

SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

REPORT TO:	New Communities Portfolio Holder	5 th November 2009
AUTHOR/S:	Executive Director (Operational Services) / Corporate Manager New Communities	

CAMBOURNE AND ORCHARD PARK RESIDENTS SURVEY**Purpose**

1. To present the findings from the survey of South Cambridgeshire's newest communities at Cambourne and Orchard Park and to:
 - (a) Compare results with the data for the District obtained through the Place Survey.
 - (b) Gather the views of new communities on community infrastructure, community support and priorities for the future.
 - (c) Identify what worked well, or what there needs to be more of.
 - (d) Prepare an action plan to address any issues, ensuring we learn the lessons for future new communities.
2. This is not a key decision because it does not require a decision from the portfolio holder. It is merely for information and to seek endorsement of the action plan at appendix one and support for a follow up survey in 12 months time.

Executive Summary

3. The New Communities service commissioned CELLO mruk research (an independent market research organisation, who also conducted the Place Survey) to conduct a postal survey with residents living in Cambourne and Orchard Park to establish their views on experiences and perceptions of living in a new community. The purpose was to compare the results with those from the national Place Survey pulling out interesting and useful conclusions from the views of the "new communities" compared to the more established communities.
4. A total of 2,919 households were sent a questionnaire (2496 in Cambourne and 423 in Orchard Park). Overall 538 completed questionnaires were returned (481 in Cambourne and 54 in Orchard Park, 3 were unknown). Part way through the consultation period, reminders were posted on both the Cambourne and Orchard Park websites along with a note in the Orchard Park newsletter from the Community Development Worker. This was in addition to the reminder letter sent by **mruk**. The surveys returned represented an overall response rate of 18% which **mruk** consider very good for this type of survey. However it is important to note that the response rate for Orchard Park was low and as such the confidence levels range from +/- 12.5% meaning that the results should be treated with caution and only used as a guide to views.
5. Residents in new communities consider:
 - (a) The level of crime to be the most important aspect in making somewhere a good place to live.
 - (b) Sports and leisure facilities as the aspect that most needs improving (in Cambourne) and shopping facilities (in Orchard Park).

- (c) Satisfaction with their local area as a place to live, lower than the south cambs average (82% compared to 91%).
- (d) They have a weak sense of belonging to their neighbourhoods (46% compared to the south cambs average of 64%).
- (e) Moving in the next three years to find a large property (38%).
- (f) They are well informed about local public services (50% compared to south cambs average of 46%).

Background

6. This report presents the findings from a survey carried out with residents in Cambourne and Orchard Park in South Cambridgeshire. The survey was conducted by CELLO **mr**uk research on behalf of South Cambridgeshire District Council. The questionnaire was similar to the Place Survey in order to compare the results from the new communities against the overall results in South Cambridgeshire.
7. The Place Survey is a statutory exercise that must be undertaken by all local authorities every two years. The Place Survey provides 18 performance indicators relating to citizen's perspectives. The survey captures local people's views, experiences and perceptions, so that any proposed solutions and interventions for an area reflect local views and preferences.
8. Cambourne and Orchard Park are significant new settlements in South Cambridgeshire. Results from the Place Survey did not produce statistically robust results from residents living in these areas. Therefore an additional survey was commissioned to allow South Cambridgeshire District Council to compare and contrast the results with the overall District results.
9. In April 2009 a postal questionnaire was sent to all households in Cambourne and Orchard Park. The questionnaire was similar to the Place Survey, and therefore households that had been sent a Place Survey questionnaire, were excluded from the survey to avoid respondent fatigue. A total of 2,919 households were mailed a questionnaire. A covering letter and freepost envelope accompanied each questionnaire. One reminder letter was sent out to residents who had not replied to the survey to maximise the rate of response, along with reminders on both village websites. A prize draw incentive was also offered. Two residents in Cambourne each won £50. Fieldwork took place between 1st May and the 8th June 2009.
10. Overall, 538 completed questionnaires were returned by the closing date representing an overall response rate of 18%. In terms of the accuracy of the survey results, if grossed up to represent the views of the total population of residents in Cambourne and Orchard Park, the results are accurate to within a sampling error of $\pm 3.8\%$ at the 95% confidence limit. This level of sampling error means that if 50% of the sample answer 'yes' to a question, results can be expected to be accurate to within $\pm 3.8\%$ of 50% that is between 46.2% and 53.8%. The final report is attached at appendix two.

Considerations

11. It is important to recognise that the survey results for Cambourne and Orchard Park are different and affected by various factors, which include:
 - (a) The natural growth of a development towards becoming an established community;
 - (b) The difference in size and population of the two developments;

- (c) Differences in the delivery of Community Development; and
- (d) The Council built on good practice and lessons learned in Cambourne to provide extra support that new communities need, especially in early years.

- **Cambourne**

12. Whist still growing as a development and a community, Cambourne is now 10 years old with an experienced Parish Council and a thriving network of groups, organisations and activities. There are 2784 of the permitted 3300 properties occupied and a planning application for 950 additional homes is currently being considered by the SCDC. Community Development is provided through the Council's community development officer, who covers all tenures across the district, and the community development worker for Cambourne whose role is to work with Housing Association tenants. This post is employed by Cambridge Housing Society and part funded by the Consortium of Housing Associations in Cambourne who include Granta Housing Society and Wherry Housing Association.
13. Facilities at Cambourne currently include; Morrison's supermarket, dry cleaners, pub, selection of food takeaways, opticians, dentist, doctors, library, hotel, business park, community centre, estate agents, pharmacy, post office, sports pitches and courts, temporary youth building, children's nursery, pre-school playgroups and two primary schools. An additional primary school, police station and church are currently under construction, with the church due to open before Christmas 2009. The development is awaiting a fire station, sports centre and permanent youth building.

- **Orchard Park**

14. Orchard Park is not yet three years old and is governed by a Community (Parish) Council that is just five months old. There are now 517 of the permitted 900 properties occupied with a further 220 homes proposed under the housing shortfall allocation from the planning inspectorate. Facilities currently include a community centre, five areas of public open space, some of which incorporate play equipment, a primary school and hotel. Sports pitches, tennis courts, changing rooms, skate park and children's play area are currently under construction and due to be complete by March 2010. A retail centre and commercial/mixed use units are still to come.
15. The Council's Community Development Officer (CDO) and the Orchard Park specific Community Development Worker (CDW) provide community development across all tenures. The Orchard Park specific CDO is employed by **bpha** and jointly funded through the S.106 agreement and the Housing Associations providing homes on Orchard Park.

- **Results**

16. These should be treated with caution given the confidence levels especially at Orchard Park, however, when comparing the results to the Place Survey residents present higher scores for the following indicators:
 - (a) NI21 – % of people who agree the police and other local services are successfully dealing with local concerns about anti-social behaviour and crime issues (28.7% compared to District score of 26.7%) (+2%);
 - (b) NI27– the percentage of people who agree the police and local public services seek people's views about anti-social behaviour and crime issues (29.1% compared to District score of 27.5%) (+1.6);

- (c) NI37– the percentage of people ‘very well’ or ‘fairly well’ informed about what to do in the event of a large-scale emergency (26.7% compared to District scores of 14.6%) (+12.1);
- (d) NI119 – percentage of people who rate their health in general as very good or good (89.0 compared to District score of 81.6%) (+7.4);
- (e) NI140 - percentage of people who are treated with respect and consideration by local public services ‘all’ or ‘most’ of the time (83.1 compared to District score of 77.5%) (+5.6).

17. Residents had the same score for the following indicator:

- (a) NI1 - % of people who agree people from different backgrounds get on well together in their local area (82.4%)

18. Residents have lower scores for the following indicators:

- (a) NI2 - percentage of people who ‘very’ or ‘fairly’ strongly feel that they belong to their neighbourhood (46.2% compared to District score of 63.9%) (-17.7);
- (b) NI3 - percentage of people who have taken part in a civic activity (15.1 compared to District score of 20.1%) (-5.0);
- (c) NI4 - percentage of people who agree they can influence decisions in their locality (30.3 compared to District score of 33.6%) (-3.3).
- (d) NI5 - percentage of people satisfied overall with local area (81.7 compared to District score of 90.4) (-8.7);
- (e) NI6 - percentage of people who have participated in regular volunteering in last 12 months (24.1 compared to District score of 33.0) (-8.9);
- (f) NI17 - perceptions of anti-social behaviour (15.9 compared to District score of 7.5%) (8.4);
- (g) NI41 - percentage of people who perceive drunk or rowdy behaviour to be a problem in local area (17.9 compared to District score of 8.6%) (+9.3);
- (h) NI42 - percentage of people who perceive drug use or drug dealing to be a problem in local area (22.0 compared to District score of 13.1%) (+8.9);
- (i) NI139 - percentage of people who think older people receive the support they need to live independently (23.8 compared to District score of 29.8%)

• **Conclusions**

19. The following points can be tentatively drawn from the results of the surveys:

- (a) NI 2 shows that while lower than the result for established communities in South Cambs (63.9%), a higher percentage of residents in Cambourne (46.7%) than in Orchard Park (41.7%) ‘very’ or ‘strongly’ feel that they belong to their neighbourhood.
- When assessing this against the place survey it shows that people who have participated in decision making over the past 12 months feel they belong to their neighbourhood more strongly than those who have not. This could explain why Cambourne has a higher percentage than Orchard Park given that their Parish Council has been in place since 2004, whereas Orchard Park Community Council only formed in June 2009. It has also been shown in other new communities such as at Bar Hill in the 1970’s that it takes time to “belong” and become involved in a community. Once social groups, events, activities and facilities have developed, people feel more involved in the area they live. Cambourne has had more time to develop these attributes than Orchard Park but with the new community centre now in use it is hoped more opportunities for social networking can take place.

- (b) NI 5 shows that a higher number of people in Cambourne (82.9%) than in Orchard Park (70.4%) are satisfied overall with their local area, against the rest of South Cambs figure of 90.4%.
- This could be linked back to the results shown by the new communities about what they feel most needs improving. In both cases it was about the need for facilities. Cambourne has far more than Orchard Park but is still awaiting a much needed sports centre. Orchard Park residents are desperate for shopping facilities and the multi use games area (MUGA). Of the younger people surveyed, the activity they most wanted to see in their local area was sports clubs. Cambourne is also more complete than Orchard Park in terms of development and this could have an impact on satisfaction given the issues SCDC has been dealing with at Orchard Park relating to its appearance and delays in house building.
- (c) NI 17 shows a higher percentage of perceptions of anti-social behaviour in Cambourne (16.6%) compared to Orchard Park (10.2%), both of which are higher than the District's 7.5%.
- It could be argued this is linked to the negative media and high profile stories about a few incidents in Cambourne and can be balanced by the percentage for NI 27, the percentage of people who agree the police and local public services seek people's views about anti-social behaviour and crime issues which is 29.1% compared to the SCDC average of 27.5%. This shows that whilst there is a higher perception of anti-social behaviour in the new communities, residents living there believe more is being done about it than those living in other parts of South Cambridgeshire. This can also be supported by the crime statistics for both villages, which show actual reported crime to be falling. Cambourne has seen a 6.4% decrease since the same period last year, with the area including Orchard Park seeing a decrease of 28.3% since the same period last year (figures taken from Cambs Police website). The decrease in crime at Orchard Park could be linked to the increased presence of the PCSO (Police Community Support Officer) and regular police surgeries in partnership with the CDW.
- (d) Residents in the new communities felt well informed about SCDC. 89% of residents knew how and where to register to vote and 74% knew how council tax is spent. This compares to 90% and 67% respectively for the rest of south cambs.
- This could be linked to the new information and welcome packs being delivered to all new households in Cambourne and Orchard Park and the public open meetings held in Orchard Park providing residents with information on how to vote and the roles and responsibilities involved in standing as a Community Councillor.

Implications

20. The action plan at appendix one indicates the implications of the actions proposed. The majority of these have financial or staffing resources and this will need to be carefully managed in view of the Council's financial position. There are also implications for the delivery of other new communities including provision of community development services, as lessons learned from Cambourne resulted in more community support and engagement across all tenures in Orchard Park. In particular this is shown in the results for NI 4 with a much higher percentage of people in Orchard Park (47.9%) who agree they can influence decisions in their locality. This is compared to Cambourne (28.6%), South Cambs (33.6%), County (30.5%) and National (28.9%).

21. Financial	Financial resources are required to take forward training, welcome packs and events. It will be important to identify the sources of funding for these projects into the future given the savings most partners have to find.
Legal	Legal resources are required in the setting of S.106 agreements and the establishment of new governance arrangements for new communities.
Staffing	It is essential that resources are put into staffing community development from both the local authority and housing association partners in order to help new communities find their feet especially in the early stages.
Risk Management	If SCDC and partners do nothing to help the new communities in their early development there is a high risk that they will develop in a dysfunctional manner with many social problems, which will cause greater issues for the local area and public services. There are risks involved in designing and building new communities, which SCDC continue to monitor and manage.
Equal Opportunities	The council is committed to providing a fair and equitable service to all its residents and learning the lessons from new developments helps to achieve this aim. This is especially important in the early stages of new communities when residents comprise a wider range of cultures than in established communities in South Cambridgeshire.

Consultations

22. The following stakeholders/partners have been consulted in the production of this report:
- (a) Cambourne Parish Council
 - (b) Orchard Park Community Council
 - (c) Gallagher's
 - (d) MCA
 - (e) bpha and the community development worker in Orchard Park
 - (f) Cambridge Housing Society and the community development worker in Cambourne
 - (g) SCDC officers

Effect on Strategic Aims

23.	Commitment to being a listening council, providing first class services accessible to all.
	This survey is key to understanding the views of residents living in the district's newest communities. Comparing the results with residents across the district enables the council to review how it delivers its services and assess their effectiveness across the different villages. The results of the survey and the action plan will be used to improve the service SCDC delivers to its residents in new communities.
	Commitment to ensuring that South Cambridgeshire continues to be a safe and healthy place for all.
	The results of the survey and associated action plan will be used in the service planning process to improve the New Communities service to residents.
	Commitment to making South Cambridgeshire a place in which residents can feel proud to live.
	The results of this survey and that of the larger Place Survey will both be used by all council service areas to improve village life for the residents living in South Cambridgeshire.

Commitment to assisting provision for local jobs for all.
None.
Commitment to providing a voice for rural life.
This survey is one of the key ways of gaining the views of residents living in the district on their experiences and perceptions of the district council and area in which they live. The results and actions will be shared with residents to ensure they see the value in participating in such surveys and to show how they can influence decision making in their community (NI14). The action plan and review of it will ensure that residents' views are being monitored and work is done to improve satisfaction.

Conclusions/ Summary

24. The "new communities" survey has shown interesting but not surprising results. It has helped to confirm the areas for further work and these are now to be addressed through the action plan at appendix one. The lessons learnt at Cambourne were implemented at Orchard Park and this is evident in the results of NI4, NI21, NI27 and NI40 where Orchard Park residents score higher than Cambourne residents. Community Development workers and the Crime and Disorder Reduction Partnership (CDRP) have put effort into these areas following the lessons learnt at Cambourne. Improvements in these areas can also be attributed to the early support of a residents' forum in Orchard Park, public art funding (which provided the wide range of community arts projects and groups including Park Arts), Local Members, the Scrutiny review, the primary school, Orchard Park Action Group, the Partners Group and dedicated resident volunteers some of whom are now members of the Community Council.
25. Residents in both areas have identified the same top five aspects that make somewhere a good place to live, with their overall priority being the level of crime. The overall priority in both communities for aspects that most needed improving was Sports and Leisure facilities. In Cambourne 64% of people rated this their top priority, which is unsurprising given that the sports centre is long overdue. Orchard Park's top priority was shopping facilities, again, not surprising given that the local centre is yet to be developed.
26. Respondents were asked if they took part in unpaid work and if they would like to have support from the community development officers to take part in volunteering. 88 people in Cambourne and 17 people in Orchard Park returned their details to be contacted for further support. As a result of their interest Volunteer Fairs will take place in Cambourne and Orchard Park in November this year.

Recommendations

27. The portfolio holder is asked to:
- (a) Endorse the action plan at appendix one.
 - (b) Agree in principle to the running of a follow up survey (in 12 months) in the new communities to gauge views and assess whether the actions being taken are having impact.
 - (c) Suggest any other actions which need/could be taken to remedy the weaknesses/areas of concern.

Background Papers: the following background papers were used in the preparation of this report:

- CELLO **mrug** research – Cambourne and Orchard Park report of findings – July 2009
CELLO **mrug** research – Place Survey findings

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