Hackney

Contents

List of Figures

List of Tables

Executive summary

1 Executive summary

Hackney Council has a vision for the borough; that Hackney is a place for everyone[1]. This vision seeks to build on the positive direction of travel witnessed in the borough over the last 10 years, at the same time aiming to narrow inequalities and ensure that changes benefit all local residents.

Against this backdrop, independent researchers Ipsos MORI were commissioned to undertake a repeat of the Hackney residents' survey to investigate the impact of change in the borough on residents, and to assess wider Council performance. This has been supplemented with analysis of the findings from the Council's own public engagement campaign, 'Hackney: A Place for Everyone'.

This report highlights key findings from a representative sample survey of 1,002 residents aged 16+ who were interviewed in-home between 23 September and 22 December 2015, and from 2,980 questionnaire responses completed by local members of the public during the 'Hackney: A Place for Everyone' consultation over Spring and Summer 2015.

Headline views on life in the borough

Local area satisfaction in Hackney has been maintained.

The vast majority of Hackney residents say they are satisfied with their local area (88%), in line with findings from the 2013 residents' survey. Of these, almost two in five (38%) say they are 'very satisfied'. Just seven per cent report dissatisfaction.

Change in the borough over recent years has generally been viewed positively by residents, particularly in relation to the local environment[2] and amenities.

According to the latest survey, almost half of residents (46%) think their local area has got better to live in over the last five years, compared to just 11% who think it has got worse. Almost three in ten (28%) residents think that things have not changed much. A majority[3] (59%) also agree that Hackney is a better place to live than it was two years ago. For participants taking part in the 'Hackney: A Place for Everyone' campaign, positive sentiment about change over the last 10 years outweighs negative sentiment generally speaking.

Hackney's local environment, and wider services and amenities across the borough, come in for particular praise. Cleanliness has been seen to improve (this was the most frequently mentioned positive change among campaign participants, spontaneously cited by 488), as have parks and open spaces – two areas that can be directly attributable to Hackney Council. To a lesser extent, that improved safety is also one of the biggest mentions is also likely to be down to the efforts of the Council, along with the police and other local agencies (though crime is still a concern for a minority).

---

[1] See A Place for Everyone: Hackney Council's Corporate Plan to 2018, Hackney Council (March 2015).

[2] Sentiment towards crime and anti-social behaviour and transport, as well as the wider environment, are captured under the definition of 'local environment'.

[3] Residents who have lived in the borough for at least two years only.

Other areas that are perceived to have improved include shopping facilities, community spirit, local transport links and schools, along with improved bars, cafes and restaurants.

In contrast, transport issues related to parking facilities and traffic and congestion come in for some criticism (thought to have got worse by 13% and seven per cent of residents respectively over the last five years according to the latest survey). When asked what would most improve the quality of life for local people living in the area, residents spontaneously mention more car parking spaces (12%) and cheaper parking (nine per cent). As a service directly overseen by the Council, parking may be one of those issues cited by residents that it has more immediate power to tackle.

There are a number of issues emerging in the borough, which overwhelmingly relate to housing affordability and cost of living.

According to the survey, one in five residents (22%) believes housing is becoming more expensive – this is the top change spontaneously cited by residents when asked what has got worse in the local area over the last five years. There are also concerns about housing availability, quality and suitability, and a lack of affordable places to rent. For campaign participants, housing affordability and cost of living are overwhelmingly the biggest negative change noticed during the last 10 years or so - as many as 322 participants specifically mention lack of affordable housing, followed by affordable places to rent (191), and locals being priced out (169). It therefore comes as no surprise that when asked what would most improve the quality of life for local people living in the area, residents' top answer is building more affordable housing (spontaneously cited by 19% of residents in the survey).

Cost of living more generally is an issue for 18% of residents. Further to this, the survey shows that by a margin of seven to one residents who have lived in the borough for at least two years are more likely to agree (77%) than disagree (11%) that they personally find Hackney a less affordable place to live than it used to be (a view shared almost universally across the various demographic groups in the borough).

While not a unique issue to Hackney, the findings demonstrate the very real impact the housing crisis is having on local people and residents' apprehensions about what this means for their stake, and that of their familiy's, in the borough going forward. This is further reinforced when we consider that residents with families are overwhelmingly worried that their children will not be able to afford to live in Hackney when they are older (72% say they are worried compared to just 10% who are not).

Generally speaking, views about the local community and the ways in which it is changing are viewed positively, and the borough is still seen as a cohesive one.

When asked how strongly they agree or disagree that the make-up of Hackney, in terms of the people living here, has changed for the better, residents[4] are more likely to agree than disagree with this statement by a ratio of approximately three to one (according to the latest survey 45% agree the population make-up has changed for the better compared to 16% who disagree, with 37% neither agreeing nor disagreeing). When asked what, if anything, residents think has got better about their local area in the last five years, 'better community spirit' is also one of the top mentions from the survey (14% of residents spontaneously cite this).

[4] This question was asked only of participants who had lived in the borough for at least two years.

The extent to which Hackney is seen to be a cohesive place to live also remains stable. According to the latest survey, nine in ten residents agree that their local area is one where people from different backgrounds get along well together (in line with 2013 survey findings), and they overwhelmingly feel that they belong to their neighbourhood (84% feel they belong 'strongly', which is significantly higher than what we see nationally[5]).

While it is not possible to prove causality, positive sentiment towards the local community in turn appears to be driven by the extent to which residents have social networks and mix together socially, which does suggest there would be upside in promoting more mixing in the community (whether faclitated by the Council or otherwise). This is reinforced further by the findings from the Hackney taxi cab vox pops where a number of participants cited the value of providing opportunities for local people to come together through community events, social clubs, etc.

Gentrification appears to be seen as a mixed blessing, with a growing sense of inequality in the community.

Many acknowledge the gentrification experienced in the borough. But, while some residents perceive a positive direction of travel for their area with more or new cafes, clubs and restaurants, and identifying positively with the increased diversity and new people moving into the area, others are concerned about the borough's changing fabric. In particular, there is a feeling here of more cultural imbalance and segregation. And there is concern about what a changing population means for existing communities, with a perception that local (especially poorer) people are being excluded.

The changing profile of the borough in itself does not appear to be the issue per se; rather that not all communities are gaining or benefitting in equal measure. Feelings of isolation, for example, appear to be a particular issue among those less affluent groups of residents. Residents who have lived in the borough longest are also more likely to feel negatively about the changes to the local area, which may in part be linked to a sense of feeling left behind. Worryingly for the Council, the survey shows that almost half of residents (45%) think that Hackney has become a more unequal borough; double the proportion who disagree this is the case (22%).

It is interesting to note that while generally it is the more affluent groups who tend to feel more positive towards recent changes in the borough, they are also the ones more likely to notice this growing sense of inequality. Sixty-four per cent of residents from the AB social grades think that the borough has become more unequal, as do 50% of full-time workers and 57% of owner-occupiers (compared to 45% of residents overall). There appears to be an ethnic dimension to this too, with White residents also more likely to feel this way (50% compared to 40% of residents from a Black and Minority Ethnic (BME) background).

There also appears to be genuine concern about the impact of population growth, even if the majority of residents do not necessarily make mention of it as a change for the worse. The survey shows that residents on balance say they are worried about the impact of population growth in the borough on local public services (44% agree with this sentiment compared to 31% who disagree).

---

[5] Source: Community Life Survey 2014/15

Views about employment opportunities in Hackney are characterised by an element of polarisation between positive and negative sentiment.

Residents are split over whether or not they agree that jobs are accessible to them *personally*, and/ or to the population *equally* in Hackney. Of concern to the Council will be that residents are much more likely to disagree (43%) than agree (15%) that there are plenty of job opportunities in Hackney for the current population; a sense that despite the positive growth in the local economy, this is not necessarily something universally recognised or that residents feel everyone has benefitted from. There is a clear demographic dynamic to this issue too - this sense of feeling left behind and excluded from new and emerging opportunities appears to manifest particularly among residents not currently in full-time work and who live in social rented housing, and among residents from a BME background, younger residents aged 16-24 and those aged 45-54.

Views about Hackney Council in 2015

Attitudes towards Hackney Council continue to be favourable.

The majority of residents (70%) are satisfied with how well Hackney Council runs things overall, and only one in seven (14%) are actively dissatisfied (in line with national figures[6]).

Further to this, when reflecting on change in the borough, it is encouraging that residents are far more likely to think Council services have got better rather than worse over the last two years (by a ratio of one to three, where 12% think services have got worse and 33% think they have got better); this despite the ongoing financial pressures facing the Council.

When asked for their views about particular aspects of Hackney Council, according to the survey most residents (70%) believe its services are good overall, compared with only one in seven (14%) who disagree this is the case. They are more evenly split on how well the Council listens to local people - residents are equally as likely to agree (29%) as they are to disagree (31%) with this statement. Just over two in five residents (43%) think the Council acts on the concerns of local people, and while a significant proportion of residents are sitting on the fence on this issue, one in five (19%) actively disagrees this is the case.

Fewer residents feel informed about what the Council is doing compared to 2013.

Just under three in five residents (59%) feel the Council keeps them informed about the services and benefits it provides. This represents a fall of 13 percentage points since 2013 (when it was 72%). Though we cannot confidently say why this is the case, the additional communications from the Council during the 2012 London Olympics may have had some impact here (including a move from fortnightly to weekly publication of the Council's free magazine, Hackney Today, during the Games).

---

[6] Source: Polling on resident satisfaction with councils, Local Government Association (June 2015). This shows 67% nationally are satisfied, though please note that the different methodology adopted for this survey (telephone rather than face-to-face) does not make it strictly comparable to the Hackney survey.

That levels of feeling informed are closely linked to how satisfied residents are with the Council is nothing new; indeed this has been well documented across the local government sector by Ipsos MORI[7]. Notably, this trend continues to hold true for Hackney's latest survey - residents who feel well informed are far more likely to express satisfaction with the way Hackney Council runs things. Furthermore, better informed residents also appear to be more positive about their local area and changes to it.

When it comes to information sources, Hackney Today is the most popular, and there is appetite for accessing more online.

Just under two in five residents (39%) say Hackney Today is where they *currently* obtain most of their information about Hackney Council. Other forms of traditional media such as leaflets, outdoor advertising and other print media (Hackney Gazette and Hackney Citizen) are also widely used by residents. Readership of local information sources is very relevant since the survey results suggest it is linked to how well informed they feel about the Council (with those residents who feel well informed more likely to be obtaining information from a number of the different local sources asked about compared to those who do not feel well informed).

Hackney Today is also the most popular option when residents are asked about their *preferred* information source (cited by 31% of residents). Other 'offline' sources – including leaflets and local papers – are also listed as preferred information sources. This demonstrates the continued value of the Hackney Today resident magazine, but also residents' appetite for alternative sources of information - it is worth noting that one in three residents (34%) does not currently get their information from Council-related sources, up slightly on 2013 levels (when it was 29%), and two in five (41%) would in fact prefer *not* to use Council sources.

One in three residents (32%) currently uses the Council's website for information about the Council – up from 2013 levels when it was 27%. However, fewer residents in 2015 would actually *prefer* to use the website (down from 27% in 2013 to 22%). There is also appetite among a sizeable majority of residents for accessing a number of Council services online in the future. However, others are simply not interested (many of whom are from older age groups and who have a disability).

The survey highlights the importance of being able to receive and obtain information and access services through offline as well as online sources, and the need to provide choice for residents. We know more and more people are moving online, but traditional modes of communication will remain important for some groups, with internet penetration rates particularly low among older and less affluent groups[8]. This is relevant in ensuring certain residents are not inadvertently disadvantaged by any further push by the Council to putting services online.

In thinking about future prioritisation of spending, protecting the vulnerable is key for residents.

In consideration of the significant funding pressures facing the Council, residents were asked for their views about possible ways to make savings. In interpreting these findings it should be borne in mind that participants had limited access to

---

[7] See: People, Perceptions and Place, Ipsos MORI (August 2009) and The reputation of local government, Ipsos MORI and the Local Government Association (September 2008).

[8] See: Ipsos Connect Tech Tracker Q4 2015, Ipsos MORI (December, 2015).

information about the implications of the savings options presented, and more generally we know that the public tend to have a narrow understanding of what councils do or how they are funded. According to the latest survey, Hackney residents are most likely to support the targeting of resources at the most vulnerable and people in need (67% support this as a way to make savings), followed by making more use of voluntary organisations to deliver services (62%). Using the voluntary sector to support services seems far more popular than using commercial companies (62% compared to 23%), which may reflect negative media coverage relating to other public service outsourcing to the private sector. Support is comparatively much lower for proposals that would involve greater costs for local people or reduced service levels. One in five supports increased fees and charges for some services, while just 14% support a Council Tax increase.

There is some limited appetite among residents to get more involved with the local community and to 'do their bit'.

In understanding the extent to which local people might be willing to do more in their own community to help ease the burden on local services, almost two in five residents (37%) report that they would like some sort of a say. One in ten (10%) would be willing to become actively involved with helping the Council in what it is doing. While this does not represent big proportions, it does suggest there are c.19,500[9] residents who could be potentially willing to do their bit.

When it comes to the types of things residents might be willing to do to help their local community, the most popular kinds of contributions tend to be the more 'light touch' activities, for example, doing a quick chore for a neighbour, clearing the footpath outside their home of ice or snow, or reporting environmental problems such as littering or fly-tipping. Appetite for engaging in different types of activities varies across the demographic groups, suggesting that the promotion of more community involvement needs to be effectively targeted to maximise success.

---

[9] Assuming a direct extrapolation of the Hackney population aged 16+ (latest Census figures), and noting that these figures are subject to margins of error.

About the research

2 Introduction

The context for this research

As Hackney Council states in its Corporate Plan[10], Hackney is a borough that is changing. Along with a shifting demographic, it is also growing rapidly, both in terms of its population and the local economy. While this can be broadly seen in positive terms, the borough continues to suffer from high levels of need and deprivation, deeply entrenched health inequalities and long-term unemployment, alongside an acknowledged London-wide crisis in affordable housing. Together these issues place significant pressure on the Council at a time when local authority budgets continue to be squeezed (Hackney Council is expected to have to save £60m by 2017/18, on top of £130m already saved since 2010, which is largely due to a reduction in central Government funding).

It is in this context the Council has set out its vision for the borough, 'Hackney: A Place for Everyone'. This vision and its supporting aims seek to build on the positive direction of travel witnessed in the borough over the last 10 years to tackle some of these issues head on.

As part of realising this vision, the Council launched its own extensive public engagement campaign in March 2015. This included a wide-reaching open consultation, which specifically aimed to understand the impact of these changes on local people, good and bad, and the implications of this for the local fabric of the community and on overall levels of cohesion. The Council sought to capture a variety of personal stories and circumstances, and hear residents' ideas about how the Council could work together with them to ensure Hackney remains a place for everyone.

Independent researchers Ipsos MORI were commissioned to analyse the findings from the main consultation component of this campaign, and to undertake further primary research in the form of a representative sample survey. This survey aimed to examine a number of similar issues to the campaign, as well as assess wider Council performance.

Overview of approach

Residents' survey

Ipsos MORI was commissioned to run a repeat of the Hackney residents' survey, which was last undertaken in 2013. The survey had three main objectives:

- First, to get an up-to-date picture about how residents feel about their local area and the community, and what they identify as the big changes – both positive and negative – that have taken place in the borough. Since the 'Hackney: a Place for Everyone' campaign was open to all members of the public, it has been important to supplement this with representative research to ensure the views of *all* members of the community (including those less likely to engage with a campaign of this nature) are accounted for.

[10] A Place for Everyone: Hackney Council's Corporate Plan to 2018, Hackney Council (March 2015).

- Second, to provide an up-to-date picture on the performance of the Council, including what residents think about the Council and its services, how well informed it keeps them, and what the move to pushing more services online might mean for local people.
- Finally, to understand more about what local residents think the Council should do to help meet future savings targets, and the extent to which they are willing to do their bit to help support Council services during times of austerity.

The methodology comprised a random location quota sample design. Ipsos MORI interviewed 1,002 residents aged 16+ in their homes between 23 September and 22 December 2015, using Computer Assisted Personal Interviewing (CAPI). Interviews were approximately 20 minutes.

Quotas were set by age, gender, ethnicity and work status to ensure that those who took part in the research would be representative of the adult population of Hackney. Data were also weighted at the analysis stage, to counteract any non-response bias, to the known profile of the Hackney population aged 16+, based on the latest available population statistics[11].

'Hackney: A Place for Everyone?' campaign analysis

The Council aimed to engage with residents in a variety of ways and through a range of channels as part of the 'Hackney: A Place for Everyone' campaign. This included: a 'state of the borough debate'; a questionnaire which was sent to all Hackney households and businesses, and which was also promoted face-to-face at over 50 locations in the borough; a chance for residents to provide face-to-face video feedback via a specially modified 'I Love Hackney' black taxi cab; a round table discussion event with members of the citizens e-panel; targeted focus groups with harder-to-reach groups; and, a series of themed events with residents and stakeholders. Ipsos MORI was asked to analyse the findings from some of these activities, specifically:

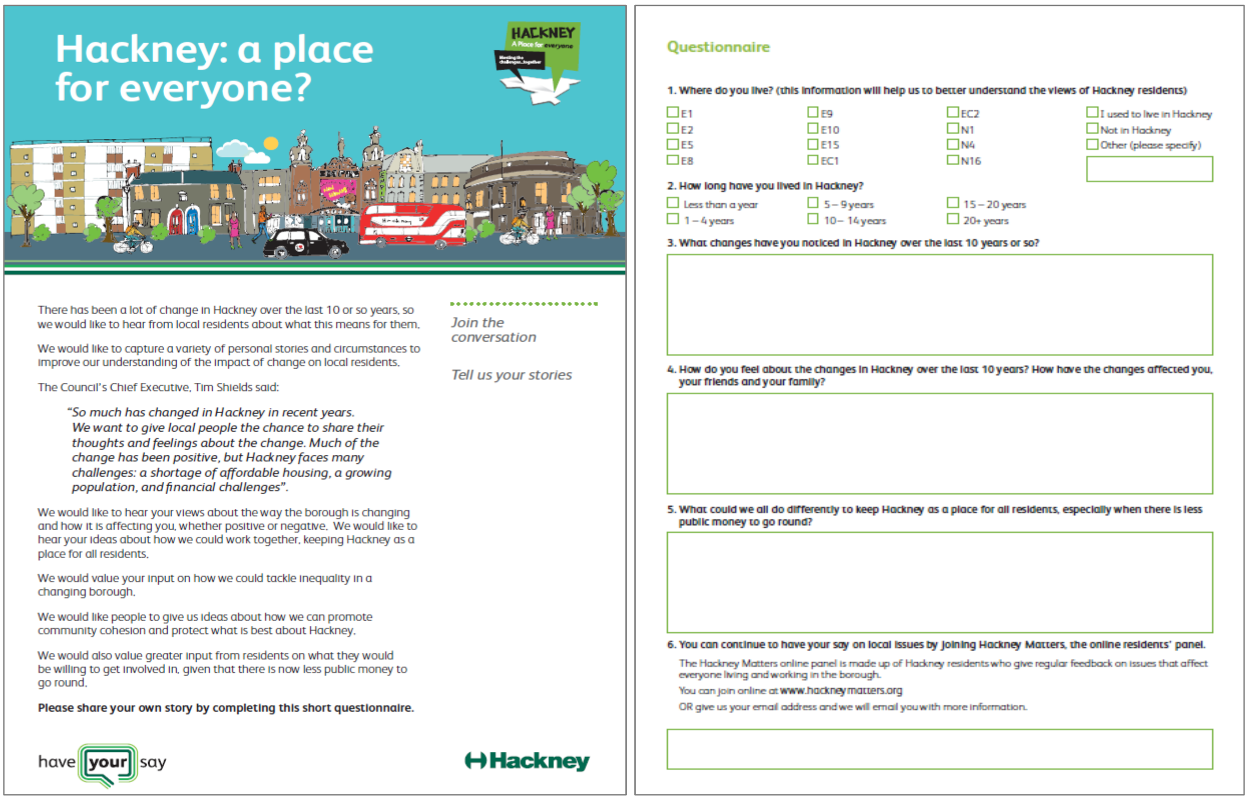
1. Analyse responses to the 'Hackney: A Place for Everyone' campaign questionnaire. Hackney Council designed and administered a short questionnaire (see Figure 2.1) which was distributed to all households and residents in the borough, and was made available to anyone wishing to take part via the Council website. It was also promoted at a number of locations across the borough by Hackney staff. Local people were given the opportunity to respond over a 12 month period. Ipsos MORI was asked to code and analyse the resulting 2,980 questionnaire responses, with a focus on two key questions: *How do you feel about the changes in Hackney over the last 10 years? How have the changes affected you, your friends and your family?; What could we all do differently to keep Hackney as a place for all residents, especially when there is less public money to go round?*

   Given the large number of responses received, a quantitative approach was adopted for the analysis; specifically, developing a set of themes against which to 'code' individual responses. Coding is the process by which responses are matched against standard codes Ipsos MORI has compiled, so that their content can be classified and tabulated. Each of these codes represents a discrete issue or viewpoint raised by a number of participants in their verbatim responses.

[11] 2013 Population Mid-Year Estimates for age and gender, and 2011 Census for work status and ethnicity.

The complete coding frame that results is comprehensive in representing the whole range of issues or viewpoints given in the campaign questionnaire responses. The codes were continually developed to ensure that any new viewpoints that emerged were captured and no nuances lost. Any one response may have had a number of different codes applied to it if a participant made more than one point, or addressed a number of different themes or viewpoints. Final coded responses are presented as a set of data tables, which have been merged with demographic information collected via the questionnaire in order to facilitate sub-group analysis of results (these are available under separate cover).

Figure 2.1: 'Hackney: A Place for Everyone?' campaign questionnaire



Hackney: a place for everyone?

There has been a lot of change in Hackney over the last 10 or so years, so we would like to hear from local residents about what this means for them.

We would like to capture a variety of personal stories and circumstances to improve our understanding of the impact of change on local residents.

The Council's Chief Executive, Tim Shields said:

> *"So much has changed in Hackney in recent years. We want to give local people the chance to share their thoughts and feelings about the change. Much of the change has been positive, but Hackney faces many challenges: a shortage of affordable housing, a growing population, and financial challenges".*

We would like to hear your views about the way the borough is changing and how it is affecting you, whether positive or negative. We would like to hear your ideas about how we could work together, keeping Hackney as a place for all residents.

We would value your input on how we could tackle inequality in a changing borough.

We would like people to give us ideas about how we can promote community cohesion and protect what is best about Hackney.

We would also value greater input from residents on what they would be willing to get involved in, given that there is now less public money to go round.

Please share your own story by completing this short questionnaire.

Join the conversation

Tell us your stories

have your say

Hackney

Questionnaire

1. Where do you live? (this information will help us to better understand the views of Hackney residents)

☐ E1 ☐ E2 ☐ E5 ☐ E8 ☐ E9 ☐ E10 ☐ E15 ☐ EC1 ☐ EC2 ☐ N1 ☐ N4 ☐ N16 ☐ I used to live in Hackney ☐ Not in Hackney ☐ Other (please specify)

2. How long have you lived in Hackney?

☐ Less than a year ☐ 1 – 4 years ☐ 5 – 9 years ☐ 10 – 14 years ☐ 15 – 20 years ☐ 20+ years

3. What changes have you noticed in Hackney over the last 10 years or so?

4. How do you feel about the changes in Hackney over the last 10 years? How have the changes affected you, your friends and your family?

5. What could we all do differently to keep Hackney as a place for all residents, especially when there is less public money to go round?

6. You can continue to have your say on local issues by joining Hackney Matters, the online residents' panel.

The Hackney Matters online panel is made up of Hackney residents who give regular feedback on issues that affect everyone living and working in the borough.

You can join online at www.hackneymatters.org

OR give us your email address and we will email you with more information.

2. Analyse resident 'vox pops' collected at local community events. As part of the campaign, the Council engaged with a number of residents at locally scheduled public events, taking a second-hand Hackney taxi cab with video booth technology to capture their views. As part of Hackney Council's drive to ensure that residents were given every opportunity to take part in this programme of research, the Hackney taxi cab video booth was designed as an alternative means of collecting residents' views and giving them a chance to have their say.

   In total, approximately four hours of video footage was collected across these events in Hackney. Ipsos MORI analysed all of the footage to understand the range of feedback and the themes which were covered. Due to the qualitative nature of this data, the main output from this element of the consultation takes the form of a c. five minute edited video which has been designed to capture the key themes from across the vox pops for the purposes of both internal and external dissemination (this video is available under separate cover). The footage was analysed in parallel with the wider campaign questionnaire analysis to ensure all the issues were being captured. Accordingly, some of this video footage has also been referenced in this report where it helps to reinforce key messages (e.g. in terms of verbatim quotes).

3 Technical note

Interpreting the Hackney residents' survey

The sample survey has been designed to provide a representative picture of the views of Hackney residents aged 16 and over. A sample profile is provided in Appendix A.

Survey results are presented as percentages. Unless otherwise indicated, results from the sample survey are based on all 1,002 participants. Where figures in this report do not add up to 100%, this is the result of computer rounding or multiple responses. An asterisk (*) indicates a score less than 0.5%, but greater than zero.

Results are subject to statistical tolerances. Not all differences between the overall Hackney results and those for individual sub-groups will be significant. A guide to statistical reliability is provided in Appendix B. Please treat answers with a base size of less than 100 with caution. The descriptive sections of this report aim to highlight where findings between different sub-groups of residents are statistically significant.

The responses to the survey's open-ended questions were coded and added to the data tables, and are accounted for in this report.

Throughout this report data has been analysed according to residents' social grade. Further information relating to social grade definitions can be found in Appendix C.

Due to small base sizes it has not been possible to analyse data at the ward level. Instead, local area analysis has been based on four local neighbourhoods or groupings of wards: Dalston, Stoke Newington and North West; Hackney Central, Wick and South East; Hoxton, London Fields and South West; and, Stamford Hill and North East. Ward definitions for these neighbourhood classifications can be found in Appendix D.

At various points in the report, reference is made to trend data from previous Hackney residents' surveys, which have used a similar face-to-face methodology making it possible to reasonably compare results over time. These are:

- 2013 – Hackney residents' survey, consisting of 1,016 face-to-face interviews with residents, conducted between 3 January and 6 March 2013.
- 2005 – Hackney residents' survey, consisting of 1,006 face-to-face interviews with residents, conducted between 25 August and 31 October 2005.
- 2002 - Hackney Neighbourhood Renewal Strategy survey, consisting of 402 face-to-face interviews with residents, carried out during August 2001.
- 2001 - Changing Democratic Management in Hackney survey, consisting of 1,006 face-to-face interviews with residents, carried out during November 2001.

Where possible comparisons have been made to other available datasets to help provide context to Hackney's results. This includes data taken from other Ipsos MORI surveys conducted for other London boroughs and metropolitan council areas using a similar methodology, as well as wider national surveys including:

- The Local Government Association's Polling on resident satisfaction with councils: a telephone poll of 1,008 British adults (aged 18 and over), conducted between 5 and 7 June 2015 (please note comparisons are not strictly comparable due to the different methodology).
- The Community Life Survey, run via the Cabinet Office: a face-to-face random probability survey of 2,022 adults (aged 16 and over) living in England, conducted between July 2014 to April 2015. The survey tracks the latest trends and developments across areas that are important to encouraging social action and empowering communities.

A copy of the survey questionnaire is provided in Appendix E.

Interpreting the 'Hackney: A Place for Everyone?' campaign analysis

The open nature of the 'Hackney: A Place for Everyone?' campaign has been important to securing as much engagement with the local public as possible. However, there are a number of factors that should be borne in mind when interpreting the results from the questionnaire responses.

The campaign questionnaire was open to anyone to complete if they wished to. This means the participants were self-selecting, and it is likely that certain types of people may have been more likely to contribute than others, meaning responses are not representative of the Hackney population as a whole.

Typically with open engagement activities of this nature, there can be a tendency for responses to come from those more likely to consider themselves affected and more motivated to express their views. Thus, it must be understood that the findings, as reflected through this report, can only hope to catalogue the various opinions of the members of the public who have chosen to respond. It cannot measure in fine detail the exact strength of particular views or concerns among Hackney residents. It should not, therefore, be taken as a comprehensive statement of public opinion. As such, any figures presented in the report are done so as numbers and not as percentages, and views are described as coming from 'participants' rather than 'residents'.

Acknowledgements

Ipsos MORI would like to thank the 1,002 Hackney residents who gave up their time to take part in the residents' survey, and, on behalf of Hackney Council, the 2,980 people who completed the 'Hackney: A Place for Everyone?' campaign questionnaire and those members of the public who contributed to the Hackney cab vox pops. We would also like to thank Polly Cziok, Florence Obinna and Rachel Duke at Hackney Council for their assistance in terms of the survey and questionnaire design.

Publication of data

This research has been conducted in accordance with the ISO 20252 market research standard that Ipsos MORI is accredited to. As Hackney Council has engaged Ipsos MORI to undertake an objective programme of research, it is important to protect the organisation's interests by ensuring that it is accurately reflected in any press release or publication of the findings. As part of our standard terms and conditions, the publication of the findings of this report is, therefore, subject to the advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

Hackney as a place to live in 2015

4 Headline views on life in the borough

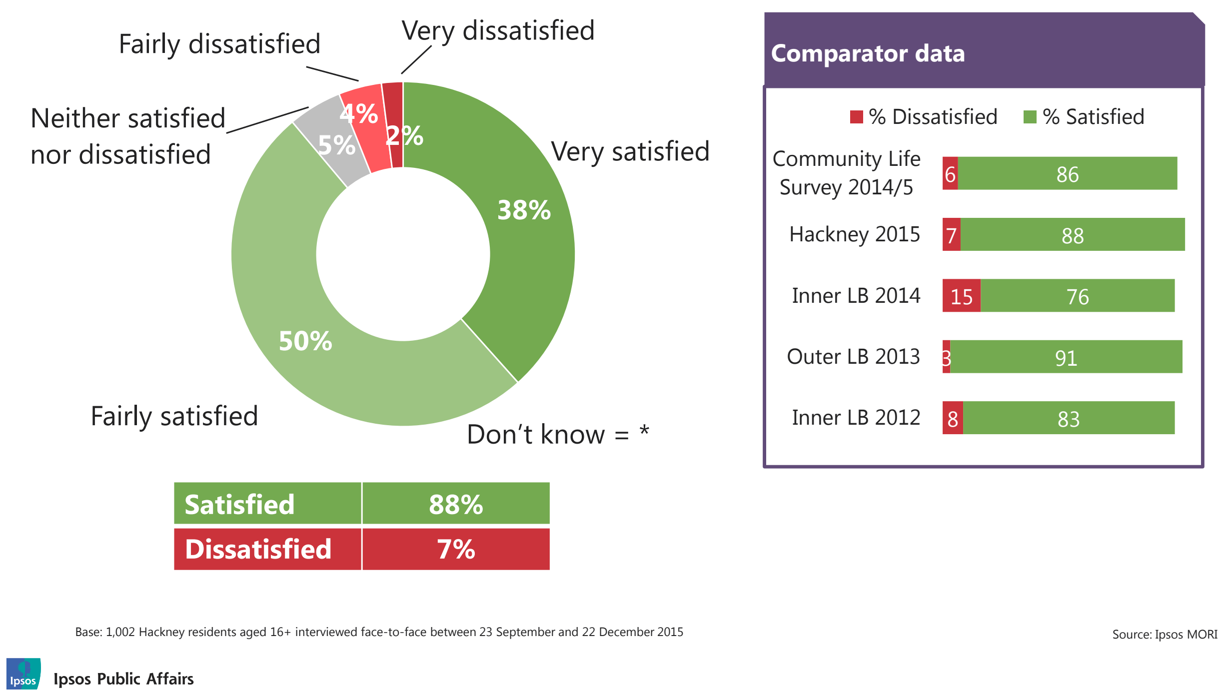
Satisfaction with the local area

When asked to reflect on overall feelings about living in their local area[12], the vast majority of Hackney residents say they are satisfied with it (88%), and two in five (38%) say they are 'very satisfied'. Just seven per cent report dissatisfaction. This represents no significant change from the 89% satisfaction score witnessed in 2013 and is in line with wider national[13] figures and other London boroughs Ipsos MORI has worked with, as illustrated in Figure 4.1.

Reassuringly, satisfaction ratings have been maintained since 2013, during which year Hackney saw a 17 percentage point increase in resident satisfaction with their local area from 2005 levels, as shown in Figure 4.2.

Figure 4.1: Satisfaction with the local area

Q. Overall, how satisfied or dissatisfied are you with your local area as a place to live?



---

[12] Explicitly defined in the questionnaire as being the area within 15 – 20 minutes walking distance from participants' homes.

[13] As recorded by the Community Life Survey 2014-15. Please note national figures exclude 'don't know' from the base. The Community Life Survey is a major survey of adults in England run by the Cabinet Office and aims to track the latest trends and developments across areas including: volunteering and charitable giving views about the local area; community cohesion and belonging; community empowerment and participation; influencing local decisions and affairs; and, subjective well-being.

Figure 4.2: Satisfaction with local area – changes in overall satisfaction and dissatisfaction over time

Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015

Source: Ipsos MORI

Ipsos Public Affairs

Change in the local area

When asked if their local area has got better or worse to live in over the last five years, almost half of residents (46%) think it has got better, compared to just 11% who think it has got worse, as shown in Figure 4.3. Almost three in ten (28%) residents think that things have not changed much.

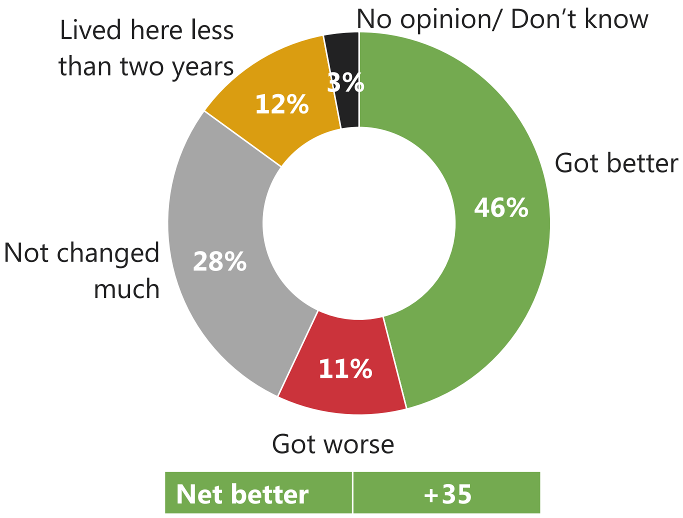
This should be seen positively by the Council, since it presents a 'net' better score[14] of +35 percentage points, during a time of increased financial pressure on the Council to maintain local services.

A majority (59%) residents who have lived in the borough for at least two years also agree that Hackney is a better place to live than it was two years ago. This compares to 15% who disagree this is the case, and one in four (25%) who don't have a view either way (they neither agree nor disagree).

[14] Net better score is the proportion saying better minus the proportion saying worse.

Figure 4.3: Overall change in the local area over the last five years

Q. On the whole, do you think that over the past five years this local area has got better or worse to live in, or haven't things changed much?



Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015

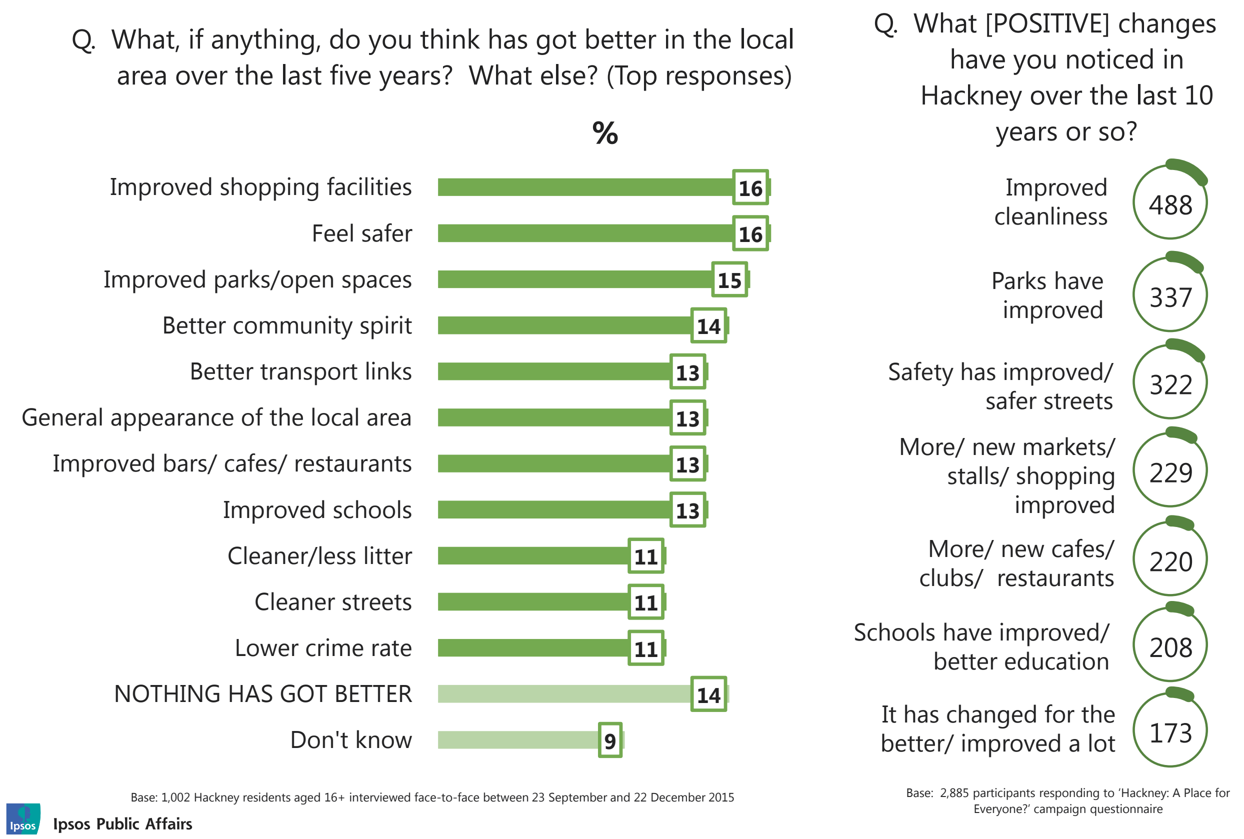
Source: Ipsos MORI

Ipsos Public Affairs

When asked about what has got better about their local area in the last five years, residents provide a range of (unprompted) responses to the survey. As Figure 4.4 shows, better shopping facilities and a sense of feeling safer are the top reasons for residents thinking things have got better in their local area (both cited by 16% of residents respectively). Similar proportions also mention improved parks and open spaces, better community spirit and transport links, improved bars, cafes and restaurants, better schools, and a cleaner and nicer appearing area.

These findings are reinforced through the wider 'Hackney: A Place for Everyone?' campaign questionnaire findings, also shown in Figure 4.4, where the top mentions in terms of the positive changes witnessed in Hackney over the last 10 years or so also relate to improved cleanliness (cited by 488 participants), followed closely by better parks and improved safety, along with mentions for shopping, eating out, and schools.

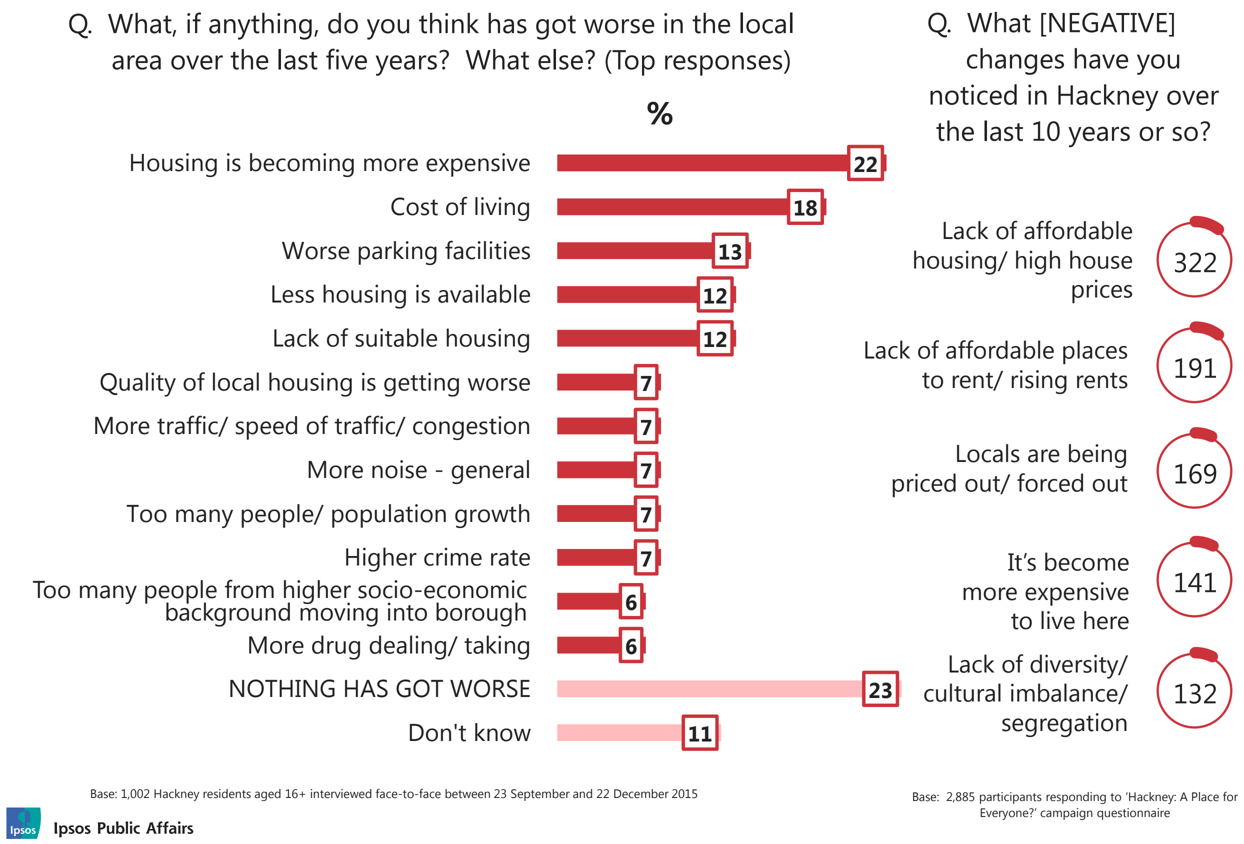
Figure 4.4: Overall views about what has got better in the local area



In contrast, and as shown in Figure 4.5, when asked about what has got worse about their local area in the last five years, responses to the survey show that residents are most likely to mention issues relating to housing, including its cost (22% of residents say housing is becoming more expensive), suitability and quality. Cost of living more generally is also an issue for 18% of residents. Transport issues related to parking facilities and traffic and congestion also come in for criticism (cited by 13% and seven per cent of residents respectively). And whilst residents comment that they now feel safer in their local area than they did five years ago, a small minority are still concerned about the crime rate (seven per cent), and particularly drug use and taking (six per cent).

Again, these findings are reinforced by the campaign questionnaire findings, where housing affordability and cost of living are overwhelmingly the biggest negative changes noticed by participants over the last 10 years or so. As many as 322 participants specifically mention lack of affordable housing, following by affordable places to rent (191), and locals being priced out (169). This may or may not be linked to the finding that 132 participants also think a lack of diversity and cultural imbalance has become a change for the worse.

Figure 4.5: Overall views about what has got worse in the local area



The responses to the wider 'Hackney: A Place for Everyone?' campaign questionnaire go some way further to contextualise sentiments about change across the borough. Figure 4.6 captures the top issues mentioned, whether positive, negative or neutral.

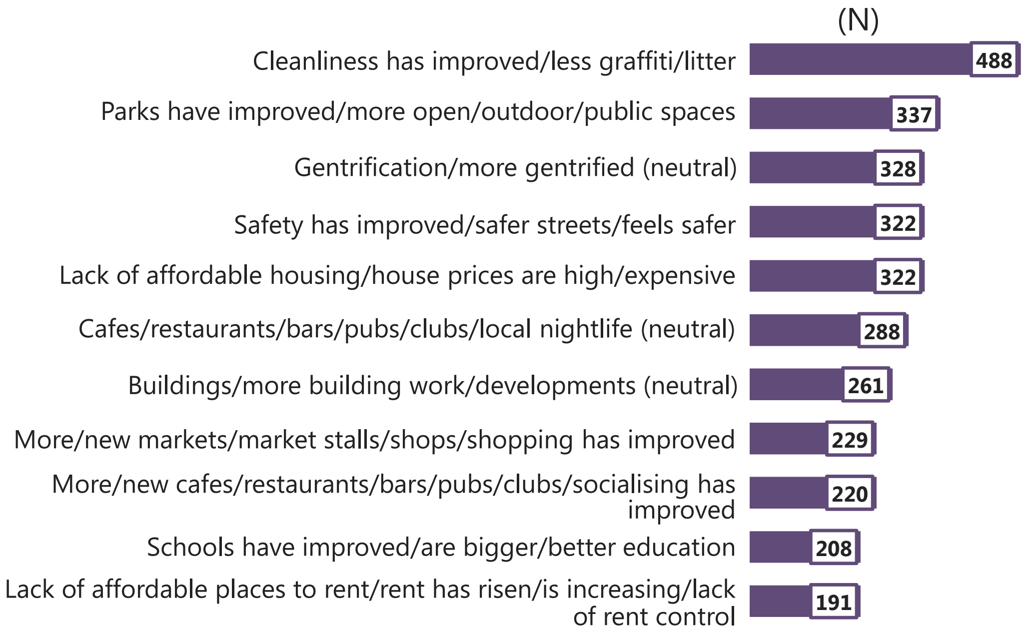
In terms of how participants feel about some of these changes, positive sentiment seems to outweigh negative sentiment. Improved cleanliness is the most cited change that participants note, followed by positively viewed changes relating to parks and open spaces – two areas that can be directly attributable to Hackney Council. To a lesser extent, that improved safety is also one of the biggest mentions is also likely to be down to the efforts of the Council, along with the police and other local agencies.

Gentrification is deemed to be another big change, with 328 campaign participants mentioning gentrification, although not necessarily labelling this positively or negatively. Many do, however, on the one hand note negative changes that may be related to gentrification, such as local people being forced out, and a lack of diversity. On the other, they mention positive changes that may be related to gentrification, including more or new cafes, clubs and restaurants.

Put in the wider context of perceived change, it is housing affordability that is the biggest negatively perceived issue. And as Figure 4.7 shows, when it comes to how these changes are impacting local residents, there are real concerns about what this means for the fabric of the local community, with less diversity and more cultural imbalances, which is likely to be linked to similar levels of concern about local people being 'forced out' or moving away. These concerns are further evidenced by some of the verbatim comments, as shown in Figure 4.8.

Figure 4.6: Overall changes in Hackney over last 10 years - campaign findings

Q. What changes have you noticed in Hackney over the last 10 years or so? (Top responses)



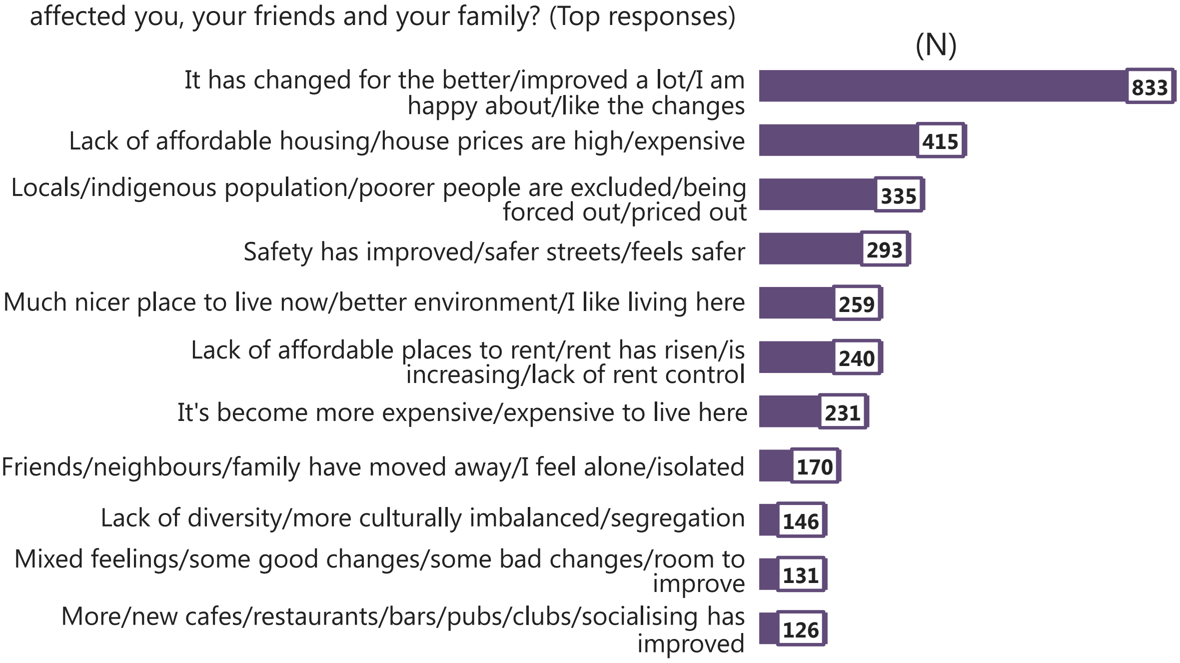
Base: 2,885 participants responding to 'Hackney: A Place for Everyone?' campaign questionnaire

Source: Ipsos MORI

Ipsos Public Affairs

Figure 4.7: Overall impact of changes over last 10 years – campaign findings

Q. How do you feel about the changes in Hackney over the last 10 years? How have the changes affected you, your friends and your family? (Top responses)



Base: 2,764 participants responding to 'Hackney: A Place for Everyone?' campaign questionnaire

Source: Ipsos MORI

Ipsos Public Affairs

Figure 4.8: Verbatim comments in relation to the top issues highlighted – campaign findings

The streets are cleaner and feel safer - more and better lighting has helped.

It's become cleaner and greener in most places, I feel proud to be a Hackney resident as it has such beautiful and well maintained green spaces, and great recycling facilities and services.

Much improved, especially in street and public space cleanliness and in primary and secondary education.

After 20 years of living in Hackney I cannot afford to live here any longer... my rent is way too high for my income to cope with. It's not the Hackney I knew and cared for.

It has become a much less diverse place. It is either very affluent middle class families or poor communities living in the social estates. Other groups of people such as the ones having precarious jobs but also not eligible for social housing are being thrown out.

The diversity is disappearing. The area has been taken over by posh wine bars, expensive cafes and gastro pubs, forcing out the locals.

Base: 2,885 participants responding to 'Hackney; A Place for Everyone?' campaign questionnaire and those who took part in Hackney Carriage exercise (Base = 69)

Source: Ipsos MORI

Ipsos Public Affairs

Improving local quality of life

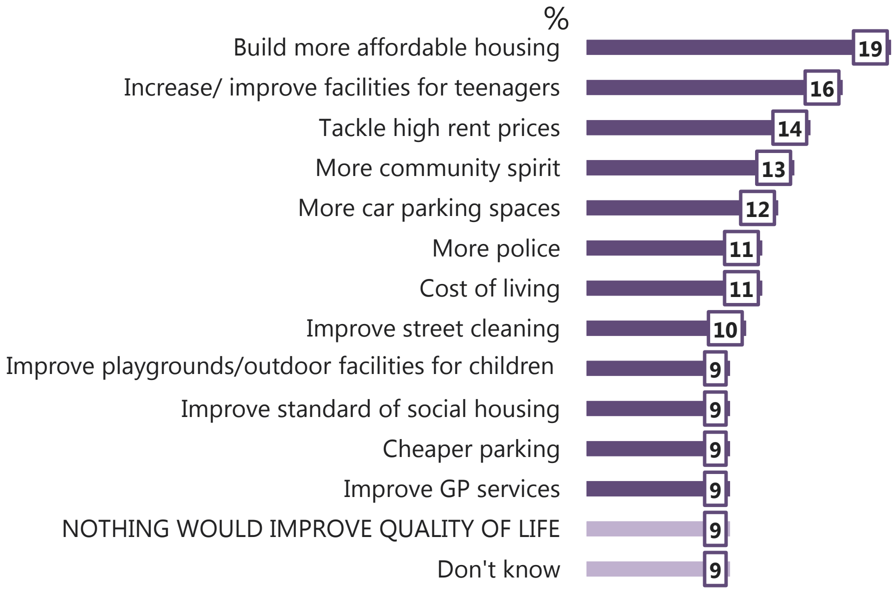
When asked what would most improve the quality of life for local people living in the area, residents' priorities reflect those issues that they are most concerned about in terms of changes witnessed over recent years. As Figure 4.9 shows, one in five residents (19%) spontaneously say that more affordable housing needs to be built – this is the top mention among residents. Other housing-related issues include tackling high rent prices (cited by 14% of residents) and improving the standard of social housing (nine per cent).

Sixteen per cent of residents also think more should be done to increase or improve facilities for teenagers, and linking to earlier concerns about population growth and a sense of cultural imbalance, 13% would like to see more community spirit.

Parking also comes up as an issue that needs to be improved, in terms of both the number of spaces and the cost of it. This comes out strongly from both the survey and the wider campaign questionnaire findings. As a service directly overseen by the Council, parking may be one of those issues cited by residents that it has more immediate power to tackle.

Figure 4.9: Overall views about what would improve quality of life locally – survey findings

Q. What would most improve the quality of life for people in this area? What else? (Top responses)



Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015

Source: Ipsos MORI

Ipsos Public Affairs

How do attitudes vary between residents?

While we cannot prove causality, attitudes towards and satisfaction with the local area are likely to be linked at least in part to residents' sentiments about change in the borough. Residents who perceive their area to have got worse over the last five years are far more likely to express overall dissatisfaction with the local area (67% are satisfied compared to 93% who perceive their area to have got better). Linked to some of the concerns expressed about change in the borough, particularly in relation to the changing population profile and the idea that there is more cultural segregation and less diversity, it perhaps comes as no surprise that those who feel their area is not cohesive or who do not feel they belong strongly to it also express less satisfaction with their local area (59% of those who disagree that their local area in one where people from different backgrounds get on well together are satisfied with their local area compared to 90% who agree; while 70% of residents who do not feel they belong strongly to their neighbourhood are satisfied compared to 91% who do feel they belong strongly).

Thus, when looking at how views differ about the local area between different demographic groups of residents, it tends to be those same groups of residents who feel negatively about their local area as do about their local community[15]. More specifically:

[15] See Chapter 5 for further sub-group analysis on attitudes to the community.

- **Affluence** appears to be a driving factor, specifically when looking at socio-economic profile, where residents from an AB[16] social grade likely to be more satisfied with their local area than those from a C2 or DE background (92% compared to 83% and 86% respectively). Similarly, 55% of AB residents say that they think the local area has got better in the last five years, compared to 41% of C2s and 45% of DEs (though C2s and DEs are no more likely to think the area has got worse). C2 residents actually tend to *disagree* that Hackney is a better place to live than it was two years ago (23% compared to 15% of all residents), while those from a DE social grade are the most likely of all grades to agree (65% compared to 59% of residents overall).

- Separately, but linked in with affluence, **tenure** also seems to be related to expressed satisfaction with the local area. For example, social renters are likely to be less satisfied than owner-occupiers (83% compared to 91%), and more likely to say that things have got worse in their local area over the last five years (17% compared to nine per cent of owner occupiers).

- **Age** is another factor, with older residents more likely to express that they are 'very satisfied' with their local area (48% of residents aged 55+ compared to 38% of residents across all age groups). This age group is also more likely to think that the local area has got better as a place to live over the last five years (51%, in contrast to 42% of 16 to 34 year olds). It is middle aged residents who are most likely to think that the local area has got worse (18% of 45 to 54 year olds compared to 11% of residents overall). Yet, in contrast it is the older residents who are more likely to disagree that Hackney is a better place to live than it was two years ago (23% of residents aged 65+ compared to 15% of all residents). Does this suggest that perceptions of the immediate local area are viewed positively, but that there is a broader sense that the wider borough may be changing for the worse?

- **Ethnicity** is also relevant. While residents from a Black ethnic background are more likely to acknowledge that over the past five years their area has got better (52% compared to 46% of all residents), and think Hackney is a better place to live than it was two years ago (65% compared to 59% overall), they are actually slightly *less* likely to be satisfied with their local area than White residents (83% compared to 90%).

- **Disabled** residents are more likely to report being dissatisfied with the local area (12% compared to six per cent of residents with no reported disability). They are also more likely to disagree that Hackney is a better place to live than it was two years ago (22% of disabled residents compared to 14% of residents without a disability, among those who have lived in the borough for two or more years).

- When it comes to **local neighbourhoods,** residents living in Hoxton, London Fields and South West appear to be slightly more disgruntled in that 10% of residents living there express active dissatisfaction with the local area (compared to seven per cent across Hackney), although it should be noted that levels of satisfaction are still very high here (84%, which is in line with the wider borough satisfaction level of 88%). Meanwhile, it is Hackney Central, Wick and South East where residents think things have improved the most – 56% of residents in this neighbourhood think the area has got better over the past five years, compared to 46% across all neighbourhoods.

---

[16] See Appendix C for further information about social grade classifications.

- **Length of residence** is also an important factor, as it is across a number of areas asked about in the survey. The attitudes of longer-term residents towards change are somewhat mixed; those who have lived in the borough for over 10 years are more likely to believe the local area has got better over the past five years (52% compared to 46% of residents overall), but are also more likely to think it has got worse (15% compared to 11%).

These views about the local area and change are important for the Council to consider given the organisation's reputation appears to be defined by it: those residents who are satisfied with their local area are far more likely to express satisfaction with Hackney Council as well (75% of residents who are satisfied with their local area are also satisfied with the Council, compared to just 36% who are dissatisfied with their local area). And, while we cannot prove causality in this particular case, we do know from wider Ipsos MORI work that how happy residents feel about their local area, particularly the 'clean and green' aspects, is very highly correlated to how they feel about their local council[17].

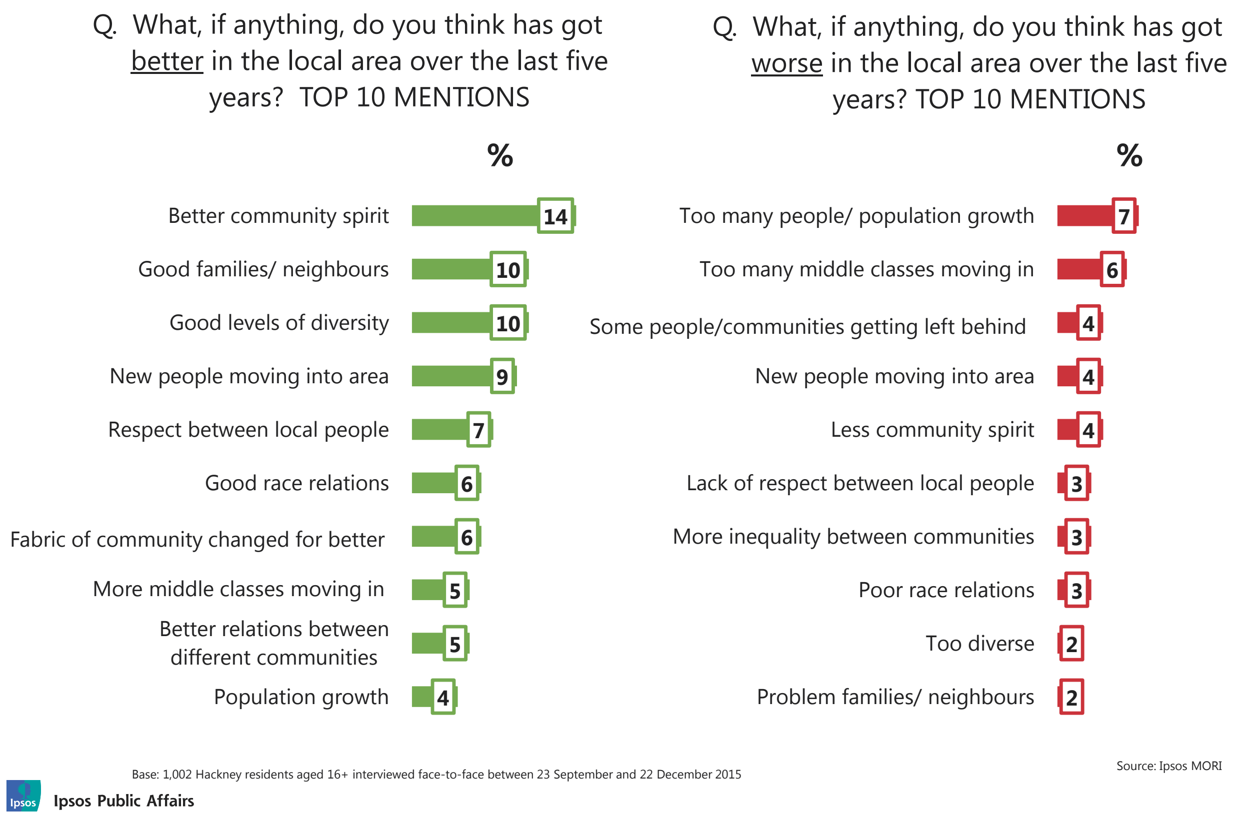
[17] See: People, Perceptions and Place, Ipsos MORI (August 2009) and The reputation of local government, Ipsos MORI and the Local Government Association (September 2008).

5 Hackney's local community

Changes in the local community

When asked what, if anything, residents think has got better or worse about the local area in the last five years, 'better community spirit' is one of the top mentions from the survey, with 14% of residents spontaneously citing it as one of the reasons why their local area has got better over the last five years. Further to this, when looking specifically at community related aspects of the local area, residents are also positive about new people moving into the area, and the sense of diversity and respect that exists in the community (as shown in Figure 5.1). Community related aspects come in for less criticism from residents when it comes to describing what has got worse in the local area when compared to other aspects, such as housing and the cost of living. However, both population growth (cited by seven per cent) and the changing profile of the borough appear to be a concern for some (with six per cent specifically mentioning the growth in middle classes as being a change for the worse).

Figure 5.1: Aspects of the local community that have got better/ worse – survey findings



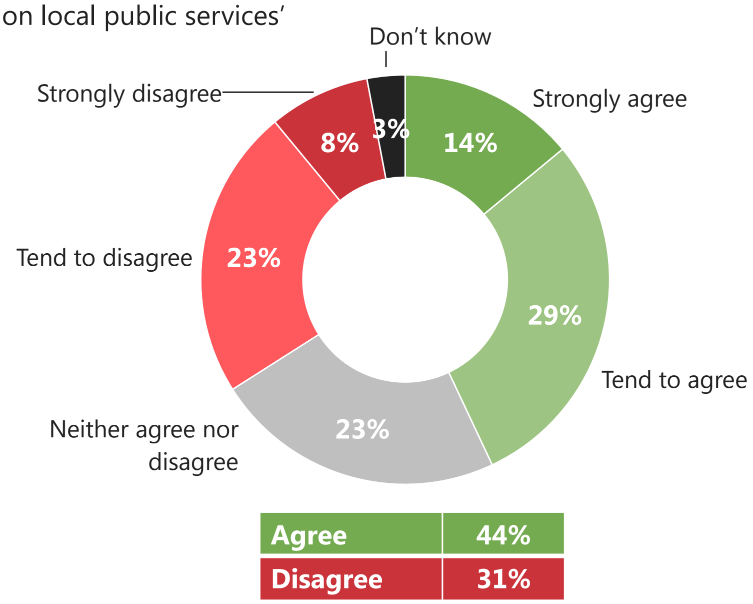
Positively, when asked how strongly they agree or disagree that the make-up of Hackney, in terms of the people living here, has changed for the better, residents[18] are more likely to agree than disagree with this statement by a ratio of three to one (45% agree the population make-up has changed for the better compared to 16% who disagree, with 37% neither agreeing nor disagreeing).

[18] This question was asked only of participants who had lived in the borough for at least two years.

There does appear to be genuine concern about the impact of population growth, even if the majority of residents do not necessarily make mention of it as a change for the worse: residents on balance say they are worried about the impact of population growth in the borough on local public services (44% agree with this sentiment compared to 31% who disagree) – as Figure 5.2 shows.

Figure 5.2: Concern about impact of population growth on local services

Q. I am going to read out some statements about changes you may or may not have noticed in Hackney over the last two years. I would like you to tell me how strongly you agree or disagree with the statement… 'I am worried about the impact of population growth in the borough on local public services'



Base: All participants who have lived in the borough at least two years (823). Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015.

Source: Ipsos MORI

Ipsos Public Affairs

The survey results are reinforced by the findings from the wider 'Hackney: A Place for Everyone?' campaign findings. As Figures 5.3 and 5.4 show, on the one hand many participants identify positively with more diversity and community spirit, and are positive about new people moving into the area, but on the other, these very same changes are seen in a negative light by others. In particular, the numbers of participants responding in the negative outweigh those responding in the positive when it comes to the impact a changing population profile means for local 'indigenous' communities and for segregation in the community. There is a sense that the changing profile of the borough is not the issue per se; rather the sense that not all communities are gaining or benefitting in equal measure.

Analysis of the detailed verbatim comments helps to illustrate this sense of disparity between communities further. On the one hand, some participants consider that the demographic changes have been positive for the borough, bringing energy and diversity to the area; while on the other hand, some make it clear that they feel they, and people similar to them, are being forced from an area that they have lived in for many years (see Figure 5.5).

Figure 5.3: Aspects of the local community that have got better/ worse – campaign findings

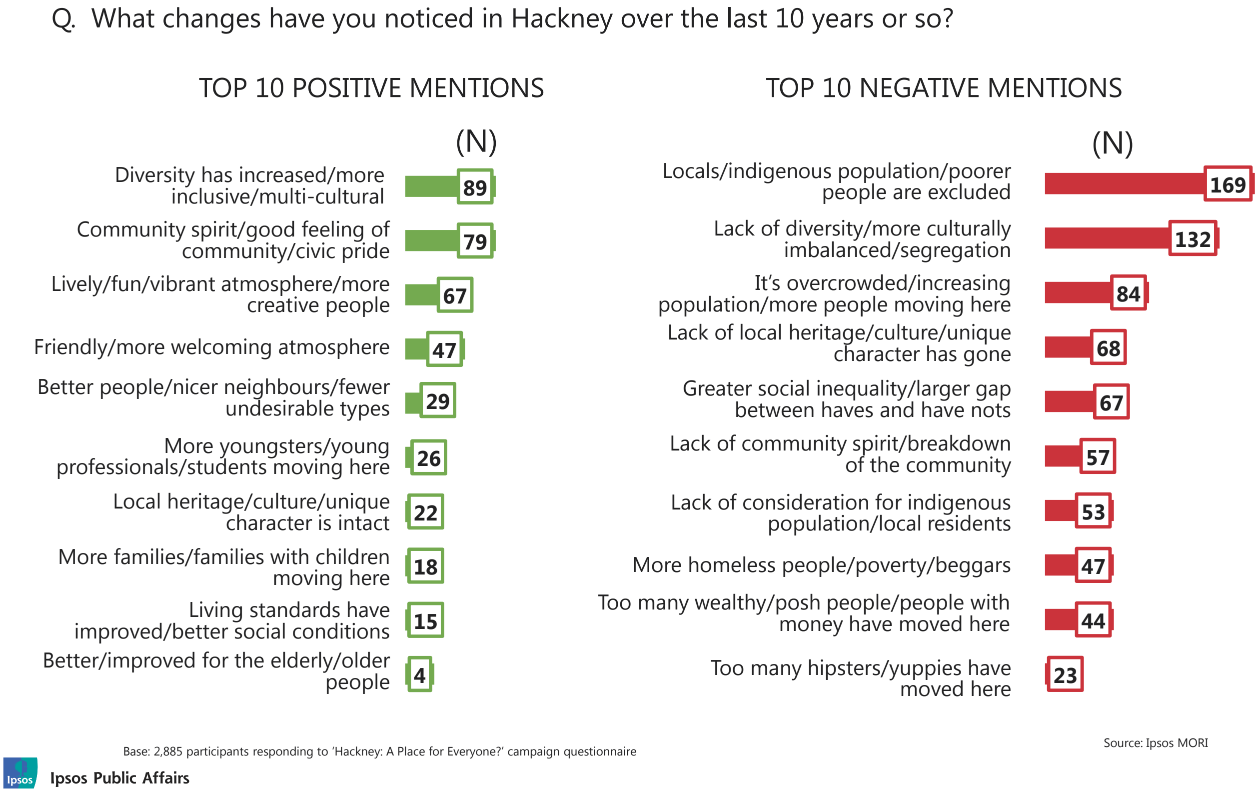


Figure 5.4: Impact of changes in relation to the local community – campaign findings

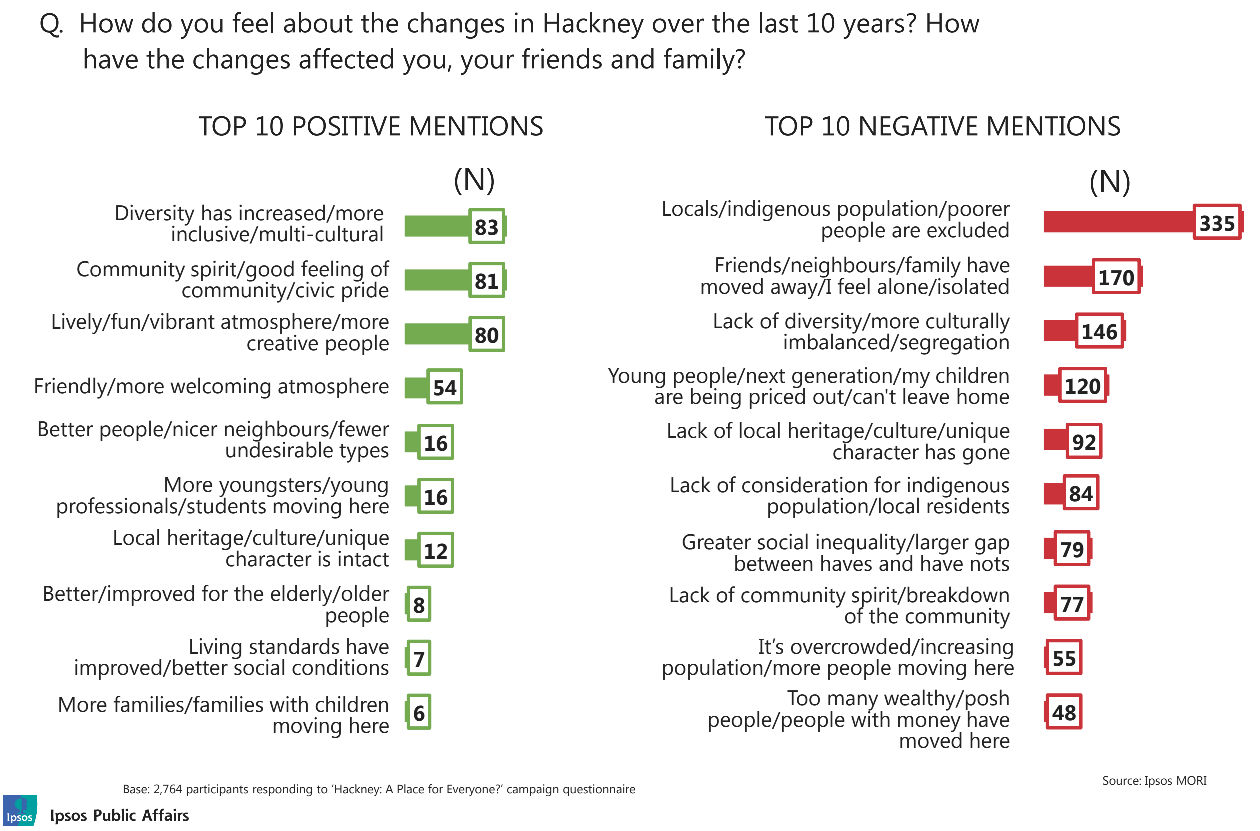


Figure 5.5: Verbatim comments in relation to the local community – campaign findings

I think Hackney is a very diverse and fun place which has attracted a lot of young graduates and creatives in recent years.

Great increase in the number of families with young children.

The community spirit is on the up and there is a lot to do around Hackney. (Hackney Taxi Cab Video Interview)

Families that have lived here for generations have left the borough to be replaced by middle income and professional classes. Recently the creative people have started to leave as house prices and rents become too expensive.

Increased polarisation between wealthy middle class homeowners who seem to take over a lot of public space, and everybody else.

Change in population - much less diverse. Rents and house prices have soared - not great for those who have always lived here.

Base: 2,885 participants responding to 'Hackney; A Place for Everyone?' campaign questionnaire and those who took part in Hackney Carriage exercise (Base = 69)

Source: Ipsos MORI

Ipsos Public Affairs

Inequality across the borough

Linked to this sense of some communities being excluded, findings from the latest residents' survey suggest that residents are concerned about growing inequality in the borough too. Almost half (45%) of residents when asked agree with the statement that Hackney has become a more unequal borough; double the proportion who disagree this is the case (22%), as Figure 5.6 shows.

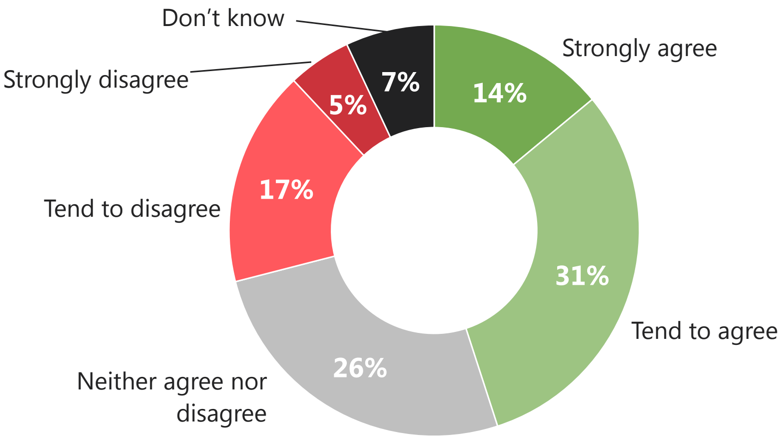
Hackney's Corporate Plan[19] acknowledges that as well as the financial and service challenges facing the Council, *"Hackney also faces the issue of growing inequality within the borough, as the gap between our wealthiest and the least well-off residents becomes wider".* These findings reaffirm the importance of the Mayor's existing commitment to tackle the issue of inequality.

It is interesting to note that while generally it is the more affluent groups who tend to feel more positive towards recent changes in the borough, they are also the ones to report a feeling of growing inequality. Sixty-four per cent of residents from the AB social grades think that the borough has become more unequal, as do 50% of full-time workers and 57% of owner-occupiers (compared to 45% of residents overall). White residents are also more likely to feel this way (50% compared to 40% of residents from a Black and Minority Ethnic (BME) background). That these groups are also less likely to feel that the make-up of the borough, in terms of the people living here, has changed for the better suggests these factors may be linked (although we cannot prove causality).

[19] A Place for Everyone: Hackney Council's Corporate Plan to 2018, Hackney Council (March 2015)

Figure 5.6: Inequality in Hackney

Q. I am going to read out some statements about changes you may or may not have noticed in Hackney over the last two years. I would like you to tell me how strongly you agree or disagree with the statement… 'Hackney has become a more unequal borough'



Agree	45%
Disagree	22%

Base: All participants who have lived in the borough at least two years (823). Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015.

Source: Ipsos MORI

Ipsos Public Affairs

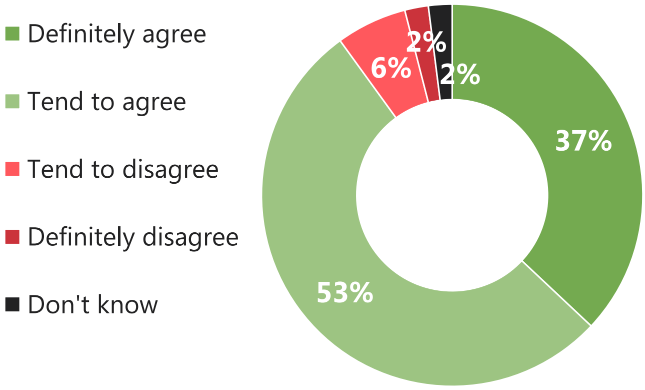
Community cohesion

Despite some concerns about the changing demography of the borough among residents, the extent to which Hackney is seen to be a cohesive place to live remains stable. As Figure 5.7 shows, nine in ten residents (90%) agree that their local area is one where people from different backgrounds get along well together, which is in line with findings from 2013 (which in turn was an improvement on 2005 levels when 83% agreed this was the case). Having such a positive sense of cohesion is not unusual for a London borough, when we consider other surveys Ipsos MORI has conducted in the capital, and most likely reflects the diversity of its local communities.[20]

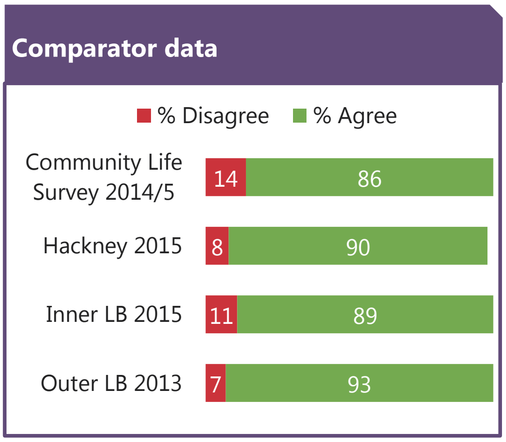
[20] The national survey data is from the Community Life Survey 2014-15. Please note the national figures exclude from the base the responses 'Don't know', 'Too few people in the local area' and 'All same backgrounds'. These responses are also excluded from the comparators for the Inner London Borough 2015 and Outer London Borough 2013.

Figure 5.7: Levels of cohesion

Q. To what extent do you agree or disagree that this local area is a place where people from different backgrounds get along well together?



Agree	90%
Disagree	8%



Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015

Source: Ipsos MORI

Ipsos Public Affairs

Mixing in the community

These findings are further reinforced when we consider residents' attitudes to mixing with others in their community. As shown in Figure 5.8, residents overwhelmingly agree it is important for people of different backgrounds to mix with one another (90% agree this is the case), and residents enjoy mixing with people who are not necessarily like them (85% *disagree* with the statement 'I don't like mixing with people who aren't like me'). They are more split on how they would behave if a new neighbour moved in next door, but are more likely to introduce themselves first before waiting for their neighbour to make an introduction (49% vs. 28%). Despite a small number of campaign participants expressing concern about too many middle classes moving into the borough, the survey shows that the majority of residents feel their own neighbourhood is in fact one where people from different socio-economic backgrounds get on well together (69% agree this is the case).

The vast majority of residents (94%) have mixed socially with people whom they consider to be from a different socio-economic background to them in the last year. As Figure 5.9 shows, the most popular local places for people to mix this way is at the shops (cited by 57% of residents), but just over a third of residents also mix at local pubs, clubs, cafes and restaurants, at their homes, at work, school or college and at local parks and playgrounds. A lower proportion mix at sports and leisure centres and local libraries, but they are still important places for socialising for a significant minority, with one in four mixing at leisure centres and one in eight at libraries (24% and 15% respectively). This demonstrates the importance local services and amenities run by the Council play in facilitating and promoting community cohesion.

Figure 5.8: Attitudes to mixing in the community

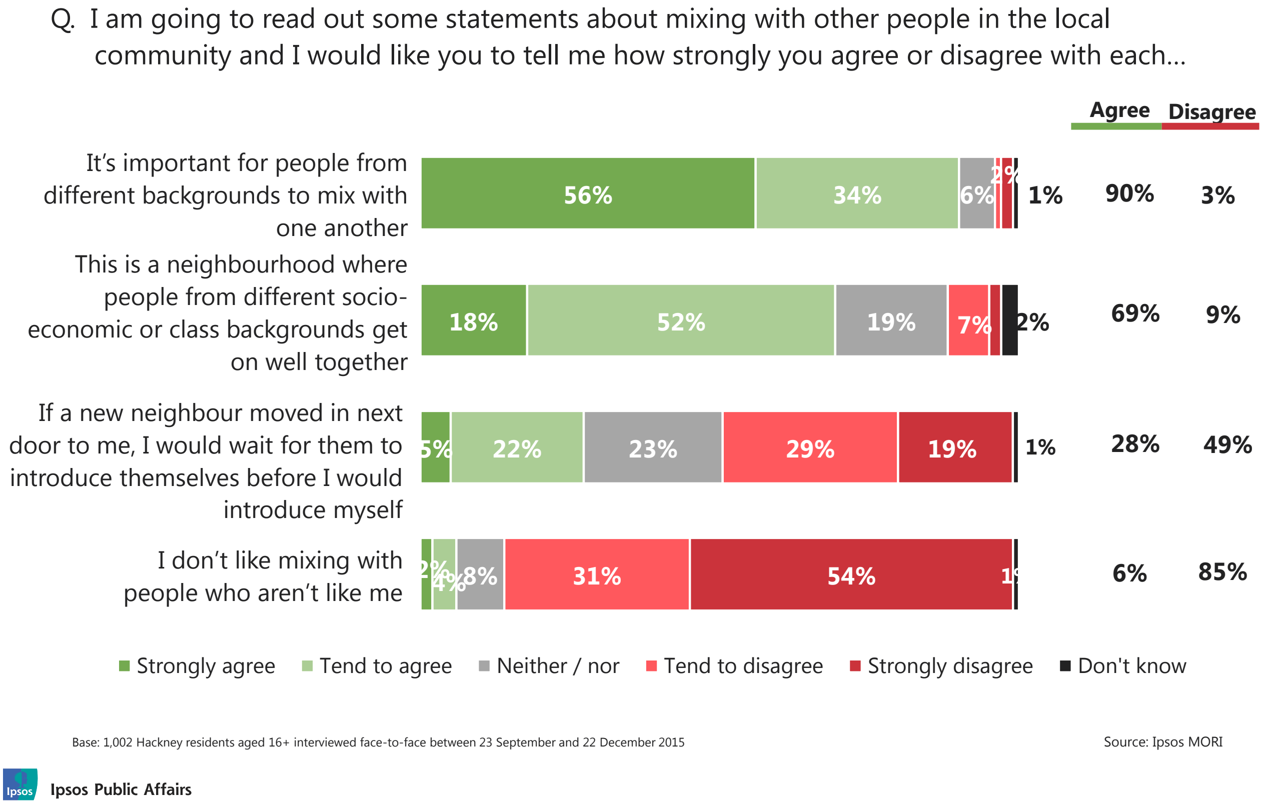
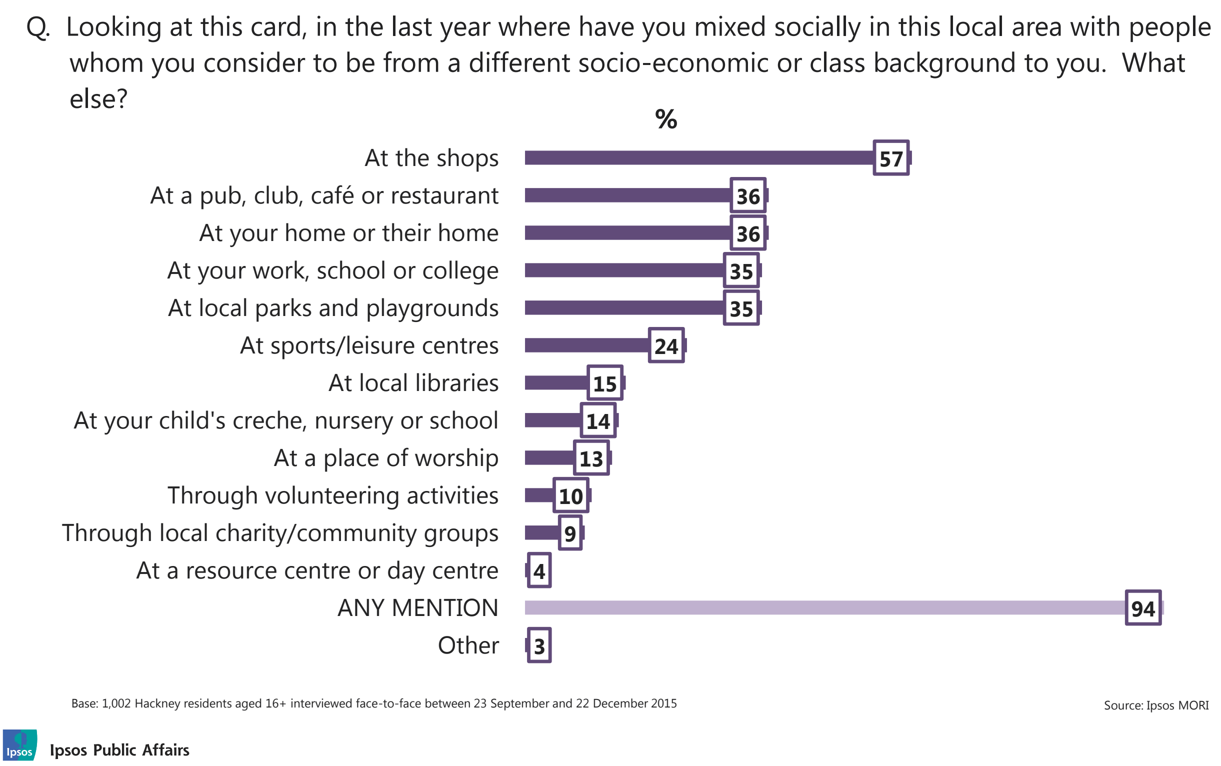


Figure 5.9: Mixing socially with people from different socio-economic backgrounds



When it comes to the wider 'Hackney: A Place for Everyone?' campaign findings, views about mixing in the community vary. As shown by Figure 5.10, on the one hand we find that for some campaign participants there is a sense of division in areas where people can mix, with some residents feeling 'locked out' of the local cafes and shops popping up in the borough. For some there are also concerns about places specifically for ethnic minority communities – particularly shops - closing down. In contrast, other participants describe a vibrant community spirit with mixing driven by the quality of green spaces and the local environment of Hackney, and supported by the local markets and shops.

Figure 5.10: Verbatim comments in relation mixing in the local community – campaign findings

The area has become more vibrant attracting different types of people to the area. New businesses opening up local shops and the community working/supporting the area.

The Clapton area has become much more mixed with families, new comers, young people and lots of creative types. This adds to the area vibrancy. Markets like Chatsworth and shops at Clapton pond cater for a wide range of incomes and have community feel.

More diversity, more community feel in N16, young families and more young people in general.

More rich, white and middle class, and more shops, bars and restaurants catering exclusively to them.

An increasing market of young professionals who keep their own white ghettos.

A lot of the people of ethnic culture are being pushed out of borough and local shops are gearing towards white middle class.

Base: 2,885 participants responding to 'Hackney; A Place for Everyone?' campaign questionnaire and those who took part in Hackney Carriage exercise (Base = 69)

Source: Ipsos MORI

Ipsos Public Affairs

Belonging

Residents overwhelmingly feel that they belong to their neighbourhood as shown in Figure 5.11 - 84% feel they belong 'strongly' in contrast with just 16% who do not. This is actually higher than that recorded nationally (72%).[21]

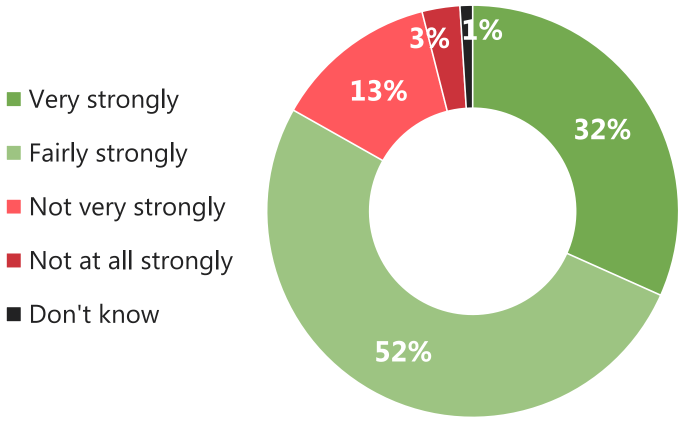
Encouragingly, half of residents[22] (50%) also feel *more* of a sense of belonging to Hackney than they did two years ago. But, it should be noted that for one in five (19%) the opposite is true.

[21] As recorded by the Community Life Survey 2014-15. Please note national figures exclude 'Don't know' from the base.

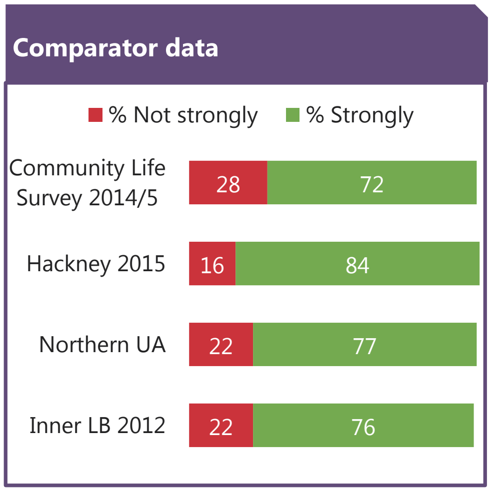
[22] This question was asked only of participants who had lived in the borough for at least two years.

Figure 5.11: Sense of belonging

Q. How strongly do you feel you belong to your neighbourhood?



Strongly	84%
Not strongly	16%



Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015

Ipsos Public Affairs

Source: Ipsos MORI

Further to this, we see that most residents (76%) have close bonds with others in the local area, and that these friendships and associations are important to them – as shown in Figure 5.12.

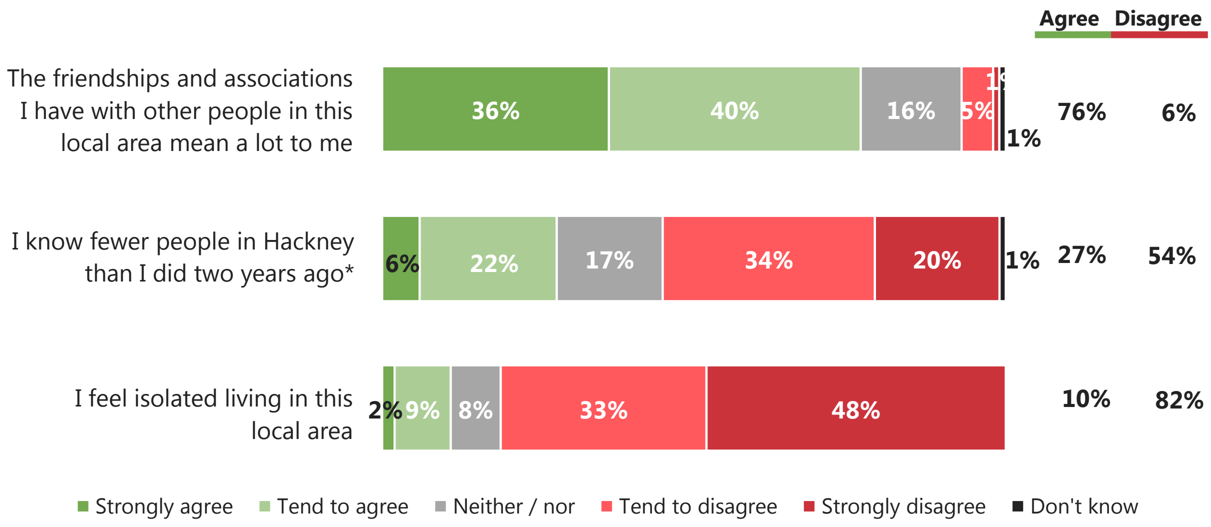
Most residents (54%) are also likely to *disagree* with the notion that they know fewer people in Hackney today than they did two years ago, and a majority (82%) disagree that they feel isolated living in their local area.

However, one in ten residents living in Hackney in 2015 do report feeling isolated, which is not insignificant when extrapolated to the wider population. Linked to this, we find a quarter (27%) reporting that they know fewer people in the local area then they once did.

The wider findings from the wider 'Hackney: A Place for Everyone?' campaign findings help to highlight these disparities. As Figure 5.13 highlights, some participants talk about Hackney in terms such as 'vibrant' and 'fun', indicating a real sense of belonging. In contrast, others talk about the things that the borough has lost, and the communities that have broken up or are less represented in the area than they once were.

Figure 5.12: Friendships and loneliness

Q. I would like you to tell me how strongly you agree or disagree with each [of the following statements]…



Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015.
* All participants who have lived in the borough at least two years (823)

Source: Ipsos MORI

Ipsos Public Affairs

Figure 5.13: Verbatim comments in relation to sense of belonging – campaign findings

A greater diversity of people, a wider range of food, drinking, social, creative, fashionable establishments. A greater sense of freedom. Less threatening atmosphere.

I think Hackney is a very diverse and fun place which has attracted a lot of young graduates and creatives in recent years.

More optimistic atmosphere. More diverse range of residents. More of an outdoor culture.

The atmosphere has changed from friendly East Enders to well off people from out of London taking over the shops and area and making it impossible for real East End folk to live.

There is much talk of communities, but how can there be communities when there is as much movement in and out as in a railway station? That is how I see Hackney's future: nobody belonging, everyone passing through and a big chasm between the rich and the poor.

I've noticed a change in the population. There are a lot more white people living in Hackney. And they are not very friendly. Furthermore, several black-owned bookshops have closed down.

Base: 2,885 participants responding to 'Hackney; A Place for Everyone?' campaign questionnaire and those who took part in Hackney Carriage exercise (Base = 69)

Source: Ipsos MORI

Ipsos Public Affairs

How do attitudes to the community vary between residents?

The survey results suggest that feeling positive about the local community affects in turn how positive residents are about their local area. For example, residents who agree their area is cohesive are overwhlemingly more likely to express satisfaction with their local area compared to those who feel their area lacks cohesion (90% are satisfied compared to 59%). The same pattern is true of those who feel they belong to their local area strongly (91% are satisfied with their local area compared to 70% who do not feel they belong strongly, and 48% think their local area has got better compared to 36%). This pattern is reinforced by previous research carried out by Ipsos MORI, which shoes that a sense of belonging and personal connections are vitally important to satisfaction with areas, including factors such as whether people treat others with respect and whether different groups get along well together[23].

While it is not possible to prove causality for the Hackney data, positive sentiment towards the local community does in turn appear to be driven by the extent to which residents have social networks and mix together socially – for example, residents who mix socially with people from different socio-economic backgrounds to them are more likely to agree that their local area is cohesive (91% compared to 79% of those who do no mix), and are in turn more likely to be happy with the area more generally (88% report being satisfied with their local area compared to 79% who do not mix). Similarly, feeling isolated appears to be connected with negative attitudes to community cohesion; those who disagree that residents of different backgrounds get on well together in the local area are significantly more likely to report feeling isolated (18% compared with 10% of those who agree residents get on).

In thinking about what would most improve the quality of life for people in the local area, almost three in ten residents (28%) cite aspects related to the local community. In particular, they suggest that more community spirit (13% say this would most improve local quality of life), more respect between communities (eight per cent), better race relations and more interaction between different communities (both six per cent). While these are fairly small proportions, and though we see that generally speaking residents feel positive about their local area and community, it does suggest there would be upside from more activities and actions that help to support more mixing in the community, whether facilitated by the Council or otherwise. This is further reinforced by the findings from the Hackney taxi cab vox pops where a number of participants cited the value of providing opportunities for local people to come together, through community events, social clubs, etc.

With this in mind it is worth considering which groups in the borough appear to be feeling more left behind. Feelings of isolation appear to be a particular issue among those less affluent groups of residents. For example, according to socio-economic group, where it is higher among C2 and DE social grades (14% agree with the statement 'I feel isolated living in this local area', compared to just six per cent of AB and C1 residents), and also among those not working full-time (13% compared to seven per cent who are working full-time). Feelings of isolation are also more acute among social tenants (15% compared to five per cent of owner-occupiers). A similar demographic pattern holds true when it comes to the groups more likely to report knowing fewer people in Hackney than they did two years ago; those most likely to say they know fewer people include residents in social grades C2 and DE (35% and 32% respectively, compared with 21% in grades ABC1), Black residents (34% compared with 23% of White residents) and those in receipt of Housing or Council Tax Benefit (32% compared with 23% of non-recipients). Yet, the vast majority of these groups reject the notion that 'I

---

[23] See: People, Perceptions and Place, Ipsos MORI (August 2009).

don't like mixing with people who aren't like me'; Being less engaged with their community is not necessarily a conscious choice.

It is perhaps no coincidence that these groups are more likely to express dissatisfaction with their local areal – 12% of C2s and eight per cent of DEs compared to just three per cent of ABs, and 11% of social tenants compared to just three per cent of owner occupiers (albeit these proportions are still relativey small and area satisfaction in the main remains high). Yet, they are also the groups more likely to express positivity about the make-up of Hackney, agreeing that the borough has changed for the better in terms of the people living here (54% of DEs are positive about the changes, which is significantly higher than the 33% reported by ABs, and 55% of social renters compared to 35% of owner-occupiers). This may suggest that changes to the borough are not necessarily the issue; rather, it is feeling part of those changes and being able to see the personal benefits.

There also appears to be an ethnic dimension to feelings of isolation, with Asian residents the most likely to report feeling isolated in the local area (16% compared to eight per cent of White residents), with Muslim residents particularly affected (19% compared to 10% of residents overall). Meanwhile, Black residents are more likely to say they know fewer people in the borough then they did two years ago (34% compared to 23% of White residents). That said, the Council should be encouraged that perceptions of community cohesion are consistently high across the different ethnic groups surveyed, with no significant differences to report.

As we report in Chapter 4, residents who have lived in the borough longest are more likely to feel negative about the changes to the local area. This in part may be reinforced by a sense of feeling left behind, especially when we consider that as many 30% of residents who have lived in Hackney for ten years or more report knowing fewer people in Hackney than they did two years ago (compared to 22% of residents who have lived in the borough up to five years), and are more likely to *disagree* that they feel more of a sense of belonging to Hackney than they did two years ago (23% compared to 16%). (Separately, we note that residents in Stamford Hill and North East Hackney, where average length of residence is longest, are also more concerned about the changing population. They are more likely than average to say population growth is what has worsened the local area (12% compared with seven per cent of residents overall) and to say reduced population growth is the local improvement most needed (five per cent compared with three per cent). It is worth saying that these differences do not appear to be influenced particularly by tenure as might be expected. When looking at the tenure profiles of those who have lived in Hackney for ten years or more, social renters are seemingly more negative about the changes to the local area than home owners, but these differences are not statistically significant.

In contrast, change in the borough appears to be being embraced more by Hackney's younger (and by definition newer[24]) residents. They are more likely to report feeling a sense of belonging than they did two years ago[25] (59% of 25 to 44 year olds say this compared to 50% of residents overall). In fact, unlike older age groups, younger residents are more likely to *disagree* than agree that 'Hackney has become a more unequal borough' (39% of 16 to 24 year olds compared to 22% of residents overall).

Of the 11% of residents who say they feel more isolated living in the local area, there are no statistically significant differences by age.

---

[24] 28% of 16 to 24 year olds and 31% of 25 to 34 year olds have lived in the borough for up to two years, compared to 18% of residents overall.

[25] This question was asked only of participants who had lived in the borough for at least two years.

6 Hackney's local economy and housing

Changes to the local economy and housing

The local economy in Hackney has changed substantially in recent years, with thriving creative business sectors in media, tech, fashion, arts and hospitality, and a growing visitor economy. Despite these positive developments, the survey and campaign questionnaire findings suggest that there are some anxieties about what this means in terms of jobs and especially in terms of housing for local people.

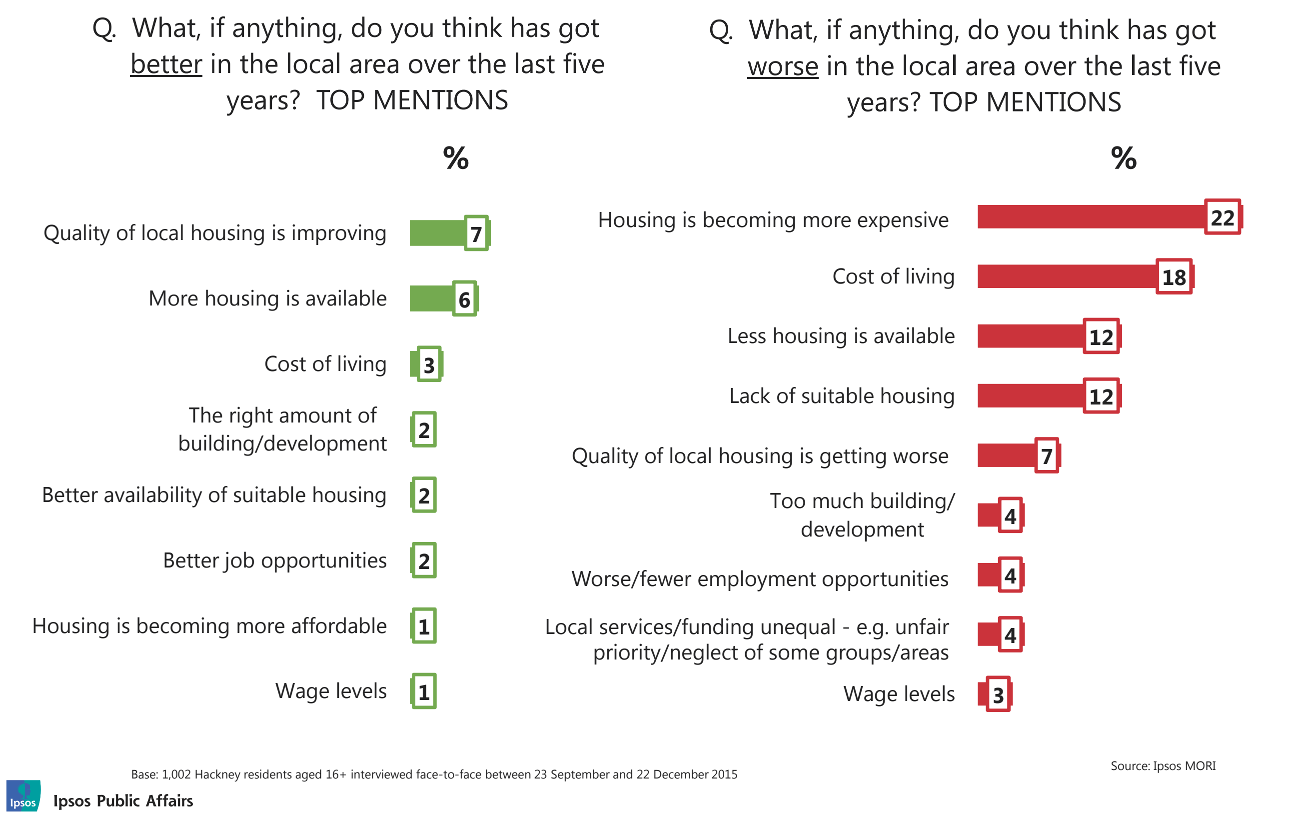
With the growing inequality discussed earlier in this report, these issues will be important for the Council to address, especially in the context of meeting the Mayor's commitment to "*making Hackney a place where everyone can succeed, through a first-class education, investment and jobs, and providing support to those who need it most*"[26].

As Figure 6.1 shows, for a small proportion of residents, housing quality and availability has improved (for seven and six per cent respectively), but generally residents are more likely to describe housing in Hackney in negative terms. One in five residents (22%) spontaneously report that housing is becoming more expensive – this is the top issue raised by residents in the survey when asked to describe why their local area has got worse over the last five years. This is followed closely by the cost of living (cited by 18%). Housing availability, suitability and quality are also of concern.

This is further reinforced by earlier findings - when asked what would most improve the quality of life for people in their area, building more affordable housing is the top mention (cited by 19% of residents), with tackling high rent prices coming third at 14% (see Figure 4.9).

[26] A Place for Everyone: Hackney Council's Corporate Plan to 2018, Hackney Council (March 2015)

Figure 6.1: Aspects of the local economy and housing that have got better/ worse – survey findings

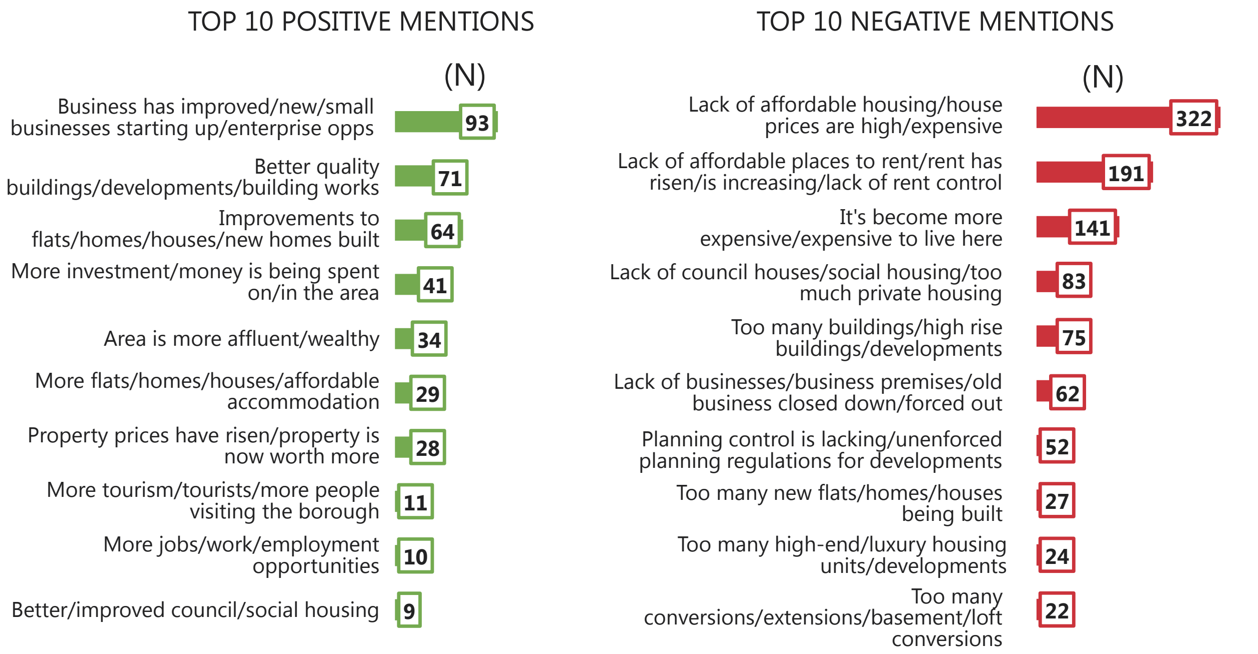


These survey results are reinforced by the findings from the wider 'Hackney: A Place for Everyone?' campaign. Positively, some participants acknowledge the growth in new enterprise, better quality development and new investment. However, as Figures 6.2 shows, participants are overwhelmingly more likely to mention housing in a negative light than in a positive one. For most who believe housing has changed for the worse in the last 10 years or so, it is the lack of affordable housing (both for sale and for rent) which they have noticed the most. Many (141 participants) also feel that Hackney has become a more expensive place to live.

Furthermore, as Figure 6.3 shows, far more participants claim that changes in the local economy have affected them negatively rather than positively. While increasing property prices are clearly a positive development for some residents, for many it is a source of frustration, with 415 campaign participants saying they have been affected negatively by a lack of affordable housing, 240 specifically in relation to lack of affordable rents, and 231 also citing more general cost of living issues.

Figure 6.2: Aspects of the local economy and housing that have got better/ worse – campaign findings

Q. What changes have you noticed in Hackney over the last 10 years or so?



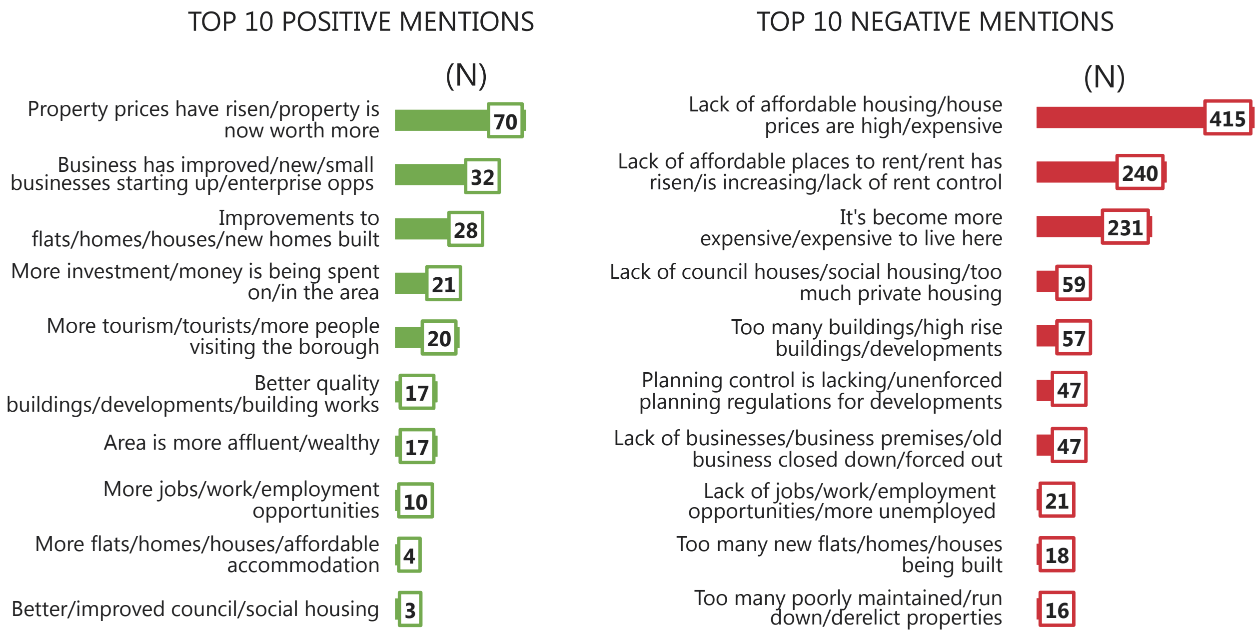
Base: 2,885 participants responding to 'Hackney: A Place for Everyone?' campaign questionnaire

Source: Ipsos MORI

Ipsos Public Affairs

Figure 6.3: Impact of changes in relation to the local economy and housing – campaign findings

Q. How do you feel about the changes in Hackney over the last 10 years? How have the changes affected you, your friends and family?



Base: 2,764 participants responding to 'Hackney: A Place for Everyone?' campaign questionnaire

Source: Ipsos MORI

Ipsos Public Affairs

Figure 6.4: Verbatim comments in relation to the local economy and housing – campaign findings

I've seen more small business opening up. In particular cafes and restaurants.

Changes in businesses - better quality products and more choice.

It has gone from rags to riches, Hackney has changed for the better. (Hackney Taxi Cab Video Interview)

Property prices are getting unaffordable for the people who have lived in Hackney for a long time. It is almost impossible to buy newly built property.

New housing being built that isn't affordable for people in the community, with individuals being forced out because of increased private rent. Social housing being demolished and rebuilt as housing for sale. (Hackney Taxi Cab Video Interview)

It has become much more expensive to live here. Some parts of Hackney have become more gentrified. Much nicer independent shops around, but quite pricey.

It's become way more expensive while losing some of its character along the way.

Base: 2,885 participants responding to 'Hackney; A Place for Everyone?' campaign questionnaire and those who took part in Hackney Carriage exercise (Base = 69)

Source: Ipsos MORI

Ipsos Public Affairs

The cost of living issue is further reinforced when we consider that, by a margin of seven to one, residents who have lived in the borough for at least two years are more likely to agree (77%) than disagree (11%) that they personally find Hackney a less affordable place to live than it used to be – see Figure 6.5. This sentiment is shared by almost all demographic groups in the borough with relatively few differences between them, though those in full-time employment are significantly more likely to feel this way than those who are not (82% compared to 74%).

There is a concern too that Hackney may no longer be a place where communities and families can stay together - as Figure 6.5 also shows, residents with children are overwhelmingly worried that their children will not be able to afford to live in Hackney when they are older (72% say they are worried compared to just 10% who are not).

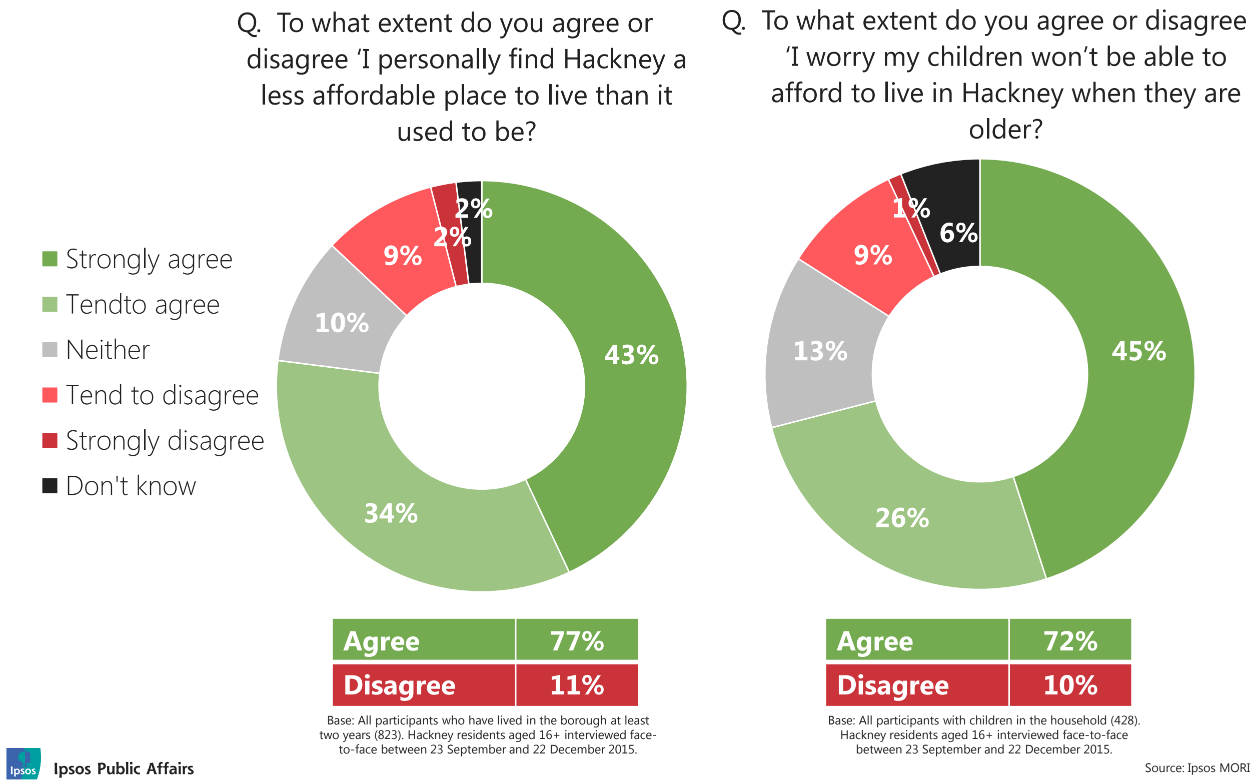
Hackney Council already acknowledges the challenge it faces dealing with the "*London-wide crisis in affordable housing*"[27]. Indeed, this is nothing unique to Hackney - a recent London poll conducted by Ipsos MORI has found housing to be the top issue of concern for Londoners in 2015 (cited by 54% of Londoners, representing a 17 percenatge point increase from 2013 and overtaking transport and the economy as the issues of biggest concern)[28]. But, Hackney's survey demonstrates the very real impact the housing crisis is having on local people, and residents' apprehensions about what this means for their stake, and that of their familiy's, in the borough going forward.

---

[27] A Place for Everyone: Hackney Council's Corporate Plan to 2018, Hackney Council (March 2015)

[28] Ipsos MORI poll for London Councils (1,000 adults in London aged 18+ interviewed by telephone, 27 August – 7 September 2015).

Figure 6.5: Affordability of living in Hackney now and for future generations



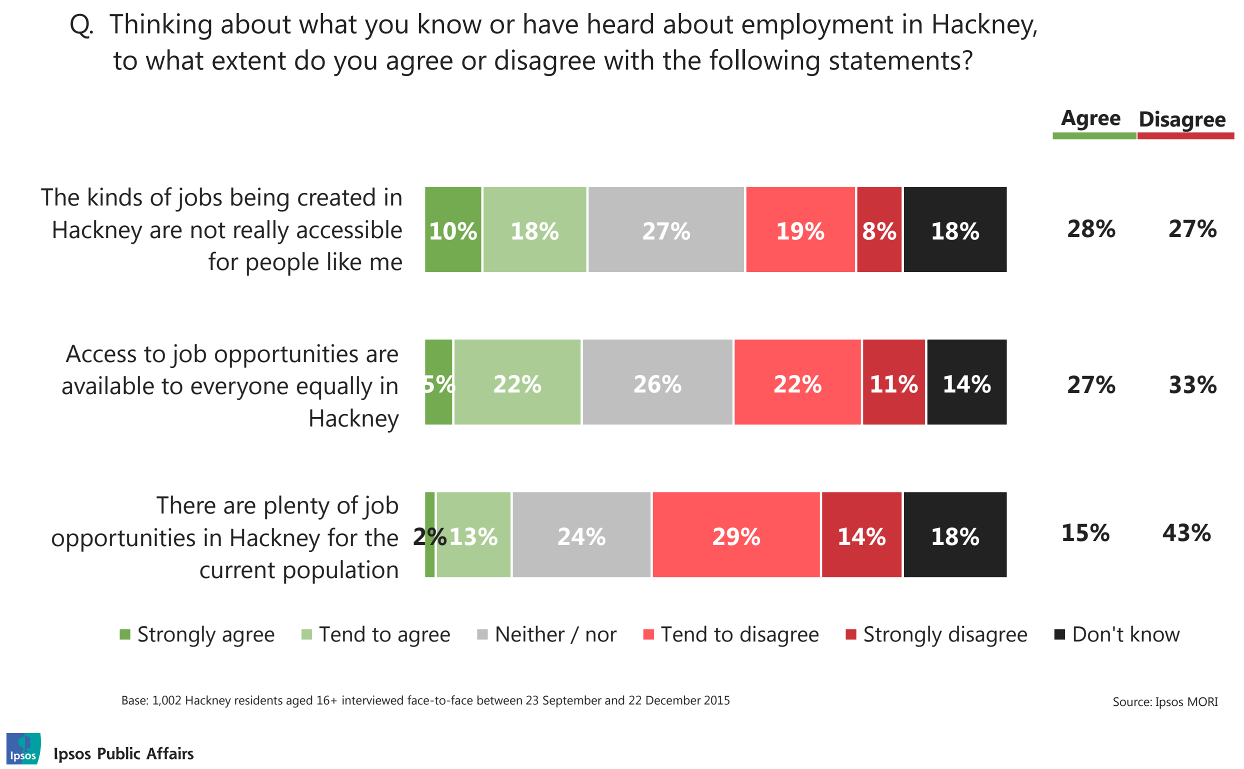
Job opportunities in the borough

Views about employment opportunities in Hackney are characterised by an element of polarisation between positive and negative sentiment, but also by a degree of neutrality about access to opportunities in the borough (with many residents choosing not to express an opinion either way). As Figure 6.6 shows, residents are split over whether or not they agree that jobs are accessible to them *personally*, and/ or to the population *equally* in Hackney. However, a significant proportion of residents choose a neutral response, which might reflect the fact that they do not feel sufficiently well-placed to give a view either way, or that they feel removed from the issue.

Importantly, and somewhat worryingly, residents are much more likely to disagree (43%) than agree (15%) that there are plenty of job opportunities in Hackney for the current population; a sense that despite the positive growth in the local economy, this is not necessarily something universally recognised or that residents feel everyone has benefitted from.

There is a clear demographic dynamic to this issue too - this sense of feeling left behind and excluded from new and emerging opportunities appears to manifest particularly among residents not currently in full-time work and who live in social rented housing (47% and 52% respectively *disagree* that there are plenty of opportunities for the borough's residents compared to 43% of residents overall), and among residents from a BME background (49%), younger residents aged 16-24 (51%) and those aged 45-54 (55%).

Figure 6.6: Job opportunities in Hackney



How do attitudes to the economy and housing vary between residents?

Against the backdrop of the London-wide 'housing crisis', housing features prominently as an aspect of change across the demographic groups. However, more nuanced views exist in terms of the particular issues at play. For example, owner-occupiers' concerns are overwhelmingly related to the increasing price of property in Hackney (29% think housing is becoming more expensive, along with 26% of private renters, compared to just 16% of social renters). Owner-occupiers are also the most likely to say the local area would be most improved by more affordable housing (24% compared with 17% of both social and private renters).This is likely to reflect the aspirations of these tenure groups when it comes to getting on the housing ladder. Conversely, for private renters responding to the 'Hackney: A Place for Everyone?' campaign, lack of affordable places to rent is the biggest housing issue (88 of private renting participants cite this compared to 56 owner-occupiers and and 30 social renters).

Those in receipt of Housing or Council Tax Benefit are less likely to cite the affordability of housing as something that has got worse in the past five years in the survey (18% of residents in the survey report that housing is becoming more expensive compared to 25% of residents not in receipt of these benefits). However, they are more likely to mention the quality of local housing as something that has got worse (11% compared to six per cent of those not in receipt of these benefits), which could have implications for Hackney Council in thinking about the strain on social housing provision for less affluent groups in the borough.

Looking beyond social renters it is clear that those renting privately are also experiencing challenges related to affordability; indeed private renters who have lived in the borough for at least two years are more likely than overall to 'strongly agree' that they personally find Hackney to be a less affordable place to live than it used to be (53% compared to 43% of residents overall who have lived in the boorough for at least two years).

We also note that residents in the C2 grade give cheaper housing most priority; they are the most likely to say the improvement most needed in the local area is more affordable properties - 28% compared with 20% in both grades AB and C1. Concern about housing also appears to vary somewhat by age, with those aged 35-54 most likely to say more affordable housing is the improvement most needed in the area (25% compared with 19% of residents overall),

The results make clear the fact that residents believe that the cost of living in Hackney is rising, a view held almost universally across different demographic groups. Indeed those who are more affluent or more higher socio-economic grades (residents in social grades AB and C1) are slightly *more* likely to agree that they personally find Hackney a less affordable place to live than it used to be compared with less affluent residents (those in social grade DE); though at 83% and 73% respectively, this is very much a relative picture[29]. Concern among parents in Hackney that their children will not be able to afford to live in the borough when they are older also appears to be universal, regardless of social grade and tenure (72% agree they are worried about this, with no significant differences to report between those worried about this issue).

While many residents do not have an opinion either way when asked about job opportunities in the borough (perhaps because some do not feel sufficiently knowledgeable to express a view), nonetheless residents are not particularly positive about the employment opportunities available. Less affluent residents tend to be less optimistic: those in social grade DE are more likely to *agree* that 'the kinds of jobs being created in Hackney are not really accessible for people like me' (36% compared to 28% of residents overall). Those in social rented housing and not working full-time are more likely to *disagree* that 'there are plenty of job opportunities in Hackney for the current population' than residents overall (52% and 47% respectively compared to 43%). While not an overwhelmingly negative picture (and with many residents not expressing an opinion either way), it is still noteworthy that there is some overlap between those groups who feel that employment opportunities are not available to them, and those who do not believe that they are benefiting from the changes to the borough as a whole.

Disabled residents may also feel that they are being excluded from the local economy. They are more likely to *disagree* with the statement 'access to job opportunities are available to everyone equally in Hackney' than those with no disability (44% compared to 32%), and similarily to *agree* that 'the kinds of jobs being created in Hackney are not really accessible for people like me' (37% compared to 28%). These are particularly strongly held views, with the gap principally driven by a difference in those who 'strongly agree' with this statement (19% of those with a disability compared to nine per cent with no disability).

---

[29] This question was asked only of participants who had lived in the borough for at least two years.

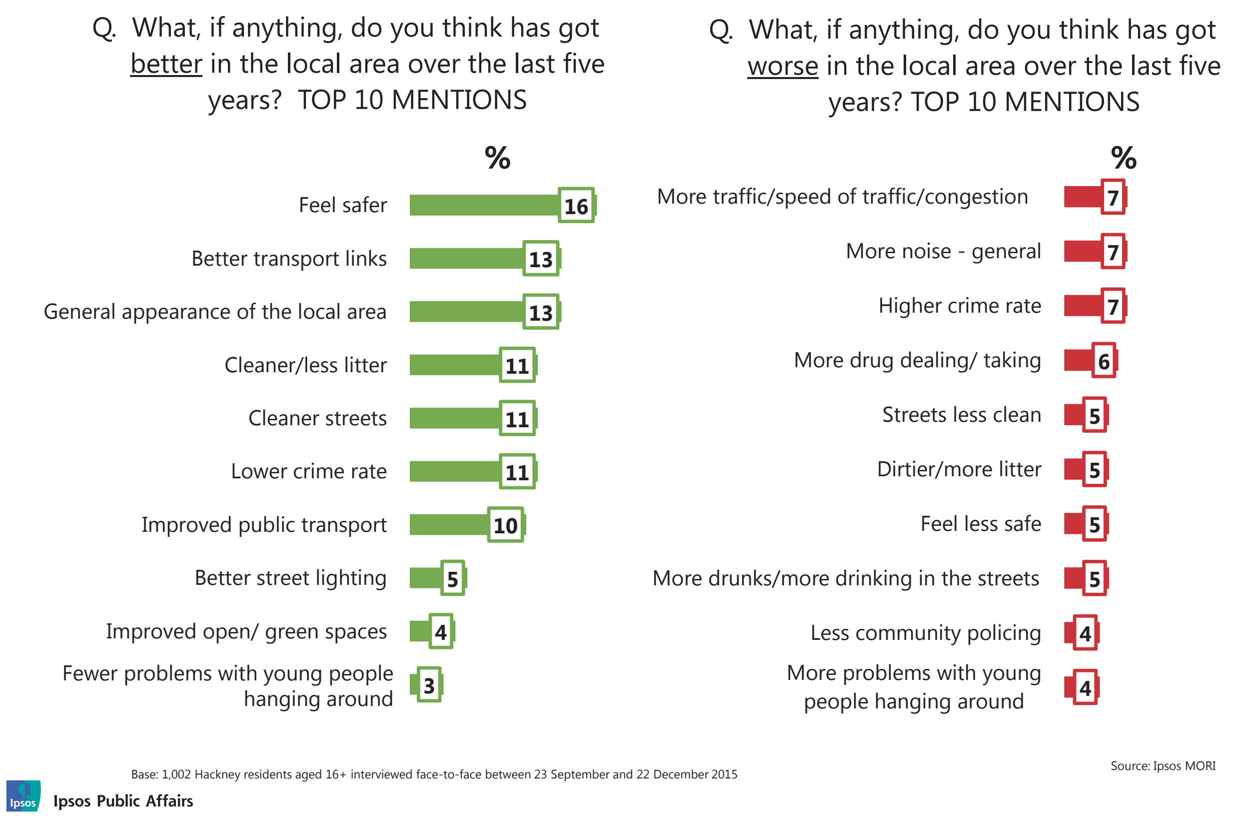
7 Local environment and amenities

Changes in the local environment and to local amenities

There is significant recognition from residents when it comes to improvements to Hackney's local environment[30], and to wider services and amenities across the borough. This is encouraging given one of the Mayor's priorities is *"making Hackney a place that everyone can enjoy, with clean, safe streets, excellent parks and public services, and a great quality of life for all who live here…"*[31]. When asked what they think has got better or worse about living in the local area over the last five years, it is factors relating to the local environment, including crime and transport, and to local services and amenities, that appear to be driving much of the improvement in residents' perceptions.

When it comes to the environment, particular improvements of note relate to community safety (16% of residents cite feeling safer and lower crime rates as things that have got better), improved transport (13% cite improved transport links and 10% better public transport) and a cleaner and greener appearance (13% mention an improved general appearance of the local area, and 11% less litter and also cleaner streets) – see Figure 7.1.

Figure 7.1: Aspects of the local environment that have got better/ worse – survey findings



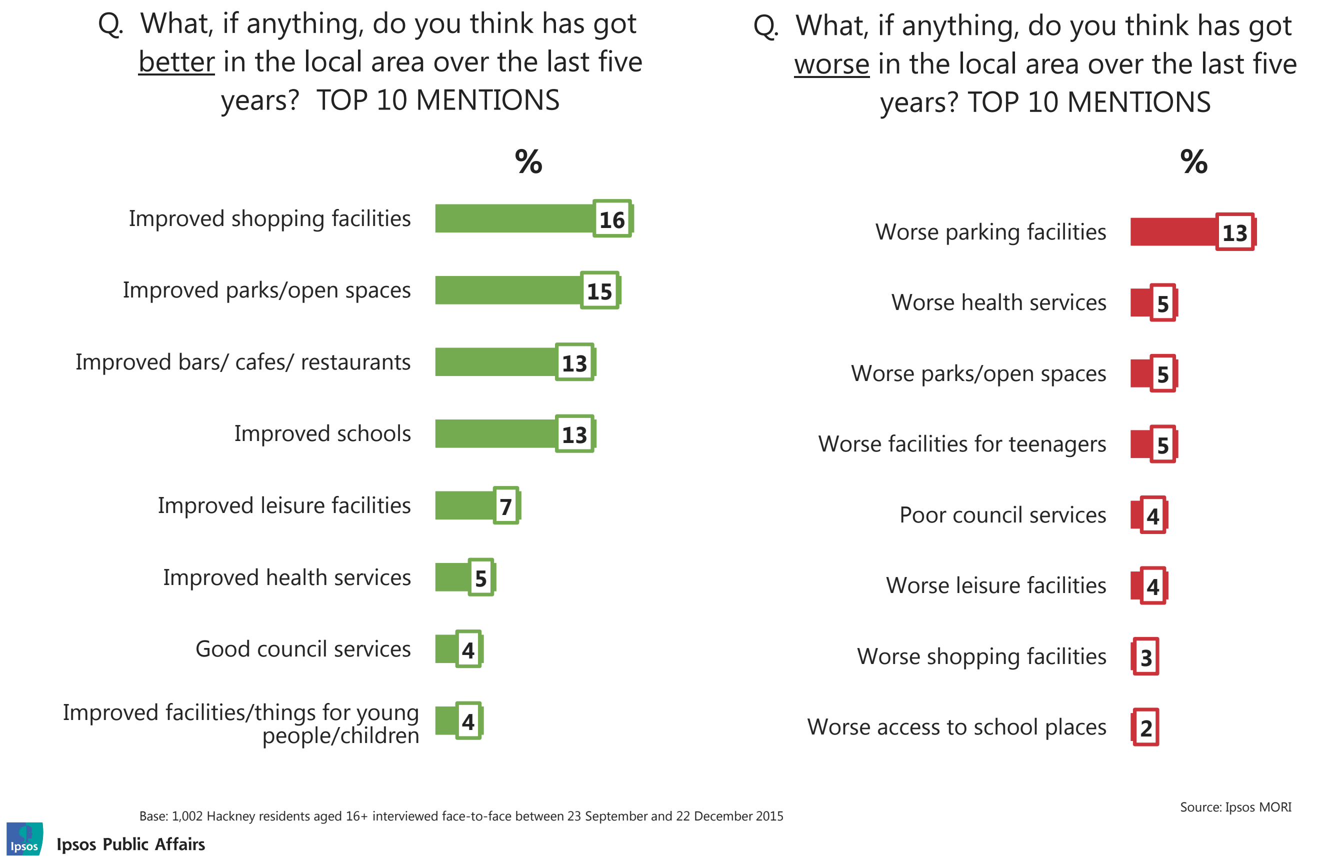
---

[30] Sentiment towards crime and anti-social behaviour and transport, as well as the wider environment, are captured under the definition of 'local environment'.

[31] A Place for Everyone: Hackney Council's Corporate Plan to 2018, Hackney Council (March 2015)

And as shown in Figure 7.2, residents frequently describe improvements to local services and amenities including shopping facilities (16%) and improved bars, cafes and restaurants (13%). With particular regard to Council-run services, it is positive to note that over one in ten residents spontaneously mention improved parks and open spaces (15%) and schools (13%).

Figure 7.2: Aspects of local services/ amenities that have got better/ worse – survey findings



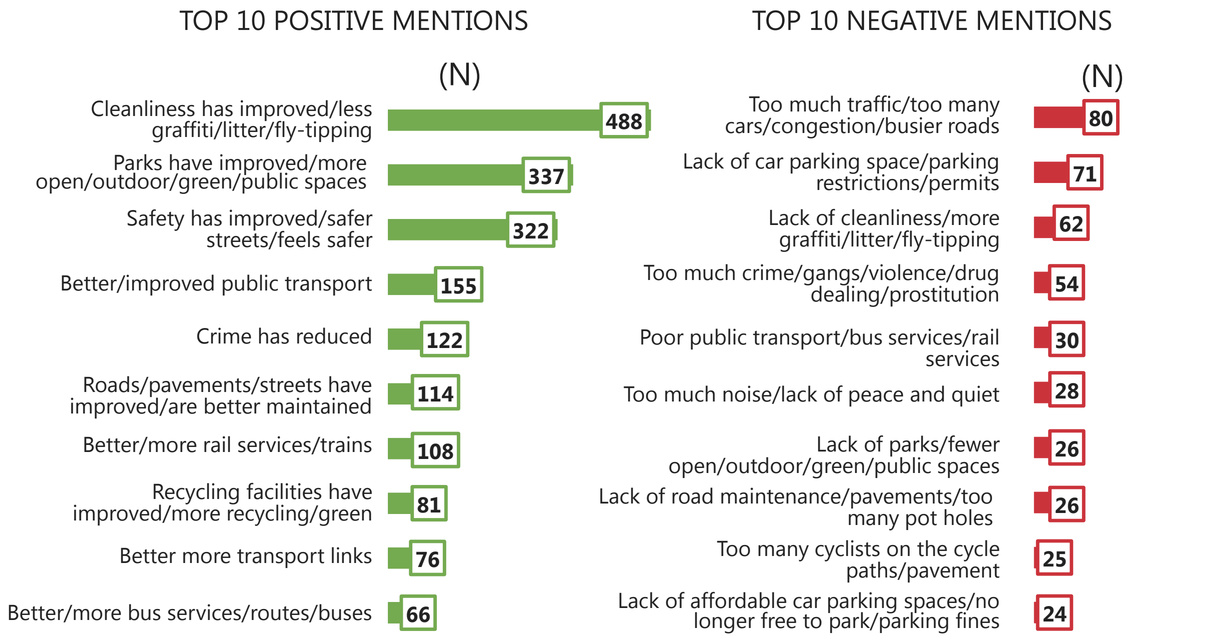
Once again, the survey results are reinforced by the findings from the wider 'Hackney: A Place for Everyone?' campaign, where positive sentiment about the local environment and local services and amenities far outweigh negative feeling.

As Figures 7.3 and 7.4 illustrate, when it comes to changes noticed by participants in relation to the environment over the last 10 years, particular emphasis is given to improvements to cleanliness. In fact, this is the most cited improvement of all those given by participants across the campaign findings (mentioned by 488 of them). Parks and open spaces and improved feelings of safety also come in for high levels of praise. That safety has improved in the borough can be seen to have had an overwhelmingly positive impact on local people too (293 say the changes here have had a positive impact on them).

And as Figures 7.5 and 7.6 show, improved shopping and restaurants cafes and bars also come in for praise by significant numbers of participants (229 and 220 participants make mention of these respectively), along with schools (208).

Figure 7.3: Aspects of the local environment that have got better/ worse – campaign findings

Q. What changes have you noticed in Hackney over the last 10 years or so?



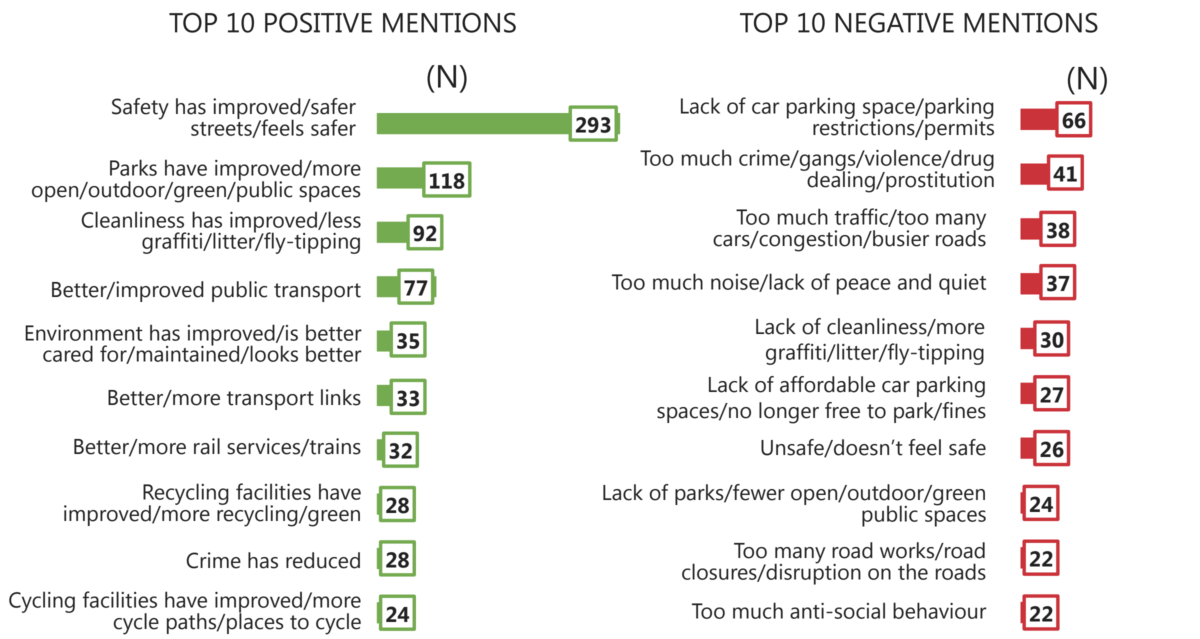
Base: 2,885 participants responding to 'Hackney: A Place for Everyone?' campaign questionnaire

Source: Ipsos MORI

Ipsos Public Affairs

Figure 7.4: Impact of changes in relation to local environment – campaign findings

Q. How do you feel about the changes in Hackney over the last 10 years? How have the changes affected you, your friends and family?



Base: 2,764 participants responding to 'Hackney: A Place for Everyone?' campaign questionnaire

Source: Ipsos MORI

Ipsos Public Affairs

Figure 7.5: Aspects of local services/ amenities that have got better/ worse – campaign findings

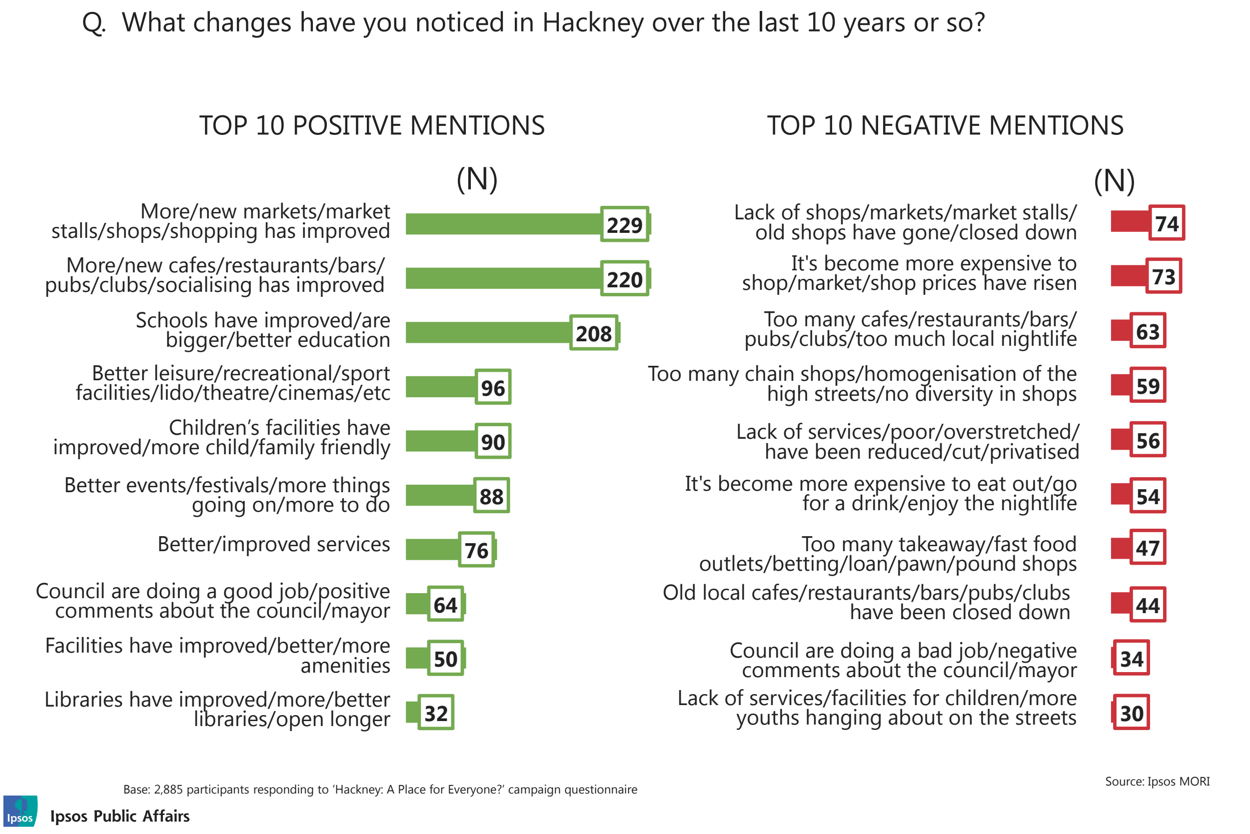
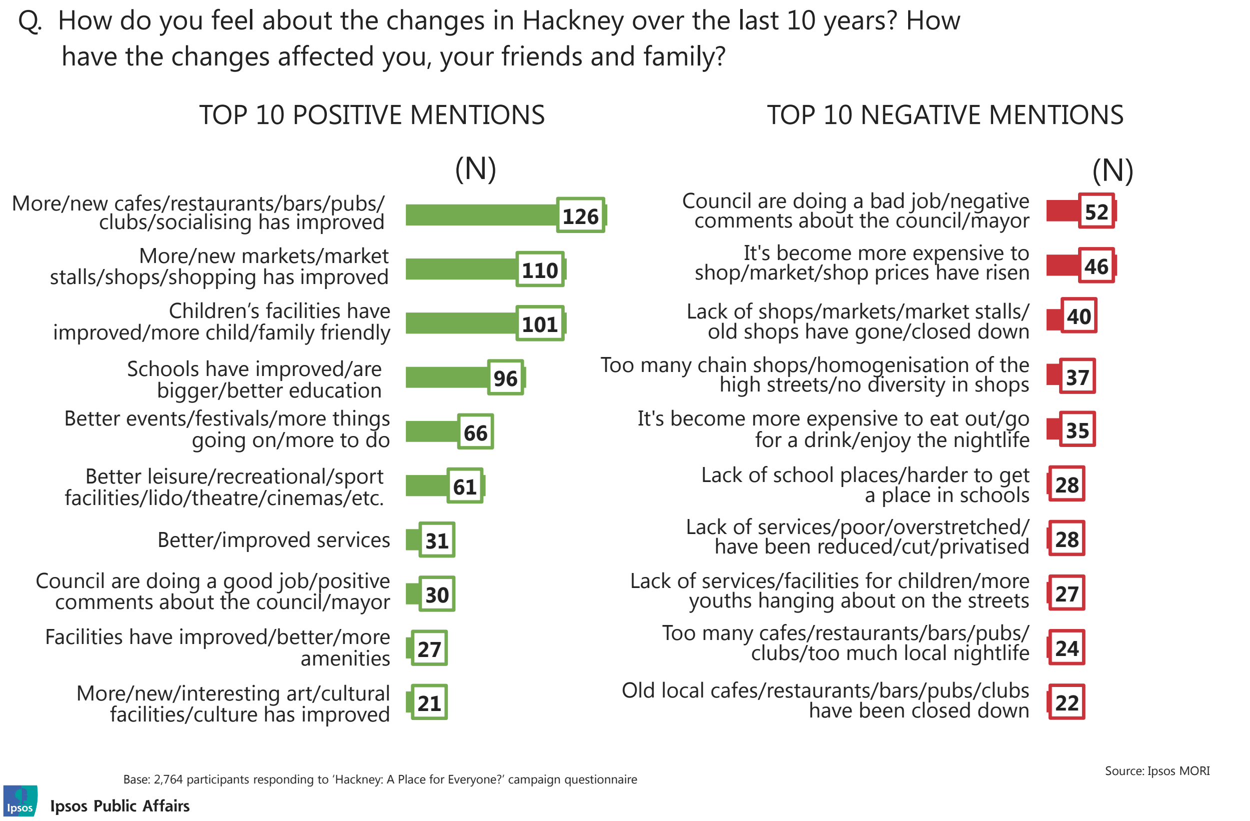


Figure 7.6: Impact of changes in relation to local services/ amenities – campaign findings



While the story is an overwhelmingly positive one, it should be noted that improvements to the local environment and local services and amenities have not necessarily been witnessed by everyone in the borough; while in the minority, some residents describe these same changes in a negative rather than a positive light.

There also seem to be some distinct issues in relation to congestion and noise, and specifically regarding parking facilities (mentioned by 13% of residents as having got worse in the last five years). It is worth re-stating that when asked what would most improve the quality of life for local people living in the area, residents spontaneously mention more car parking spaces (12%) and cheaper parking (nine per cent) – see Figure 4.9. These are issues the Council is well-positioned to address in the interest of abating residents' concerns, since they sit firmly within its remit.

And while only five per cent of residents make mention of worse facilities for teenagers in the survey (Figure 7.2), 16% also spontaneously say that more should be done to increase or improve facilities for teenagers when it comes to thinking about what would most improve the quality of life for people in the local area.

There is also a sense that while the Council has clearly done a good job working to improve the overall appearance and cleanliness of the borough and - working with local partners - to improve safety, these are still things that residents want the Council to take seriously: when asked what would most improve the local area, one in ten say they want more police (11%) and to improve street cleaning (10%) (see Figure 4.9).

Figure 7.7: Verbatim comments in relation to the local environment – campaign findings

Cleaner, more places to eat and drink, safer. It's a great place.

The streets feel safer as there is more nightlife - later opening shops and places with people sitting outside mean busier streets at night, which feels much safer walking from the bus stop or station.

Hackney is a clean borough. Gun and knife crime has reduced.

We live in a dirtier, more congested environment surrounded by people intent on anti-social behaviour.

The streets are cleaner and feel safer - more and better lighting has helped. Since the Olympics in particular, the social facilities have improved too - more nice options for food, drinks, etc.

Noise from people, music, cars and motorbikes, anti-social behaviour, aggression, shouting, dog mess.

Base: 2,885 participants responding to 'Hackney; A Place for Everyone?' campaign questionnaire and those who took part in Hackney Carriage exercise (Base = 69)

Source: Ipsos MORI

Ipsos Public Affairs

Figure 7.8: Verbatim comments in relation to local services/ amenities – campaign findings

Positives: better schools - better parks - lower crime - better streets - better transport.

Highly improved schools, transport, cleanliness and community services.

Schools have improved. Broadway Market (and Hackney generally) has become an international destination. The parks are safer.

I have noticed a decline in people-centred care and basic understanding from Hackney local authority workers.

The investment in local schools has seriously paid off.
(Hackney Taxi Cab Video Interview)

Lack of youth service. Lack of opportunities.

Base: 2,885 participants responding to 'Hackney; A Place for Everyone?' campaign questionnaire and those who took part in Hackney Carriage exercise (Base = 69)

Source: Ipsos MORI

Ipsos Public Affairs

How do attitudes to the environment and local amenities vary between residents?

It is residents of more middle ages (45 – 64) and owner-occupiers who are more likely to point to positive changes in the borough that relate to the environment, including improved public transport and general appearance of the area. These same age groups, along with the more affluent residents (those from AB and C1 backgrounds and who are owner-occupiers) are also more likely to cite positive changes related to improved facilities around shopping, parks and cafes and restaurants – suggesting that it is these residents who most reap the benefit of these amenities.

Residents living in the Stamford Hill and North East neighbourhood are far more likely to have positive things to say about improvements in their community, specifically in relation to improved schools, lower crime rate and better transport links. Yet at the same time, they are more likely to describe health and some Council services as worse, cite fewer clean streets, and of feeling less safe. Does this point to more of a dichotomy in this particular neighbourhood between residents who feel they are benefitting from changes in the borough compared those who are feeling left behind? Those with children in the household are more likely to make reference to improved schools (22% spontaneously mention this compared to six per cent of residents with no children in the household) and better parks and open spaces (19% compared to 13%), evidencing how Hackney in many ways has become a more family-friendly place to live. Schools come in for particularly positive mention among Asian residents, with 29% saying they have got better over the last five years compared to just 10% of White residents and 14% of Black residents.

While parking facilities are one of the biggest issues of concern when it comes to the local environment and amenities, it is a particular issue among owner-occupiers (18% of whom cite it as one of the aspects of their local area that has got worse over the last five years, compared to 13% of residents overall).

Concerns about problems with crime appear to be concentrated among residents with more deprived backgrounds. For example, a higher crime rate is mentioned as a problem in the area more often by those in the DE social grades (11%

compared to only five per cent across the other social grades). A higher crime rate is also mentioned more often by social tenants (10% compared with five per cent of owner-occupiers and four per cent of private renters), and those in receipt of Housing or Council Tax Benefit (11% compared with five per cent of non-recipients).

8 Views of Hackney Council

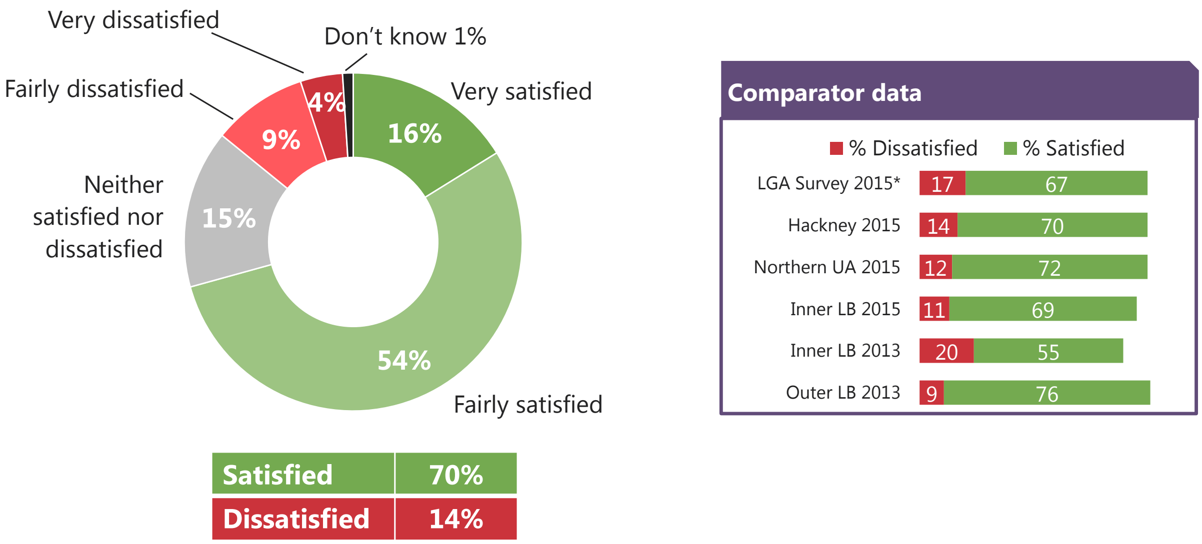
Overall satisfaction with Hackney Council

Attitudes towards Hackney Council continue to be favourable. The majority of residents (70%) are satisfied with how well Hackney Council runs things overall, and only one in seven (14%) are actively dissatisfied.

Despite the well-documented challenges facing local government in the context of austerity and reduced funding from central Government, we note only a small decline in satisfaction levels since 2013 (from 74% to 70% in 2015), which is only just within the margin of error[32] to be reported as significant. Hackney Council's satisfaction ratings, indicatively speaking at least, still remain broadly in line with the latest national average for local authorities recorded by the Local Government Association (67%)[33], and with a number of other local council surveys run by Ipsos MORI.

Figure 8.1: Overall satisfaction with Hackney Council

Q. Overall, how satisfied or dissatisfied are you with the way Hackney Council runs things?



Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015
*NB. The Local Government Association uses a telephone methodology so this is not strictly comparable – indicative comparator only

Source: Ipsos MORI

Ipsos Public Affairs

When reflecting over the longer-term, satisfaction levels are vastly improved on 2001 and 2005 levels, and active dissatisfaction is no higher than it was in 2013, as Figure 8.2 shows.

---

[32] See Appendix B for a guide to statistical reliability.

[33] Polling on resident satisfaction with councils, Local Government Association (June 2015). Please note that the different methodology adopted for this survey (telephone rather than face-to-face) does not make it strictly comparable to the Hackney survey – comparators should be treated as indicative.

Figure 8.2: Overall changes in satisfaction with the Council over time

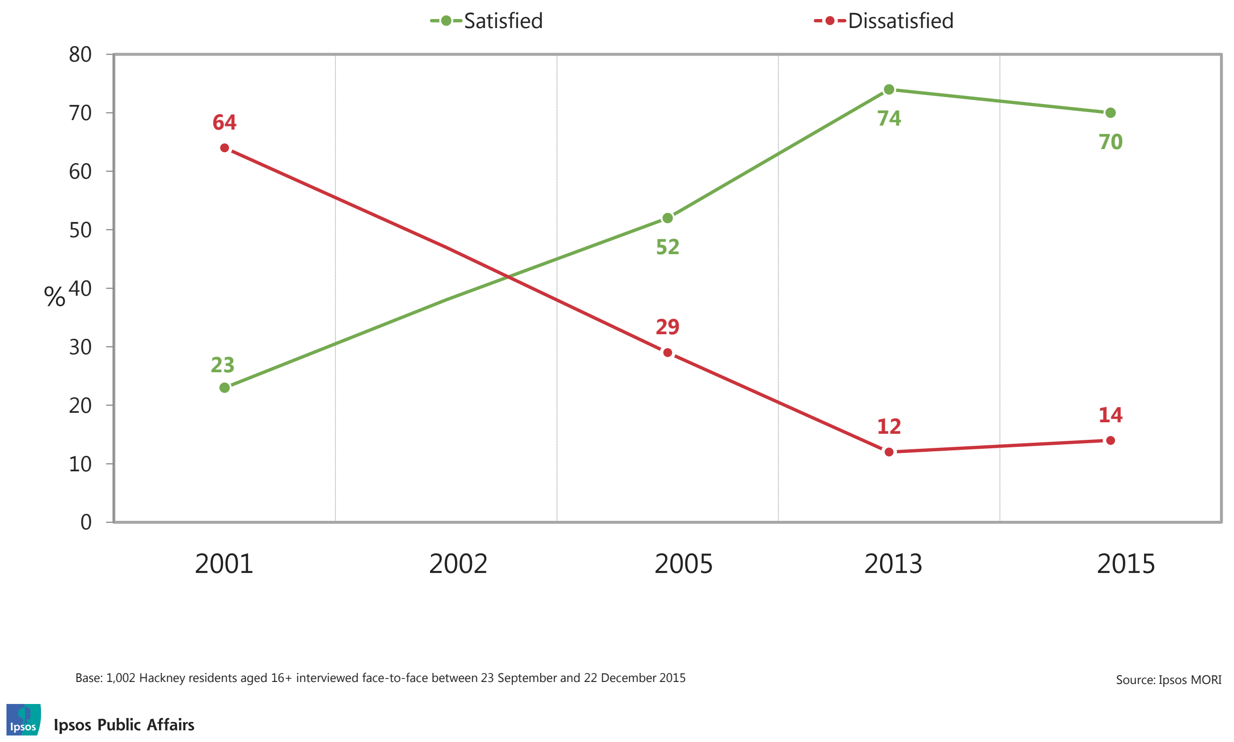
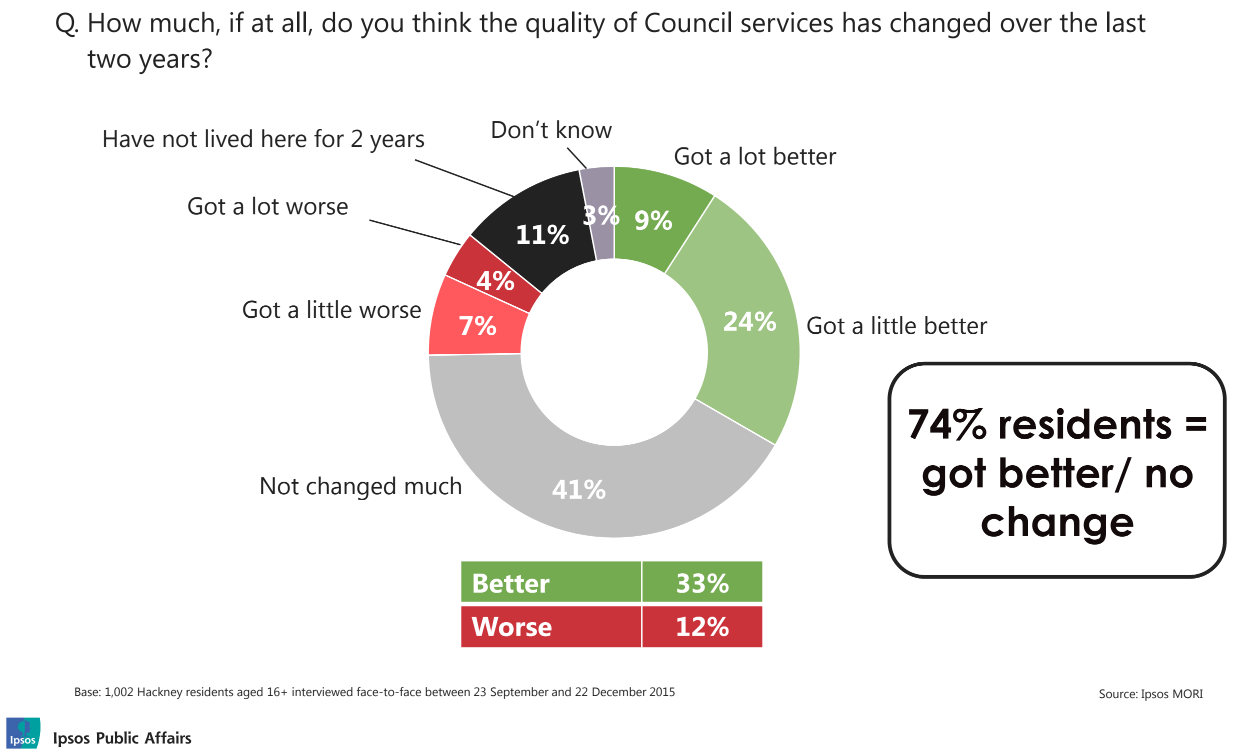


Figure 8.3: Changes in the quality of the Council services



Further to this, when reflecting on change in the borough, it is encouraging that residents are far more likely to think Council services have got better rather than worse over the last two years (by a ratio of one to three, where 12% think services have got worse and 33% think they have got better); this despite the ongoing financial pressures facing the

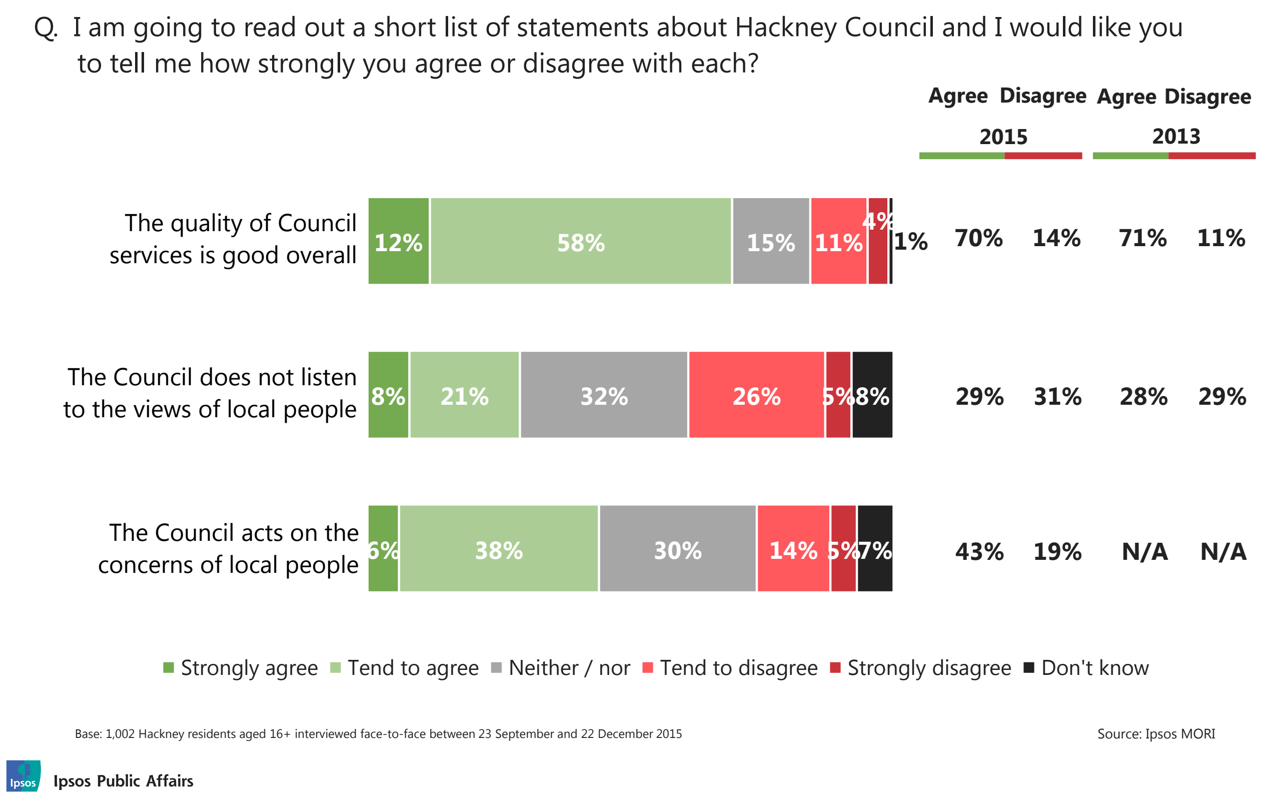
Council. As Figure 8.3 illustrates, overall three in four Hackney residents (74%) think Council services have either improved or have not changed much over the last two years.

There is a sense that the borough has been doing a good job at managing the pressures on local services relative to wider London. While not directly comparable to Hackney's data, a 2015 Ipsos MORI poll for London Councils[34] found that, when asked to think about local services over the last five years, 23% of Londoners thought they were getting better, 39% thought they were getting worse, with 34% reporting they thought services had stayed the same.

When asked for their views about particular aspects of Hackney Council, and as demonstrated in Figure 8.4, most residents (70%) believe its services are good overall, compared with only one in seven (14%) who disagree this is the case (noting a small increase on 2013 levels). They are more evenly split on how well the Council listens to local people - residents are equally as likely to agree (29%) as they are to disagree (31%) with this statement. Just over two in five residents (43%) think the Council acts on the concerns of local people – and while a significant proportion of residents are sitting on the fence on this issue, one in five (19%) actively disagree this is the case.

Views about Hackney Council

Figure 8.4: Attitudes towards council services and interaction with residents



---

[34] Source: Ipsos MORI poll for London Councils (1,000 adults in London aged 18+ interviewed by telephone, 27 August – 7 September 2015). The different methodology (telephone rather than face-to-face) and question wording does not make this data strictly comparable to Hackney's.

How do attitudes vary between residents?

A number of strong patterns emerge among different demographic groups of residents when it comes to positive and negative attitudes towards the Council:

- Age appears to be a defining factor in how positively residents view the Council, with a greater level of satisfaction and positivity among those aged 25-34. Seventy-eight per cent are satisfied with the way the Council runs things compared with 70% of residents overall. Conversely, one in five older residents aged 65 or over (21%) are actively dissatisfied with the Council compared to 14% of residents overall. This younger age group are also more likely to agree that the quality of Council services is good overall (76% compared to 70% of all residents). Separately, middle age groups look upon the Council in more negative terms when it comes to listening and engaging: 38% of 35 to 54 year olds agree that the Council does *not* listen to the views of local people compared to 29% of residents overall, and 24% *disagree* that the Council acts on their concerns compared to 19% overall. That older people tend to be more disgruntled with their local authority it not unique to Hackney, and is – anecdotally speaking - evident in other council surveys Ipsos MORI has run in other parts of London.

- Affluence is also relevant in terms of differences by socio-economic backgrounds, with AB social grades more likely to be positive about the Council compared to C2 and DE grades. For example, ABs are more satisfied with the Council overall (79% compared with 68% across the other social grades), while residents from a C2 or DE background are far more likely to be dissatisfied with the Council (20% and 17% respectively compared to 14% of residents overall). Looking at similar proxy measures, we find approximately one in five residents not in full-time work, or who are in receipt of Housing or Council Tax benefit, are also dissatisfied are with the Council (18% and 22% respectively). Attitudes among C2s and DEs are also more negative when it comes to wider views about the Council – for example, they are more likely to *disagree* that the quality of Council services is good overall (18% and 20% respectively compared to six per cent of ABs), to agree that the Council does not listen to the views of local people (40% and 38% respectively compared to 15%), and to *disagree* that it acts on concerns of local people (23% and 26% respectively compared to 10%).

- When it comes to tenure, we find that social tenants are overwhelmingly the least content among residents. They are the least happy with the Council's overall performance - just 62% are satisfied with the way Hackney Council runs things compared to owner occupiers (74%) and private renters (who are the most happy at 80%). They are also less likely to agree that the Council's services are good overall (60% compared to 83% of private renters). This is even more so the case than it was in 2013 when 69% of social renters agreed. They are also more likely to *disagree* that the quality of Council services is good overall (25% compared to nine per cent of owner occupiers and two per cent of private renters), to agree that the Council does not listen to the views of local people (41% compared to 22% and 17% respectively), and to *disagree* that it acts on local people's concerns (31% compared to 12% and nine per cent respectively).

- Ethnicity also appears to be a factor in Council satisfaction. In particular, Black residents are the ethnic group most likely to be dissatisfied with how Hackney Council performs overall (20% compared to 12% of White residents). They are also less likely to agree that the quality of Council services is good overall (57% compared to 73% of White residents). Once again, this is even more so the case than it was in 2013 when 69% agreed with this statement. Black residents are also more likely to agree that the Council does not listen to the views of local people (39% compared to 26% of White residents), and to *disagree* that it acts on their concerns (27% compared to 16%).

- Residents who report having a **disability** are far less likely to be satisfied with the Council – 31% are actively dissatisfied compared to just 11% who do not have a disability. They are less likely to agree that the quality of Council services is good overall (58% compared with 71% of those who are not disabled), are more likely to agree that that the Council does not listen to local people (40% compared with 28%), or that it acts on their concerns (36% disagree this is the case compared to 17%).

- While no less satisfied with the Council overall, **residents with children in the household** are less likely to believe that the quality of Council services is good overall (65% agree compared to 73% of those without children), that the Council listens to the views of local people (37% disagree this is the case compared to 24%), or that it acts on the concerns of local residents (26% disagree compared to 15%). This may well be related to the quality of services specific to families such as children's centres, libraries and leisure related activities, although this is not possible to determine from the survey.

- There is also a **geographical factor** at play, with residents living in the Stamford Hill and North East neighbourhood the most satisfied with the Council's performance (76% are satisfied compared to 70% of residents overall). In contrast, there are appear to be more concerns in Hoxton, London Fields and South West – here one in five residents (21%) disagree that the quality of Council services is good overall compared to 14% of residents living across the borough[35].

Many of these findings are reinforced when we consider the role **length of residency** appears to play in determining how residents feel about the Council - those who have lived in the borough for up to five years are far more likely to be satisfied with the way Hackney Council runs things than those who have lived here more than 10 years (82% compared with 64%)[36]. And one in five of these longer-term residents (19%) is actively dissatisfied compared to just five per cent of shorter-term residents. (This trend is again a not unique to Hackney, for example, a similar pattern was found by Ipsos MORI when it came to Council satisfaction for Newham Council in 2015.) Those who have lived in Hackney more than 10 years are also more likely to disagree that the quality of Council services is good overall (20% compared to just six per cent of residents who have lived in Hackney for up to five years), to think that the Council does not listen to local people (37% compared with 15%), or that it acts on the concerns of local people (26% compared to nine per cent).

When it comes to the way services have changed over the last two years, longer-term residents' views appear to be more conflicted. They are more likely to have witnessed a change than the average resident, but they are significantly more likely to say services have got worse *and* got better. Thirty-seven per cent say services have got better, compared to 33% of residents overall, while 16% say they have got worse compared to 12% overall. That well-established residents, many of whom are from more deprived backgrounds, may be starting to feel 'left behind' by local public services appears to be borne out in the data. For example, satisfaction with the Council has fallen since 2013 among those residents who have lived in the borough more than 10 years (from 72% to 64%). And it has fallen specifically among older residents aged 55+ (from 76% to 67%) and social renters (from 73% to 62%). Similarly, those who have lived in Hackney for more than 10

[35] It has not been possible to accurately identify change over time *between* neighbourhood areas due to ward boundary changes.

[36] Overall, 18% of residents moved into the borough in the last two years, but this proportion is greater among residents aged 16-34 (30% of this age group have lived in Hackney for up to two years), AB social grades (30%), and especially private renters (48%). Conversely, 55% of residents have lived in Hackney more than 10 years, but this figure is greater among those aged 65+ (95%), those in social grades DE (65%), social renters (72%), Black residents (69%), those in receipt of Housing Benefit or Council Tax Benefit (67%), and disabled residents (84%).

years are less likely in 2015 than they were in 2013 to say that the quality of Council services is good overall (down from 69% to 62%).

9 Communication and information

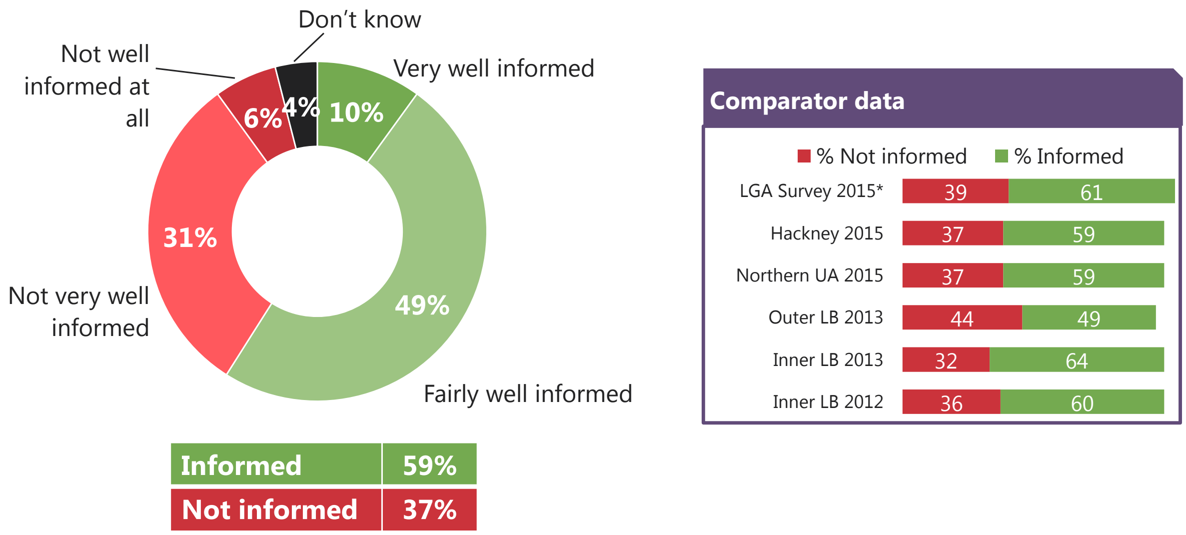
Feeling informed about the Council

Just fewer than three in five Hackney residents (59%) feel the Council keeps them informed about the services and benefits it provides, as shown in Figure 9.1. This represents a fall of 13 percentage points since 2013 (from 72% to 59%), but is still significantly higher than earlier surveys conducted in 2005 and 2001 (when it was 40% and 19% respectively) – as illustrated in Figure 9.2.

Though we cannot say why this is the case, the decline in levels of feeling informed may in part be attributable to the London 2012 Olympics, where Hackney residents would have seen higher than normal levels of communication from the Council (the Council's free magazine, Hackney Today, is delivered to all Hackney households every fortnight,, but during the Olympics this was every week).Hackney's latest results are still broadly in line with national figures and are similar to those from other local authorities Ipsos MORI has recently surveyed. It is worth noting that the Local Government Association's own tracking data shows that since January 2013 the proportion of residents nationally who feel informed about services councils provide has fallen eight percentage points from 69% to 61%[37].

Figure 9.1: Feeling informed about Hackney Council

Q. Overall, how well informed do you think Hackney Council keeps residents about the services and benefits it provides?



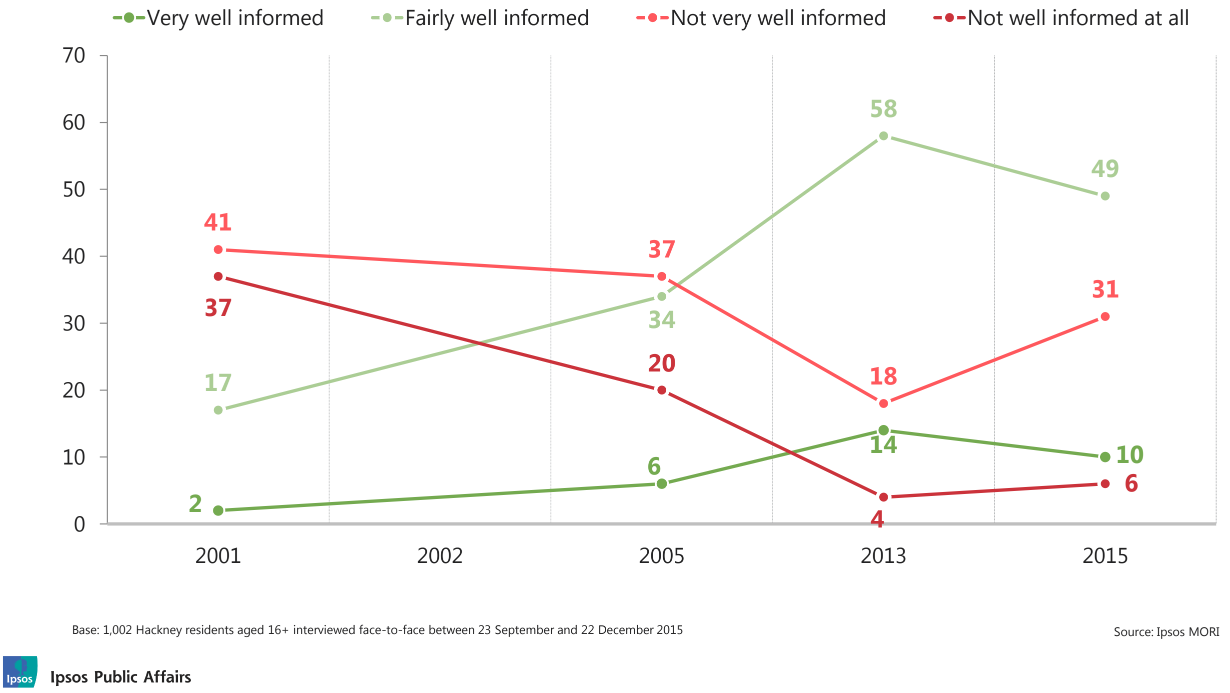
Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015
*NB. The Local Government Association uses a telephone methodology so this is not strictly comparable – indicative comparator only

Source: Ipsos MORI

Ipsos Public Affairs

Figure 9.2: Changes in feeling informed about the Council

[37] Polling on resident satisfaction with councils, Local Government Association (June 2015). Please note that the different methodology adopted for this survey (telephone rather than face-to-face) does not make it strictly comparable to the Hackney survey – comparators should be treated as indicative.



Council information sources

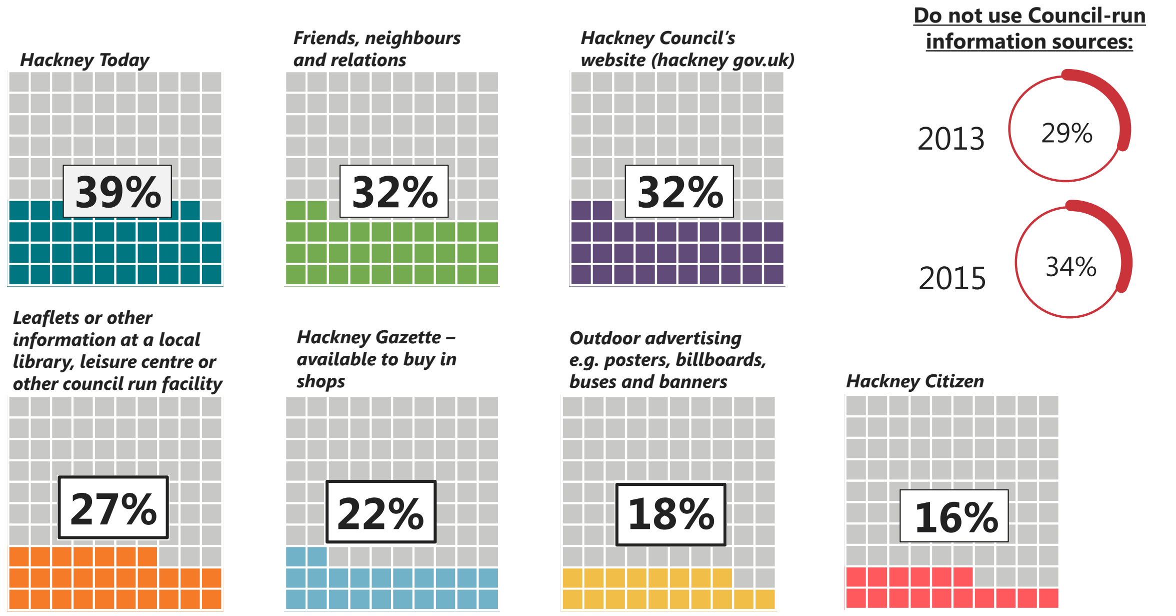
When it comes to information sources, Hackney Today is the most common source, with just under two in five residents (39%) saying this is where they currently obtain most of their information about Hackney Council. Other forms of traditional media such as leaflets, outdoor advertising and other print media (Hackney Gazette and Hackney Citizen) are also widely used by residents, as Figure 9.3 shows.

Readership of local information sources is very relevant since the survey results appear to show that it is linked to how well informed they feel about the Council (with those residents who feel well informed more likely to be obtaining information from a number of the different local sources asked about compared to those who do not feel well informed).

A similar pattern is seen when residents are asked from where they would *prefer* to find out about Hackney Council. As Figure 9.4 illustrates, Hackney Today is the most preferred option (cited by 31% of residents). Other 'offline' sources – including leaflets and local papers – are also listed as preferred information sources. This demonstrates the continued value of the Hackney Today resident magazine, but also residents' appetite for alternative sources of information - it is worth noting that one in three residents (34%) does not currently get their information from Council-related sources, up slightly on 2013 levels (when it was 29%), and two in five (41%) would in fact prefer *not* to use Council sources.

Figure 9.3: Current sources of information on the Council

Q. From which, if any, of the sources on these cards do you currently obtain most of your information about Hackney Council? What else?



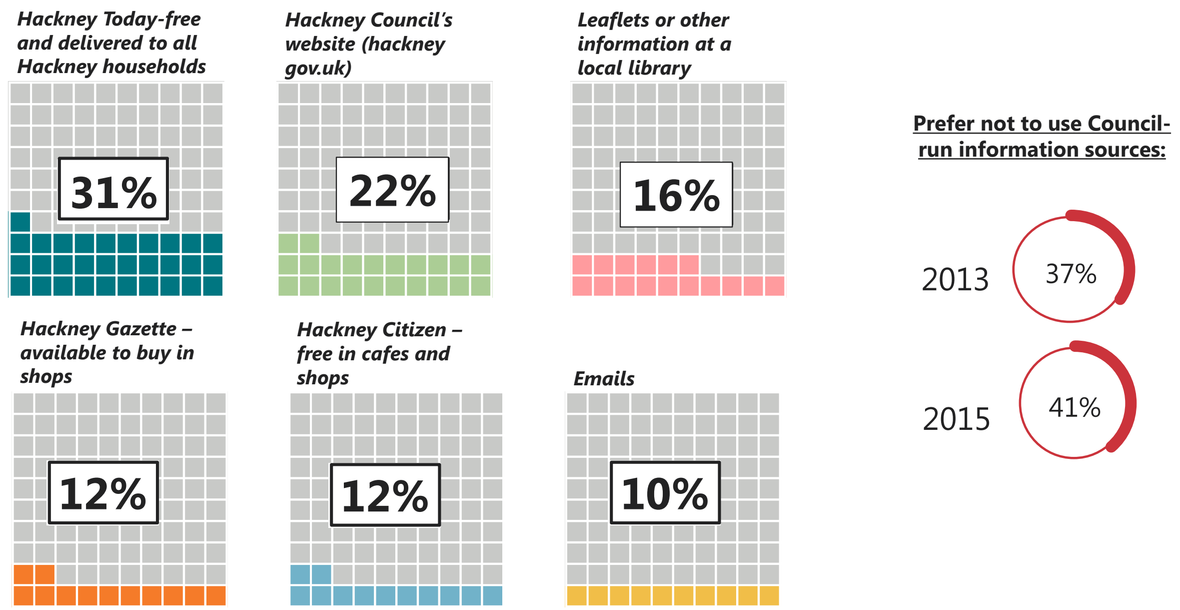
Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015

Source: Ipsos MORI

Ipsos Public Affairs

Figure 9.4: Preferred sources of information on the Council

Q. From which, if any, of the sources on these cards would you prefer to obtain most of your information about Hackney Council? What else?



Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015

Source: Ipsos MORI

Ipsos Public Affairs

One in three residents (32%) currently uses the Council's website for information – the second most popular source of those asked about. This is up from 2013 levels when it was 27%, which is encouraging considering the Council's potential push to move more services online in future. However, fewer residents in 2015 would actually *prefer* to use the website (down from 27% in 2013 to 22%).

The survey highlights the importance of being able to receive and obtain information through offline as well as online sources, and the need to provide choice for residents. We know more and more people are moving online, but Ipsos MORI's own Technology Tracker[38] shows that traditional modes of communication will remain important for some groups, with internet penetration rates particularly low among older and less affluent groups.

How do attitudes vary between residents?

There are a number of differences across Hackney's demographic communities in terms of how informed residents feel, and also in relation to the preferred ways in which they want to find out about the Council. This is relevant in thinking about the different ways in which communication and information can most effectively be targeted. For example:

- In terms of tenure, residents who are owner occupiers are more likely to feel informed than social and private renters (67% compared to 57% and 56% respectively). There are some distinct patterns in terms of how these groups find out about Hackney Council too. For example, owner occupiers and social renters are more likely to get information from Hackney Today (49% and 46% respectively, compared to just 20% of private renters). Does this suggest that private renters are not receiving the magazine, or are simply just less interested in reading it? Conversely, the Council website is the overwhelming source of choice for private renters (46% use it and 34% would prefer to use it) (noting 44% of owner occupiers also use it, and 28% of them would prefer to use it). In the context of potentially pushing more services online (including those presumably related to housing services), it is worth noting that only 18% of social renters currently use the Council website for their information, and just 13% would actually prefer to use this source.

  Improving communication with social renters is particularly important given there has been a disproportionately large fall since 2013 in feelings of being informed among this tenure group in comparison to owner occupiers (a fall of 73% saying they feel informed to 57% in 2015, compared to a fall of 75% to 67% for owner occupiers). While we cannot prove causality, the reduced frequency in which Hackney Today is published may have played a part in this decline, given social renters are more likely to source their information about the Council this way, and less so from other sources compared to owner occupiers.

[38] Ipsos Connect Tech Tracker Q4 2015, Ipsos MORI (December, 2015).

- Age does not seem to widely influence results, though 16-24 year olds are slightly less likely to feel informed about the Council (52% compared to 59% of residents overall). In thinking about how to improve levels of feeling informed among this age group, the survey shows that their preferences tend to extend more to online sources - after Hackney Today, their main preference is to use the Council website (21% cite this as a preferred source) and they are also more likely than the average resident to prefer emails (15% compared to 10%). They are the age group least likely to cite official Council sources as their preferred information source; in fact, a majority (54%) say they would prefer non-Hackney Council sources (compared to 41% of residents overall). Conversely, Hackney Today remains the overwhelming source of choice for older age groups – 51% of residents aged 55 and over state this as their preferred source compared to 31% of residents overall.

- Other factors relating to levels of affluence are also relevant. For example, residents in full-time work are more likely to feel informed about the Council (63% compared to 56% of residents who are not working full-time). Full-time workers are also more likely to state a preference for online information – 32% say they would prefer to find out about the Council via the website (compared to 14% of residents not working full-time), and 13% by email (compared to eight per cent of residents not working full-time).

- While levels of feeling informed do not differ significantly across the different social grades, their preferred sources for finding out about the Council do differ. Similarly to what we find for work status, it is residents from the more affluent social grades who are more likely to prefer online sources (33% of ABs and 31% of C1s say they would prefer to find out about the Council via the website, compared to just 15% of C2s and 11% of DEs). ABs are also more likely to express appetite for social media relative to the less affluent social grades (12% compared to four per cent of C2s and two per cent of DEs). Conversely, DEs are far more likely to prefer to get their information from Hackney Today (39% compared to 31% of residents overall) and from friends and neighbours (11% compared to eight per vent of residents overall).

- When it comes to ethnicity, again there are no significant differences between groups of residents. Nor does language appear to be an issue (with those whose main language is not English no less likely to feel informed than those whose main language is English). However, the survey shows some differences in terms of preferences. Specifically, White residents are more likely to state online sources as their preference for finding out about the Council (25% say they would prefer to find out about the Council from the website compared to 18% of BME residents, and eight per cent via social media compared to six per cent of wider residents). While proportions are small overall, Black residents appear to be slightly more likely to prefer face-to-face contact – nine per cent cite a preference for contact with Council staff (compared to five per cent of White residents) and five per cent with Hackney Town Hall (compared to one per cent of White residents).

That levels of feeling informed are closely linked to how satisfied residents are with the Council is nothing new – indeed this has been well documented across the local government sector by Ipsos MORI[39]. Notably, this trend continues to hold true for Hackney's latest survey - residents who feel well informed are far more likely to express satisfaction with the way Hackney Council runs things (79% are satisfied compared to 57% who do not feel well informed). Similarly, residents who feel well informed are more likely to think that the quality of Council services has got better over the last two years (40% compared to 24% of residents who do not feel well informed). This demonstrates the continued value of communications

[39] See: People, Perceptions and Place, Ipsos MORI (August 2009) and The reputation of local government, Ipsos MORI and the Local Government Association (September 2008).

and information in promoting a positive image for the Council, though the *ways* in which residents hear about what the Council is doing is very relevant too.

The extent to which residents feel informed also appears to be linked to how they feel about their local area more widely. They are more likely to be satisfied with it (91% of residents who feel well informed are satisfied with their local area compared to 82% who do not feel well informed), but are also more positive about change in the borough (52% of residents who feel well informed think their local area has got better over the last five years compared to 38% who do not feel well informed). Again, it is not possible to prove causality, but the data suggests that information provision may have an important role to play in communicating the positive messages about change in the borough as well as providing reassurances to residents about those changes they express concern about.

Accessing services online

Communication with residents is becoming increasingly challenging for local councils in light of continuing austerity. Matched with the growing use of the internet and smartphone usage[40], Hackney Council – like many local authorities – is looking to explore how it can push more services online in the interest of making savings. It is in this context that Hackney Council asked a number of questions in the survey to understand how residents might want to engage with Council services online in the future; specifically in relation to whether they currently access 10 particular services online and whether they have appetite to do this, or do more of this, in the future.

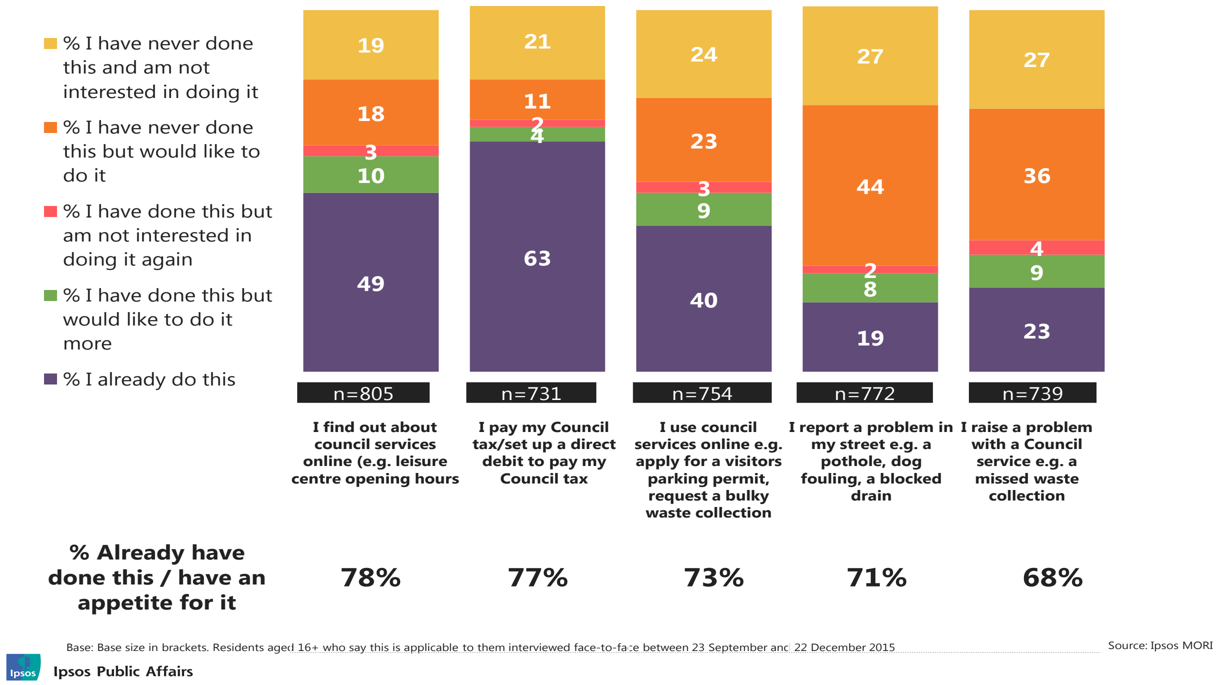
Discounting those residents who say that the particular service asked about does not apply to them, more than half of residents appear to be accessing these services online, or have appetite to do so in the future – see Figure 10.5. Of the Council services asked about, those which residents are *least* likely to be accessing online, or where there is the least appetite to do this in the future or do more of it in the future, include viewing or submitting a planning application (52% already do this, would like to do it in the future or would like to do more of it in the future), or applying for a Council tax discount (60%). This may reflect the fact that residents likely to qualify for Council tax discounts are those from more deprived backgrounds who we know are less likely to be online[41]. There are a number of more widely used services where there is perhaps more interest and value in terms of the Council pushing them online. Encouragingly, over seven in ten users of the following services already access them online or would be willing to do so in the future – these are: finding out about Council services; paying their Council tax; applying for services such as a parking permit; and reporting local problems in their street such as potholes.

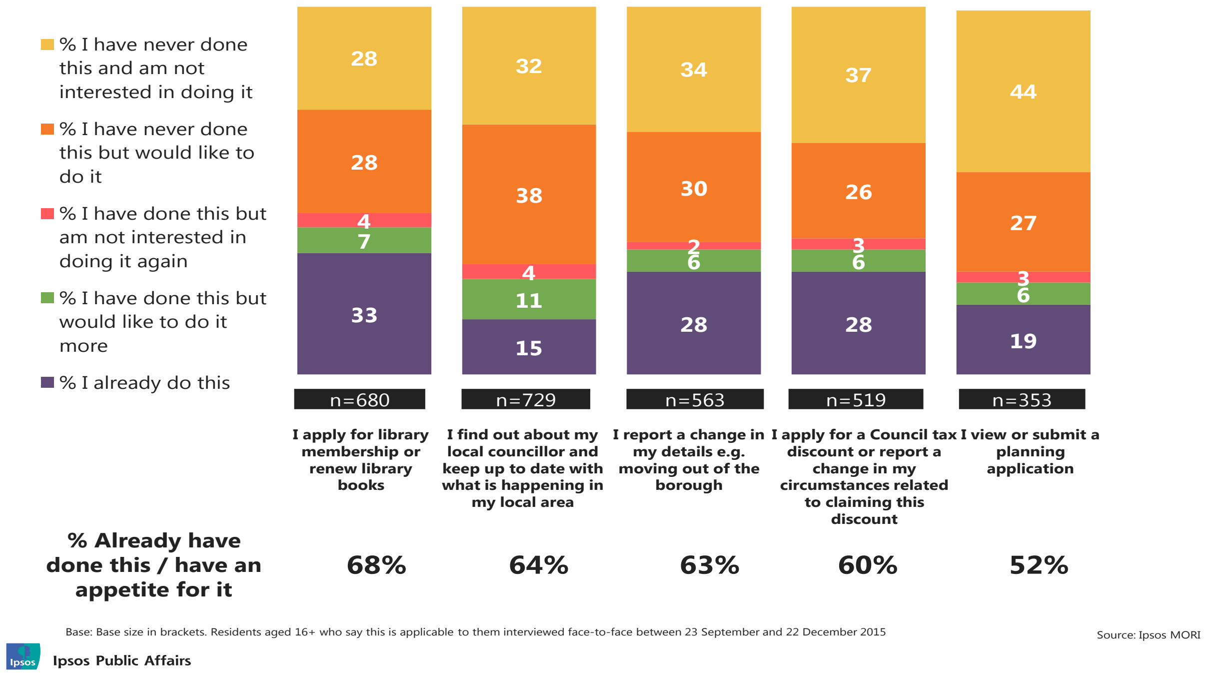
The survey also suggests that there may be a current lack of awareness or an unmet need relating to certain services, with some residents saying that while they have never accessed this service online, they would like to do so in the future. This is particularly true of reporting a problem in the street, where 44% of residents who use this service state that they have not used or accessed it online, but that they would like to do so in the future. In addition, 36% say the same for raising a problem with a Council service, and 38% say this for finding out about their local councillor.

[40] Ipsos Connect Tech Tracker Q4 2015, Ipsos MORI (December, 2015).

[41] Ibid.

Figure 9.5: Extent to which residents are accessing Council services online





How do attitudes vary between residents?

Despite the high proportion of residents stating that they either already access a number of services asked about online or have an appetite for doing more of it, it is clear that some residents – a sizeable minority in many cases - are simply not interested in accessing certain services online. As with wider communication and information, it will be important that these residents are not inadvertently disadvantaged by any further push by the Council to put services online.

Looking more specifically at how different community groups feel about pushing services online there are a number of notable patterns:

- There are some distinct differences related to **age,** as might be expected when looking at what residents do or are willing to do online. Those aged 65+ are more likely than residents overall to say that they have *no* appetite for accessing any of the services asked about online, with the exception of viewing or submitting a planning application (where their views are no different to residents overall). Younger residents aged 16 to 24, however, are not necessarily any more likely to be already accessing or have an appetite for accessing the services asked about online. Given the high levels of internet penetration among this group (and what we know about their wider preferences for accessing information about the Council online – see Chapter 9), this may suggest that Council services are simply not seen to be as relevant to them as for other age groups, regardless of whether they can be accessed online or not.

- Those who are **working full-time** are more likely than those who are not to currently access or have appetite to access many of services asked about online. Particularly large differences are seen for finding out about their local councillor (72% compared to 56%), reporting a change in their details (72% compared to 55%), and reporting a problem in the street (79% compared to 63%). This suggests that the convenience of being able to access services online is important for those in work.

- Linked to what we know about those people who are less likely to be online being from less affluent groups[42], it is perhaps no surprise that **affluence** appears to be a factor in terms of appetite for accessing services online. In particular, in relation to socio-economic background where residents from social grades AB are more likely than residents overall to say they already access or have an appetite to access the majority of services asked about online (this is in part likely to be related to their work status as addressed in the point above). This pattern is not dissimilar to other surveys Ipsos MORI has conducted where similar issues have been asked about.

- Linked to this, **tenure** differences are also prominent, with owner occupiers more likely than social renters on a number of counts to say that they already access the services asked about online or would like to do so in the future.

- There are some important differences by those who have a **disability** and those who do not. Disabled residents are more likely to say that they have *no* appetite to access Council services online (40% compared to 20% of residents with no disability), use Council services online (41% compared to 26%), and report a problem in their street online (40% compared to 28%). This is very relevant in considering the impact of a further move to place Council services online on the more vulnerable residents in society. That said, residents with a disability are *more* likely than those who do not have a disability to say that they already access online, or would like to access more in future, services related to applying for a Council tax discount (77% do this or would like to do it more compared to 58% of residents without a disability, noting that this is likely to be related to this particular service being used proportionately more by disabled residents).

---

[42] Ipsos Connect Tech Tracker Q4 2015, Ipsos MORI (December, 2015).

10 Future of public services in Hackney

Hackney Council provides or supports a range of local public services. However, like all councils, it faces significant funding pressures over the coming years as a result of reduced funding from central Government. Hackney Council is expected to have to find savings of £60m by 2017/18, largely due to a reduction in central Government spending of £45m. This is on top of £130m already saved since 2010[43]. At the same time, the Council has to manage a growing and changing local population, as well as its popularity as a visitor destination.

The Council cannot make the savings needed without making fundamental changes to the way it operates, and the survey provided an opportunity to test with members of the public their preferences for making savings, and to get an understanding of the extent to which residents might be willing to do more in their own community to help ease the burden on local services.

More specifically, survey participants were presented with a list of things other local authorities have done to make savings recently, and were asked how strongly they supported or opposed each in the context of Hackney Council doing them. In interpreting these findings it should be borne in mind that participants had limited access to information about the implications of the savings options presented. More generally we know that the public tend to have limited understanding of what councils do or how they are funded.

Preferred options for making savings

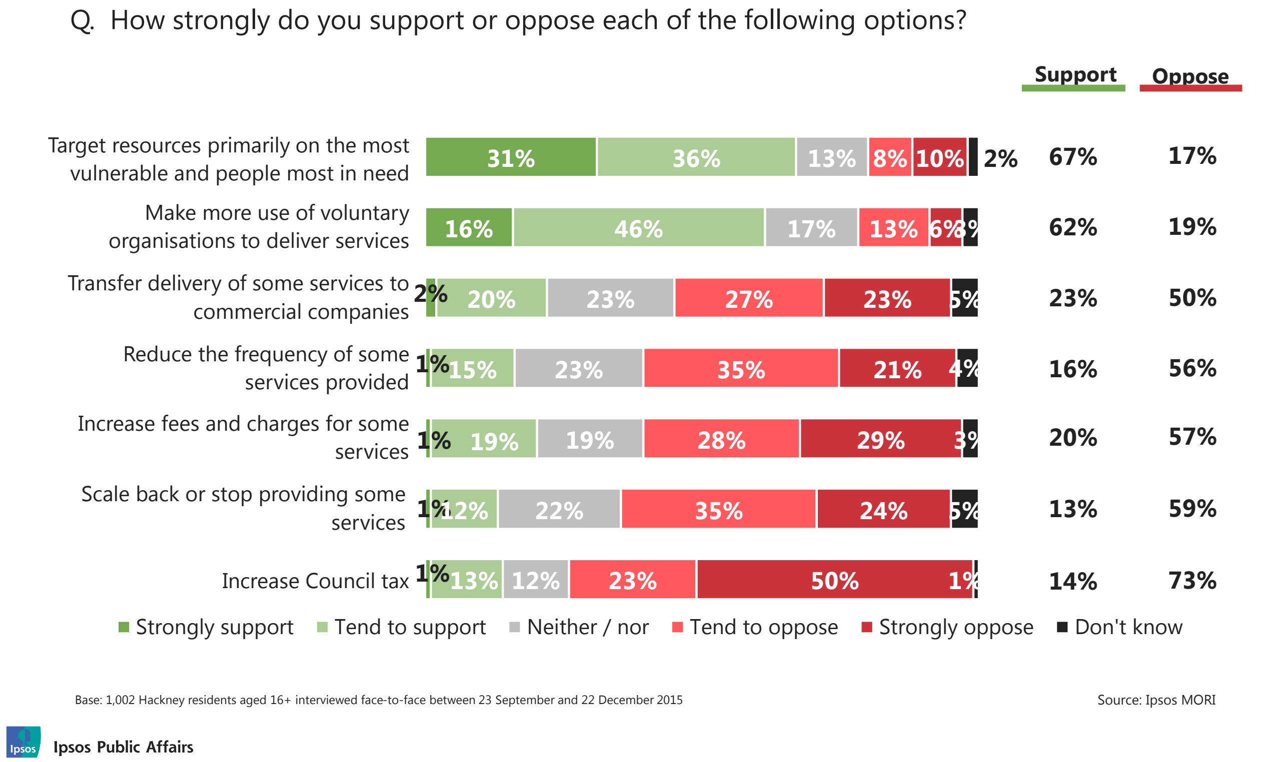
When it comes to options for making savings, residents are most likely to support the targeting of resources at the most vulnerable and people in need (67%), followed by making more use of voluntary organisations to deliver services (62%). Active opposition to these options is comparatively low, as shown in Figure 10.1.

Using the voluntary sector to support services seems far more popular than using commercial companies (62% compared to 23%), which may reflect negative media coverage relating to other public service outsourcing to the private sector. However, the survey suggests that for those already working on the coal face supporting delivery of public services, this may not be the case; residents already involved in their community are significantly more likely to oppose making more use of voluntary organisations than those who are not (22% versus 13%), which may reflect the pressures already felt by the sector to deliver.

As Figure 10.1 shows, support is comparatively much lower for proposals that would involve greater costs for local people or reduced service levels. Only 16% support reducing the frequency of some services, and 13% scaling back or stopping some services (13%). One in five (20%) supports increased fees and charges for some services, while just 14% support a Council Tax increase (three in four – 73% - actively oppose this savings option).

[43] Hackney Council (2015)

Figure 10.1: Options for Hackney Council to make savings



Options for using commercial companies to deliver some services, or reducing service levels, almost always attract greater support from the more affluent groups of residents and recent movers into the borough. For example, increasing fees and charges for services is supported more strongly by:

- the AB social grades (32% compared with 17% across the other social grades)
- owner-occupiers (26%) and private renters (25%), rather than social tenants (14%)
- White residents (24%, compared with only eight per cent of Asian residents and 14% of Black residents)
- those not in receipt of Housing Benefit or Council Tax Benefit (24% compared with 15% of those who are), and
- those who moved into Hackney in the last five years (28% compared with 15% of those who have lived here more than 10 years).

In contrast, it is longer-term residents and less affluent groups who are stronger opponents of using commercial companies, reducing or stopping services or increasing financial charges or taxes. For example, while three in four residents overall (73%) are against increasing Council tax, this figure is even higher among DE social grades (81%) and social tenants (83%) and, by association, those who have lived in Hackney more than 10 years (76%). These are the residents more likely to be reliant on public services and less likely to be in a position to pay more for them. Opposition is also higher among Black and Asian residents (87% and 83% respectively).

Generally speaking, opposition to the savings options presented is greater among those critical of local public services. For example, there is greater opposition to reducing the frequency of services among those already dissatisfied with the

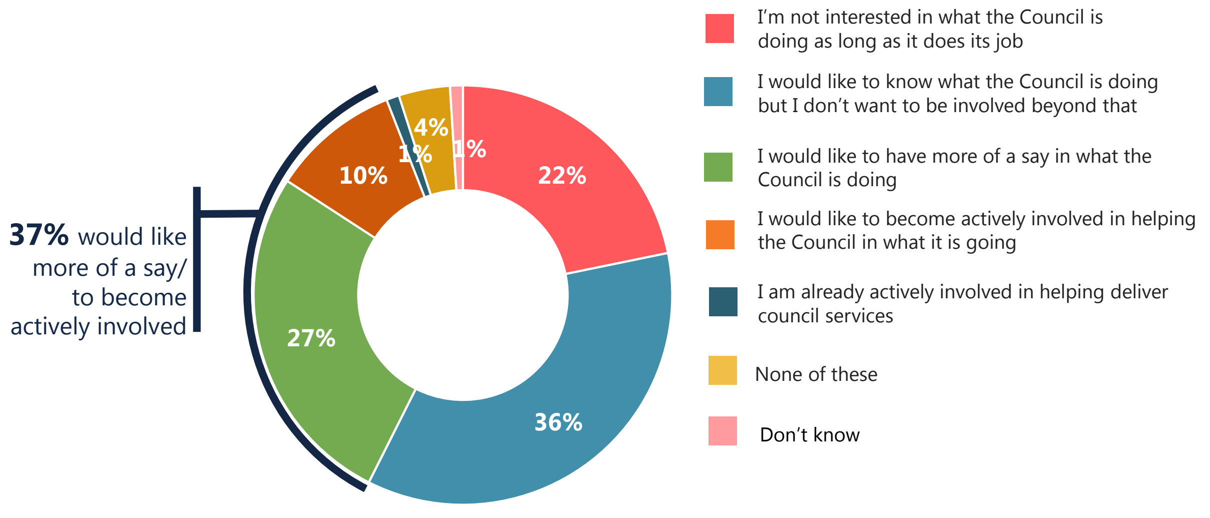
Council (67% compared with 52% of those satisfied with it) or who think Council services have got worse (74% compared with 52% of those who say they have got better). This suggests a number of anxieties among residents that the quality of their services may suffer in the future; thus signifying that any reduction in service levels will need to be carefully managed and communicated to residents so that the Council is seen to be being transparent and is 'taking residents with it'.

Getting involved with local public services

In understanding the extent to which local people might be willing to do more in their own community to help ease the burden on local services, almost two in five residents (37%) report that they would like some sort of a say, as shown in Figure 10.2. One in ten (10%) would be willing to become actively involved with in helping the Council in what it is doing. While this does not represent big proportions, it does suggest there are c.19,500[44] residents who could be potentially willing to do their bit. These are not dissimilar proportions to that previously witnessed nationally by Ipsos MORI[45]. Around a third of residents (36%) are just content just with knowing what the Council is doing; they do not want involvement beyond that. And one in five (22%) are not interested in what the Council is doing at all so long as it does its job.

Figure 10.2: Involvement in council services

Q. Which of the statements on this card comes closest to your own attitudes towards Hackney Council? Please just read out the letter that applies.



Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015

Source: Ipsos MORI

Ipsos Public Affairs

[44] Assuming a direct extrapolation of the Hackney population aged 16+ (latest Census figures), and noting that these figures are subject to margins of error.

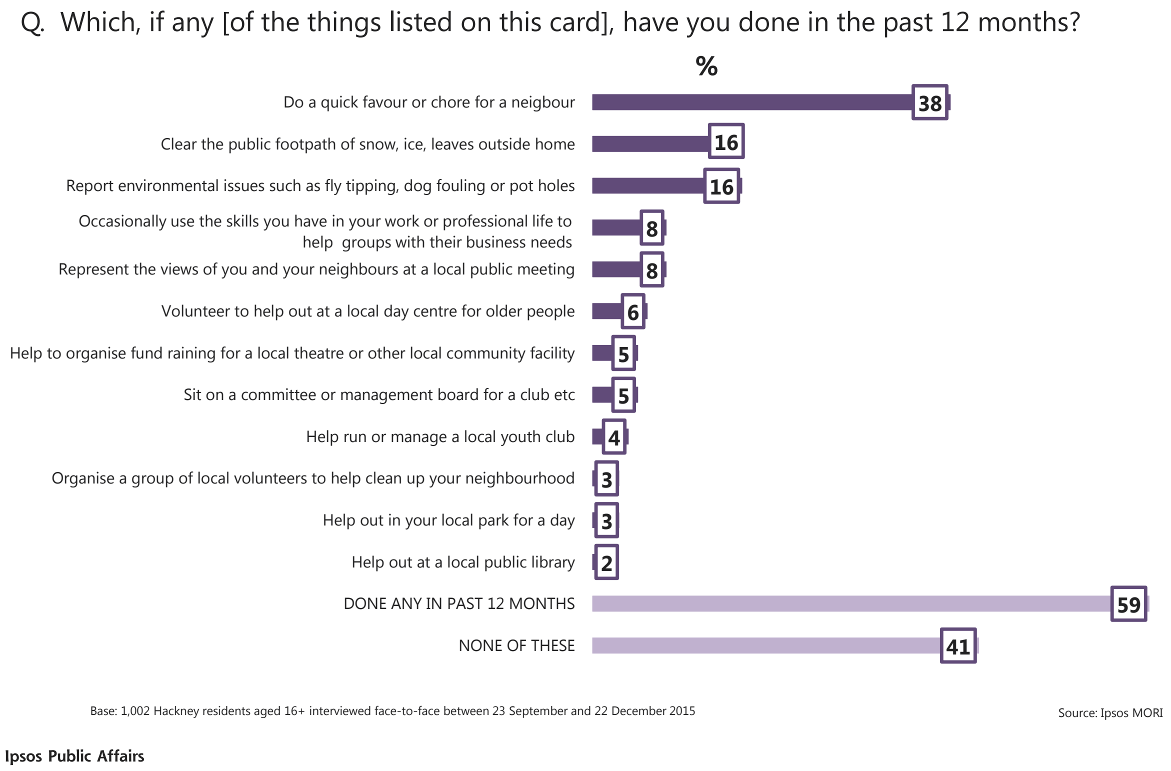
[45] Ipsos MORI interviewed 1,896 adults aged 18+ across Great Britain in September 2008. Indicative comparison only due to different question wording. Five per cent of the public wanted more active involvement, 24% wanted more of a say and 47% wanted more information but no active involvement beyond that.

Residents' contribution to the local community

In understanding the types of things residents might be willing to do to help their local community, we find that around three in five (59%) have made at least one form of contribution asked about in the survey in the past 12 months, although most have only made the one contribution (the mean number of community activities undertaken is 1.1).

As Figure 10.3 shows, the most popular kinds of contributions tend to be the more 'light touch' activities: 38% of residents have done a quick chore for a neighbour, followed by clearing the footpath outside their home of ice or snow and reporting environmental problems such as littering or fly-tipping (both 16%).

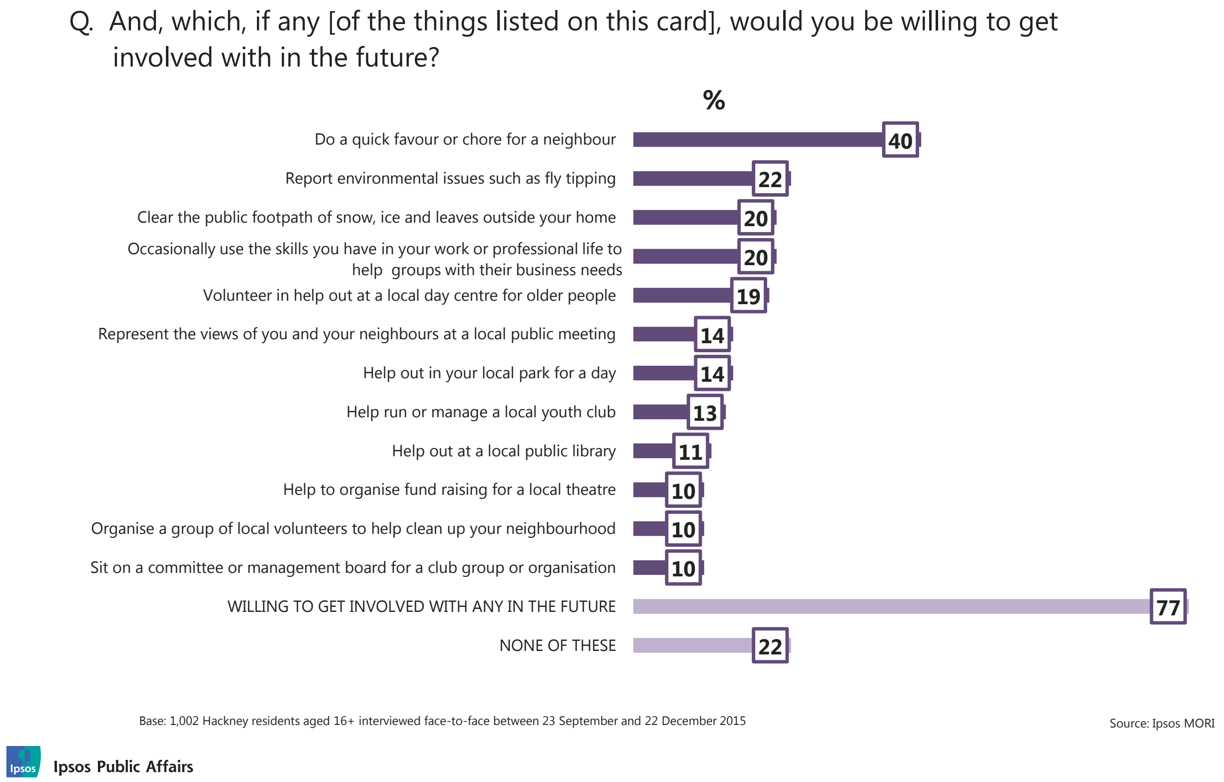
Figure 10.3: Contributions to community in the past 12 months



In thinking about future contributions from the community (see Figure 10.4), it is encouraging to note that three quarters of residents (77%) say they would be willing to get involved with at least one of the activities asked about. One in five (22%) have no interest.

Again, it is the less timely and labour-intensive activities that residents would be most interested in doing, a finding that is in keeping with other council surveys Ipsos MORI has run that seek to identify the kinds of engagement or activities residents would be willing to partake in. In Hackney, the biggest contributions are likely to be from: doing a quick chore for a neighbour (40% would be willing to do this in the future), followed by reporting environmental problems such as littering (22%), clearing the footpath of ice and snow (20%), using their own professional skills to help businesses (20%), and helping out in a local day centre for older people (19%).

Figure 10.4: Willingness to contribute to community in the future



Who is more likely to be willing to do their bit in the community?

Differences emerge between different community groups when looking at who currently does their bit in the community, and who is most likely to want to engage in the future:

- Affluence once again appears to be a defining factor, with those in social grades AB reporting that they have made at least one form of contribution asked about in the survey in the last 12 months (72% compared with 56% across the other social grades). Residents from higher social grades are also more likely to want greater involvement with Council services – 42% of residents in the ABC1 social grades say this, compared with 37% of residents overall. In contrast, we find those residents from a DE social grade and those in receipt of Housing Benefit or Council Tax Benefit to be the least interested in engaging with the Council or their community.

- There may be some issues specific to those residents in social grades DE which impact on their interest in engaging with the Council or their community, since these individuals are more likely than residents overall to be disabled and to be unemployed and looking for work; thus making the potential to volunteer or contribute more challenging (24% of DE residents are disabled compared to 12% of residents overall, and 26% of DE residents are unemployed compared to 14% of residents overall). That disabled residents are also more likely to say 'none of these' when it comes to future contributions (46% compared to 22% of residents overall), also suggests that this group may struggle with the idea of doing more in their community; at least in relation to the specific types of engagement activity asked about in the survey.

- Linked to the social-economic status, tenure is also relevant. Owner-occupiers are also more likely to be engaged with their community (73% compared with 56% of social renters and 54% of private tenants), perhaps reflecting their vested interest in the local area as a home owner. They also want greater involvement with Council services – 42% per cent of owner-occupiers say this, compared with 37% of residents overall.
- Age is also a defining factor, and it is middle-aged and longer-term residents who are more likely to do their bit (68% of those aged 35-54 and 63% of those who have lived in Hackney more than 10 years have made at least one contribution in the last 12 months, compared with 59% of residents overall). This may be because they feel more settled in their community and more connected to it. In contrast, older residents aged 65+ are less interested in getting involved with the Council (31% are not interested in what the Council is doing as long as it does its job, compared to 22% of residents overall).
- Ethnicity appears to play a role as well. Appetite for engaging more with what the Council is doing is lower among Black residents (30% are simply not interested in what the Council is doing as long as it does its job, compared with 19% of White residents).

Demographic differences and socio-economic status also plays out in terms of the kinds of activities residents do or are willing to do. For example, willingness to help local groups with their business needs is stronger among residents from AB social grades (43% compared with only nine per cent of the least affluent DE social grades). That said, it is interesting to note that when it comes to certain activities in the community, residents from a less affluent background (specifically those from social grade DE, social renters and disabled residents) are *more* likely to have helped out at a day centre for older people (nine per cent, eight per cent, 12 % respectively, compared to six per cent of residents overall). This does suggest that appetite for engagement will likely be issue led, so it will be important for the Council to target particular activities at the right people; a blanket approach to securing engagement from residents may not be as fruitful. As wider Ipsos MORI research has frequently demonstrated, interest in engaging further with the Council or the local community often tends to be issue led.

As we often find with research of this nature, residents who are more negative about the local area or the Council are more likely to want a say. For example, residents who think the local area has got worse to live in over the last five years are more likely to want a greater say in Council services without being directly involved in them (39% compared with 23% of those who say the area has got better). So too are those residents who are dissatisfied with the Council's overall performance (35% compared with 24% of those satisfied with it). Similarly, those already doing their bit in the community are also more likely to be the ones holding negative views – engagement is more common among those dissatisfied with the Council (68% have made at least one form of contribution to their community in the past 12 months compared with 58% of those who are satisfied with the Council), or who think the local area has got worse in the last five years (73% compared with 62% who think it has got better).

It is encouraging to note that while those more recent residents to Hackney are less likely to have made a contribution to their community in the last 12 months[46], they are particularly likely to say they would be willing to do their bit in the future (84% of those who have lived in the borough up to two years compared with 72% of those who have lived in Hackney more than 10 years). This may well explain why residents' willingness to do more in their community is especially high in

[46] 46% of residents who have lived in the borough for up to two years have done at least one of the engagement activities asked about in the past 12 months, compared with 59% of residents overall

Hoxton, London Fields and South West Hackney (85% compared with 77% across Hackney), as this locality has a greater concentration of recent movers into the borough.

Interest and engagement in the local community appears to be self-reinforcing. As might be expected, those who are already involved in doing their bit for the local community are also slightly more likely than average to want either a greater say in local services (32% compared with 19% of residents not currently engaged) or to want active involvement in helping the Council (13% compared with five per cent).

11 Appendices

Appendix A: Survey sample profile

Table 11.1: Survey sample profile (weighted and unweighted)[47]

		Weighted (%)	Unweighted (%)
Gender	Male	49	47
	Female	51	53
Age	16-24	13	17
	25-34	34	29
	35-44	19	20
	45-54	16	16
	55+	18	19
Work status	Working	57	57
	Not working	43	43
Ethnicity	White	55	59
	Asian or Asian British	11	11
	Black or Black British	23	24
	Mixed background	6	3
	Other ethnic group	5	3

[47] Data has been weighted to 2013 Population Mid-Year Estimates for age and gender, and 2011 Census for work status and ethnicity.

Appendix B: Guide to statistical reliability

Ensuring that the survey results are statistically reliable is important when comparing the data between different years of the survey or between different groups within the sample to ensure that any differences are real (i.e. statistically significant). A sample size of 1,002 permits good level of analysis by key demographic variables (such as age, work status and tenure).

This can be explained in the tables that follow. To illustrate, the residents who took part in the survey were only be a sample of the total population of Hackney adults aged 16+, so we cannot be certain that the figures obtained are exactly those that would have been reached had everyone in the borough been interviewed (the 'true' values). We can, however, predict the variation between the sample results and the 'true' values from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the 'true' value will fall within a specified range.

The following table indicates that we can expect an overall sampling tolerance of +/- 3.1 percentage points at the '95% confidence interval' for the 2015 survey overall.

Table 11.2: Survey sampling tolerances: overall level

	Approximate sampling tolerances applicable to percentages at or near these levels		
Size of sample on which survey result is based	10% or 90%	30% or 70%	50%
100	5.9	9.0	9.8
500	2.6	4.0	4.4
1,002	1.9	2.8	3.1
2,000	1.3	2.0	2.2

For example, with a sample size of 1,002 where 88% are satisfied with their local area as a place to live, then the chances are 19 in 20 that the 'true' value (i.e. the one which would have been obtained if the whole adult population of Hackney had been interviewed) will fall within the range of $\pm$1.9 percentage points from the survey result (i.e. between 86.1% and 89.9%).

The following table indicates the sampling tolerances when comparing different groups of participants. If we once again assume a '95% confidence interval', the differences between the results of two separate groups must be greater than the values given in the following table in order to be deemed 'statistically significant':

Table 11.3: Survey sampling tolerances: sub-group level

	Differences required for significance at or near these percentage levels		
Size of sample on which survey result is based	10% or 90%	30% or 70%	50%
100 vs.100	8.4	12.8	13.9
300 vs. 300	4.8	7.3	8.0
472 vs. 530 (males vs. females)	3.7	5.7	6.2
1,002 vs. 1,011 (2015 vs 2013 survey)	2.6	4.0	4.4

For example, if 46% of male residents give a particular answer compared with 54% of female residents (assuming sample sizes in the table above), then the chances are 19 in 20 that this eight point difference is significant (as the difference is more than 6.2 percentage points)

It is important to note that, strictly speaking, the above confidence interval calculations relate only to samples that have been selected using strict probability sampling methods. However, in practice it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to this survey.

Appendix C: Brief guide to social grade definitions

Listed below is a summary of the social grade definitions on all surveys carried out by Ipsos MORI. These are based on classifications used by the Institute of Practitioners in Advertising.

A Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.

B People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.

C1 All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.

C2 Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.

D Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.

E Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income.

Appendix D: Neighbourhoods classification

Local area analysis has been based on four local neighbourhoods or groupings of wards: Dalston, Stoke Newington and North West; Hackney Central, Wick and South East; Hoxton, London Fields and South West; and, Stamford Hill and North East. The wards that fall into each of these neighbourhood classifications are as follows:

	Wards
Dalston, Stoke Newington and North West	Dalston, Shacklewell, Woodberry Down, Brownswood, Stoke Newington, Clissold
Hackney Central, Wick and South East	Hackney Central, Hackney Wick, Homerton, Victoria
Hoxton, London Fields and South West	Hoxton East & Shoreditch, De Beauvoir, Haggerston, King's Park, London Fields, Hoxton West
Stamford Hill and North East	Lea Bridge, Hackney Downs, Springfield, Stamford Hill West, Cazenove

Appendix E: Survey questionnaire

Hackney Residents' Survey 2015

QUESTIONNAIRE

FINAL VERSION V4

INTRODUCTION/CONFIDENTIALITY

Good morning OR **afternoon** OR **evening. My name is …… from Ipsos MORI, the research organisation, and we are carrying out a survey for Hackney Council on issues and services in your local area. The council will use the results to understand better what local people think.**

The interview will take about 20 minutes. Do you have time for me to ask you a few questions?

I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.

SCREENER QUESTIONS

QGENDER.
SINGLE CODE ONLY

Male	1
Female	2
OTHER - IF PREFER TO USE THEIR OWN TERM PLEASE WRITE IN HERE	3

QAGE.
What was your age on your last birthday?
WRITE IN & CODE EXACT AGE. SINGLE CODE ONLY

16-24	1
25-34	2
35-44	3
45-54	4
55-59	5
60-64	6
65-74	7
75+	8
Refused	9

QWORK. SHOWCARD A (NR)
Which statement on this card best applies to you?
SINGLE CODE ONLY

Employed - Full-time (30+ hrs)	1
Employed - Part-time (9-29 hrs)	2
Self-employed full-time	3
Self-employed part-time	4
Unemployed and available for work	5
Long-term sick or disabled	6
Retired	7
Doing something else – PLEASE SPECIFY	8
Prefer not to say	9

QETHNICITY. SHOWCARD B (NR)
To which of these groups do you consider you belong?
SINGLE CODE ONLY **Just read out the letter that applies**

	White	
A	Australian/ New Zealander	1
B	Charedi	2
C	English	3
D	European mixed	4
E	Gypsy, Roma or Traveller	5
F	Other Eastern European	6
G	Other Western European	7
H	Irish	8
I	Italian	9
J	Kurdish	10
K	North American	11
L	Northern Irish	12
M	Polish	13
N	Scottish	14
O	Turkish	15
P	Turkish Cypriot	16
Q	Welsh	17
R	Any other White background PLEASE SPECIFY	18
	Asian or Asian British	
S	Bangladeshi	19
T	Chinese	20
U	Indian	21
V	Pakistani	22
W	Vietnamese	23
X	Any other Asian background PLEASE SPECIFY	24

	Black or Black British	
Y	African	25
Z	Caribbean	26
AA	Ghanaian	27
BB	Nigerian	28
CC	Somali	29
DD	Any other Black or Black British background PLEASE SPECIFY	30
	Mixed background	
EE	White and Asian	31
FF	White and Black African	32
GG	White and Black Caribbean	33
HH	Any other Mixed background PLEASE SPECIFY	34
	Other ethnic group	
II	Arab	35
JJ	Latin / South American	36
KK	Any other ethnic group PLEASE SPECIFY	37
	REFUSED	38

QRESIDENCE. SHOWCARD C (R)
How long have you lived in Hackney? SINGLE CODE ONLY

Less than 6 months	1
6 months to one year	2
Over one and up to two years	3
Over two and up to 5 years	4
Over 5 and up to 10 years	5
More than 10 years	6
Don't know	7

QCHILDREN. **Do you have any children living in this household?** MULTICODE OK.

Yes – aged 5 or under	1
Yes - aged 6-18	2
Yes – aged 18 or over	3
None	4
Refused/Don't know	5

OVERALL SATISFACTION WITH THE LOCAL AREA AND HACKNEY COUNCIL

ASK ALL

I would like to start by asking you some questions about the local area and Hackney Council.

Q1. SHOWCARD D (R) **Overall, how satisfied or dissatisfied are you with your local area as a place to live? When answering, please consider your local area to be the area within 15 – 20 minutes walking distance from your home.** SINGLE CODE ONLY

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know	6

Q2. SHOWCARD E (R) **To what extent do you agree or disagree that this local area is a place where people from different backgrounds get along well together?** SINGLE CODE ONLY.

Definitely agree	1
Tend to agree	2
Tend to disagree	3
Definitely disagree	4
Don't know	5

Hackney Council is responsible for a range of services such as refuse collection, street cleaning, planning, education, social care and road maintenance.

Q3. SHOWCARD F (R) **Overall, how satisfied or dissatisfied are you with the way Hackney Council runs things?** SINGLE CODE ONLY

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know	6

Q4. SHOWCARD G (R) **I am now going to read out a short list of statements about Hackney Council and I would like you to tell me, from this card, how strongly you agree or disagree with each?** READ OUT. SINGLE CODE ONLY FOR EACH. RANDOMISE STATEMENTS A TO C

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/ no opinion
A	**The quality of council services is good overall**	1	2	3	4	5	6
B	**The Council does not listen to the views of local people**	1	2	3	4	5	6
C	**The Council acts on the concerns of local people**	1	2	3	4	5	6

Q5. SHOWCARD H (R) **How much, if at all, do you think the quality of council services has changed over the last two years?** SINGLE CODE ONLY

Got a lot better	1
Got a little better	2
Not changed much	3
Got a little worse	4
Got a lot worse	5
I have not lived here for two years	6
Don't know	7

THE LOCAL AREA AND CHANGE IN HACKNEY

ASK ALL

I would now like to ask you some further questions about living in the local area and about your local community. Once again, when answering, please consider your local area to be the area within 15 – 20 minutes walking distance from your home.

Q6. SHOWCARD I (R) **On the whole, do you think that over the past five years this local area has got better or worse to live in, or haven't things changed much?** SINGLE CODE ONLY

Got better	1
Got worse	2
Not changed much	3
Lived here less than two years	4
No opinion/ don't know	5

ASK ALL

Q7. **What, if anything, do you think has <u>got better</u> in the local area over the last five years?** DO NOT SHOW LIST. MULTICODE OK. PROBE FULLY: **What else?**

SENSE OF COMMUNITY	
Better community spirit	1
Population growth	2
New people moving into the area	3
Good families/ neighbours	4
Better relations between different communities	5
More people from higher socio-economic backgrounds/ middle classes moving into borough	6
Good levels of diversity	7
Good race relations	8
Respect between local people	9
Less inequality between different people/ communities	10
Fabric of community is changing/ has changed for better	11
LOCAL SERVICES/ FACILITIES	
Improved parks/open spaces	12
Improved leisure facilities	13
Improved facilities for teenagers	14
Improved facilities/things for young people/children	15
Improved parking facilities	16
Improved shopping facilities	17
Improved schools	18
Improved access to school places	19
Improved health services	20
Improved bars/ cafes/ restaurants	21
More night-time economy - late night venues such as bars, restaurants and clubs	22
Less night-time economy - late night venues such as bars, restaurants and clubs	23
Improved cultural facilities (e.g. libraries, museums)	24
Good council services	25
Affordability of childcare improved	26
Availability of childcare improved	27
LOCAL ENVIRONMENT	
General appearance of the local area	28
Less noise – day time	29
Less noise - night time	30
Less air pollution	31
Cleaner/less litter	32
Less traffic/ speed of traffic/ congestion	33
Better transport links	34
Improved public transport	35
Better street lighting	36
Improved open/ green spaces	37
Cleaner streets	38
Good quality roads/pavements	39
Improved walking facilities	40
Improved cycling facilities	41
CRIME AND ANTI-SOCIAL BEHAVIOUR	
Lower crime rate	42
Feel safer	43
Fewer drunks/less drinking in the streets	44
Less drug dealing/ taking	45
Less car theft	46

More/better community policing	47
Less racial harassment/discrimination	48
Fewer problems with young people hanging around	49
Less gang culture	50
Less vandalism/graffiti	51
HOUSING & DEVELOPMENT	
Quality of local housing is improving	52
More housing is available	53
Housing is becoming more affordable	54
Better availability of suitable housing	55
The right amount building/development	56
LOCAL ECONOMY	
Cost of living	57
Better job opportunities	58
Wage levels	59
Other - PLEASE SPECIFY	60
Nothing has got better	61
Don't know	62

ASK ALL

Q8. **What, if anything, do you think has got worse in the local area over the last five years?** DO NOT SHOW LIST. MULTICODE OK. PROBE FULLY: **What else?**

sense of Community	
Too many people/ population growth	1
Less community spirit	2
New people moving into the area	3
Problem families/neighbours	4
Worse relations between different communities	5
Too many people from higher socio-economic backgrounds/ middle classes moving into borough	6
Too diverse	7
Poor race relations	8
Lack of respect between local people	9
More inequality between different people/ communities	10
Fabric of community is changing/ has changed for worse	11
Some people/ communities are getting left behind	12
LOCAL SERVICES/ FACILITIES	
Worse parks/open spaces	13
Worse leisure facilities	14
Worse facilities for teenagers	15
Worse facilities/things for young people/children	16
Worse parking facilities	17
Worse shopping facilities	18
Worse schools	19
Worse access to school places	20
Worse health services	21
Worse bars/ cafes/ restaurants	22
More night-time economy - late night venues such as bars, restaurants and clubs	23
Less night-time economy - late night venues such as bars, restaurants and clubs	24
Worse cultural facilities (e.g. libraries, museums)	25
Affordability of childcare got worse	26
Availability of childcare got worse	27
Poor council services	28
LOCAL ENVIRONMENT	

General appearance of the local area	29
More noise - general	30
More noise – related to night-time economy	31
More noise - daytime	32
More noise – night time	33
More air pollution	34
Dirtier/more litter	35
More traffic/ speed of traffic/ congestion	36
Worse street lighting	37
Worse public transport	38
Worse transport links	39
More shops closed/boarded up	40
Worse open/ green spaces	41
Streets less clean	42
Poor quality roads/pavements	43
CRIME AND ANTI-SOCIAL BEHAVIOUR	
Higher crime rate	44
Feel less safe	45
More drunks/more drinking in the streets	46
More drug dealing/ taking	47
More car theft	48
Less community policing	49
More racial harassment/ discrimination	50
More problems with young people hanging around	51
More vandalism/ graffiti	52
More gang culture	53
HOUSING & DEVELOPMENT	
Quality of local housing is getting worse	54
Less housing is available	55
Housing is becoming more expensive	56
Lack of suitable housing	57
Too much building/development	58
LOCAL ECONOMY	
Local services/funding unequal – e.g. unfair priority/ neglect of some groups/ areas	59
Worse/ fewer employment opportunities	60
Wage levels	61
Cost of living	62
Other – PLEASE SPECIFY	63
Nothing has got worse	64
Don't know	65

ASK ALL
Q9. **What would most improve the quality of life for people in this area?** DO NOT SHOW LIST. MULTICODE OK. PROBE FULLY: **What else?**

SENSE OF COMMUNITY	
More community spirit	1
More diversity	2
Less diversity	3
Better race relations	4
More respect between different communities	5
More interaction/ mixing between different communities	6
More people from higher socio-economic backgrounds/ middle classes moving into borough	7
Fewer people from higher socio-economic backgrounds/ middle classes moving into borough	8
Less population growth	9
More population growth	10
LOCAL SERVICES/ FACILITIES	
Increase/ improve facilities for teenagers	11
Improve playgrounds and outdoor facilities for children	12
Increase/ improve general facilities for children	13
Increase/ improve facilities for older people	14
Improve cultural facilities such as museums and theatres	15
Improve sports facilities/ leisure centres	16
Improve community centres	17
Improve libraries	18
More facilities for people like me	19
Improve shopping facilities	20
Improve markets	21
More bars/ cafes/ restaurants	22
Fewer bars/ cafes/ restaurants	23
More night-time economy - late night venues such as bars, restaurants and clubs	24
Less night-time economy - late night venues such as bars, restaurants and clubs	25
Better council services	26
Better health services	27
Increase/ improve childcare provision	28
LOCAL ENVIRONMENT	
Improve street cleaning	29
Improve run down local areas	30
Improve/ tackle pollution	31
Improve environmental quality	32
Improve parks and open spaces	33
Improve waste collection and recycling services	34
Improve roads/footpaths	35
Improve street lighting	36
Remove/clean abandoned cars/fly-tipping/graffiti	37
CRIME AND ANTI-SOCIAL BEHAVIOUR	
Improve community safety/reduce crime	38
Deal with issues related to Night-time economy - general	39
Tackle noise – specifically related to Night-time economy	40
Tackle noise - general	41
Improve anti-social behaviour	42
Tackle drunk and disorderly behaviour	43
Tackle drug taking/ drug dealing	44

Improve/ tackle gang culture	45
More police	46
Safety on the roads	47
Tackling bad cyclist behaviour on the roads	48
Tackling bad driver behaviour on the roads	49
HOUSING & DEVELOPMENT	
Build more affordable housing	50
Improve standard of housing provided by local housing associations/ council	51
Reduce homelessness	52
Better housing advice	53
Tackle high rent prices	54
Less development/ less building	55
Improve standard of housing in private rented sector	56
JOBS AND EDUCATION	
Increase business support/advice	57
Do more to secure jobs locally	58
Do more to promote access to employment opportunities for local people	59
Tackle unemployment	60
School standards	61
School places	62
Provision of adult education/ training	63
Availability of childcare	64
Affordability of childcare	65
LOCAL ECONOMY	
Council tax bills	66
Cost of living	67
Utility bills	68
Cost of rent/ mortgage	69
TRANSPORT	
Improve local public transport	70
Improve traffic management	71
Improve/ tackle congestion	72
Cheaper public transport	73
More reliable public transport	74
More car parking spaces	75
Cheaper parking	76
OTHER	
Improve hospitals	77
Make local services/funding more equal – e.g. fairer priority/ less neglect of some groups/areas	78
Improve GP services	79
Improve Meals on Wheels	80
Improve social services	81
Improve community responsibility	82
Consult/listen to residents more	83
Other - PLEASE SPECIFY	84
Nothing would improve quality of life in local area	85
Don’t know	86

Q10. SHOWCARD J (R) **How strongly do you feel you belong to your neighbourhood?** SINGLE CODE ONLY

Very strongly	1
Fairly strongly	2
Not very strongly	3
Not at all strongly	4
Don't know	5

Q11. SHOWCARD K (R) **I am going to read out some statements about mixing with other people in the local community and I would like you to tell me, from this card, how strongly you agree or disagree with each?** READ OUT. SINGLE CODE ONLY FOR EACH A TO F. RANDOMISE ORDER A TO F.

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know /no opinion
A	**The friendships and associations I have with other people in this local area mean a lot to me**	1	2	3	4	5	6
B	**It's important for people from different backgrounds to mix with one another**	1	2	3	4	5	6
C	**This is a neighbourhood where people from different socio-economic or class backgrounds get on well together**	1	2	3	4	5	6
D	**I don't like mixing with people who aren't like me**	1	2	3	4	5	6
E	**I feel isolated living in this local area**	1	2	3	4	5	6
F	**If a new neighbour moved in next door to me, I would wait for them to introduce themselves before I would introduce myself**	1	2	3	4	5	6

ASK ALL

Q12 SHOWCARD L (R) **Looking at this card, in the last year where have you mixed socially in this local area with people whom you consider to be from a different socio-economic or class background to you? Please read out all the letters that apply.** MULTICODE OK. PROBE FULLY: **Where else?**

A	At your home or their home	1
B	At your work, school or college	2
C	At your child's creche, nursery or school	3
D	At a pub, club, café or restaurant	4
E	At the shops	5
F	At a place of worship	6
G	At a resource centre or day centre	7
H	At local parks and playgrounds	8
I	At local libraries	9
J	Through volunteering activities	10
K	Through local charity / community groups	11
L	At sports/ leisure centres	12
M	Other (PLEASE SPECIFY)	13
N	None of these	14
O	Not relevant to me	15
	Don't know	16

ASK ONLY OF THOSE LIVING IN BOROUGH 2+ YEARS (CODES 4 – 6 AT QRESIDENCE)

Q13 SHOWCARD M (R) **I am going to read out some statements about changes you may or may not have noticed in Hackney over the last two years. I would like you to tell me, from this card, how strongly you agree or disagree with each?** READ OUT. SINGLE CODE ONLY FOR EACH A TO G. RANDOMISE ORDER A TO F. STATEMENT G SHOULD ALWAYS COME LAST

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/ no opinion
A	**The make-up of Hackney, in terms of the people living here, has changed for the better**	1	2	3	4	5	6
B	**I feel more of a sense of belonging to Hackney than I did two years ago**	1	2	3	4	5	6
C	**I know fewer people in Hackney than I did two years ago**	1	2	3	4	5	6
D	**Hackney has become a more unequal borough**	1	2	3	4	5	6
E	**I personally find Hackney to be a less affordable place to live than it used to be**	1	2	3	4	5	6
F	**I am worried about the impact of population growth in the borough on local public services**	1	2	3	4	5	6
G	**I think Hackney is a better place to live than it was two years ago**	1	2	3	4	5	6

INFORMATION AND COMMUNICATION

ASK ALL

I would now like to ask a few questions about council communications.

Q14. SHOWCARD N (R) **Overall, how well informed do you think Hackney Council keeps residents about the services and benefits it provides?** SINGLE CODE ONLY

Very well informed	1
Fairly well informed	2
Not very well informed	3
Not well informed at all	4
Don't know	5

Q15. SHOWCARD O (R) AND SHOWCARD P (NR) **From which, if any, of the sources on these cards do you currently obtain most of your information about Hackney Council? Just read out the letter(s) that apply. You may mention as many or as few as you like.** MULTICODE OK. PROBE FULLY: **What else?**

Q16. SHOWCARD O (R) AND SHOWCARD P (NR) AGAIN **And from which one or two would you prefer to find out about Hackney Council? Just read out the letter(s) that apply.** MULTICODE UP TO TWO.

		Q15 Obtain	Q16 Prefer
A	Hackney Citizen – free in cafes and shops	1	1
B	Hackney Gazette – available to buy in shops	2	2
C	Hackney Today – free and delivered to all Hackney households	3	3
D	Ethnic media (e.g. Olay, Telgraf, Jewish Tribune)	4	4
E	Community newspapers/ community newsletters (e.g. N16/E8)	5	5
F	Friends, neighbours and relations	6	6
G	Contact with Council staff	7	7
H	Leaflets or other information at a local library, leisure centre or other council run facility	8	8
I	Outdoor advertising e.g. posters, bill-boards, buses and banners	9	9
J	Community groups	10	10
K	Council meetings	11	11
L	Schools	12	12
M	Local radio	13	13
N	TV	14	14
O	Hackney Council's website (hackney.gov.uk)	15	15
P	Other websites (NOT hackney.gov.uk)	16	16
Q	Social media PLEASE SPECIFY	17	17
R	Emails	18	18
S	Local place of worship	19	19
T	Hackney Town Hall	20	20
	Other Q16 – PLEASE SPRCIFY	21	21
	Other Q17 – PLEASE SPRCIFY	22	22
	None of these	23	23
	Don't get information	24	24
	Don't know	25	25

PROMOTING ONLINE ACCESS TO SERVICES

ASK ALL

Q17. SHOWCARD Q (R) **I am now going to read out some statements about accessing council services online. For each statement, which of the categories on this card best describes you?** RANDOMISE STATEMENTS A TO J. READ OUT. SINGLE CODE ONLY FOR EACH STATEMENT.

		I already do this	I have done this but would like to do it more	I have done this but am not interested in doing it again	I have never done this but would like to do it	I have never done this and am not interested in doing it	This doesn't apply to me/ I never use this service
A	**I find out about council services online (e.g. leisure centre opening hours)**	1	2	3	4	5	6
B	**I use council services online e.g. apply for a visitors parking permit, request a bulky waste collection**	1	2	3	4	5	6
C	**I report a change in my details e.g. moving out of the borough**	1	2	3	4	5	6
D	**I report a problem in my street e.g. a pothole, dog fouling, a blocked drain**	1	2	3	4	5	6
E	**I raise a problem with a Council service e.g. a missed waste collection**	1	2	3	4	5	6
F	**I pay my Council tax/set up a direct debit to pay my Council tax**	1	2	3	4	5	6
G	**I apply for a Council tax discount or report a change in my circumstances related to claiming this discount**	1	2	3	4	5	6
H	**I find out about my local councillor and keep up to date with what is happening in my local area**	1	2	3	4	5	6
I	**I view or submit a planning application**	1	2	3	4	5	6
J	**I apply for library membership or renew library books**	1	2	3	4	5	6

MANAGING FINANCIAL CHALLENGES AHEAD

Hackney Council provides or supports a range of local public services. However, like all councils, it faces significant funding pressures over the coming years as a result of reduced funding from central Government.

Hackney Council is expected to save £60m by 2017/18, largely due to a reduction in central government spending of £45m. This is on top of £130m already saved since 2010. At the same time, the council has to manage a growing and changing local population, as well as its popularity as a visitor destination.

The council cannot make the savings needed without making fundamental changes to the way it operates. The council is interested in your views as to possible ways to do this.

Q18. SHOWCARD R (R)**. I am going to read out a number of things which other local authorities have done to make savings recently. How strongly do you support or oppose each of the following options? In answering, please bear in mind that the council must find ways to make savings.**
RANDOMISE STATEMENTS A TO G. SINGLE CODE ONLY FOR EACH.

		Strongly support	Tend to support	Neither support nor oppose	Tend to oppose	Strongly oppose	Don't know/ no opinion
A	**Target resources primarily on the most vulnerable and people most in need**	1	2	3	4	5	6
B	**Reduce the frequency of some services provided**	1	2	3	4	5	6
C	**Scale back or stop providing some services**	1	2	3	4	5	6
D	**Increase fees and charges for some services**	1	2	3	4	5	6
E	**Make more use of voluntary organisations to deliver services**	1	2	3	4	5	6
F	**Transfer delivery of some services to commercial companies**	1	2	3	4	5	6
G	**Increase council tax**	1	2	3	4	5	6

LOCAL ECONOMY

I would now like to ask you some questions about the local economy and jobs.

Q19. SHOWCARD S (R) **Thinking about what you know or have heard about employment in Hackney, to what extent do you agree or disagree with the following statements…?**
RANDOMISE STATEMENTS A TO D. READ OUT. SINGLE CODE ONLY FOR EACH.

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/no opinion
A	**There are plenty of job opportunities in Hackney for the current population**	1	2	3	4	5	6
B	**Access to job opportunities are available to everyone equally in Hackney**	1	2	3	4	5	6
C	**The kinds of jobs being created in Hackney are not really accessible for people like me**	1	2	3	4	5	6
D	ASK ONLY IF HAVE CHILDREN (CODES 1-3 AT QCHILDREN): **I worry my children won't be able to afford to live in Hackney when they are older**	1	2	3	4	5	6

GETTING INVOLVED

I would now like to ask you some questions about getting more involved with council services and your local community.

ASK ALL

Q20. SHOWCARD T (R) **Which of the statements on this card comes closest to your own attitudes towards Hackney Council? Please just read out the letter that applies.**
SINGLE CODE ONLY

A	I'm not interested in what the council is doing as long as it does its job	1
B	I would like to know what the council is doing but I don't want to be involved beyond that	2
C	I would like to have more of a say in what the council is doing	3
D	I would like to become actively involved in helping the council in what it is doing	4
E	I am already actively involved in helping deliver council services	5
	None of these	6
	Don't know	7

As already mentioned, Hackney Council faces significant funding pressures over the coming years as a result of reduced funding from central Government. One way to relieve funding pressures is to ask residents to do more to support their local community.

Q21. SHOWCARD U (R) **Listed on this card are a number of possible ways in which people could get more involved in supporting their local community. Which, if any, have you done in the past 12 months?**

Please just read out the letter or letters that apply. You can select as many as you like.
MULTICODE OK.

Q22. SHOWCARD U (R) AGAIN **And which, if any, would you be willing to get involved with in the future? Please be as honest as possible. There are no right or wrong answers … Please just read out the letter or letters that apply. You can select as many as you like.** MULTICODE OK.

		Q21	Q22
A	Report environmental issues such as fly tipping, dog fouling or pot holes	1	1
B	Organise a group of local volunteers to help clean up your neighbourhood, e.g. painting over graffiti	2	2
C	Do a quick favour or chore for a neighbour, e.g. a grocery shop or give them a lift somewhere	3	3
D	Volunteer to help out at a local day centre for older people	4	4
E	Clear the public footpath of snow, ice and leaves outside your home	5	5
F	Help run or manage a local youth club	6	6
G	Help to organise fund raising for a local theatre or other local community facility	7	7
H	Help out at a local public library	8	8
I	Represent the views of you and your neighbours at a local public meeting	10	10
J	Help out in your local park for a day, e.g. litter picking or maintaining flower beds	11	11
K	Sit on a committee or management board for a club, group or organisation	12	12
L	Occasionally use the skills you have in your work or professional life to help local groups with their business needs	13	13
	None of the above	14	14
	(a) Don't know	15	15

DEMOGRAPHICS

ASK ALL
I'd now like to ask a few questions about you. These will help us see if there are any differences in the views of different residents. Individual details will be kept strictly confidential and it will not be possible for Hackney Council to identify an individual or household from the results.

QDISABILITY **Do you consider yourself to be disabled? Under the Equality Act you are disabled if you have a physical or mental impairment that has a 'substantial' and 'long-term' negative effect on your ability to do normal daily activities.**
SINGLE CODE ONLY

Yes	1
No	2
Don't know/ Prefer not to say	3

QBENEFITS **Can I just check, does anyone in this household receive housing benefit or Council Tax benefit?** MULTICODE OK

Yes – housing benefit	1
Yes – Council Tax benefit	2
No	3
Don't know	4
Refused	5

QTENURE.

SHOWCARD V (NR)
Which of the following best describes how you occupy your home?
SINGLE CODE ONLY

Owner occupier	1
Rent from Hackney Council (Hackney Homes or Tennant Management Association TMO)	2
Temporary accommodation (placed by Hackney Council)	3
Rented from a registered provider such as housing association	4
Rented from a private landlord	5
Shared ownership	6
Other - PLEASE SPECIFY	7
Refused	8
Don't know	9

QLANGUAGE1 **Is your main language English?** SINGLE CODE ONLY.

Yes	1
No	2
Don't know	3

ASK QLANGUAGE2 IF RESPONDENT'S MAIN LANGUAGE IS NOT ENGLISH (CODE 2 AT QLANGUAGE1). OTHERS GO TO QRELIGION.

QLANGUAGE2 SHOWCARD W (NR)
What is your main language? SINGLE CODE ONLY.

A	Albanian	1
B	Arabic	2
C	Bengali	3
D	Chinese	4
E	French	5
F	German	6
G	Gujarati	7
H	Hebrew	8
I	Hindi	9
J	Italian	10
K	Kurdish	11
L	Polish	12
M	Portuguese	13
N	Punjabi	14
O	Russian	15
P	Somali	16
Q	Spanish	17

R	Sylheti	18
S	Turkish	19
T	Twi	20
U	Urdu	21
V	Vietnamese	22
W	Yiddish	23
X	Yoruba	24
	Other – PLEASE SPECIFY	25
	Don't know	26

ASK ALL

Since February 2006 new legislation has been introduced to afford protection from discrimination on grounds of sexual orientation, religion and belief. Answering the following questions will assist Hackney Council in meeting its legal obligations. All responses will be completely confidential. The categories used below are based on those used in the Census from the Office of National Statistics.

QRELIGION SHOWCARD X (NR) **Which of these best describes your religion? Please just read out the letter that applies.** SINGLE CODE ONLY

A	Atheist/ no religious belief	1
B	Christian	2
C	Muslim	3
D	Buddhist	4
E	Hindu	5
F	Secular beliefs	6
G	Charedi	7
H	Jewish	8
I	Sikh	9
	Other - PLEASE SPECIFY	10
	Prefer not to say/don't know	11

QSEX SHOWCARD Y (NR) **Looking at this list, can you please read out the letter next to the line which best describes you?** SINGLE CODE ONLY

A	Bisexual	1
B	Lesbian or Gay woman	2
C	Gay man	3
D	Heterosexual	4
	Other - PLEASE SPECIFY	5
	I do not wish to answer this question	6
	Don't know	7

THANK AND CLOSE

Victoria Harkness
Research Director
victoria.harkness@ipsos.com

Lewis Hill
Research Manager
lewis.hill@ipsos.com

Luke Daxon
Senior Research Executive
luke.daxon@ipsos.com

Thomas Weekes
Research Assistant
thomas.weekes@ipsos.com

For more information

3 Thomas More Square
London
E1W 1YW

t: +44 (0)20 3059 5000

www.ipsos-mori.com
http://twitter.com/IpsosMORI

About Ipsos MORI's Social Research Institute

The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methodological and communications expertise, helps ensure that our research makes a difference for decision makers and communities.