



# Understanding Woodberry Down

February 2020



**Berkeley**  
Designed for life



## About this report

This report describes the findings of a research project exploring how the Woodberry Down regeneration programme is affecting people living in on the Woodberry Down Estate in Hackney, in north east London.

The research was commissioned by Notting Hill Genesis, working in partnership with regeneration partners Berkeley Homes (who co-funded the research), Hackney Council, Woodberry Down Community Organisation (WDCO) and the Manor House Development Trust.

The research took place between February and September 2019. It repeats elements of earlier social sustainability assessments commissioned by Berkeley Homes.

The report was written by Nicola Bacon and Christina Bayram, with additional research and analysis by Alix Naylor and Imogen Bullen-Smith. Research was carried out by Social Life researchers, with inputs from Kaizen on the youth survey and Matter Architecture for the built environment assessment. ComRes carried out the door to door residents survey.

## 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. All our work is about people's relationship with 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 and wellbeing of local areas. For more information visit [www.social-life.co](http://www.social-life.co)

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# Summary



## Summary

This report explores the experiences, attitudes and everyday life of residents living on Woodberry Down in Spring 2019 10 years into the Woodberry Down Estate regeneration programme. This research has been commissioned by Notting Hill Genesis. It has been carried out in partnership with their regeneration partners: Berkeley Homes who have co-funded the research, Woodberry Down Community Organisation (WDCO), Manor House Development Trust (MHDT), and Hackney Council.

The project had three aims:

- **to devise a social impact monitoring framework** for Woodberry Down
- **to carry out a first benchmark assessment**, using the framework, drawing on existing data and research, and primary research carried out for this project
- **to develop a set of monitoring tools** for projects working on the estate to help monitor the social impact of their activities in the future.

The research was based on a door to door residents survey of 438 residents, 12 stakeholder interviews, 46 interviews with young people, an audit of official data and a site survey to explore how the built environment is supporting wellbeing and community life.

The research explored residents' perceptions of the estate, of their everyday life and how they feel about their neighbours and their local community. It drew on a social sustainability framework developed by Social Life, which captures how the built environment and local services support and promote wellbeing and collective life; perceptions of belonging, wellbeing, relationships with neighbours and between people from different backgrounds; how people feel that they can influence their environment and how they come together to take action to improve the area.

The data has been analysed by tenure and compared over time where possible. Social Life has created a way of comparing small local areas with their "comparable areas", using national survey data and Office for National Statistics area classifications. Where possible we use this data to put our results in context, alongside available Hackney-specific data.

### The key findings

- Residents living on Woodberry Down report stronger neighbourliness, wellbeing, belonging and relationships between people from different backgrounds than people living in comparable areas.
- Survey responses to questions that were asked in previous years have remained strong. However, the proportion of people giving very strong positive answers - reporting that they "strongly agree" with different questions - has fallen, although overall satisfaction (the sum of all the broadly positive responses) has remained high.
- On some indicators, including safety, Woodberry Down residents interviewed are now more positive than in the past. Residents' sense of influence and their willingness to take action to improve the area has strengthened since 2017.
- Young people interviewed were less positive than adults; their satisfaction with the area, sense of belonging, and intentions to remain in the area were all lower. They were more negative about relationships between people from different



backgrounds. Their perceptions of their influence over the area and over the regeneration were lower. Some young people, especially older teenagers, had concerns about their safety.

- This research has found that the residents interviewed did not identify social integration as an important problem now, and that the estate is for the most part home to people who are comfortable with their neighbours, in spite of the very different life circumstances and experiences of different people living on the estate.
- Stakeholders voice fears of a divided community emerging in the future, between newcomers and longer established residents. Sometimes this is articulated as being a division between the old estate and the new development - although in practice the difference is more nuanced as most secure social housing tenants living in new properties will have moved from the older estate, and some renters in the new privately owned homes are living on low disposable incomes after paying high housing costs.
- The overall strength of neighbourliness and wellbeing on the estate is a testament to the work of all the agencies active on the estate, as well as to the efforts of residents themselves, and to the effective partnership between resident groups, the local authority, developers, social landlords, and community organisations.

### **The estate**

- The Woodberry Down Estate is midway through the comprehensive redevelopment and regeneration process started 10 years ago.
- To date, 1,793 have been built. This includes 530 social rented homes, 216 shared ownership and 1,052 homes for private sale. By the end of the regeneration in 2035, 5,782 new homes will have been built in total.
- The new properties are home to people with a greater diversity of social and economic background than longstanding residents. More people on higher incomes have moved into the new privately owned homes.
- In the older estate, properties that have become void awaiting demolition are being used by Hackney Council as temporary accommodation for families and single people who are owed a rehousing duty by the council. This accounts for nearly half of the older homes. People given temporary tenancies will usually be vulnerable, or will have experienced difficult life circumstances, often both. They are likely to be less affluent and to have more unstable lives than the secure tenants and leaseholders living on the older estate.
- The impact of these changes has been an increase in inequality on Woodberry Down, with a growth in the numbers of people on both higher and lower incomes.
- Official data from the Index of Multiple Deprivation (IMD) shows that deprivation on the estate is relatively high. Comprehensive information about the population is only available through the census which is now nearly ten years old.

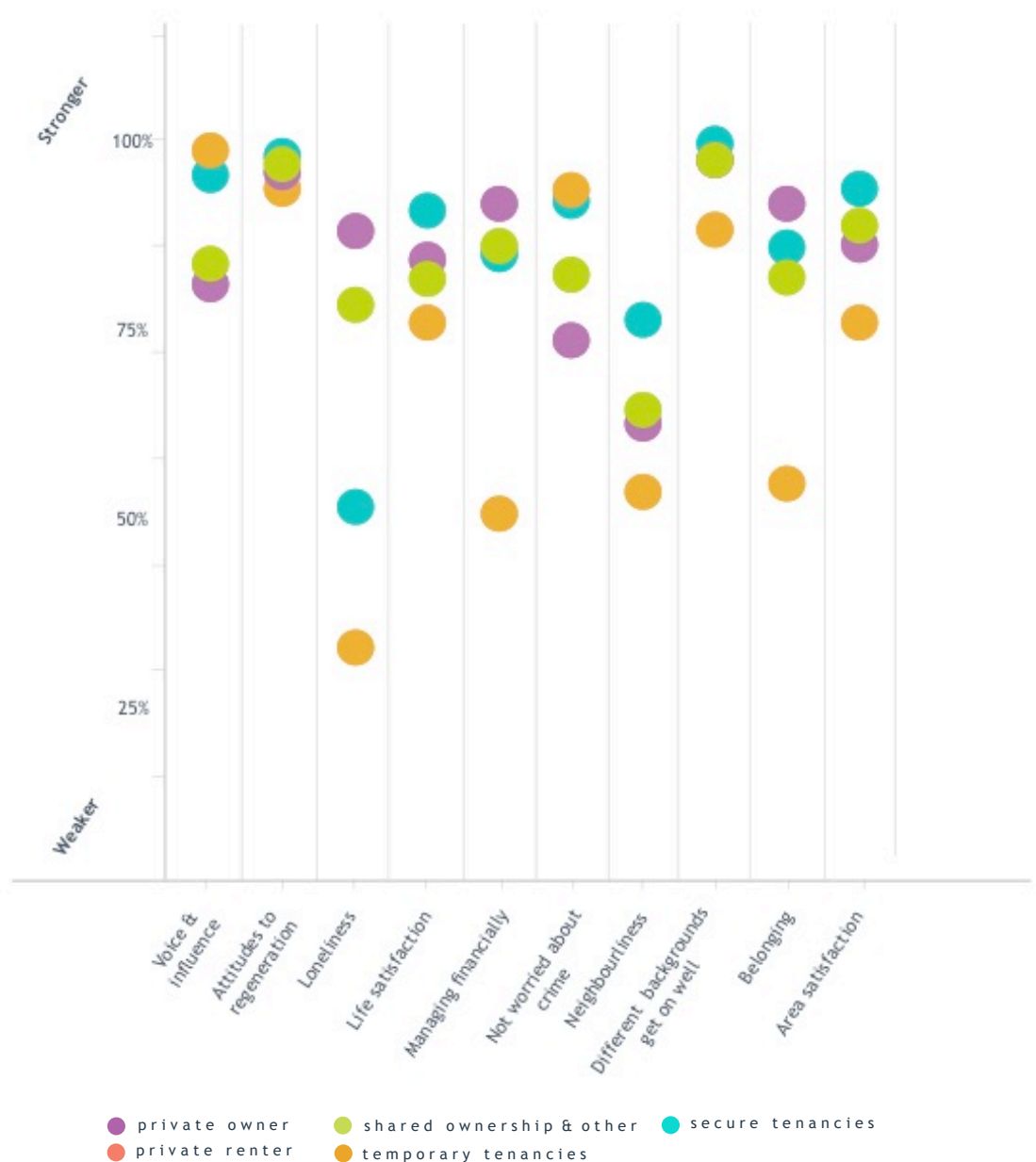
### **The experience of people living in different tenures**

- The starkest differences in experience and attitudes among people interviewed are between people who have temporary tenancies and those living in other tenures. People living in Hackney Council temporary tenancies are more likely to be lonely,



and to be finding it difficult to manage financially than people living in other tenures.

- Attitudes among secure social housing tenants and private owners and renters interviewed are broadly similar when asked about belonging and local identity, wellbeing, and satisfaction with facilities.
- Private owners' and renters' views on neighbourliness, and their sense of influence over decisions, are more negative than those of social housing tenants (both secure and temporary tenants).
- The small number of shared ownership tenants interviewed means it is more difficult to draw confident conclusions from their responses.



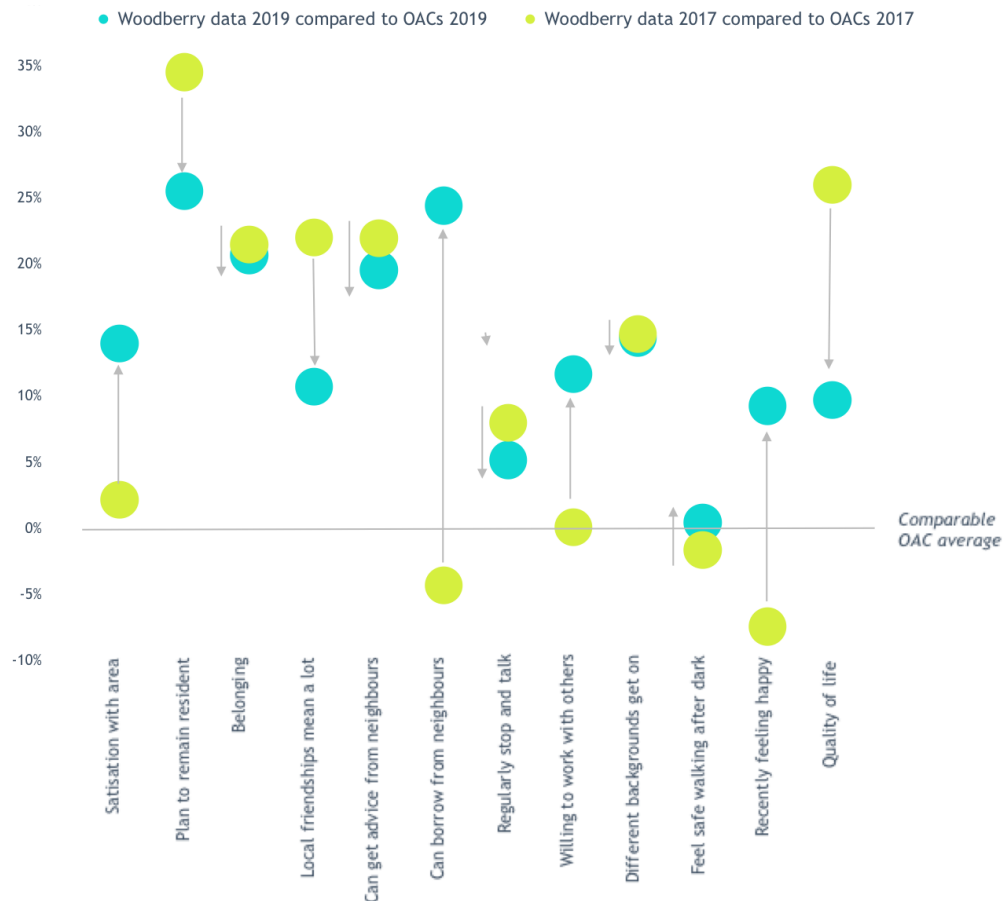
How the views of people living in different tenures differ



## A social sustainability analysis

- The results of all the different research methods were analysed using Social Life's social sustainability framework. This framework was devised to bring together the key elements of what makes places thrive. It is a tool that can be used both to understand places and to measure the impact of change in the built environment.

### 1 Social & cultural life



Changes in key social & cultural life indicators: arrows show change between 2017-2019. Arrows going up are an improvement.

- Between 2017 and 2019, there was a fall in the responses to some of the questions in the social and cultural life dimension, including the numbers of people planning to remain resident; three out of the five neighbourliness questions; and wellbeing.
- Over these years the responses to some questions strengthened, including satisfaction with the area and two of the five neighbourliness indicators.
- The responses to many of the questions asked show a decline since 2017 in people giving strong positive answers (“strongly agree” for example), and an increase since 2017 in those giving more tentative responses (such as “tend to agree”).
- In 2019 all the social and cultural life responses were the same as, or higher than, the score for comparable neighbourhoods.
- Compared to the Hackney average, Woodberry Down residents interviewed report similar satisfaction with the area as a place to live, lower levels of belonging and life satisfaction, and a more positive perception that the local area is a place where



people from different backgrounds get on well together.

- Residents interviewed report better general health, however more are lonely than would be expected in comparable areas. Stakeholders voice concerns about a growth in social isolation and in the numbers of people with mental health challenges.
- Fewer people report problems managing financially than in comparable areas, however financial stress is reported by the majority of temporary tenants interviewed.
- Young people have significantly lower levels of belonging, intentions to remain resident, and poorer perceptions of relationships between different groups than adults interviewed. Many fear they will not be able to afford renting or buying a home in the future. Some young people, particularly older teenagers, are particularly concerned about safety.
- Similar to previous years' surveys, transport and parking, shops and cafes, local parks and the quality of the natural environment were the most popular factors identified as contributing to residents' quality of life in the area.

## Voice & influence



**Changes in key voice & influence indicators: arrows show change between 2017-2019.**  
Arrows going up are an improvement.

- Between 2017 and 2019 the responses to the three voice and influence questions that can be benchmarked strengthened.

- In 2019 all the voice and influence responses were the same as, or higher than, the comparable OAC score.
- Less than half of young people interviewed feel that they can influence local decisions. However, a higher number feel that it is important to be able to influence decisions about the regeneration.
- The majority of residents interviewed agreed they could influence the work of WDCO, a marked increase from responses given in 2017.
- The numbers of people volunteering is low.

### **Amenities & social infrastructure**

- Overall stakeholders felt that the regeneration is bringing services and facilities that address key needs into the area, yet their perception is that some of the most vulnerable and socially isolated residents may not be accessing these.
- The increase in the numbers of transient residents - especially people with higher needs housed in temporary tenancies - is challenging for agencies, including schools.
- Young people were identified as some of the most difficult to reach groups across all programmes. People with limited mobility, digital literacy and low English proficiency were also identified as hard to reach groups.
- There are some concerns about the provision of affordable and accessible spaces where all members of the community feel welcome, including spaces for community groups to meet and hold events.
- Stakeholders are concerned that the new retail businesses are too expensive for residents on lower incomes.
- The physical characteristics of Woodberry Down score relatively well in the site survey, although weaknesses were identified in the integration with the wider neighbourhood and adaptability. Overall, the newly built areas score higher than the older estate, particularly on safety, street layout and design, and integration with wider neighbourhood.

### **Attitudes to regeneration**

- The majority of residents interviewed are positive about the changes taking place in Woodberry Down and feel they and their families have benefitted from the regeneration. They give positive responses to questions exploring whether the regeneration process is inclusive and representative of all residents, and whether the neighbourhood has improved in the last five years.
- However, significantly more residents interviewed reported that they “tend to agree” rather than “definitely agree” with these positive statements.
- Most young people interviewed feel that the changes taking place in Woodberry Down are good, and a quarter state that they feel safer in the area as a result of the changes. There were divided opinions about whether changes had benefitted their lives.
- Stakeholders working on the estate believed that the complexity of social issues they are tackling will not be resolved simply through the regeneration programme alone.



## Monitoring impacts in the future

A set of key outcomes and a Theory of Change were developed by the five regeneration partners - Berkeley Homes, Hackney Council, Manor House Development Trust, Notting Hill Genesis and WDCO. From this an indicator framework was developed and agreed which can be used in the future to track the impact of regeneration.

The framework includes five dimensions. 22 indicators sit under this, each consists of a number of questions designed to capture the key aspects of social value identified through this research. This information can be captured in future years by repeating the door-to-door survey, youth survey and site survey, alongside an analysis of secondary data.

### WOODBERRY DOWN SOCIAL VALUE FRAMEWORK



**PRIDE IN PLACE:** Residents love their home & are proud of their neighbourhood.

This dimension captures local identity & belonging, satisfaction with local facilities and with home, distinctive character and inclusivity.



**EMPOWERED:** Residents are empowered, skilled & have influence over local decisions

This dimension captures voice & influence, quality & level of education, skills & aspirations, & residents perceptions of the regeneration.



**BALANCED COMMUNITY:** The community is balanced, integrated & cohesive.

This dimension captures neighbourliness, the provision of social infrastructure, local integration, accessibility and adaptability.



**PROSPERITY:** Residents & businesses prosper economically.

This dimension captures the strength of the local economy, job creation and residents' economic security and employment.



**WELLBEING:** Residents have high wellbeing.

This dimension captures wellbeing, health and feelings of safety.







# Introduction



## The research

This report explores the perceptions of people living on Woodberry Down in Spring 2019, 10 years into the Woodberry Down Estate regeneration programme. This research has been commissioned by Notting Hill Genesis, and has been carried out in partnership with the other Woodberry Down regeneration partners: Berkeley Homes (who co-funded the research), Woodberry Down Community Organisation (WDCO), Manor House Development Trust and Hackney Council.

The research had two purposes, to explore residents' everyday life and the impact that the regeneration programme is having on this; and to enable the regeneration partners to jointly agree a set of indicators to capture the social impact of the regeneration programme in future years. A set of monitoring tools has also been developed to help projects and services working on the estate assess their social value.

This study provides a benchmark for the Woodberry Down Regeneration. It describes the area, how residents are experiencing their everyday lives, and their feelings about the place they call home. It covers themes including wellbeing, relationships between people from different backgrounds, community life, residents' sense of control and influence, their perceptions of local services and amenities, and how residents view the regeneration programme to date.

The research approach was informed by discussions with key regeneration partners and a Theory of Change workshop in Spring 2019. A second workshop in September 2019 discussed the findings and agreed a high level set of social impact indicators, to be used in future years to assess the impact of the regeneration as it unfolds.

This report describes the research findings and what this revealed about life on the Woodberry Down Estate. It also describes the process of developing the social impact indicator set that will be used to monitor the impact of the regeneration in the future.

These research findings are the baseline against which the impact of future changes can be measured. It is the evidence base for the council and partners to identify what can be done to increase the wellbeing of residents and to support them to thrive against the backdrop of substantial change in the built environment, alongside the other pressures of everyday life.

## Social sustainability

The research draws on Social Life's social sustainability framework. Social Life uses social sustainability as a framework to bring together and analyse the different factors that support local communities - including local social relationships, sense of belonging, wellbeing, and residents' ability to influence local decision-making - alongside an assessment of the quality of the built environment and community infrastructure.

Social sustainability is: “a process for creating sustainable, successful places that promote wellbeing, by understanding what people need from the places they live and work.

Social sustainability combines design of the physical realm with design of the social world - infrastructure to support social and cultural life, social amenities, systems for citizen engagement and space for people and places to evolve.”

- Design for Social Sustainability

This social sustainability framework was first set out in *Design for Social Sustainability*<sup>1</sup>, a report commissioned by the Homes and Communities Agency to synthesise academic and action research about what makes new housing developments thrive or fail. One of the aims of this work was to develop a framework for thinking about the social dimensions of community life and how these ideas can be translated into practical initiatives.

The social sustainability framework has been used to develop a social sustainability measurement framework for assessing how local areas are faring, capturing the strength of the community and the quality of life and wellbeing of residents. This assessment is intended to complement more familiar data about local areas - on deprivation, crime, health, and education.

This approach can be applied to new housing developments, and estate or area regeneration programmes. The learning can be used to inform the design and management of future phases of development and regeneration.

This social sustainability framework is based around four core dimensions:

- Social and cultural life
- Voice and influence
- Amenities and infrastructure
- Adaptability and resilience.

#### Four dimensions of social sustainability



##### **Amenities & social infrastructure**

Includes amenities and services such as education, healthcare, and transport, as well as other spaces, services, events and activities that cater to the needs of all residents and enable collective community life.



##### **Social & cultural life**

The less tangible elements of local life, including how residents feel about the place they live, relationships between residents and groups, quality of life, wellbeing, local identity and feelings of safety.



##### **Voice & influence**

Residents' sense of control and their ability and willingness to take action to shape their town. Includes confidence in agencies, local activism and the existence of forums where residents' voices can be heard.



##### **Adaptability & resilience**

Capacity of residents, services and infrastructure to adapt to changing circumstances. This includes traditions of innovations, collaborative practices, and local work opportunities and skills levels.

Social Life's social sustainability framework was the starting point for a bespoke social sustainability measurement framework for The Berkeley Group<sup>2</sup>, created for pre-planning and post-occupancy assessments on new housing developments. This structured 2013



research into the social sustainability of Woodberry Down, commissioned by Berkeley Homes and carried out by planning consultants Quod<sup>3</sup>.

The Berkeley framework has subsequently been used for social outcome measurement for a range of agencies across sectors, including Notting Hill Genesis, Peabody Trust, igloo regeneration, Countryside Properties, British Land, Grosvenor, the GLA and the London Boroughs of Sutton, Southwark and Haringey.

## Research approach

This research draws on a mixture of methods, as no one single approach is enough to understand the complexity of specific local areas. Research activities took place between February and August 2019.



This project took as its starting point earlier research into the estate. This includes the 2013 social sustainability assessment of Woodberry Down Berkeley Homes<sup>4</sup>. Part of this research - the residents survey - was repeated in 2017 for Berkeley Homes and analysed by Social Life. In the same year, Social Life carried out work for Genesis Housing Association exploring the impact of Genesis' community investment programme on the estate.

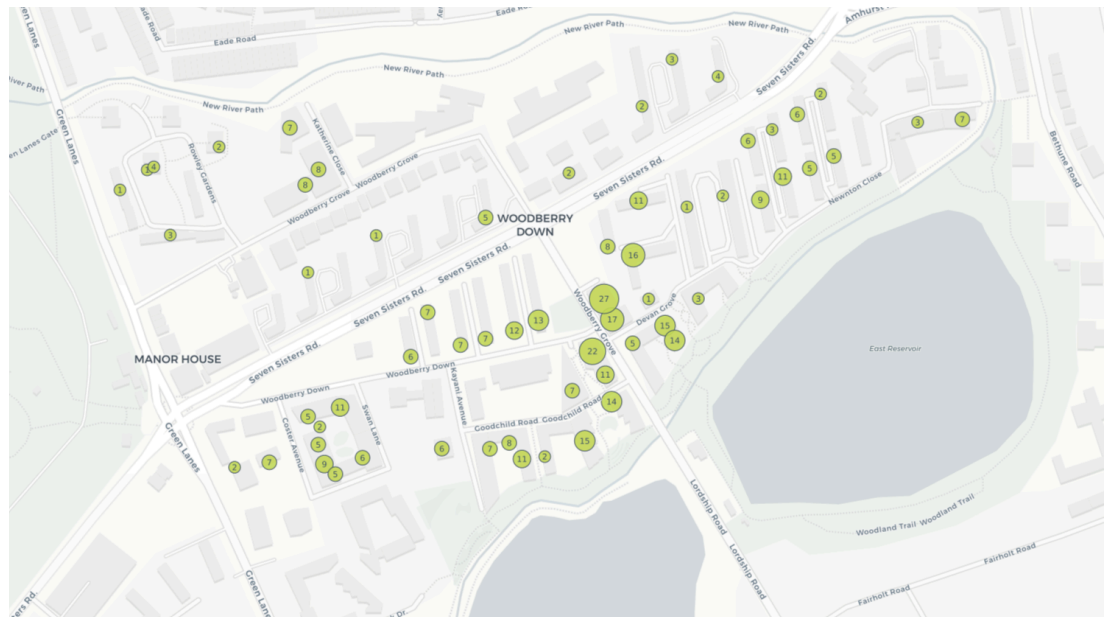
The 2019 research was designed, coordinated and reported by Social Life. The fieldwork was carried out by several specialist agencies alongside Social Life researchers. Social research agency ComRes carried out the residents survey, using a questionnaire and sampling approach developed by Social Life; youth engagement specialists Kaizen Partnership carried out the work with young people alongside Social Life researchers; Matter Architecture carried out the site survey using a set of questions developed by Social Life.

### The residents survey

A door-to-door residents survey was carried out in May to June 2019. Addresses were sampled by tenure and geography, ensuring a representative sample of new homes and older homes on the older estate. This was the same sampling approach used for the 2017 survey. This differed from the 2013 survey, which included a larger proportion of new homes. The 2019 target, as in 2017, was to survey 15% of the households living in Woodberry Down.

The survey used a structured questionnaire to gather quantitative data on community life, employment, health, local amenities and services. Where possible, questions were taken from national surveys, so they could be compared to other data sources. This enables us to

begin to put the results in context and compare the experience of Woodberry Down residents with others living in similar places.



Map of addresses of households interviewed

### Youth survey

Kaizen used a blended approach of individual interviews and small group conversations to engage with a range of young people living in and using facilities in Woodberry Down. In total, 46 young people were engaged, 31 in individual interviews and 15 as part of small focus groups.

Interviews were carried out in different parts of the estate, at different times of the day and early evening. Locations ranged from organised events at The Edge Youth Hub to spontaneous conversations outside the local Sainsbury's, Skinners' Academy, Redmond Community Centre, Finsbury Park, the bus stop on Seven Sisters Road, and the MUGA.

The youth questionnaire included a number of the same questions as in the residents survey - for example sense of influence and belonging and perceptions of the regeneration programme - to enable comparisons with the wider survey. It also asked about their experience of education, their aspirations and future plans, and how young people could get more involved in shaping their local area.



# Living in Woodberry Down



## A Neighbourhood Study



Social Life has been asked by Notting Hill Genesis and Berkeley Homes, in partnership with WDCO, Manor House Development Trust and Hackney Council, to carry out research into the impact of the regeneration programme on people living in Woodberry Down.

We will be talking with residents, local organisations and agencies this summer to understand how the changes in housing, community facilities and services are affecting residents' everyday lives.



As part of this work, a market research organisation called ComRes will be carrying out the door-to-door survey. Researchers will be knocking on doors from late May to mid June, and will always carry identification with them.

Social Life is an independent research organisation that explores people's relationship to the places they live.

To find out more about the research, call us on 020 7703 9630, email [hello@social-life.co](mailto:hello@social-life.co), or visit [www.social-life.co](http://www.social-life.co)



living in  
woodberry down

how do you feel about it?

Where? The Edge  
When? 24 July @ 6:30pm

Social Life has been asked by Notting Hill Genesis and Berkeley Homes, in partnership with WDCO, Manor House Development Trust and Hackney Council, to carry out research into the impact of the regeneration programme *on young people* living in Woodberry Down.

We will be hanging out at *The Edge Youth Hub* - with free pizza - on the 24th of July at 6:30pm. Come along and share your thoughts!

FREE  
PIZZA!



Flyers used to promote the research

# RESIDENT SURVEY DEMOGRAPHICS

- private owner

● shared ownership & other

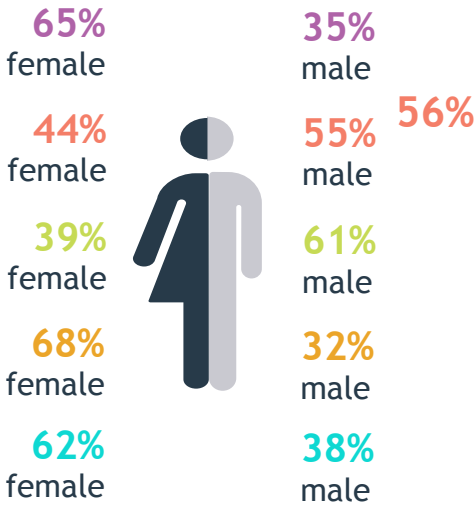
● secure tenancies
- private renter

● temporary tenancies

## # OF PEOPLE INTERVIEWED

436

## GENDER



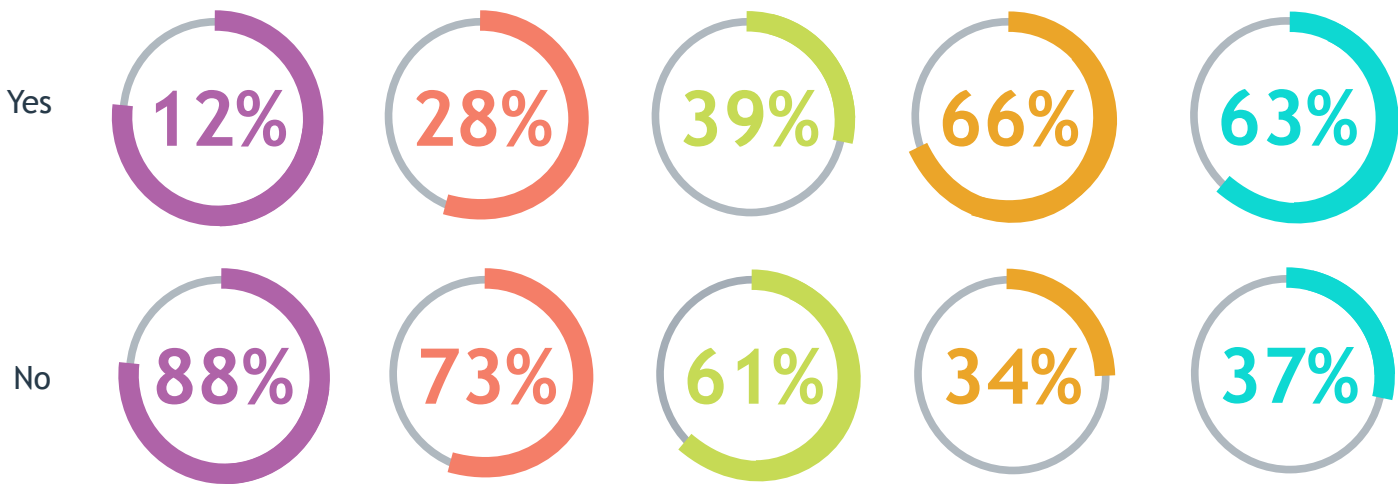
## ETHNICITY

20%	15%	39%	63%	33%	White British
14%	7%	11%	27%	31%	Black or Black British
34%	15%	33%	0%	19%	Asian or Asian British
20%	51%	17%	8%	15%	Other White
10%	11%	0%	0%	1%	Mixed
0%	0%	2%	2%	2%	Prefer not to say
2%	2%	3%	3%	1%	Other

## EMPLOYMENT STATUS

15%	24%	13%	3%	8%	Self-employed
75%	71%	87%	31%	50%	Paid employment
0%	3%	0%	14%	10%	Unemployed
4%	1%	0%	3%	12%	Retired
2%	0%	0%	0%	0%	Maternity leave
0%	0%	0%	28%	10%	Family care or home
2%	1%	0%	0%	0%	Student
0%	0%	0%	22%	11%	Long term sick/disabled
2%	0%	0%	0%	0%	Unpaid, family business
0%	1%	0%	0%	1%	Something else

## CHILDREN AGED 18 OR UNDER?



## HOW MANY PEOPLE CURRENTLY LIVE IN YOUR HOUSEHOLD

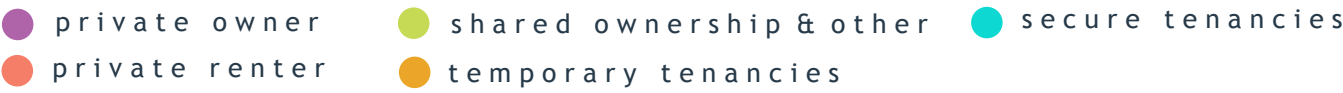
33%	14%	17%	29%	18%	One
29%	44%	44%	32%	26%	Two
22%	29%	17%	29%	29%	Three
8%	11%	6%	8%	15%	Four
8%	3%	11%	3%	11%	Five
0%	0%	0%	0%	1%	Six
0%	0%	6%	0%	1%	Seven

## NUMBER OF BEDROOMS

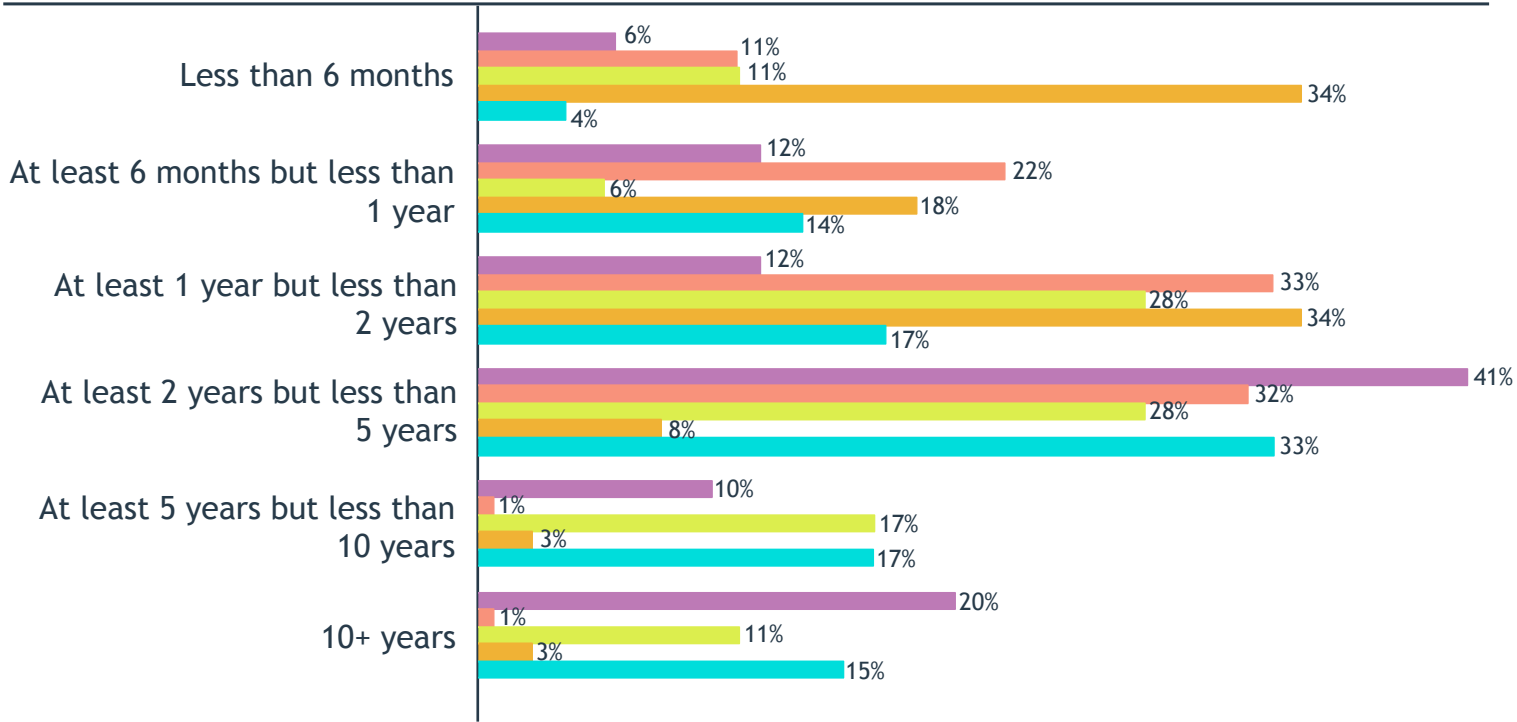
16%	34%	33%	18%	9%	One
49%	57%	50%	82%	81%	Two
29%	7%	6%	0%	5%	Three
0%	1%	0%	0%	3%	Four
2%	0%	11%	0%	2%	Five
4%	1%	0%	0%	1%	Refused

\*all data from self-reported tenure

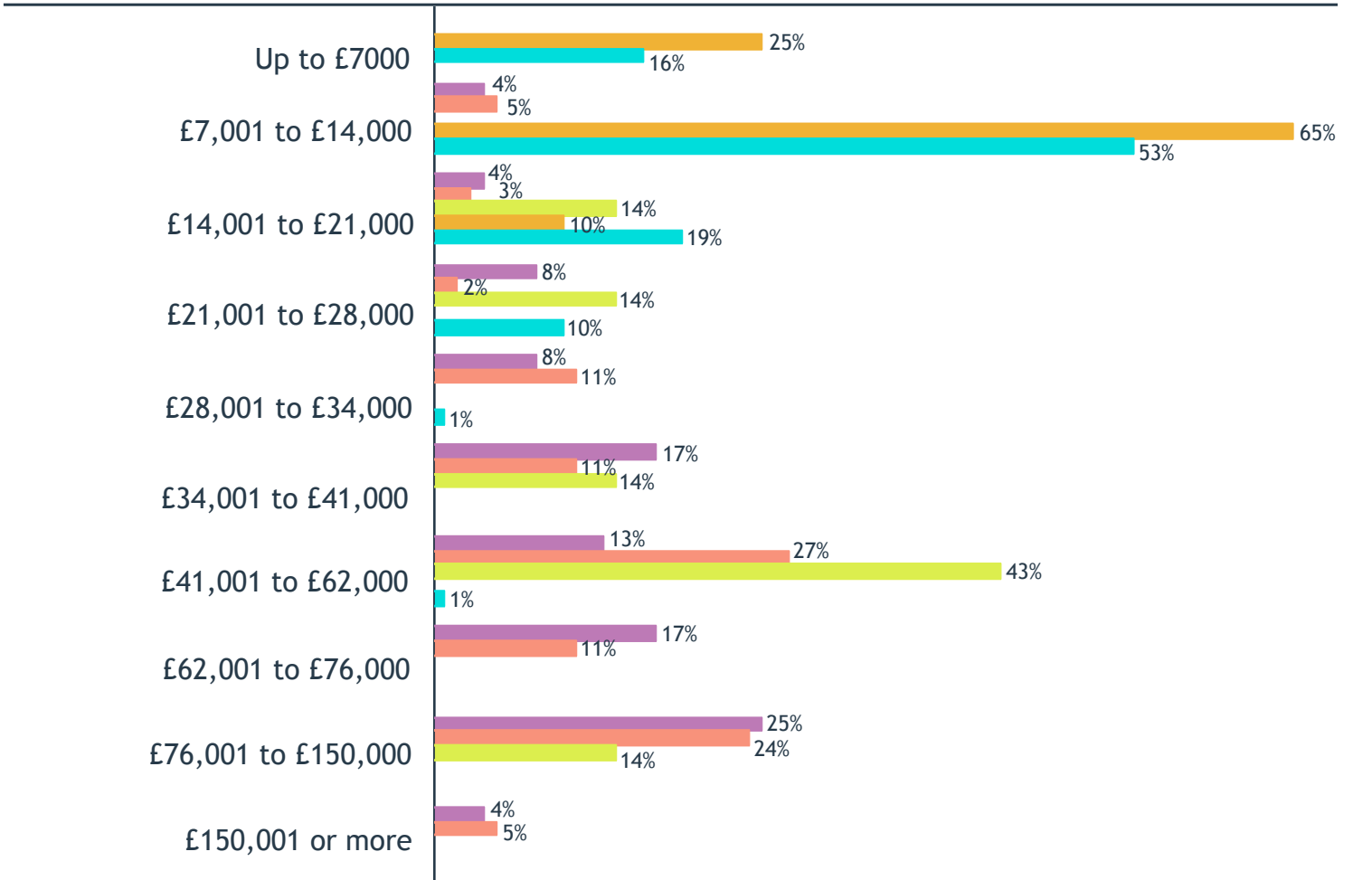
# RESIDENT SURVEY DEMOGRAPHICS



## HOW LONG HAVE YOU LIVED ON THE WOODBERRY DOWN ESTATE?



## INCOME



\*all data from self-reported tenure



## # OF PEOPLE INTERVIEWED

46

## GENDER

35%  
female

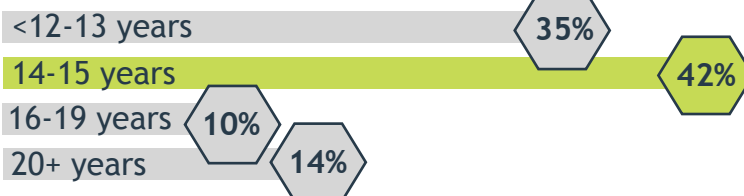


65%  
male

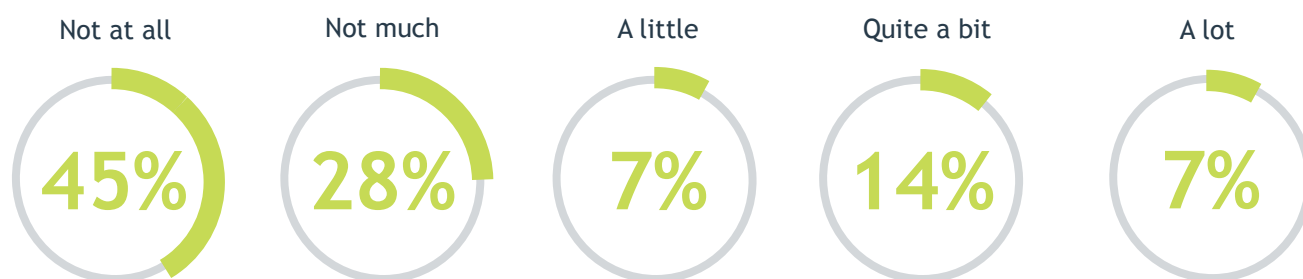
## HOW MANY YEARS HAVE YOU LIVED ON THE ESTATE

29%	Less than 1 year
17%	1-3 years
4%	3-5 years
29%	5-10 years
21%	10-20 years
0%	20-25 years

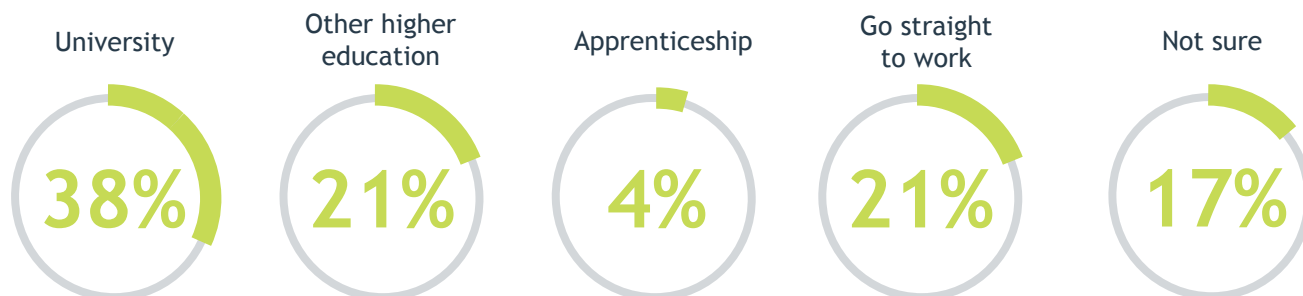
## AGE



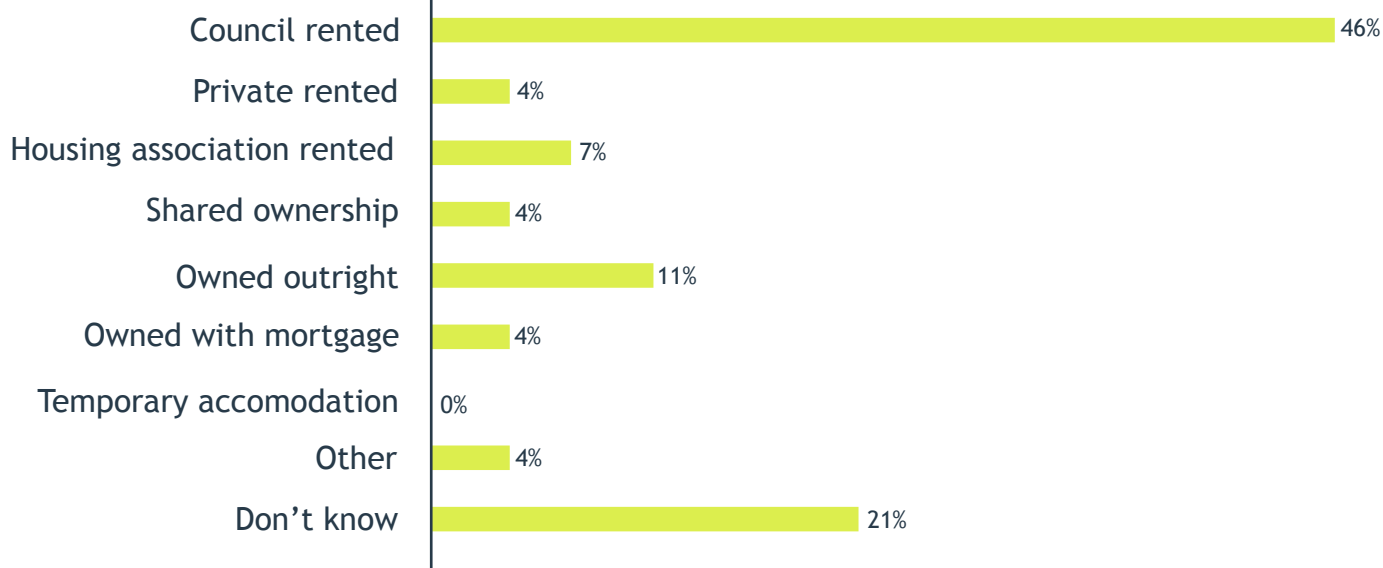
## HOW MUCH HAVE YOUR VIEWS ON THE AREA BEEN CONSULTED BEFORE



## WHAT DO YOU PLAN ON DOING WHEN YOU LEAVE SCHOOL?



## WHAT BEST DESCRIBES THE HOME YOU LIVE IN



\*all data from self-reported tenure

## Stakeholder interviews

21 stakeholders were interviewed, primarily agencies and community organisations working on the estate. Stakeholders were approached who had a close knowledge or were delivering services on the estate. The regeneration partners - Berkeley Homes, Notting Hill Genesis, Hackney Council, Manor House Development Trust and WDCO - were also interviewed to explore their perceptions of the estate and the regeneration.

Interviews were carried out with:

- Hackney Council
- Notting Hill Genesis
- Manor House Development Trust
- WDCO
- Berkeley Homes
- Zer Café
- MET police
- Shared Enterprise CIC
- Woodberry Down for Everyone
- Active Within
- Hackney Works
- Hackney Playbus
- Friends of Woodberry Down
- Family Action
- Cracked IT
- Tutors United
- Citizens Advice
- Woodberry Down Primary School.

Group discussions using the same structure of questions were carried out with residents of Newton Close Sheltered Housing scheme and young people using The Edge Youth Hub. A PhD student who had carried out recent research with young people on the estate was also interviewed.

## Site survey

This was carried out by Matter Architecture, under the supervision of its Director Roland Karthaus. The site survey method has been developed by Social Life to explore the social aspects of the built environment, focusing on how well the built environment and local community facilities on the Woodberry Down Estate are supporting wellbeing and community life.

The site survey includes indicators covering community space, transport links, distinctive character, local integration, street layout and adaptable space. These indicators are based on questions from CABE's Building for Life assessment tool.

## Statistical audit

Official data from a number of different sources to paint a statistical portrait of the area in relation to the research themes. The complete data can be found in the Appendix.

## Benchmarking the survey data

### Data collection

The 2019 research used questions from the Berkeley Group social sustainability framework (on wellbeing, belonging, neighbourliness, sense of influence, perceptions of crime), alongside questions exploring broader aspects of wellbeing and community life, and other priority themes identified by partners. These additional questions explored perceptions of health, how people are managing financially, loneliness, more detailed measurement of wellbeing, and a set of questions exploring feelings about the regeneration.

Where possible the findings of the research have been compared with other data. Without contextual data it is difficult to understand and interpret the results. The results of Hackney Council's 2019 Health and Wellbeing Survey<sup>5</sup> and the 2016 Hackney Residents Survey<sup>6</sup> have allowed comparison with borough-wide survey results. Social Life has developed a way of comparing residents' perceptions of the place they live with "comparable areas", referred to as "Community Dynamics Data".

Community Dynamics Data is drawn from national data modelled to different types of local area - based on ONS Output Area Classifications (OACs). This enables us to generate predictions about how residents will feel about their local area and community. If a result is more positive than comparable areas, this suggests that there are factors that are supporting residents to thrive. If more negative, this suggests there are particular vulnerabilities. This method can be applied to perceptions of neighbourliness, fear of crime, sense of belonging, sense of influence and perception of relationships between people from different backgrounds.<sup>7</sup>

For the 2019 Woodberry Down research, the OAC used for comparison is 3b. This is a classification found in many areas of London with multi-ethnic populations living at high density.<sup>8</sup> The OACs used in 2013 would have reflected the Woodberry Down Estate before redevelopment began, the 2017 and 2019 OACs more closely reflect the new tenure and social mix today.



OAC map of Woodberry Down and surrounding areas. Source:

<https://maps.cdrc.ac.uk/#/geodemographics/oac11/default/BTTTTT/14/-0.0728/51.5726/>

**Pink areas** = OAC group "multicultural metropolitans". Typical of the areas between urban centres and suburbia.

**Red areas** = "cosmopolitans". Typical of densely populated urban areas.

**Orange areas** = OAC group "ethnicity central". Located in denser central areas of London.<sup>9</sup>



# The Woodberry Down estate



## The Woodberry Down Estate

The land that the Woodberry Down Estate is built on was sold by the Church Commissioners to the London County Council in 1934. The first designs for the new estate were developed in 1938. The war intervened, halting progress, and planning began again in 1943, based on a German design of aligned parallel blocks, running north to south “so that all rooms receive the benefit of sunlight at some time during the day”. 1,790 homes were planned with land set aside for schools, a community centre, library, an old people’s home, health clinic and shops. “Although on a more limited scale than had been planned, the estate realised some of the ideas of a neighbourhood community and mixed development that had informed the original plan.”<sup>10</sup>

Woodberry Down Estate was the only substantial estate built by the London County Council in the late 1940s. The first residents moved in in 1948, homes were allocated on need and ability to pay. Many welcomed their new homes; “the flats seemed wonderful when we first moved in. I thought mine was marvellous compared to the conditions I was living in before. It was seen as a model development; Woodberry Down School was the first purpose-built comprehensive school, opening in 1955. The final buildings, in Rowley Gardens, were completed in the 1970s.<sup>11</sup>

By the early 1950s the tenants’ committee had over 1,000 members. Community activism continued to be a feature of local life; a successful campaign in the 1990s saved the reservoirs from being covered over.



Nicholl House under construction, 1940s [left]. Source: Hackney Society

Playing on the Woodberry Down Estate [right]. Source: Manor House Development Trust

The population of Woodberry Down and its surroundings grew more diverse over the next decades. A growing Turkish population integrated with residents from Britain, Ireland, the Caribbean, and in recent years, increasing numbers of people from Eastern Europe, Africa and the Middle East. In the 2011 census Turkey was the largest single country of birth, after the UK. The Charedi Orthodox Jewish community are important in the wider community and run a school within the footprint of the estate.

During the 1980s and 1990s, as in many similar areas, social problems and housing management problems intensified. Hackney council began to develop plans to redevelop the estate.

“Some blocks are failing and becoming unsound and will have to be demolished and others are so expensive to repair and improve that demolition is the only option which provides value for money. The same area however contains a strong community with a sense of belonging. It has many well-established families. It also has a large young population with two children to every three adults, twice as many as the rest of Hackney. Yet it has poor provision for those of pre-school age, and those at school.”

- Hackney Council, launching a competition for proposals to regenerate the estate in 2001<sup>12</sup>

In 2002 Hackney’s Council’s Structural Evaluation Report on the estate concluded that 31 out of 57 blocks were “beyond economic repair” with wide-ranging problems including subsidence, damp, faulty drainage, poor insulation, asbestos and lack of disabled access and lifts. Hackney Council proposed to finance reprovision of all the social housing on the estate through cross-subsidy from private sector development, increasing the total number of homes and the proportion that are privately owned.<sup>13</sup>

Plans progressed slowly. The Area Action Plan (AAP) was adopted by the council in 2004. This morphed into the 2005 Urban Design Framework, consulted on and adopted by the council in 2005, which became the basis of the masterplan. Outline planning permission for comprehensive renewal of the estate was agreed in 2009.

The 2009 plan included 4,684 new homes and new open space within five phases of development. 41% of the new homes would be for social rent and shared ownership; the rest would be for private ownership.<sup>14</sup> New community facilities, a new secondary school, an expanded primary school, children’s centre, multi-purpose community centre, youth centre, business and training centre, and shops were also planned. Parks and public realm were to be improved and access improved to the reservoirs and the New River.

A partnership between the regeneration partners - Berkeley Homes, Hackney Council, Genesis Housing Association, and WDCO - was agreed. Building started in 2009.

The current intention, following the revision of the masterplan in 2014, is to demolish and replace 1,981 homes with 5,782 new homes: 41% of these will be deemed affordable, a mixture of shared ownership and social rented homes. Three new public parks are planned; a new community centre has already opened in 2011, now run by the Manor House Development Centre, and a new school, Skinners Academy, which opened in 2010. The Edge Youth Hub has been refurbished and there are some new shops, cafes, bars and restaurants and more are planned.

## What we know about the circumstances of people living in Woodberry Down

At the time this research was carried out, in Spring 2019, the phase 1 and half of phase 2 the redevelopment had been completed or were under construction. A further six phases are yet to be built.

In Spring 2019, 2,788 homes on Woodberry Down were occupied; a further 269 were empty, or void, all in blocks on the older estate. 44% of the occupied homes on the older estate were let on temporary tenancies, and 36% of the homes were let to secure social tenants. The remaining 19% were owned by local authority leaseholders.



	Private owner-ship	Social rented (secure tenancy)	Non-secure (temporary tenancy)	Shared Owner-ship	TOTAL occupied	Void	Total (inc void)
<b>New build</b>							
No of homes	1,052	530	0	216	1,798	0	1,798
% of homes	59%	29%		12%			
<b>Older estate</b>							
No of homes	190	361	437	2	990	269	1,259
% of homes	19%	36%	44%	0%			
<b>Total Woodberry Down</b>							
No of homes	1242	891	437	218	2,788	269	3,057
% of occupied homes	45%	32%	16%	8%			

#### Woodberry Down by tenure, early 2019

Data from a variety of sources has been collated to build a picture of who is living on Woodberry Down. This is summarised in the Appendix. Some of this data is now dated, particularly population data from the census which is nearly 10 years old. This however gives an idea of the characteristics of the local population, particularly the population that has lived in the area since 2010. This group includes council tenants and leaseholders living on the older estate, and secure tenants and leaseholders who have moved from the older estate newly built homes on Woodberry Down.

Data from the 2011 census, compared to the Hackney council average, reveals that at this time Woodberry residents were:

- More likely to be younger (under 19) or older (over 45)
- More likely to be from a BAME background

“There are more residents from “white other” and black Caribbean groups and a lower proportion of white British residents in Woodberry Down than in Hackney. Woodberry Down Ward also has greater proportions of people of the Christian, Muslim and Jewish faiths and a lower proportion of people with no religion than Hackney as a whole.”<sup>15</sup>

#### - Woodberry Down ward profile

- More likely to live in social rented housing, and less likely to own or rent privately
- More likely to be a single parent household
- More likely to be economically inactive (particularly to be long term sick or disabled, looking after a family or a student)

- More likely to have no qualifications, and less likely to have level 4 qualifications or above
- Less likely to work in senior jobs or in professional occupations
- Less likely to be in “very good health”, more likely to be in “bad” or “very bad” health
- More likely to report that they are living with a long term limiting illness or disability.

More recent data establishes that Woodberry Down residents are:

- More likely to be claiming benefits than the Hackney average (this gap has fallen since July 2017 but the picture is complicated by the introduction of Universal Credit)
- More likely to have children considered obese in year 6 (age 11) than across Hackney; Woodberry Down residents fell into the highest decile of childhood obesity at this age in 2015.

The 2019 Index of Multiple Deprivation shows that the area still falls into the 10% most deprived neighbourhoods in England. Woodberry Down falls into:

- The lowest 10% of neighbourhoods for income deprivation, barriers to housing
- A more mixed picture emerges for the living environment, employment, education, skills and training and crime domains (some of the estate is in lower deciles, other parts are closer to the average)
- In the health domain, Woodberry scores closest to average deprivation.

## What we know about the residents interviewed in 2019

89% of 2019 interviewees reported that they had not taken part in previous surveys.

### Income

- Annual household incomes of residents interviewed range from £7,000 to over £150,000 pa.
- 69% of secure social housing tenants interviewed and 90% of people on temporary tenancies interviewed reported annual incomes of less than £14,000.
- Private tenants and owners interviewed report a range of incomes. At the upper end, 46% of owners and 40% of private renters interviewed report annual incomes over £62,000. However a significant number are on more modest incomes; 16% of owners and 10% of private renters report annual earnings of less than £28,000.

### Length of time living on the estate

- 26% of respondents interviewed have lived on the estate for less than one year; 55% between one and five years; 18% over five years.
- Of the residents interviewed, secure social tenants and private owners (18% of each) are least likely to have lived on the estate less than a year and most likely to have lived in the area for over 10 years (20% of owners, 15% of secure tenants).
- 53% of temporary tenants interviewed and 33% of private renters interviewed had lived on the estate for less than a year.

## Ethnicity

- Between 2013 and 2019 the number of white British residents fell and the number of “other white” residents increased. The number of BAME residents remained stable.
- Of the residents interviewed in 2019, temporary tenants were much more likely to define themselves as white British than people living in other tenures (63% of temporary tenants compared to 39% of shared owners, 20% of private owners, 15% of private renters and 33% of people living in secure social housing).
- 50% of private renters and 20% of private owners interviewed defined themselves as “other white” compared to 15% of secure social housing tenants and 8% of temporary tenants.
- Among the owners interviewed, the largest BAME group was Chinese (24%).

## Children

- 44% of those interviewed have children 18 or under. Over two thirds of this group have children under five.
- 66% of temporary tenants and 63% of secure tenants have children, compared to 27% of private renters, 12% of owners and 39% of shared owners.
- More families appear to be living in the older estate than in the new development.

## Work

- The number of people in paid employment is stable; more people are now self-employed than in 2017.
- Private owners (75%), private renters (71%) and shared owners (87%) are more likely to be in employment than secure social tenants (50%) or temporary tenants (31%).

## Where residents lived before

- In 2019, more new residents reported that they had moved to Woodberry Down from other parts of London, fewer from outside London, compared to 2017.



Location of previous home / N=438 (2019), N=325 (2017), N=166 (2013)





# Findings from the research



## Social & cultural life

**Social & cultural life** captures the less tangible aspects of community life, including how residents feel about the place they live, relationships between residents and groups, quality of life, wellbeing, local identity and feelings of safety, as well as perceptions of different social supports and facilities.

This section is based on the results of the residents survey. Relevant findings from the youth survey and stakeholder interviews are also included.

### Key findings

- Satisfaction with the local area as a place to live, levels of belonging and intention to stay in the area remain high, higher than in comparable areas. Resident satisfaction across all these indicators has fallen slightly from 2017. Satisfaction with the area as a place to live is the same among Woodberry Down residents interviewed as the Hackney average; however levels of belonging are lower.
- People interviewed living in temporary tenancies have the lowest sense of belonging, satisfaction with the area and intention to stay in the area in the future. Young people have significantly lower levels of belonging and intention to remain resident than adults interviewed. Many fear they will not be able to afford renting or buying a home in the future.
- Similar to previous years' surveys, transport and parking, shops and cafes, local parks and the quality of the natural environment were the top factors identified as contributing to residents' quality of life in the area.
- Overall, neighbourliness continue to be strong compared to comparable areas. Private owners and renters interviewed report weaker neighbourliness than people living in social housing, in secure or temporary tenancies.
- A higher proportion of residents than in comparable areas believe the local area is a place where people from different backgrounds get on well together. Temporary tenants are less positive than people living in other tenures when asked this question; young people are less positive than adults interviewed in the residents survey. More people living on Woodberry Down interviewed think that people from different backgrounds get on well than the Hackney average.
- A number of stakeholders interviewed perceived that a disconnect is emerging, or could emerge in the future, between new and longstanding residents.
- Wellbeing is above comparable areas. Residents' satisfaction with their life overall is higher than comparable areas, despite dropping from the 2017 survey levels. Wellbeing however appears to be lower than the Hackney average. Life satisfaction is lowest among temporary residents, and strongest among social housing tenants.
- Fewer people feel lonely than the in comparable areas. Loneliness is highest among temporary tenants and social housing tenants and notably lower among private owners and renters. Stakeholders voice concerns about a growth in social isolation and in the numbers of people with mental health challenges.

- Fewer people report problems managing financially than in comparable areas. However, financial stress is reported by the majority of people living in temporary tenancies. More people say that their financial situation has improved since the regeneration began than say it is has worsened.
- Residents report better 'general health' than would be expected in comparable areas.
- Satisfaction with facilities for children of different ages was higher in 2019 than in 2017. Residents also reported high levels of satisfaction with local schools, childcare and nursery provision. Satisfaction with health facilities fell over this period.
- More residents report feeling safe walking alone after dark in the area in 2019 than in 2017. This is in line with comparable areas. Young people report a more negative experience, particularly older teenagers. Private owners interviewed report the most concerns about crime, temporary tenants interviewed had fewest concerns about safety.
- The responses to many of the questions show a decline in people giving strong positive answers ("strongly agree" for example), and an increase in those giving more tentative responses (such as "tend to agree").



## Belonging and local identity

### Benchmarking with comparable areas

		Woodberry data 2019, % positive	Woodberry data 2019 compared to OAC score 2019	Change 2017- 2019 bench- marks	Hackney comparable scores (2017)
Belonging and local identity	Satisfaction with area as place to live	88%	14%	12%	88%
	Plan to remain a resident of the neighbourhood for a number of years	83%	25%	-9%	
	Belong to this neighbourhood	78%	21%	-1%	84%

Green = above the comparable area, or positive change. Red = below the comparable area.  
Orange = same as or similar to comparable area

### Satisfaction with the area

Among the residents surveyed, satisfaction with the local area as a place to live remains high (88%), higher than in comparable areas. This figure is the same as the 2016 Hackney residents survey result, which also found that 88% of those surveyed were satisfied with the local area. Resident satisfaction levels have fallen slightly from the 2017 survey result.

Satisfaction with the area was highest among social housing tenants interviewed (92% satisfied) and people interviewed living in shared ownership (100%). Private owners (84%) and private renters (87%) interviewed were less satisfied, however people living in temporary housing were least satisfied (74%).

### Belonging

Levels of belonging and intention to remain a resident in the area have remained high, and are significantly better than comparable areas. This year's scores fell from 2017.

Sense of belonging among residents interviewed living on Woodberry Down is lower than the findings of Hackney Council's 2016 residents survey, which found that across the borough 84% of residents surveyed felt they belonged "strongly" to their local neighbourhood.

In the residents survey, feelings of belonging, and intention to stay in the area were also lowest among people interviewed who were living in temporary housing (49%). Private owners interviewed reported the highest sense of belonging (88%) and shared owners reported the highest intentions of staying in the neighbourhood (94%).

## What residents value

Residents interviewed were asked to state the “five factors about living in this neighbourhood that contribute most to your quality of life”. As in previous years, transport and parking, shops and cafes, local parks and the quality of the natural environment were the top factors identified. However other factors had become more important to residents’ quality of life since previous surveys, including activities and services for young people and children, and health and wellbeing.

### Local identity and belonging: results from the youth survey

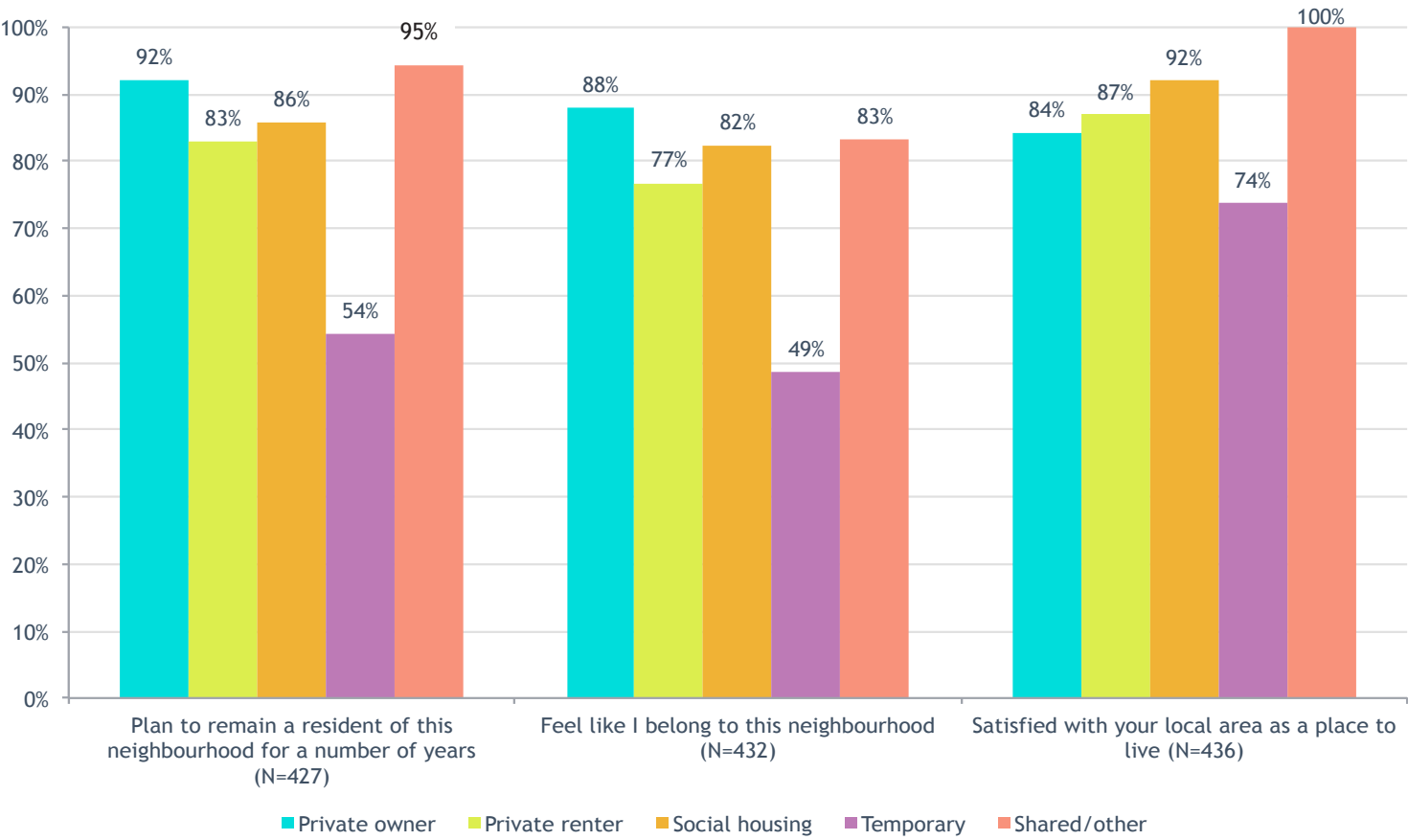
Of the young people interviewed:

- 73% said they were satisfied with their local area as a place to live.
- 74% said they felt they belonged to the local neighbourhood.
- 38% said they planned to stay in the neighbourhood for a number of years, 24% were unsure.
- 44% agree that they think of themselves as similar to the people that live in this neighbourhood.

Although the majority of young people interviewed said they were satisfied with the local area as a place to live, they also reported that there were missing facilities and unmet needs in the wider area for youth. Their satisfaction with the local area as a place to live was lower than adults surveyed in the residents survey.

Young people have significantly lower levels of belonging and intention to remain a resident than adults in Woodberry Down. Less than half of young people think of themselves as similar to other people that live in the neighbourhood. Many also feel they will be priced out of the area and will not be able to afford renting/buying a home in the future.

BELONGING & LOCAL IDENTITY BY TENURE

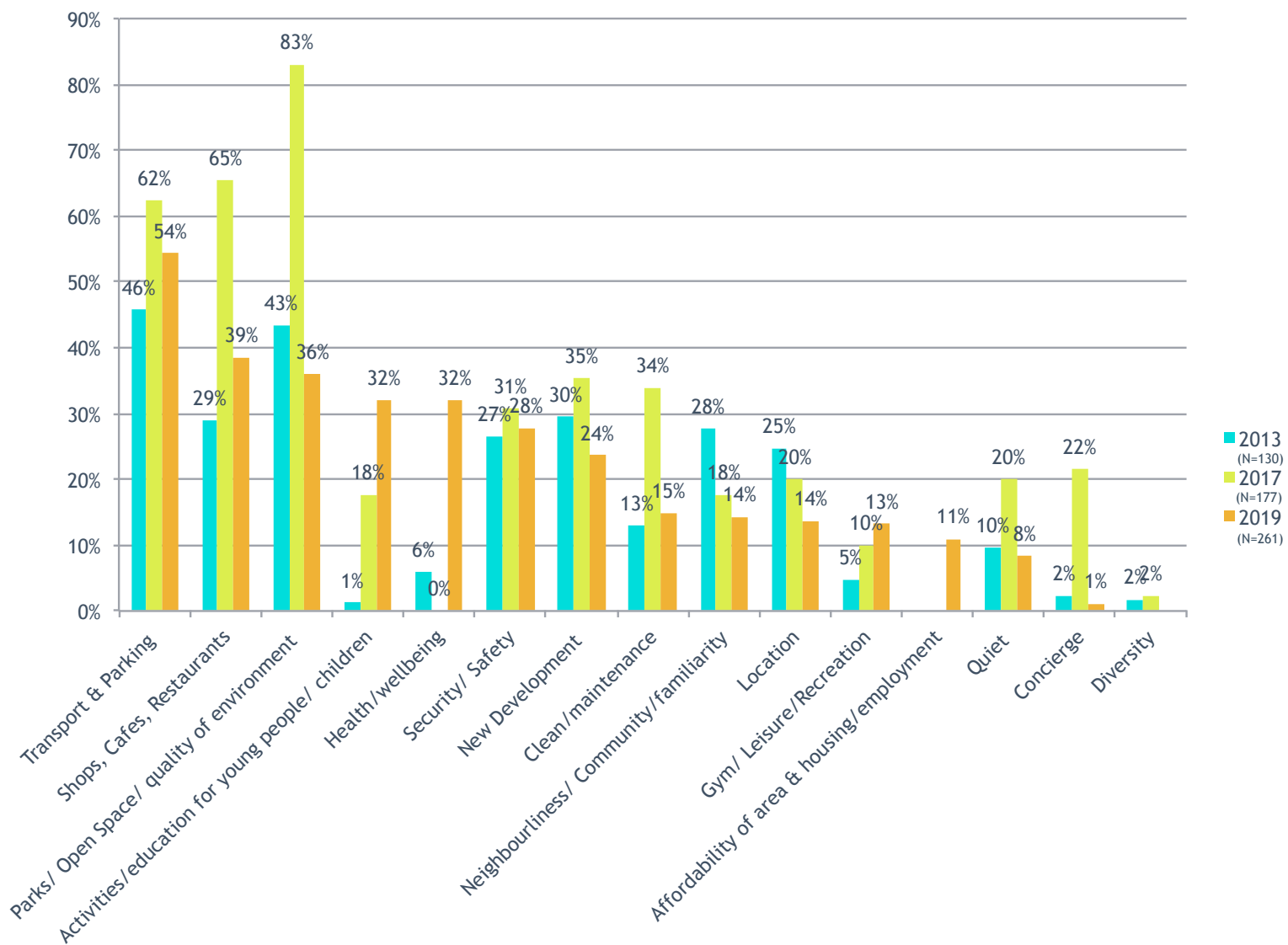


BELONGING & LOCAL IDENTITY OVER TIME





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



## Neighbourliness

### Benchmarking with comparable areas

		Woodberry data 2019, % positive	Woodberry data 2019 compared to OAC score 2019	Change 2017-2019 bench-marks	Hackney comparable scores (2017)
Neighbourliness	The friendships and associations I have with others in my neighbourhood mean a lot to me	62%	11%	-11%	76%
	Can go to someone in neighbourhood for advice	62%	20%	-2%	na
	Can borrow things and exchange favours with neighbours	52%	24%	29%	na
	Regularly stop and talk with people in my neighbourhood	62%	5%	-3%	na
	Willing to work together with others to improve my neighbourhood	74%	12%	12%	na
	Think of self as similar to the people that live in this neighbourhood	83%	36%	Not asked in 2017	na
	People from different backgrounds get on well together	96%	14%	0%	90%

*Green = positive, eg above the comparable area, or positive change. Red = negative, eg below the comparable area.*

Neighbourliness and social integration continue to be strong overall, stronger than in comparable areas. Scores for particular questions show mixed patterns, both strengthening and weakening over time. For example, more residents say they “borrow and exchange favours with neighbours” in 2019 than in 2017 yet fewer people say “friendships in my neighbourhood mean a lot to me”.

The 2016 Hackney Residents survey also asked about the importance of local friendships and associations. 76% of the people interviewed gave positive answers. This is higher than the 2019 Woodberry Down survey (62% of people interviewed in this gave positive responses).

96% of residents believe the local area is a place where people from different backgrounds get on well together, which is higher than what would be expected in comparable areas. This is also above the Hackney residents survey response to the same question in 2016 - 90%.

Secure social housing tenants and people living in shared ownership properties tend to give more positive answers than people living in other tenures on the neighbourliness indicators. Social housing tenants gave the most positive answers when asked whether the area is a place where people from different backgrounds get on well together (98%), on feeling similar to others in the neighbourhood (91%), on regularly stopping and talking with others (70%) and when asked whether friendships and associations with others in the neighbourhood meant a lot (73%). In general, private renters and owners gave broadly similar scores.

People with temporary tenancies interviewed were notably less positive when asked about neighbourly support - including whether they could go to others in the neighbourhood for advice (32% gave positive scores), to borrow things or ask for a favour (32%), or whether they had local friends (41%).

Owners and renters gave some low scores to some of these questions (although higher than those with temporary tenancies) including to whether they could borrow things and ask for a favour (42% owners, 48% renters).

The opinions of those interviewed were similar across tenures when asked about relationships between groups. Although people living in temporary tenancies who were interviewed gave fewer positive responses to whether people from different backgrounds get on, the difference was less pronounced than with the neighbourliness questions - 86% of temporary tenants were positive compared to 98% of social housing tenants and 96% of private owners and renters for example.

A number of stakeholders interviewed were concerned that a disconnect is emerging between new and longstanding residents. Some stakeholders reported that parents are seeking opportunities through local projects to provide opportunities for children from different backgrounds to play together when they are very young.

Various community groups are active on the estate, including WDCO, an older person's lunch club, and the Friends of Woodberry Down. These bring people living locally together with people from further afield. The Friends of Woodberry Down described how members come from as far away as Essex. Some young people using The Edge Youth Hub also come from outside the estate. Woodberry Wetlands is used as a resource by people across north London, and many visitors and volunteers come from outside Woodberry Down.



### **Relationships with neighbours: results from the youth survey**

Of the young people interviewed:

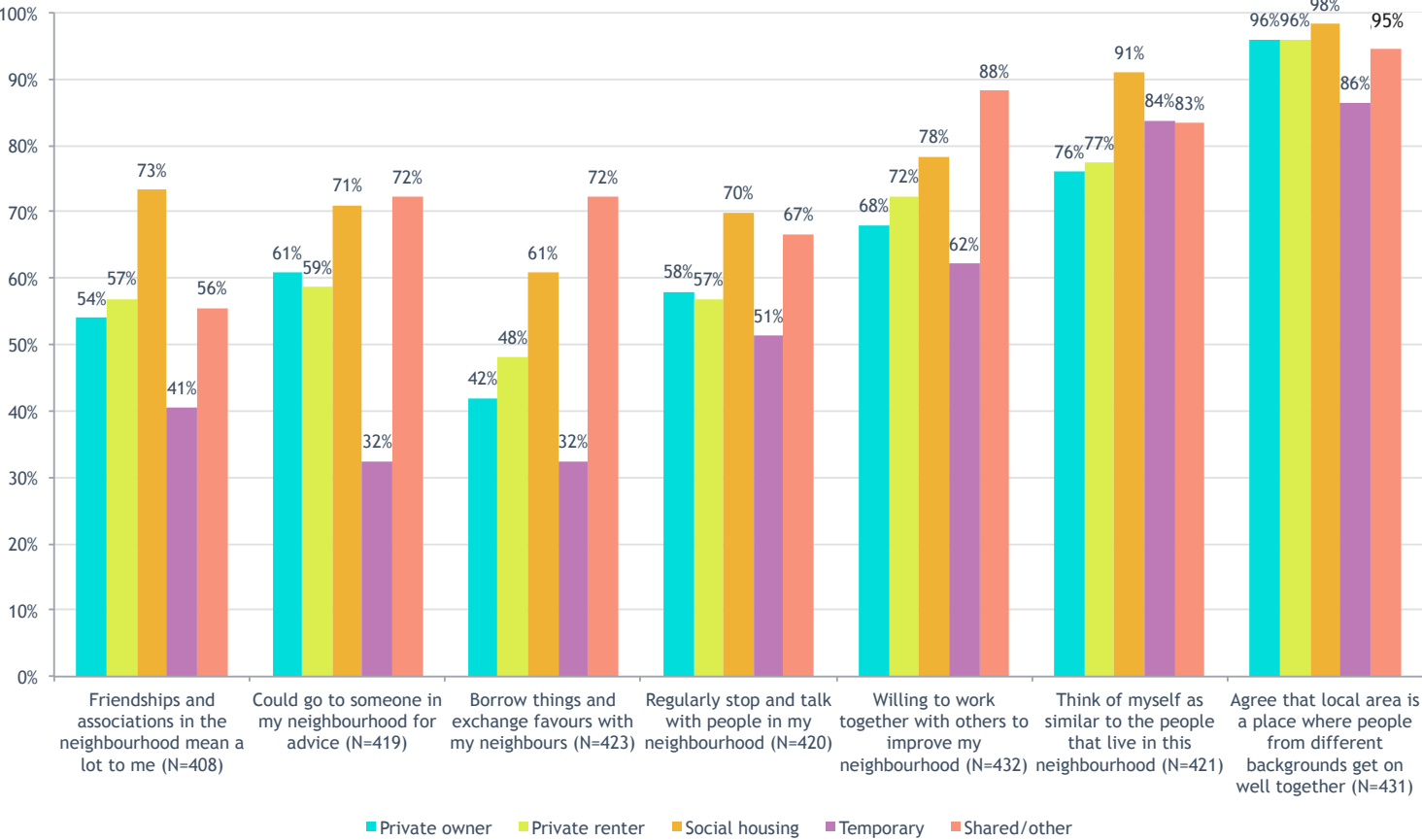
- 68% indicated that the local area is a place where people from different backgrounds get on well together.

Perceptions of relationships between people from different backgrounds was lower than those reported in the residents survey (95%).

When asked to explain their responses further, a number of young people interviewed described tensions or differences between new and longstanding residents with a number referring to increasing numbers of “rich people” in the area.

Over half of the young people noted that there is a lack of integration and engagement between the existing and newer residents in the area. However, one young person noted that integration “starts early” at primary school and helps build solidarity.

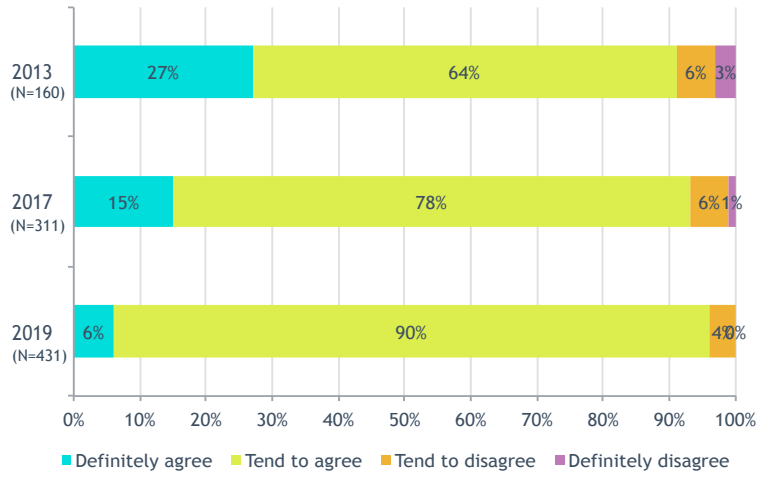
NEIGHBOURLINESS BY TENURE



NEIGHBOURLINESS OVER TIME



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





## Health & wellbeing

### Benchmarking with comparable areas

		Woodberry data 2019, % positive	Woodberry data 2019 compared to OAC score 2019	Change 2017- 2019 bench- marks	Hackney comparable scores (2019)
Health & wellbeing	Have recently been feeling happy, all things considered?	95%	9%	17%	na
	Satisfied with quality of life	84%	10%	-16%	na
	Managing financially	81%	20%		na
	Perception of general health	95%	13%		na
	Feel lonely	38%	-32% *		na
	Good wellbeing (sWEMWBS)	24.2	-3.1 **		27.3

Green = above the comparable area, or positive change. Red = below the comparable area

\*\* this is compared to the Hackney score

The Woodberry Down residents interviewed report wellbeing levels above comparable areas. Residents' satisfaction with their life overall is higher than comparable areas, despite dropping from the 2017 survey levels (84% reported positive life satisfaction in 2019, compared to 90% in 2017).

The survey used the short Warwick Edinburgh Mental Wellbeing Scale (sWEMWS), a well-established measure of personal wellbeing, developed by a team at the University of Warwick and the University of Edinburgh.<sup>16</sup> This asks a number of questions about individuals' state of mind, including feelings of optimism, usefulness, coping with problems, thinking clearly, feeling relaxed, feeling close to others and being able to make up their own mind about things. The Woodberry residents survey score on this measure was 24.2. This is lower than the borough-wide score reported in a 2019 Hackney-wide survey of health and wellbeing, 27.3.<sup>17</sup>

Life satisfaction - often seen as an important aspect of wellbeing<sup>18</sup> - was lowest among temporary residents (74%), and highest among social housing tenants (89%).

In 2019, residents were asked "How often do you feel lonely?". This was not asked in previous surveys. 38% of those interviewed reported that they felt lonely often or always, which is more than in comparable areas. Hackney's residents survey in 2016 asked about loneliness borough-wide but phrased the question differently. In this survey, 2% of respondents strongly agreed that they felt isolated living in their local area; 9% tended to

agree, suggesting loneliness is higher among Woodberry Down residents than overall across Hackney.

Loneliness was highest among temporary tenants interviewed (71% felt lonely always, often or some of the time) and social housing tenants interviewed (52%). It was lowest among private owners (14%) and renters (24%) interviewed.

Mental health, social isolation and loneliness are reported to be an increasing problem for some people living on the estate. Some stakeholders believe the regeneration has caused a spike in anxiety and loneliness among some residents in Woodberry Down, particularly as a result of the decanting process and breakdown of social ties within the estate and within particular blocks.

“The older generation feel more isolated because they perhaps don’t know neighbours moving in, don’t know neighbours around them, not enough community connections”

- stakeholder

Social prescribing has helped increase referrals to projects and services and has benefitted a number of vulnerable residents. Organisations involved in social prescribing, like Family Action, were the most knowledgeable about the services and activities on offer in Woodberry Down. Stakeholders overall felt that social prescribing was succeeding on the estate.

Financial wellbeing was first asked in the 2019 survey. 81% of residents reported that they are ‘living comfortably’ or ‘doing alright’, better than comparable areas. Financial stress is experienced most by people living in temporary housing - 53% of residents interviewed in temporary accommodation said they were finding it difficult to manage financially, compared to 17% of social housing tenants, 16% of private renters and 10% of private owners interviewed.

Stakeholders noted that wider benefits changes like the introduction of Universal Credit have put significant financial strain on those affected.

Most residents surveyed reported that the regeneration process itself has had little impact on residents’ financial wellbeing: 84% of residents said their financial situation has stayed the same, however more residents interviewed (13%) said their financial situation had improved than worsened since the regeneration began.

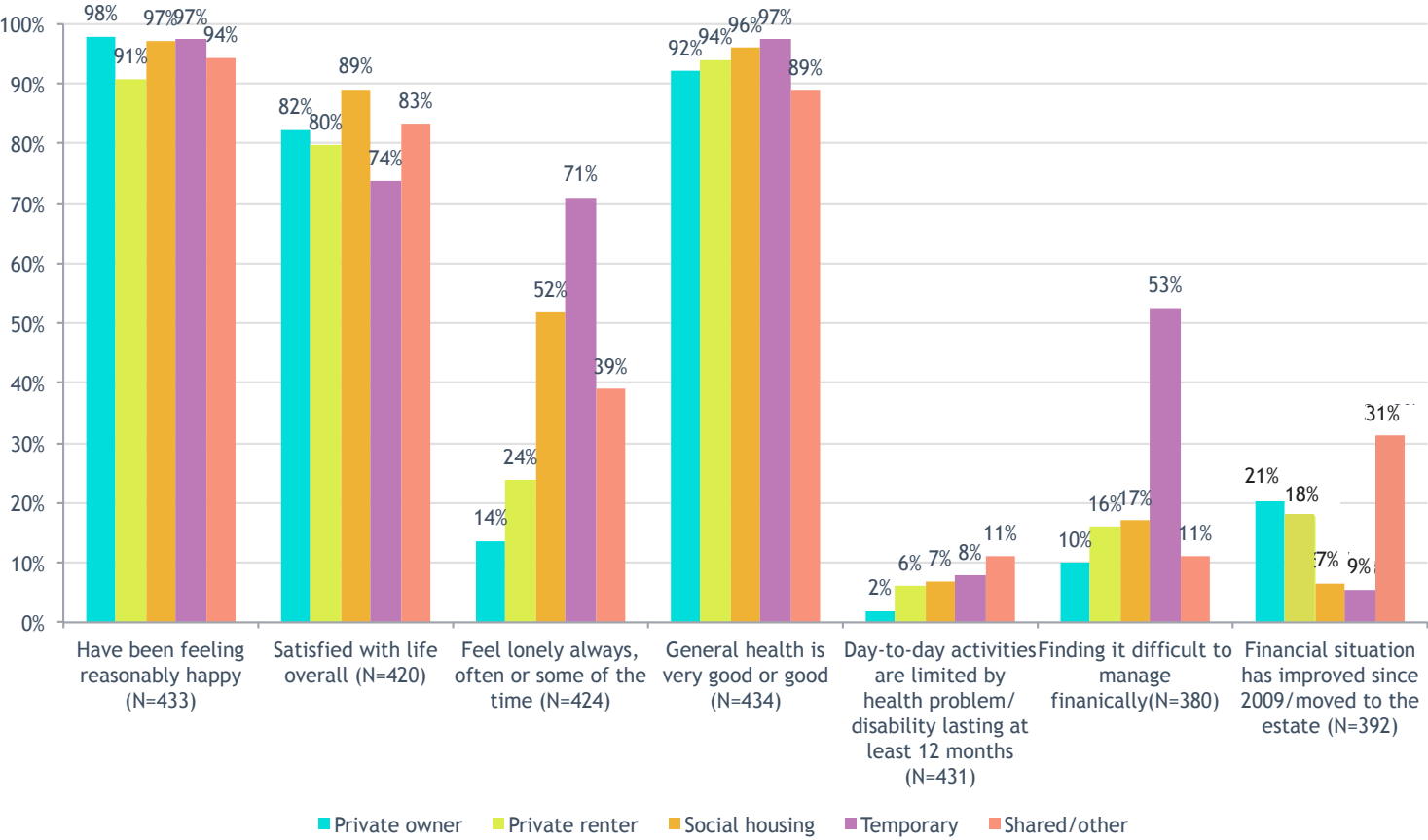
When asked how their financial situation had changed over this time, 22 offered some further explanation. The most common was debt or difficulties managing money, or changes in housing costs or housing security.

Residents were also asked about their general health. Residents report better ‘general health’ than would be expected in comparable areas.

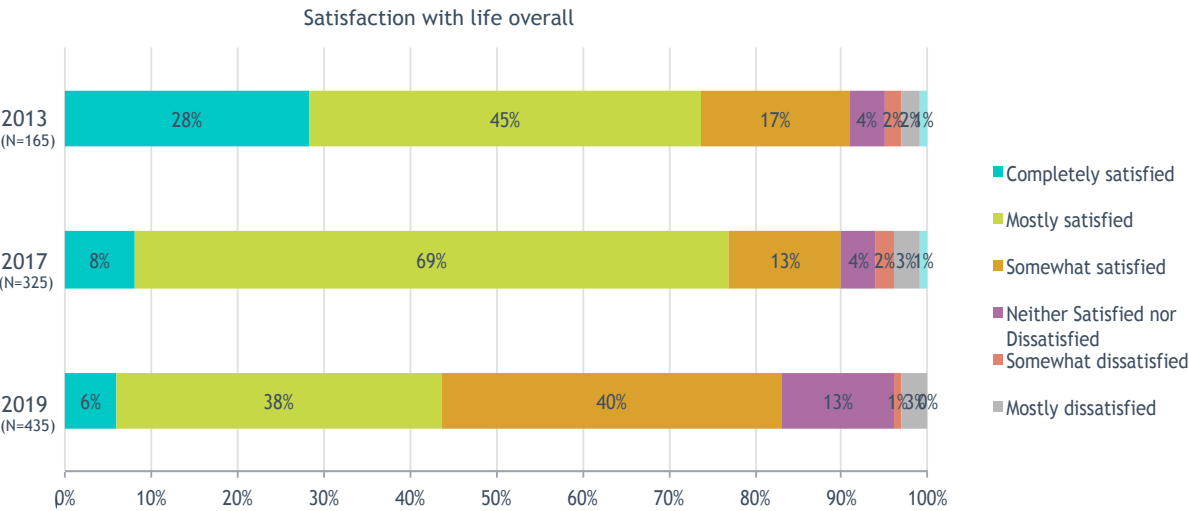
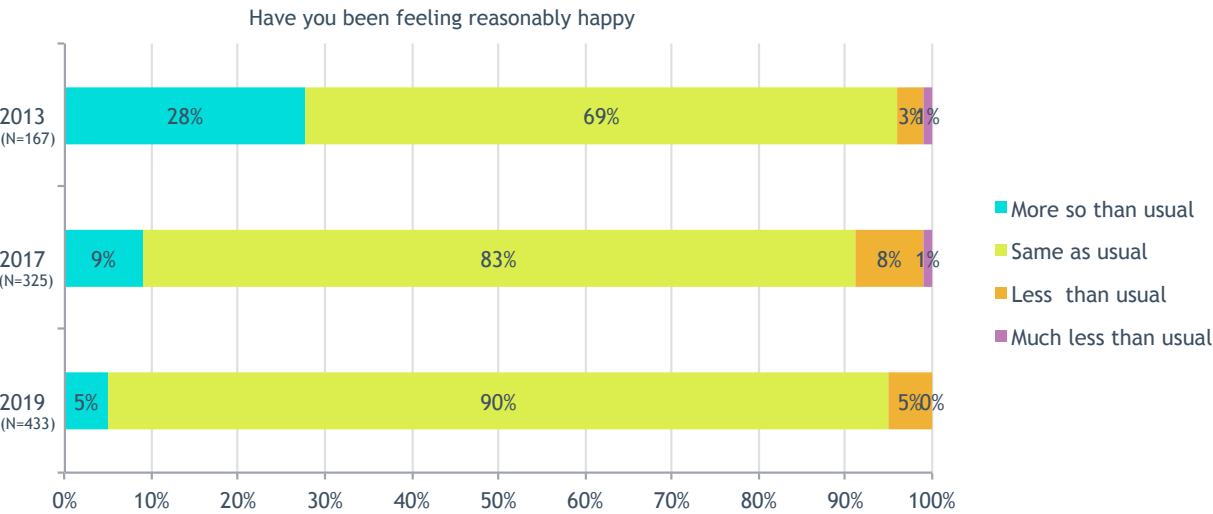
Responses were similar among those interviewed living in different tenures, although shared owners reported slightly less good health overall (89%). Temporary tenants had the best reported health - 97% said their general health is good or very good.

11% of people living in shared ownership and 8% of people living in temporary tenancies reported that their day to day activities are limited by disability or health problems; a lower number of people living in other tenancies reported similar health problems or disability - only 2% of private owners fell into this category.

WELLBEING BY TENURE



WELLBEING OVER TIME



## Safety

### Benchmarking with comparable areas

		Woodberry data 2019, % positive	Woodberry data 2019 compared to OAC score 2019	Change 2017- 2019 bench- marks	Hackney comparable scores (2017)
Safety	Feel safe walking alone after dark	85%	0%	2%	na
	Worry that you, or anyone else who lives with you, might be the victim of crime	78%	19%		na
	Extent of worry about crime	31%	2%		na

*Green = above the comparable area, or positive change. Red = below the comparable area*

85% of residents interviewed report feeling ‘very safe’ or ‘fairly safe’ walking alone after dark in the area, more than in the 2017 survey (69%).

Only 22% of residents interviewed were worried about being a victim of crime, which is below the comparable area average.

Concern about crime was highest among private owners, with private renters also expressing more concerns than people living in other tenures. 41% of private owners, and 33% of private renters worried that they or someone in their family might be a victim of crime, compared to 9% of secure social tenants and 3% of temporary tenants. This pattern is repeated in the responses to whether or not people interviewed feel unsafe in the area. Private owners interviewed expressed more fears about safety than people living in other tenures.

Stakeholders noted that buildings with high numbers of vacancies, and those that are boarded up, can become a focus of anti-social behavior and rough sleeping. The Woodberry Down Primary School reported that there had been a series of burglaries in the previous year when the building across the street became vacant. Newton House residents also reported problems with squatters and rough sleepers using empty properties and derelict spaces.

Crime statistics show the number of crimes reported - which may vary from actual crime levels. These statistics show that although crime has risen gradually on the estate in recent years, this increase is less than the borough-wide average. The most frequent reported crime on Woodberry Down is “violence against the person”, followed by theft. This is different to the borough-wide picture, Across Hackney theft is the most common reported crime, followed by “violence against the person”. Their perception is that fear of crime is lower than in the past.



### Feelings of safety: results from the youth survey

Of the young people interviewed:

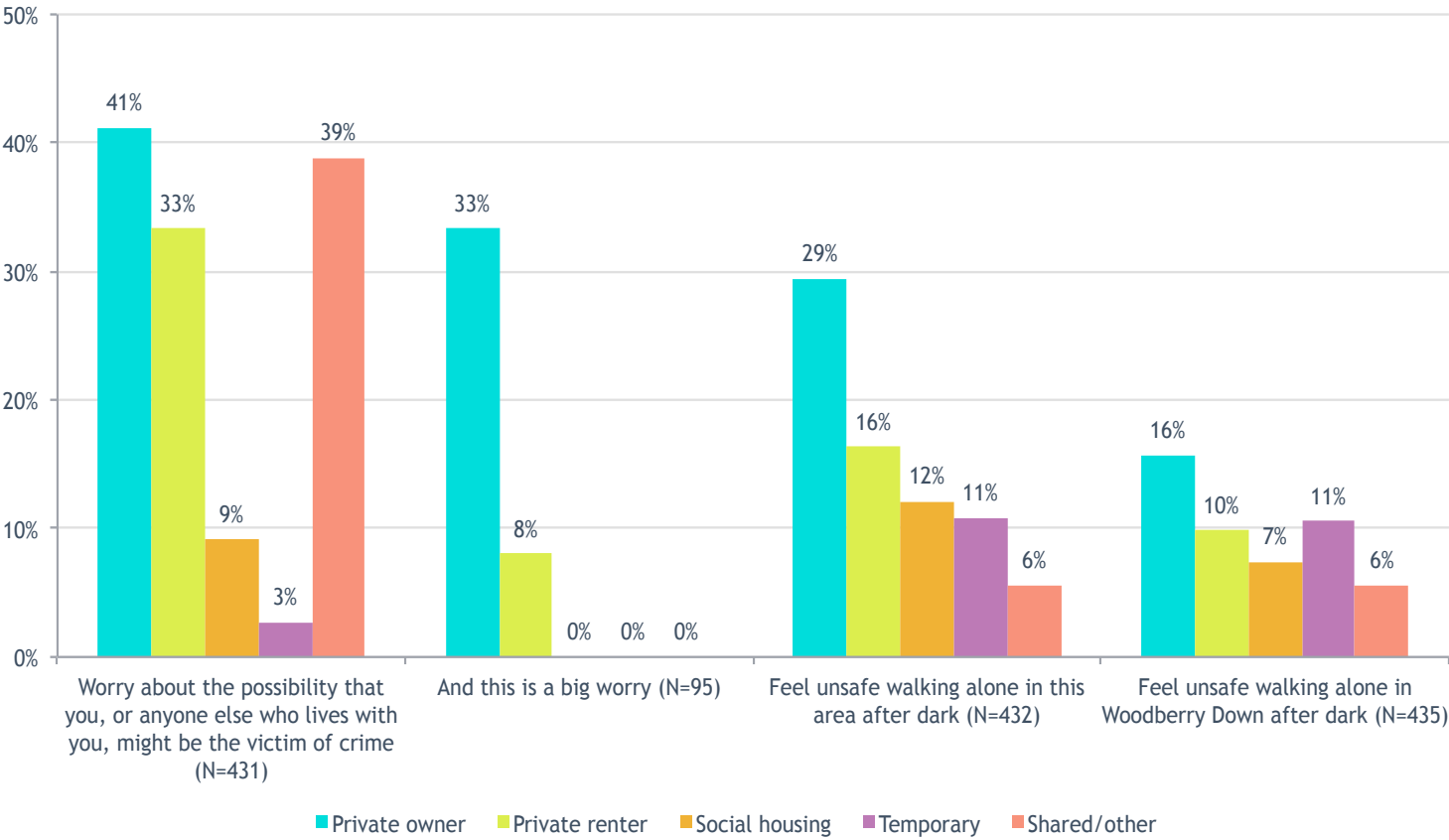
- 27% indicated they felt fairly safe walking alone in Woodberry Down after dark, another 27% indicated they felt a bit unsafe walking alone in Woodberry Down after dark.
- 45% reported that they worry about the possibility that they, or someone they know, might be the victim of a crime.
- 19% considered the threat of crime a big worry.
- 13% indicated they never go out (by choice or because of parents' wishes), or leave their home after dark.

For the most part, young people in Woodberry Down feel relatively safe and are not overly concerned with their own safety or the safety of their friends and families. However this was considerably more negative than the residents survey.

The fear of crime was strongest amongst older teenagers. Some mentioned that they avoid walking around the area after dark because of gangs and fear of robberies.

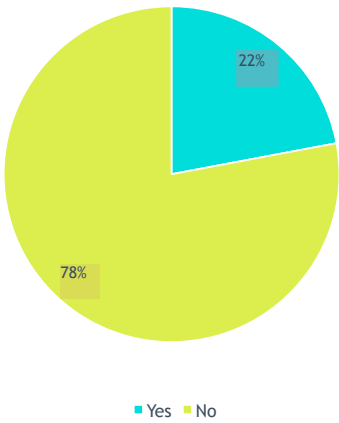
Many of young people's concerns about crimes will be mirrored in other similar areas, given the increase in violent crime, especially knife crime, involving young people in London. A MOPAC report cites a 22% increase in knife crime in 2017-18, and that knife crime disproportionately affects young people in the capital, with around four in ten victims of knife crime resulting in injury being under 25, and the number of young victims of knife crime with injury rising from 1,563 in 2014 to 2,134 in 2017.<sup>19</sup>

SAFETY BY TENURE

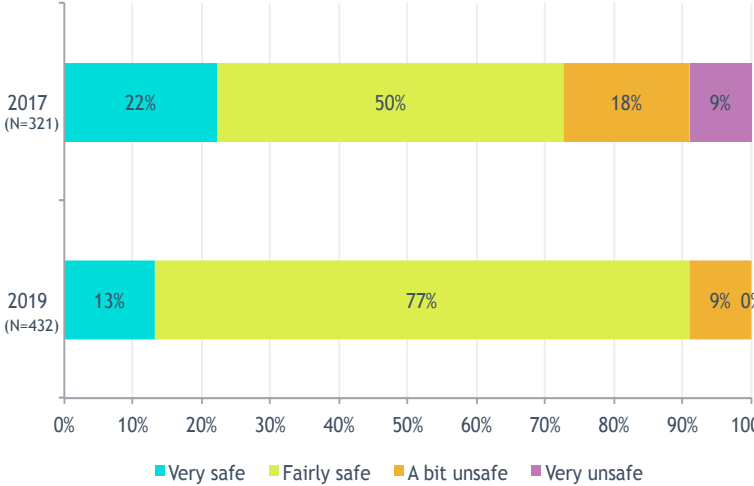


SAFETY OVER TIME

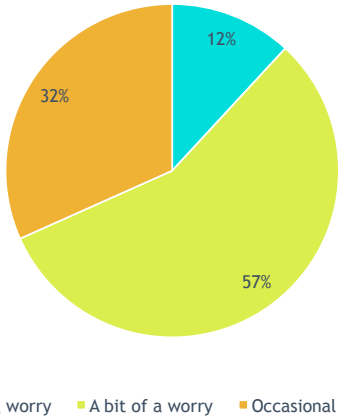
Worry about the possibility that you or anyone else who lives with you, might be the victim of crime (N=431)



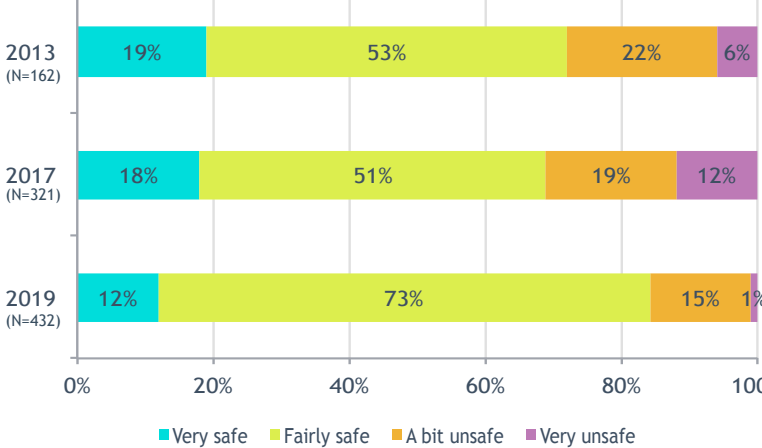
How safe do you feel walking alone in this area after dark 'in the development'



Is this a big worry, a bit of a worry, or an occasional doubt (N=95)



How safe do you feel walking alone in this area after dark



## Satisfaction with local facilities

Satisfaction with facilities for children of different ages was higher in 2019 than in the 2017 survey, and also higher Social Life has found in similar research on London housing estates being regenerated . Residents interviewed also report high levels of satisfaction with local schools, childcare and nursery provision although 10% of residents interviewed reported that they did not have an outdoor space to play safely.

Satisfaction with health facilities and facilities to socialise was higher among social housing tenants (over 80% were satisfied with health facilities and facilities to socialise) than among private owners and renters. Satisfaction with these facilities was lowest among those living in temporary tenancies (under 70% for health, sport, leisure and facilities to socialise). The lower numbers of respondents to facilities for children meant it was not possible to analyse these facilities by tenure.

90% of residents interviewed feel the Redmond Community Centre is welcoming and caters to people like them and their families. Among people interviewed, positive responses were slightly lower among temporary tenants (86%) than other tenures (all other tenures reported positive responses of 95% or more). No one disagreed. Stakeholders voice more varied opinions. Some lauded the Centre as the heart of community life in Woodberry Down while others felt its focus has shifted too far towards monetising its services.

Stakeholders report that the regeneration is successfully bringing services and facilities that address key needs into the area, yet are concerned that some of the most vulnerable residents may still not be accessing the services they need. Some stakeholders also identified that there are not enough affordable childcare options in the area.

A number of interviewees noted the lack of affordable and accessible spaces where all members of the community feel welcome. They particularly identified the need for more cheap and long-term options for community groups to hold events and programme regular activities. Many hoped to use the meeting rooms at the Redmond Centre but could not afford to do so.

Some stakeholders identified that there is a feeling of loss of community spaces, especially among young people and for older residents. This is thought to be increasing the sense of divisions between new and longstanding residents and boosting social isolation and loneliness for older residents.

### Satisfaction with local facilities: results from the youth survey

Of the young people interviewed:

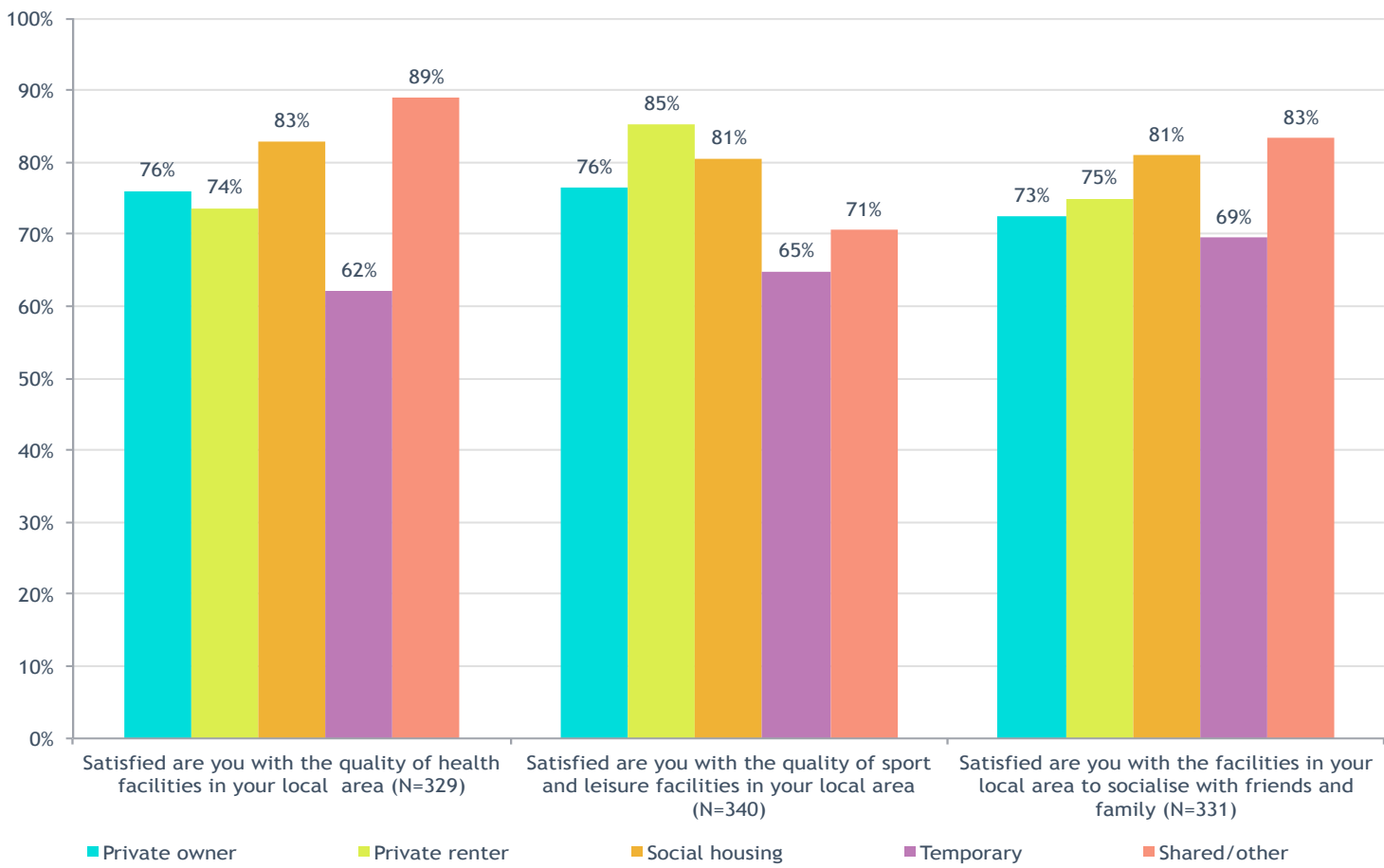
- 69% were satisfied or very satisfied with facilities for young people.
- 54% felt that a 'swimming pool', more 'sports facilities' and/or 'events/activities' would improve the area for young people .
- 13% indicated that more training and employment opportunities would help people living in the area to move forward in life.
- 74% of respondents had either 'never' been to the Redmond Community Centre or 'didn't know' about it.
- 43% either went 'every day' or 'every week' to The Edge Youth Hub. 22% had 'never' been to the Redmond Community Centre or 'didn't know' about it

There was a wish for more facilities and opportunities, more “leisure centres, swimming pools and football pitches.” When asked to indicate if they had a project or idea which could make Woodberry Down a better place for young people to live, half of the respondents noted that more organised sports events and youth facilities would greatly benefit young people in Woodberry Down: “more sports events and intriguing things to do”, or “more activities to bring young people together.”

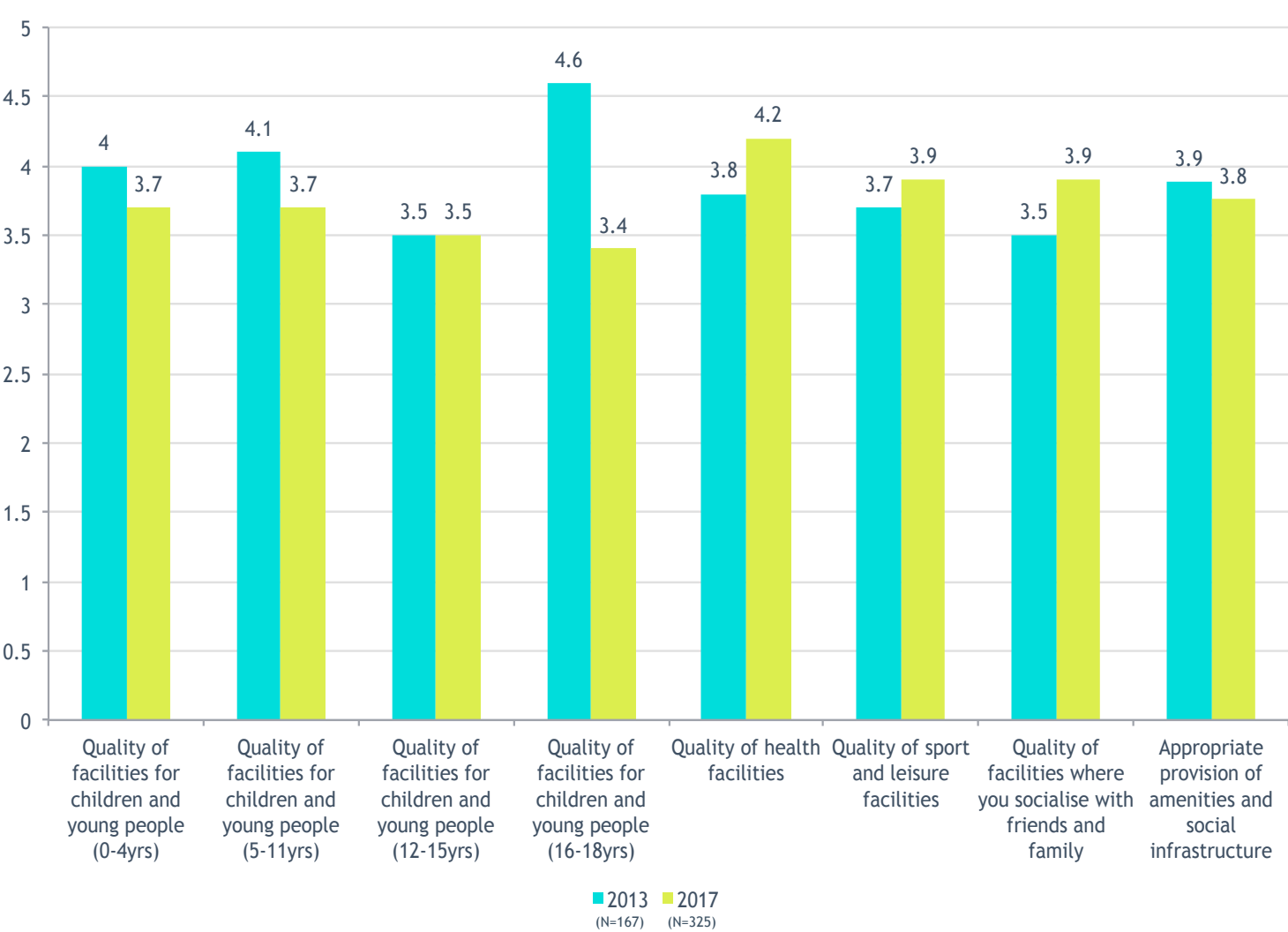
When asked about the Redmond Community Centre most respondents had never been because they didn’t know the centre existed or had never heard of it before. Of those who had been most had been to primarily hang out, chat and talk with friends. Of the respondents that had been to The Edge Youth Hub, the majority attended to “listen to music, play games and participate in activities” or to hang out with friends.



## SATISFACTION WITH FACILITIES BY TENURE



## SATISFACTION WITH LOCAL FACILITIES OVER TIME



## Voice & influence

**Voice & influence** captures residents' sense of control and their ability and willingness to take action to shape their neighbourhood. This section describes the extent to which people living on Woodberry Down feel they have a say and can influence decisions affecting their local area. Voice and influence is divided into two aspects: residents' willingness to take action to improve or change their area; and their sense of being able to influence decisions and the local environment.

This section is based on the results of the household survey. Relevant findings from the stakeholder interviews and youth survey are also included.

### Key findings

- Residents interviewed report that their sense of influence over decisions in the local area increased, higher than in comparable areas. The majority of residents believe it is important to be able to personally influence local decisions.
- Less than half of young people interviewed feel that they can influence local decisions. However, a higher number feel that it is important to be able to influence decisions about the regeneration.
- Private owners and renters interviewed report weaker voice and influence than people living in social housing, in secure or temporary tenancies.
- The majority of residents interviewed (who expressed a view) agreed they could influence the work of WDCO, a marked increase from responses given in 2017.
- Willingness to (and perceptions that local people do) pull together to improve the neighbourhood has also increased since 2017. However, the numbers of people volunteering is low.
- Social housing tenants were more willing to work with others to improve their neighbourhood, however private owners and renters are more likely to have volunteered.
- The responses to many of the questions show a decline in people giving strong positive answers ("strongly agree" for example), and an increase in those giving more tentative responses (such as "tend to agree").

## Benchmarking with comparable areas

		Woodberry data 2019, % positive	Woodberry data 2019 compared to OAC score 2019	Change 2017-2019 bench- marks	Hackney comparabl e scores (2017)
Voice & influence	Can influence decisions affecting local area	85%	53%	30%	na
	Feel it is important to be able to influence decisions in your local area?	88%	25%	32%	na
	Believe that people in the neighbourhood pull together to improve the neighbourhood	92%	44%	25%	na
	Would be willing to work with others on something to improve the neighbourhood	74%	12%	12%	na
	Have taken part in formal or informal volunteering in the last 12 months	9%	-11%		na

*Green = above the comparable area, or positive change. Red = below the comparable area*

## Ability to influence

Overall, residents' feelings of influence over decisions in the local area have improved. The number of people interviewed agreeing that they can influence decisions affecting the area increased from 50% in 2017 to 85% in 2019. This is substantially more than in comparable areas. The majority of residents (88%) also believe it is important to be able to influence local decisions. There were however fewer strong positives - "strongly" or "definitely" agree - in response to these questions than in previous years.

People living in social housing - in secure and temporary tenancies - gave the most positive responses to this set of questions. Private owners and renters and shared owners gave broadly similar responses. For example, 91% of secure tenants and 92% of temporary tenants felt they could influence decisions affecting the local area, compared to 81% of owners, 78% of private renters and 75% of shared owners.

There is a notable difference between private owners' and renters' attitudes about whether it is important that they personally can influence decisions and social housing tenants' (temporary and permanent). Less than 80% of owners and renters articulated this belief compared to over 98% of secure tenants.

Survey responses suggest improved perceptions of WDCO. This year, 87% (of those who expressed an opinion) agreed they could influence the work of WDCO, a marked increase from 47% in 2017. 92% of secure tenants and 97% of temporary tenants agreed with this statement, compared to 78% of owners and 80% of private renters.

### **Willingness to act**

Perceptions that local people pull together to improve the neighbourhood (92% of people interviewed are positive), and willingness to work with others to improve the neighbourhood (74% positive), are stronger than in the UK and comparable areas. Responses to both these questions were more positive than in 2017.

The same pattern of responses by tenure was repeated in these questions, with private owners and renters giving less positive responses than social housing tenants.

However, only 10% of residents surveyed had taken part in voluntary work in the last 12 months, which is lower than in the UK and comparable areas. Shared owners, private renters and owners were more likely to report that they had volunteered than social housing tenants - including people with secure and temporary tenancies.

There were fewer 'strongly' and 'definitely' agree responses to these questions.

### **Ability to influence & willingness to act: results from the youth survey**

Of the young people interviewed:

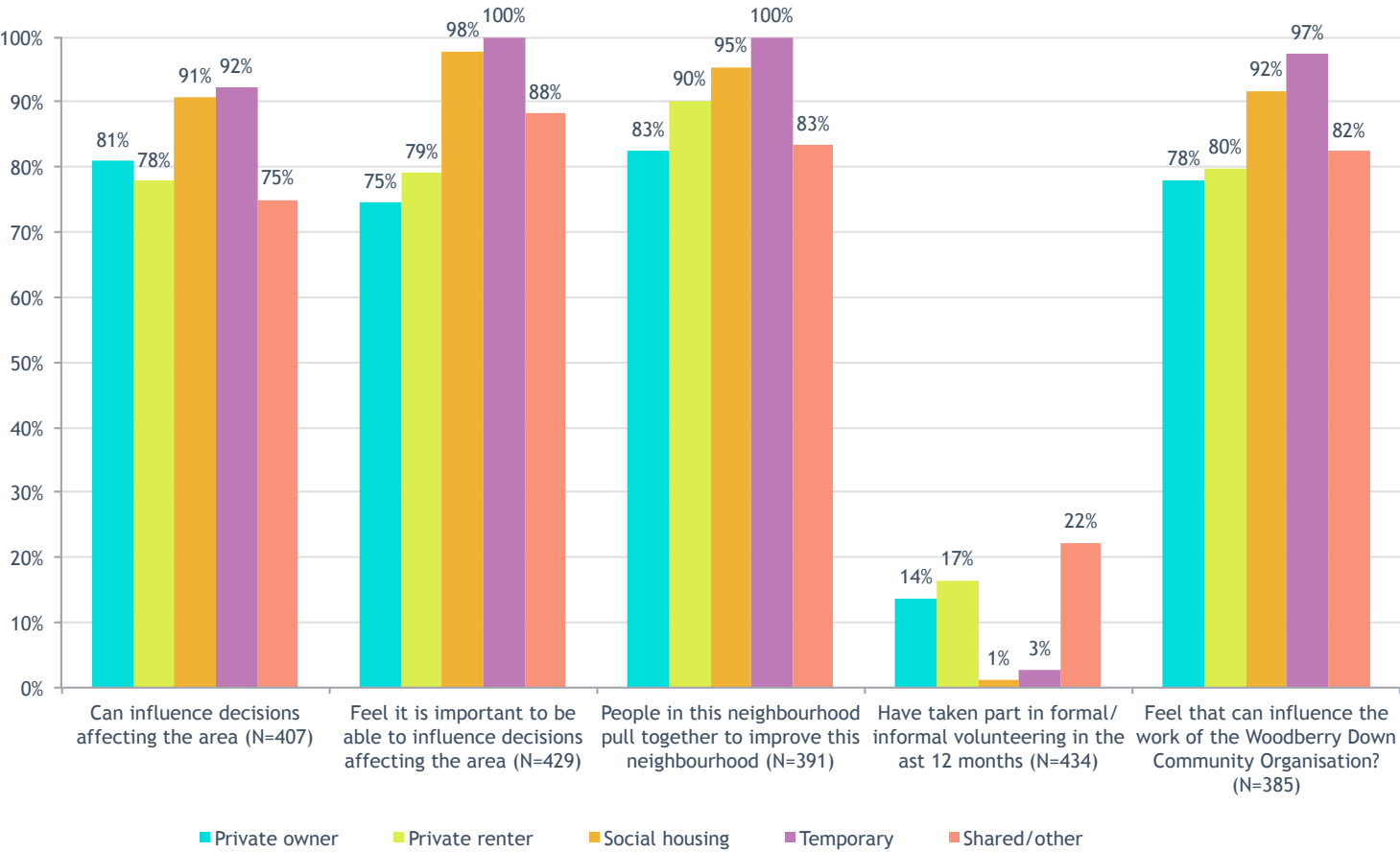
- 45% felt that they could influence decisions affecting their local area.
- 74% indicated that it was 'very important' or 'quite important' to feel that they can influence decisions about the Woodberry Down regeneration project.
- 45% reported that they felt young people were treated and viewed in a 'positive' light; 39% felt young people were treated and viewed in a 'negative' light.
- 73% felt that their views about the area had been consulted 'not at all' or 'not much'.

Almost half of the young people interviewed felt that they could not influence decisions affecting the area, and a majority felt that they had not been consulted much. However the majority felt it was important to influence decisions - suggesting that a significant majority feel that they are not being given opportunities to act on their aspirations to shape their environment

Respondents were divided on how they felt young people were perceived and treated in and by the local community. This was typical of those reporting negative perceptions: "I feel that young people are not treated very good by the elderly, as they see young kids especially black as gangsters". A contrasting view was: "they are treated decently and with respect in some areas, but people need to understand that some stereotypes are not always correct especially since the area is so full of different people".



VOICE & INFLUENCE BY TENURE



VOICE & INFLUENCE/WILLINGNESS TO ACT OVER TIME



## Amenities & social infrastructure

**Amenities & social infrastructure** describes the amenities and services, and the spaces and activities, that cater to the needs of all residents and that enable collective community life. The three key aspects of this are the services that are supporting residents' lives; the facilities and amenities that enable residents to come together collectively and to socialise, both with people from similar backgrounds and with people whose backgrounds are different to theirs; and the built environment form and structures.

This section draws on the stakeholder interviews, the youth survey and the independent site survey.

### Key findings

- Overall stakeholders felt that the regeneration is bringing services and facilities that address key needs into the area, yet their perception is that some of the most vulnerable and socially isolated residents may not be accessing these.
- Most stakeholders and agencies focus on trying to improve accessibility to services, support and facilities, and to boost wellbeing. Many projects aim to tackle divisions between different groups of residents living on the estate.
- A number of services and organisations noted being stretched in terms of capacity while others noted problems with take-up of their services. Inter-agency connections, referrals and awareness of other local projects can be weak.
- The increase in the numbers of transient residents - especially people with higher needs housed in temporary tenancies - is challenging for agencies, including schools.
- Young people were identified as the most difficult to reach group across all programmes. People with limited mobility, digital literacy and low English proficiency were also identified as hard to reach groups.
- There are some concerns about the provision of affordable and accessible spaces where all members of the community feel welcome, including spaces for community groups to meet and hold events.
- Over half of the young people wanted better sports facilities and activities in the area for young people. The Edge Youth Hub is the main facility used by young people interviewed who are living on the estate. The majority of young people interviewed did not go to the Redmond Centre.
- A high proportion of residents interviewed felt the Redmond Community Centre is welcoming and caters to people like them and their families.
- Stakeholders are concerned that the new retail businesses price out residents on lower incomes. Nearby high streets, like Green Lanes, provide more budget-friendly options for social tenants.
- The physical characteristics of Woodberry Down score relatively well, although weaknesses were identified in the integration with the wider neighbourhood and adaptability.
- Overall, the newly-built areas score higher than the older estate, particularly on safety, street layout and design, and integration with the wider neighbourhood.

## Services and supports

As well as statutory services, including health, schools and the police, a number of agencies work on the estate providing services to meet needs, many funded by Notting Hill Genesis' community investment programmes.

Notting Hill Genesis' Community Investment Programme, at the time of this research, funded Manor House Development Trust; an employment advisor for Hackney Work; Tutors United to support school age children and their families; Citizen's Advice one-to-one advice and their Money Smart Project; Active Within to provide fitness classes; and Shared Enterprise to deliver business support. Other projects operate on the estate that are not funded through the Community Investment Programme including Hackney Playbus, The Edge Youth Hub and Family Action.

Most of these services and projects try to improve accessibility: to services, to support networks, to education, to healthcare and to community facilities. Many projects aim to tackle the divisions and what stakeholders often describe as a "sense of divide" between different communities in Woodberry Down.

Residents on Woodberry Down also depend on a number of amenities and services delivered away from the estate - from health, to education, community support and social facilities.

Service providers operating on the estate report perceptions of high levels of social needs, often linked to particularly vulnerabilities (such as poor mental health) or poverty. Some described stark examples of poverty and destitution affecting some residents.

"Debt and welfare benefits are the main things people come to us for. Universal credit has caused confusion, with lots of misinformation."

- stakeholder

"The challenge is reaching people that really need the support. Challenge is that people's lives are so challenging for them and making ends meet."

- stakeholder

Several service providers describe problems with take up for particular programmes, in spite of their conviction that the need for the service exists. Most believe their services will be needed for the foreseeable future, and that the complexity of issues they are tackling will not be resolved simply through the regeneration programme.

A number of agencies report that their capacity is stretched while others said they were under-capacity. This is in part because resident awareness of what is on offer can be low. However connections between projects and awareness of other services also can be poor. New and less well-established projects rely heavily on Notting Hill Genesis and the Redmond Community Centre to recruit participants.

Young people were identified as the most difficult to engage group across all programmes. Projects also reported that people with limited mobility, digital illiteracy and limited English proficiency could be difficult to involve with their work.

The complexity of social needs was a recurrent theme in interviews.

"Demand for services like this has increased because people's circumstances have become more complex. Housing is a huge issue ... Mental health issues, anxiety & depression. Many referrals are to do with benefits. Since universal credit came into action, people's incomes have been reduced and we have been giving food vouchers."

- stakeholder

“More isolation, more loneliness across the board - all age ranges. Their focus is more on mental health issues. Young mothers are struggling to access the mainstream parenting groups because they are being judged as young mums.”

- stakeholder

Social prescribing has been introduced on the estate and stakeholders report that it is succeeding in meeting some needs, although accessing it can be a lengthy process.

“She books a time to see the patient and does a holistic assessment. Housing, healthcare, family and identify area that they would like to improve. Set goals, how to achieve them, how to overcome barriers. Might be to improve physical health. Person wants to sing, there’s a choir running in Redmond Community Centre and she makes connection to specific activity.”

“Sometimes a referral [is] more complex than this. Sometimes have to see a person up to six times to achieve things - we have to match the structures and be flexible.”

- stakeholder

Different stakeholders reported particular groups that they felt were in particularly high need. One suggested that the Rowley Gardens area of the estate was more poorly served by services because of its geography, another that low income private tenants were not being catered for “most projects are catered towards social renters”.

Others spoke of more people with mental health problems moving into the area.

“There has been pressure on social services side and mental health - this has had a trickle-down effect. Seen more influx of people who seem to have mental health struggles.”

- stakeholder

People housed with temporary tenancies were seen as being particularly vulnerable. This is a group of people with substantial histories of need and vulnerability and who are owed a housing duty by the council, for the majority this will be because they have been homeless. This group is likely to have moved more than once, and cannot predict when they will need to move again, which is challenging for both these individuals and for agencies that aim to provide long-term support.

The Woodberry Down Primary School report that children are leaving the school as their families are being moved outside of the borough. Transience is creating a problem for the school more widely as children from families housed with temporary tenancies coming into the school can need substantial support when they arrive.

Older people were another group singled out as facing particular needs.

“Mobility issues, loss of Friends of Woodberry Down, closure of other activities in area for older residents, lack of opportunities to socialise, loneliness.”

- stakeholder

Stakeholders and service providers voiced concerns about divisions in the estate between the older part of the estate and the new homes.

“There’s an obvious income divide in Woodberry Down. There are the rich areas and the other side with poor areas.”

- stakeholder



One voiced a concern about the Redmond Centre: “it also may be off-putting or unwelcoming to certain people living on the estate since it’s located in the shiny new part ... some people might be hesitant to walk in.”

- stakeholder

Some of the characterisations made about wealth and poverty, and the new and older estate, do not reflect the reality that secure social housing tenants are living in both the older and newer areas, that their household economic circumstances will not be affected by the age of their property. It is also blind to the low disposable incomes experienced by many private renters living in the older and newer estate, who may have higher incomes but are paying a substantial proportion of this in housing costs.

Pressures on funding are a common experience for organisations operating on the estate. Stakeholders indicate that external funding is reducing and becoming ever harder to access. Brexit is bringing additional uncertainty, especially for organisations that have received European funding in the past.

### **Education, skills & aspirations: results from the youth survey**

- 55% felt like they belonged at school ‘most of the time’
- 56% noted that they enjoy and liked school ‘most of the time’
- 53% felt that there had ‘sort of’ been the right support and opportunities to help them move forward in life. 17% noted they had received ‘exactly what they needed’ and 13% indicated they had ‘not really’ received what they needed
- half indicated that they would like to see more support in the form of work experience (21%) and career advisors (29%)
- 76% indicated they felt ‘very positive’ or ‘quite positive’ about their future prospects
- 59% are planning to go to university or another form of higher education.

Over half the young people interviewed felt that they belonged at school and enjoyed school ‘most of the time.’ 9% indicated that they ‘rarely’ felt like they belonged at school with 4% also stating that they ‘rarely’ enjoyed school. Belonging and liking school are increasingly being recognised as protective factors that support good education and social outcomes.<sup>20</sup>

When asked what sort of opportunities they would like to see, the majority of young people interviewed said that greater access to career advisors and tutors coupled with more work experience would significantly enhance their ability to grow, develop and move forward in life. A number of respondents would like to see access to more ‘scholarships and funding’ for studies, programs and training.

A common theme was the need for greater access to information and advice on what opportunities are out there for young people in both Woodberry Down and across London. One respondent noted that they would like “better information in colleges and other youth provision”.

Well over half of the respondents indicated that they felt ‘very positive’ or ‘quite positive’ about their future prospects. Only 10% indicated they felt ‘a little negative’. None felt ‘very negative.’

## Support for businesses

Bringing retailers into the area is a priority for the regeneration partners. Some older business and traders have left the area in the past few years, and while some new businesses are succeeding, including cafés, convenience stores, and the gym, some businesses have struggled. One pizza restaurant has failed already.

The owner of the successful café business in the new development described a long process of experimenting with menus and pricing in order to generate a sustainable customer base. Low footfall during the day means few potential customers.

“The estate needs more offices to increase footfall during the day and provide a larger customer base for local businesses.”

- business owner

Although many newly arrived owners and private renters have high household incomes (as evidenced in this survey), some are managing on low disposable incomes. They may be in reasonably paid jobs but rent levels mean that money for socialising and shopping is limited.

“The key need is support from Berkeley and partners. Empty shops and commercial spaces aren’t good for the estate, particularly Berkeley in attracting private renters/buyers, so they need to figure out how to support local businesses through lower rents, promotion, adding office space into the development.”

- business owner

Growing entrepreneurship and supporting micro-businesses is another side of support for the business community. Notting Hill Genesis’ Community Investment Programme supports several agencies to provide this: Shared Enterprise CIC delivers weekly Shared Enterprise Clubs for residents who are thinking about starting their own business. Link It Consultancy and YES (Youth Enterprise Solution) are both funded by Notting Hill Genesis to provide business support and although they do not deliver on Woodberry Down, residents can access their services.

One agency providing support for micro-enterprises commented that they were “surprised how many people did show up, more than the target ... more demand than were able to fulfill.”

## Supports for community life

The site survey concluded that the area is served well by a good variety of facilities available to the community, both on the older estate and in the newly built development. There are health facilities, primary and secondary schools, a library, sport and play facilities, a range of shops and retail, and places of worship all on or immediately adjacent to the estate.

The main facilities specifically earmarked for community use are the Woodberry Down Community Centre, which is council owned but currently underused because of its poor condition, the Redmond Community Centre, home to the Manor House Development Trust, and The Edge Youth Hub.

## The physical environment

The impact of the physical environment, physical assets and design on the social life of the community was assessed through a site survey carried out by an architect. The site survey was based on questions within the Building for Life survey.<sup>21</sup> This included an assessment of community space, transport links, character, integration, street layout and adaptability.

Indicator sub-group	Score older estate	Score new development	Score Woodberry Down
Provision of community space	2.5/3	3/3	0.92
	0.83	1.00	
Transport links	1/1	1/1	1.00
	1.00	1.00	
Place with distinctive character	1/1	1/1	1.00
	1.00	1.00	
Integration with wider neighbourhood	2/4	3/4	0.63
	0.50	0.75	
Accessible street layout and design	1/2	2/2	0.75
	0.50	1.00	
Feelings of safety	2/3	3/3	0.83
	0.67	1.00	
Physical space of development that is adaptable	0/2	0/2	0
	0.00	0.00	
TOTAL	9.5/16	13/16	0.70
	0.59	0.81	

The physical characteristics of Woodberry Down score relatively well, except on integration with the wider neighbourhood and adaptability. Generally, the newly-built areas score

higher than the older estate, particularly on safety, street layout and design, and integration with the wider neighbourhood.

The site survey is based on Design Council CABE's Building for Life survey, modified to put a firmer emphasis on the impacts on wellbeing and community. It takes several questions from Building for Life and uses its scoring protocol: each of the questions is given a value of 1, 0.5 or 0.

- 1 = there is sufficient evidence that the design meets the criteria
- 0.5 = a specific part of the design meets the criteria, but another does not
- 0 = there is not enough evidence that the design meets the criteria, or the evidence shows that the design does not meet the criteria.

The mean of the scores for each question within an indicator were combined to provide an overall mean score for each indicator.

### **Provision of community space**

- The area is served well by a good variety of facilities available to the community, both on the older estate and in the newly built development.
- Health facilities, primary and secondary schools, a library, sport and play facilities, a range of shops and retail, and places of worship are on or adjacent to the estate.

### **Transport links**

- All areas of the estate are within walking distance of Manor House tube station, with the furthest point of the estate being an 11-minute walk. As well as a nearby underground station, the area is well served by several bus routes and bus stops.
- TfL's Public Transport Accessibility Level (PTAL) ratings score most of Woodberry Down at 6, the maximum score. Towards the edges of the estate to the east, the scores drop to 3.

### **Place with distinctive character**

- The size of the estate makes it difficult for there to be a distinct character across the whole scheme, but the benefit of this is that it avoids homogeneity. The landscaping and the difference in cladding materials within Woodberry Down distinguish the buildings from one another, creating a series of distinct places within the scheme.
- The new housing blocks do not appear to make reference to any of the existing buildings on the estate; this is particularly true of the very tall glass tower, Skyline Apartments.
- The redevelopment capitalises on the natural elements of the reservoirs, which is creating a new, distinctive character for Woodberry Down.

### **Integration with wider neighbourhood**

- Generally, existing facilities seem to be used well and by all, particularly on Seven Sisters Road and Green Lanes. The newly-built landscaped and play areas along the reservoirs promote engagement with the wider community.
- Gated areas within the new development weaken this positive integration, creating residential and retail spaces that appear more associated with the private residences. The concierge services of the private residences also make the tenure mix distinguishable, with social housing blocks having more modest entrances.



- At the current phase of construction, there are more single occupancy households and fewer with three or more occupants than before regeneration began. According to the Manor House Area Action Plan adopted by Hackney Council in 2013, there is a demand for family housing across the borough. The future phases of development of the scheme would need to provide more family-sized homes to meet the needs of the local community.
- The scheme is maintaining a high proportion of affordable housing (41%), however, it is not providing enough affordable homes to meet the 50% target set for London.
- Seven Sisters Road is a dominant physical barrier, given its width and limited crossing points.

## Thoughts about the regeneration

This section explores perceptions of the regeneration programme. It reports on a series of questions asked within the residents survey including whether the regeneration is improving quality of life, and whether it is inclusive. It also draws on the findings of the youth survey and stakeholder interviews.

### Key findings

- The majority of residents interviewed were positive about the changes taking place in Woodberry Down and feel they and their families have benefitted from the regeneration. They gave positive responses to questions exploring whether the regeneration process is inclusive and representative of all residents, and that the neighbourhood has improved in the last five years.
- However, significantly more residents interviewed reported that they “tend to agree” rather than to “definitely agree” with the positive statements.
- Most young people interviewed feel that the changes taking place in Woodberry Down are good, a quarter of stating that they felt safer in the area as a result of the changes. There were divided opinions about whether changes had benefitted them.
- Private owners are less likely than renters across tenure to feel that the regeneration is inclusive and representative. However their attitudes to other aspects of the regeneration are broadly similar.
- Stakeholders working on the estate believed that the complexity of social issues they are tackling will not be resolved through the regeneration programme alone.

Overall, residents interviewed were positive about the changes taking place in Woodberry Down and feel they and their families have benefitted from the regeneration. 90% report that they either definitely or tend to agree that the regeneration process is inclusive and representative of all residents, 98% either definitely or tend to agree that the neighbourhood has improved in the last five years. Across all these questions, the majority of positive responses were “tend to agree” rather than “definitely agree”.

Private owners, renters, secure social housing tenants and shared owners had similar responses when asked if they believed regeneration is improving residents’ quality of life, and if the neighbourhood had improved in the last five years. Responses were more differentiated between tenure when asked whether changes had benefitted “me or my family” - 99% of social housing tenants gave positive responses compared to 97% of private tenants, 95% of owners, and 91% of temporary tenants.

Answers varied most by tenure when residents were asked whether the regeneration process was inclusive and representative of all residents. The least positive responses were from shared owners (88%) and private owners (91%).

96% of residents interviewed definitely agreed, or tended to agree, that local shops, restaurants, bars and pubs cater to people like themselves. People living in temporary accommodation were least likely to agree with this (87% gave positive responses) compared

to 100% of shared owners. Private owners, renters and social housing tenants gave similar responses.

Stakeholders were concerned that some of the new retail businesses price out residents living in Woodberry Down on lower incomes, and predominantly target residents moving into private accommodation. Nearby high streets, like Green Lanes, provide more budget-friendly options for residents.

Focus group participants joked that there were no shops in the area until the regeneration programme began, so while the new options are not necessarily for them, they at least exist, and “Sainsbury’s discounts its bread towards the end of the day”.

Newton Close Sheltered Housing residents were identified as a stakeholder group heavily impacted by the regeneration yet not regularly consulted, as its management agency is not a regeneration partner.

“We are a part of the Woodberry Down community, but we feel ignored. How are they going to integrate all the new residents? We’re all a part of this.”

- Newton House focus group participant

However others were more positive about the changes. They mentioned with approval the visual qualities of the new buildings and the improvements made to the reservoirs and the New River Walk, as well as the convenience of the local Sainsbury’s and post office.

Stakeholders frequently commented on their concerns that divides could emerge between the residents moving into the privately owned and rented apartments, and longstanding social tenants and leaseholders. Sometimes this ignored the fact that former council tenants have moved into the new homes as well as private owners and renters.

“The residents living there previously, might start seeing a them and us divide. The divide between rich and poor on the estate is obvious through the architecture.”

- stakeholder

Fears of other emerging divides were also raised: between secure tenants and people on temporary tenancies; and between secure tenants rehoused into homes with an appropriate number of bedrooms for the household, and people living in temporary tenancies, and in private housing (especially private rented housing) who may be living in more crowded, even overcrowded, conditions.

### Perceptions of regeneration: results from the youth survey

Of the young people interviewed:

- 65% felt that the changes being made in the area as a result of the regeneration were either ‘good - young people benefitting’ or ‘okay - some people benefitting’
- 24% reported their perception that ‘the changes are not for us’
- 36% of respondents noted that they were ‘unsure’ or had ‘no idea’ how to get young people more involved in the regeneration programme.

For the most part, young people interviewed feel positively about changes being made to their area. One young person commented “the changes are good and more modern they also give young people places to relax and stay”.

Over half of the respondents indicated that the changes resulting from the regeneration programme were benefiting young people. One respondent noted that they feel the changes

are “good and have helped us stay out of trouble” whilst another noted that “it is good to see different people in the estate.”

However, around a quarter of young people interviewed voiced the opinion that the changes in the area are not for the longstanding residents but rather for the newer ‘richer’ residents who are moving into the area: one stated that the changes were “for the rich people, but it looks nicer.”

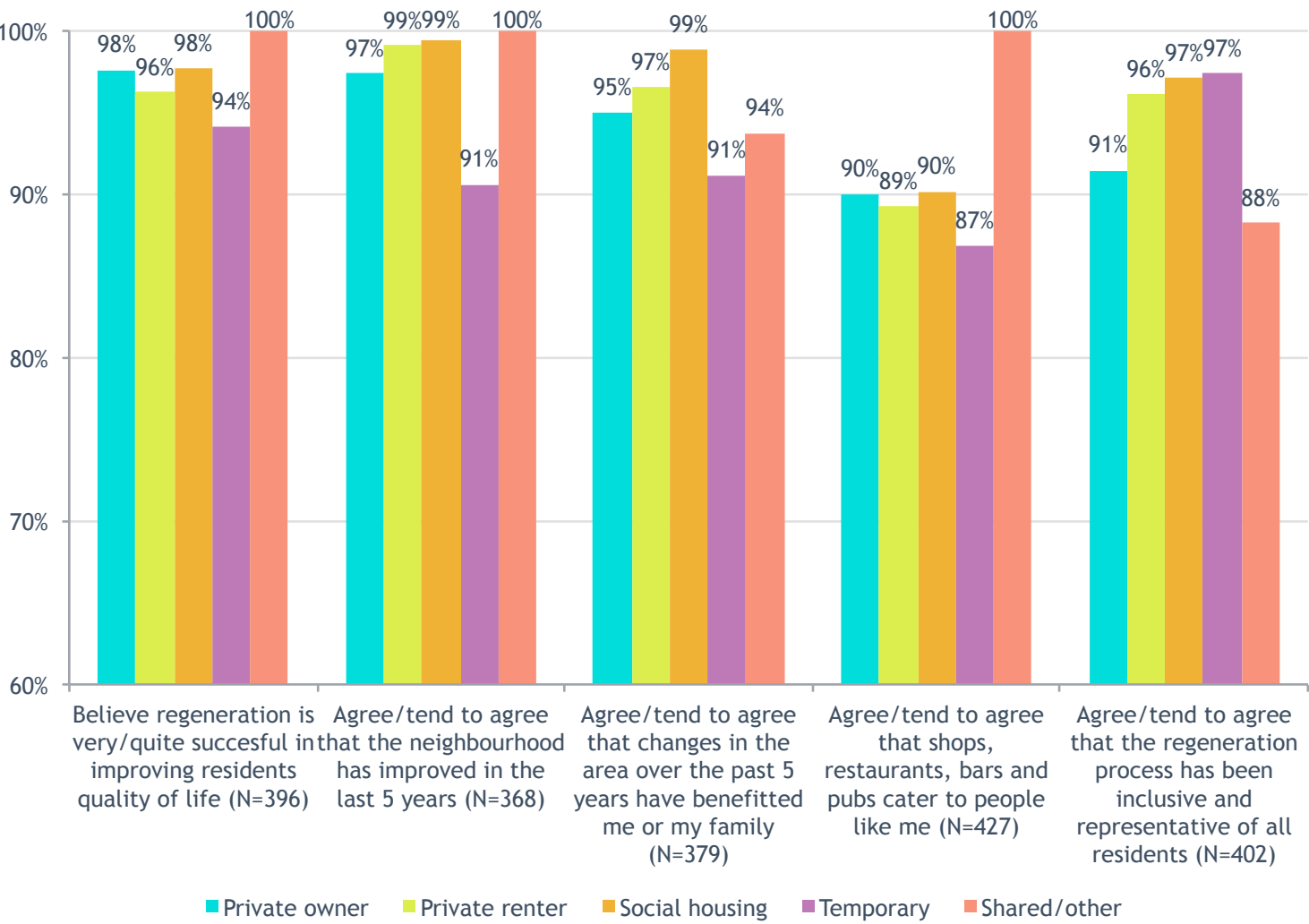
One young person indicated that the changes “make me a bit anxious about how it [the changes] might affect me”. One young person noted that it feels like there are “two sides of it [Woodberry Down]” indicating that young people in the area are beginning to perceive the area as one of divisions, in a multitude of ways.

“I think it’s a bit good and a bit bad because more jobs and homes are being provided but houses are being knocked down.”

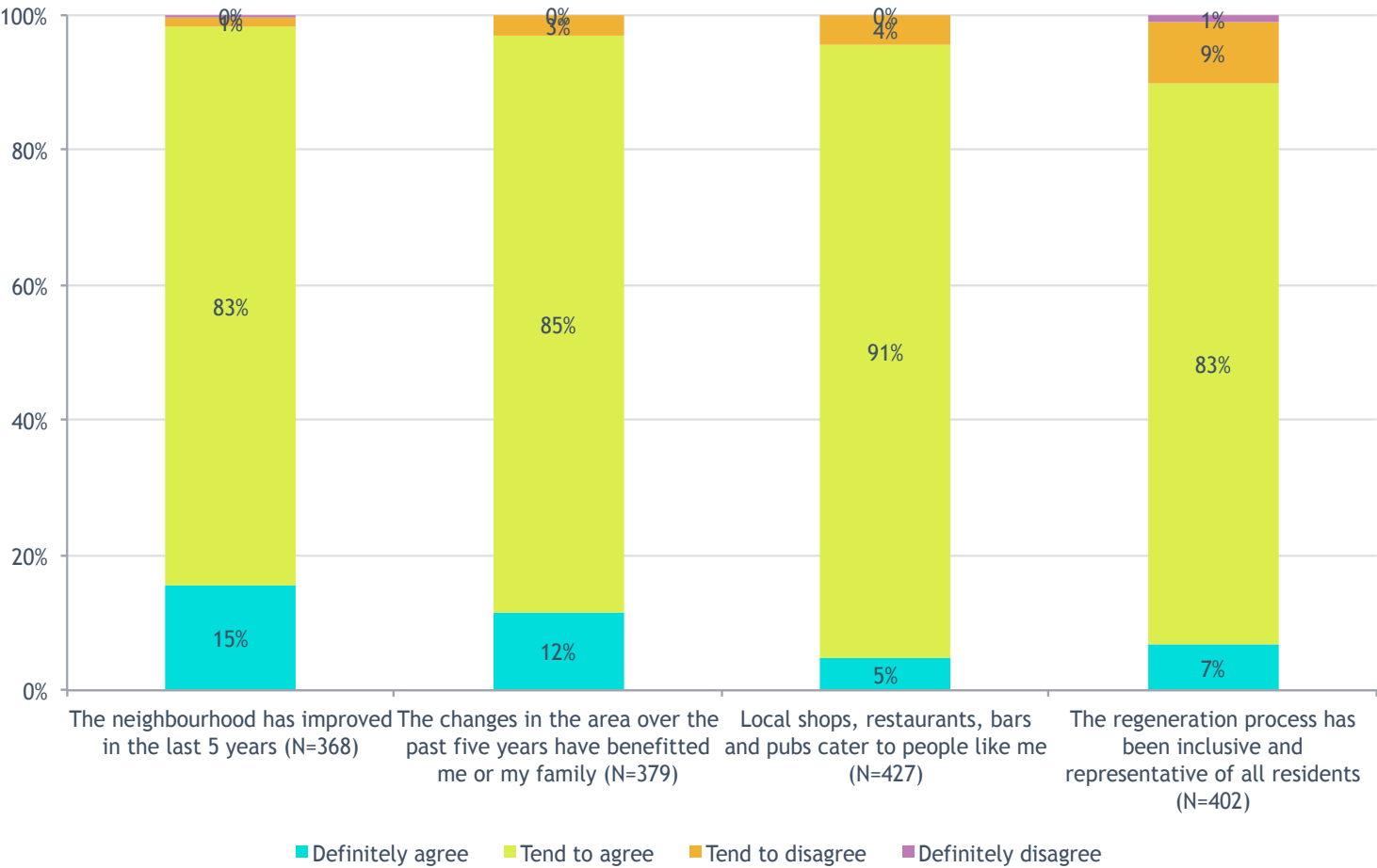
- male, 13 years old

The majority of respondents indicated that they were ‘unsure’ or had ‘no idea’ how to get young people involved in the regeneration programme. A few of the young people interviewed thought that ‘talking to young people about their views’ would be a good starting point. One noted that making “young people do surveys on other young people” would help engage young people in the area whilst another noted that another way to get young people involved would be to hold “events or groups for young people to chat and be safe.”

ATTITUDES TO REGENERATION BY TENURE



ATTITUDES TO REGENERATION (2019)







# Developing the social impact framework



## Developing the social impact framework

This section briefly describes the development of the Theory of Change and indicator framework for the Woodberry Down regeneration programme. It also sets out the indicator framework populated with data from this benchmarking research.

The second aim of the project was to develop an indicator framework which could be used to track the impact of the framework over time. Although different partners had commissioned research into the impact of their activities - Berkeley Homes' two social sustainability assessments; Genesis' research into their community investment programme, Manor House Development Trust's internal monitoring activities - there was no coherent estate-wide consensus about measurement of impact.

### The 2018 Woodberry Down Partnership Agreement

'Woodberry Down shall be an open, welcoming place where people choose to live, feel safe, are in touch with the natural environment, benefit from a range of community facilities and have a strong sense of pride.'

The overall aims and objectives of the Partnership are to:

- Create a sustainable, balanced and well-integrated community.
- Create one community where homes are tenure blind
- Ensure that the physical masterplan for Woodberry Down is adhered to
- Create a place that all Parties can be proud of
- Ensure a viable scheme is delivered
- Enhance the profile of Woodberry Down and the partners.

Beyond this each partner was found to be working to overlapping, but different, outcomes.

**Hackney Council's Community Strategy 2018-28<sup>22</sup>** sets out five themes that inform the council's work across the borough.

- A borough where everyone can enjoy a good quality of life and the whole community can benefit from growth.
- A borough where residents and local businesses fulfill their potential and everyone enjoys the benefits of increased local prosperity and contributes to community life.
- A greener and environmentally sustainable community which is prepared for the future.
- An open, cohesive, safer and supportive community.
- A borough with healthy, active and independent residents.

**Notting Hill Genesis** set out their aim as: “We strive to be the best we can, and are committed to working with our residents to ensure that everyone has a safe, secure and good quality home, and access to high standard services delivered in the way that suits them best - whether that’s online or face-to-face.”<sup>23</sup>

**WDCO** have two aims:

- To create the kind of community we envisage together with the physical environment which is most conducive to its achievement by securing the active, positive, vigorous and ongoing involvement of each and every section of the Woodberry Down community and all other present and potential partners.
- To work for the provision of excellent housing, education, employment, health, leisure and retail opportunities to all residents.<sup>24</sup>

**Manor House Development Trust** works to five outcomes:



## Developing a theory of change

A workshop in March 2019 brought together partners - to agree a set of shared outcomes across the partnership, and from this to develop a Theory of Change.

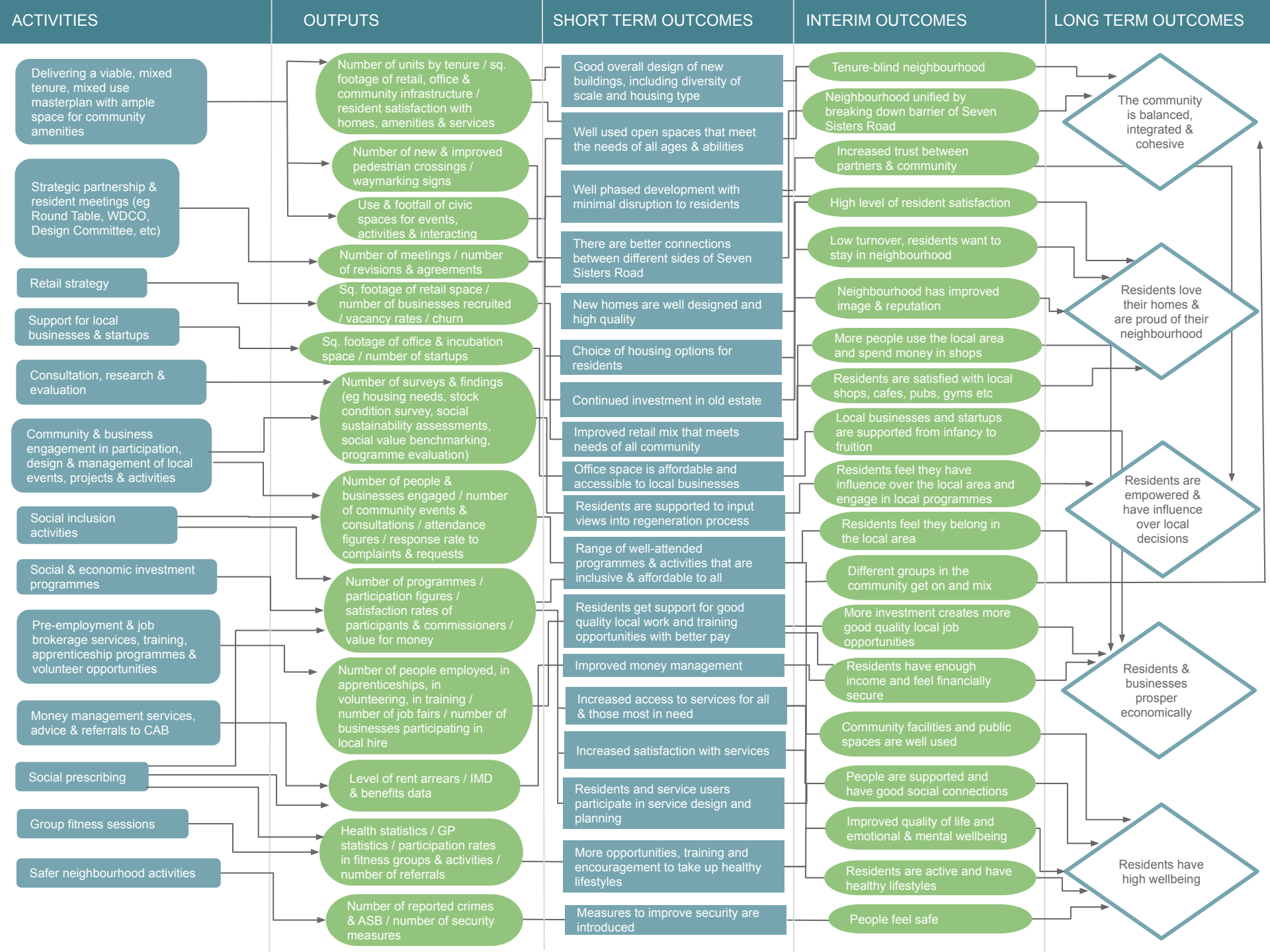


The outcomes that emerged from this process were defined by a second workshop in September 2019, which reviewed the initial findings of the benchmark research.

### Five outcomes were agreed.

- **Balanced community:** The community is balanced, integrated and cohesive.
- **Pride in place:** Residents love their homes & are proud of their neighbourhood.
- **Prosperity:** Residents and businesses prosper economically.
- **Empowered:** Residents are empowered, skilled & have influence over local decisions.
- **Wellbeing:** Residents have high wellbeing.

A Theory of Change was developed to link activities to outcomes, and to develop an initial indicator set which again was reviewed and finalized after the September workshop.





## New indicator framework

An indicator framework was developed to sit alongside the Theory of Change and the five outcomes. This will be used to monitor the impact of the regeneration over time.

The indicators are organised by:

- **Theme:** these capture the five outcomes agreed by partners
- **Data collection method:** resident survey, project impact monitoring, youth survey, site survey and secondary data.

Indicators are divided into two categories:

- **Performance indicators:** monitor the direct outputs of the regeneration activities against which partners can be held directly accountable.
- **Impact indicators:** these reflect the ambitions of the regeneration programme to improve conditions in the area more broadly.

The regeneration programme will lead to changes to the area's population as the proportion and number of privately-owned homes increases. The framework therefore avoids indicators that would capture these population level changes, such as IMD scores, as improvements in this type of indicator may reflect the new demographics of the area more than the impact of the regeneration programme.

The indicator framework is divided into five dimensions, reflecting the outcomes identified by partners. Under these sit 22 indicators, each capturing data from surveys, project monitoring or from official statistics. The full list of indicators, including how data is to be collected, are in the Appendix.

## WOODBERRY DOWN SOCIAL VALUE FRAMEWORK



**PRIDE IN PLACE:** Residents love their home & are proud of their neighbourhood.

This dimension captures local identity & belonging, satisfaction with local facilities and with home, distinctive character and inclusivity.



**EMPOWERED:** Residents are empowered, skilled & have influence over local decisions

This dimension captures voice & influence, quality & level of education, skills & aspirations, & residents' perceptions of the regeneration.



**BALANCED COMMUNITY:** The community is balanced, integrated & cohesive.

This dimension captures neighbourliness, the provision of social infrastructure, local integration, accessibility and adaptability.



**PROSPERITY:** Residents & businesses prosper economically.

This dimension captures the strength of the local economy, job creation and residents' economic security and employment.



**WELLBEING:** Residents have high wellbeing.

This dimension captures wellbeing, health and feelings of safety.



The next steps are for partners to agree responsibility for different indicators.

The indicator framework, and the scores for this first benchmark assessment, are both included in the Appendix.

## Endnotes

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- <sup>1</sup> Woodcraft, S. et al. 2012 *Design for Social Sustainability: A Framework for Creating Thriving Communities*. London: Social Life
- <sup>2</sup> Bacon, N. et al 2012 *Creating Strong Communities: how to measure the social sustainability of new housing developments*. London: The Berkeley Group 2012
- <sup>3</sup> The Berkeley Group 2012
- <sup>4</sup> Living at Woodberry Down, 2013, Berkeley Group
- <sup>5</sup> Health & Wellbeing Survey 2019, Hackney Council
- <sup>6</sup> Ipsos MORI (2016) Hackney Residents Survey 2016
- <sup>7</sup> Bacon N., Woodcraft S, (2016) Understanding local areas. Social Life
- <sup>8</sup> Office for National Statistics Output Area Pen Portraits  
<https://www.ons.gov.uk/methodology/geography/geographicalproducts/areaclassifications/2011areaclassifications/penportraitsandradiplots>
- <sup>9</sup> 2011 residential-based area classifications  
<https://www.ons.gov.uk/methodology/geography/geographicalproducts/areaclassifications/2011areaclassifications>
- <sup>10</sup> *LB Hackney (2001) London*, Hackney, Woodberry Down Estate: Das Gelbe Buch. Accessed at <http://www.casa.ucl.ac.uk/woodberry/pdf/das.pdf>
- <sup>11</sup> Woodberry Down Memories Group, *Woodberry Down Memories: The History of an LCC Housing Estate*, ILEA Education Resource Unit for Older People, 1989 (a model of participative local history)
- <sup>12</sup> Das Gelbe Buch
- <sup>13</sup> Department for Communities and Local Government (2010) *Evaluation of the Mixed Communities Initiative Demonstration Projects*
- <sup>14</sup> The Berkeley Group (2014) *Living at Woodberry Down: a social sustainability report*
- <sup>15</sup> Hackney Council (2015) *Woodberry Down Ward Profile*
- <sup>16</sup> For more information see  
<https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/>
- <sup>17</sup> Health & Wellbeing Survey 2019, Hackney Council
- <sup>18</sup> Dolan, P., Layard, R., Metcalfe, R., (2011) *Measuring Subjective Wellbeing for Public Policy*. Office for National Statistics
- <sup>19</sup> MOPAC (2018) Youth Voice Survey 2018, MOPAC Evidence and Insight. GLA
- <sup>20</sup> Bonell C, Beaumont E, Dodd M, et al. *Effects of school environments on student risk-behaviours: evidence from a longitudinal study of secondary schools in England*. J Epidemiol Community Health 2019;73:502-508.
- <sup>21</sup> For more information see <http://www.builtforlifehomes.org/>
- <sup>22</sup> *Hackney a place for everyone*. Corporate plan 2018-2028
- <sup>23</sup> <https://www.nhggroup.org.uk/about-us>
- <sup>24</sup> Woodberry Down Community Organisation constitution, 2008



# Appendix





## Appendix 1: indicator framework, scored

Greyed out squares indicate that data is not yet available

### BALANCED COMMUNITY: The community is balanced, integrated & cohesive

Dimension		Indicator	Research method	Resident survey		Youth survey	Site survey	
				2019	Change from 2017		Older estate	New development
Relationships with neighbours	BC1	If I needed advice about something I could go to someone in my neighbourhood	Resident survey	62%	-4.0%			
		I borrow things and exchange favours with my neighbours	Resident survey	53%	23.0%			
		I regularly stop and talk with people in my neighbourhood	Resident survey	62%	-0.1%			
		The friendships and associations I have with other people in my neighbourhood mean a lot to me	Resident survey	62%	-11.6%			
		Do you agree or that this local area is a place where people from different backgrounds get on well together?	Resident survey & youth survey	95.80%	2.60%	67.70%		
Accessibility	BC2	Do the buildings and layout make it easy to find your way around?	Site survey				0.50	1.00
		Does the scheme integrate with existing streets, paths and surrounding development?	Site survey				0.50	1.00
		Does the development have easy access to good public transport connections?	Site survey				1.00	1.00
		Are the streets pedestrian and cycle friendly?	Site survey				1.00	1.00
Adaptability	BC3	Do non-residential spaces allow for change of use to respond to changing needs and demands?	Site survey					
		Do community spaces and public spaces allow for change of use in future to respond to changing needs and	Site survey					
Social infrastructure	BC4	Does the development provide community facilities that meet the needs of all residents?	Site survey				1.00	1.00
		Have the community facilities been appropriately provided?	Site survey				1.00	1.00
		Is the public space well designed and does it have suitable management in place?	Site survey				0.50	1.00
Local integration	BC5	What proportion of secure council tenants are being rehoused in new properties on Woodberry Down?	Project data					
		Does the design of the site enable people from different backgrounds and social groups to share community, shopping, social and leisure facilities?	Site survey				0.50	1.00
		Does the design create a tenure blind neighbourhood?	Site survey					
		Does the design of the local environment promote engagement with the wider community?	Site survey				0.50	1.00

### PRIDE IN PLACE: Residents love their homes & are proud of their neighbourhood

Dimension		Indicator	Research method	Resident survey		Youth survey	Site survey	
				2019	Change from 2017		Older estate	New development
Local identity & belonging	PP1	Overall, how satisfied or dissatisfied are you with your local area as a place to live?	Resident survey & youth survey	87.9%	-1.3%	73.0%		
		I feel like I belong to this neighbourhood?	Resident survey & youth survey	78.3%	-5.7%	74.0%		
		I think of myself as similar to the people that live in this neighbourhood.	Resident survey & youth survey	83.0%		44.0%		
		I plan to remain a resident of this neighbourhood for a number of years.	Resident survey & youth survey	83.4%	-3.3%	38.0%		
Satisfaction with local facilities	PP2	Does your child/ children have an outdoor space or facilities where they can play safely?	Resident survey	89.8%	28.3%			
		How satisfied are you with the quality of facilities for children in your local area (0-4 years old)?	Resident survey	88.9%	20.5%			
		How satisfied are you with the quality of facilities for children in your local area (5-11 years old)?	Resident survey	85.0%	-19.8%			
		How satisfied are you with the quality of facilities for children and young people in your local area (11-15 years old)?	Resident survey	75.0%	15.9%			
		How satisfied are you with the quality of facilities for young people in your local area (16-18 years old)?	Resident survey	88.9%	11.1%			
		How satisfied are you with the facilities for young people in Woodberry Down?	Youth survey					
		How satisfied are you with the quality of health facilities in your local area?	Resident survey	77.5%	-11.7%			
		How satisfied are you with the quality of sport and leisure facilities in your local area?	Resident survey	80.1%	5.0%			
		How satisfied are you with facilities to socialise with friends and family in your local area?	Resident survey	77.1%	-2.0%			
Satisfaction with home	PP3	How satisfied or dissatisfied are you with your home?	Resident survey					
		Homes are built to exceed current environmental standards	Project data					
Distinctive character	PP4	Does the scheme feel like a place with distinctive character?	Site survey				1.00	1.00
Inclusivity	PP5	The Redmond Community Centre is welcoming and is catering for people like me	Resident survey	90.0%				
		Other community centres and facilities are welcoming and cater for people like me	Resident survey					
		Local shops, restaurants, bars and pubs cater for people like me	Resident survey	96.0%				

### EMPOWERED: Residents are empowered, skilled & have influence over local decisions



Dimension		Indicator	Research method	Resident survey		Youth survey	Site survey	
				2019	Change from 2017		Older estate	New development
Willingness to act	EM1	I would be willing to work together with others on something to improve my neighbourhood	Resident survey	74.0%	3.5%			
		Do you agree that people in this neighbourhood pull together to improve this neighbourhood?	Resident survey	92.4%	13.1%			
		During the last 12 months, have you done any voluntary work?	Resident survey	9.0%				
		If Yes, have you done voluntary work on Woodberry Down?	Resident survey					
		How positive/negative are you about your future prospects?	Youth survey			76.0%		
Ability to influence	EM2	Do you agree or disagree that you can influence decisions affecting your local area?	Resident survey & youth survey	84.8%	35.2%			
		How important is it for you personally to feel that you can influence decisions affecting your local area?	Resident survey & youth survey	88.2%	19.2%			
		Do you agree that you are able to influence the work of the Woodberry Down Community Organisation (WDCO)?	Resident survey	86.8%	-39.2%			
		How much have your views about the area been consulted before?	Youth survey			21% (A lot/quite a bit)		
Perceptions of regeneration	EM3	The neighbourhood has improved in the last 5 years	Resident survey	98.0%				
		The changes in the area over the past five years have benefitted me or my family	Resident survey	97.0%				
		The regeneration process has been inclusive and representative of all residents	Resident survey	90.0%				
Education, skills & aspirations	EM4	Do you feel you belong at school?	Youth survey			55.0%		
		Do you like school?	Youth survey			56.0%		
		What do you plan on doing when you leave school?	Youth survey			38% (University)		
		To what extent do you feel there are the right support and opportunities to help you move forward in life?	Youth survey			30% (Positive)		
		How satisfied are you with nursery and childcare provision in your area?	Resident survey	3.84				
		Skills levels among residents (level 3, 4, 5 and 6)	Resident survey					
Quality of schools	EM5	How satisfied are you with schools in the local area?	Resident survey	3.88				
		End of KS2: Progress score in reading, writing and maths	Secondary data					

## WELLBEING: Residents have high wellbeing

Dimension		Indicator	Research method	Resident survey		Youth survey	Site survey	
				2019	Change from 2017		Older estate	New development
General health	WB1	Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?	Resident survey	6.5%	-5.0%			
		How is your health in general?	Resident survey	95.0%				
		Childhood obesity at year 6	Secondary data					
		Does the design of buildings and the design and use of the local environment encourage exercise and healthy lifestyles?	Site survey					
		Does the design of the local environment adequately support the needs of people with limited physical mobility?	Site survey				50.0%	100.0%
Wellbeing	WB2	Warwick Edinburgh Wellbeing scale	Resident survey	24.2				
		How satisfied you are with your life overall?	Resident survey	84.0%	-16.0%			
		How often do you feel lonely?	Resident survey	38.0%				
		How safe do you feel walking alone in this area after dark?	Resident survey	90.0%	2.0%			
Feelings of safety	WB3	How safe do you feel walking alone in this development after dark?	Resident survey & youth survey	90.4%	18.1%			
		Do you ever worry about the possibility that you, or anyone else who lives with you, might be the victim of crime?	Resident survey & youth survey	22.0%	N/A			
		Is this a big worry, a bit of a worry, or an occasional doubt? (is a big worry)	Resident survey & youth survey	12.0%	N/A			
		Are public spaces and pedestrian routes overlooked and do they feel safe?	Site survey				50.0%	100.0%

## PROSPERITY: Residents and businesses prosper economically

Dimension		Indicator	Research method	Resident survey		Youth survey	Site survey	
				2019	Change from 2017		Older estate	New development
Job creation	PM1	Number of jobs created by regeneration	Project data					
		Proportion of jobs created by regeneration at London Living Wage	Project data					
		Number of apprenticeships created by regeneration	Project data					
		Number of new start ups with local ownership	Project data					

Job creation	PK1	Number of paid work placements and supported internships	Project data					
		Number of paid work placements and supported internships for Woodberry residents	Project data					
		Proportion of independently owned retailers	Business survey					
Local economy	PR2	Thinking ahead over the next few years, how do you think your business will fare?	Business survey					
		Churn of local businesses and retailers	Business survey					
		Vacancy rates of commercial space	Project data					
		Do you think that the local economy is inclusive for residents?	Resident survey					
		Affordable workspace created	Project data					
		How well would you say you yourself are managing financially these days?	Resident survey	81.0%				
Economic security	PR3	Has your financial situation changed since the regeneration began on Woodberry Down in 2009 or since you moved to the estate?	Resident survey	3.0%				
		Proportion of children living in poverty	Secondary data					
		Do you feel that there are good quality local job opportunities available for residents?	Resident survey					
		Proportion of local residents with monthly available income above Minimum Income Standards *	Primary research with UCL IGP					
Employment	PR4	Disadvantaged residents move closer to the labour market	Project data					
		Employment and skills interventions benefit disadvantaged residents	Project data					

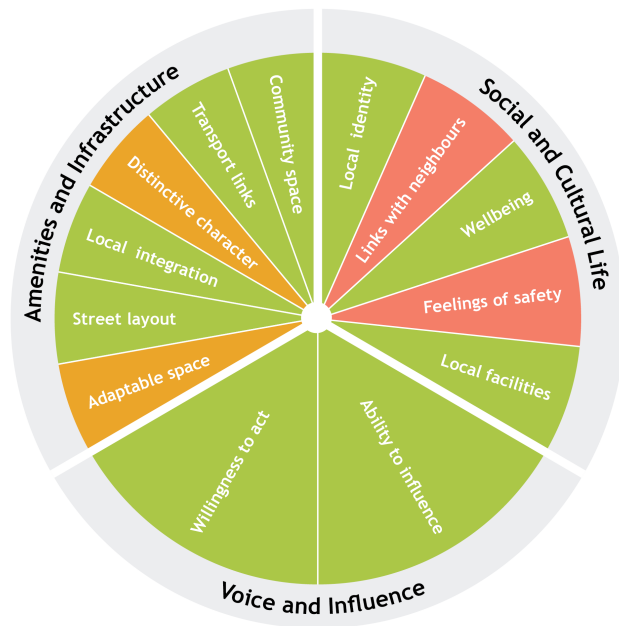
## Appendix 2 Score of Berkeley assessments

The Berkeley Group social sustainability assessment method generates RAG wheel diagram indicating how a particular area performs against the 13 social sustainability criteria and provides an overall rating for the site.

Woodberry Down was scored in 2013 and 2017 using this method. We have scored the 2019 assessment using the same approach.

The RAG wheels reflect the resident survey and site survey only. It is important to note that the viewpoints of stakeholders, young people and secondary data is not part of this visualisation.

In 2019 nine of the 13 indicators received a positive rating, one was rated as satisfactory (local integration) and three negative (adaptable space, willingness to act and feelings of safety).



Woodberry Down social sustainability assessment 2013

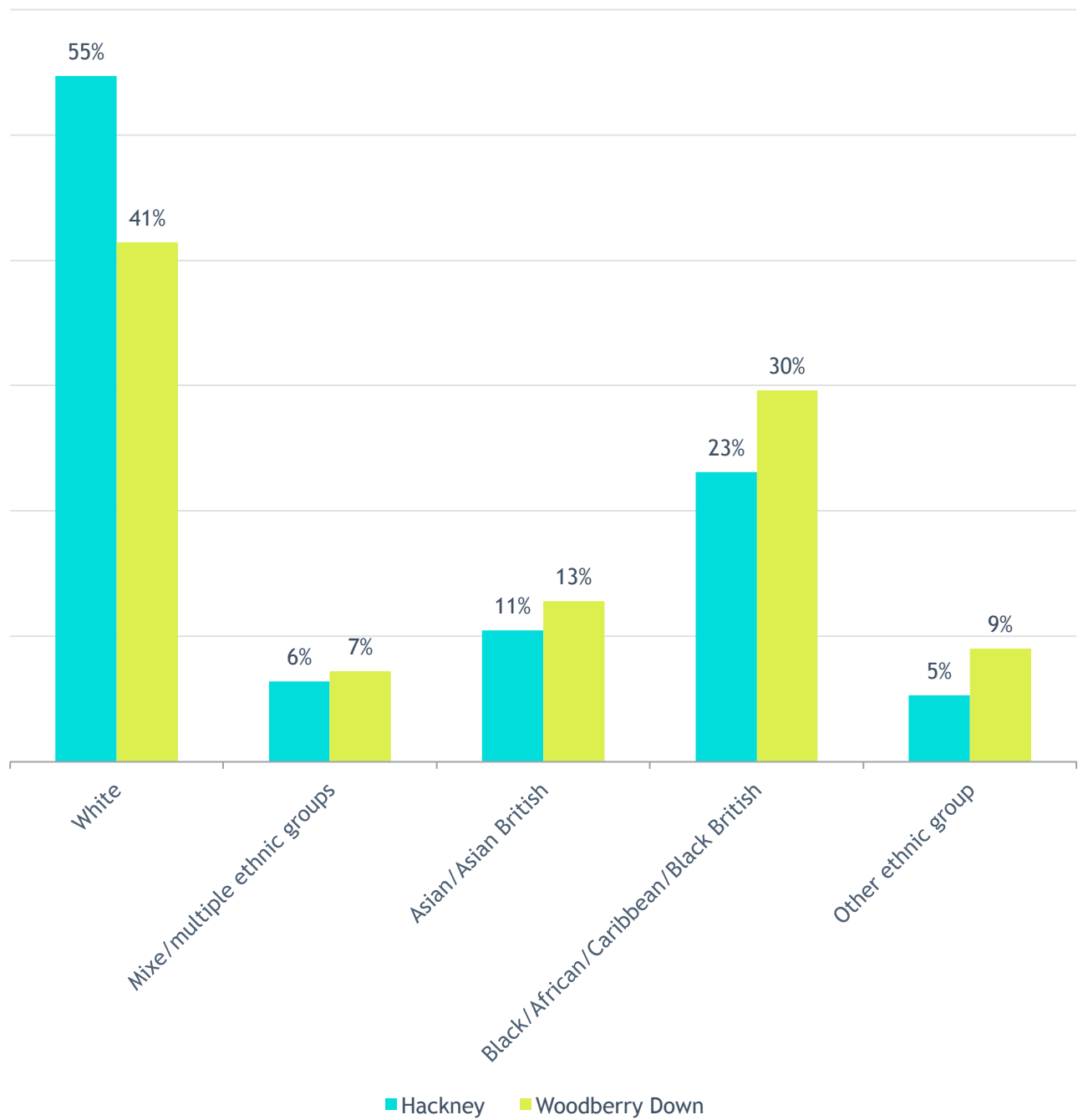


Woodberry Down social sustainability assessment 2017



Woodberry Down social sustainability assessment 2019

# Population: ethnicity

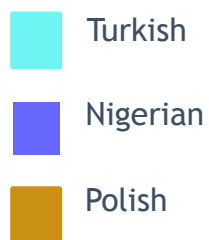




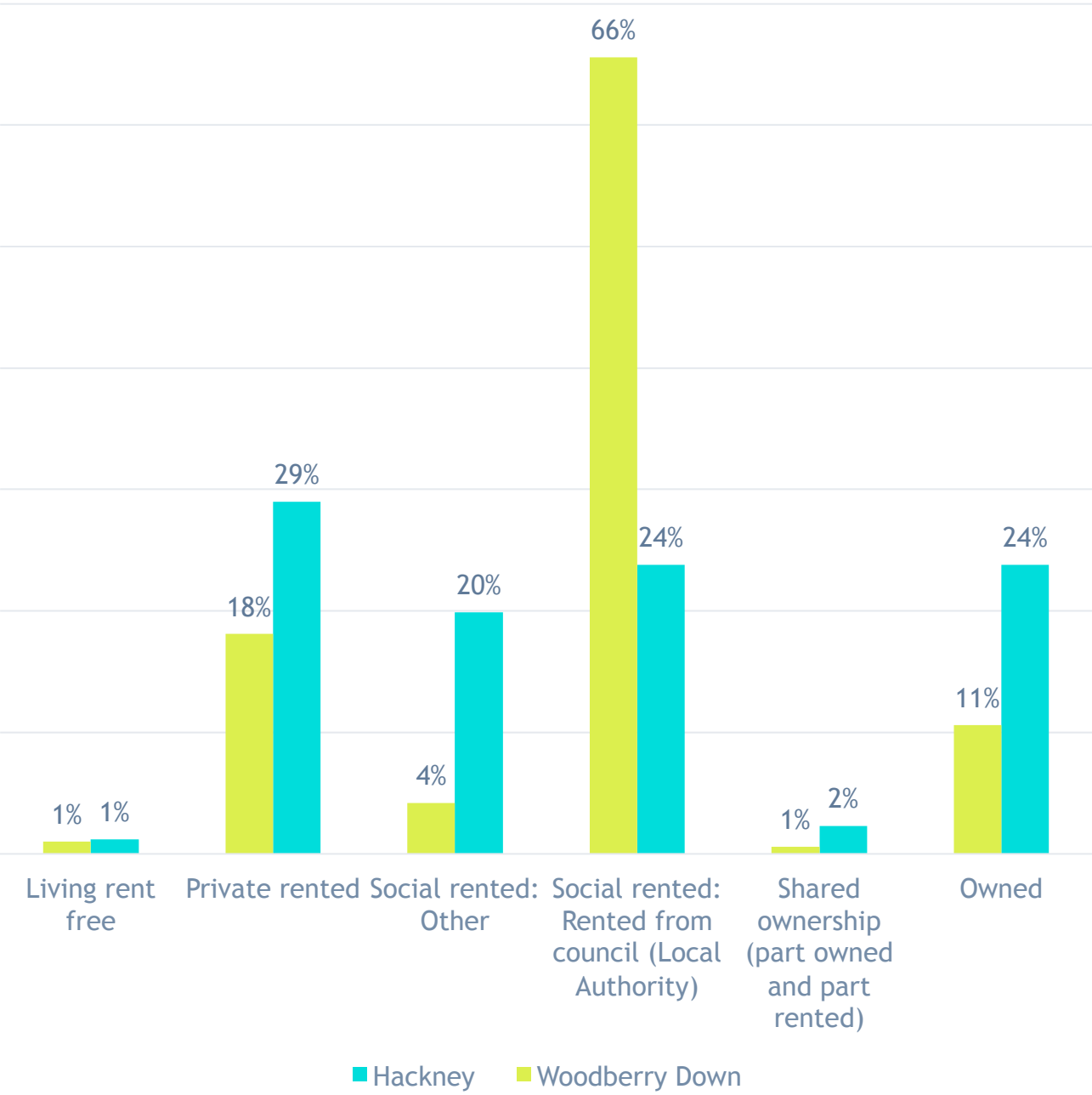
## Population: top country of birth (non-UK births)



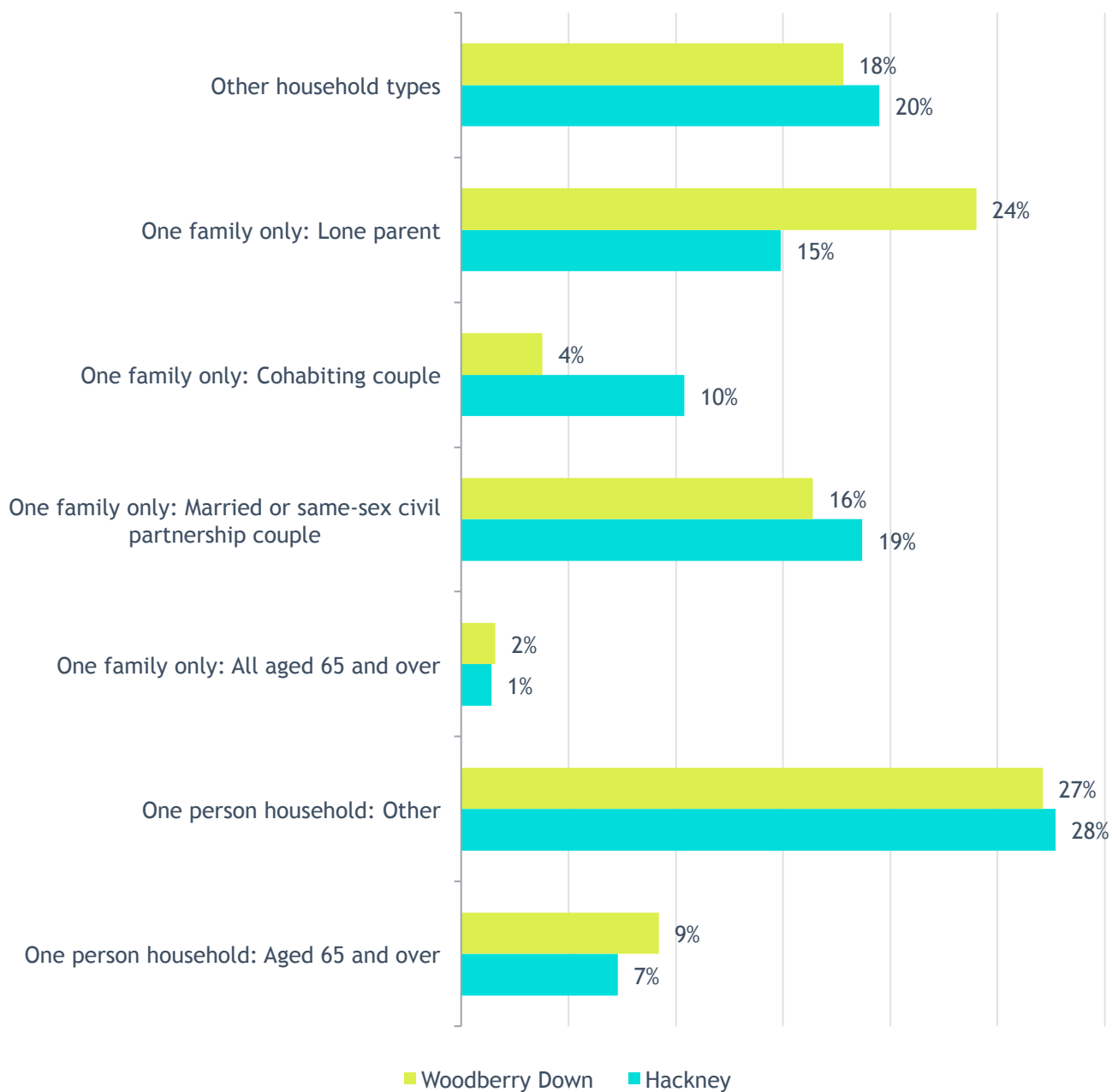
Source: Census 2011; map accessed at <http://maps.cdrc.ac.uk>



Population: tenure

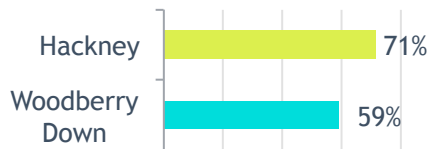


## Population: household composition

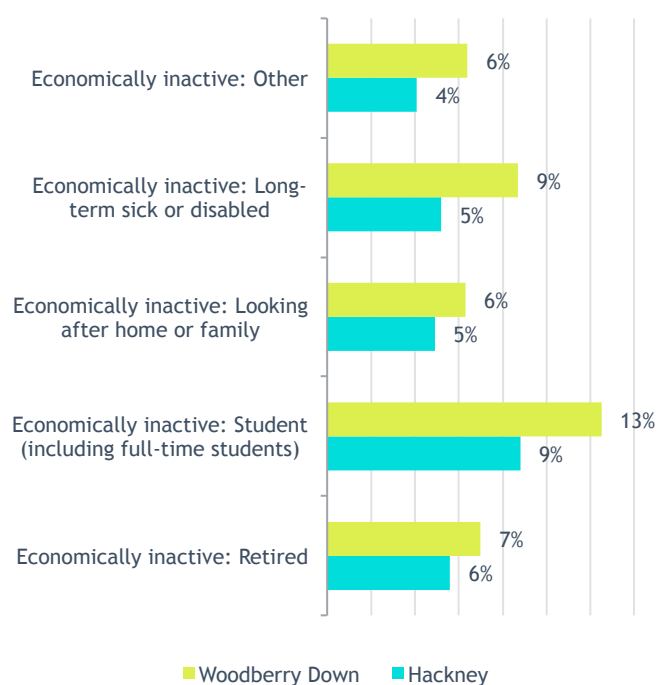
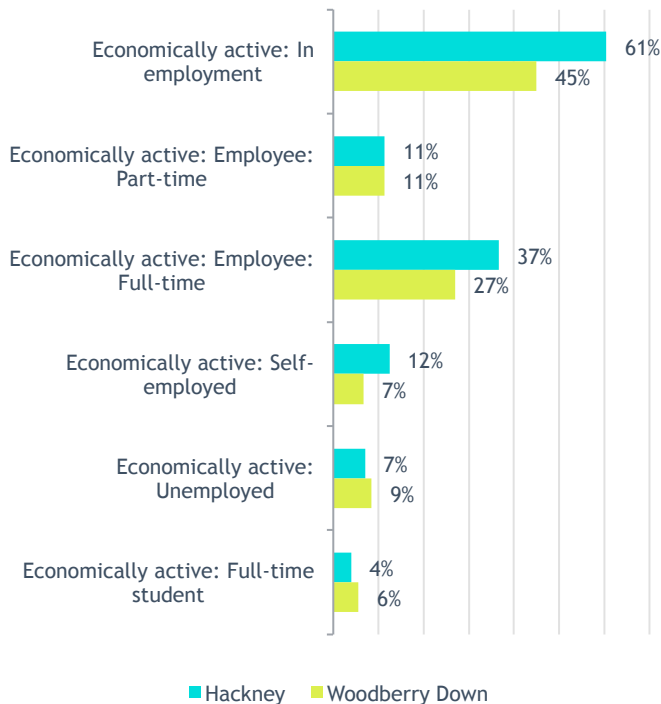


## Economic activity (all residents aged 16 to 74)

### Economically active



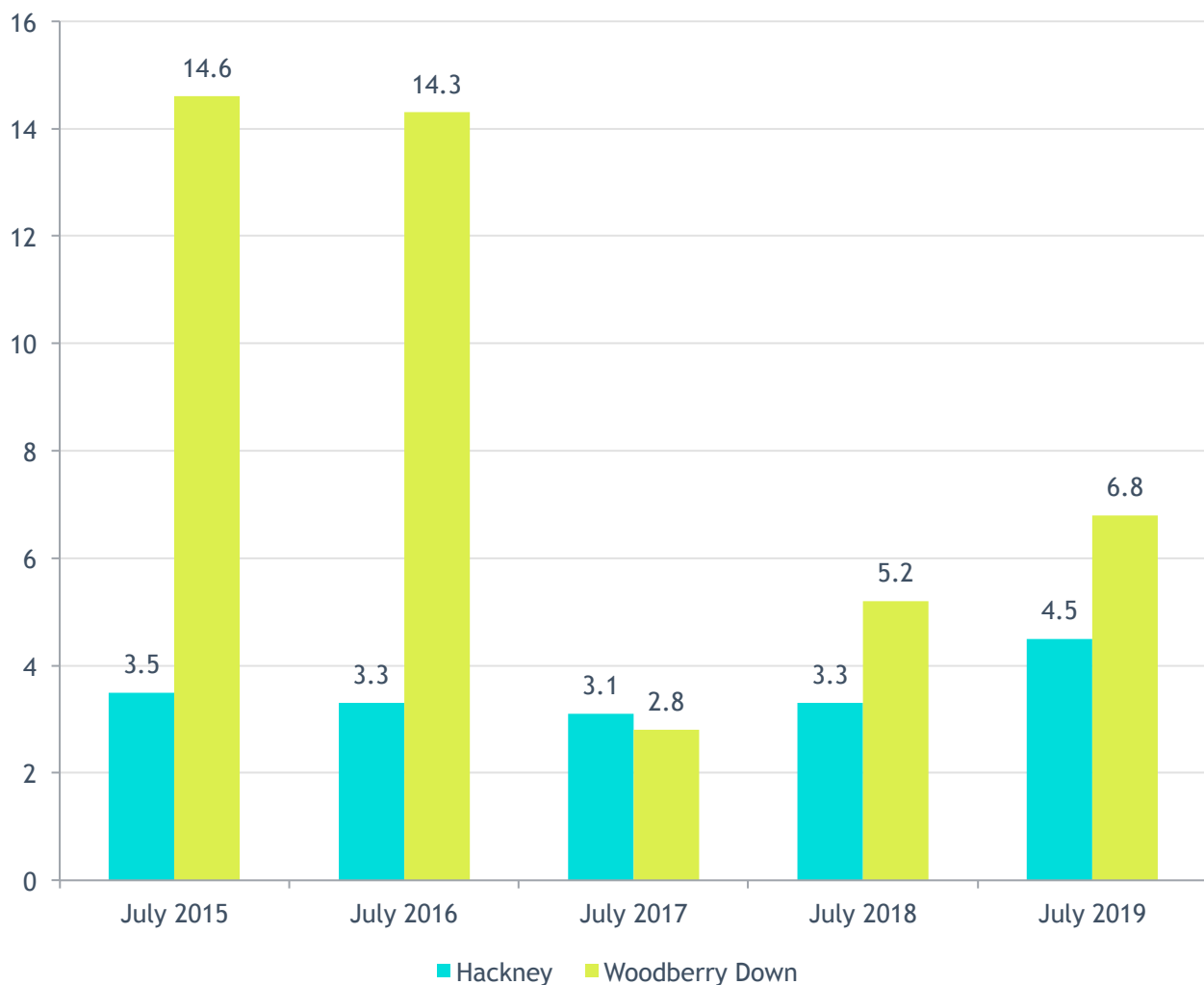
### Economically inactive



NB: Hackney: n = 187,423  
Woodberry Down: n = 3,082

Source: Census 2011

## Employment: claimant numbers as proportion of economically active residents age 16+

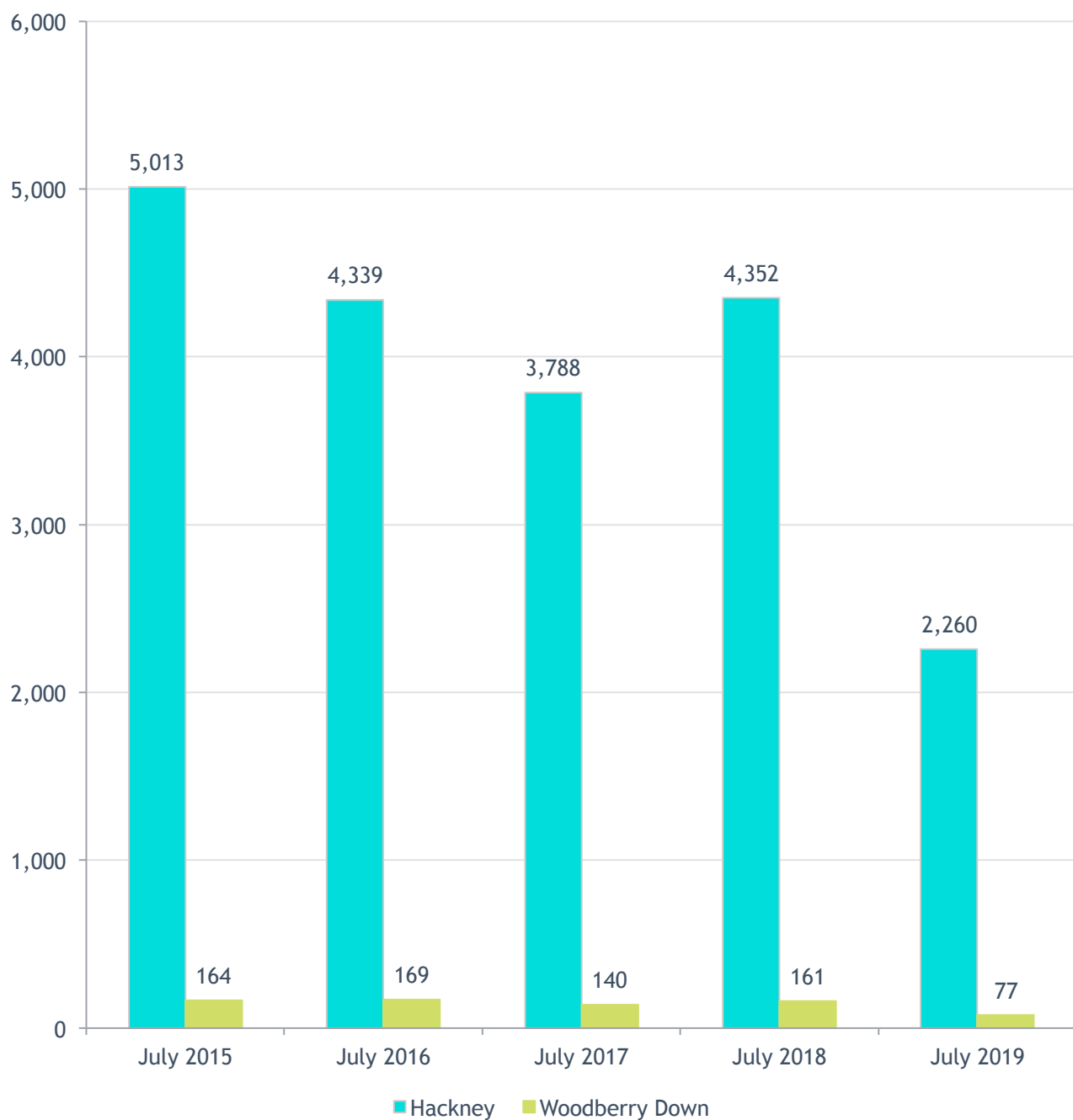


NB: Claimant Count is defined as the number of people claiming Jobseeker's Allowance plus those who claim Universal Credit and are required to seek work and be available for work. LSOA level was used for this analysis.

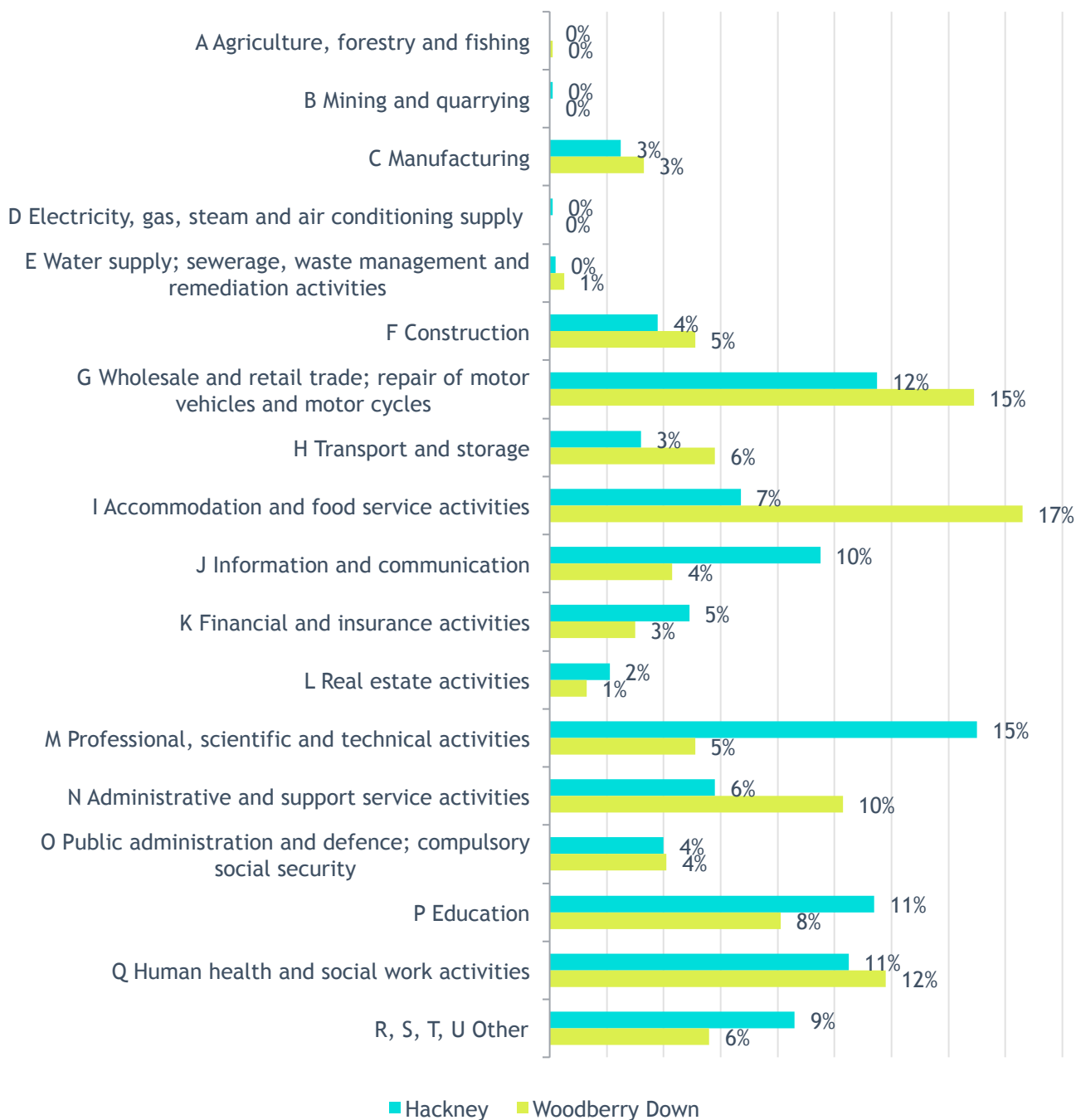
Nomis explainer: "Under Universal Credit a broader span of claimants are required to look for work than under Jobseeker's Allowance. As Universal Credit Full Service is rolled out in particular areas, the number of people recorded as being on the Claimant Count is therefore likely to rise."



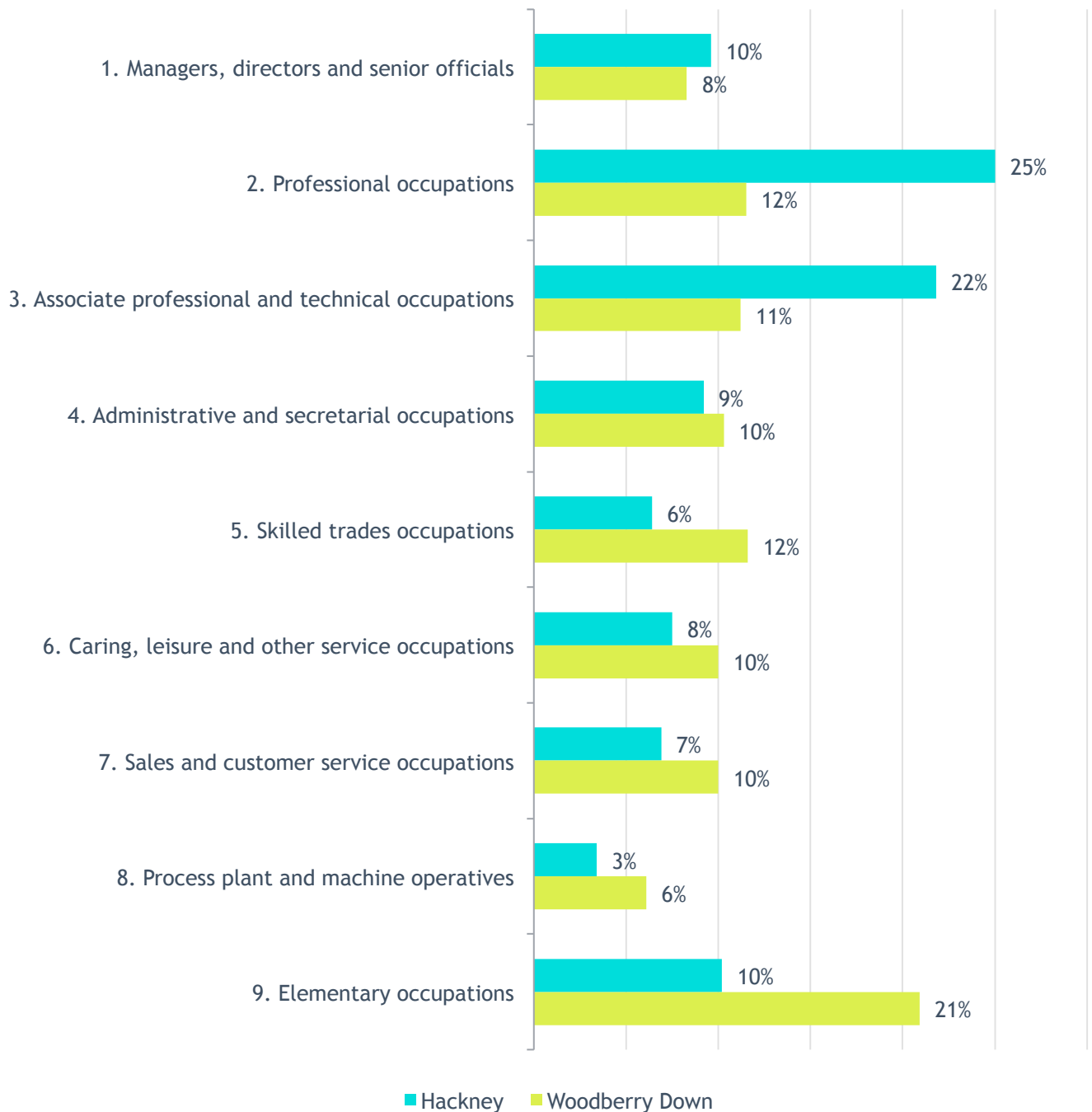
## Employment: Jobseeker's Allowance (total claimants)



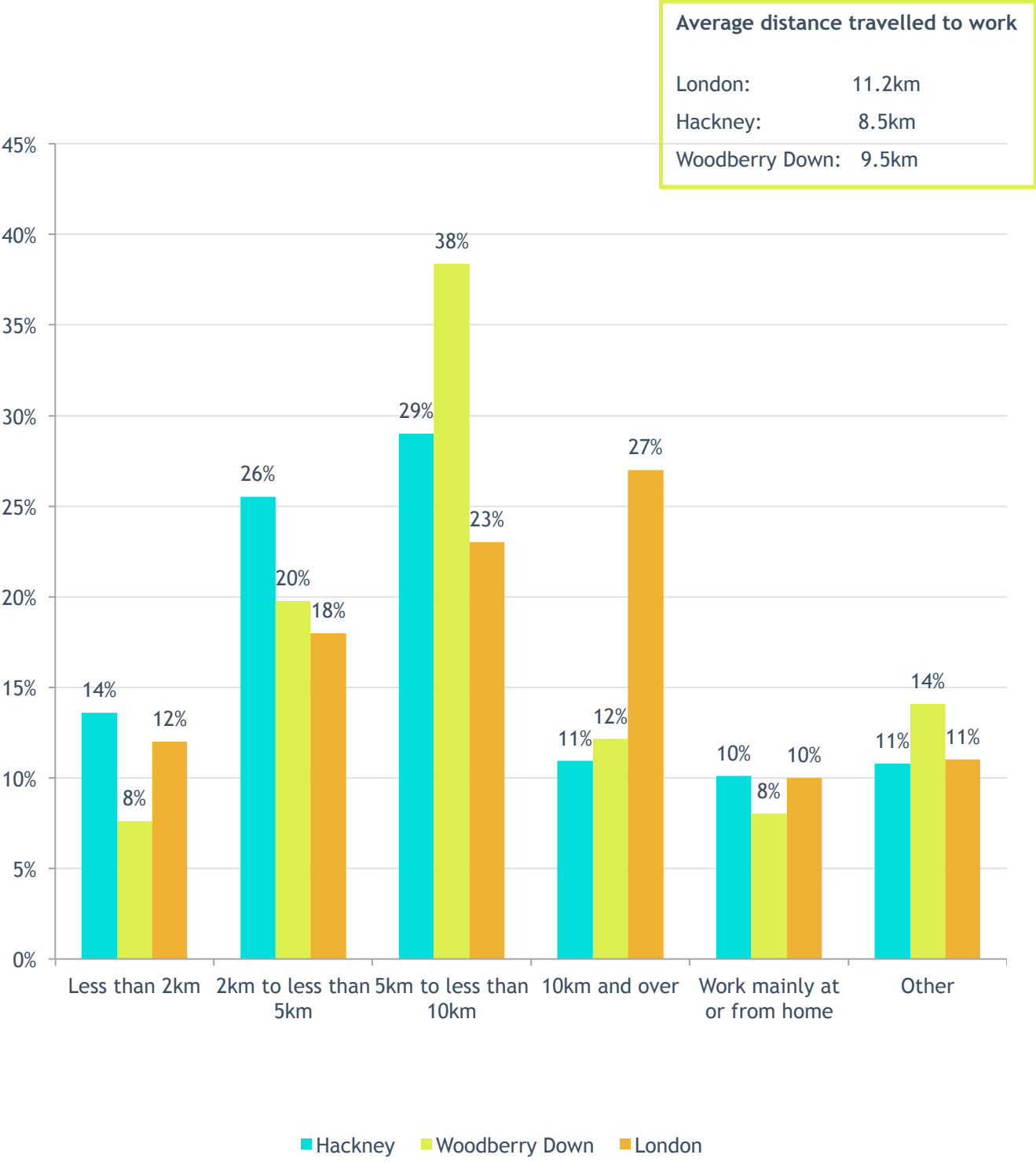
## Employment: industry



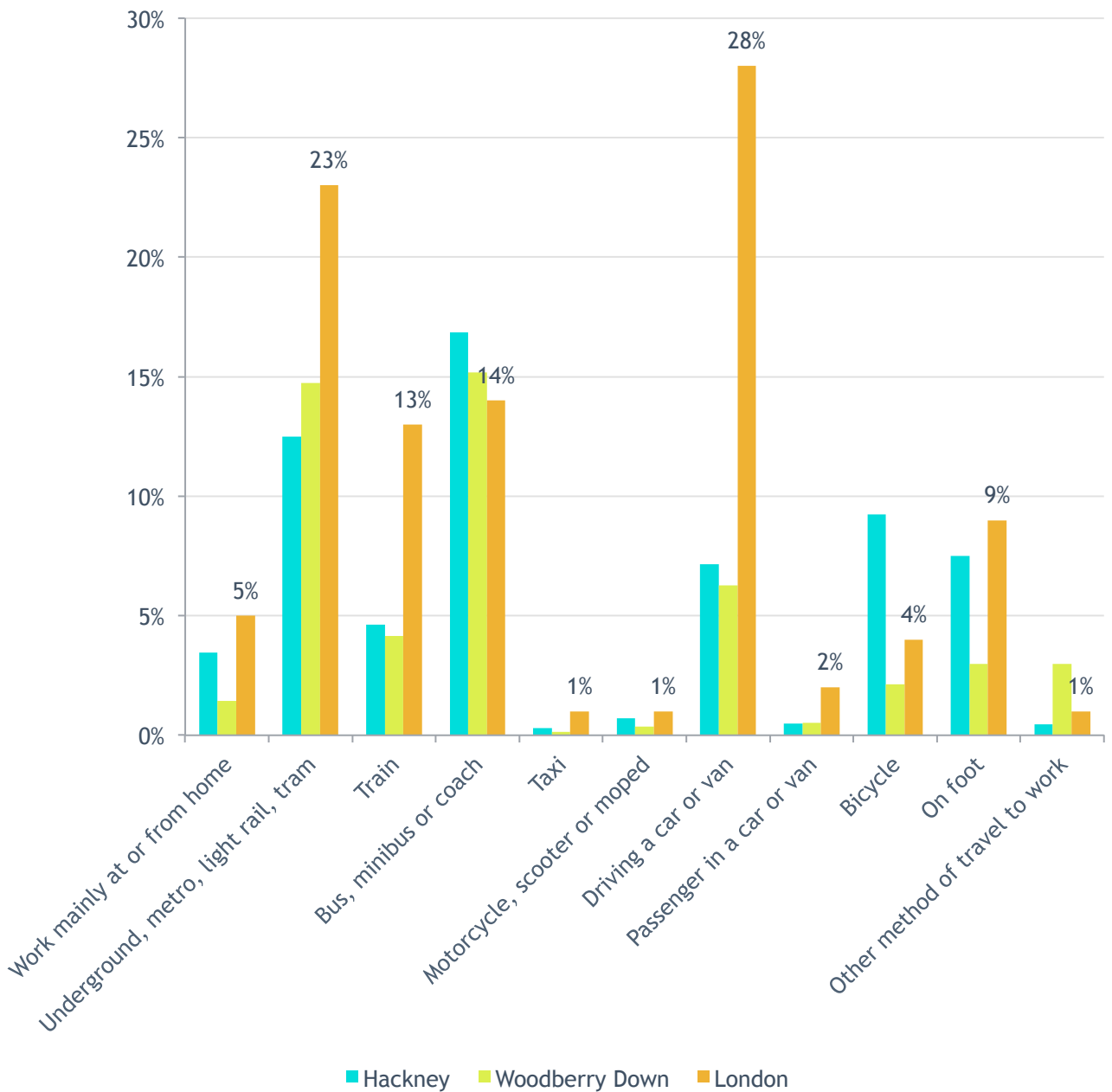
## Employment: occupation type



# Distance travelled to work

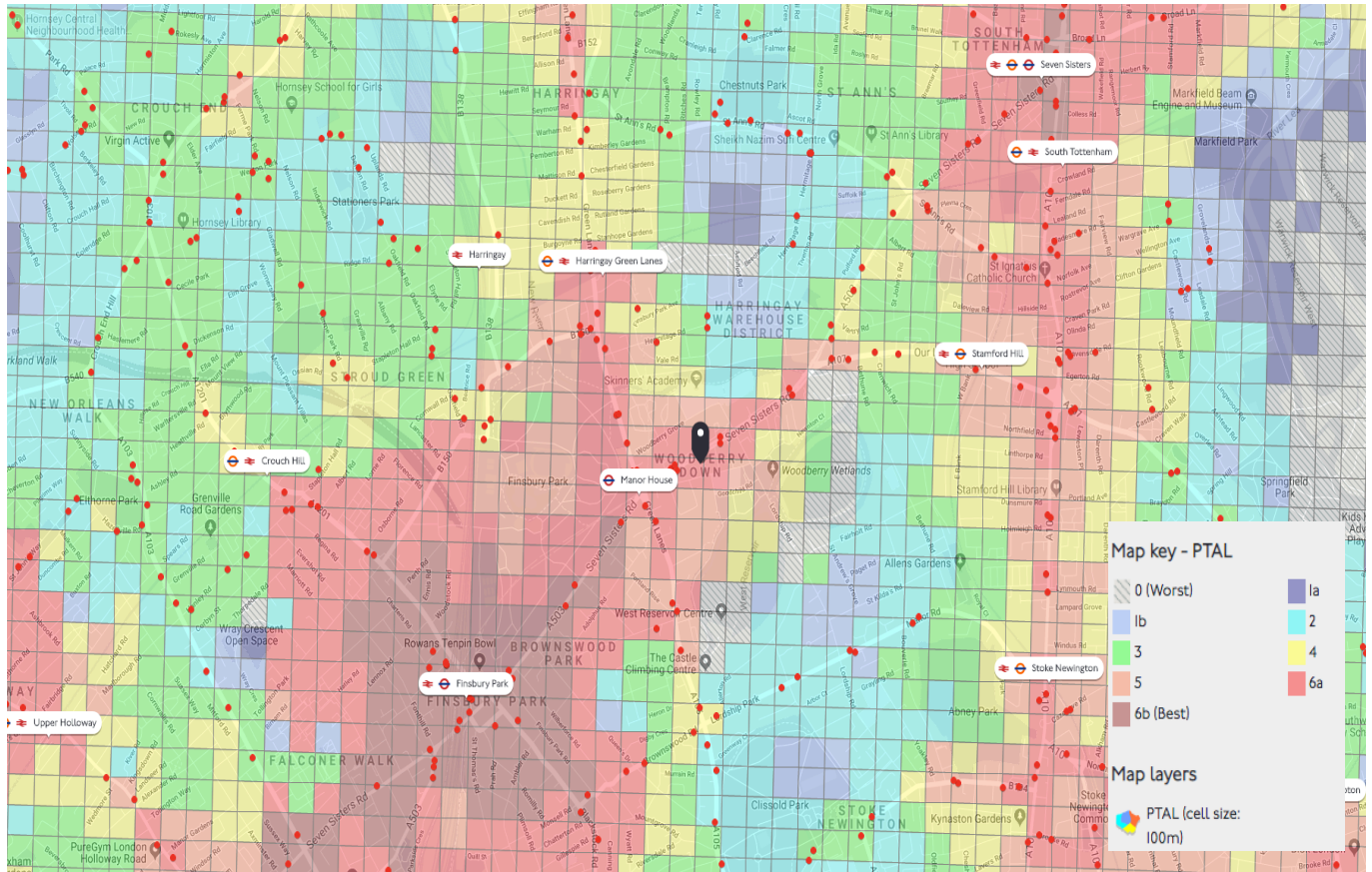


## Method of travel to work



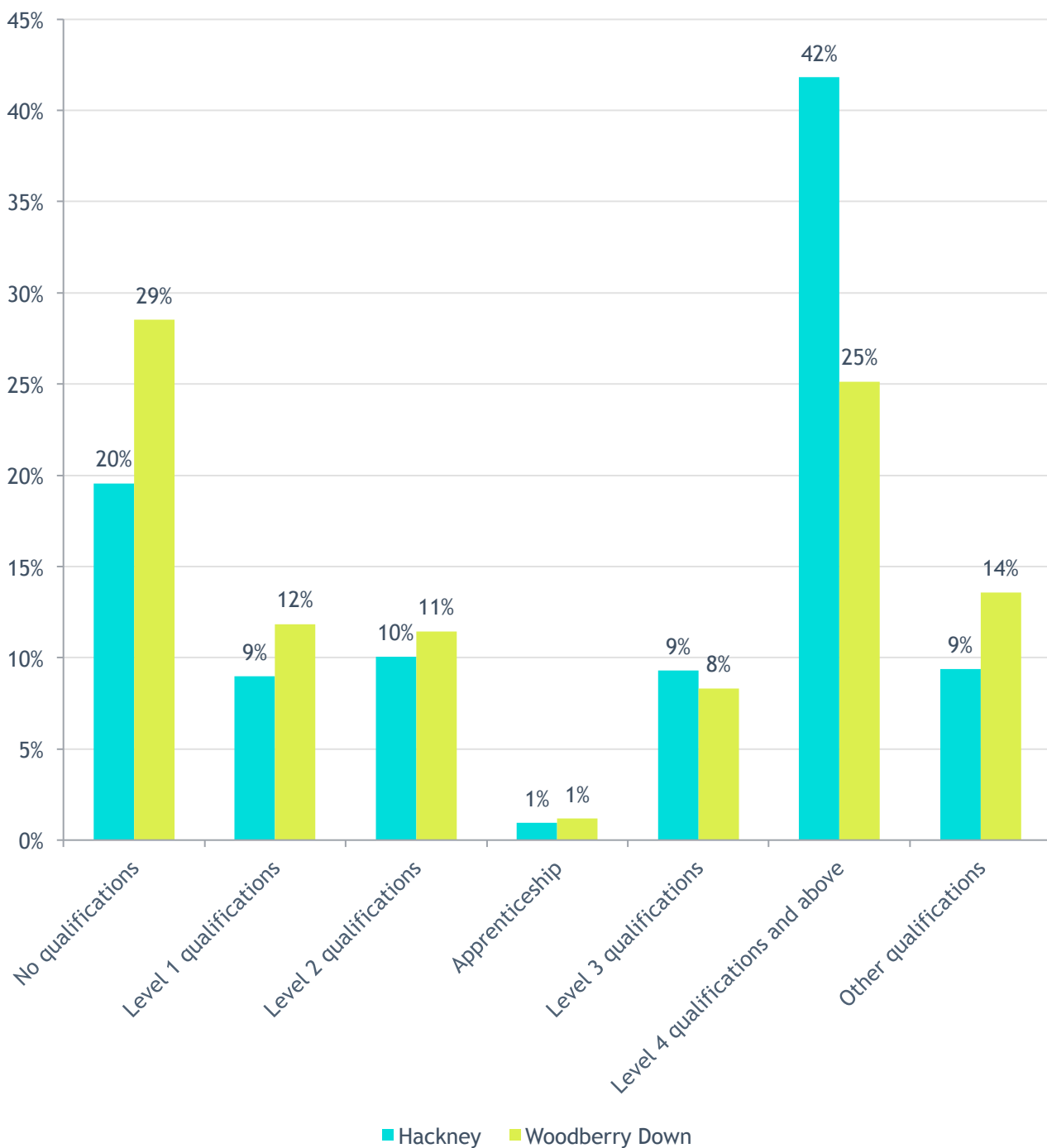


## PTAL score

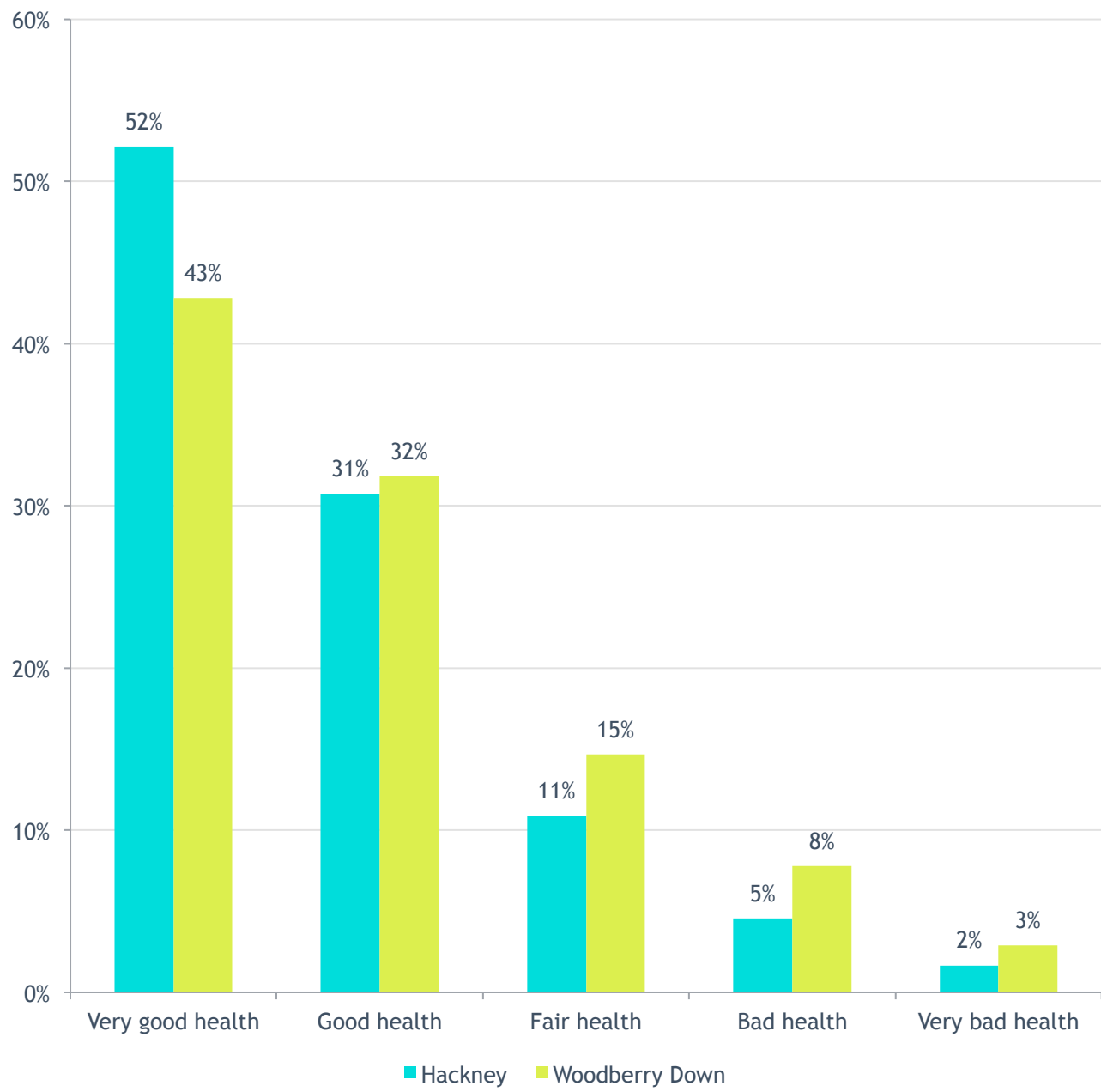


Source: <https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat>

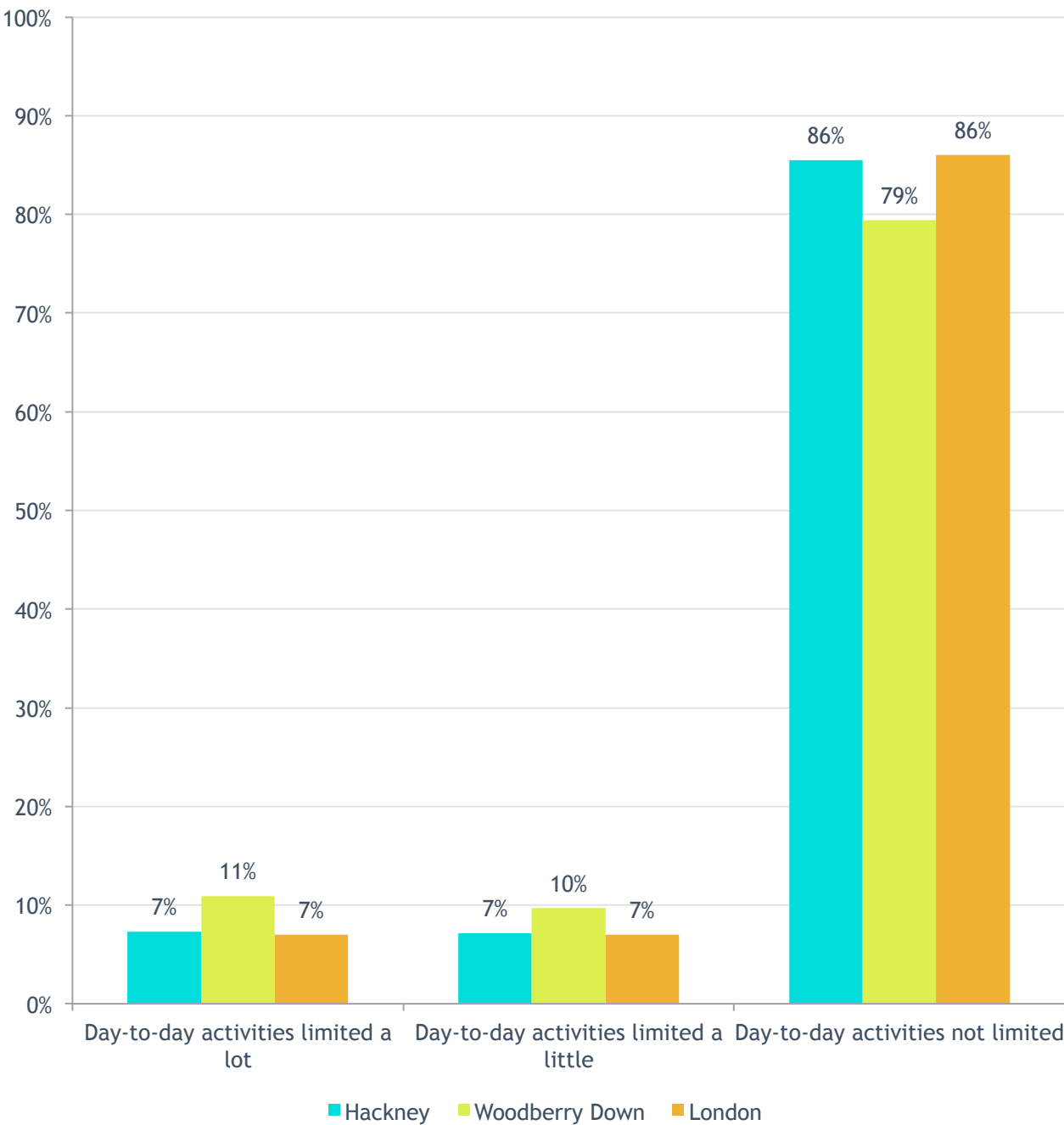
## Education & skills: qualification levels



Health: general health



Health: long-term health problem or disability



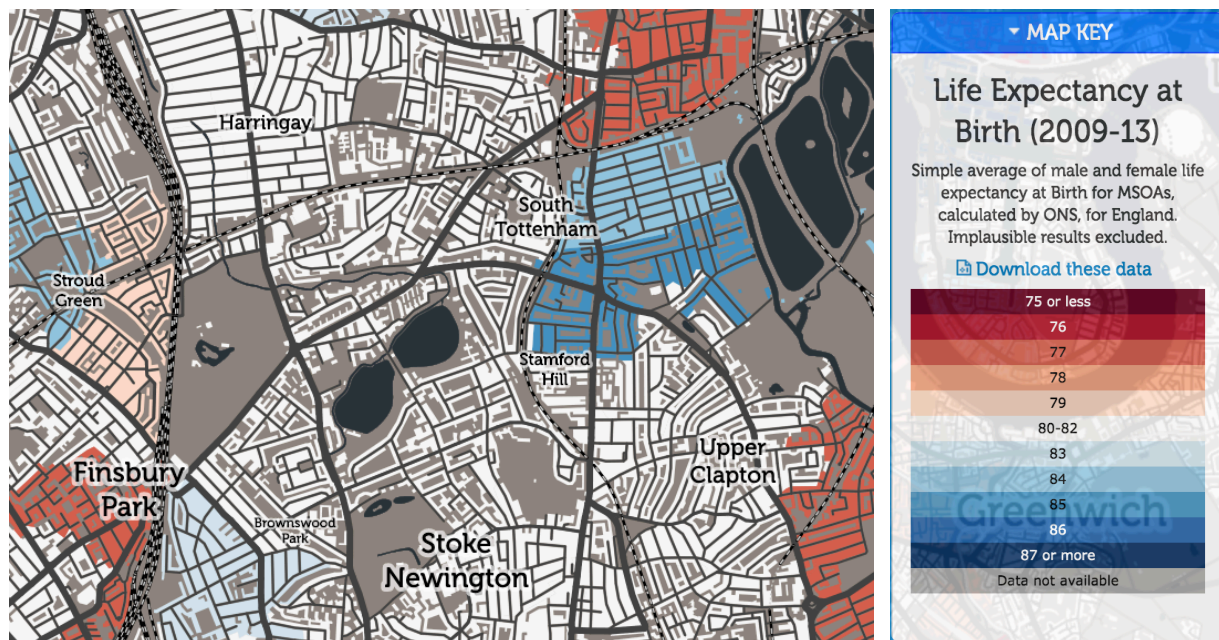
## Health: childhood obesity in Year 6 (2016 at MSOA level)



Source: PHE NCMP dataset 2013-2016, map accessed at <https://maps.cdrc.ac.uk>

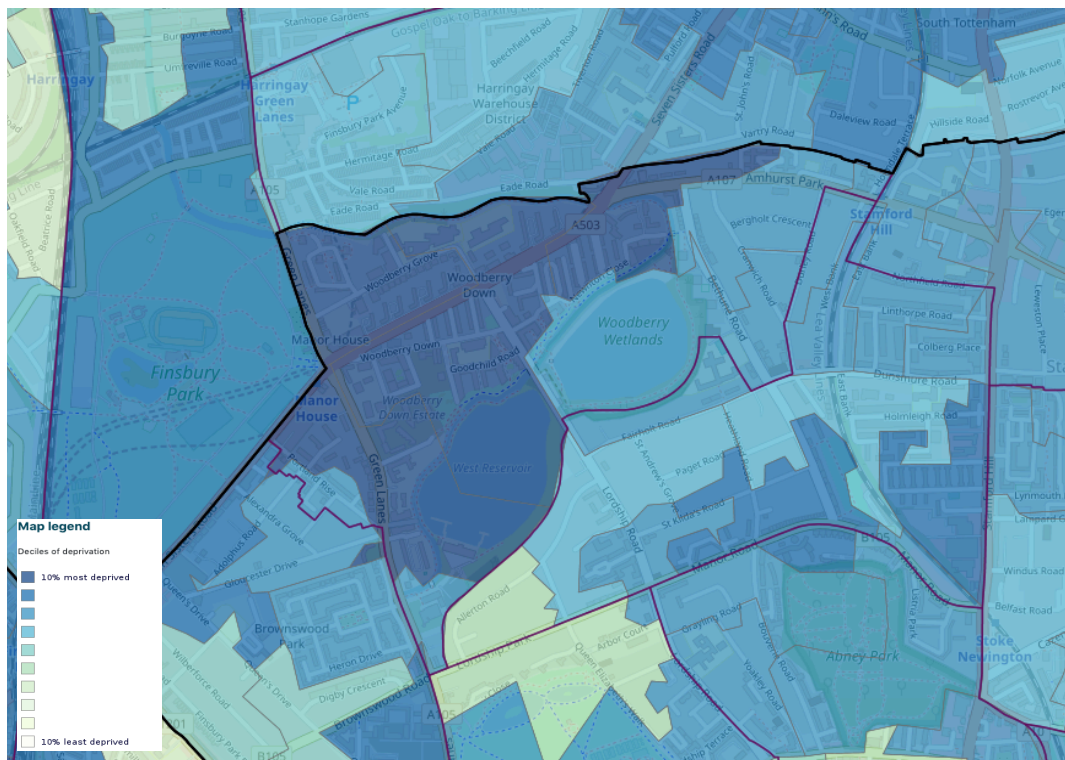


## Health: life expectancy at birth (2009-2013 at MSOA level)



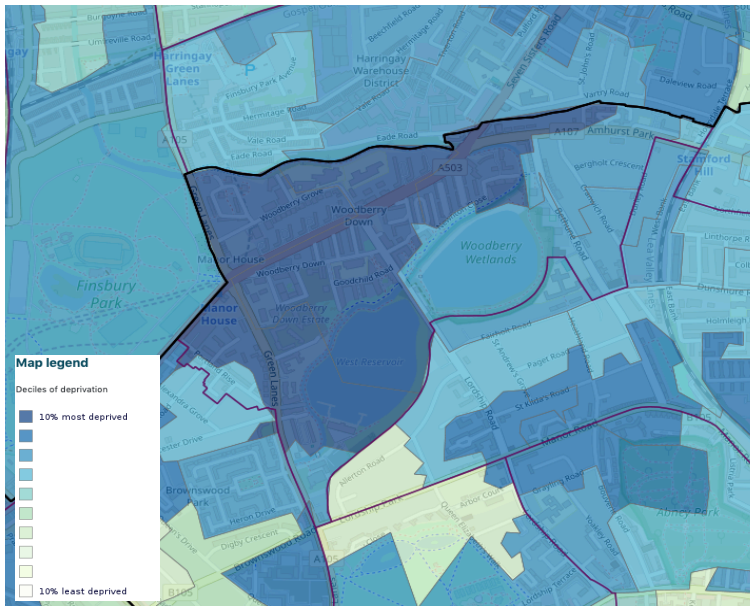
Source: ONS 2009-13 at MSOA level, map accessed at <https://maps.cdrc.ac.uk>

## Index of Multiple Deprivation

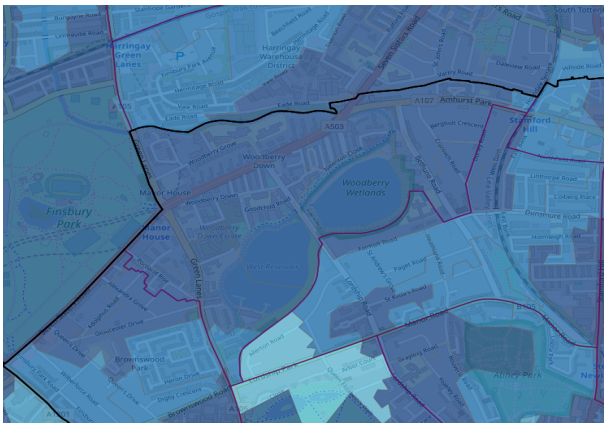


Source: Index of Multiple Deprivation 2019, map accessed at <http://dclgapps.communities.gov.uk>

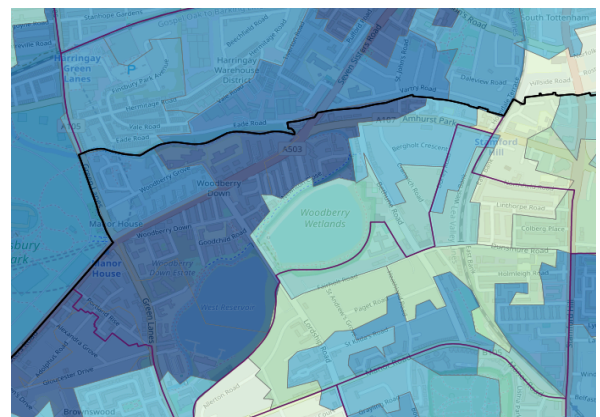
## IMD – Income domains



### INCOME DEPRIVATION DOMAIN

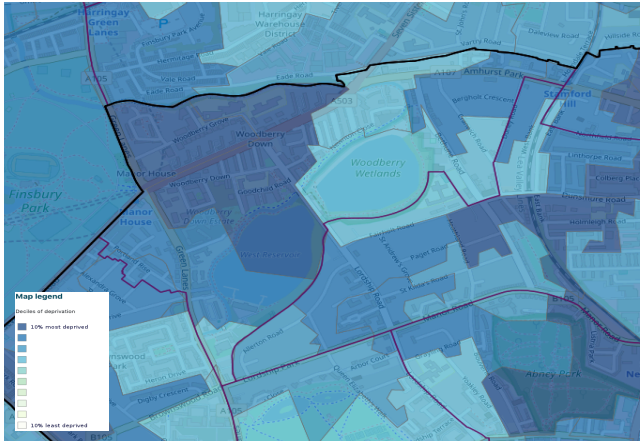


### INCOME DEPRIVATION AFFECTING CHILDREN SUBDOMAIN

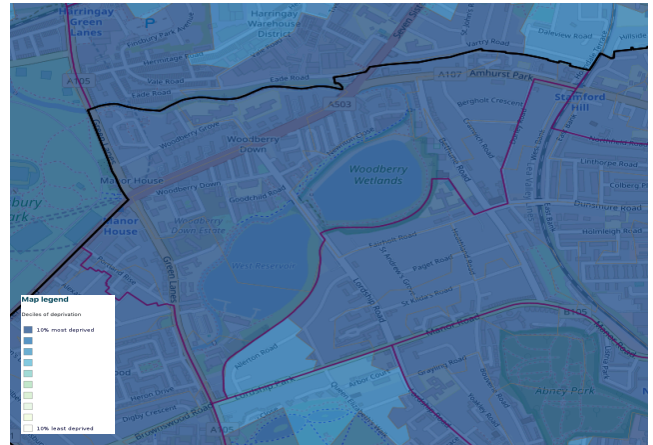


### INCOME DEPRIVATION AFFECTING OLDER PEOPLE SUBDOMAIN

## IMD – Barriers to housing & living environment domains



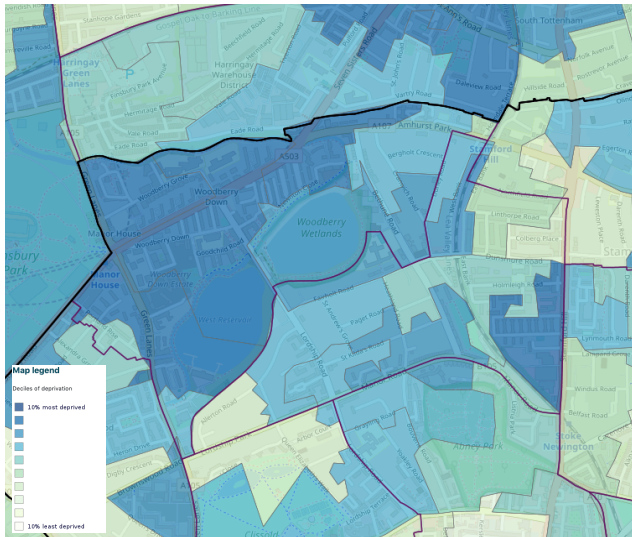
LIVING ENVIRONMENT



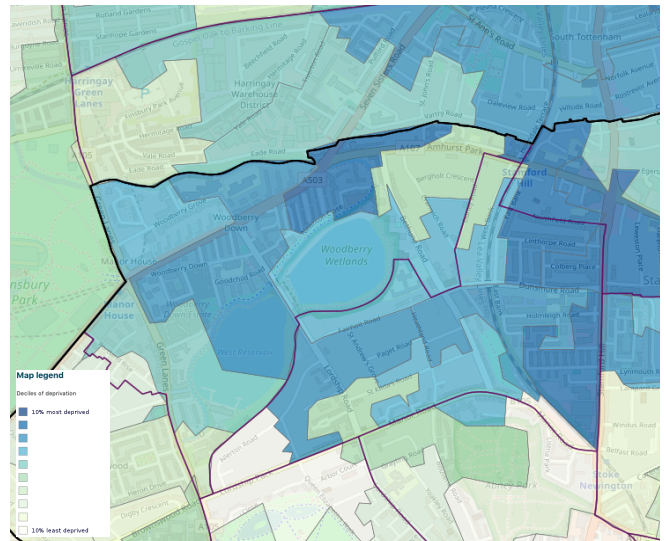
BARRIERS TO HOUSING



## IMD – employment & education, skills and training domains



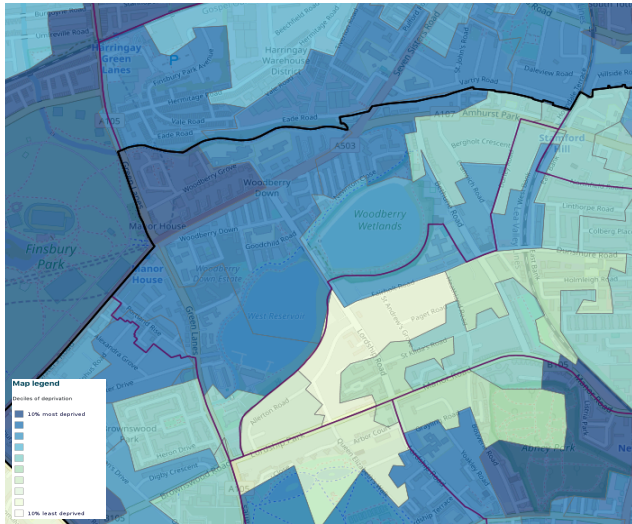
EMPLOYMENT DOMAIN



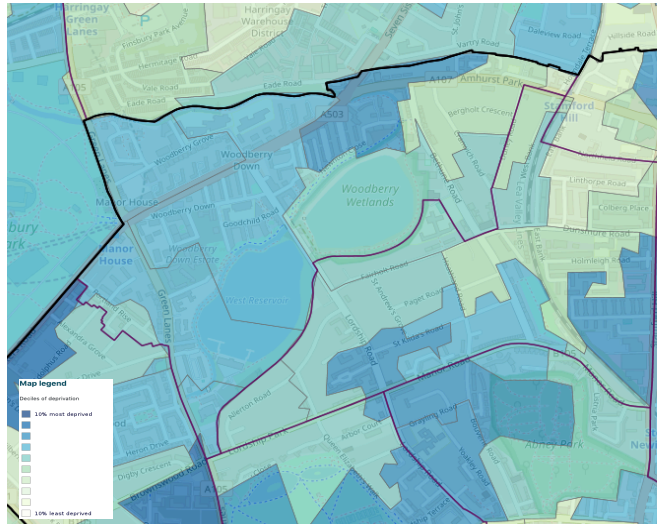
EDUCATION, SKILLS & TRAINING DOMAIN



## IMD – crime & health, disability deprivation domains



CRIME DOMAIN



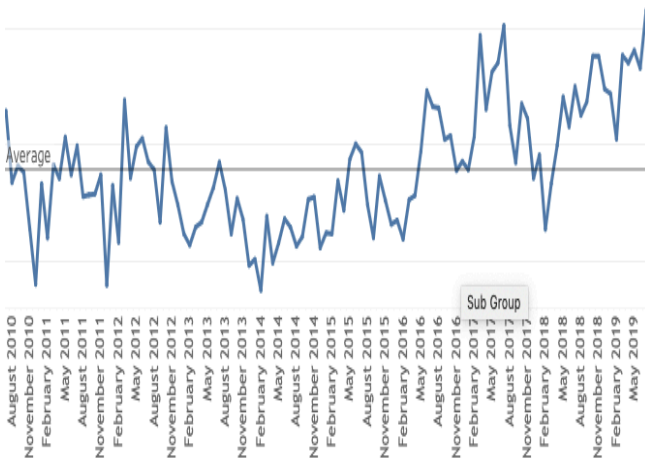
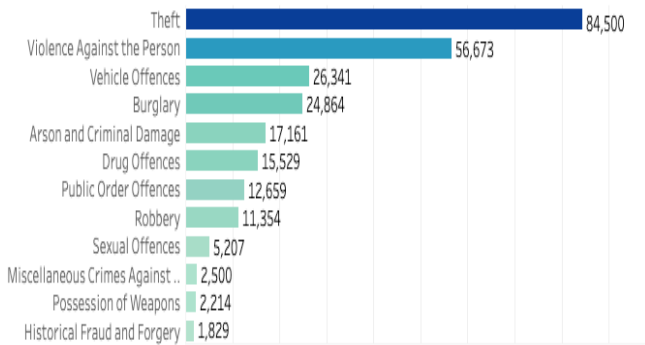
HEALTH DEPRIVATION &  
DISABILITY DOMAIN

## TOTAL CRIME: July 2010 - July 2019



### HACKNEY

	Crime Rate (per 1000 pop)	Crime Count
Totals	928.33	260,831



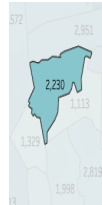
July 2019  
compared to  
previous month:

▲8.82%

12 months to July 2019  
compared to  
the previous 12 months

▲11.61%

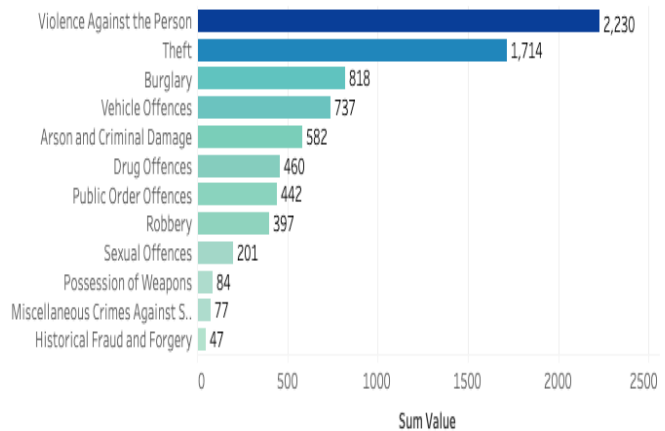
If you have any questions  
please email



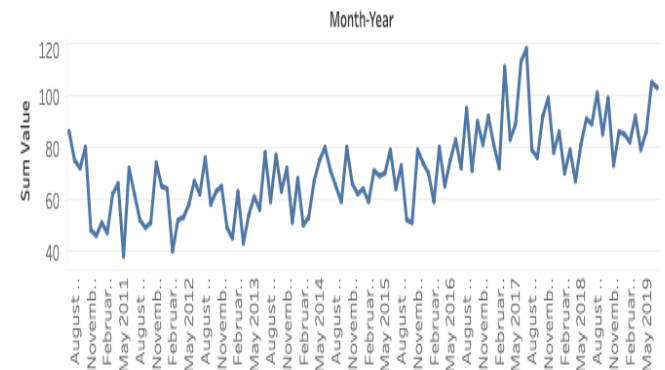
### WOODBERRY DOWN SAFER NEIGHBOURHOOD AREA

	Crime Rate (per 1000 pop)	Crime Count
Totals	732.30	7,789

#### Crime By Type



#### Crime By Month

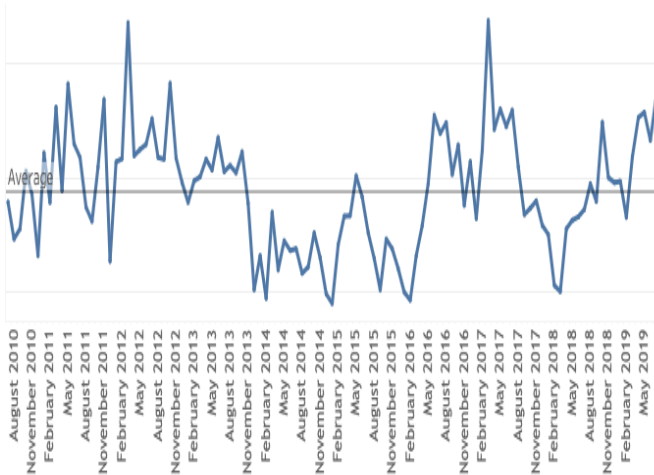
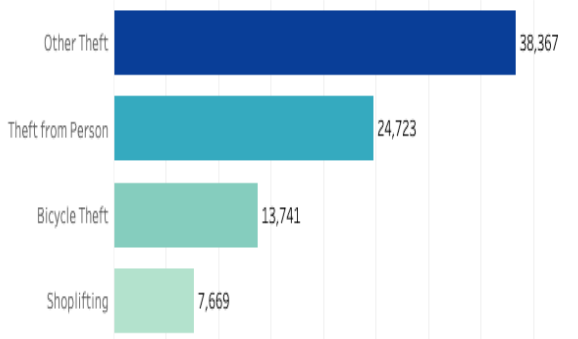


## THEFT: July 2010 - July 2019



### HACKNEY

	Crime Rate (per 1000 pop)	Crime Count
Totals	300.74	84,500



July 2019  
compared to  
previous month:

▲ 9.02%

12 months to July 2019  
compared to  
the previous 12 months

▲ 16.59%

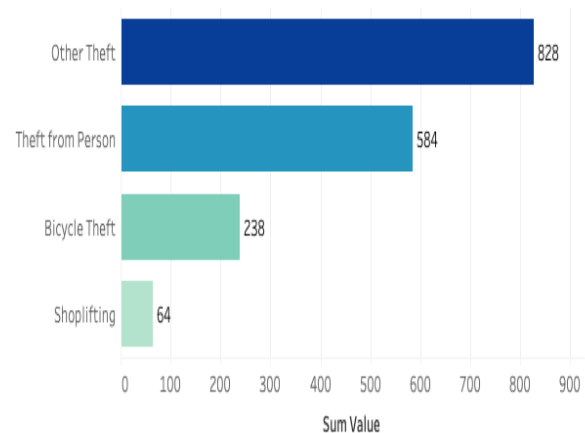
If you have any questions  
please email



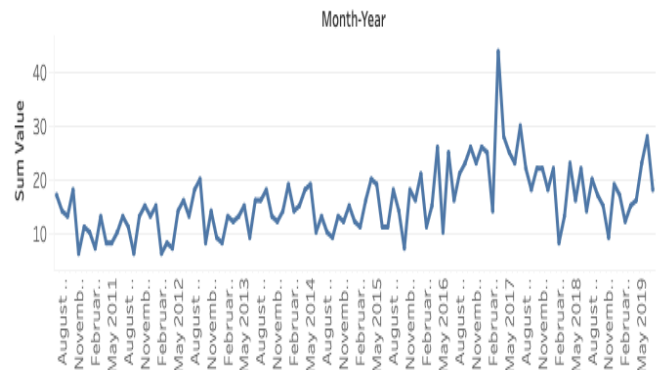
### WOODBERRY DOWN SAFER NEIGHBOURHOOD AREA

	Crime Rate (per 1000 pop)	Crime Count
Totals	161.14	1,714

#### Crime By Type



#### Crime By Month

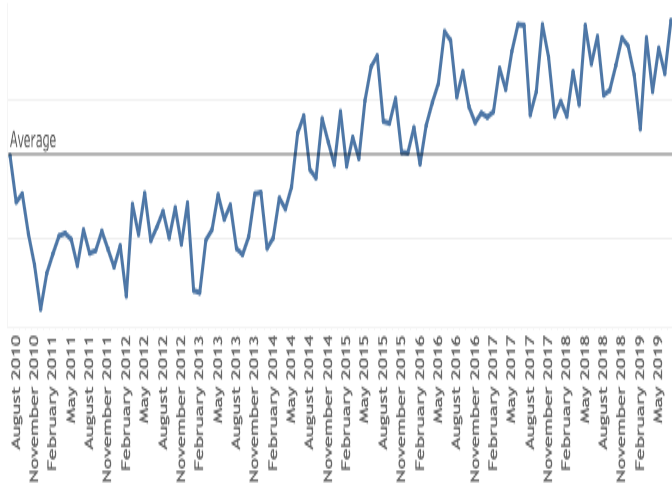
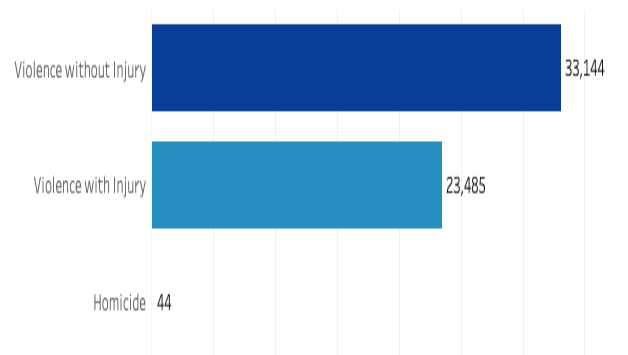


## VIOLENCE AGAINST A PERSON: July 2010 - July 2019



### HACKNEY

	Crime Rate (per 1000 pop)	Crime Count
Totals	201.71	56,673



July 2019  
compared to  
previous month:

▲12.09%

12 months to July 2019  
compared to  
the previous 12 months

▲2.19%

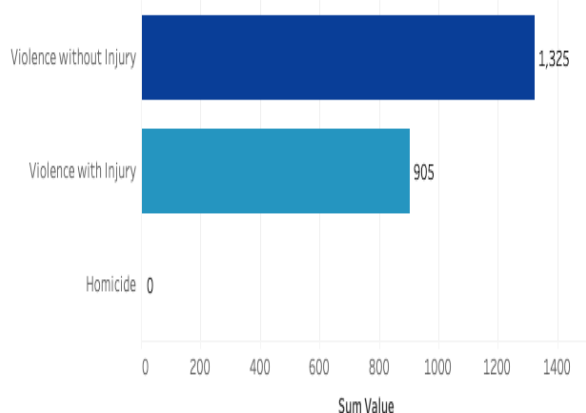
If you have any questions  
please email



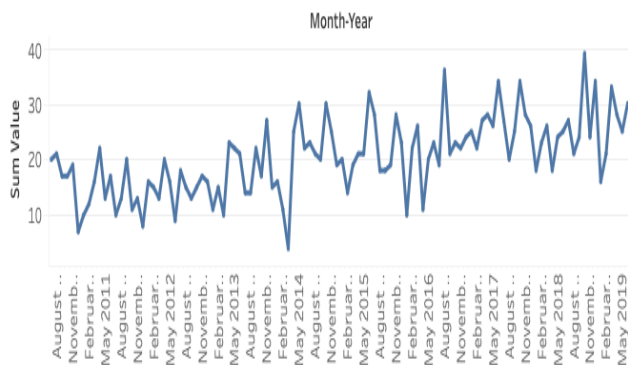
### WOODBERRY DOWN SAFER NEIGHBOURHOOD AREA

	Crime Rate (per 1000 pop)	Crime Count
Totals	209.66	2,230

#### Crime By Type



#### Crime By Month

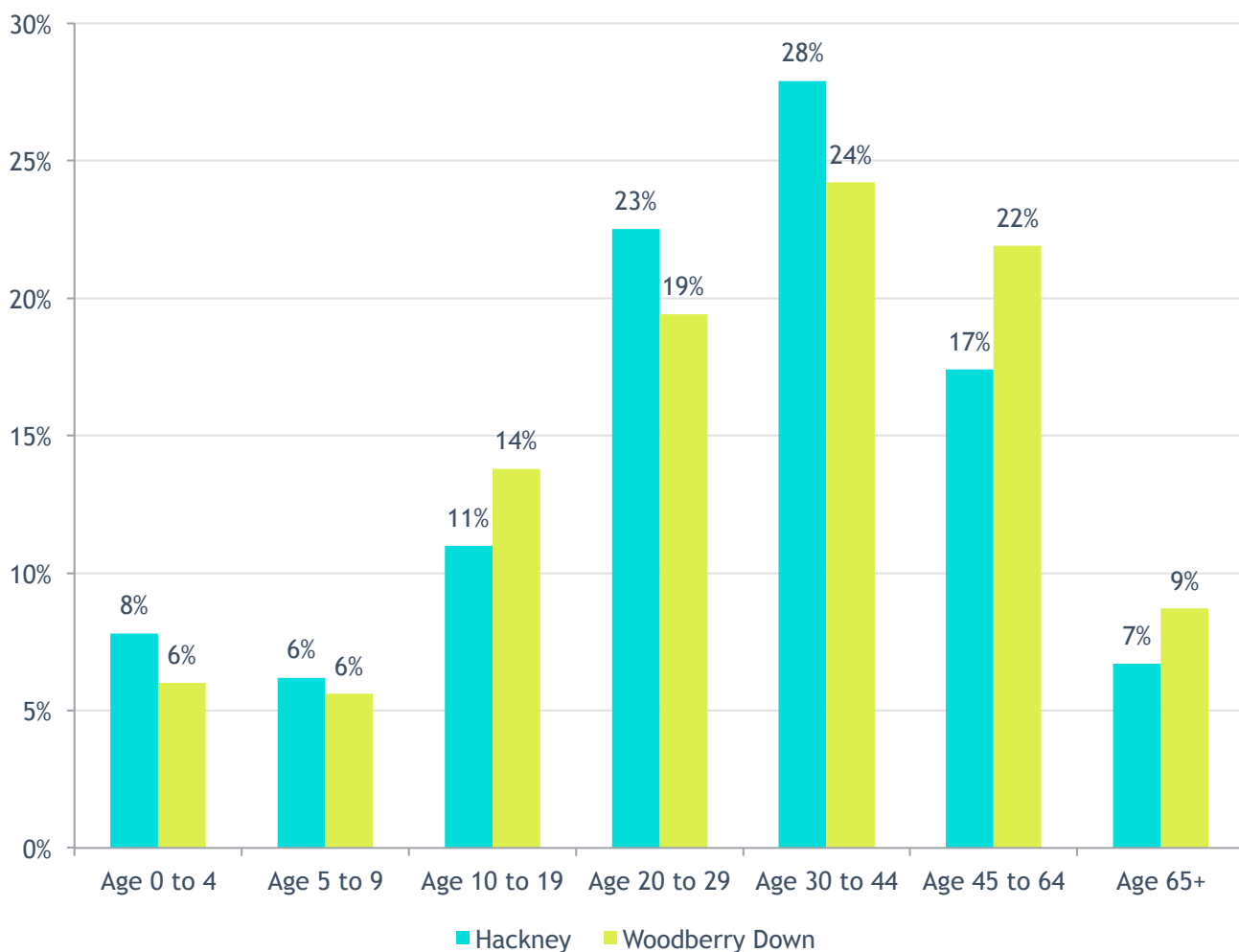


## Appendix 3: data profile

### Population: age

Hackney: total residents = 246,270  
median age = 30

Woodberry Down: total residents = 4,042  
median age = 32





## SOCIAL LIFE

Social Life was set up by The Young Foundation in 2012 to work on innovation and placemaking. All our work is about the relationship between people and the places they live. We work in the UK and internationally.

## THIS REPORT

This research was carried out by Social Life researchers, with inputs from Kaizen on the youth survey and Matter Architects on the built environment site assessment. ComRes, an independent market research agency, carried out the door-to-door residents survey.

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

@SL\_Cities

## THE WOODBERRY DOWN PARTNERSHIP



The London Borough of Hackney delivered the early masterplan and they are the current local planning authority.



The Woodberry Down Community Organisation (WDCO) represent all residents and those working within the community, is elected by residents, and acts as their negotiating body.



Notting Hill Genesis is the appointed registered social landlord for the new affordable housing.



MHDT is a social enterprise which runs art, employment, health and youth projects from the Redmond Community Centre, and aims to ensure that the community has the resources to influence and determine its own destiny.



Berkeley is Hackney Council's appointed developer partner, with responsibility for delivering the new homes and facilities.