



# Bermondsey: A Neighbourhood Study

July 2019

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This report was written by Claire Gordon, with contributions from Nicola Bacon.

It summarises the findings of research carried out by Social Life in 2018-19.

Social Life was created by the Young Foundation in 2012, to become a specialist centre of research and innovation about the social life of communities. Our work is about understanding how peoples' day-to-day experience of local places is shaped by the built environment - housing, public spaces, parks and local high streets - and how change, through regeneration, new development or small improvements to public spaces, affects the social fabric, opportunities and wellbeing of local areas.

For more information visit [www.social-life.co](http://www.social-life.co)



# Executive summary

This study offers a portrait of local life in the area surrounding the former Peak Frean Biscuit Factory in Bermondsey. Research was conducted among residents, community stakeholders, local agencies and traders. This report sets out local assets and needs in relation to the four themes of Grosvenor Britain and Ireland's Local Legacy Strategy: community cohesion, health & wellbeing, education, employment & skills, and enterprise. Grosvenor's aim is that the research will help to refine the focus of their Local Legacy Strategy.

## STREET INTERVIEWS

# OF RESIDENTS  
INTERVIEWED | **298**

### TRADER SURVEY

# OF BUSINESSES  
INTERVIEWED | **16**

### YOUTH SURVEY

# OF YOUNG PEOPLE  
INTERVIEWED | **74**

### STAKEHOLDER SURVEY

# OF STAKEHOLDERS  
INTERVIEWED | **16**

### WALKING INTERVIEWS

# OF RESIDENTS  
INTERVIEWED | **08**

## COMMUNITY COHESION



### Key findings...

- There remains a supportive and close-knit community among many longstanding residents. We found high levels of neighbourliness and a strong attachment to place.
- However, relationships between people of different backgrounds and social trust are weaker, with ethnic and socio-economic divisions reported to be key features of the area.
- Crime and anti-social behaviour are a significant concern and recent high profile incidents have contributed to a feeling that the area is becoming less safe. However, police data indicates a slight drop in crime levels in recent years.

**80%**

Satisfied with local area

+

**68%**

Talk regularly to neighbours

+

**70%**

Feel they belong

+

**77%**

Plan to stay in the area

+

**Above area benchmark\***

**67%**

Agree people from different backgrounds get on

-

**58%**

Trust people living in the neighbourhood

-

**25%**

Feel they can influence local decisions

-

**61%**

Feel safe at night

-

**Below area benchmark\***

\*The benchmark uses national survey data to compare the area to other neighbourhoods which share similar characteristics

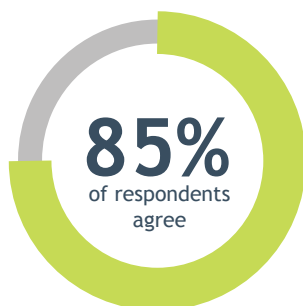
# HEALTH & WELLBEING



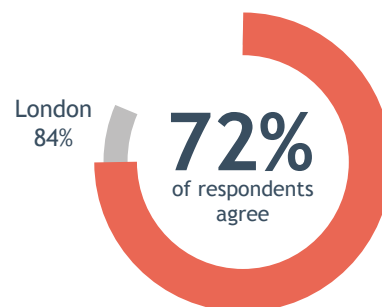
## Key findings...

- There is significant deprivation in the area and child poverty rates are well above the borough average.
- Poverty impacts on the health and wellbeing of residents and is reflected in the elevated prevalence of conditions associated with health inequalities, including diabetes and childhood obesity.
- A high incidence of non-acute mental health conditions is not being addressed by appropriate provision.
- There is also significant concern among residents about primary care infrastructure and its ability to cope with a growing population.

### IT IS EASY TO BE PHYSICALLY ACTIVE IN BERMONDSEY



### FEEL THEY ARE IN GOOD HEALTH



### RESIDENTS FEEL IT IS EASY TO BE PHYSICALLY ACTIVE BECAUSE...



59%

Good parks  
& outdoor  
spaces



42%

Many local  
gyms



21%

Good avail-  
ability of  
classes



16%

Good  
outdoor  
facilities



# EDUCATION, SKILLS & EMPLOYMENT

## Key findings...

- Educational engagement, attainment and aspirations among some young people in the area are felt to be low.
- In spite of high demand, vocational options are considered limited, while many voice concerns about youth provision locally.
- A portion of residents are in poorly paid work or insecure work and are unable to access better opportunities.
- Bermondsey is not considered to have good local employment opportunities, however good transport links and proximity to the city centre means this is not felt to be a key issue by residents.



### THERE ARE GOOD OPPORTUNITIES IN BERMONDSEY



### THERE IS SUPPORT TO FIND WORK



### THERE ARE OPPORTUNITIES TO DEVELOP MY SKILLS IN BERMONDSEY



# ENTERPRISE



## Key findings...

- In spite of challenges, the majority of businesses we spoke to are optimistic and plan to stay in the area.
- Traders in The Blue face particular challenges around low footfall and crime. The Blue also currently attracts less food and groceries trade than other local shopping areas and is little known or used by new residents.
- Changing demographics in the area are considered both a challenge and an opportunity for businesses, and many residents would like to see more shops and food outlets locally.
- There are concerns around the displacement of existing businesses with rising rents and rates.

### BUSINESSES WHO PLAN TO STAY IN THE AREA IN THE LONG TERM



### BUSINESSES WHO KNOW ABOUT GROSVENOR'S PLANS IN BERMONDSEY



### HOW OPTIMISTIC ARE YOU ABOUT THE PERFORMANCE OF YOUR BUSINESS?



### COMPARED TO LAST YEAR HOW IS YOUR BUSINESS DOING?



### DO YOU FEEL YOU HAVE ANY INFLUENCE OVER WHAT HAPPENS IN THE AREA?







## 1. Introduction & approach

Grosvenor purchased the Biscuit Factory and Bermondsey Campus sites in 2013. Their proposals include homes to rent, a new school, as well as shops and office space. You can read more about their plans at

[www.belonginbermondsey.com](http://www.belonginbermondsey.com)

## 1. Introduction

In 2018 Social Life was commissioned by Grosvenor Britain and Ireland to create a detailed portrait of the area surrounding the former Peek Frean Biscuit Factory and Bermondsey Campus sites. Grosvenor's aim is that the research will help to underpin and refine the focus of their Local Legacy Strategy, which was published in draft in October 2017. The research will also act as a baseline portrait of the area that Grosvenor and its partners can use to understand the impact of their strategy and the wider redevelopment.

The research took place over the summer of 2018. We spoke with 298 local residents, 74 young people, 16 community groups and agencies, and 16 businesses in the area.

The study seeks to provide a balanced depiction of local life. First, we set out the key features of the area, including its history, character and population. The report then explores the area's assets and needs in relation to the four themes of the Local Legacy Strategy: community cohesion; health & wellbeing; education, skills & employment; and enterprise. We highlight the key findings for each of the themes and the supporting data, integrating findings from different research methods.<sup>1</sup> As with all places, residents will have individual experiences of local life - we highlight how the perspectives of different groups can vary.

Drawing on this research, Social Life will work with Grosvenor to develop a monitoring framework, based on a set of locally relevant indicators, through which the future impact of the proposed development and legacy strategy can be measured.

### GROSVENOR'S LOCAL LEGACY STRATEGY

Grosvenor has worked with key stakeholders to develop a Local Legacy Strategy, designed to ensure that its ongoing investment and stewardship of the area responds appropriately to local needs and opportunities.



<sup>1</sup> Complete survey findings are detailed in appendix 2, 3 and 4.



## 2. Our approach

A range of different research methods were used to gather data on the diverse themes of the study. We sought to capture a wide range of perspectives, including from the area's residents, traders, community organisations, and agencies operating locally. This section sets out the research design.

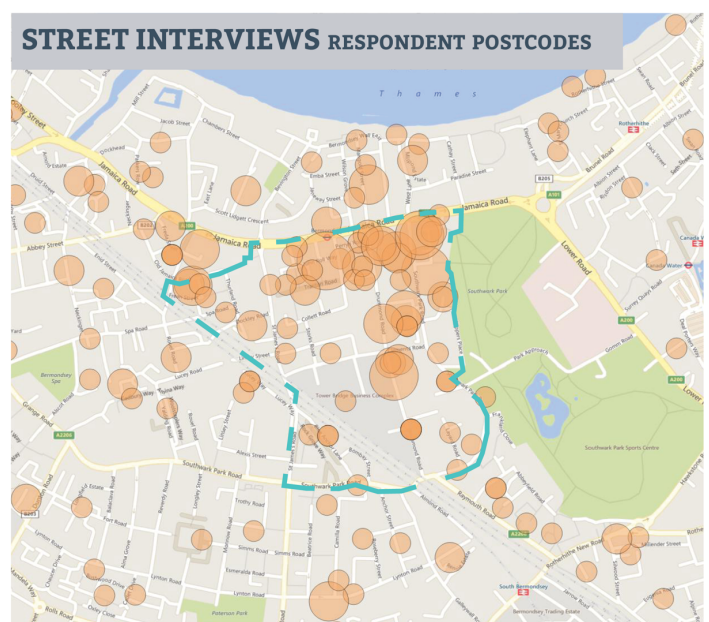
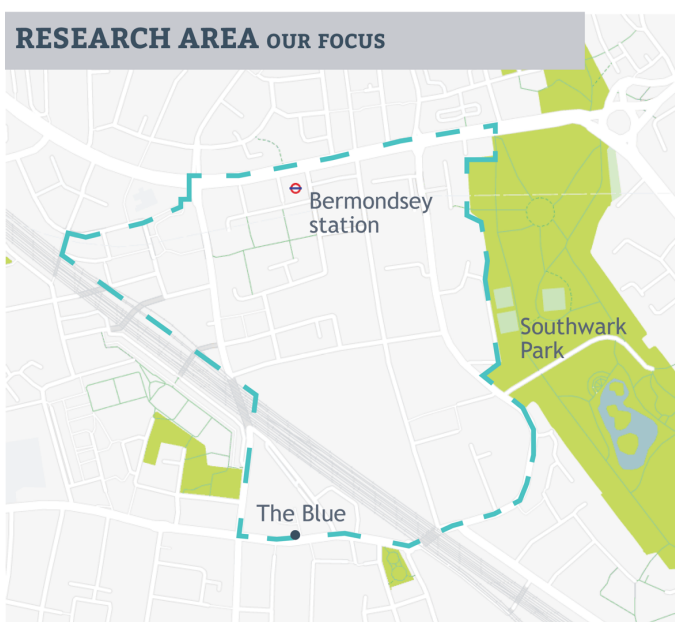
### 2.1 Defining the research area

The map below indicates the focus of the research. This area is defined by its natural boundaries - Jamaica Road to the north, Southwark Park to the east, and the railway line to the west. Focusing on a small area allowed us to gather more robust and comprehensive data. Both our primary research and analysis of official data were tailored to this area. However, these boundaries are fluid and through our primary research we engaged with a number of residents from some adjacent areas who perceived themselves to live in close proximity to the development.

### 2.2 Research methods

The study used different research methods to capture the diverse voices and themes of the research. Residents were engaged and shared their experiences of local life through street interviews, walking ethnographies and a group conversation at the local housing forum. A youth survey conducted by the Southwark Young Advisors gathered the perspectives of local young people. Interviews with stakeholders from agencies and community organisations also inform our findings, alongside an analysis of official data on the area.

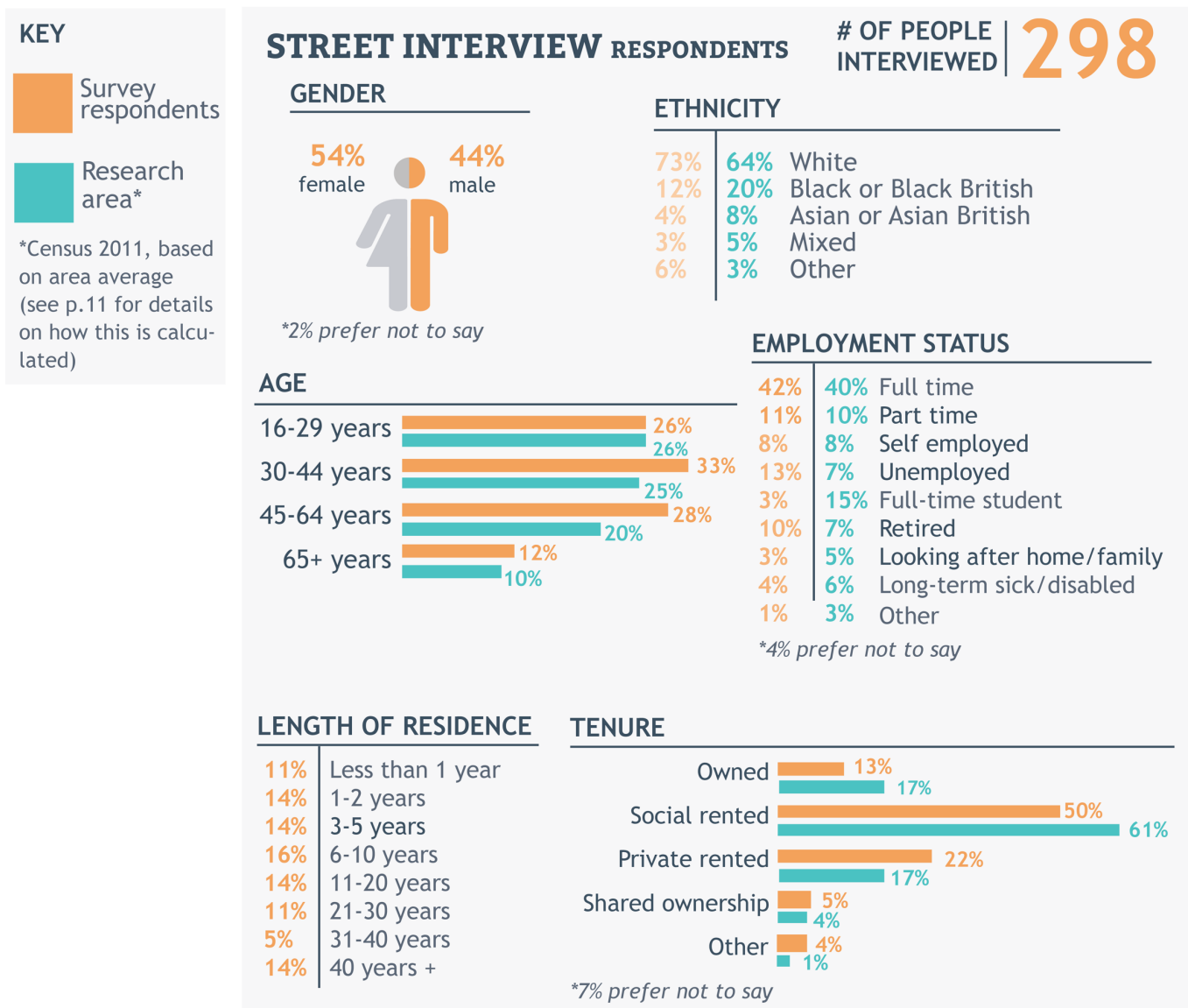
Primary research was conducted between June and October 2018, with the bulk of street interviews, stakeholder interviews and walking interviews conducted in June and July.



## Street interviews

We conducted street interviews with 298 residents using a structured questionnaire.<sup>2</sup> The questionnaire gathered qualitative and quantitative data from residents on their perceptions and experiences of the area, their community, education, employment, skills and health. Participants were approached in a number of locations within the research area, particularly around The Blue, Jamaica Road, Southwark Park Road and St James' Church.

We sought to speak with a representative sample of local residents in terms of age, tenure, and ethnicity. The figure below sets out who we spoke to, comparing their characteristics to data from the most recent census in 2011 - our survey was largely representative with regards age and employment status. Ethnic minority groups and social housing tenants were slightly under-represented.

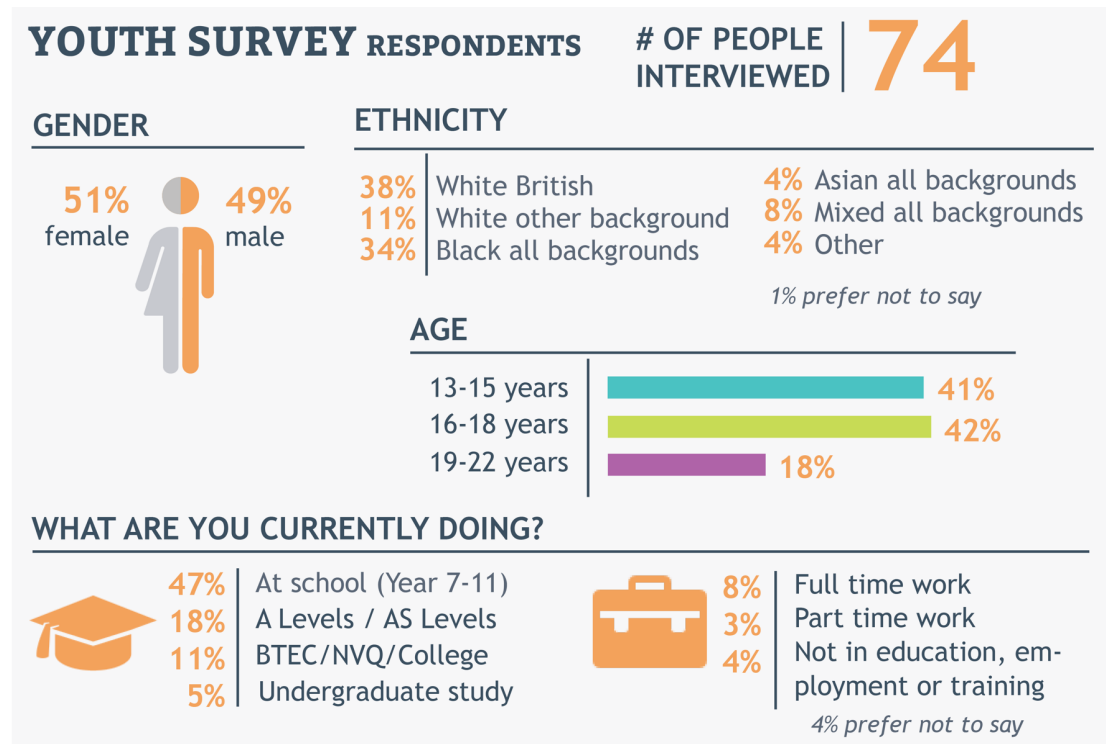


<sup>2</sup> Questionnaires used can be found in Appendix 7.



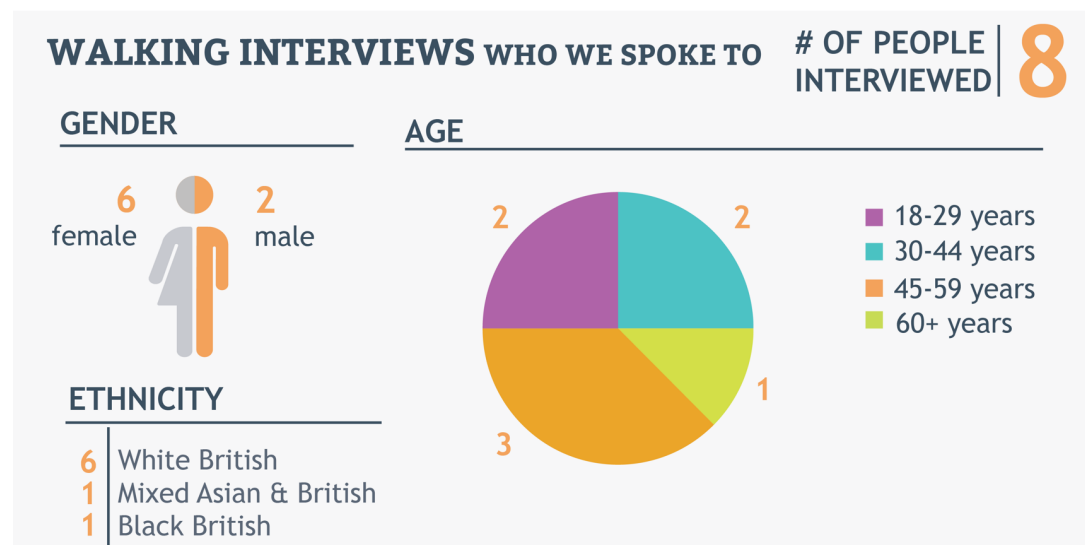
## Young peoples survey

The Southwark Young Advisors were commissioned to conduct peer-to-peer research among local young people, 74 individuals completed the survey. A structured questionnaire was created and “youth-proofed” addressing community life, safety, local education, employment, and aspirations. This included some questions from the residents survey. Local young people were approached in a number of locations within the research area, including outside Compass School and The Blue Youth Centre.



## Walking interviews

We conducted eight in-depth walking interviews with local residents. These lasted between 30 minutes and two hours. The interviews were semi-structured and focused on topics including community life, place and change, alongside the other research themes. Participants acted as guides to the area, selecting the route and highlighting points of interest locally. The participants were recruited through street interviews and stakeholder referrals.



## Stakeholder interviews

We carried out in-depth interviews with a range of stakeholders from community organisations and local agencies. Organisations were approached with a close knowledge of the research area and expertise in the research themes. These interviews were semi-structured around the research themes and lasted between 30 minutes and two hours.

### STAKEHOLDER INTERVIEWS WHO WE SPOKE TO

# OF STAKEHOLDERS  
INTERVIEWED | **16**

#### Local organisations

Bede House  
Bermondsey Community Kitchen  
Big Local Works  
Blue Bermondsey BID  
City Hope Church  
Community Opportunity  
Guys & St Thomas' Charity  
Salmon Youth Centre  
Southwark Construction Skills Centre  
Yalding Healthy Living Centre  
United St. Saviours

#### Local agencies

Riverside Policing team  
Southwark Council Regeneration team  
Bermondsey and Lansdowne Medical Mission (x2)  
Compass School

## Group conversation

One group conversation was conducted with the Bermondsey East Area Housing Forum, which brings together local Tenants and Residents Associations. The conversation was held during the group's regularly scheduled meeting. It involved ten participants.

## Traders survey

We conducted interviews with sixteen local traders in the research area using a structured questionnaire. The survey gathered information on a range of themes, including business performance, local employment and local networks. We approached businesses in and around The Blue and Southwark Park Road, Jamaica Road and the Biscuit Factory. Both high street businesses and market traders were engaged through the survey.

### TRADER SURVEY WHO WE SPOKE TO

# OF BUSINESSES  
INTERVIEWED | **16**

#### BUSINESS LOCATION

**11** The Blue/Southwark Park Road  
**4** Jamaica Road area  
**1** Biscuit Factory

#### BUSINESS FEATURES\*

**12** Independent businesses  
**4** Part of regional or national chain  
**5** Market stalls

*\*Multiple responses possible*

#### BUSINESS TYPE



**4**

Food retail



**4**

Food & drink  
outlets



**3**

Other retail



**2**

Hair & beauty

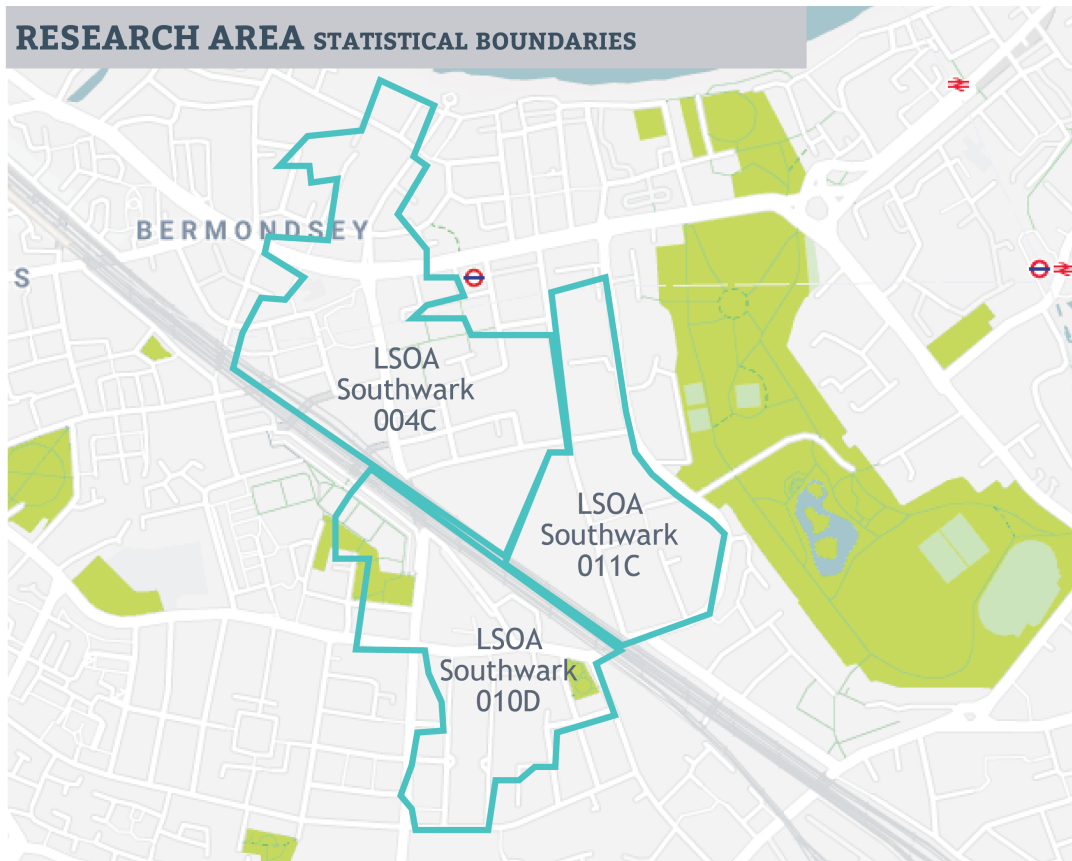


**3**

Other estate agent/  
pawnbroker/ amuse-  
ment arcade

## Secondary data

The study also draws on a range of official statistics to detail the social and economic conditions in the area. Where possible, data has been tailored to the research area by compiling the relevant data for the three statistical areas (Lower Layer Super Output Areas) - shown in the figure below - which make up the majority of the research area.







## 2. Understanding the area



### 3. Understanding the area

This section outlines the key features of the research area, its history, character, population, socio-economic conditions, and how the area is changing. We also draw on data from street interviews to set out how residents feel about their neighbourhood and how it compares to similar places.

#### 3.1 Key characteristics

*“This is a tiny forgotten gem, the last bastion of true London, and its held on to its character.”*

Local stakeholder  
& resident

##### The area’s industrial and working class heritage shape its character today.

During the eighteenth and nineteenth centuries, Bermondsey’s riverside was an important site for London’s trade, with many goods disembarked at its network of wharfs and the nearby Rotherhithe docks. Food constituted a significant part of the cargo and Bermondsey emerged as a centre for food processing and production in London. Peek Frean Biscuits, the site of Grosvenor’s proposed Biscuit Factory development, was one of a range of food factories built locally.

The area’s population was shaped by this economic history. A predominantly white working-class community settled locally, many employed in the nearby docks or other associated industries. The decades after the Second World War saw the decline of the area’s factories and the closure of the docks. During this period the built environment also underwent significant changes. Older housing was demolished to make way for modern housing estates, constructed by the local authority to improve the living conditions of residents. These estates make up the majority of the housing in the area - 61% of residents live in social rented accommodation, compared to a Southwark average of 44%.<sup>3</sup>

This history has helped define the character of the area today. Research conducted in 2012 highlights how Bermondsey remained a relatively homogeneous community while other parts of the borough became more diverse.<sup>4</sup> Council housing allocation policies in Bermondsey up to the 1980s prioritised “sons and daughters” of residents, its consequence was that fewer minority ethnic households moved into the area than into other parts of Southwark. In the 1980s the policy was deemed to be indirect discrimination by the Commission for Racial Equality. The 2012 research argues this has helped create enduring local narratives and a strong sense of identity among the significant numbers of residents who can trace their roots back locally.

Our research echoed these findings. The area was felt to have a strong character and identity, often linked to its working class culture and associations with Millwall Football Club.

*“I see a lot of working class values at the core of Bermondsey. I think attitudes to money, attitudes to education, and attitudes to family, community. I think working class people are less likely to save for a rainy day, so they're more likely if they've got money in their pocket, to spend it & often, generously. Typically, you're helping people out.”*

*(Male, White British, 50s)*

<sup>3</sup> Census, 2011.

<sup>4</sup> Jensen, O., Jayaweera, H. and Gidley, B. (2012) ‘Diversity, Cohesion and Change in Two South London Neighbourhoods’. Concordia Discors: London.



### The local population is less diverse than the borough as a whole.

At the last census, the research area was still significantly less diverse than the borough, 64% of local residents identified as white versus a Southwark average of 54%. The area's black minority population was 16% compared to a borough average of 27%.<sup>5</sup>

The black and minority ethnic (BAME) population is now significant and growing. Our research found people from a range of nationalities and ethnic backgrounds living locally, including Caribbean, African, Latin American, Middle Eastern and eastern European groups. According to stakeholders, there is not considered to be any single dominant ethnic minority group in the area - this is distinct from many other parts of the borough which have strong ethnic minority identities.

The relatively recent arrival of more diverse groups and the departure of some of the younger generations of longstanding families skew the area's demographic profile - the older population is predominantly White British, while younger residents are more ethnically diverse. Around 40% of pupils at local primary schools do not have English as a first language.<sup>6</sup>

The research area has a relatively small population of under 16s and a higher proportion of 18-29 year olds. In the area adjacent to Jamaica Road, where there are more recent private developments, 15% of residents are aged 0-15, below the borough average of 19%.<sup>7</sup>

### The research area has high levels of deprivation and geographic inequalities.

Deprivation is particularly extreme in the area around The Blue, which is among the 10% most deprived in the country, while the area neighbouring Southwark Park is among the 20% most deprived.<sup>8</sup> While deprivation decreased slightly in the west of the area between 2010 and 2015, deprivation has increased slightly in other parts. These trends may reflect the different socio-economic backgrounds of residents moving in or out of the area, rather than changing conditions for individual residents.

The Index of Multiple Deprivation is the official measure of deprivation for small areas in England. It combines data on income, employment, education & skills, health, crime, housing and the living environment to produce an overall relative measure of deprivation.



Source: Index of multiple deprivation, 2015

<sup>5</sup> Census, 2011.

<sup>6</sup> Department for Education, 2016/17.

<sup>7</sup> Census, 2011.

<sup>8</sup> Index of Multiple Deprivation, 2015.

Qualification levels, occupational categories and child poverty all reflect these geographic inequalities. The areas to the south around The Blue and adjacent to Southwark Park tend to perform worse than borough averages. Among residents in the area adjacent to The Blue, 30% have no qualifications, versus a borough average of 15%.<sup>9</sup> While the area to the east around Jamaica Road and up to the riverside, which has higher stocks of private housing, is often more in line with Southwark averages here 18% of residents reported no qualifications.<sup>10</sup>

### **Change has come more slowly to the research area than others part of Bermondsey.**

Gentrification in Bermondsey has been concentrated in the area to the west of Tower Bridge Road, particularly around Bermondsey Street, with market forces and some piecemeal developments drawing in more affluent residents. New housing developments have for several decades been built mainly along the riverside, to the north of Jamaica Road.

*“It’s a very changed area, the demographics have changed a lot. The traditional working classes are no longer as dominant. Social housing has taken a kick in the teeth. On the other hand it is more vibrant now, but it’s lost quite a lot of its identity, the community feeling it used to have. The change started in patches, mainly around Bermondsey Street, and also Downtown in Rotherhithe, and it’s expanded to other places over the past 15 years.”*

*(Local stakeholder)*

While the research area has been less affected by demographic change than adjacent neighbourhoods, gentrification - or the arrival of wealthier residents and establishments catering to their needs - is central to residents’ perceptions of Bermondsey. New high street businesses - particularly shops, cafes and bars - are often cited as symbols of gentrification. The ‘Beer Mile’, a collection of new breweries housed under the railway arches, is a particular focus of comments on the changing nature of the area, attracting both praise, concern or ambivalent reactions: some older residents noted how these new bars are less noisy and disruptive than many older pubs, while others perceived them as inaccessible to the longstanding population.

These changes link to shifting notions of where Bermondsey’s centre lies. For many newer residents, the area to the west around Bermondsey Street is considered a locus, while for many longer-term residents The Blue remains the focal point of local life. For many newer residents, the area’s appeal also lies in its connections to other part of the city. Conversely, many longer-term residents tend to highly value the intrinsic qualities of this section of Bermondsey and its people.

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<sup>9</sup> Census, 2011.

<sup>10</sup> Census, 2011.

**“Long term”**  
residents are defined as those living in the area for 11 years or more

**“Medium term”**  
residents as those who had lived locally for 3-10 years

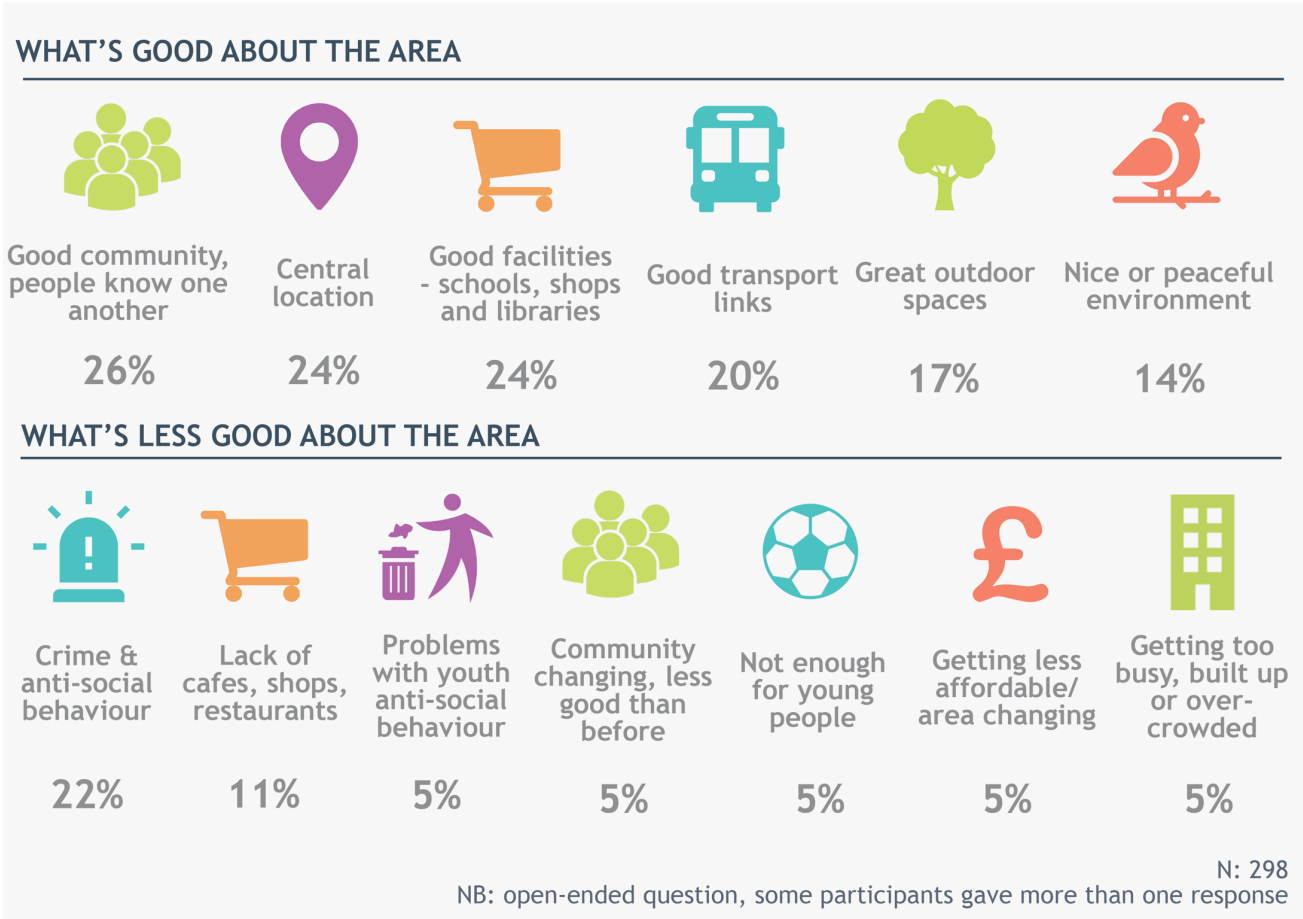
**“Short term”**  
residents as having lived in the area for 2 years or under.

### 3.2 Resident perceptions of the area

#### There are good levels of satisfaction with the area

80% of street interview respondents were “satisfied with the local area”, slightly higher than what is expected in comparable areas.<sup>11</sup> Short term and medium term residents tend to be more satisfied with the area than long term residents. Private renters and owner occupiers also tend to be more satisfied than social housing tenants.

Street interview and youth survey respondents were also asked what they consider to be good things and the less good things about the local area. Among street interview respondents, the local community and local relationships was the most commonly cited positive, while crime and anti-social behavior was, by a significant margin, the most frequently cited negative. Youth survey respondents also felt the friendliness and community spirit of the area was its most positive aspect. A lack of facilities, activities and spaces for young people was considered the worst aspect of local life.



<sup>11</sup> See next page for further details on how we benchmark.

## HOW WE BENCH-MARK

1. We take Output Area Classifications (OACs), compiled by the Office of National Statistics, which categorise neighbourhoods according to different characteristics.

2. We select questions on community dynamics from existing surveys on community life.

3. We model data from these questions to different OACs - creating a prediction of community dynamics for different types of neighbourhood.

4. We use the same questions in our own surveys and compare the results.

### 3.3 How does the area fare in relation to similar places?

Social Life has developed a method of benchmarking neighbourhoods against others which share similar demographic, social, economic and geographic characteristics.<sup>12</sup> This uses national survey data, matched to local areas, to predict how residents are likely to feel about their local area, for example whether they feel they belong, feel safe, or feel comfortable with their neighbours. Comparing resident's recorded perceptions enables us to see whether their views match predictions. Where perceptions are more positive than expected this indicates strengths in the local community; where they are weaker, we can identify a community fragility.

The table below details the questions we asked during the street interviews and how they compare to the benchmark for similar areas.<sup>13</sup>

The table sets out the national average for each question, the benchmark for areas similar to our research area, and the data from our street interviews. A **green** score indicates that the research area performs better than similar places, a **red** score indicates that it is performing worse.

From this we see that satisfaction with the area, belonging, relationships with neighbours and attachment to the area are strong, in comparison with similar areas. However trust in others living locally, how different groups get on, safety and people's sense of being able to influence decisions are all weaker than would be expected.

| Street interview questions                               | National average | Research area benchmark | Street interview data <sup>14</sup> |
|--|------------------|-------------------------|-------------------------------------|
| I am satisfied with my local area                        | 75%              | 75%                     | <b>80%</b>                          |
| I feel I belong  | 70%              | 63%                     | <b>70%</b>                          |
| I talk regularly to my neighbours                        | 69%              | 58%                     | <b>68%</b>                          |
| I feel people from different backgrounds get on          | 81%              | 84%                     | <b>67%</b>                          |
| I trust in people living in neighbourhood                | 72%              | 67%                     | <b>57%</b>                          |
| I plan to stay in neighbourhood                          | 69%              | 60%                     | <b>77%</b>                          |
| I feel safe at night                                     | 77%              | 74%                     | <b>61%</b>                          |
| I feel I can influence decisions affecting my local area | 28%              | 34%                     | <b>25%</b>                          |

In the following sections, we explore some of these questions in more detail and highlight where different groups have varying perceptions about these issues. We analysed the data according to the categories of tenure, ethnicity, age and length of residence.

<sup>12</sup> Bacon, N. and Woodcraft, S. (2016) Understanding local areas. London: Social Life.

<sup>13</sup> See Appendix 1 for further details on how we calculate the predicted score.

<sup>14</sup> Based on 298 street interview responses.





### 3. Community cohesion



## 4. Community cohesion

*“We will foster a diverse and cohesive community, tackling crime, social isolation and encouraging integration”*

Grosvenor’s Local Legacy Strategy, 2018

This section sets out the findings in relation to the community cohesion theme of the Local Legacy Strategy. We have grouped a range of key community dynamics under this theme, including the strength of local social relationships, relationships between different groups, and feelings of influence. We also set out our findings on crime and anti-social behaviour.

The key findings are followed by supporting data, which brings together different sources from the research and quotes gathered through stakeholder interviews and walking interviews with residents, these have been selected to illustrate themes that have emerged through the research.

Lastly, we set out the implications of the findings for Grosvenor and its local partners, and give recommendations to strengthen this strand of the Local Legacy Strategy.

### 4.1 Key findings & supporting data

**There is a supportive and close-knit community among many longstanding residents.**

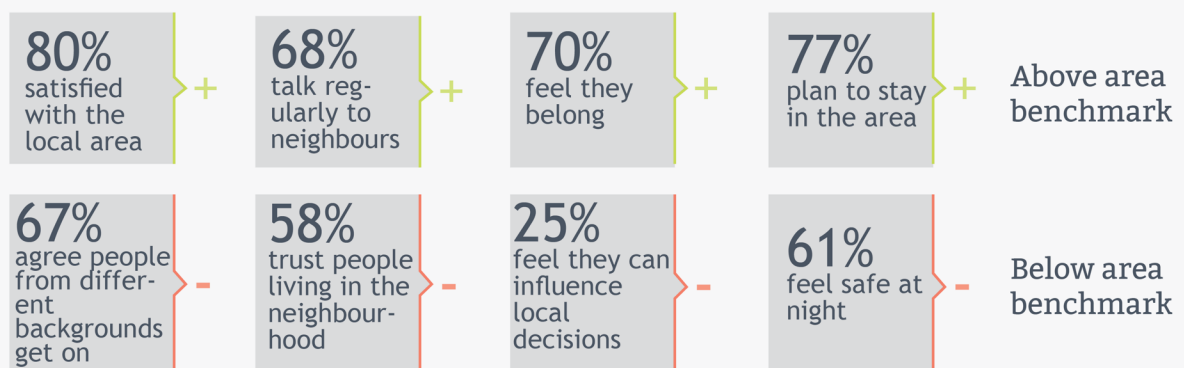
We found relatively high numbers of street interview respondents talk regularly to their neighbours (68%) compared to the prediction (58%), particularly among 45-64 year olds and long term residents. Community was also the most frequently mentioned positive aspect of the area among street interview respondents.

*“I think that’s the thing I love the most about Bermondsey is that there’s still that real sense of community, you get pockets of it. Either on estates with neighbours that have known each other for years, or you get it down The Blue, there’s a real sense of community, where all the shops are.”*

*(Female, 20s, Mixed Asian & White)*

Among those with a long connection to the area, we encountered many multi-generational or extended families living in close proximity. Many stakeholders also commented on the “close-knit” feel of the longstanding community. However, stakeholders and residents noted the gradual fragmentation and decline of these community relationships as younger generations are moving further afield.

### KEY COMMUNITY DYNAMICS STREET INTERVIEW RESPONSES



N: 298

*"I know so many families, their children have to move away, and as they've gotten older they're living here on their own."*

Woman, White British, 50s

### **Housing is an important dimension of community cohesion.**

Housing is a significant concern for residents, particularly among long term residents who have experienced the displacement of families due to a lack of social and affordable housing. This is typical of similar parts of London.

The scarcity of housing can also impact on community relations. This is highlighted in 2012 research about Bermondsey which tracks how housing allocation policies have shaped the area and become a prism for conflict between groups.<sup>15</sup>

Many walking interviewees were skeptical about the definitions of "affordable housing" proposed in new developments and whether they would be accessible to local residents.

One stakeholder also noted that the narrow definition of "keyworker" impacted on the ability of vital administrative staff in healthcare and other public agencies to access affordable housing tenures, contributing to problems in recruitment and retention.

### **Residents report a low sense of influence.**

Only 25% of residents feel they can influence decisions affecting their local area. Private renters, short term residents and 18-29 year olds were significantly less likely to feel a sense of influence over the area.

We found few instances of local campaigning or activism. The difficulty of engaging residents in forums, compared to adjacent neighbourhoods, was also noted by stakeholders.

Minority groups are considered to be under-represented in local forums. We did not find any locally-based groups linked to more recently arrived minority groups.

### **Isolation is common amongst the area's elderly population.**

It was commented that isolation can particularly affect elderly people who suffer from serious health conditions and limited mobility. This issue was felt to be worsening in the area with cuts to social care services. Increased isolation in Bermondsey was also associated with younger family members leaving the area, often because of housing affordability issues.

*"We know that there's lots of elderly people living on their own, lonely and at the moment they don't like coming out because it's dangerous at night, because once you get to evening there's lots of youth and people around, they're stuck there lonely behind their doors." (Female, 50s, White British)*

### **Many residents, including young people, would like to see more youth facilities locally.**

19% of youth survey respondents mentioned wanting to see more youth clubs or services. In particular, social spaces and services for girls and older teens were highlighted. 12% of youth survey respondents also said they would like to see more provision for football, including improved or AstroTurf pitches. 16% of street

<sup>15</sup> Jensen, O., Jayaweera, H. and Gidley, B. (2012) 'Diversity, Cohesion and Change in Two South London Neighbourhoods'. Concordia Discors: London.

interview respondents said they would like to see more facilities for young people in the area.

Stakeholders hold mixed views of the adequacy of current provision. The Salmon Youth Centre is located nearby and Bede House also caters to young people. However, the provision of social spaces for older teenagers is considered a gap by local agencies. Appropriate facilities for older teenagers were noted to be places with fewer structured activities where young people can spend time in an autonomous way.

### **Safety, crime and anti-social behavior are key issues for many residents.**

61% of street interview respondents reported feeling safe at night, well below the predicted score for the research area (74%). Long-term residents, social housing tenants and White British residents were less likely to feel safe. Crime and anti-social behavior were also the most commonly cited ‘negative’ when residents were asked what they thought about the area.

Official data supports concerns about crime: the research area ranks high for crime deprivation.<sup>16</sup> Police data indicates a fall in crime levels between 2016-17 and 2017-18 in North Bermondsey, while total crime levels have remained relatively stable in South Bermondsey.<sup>17</sup> During this period there was a significant fall in theft and a slight rise in violent crime.

Crime patterns vary within the research area. The area around The Blue is characterised by higher levels of criminal damage and drug related offenses, the area to the north and east which extends to the riverside has higher levels of burglary.<sup>18</sup> There have been some recent high profile incidents of knife crime, echoing wider patterns in similar parts of south east London.

The Index of Multiple Deprivation’s ‘crime domain’ measures the risk of personal and material victimisation and is made up of several indicators based on the recorded numbers of different crimes.

## **4.2 Implications of the findings**

Our findings highlight the strength of local social relationships in the area, a place where many longstanding residents benefit from family and community support networks. Strong narratives of place and identity mean many of these longer-term residents feel a close attachment and a sense of pride in the area.

Yet, for newcomers the area has not always been welcoming. The legacy of racial tensions and discrimination endure today, although less noticeably than in past years, while divisions between more affluent incoming residents and the longer-standing community are considered to be a growing feature of the area. Social divisions are evidenced in low trust levels and relatively low numbers of residents reporting that people from different backgrounds get on. Bringing together different groups will be a key challenge for Grosvenor and its partners.

Our research found comparatively high levels of belonging among residents, however establishments were often cited as “not for” one group or another. As Grosvenor creates new local spaces and amenities, balancing the needs and desires of more and less affluent residents will be important in creating welcoming spaces which do not feel exclusionary.

<sup>16</sup> Index of Multiple Deprivation, 2015.

<sup>17</sup> Police UK, 2017-18.

<sup>18</sup> Police UK, 2017-18.

Issues around social isolation are comparable to many other parts of London, particularly affecting older residents but also some newcomers with limited social networks. While many activities and groups exist locally, elderly residents with mobility problems are at growing risk of isolation as statutory support continues to wane. There is also a strong desire among residents to see more facilities for young people locally. There is some good provision in the area, such as the Salmon Youth Centre. However, a less structured place for older teenagers to go was considered a gap.

Concerns around rising crime cited by many residents are linked to a number of high profile violent crime incidents, which reflect well-documented patterns of rising knife crime across London. While Bermondsey is not considered by stakeholders to have a particular issue with criminal gangs, relative to other parts of the borough, there is a need to focus on preventative activities and support among local young people.

### **4.3 Recommendations for Grosvenor and local stakeholders**

The findings of the research confirm that community relationships and residents' lived experience are a priority for the area. There is a strong imperative to encourage new residents to integrate with longer standing residents, so new facilities and services should cater to both groups and encourage mixing between people from different backgrounds. In doing this, it is important to respect the strengths of the existing community, such as the high levels of belonging and community networks. There is a clear role for Grosvenor's investment and the community-focused work of all local partners.

"Community cohesion" is, however, a narrow term with specific policy resonances, which can limit the scope of ambition for the Local Legacy Strategy. "Community" would be a more positive and enabling term for the activities that flow from these research findings.

To improve community life locally, we recommend that Grosvenor, its partners and other stakeholders working in the area, should:

- Support events, activities and projects that bring people from different backgrounds together around shared interests, as defined and selected by community members themselves.
- Support the activities of existing local organisations and agencies, in particular to extend their reach to new sections of the population or individuals who are less likely to access services.
- Promote inter-agency dialogue and activities to address the needs of young people and enable preventative, up-stream approaches to be taken to reduce youth crime.
- Consider how local residents, their families, and keyworkers - defined as those taking on any role in frontline public services - are given priority to housing created through the development, including affordable housing.





## 4. Health & wellbeing



*“We will improve local people’s physical and mental health, encouraging people to eat healthily and keep active”*

Grosvenor’s Local Legacy Strategy, 2018

## 5. Health and wellbeing

This section sets out the key findings in relation to the “health and wellbeing” theme of the Local Legacy Strategy. Here we highlight the social determinants of health and wellbeing in the research area as well as key health issues. We also outline stakeholder and resident perceptions of the adequacy of current provision of health and wellbeing services locally.

The key findings are followed by supporting data, which brings together different sources from the research and quotes gathered through stakeholder interviews and walking interviews with residents.

Lastly, we set out the implications of the findings for Grosvenor and its local partners, and give recommendations to strengthen this strand of the Local Legacy Strategy.

### 5.1 Key findings & supporting data

#### There are high levels of deprivation in the research area.

The area around The Blue is among the 10% most deprived areas in England.<sup>19</sup> Deprivation in the research area is particularly accentuated in the income domain of the Index of Multiple Deprivation (IMD) including ‘income deprivation affecting children’.<sup>20</sup> The average child poverty rate in the research area is 38.5%, significantly above the borough average of 27.5%.<sup>21</sup> Child poverty levels are particularly elevated in the area around The Blue and bordering Southwark Park.

Benefits changes and the impact of public sector austerity are also accentuating deprivation. There is reported to have been an increase in use of a local foodbank - this was linked by a local stakeholder to the introduction of universal credit, for which SE16 was a pilot area.

*“People are really struggling to get by, struggling to just about pay their rent, and pay their cost of living, pay for food. I don’t think that just is a working-class thing, you get a lot of students, moving into London ... living off baked beans on toast” (Female, Mixed Asian and British, 20s)*

#### There is a high incidence of illnesses associated with health inequalities.

Health professionals reported high incidences of conditions such as diabetes, Chronic Obstructive Pulmonary Disease (COPD) and childhood obesity, illnesses which are closely correlated with social inequalities.

The prevalence of poor health reflects deprivation patterns locally. In the area around The Blue, 5.8% of the local population is in receipt of Disability Living Allowance, compared to 2.6% in the area adjacent to Jamaica Road, which is more in line with the borough average of 3%.<sup>22</sup> Among street interview respondents, 72% described their health as “very good” or “good”, below both the London average of 84% and the England average of 81%.<sup>23</sup>

<sup>19</sup> Index of Multiple Deprivation, 2015.

<sup>20</sup> Index of Multiple Deprivation, 2015.

<sup>21</sup> HMRC, 2014.

<sup>22</sup> Department for Work and Pensions, July 2018.

<sup>23</sup> Census, 2011.

## Women and children's wellbeing is considered a key health issue locally.

Local GPs reported women and children's health is a significant issue for them, particularly among young families and single parents who may lack support and parenting skills, and be vulnerable to isolation.

The research area also forms part of a "childhood obesity corridor" which affects the north of the borough, correlating with complex social, economic and urban factors.<sup>24</sup>

According to stakeholders, while overcrowding is less extreme than in other parts of the borough, many local families are living in overcrowded conditions. Some residents also reported a lack of affordable childcare facilities or activities for families locally.

*"It's flipping expensive, it's like the climbing wall. If you look in there, you see the type of people and you think, this is not for us, they never created this for us."*

Male, 20s, Black British

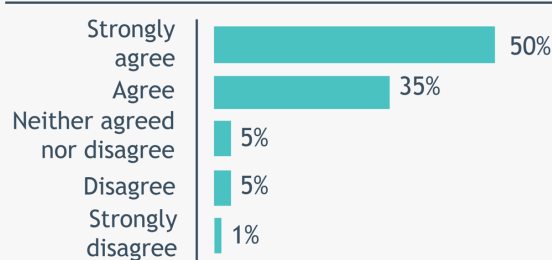
## The majority of residents feel there are facilities available locally for physical activity, however there was some concern around affordability.

85% of street interview respondents agreed that it is easy to be physically active locally. When asked why, 59% cited local parks, 42% local gyms, 21% mentioned the availability of other classes and indoor facilities, 16% of respondents mentioned free outdoor facilities, primarily in Southwark Park, including tennis courts, outdoor gym and football pitches.

Around 8% of street interview respondents felt exercise facilities could be better. A few noted that facilities and activities are not affordable to people living on low-incomes, or required expensive equipment. 12% of respondents to the youth survey felt more, or improved, football facilities were required locally.

### HEALTH & WELLBEING STREET INTERVIEW RESPONSES

#### IT IS EASY TO BE PHYSICALLY ACTIVE IN BERMONDSEY



N: 297

#### RESIDENTS WHO FEEL THEY ARE IN GOOD HEALTH



N: 296

#### RESIDENTS FEEL IT IS EASY TO BE PHYSICALLY ACTIVE BECAUSE



59%  
Good parks & outdoor spaces



42%  
Many local gyms



21%  
Good availability of classes



16%  
Good outdoor facilities

N: 271

NB: open-ended question, some participants gave more than one response

<sup>24</sup> Parker, R (2017) 'What is behind the local childhood obesity corridor'. *Guys & St Thomas' Charity*. August 03, 2017. <https://www.gsttcharity.org.uk/get-involved/news-and-opinion/views/what-behind-local-childhood-obesity-corridor>

### **A high prevalence of mental health issues is not matched by provision.**

Conditions such as depression and anxiety are considered by health professionals to be key health issues locally affecting both disadvantaged and more affluent residents.

There is reported to be a lack of appropriate mental health provision in the area, mirroring wider shortages nationally. Many services promoting wellbeing and supporting people with less extreme mental health conditions are provided by the third sector, and it was noted by a stakeholder working in healthcare locally that there is a lack of coordination and awareness around the support available.

### **Primary care infrastructure is felt to be at capacity.**

Stakeholders and residents reported significant waiting times for GP appointments and a concern that health infrastructure is not keeping up with development. Local GPs report a lack of suitable sites available locally for expanding their services.

*“The problem with the developments is they don’t think of the infrastructure, GPs can’t cope with the increasing population - with the population growth there has been just one new site with the Bermondsey Spa but it’s now getting to capacity.”*

*(Local health worker)*

## **5.2 Implications of the findings**

The research highlights the social determinants of health and wellbeing locally. High levels of deprivation and poverty are evidenced in elevated incidences of conditions such as COPD and childhood obesity, which correlate closely with inequalities. Addressing these wider socio-economic conditions will be important in improving health outcomes.

Concerns around vulnerable groups were also expressed by stakeholders - both elderly residents, who may be impacted by cuts to social care, as well as young parents and children who may also be isolated, or lack the confidence and skills needed for parenting. There is a need to provide targeted support to these groups to access support and services.

Residents reported good provision of sports facilities and places to be physically active. Helping residents to keep active will require addressing some of the barriers identified - in particular the perceived cost of using facilities, buying equipment, or taking lessons. There is an opportunity to increase awareness of offers available locally, such as Southwark’s free gym and swim scheme, alongside creating opportunities for the free use of existing facilities.

Our findings indicate that the provision of primary health care is felt by many residents to be inadequate, a concern shared by some local GPs. Increasing list sizes may reflect changing approaches and diminishing capacity in primary care at a national level, however the availability of GP appointments locally frames residents’ perceptions of the impact of new housing developments.



A lack of mental health provision for non-acute conditions also mirrors a wider picture across the country. Our research points to a need for coordinating services, alongside increasing provision of therapeutic and social prescribing options - ensuring that relevant agencies and community workers are aware of the services available.

### **5.3 Recommendations for Grosvenor and local stakeholders**

The findings of the research confirm that health and wellbeing are a priority for the area and that high deprivation is contributing to ill health and poor quality of life for many residents. It is important that the focus on health includes mental health as well as physical health as residents need support with both.

To improve health and wellbeing locally, we recommend that Grosvenor, its partners and other stakeholders working in the area, should:

- Support activities which address the social determinants of ill-health, including poverty and isolation.
- Provide targeted support to vulnerable groups, including young parents and elderly residents.
- Improve access to existing exercise facilities, by ensuring awareness of low-cost use schemes, or providing subsidised access to excluded groups.
- Increase the provision of mental health support for those with non-acute mental conditions and ensure coordination with relevant services and agencies.



## 5. Education, skills & employment

*“We will provide high quality education facilities and will support skills development programmes to increase opportunities*

Grosvenor’s Local  
Legacy Strategy,  
2018

## 6. Education, skills and employment

This section covers the key themes in relation to the “education, skills and employment” theme of the Local Legacy Strategy. We highlight perceptions of local schools and employment opportunities, alongside data on qualifications levels and school performance. We also set out some of the challenges for young people locally.

The key findings are followed by supporting data, which brings together the findings of the youth survey alongside other research methods. Quotes gathered through stakeholder interviews and walking interviews with residents have also been selected to illustrate themes that have come out through the research.

Lastly, we set out the implications of the findings for Grosvenor and its local partners, and give recommendations to strengthen this strand of the Local Legacy Strategy.

### 6.1 Key findings & supporting data

#### **Education in Bermondsey is generally considered to be good by residents, yet school performance varies.**

Five times more street interview respondents agreed that education in Bermondsey is good (49%), than disagreed (9%). Long-term residents were more likely to agree that education is good. Primary schools were particularly well regarded.

All local primary and secondary schools are Ofsted-rated “Good” or “Outstanding”. Ofsted has assessed the nearby Harris Academy Bermondsey as “outstanding”, while the Compass School and the City of London Academy are rated as “good”. However, Compass School, the secondary school located within the research area, has a pupil progress score “well below average”.<sup>25</sup> These are the school’s first set of Progress 8 scores since opening in 2013.

Stakeholders reported that while some parents will seek out schools further afield, it is those with less understanding of the system or who are less engaged with their children’s education who are more likely to end up in struggling schools, thereby contributing to educational inequalities locally.

#### **Educational engagement, attainment and aspirations among some young people are felt to be low.**

There are felt to be low educational aspirations among groups of young people, particularly White British boys. Stakeholders also commented on low parental engagement with schools, for example Compass School has a persistent absence rate of 25.4%, nearly double the national average.<sup>26</sup>

*“Everyone wants their kids to get a good education but my experience with working class people is they’re a bit more passive about that. Sort of “if he does all right, that’s good, that’s great”, but it doesn’t matter if he doesn’t, because other things trump a good education, like family and community.”*

*(Male, White British, 50s)*

<sup>25</sup> Department for Education, 2018.

<sup>26</sup> Department for Education, 2016/17.

‘Progress 8 scores’ shows how much progress pupils have made between the end of key stage 2 and the end of key stage 4.

*“Many people don’t have academic ambitions, opportunities need to be open to young people beyond studying”*

Local stakeholder

55% of youth survey respondents planned to go on to higher education following school or sixth form. This is below the higher education participation rate in London of 63%.<sup>27</sup>

### Vocational options are considered to be limited, in spite of high demand.

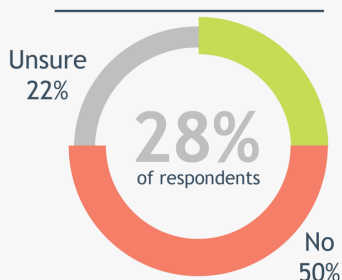
22% of respondents to the youth survey planned to enter into an apprenticeship following school or sixth form. This well exceeds the 2014/15 apprenticeship start rate in London of 4% among 16-19 year olds.<sup>28</sup> Since then, apprenticeship starts have fallen following the introduction of the apprenticeship levy in early 2017.

A lack of vocational options, particularly for those with limited academic achievements, was felt to be a key issue by stakeholders.

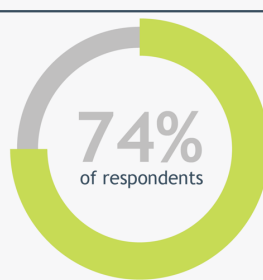
Youth survey respondents had diverse aspirations for their employment futures. The most popular option was banking or finance (12%), followed by healthcare roles (8%).

## YOUTH SURVEY KEY FINDINGS

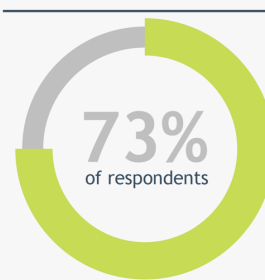
WOULD LIKE TO LIVE IN THE AREA WHEN THEY ARE OLDER



BELIEVE THEY WILL BE ABLE TO GET THE SKILLS AND EXPERIENCE TO ACHIEVE THEIR GOALS



FEEL ABLE TO ACCESS THE EDUCATION AND TRAINING OPPORTUNITIES THEY WANT



### WHAT DO YOU PLAN TO DO AFTER SCHOOL OR SIXTH FORM?



59%

Univeristy or other higher education



22%

Apprentice-ship



19%

Unsure

N: 59

63%

agree people from different backgrounds get on

### WHERE DO YOU SPEND TIME WITH YOUR FRIENDS?



27%

Home



26%

Parks



22%

Streets/ blocks



18%

Football



15%

Youth club

52%

feel safe at night

N: 74

<sup>27</sup> Ibid.

<sup>28</sup> Social Mobility and Child Poverty Commission (2016). ‘Apprenticeships, young people and social mobility’.



### Qualification levels in the research area are low.

The research area average of residents with no qualifications is 23%, above the Southwark average of 15%.<sup>29</sup> There are lower qualification levels in the area surrounding The Blue.

Similar numbers of residents agree (29%) and disagree (26%) that there are opportunities to develop their skills in Bermondsey. Long term residents and social housing tenants were more likely to agree that there are opportunities.

### Bermondsey is not considered to have good local employment opportunities, yet this is not felt to be a key issue.

Nearly double the number of street interview respondents feel the area does not have good opportunities (34%) than do (18%).

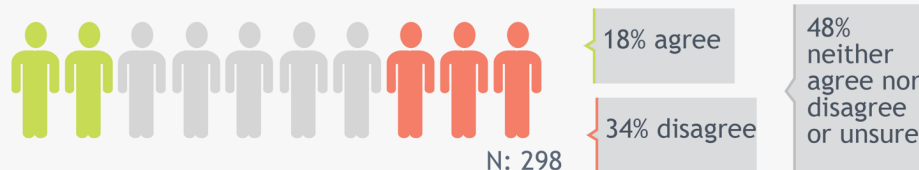
*“Jobs in the area? No there's nothing really here, you have to go out. There's small little firms but if you went for a job you'd have 50 people in front of you and at my age, you'd have 50 people younger than you that have just come out with a degree and A-levels and they're well in front of you.” (Female, White British, 60s)*

In spite of this, 17% of street interview respondents who are currently in work are employed in Bermondsey. Transport connections to other areas with more opportunities, such as London Bridge and the City, are also considered strong and we found many residents travel to central London and beyond for work.

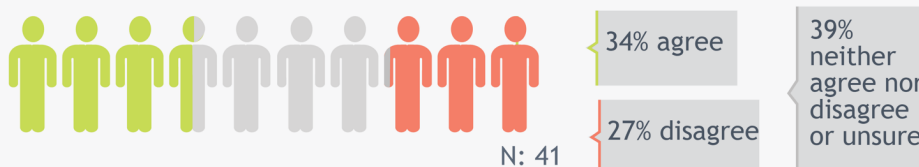
Youth survey respondents felt they would look further afield for work opportunities: 32% said they imagined looking in ‘Central London’, 28% selected ‘All of London’, while 15% said they imagined looking only in Bermondsey.

## SKILLS & EMPLOYMENT STREET INTERVIEW RESPONSES

### THERE ARE GOOD OPPORTUNITIES IN BERMONDSEY



### THERE IS SUPPORT TO FIND WORK



### THERE ARE OPPORTUNITIES TO DEVELOP MY SKILLS IN BERMONDSEY



<sup>29</sup> Census, 2011.

### **Unemployment in the research area is slightly above the Southwark average.**

Unemployment follows wider pattern of inequality in the area. In the area adjacent to The Blue, 5.3% of residents are in receipt of Jobseekers Allowance, compared to 3% to the east of the research area around Jamaica Road, the borough average is 3.7%.<sup>30</sup>

Barriers to employment are considered similar to those in other areas. Stakeholders mentioned a lack of awareness of opportunities and pathways among young people, as well as low confidence, and negative attitudes to work. For older people, obtaining new skillsets and ill health were considered barriers for some. A lack of flexible opportunities and affordable childcare provision locally was also considered a barrier for many parents.

34% of residents not in work reported feeling that there is support to find work, while 27% disagreed. The Job Centre was most commonly cited as a place to find support. Local organisations including Bermondsey Community Kitchen, Time & Talents, Citizen's Advice Bureau, Southwark Works and the Bosco Centre were also highlighted by a small number of respondents.

Stakeholders involved in employability programmes noted the importance of holistic support and a focus on staying in work, rather than obtaining work, as well as programmes that help people find work with better pay and security.

### **Low paid work is affecting some residents.**

Low paid work is an issue for many, with income deprivation high locally. The area around The Blue is among the 10% most income deprived areas nationally,<sup>31</sup> here 22% of residents occupy elementary occupations, compared to a borough average of 12%.<sup>32</sup> This contrasts with the area to the east around Jamaica Road, where 10% of residents are employed in elementary occupations. Income deprivation locally has remained largely stable, with a slight fall in deprivation in the west of the research area.

8% of street interview respondents reported feeling insecure in their work. Long term residents, social housing tenants, and 45-64 year olds tended to have lower levels of job security.

## **6.2 Implications of the findings**

Education in Bermondsey presents a mixed picture. There are strong local primary schools, however some secondary schools face challenges - which is likely to affect the area's struggling young people disproportionately.

Low educational aspirations were cited as an issue among the longer-standing white working class communities, reflected in low attainment levels. Our findings indicate relatively low numbers of young people locally plan to enter into higher education. In addition, the vocational options that many aspire to are considered insufficient and low educational qualifications may limit options to enter into quality work opportunities in the future.

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<sup>30</sup> Department for Work and Pensions, July 2018.

<sup>31</sup> Index of Multiple Deprivation, 2015.

<sup>32</sup> Census, 2011.

Grosvenor's plans will see the construction of new facilities for Compass School, which has the potential to boost its appeal and improve its offer. Approaches should recognise that links between educational aspirations and attainment is not straightforward and build on the evidence of what is most effective to tackle this issue.<sup>33</sup>

The quality of work opportunities accessible to many residents is an important driver of deprivation locally. In-work poverty is a growing feature of life across the UK,<sup>34</sup> and particularly acute in areas of high housing costs, such as Bermondsey. Ensuring opportunities created around the development are of good quality and accessible to local residents will be important in ensuring benefits accrue to the existing communities. Helping residents to enter into better quality work should also complement the existing range of services on offer locally for those currently out-of-work.

### **6.3 Recommendations for Grosvenor and local stakeholders**

The findings of the research indicate that the experiences of young people in relation to education and employment are a key concern for residents and stakeholders. A lack of vocational options and low aspirations among some groups are a particular anxiety. There are also broader concerns around safety and provision for young people outside of school. Meanwhile, older residents face distinct challenges in relation to employment and skills, with low paid or insecure work and long-term unemployment issues for some.

It may be relevant to split “education, employment and skills” into two separate themes within the Legacy Strategy - one focused on young people and the challenges they face more broadly, the other focused on employment.

To support education, employment and skills we recommend that Grosvenor, its partners and other stakeholders working in the area, should:

- Ensure that work placements, internships and apprenticeships in high quality and aspirational jobs are taken up by young people who are often the least likely to access these options.
- Ensure that investment focuses on improving access to better paid and more secure work for local residents, alongside tackling unemployment.
- Encourage new businesses setting up in the area to prioritise local employment, paid at the London Living Wage at minimum.

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<sup>33</sup> Education Endowment Foundation, (31 August 2018). ‘Aspiration interventions’. Retrieved from <https://educationendowmentfoundation.org.uk/evidence-summaries/teaching-learning-toolkit/aspiration-interventions/>

<sup>34</sup> Joseph Rowntree Foundation, (2018). ‘UK Poverty 2018’. JRF: York.





## 6. Enterprise



*“We will enhance the local economy and create opportunities for existing businesses & encourage enterprise”*

Grosvenor’s Local  
Legacy Strategy,  
2018

## 7. Enterprise

This section sets out the key findings in relation to the “enterprise” theme of the Local Legacy Strategy. We highlight the perceptions of businesses in the research area and the challenges they face, focusing on high street businesses and market stalls in and around The Blue and Jamaica Road. We also detail resident perceptions and use of local businesses.

The key findings are followed by supporting data, which brings together the findings of the traders survey alongside other research methods. Quotes gathered through stakeholder interviews and walking interviews with residents have also been selected to illustrate themes that have come out through the research.

Lastly, we set out the implications of the findings for Grosvenor and its local partners and give recommendations to strengthen this strand of the Local Legacy Strategy.

### 7.1 Key findings & supporting data

**The majority of businesses we spoke to are optimistic and plan to stay in the area.**

The majority of traders we spoke to want to stay in the area long term. Traders who did not plan to stay noted that a decrease in footfall or competition from larger high street stores was affecting their business.

#### TRADER SURVEY KEY FINDINGS

OPTIMISTIC ABOUT THE  
FUTURE OF THEIR BUSINESS



PLAN TO STAY IN THE AREA



BUSINESS PERFORMING  
BETTER THAN LAST YEAR



FEEL SOME INFLUENCE OVER  
WHAT HAPPENS IN THE AREA



**The key challenges for businesses are considered to be competition from larger chains, increasing costs, and low footfall around The Blue.**

Many food retail businesses are facing competition from supermarket chains around Jamaica Road and in The Blue. Specialist food retailers were felt to be faring better.

However, some traders in The Blue felt that the closure of well-known shops and banks has contributed to lower footfall, a key issue for businesses. It was noted by some stakeholders and traders that attracting in more public amenities, such as banks or larger shops, could enhance the numbers of visitors to The Blue. The Blue currently attracts proportionally less food and groceries trade than Jamaica Road.

Crime and anti-social behavior are also considered challenges by some traders in The Blue.

*““The Blue is boring! It’s for old people & pensioners. It’s like the faded Blue. Used to be popping back in the day though. Do you ever see young people round there? No!”*

Male, 20s, Black British

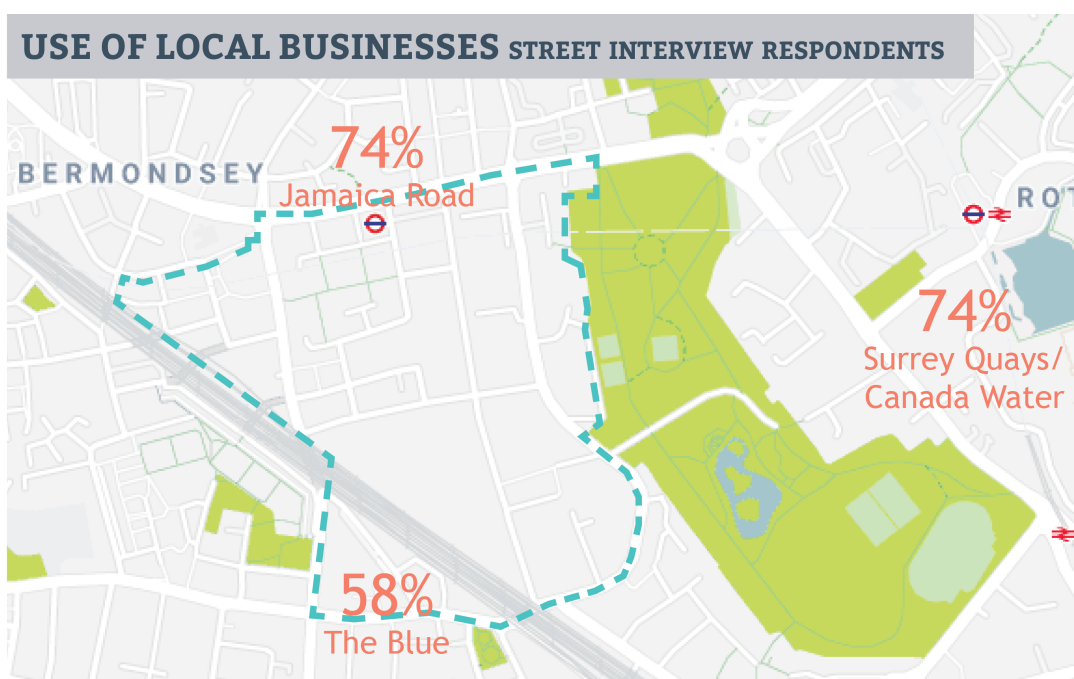
**The Blue is not attracting newer or younger residents and is felt to be unsafe by some.**

58% of street interview respondents reporting using businesses in The Blue, compared to 74% using Jamaica Road and 74% using Surrey Quays or Canada Water.

The Blue attracts a significantly higher number of social housing tenants, White British and long term residents, while Jamaica Road is used by younger people. Newer residents are much less likely to use The Blue, while 14% of street interview respondents were not aware of, or knew little about The Blue.

A number of street interview respondents commented that The Blue did not feel welcoming for ethnic minorities, while 5% of street interview respondents associated The Blue with “trouble” or did not feel safe. 18% of respondents to the young peoples survey reported not feeling safe in The Blue.

A third of street interview respondents felt that better or more diverse shops, stalls, cafes and bars would encourage them to use The Blue more.





*"[The Blue's] changed over the years, it's just not what you want now. If you ask locals, it's not what we want. You look around it's all caffs, all these shops used to be clothes shops, shoe shops... there's nothing you can buy"*

Female, 50s,  
White British

### Changing demographics are considered a challenge and an opportunity for businesses.

The majority of traders described their customers as mixed – of different ages, incomes, ethnicity and backgrounds. Around a third of respondents said they cater to area's population of "professionals".

There is a feeling that many businesses will have to cater to wealthier incoming residents in order to survive. Yet traders noted the difficulty of serving different groups. Newer establishments are also often perceived as excluding less affluent or longstanding residents.

However, some residents are more relaxed about changing types of business. TRA representatives commented how the new micro-breweries around "beer mile" were more peaceful than longstanding pubs, causing fewer problems of anti-social behaviour.

### Many residents would like to see more shops and food outlets in the area.

17% of street interview respondents said they would like to see more shopping facilities in the area, while 15% said they would like to see a greater choice of cafés, bars and restaurants.

33% of street interview respondents said they would be encouraged to use The Blue more if there were "better" or more diverse establishments, while 13% felt a bigger market and more shops would attract them.

We encountered differences in the kinds of businesses residents want to see locally. Some would like more high street brands and retail stores. others value cafes, restaurants and places you can spend time.

### Half the traders we spoke to are aware of Grosvenor's plans.

We found half of the traders surveyed knew about Grosvenor's plans for the Biscuit Factory, among these the majority felt it was likely to positively impact their business.

#### TRADER SURVEY GROSVENOR'S PLANS

KNOW SOMETHING ABOUT  
GROSVENOR'S PLANS



FEEL THEY WILL HAVE A  
LARGELY POSITIVE IMPACT



### There is a low sense of influence among traders.

In spite of the presence of The Blue BID: ten respondents felt they have no influence over what happens in the area, two respondents felt they had some influence, and two respondents agreed they had influence.

It is felt by some that the council lack vision for The Blue and offer little in the way of support, and that greater coordination would be beneficial to the market.

*“The council doesn’t have a particular vision for the area at the moment... as cultural events and stalls have picked up [the council] have also put up the rent significantly on some traders, which shows a lack of understanding that we are not yet a Borough Market.” (Business owner, The Blue)*

### Local businesses play an important wider role in the community.

We found many traders employ local people, while a portion use local suppliers, extend lines of credit to their customers, engage with local forums or support community activities.



### There is fear about the displacement of existing businesses.

Rates and rent rises are affecting businesses locally. It was noted that some long-term businesses under the arches who were tenants of Network Rail are being displaced as they have become increasingly popular commercial sites.

*“We’ve been here 14 years. A lot of us are being forced out, through big companies they’re putting prices up, the rent, so things have become more difficult. The future seems precarious.” (Business manager)*

## 7.2 Implications of the findings

Bermondsey has long been a centre of enterprise and its connections to the food industry continue to this day, with some local food supplier businesses reported to be thriving. However, many high street and market traders face the same challenges of high streets across the UK: competition from chains and online shopping, and rising rents and business rates.

The Blue faces additional issues around low footfall and safety concerns among traders and residents, including the area's young people. Efforts to revive the market have had some success, however we found low awareness of The Blue among the area's newer residents. Restoring the vibrancy for which the market was previously known will also require The Blue to broaden its appeal to a wider section of the community and increase awareness among newer residents.

While The Blue is still a focal point for many of the area's longstanding residents, some commented that it requires more "pull factors" - from high street brand retailers, to amenities such as banks or a nursery. There are differences in opinion over the kinds of businesses that should be brought into the area - maintaining a diverse range of traders will be important in ensuring it is able to cater to a wide spectrum of the local population.

The Blue benefits from the experience and infrastructure of The Blue Bermondsey Business Improvement District (BID) established in 2014. The BID provides a forum for local businesses to address the issues that matter to them and engage with local stakeholders. Grosvenor's participation in the forum has helped it build links with the trader community. However, we found half of businesses we spoke to were not aware of the plans and have had less engagement.

Our findings highlight the social value of local businesses, as well as a desire among a significant portion of residents to have more local shops, restaurants and cafes. Grosvenor's plans will bring new businesses to the area - ensuring they have stable conditions, connections with other local businesses, and are able to participate in local forums will help them prosper and bring value to the existing business community. Grosvenor's development also presents an opportunity to support the local economy during construction and in the long term through its supply networks.

### **7.3 Recommendations for Grosvenor and local stakeholders**

This research confirms that enterprise is a priority for the area, particularly supporting businesses and traders already established locally. The Blue is the traditional heart of the area. Its revival offers the potential to bring together existing traders and residents with newly arrived residents and businesses. There are opportunities in developing the local supply chain and encouraging good quality employment, paid at the London Living Wage at the minimum.

To promote enterprise, we recommend that Grosvenor and its partners and other stakeholders working in the area, should continue or consider how they can:

- Support traders to sustain their businesses and continue to provide for their existing customers, whilst broadening their businesses to sell to people from more affluent backgrounds.
- Support efforts to improve The Blue's appeal and visibility to newer and younger residents.
- Work with businesses to maximise purchasing and procurement from local suppliers.
- Maintain a mix of retail and high street businesses that appeal to people from different backgrounds and cater for a wide section of the community, including independent businesses and well-known high street brands.





## 7. Conclusion



## 8. Conclusion

Changes experienced across much of Bermondsey have come at a slower pace to the neighbourhoods around the Biscuit Factory. Today, it is a place where strong narratives of place and identity, and extensive social and familial networks remain important assets, yet co-exist with a parallel history of community tensions.

Grosvenor's proposed development will create significant changes to the area's character and population. It offers the opportunity to bring benefits to local people and address some of the challenges identified in this report. We found that many residents are comfortable with the development yet are sceptical that benefits will accrue to existing residents. Ensuring that positive impacts are delivered to those in the area who need them most will be vital to successfully delivering the vision of the Local Legacy Strategy. Addressing local needs will also require close collaboration and partnership working with existing networks and organisations in the area. Grosvenor has already established strong working relationships with some groups.

In relation to the current themes of the Legacy Strategy, the research points to some changes which might be relevant. "Community cohesion" speaks to one particular dynamic, a more positive vision for the theme might be simply "community". Issues around young people are priorities for local residents and may warrant a separate thematic focus, taking into account education, opportunities and safety.

**Community cohesion:** Bridging growing gaps of social class will be a key challenge for Grosvenor and other local stakeholders. There is potential to create an inclusive community that overcomes some of the tensions in community relationships experienced in the area in the past. The priority for events, activities and projects, as well as the design and management of public spaces should be to bring people from different backgrounds together around shared interests.

**Health and wellbeing:** Grosvenor and local partners need to work together to support activities that improve mental health as well as physical health. Reducing poverty and isolation will help tackle the social determinants of poor health, while providing targeted support to the most vulnerable groups will help ensure the Local Legacy Strategy brings benefits to those in the area who need it most.

**Education, employment & skills:** The proposed development also offers the possibility of creating significant employment and training opportunities locally. Currently the high demand for vocational options among young people is felt to be unmet by provision. Targeting these opportunities towards the sections of the community and young population with the biggest barriers to accessing them will be vital to maximise the social benefits of local investments.

**Enterprise:** New housing and improvements to the public realm provide the opportunity to increase footfall in The Blue, helping address one of the key challenges faced by local traders. Support to develop its appeal among newer residents will need to be balanced with the needs of longstanding residents. Indeed, careful consideration will be needed to ensure that the spaces and businesses created by the development, as well as the community activities supported through the Legacy Strategy, are felt to be inclusive.

**Measuring the future impact:** Social Life is working with Grosvenor to develop a set of draft indicators informed by the findings of this study. After seeking input from local stakeholders, Grosvenor plan to use these to monitor the future impact of the proposed development and legacy strategy.

# Appendix



# Appendix 1

## Benchmarking methodology

### Overview

Social Life has developed a method for understanding how areas fare in comparison to similar places. This offers a more accurate representation of their strengths and weaknesses than comparisons made against national averages. We do this by creating a prediction for how places will perform in relation key community dynamics i.e. how residents perceive and experience the places they live. This is how we create the prediction, or benchmark:

1. We take ONS Output Area Classifications (OACs) which categorise neighbourhoods according to distinct socio-economic and geographic characteristics, including levels of ethnic diversity, incomes, population density, and built environment typologies.
2. We select existing questions on community dynamics from the Understanding Society Survey (USS), a longitudinal household survey which collects data on a broad range of themes, including perceptions of community life and wellbeing. Questions can include residents' feelings of safety, neighbourliness and their sense of influence over their areas.
3. We take the data from these USS questions and model them to different OACs, creating what we call our Community Dynamics Data. This creates a prediction of how residents in different types of neighbourhood will feel in relation to the questions we select from the USS.
4. We use the same questions in our own surveys so we can compare the results of our primary research with the prediction.
5. This creates a “like for like” benchmark, highlighting how neighbourhoods are likely to be performing compared to similar places.

### Benchmarking the research area

In order to create the predictive benchmarking data we identified the OACs present in the research area. The figure below indicates the OAC categories present around the Biscuit Factory. The research area all falls within category 3 (represented in pink), which is typical of inner outer London.



Within this category, the sub-categories of “3b” and “3d” are present in the research area. We have created a benchmark by averaging the predicted scores for these two sub-categories.

ONS Output Area Classifications 2011, accessed from LOAC Datashine.

## Appendix 2

### Street interviews: complete data

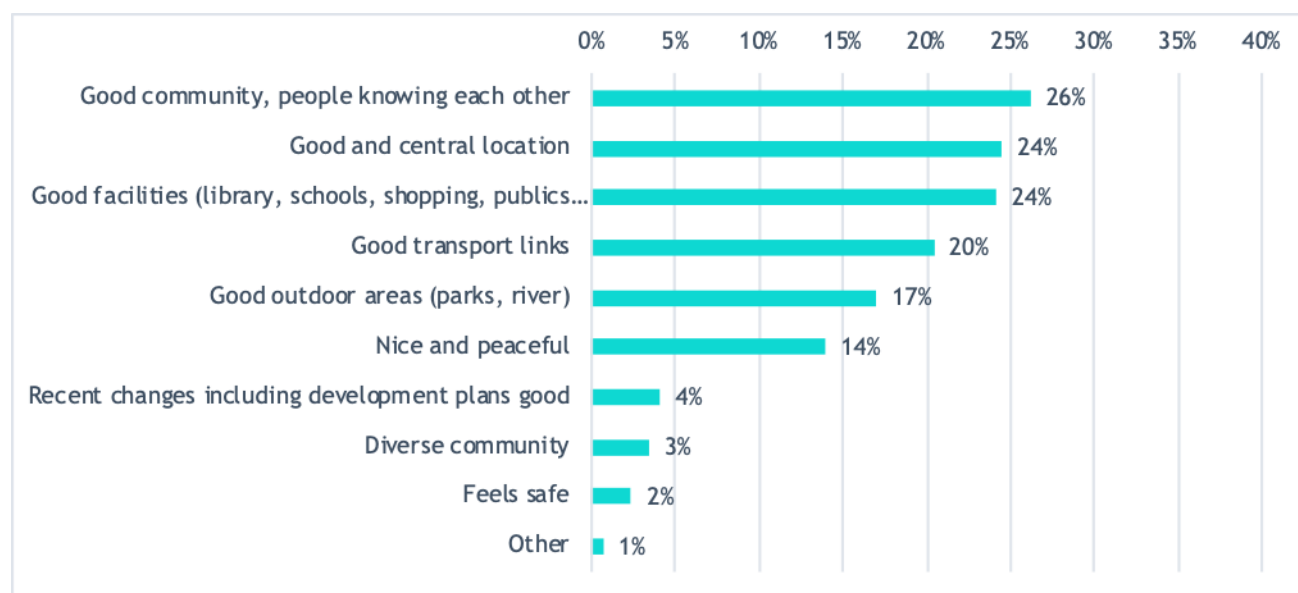
#### 1. Length of residence

|                                  | <1 year  | 1-2 years | 3-5 years | 6-10 years | 11-20 years | 21-30 years | 31-40 years | > 40 years | Total number |
|----------------------------------|----------|-----------|-----------|------------|-------------|-------------|-------------|------------|--------------|
| 1. How long have you lived here? | 32 (11%) | 43 (14%)  | 43 (14%)  | 48 (16%)   | 43 (14%)    | 33 (11%)    | 14 (5%)     | 42 (14%)   | 298          |

#### 2. The local area

|   | Very satisfied | Quite satisfied | Neither satisfied nor dissatisfied | Dissatisfied | Very dissatisfied | Total number |
|---|----------------|-----------------|------------------------------------|--------------|-------------------|--------------|
| 2. (a) How satisfied are you with the local area? | 103 (35%)      | 134 (45%)       | 36 (12%)                           | 14 (5%)      | 11 (4%)           | 298          |

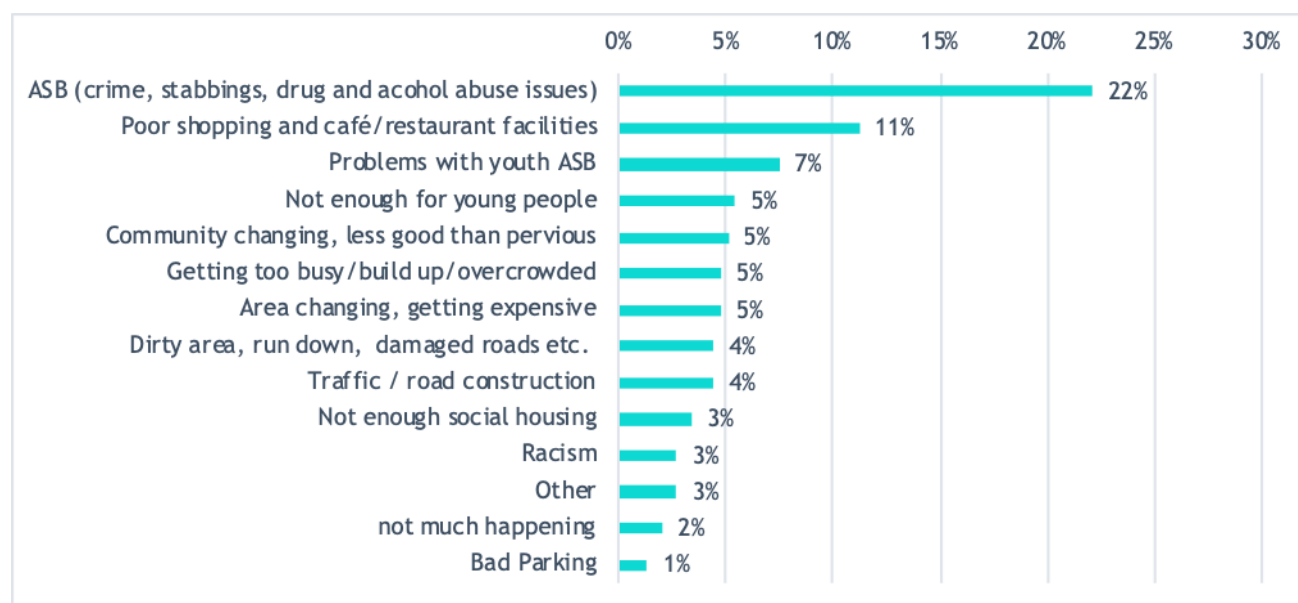
#### 2.(b) What's good about the area?



N: 298,

NB: open-ended question, responses coded, some participants gave more than one response.

## 2.(b) What's less good about the area?



N: 298

NB: open-ended question, responses coded, some participants gave more than one response)

## 3. Plans to remain

|  | Yes       | No       | Maybe/don't know | Total Number |
|--|-----------|----------|------------------|--------------|
| 3. Do you plan to remain a resident in the area for a number of years? | 229 (77%) | 45 (15%) | 22 (7%)          | 296          |

## 4. Community dynamics

| <i>To what extent do you agree or disagree with the following statements about your neighbourhood:</i> | Strongly agree | Agree     | Neither agree/disagree | Disagree | Strongly disagree | Unsure/prefer not to say | Total number |
|--|----------------|-----------|------------------------|----------|-------------------|--------------------------|--------------|
| a. People from different backgrounds get on  | 55 (18%)       | 145 (49%) | 43 (14%)               | 25 (8%)  | 16 (5%)           | 14 (5%)                  | 298          |
| b. People of different ages get on   | 59 (20%)       | 152 (51%) | 43 (14%)               | 26 (9%)  | 4 (1%)            | 14 (5%)                  | 298          |
| c. I trust in people living in my neighbourhood  | 47 (16%)       | 124 (42%) | 54 (18%)               | 47 (16%) | 17 (6%)           | 9 (3%)                   | 298          |
| d. I talk regularly to my neighbours   | 86 (29%)       | 118 (40%) | 32 (11%)               | 43 (14%) | 16 (5%)           | 3 (1%)                   | 298          |
| e. I feel I belong   | 94 (32%)       | 115 (39%) | 45 (15%)               | 21 (7%)  | 19 (6%)           | 4 (1%)                   | 298          |
| f. I feel safe during the day  | 107 (36%)      | 158 (53%) | 12 (4%)                | 14 (5%)  | 6 (2%)            | 1 (0%)                   | 298          |
| g. I feel safe at night  | 65 (22%)       | 116 (39%) | 39 (13%)               | 42 (14%) | 30 (10%)          | 6 (2%)                   | 298          |
| h. I feel I can influence decisions affecting my local area  | 18 (6%)        | 58 (19%)  | 49 (16%)               | 84 (28%) | 64 (21%)          | 25 (8%)                  | 298          |

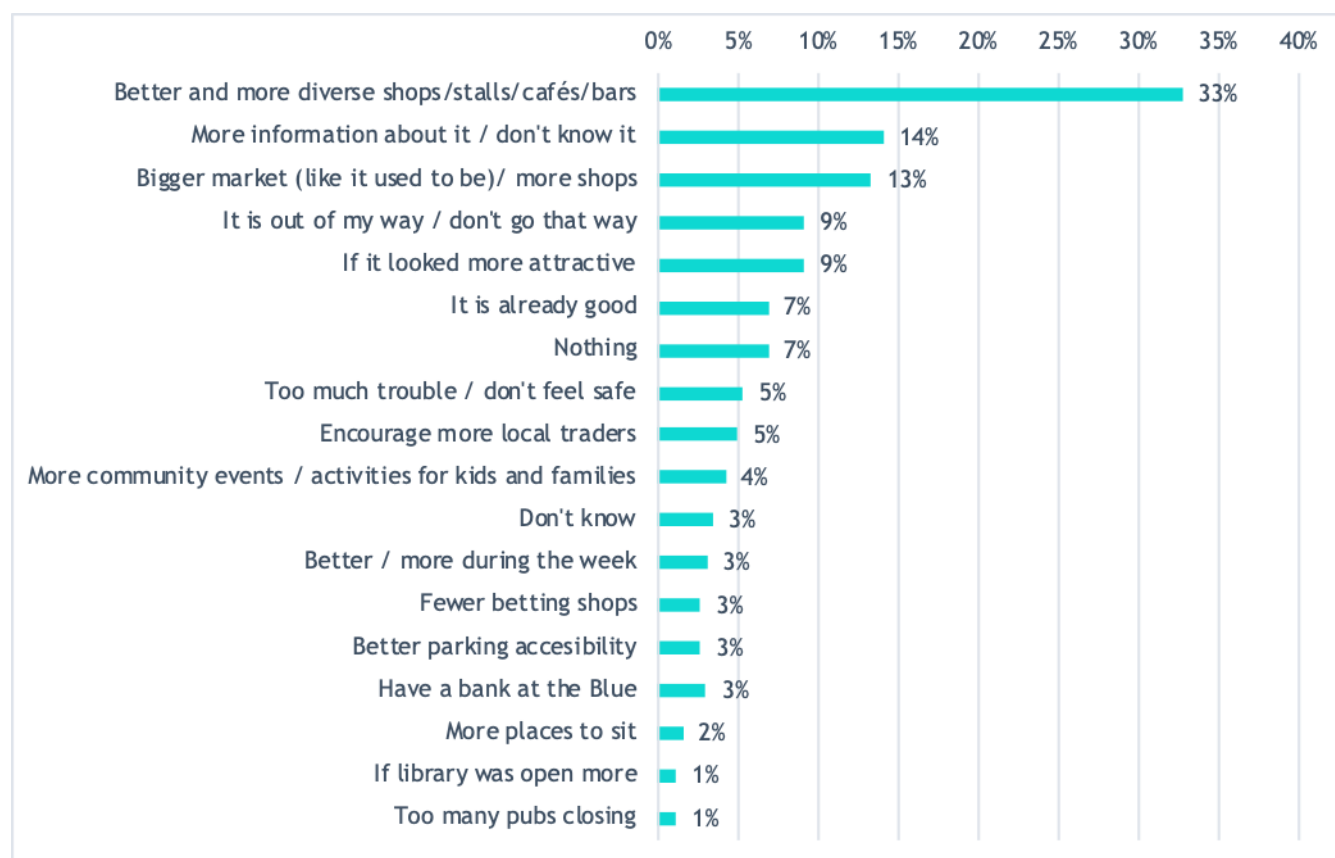


## 5. Local business

|                                     | Yes, often | Yes, occasionally | No, never | Total number |
|-------------------------------------|------------|-------------------|-----------|--------------|
| 5. (a) Do you use local businesses? | 187 (63%)  | 105 (35%)         | 6 (2%)    | 298          |

| 5. (b) Where do you usually go for the following? | The Blue  | Jamaica Road | Canada Water/ Surrey Quays | Old Kent Rd | Total number |
|---|-----------|--------------|----------------------------|-------------|--------------|
| i. Food/groceries                                 | 148 (50%) | 187 (63%)    | 180 (60%)                  | 88 (30%)    | 298          |
| ii. Cafes, restaurants                            | 81 (27%)  | 105 (35%)    | 94 (32%)                   | 31 (10%)    | 298          |
| iii. Pubs, bars                                   | 44 (15%)  | 57 (19%)     | 55 (18%)                   | 16 (5%)     | 298          |
| iv. Other e.g. home wares, clothes, gifts         | 82 (28%)  | 60 (20%)     | 140 (47%)                  | 46 (15%)    | 298          |
| Number of respondents who use                     | 174 (58%) | 220 (74%)    | 222 (74%)                  | 112 (38%)   | 298          |

### 5. (c) What would encourage you to use The Blue more?

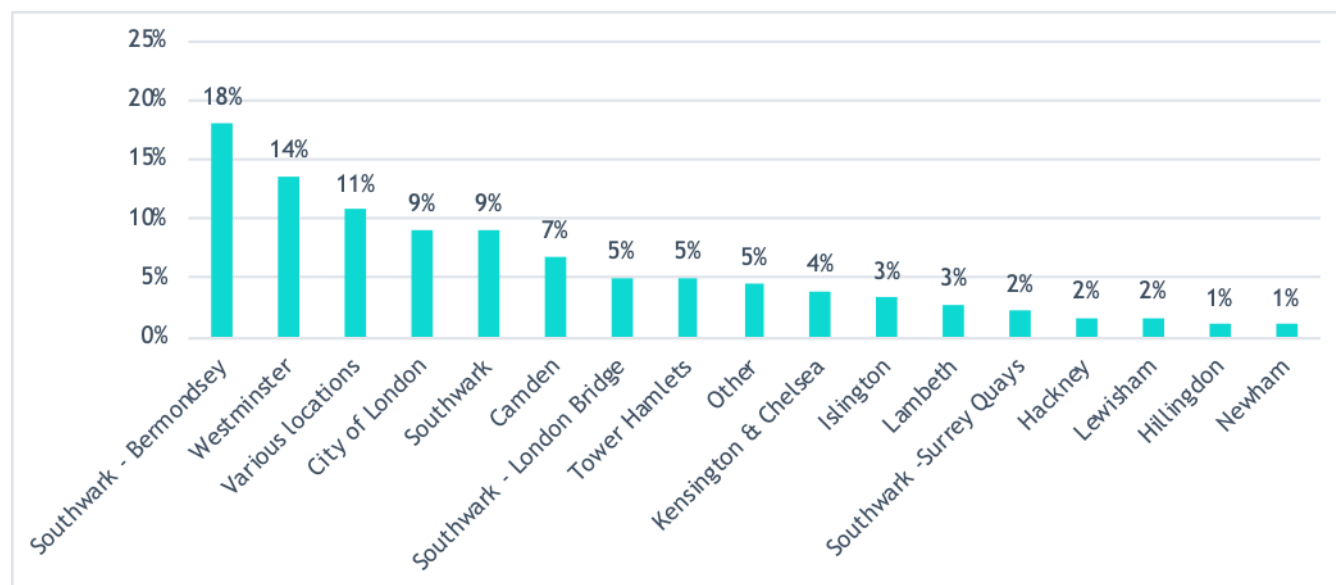


N: 298

NB: open-ended question, responses coded, some participants gave more than one response.

## 6. Employment & education

6. (a) If currently in work, where do you work?



N:177 (81 not in work, total responses 258)

NB: open-ended question, responses coded, some participants gave more than one response.

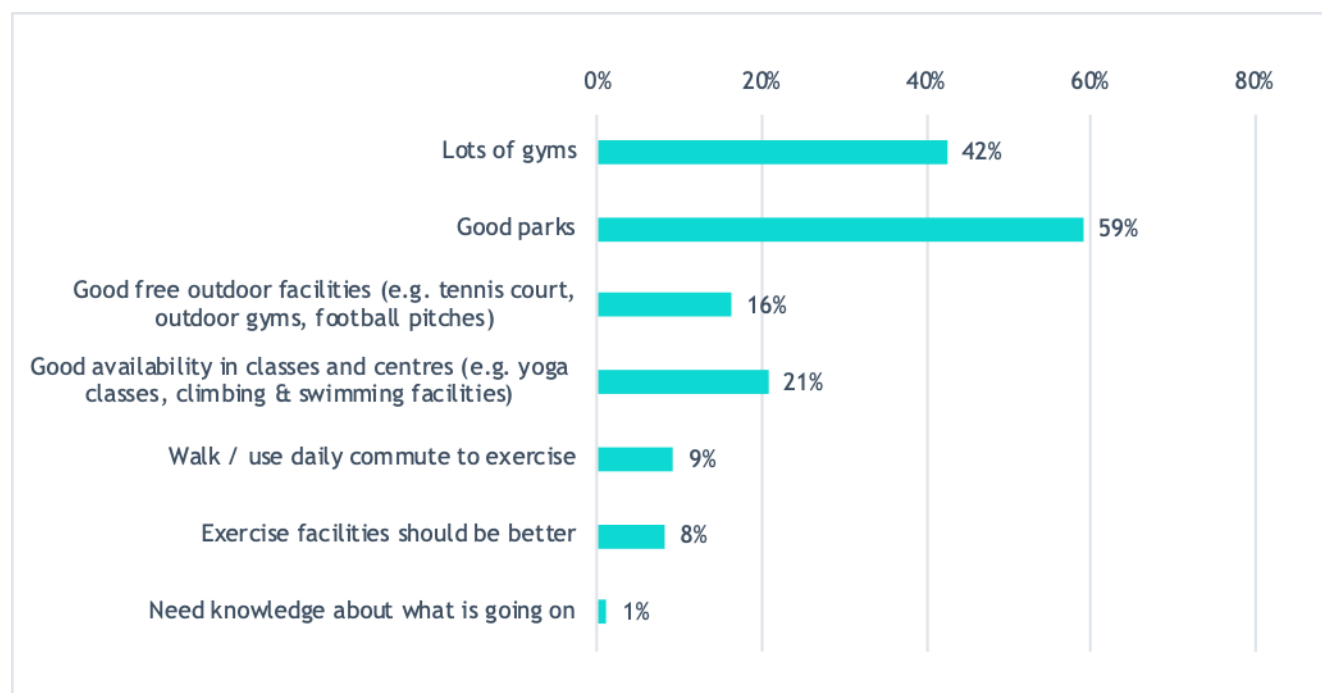
| <i>To what extent do you agree or disagree with the following statements</i>                      | Strongly agree | Agree     | Neither agree /disagree | Disagree | Strongly disagree | Prefer not to say/ unsure / N/A | Total number |
|---|----------------|-----------|-------------------------|----------|-------------------|---------------------------------|--------------|
| 6 (b) <i>If in work</i><br>I feel secure in my employment   | 100 (52%)      | 57 (29%)  | 15 (8%)                 | 9 (5%)   | 5 (3%)            | 8 (4%)                          | 194          |
| 6 (c) <i>If not in work</i><br>There is support to find work from agencies or other organisations | 2 (5%)         | 12 (29%)  | 4 (10%)                 | 8 (20%)  | 3 (7%)            | 12 (29%)                        | 41           |
| 6 (d) There are good job opportunities in Bermondsey  | 9 (3%)         | 46 (15%)  | 36 (12%)                | 71 (24%) | 29 (10%)          | 107 (36%)                       | 298          |
| 6 (e) Education in Bermondsey is good   | 35 (12%)       | 110 (37%) | 40 (13%)                | 20 (7%)  | 5 (2%)            | 88 (30%)                        | 298          |
| 6 (f) There are opportunities to develop my skills in Bermondsey                                  | 17 (6%)        | 69 (23%)  | 34 (11%)                | 54 (18%) | 25 (8%)           | 98 (33%)                        | 297          |

## 7. Health and wellbeing

|  | Very good | Good      | Fair     | Bad     | Very bad | Prefer not to say | Total number |
|--|-----------|-----------|----------|---------|----------|-------------------|--------------|
| 7 (a) How would you describe your health in general? | 100 (34%) | 111 (38%) | 55 (19%) | 14 (5%) | 9 (3%)   | 7 (2%)            | 296          |

|  | Strongly agree | Agree     | Neither agree/ disagree | Disagree | Strongly disagree | Prefer not to say/ unsure | Total number |
|--|----------------|-----------|-------------------------|----------|-------------------|---------------------------|--------------|
| 7 (b) (i) <i>To what extent do you agree</i><br>It is easy to be physically active in Bermondsey | 148 (50%)      | 104 (35%) | 14 (5%)                 | 16 (5%)  | 4 (1%)            | 11 (4%)                   | 297          |

### 7 (b) (ii) Why? [in relation to (i)]



N: 271

NB: open-ended question, responses coded, some participants gave more than one response.

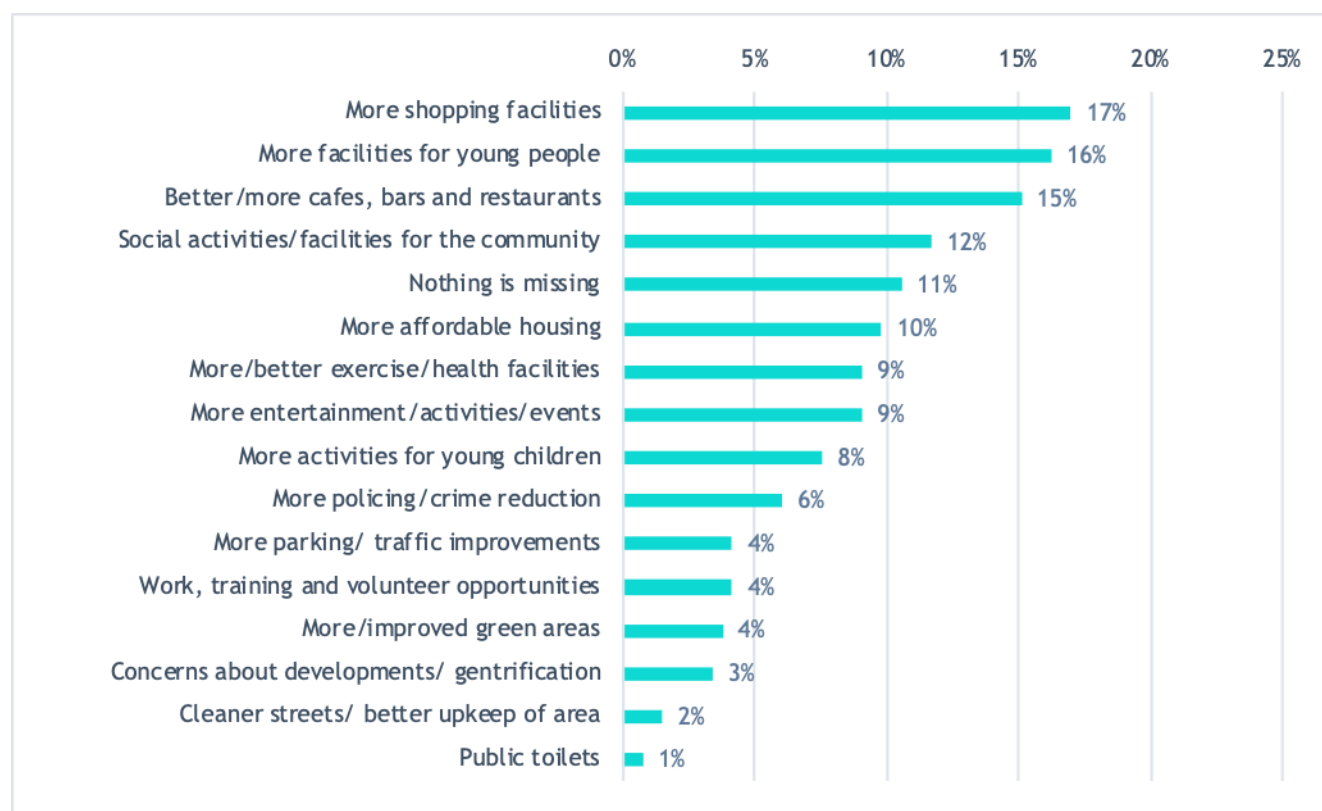


## 8. Grosvenor's plans for the former Peek Frean Biscuit Factory and Bermondsey Campus

|   | Yes, a lot | Yes, a little | No        | Total number |
|---|------------|---------------|-----------|--------------|
| (a) Do you know about Grosvenor's plans for the Peek Frean biscuit factory & Bermondsey Campus? | 25 (8%)    | 109 (37%)     | 162 (55%) | 296          |

|   | Very positive   | Quite positive | Neither positive/negative | Quite negative     | Very negative | Total Number            |
|---|-----------------|----------------|---------------------------|--------------------|---------------|-------------------------|
| (b) <i>If yes</i><br>How do you feel about the plans?                                       | 26 (19%)        | 43 (31%)       | 34 (24%)                  | 18 (13%)           | 18 (13%)      | 139                     |
|   | The summer fete |                | The growing club          | The community hall |               | Any public consultation |
| (c) Have you been involved or attended any of the following Grosvenor community activities? | 14 (5%)         |                | 4 (1%)                    | 6 (2%)             |               | 15 (5%)                 |

## 9. What would you like to see more of in the area?



N: 265

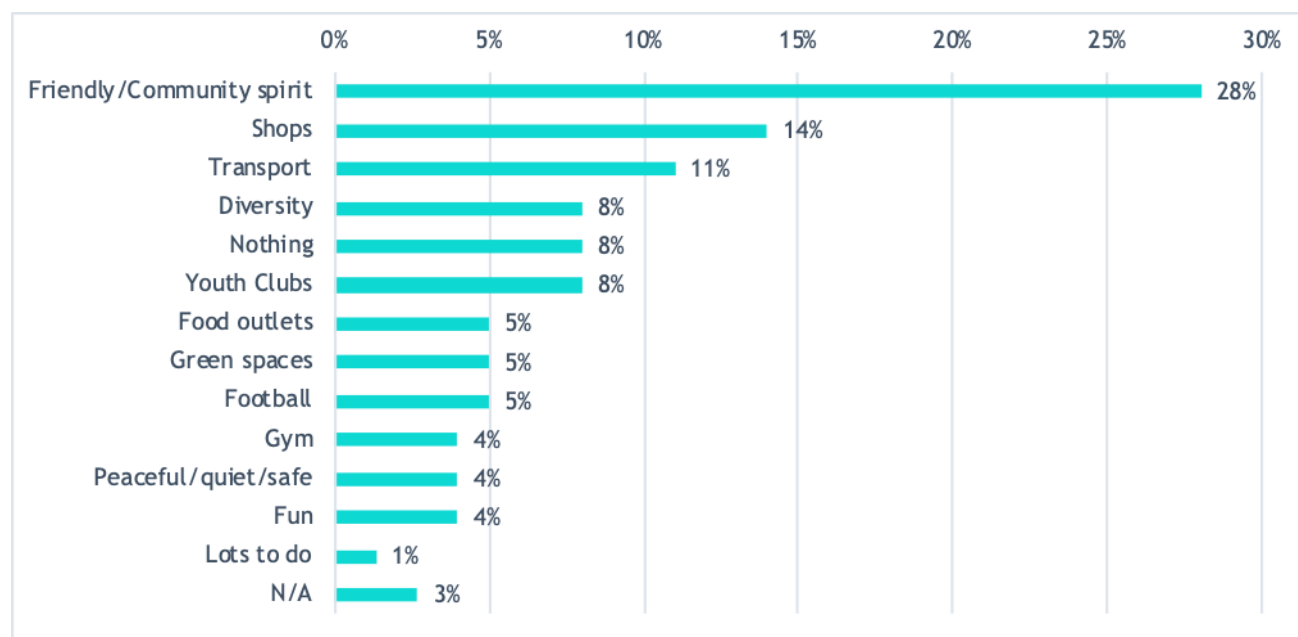
NB: open-ended question, responses coded, some participants gave more than one response.

## Appendix 3

### Young peoples survey: complete data

|                     | 13<br>years<br>old | 14<br>years<br>old | 15<br>years<br>old | 16<br>years<br>old | 17<br>years<br>old | 18<br>years<br>old | 19<br>years<br>old | 20<br>years<br>old | 21<br>years<br>old | 20<br>years<br>old | Total<br>number |
|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-----------------|
| 1. How old are you? | 6<br>(18%)         | 15<br>(10%)        | 10<br>(14%)        | 11<br>(15%)        | 16<br>(22%)        | 3<br>(4%)          | 5<br>(7%)          | 2<br>(3%)          | 3<br>(4%)          | 3<br>(4%)          | 74              |

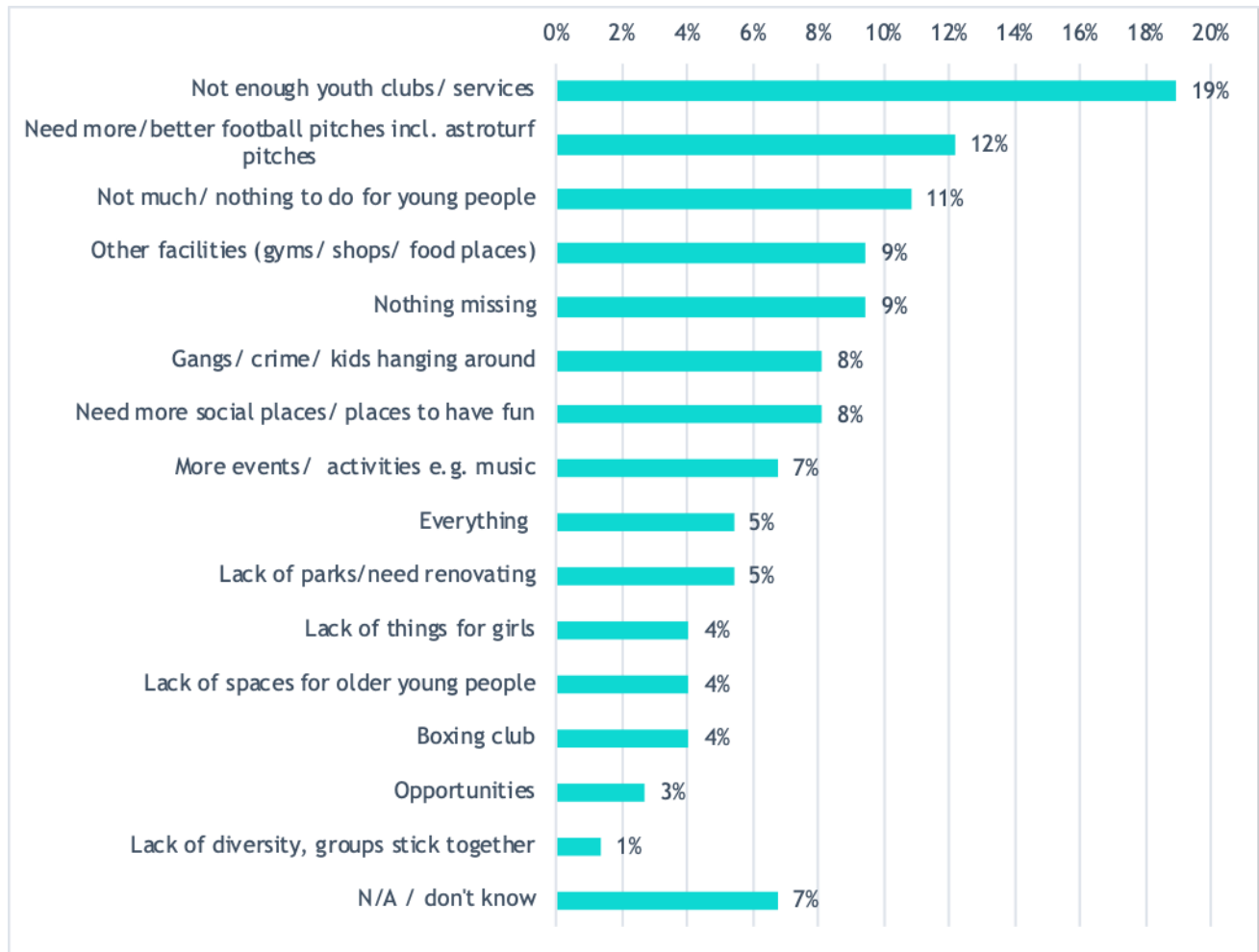
### 2. (a) What's good about the area you live in?



N: 74

NB: open-ended question, responses coded, some participants gave more than one response.

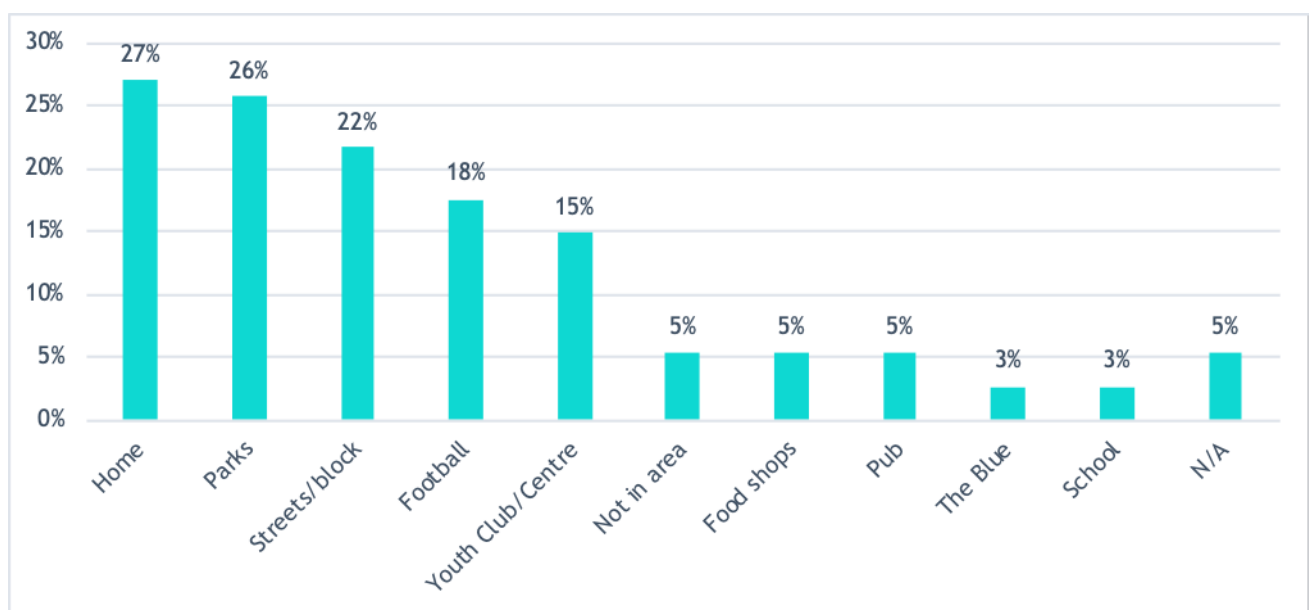
### 3. What's less good? Is there anything missing in the area for young people?



N: 74

NB: open-ended question, responses coded, some participants gave more than one response.

### 4. Where do you spend time with your friends?



N: 74

NB: open-ended question, responses coded, some participants gave more than one response.

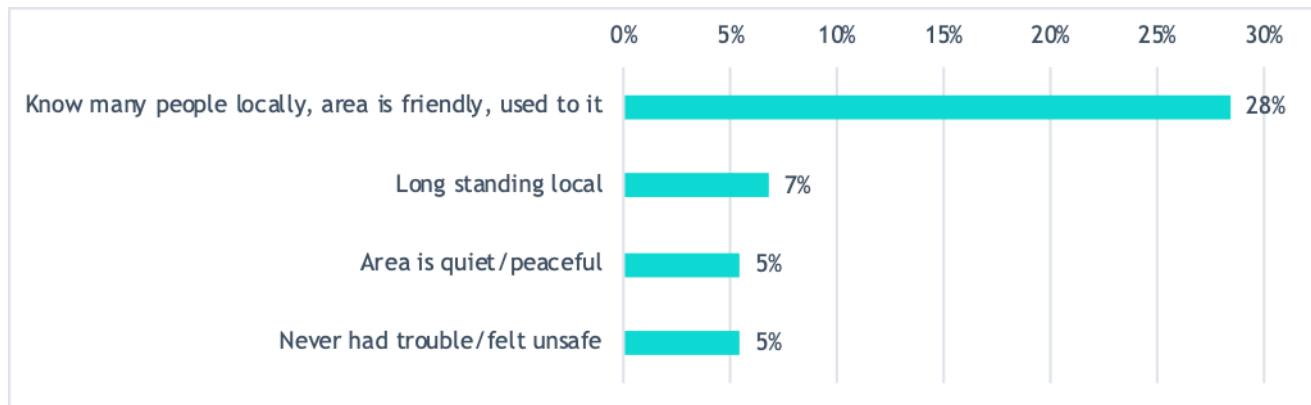


## 5. Safety

|  | Strongly agree | Agree    | Neither agree/ disagree | Disagree | Strongly disagree | Total number |
|--|----------------|----------|-------------------------|----------|-------------------|--------------|
| (a) Do you feel safe in the area during the day? | 34 (46%)       | 29 (39%) | 6 (8%)                  | 5 (7%)   | 0 (0%)            | 74           |
| (b) Do you feel safe in the area at night?       | 16 (22%)       | 22 (30%) | 13 (18%)                | 23 (31%) | 0 (0%)            | 74           |

### 5. (c) Why? [in relation to 5.(a) & (b)]

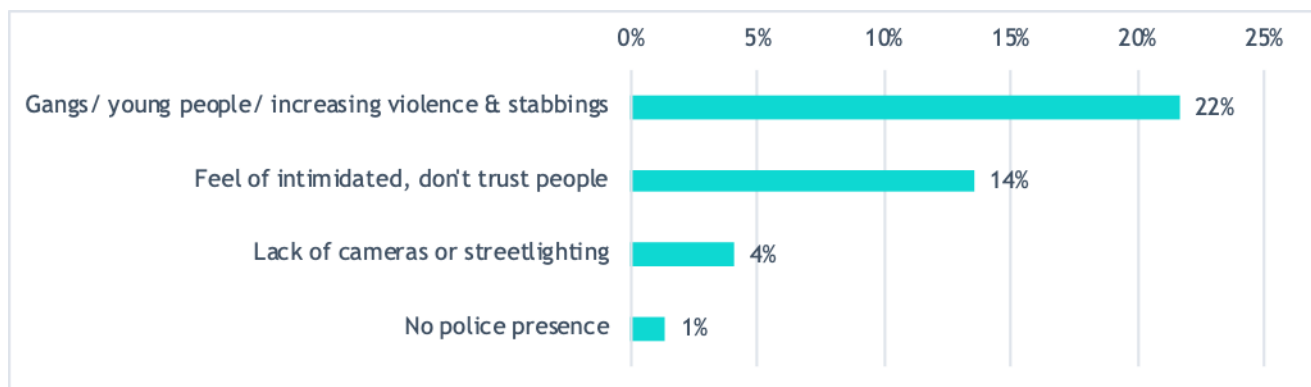
#### Positive responses



N: 74

NB: open-ended question, responses coded, some participants gave more than one response.

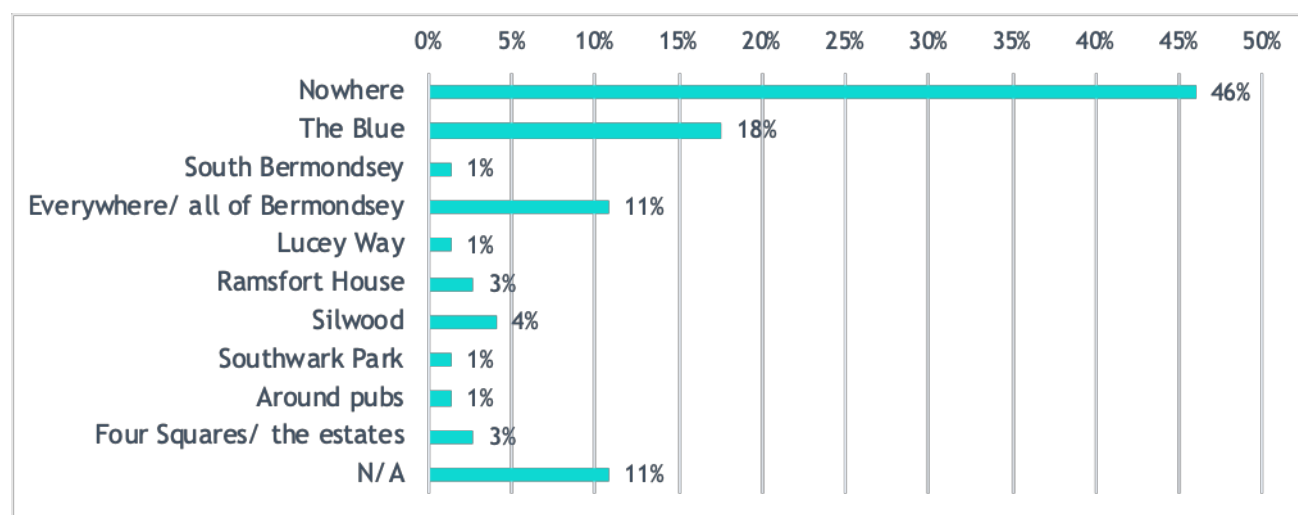
#### Negative responses



N: 74

NB: open-ended question, responses coded, some participants gave more than one response.

6. (a) Are there any particular areas where you feel unsafe?



N: 74

NB: open-ended question, responses coded, participants could give more than one response.

6. (b) Why? [in relation to 6. (a)]

|  |
|--|
| 8% fear other groups of young people, particularly around The Blue                                   |
| 8% mentioned a lack of street lighting, including Southwark Park, Ramsfort House, The Blue & estates |
| 7% are concerned about gang activity, particularly around The Blue, Four Squares also mentioned      |
| 4% commented on knife crime, particularly mentioned in relation to The Blue & Lucey Way              |

N: 74

NB: open-ended question, responses coded, participants could give more than one response.

|   | Strongly agree | Agree    | Neither agree/ disagree | Disagree | Strongly disagree | Total number |
|---|----------------|----------|-------------------------|----------|-------------------|--------------|
| 7. Do you feel people from different backgrounds get on in your area? | 16 (22%)       | 29 (39%) | 19 (26%)                | 8 (11%)  | 2 (3%)            | 74           |
| 8. (a) Would you like to live here when you are older?                | 16 (22%)       | 29 (39%) | 19 (26%)                | 8 (11%)  | 2 (3%)            | 74           |

**8. (b) Why?** [in relation to 8. (a)]



N: 74

NB: open-ended question, responses coded, participants could give more than one response.

| 9. (a) What are you currently doing?     | Number | Percentage |
|--|--------|------------|
| Year 7 - Year 11                         | 35     | 47%        |
| A/AS Levels                              | 13     | 18%        |
| BTEC                                     | 7      | 9%         |
| College                                  | 1      | 1%         |
| NVQ                                      | 1      | 1%         |
| Undergraduate degree                     | 4      | 5%         |
| Full time work                           | 7      | 9%         |
| Part time work                           | 2      | 3%         |
| Not in education, employment or training | 3      | 4%         |
| Prefer not to say                        | 3      | 4%         |

N: 74

NB: multiple choice, respondents could select more than one response.

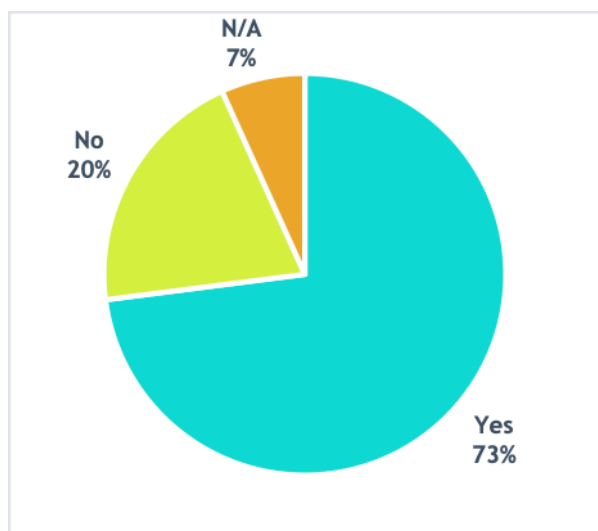


| 9. (b) If you are still in sixth form, what do you plan on doing after? | Number | Percentage |
|---|--------|------------|
| University  | 21     | 36%        |
| Other higher education  | 11     | 19%        |
| Apprenticeship  | 13     | 22%        |
| Straight to work  | 2      | 3%         |
| Unsure  | 11     | 19%        |

N: 58 (14 had already left school or sixth form, 2 responses were N/A)

NB: multiple choice question.

#### 10. Are you able to access the education and training opportunities you want?



##### If yes:

32% mentioned receiving support from schools, college or university

8% mentioned support from family

8% mentioned problems or lack of opportunities at school

##### If no:

5% pointed to a lack of wider opportunities, including training and apprenticeships

4% said there was a lack of information or pathways

N: 74

N: 74

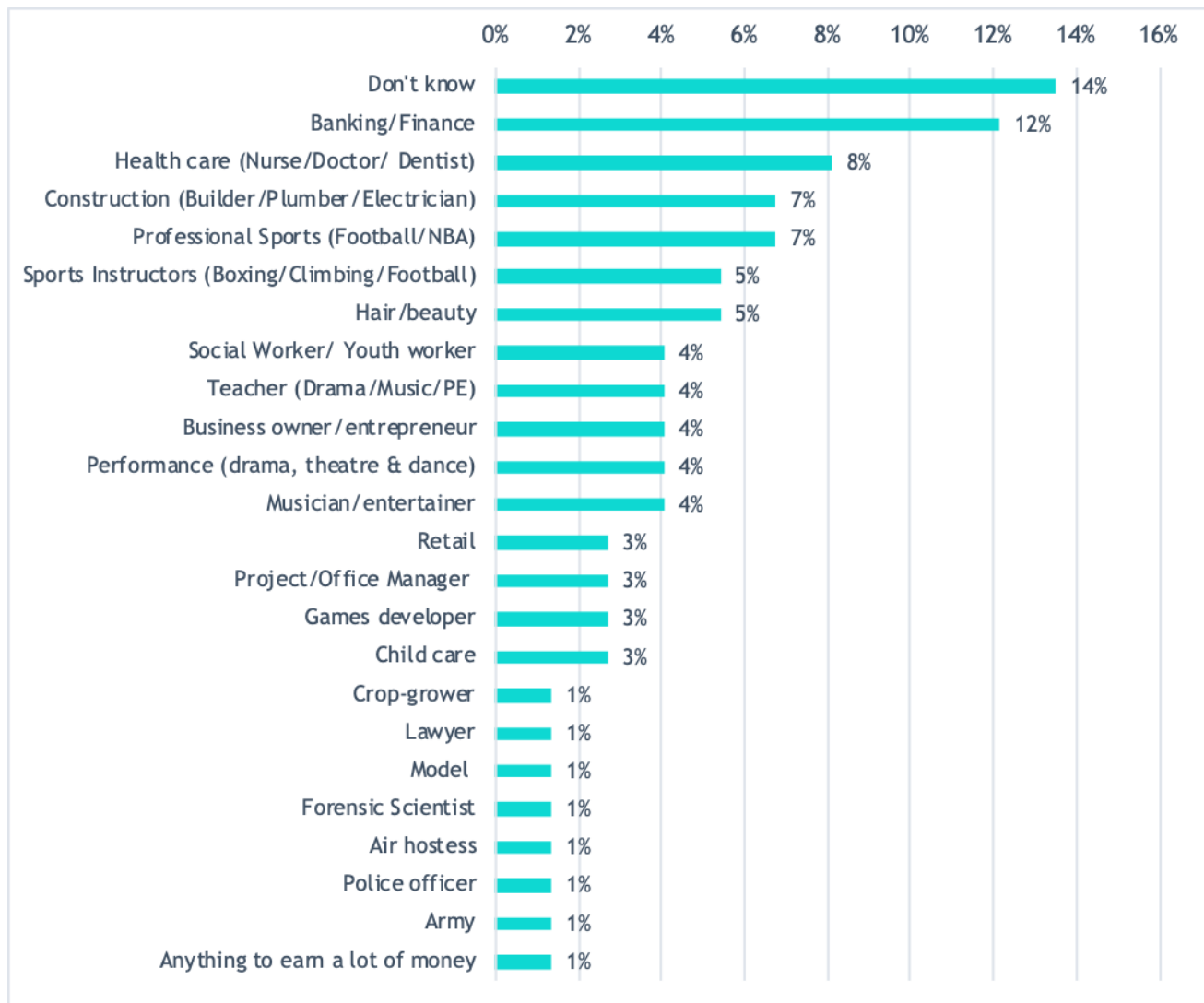
NB: open ended question, responses coded.

| 11. When you think of job opportunities for young people, where do you imagine looking for them? | Number | Percentage |
|--|--------|------------|
| Central London   | 24     | 32%        |
| All of London  | 21     | 28%        |
| Bermondsey   | 14     | 19%        |
| All of Southwark   | 10     | 14%        |
| Outside of London  | 9      | 12%        |
| North Southwark  | 8      | 11%        |
| Other (Poland, Brockley)   | 2      | 3%         |
| Everywhere   | 1      | 1%         |

N: 74

NB: multiple choice, respondents could select multiple answers.

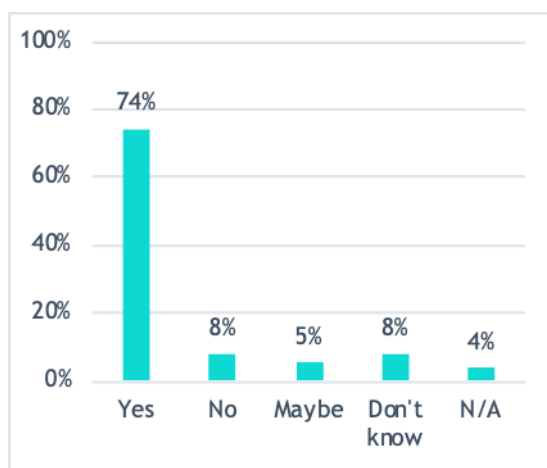
## 12. What would you like to do in the future?



N: 74

NB: open-ended question, responses coded.

## 13. Do you think you will be able to get the skills and experiences to achieve this?



**If yes:**

36% mentioned education or training opportunities, including apprenticeships

16% mentioned by working hard/applying themselves

8% mentioned family & school support

**If no:**

3% mentioned a lack of work experience/unclear pathways

1% mentioned difficulties due to learning disabilities

N: 74

NB: open-ended question, responses coded.

## Appendix 4

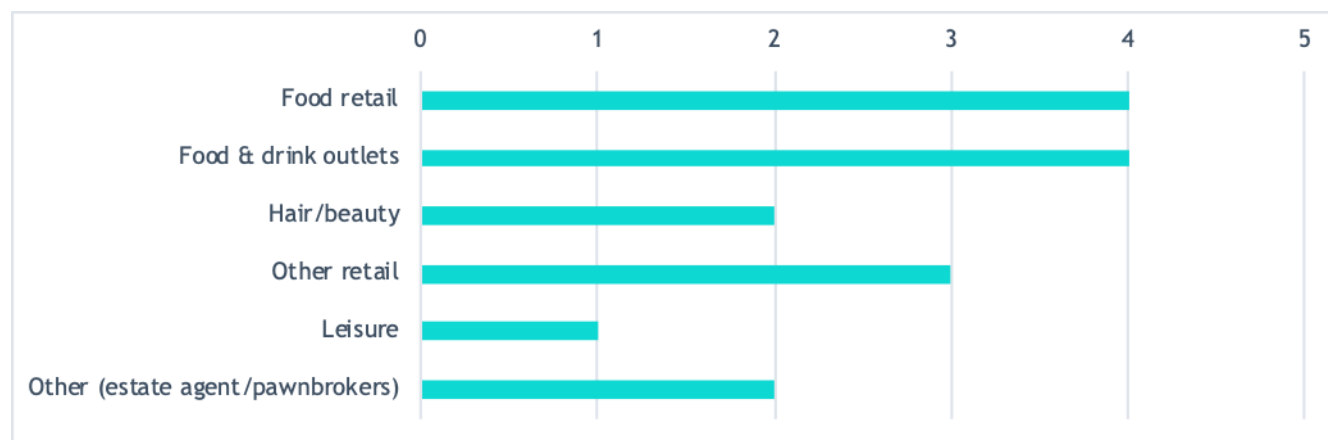
### Traders Survey: complete data

|                              | Local Business owner | Local business manager | Local business employee | Resident | Other |
|------------------------------|----------------------|------------------------|-------------------------|----------|-------|
| 1. Connection(s) to the area | 6                    | 7                      | 2                       | 5        | 1     |

N: 16

NB: Multiple responses permitted.

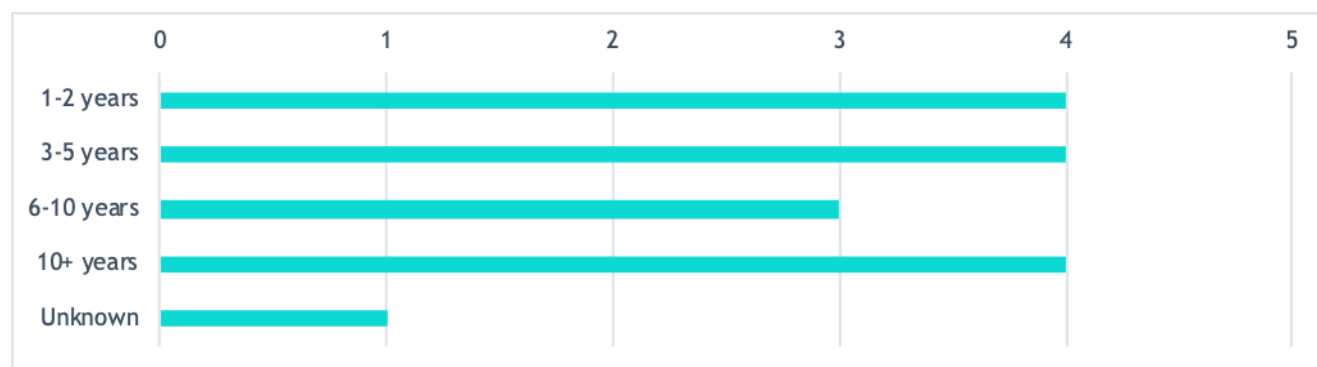
#### 2. Type of business



N:16

NB: open-ended question, responses coded.

#### 3. (a) When was your business established?



NB: indicates age of business under same ownership.

|   | Yes | No | Total number |
|---|-----|----|--------------|
| 3. (b) Do you have an outlet/shop elsewhere?  | 5   | 11 | 16           |
| 3. (c) If yes, where?   |     |    |              |
| 4 part of a larger chain with multiple other outlets (including national & regional chains) |     |    |              |
| Westminster   |     |    |              |



#### 4. Number of employees

| Number of employees | Number of full-time (including owner) | Number of part-time (including owner) | Volunteers |
|---------------------|---------------------------------------|---------------------------------------|------------|
| 0                   | 4                                     | 10                                    | 0          |
| 1-2                 | 4                                     | 4                                     | 1          |
| 3-5                 | 5                                     | 2                                     | 1          |
| 6-10                | 3                                     | 0                                     | 0          |

#### 5. What do you think about this area as a place to do business?

|  |   |
|--|---|
| Similar numbers of respondents felt the area is a good place to do business, as a difficult place to do business.  |   |
| <b>Positives</b> <ul style="list-style-type: none"> <li>– A few people cited the friendliness of the local community, some the central location and good transport infrastructure.</li> <li>– A few respondents felt the area was changing for the better with new developments and populations benefitting their businesses. However, the difficulty of straddling the area's different demographic groups was raised by one vendor.</li> </ul> | <b>Key challenges</b> <ul style="list-style-type: none"> <li>– A number of traders felt there was already too much competition locally, particularly from larger chains. Concern was also raised about the displacement of existing businesses.</li> <li>– A lack of footfall particularly around The Blue, attributed in part to a lack of local amenities.</li> <li>– Crime &amp; ASB is also a concern for a number of traders around The Blue &amp; felt to be keeping some customers away.</li> <li>– Uncertainty around new development cited by a Biscuit Factory business.</li> </ul> |

NB: open-ended question.

#### 6. Plans to remain in the area

|  | Yes, in the long term | Yes, in the medium term | Yes, in the short term | No | Don't know | Total number |
|--|-----------------------|-------------------------|------------------------|----|------------|--------------|
| <b>6. (a) Would you like to keep your business here?</b>   | 12                    | 0                       | 1                      | 1  | 2          | 16           |
| <b>6. (b) Why?</b> [in response to 6. (a)]   |                       |                         |                        |    |            |              |
| <p>For those who planned to stay, respondents cited feeling 'established' 'cemented' with a 'good community' and 'loyal customers'.</p> <p>The traders who did not plan to stay noted that a decrease in footfall and competition from larger high street stores was affecting their business.</p> <p>NB: open-ended question.</p> |                       |                         |                        |    |            |              |

## 7. Business optimism

|  | Optimistic | Neither optimistic nor pessimistic | Pessimistic | Not able/prefer not to say | Total number |
|--|------------|------------------------------------|-------------|----------------------------|--------------|
| How optimistic are you about the future for your business? | 12         | 1                                  | 3           | 0                          | 16           |

## 8. Business performance

|  | Better | Same | Worse | Not able/prefer not to say | Total number |
|--|--------|------|-------|----------------------------|--------------|
| Compared to last year, do you think your business is performing better or worse? | 6      | 2    | 3     | 5                          | 16           |

## 9. What are your main challenges facing your business?

A lack of footfall or too few clients is seen as an issue by many, particularly around The Blue, several respondents felt the area does not have sufficient amenities to attract shoppers.

A few respondents raised wider issues about rising costs associated with taxation & rates, Brexit, online competition, and the financial constraints facing residents.

Crime and anti-social behaviour around The Blue were also felt by a number of respondents to be keeping people away.

Concern about existing competition was raised by one respondent.

Uncertainty associated with new development was also cited as a key challenge for the future by one respondent based in the Biscuit Factory.

NB: open-ended question.

## 10. Who are your customers?

The majority of respondents described their customers as mixed – of different ages, incomes, ethnicity and backgrounds. Around a third of respondents said they cater to area's population of "professionals."

A significant majority identified their customers as locals, while around a quarter of respondents described their customers coming from further afield.

The majority also described many of their customers as "regulars".

NB: open-ended question.

## 11. Credit

|   | Yes | No | Unsure/prefer not to say | Total number |
|---|-----|----|--------------------------|--------------|
| Do you ever extend lines of credit to your customers? | 4   | 12 | 0                        | 16           |

## 12. What other connections do you have in the area?

Seven businesses had local suppliers, the majority of these were food outlets who used local food retailers.

Two businesses had connections with local schools.

Six businesses (out of 11 based in The Blue) participated in The Blue BID, of the businesses based in The Blue which do not already participate, one said they would be interested to join.

One business was part of the Safer London network.

Other connections included links with local sports groups, with Grosvenor, and with local newspapers and magazines.

## 13. Advertising

|   | Yes | No | Unsure/prefer not to say | Total number |
|---|-----|----|--------------------------|--------------|
| <b>13. (a) Do you ever advertise your business?</b>   | 12  | 3  | 1                        | 16           |
| <b>13. (b) If yes, where?</b>   |     |    |                          |              |
| <ul style="list-style-type: none"><li>– 11 cited social media</li><li>– 3 local papers and publications</li><li>– 3 flyers or posters</li></ul> |     |    |                          |              |
| NB: open-ended question, responses coded, some gave multiple responses.   |     |    |                          |              |

## 14. Local employment

|   | Yes | No | N/A (no employees) | Total number |
|---|-----|----|--------------------|--------------|
| <b>14. (a) Do you employ local people?</b>  | 12  | 3  | 1                  | 16           |
| <b>14 (b) If yes, why?</b>  |     |    |                    |              |
| Several respondents felt employing locally was an advantage, citing residents local knowledge and connections, as well as the lack of a commute making local employees more reliable. |     |    |                    |              |
| Similar numbers felt employing locally was not important or advantageous.   |     |    |                    |              |
| A few respondents cited difficulties in recruiting locally, two respondents highlighted the difficulty of finding the right skills in the area.                                       |     |    |                    |              |
| Online recruitment was also said to reduce the likeliness of employing locally.   |     |    |                    |              |
| NB: open-ended question.  |     |    |                    |              |



## 15. Sense of influence

|   | Yes | Somewhat | No | Not able/prefer not to say | Total number |
|---|-----|----------|----|----------------------------|--------------|
| <b>15. (a) Do you feel you have any influence over what happens in the area?</b>  | 2   | 2        | 10 | 2                          | 16           |
| <b>15. (b) Why?</b>   |     |          |    |                            |              |
| <p>Several respondents said they had never been consulted.</p> <p>Several respondents felt that businesses are subject to wider changes and attempts to influence are difficult or not very productive as they lack the power to effect change.</p> <p>One respondent who did feel they have influence cited participation in a neighbourhood safety scheme.</p> <p>Several respondents cited being informed about changes through letters.</p> <p>One respondent felt local businesses are being pushed out as they are no longer wanted.</p> <p>NB: open-ended question</p> |     |          |    |                            |              |

## 16. Blue BID

|   | Yes | No, never | No, have previously been a member | Not in Blue area | Total number |
|---|-----|-----------|-----------------------------------|------------------|--------------|
| <b>16 (a). Do you participate in The Blue BID</b> | 6   | 6         | 0                                 | 4                | 12           |

|   | Yes | No | Maybe | Other | Total number |
|---|-----|----|-------|-------|--------------|
| <b>16 (b). If no, would you consider joining the BID?</b> | 1   | 5  | 0     | 0     | 6            |

## 17. What could make Bermondsey a better place to do business?

|  |
|--|
| <p>Several respondents cited support for businesses, including support with refurbishments, local networking events, capping rents.</p> <p>A number of respondents, particularly in The Blue, felt more shops, or a better retail mix, including more well-known high street brands would help increase footflow and benefit the area.</p> <p>Two respondents in The Blue felt improved safety measures would help.</p> <p>Several respondents did not feel anything would be of benefit, one of whom felt the BID was already doing what needed to be done for businesses in the area.</p> <p>One respondent felt better information, such as a community bulletin board would be useful.</p> |
|--|

NB: open-ended question.

**18. If you were starting your business again, what support or information would have been useful?**

One respondent highlighted a lot of information for new businesses already exists, mentoring or guidance support might be of use.

Several respondents highlighted issues around rent increases, including greater awareness of lease conditions.

One respondent highlighted greater information about the area and facilities to rent.

Several respondents said “nothing”.

NB: open-ended question

**19. Grosvenor’s plans**

|   | Yes | No | A little | Total number |
|---|-----|----|----------|--------------|
| <b>19 (a). Do you know about Grosvenor’s plans for Bermondsey</b> | 7   | 8  | 1        | 16           |

|  | Yes, largely positive impact | Yes, largely negative impact | No/ little impact | Unsure/ prefer not to say | Total number |
|--|------------------------------|------------------------------|-------------------|---------------------------|--------------|
| <b>19 (b). If yes, how do you think they might impact your business?</b> | 5                            | 1                            | 0                 | 2                         | 8            |

**19. (c) Why?**

A number of respondents highlighted the potential of the proposals to bring people into the area.

One respondent highlighted insecurity about whether it could also lead to displacement of their business.

The positive impact was felt to be contingent on both the length of time taken by the development and the nature of the development.

One respondent expressed concerns that it will increase rents and displace the local population.

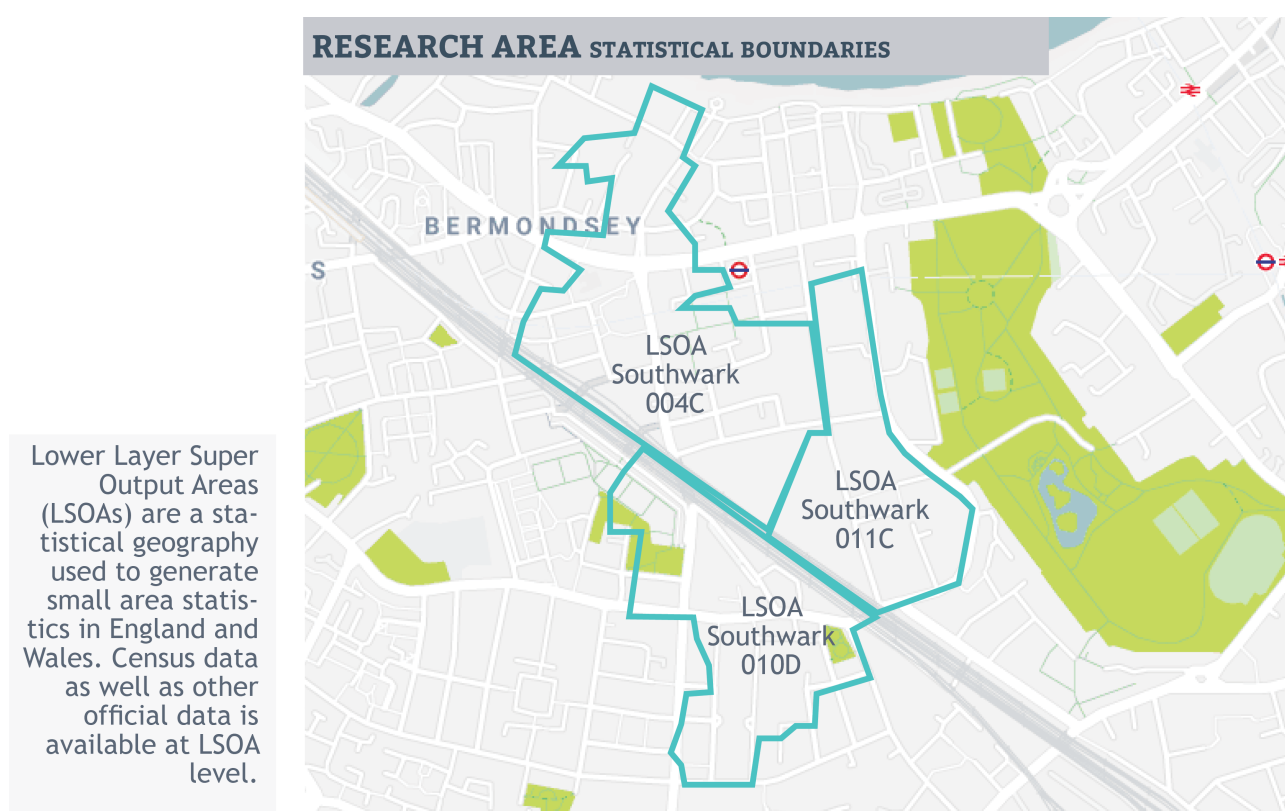
## Appendix 5

### Official data: complete data

#### Note on methodology

This appendix sets out the official data we gathered for the Neighbourhood Study. The data has been tailored to the research area by compiling the relevant data for each of the three LSOAs<sup>35</sup> which make up the majority of the research area (see figure below).

The majority of data in the report which follows is broken down into these three LSOAs, along with the borough and London averages.



<sup>35</sup> Lower Layer Super Output Areas (LSOAs) are a statistical geography used to generate small area statistics in England and Wales. The mean population size of a single LSOA is 1500, the minimum is 1000. Census data as well as other official data is available at LSOA level.

## 1. Population

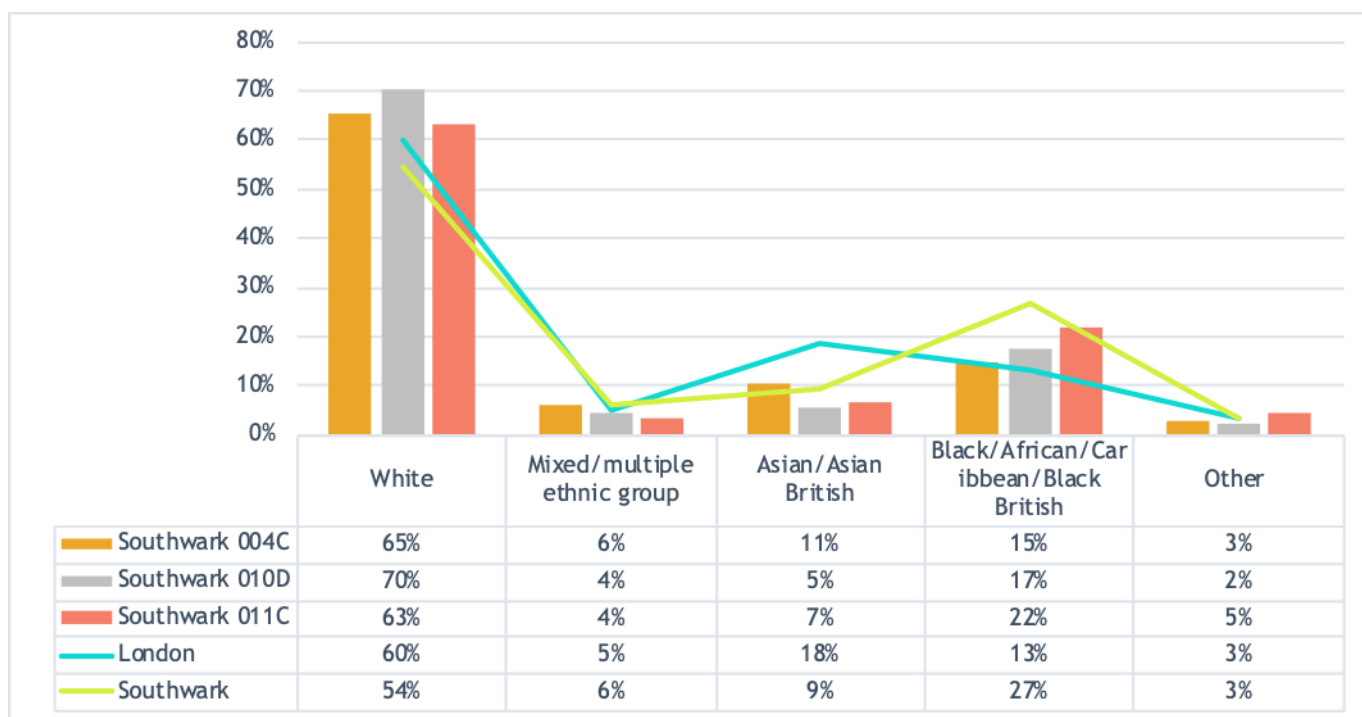
### 1.1 Age



Number of Residents: Southwark 004C (3252), Southwark 010D (1887), Southwark 011C (1504)

Data Source: 2011 Census

### 1.2 Ethnicity

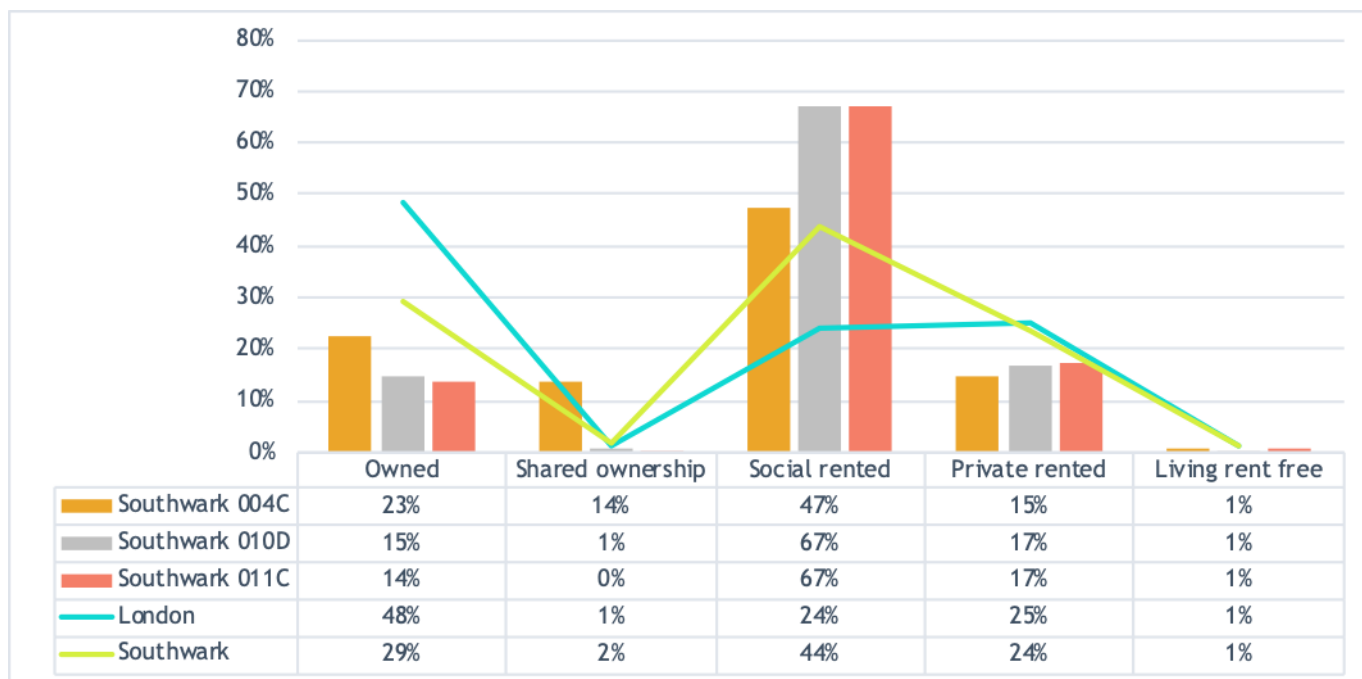


Number of Residents: Southwark 004C (3252), Southwark 010D (1887), Southwark 011C (1504)

Data Source: 2011 Census



### 1.3 Housing tenure

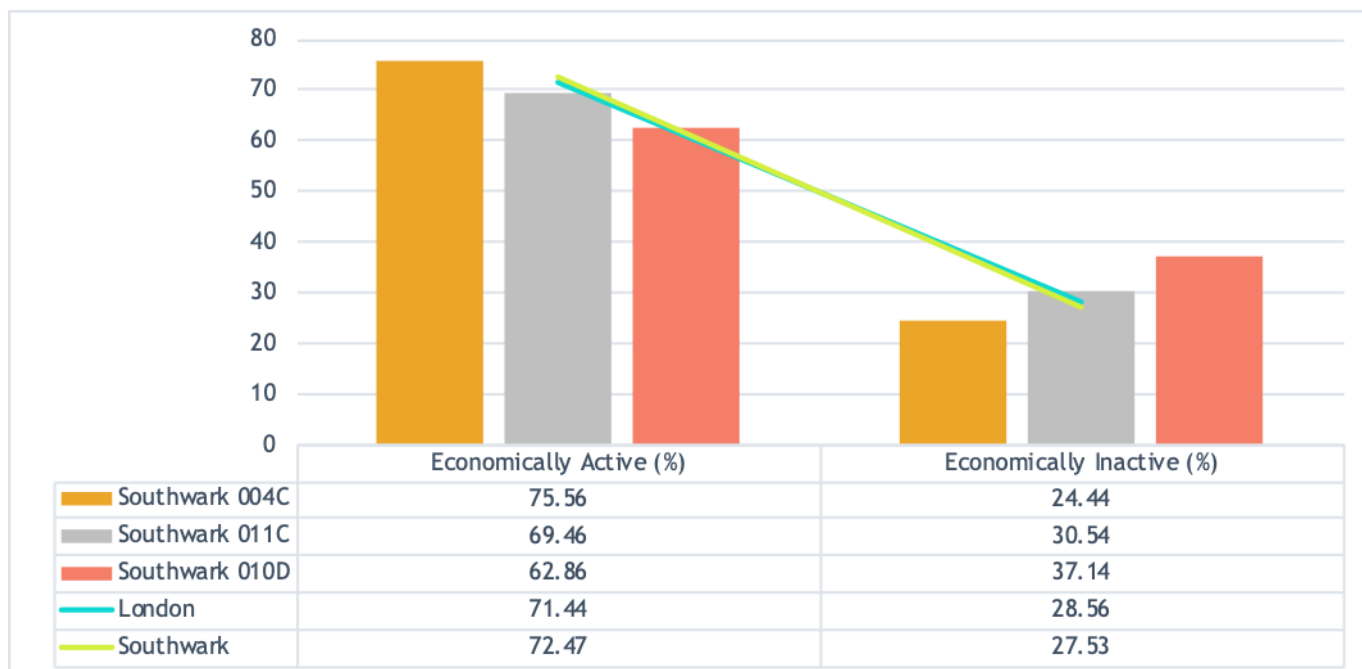


Number of Residents: Southwark 004C (3252), Southwark 010D (1887), Southwark 011C (1504)

Data Source: 2011 Census

## 2. Economic activity, qualifications, occupation levels

### 2.1 Economic activity



Number of Residents: Southwark 004C (3252), Southwark 010D (1887), Southwark 011C (1504)

Data Source: 2011 Census

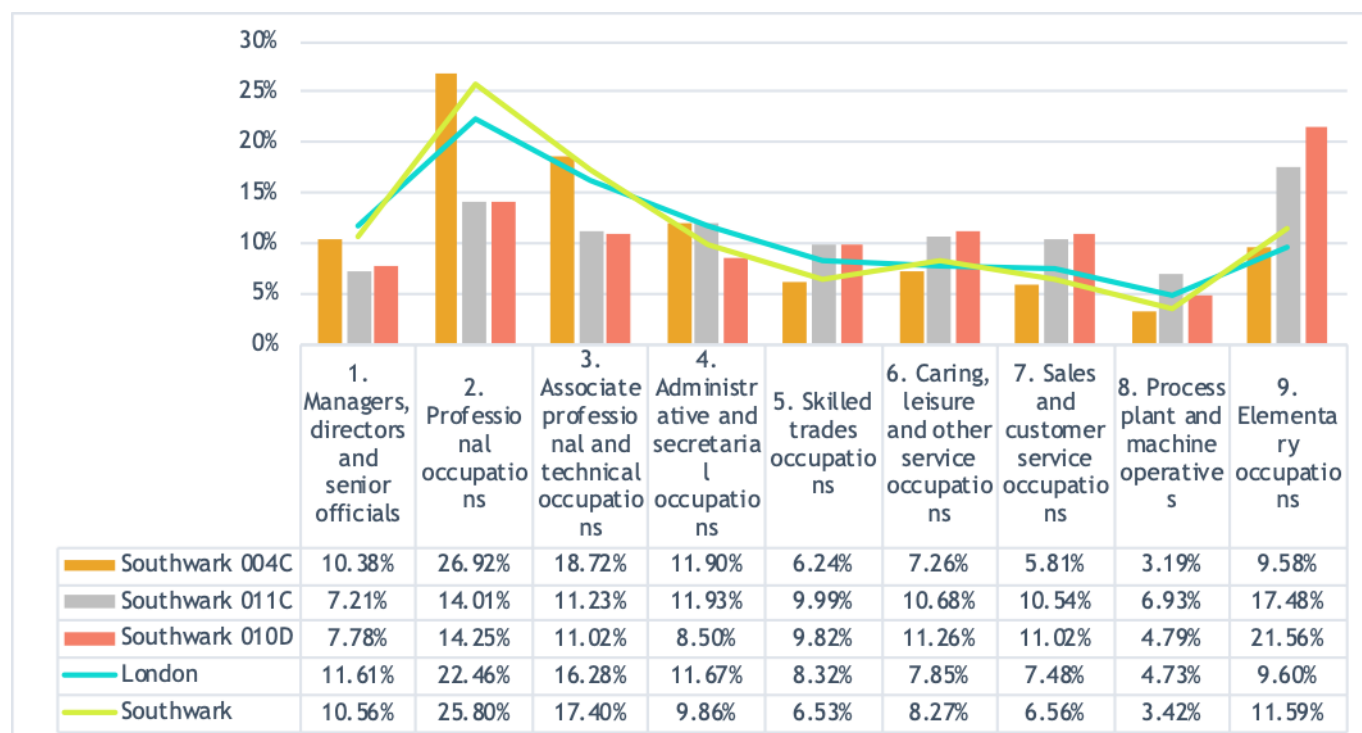
## 2.2 Qualifications



Number of Residents: Southwark 004C (3252), Southwark 010D (1887), Southwark 011C (1504)

Data Source: 2011 Census

## 2.3 Occupation categories

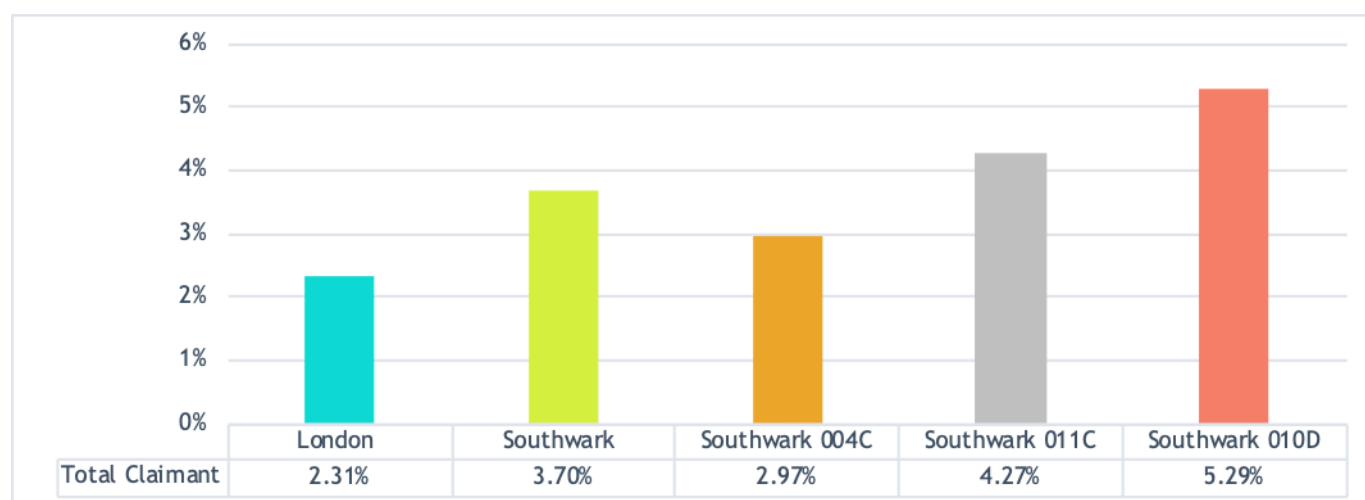


Number of Residents: Southwark 004C (3252), Southwark 010D (1887), Southwark 011C (1504)

Data Source: 2011 Census

### 3. Benefits data

#### 3.1 Jobseekers Allowance

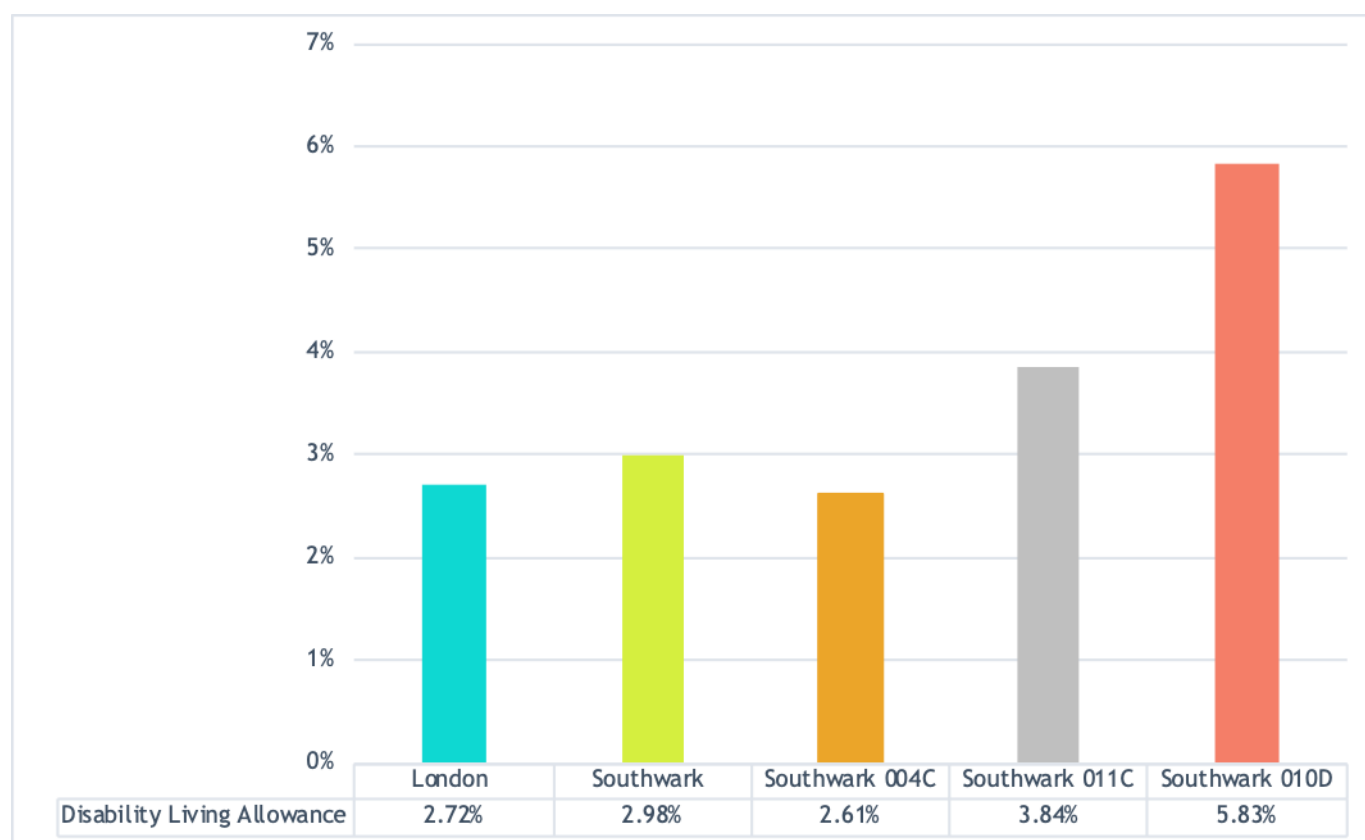


Total Claimants: London (130,515), Southwark (8,125), Southwark 004C (75), Southwark 011C (65), Southwark 010D (70)

NB: Percentages based on census populations for ages 16-64

Source: Department for Work and Pensions, July 2018

#### 3.2 Disability Living Allowance

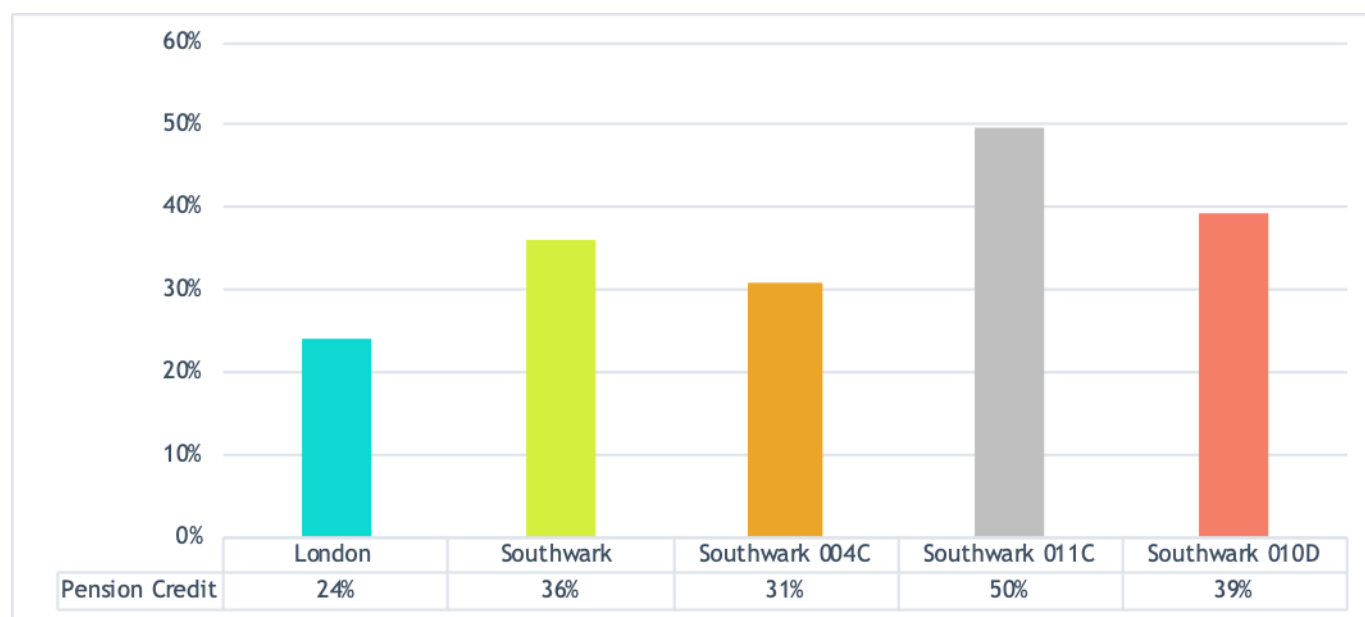


Total Claimants: London (222,190), Southwark (8,600), Southwark 004C (85), Southwark 011C (80), Southwark 010D (110)

NB: Results based on census populations for all ages

Source: Department for Work and Pensions, July 2018

### 3.3 Pension Credit

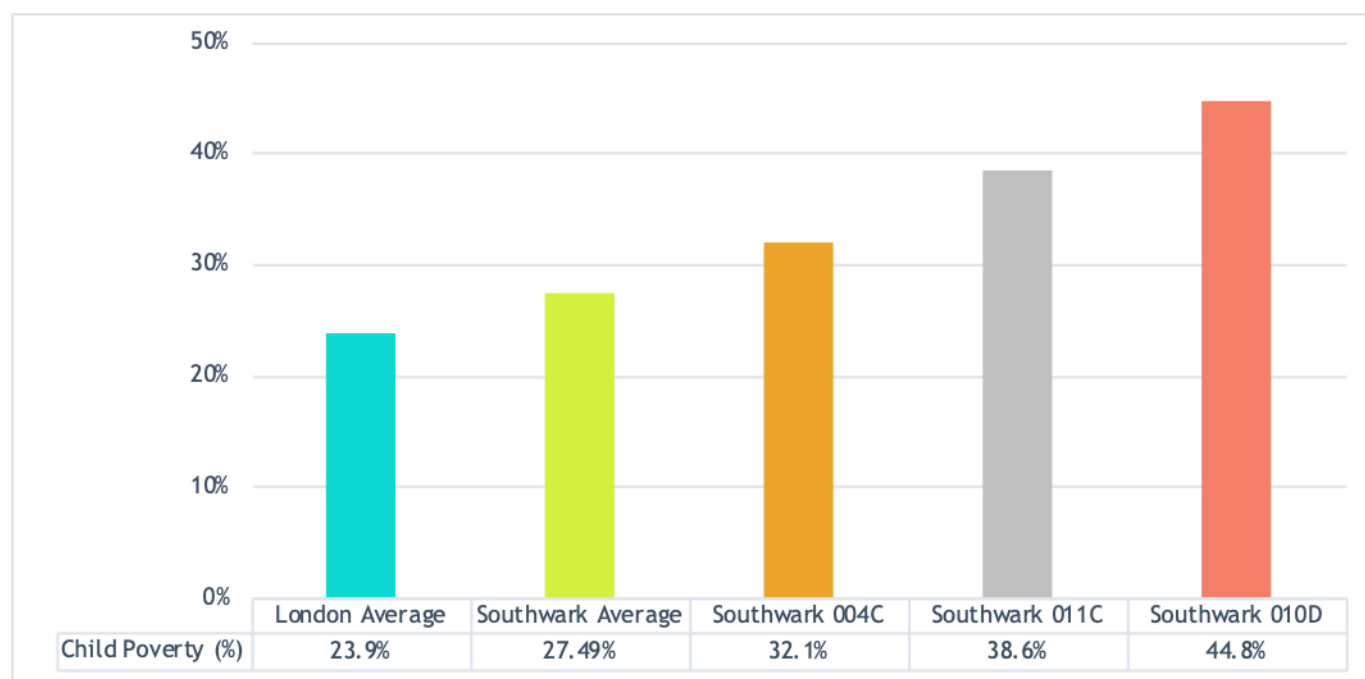


Total Claimants: London (217,910), Southwark (8,500), Southwark 004C (75), Southwark 011C (95), Southwark 010D (95)

NB: Results based on census populations for ages 65+

Source: Department for Work and Pensions, July 2018

### 3.4 Child Poverty



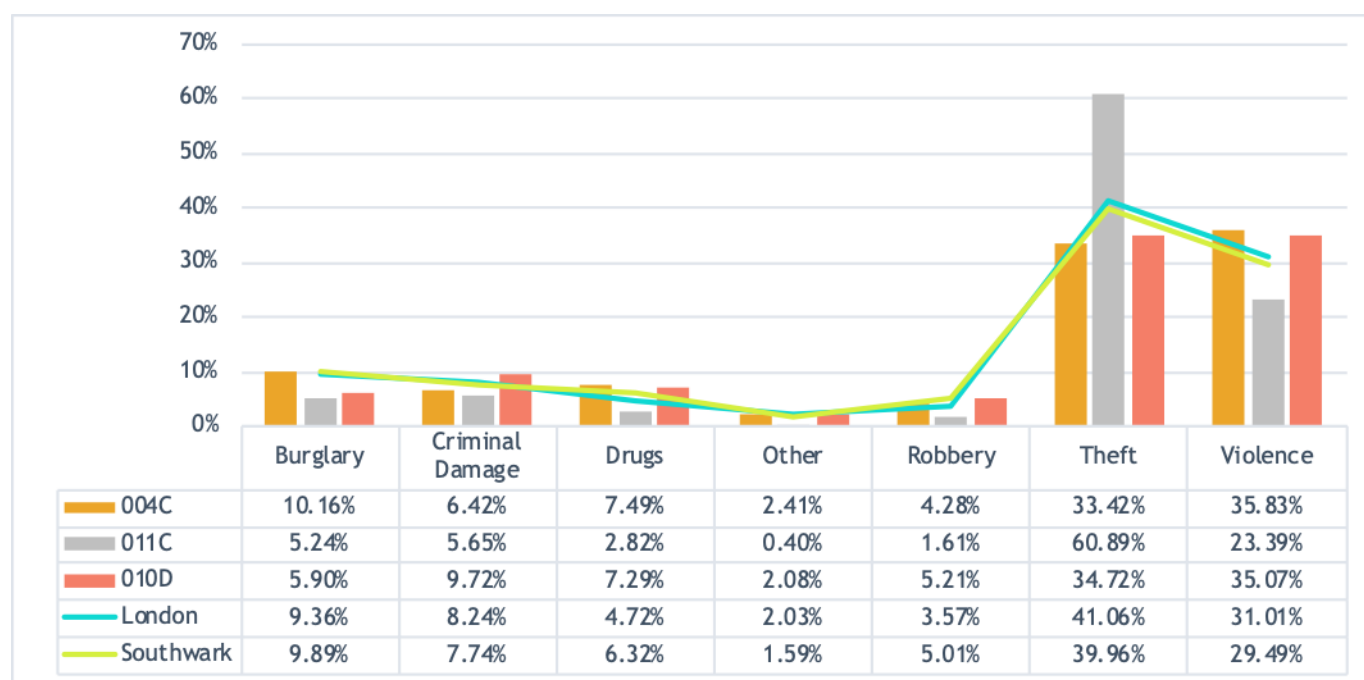
NB: Number of children living in families in receipt of CTC (Child Tax Credit) whose reported income is less than 60 per cent of the median income or in receipt of IS or (Income-Based) JSA, divided by the total number of children in the area (determined by Child Benefit data)

Source: HMRC August 2014



## 4. Crime

### 4.1 Crime types, 2016-17

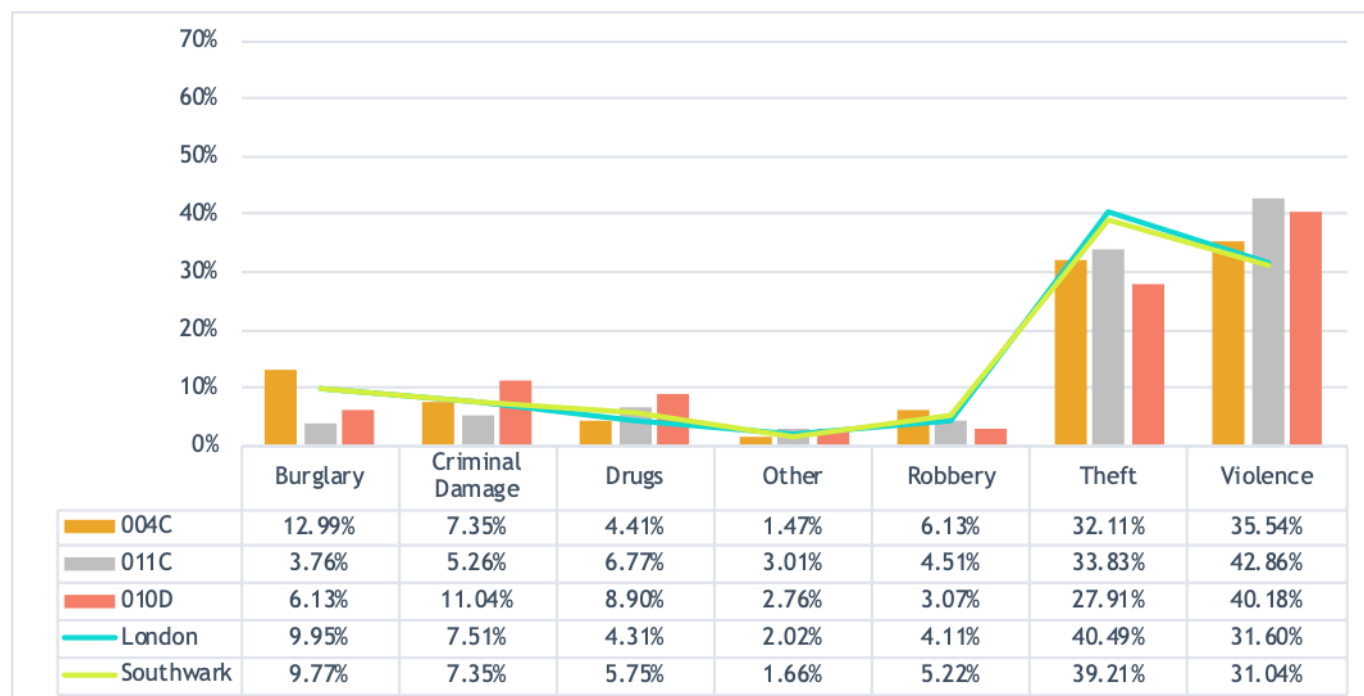


NB: Number of different types of crime as a percentage of total crime.

Total Crimes in 09/2016 to 08/2017: London (773,190), Southwark (32,290), Southwark 004C (374), Southwark 011C (248), Southwark 010D (288).

Source: Police UK, London Datastore

### 4.2 Crime types, 2017-18



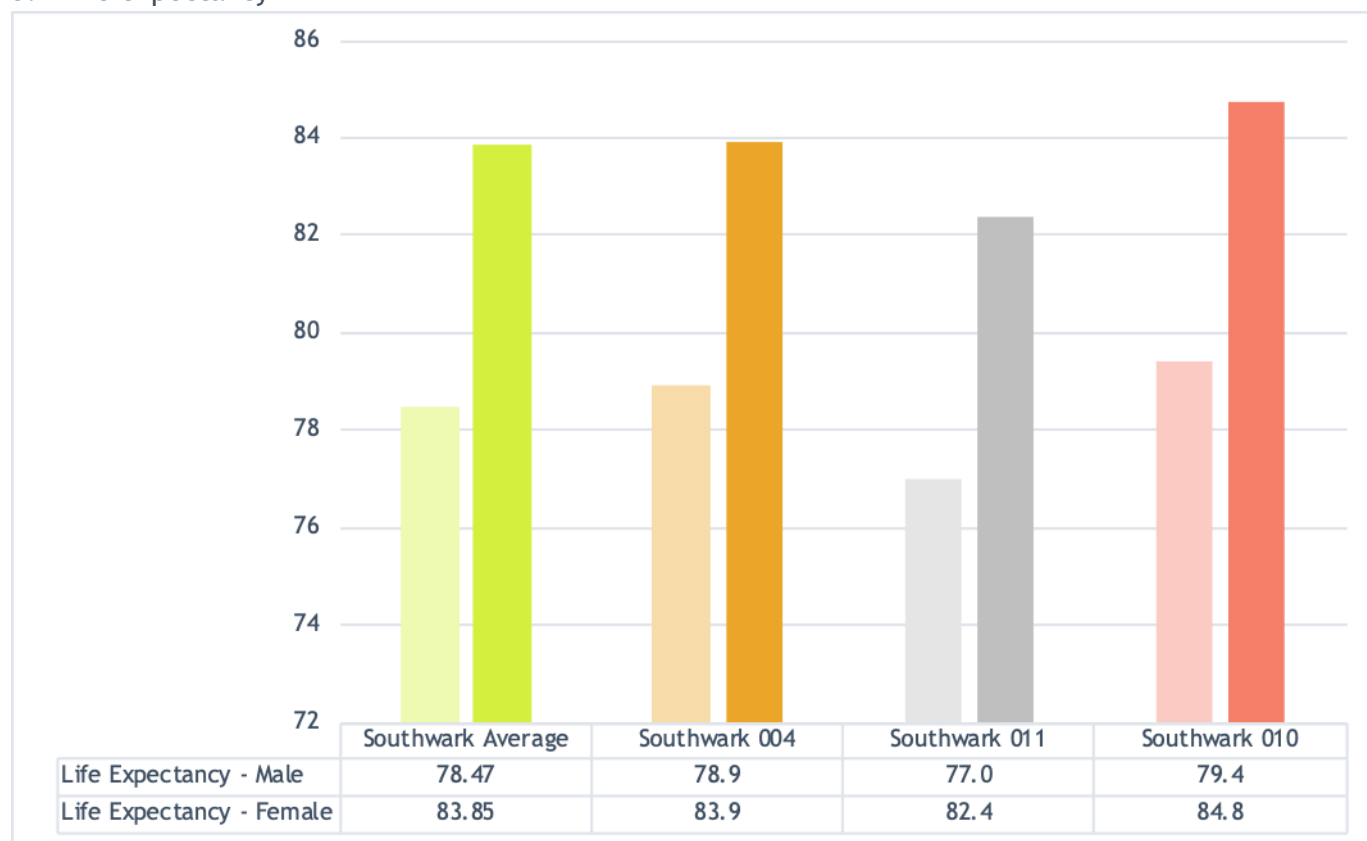
NB: Number of different types of crime as a percentage of total crime.

Total Crimes in 09/2016 to 08/2017: London (795,926), Southwark (33,757), Southwark 004C (408), Southwark 011C (133), Southwark 010D (326).

Source: Police UK, London Datastore

## 5. Health

### 5.1 Life expectancy



Source: Public Health England, 2009-2013

## **Appendix 7**

### **Research materials**

The following pages contain the questionnaires used for the primary research:

- Street interview questionnaire
- Young peoples survey questionnaire
- Traders survey questionnaire

## Street interview questionnaire

1. How long have you lived here? \_\_\_\_ (months/years)
2. (a) How satisfied are you with the local area? Very satisfied ☐ Quite satisfied ☐  
 Neither satisfied nor dissatisfied ☐ Dissatisfied ☐ Very dissatisfied ☐

(b) Why? What's good about the area? What's less good?

3. Do you plan to remain a resident in the area for a number of years? Yes ☐ No ☐  
 Maybe/don't know ☐

4. To what extent do you agree or disagree with the following statements about your neighbourhood:

|  | Strongly agree | Agree | Neither agree / disagree | Disagree | Strongly disagree | Unsure/ prefer not to say |
|--|----------------|-------|--------------------------|----------|-------------------|---------------------------|
| a. People from different backgrounds get on                                  |                |       |                          |          |                   |                           |
| b. People of different ages get on   |                |       |                          |          |                   |                           |
| c. I trust in people living in my neighbourhood                              |                |       |                          |          |                   |                           |
| d. I talk regularly to my neighbours   |                |       |                          |          |                   |                           |
| e. I feel I belong   |                |       |                          |          |                   |                           |
| f. I feel safe during the day  |                |       |                          |          |                   |                           |
| g. I feel safe at night  |                |       |                          |          |                   |                           |
| h. I feel I can influence decisions affecting my local area                  |                |       |                          |          |                   |                           |
| Is there anything else you would like to tell us about your local community? |                |       |                          |          |                   |                           |

5. (a) Do you use local businesses? Yes, often ☐ Yes, occasionally ☐ No, never ☐

| (b) If yes, where do you usually go for the following? | The Blue | Jamaica Road | Canada Water/ Surrey Quays | Old Kent Rd | Other (local) |
|--|----------|--------------|----------------------------|-------------|---------------|
| i. Food/groceries                                      |          |              |                            |             |               |
| ii. Cafes, restaurants                                 |          |              |                            |             |               |
| iii. Pubs, bars  |          |              |                            |             |               |
| iv. Other e.g. homewares, clothes, gifts               |          |              |                            |             |               |

(c) What would encourage you to use The Blue more?



## 6. Employment & education

a. If currently in work, where do you work? \_\_\_\_\_

Not in work, do not plan to work ☐ (move to 6d)

Not in work, would like to be in work ☐ (move to 6c)

To what extent do you agree or disagree with the following statements:

|   | Strongly agree | Agree | Neither agree / disagree | Disagree | Strongly disagree | Prefer not to say / unsure / N/A |
|---|----------------|-------|--------------------------|----------|-------------------|----------------------------------|
| b. I feel secure in my employment (move to 6d)                        |                |       |                          |          |                   |                                  |
| c. There is support to find work from agencies or other organisations |                |       |                          |          |                   |                                  |
| If yes, who?  |                |       |                          |          |                   |                                  |
| d. There are good job opportunities in Bermondsey                     |                |       |                          |          |                   |                                  |
| e. Education in Bermondsey is good                                    |                |       |                          |          |                   |                                  |
| f. There are opportunities to develop my skills in Bermondsey         |                |       |                          |          |                   |                                  |

## 7. Health and wellbeing

|   |   |                                |   |                                   |  |   |
|---|---|--------------------------------|---|-----------------------------------|--|---|
| a. How would you describe your health in general?                                 | Very good <input type="checkbox"/>      | Good <input type="checkbox"/>  | Fair <input type="checkbox"/>                     | Bad <input type="checkbox"/>      | Very bad <input type="checkbox"/>          | Prefer not to say <input type="checkbox"/>                |
| b.i To what extent do you agree? It is easy to be physically active in Bermondsey | Strongly agree <input type="checkbox"/> | Agree <input type="checkbox"/> | Neither agree / disagree <input type="checkbox"/> | Disagree <input type="checkbox"/> | Strongly disagree <input type="checkbox"/> | Prefer not to say / unsure / N/A <input type="checkbox"/> |
| [in relation to 7b.] b. (ii) Why?   |   |                                |   |                                   |  |   |

## 8. Grosvenor's plans for the former Peek Frean biscuit factory and Bermondsey Campus

a. Do you know about the plans? Yes, a lot ☐ Yes, a little ☐ No ☐ (move to c)

Find out more at [www.belonginbermondsey.com](http://www.belonginbermondsey.com)

b. How do you feel about the plans? Very positive ☐ Quite positive ☐ Neither positive/ negative ☐ Quite negative ☐ Very negative ☐

c. Have you been involved/ attended any of the following Grosvenor community activities? The summer fete ☐ The growing club ☐ The community hall ☐ Any public consultation ☐

## 9. What would you like to see more of in the area?

Is there anything currently missing?

This survey is anonymous, however we do ask for the following demographic information to ensure the survey is representative of the local population. Your data will be stored securely in accordance with Social Life's data protection policy - more information is available on our website [www.social-life.co/page/privacy](http://www.social-life.co/page/privacy)

## About you

1. Home postcode: \_\_\_\_\_ *Prefer not to say* ☐

### 2. Employment status

|                |                          |                              |                          |
|----------------|--------------------------|------------------------------|--------------------------|
| Full time      | <input type="checkbox"/> | Retired                      | <input type="checkbox"/> |
| Part time      | <input type="checkbox"/> | Looking after home or family | <input type="checkbox"/> |
| Self-employed  | <input type="checkbox"/> | Long-term sick or disabled   | <input type="checkbox"/> |
| Unemployed     | <input type="checkbox"/> | Other                        | <input type="checkbox"/> |
| Student        | <input type="checkbox"/> | <i>Prefer not say</i>        | <input type="checkbox"/> |
| Apprenticeship | <input type="checkbox"/> |                              |                          |

### 3. Tenure type

|                            |                          |                       |                          |
|----------------------------|--------------------------|-----------------------|--------------------------|
| Council tenant             | <input type="checkbox"/> | Shared ownership      | <input type="checkbox"/> |
| Housing Association tenant | <input type="checkbox"/> | Other                 | <input type="checkbox"/> |
| Private tenant             | <input type="checkbox"/> | <i>Prefer not say</i> | <input type="checkbox"/> |
| Owner occupied             | <input type="checkbox"/> |                       |                          |

4. Gender:    Male ☐      Female ☐      Other ☐      *Prefer not to say* ☐

5. Would you describe yourself as having a disability?    Yes ☐    No ☐    *Prefer not to say* ☐

6. Age: 18-24 ☐    25-29 ☐    30-44 ☐    45-64 ☐    65 + ☐    *Prefer not say* ☐

### 7. Ethnicity

|                        |  |  |   |   |
|------------------------|--|--|---|---|
| White                  | British <input type="checkbox"/>                 | Irish <input type="checkbox"/>                   | Gypsy or Irish Traveller <input type="checkbox"/> | Any other White background <input type="checkbox"/> |
| Black                  | Black or Black British <input type="checkbox"/>  | Caribbean <input type="checkbox"/>               | African <input type="checkbox"/>                  | Any other Black background <input type="checkbox"/> |
| Mixed                  | White & Black Caribbean <input type="checkbox"/> | White and Black African <input type="checkbox"/> | White and Asian <input type="checkbox"/>          | Any other mixed background <input type="checkbox"/> |
| Asian or Asian British | Indian <input type="checkbox"/>                  | Pakistani <input type="checkbox"/>               | Bangladeshi <input type="checkbox"/>              | Chinese <input type="checkbox"/>                    |
| Other                  | Arab <input type="checkbox"/>                    | Latin American <input type="checkbox"/>          | Other <input type="checkbox"/>                    | <i>Prefer not to say</i> <input type="checkbox"/>   |

## Young peoples survey questionnaire

1. How old are you? \_\_\_\_ (years)

2. What's good about the area you live in?

3. What's less good? Is there anything missing in the area for young people?

4. Where do you spend time with your friends? e.g. park, youth club, street

5. (a) Do you feel safe in the area during the day? Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

(b) Do you feel safe in the area at night? Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree

Why?

6. Are there any particular areas where you feel unsafe? (be specific)

Where?

Why?

7. Do you feel people from different backgrounds get on in your area?

Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree ☐

8. Would you like to live here when you are older?

Yes ☐ No ☐ Not sure ☐

Why?

9. (a) What are you currently doing? (Multiple options can be selected)

Year 7 - Year 11 ☐ A/AS-levels ☐ BTEC ☐ NVQ ☐

HNC or HND ☐ Foundation degree ☐ Undergraduate degree ☐ Postgraduate degree ☐

Full time work ☐ Part time work ☐ Internship ☐ Apprenticeship ☐ Self-employed ☐

Not in education, employment or training ☐ *Prefer not to say* ☐

Other ☐ (Please specify) \_\_\_\_\_

**(b) If you are still in school or sixth form, what do you plan on doing after?**

University ☐ Other higher education ☐ Apprenticeship ☐ Straight to work ☐ Unsure ☐  
Already left school/sixth form ☐

**10. Are you able to access the education and training opportunities you want? Please explain.**

**11. When you think about job opportunities for young people, where do you imagine looking for them?**

Bermondsey ☐ North Southwark (including London Bridge) ☐ All of Southwark ☐  
Central London ☐ All of London ☐ Outside of London ☐  
Other ☐ (Please specify) \_\_\_\_\_

**12. What job would you like to do in the future?**

**13. Do you think you will be able to get the skills and experience to achieve this? Please explain.**

**14. Is there anything you would like to add?**

## About you

Postcode [of home address]: \_\_\_\_\_ *Prefer not to say* ☐

Are you living: At home with family ☐ With friends ☐ On own ☐ Other ☐ *Prefer not to say* ☐

Gender: Male ☐ Female ☐ Other ☐ *Prefer not to say* ☐

Would you describe yourself as having a disability? Yes ☐ No ☐ *Prefer not to say* ☐

### Ethnicity

|                               |  |  |   |   |
|-------------------------------|--|--|---|---|
| <b>White</b>                  | British <input type="checkbox"/>                 | Irish <input type="checkbox"/>                   | Any other White background <input type="checkbox"/> |   |
| <b>Black</b>                  | Black or Black British <input type="checkbox"/>  | Caribbean <input type="checkbox"/>               | African <input type="checkbox"/>                    | Any other Black background <input type="checkbox"/> |
| <b>Mixed</b>                  | White & Black Caribbean <input type="checkbox"/> | White and Black African <input type="checkbox"/> | White and Asian <input type="checkbox"/>            | Any other mixed background <input type="checkbox"/> |
| <b>Asian or Asian British</b> | Indian <input type="checkbox"/>                  | Pakistani <input type="checkbox"/>               | Bangladeshi <input type="checkbox"/>                | Any other Asian background <input type="checkbox"/> |
| <b>Other</b>                  | Chinese <input type="checkbox"/>                 | Latin American <input type="checkbox"/>          | Other <input type="checkbox"/>                      | <i>Prefer not to say</i> <input type="checkbox"/>   |



## Bermondsey Neighbourhood Study: trader questionnaire

|      |             |          |      |
|------|-------------|----------|------|
| Date | Interviewer | Location | Code |
|------|-------------|----------|------|

1. **Connection(s) to the area:** Local business owner ☐ Local business manager ☐  
Local business employee ☐ Resident ☐ Other ☐ [pls state] \_\_\_\_\_

2. **Type of business?** \_\_\_\_\_

3. **When was your business established?** \_\_\_\_\_

If it was not always in Bermondsey, please specify when it moved here \_\_\_\_\_

Do you have an outlet/shop elsewhere? Yes ☐ No ☐ If yes, where? \_\_\_\_\_

4. **Total number of regular employees** including proprietor(s) if they work in the business

Full time \_\_\_\_ Part time \_\_\_\_

5. **What do you think about this area as a place to do business?**

What's good about the area? What's less good? How does it compare to other areas? How has it changed since your business was established?

6. **Would you like to keep your business here?** Yes, in the long-term ☐ Yes, in the medium-term ☐  
Yes, in the short-term ☐ No ☐ Don't know ☐

**Why?**

7. **How optimistic are you about the future for your business?** Optimistic ☐  
Neither optimistic nor pessimistic ☐ Pessimistic ☐ Not able/prefer not to say ☐

8. **Compared to last year, do you think your business is performing better or worse?**  
Better ☐ Same ☐ Worse ☐ Not able/prefer not to say ☐

9. **What are the main challenges facing your business?**

**10. Who are your customers?**

What is their demographic? Are they mostly local? Do you have many regulars?

**11. Do you ever extend lines of credit to your customers?**

Yes ☐ No ☐ Unsure/prefer not to say ☐

**12. What other connections do you have in the area? Please specify**

Local suppliers ☐

Local groups/networks ☐

Other local businesses ☐

Other e.g. local newspapers, Local events ☐

**13. Do you ever advertise your business?**

Yes ☐ No ☐ Unsure/prefer not to say ☐ if yes, where? \_\_\_\_\_

**14. Do you employ local people?** Yes ☐ No ☐ If yes, how many? \_\_\_\_\_

**Why?** Are there advantages or difficulties of employing local people?

How easy is it to recruit locally? Can you find people with the right skills?

**15. Do you feel you have any influence over what happens in the area?**

Yes ☐ Somewhat ☐ No ☐ Not able/prefer not to say ☐

**Why?** Have you ever been consulted? How are you able to influence local issues?

**16. For businesses in the Blue**

**(a) Do you participate in the Blue BID?**

Yes ☐ No, never ☐ No, have previously been a member ☐ Yes ☐ Other ☐ (please specify) \_\_\_\_\_

**(b) If no, would you consider joining the BID?** Yes ☐ No ☐ Maybe ☐ Other ☐

(please specify) \_\_\_\_\_

17. What could make Bermondsey a better place to do business?

Is there any kind of business support that would be useful?

18. If you were starting your business again, what support or information would have been useful?

e.g. local enterprise hub, information shared through a BID etc.

19. (a) Do you know about Grosvenor’s plans for Bermondsey? Yes ☐ No ☐ A little ☐  
(b) If yes, how think they might impact your business?  
Yes, largely positive impact ☐ Yes, largely negative impact ☐ No/little impact ☐  
Unsure/prefer not to say ☐

Why?

About you:

1. Postcode [of home address]: \_\_\_\_\_  
2. Gender: Male ☐ Female ☐ Other ☐ Prefer not to say ☐  
3. Age: 18-24☐ 25-29☐ 30-44☐ 45-64☐ 65+☐ Prefer not say☐  
4. Ethnicity

|                        |  |  |   |   |
|------------------------|--|--|---|---|
| White                  | British <input type="checkbox"/>                 | Irish <input type="checkbox"/>                   | Gypsy or Irish Traveller <input type="checkbox"/> | Any other White background <input type="checkbox"/> |
| Black                  | Black or Black British <input type="checkbox"/>  | Caribbean <input type="checkbox"/>               | African <input type="checkbox"/>                  | Any other Black background <input type="checkbox"/> |
| Mixed                  | White & Black Caribbean <input type="checkbox"/> | White and Black African <input type="checkbox"/> | White and Asian <input type="checkbox"/>          | Any other mixed background <input type="checkbox"/> |
| Asian or Asian British | Indian <input type="checkbox"/>                  | Pakistani <input type="checkbox"/>               | Bangladeshi <input type="checkbox"/>              | Chinese <input type="checkbox"/>                    |
| Other                  | Arab <input type="checkbox"/>                    | Latin American <input type="checkbox"/>          | Other <input type="checkbox"/>                    | Prefer not to say <input type="checkbox"/>          |

## About Social Life

Social Life is a social enterprise, created by the Young Foundation in 2012, to become a specialist centre of research and innovation about the social life of communities. Our work is about understanding how peoples' day-to-day experience of local places is shaped by the built environment - housing, public spaces, parks and local high streets - and how change, through regeneration, new development or small improvements to public spaces, affects the social fabric, opportunities and wellbeing of local areas.

[www.social-life.co](http://www.social-life.co)

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