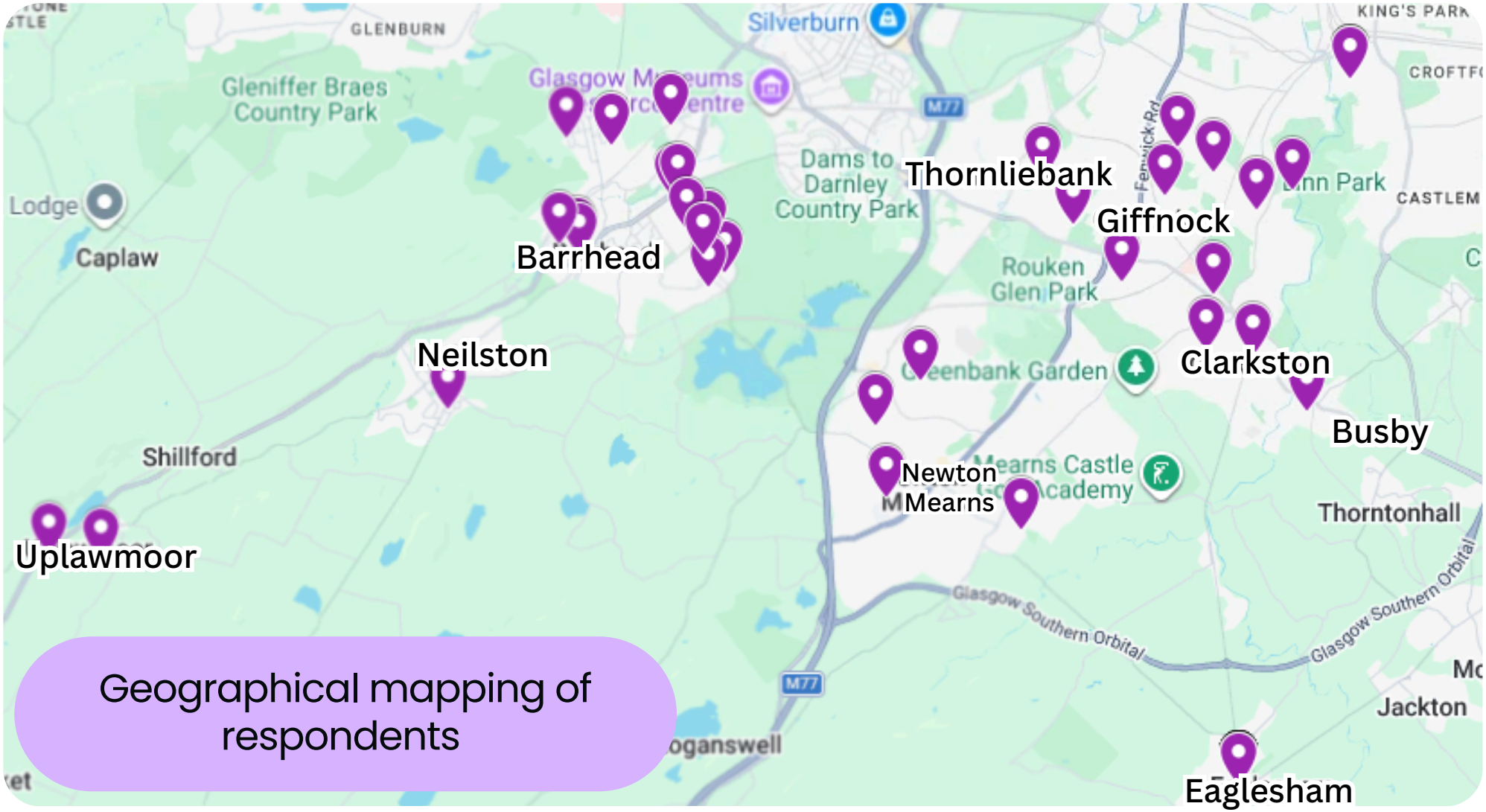
Which of the following best describes your current housing situation?

Almost 2 in 3 are homeowners.



Respondent demographics

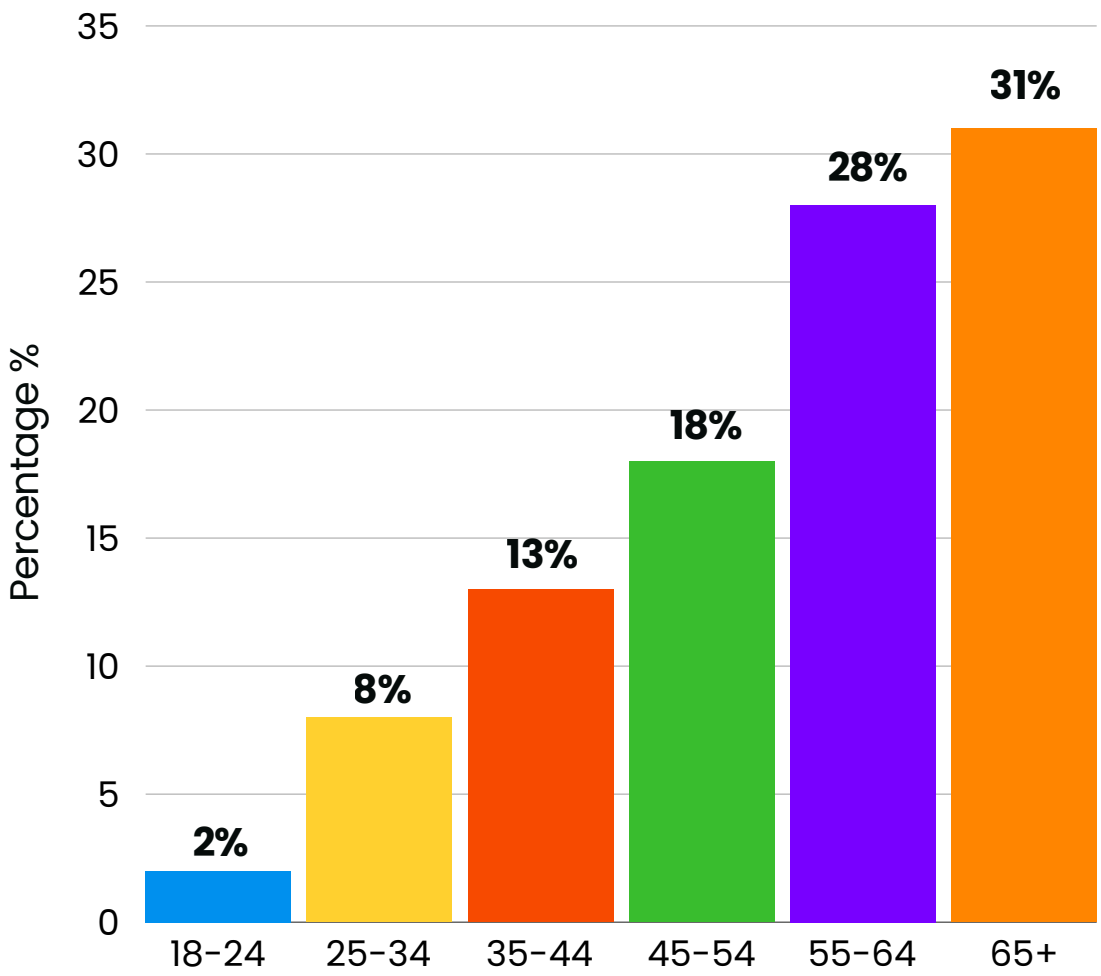
What is your postcode / first part of postcode?



Geographical mapping of respondents

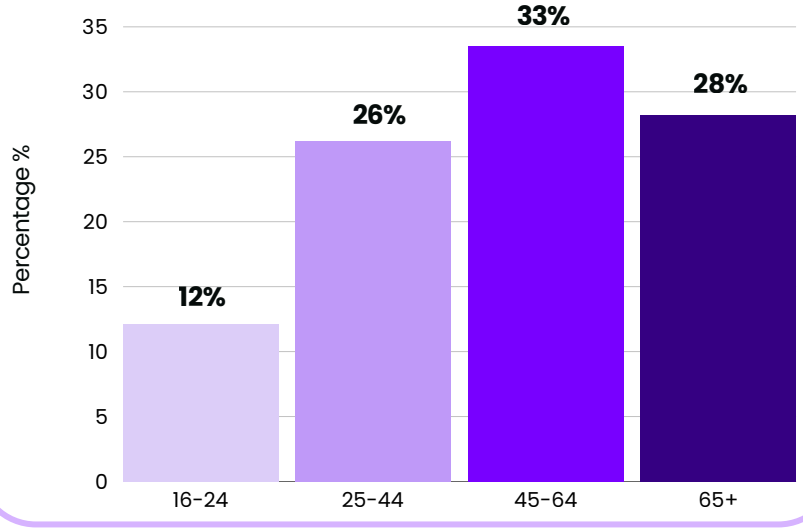
Respondent demographics

What is your age group?



National Records of Scotland's mid-2025 estimates provide a benchmark for comparing our survey's age profile with East Renfrewshire's wider population.

National Records of Scotland,
Mid-2025 Population Estimates:

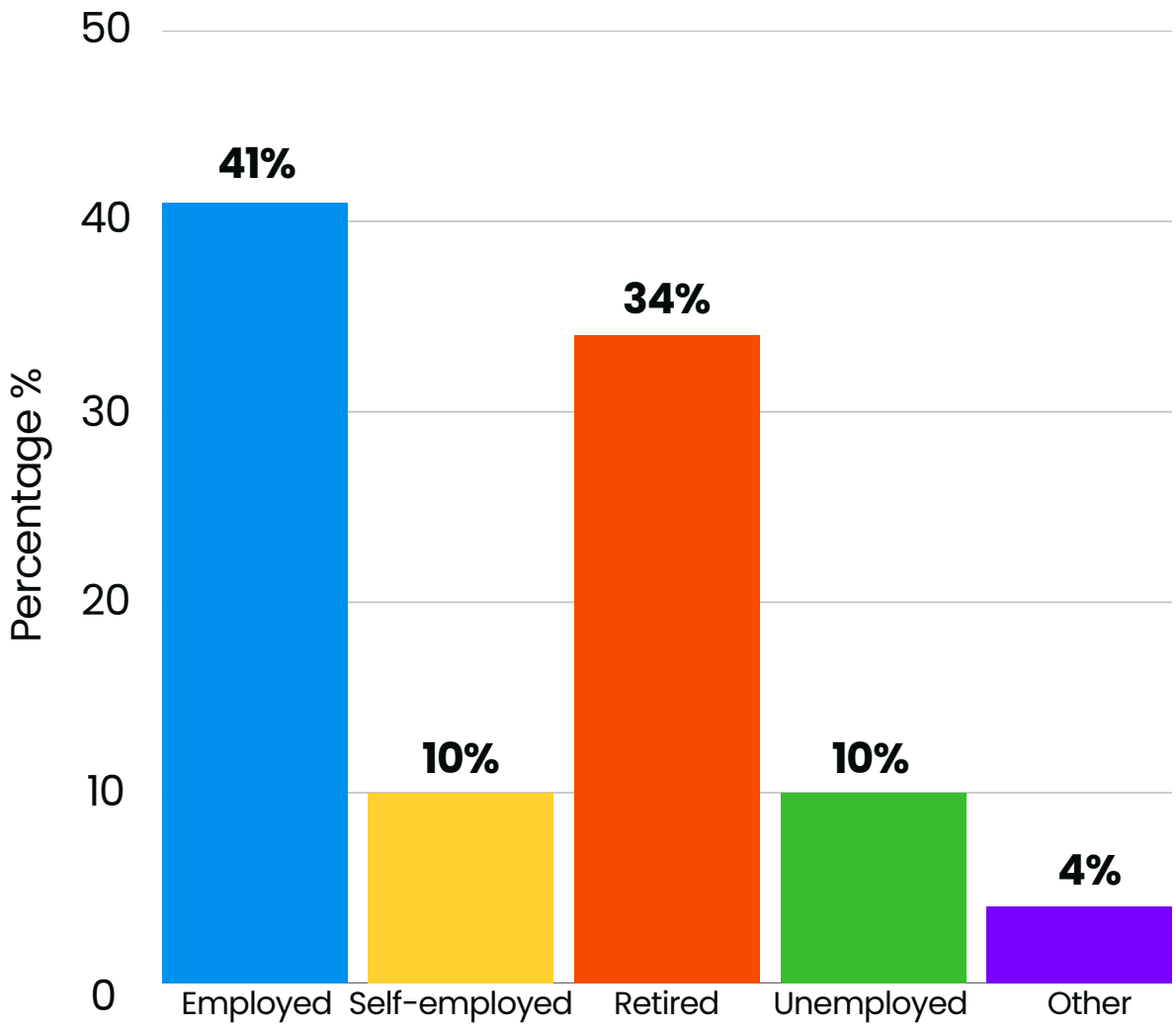


Source: National Records of Scotland, Mid-2025 Population Estimates, East Renfrewshire Council Area Profile. Percentage calculated as a share of residents aged 16 and over.

Respondent demographics

What best describes your occupation?

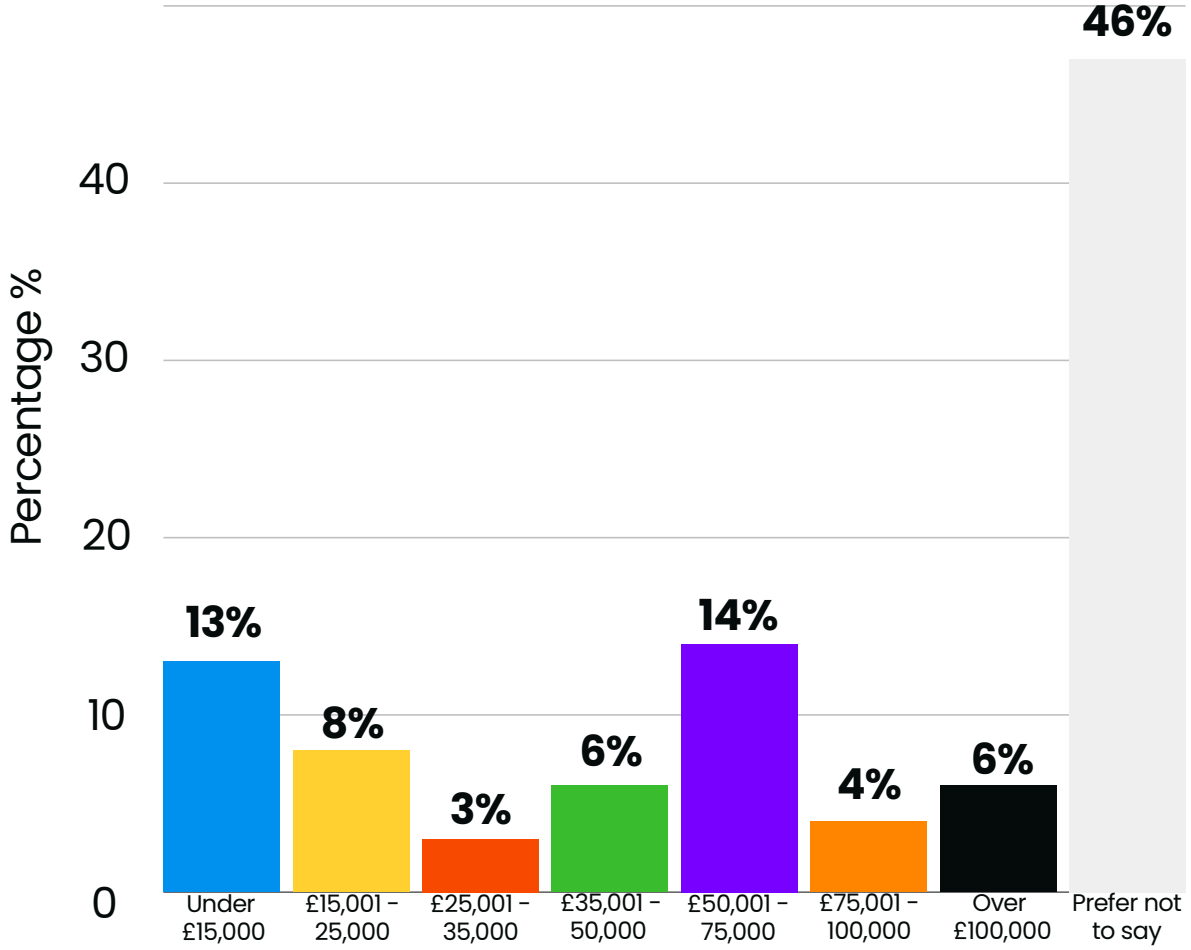
Roughly half of respondents are in employment.



Respondent demographics

What is your total annual household income (before tax)?

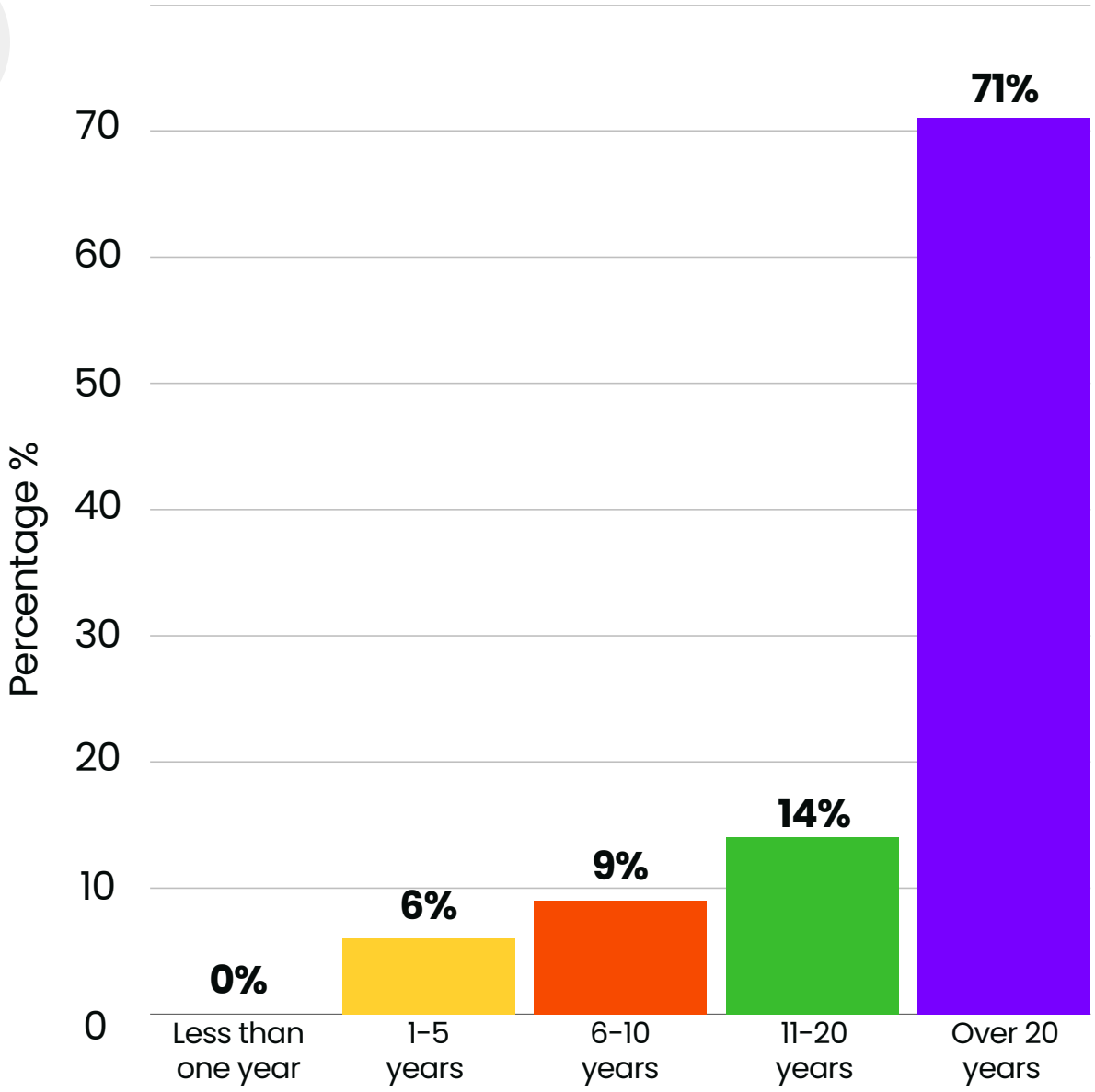
Respondents represent a range of household incomes, highlighting the importance of housing options at different price points.



Respondent demographics

How long have you lived in East Renfrewshire?

Over 70% of respondents have lived in East Renfrewshire for more than 20 years.



Methodology

This research is based on **106 in-depth telephone conversations** with residents of East Renfrewshire, conducted by Shared Voice between **14 and 24 October 2026**.

Respondents were randomly selected from across all five East Renfrewshire Council wards to capture a range of views on local housing needs, affordability, proposed development and supporting infrastructure. The sample includes residents of different ages, housing tenures and household circumstances.

Quantitative analysis
Results are presented as percentages of relevant responses, with question-specific exclusions or non-responses identified where applicable. Percentages may not total 100% due to rounding or, for open-ended questions, respondents identifying more than one theme.

For questions using a five-point importance scale, net scores are calculated by adding the percentages selecting Very important (5) and Important (4), then subtracting those selecting Not important (2) and Not at all important (1). Neutral responses are excluded from the net calculation.

Methodology

Qualitative analysis
Open-ended responses were analysed using AI-assisted thematic coding to identify recurring subjects, supported by review of the responses and transcripts. Individual responses could be assigned to more than one theme where appropriate.

Selected quotations illustrate residents' perspectives and have been lightly edited for length and clarity without changing their intended meaning.

Previous research
Earlier Shared Voice engagement and independent research commissioned by Homes for Scotland are referenced to provide wider context. These are separate research exercises and do not form part of the October 2026 sample.

About us

Shared Voice supports public bodies, local authorities, housing providers, developers and infrastructure promoters understand the attitudes of local communities towards planning and development, helping to inform design evolution and planning outcomes.

Traditional consultation can often be dominated by a relatively small, self-selecting group of people. Our approach reaches a wider and more representative audience, including people who may need, use or benefit from the homes, infrastructure, jobs and services being proposed. This provides a fuller picture of local sentiment, including levels of support, areas of concern and the trade-offs people are willing to make.

We work across housing, clean energy and infrastructure, using a range of methods including representative polling, structured surveys, one-to-one resident conversations, focus groups, workshops and accessible digital engagement. Together, these methods help us understand community priorities and measure wider public sentiment.

Our work gives members, officers and project teams a broader evidence base to understand local opinion, inform proposals and support better decision-making about the places and infrastructure around them.

Shared Voice works across the UK and has an in-house polling team. We are an accredited member of the British Polling Council.

More information about Shared Voice is available here.

Annex 1

Housing attitudes in East Renfrewshire, September 2025

Community Statement Housing attitudes in East Renfrewshire

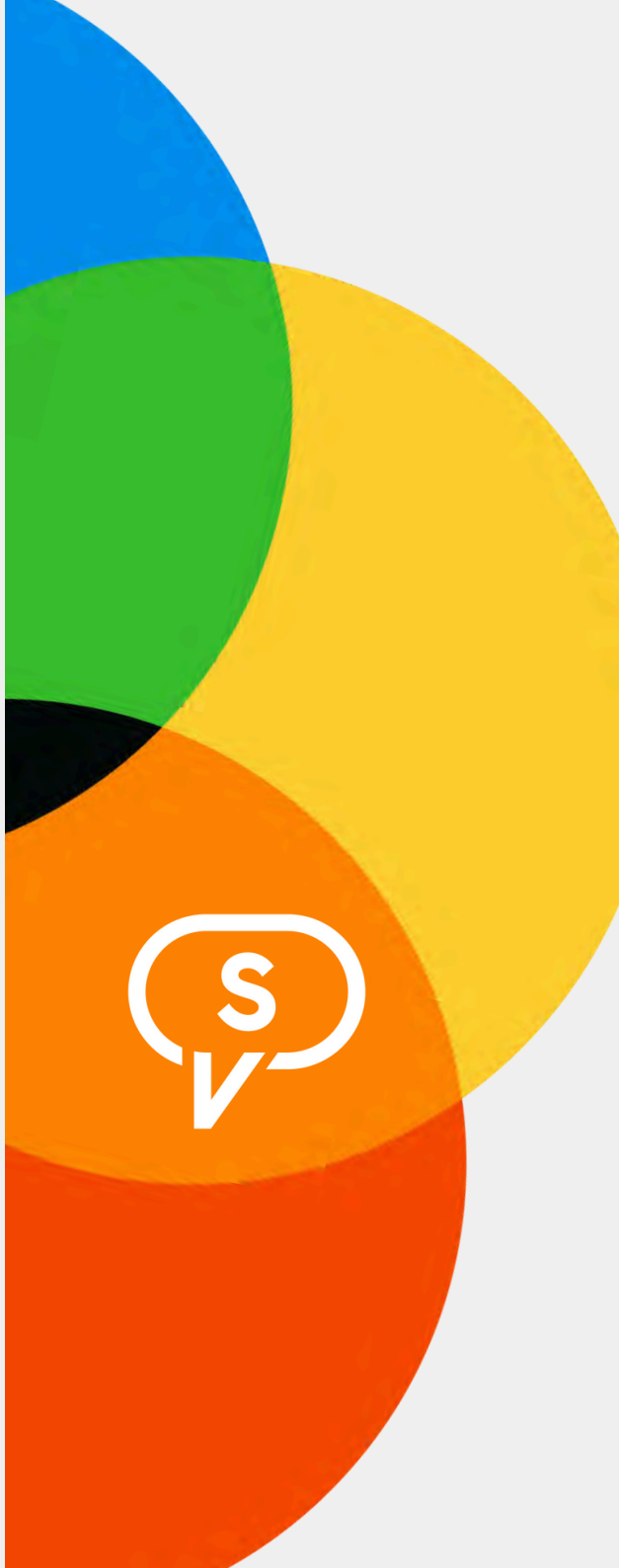
Prepared for

MAC MIC GROUP

by

SharedVoice

September 2025



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.



Our Approach

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

Shared Voice engaged with **72 residents** across **East Renfrewshire** to better understand local views and attitudes of those who want to see more homes built in the area.



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

Key Insights

- 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.

*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.

Key Insights

- **Local people in East Renfrewshire** 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 Renfrewshire.

Part 1

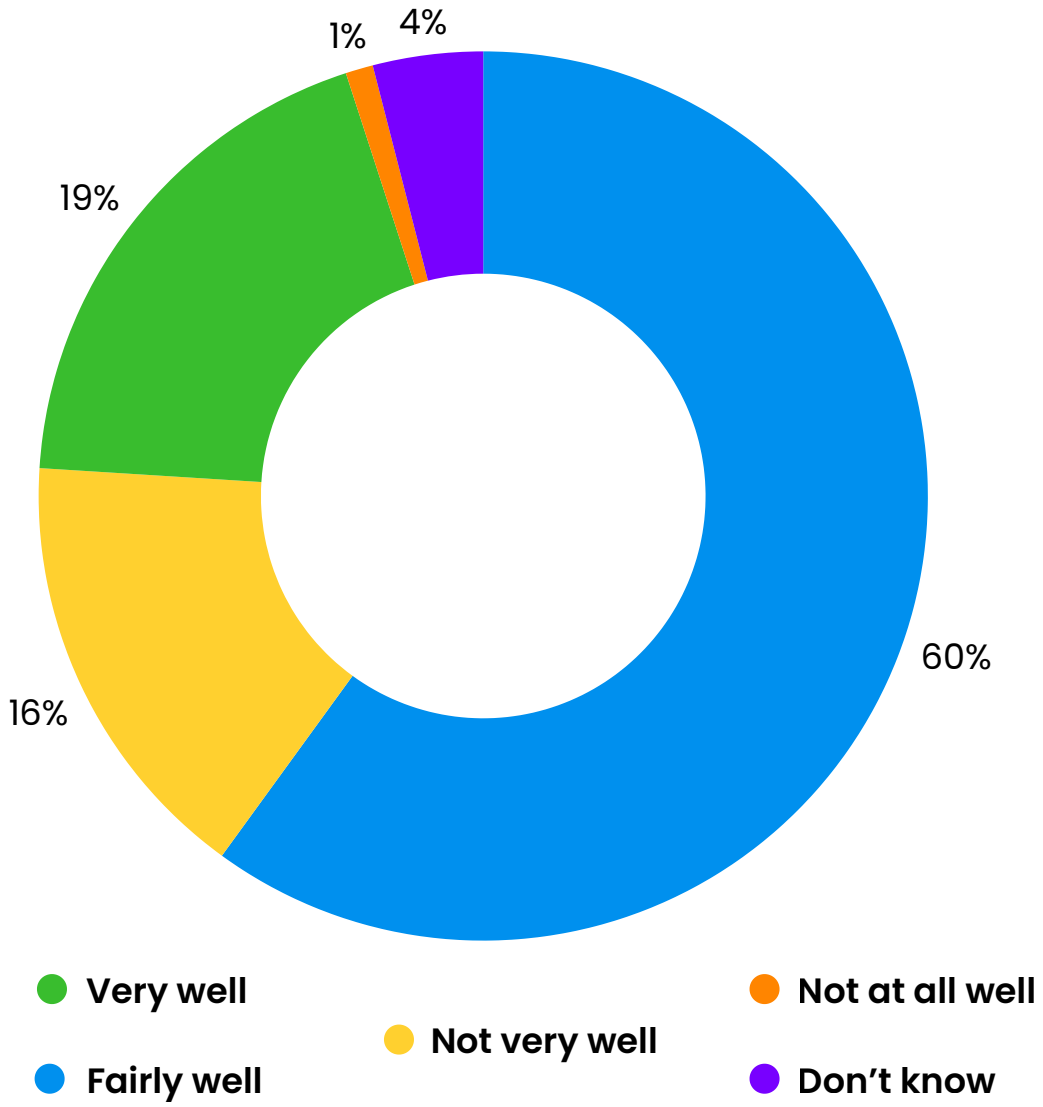
Scottish housing attitudes, including those living in East Renfrewshire

Source: 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.

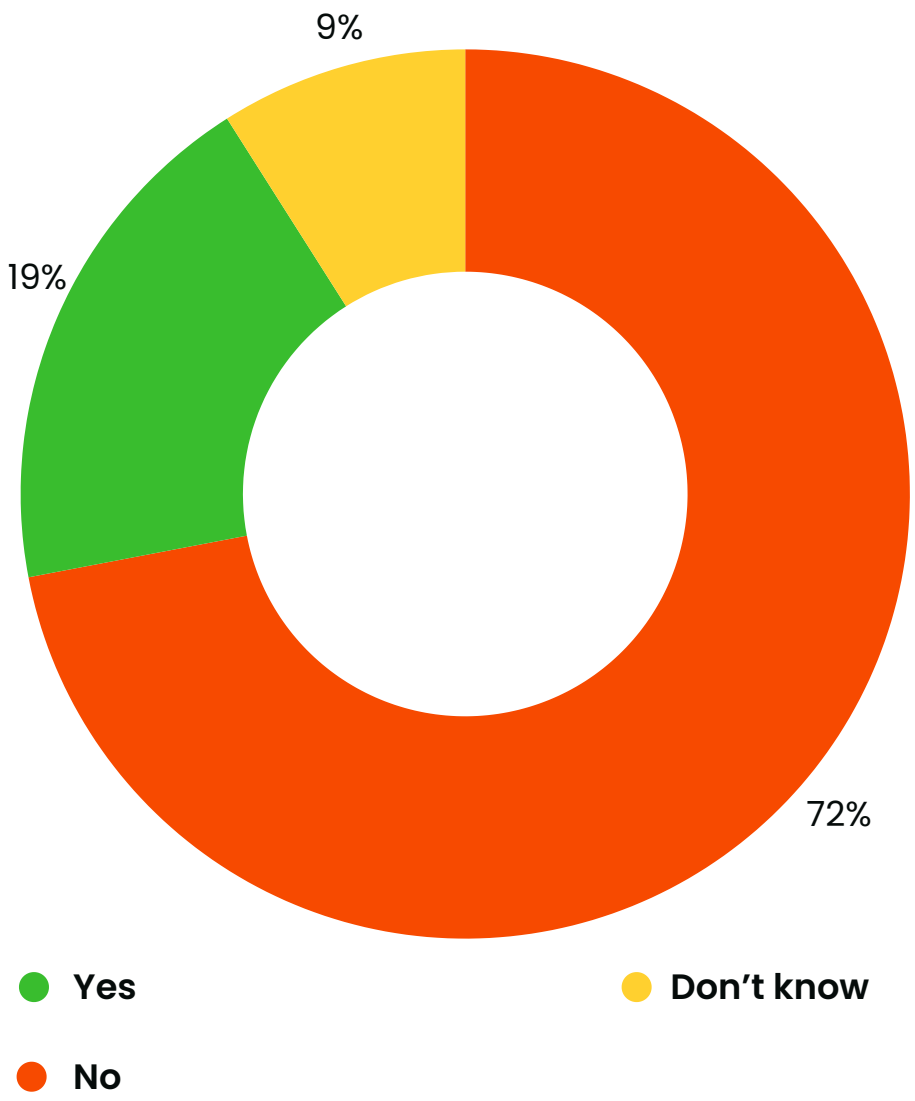
Fig 1: How households are coping financially at the moment



Housing independence

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?



Nearly nine out of ten young adults would like to move into a home of their own

Fig 3: Reasons for concealed households

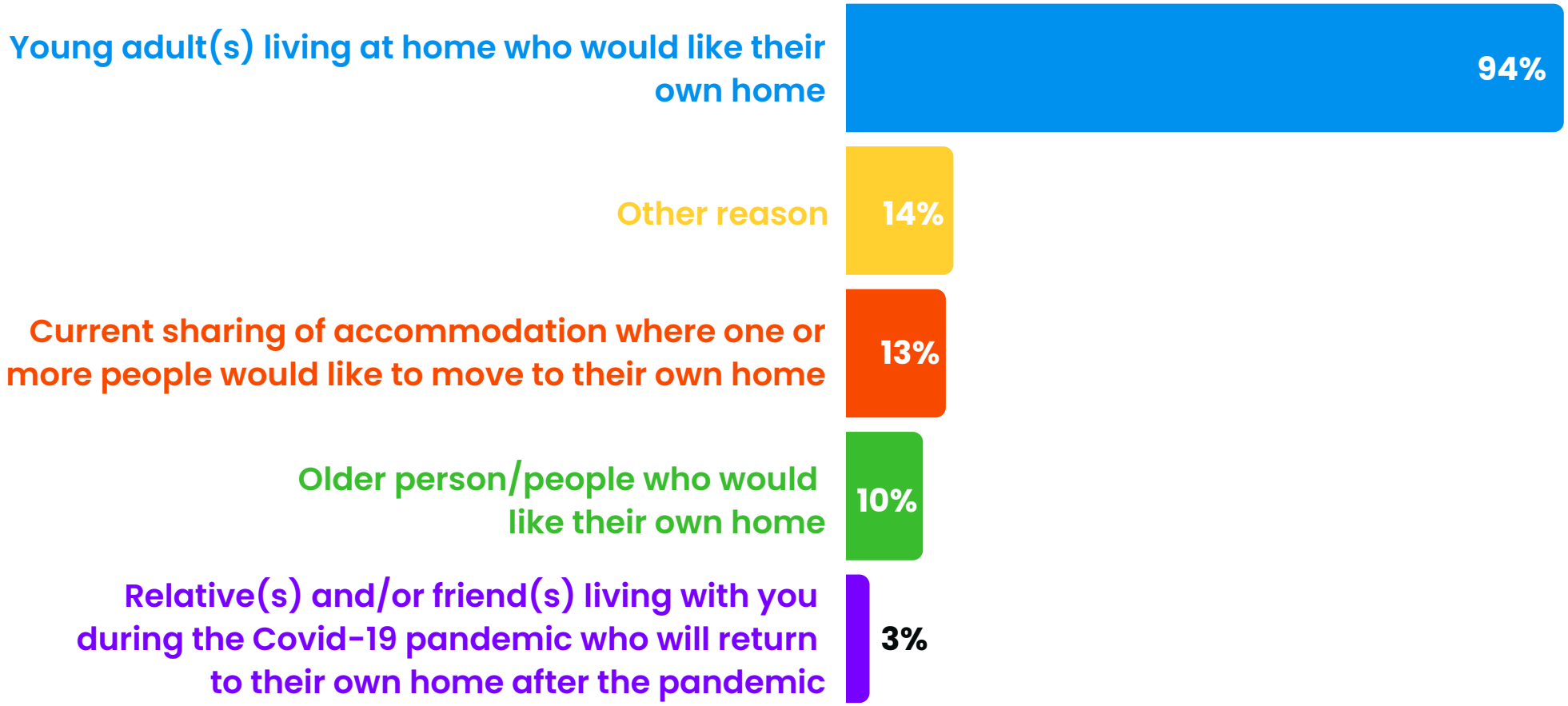


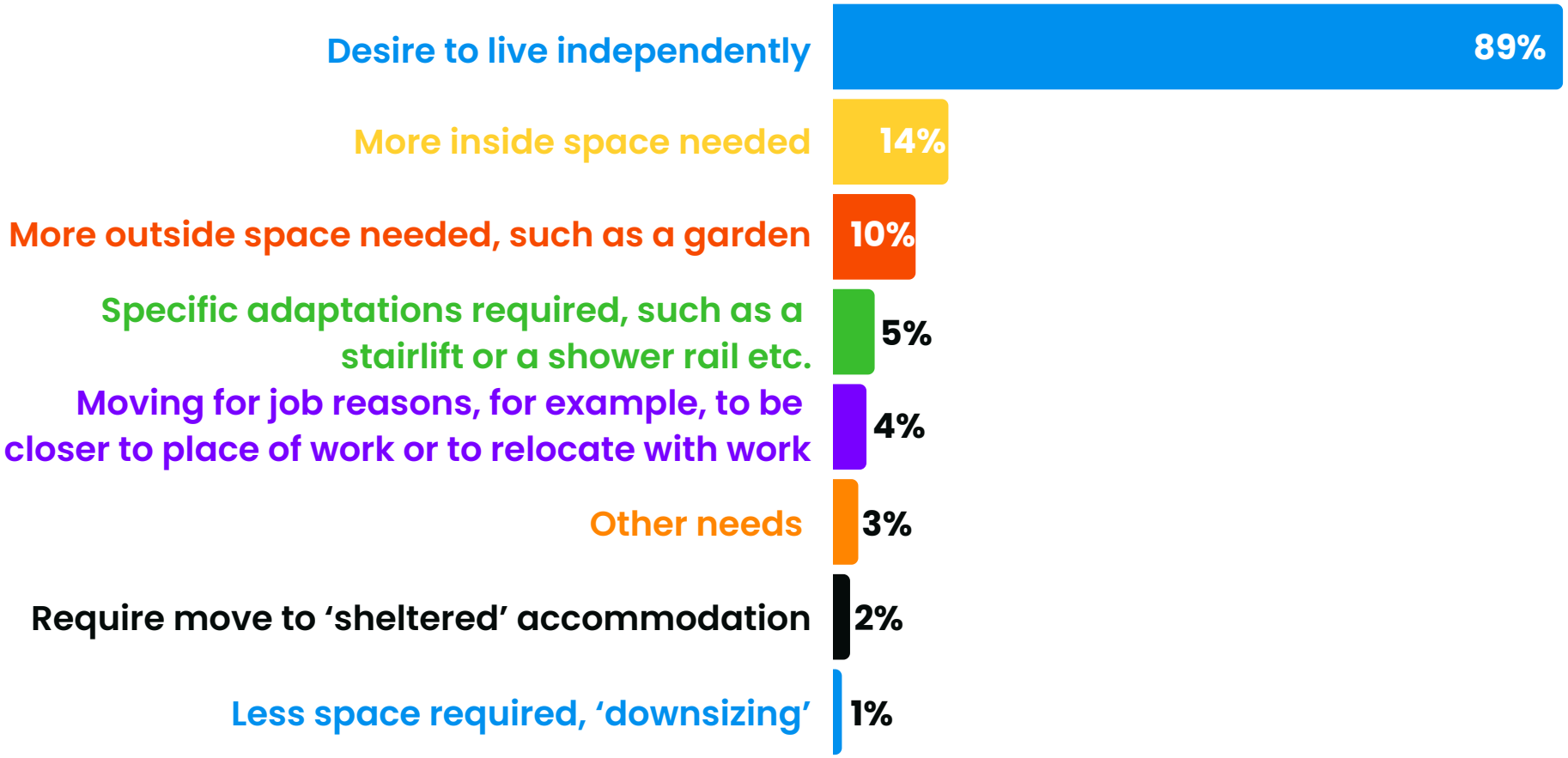
Fig 4: More young adults would like to move out in East Renfrewshire compared with the rest of Scotland

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



One in seven people in ‘concealed households’ are living in crowded conditions.

Fig 4: Reasons for concealed households



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, Feb 2022

Nicola Barclay, former Chief Executive of 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 engaged with **72 residents** living in East Renfrewshire who want to see more homes built in the area.

SharedVoice

> 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.

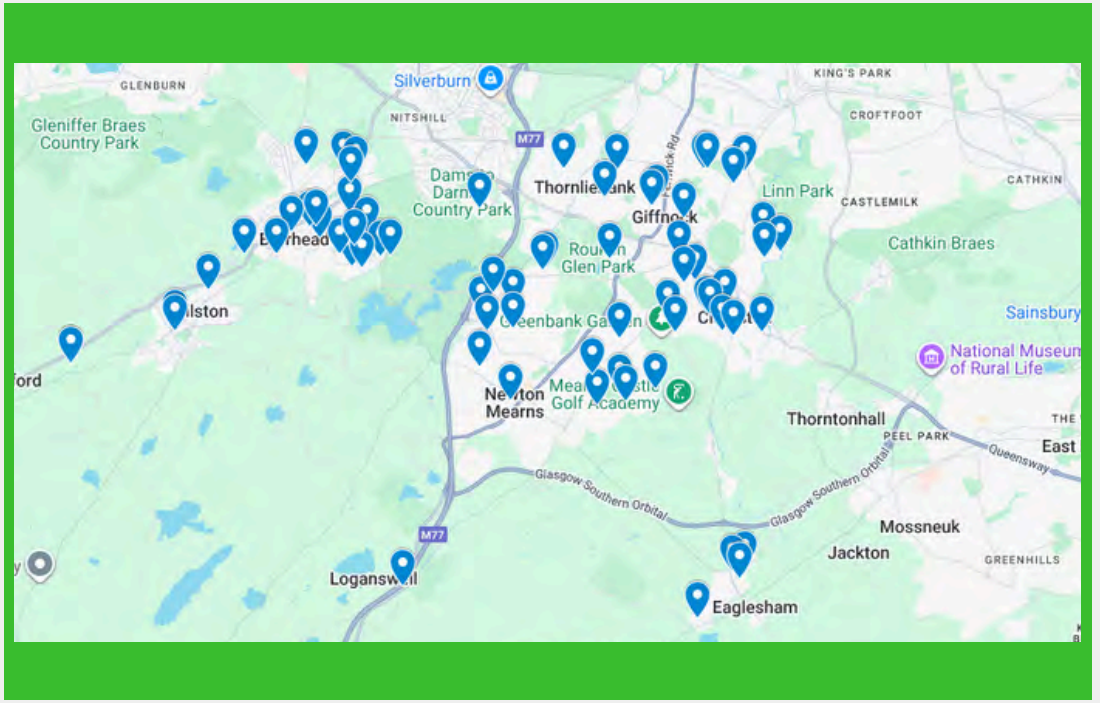
Nichola M, Private renter in Newton Mearns North and Neilston, Aged 35-44.

Where the supporters are

We held in depth ‘conversations’ with **72 local residents**.

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

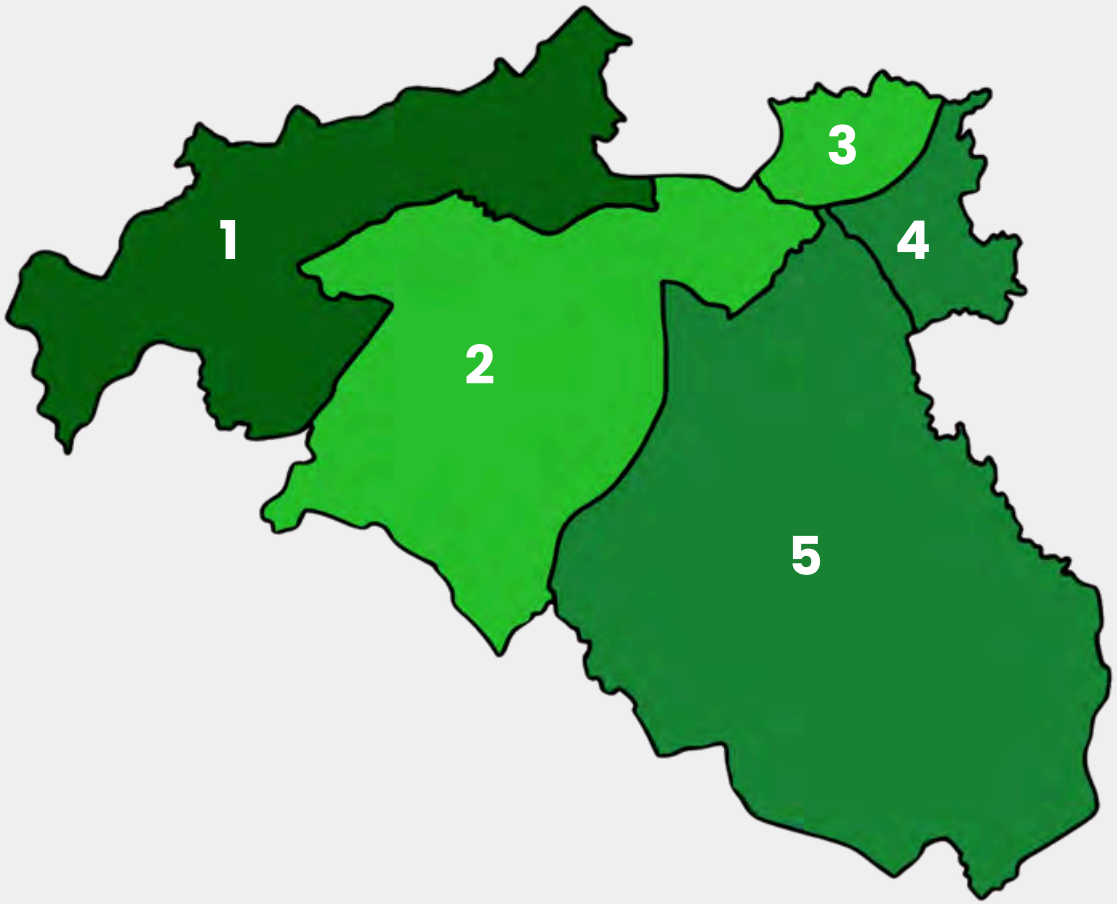
Fig 5: supporters in East Renfrewshire



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 6: 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

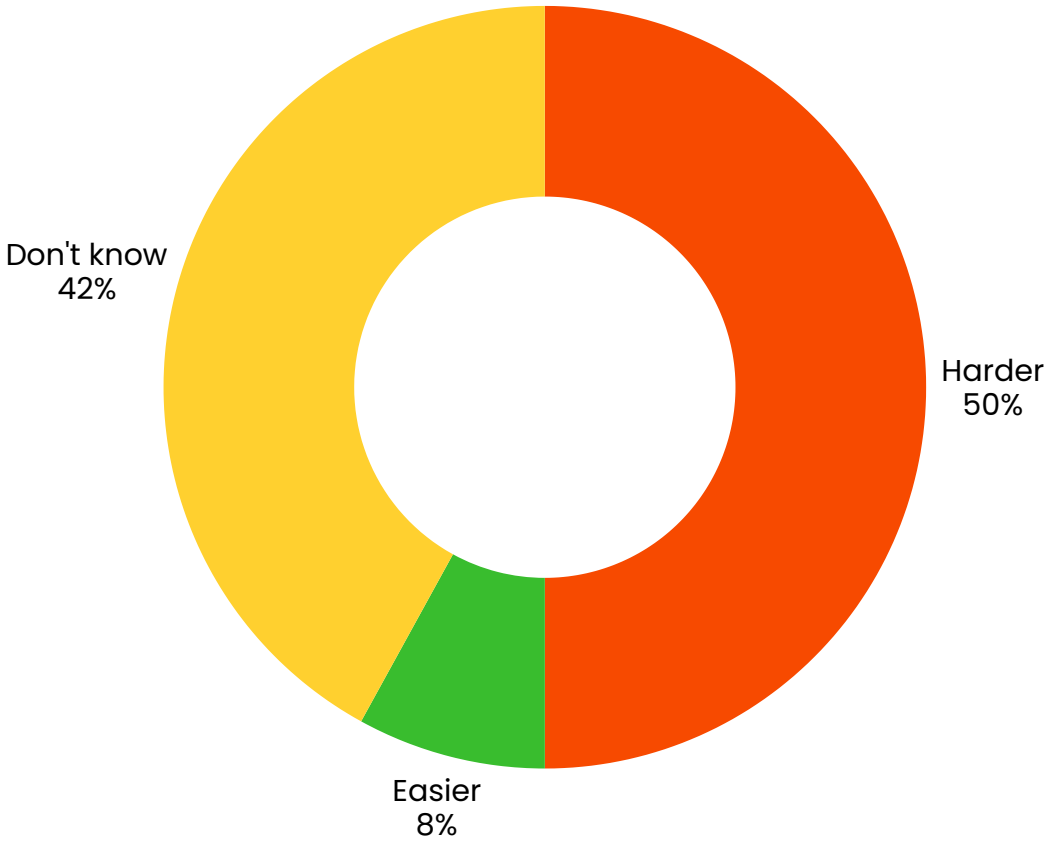
Key:

- 10-12 conversations
- 13-16 conversations
- 24 conversations

Housing situation

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

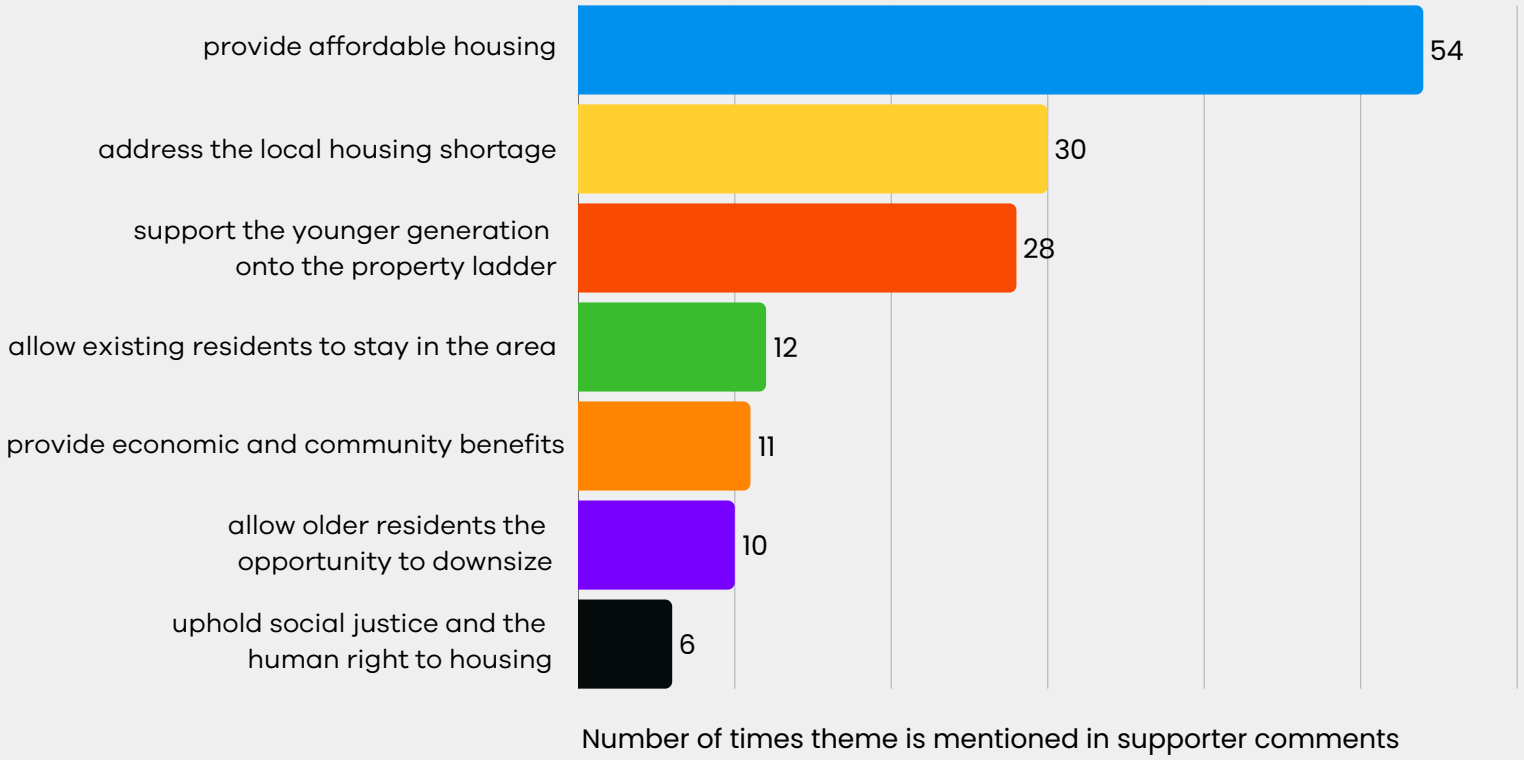
Fig 7: Housing situation of respondents



Reasons for support

East Renfrewshire residents told us they support building new homes in the area to...

Fig 8: Analysis of supporters' reasons for support



*The analysis uses AI's **Natural Language Processing (NLP)** on open-ended responses to categorise recurring keywords, semantic patterns, and contextual meanings, allowing for accurate grouping of themes even when phrased differently.*

I support new housing in the area to...

provide affordable housing

"As a 51-year-old dealing with health issues and relying on council housing, I see that there is a critical need for more affordable homes in East Renfrewshire."

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

"The housing crisis has affected my family drastically. My granddaughter has lived in Busby all her life and is 27 now, but has been told she will never get a house here. It's disastrous as she has her own kid too. That is why I think more affordable homes are definitely needed. I believe it is a good idea to build them."

Council Renter in Clarkston, Netherlee and Williamwood, Aged 65+

"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.

We desperately need more affordable housing options to keep up with the growing demands of local families and residents.

Homeowner in Barrhead, Liboside and Uplawmoor, Aged 35-44.

I support new housing in the area to...

address 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.

"I think it's important to support anything that helps the environment and the local people. There is a housing shortage, and the rents have jumped from something like £650 to over £1,000 in less than two years, which normal working people cannot afford. Families who have been here for generations cannot get housing, and young families are struggling. I think it must be very difficult for young families now to try and be housed ... "

Council Renter in Barrhead, Liboside and Uplawmoor, Aged 55-64

Concerns for the younger generation

Over 1 in 3 respondents said building more homes for younger people is an important issue in East Renfrewshire.

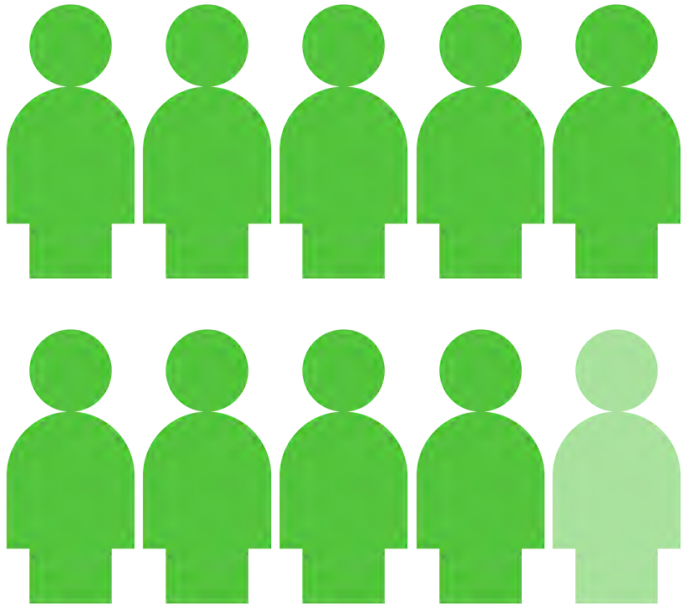
> There aren't enough rental properties to meet the needs of our **younger population**. Many are forced into high mortgages, if they can afford to move out at all.

Homeowner in Barrhead, Liboside and Uplawmoor, 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 9: 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 housing in the area to...

support the younger generation on to the property ladder

"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.

"There has to be more affordable housing to help young people get on the housing ladder. It is horrible and really unfair that young people cannot rent or buy a home. Renting is extremely expensive now and saving for a mortgage deposit is very difficult because wages do not reflect house prices. In East Renfrewshire the housing is quite pricey, and for young people trying to buy their first home it can be very challenging ..."

Living with Family & Friends in Newton Mearns North and Neilston, Aged 18-24

"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.

"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 new housing in the area to...

allow 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.

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

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.

East Renfrewshire is unaffordable for the younger generation. My eldest daughter had to move further out to Kilwinning, as the same house would have cost - £100,000 more in East Renfrewshire with the same builder. Young people are struggling to get on the housing ladder here and many have to leave the area ...

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

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.

> 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.

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

Many people are confused about what the ‘Greenbelt’ means

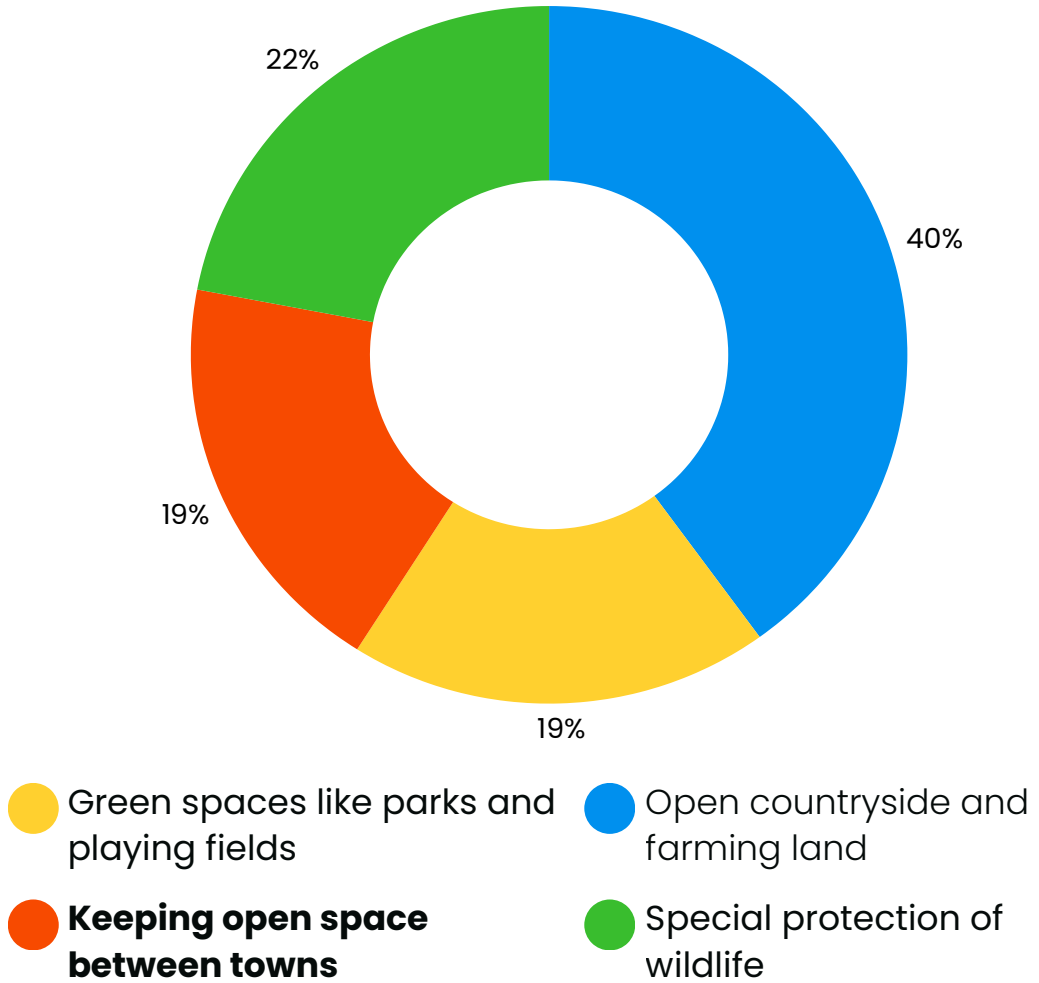


Fig 10: What do you think is meant by the term ‘greenbelt’

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.

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."

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.

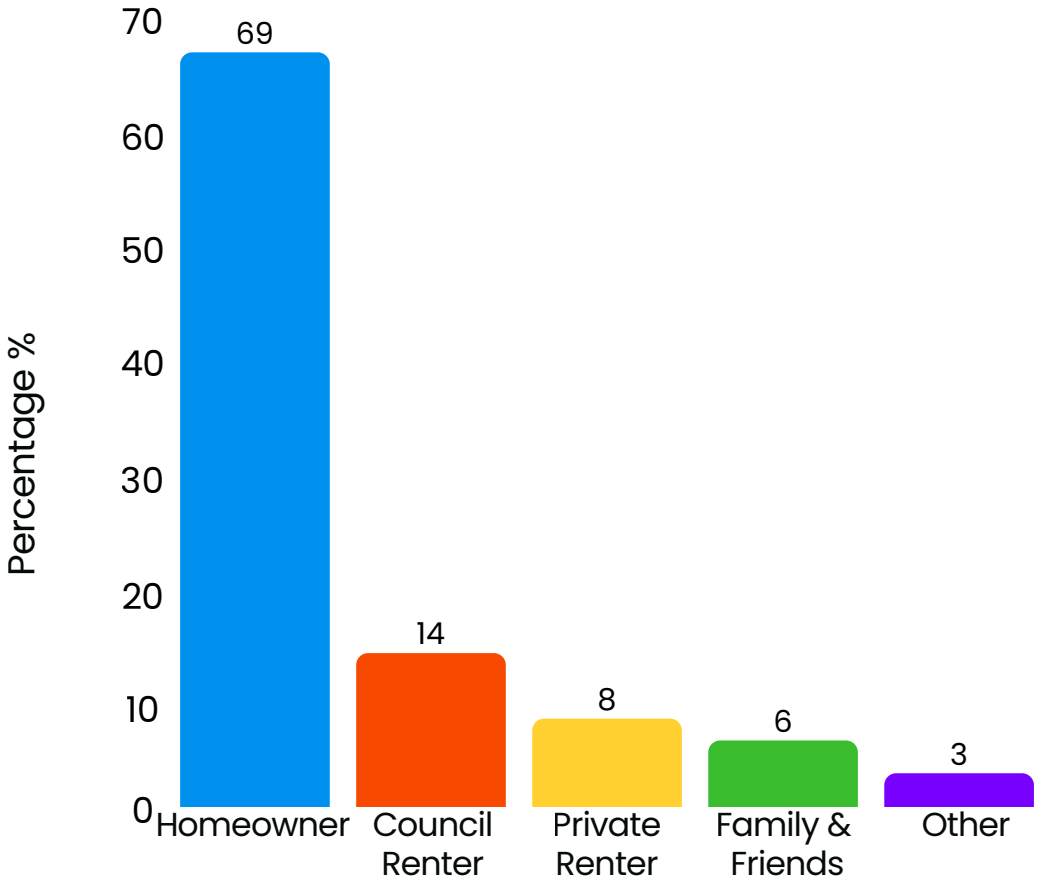
Fig 11: Housing aspirations of respondents



Household status

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

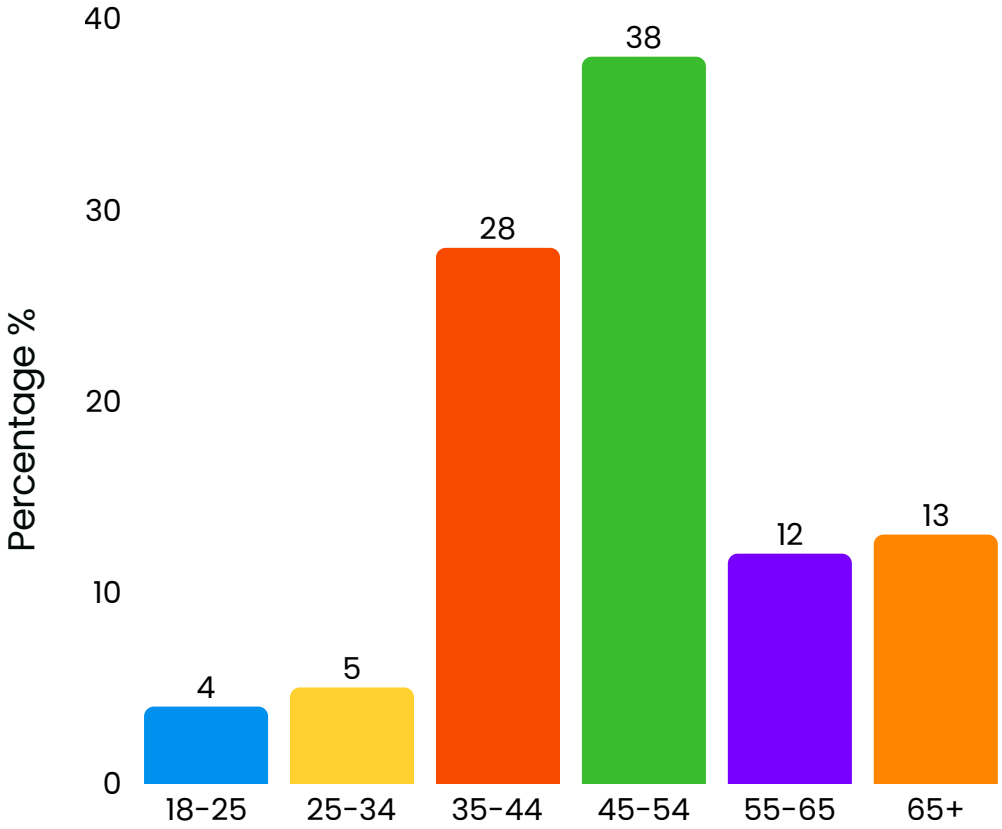
Fig 12: Housing status of registered supporters



Age of supporters

75% of those we spoke to are **under** the age of **55**.

Fig 12: Housing status of registered supporters



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 77 residents living in East Renfrewshire. 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.

The qualitative research contained within this report was undertaken by Shared Voice through Just Build Homes. Shared Voice established Just Build Homes to connect supporters of new housing with the planning process.

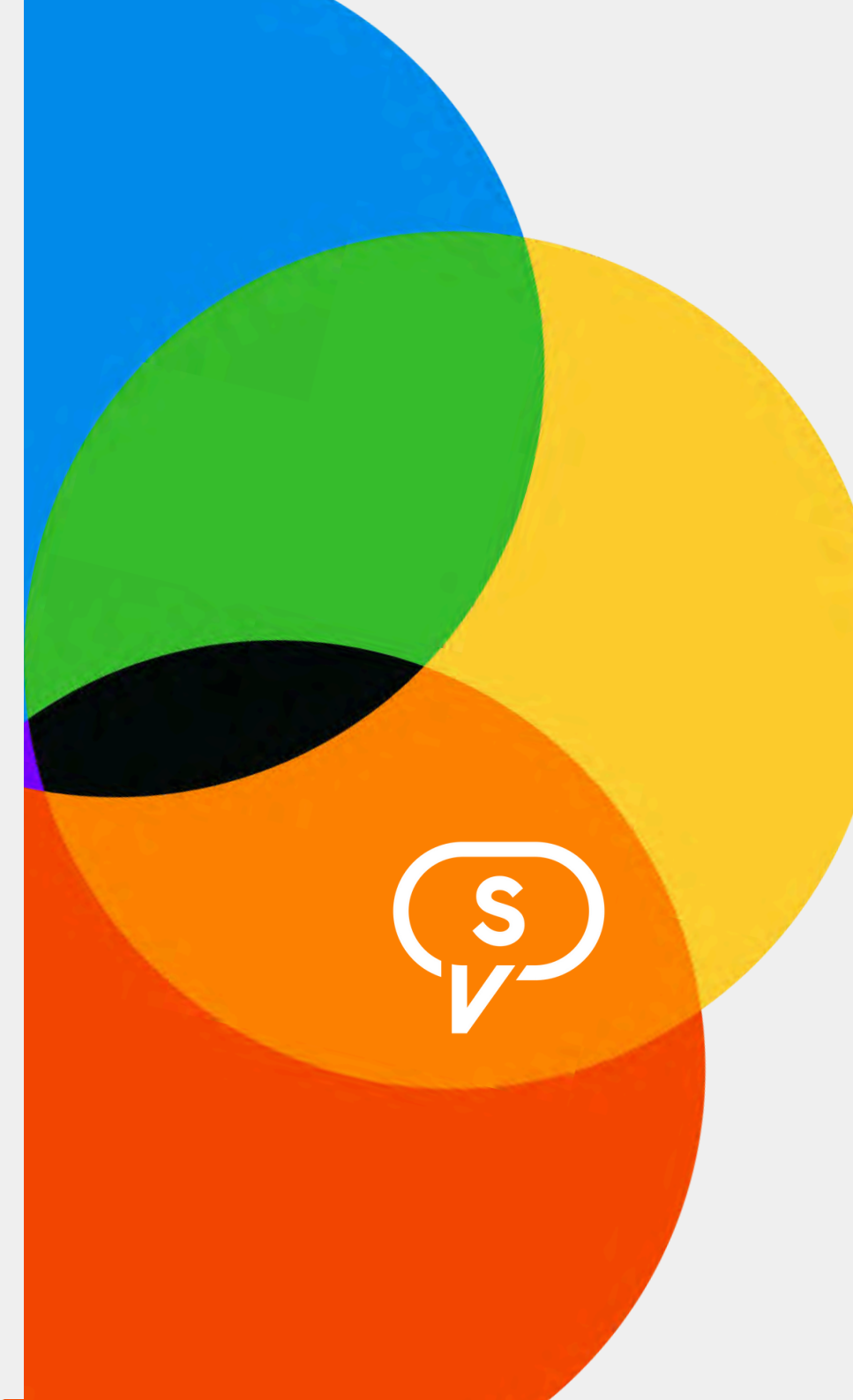
We spoke to 72 East Renfrewshire residents who support more homes built in the local area, between December 2023 and September 2025.

About us

Shared Voice is the only communications agency that finds genuine, local supporters to build the homes, clean energy and infrastructure we need.

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

More information about Shared Voice is available here.




by
SharedVoice