

# Living at Kidbrooke Village



A social sustainability report  
commissioned by the Berkeley Group



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# Foreword

This work has been commissioned to understand what life is like for the first residents of Kidbrooke Village, a new community in the Royal Borough of Greenwich, south London, and currently one of the largest regeneration projects in the UK.

Kidbrooke Village has replaced the Ferrier Estate, built between 1968 and 1972. This consisted of 1,906 dwellings made up of 74 blocks ranging from thirteen storey towers to two storey houses. The estate was inaccessible and isolated from the surrounding areas. It had a very different character to the local area and was ultimately beset by severe social and economic problems.

Its regeneration since 2009 has been led by the local authority with Berkeley, the GLA/Homes and Communities Agency, and Southern Housing.

This research project makes use of an innovative new framework that has been created for the Berkeley Group by Social Life and the University of Reading, to measure social sustainability in new housing developments. It is based on what is known about creating and

supporting thriving communities from academic research, policy and practical experience.

The Berkeley Group describes social sustainability as being: '... about people's quality of life, now and in the future. It describes the extent to which a neighbourhood supports individual and collective wellbeing.'

Social sustainability combines design of the physical environment with a focus on how the people who live in and use a space relate to each other and function as a community. It is enhanced by development, which provides the right infrastructure to support a strong social and cultural life, opportunities for people to get involved, and scope for the place and the community to evolve.'

The term social sustainability is not yet widely used by housing developers or public agencies in the UK, although it has been an object of academic research for over a decade. We believe it should become central to the way that everyone involved in the process of building new housing settlements understands sustainability in the years ahead ■

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# About this report

This report describes the findings of a research project exploring community strength and quality of life at Kidbrooke Village in the Royal Borough of Greenwich, south London. Berkeley, the developer of Kidbrooke Village, commissioned this work to understand what life is like for new residents and to understand how to support the community as it starts to form.

The research involved a resident survey carried out by an independent agency, ComRes, statistical analysis of the survey data by Dr John Brown of Social Life, a site survey by an independent assessor, Matt Lally, and interviews with organisations based in Kidbrooke Village, carried out by Lucia Caistor Arendar and Zoe Spiliopoulou from Social Life. The work was undertaken between January and March 2013.

This report contains the summary findings of the project. A technical appendix has been written to accompany the summary, containing a detailed description of the research method, statistical analysis and data files. The project uses a framework for

measuring the social sustainability of new housing and mixed-use developments. The framework was developed by Social Life and Professor Tim Dixon of Reading University and published in September 2012 as *Creating Strong Communities*.

This report was written by Saffron Woodcraft and Nicola Bacon. The survey design and statistical analysis was carried out by Dr John Brown.

## About the Berkeley Group

The Berkeley Group builds homes and neighbourhoods. We seek to create beautiful, successful places. We work together with other people to tackle the shortage of good quality homes, and we make a lasting contribution to the landscape and to the communities we help create.

The Berkeley Group is a FTSE 250 company and made up of 5 autonomous businesses: St George, St James, Berkeley, Berkeley First and St Edward. It was voted Britain's Most Admired Company across all industries in 2011 and has been ranked the UK's most sustainable major housebuilder for the last 7 years in a row.

## About Social Life

Social Life is a new social enterprise created by the Young Foundation in 2012. Social Life's Founding Directors are Nicola Bacon and Saffron Woodcraft, who set up and led the Young Foundation's work on communities from 2005 to 2012. Social Life's mission is to reconnect placemaking with people's everyday experience and the way that communities work. Our expertise is in the social dimensions of placemaking and sustainability, in understanding how to accelerate local social innovation, and in knowing how to translate these insights into practice and policy. Social Life is working in the UK and internationally. For more information visit [www.social-life.co](http://www.social-life.co).



This project has explored how the first people to move to Kidbrooke Village are experiencing life in the new community. The aim of the research is to understand what can be done by the developer, the local authority, local voluntary organisations and the residents themselves, to support people's quality of life. The research involved a household survey, a site survey, and a number of in-depth, one-to-one interviews.

The household survey results were benchmarked against data from four national government surveys to assess the experience of Kidbrooke Village residents against that of people living in comparable places. This work has been carried out at an early stage in the life of Kidbrooke Village. It describes a community that is still forming and will continue to experience significant change in the coming years. At the time of the research 519 homes were occupied out of a projected total of 4,800.

## Executive summary

Kidbrooke Village is a large-scale, new suburban community in Greenwich, south London. It is currently one of the largest regeneration projects in the UK and has been planned to transform the former Ferrier Estate into a new mixed-tenure, mixed-used community. Over the next 15-20 years, 4,800 homes, schools, shops, health facilities, restaurants, offices, community facilities and new open spaces will be created at Kidbrooke Village.

The results of the resident survey and one-to-one interviews with local organisations paint a picture of Kidbrooke Village as good place to live, where people feel safe and settled. Residents feel like they belong to the neighbourhood. They say they intend to remain resident in the neighbourhood for some time and feel that people from different backgrounds get on well together. Residents report high levels of overall life satisfaction.

125 residents (or 24% of current households) were interviewed in January and February 2013:

- Almost 93% of residents plan to remain resident in the neighbourhood for a number of years
- Over 90% feel like they belong in the neighbourhood
- Almost 80% of residents agree or strongly agree that the local area is a place where people from different backgrounds get on well together

- 63% of residents report that local friendships are important
- 95% reported feeling very or fairly safe at Kidbrooke Village after dark and 96% of residents felt fairly or very safe in the surrounding neighbourhood
- Over 71% agree they can influence decisions affecting the local area.

## Who did we survey?

- 83 respondents lived in affordable housing and 47 in private housing; 32 respondents (just over 25%) had previously lived on the Ferrier Estate.
- Immediately before moving to Kidbrooke Village, 13% of respondents reported having lived in Greenwich, almost 10% in Woolwich and 9% elsewhere in Kidbrooke. 32% moved to Kidbrooke Village from other London boroughs. Almost 4% came from outside the UK.
- Respondents were aged between 18 and 90 years old. 35% were aged between 31 and 40, 25% between 19 and 30, and almost 17% between 41 and 50.
- 30% of respondents describe themselves as White British, 20% African, almost 14% as Other White, almost 9% as Caribbean, 6.5% Indian, and almost 6% Chinese. A small number of respondents described themselves as Arab, Pakistani, Irish, and Other Asian background.
- 43% were in full or part-time paid employment, 20% were

unemployed, 11% were retired, 8% full-time students, almost 8% involved in some form of family or childcare, 6% were self employed.

- Combined household income ranged from below £7,000 a year to over £100,000 a year. 32% of respondents reported household income of up to £7,000, almost 19% reported household income of £7,001-£14,000, just over 15% reported household income of £21,001-£34,000. Over 13% of respondents reported average household income of £41,001-£48,000.

Although Kidbrooke Village is a new community, many of the first residents are returning to the neighbourhood having previously lived on the Ferrier Estate. The resident survey and interviews with local organisations show that 'old and new' residents are getting along well. Interviews with social housing providers at Kidbrooke indicate that returning residents are very happy with the quality of their new homes and with improvements to the public realm and open spaces.

Much work has been done by the Royal Borough of Greenwich, Southern Housing Group and Berkeley, to make sure residents who are returning to Kidbrooke Village are housed close to people they know.

The one-to-one interviews with people who have lived and worked in the area for many years show that the regeneration at Kidbrooke Village

is already having a significant, positive effect on the wider neighbourhood. Safety and a much-improved public realm are the most noticeable changes, and were widely commented on in the contextual interviews.

People said:

- 'Kidbrooke has been completely transformed'
- 'It's no longer a concrete jungle. Suddenly the area is green again, it's got a lake!'
- 'No one came to Kidbrooke before. There was no reason to come. It had a terrible reputation and I remember the constant helicopters hovering over the estate. Now people are using the station and coming in from other areas'
- 'The Ferrier had no green space so this is a big improvement'

However, they also felt that the area's poor reputation, from the days of the Ferrier estate, had not yet disappeared, and that it will take a longer period of time for people from outside the Kidbrooke area to be convinced about improvements.

When asked which aspects of the neighbourhood most contribute to their quality of life, the top four responses from residents were: the peacefulness of the development; good transport links; the cleanliness and tidiness of the development; safety and security.

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**Opposite:** Zinab Sokar and husband Jamel Bettayeb with children Ibrahim and Khawla



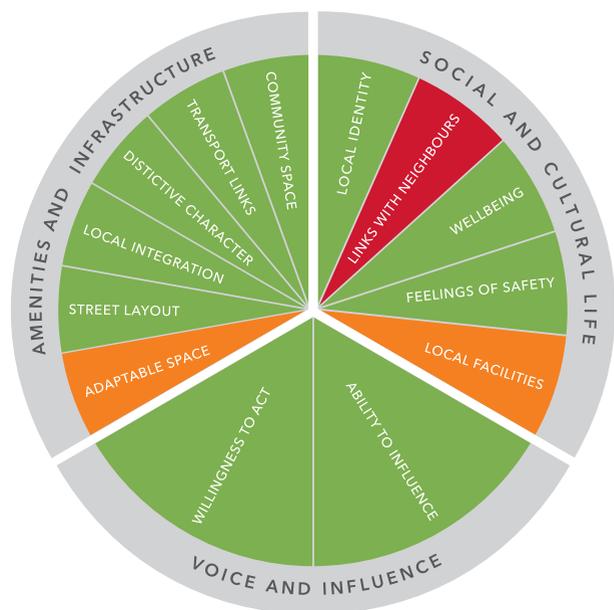
## Social sustainability rating

Kidbrooke Village performs well against the 13 indicators used to assess community strength and quality of life. Ten of the 13 indicators receive a positive rating, which means residents reported experience above the benchmarks for comparable places. Two of the indicators – adaptable space and local facilities – are rated as satisfactory, which means residents reported experience that was the same as the benchmarks. One of the indicators – links with neighbours – is red, which means the residents reported experience below the benchmarks for comparable places.

The five indicators measuring social and cultural life are assessed through an independent resident survey.

The local identity indicator measures feelings of belonging to the neighbourhood, whether people intend to stay resident in the neighbourhood, and if the neighbourhood has a role in contributing to individual identity. Over 90% of residents reported feeling like they belong to the neighbourhood. Almost 93% of residents plan to remain resident in the neighbourhood for a number of years. Over 95% felt that where they live is important to their identity.

The links with neighbours indicator measures asks six different questions about how much local friendships and relationships matter to people, what kind



**Figure 1:**  
Kidbrooke Village  
social sustainability  
assessment

Source: Social Life, 2013

‘Over 90% of residents reported feeling like they belong to the neighbourhood.’

of support networks and how much interaction with neighbours residents have, and whether other people can be trusted.

Residents report they are satisfied with the facilities currently available at Kidbrooke Village, although they would like to see more shops, play spaces, and activities for young people.

Both of the indicators measuring voice and influence were rated as positive. The ratings reflect that residents report very high rates of being consulted about the environment and local facilities, and high levels of attempting to get something done about the local environment. These indicators are also assessed through an independent resident survey.

Five of the indicators measuring the amenities and infrastructure were positive and one satisfactory. These indicators are assessed through an independent site survey. These measures assess the appropriate and timely provision of a wide range of community facilities, transport links, the quality of design, architecture and spatial planning, the accessibility of the street layout, how well the development integrates with surrounding areas, the extent to which the spatial plan, design and architecture encourage and support

social interaction, and whether there is scope within the development for future adaptation to address changing social needs.

The architecture and high-quality materials used in the residential and public areas was noted to be important in giving Kidbrooke Village a distinctive character, and the emphasis on using open spaces to integrate new residential areas with existing neighbourhoods was felt to be positive. Spatial planning and design have also been used to create streets and open spaces that are intended to be friendly and to encourage interaction between neighbours. Particular attention has been paid to making sure the same high standards of design and materials are used in all housing types so there is no visible difference between different tenures.

Overall, the research suggests that the majority of people living at Kidbrooke Village already feel settled, secure and like they belong in the community. This is a positive finding for a new community that is at a very early stage of development and continues to experience a considerable amount of change ■

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# 1. Kidbrooke Village: an introduction

**K**idbrooke Village is a £1 billion regeneration project in the Royal Borough of Greenwich, south east London, that over the next 15-20 years will create a new, suburban community on the site of the former Ferrier Estate.

Kidbrooke Village has been planned and designed as a sustainable suburb. The intention is to transform the former Ferrier Estate and create a new mixed-tenure, mixed-used community of 4,800 homes, schools, shops, health facilities, restaurants, offices, community facilities and new open spaces. Particular attention has been paid to the spatial planning, landscaping and design of Kidbrooke Village, to create new areas of residential development, commercial and community facilities that will connect with and be widely used by residents and people living in neighbouring areas. The development has been planned as an extension to existing neighbourhoods, rather than as a separate estate renewal programme. Consequently, a key indicator of success will be how well Kidbrooke Village integrates with surrounding

neighbourhoods and the extent to which it makes a positive contribution to the overall Kidbrooke area as a new suburban centre.

There will be a mixture of housing types and housing tenures at Kidbrooke Village including one, two, three and four bedroom flats and three and four bedroom houses. The intention is to make the area attractive to families and young professionals. There will be 1,525 affordable homes at Kidbrooke Village. On completion, the tenure mix will be approximately 38% affordable and 62% private. In the early stages of development, the tenure mix will be 50% affordable and 50% private. Much emphasis has been placed on applying the same standards of design to all housing tenures.

The Ferrier Estate was built on a brownfield site, a previous Balloon Centre at RAF Kidbrooke, in response to housing need in London. The Ferrier Estate was built in two phases and when it was completed in 1972, it was an award winning development of 1,906 homes. Compared to similar housing estates completed in London during previous years, the Ferrier Estate offered





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## ‘Accounts of life on the Ferrier Estate reported high levels of violence and crime.’

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residents a better environment: a significant percentage of the estate was landscaped and large areas of green open space were intended to encourage residents to enjoy the outdoors and live a healthy lifestyle.

However, a combination of social problems, neglect and design issues meant the Ferrier Estate quickly declined and developed a notorious reputation for crime and vandalism. Newspaper articles, blogs and anecdotal accounts of life on the Ferrier Estate report high levels of violence and crime, and suggest the Estate’s poor quality design and spatial plan contributed to residents’ fear and unease.

The London Plan (2004) originally identified Kidbrooke as an Area for Intensification and this was carried forward into the London Plan (2008) and the replacement London Plan (2011). The Kidbrooke Development Area was designated as a mixed-use, residential led, regeneration area by the Royal Borough of Greenwich in July 2006. The Kidbrooke Development Area Supplementary Planning Document was adopted in 2008 and provides a policy framework to guide the regeneration.

The masterplan for Kidbrooke Village received planning consent in June 2009. Demolition of some buildings on the Ferrier Estate began shortly after. The Homes and Communities Agency provided £43 million of funding to support construction of the first new homes at Kidbrooke Village and a further £65 million grant for affordable homes. Altogether 1,159 new homes have now received detailed planning in phases one and two, with a further 1,320 homes in phases three and four submitted for consent. At the time of writing, 175 private home and 344 affordable homes have been built, of which 150 are occupied by residents from the Ferrier Estate ■





## 2. Our approach

In early 2012, Social Life, working with Professor Tim Dixon from Reading University, was commissioned to devise and test a social sustainability measurement framework for the Berkeley Group. This innovative project set out to understand and measure people's quality of life and the strength of community on new housing developments, and the impact of new housing developments on the surrounding neighbourhoods over time.

The concept of social sustainability was used as a way to bring together and measure a wide range of factors that influence local quality of life and the strength of a community now and in the future. Within the framework, particular attention is paid to how residents describe their quality of life, feelings of safety, satisfaction with local amenities like shops and public transport, and their views on the strength of the community.

The framework was tested on four Berkeley Group developments: two in inner London, one in the south London suburbs, and one in a semi-rural area near Portsmouth. Berkeley Group

published the findings from this work in the report *Creating Strong Communities* (September 2012)<sup>1</sup>. Two supplementary reports were also published: *Creating Strong Communities Part 2: developing the framework*, a detailed report describing how the framework was developed, and the Technical Appendix, a summary of the data tables, data treatments and statistical tests.

In October 2012, Social Life carried out an assessment of Beaufort Park in Colindale, north London, for the developer St George. The Berkeley Group social sustainability measurement framework was used for this work, with several minor amendments designed to improve its effectiveness. The research findings were published in the report *Living at Beaufort Park* (2013).<sup>2</sup>

In January 2013, Social Life was commissioned by Berkeley to carry out a social sustainability assessment of the

### Site plan with phases

Numbers refer to phases of the development

Key:

- A Sutcliffe Park
- B Kidbrooke Station
- C Village Square
- D Senior Living
- E Pedestrian and Cycle Links to Blackheath
- F 'One Space' Village Hall
- G New Park, Wetlands and Sports Pitches
- H A2 Road - Links to O2 & Central London

<sup>1</sup> Bacon, N., Cochrane, D., Woodcraft, S., 2012. *Creating Strong Communities: A measurement framework for assessing quality of life and community strength in new housing developments*. London: The Berkeley Group.

<sup>2</sup> Bacon, N., Woodcraft, S., 2012. *Living at Beaufort Park*. London: St George.

first two phases of development at Kidbrooke Village. The aim of the research is to explore and understand how residents feel about living in Kidbrooke Village and how it is developing as a new community.

The Kidbrooke Village study included a resident survey carried out by an independent market research agency ComRes and independent statistical analysis of the survey data carried out by Dr John Brown of Social Life. The work was carried out between January and March 2013.

This report summarises the research findings and the approach used in this project. Further detail about the research methods can be found in the Appendices (available online), including information about the questions used in the research framework, the sampling methods and quotas, and statistical testing.

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## 2.1 What is social sustainability?

There is increasing global interest in social sustainability amongst policy makers, academics, governments and the various agencies involved in the process of house building, planning and urban regeneration. The term originates from the 'three pillars' of sustainable development – environmental, economic, social – which date from the 1987 Brundtland Commission to the United Nations. The former Norwegian Prime Minister, Gro Harlem Brundtland, defined sustainable development as development that 'meets the needs of the present without compromising the ability of future generations to meet their own needs'.<sup>3</sup>

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<sup>3</sup> Brundtland, Gro Harlem, World Commission On Environment and Development (1987). *Our Common Future*. Oxford University Press, New York.

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'Three core dimensions: social and cultural life; voice and influence; and amenities and infrastructure.'

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Between 2010 and 2011, the Social Life team (then at the Young Foundation) carried out a review of available evidence about what makes communities flourish, in particular, large-scale new developments and settlements. This work was commissioned by the Homes and Communities Agency (HCA) and was an attempt to consolidate the available, but disparate, evidence to make the case for investment in community infrastructure. The evidence gathered in the review is published in *Design for Social Sustainability*<sup>4</sup> on [www.futurecommunities.net](http://www.futurecommunities.net).

This body of work was the starting point for developing a practical measurement framework for the Berkeley Group.

The Berkeley Group's measurement framework is grounded in academic research about social sustainability and its relationship to the built environment, and evidence from national surveys carried out by government and research councils about what is known to boost quality of life and wellbeing in a local area. The factors that underpin local quality of life can be categorised as physical and non-physical:

- 'Physical factors' include decent and affordable housing, access to

opportunities, high quality public services, good quality and sustainable public realm, good transport connections.

- 'Non-physical factors' encompass safety, local social networks, social inclusion and spatial integration, cultural heritage, a sense of belonging and identity, and wellbeing.<sup>5</sup>

The Berkeley Group measurement framework organises these factors into three core dimensions: social and cultural life; voice and influence; and amenities and infrastructure.

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## 2.2 Measuring quality of life and community strength

The Berkeley Group defines social sustainability as being: 'about people's quality of life, now and in the future.'

Social sustainability describes the extent to which a neighbourhood supports individual and collective wellbeing. It combines design of the physical environment with a focus on how the people who live in and use a space relate to each other and function as a community. It is enhanced by development which provides the right infrastructure to support a strong social and cultural life, opportunities for people to get involved, and scope for the place and the community to evolve'.

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<sup>4</sup> Woodcraft, S., Bacon, N., Hackett, T., Caistor-Arendar, L. (2012). *Design for Social Sustainability*. London: Social Life.

<sup>5</sup> Dempsey, N. et al., 2011. The social dimension of sustainable development: Defining urban social sustainability. *Sustainable Development*, 19(5), pp.289-300.



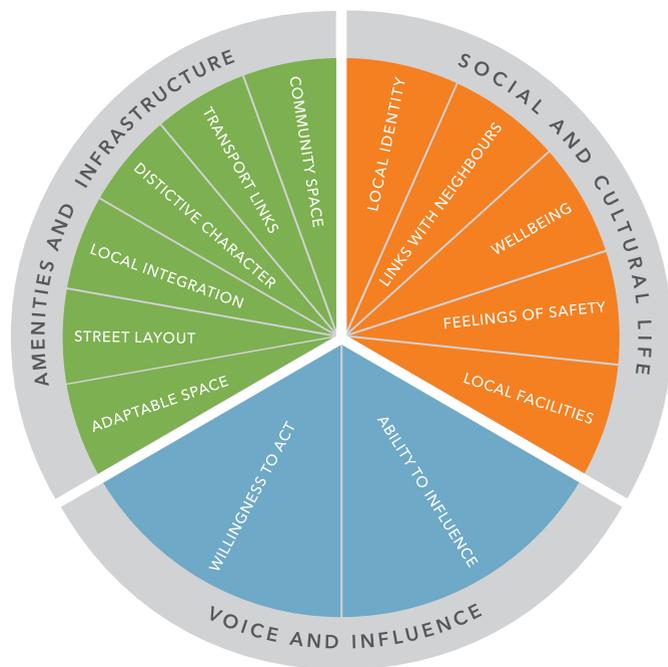
## 2.3 The indicators

The Berkeley Group's measurement framework contains thirteen different indicators to measure the three dimensions: social and cultural life, voice and influence, and amenities and infrastructure. The 13 indicators are constructed from the results of 45 different questions, which are drawn from a resident survey and a site survey. Full details about the indicators used in the assessment process can be found in the Appendices to this report, including a list of the indicators and the survey questions that underpin them, and a description of the process used to select the indicators.

The indicators in the framework were selected because they report on issues that are known to be important to local communities, such as quality of life, community involvement in local decision-making, wellbeing, and perceptions of safety.

The indicators for the social and cultural life and voice and influence dimensions were created by selecting questions from large-scale national datasets: the Understanding Society Survey, the Taking Part Survey, the Crime Survey for England and Wales, and the Citizenship Survey.

A number of questions were created to measure residents' satisfaction with local facilities for this indicator in social



**Figure 2:**  
Framework  
and 13 indicators

Source: The Berkeley Group, 2013



and cultural life, because appropriate questions did not already exist in national surveys.

The indicators in the amenities and infrastructure dimension of the framework are based on CABI's Building for Life assessment tool. A number of new questions were created for the integration with the wider neighbourhood indicator, where appropriate questions did not already exist.

The rationale for incorporating pre-existing questions was twofold: first, they have already been tested and validated; and second, they enable comparisons between the experience of residents in a specific neighbourhood and other similar areas.

in which the development is situated. The Office of National Statistics Output Area Classification (OAC) is used to benchmark questions taken from Understanding Society and Taking Part surveys, and the Index of Multiple Deprivation (IMD) for the Crime Survey for England and Wales and the Citizenship survey. This approach enables comparison between the responses of people living in one area to the averages that would be expected for people from comparable social groups in comparable places.

The differences between the actual and expected scores are subjected to statistical testing. These results are then used to populate the voice and influence and social and cultural life dimensions of the framework. These benchmarks are referred to as the 'benchmarks for comparable places' (see Appendix for more detail about the research method and statistical testing).

A small number of questions underpinning the social and cultural

## 2.4 Analysing the results

The results of the resident survey are benchmarked against the geo-demographic classifications for the area

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## ‘13 indicators are constructed from the results of 45 different questions.’

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life dimension have been created specifically for the framework; these filled gaps where there were no questions from national surveys. In these cases, it is not possible to benchmark the results.

The amenities and infrastructure dimension of the framework is based on the site survey, which follows the structure and scoring system of the original Building for Life survey.

A RAG (red-amber-green) rating system has been created to provide a simple graphic representation of the results, where green indicates a positive result, higher or better than would be expected; amber a satisfactory result in line with what would be expected for a comparable place; and red a negative response, lower than would be expected.

The RAG rating system was adopted for two reasons: to present the results in a form that is practical and meaningful for different audiences, and secondly to enable presentation of a range of responses rather than a single social sustainability ‘score’. More detail about the approach to scoring the different data sources is in the Appendix.

RAG ratings were constructed to take account of different types of data sources.

- For questions in the residents survey that reflect national datasets, RAG ratings were based on the statistical significance testing of the difference between actual and expected results. Red = statistically significant responses below the benchmark for comparable places; amber = responses the same as or similar to the benchmark for comparable places or where the response was not statistically significant; and green = statistically significant responses above the benchmark for comparable places.
- For the residents survey responses to questions created for the framework where no benchmark exists, green = better response than average of the four developments, amber = average response, red = poorer than average response.
- The site survey data was RAG rated on a similar basis, using responses expected in a Building for Life survey to similar questions ■



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## 3. Applying this approach

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### 3.1 Benchmarking the resident survey results

The resident survey results were then benchmarked against the results of the four national surveys, based on the Office for National Statistics Output Area Classification (OAC) and Index of Multiple Deprivation (IMD) classifications for the area where Kidbrooke Village is situated.

The two OACs for the output areas that include Kidbrooke Village are Younger Blue Collar (1b2) and Afro-Caribbean Communities (7b2). By analysing how people in these OAC/IMD groups respond to the questions in the resident survey we can generate a set of benchmarks for an area that is comparable to Kidbrooke Village. This means we can anticipate how people in a comparable area will respond to the questions in the resident survey and assess the response of residents at Kidbrooke Village against these results.

The benchmarks for the two OAC/IMD groupings that cover Kidbrooke Village are on pages 26 – 27.

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### 3.2 Contextual interviews and site survey

A number of contextual interviews with organisations based in or near Kidbrooke Village were carried out in February and March 2013; these half-hour to hour-long semi-structured discussions with people working and living locally explored perceptions of the development and how it is functioning as a community. The aim was to capture a range of perspectives that would be valuable in interpreting the results of the resident survey. Interviews took place with affordable housing providers, local businesses, local schools, the management company, and a community organisation.

An independent surveyor was commissioned to carry out a site survey ■



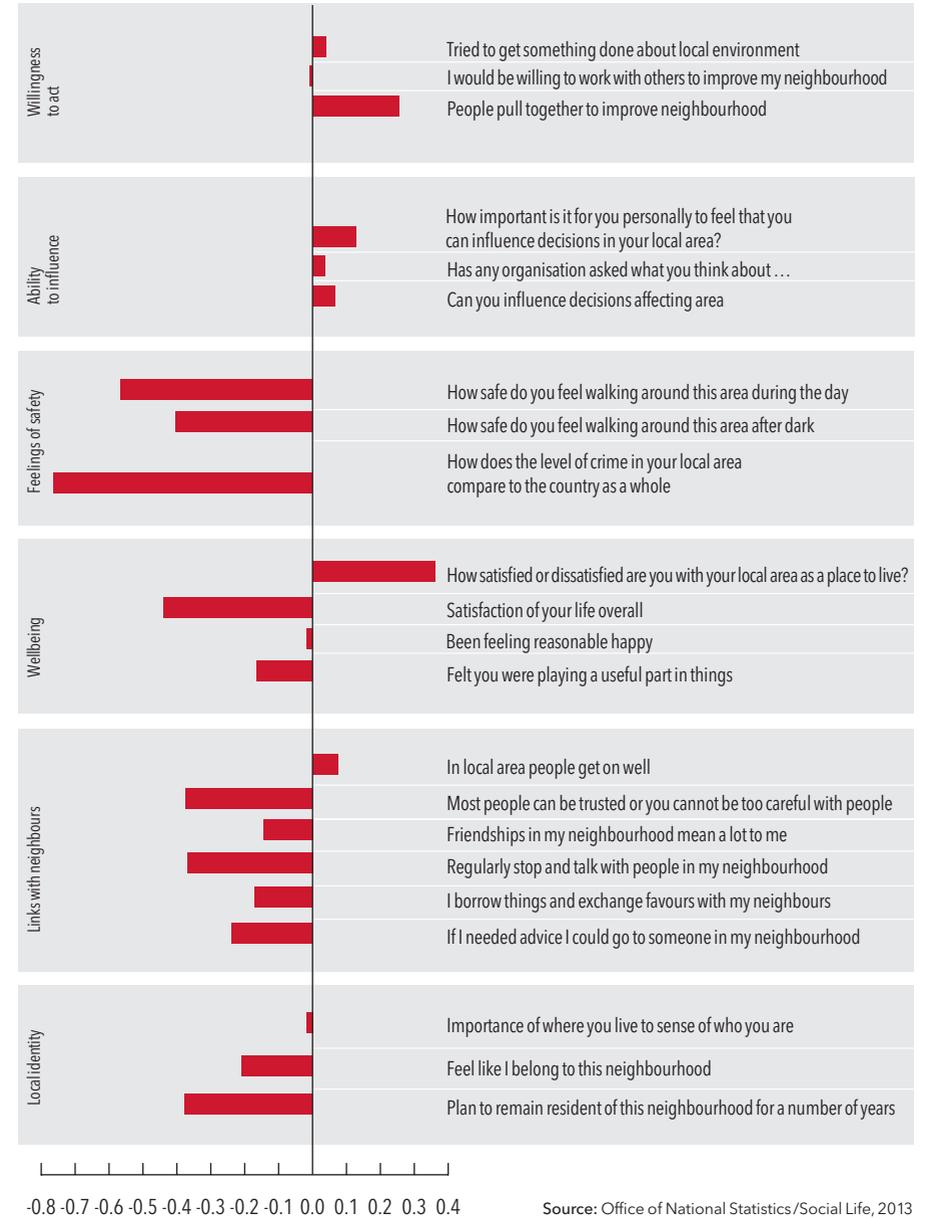
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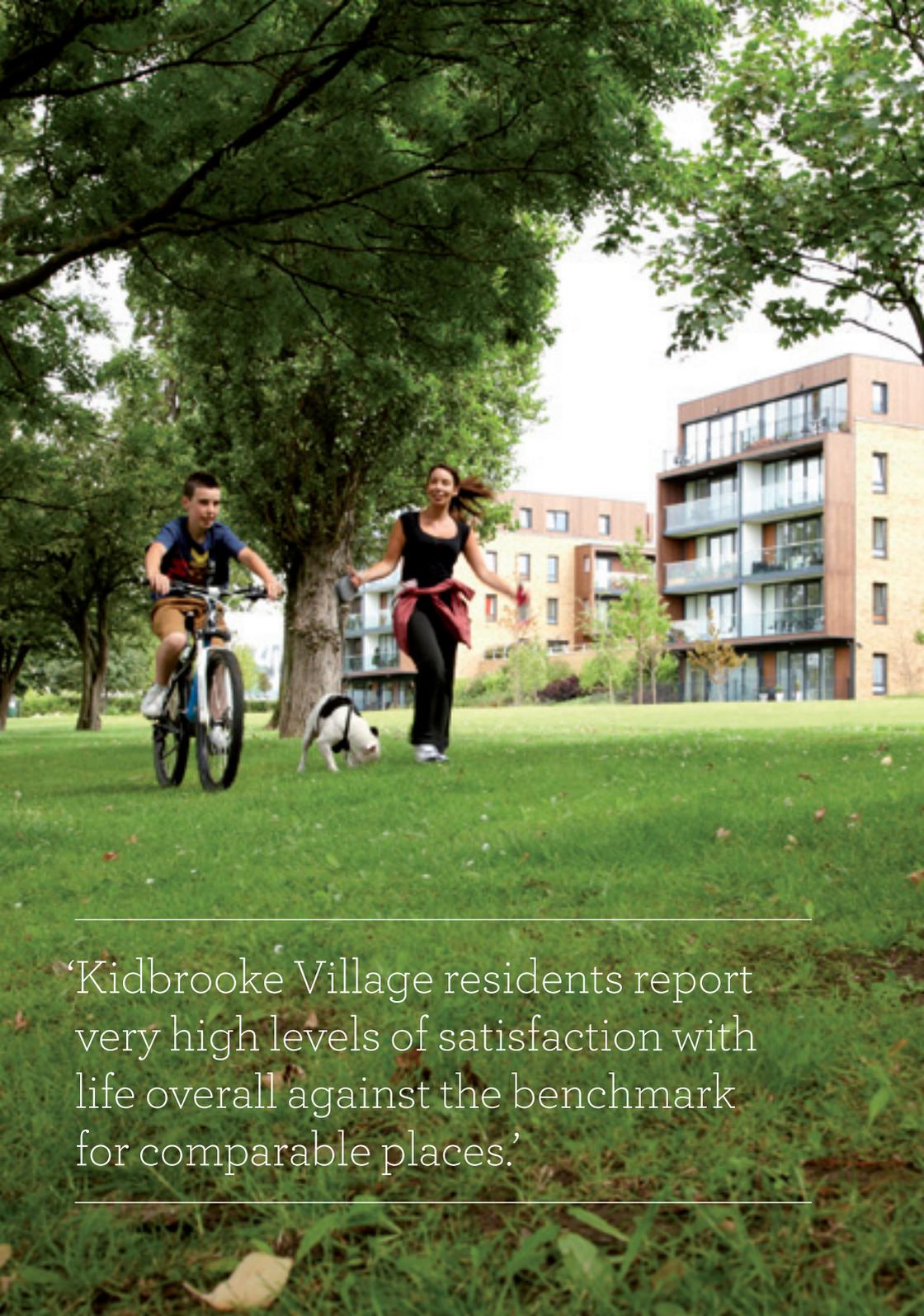
**Opposite:** Youth Workers (Thursday Drop In)

Figure 3: OAC /IMD benchmarks: Group 1b2 - Younger blue collar worker



Figure 4: OAC /IMD benchmarks: Group 7b2 - Afro Caribbean Communities





‘Kidbrooke Village residents report very high levels of satisfaction with life overall against the benchmark for comparable places.’

## 4. Living at Kidbrooke Village

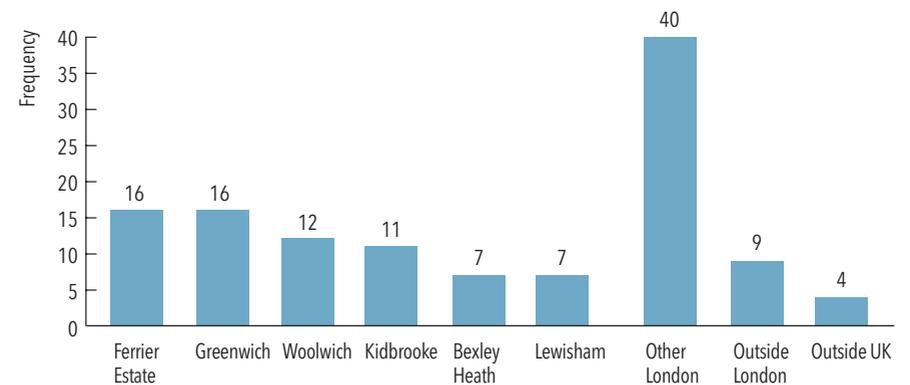
### 4.1 Who did we survey?

This captured the views of 125 residents or 24% of the current population at Kidbrooke Village. 83 respondents lived in a type of affordable or social housing, 42 respondents lived in privately owned or privately rented housing. Of these, just over 11% were owner-occupiers.

32 respondents (just over 25%) had previously lived on the Ferrier Estate.

When asked where they had lived immediately before moving to Kidbrooke Village, 13% of respondents said Greenwich, almost 10% said Woolwich and 9% said elsewhere in Kidbrooke. 32% moved to Kidbrooke Village from other London boroughs. 3.2% came from outside the UK.

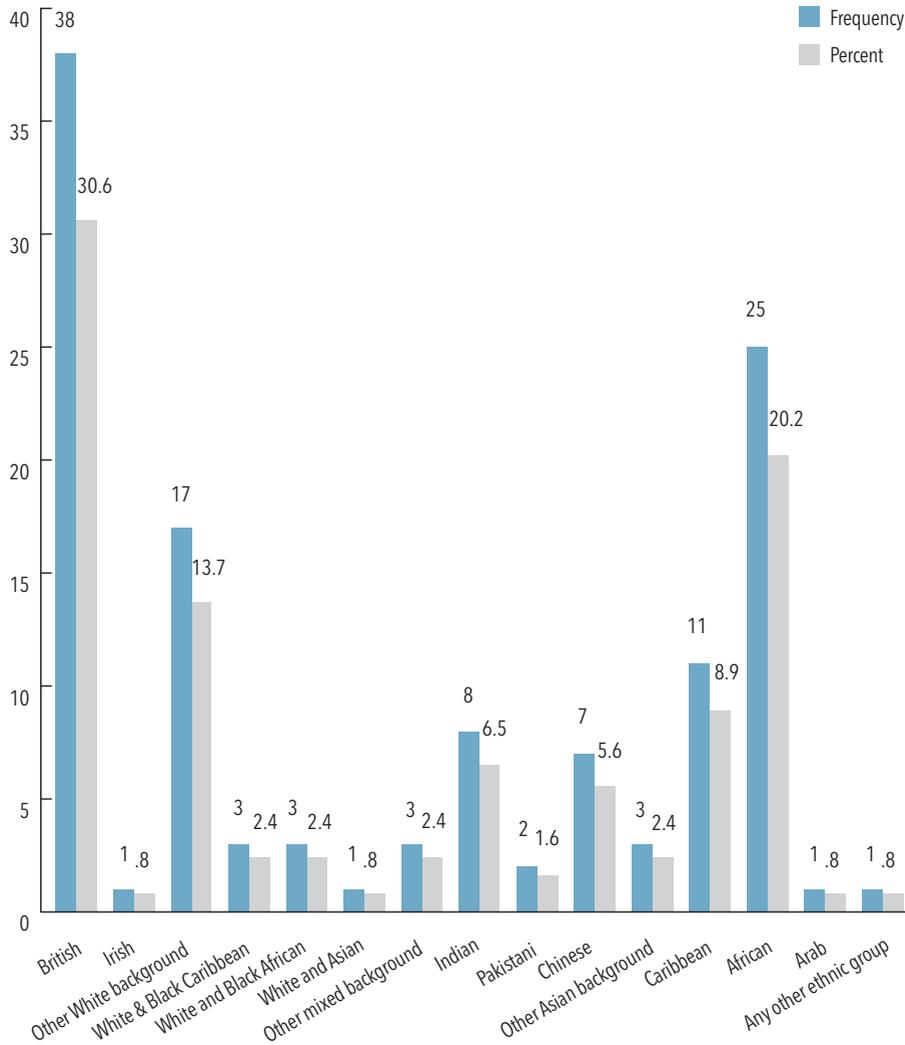
Figure 5: Where did you live before moving to Kidbrooke Village?



16% of respondents lived in single person households, 40% in 2-person households, almost 18% in 3-person households, almost 20% in 4-person households, and a small number in households with 5 or 6 people.

Source: Social Life / ComRes Kidbrooke Village Resident Survey 2013

**Figure 6: What is your ethnic group?**

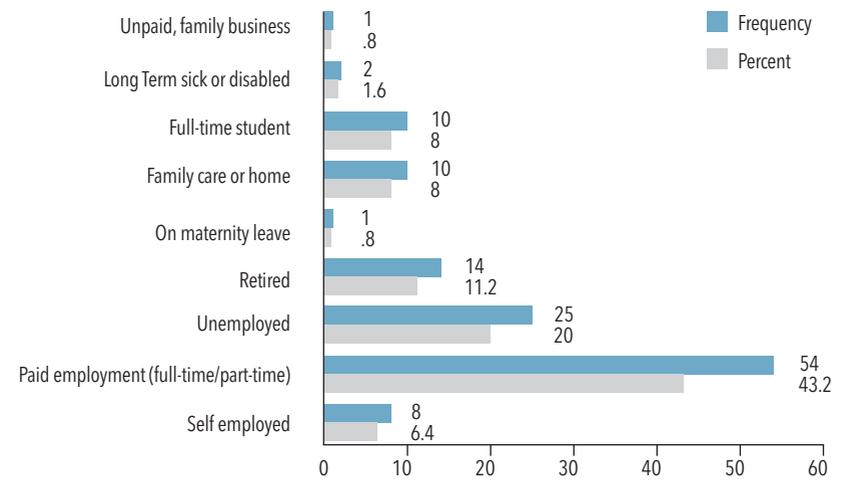


Respondents were aged between 18 and 90 years old. 35% were aged between 31 and 40, 25% between 19 and 30, and almost 17% between 41 and 50.

30% of respondents describe themselves as White British, 20% African, almost 14% as Other White, almost 9% as Caribbean, 6.5% Indian, and almost 6% Chinese. A small number of respondents described themselves as Arab, Pakistani, Irish, and Other Asian background.

Source: Social Life/ComRes, Kidbrooke Village Resident Survey, 2013

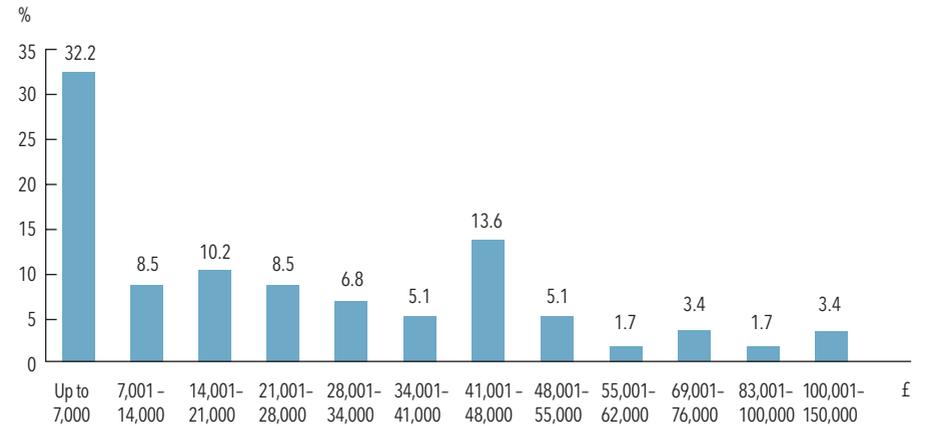
**Figure 7: Employment status of Chief Income Earner**



43% were in full or part-time paid employment, 20% were unemployed, 11% were retired, 8% full-time students, almost 8% involved in some form of family or childcare, 6% were self employed.

Source: Social Life/ComRes Kidbrooke Village Resident Survey 2013

**Figure 8: What is the combined annual income of your household before tax?**



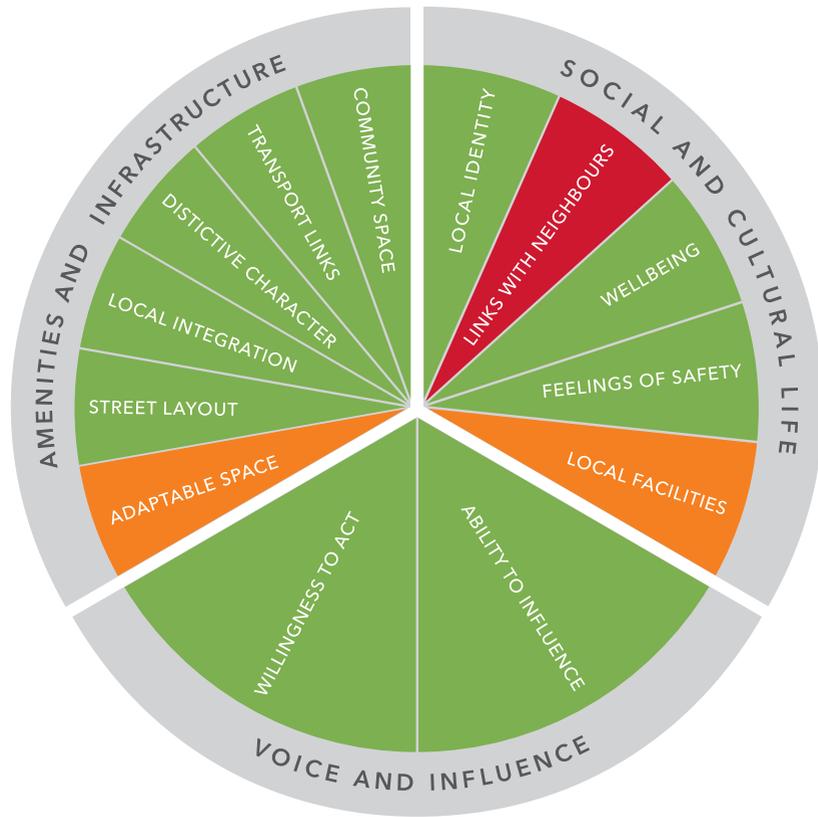
Combined household income ranged from below £7,000 a year to over £100,000 a year. 32% of respondents reported household income of up to £7,000, almost 19% reported household income of £7,001-£14,000.

Source: Social Life/ComRes Kidbrooke Village Resident Survey 2013

## 4.2 Kidbrooke Village rating

Kidbrooke Village performs well against the 13 indicators used to assess community strength and quality of life. Ten of the 13 indicators receive a positive rating. Two of the indicators - adaptable space and local facilities - are rated as satisfactory. One of the indicators - links with neighbours - is red.

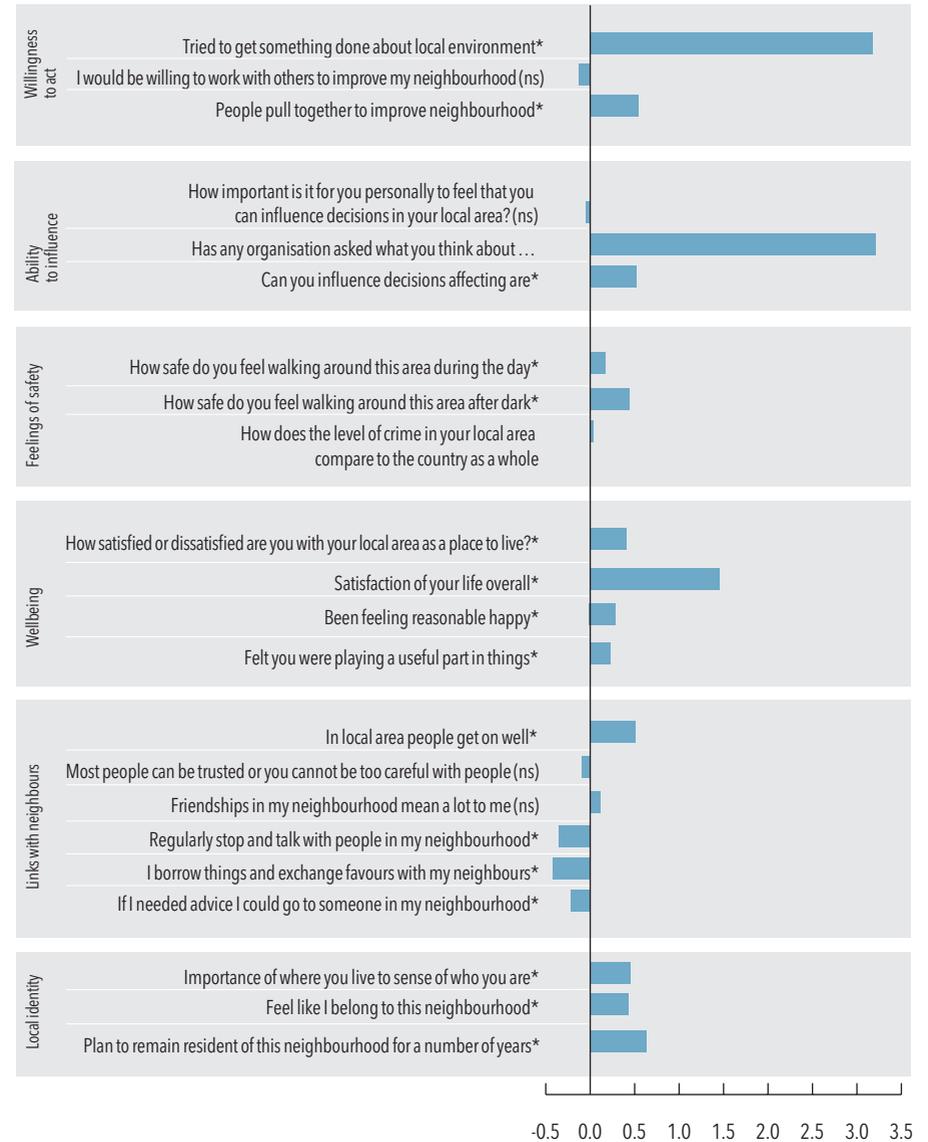
Figure 9: Kidbrooke Village social sustainability assessment



Source: Social Life, 2013

Figure 10: Kidbrooke Village Resident survey - results benchmarked against OACs/IMDs

\* = significant (ns) = not significant



Source: Social Life / ComRes Kidbrooke Village Residents Survey 2013

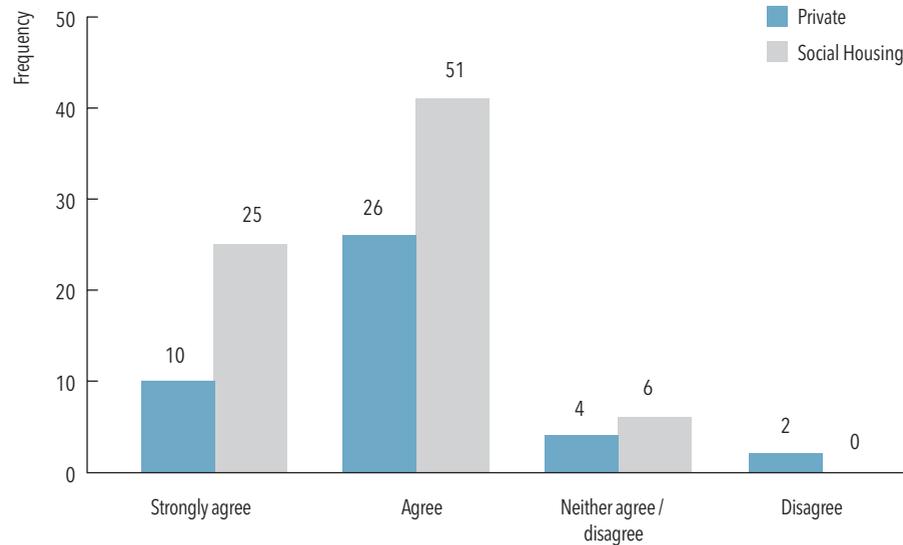
## 4.3 Social and cultural life

- Plan to remain resident of this neighbourhood for a number of years
- Feel like I belong to this neighbourhood
- Importance of where you live to sense of who you are

### 4.3.1 Local identity

This indicator is designed to explore the impact of local identity through questions that investigate individual feelings about the importance of place and belonging. Much research about communities explores the role of local identity in creating a sense of place and making people feel like they belong to an area. This identifies that a number of physical and social factors can contribute to positive local identity including distinctive architecture or landscape, community history, and local social events like street parties.

Figure 11: I feel like I belong to the neighbourhood



91% of residents in social/affordable households and 85% of residents in private households strongly agree or agree with the statement 'I feel like I belong to this neighbourhood'.

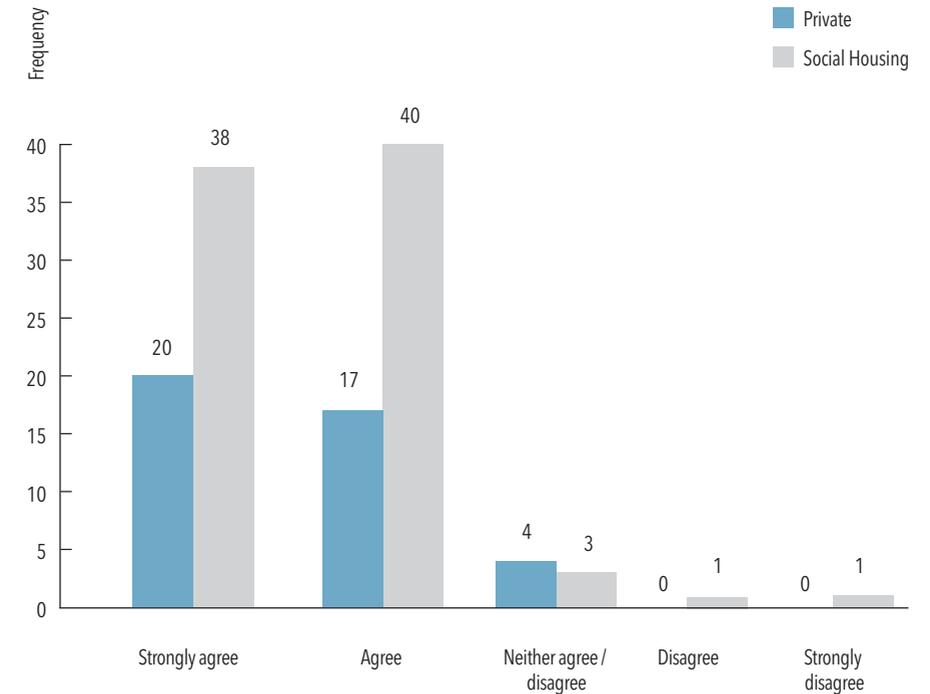
Source: Social Life/ComRes Kidbrooke Village Resident Survey 2013

The majority of people living at Kidbrooke Village already feel settled in the neighbourhood. Compared to the benchmark for comparable places, residents of Kidbrooke Village reported high levels of feeling that where they live is important to their sense of who they are, high levels of intention to remain resident in the neighbourhood, and high levels of feeling they belong to the neighbourhood.

Over 90% of residents feel like they belong to the neighbourhood. Almost 93% of residents plan to remain resident in the neighbourhood for a number of years. Over 95% felt that where they live is important to their identity.

This is a positive finding for a new community that is at a very early stage of development and continues to experience a considerable amount of change.

Figure 12: I plan to remain a resident of this neighbourhood for a number of years



93% of social/affordable households and 88% of private households strongly agree or agree with the statement 'I plan to remain resident of this neighbourhood for a number of years'.

Source: Social Life/ComRes Kidbrooke Village Resident Survey 2013

### 4.3.2 Links with neighbours

- If I needed advice I could go to someone in my neighbourhood
- I borrow things and exchange favours with my neighbours
- I regularly stop and talk with people in my neighbourhood
- Friendships in my neighbourhood mean a lot to me
- Most people can be trusted or you cannot be too careful with people
- People from different backgrounds get on well

Social ties at neighbourhood level are acknowledged to make a positive contribution to individual wellbeing and community resilience. Work by CABE and others has demonstrated that well-designed and high quality public spaces, street layouts that connect and integrate different neighbourhoods, and shared facilities like shops and parks, can encourage informal daily interaction between people of different backgrounds. This kind of daily social interaction between people living and working in a neighbourhood has been demonstrated to build trust and over time, to encourage the type of weak social ties that are often described as 'latent neighbourliness' or 'collective efficacy'.

Residents at Kidbrooke Village report relatively low levels of interaction with their neighbours. This result is not

surprising given that almost 77% of survey respondents had lived in their homes for a year or less.

Of the six questions in this indicator, residents at Kidbrooke Village report higher levels of feeling like people from different backgrounds get along against the benchmark for comparable places. For the three questions about regularly talking to neighbours, exchanging favours with neighbours, and seeking advice from neighbours, residents at Kidbrooke Village report lower responses than the benchmark for comparable areas.

Responses to questions about friendships in the neighbourhood and whether most people can be trusted are in line with the benchmark, which means they are no higher or no lower than would be anticipated in a comparable place.

Almost 50% of residents reported that friendships and local relationships are important to them and 37% say they regularly stop and talk to their neighbours. Less than 28% of people felt they could go to someone in the neighbourhood if they needed advice about something and only 13% say they borrow things or exchange favours with their neighbours. Only 20% of residents agreed that most people can be trusted. Almost 51% agreed with the statement 'you can't be too careful in dealing with people' yet almost 80% of residents agree or strongly agree that the local area is a place where people from different backgrounds get on well together.

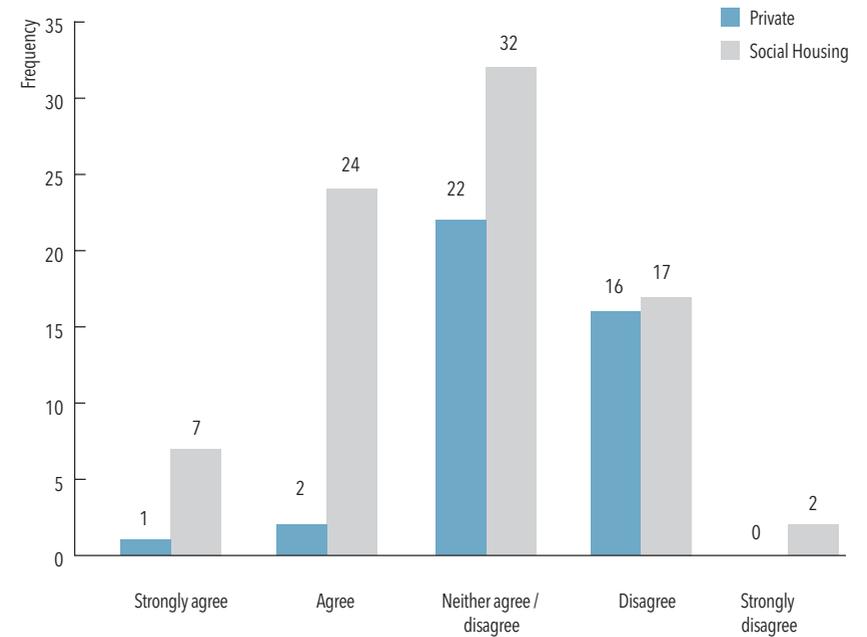
However, residents living in social or affordable housing reported higher

rates of neighbourly behaviour than private residents: they were more likely to regularly speak to other neighbours, to have local support networks to call on, and were more likely to feel people could be trusted than residents in private housing. The number of residents in this sample returning to Kidbrooke Village from the Ferrier Estate (25%) who will already have friendships and social ties in the neighbourhood, could help explain this result.

Overall, the resident survey suggests that local relationships matter to residents of Kidbrooke Village and most people feel that it is an area where people get on well. The majority of residents are planning to stay in the neighbourhood for the coming years so is likely that levels of interaction with neighbours will increase as people have the opportunity to get to know more people and more local facilities create opportunities for local interaction.

**Figure 13: Local support networks to call on**

If I needed advice about something I could go to someone in my neighbourhood



Source: Social Life / ComRes Kidbrooke Village Resident Survey 2013

### 4.3.3 Wellbeing

- Have you recently felt that you were playing a useful part in things?
- Have you been feeling reasonably happy?
- How dissatisfied or satisfied are you with life overall?
- Overall, how satisfied or dissatisfied are you with your local area as a place to live?

ONS is putting considerable focus on the measurement of the nation's wellbeing following a policy direction set out by the Prime Minister after the 2010 election. ONS uses four questions to explore different aspects of wellbeing: 'overall, how satisfied are you with your life nowadays?', 'overall, to what extent do you think the things you do in your life are worthwhile?', 'overall, how happy did you feel yesterday?', and 'overall, how anxious did you feel yesterday?'.<sup>7</sup>

When this framework was designed, the commissioner and project team shared anxieties about the prospect of interviewees, working on behalf of a property developer, asking such a personal set of questions. In addition, the national survey data used to benchmark findings pre-dated the ONS's wellbeing reports and did not contain this set of questions. An alternative set of questions has therefore been used, made up of the well-established life satisfaction

question and three others that complemented the other residents' survey questions.

Residents at Kidbrooke Village report high levels of wellbeing. If the four questions in the indicator are taken individually, Kidbrooke Village residents report very high levels of satisfaction with life overall against the benchmark for comparable places, and high levels of satisfaction with the local area as a place to live, feeling reasonably happy and feeling like they have been playing a useful part in things.

72% of residents reported feeling mostly satisfied and almost 18% somewhat satisfied with life overall. Almost 38% reported feeling very satisfied and over 55% were fairly satisfied with the local area as a place to live. Almost 8% reported feeling neither satisfied or dissatisfied with the local area. Overall, residents living in social or affordable housing were more likely to report higher levels of satisfaction with the local area as a place to live: 93% reported feeling very or fairly satisfied, compared to 84% of private residents feeling very or fairly satisfied. However, more private residents agreed they felt fairly satisfied with the local area as a place to live (65%) than residents in social or affordable housing (51%).

**Opposite:** Left to right Sue Hill (Charity group worker One Space) - Rosie Medhurst (receptionist One Space) - Margaret Cave (Chaplain, OneSpace & Kidbrooke Village, Assistant Curate, St James' Church)

<sup>7</sup> ONS (2011) Initial investigation into subjective wellbeing from the Opinions Survey. London: Office for National Statistics.

'Residents living in social or affordable housing were more likely to report higher levels of satisfaction.'



### 4.3.4 Feelings of safety

- How safe do you feel walking alone in this area during the day?
- How safe do you feel walking alone in this area after dark?
- Compared to the country as a whole do you think the level of crime in your local area is...

Residents were asked how safe they feel walking alone in the area during the day and during the night. In the survey, the area was defined as being 15-20 minutes walk from home.

Overall, residents reported positive feelings of safety at Kidbrooke Village and in the surrounding area during the day and at night.

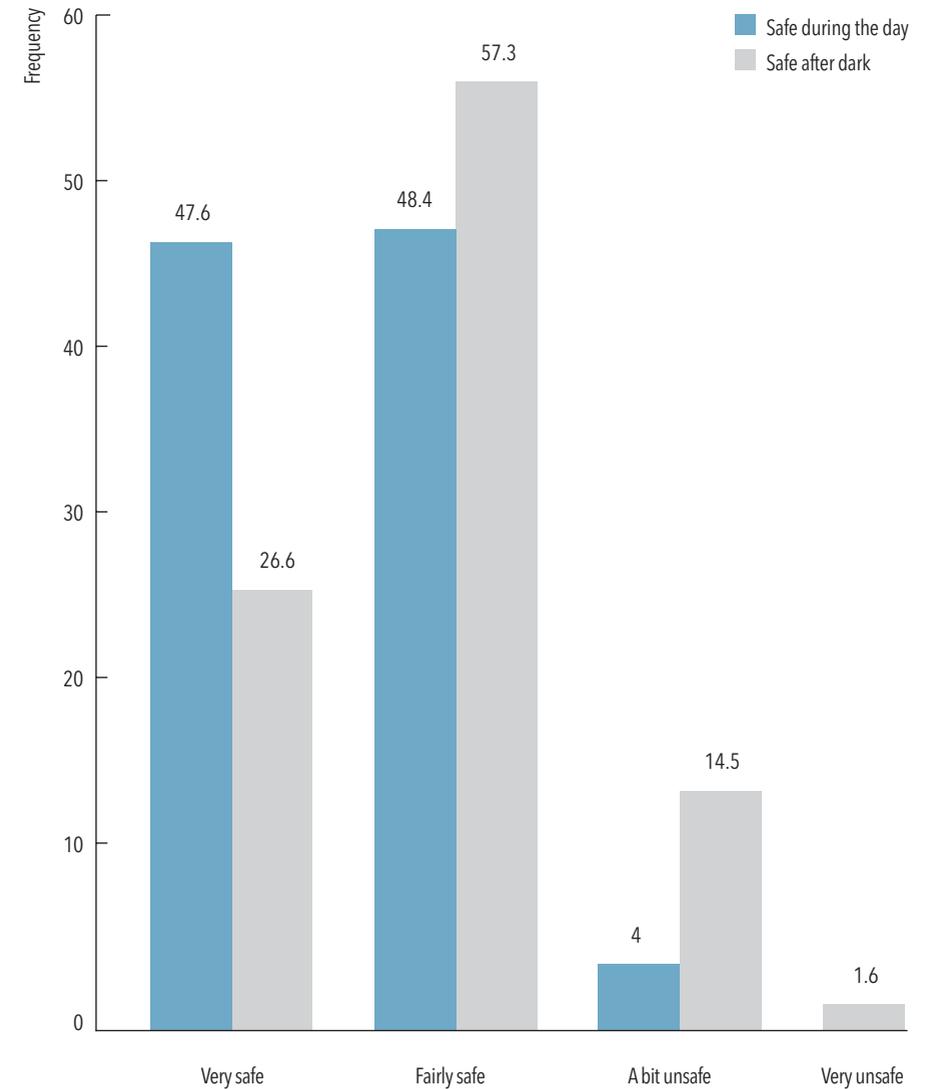
(from right to left) Carolyn Cartwright (Charity sector worker at one Space) and her friend visiting for the day called Ann Lorek.



The survey results show that residents report significantly higher feelings of safety than the benchmark for comparable places, during the day but especially after dark. Residents reported perceptions of crime levels in line with the benchmark for comparable places.

This is an important finding for residents of Kidbrooke Village, for Berkeley Homes, and for the police and community safety teams, because the Ferrier Estate and the Kidbrooke neighbourhood had a reputation as a high crime area. Contextual interviews with people living and working in Kidbrooke Village reinforce the progress that has been made. Interviewees described how people from outside the neighbourhood are now regularly using Kidbrooke station, which would not previously have happened because of anxieties about crime on the Ferrier Estate.

Figure 14: Feelings of safety



It emerged from the contextual interviews that a group of residents had established a Neighbourhood Watch group for Kidbrooke Village. However, there have been very few reported incidents of anti-social behaviour or problems with community safety so there has been very little for the group to address. Consequently, the group has moved on to organising community-based activities for young people.

Source: Social Life / ComRes Kidbrooke Village Resident Survey 2013

### 4.3.5 Local facilities

- Quality of facilities for children and young people (0-4 years)?
- Quality of facilities for children and young people (5-11 years)?
- Quality of facilities for children and young people (12-15 years)?
- Quality of facilities for children and young people (16-18 years)?
- Quality of health facilities?
- Quality of sport and leisure facilities?
- Quality of facilities where you socialise with friends and family?

This indicator includes seven questions about resident satisfaction with the availability and quality of community

facilities in the development, with a particular focus on provision for young children of different ages, and spaces for people to socialise.

These questions were created for this framework because it is important to capture residents' perspectives about the availability and quality of community facilities, alongside the professional opinion of an independent site surveyor. These questions cannot be benchmarked against national datasets, which is a limitation. Instead, the results have been compared to the resident survey responses captured while the assessment framework was being tested on four other Berkeley Group developments.

Kidbrooke Village residents rated the quality of sporting, community, and play facilities for children under 11-years old as satisfactory. Residents were very satisfied with the local health facilities.



## 4.4 Voice and influence

### 4.4.1 Willingness to act

- I would be willing to work together with others on something to improve my neighbourhood.
- In the last 12 months, have you taken any of the following actions to try to get something done about the quality of your local environment?
  1. Contacted a local sporting or cultural organisation, contacted a newspaper or local TV or radio station, or attended a local meeting.
  2. Reported having taken action to try and get something done about the local environment.
  3. Reported having joined a local residents group or a neighbourhood forum.
- To what extent do you agree or disagree that people in this neighbourhood pull together to improve this neighbourhood?

Kidbrooke Village residents report very positive responses to two of the three questions in this indicator compared to the benchmarks. Residents reported

very high rates of attempting to get something done about the local environment, in particular, having contacted a local sporting or cultural organisation, contacted a newspaper or local TV or radio station, or attended a local meeting. In total, over 17% reported having taken action to try and get something done about the local environment. Of this group, over 11% reported having joined a local residents group or a neighbourhood forum. These are small numbers but they are approximately three times higher than the benchmarks which is why Kidbrooke Village performs very well against this set of questions.

Residents also reported high levels of feeling that people pull together to improve the neighbourhood. Responses to the question about willingness to work with others to improve the neighbourhood were not statistically significant, meaning they are in line with what would be expected from a comparable place.

**Above:** Children from One Space (Christian youth) Thursday drop-in club

#### 4.4.2 Ability to influence

- In the last 12 months, has any organisation asked you what you think about (sporting facilities, cultural facilities, environmental facilities)
- Do you agree or disagree that you can influence decisions affecting your local area?
- How important is it for you personally to feel that you can influence decisions affecting your local area?

Residents at Kidbrooke Village reported very high rates of being consulted about the environment and local sporting and cultural facilities. However, they reported significantly lower feelings of being able to influence decisions about the local area. One interpretation of this finding could be that residents are feeling a sense of disconnection between the level of consultation they are experiencing and the scale and pace of development, which is formidable.

Responses to the question 'how important is it for you personally to feel that you can influence decisions affecting your local area?' were in line with the comparable place benchmark.

### 4.5 Amenities and infrastructure

The RAG rating for the amenities and infrastructure dimension of the framework is based on an independent site survey, which has been adapted from CABE's Building for Life assessment.

#### 4.5.1 Community space

- Does the development provide (or is it close to) community facilities, such as a school, parks, play areas, shops, pubs or cafés? (What kind? Are the facilities appropriate for the whole community?)
- Have the community facilities been appropriately provided?
- Is public space well designed and does it have suitable management arrangements in place?

This indicator includes three questions about the appropriate and timely provision of community facilities in the development. It captures information about the type, adequacy, and timing of provision of facilities, with a particular focus on provision for young children of different ages, and spaces for people to socialise.

Kidbrooke Village received a positive rating for the provision of facilities for the community. A wide range of

community facilities and public spaces have been created for the first residents. These include a Village Hub with a supermarket, deli, a health centre and dentist. The current Village Hub will be upgraded and expanded in later phases of the development.

The One Space community and youth centre, all-weather five-a-side pitch, and athletics track in Sutcliffe Park have been refurbished.

The Kidbrooke Village site includes two schools: The Holy Family Primary School and Wingfield Primary School, which is on the western part of the site and will be relocated and redeveloped in later phases of the regeneration project. Brand new premises have been built for Thomas Tallis School on Kidbrooke Park Road, funded through S106 contributions and the previous Government's Building Schools for the Future programme.

The Meadowside Leisure Centre is located in the eastern part of the site and also will be redeveloped later. Open spaces, parks and landscape

improvements are an important element of the Kidbrooke Village regeneration programme. The site survey acknowledges that work on landscape improvements has been undertaken in conjunction with the development of residential housing. New open spaces have been created throughout Kidbrooke Village that will connect to Sutcliffe Park, a public park at the south of the site. This includes new walkways, water features, benches, signage and information boards.

#### 4.5.2 Transport links

- Does the development have easy access to public transport?

Kidbrooke Village has good transport links. Kidbrooke train station is within the site boundary and connects to London Bridge in under 20 minutes. There are bus links to the Jubilee Line at North Greenwich, and neighbouring town centres (Greenwich, Eltham, Blackheath).



### 4.5.3 Distinctive character

- Does the scheme feel like a place with distinctive character?

The site survey acknowledges that Kidbrooke Village has a design flair and architectural distinctiveness, which is evident in the initial phases of the development. The survey highlights the 'saw-toothed' elevations of the townhouses and the extensive use of brick, which are distinctive yet respectful of the low-rise suburban housing of the surrounding areas.

The character of the development is influenced strongly by the existing network of open spaces, which will be joined up and enhanced through a 'green river' concept of continuous open space flowing through the area, linking it up and shaping its overall identity.

The site survey acknowledges the overall landscaping has been well conceived and comprises a variety of public open spaces including the park, civic squares, green fingers, and a variety of streets, communal gardens, play areas and the integration of improvements to Sutcliffe Park.

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'The overall tenure mix will be 37% affordable housing and 63% private housing.'

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### 4.5.4 Local integration

- Is there an accommodation mix that reflects the needs and aspirations of the local community?
- Does the design of the site encourage people from different backgrounds and social groups to interact on a day-to-day basis (eg public spaces that are open to all, amenities situated for everyone to use, amenities accessible to all without entrance barriers?)
- Does the design of the site enable people from different backgrounds and social groups to share community, shopping, social and leisure facilities like parks and restaurants?

Kidbrooke Village received a positive rating for the local integration indicator, which investigates considerations about social and spatial integration in the development and its connections to the wider area.

The site survey acknowledges the provision of affordable housing has been weighted towards the first phases of development. The overall tenure mix will be 37% affordable housing and 63% private housing; however, the tenure mix in phase 1 is 50% affordable and 50% private housing. The accommodation mix includes 1, 2, 3 and 4-bedroom private and

affordable flats and three and four-bedroom houses, which will create a balance of housing types.

The site survey identifies three 'strategic moves' in the Kidbrooke Village masterplan to encourage social interaction. These are the clustering of community facilities in the Village Centre, which creates a focus for day-to-day social interaction; the interconnectedness of existing and new green open spaces; and the creation of a joined up street network.

The landscape strategy proposes a network of enhanced public open spaces that will integrate the development and the surrounding neighbourhoods. In addition, buildings are arranged as outward-facing perimeter blocks, lining streets that inter-connect with the wider community - an inclusive approach to urban design. The site survey also acknowledges that the Village Centre is also envisaged to cater to a wider catchment.

### 4.5.5 Street layout

- Do the buildings and layout make it easy to find your way around?
- Does the scheme integrate with existing streets, paths and surrounding development?
- Are the streets pedestrian, cycle and vehicle friendly?
- Does the design of the local environment adequately support the needs of people with limited physical mobility?
- Are public spaces and pedestrian routes overlooked and do they feel safe?

Kidbrooke Village received a positive rating for the street layout indicator. The site survey acknowledges the layout is organised around a grid of streets,





foot and cycle paths, which provides a legible network, aligned with focal public spaces. 'Green fingers' are also provided across the site, providing clear routes that interconnect with the main parkland and act as primary footpaths/cycle paths throughout the site. Streets are given a traffic calmed 'home zone' treatment. Footpaths are designed with dropped kerbs at junctions.

The overall approach to building height and massing supports the site's legibility, with taller building proposed to be concentrated within the Village Hub. Here mixed-uses are clustered to provide a central focus close to the new transport interchange, medium-scale buildings facing onto the park and low-rise buildings around the edge of the development, adjacent to the existing suburban neighbourhood.

Above: Mr AAssadi and son

#### 4.5.6 Adaptable space

- Do external spaces and layout allow for adaptation, conversion or extension?

The adaptable space indicator includes an assessment of the flexibility and adaptability of external spaces in the development.

Academic and applied research (about social sustainability) has repeatedly identified the importance of adaptability and flexibility to the long-term success of communities. In practical terms, the idea of adaptability can be interpreted as: public spaces that can be adapted for different uses as the community changes, for example, play spaces that can evolve if the average age of children in a community changes; flexible land use planning that leaves space for residents to influence the design and use of public spaces in a

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'Academic and applied research about social sustainability has repeatedly identified the importance of adaptability and flexibility to the long-term success of communities.'

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development; and scope and flexibility within governance and decision-making structures for residents to shape decisions that affect the area.

In large-scale, long-term developments like Kidbrooke Village, the physical landscape will change continuously for years to come. Flexible use of land and buildings can allow for developments to respond to changing needs - young children, for instance, need different kinds of play space as they grow older. It can also create opportunities to bring people together to shape their own space and services. Intermediate or 'meanwhile' use of land and buildings can provide space for community activities and for people to get to know each other. Often the most successful projects are very small scale and led by residents: community gardens, grow-bag allotments or temporary play spaces, which create the foundations for more formal community organisations to come together.

While most new housing developments provide a space for residents to meet or for social groups to run, few consider

how to support resident-led governance actively or how giving residents a voice in the planning and management of communities could improve the design of later phases of the development.

Kidbrooke Village received a satisfactory rating for the adaptable space indicator. All the family homes have small back gardens, which provide residents with the option for small future building extensions. The development already includes a variety of open spaces that could be seen as opportunities to involve residents in making decisions about use, design and long-term management of the public realm. Similarly, the interim Village Hub will be transformed in later phases of development. Engaging residents in this design process would give people a significant opportunity to influence future services, facilities and management arrangements. At present, it is not clear the extent to which residents may be able to influence these decisions ■

# 5. Quality of life at Kidbrooke Village

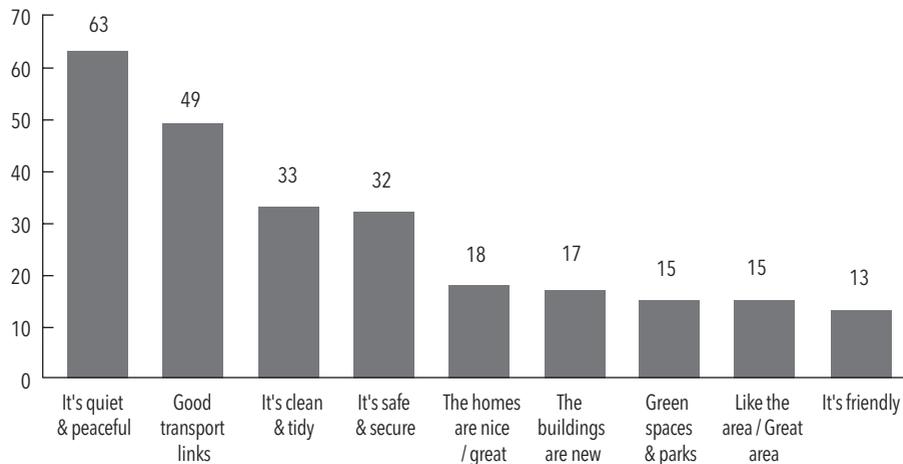
Residents were asked what contributed most to their quality of life at Kidbrooke Village. They were invited to give up to five unprompted responses.

Opposite: Bobby Mizzen - Owner of the Cafe of Good Hope

The most common responses were the peacefulness of the development; good transport links; the cleanliness and tidiness of the development; safety and security; good quality housing and new buildings; green open spaces and parks; liking the area; and a friendly neighbourhood ■

Figure 15: Residents perceptions about quality of life at Kidbrooke Village

Overall, what five factors about living in this neighbourhood contribute most to your quality of life? ■ Frequency



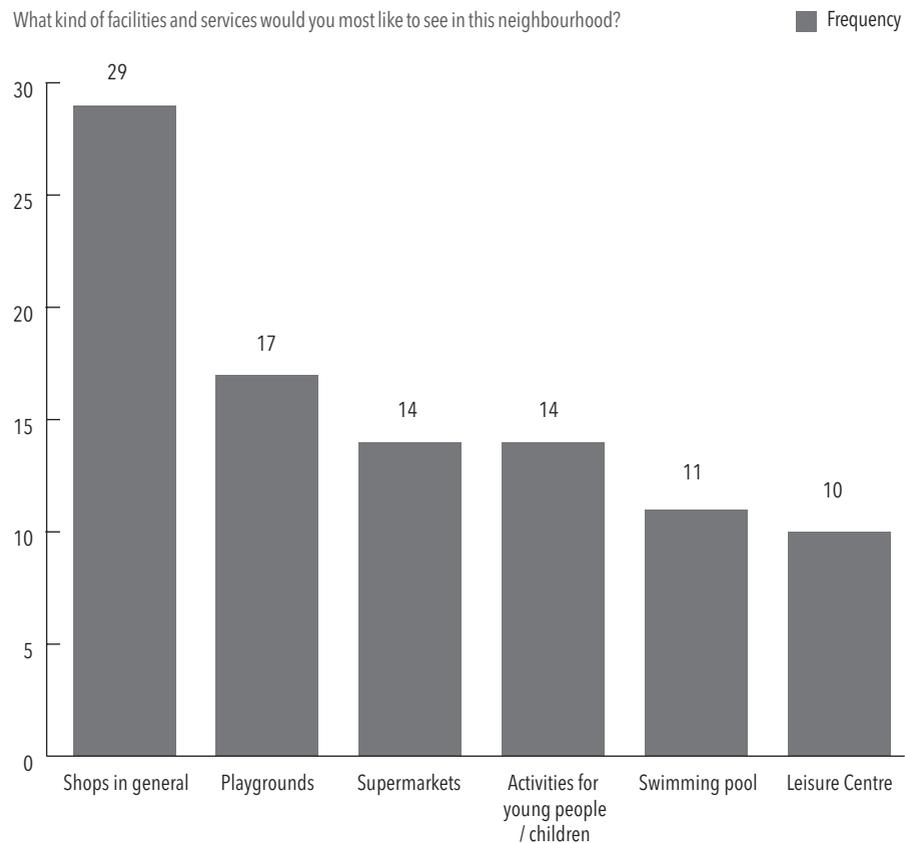
Source: Social Life/ComRes Kidbrooke Village Resident Survey 2013





‘The most common responses were the peacefulness of the development; good transport links; the cleanliness and tidiness of the development.’

**Figure 16: Facilities Kidbrooke Village residents would like to see in the future**



Residents were also asked what facilities or amenities they would like to see in the neighbourhood in the future. They were invited to give up to five, unprompted responses. The most popular suggestions were: more shops in general; more playgrounds; more supermarkets; activities for young people; a swimming pool; and a leisure centre.

Source: Social Life/ComRes Kidbrooke Village Resident Survey 2013

**Opposite:** Children from One Space (Christian youth) Thursday drop-in club



## 6. Analysis by tenure

The results of several questions in the household survey about satisfaction, belonging, local networks and social integration were analysed by tenure to investigate whether there are significant differences in the experience of people living in private and social or affordable housing.

Housing tenure was selected as a variable for analysis because the different housing options offered to residents of different tenures emerged as a salient issue in research carried out for the Berkeley Group in 2012.

For this study of Kidbrooke Village, a number of questions most indicative of the nature of relationships between different social groups and people living in housing of different tenure were selected for further analysis. These include 'to what extent do you agree or disagree that this local area is a place where people from different backgrounds get on well together', 'I feel like I belong to this neighbourhood', and 'to what extent do you agree or disagree that people in this neighbourhood pull together to improve the neighbourhood'.

The survey findings show that residents from both private and social or affordable housing feel that people from different backgrounds get on well together and feel like they belong to the neighbourhood.

- Almost 67% of residents living in social or affordable housing tend to agree and 32% definitely agree that people from different backgrounds get along, compared to 59% and 23% of residents living in privately owned or rented accommodation.
- Both private and social/affordable households report similar levels of belonging. 91% of social/affordable and 85% of private households strongly agree or agree that they belong to the area.

However, people living in social or affordable housing report significantly higher levels of neighbourliness than residents in private housing. Residents in social or affordable housing were more likely to regularly stop and talk with neighbours, more likely to agree that friendships in the neighbourhood are important to them, and more likely to agree that people can be trusted.

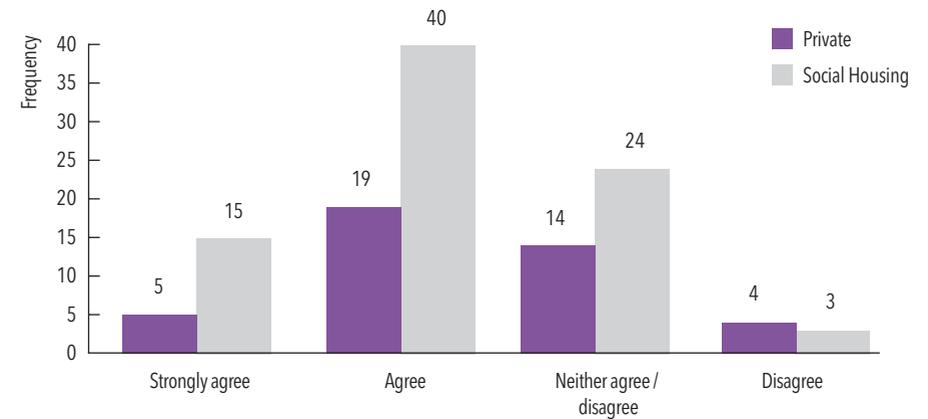
- 66% of social/affordable households strongly agree or agree that friendships are important. 57% of private households strongly agree or agree.
- 42% of residents living in social or affordable housing strongly agree or agree they regularly stop and talk with neighbours. 26% of residents living in private housing agree.
- 37% of residents living in social or affordable housing agree or strongly agree they could go to someone in their neighbourhood for support compared to only 7% of residents in private housing.
- Almost 15% of private residents and 23% of residents living in social or affordable housing agree that most people can be trusted. 54% of private residents and almost 49% of social or affordable residents feel they can't be too careful in dealing with people.

Overall, residents in social or affordable housing report very similar levels of satisfaction with the local area as a place to live to people living in private accommodation. However, residents in social or affordable housing were more likely to report feeling very satisfied (42%) than private residents (29%).

- 94% of private residents and 93% of social and affordable housing residents report feeling very or fairly satisfied with the local area as a place to live.
- 42% of social or affordable housing residents reported feeling very satisfied and 51% fairly satisfied.
- Almost 29% of private residents reported feeling very satisfied and almost 65% fairly satisfied with the local area as a place to live ■



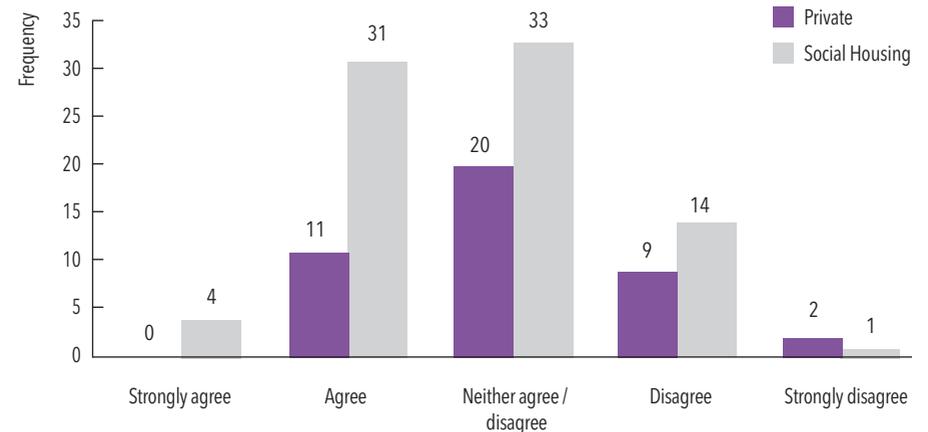
Figure 17: Friendships in the neighbourhood



66% of social/affordable households strongly agree or agree that friendships are important. 57% of private households strongly agree or agree.

Source: Social Life/ComRes Kidbrooke Village Resident Survey 2013

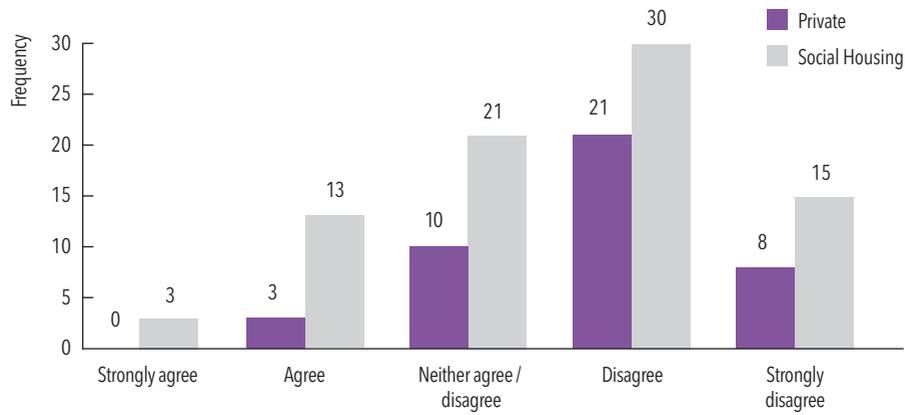
Figure 18: I regularly stop and talk with people in my neighbourhood



42% of social/affordable residents strongly agree or agree they regularly stop and talk with neighbours. 26% of private residents agree. Almost 40% of social/affordable and 47% of private residents neither agree or disagree.

Source: Social Life/ComRes Kidbrooke Village Resident Survey 2013

**Figure 19: I borrow things and exchange favours with my neighbours**

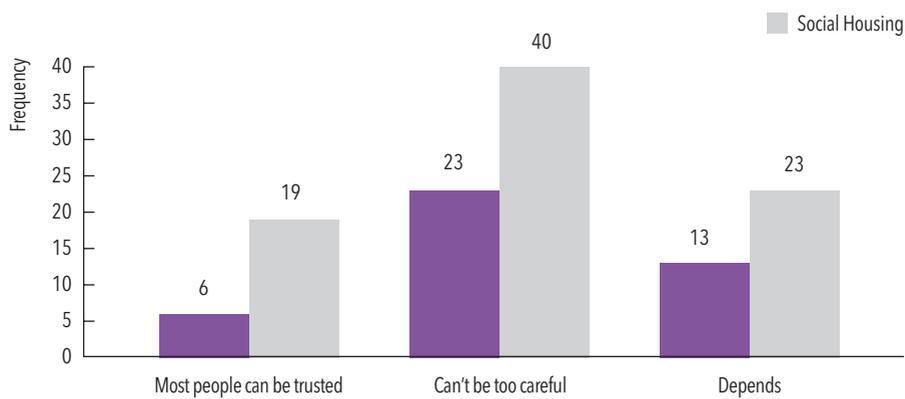


69% of private residents and almost 55% of social/affordable residents disagree or strongly disagree with this statement. A similar proportion of private (almost 24%) and social/affordable (25%) residents neither agree or disagree.

Source: Social Life/ComRes Kidbrooke Village Resident Survey 2013

**Figure 20: Trust in the neighbourhood**

Would you say that most people can be trusted, or that you can't be too careful in dealing with people?



Almost 15% of private residents and 23% of residents living social or affordable housing agree that most people can be trusted. 54% of private residents and almost 49% of social or affordable residents feel they can't be too careful in dealing with people.

Source: Social Life/ComRes Kidbrooke Village Resident Survey 2013



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## 7. Contextual interviews: key themes

The survey work was complemented by a number of contextual interviews with individuals and community organisations or businesses that are based in or near Kidbrooke Village. The purpose of these conversations was to capture insights that would enhance the analysis and interpretation of the household survey findings. Interviews were carried out with social housing providers, local businesses, local schools and community organisations. The following is a summary of the main themes from these conversations.

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### 7.1 Community safety

**'No one came to Kidbrooke before. There was no reason to come. It had a terrible reputation and I remember the constant helicopters hovering over the estate. Now people are using the station and coming in from other areas'**

Crime and community safety were widely discussed in the contextual

interviews. There was general agreement that Kidbrooke Village had transformed the area, in particular, improvements to the design, public realm, and reductions in crime and anti-social behaviour.

People agreed that the neighbourhood feels significantly safer since the demolition of the Ferrier Estate, as evidenced by many more people using Kidbrooke station and coming into the neighbourhood. Overall, most people felt anti-social behaviour was not a problem at Kidbrooke Village although there were some reports of some nuisance behaviour. Some people felt this may change in the summer when more young people are out on the streets, but generally this was not seen as a cause for concern.

Interviewees commented on the improvements to spatial planning and design at Kidbrooke Village compared to the Ferrier Estate. In particular, the design is felt to be 'very anti-social behaviour proof ... you can't get lost like in the old estate, it's all gated and "intercommed"'.  

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**Opposite:** BMX boys group.



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## 7.2 Open spaces and community facilities

**'It's no longer a concrete jungle. Suddenly the area is green again, it's got a lake!'**

People described the public and open spaces at Kidbrooke Village as attractive, high quality and plentiful; a significant improvement on the Ferrier Estate, which had no green spaces. At the same time, people mentioned that some residents were unsure about the status of the outdoor spaces: have they been designed as public amenities? Who do they belong to and how can they be used?

The One Space centre was acknowledged as very important resource in and for the community. The centre currently plays a significant role in providing activities for young people. Beyond this role however, some interviewees described how the One Space is an important link between past and present, and old and new

residents. One Space was part of the Ferrier Estate so has provided continuity for residents from the Ferrier Estate who are returning to new homes at Kidbrooke Village.

Sutcliffe Park is an important public facility for the area. Some interviewees questioned the relationship between Kidbrooke Village and Sutcliffe Park, in particular, whether the park gates should be open or closed to the public in the evenings. Some people were concerned that leaving the gates open may lead to anti-social behaviour from the park spilling over into the development, especially in the summer.

Interviewees noted that more facilities were needed for young people living at Kidbrooke Village, and a post box would be helpful.

Some issues were raised about support for the Holy Family School and the disruption that ongoing construction works cause for the pupils. The local bus route has recently been moved from outside the school, creating safety issues for the children crossing the road.



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## 7.3 Local relationships and community identity

**'There is a bit of territoriality from people who lived on the Ferrier Estate but they are happy to be back and new and old residents are getting on well.'**

The majority of interviewees discussed the relationship between old and new residents at Kidbrooke Village. People agreed that old and new residents are mixing and getting on well together. Some people described how some people, especially young people, who had lived on the Ferrier Estate feel a degree of territoriality and attachment to the area. However, they also reported there is no evidence of any tension between old and new residents.

People described how residents seem to be happy with the mix of people in the area, describing a 'good range of social renters, private renters and private owners' and a mixture of people from different backgrounds.

Some interviewees described how public agencies, housing providers and other local partners have worked hard to make sure that residents leaving

the Ferrier Estate were able to move back and live close together. There was a sense that being aware of these social ties and supporting residents to maintain them helped people to manage a difficult and stressful process. There was also a sense that different stakeholders - private, public and community - were working together for the interests of the community.

Interviewees reported that there is little in the way of self-organised community activity. A Neighbourhood Watch group was established but has found little to do and has since re-focused on activities for young people. This point was reinforced in conversations with individuals working in housing and estate management who reported that there was little interest from residents in setting up a Residents Association or Forum.

Some people felt that while Kidbrooke Village was friendly there is not yet any 'community spirit' in the area. However, they acknowledged this takes time to emerge and may flow from more people, shared spaces and community facilities being created in the area.

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**Above:** Leigh Hill (daughter) Jackie Lyons (mother) residents of Kidbrooke and former Ferrier Estate

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## 7.4 Moving from the Ferrier Estate to Kidbrooke Village

**'Before, there was a real sense of community ... people felt a real sense of loss when they moved away. Yes the estate did have its problems, but it was still a good place to live.'**

Many interviewees talked about the experience and perspectives of residents who previously lived on the Ferrier Estate. In general, they described that people returning to Kidbrooke Village felt happy to be back in the area, and were pleased with the high quality of their new homes and the improved public realm. However, it is also important to note that some residents from the Ferrier Estate were unable to return to Kidbrooke Village because they could not afford higher rents and higher council tax payments compared to the costs of their previous homes. Interviewees also noted that overall there has been a net loss of affordable housing at Kidbrooke Village from 1,906 to 1,525.

As one interviewee said: 'Residents have very different views about the Ferrier being knocked-down. Some people enjoyed living there and felt that it was a very peaceful place to live. Others had a different experience and jumped at the chance to move. Some decided not to stay in Kidbrooke because they didn't want to become housing association tenants.'

Interviewees also described how some returning residents had found it

challenging to adjust from being a council tenant to being a housing association tenant; in particular, the strictly enforced regulations concerning the management of properties. Overall, however, residents who want Kidbrooke Village to remain a high quality environment welcomed the close management of the housing and public spaces.

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## 7.5 Integration with the wider neighbourhood

**'People are coming to Kidbrooke now who would never have visited before'**

Several people commented on how people from surrounding areas are starting to visit Kidbrooke Village now the area is safer. The train station is noticeably busier: 'three times as many people now use the station'. Although some people who have lived and worked in the area for many years say many people are still reluctant to visit because the area is still associated with the Ferrier Estate. It was felt that it will take some time to change the reputation of the area, but this will be helped once the remaining block is demolished and other new facilities are built, like the cinema and a larger supermarket ■

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**Opposite:** Children from One Space (Christian youth) Thursday drop-in club





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## 8. Conclusion

This work demonstrates that it is possible to measure how residents experience life in a new neighbourhood, to understand how new communities start to form, and to identify how to intervene and support new places to flourish.

This should matter greatly to the house building industry and planning authorities. The government's wellbeing agenda and the National Planning Policy Framework (NPPF) both raise questions about what sustainable development means in practice, and about the role of developers, local government and public agencies in creating successful new communities.

There is a strong connection between individual and collective wellbeing, housing and the built environment. We know that safe, inclusive, well-maintained places, where local people have a voice and can influence decision-making, do make a positive contribution to peoples' quality of life

and community strength. Academic research has made these links and our own research at Kidbrooke Village and other Berkeley Group developments has reinforced these findings.

The house building industry is good at creating safe, well-maintained places. But it lacks the tools to understand, and therefore to support, the social fabric of the new communities we are building. Housing need and the lack of public funding, along with new policy frameworks that emphasise wellbeing and sustainability, make it increasingly important to create this knowledge. It needs to be embedded across all the organisations involved in planning, development and estate management.

As an industry, we must interrogate what is known about developing sustainable communities and start to address what isn't. The value of creating places that are environmentally sustainable is widely accepted and we have the evidence and the tools to act on this knowledge. Social sustainability, by contrast, is still a relatively new concept in the UK. It demands fresh evidence, new language and new tools to operationalise this crucial area of policy.

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**Opposite:** Youth worker Vicky Adeoye and her boss - Hugh Ridsill-Smith.

We need to understand what concepts like wellbeing, quality of life and community strength mean in practice.

This assessment framework is a step towards that goal. It enables us to generate valuable, measurable insights about how the built environment, public services, and local community facilities and resources can work together to support new neighbourhoods to become successful places.

We believe social sustainability should become central to the way that everyone involved in the process of building new housing settlements understands sustainability in the years ahead ■



## Quality of life: how Kidbrooke Village compares

	People living in Kidbrooke Village	People living in London	People across the UK	People living in comparable places
I feel like I belong to the neighbourhood	91%	62%	67%	66%
I feel safe after dark	84%	65%	74%	74%
I feel able to influence decisions	72%	48%	40%	43%
I plan to remain in the neighbourhood	93%	63%	68%	65%
Satisfied with your life overall	77%	not available*	60%	51%

This table compares responses from the Kidbrooke Village resident survey to responses from people living in London, across the UK, and in comparable areas (based on Output Area Classifications) drawn from the following national government surveys: questions 1, 2 and 5 – Understanding Society Survey 2008 – 2009 Waves 1 and 2, question 3 – Crime Survey for England and Wales 2010 – 2011, question 4 – Citizenship Survey 2009 – 2010. \*No directly comparable data set exists for life satisfaction in London. A full explanation of this data table including information about survey waves and sample sizes can be found in the appendices to this report.

**Opposite:** Alex and Hinga, youth workers at One Space.

**Credits:** The Berkeley Group and Social Life 2013

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‘Social sustainability is about people’s quality of life, now and in the future. It describes the extent to which a neighbourhood supports individual and collective wellbeing.’

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