

MERTON REGENERATION PROJECT RESIDENT SURVEY

FINAL REPORT

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TABLE OF CONTENTS

1. EXECUTIVE SUMMARY	4
2. BACKGROUND	7
2.1 Merton Regeneration	7
2.1.1 Objectives.....	7
3. METHOD.....	8
3.1 Sample	8
4. SURVEY RESPONSE	9
4.1 Response rates.....	9
5. MAIN FINDINGS.....	10
5.1 Views on regeneration.....	10
5.1.1 Views on regeneration - Overall	10
5.1.1 Views on regeneration - Eastfields	11
5.1.2 Views on regeneration - High Path	12
5.1.3 Views on Regeneration - Ravensbury.....	13
5.2 Views on master plans.....	16
5.2.1 Awareness of master plans	16
5.2.2 Understanding of master plans.....	16
5.2.3 Views on master plans.....	17
5.3 Views on Residents Offer.....	19
5.3.1 Awareness of Residents Offer	19
5.3.2 Understanding of Residents Offer.....	19
5.3.3 Views on Residents Offer.....	20
5.4 Participation in consultation	22
5.4.1 Taking part in consultation activities	22
5.4.2 Reasons for not taking part in consultation activities	23
5.4.3 Views on having had their say.....	24
5.5 Further comments.....	25
6. APPENDICES	26
6.1 Questionnaire	27
6.2 Glossary.....	32
6.3 Method	34



MEMBERSHIP ENGAGEMENT SERVICES

6.3.1	Sample	34
6.3.2	Questionnaire design	34
6.3.3	Fieldwork	35
6.3.4	Incentives	36
6.3.5	Quality management and information security	36
6.4	Sample demographics.....	37
6.4.1	Length of residence.....	37
6.4.1	Age	37
6.4.2	Gender	38
6.4.3	Ethnicity.....	38
6.5	Confidence intervals	39

1. EXECUTIVE SUMMARY

Circle Housing Merton Priory (CHMP) is considering a comprehensive regeneration scheme for three neighbourhoods in the London Borough of Merton - Eastfields, High Path and Ravensbury.

Before deciding whether or not to proceed with planning applications, CHMP commissioned Membership Engagement Services (MES) to conduct independent research to understand the views of resident and non-resident households on the proposed regeneration, master plans and Residents Offer.

The research was conducted as a face-to-face, telephone and online self-completion survey consisting of one open and 15 closed questions. The fieldwork was carried out between 1st July and 29th July 2015 and a 52.5% response rate was achieved with 634 responses collected across Eastfields, High Path and Ravensbury.

Key findings from the survey are summarised below:

VIEWS ON REGENERATION

In each neighbourhood, respondents were asked the extent to which they agree that the proposed regeneration is for the best both for their household and for their neighbourhood overall.

- Overall, 50.5% of respondents agree that the regeneration is for the best for their household and just under a third (30%) disagree. A slightly higher proportion (58.4%) agree that the regeneration is for the best for their neighbourhood overall and 24.6% disagree.
- Respondents from Eastfields were most likely to agree that regeneration is for the best both for their household (60.1% agree and 22.9% disagree) and for their neighbourhood overall (69.7% agree and just 16.5% disagree).
- On High Path, 47% of respondents agree that the regeneration is for the best for their household and 31.1% disagree. Over half (56.3%) agree that it is for the best for High Path and 26.8% disagree.
- On Ravensbury, 41.2% agree and 40.4% disagree that regeneration is for the best for their household. A similar proportion (42.1%) agree it is best for the neighbourhood overall and 34.2% disagree. These figures shift slightly when considering only those responding from resident households in the regeneration area (i.e. those properties identified for possible demolition). Of these, 45.8% agree and 34.7% disagree that the regeneration is for the best for their household and 43.1% agree and 34.7% disagree that it is best for Ravensbury overall.

VIEWS ON MASTER PLANS

Respondents were asked if they were aware of the designs for the new homes and overall layout of the new neighbourhoods (master plans). Those who were aware were asked if they understood the master plans and also to what extent they agree that these plans would make their neighbourhood a better place to live.

- Overall, 83.6% of respondents said they are aware of the designs for the new homes and overall layout of the new neighbourhoods.
- Of these, 75.7% agree that they understand the master plans.
- Over half (56.9%) agree that the designs for the new homes and the overall layout will make their neighbourhood a better place to live and 23.2% disagree.

VIEWS ON RESIDENTS OFFER

Respondents were also asked if they were aware of the Residents Offer for their neighbourhood. Those who were aware were asked if they understood the Residents Offer and to what extent they agree that the Residents Offer is fair.

- Overall, 84.7% of respondents indicated they are aware of the Residents Offer for their neighbourhood. Of these, around three quarters (76.7%) agree that they understand the Residents Offer.
- 49% of those who are aware of the Offer agree it is fair and 32.4% disagree.
- Responding non-resident homeowners appear much less likely to agree, with just 19.5% agreeing and 65.9% disagreeing that the Residents Offer is fair. This contrasts with 51.4% of respondents from resident households (i.e. resident homeowners and Circle Housing Merton Priory tenants) who agree and 29.6% who disagree.

PARTICIPATION IN CONSULTATION ACTIVITIES

Respondents were provided with a list of ways in which CHMP has attempted to consult resident and non-resident households about the regeneration plans and Residents Offer and were asked which of them, if any, they have taken part in.

- Overall, nearly three quarters (74.6%) of respondents indicated they had taken part in at least one of the listed consultation activities.
- The highest proportion of respondents indicated they have taken part in a 'master plan exhibition' (45%), with 'drop-in session' (35.6%) and 'visit to my home' (31.2%) seeing the next highest levels of participation.

Respondents were asked if there is any particular reason why they haven't taken part in any or some of the consultation activities.

- The highest levels of response were seen for 'Didn't have time' (32.8%) and 'Other (Please specify)' (48.3%). The largest proportion of these responses mentioned other commitments, such as children, family and work.

Respondents were then asked to what extent they agree they have had the opportunity to have their say on the regeneration of their neighbourhood.

- Overall, 54.9% of respondents agree and 26.2% disagree that they felt they have had the opportunity to have their say, with responding non-resident homeowners appearing much less likely to agree (19.1%).

2. BACKGROUND

2.1 MERTON REGENERATION

In 2010, Circle Housing Merton Priory (CHMP) acquired new homes in the London Borough of Merton from Merton Council. Of these, properties across three neighbourhoods (Eastfields, High Path and Ravensbury) are currently being considered for regeneration.

Before deciding whether or not to proceed with planning applications, CHMP wished to commission independent research to capture resident and non-resident households' views on the proposed regeneration, master plans and Residents Offer.

2.1.1 OBJECTIVES

Membership Engagement Services (MES) was commissioned to carry out an independent survey among resident and non-resident households on the three neighbourhoods with the objectives to:

- Understand resident and non-resident households' views on the proposed regeneration, master plans and Residents Offer of Eastfields, High Path and Ravensbury;
- Ensure that respondents are broadly representative of the profile of households across Eastfields, High Path and Ravensbury.

3. METHOD

The research was conducted as a face-to-face, telephone and online self-completion survey. The survey consisted of one open and 15 closed questions, including four questions to record respondent demographics (i.e. length of residence, gender, age and ethnicity).

A copy of the survey is shown in [Appendix 6.1](#).

Full details on the methods used to conduct the survey are outlined in [Appendix 6.3](#).

3.1 SAMPLE

The inclusion criteria for survey respondents consisted of the named residents for all resident households (i.e. resident homeowners and Circle Housing tenants) and non-resident households (i.e. non-resident homeowners) for Eastfields, High Path and Ravensbury. Vacant properties and private tenants of non-resident homeowners were not surveyed.

Overall, 634 responses were collected from residents and non-resident homeowners of Eastfields, High Path and Ravensbury between 1st July and 29th July 2015.

Respondents provided a good demographic spread throughout the three neighbourhoods. Further details of the demographic profile of survey respondents can be found in [Appendix 6.4](#).

4. SURVEY RESPONSE

4.1 RESPONSE RATES

The table below shows the response rates for Eastfields, High Path, Ravensbury and the overall combined response rate of 52.5% across the three neighbourhoods:

Table 1: Response rates by neighbourhood and overall

	Households	Respondents	Response rate
Eastfields	425	218	51.3%
High Path	591	302	51.1%
Ravensbury	191	114	59.7%
Overall	1,207	634	52.5%

5. MAIN FINDINGS

The following section outlines the findings of the Merton Regeneration Project Resident Survey.

Throughout this section, where appropriate, findings are presented as ‘agree’ or ‘net agree’ (all responses for ‘agree’ or ‘agree strongly’) and ‘disagree’ or ‘net disagree’ (all responses for ‘disagree’ and ‘disagree strongly’).

A glossary of terms used throughout the main findings can be found in [Appendix 6.2](#).

Please note some columns in the tables may not total 100% due to the rounding of figures or the presence of multiple response questions.

5.1 VIEWS ON REGENERATION

In each neighbourhood, respondents were asked the extent to which they agree that the regeneration of their neighbourhood is for the best for themselves and their household.

Respondents were then asked the extent to which they agree that the regeneration is for the best for their neighbourhood overall.

5.1.1 VIEWS ON REGENERATION - OVERALL

Table 2 shows the extent to which respondents agree that the regeneration is for the best for themselves and their household.

Overall, 50.5% of respondents agree that the regeneration is for the best for themselves and their household. Just under a third (30%) of respondents overall disagree that regeneration is for the best for themselves and their household.

Table 2: “I think the regeneration is for the best for me / my household.”

	Overall (%)	Resident households (%)	Non-resident households (%)
Net agree	50.5	52.5	25.5
Net disagree	30	27.4	61.7
Neither agree nor disagree	14.7	14.8	12.8
Don't know	4.9	5.3	0
<i>Base: All respondents</i>	<i>(634)</i>	<i>(537)</i>	<i>(47)</i>

Respondents from resident households appeared more likely to agree that regeneration is for the best for themselves and their household, with 52.5% indicating that they ‘agree’ or ‘agree strongly’ as compared to 25.5% of respondents from non-resident households.

Table 3 below shows the extent to which respondents agree that the regeneration is for the best for their neighbourhood overall.

A slightly higher proportion (58.4%) of respondents overall agree that the regeneration is for the best for their neighbourhood on the whole as compared to for themselves and their household (50.5%). Just under a quarter of respondents (24.6%) disagree that regeneration is for the best for their neighbourhood.

Table 3: “I think the regeneration is for the best for [Eastfields/High Path/Ravensbury].”

	Overall (%)	Resident households (%)	Non-resident households (%)
Net agree	58.4	59.1	48.9
Net disagree	24.6	23.3	40.4
Neither agree nor disagree	14.5	14.8	10.6
Don’t know	2.5	2.7	0
<i>Base: All respondents</i>	<i>(634)</i>	<i>(587)</i>	<i>(47)</i>

Respondents from resident households were slightly more likely to agree that the regeneration is for the best for their neighbourhood, with 59.1% responding that they ‘agree’ or ‘agree strongly’ as compared to 48.9% of non-resident households.

Non-resident households, however, appear as much more likely to agree that regeneration is for the best for the neighbourhood overall (48.9%) as compared to for themselves and their household (25.5%).

5.1.1 VIEWS ON REGENERATION - EASTFIELDS

Table 4 below shows the extent to which respondents from Eastfields agree that the regeneration is for the best for themselves and their household and for Eastfields overall.

Overall, 60.1% of respondents from Eastfields agree that the regeneration is for the best for themselves and their household and 69.7% agree that regeneration is for the best for the neighbourhood overall.

Around a fifth (22.9%) of respondents for Eastfields disagree that regeneration is for the best for themselves and their households and slightly fewer (16.5%) disagree that regeneration is for the best for the neighbourhood overall.

Table 4: “I think the regeneration is for the best for...”

...me / household	Overall (%)	Resident households (%)	Non-resident households (%)
Net agree	60.1	59.8	66.7
Net disagree	22.9	23.4	11.1
Neither agree nor disagree	11.5	11.0	22.2
Don't know	5.5	5.7	0.0
... Eastfields			
Net agree	69.7	68.9	88.9
Net disagree	16.5	16.7	11.1
Neither agree nor disagree	10.1	10.5	0
Don't know	3.7	3.8	0
<i>Base: All respondents</i>	<i>(218)</i>	<i>(209)</i>	<i>(9)</i>

There was little variation in response by tenure for respondents from Eastfields, with 59.8% of those from resident households and 66.7% from non-resident households agreeing that regeneration is for the best for themselves and their household.

Respondents from non-resident households appeared as somewhat more likely to agree that regeneration is for the best for the neighbourhood overall, with 88.9% in agreement, though it is important to note that this group represents only nine respondents overall.

5.1.2 VIEWS ON REGENERATION - HIGH PATH

Table 5 below shows the extent to which respondents from High Path agree that the regeneration is for the best for themselves and their household and for High Path overall.

In total, 47% of respondents from High Path agree that the regeneration is for the best for themselves and their household and 56.3% agree that regeneration is for the best for the neighbourhood overall.

Just under a third (31.1%) of respondents for High Path disagree that regeneration is for the best for themselves and their households and slightly fewer (26.8%) disagree that regeneration is for the best for the neighbourhood overall.

Table 5: “I think the regeneration is for the best for...”

...me / household	Overall (%)	Resident households (%)	Non-resident households (%)
Net agree	47	51.5	13.9
Net disagree	31.1	25.2	75
Neither agree nor disagree	17.2	18	11.1
Don't know	4.6	5.2	0
... High Path			
Net agree	56.3	58.6	38.9
Net disagree	26.8	23.7	50
Neither agree nor disagree	15.6	16.2	11.1
Don't know	1.3	1.5	0
<i>Base: All respondents</i>	<i>(302)</i>	<i>(266)</i>	<i>(36)</i>

Looking at levels of agreement by tenure, over half of respondents from resident households in High Path agree that regeneration is best for themselves and their households (51.5%) and for the neighbourhood overall (56.3%).

Responding non-resident households were much less likely to agree, with just 13.9% of respondents agreeing that regeneration is for the best for themselves and their households, though this shifts to 38.9% in agreement that regeneration is for the best for High Path overall.

5.1.3 VIEWS ON REGENERATION - RAVENSBURY

Table 6 below shows the extent to which respondents from Ravensbury agree that the regeneration is for the best for themselves and their household and for Ravensbury overall.

Overall, 41.2% of respondents from Ravensbury agree that the regeneration is for the best for themselves and their household and 42.1% agree that regeneration is for the best for the neighbourhood overall.

A similar proportion (40.4%) of respondents for Ravensbury disagree that regeneration is for the best for themselves and their households and slightly fewer (34.2%) disagree that regeneration is for the best for the neighbourhood overall.

Table 6: “I think the regeneration is for the best for...”

...me / household	Overall (%)	Resident households in regen area ¹ (%)	Resident households to be refurbished (%)	Resident households outside regen area (%)	Non-resident households (%)
Net agree	41.2	45.8	36	26.7	50
Net disagree	40.4	34.7	44	60	50
Neither agree nor disagree	14	16.7	12	6.7	0
Don't know	4.4	2.8	8	6.7	0
... Ravensbury					
Net agree	42.1	43.1	44	33.3	50
Net disagree	34.2	34.7	32	40	0
Neither agree nor disagree	20.2	16.7	24	26.7	50
Don't know	3.5	5.6	0	0	0
<i>Base: All respondents</i>	<i>(114)</i>	<i>(72)</i>	<i>(25)</i>	<i>(15)</i>	<i>(2)</i>

As not all properties in Ravensbury would be regenerated, the responses for Ravensbury in Table 6 have been further segmented by the extent to which responding households' properties would be regenerated.

Of respondents from resident households in the regeneration area (properties identified for possible demolition), 45.8% agree that regeneration is for the best for themselves and their household, and 43.1% agree that regeneration is for the best for Ravensbury.

Just over a third (36%) of respondents from resident households to be refurbished (properties due to be improved and not demolished) agree that the regeneration is for the best for themselves and their households and 44% agree that the regeneration is for the best for Ravensbury overall.

¹ Full clarification on these groupings can be found in the glossary in [Appendix 6.2](#)

Respondents from resident households outside the regeneration area (properties which are not included in any refurbishment or demolition plans) appeared as least likely to agree that the regeneration was for the best for themselves and their households, with just 26.7% net agreement as compared to 60% responding that they 'disagree' or 'disagree strongly'. These levels of agreement shift slightly when evaluating the extent to which regeneration is for the best for Ravensbury overall, with 33.3% net agreement and 40% net disagreement.

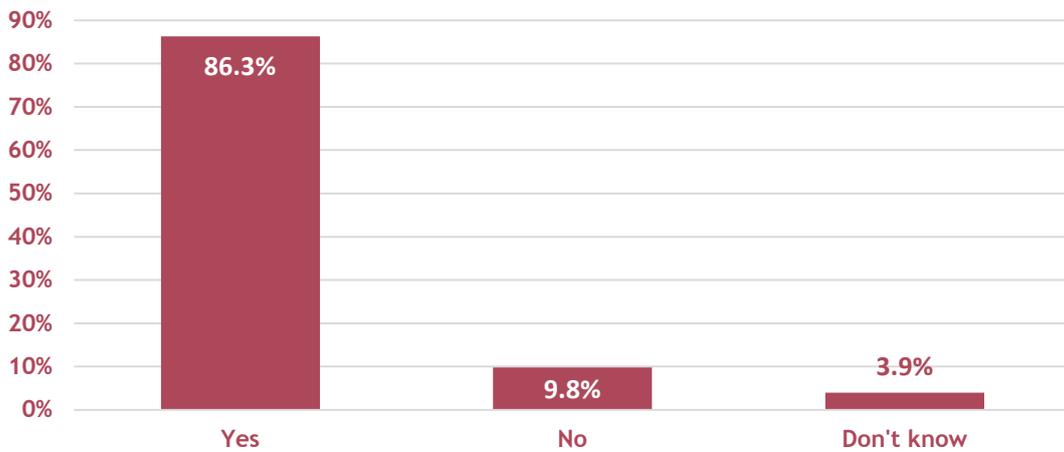
Half of respondents from non-resident households agree that regeneration is both for the best for themselves and their household and for Ravensbury overall, but it is worth noting that this group represents just two respondents.

5.2 VIEWS ON MASTER PLANS

5.2.1 AWARENESS OF MASTER PLANS

As displayed in Figure 1, 86.3% of all respondents are aware of the designs for the new homes and the overall layout of the new neighbourhoods (master plans).

Figure 1: “Are you aware of the design for the new homes for [Eastfields/High Path/Ravensbury] and the overall layout of the new neighbourhood”

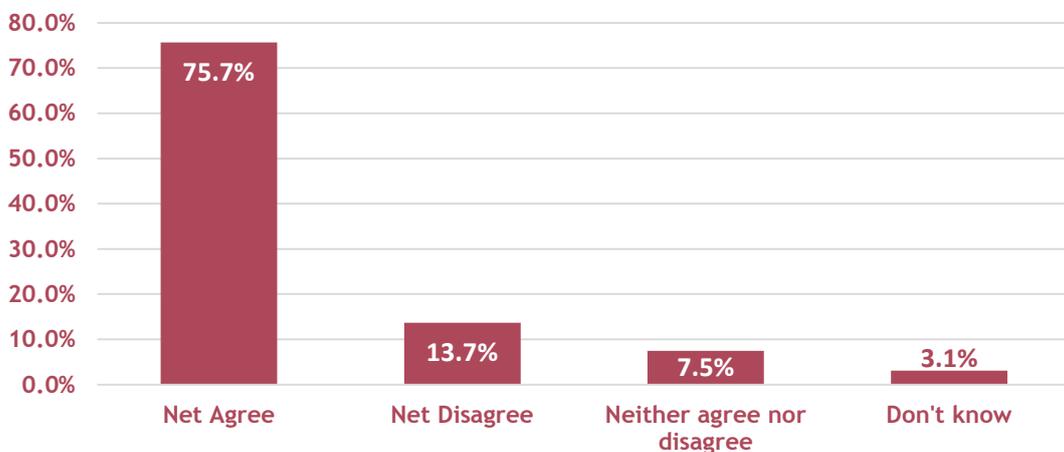


Base: All respondents (634)

5.2.2 UNDERSTANDING OF MASTER PLANS

Of those who were aware of the master plans, 75.7% agreed that they understood the designs for the new homes and overall layout of the new neighbourhoods.

Figure 2: “I understand the designs for the new homes for [Eastfields/High Path/Ravensbury] and the overall layout of the new neighbourhood”



Base: All respondents who were aware of the master plans (547)

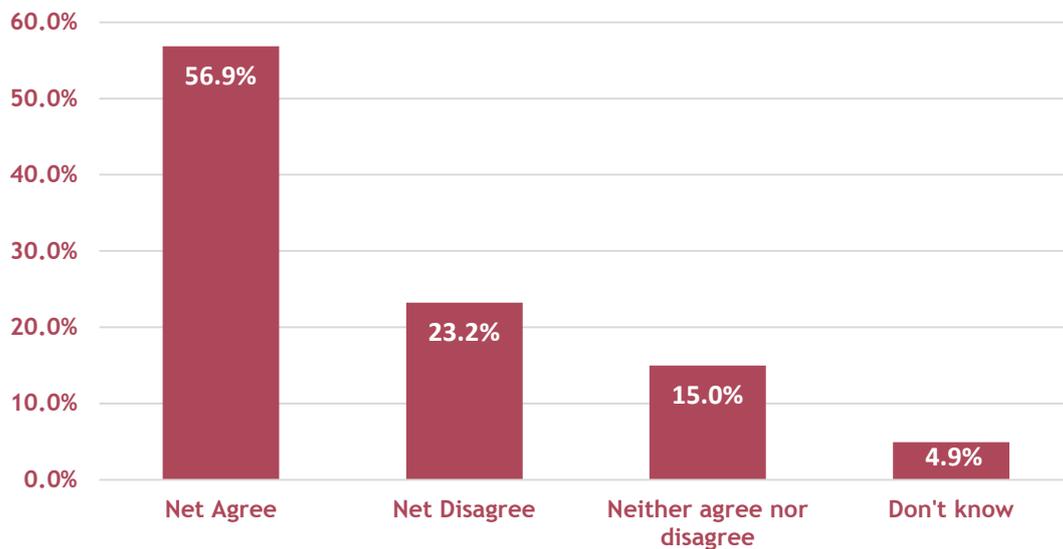
5.2.3 VIEWS ON MASTER PLANS

Those who are aware of the master plans were also asked to indicate the extent to which they agreed with the following statement:

“I think the designs for the new homes and the overall layout of the new neighbourhood will make [Eastfields/High Path/Ravensbury] a better place to live.”

As shown below in Figure 3, 56.9% of respondents agree that that the designs for the new homes and overall layout will make their neighbourhood a better place to live.

Figure 3: “I think the designs for the new homes and the overall layout of the new neighbourhood will make [Eastfields/High Path/Ravensbury] a better place to live”

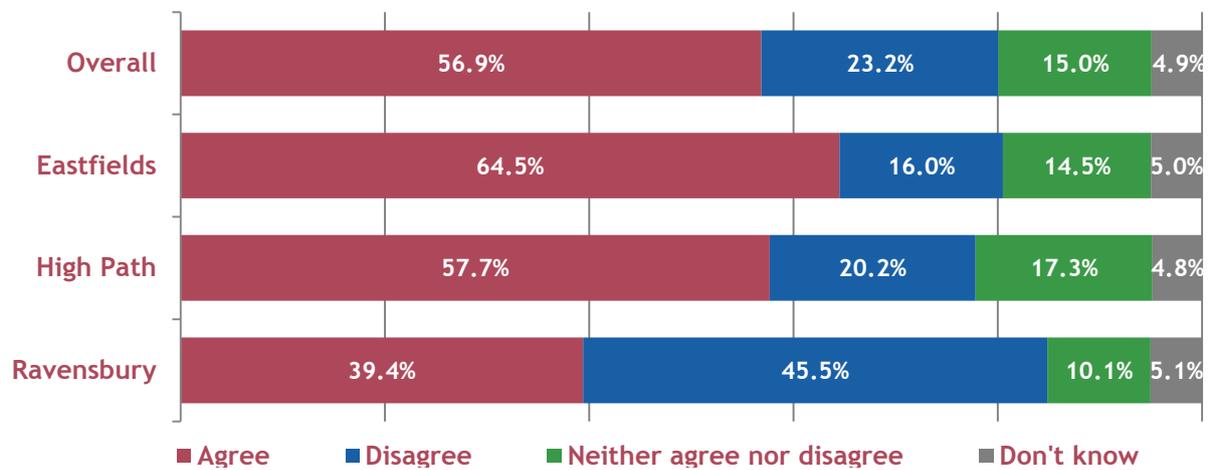


Base: All respondents who were aware of the master plans (547)

Figure 4 shows that 64.5% of respondents from Eastfields agree that the designs for the new homes and overall layout will make their neighbourhood a better place to live, in comparison to 57.7% of respondents in High Path and 39.4% of respondents in Ravensbury who ‘agree’ or ‘agree strongly’ with the statement.

The highest level of disagreement was seen for Ravensbury, with 45.5% of respondents for this neighbourhood stating that they ‘Disagree’ or ‘Disagree strongly’ that the designs for the new homes and overall layout will make Ravensbury a better place to live.

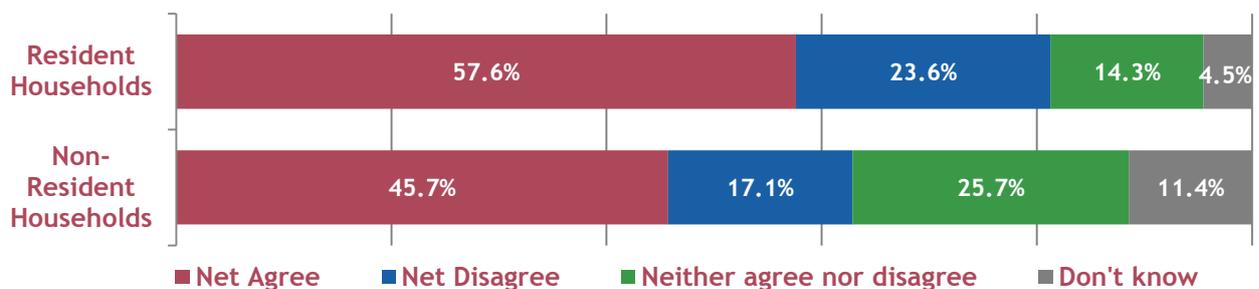
Figure 4: “I think the designs for the new homes and the overall layout of the new neighbourhood will make Eastfields/High Path/Ravensbury a better place to live”



Base: All respondents who were aware of the master plans (547)

As demonstrated in Figure 5 below, 57.6% of respondents from resident households and 45.7% from non-resident households agree that the designs for the new homes and the overall layout will make their neighbourhood a better place to live.

Figure 5: “I think the designs for the new homes and the overall layout of the new neighbourhood will make [Eastfields/High Path/ Ravensbury] a better place to live”.



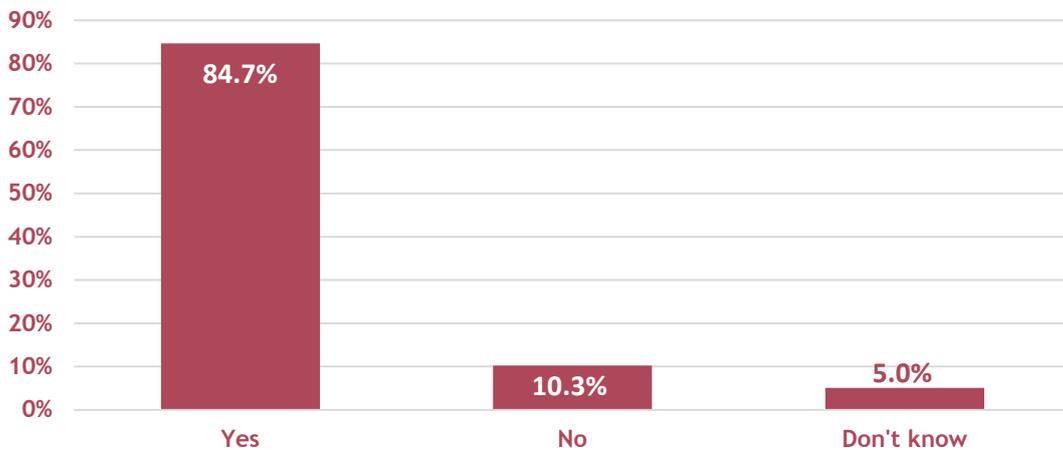
Base: All respondents who were aware of the master plans (547)

5.3 VIEWS ON RESIDENTS OFFER

5.3.1 AWARENESS OF RESIDENTS OFFER

As displayed in Figure 6 below, a majority of respondents (84.7%) are aware of their Residents Offer.

Figure 6: “Are you aware of the Residents Offer for the regeneration of [Eastfields/High Path/Ravensbury]”

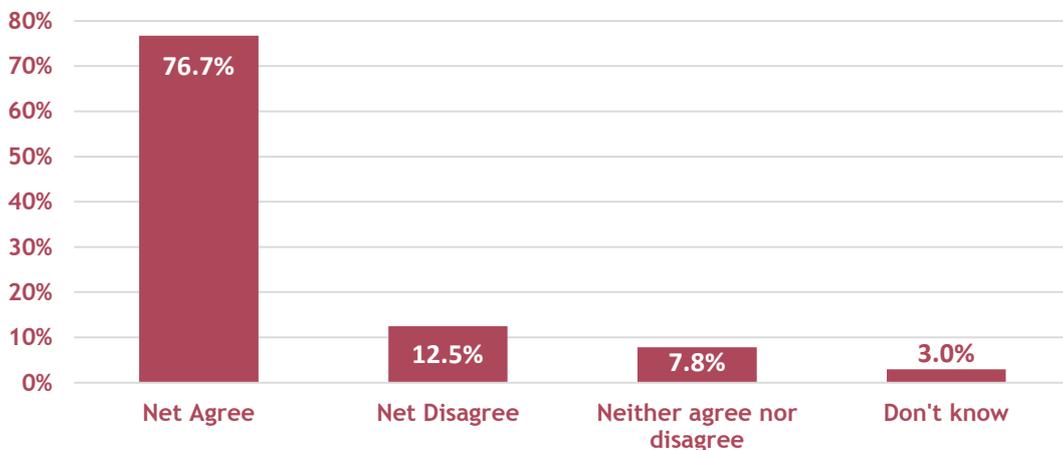


Base: All respondents (634)

5.3.2 UNDERSTANDING OF RESIDENTS OFFER

Of those who are aware of the Residents Offer, just over three quarters (76.7%) agree that they understand their Residents Offer.

Figure 7: “I understand the Residents Offer for [Eastfields/High Path/Ravensbury]”



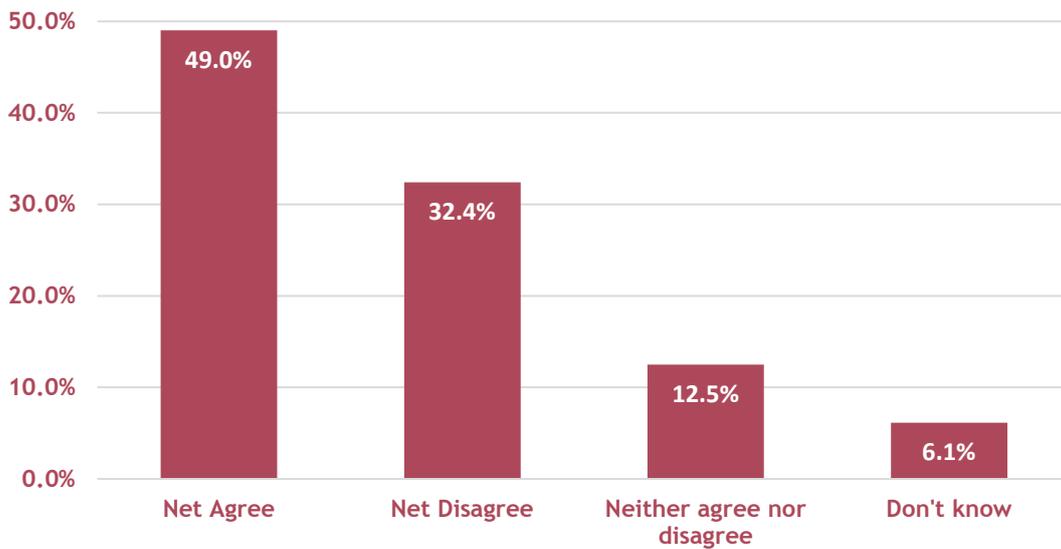
Base: All respondents who were aware of the Residents Offer (537)

5.3.3 VIEWS ON RESIDENTS OFFER

Those who are aware of the master plans were also asked to indicate the extent to which they agree that the Residents Offer is fair.

As shown below in Figure 8, nearly half (49%) of respondents agree that they think the Residents Offer is fair.

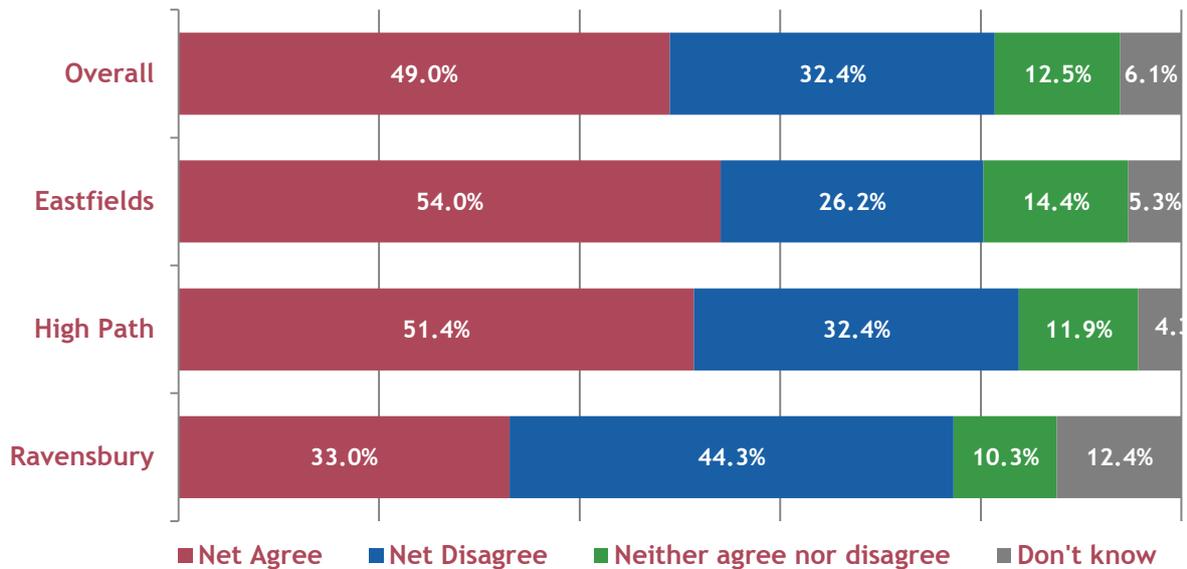
Figure 8: “I believe the residents offer for [Eastfields/High Path/Ravensbury] is fair”



Base: All respondents who were aware of the Residents Offer (537)

Figure 9 below shows that respondents from Eastfields were slightly more likely to agree that the Residents Offer is fair (54%), and those from Ravensbury were least likely to agree, with 44.3% who ‘disagree’ or ‘disagree strongly’ that the Residents Offer is fair.

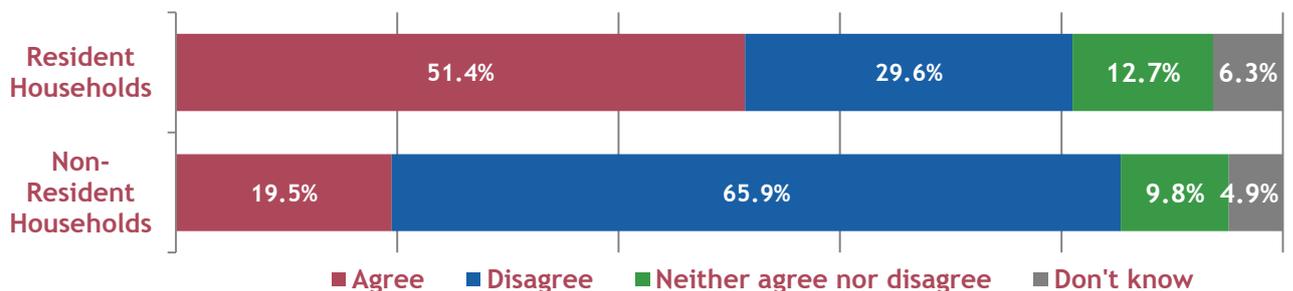
Figure 9: “I believe the Residents Offer for [Eastfields/High Path/Ravensbury] is fair”



Base: All respondents who were aware of the Residents Offer (537)

Looking at response by tenure, just over half (51.4%) of resident households agree that the Residents Offer is fair (Figure 10). Non-resident households appear as much less likely to agree, with just 19.5% of these respondents agreeing that the Residents Offer is fair.

Figure 10: “I believe the Residents Offer for [Eastfields/High Path/Ravensbury] is fair”



Base: All respondents who were aware of the Residents Offer (537)

5.4 PARTICIPATION IN CONSULTATION

5.4.1 TAKING PART IN CONSULTATION ACTIVITIES

Respondents were provided with a list of ways in which Circle Housing Merton Priory has consulted with resident and non-resident households about the regeneration plans and Residents Offer and were asked to indicate which of them, if any, they have taken part in.

Overall, nearly three quarters (74.6%) of respondents indicated they had taken part in at least one of the listed consultation activities. Table 7 below provides a breakdown of participation in consultation activities overall and by tenure.

Table 7: Participation in consultation activities overall and by tenure

	Total (%)	Resident households (%)	Non-resident households (%)
Master plan exhibition	45.0	46.3	27.7
Drop-in session	35.6	35.9	31.9
Visit to my home	31.2	32.7	12.8
Residents Offer workshop	22.2	22.5	19.1
Design workshop	21.6	22.1	14.9
None of these	18.9	18.1	29.8
Visit to the website	15.3	14.0	29.8
Other, please specify	15.0	15.0	14.9
Telephone call	15.0	14.3	23.4
Site visit to another regenerated neighbourhood	9.9	10.7	0.0
Coffee morning	9.3	9.5	6.4
Don't know	4.6	4.9	0.0
<i>Base: All respondents</i>	<i>(634)</i>	<i>(587)</i>	<i>(47)</i>

The highest proportion of respondents indicated they have taken part in a 'master plan exhibition' (45%), with 'drop-in session' (35.6%) and 'visit to my home' (31.2%) seeing the next highest levels of participation.

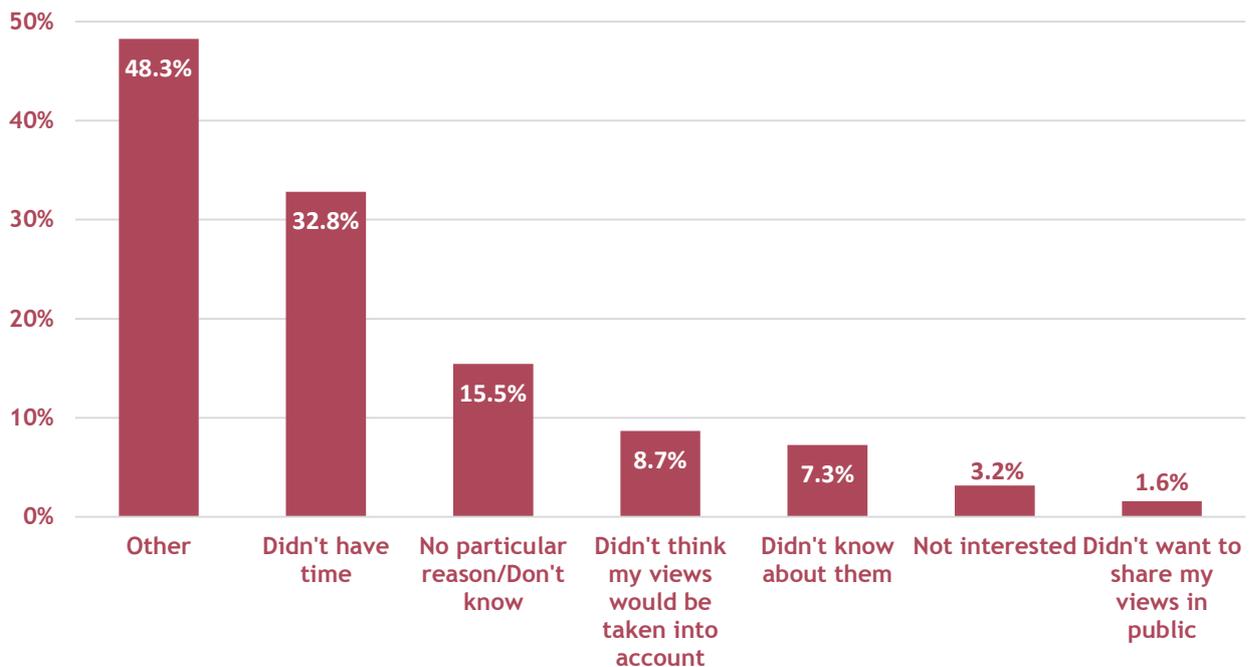
A number of respondents (15%) indicated other activities and methods by which they have taken part in the consultation. Many of these referenced communications received such as letters, leaflets and emails. Others noted additional meetings attended including those with their MPs, Council and Residents Associations.

5.4.2 REASONS FOR NOT TAKING PART IN CONSULTATION ACTIVITIES

Respondents were asked if there is any particular reason why they haven't taken part in any or some of the consultation activities.

Figure 11 below shows that the highest level of response was seen for 'Other (Please specify)' (48.3%) followed by 'Didn't have time' (32.8%).

Figure 11: "Is there any particular reason why you haven't taken part in any of/some of the consultation activities?"



Base: All respondents (634)

Of those respondents who provided 'Other' reasons for not having taken part in any or some of the consultation activities, the largest number cited other commitments such as children, family and work.

A number of others cited barriers such as being away at the time activities were being held and health issues or language barriers which prevented them from attending.

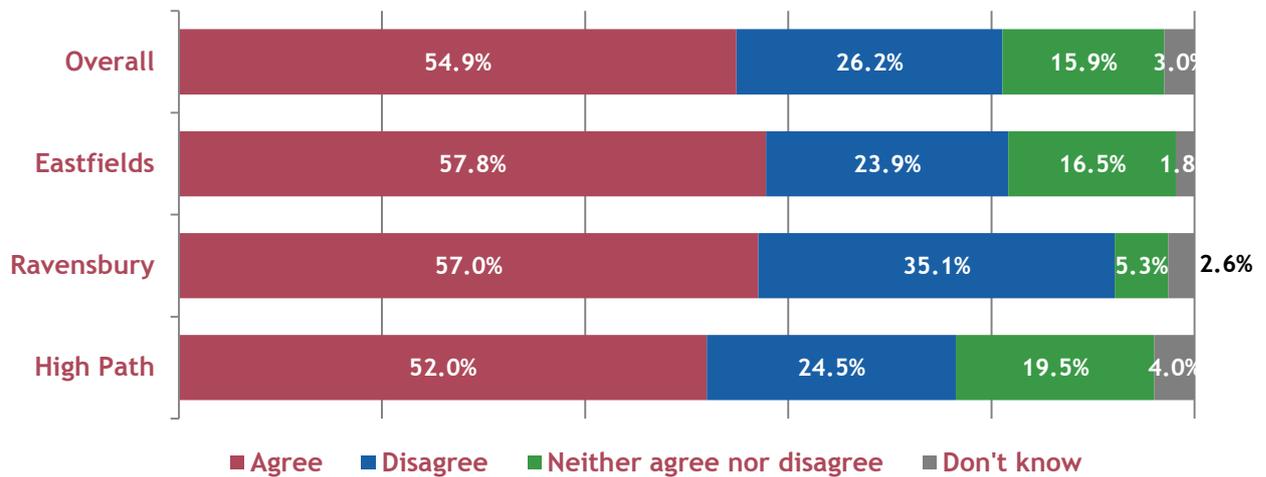
5.4.3 VIEWS ON HAVING HAD THEIR SAY

Respondents were asked to what extent they agree they have had the opportunity to have their say on the regeneration of their neighbourhood.

Overall, 54.9% of respondents agreed that they felt they have had the opportunity to have their say on the regeneration of their neighbourhood.

As can be seen in Figure 12 below, there is little difference in agreement across the three neighbourhoods, though respondents from Ravensbury appear as slightly more likely to disagree, with 35.1% of respondents compared to 23.9% and 24.5% disagreement seen on Eastfields and High Path respectively.

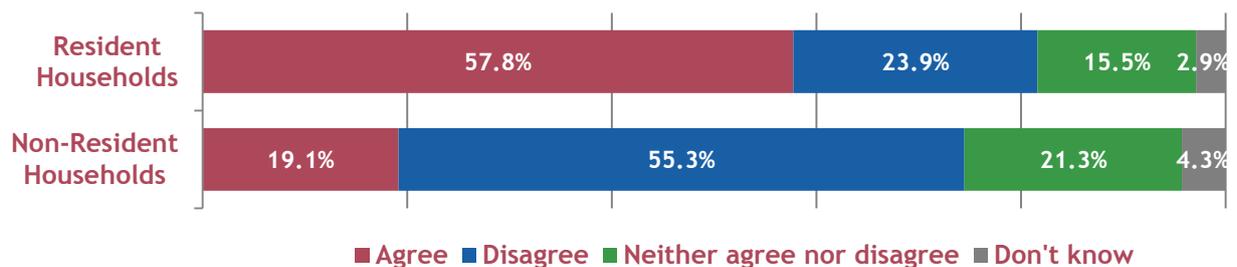
Figure 12: “I feel that I have had the opportunity to have my say on the regeneration of [Eastfields/High Path/Ravensbury]”



Base: All respondents (634)

Figure 13 below shows that respondents from resident households (57.8%) appear as much more likely to agree that they felt they have had the opportunity to have their say than those from non-resident households (19.1%).

Figure 13: “I feel that I have had the opportunity to have my say on the regeneration of [Eastfields/High Path/Ravensbury]”



Base: All respondents (634)

5.5 FURTHER COMMENTS

Respondents were given the opportunity to raise any other issues not already covered in their response with the question *'Is there anything else you would like to say to Circle Housing Merton Priory about the proposed regeneration in general?'*

A total of 424 respondents (66.9%) provided a free text comment in response to this question.

Responses to this question reflected generally positive and negative responses expressed elsewhere in the questionnaire, with some reiterating their opposition to regeneration of Eastfields, High Path or Ravensbury and others being generally supportive.

Comments made in support of the regeneration welcomed the perceived improvement in quality of living in newer homes could bring such as more space, eliminating some perceived negative aspects of older properties (e.g. damp) and more places for children to play.

The largest proportion of respondents, however, focused on topics for which they would like more information and how regeneration would impact their household specifically. The most common queries raised were about when a decision would be made, how long regeneration would take to complete and the exact specification of their new property (e.g. number of bedrooms, where it is facing, neighbours, garden, parking, accessibility etc.).

Responses also included specific comments on the master plans and the Residents Offer - some offering criticism or outright rejection of the existing plans and Offer and others providing constructive suggestions for how they think these could be improved. A small number expressed concerns over the impact the proposed number of new properties would have on the overall 'community feel' of the neighbourhoods. Homeowners were more likely to raise concerns about their particular Residents Offer.

The consultation process and general communication issues were also mentioned, with some reiterating the perceived lack of information received and others expressing concerns about the extent to which their views are taken into account.

A smaller number raised specific issues with Circle Housing Merton Priory - in particular around the quality of repairs and maintenance services - which in some cases has led to general mistrust of the organisation and lack of confidence in its ability to successfully manage the regeneration of the three neighbourhoods.

6. *APPENDICES*

There are 5 appendices in this section:

- 6.1 Questionnaire
- 6.2 Glossary
- 6.3 Method
- 6.4 Sample demographics
- 6.5 Confidence intervals

6.1 QUESTIONNAIRE

The following questionnaire is the survey for Eastfields. The surveys for High Path and Ravensbury were identical with the exception of the neighbourhood referenced throughout the questionnaire wherever relevant (i.e. Eastfields, High Path, Ravensbury).



INTERVIEWER'S DECLARATION

I hereby declare that I have conducted this interview in full, with the person named below in accordance with your instructions and within the MRS Code of Conduct.

Interviewer Name: _____	Number: _____
Interviewer Signature: _____	Date: _____
Start time: _____	End time: _____

Respondent name: _____
Address: _____



IEWS ON REGENERATION, MASTER PLANS AND RESIDENTS OFFER

This first section is about your views on the regeneration of Eastfields. You will have the opportunity to give us detailed comments later in the questionnaire. I am going to read out some statements about the proposed regeneration scheme and for each one I would like you to tell me to what extent you agree or disagree with it, by choosing one of the options on this card.

[SHOW CARD A1/ A2. READ OUT STATEMENT BELOW. SINGLE CODE]

1. "I think the regeneration of Eastfields is for the best for me / my household."

Disagree strongly:	Disagree:	Neither agree nor disagree:	Agree:	Agree strongly:	Don't know:
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[SHOW CARD A1/ A2. READ OUT STATEMENT BELOW. SINGLE CODE]

2. "I think the regeneration is for the best for Eastfields."

Disagree strongly:	Disagree:	Neither agree nor disagree:	Agree:	Agree strongly:	Don't know:
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Are you aware of the designs for the new homes for Eastfields and the overall layout of the new neighbourhood? **[SINGLE CODE]**

Yes: **ASK Q4** No: **GO TO Q5** Don't know: **GO TO Q5**

4. To what extent do you agree or disagree with these statements? As before, please choose from the options on this card.

[SHOW CARD A1/ A2. READ OUT STATEMENT BELOW. SINGLE CODE]

a) "I understand the designs for the new homes for Eastfields and the overall layout of the new neighbourhood."

Disagree strongly:	Disagree:	Neither agree nor disagree:	Agree:	Agree strongly:	Don't know:
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[SHOW CARD A1/ A2. READ OUT STATEMENT BELOW. SINGLE CODE]

b) "I think the designs for the new homes and the overall layout of the new neighbourhood will make Eastfields a better place to live."

Disagree strongly:	Disagree:	Neither agree nor disagree:	Agree:	Agree strongly:	Don't know:
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Are you aware of the Residents Offer for the regeneration of Eastfields? **[SINGLE CODE]**

Yes: **ASK Q6** No: **GO TO Q7** Don't know: **GO TO Q7**

6. To what extent do you agree or disagree with these statements? As before, please choose from the options on this card.

[SHOW CARD A1/ A2. READ OUT STATEMENT BELOW. SINGLE CODE]

a) "I understand the Residents Offer for Eastfields."

Disagree strongly:	Disagree:	Neither agree nor disagree:	Agree:	Agree strongly:	Don't know:
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[SHOW CARD A1/ A2. READ OUT STATEMENT BELOW. SINGLE CODE]

b) "I believe the Residents Offer for Eastfields is fair."

Disagree strongly:	Disagree:	Neither agree nor disagree:	Agree:	Agree strongly:	Don't know:
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PARTICIPATION IN CONSULTATION ACTIVITIES

7. Here is a list of ways in which Circle Housing Merton Priory has consulted residents about the regeneration plans and Residents Offer. Which of them, if any, have you taken part in?

[SHOW CARD B1. MULTICODE & PROBE: ANY OTHER WAYS?]

Master plan exhibition: <input type="checkbox"/>	↓	Visit to my home: <input type="checkbox"/>
Drop-in session: <input type="checkbox"/>		Visit to the web site: <input type="checkbox"/>
Coffee morning: <input type="checkbox"/>		Telephone call: <input type="checkbox"/>
Design workshop: <input type="checkbox"/>		Other (please specify): <input type="checkbox"/>
Residents Offer workshop: <input type="checkbox"/>		_____
Site visit to another regenerated neighbourhood: <input type="checkbox"/>		None of these: <input type="checkbox"/>
		Don't know: <input type="checkbox"/>

8. Is there any particular reason why you haven't taken part in **[AS APPROPRIATE]** any of / some of the consultation activities?

[SHOW CARD B2. MULTICODE & PROBE: ANY OTHER REASONS?]

Didn't have time: <input type="checkbox"/>	↓	Didn't want to share my views in public: <input type="checkbox"/>
Didn't know about them: <input type="checkbox"/>		Other reason (please specify): <input type="checkbox"/>
Not interested: <input type="checkbox"/>		_____
Didn't think my views would be taken into account: <input type="checkbox"/>		No particular reason/Don't know: <input type="checkbox"/>

9. To what extent do you agree or disagree with these statements? As before, please choose from the options on this card.

[SHOW CARD A1/ A2. READ OUT STATEMENT BELOW. SINGLE CODE]

"I feel that I have had the opportunity to have my say on the regeneration of Eastfields."

Disagree strongly:	Disagree:	Neither agree nor disagree:	Agree:	Agree strongly:	Don't know:
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Is there anything else you would like to say to Circle Housing Merton Priory about the proposed regeneration in general? **[PROBE FULLY]**

ABOUT YOU

Finally, I would like to ask you a few questions about you and your household, which will only be used to analyse the information you have given us.

11. How long have you lived in Eastfields? **[PROMPT IF NECESSARY. SINGLE CODE]**

Less than a year: 1-5 years: 6-10 years: 11-20 years:
Over 20 years: Don't know: Prefer not to say:

12. **[INTERVIEWER CODE GENDER]**

Female: Male: Don't Know:

13. What is your age? **[PROMPT IF NECESSARY. SINGLE CODE]**

16-24: 25-44: 45-64: 65+: Prefer not to say:

14. Which of these ethnic groups do you most identify with? **[SHOW CARD C1. SINGLE CODE]**

- | | |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------|
| White – English, Welsh, Scottish, Northern Irish, British: <input type="checkbox"/> | Asian or Asian British - Bangladeshi: <input type="checkbox"/> |
| White - Irish: <input type="checkbox"/> | Asian or Asian British - Chinese: <input type="checkbox"/> |
| White – Gypsy or Irish Traveller: <input type="checkbox"/> | Asian or Asian British – Other Asian: <input type="checkbox"/> |
| White - Other: <input type="checkbox"/> | Black or Black British – African: <input type="checkbox"/> |
| Mixed – White and Black Caribbean: <input type="checkbox"/> | Black or Black British – Caribbean: <input type="checkbox"/> |
| Mixed – White and Black African: <input type="checkbox"/> | Black or Black British – Other Black: <input type="checkbox"/> |
| Mixed – White and Asian: <input type="checkbox"/> | Other Ethnic Group – Arab: <input type="checkbox"/> |
| Mixed – Other Mixed: <input type="checkbox"/> | Other Ethnic Group – Any other: <input type="checkbox"/> |
| Asian or Asian British - Indian: <input type="checkbox"/> | Don't know: <input type="checkbox"/> |
| Asian or Asian British - Pakistani: <input type="checkbox"/> | Prefer not to say: <input type="checkbox"/> |

6.2 GLOSSARY

Key Term	Description
CHMP	Circle Housing Merton Priory
Circle Housing tenant	Someone who rents the property from Circle Housing having been nominated from the Council's housing list.
Coffee morning	An informal consultation event where there is discussion around the regeneration plans with residents over a hot drink.
Design workshop	A consultation event where there is discussion around the design of the new homes and regenerated neighbourhood.
Drop in session	A consultation event for residents that does not start at a fixed time. Residents can attend any time that they wish during the event and stay for as long as they please.
Master plan	The designs for the new homes and overall layout of a new neighbourhood.
Neighbourhood	The area in which a resident lives or a non-resident homeowner owns a property -Eastfields, High Path or Ravensbury.
Non-resident homeowner	Someone who owns the property (as a leaseholder or freeholder) but their principle home is elsewhere (e.g. a private landlord).
Non-resident household	See 'non-resident homeowner'.
Private tenant	Someone who rents the property from a private landlord not through Circle Housing.
Regeneration	Delivering improvements to an area. Regeneration work could include replacing current homes with new homes. Additionally the work could involve redesigning the open spaces around homes.
Resident homeowner	Someone who owns the property (as a leaseholder or freeholder) and uses it as their main and principle home.
Resident household	Resident homeowners and Circle Housing tenants
Resident household in regeneration area	Ravensbury residents living in Orlit homes and other homes identified for possible demolition.
Resident household to be refurbished	Ravensbury residents living in a home which is due to be improved and not demolished.
Resident household outside regeneration area	Residents who live in Ravensbury but whose homes are not included in any refurbishment or demolition plans.

Residents Offer	The package of housing options, compensation and support Circle Housing can offer residents affected by the regeneration plans.
Residents Offer workshop	A consultation event where there is discussion with residents around the package of housing options, compensation and support they will get if regeneration goes ahead.
Site visit to another regenerated neighbourhood	Residents are taken to visit another neighbourhood that has been demolished and rebuilt (regenerated).
Visit to my home	When one of the CHMP regeneration officers arranges an appointment to visit a resident in his or her home.

6.3 METHOD

Section 3 of the main report describes the overall methods used for conducting the survey. Additional information on the methods used is outlined below.

6.3.1 SAMPLE

The inclusion criteria for survey respondents consisted of the named residents for all resident households (i.e. resident homeowners and Circle Housing tenants) and non-resident households (i.e. non-resident homeowners) for Eastfields, High Path and Ravensbury.

Only one response was sought from each resident household and where a non-resident homeowner(s) owns multiple properties within Eastfields, High Path or Ravensbury, only one response was sought for each non-resident homeowner(s). Vacant properties and private tenants of non-resident homeowners were not surveyed.

The resulting eligible sample included 1,207 households across Eastfields, High Path and Ravensbury.

The responding sample comprised 634 responses collected from resident and non-resident households of Eastfields, High Path and Ravensbury between 1st July and 29th July 2015 (52.5% of eligible sample).

The key elements of the responding sample profile are described in [Appendix 6.4](#).

6.3.2 QUESTIONNAIRE DESIGN

The questionnaire was designed by MES and consisted of one open and 15 closed questions, including four questions to record respondent demographics (i.e. length of residence, gender, age and ethnicity).

MES conducted a pilot of the questionnaire from 18th to 19th June 2015 with a total of 14 residents spread across the three neighbourhoods - Eastfields, High Path and Ravensbury. The pilot was conducted through individual interviews with each of the residents and was held at community centres within each of the three neighbourhoods.

The objectives of the pilot were to check that the questionnaire was fit for purpose and allowed the respondents to adequately express their views on the proposed regeneration. This included verifying that the questions were clearly worded, that each question contained one issue only and that there was a natural flow to the questions overall. Importantly, the pilot also ensured that the questions were not leading and did not discourage participation in the survey.

Following the pilot, the wording of several questions was amended to improve clarity and the ability of participants to respond. Two additional questions were introduced to allow respondents to state the extent to which they agree that they understand the regeneration master plans and their Residents Offer.

A copy of the final questionnaire is shown in [Appendix 6.1](#).

6.3.3 FIELDWORK

The data collection and fieldwork were conducted over 28 days from 1st July to 29th July 2015.

RESIDENT HOUSEHOLDS

With the exception of 41 booked home visits and 15 telephone translation calls, up to five attempts were made by fieldworkers to complete the survey face-to-face at each resident household on Eastfields, High Path and Ravensbury.

Wherever the fieldworker was not able to make contact with a named resident by the fifth attempt on the door, a personalised postcard was posted through the door with details for residents to complete the survey securely online using a unique one-time-use web address or by telephone via a dedicated Freephone line monitored by MES Monday to Saturday, 9am to 5pm.

NON-RESIDENT HOUSEHOLDS

Personalised letters were posted to non-resident homeowners of Eastfields, High Path and Ravensbury providing details on how to complete the survey online or by telephone. Where a non-resident homeowner(s) own more than one property in Eastfields, High Path or Ravensbury, only one response was collected per homeowner(s).

REMINDERS

To encourage response, a further personalised reminder letter was posted to all non-respondents - including both resident and non-resident households - during the third week of fieldwork again providing details to complete the survey online or by telephone.

To further encourage response from non-resident households a third attempt was also made, wherever a valid telephone number was available, to complete the survey over the telephone with non-resident homeowners across Ravensbury, Eastfields and High Path.

6.3.4 INCENTIVES

No incentives were provided to respondents for taking part in the survey.

The Circle Housing Merton Priory phone number was provided to any respondents interested in more information about the proposed regeneration or their particular Residents Offer.

6.3.5 QUALITY MANAGEMENT AND INFORMATION SECURITY

Below is a summary of the systems and tools in place for quality management and information security at MES:

- MES is a registered Data Processor under the UK Data Protection Act 1998. Our registration reference with the ICO is Z110099X.
- MES is ISO 9001:2008 certified.
- MES is ISO 27001:2005 certified.
- MES is a registered Market Research Society company partner.
- All researchers at MES are working in accordance with the Code of Conduct of the Market Research Society.

6.4 SAMPLE DEMOGRAPHICS

In addition to those details about the responding sample presented in [Section 3.1](#) of the main report, additional demographic information is presented in the following tables:

- Length of residence
- Age
- Gender
- Ethnicity

Please note, due to the rounding of numbers, some columns in the following tables may not total 100%.

6.4.1 LENGTH OF RESIDENCE

...me / household	Overall (%)	Eastfields (%)	High Path (%)	Ravensbury (%)
Less than a year	3.6	3.7	2.6	6.1
1-5 years	20.2	20.2	20.2	20.2
6-10 years	20	23.9	18.2	17.5
10-20 years	26.7	25.2	27.5	27.2
Over 20 years	28.1	27.1	29.1	27.2
Prefer not to say	1.4	0.0	2.3	1.8
<i>Base: All respondents</i>	<i>(634)</i>	<i>(218)</i>	<i>(302)</i>	<i>(114)</i>

6.4.1 AGE

...me / household	Overall (%)	Eastfields (%)	High Path (%)	Ravensbury (%)
16 - 24	5.2	6.9	3.6	6.1
25 - 44	36	42.7	33.4	29.8
45 - 64	38	34.9	37.7	44.7
65 +	16.7	14.2	18.9	15.8
Prefer not to say	4.1	1.4	6.3	3.5
<i>Base: All respondents</i>	<i>(634)</i>	<i>(218)</i>	<i>(302)</i>	<i>(114)</i>

6.4.2 GENDER

...me / household	Overall (%)	Eastfields (%)	High Path (%)	Ravensbury (%)
Female	58.7	61.5	56	60.5
Male	38.8	37.6	40	37.7
Prefer not to say	2.5	0.9	4	1.8
<i>Base: All respondents</i>	<i>(634)</i>	<i>(218)</i>	<i>(302)</i>	<i>(114)</i>

6.4.3 ETHNICITY

...me / household	Overall (%)	Eastfields (%)	High Path (%)	Ravensbury (%)
White or White British	49.8	45.0	50.3	57.9
Mixed	3.8	6.0	1.7	5.3
Asian or Asian British	20	10.6	19.5	8.8
Black or Black British	22.1	32.1	16.2	18.4
Any other ethnic group	2.4	0.9	3.3	2.6
Prefer not to say	7.4	5.5	8.9	7.0
<i>Base: All respondents</i>	<i>(634)</i>	<i>(218)</i>	<i>(302)</i>	<i>(114)</i>

6.5 CONFIDENCE INTERVALS

The following table shows the confidence intervals for the responding sample overall, by neighbourhood and by tenure given a confidence level of 95% and a response proportion of 50% (i.e. 50% level of response for a particular response option). Confidence intervals narrow the further the response level for a particular response option is from 50% (i.e. nearer to 0% or 100%).

Confidence level describes how sure you can be that your results are accurate, whereas the interval shows the range the survey results would fall between if the confidence level held true.

A standard survey will typically have a confidence level of 95% (the industry standard) and a confidence interval of $\pm 5\%$.

Confidence intervals by neighbourhood and tenure

	Overall	Eastfields	High Path	Ravensbury	Resident households	Non-resident households
Confidence interval	± 2.68	± 4.64	± 3.95	± 5.84	± 2.69	± 11.99
<i>Base: All respondents</i>	(634)	(218)	(302)	(114)	(587)	(47)

As the above table demonstrates, the more the responding sample is segmented, the wider the confidence intervals for a particular smaller group.



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