



**REALLY  
LOCAL  
GROUP™**



# A baseline study for The Gramophone, Hayes

October 2020

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## ABOUT US

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**Social Life** has been commissioned by the **Really Local Group** to carry out a baseline study to explore the everyday lives of local people living, working and studying in Hayes.

**Kaizen Partnership** supported Social Life in this research, conducting face-to-face interviews with 250 people who lived, worked or visited the area.

### About Social Life

**Social Life** was set up by the Young Foundation in 2012 as an independent centre of expertise on placemaking. Our work is concerned with the social life of communities and what can be done by local government, community organisations, planners, developers, housing providers and other public agencies, to create resilient and sustainable communities that help residents feel settled, content and supported in their environment. Our work spans social impact, social research and community participation.

<https://www.social-life.co>

### About Kaizen Partnership

**Kaizen** is an award-winning social business that specialises in designing, delivering and facilitating cutting edge projects. We deliver work in the community sector, including the areas of regeneration, education, employment, housing and the social care field.

Everything we do is focused on making a difference: empowering individuals, teams and communities.

<https://kaizen.org.uk>

### About Really Local Group

Really Local Group creates and restores cultural infrastructure through the regeneration and renewal of the UK's high streets.

Known as 'The Gramophone', their new venue in Hayes will sit within The Old Vinyl Factory development. The venue will feature a cinema, live music venue and interactive exhibitions celebrating the site's history as a key part of the global industrial and music trade.

<https://reallylocalgroup.co.uk>

# THANK YOU!

We would like to thank everyone who participated in this research for their time, invaluable input and insights.



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## ABOUT THIS PROJECT

### Overview

- **Social Life** was commissioned by the **Really Local Group** to carry out a baseline study to explore the everyday lives of local people living, working and studying in Hayes.
- The research draws on a **survey of 250 residents, workers and traders**, as well as interviews with organisations and agencies operating locally.
- Primary research was carried out between **May and August 2020**, ahead of the construction and opening of The Gramophone.
- **This report describes the area and resident priorities at this particular time**, when everyday life was strongly affected by the COVID-19 pandemic. The research took place during a period when restrictions on everyday life were incrementally relaxing.
- **The findings will act as an evidence base** for The Really Local Group to understand and measure the impact of The Gramophone over time.

### The Gramophone

- **The Really Local Group is building The Gramophone**, a new culture and creative community hub to Hayes. The hub will provide a range of facilities and spaces, including a cinema, a music venue, workspace, flexible community space and a café/bar.
- **The Gramophone aims to build on local heritage** through an interactive exhibition and different activities which showcase the area's heritage in the global music industry.
- The Gramophone building will include sections of the former pressing plant.
- **The Gramophone is located in the Old Vinyl Factory site** - the former EMI factory - which is being redeveloped. On completion it will include over 600 new homes, office buildings, innovation and educational spaces, restaurants, shops, and other amenities. Three residential buildings are now occupied.
- **The Gramophone is supported by the Mayor of London's Good Growth Fund** with £1.2m funding. Part of this funding will support The Really Local Group in evidencing social value in line with the Mayor's 'Inclusive London' strategy.

### The area

- **The area around the Old Vinyl Factory site is predominantly industrial.** Terraced housing is adjacent to the site on Blyth Road to the north and Dawley Road to the west.
- **The area is experiencing significant change**, Crossrail (or the Elizabeth Line) will come to Hayes and Harlington Station from 2021.
- **There is significant new housing development in the surrounding area.** High Point Village, 600+ new homes next to the station, was completed in 2011; and development on the site of the former Nestle Factory includes 1,300 new homes.
- **There have been public realm improvements in Hayes**, including pedestrian and transport connectivity, landscaping, lighting, signage and street furniture.
- **Understanding the impact of The Gramophone** will require careful consideration of what outcomes can be attributed to the project, and what is a result of wider changes to the area.

## ABOUT THIS PROJECT

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### Our approach

- This study draws together primary and secondary data. It is based on:
  - A face-to-face survey
  - Stakeholder interviews
  - Secondary data analysis.
- Given the uncertainties of carrying out research during the Covid-19 pandemic, the study area and primary research methods were adapted to maximise participation in the research, and the safety of the local community and field team.
- Stakeholder interviews was carried out online, and social distancing protocols were used for the face-to-face engagement.
- A number of small community groups and organisations were closed because of the lockdown and were unable to participate in this research.

### Face-to-face survey

- 250 street interviews were carried out by Kaizen Partnership in July and August 2020.
- These took place in public areas, including high streets (Coldharbour Lane and Uxbridge Road), Barra Hall Park, around Hayes and Harlington station, and the Old Vinyl Factory site.
- To engage residents living closest to The Gramophone, door knocking was carried out on Blyth, Clayton and Clarendon Roads.
- The questionnaire included closed and open-ended questions, to gather data on community life, local amenities and services, thoughts on area change and recommendations for The Gramophone.

### Data analysis

- The street interview data is drawn on a convenience sample. This means that care needs to be taken with the significance of findings, and interpreting data, particularly when it is broken down into smaller groups, such as age or ethnic background.

### In-depth stakeholder interviews

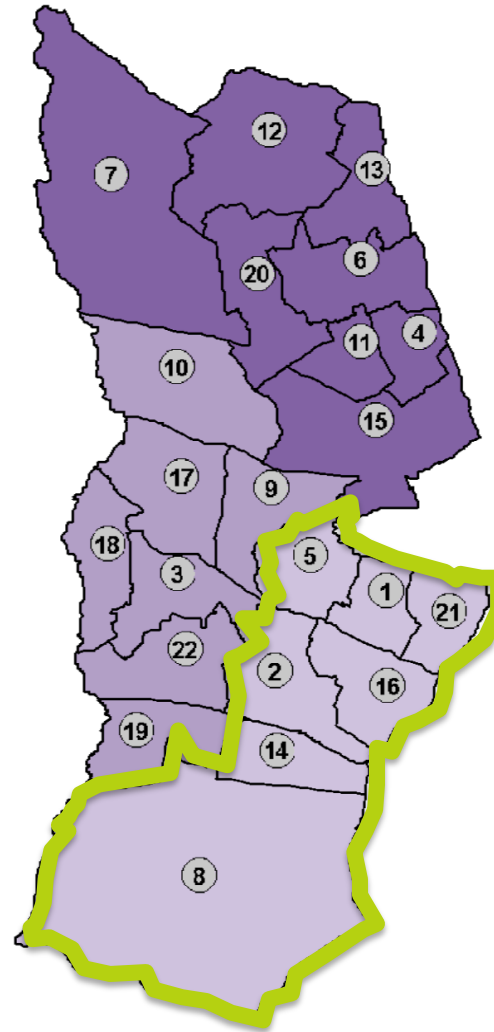
- In-depth, semi-structured interviews were carried out with nine stakeholders in May and June 2020. Conversations ranged from 45 minutes to two-hours.
- Stakeholder interviews help provide context to the themes emerging through the face-to-face survey.
- Interviews were carried out with:
  - The EMI Archive Trust
  - Hayes Town Partnership
  - Global Academy
  - U+I
  - YMCA
  - A new local resident
  - A long-standing local resident
  - Hillingdon Council, Economic Development
  - Hillingdon Council, Stronger Communities Team.

## ABOUT THIS PROJECT

### Research boundary - Hayes & Harlington locality

#### Defining the research area

- The research boundary was agreed with the Really Local Group, with input from key stakeholders, to include the residential areas most likely to be affected by the Old Vinyl Factory development.
- It is envisaged that The Gramophone will be used by workers, visitors, traders, students and residents who use Hayes town centre and the area around the Hayes and Harlington train station.
- The Hayes and Harlington locality<sup>1</sup> was agreed as the research area. This includes Botwell ward, where The Gramophone will be located.
- LB Hillingdon is made up of three localities and 22 wards. The Hayes and Harlington locality is in the south of the borough includes seven wards.
- Respondents living in postcodes UB3 1, UB3 2, UB3 3, UB3 4, UB3 5, UB4 8 and UB4 9 self-identified as Hayes residents in our survey.



#### Wards

1	Barnhill
2	Botwell
5	Charville
8	Heathrow Villages
14	Pinkwell
16	Townfield
21	Yeading

Source:  
<https://archive.hillingdon.gov.uk/article/7629/Facts-and-statistics-about-the-London-Borough-of-Hillingdon>

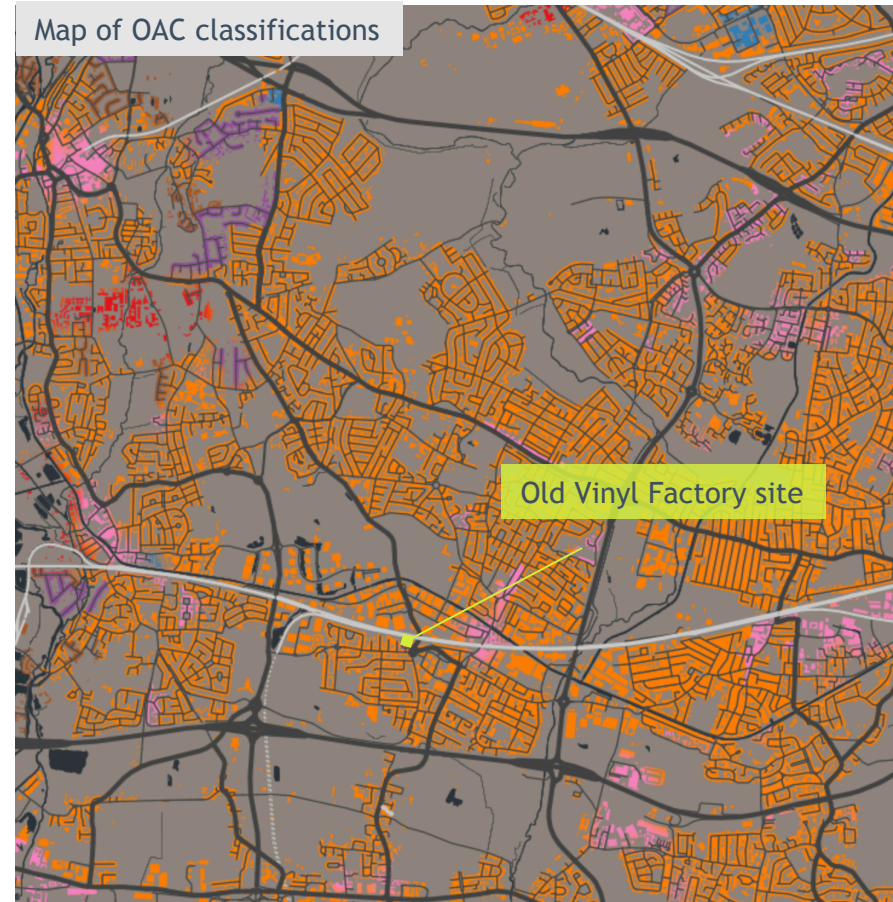
<sup>1</sup> LB Hillingdon's localities mirror the Clinical Commissioning Group (CCG) localities and are commonly used as geographic areas for LB Hillingdon data profiles and council initiatives.

## ABOUT THIS PROJECT

### Benchmarking

- As well as using national data as a benchmark, Social Life uses predictive data, which we call 'Community Dynamics data'<sup>2</sup>, to understand local areas.
- Community dynamics indicators predict how residents are likely to feel about the places they live, including their sense of belonging, neighbourliness and safety.
- Community Dynamics data is based on a large national survey - the Understanding Society Survey - modelled to small local area and compared to "Output Area Classifications, or OACs. These are created by ONS, they classify neighbourhoods using a number of socio-geographic factors.
- By comparing our research findings with Community Dynamics predictions we can identify local strengths and vulnerabilities.
- This can inform the Really Local Group's understanding of the area, and how their work can best contribute to the local community.

<sup>2</sup> Further information on Community Dynamics benchmarks is available at [www.social-life.co/publication/understanding\\_local\\_areas/](http://www.social-life.co/publication/understanding_local_areas/)



The area reflects three main OAC classifications typical of similar parts of London

**Orange 4b / 4c** - 'multicultural metropolitans', typical of outer London and areas with high proportion of residents from Asian backgrounds

**Pink 3a** - 'ethnicity central', is more typical of inner outer London.



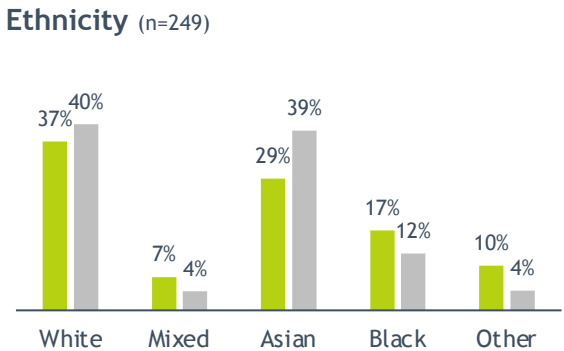
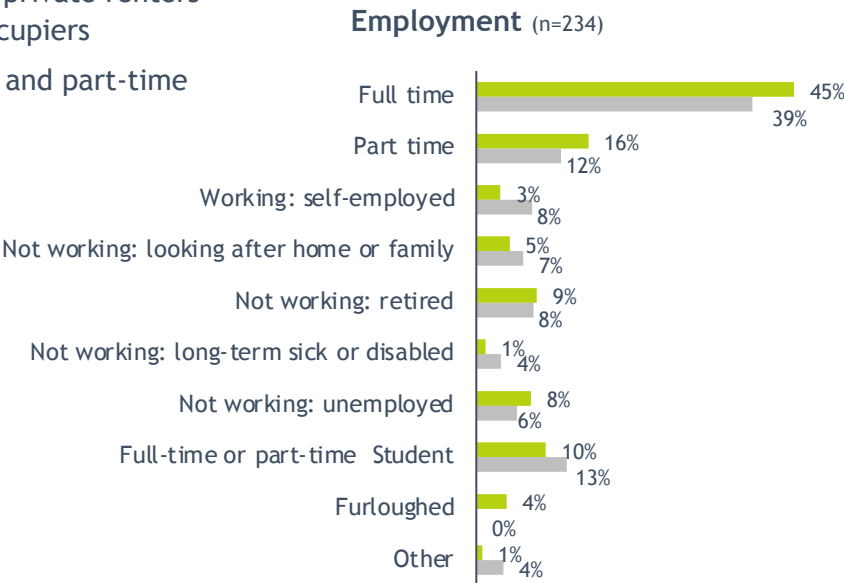
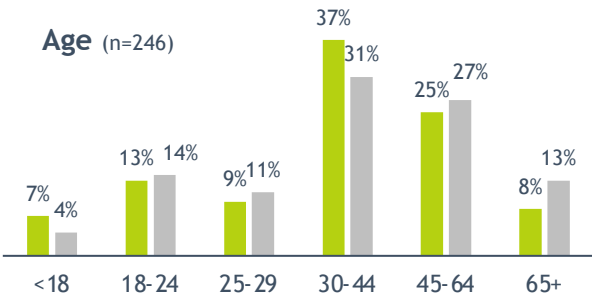
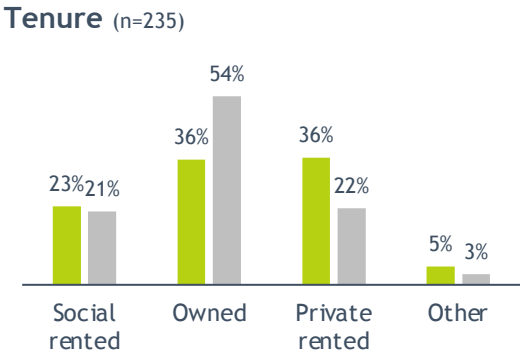
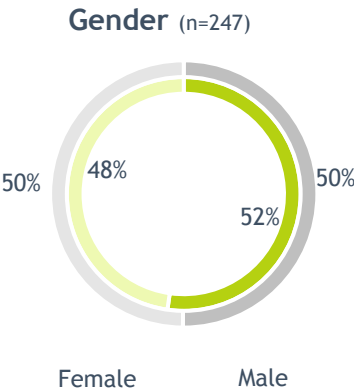
# ABOUT THIS PROJECT

■ Survey respondents  
■ Hayes and Harlington

## About the survey respondents

Compared to the Hayes and Harlington locality in 2011, the people who were interviewed included:

- more people aged 30 to 44 and fewer older people
- a slightly larger proportion of people identifying as black, or from ‘other’ backgrounds, and fewer people of white and Asian backgrounds
- larger proportion of private renters and fewer owner occupiers
- more people in full- and part-time employment.



## ABOUT THIS PROJECT

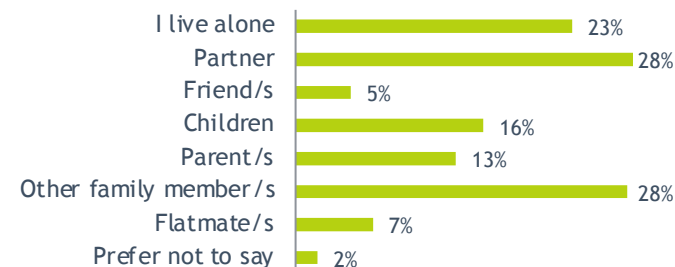
### About the people interviewed

- The majority of people interviewed lived in UB3 postcodes. Only seven lived on the Old Vinyl Factory site.
- Visitors using the amenities and shops in Hayes lived in Southall, Uxbridge, and Staines. Some were from further afield, including Edgware, Croydon, and Camberley.
- Household size and composition varied. Nearly a quarter lived alone, over a quarter lived with their partner, a similar number lived with other family members.
- 10% of respondents said their day-to-day activities are limited due to a physical or learning disability or health problem.
- 53% of respondents said English was the primary language spoken in their home. Over 20 languages and dialects were reported.
- The majority of residents interviewed are long-term residents. 60% reported living in Hayes for more than 10 years, 29 residents for over 30 years.

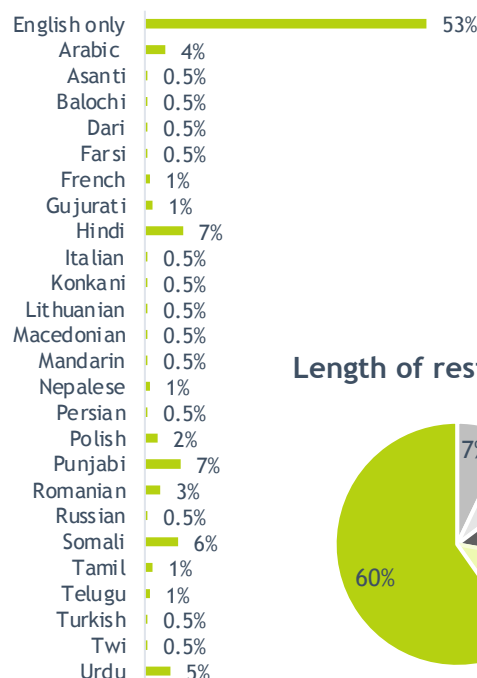
Postcodes (n=230)



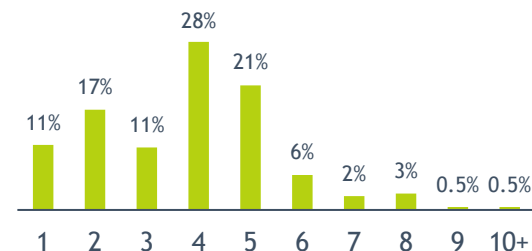
Who lives in household (n=215)



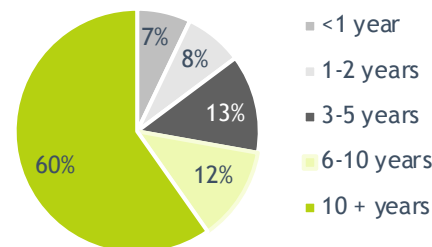
Language spoken most at home (n=208)



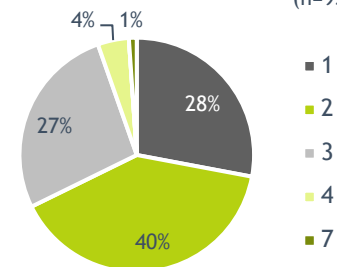
Number of people living in home (n=218)



Length of residence (n=169)



Number of dependent children (n=93)



The  
area

This section gives an overview of the area, including its social and economic profile and demographics. It also describes patterns of inequality and deprivation.





## THE AREA

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### Key characteristics

- **The Old Vinyl Factory and The Gramophone site fall within Botwell ward.** Botwell ward is one of the seven wards which make up the Hayes and Harlington (H&H) locality. The H&H locality sits at the edge of London, it is bordered by Uxbridge and West Drayton locality, Slough and Spelthorne to the west, and the London boroughs of Hounslow and Ealing to the east.
- **The London Borough of Hillingdon is not geographically coherent.** The A40 marks a physical boundary between two distinct sections of the borough: the area south of the A40 is more cosmopolitan, culturally-diverse and has higher levels of deprivation; the north has a larger white British population and more suburban, middle class neighbourhoods.
- **North-south transport connections in the borough are poor.** East-west rail connections are stronger. This contributes to the north-south divide and to the high numbers of people commuting by bus or car/van.
- **In the early 20<sup>th</sup> century, Hayes was a thriving industrial area but de-industrialisation led to the area's decline.** The growth of Heathrow Airport nearby exacerbated the relocation of jobs away from the area.
- **Hayes now has the reputation as the “*poor relation of Hillingdon*” (stakeholder), or “*Hayes Down*” (resident).**
- **The future arrival of Crossrail has galvanised new mixed-use developments in Hayes' former industrial areas near the train station.** A high proportion of flats are occupied, however commercial interest has been more limited. It is hoped that this will improve when more homes are completed and footfall increases.
- **The new developments are disconnected from Hayes town centre.** The council has invested in streetscape improvements to unify the regenerated areas with the existing town. However, our survey shows low awareness among residents of new developments - only a third of respondents had heard of the Old Vinyl Factory.
- **New developments near the train station have not benefitted the town centre economically.** New residents are perceived to work, shop and spend time and income elsewhere.
- **The next census will highlight the changing demographic in the area.** Botwell, Pinkwell, and Townfield wards are likely to show some significant demographic changes.

*“Hillingdon has a passion for cars”  
(stakeholder)*

## THE AREA

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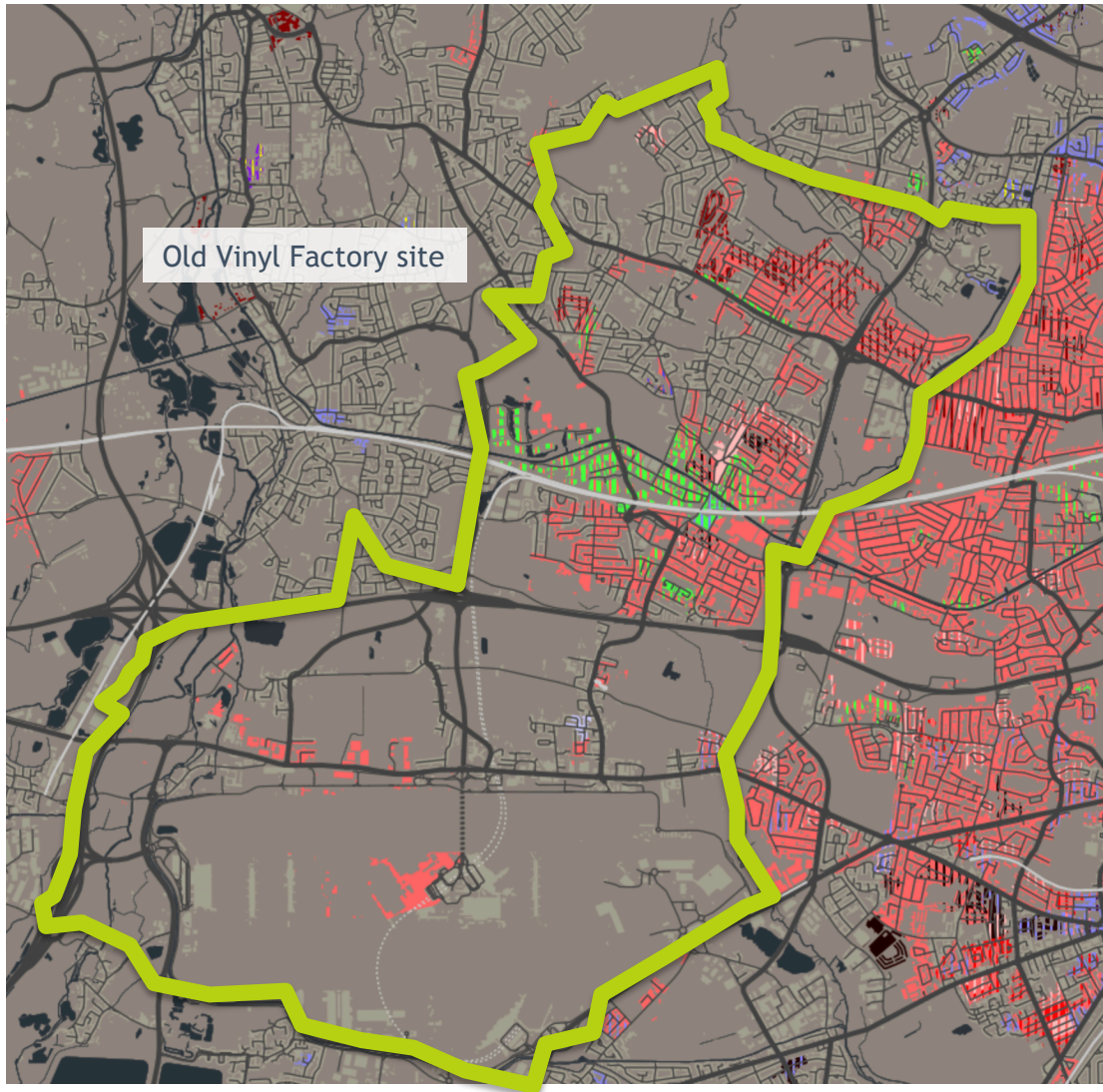
### Local population

The research area is distinct from the rest of Hillingdon and London.

These statistics are from the 2011 census; stakeholders note the area has grown even more diverse in recent years.

- **The research area has a young population.** There are more residents under 16 years old (25%) and fewer over 75 (4%) than LB Hillingdon and London.
- **There is a larger BAME population in the research area than in LB Hillingdon and London.** 40% identify themselves as Asian or Asian British, black (12%), mixed (4%) and other backgrounds (4%).
- **More identify with a faith than the national average.** Christianity is the predominant religion (38% compared to 59% in England), 18% are Muslim, 14% are Sikh, 11% are Hindu, and 11% have no religion (compared to 25% in England).
- **42% of residents in the research area were born outside of the UK.** Top countries of birth are India, Pakistan and Somalia.
- **69% of residents of the research area have English as their main language.** Panjabi (8%), Tamil (3%) and Urdu (3%) are the three most common other languages.
- **Somali and Panjabi are the most commonly spoken languages** in neighbourhoods surrounding the Old Vinyl Factory site.
- **Home ownership in the research area (54%) is higher than the London average but lower than LB Hillingdon (63%),** 21% of residents live in social rented housing, 22% rent privately.
- **Residents life expectancy is lower than the national average.** Botwell ward has the worst and Pinkwell ward has the best health outcomes in the Hayes & Harlington locality.

## THE AREA



### Top foreign language:

Red = Tamil  
Green = Somali  
Coral = Panjabi  
Pink = Urdu  
Burgundy = Nepalese  
Purple = Polish / Lithuanian

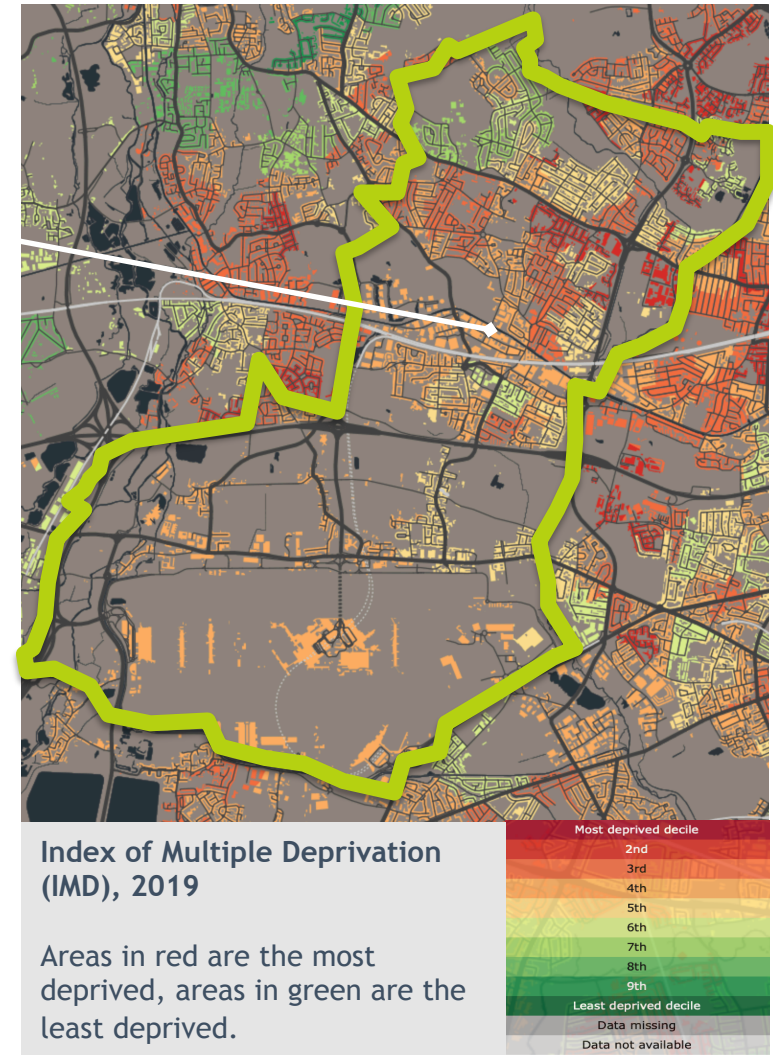
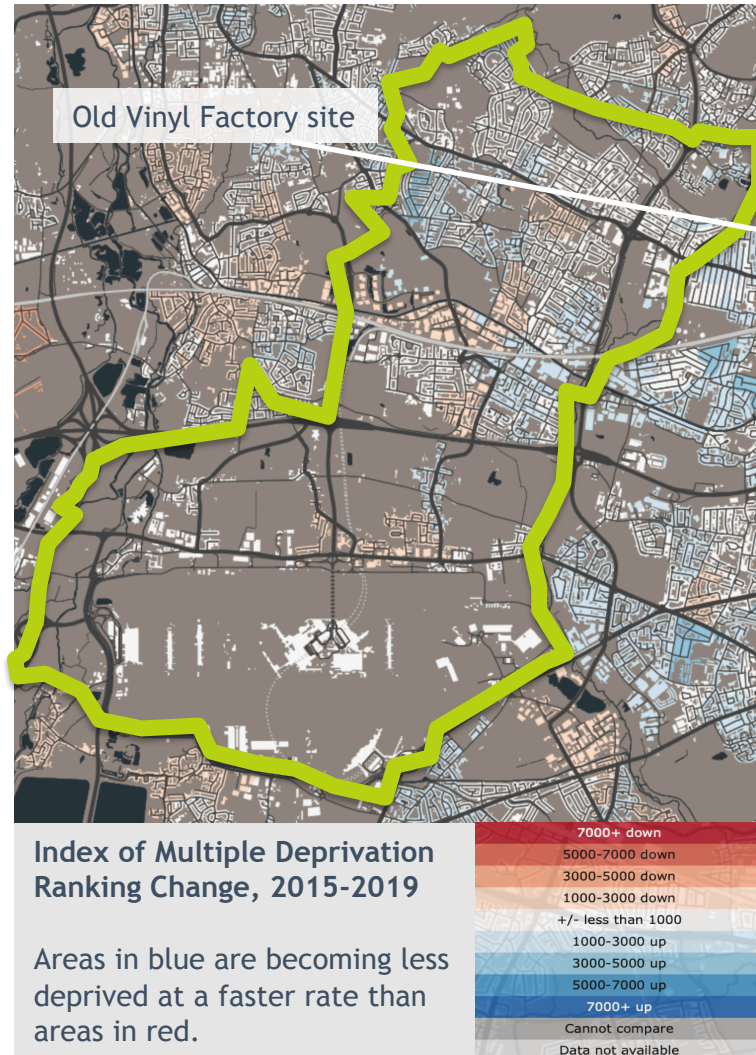
Source: 2011 census, <https://maps.cdrc.ac.uk/>

### Inequality & deprivation

- **Income deprivation is higher than LB Hillingdon and the English average (14%).** Botwell ward has the 2<sup>nd</sup> highest income deprivation level (21%) in the borough. The percentage of people who live in income deprived households in the research area ranges from 22% in Townfield ward to 14% in Charville ward<sup>3</sup>.
- The Old Vinyl Factory site falls into the 4<sup>th</sup> **most deprived decile** in England. The neighbourhood includes small areas which range from the 2<sup>nd</sup> to 7<sup>th</sup> most deprived deciles (see map on next page).
- **Local residents report that the area is also home to high numbers of street homeless people.**
- **Stakeholders anticipate that Crossrail and new mixed-use development schemes will contribute to increased levels of income inequality.**
- **From 2015 to 2019, deprivation worsened in the more deprived areas, while the less deprived parts that are being developed are becoming more affluent (see map on next page).**

<sup>3</sup> Index for Multiple Deprivation (2019)





Source: 2019 IMD, <https://maps.cdrc.ac.uk/>

## THE AREA

### Employment

- According to 2011 census data, economic activity in the research area (70%) is comparable to Hillingdon (71%) and England averages (70%).
- Heathrow Airport and its associated functions like hospitality are believed to provide the majority of employment options for local residents.

*“The Heathrow effect is quite significant...this is why unemployment in Hayes is low relative to income deprivation. There are more jobs than people looking for jobs (prior to pandemic). They’ve also got really great transport links into London.” (stakeholder)*
- Crossrail is expected to increase opportunity for employment beyond the immediate area.
- Most residents are in “elementary” occupations (17%), administrative and secretarial roles (12%).
- Many shops in Hayes Town are locally owned and employ local people.
- The high street is healthy, although commercial spaces near the train station do not have the same footfall as Coldharbour Lane.

*“The high street is always busy. There are very few unlet shops. There has never been a shortage of entrepreneurs to give it a go. Mostly local business owners. If go to Coldharbour Lane end, it’s thriving.” (stakeholder)*
- Stakeholders note a connection between Hayes’ changing reputation and young people’s aspirations, work opportunities and attachment to place.

*“People are starting to want to own the identity of Hayes...many young people didn’t want to stay in Hayes. If progressed, would have moved out. The image is changing in a positive light.” (stakeholder)*
- Few ties appear to exist between local business parks and local residents. Stockley Park - whose occupiers include Apple, Canon, and Hasbro - appear to mainly employ people living outside of Hayes who commute in by rail or car.
- New creative jobs are not always seen as relevant by the local community.

*“There is a wider piece around getting more religiously diverse communities in Hayes to respect the creative industries as a career path for their children, in contrast to say doctors” (stakeholder)*

# Community

This section describes the findings of this research about community, including people's sense of belonging, neighbourliness, relationships between people from different backgrounds, and sense of influence. It also describes perceptions of crime and safety.





## COMMUNITY

### Key findings & benchmarks

- Neighbourliness is comparable to areas with similar characteristics. Residents place a high value on their local friendships and associations.
- Belonging among survey respondents is strong, although differences exist across ethnicities, length of residence and age groups.
- Residents are less positive about relationships between people from different backgrounds than in comparable areas. Stakeholders report that relations have been improving in recent years even though social mixing is still limited.
- Residents report feeling unsafe and voice concerns over rising crime and anti-social behaviour.
- Survey respondents' sense of influence over the area is in line with comparable areas.
- The majority of residents feel other people do not pull together to improve the neighbourhood. This is weaker than comparable areas.

Indicator	Survey results (% positive)*	% difference national average	Comparable area (OACs)		
			OAC 3a	OAC 4b	OAC 4c
Regularly stop and talk with people in neighbourhood	56%	-12%	54%	57%	63%
Borrow things and exchange favours with neighbors	41%	-2%	34%	39%	41%
Friendships and associations in my neighbourhood mean a lot	74%	17%	53%	56%	55%
Local area is where people from different backgrounds get on well	71%	-11%	78%	78%	86%
Feel sense of belonging to this neighbourhood	72%	3%	57%	62%	65%
Feel safe when walking in area after dark	33%	-53%	70%	71%	85%
Feel ability to influence decisions affecting local area	33%	4%	33%	34%	30%
People pull together to improve neighbourhood	39%	-18%	44%	51%	57%

\*A green score indicates a stronger response in the survey data for Hayes than in comparable areas, a red score is weaker, and grey score is comparable.

### Neighbourliness

- Stakeholders describe different group identities around ethnicity, faith and length of residence.
- Long-standing, white British residents often have ties to Hayes' industrial past

*“People I know, my neighbours, there's a feeling that the town has been overtaken in a way. No one has anything against people as people. It's just we miss the town we once knew...”*  
(resident)
- There are large and well-established Indian, Pakistani and Bangladeshi communities.
- The area is home to growing Nepalese, Eastern European and Somali communities.
- Recently, more affluent people, including young families and some from professional backgrounds, have moved to the area, attracted by the area's transport connections, and (compared to other parts of London) relatively cheap housing.
- Residents report that the area overall is a comfortable place to live but experiences and perceptions differ. Some residents feel a strong sense of neighbourliness, belonging and attachment to place while others are more negative.
- Neighbourliness appears to be strongest among people from Asian backgrounds and weakest among people from white backgrounds.
- Stakeholders linked this sentiment with the loss of industry, reporting that many white British residents feel a sense of loss, as families their moved out of the area.
- Some residents, particularly those with memories of Hayes as an industrial town, report that community ties are weaker than in the past.
- Residents place a high value on their local friendships and connections with families living in the area. Over a third of people interviewed reported living with parents and other family members; nearly half had dependent children.
- The high street shops in Hayes provide opportunity for social interaction. However, the Old Vinyl Factory was noted as lacking “collision spaces” - places where people are likely to stop and chat - and does not have enough amenities to encourage residents to spend time and meet others living in the area.
- Overall, stakeholders reported a that there are not enough community spaces and events to build interactions between longer-standing and newer residents.
- Residents interviewed reported that there are not enough open-access spaces that are attractive to different generations and people from different faith backgrounds.

### Relationships between people from different backgrounds

- The majority of residents who participated in the survey are positive about the relationship between people from different backgrounds. However, this is weaker than comparable areas.
- The area was described by some stakeholders as characterised by independent micro-communities and that these different groups live separate, yet harmonious, lives.
- Stakeholders spoke of a history of ethnic tensions and hate crime, but reported that this has reduced. Interfaith initiatives like *Hayes in Solidarity*, are seen to be countering this and bringing about increased understanding.

*“It feels like there are communities centred around religion in the area. Really active Christian community, Hindu and Muslim community but beyond this don’t think there are strong communities in the area.”*  
(resident)

*“Different people from different backgrounds are starting to mix more together in harmony. And parents are starting to integrate as the area improves. You can see this on the high street, in the different shops that once specifically catered to people from certain cultures...”*

*“...it’s a proud area of different backgrounds. People weren’t engaging at first because fearful they would lose their cultural heritage. They’re now realising that socialising with people from different backgrounds only makes you more proud of your own background.”*  
(stakeholder)

### Sense of belonging

- Overall, belonging among survey respondents is strong. 72% of residents feel they belong to the area. This is stronger than would be expected in comparable areas and in line with the national average.  
*“I like the people, I’ve lived here a long time. The mixed community [is a positive]. We have lots of customers.”*  
*(resident and trader)*
- Some stakeholders and residents reported that belonging is weak, because of the lack of social infrastructure and the weak local identity.  
*“Sense of belonging is what’s missing in Hayes because of years of decline. There’s very little in the area to build on this...no placemaking.”*  
*(stakeholder)*
- Sense of belonging varies between ethnicities and age groups.
- Of those interviewed, residents over 65 years old tended to be more likely to report strong belonging while 18 to 24 year olds were more likely to feel a weak sense of belonging.
- Residents from white British and other white backgrounds were less likely to report strong levels of belonging and more likely to feel a weak sense of belonging.
- Conversely, Asian or Asian British and black or black British residents are more likely to report strong levels of belonging.

*“There’s not enough of a place here [Old Vinyl Factory] to belong to at the moment. But hopefully once there are more facilities this will change ... Now I live in a building on a building site...”*

*... definitely don’t feel I belong to Hayes because I only start and end my day here.”*  
*(resident)*

## COMMUNITY

### Voice & influence

- Residents interviewed generally reported a low sense of influence over the area (33%). However, this figure is in line with comparable areas.
- Only 39% of residents feel people in the neighbourhood pull together to improve it. This is below the benchmark for comparable areas.
- Some stakeholders link the area's crime, anti-social behaviour, vandalism, public drinking and general disorder of the public realm to a sense of disengagement.

*"Families don't have pride in the town they're settling in. In past, if people didn't keep grass cut and door painted, people would be fined or evicted."*  
(resident)

*"There's an element that if something doesn't look nice, people won't take care of it..."*  
(stakeholder)
- There are few established tenants and residents associations (TRAs) in Hayes, apart from the Austin Road Estate and High Point Village TRAs.
- Residents in new developments have set up informal groups on Facebook and Whatsapp, mostly addressing issues with maintenance. The majority of homeowners and private renters do not appear to have formalised representation or communication forums.
- Stakeholders noted that there is growing solidarity and representation among local organisations. There are strong links between private businesses, educational institutions, the council and the voluntary sector and very active individuals working locally to forge these new connections.

*"Due to organisations doing more in the area, investing, chipping in a bit more, the level of solidarity became a more active movement ... they're trying to sit down together to talk about how they all improve Hayes."*  
(stakeholder)
- The Hayes Town Partnership represents local businesses and is seen as an effective community connector.

*"I love David Brough and the local councillors - they gave support to our business and school."* (resident & trader)
- There is the perception that Hayes receives less council investment than other, more affluent parts of the borough.

*"Uxbridge gets more funding and better outdoor gym equipment"*  
(resident)
- However, some residents and stakeholders said the local council was helpful in addressing local concerns, at a grassroots level.

*"I think the council has been good...the one thing that's better than ever is public transport. So much better than it used to be."* (resident)



### Safety

- Residents report serious concerns around crime, and sense of safety after dark is significantly below what would be expected in comparable areas. Only 33% of residents interviewed felt safe in the area after dark.
- Increases in crime, anti-social behaviour, street drinking, drug dealing, and lack of policing were the most noted ‘dislikes’ and ‘negative changes’ noted in Hayes over the past two years.
- Metropolitan Police statistics show rising crime in Hayes since 2013, hitting a decade peak in 2019. Violence against the person and theft are the most prevalent types<sup>4</sup>.
- Survey respondents also reported concerns around visible poverty, including increasing homelessness and people begging on the streets, particular in Hayes Town centre.
- Concerns were voiced around young peoples’ safety and increased involvement in gangs and knife crime.
- Residents report concerns that there is not enough for teenagers to do outside of school, this issue was also voiced by some stakeholders.
- There are reports of some social tensions between generations and negative stereotyping of young people.

*“There’s an assumption if you’re black and young, you’re up to no good. This is changing, young people now aren’t getting ‘looks’ when walking down the street.” (stakeholder)*
- Some stakeholders however suggest the area has improved for young people, with less gang activity.

*“When I started working in Hayes, only way young people could get out of Hayes was in a prison van. Gang activity has far reduced in recent years but not sure why...”  
(stakeholder)*

<sup>4</sup> <https://www.met.police.uk/sd/stats-and-data/met/crime-data-dashboard/>

# Local identity

This section sets out the findings that focus on feelings about the area, including local identity and satisfaction with the area. It also explores perceptions of area change.



## LOCAL IDENTITY

### Key findings & benchmarks

- Intentions to remain a resident are in line with comparable areas.
- 61% of residents think Hayes is a good place to live. This is similar to comparable areas.
- Less than half of residents agreed that Hayes is a place where they enjoy 'spending time'.
- In general, more residents report the area has 'got better' (41%) than has 'got worse' (29%) over the past two years.

Indicator	Survey results (% positive)*	% difference national average	Comparable area (OACs)		
			OAC 3a	OAC 4b	OAC 4c
Plan to remain a resident of neighbourhood	66%	-3%	54%	61%	67%
Hayes is place where enjoy spending time	49%	NA	NA	NA	NA
Think neighbourhood is good place to live	61%	-15%	63%	62%	74%
Think area has 'got better' to live in over past two years	41%	NA	NA	NA	NA

\*A **green** score indicates a stronger response in the survey data for Hayes than in comparable areas, a **red** score is weaker, and **grey** score is comparable.



### Satisfaction with place

- Residents report a mixed picture when thinking about their satisfaction with the area as a place to live and spend time.
- 61% think the neighbourhood is a good place to live.
- Only 49% say Hayes is a place where they enjoy spending time.
- Two thirds of residents intend to stay in the area. This is often tied to personal connections to the history of the area, their homes, family and friends.

*“There is a sadness about the town ... I cling to the town for memories of it. Such a rich history that’s it’s like Pompei, it’s dormant, a buried rich history.” (resident)*

- Some residents and stakeholders express a sense of optimism and hope for a better future in Hayes. This is linked to the new developments like the Old Vinyl Factory and The Gramophone, and public realm improvements in Hayes town centre.

*“Remind people how brilliant Hayes was.” (resident)*

*“There needs to be landmarks for the area. Something local people can be proud of. Aspiring footballers. Aspiring musicians. People are starting to want to own identity of Hayes.”  
(stakeholder)*



## LOCAL IDENTITY

### Perceptions of place

- People interviewed reported a number of positive features in Hayes. Local social relationships, restaurants and shops, and access to transport and nature were the most highly valued.

**30%** of respondents liked the multicultural community and being near their friends and families

**21%** liked the transport links

**20%** restaurants and local shops

**19%** cited area qualities, like *“calm”, “improving”, “quiet”, “peaceful”*

**17%** liked the access to green and blue networks, like local parks and canals

**8%** mentioned the convenience of Hayes Town *“can get everything you need” “shops and banks in one place”*

**6%** liked amenities like schools, library, and leisure centres.

- Survey participants were asked what they do not like about the area.

**23%** mentioned anti-social behaviour including street drinking and drug use

*“Kids don’t have a place to socialise. Stand on street and end up doing drugs. Need activity and entertainment”*

**20%** spoke about crowded high streets, congestion and traffic on roads

**19%** said crime (including theft, mugging and knife crime), gang activity and lack of policing

*“A lot of violence and gangs and I can’t sleep at night.”*

**18%** mentioned pollution, fly tipping, littering and neglect of the public realm *“messy”, “so dirty”*

**11%** talked about the lack of community spaces, amenities, and leisure activities

*“Lack of stuff for kids”, “not enough culture”, “only has basic shops, not enough restaurants”*

**9%** mentioned the disruption of road work and construction

**8%** described weak social mixing and sense of community

*“Peoples attitudes, some are friendly some are really not”*

*“Racism - it still exists”*

*“No diverse culture mixing”*

**6%** said there was not enough parking

**4%** mentioned visible poverty including homelessness and begging

**4%** described declining council services and lack of voice in local decision making

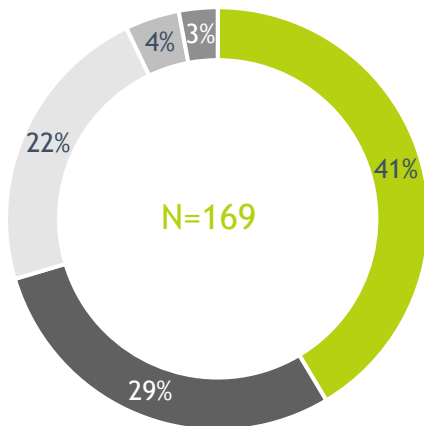
*“building new complex but forgetting the old”*

*“like the council to listen to us more”*

## LOCAL IDENTITY

### Perceptions of change

- 41% of residents believe the area has 'got better' to live in, 29% 'got worse' and 22% think little has changed in the last two years.



- Got better to live in
- Got worse to live in
- Not changed much
- Have not lived here long enough to say
- Don't know

- Streetscaping and road improvements were the most noted 'positive change' in the area over the past two years. 43% of respondents cited the two-way road system, new street furniture, improved roads, and/or wider pavements; 17% referred to better transport options like new footpaths, cycle lanes, bus schedules and the redevelopment of the train station.

*"Introduction of new cycle lanes and two-way traffic now on high street"*  
(resident)

- Local environmental factors, in addition to crime and antisocial behaviour, were the primary 'negative changes' noted in our survey. A quarter of survey respondents reported significant problems with road traffic, congestion and crowding.

*"Dug road 49 times in 2-3 years"*  
(resident)

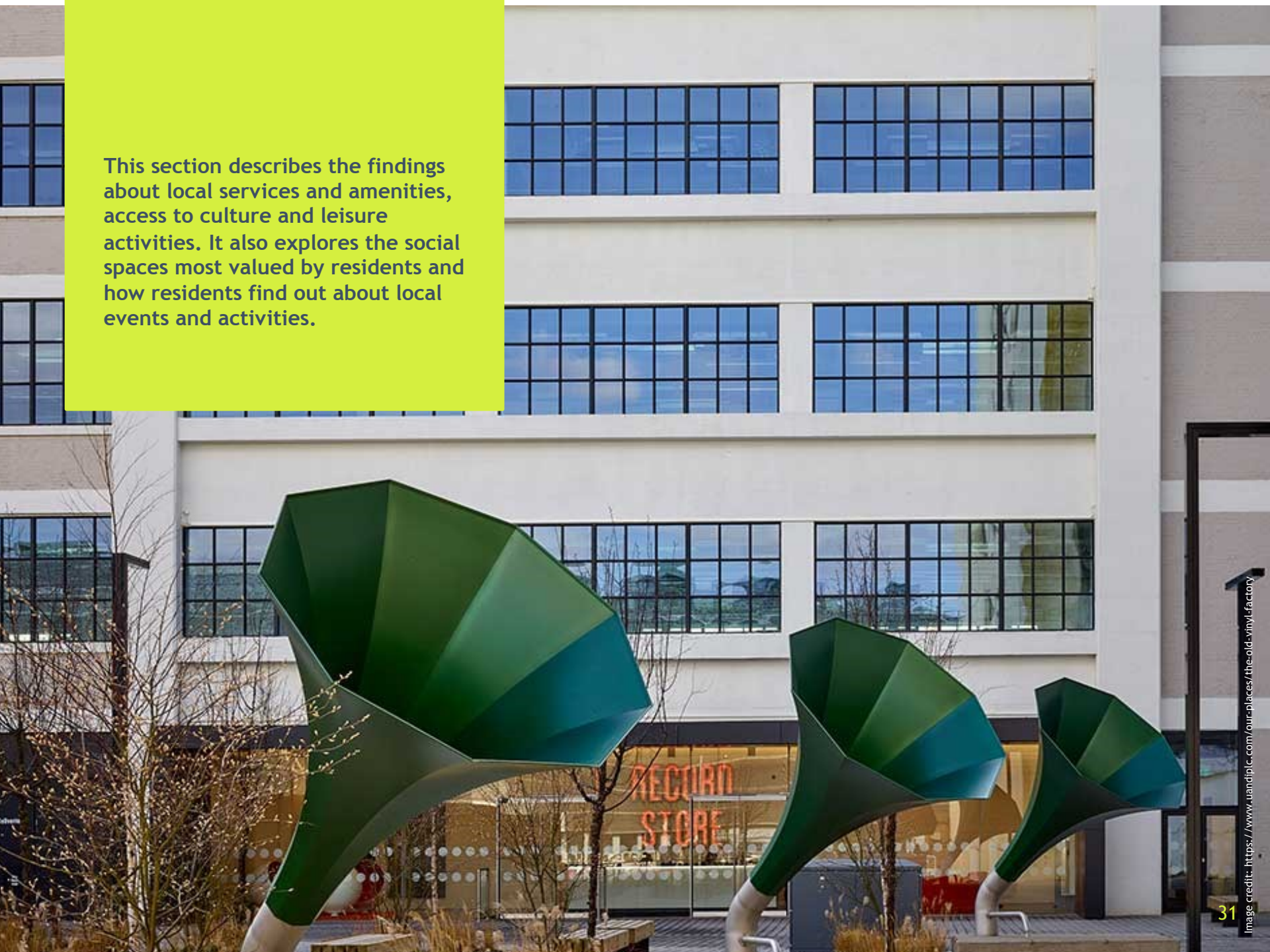
*"More traffic on the roads now"*  
(resident)

### Perceptions of change

- The most noted ‘positive changes’ in the area were also described by people interviewed.
  - 43% reported streetscaping improvements to the high street like road refurbishments, street furniture, and widened pavements
  - 24% said new buildings, infrastructure and residential developments
  - 17% mentioned improved transport like footpaths, cycle lanes, and Crossrail
  - 10% said cleaner parks and safer public spaces
  - 8% mentioned changes in who was living in the area and in community relationships
  - 7% said new businesses and shops opening upOthers included busier high streets, employment and new amenities.
- The most noted ‘negative changes’ closely mirror people’s ‘dislikes’.
  - 24% noted increases in crime, violence and gangs
  - 24% traffic, overcrowding and congestion
  - 14% concerns about regeneration and gentrification
  - 10% visible poverty and rise in homelessness and people begging on streets
  - 9% pollution, fly tipping, littering and neglect of the public realm
  - 6% rise in anti-social behaviour, including street drinking and visible drug use
  - 6% loss of businesses and lack of desired shops
  - 5% road work and loss of parkingOther dislikes mentioned include Covid-19, loss of community, changing demographic and drop in number of community events.

**Amenities,  
services &  
activities**

This section describes the findings about local services and amenities, access to culture and leisure activities. It also explores the social spaces most valued by residents and how residents find out about local events and activities.





## LOCAL AMENITIES, SERVICES & ACTIVITIES

### Spending time in Hayes

- The majority of residents who took part in our survey report spending at least half of their social time in Hayes. 13% said they spend all of the time they socialise in Hayes, and 38% at least half. Only 3% spend no time in Hayes socialising.
- The main reason people gave for going outside of Hayes is to visit friends and family (51%). Shopping (18%), events and activities (11%), exploring other areas/travel (10%), work/school or to access services (8%), dining (4%) and to simply escape (8%) were also mentioned.

*“In Hayes, people were far more social in the 19070s and 80s. There’s really nothing left today.”*

*(resident)*

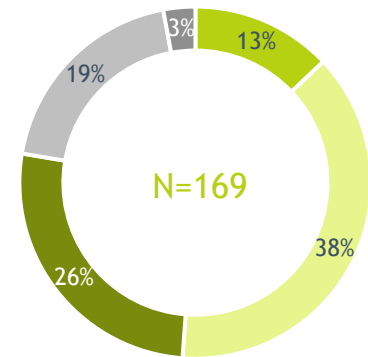
- Residents noted they would spend more time locally if there were more community spaces for leisure and entertainment. Responses highlighted gaps in provision of leisure, cultural and entertainment venues.

- In contrast, residents were likely to attend community festivals and events in Hayes. The Hayes Fun Day, formerly Carnival, was highlighted by many residents and stakeholders and there is a desire for more community-wide events like these to take place.

*“I go to central London, hang out near my office there, might drive to Windsor if I want to do something social or cultural.” (resident)*

- Stakeholders also reported that Hayes’ reputation for crime and fears about safety may discourage people from socialising in the local area, particularly after dark.

How much social time spent in Hayes versus outside area?



- All in Hayes
- More than half in Hayes
- Half and half
- Less than half in Hayes
- None in Hayes, all elsewhere

## LOCAL AMENITIES, SERVICES & ACTIVITIES

### Where people socialize

- People interviewed reported a number of places used locally for socialising, particularly local parks. However, 15% could not name one place in Hayes that was important to them for meeting people.

*“Hayes is desperate for some ‘collision space.’” (resident)*

- Local parks, particularly Barra Hall Park, are well used and valued. Improvements to play equipment and cleanliness of the park in recent years have supported this.
- The canal was only mentioned by a few residents (3%). Stakeholders see it as underused resource, that is poorly maintained and unsafe. The annual Hayes Canal Festival, which hosts water activities for all ages, aims to highlight the canal as a community asset. However, the event has been cancelled in the last two years.

*“Hayes has a canal but it is covered in syringes and doesn’t even feel safe to use.” (resident)*

- The high street with its outdoor seating areas (9%), local restaurants and cafes (11%), pubs (13%), and coffeeshops (11%) serve an important role. Costa was the most noted individual business and appears to be valued by the broadest demographic; McDonalds was mentioned by young people.

*“We tended to use McDonalds when we were at college and money was scarce - now it’s Costa” (resident)*

- Places of worship were highlighted by 12% of respondents, including the gurdwara, local mosques and churches.
- 9% of respondents cited the local leisure centre, gyms and community centres as important spaces. These were used by people from a range of backgrounds.

*“I was aware I was moving into an area with low levels of social life but felt I could sacrifice amenities on my doorstep ... and took faith in fact that these things would come with time.” (resident)*

## LOCAL AMENITIES, SERVICES & ACTIVITIES

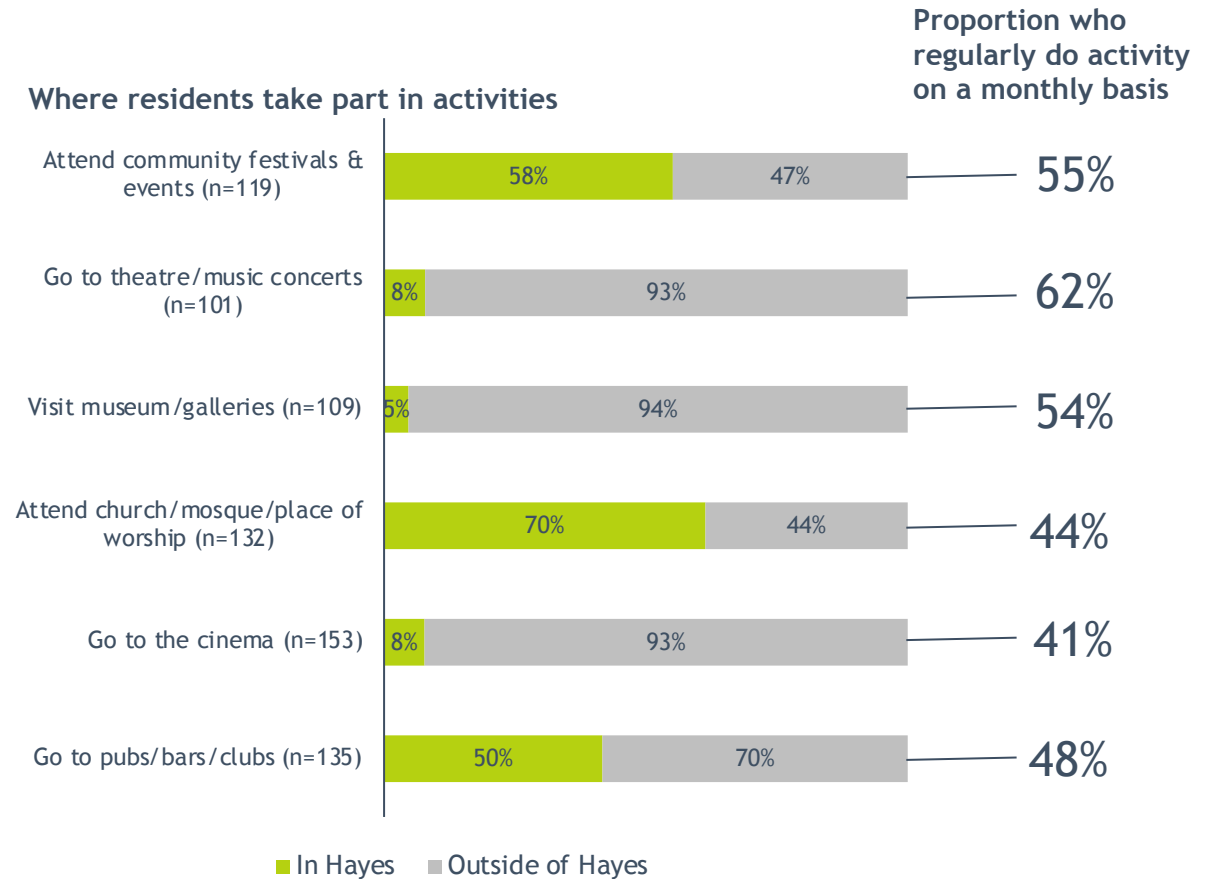
### Which community spaces are most needed?

- Many people interviewed wanted to see more open-access community spaces, along with events, that bring people together across cultures and generations.  
*“Something inclusive, we have a Muslim centre so multi faith would work or secular.” (resident)*
- Respondents said that a cinema, eating, drinking and social establishments and spaces which host a wide cross-section of activities would bring the most benefit to the area.  
*“A cinema is the key thing local people say is missing. People are always asking when the cinema is coming.” (stakeholder)*
- Many report a need for more facilities and supports for young people, as well as for children and families.  
*“There aren’t enough safe spaces for young people to be themselves...  
...of course there are green spaces but these aren’t felt as safe spaces because of the use of them by drug dealers and ASB. These aren’t safe spaces for parents or kids right now. Need more youth clubs.” (resident)*
- Stakeholders report a that there are not enough community spaces available for residents and community groups to hire for events, parties and celebrations. Residents noted these need to be flexible spaces, large enough and affordable enough for community use.  
*“Events hall for birthdays, Eid, weddings...” (resident)*
- Survey participants made the a number of suggestions.
  - 16% wanted to see an open-access community space which offers activities for all
  - 16% would like more restaurants, bars, cafes and spaces for socialising
  - 15% wanted a cinema
  - 12% wanted a youth club or centre
  - 12% wanted to see more leisure centres, gyms, and sports grounds
  - 12% would like to see more play areas for children
  - 9% wanted parks and open space
  - 6% wanted more shops and shopping destinations
  - 5% mentioned spaces for community hire
  - 4% said arts, cultural and live entertainment venues
  - 3% wanted more parking.

## LOCAL AMENITIES, SERVICES & ACTIVITIES

### Cultural participation

- Our survey question on cultural participation mirrored the questions used in the **Survey of Londoners (2018-2019)**. However, at the time of the survey many cultural and leisure facilities were closed. The language was modified to ask, "Thinking about "normal life pre-COVID" - which of these activities did you regularly do (at least once a month)?
- The Survey of Londoners found that Ealing and Hillingdon residents have lower levels of cultural participation (60%) than other Londoners (66%).
- Our survey suggests that participation in formal culture and leisure events - such as theatre, cinema, museums and art galleries, and community festivals and events - is higher than expected. 78% of respondents report taking part in at least one of these on a monthly basis.



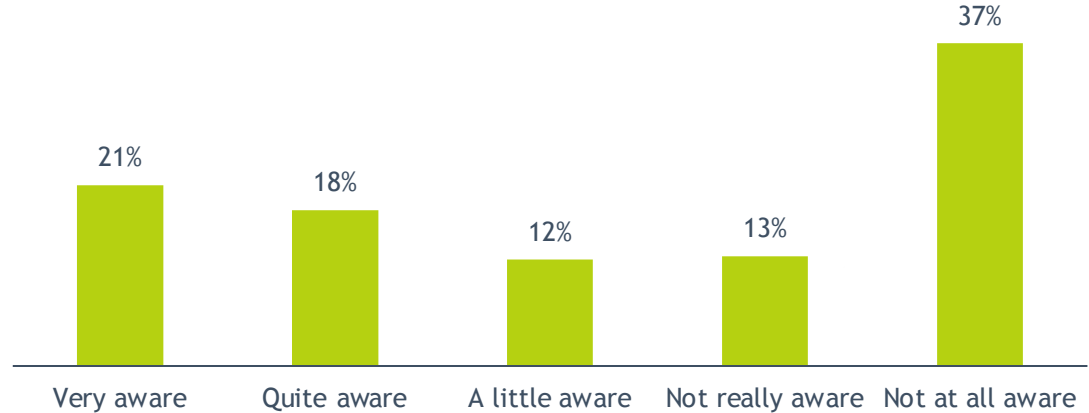
## LOCAL AMENITIES, SERVICES & ACTIVITIES

### Knowledge of industrial heritage

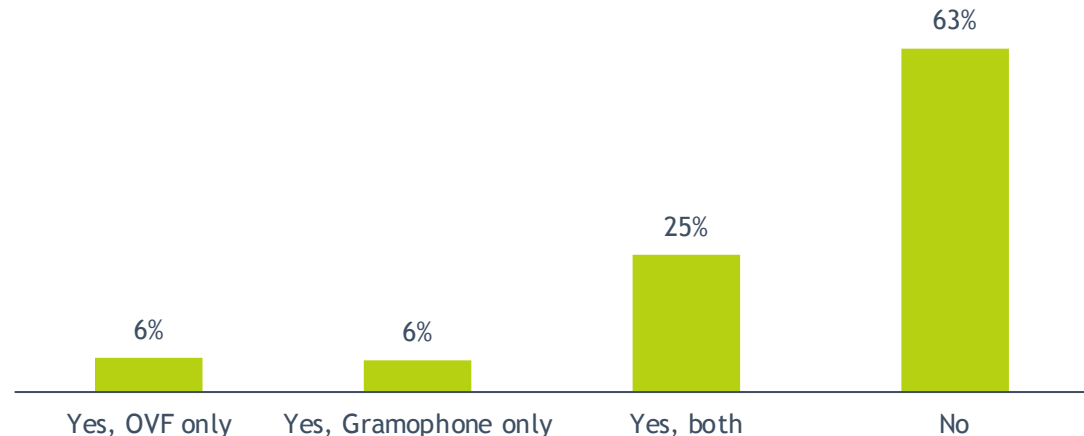
- Half of people interviewed were aware of the former EMI Factory and Hayes' history in the music industry. Those who were 'very aware' were more likely to be white British and over 30 years old. Some worked at EMI themselves, while others had friends, family and customers who did and shared stories. A few young people said they learned about the area's industrial heritage in school history lessons.
- Fewer people interviewed were aware of the Old Vinyl Factory or The Gramophone.
- Many people with ties to EMI, and stakeholders, see The Gramophone as an opportunity to resurrect the area's rich cultural histories.

*"I cling to town for memories of it. Such a rich history that's it's like Pompeii, it's dormant, buried rich history." (resident)*

How aware are you of the former EMI Factory and Hayes' history in the global industrial and music trade? (n=247)



Had you heard about The Old Vinyl Factory and The Gramophone before today? (n=223)





## LOCAL AMENITIES, SERVICES & ACTIVITIES

### Communications

- Most survey respondents find out about local events in Hayes through word of mouth (40%). Stakeholders reported that face-to-face and verbal engagement are key in reaching the diverse communities in Hayes, particularly through places of worship and schools.
- The Survey of Londoners (2018-19) reports that only 36% of Ealing and Hillingdon residents access social media and messaging accounts several times a day. This is lower than the London average (44%).
- 41% of respondents report using social media (41%), including Twitter, Instagram, Facebook, Whatsapp, snapchat and internet searches to learn about events.
- Printed materials are important in reaching Hayes' residents. 15% of respondents noted the council's magazine, *Hillingdon People*, which is distributed every two months. 11% find out about events through flyers, leaflets and posters.
- Hayes Town newsletter, distributed by the Hayes Town Partnership, has 500 contacts and is distributed once per week. The newsletter appears to be a useful source of information for local organisations and agencies but has less reach with local residents.
- The library was reported as a resource for information for a small number (5%) of survey participants.
- Stakeholders noted that language barriers were issues in reaching some communities where English is not the first language.
- Informal and formal groups that support minority communities are important gatekeepers. One stakeholder noted that the pandemic has weakened these informal groups.

*“The challenge of Covid-19 is how these small local groups activities will continue now. Their grants are running dry and they can’t afford their rents. We could see situation where a lot of these smaller organisations disappear... the landscape will change significantly in next few months.”  
(stakeholder)*

# Recommen- dations



This section sets out recommendations, drawing on suggestions from residents, visitors and people working in the area who were interviewed.





### 1. Be an open-access, inclusive and multi-cultural community hub

- Hayes is an area rich in cultures, and stakeholders and residents believe The Gramophone has the opportunity, and responsibility, to be an open-access, multi-cultural, secular community space.
- People interviewed felt that providing food, drink and social spaces would create a welcoming atmosphere and would bring the community together.
- Suggestions included a market with food from different cultures and a range of restaurants, pubs and shops. Some suggested shisha, a mental health space and social clubs.

*“There needs to be services that mean people don’t have to leave the site. Like a grocery store, gym, places to eat and drink.” (resident)*

### 2. Be genuinely affordable

- The area around the Gramophone in Hayes has high levels of deprivation and many residents are living on very low incomes. Affordability is critical. It was the second most common suggestion given by survey participants.

*“Many are living on very low incomes and are large, multi-generational families. A cinema outing can be an expense that takes away from putting food on the table.” (stakeholder)*

- All aspects of entertainment should be affordable, not just the tickets. What may be considered “affordable” to some may be a barrier to entry for others.

*“It’s not just about the ticket price. It’s refreshments and snacks. People don’t want to go unless they can afford the whole package. You wouldn’t want to take your child to the cinema and then tell them they can’t have a Coke or popcorn” (stakeholder).*

### 3. Create a programme of free events

- There is a scarcity of free events on offer in Hayes throughout the year. Free, community-wide events like Fun Days are seen to be most effective way to bring all sections of the community together.
- Survey participants thought that The Gramophone could host large, community festivals annually to bring the community together.
- Stakeholders suggested offering regular, free activities and programming to encourage wider participation and social mixing between people from different backgrounds.
- Suggestions include complementary tickets on a regular basis and partnering with local organisations to host free events for specific groups and sections of the community.

### 4. Create local jobs

- To be a community hub, with strong community ownership, The Gramophone should not only serve the local community but be staffed by people living in the area.  
*“There’s a need for open-access facilities in the area so if you don’t hire locally, there’s the possibility it will be overused and not cared for.”  
(stakeholder)*
- Stakeholders suggest hiring locally, with the community spaces and programming managed by a member of the local community with local knowledge and area contacts.
- Stakeholders feel young people could benefit from work experience at The Gramophone, as a stepping stone into the creative industries or to showcase their talents.

### 5. Offer flexible community spaces for hire

- There are few spaces in Hayes for the community to hire and many existing spaces have restrictions which limit who can hire them and for what purpose.
- A range of community spaces are needed. Large spaces are needed for celebrations including weddings and religious festivals like Eid and Dashain. There is also a need for smaller more intimate settings for children’s birthday parties, exercise classes or small business meetings.
- Community hire rates should be affordable.

*“Quite a lot of groups have limited access to their own spaces. These find it harder to find consistency with what they’re doing. I’d be cautious about offering a permanent space for anyone but more so an opportunity for groups to hire it out and bring larger numbers of people together.”  
(stakeholder)*



### 6. Design in belonging

- Hayes residents want more safe, attractive and well-designed spaces in the area where people can sit and spend time.
- Survey respondents felt that good exterior design, layout and interior design could be used to create a welcoming environment. This could include outdoor seating areas, rooftop gardens, colourful spaces, open-plan seating, and large internal rooms that can accommodate big crowds.

*“As population grows people will come to Hayes, just need to clean up street, more hygiene...” (resident)*

- Stakeholders viewed the design of the building as key to ensuring people from all religions and backgrounds feel welcome and belong.

*“I’d recommend a two-story place with bar upstairs and non-alcoholic place downstairs.” (resident)*

### 7. Celebrate music, culture and heritage

- The Gramophone has the potential to bring the area’s industrial heritage back to life through cultural events, history exhibitions and live music performances.
- At the same time, it is important to understand that EMI’s presence in the area came at a time when Hayes was a white British community. It is important to make this history relevant to Hayes’ current diverse population, and ensure it is inclusive, accessible and multicultural.

“[Create] a “lathe-cutting”/vinyl-pressing & CD-pressing service

Hayes's long and significant EMI/HMV history is represented by the most famous band of all time, The Beatles. Their every record bears somewhere on its sleeve the words “Made in Hayes, Middlesex”. It would seem desirable not only to commemorate this pre-eminent part of the town's history, but to aim to perpetuate (and - why not? - capitalise on) it.”  
(resident)

### 8. Understand the local context around access

- Hayes residents identified the need for a community space which is inclusive and accessible. To the local community, this means multicultural, multigenerational, and multifaith. Safety and affordability were also seen as key conditions to ensure access.
- Access was defined by residents as good provision for people with disabilities, good parking and convenient bus stops, and clear signage and wayfinding to guide the local community and visitors to The Gramophone's doors.

*“There are big financial barriers. If these aren't addressed, people can become nuisances, ‘the vandals’. The Gramophone needs to be really fearful of this and think of the worse case scenario. Because if the area doesn't feel safe or welcoming to all, it will fail.” (stakeholder)*

### 9. Provide a range of activities for all ages

- Activities which are tailored and appeal to different groups can help build belonging. Hayes residents identified a lack of provision and activities for young people, children and families, and elderly people.
- Multigenerational opportunities were identified as a positive way to link new and long-standing residents, as well as build skills and wellbeing. One resident suggested activities for older people in which young people teach them how to use mobile phones and other digital technologies.

*“Bring/invite the old employees of the old vinyl factory - bring together old and young” (resident)*

- Sports and gaming were also popular suggestions. Residents said watching and playing team sports, in addition to indoor arcades, a computer gaming hub, and snooker could appeal to different sections of the community,

### 10. Tailor communications and advertising

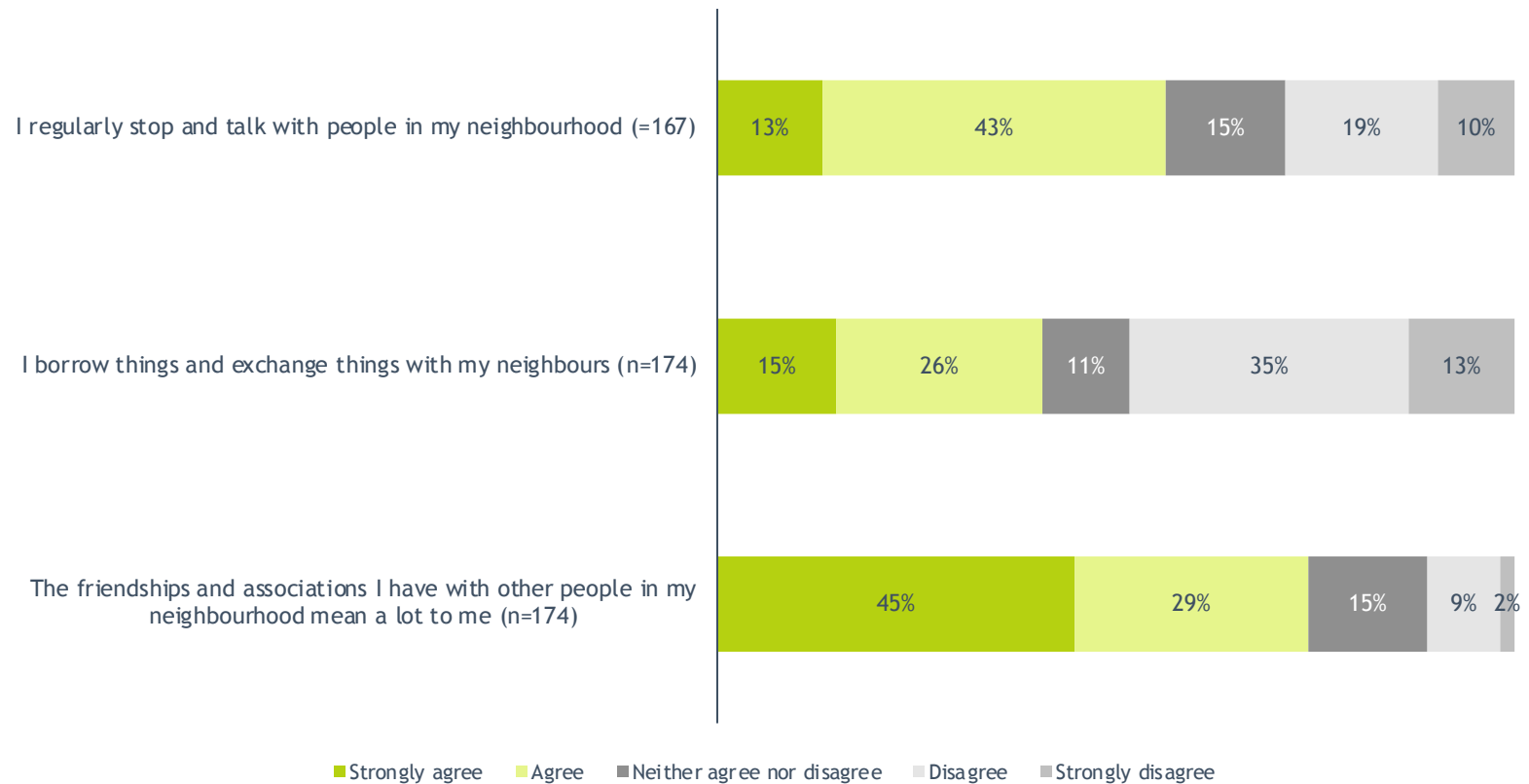
- Stakeholders report that The Gramophone can help integrate the town centre with new developments, by attracting people from the wider Hayes area. However, awareness of the Old Vinyl Factory and The Gramophone is currently low.

*“The Old Vinyl Factory could be an island, separated from the town centre. This is why The Gramophone is important to draw people in.” (stakeholder)*

- Hayes residents are digitally connected but many rely on word of mouth to learn about local events and activities. Residents and stakeholders suggest advertising through local gatekeepers such as schools, places of worship, and local groups, in addition to social media.
- People interviewed spoke over 20 languages and dialects. Translating materials to all these languages is difficult. Hiring locally and ensuring employees speak local languages will reach more local people.

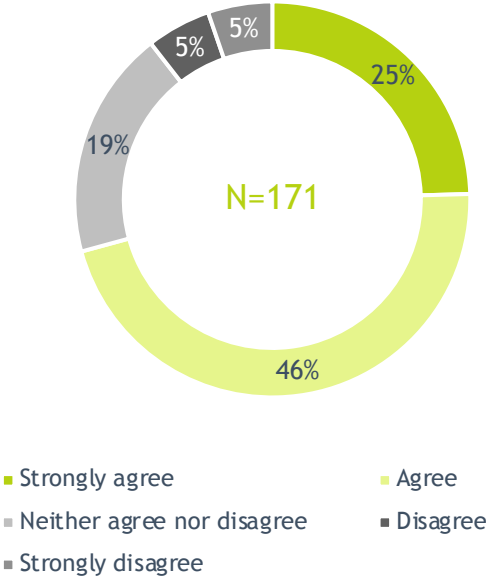
# Appendix

## LINKS WITH NEIGHBOURS

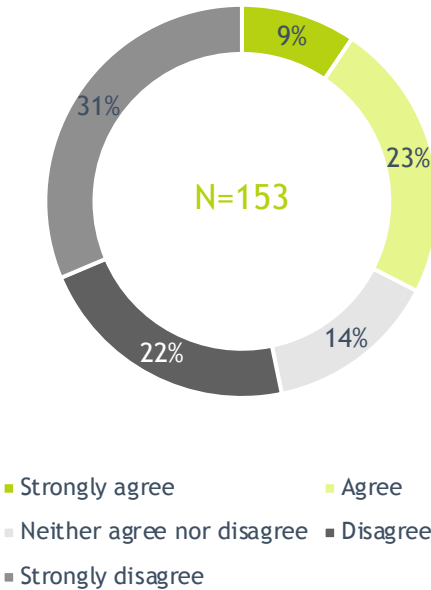


SAFETY, BELONGING, & RELATIONSHIPS BETWEEN PEOPLE FROM DIFFERENT BACKGROUNDS

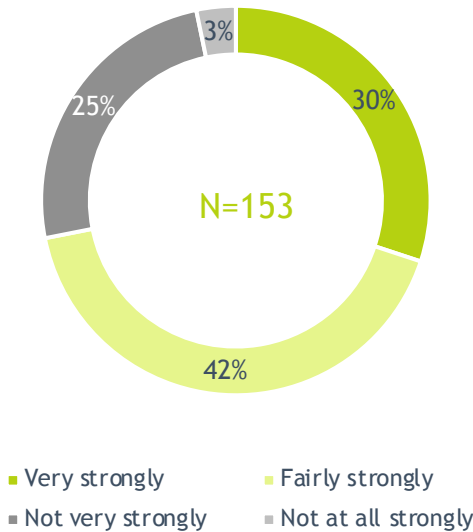
My local area is a place where people from different backgrounds get on well together



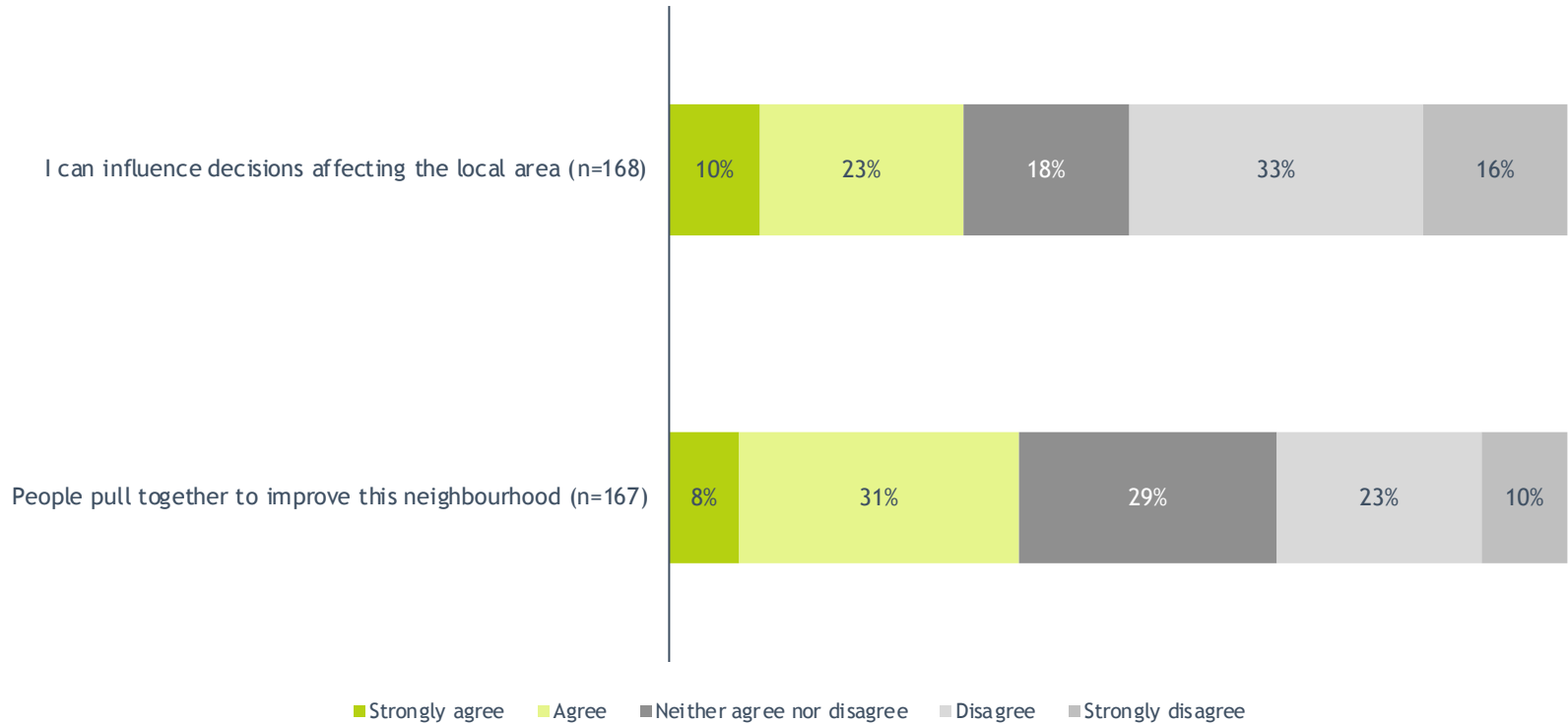
I feel safe walking alone in Hayes after dark



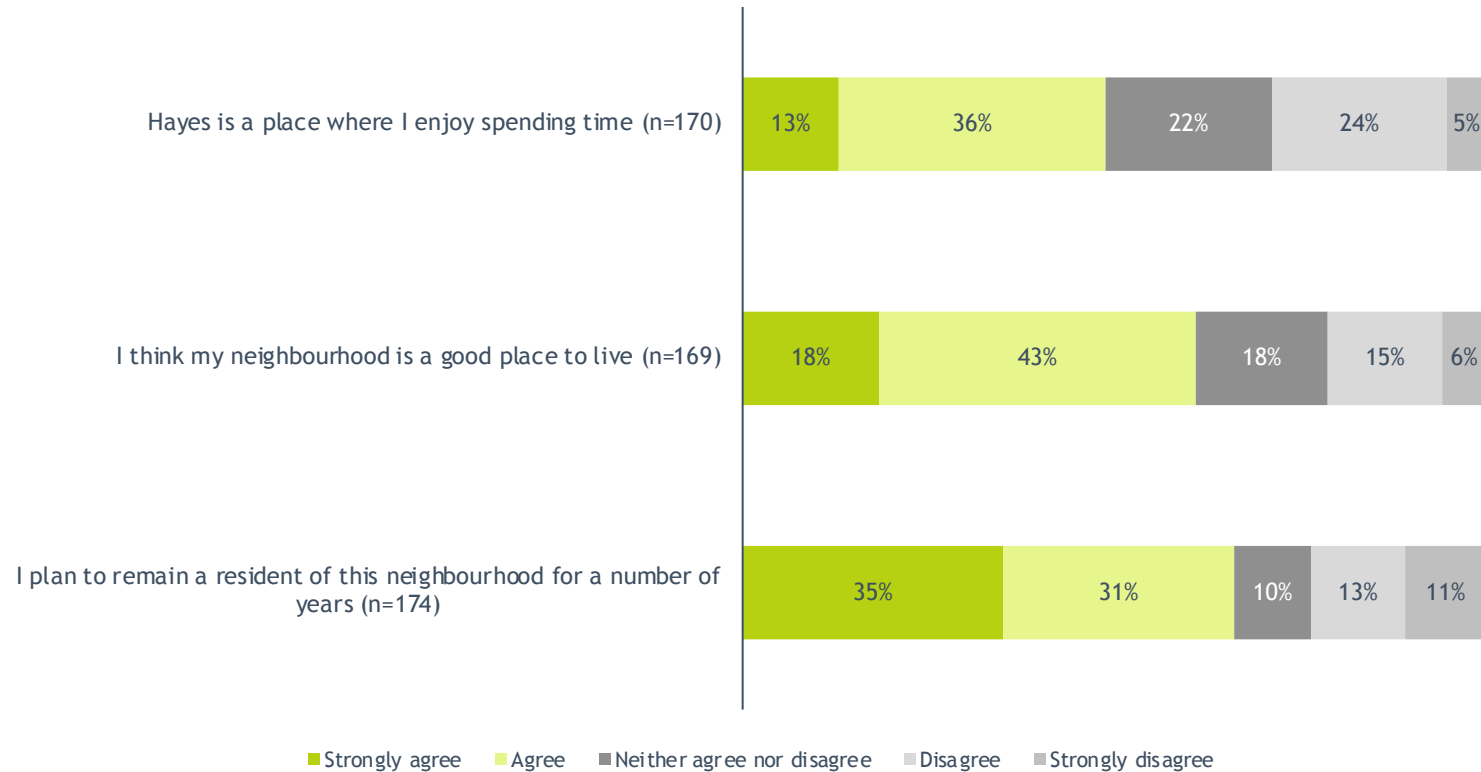
How strongly do you feel you belong to your local area?



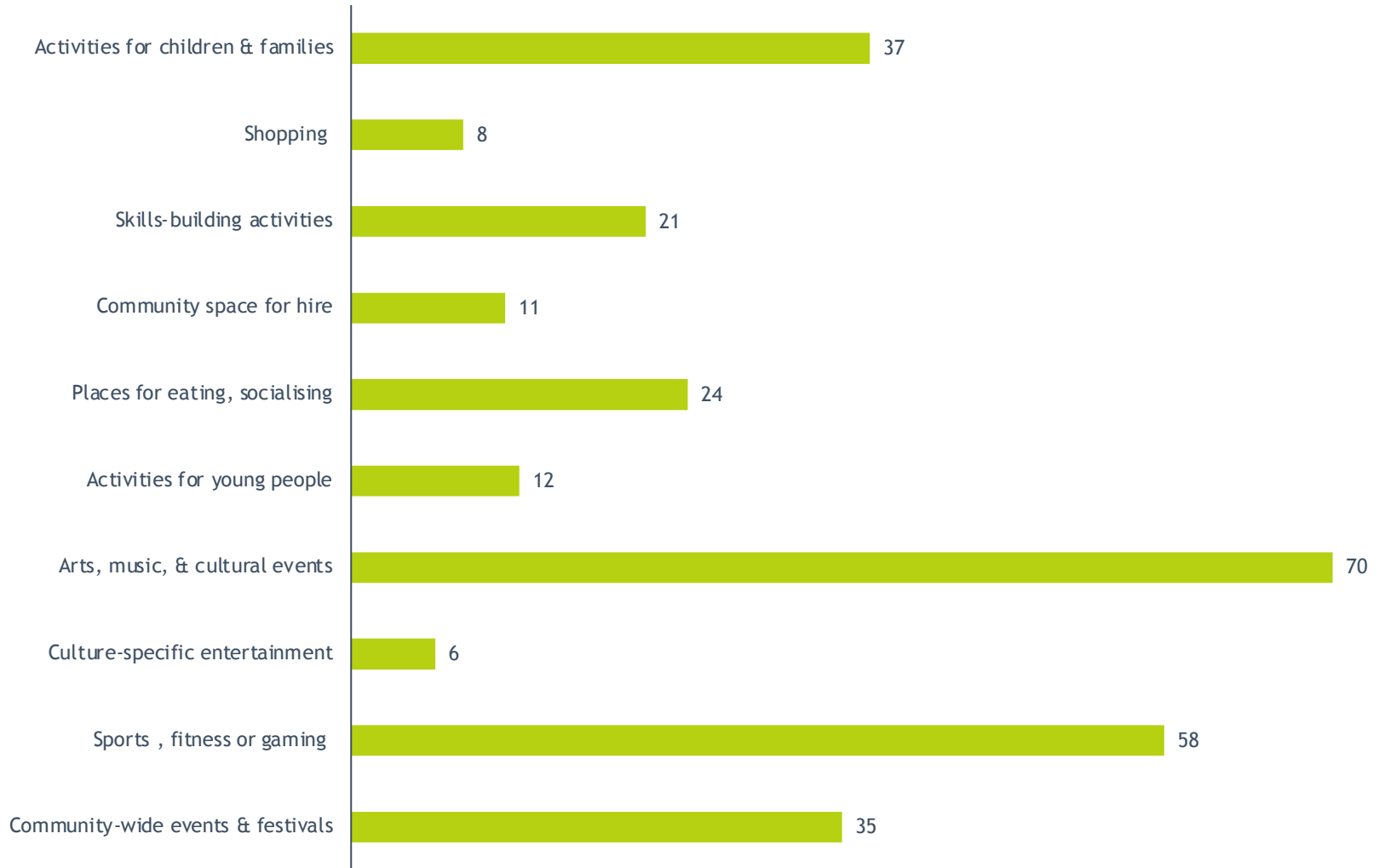




## LOCAL IDENTITY

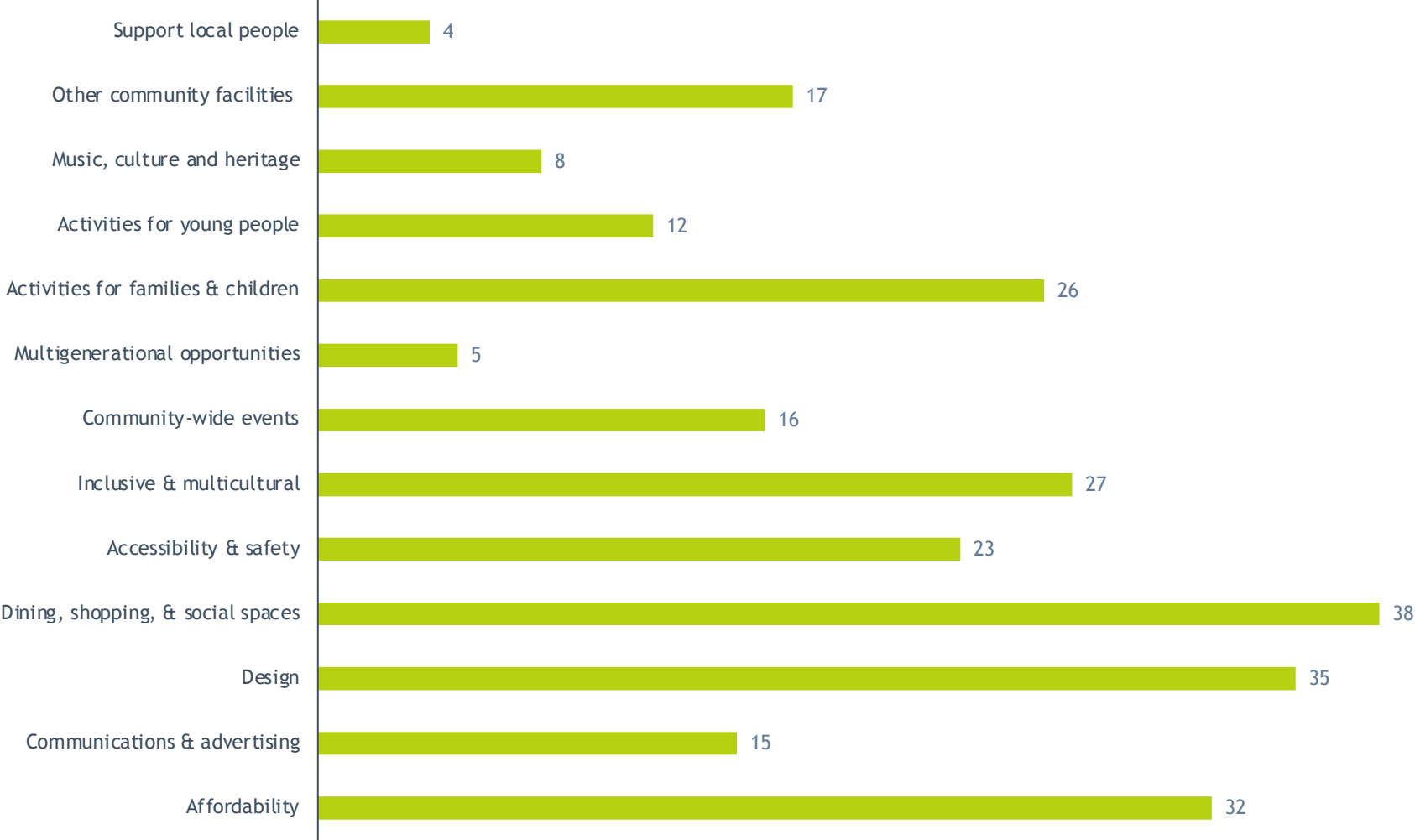


## WHAT ACTIVITIES & EVENTS COULD BE HELD AT THE GRAMOPHONE TO BRING THE COMMUNITY TOGETHER?

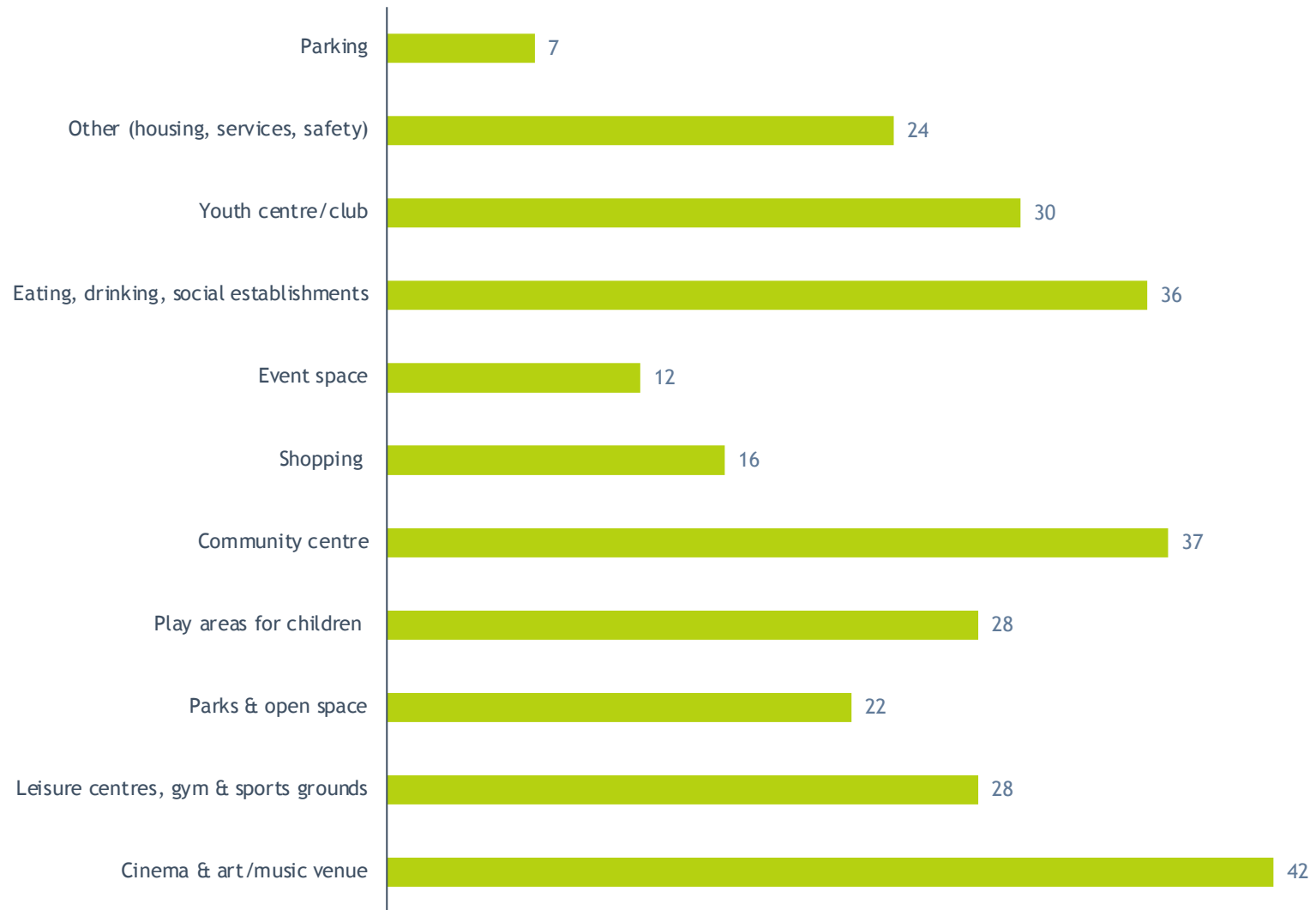


N=225 (note: responses could be counted across multiple themes)

HOW COULD THE GRAMOPHONE BE A WELCOMING COMMUNITY HUB FOR EVERYONE IN HAYES?



## WHAT KINDS OF COMMUNITY SPACE WOULD BRING THE MOST BENEFIT TO THE AREA – WHAT IS NEEDED?





Prepared by Social Life for  
the Really Local Group

October 2020

