

HUMANISING SCOTLAND'S HOUSING CRISIS

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HOMES FOR SCOTLAND REPORT UNVEILS DEEPER NEED

Data is a powerful tool, often used in sales strategies to target consumers. However, its value extends far beyond commercial applications.

The recent Homes for Scotland (HFS) [report on housing needs](#) in Scotland exemplifies this, presenting stark and irrefutable data that paints a concerning picture of the housing crisis.

The numbers are indeed staggering, demanding immediate attention and action. This urgency is further underscored by the actions of three local authorities in Scotland who declared housing emergencies in 2023, with others seriously considering the same step.

The HFS report highlights the need for a broader understanding of housing challenges and reveals: higher levels of existing housing need than previously estimated, a broader definition of housing need, a requirement for various housing solutions and the affordable housing gap.

HUMANISING THE DATA

Beyond statistics, Scotland's housing crisis is a deeply human story: real people facing daily struggles due to a lack of suitable housing.

The HFS report sheds light on the scope of this issue, but at Mac Mic Group, we felt it crucial to go beyond the numbers and capture the real stories behind the data.



Mac Mic is actively involved in housing and land use policy formulation across many Local Authorities in Scotland, a recent example being East Dunbartonshire.

Working with [Shared Voice](#), and through in-depth conversations with local residents, we gathered real-life testimonies of people living in East Dunbartonshire. This revealed a clear picture of stalled lives impacted by failed housing, and land use policy, shortage of homes both for rent and purchase, issues of affordability, and the lack of smaller properties catering to young buyers and downsizers.

These personal stories showcase the human cost of failing to adequately plan for this fundamental human need: a safe and secure home.

We are publishing this [report](#) in full today in the hope that it continues the conversation around the importance of housing for all of Scotland's people.

We would encourage people across Scotland to engage with their Local Development Plans and get their voice heard, to help shape the future.





KEY FINDINGS OF OUR REPORT

- 75% of those who believe housing should be prioritised are **existing homeowners**.
- 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'**
- **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.

EAST DUNBARTONSHIRE RESIDENTS WHO WANT MORE HOMES BUILT IN THE AREA - WHAT DO THEY SAY?

"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.

"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.



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