Building
a Legacy

The Value of Community

An Evidence Informed Development Model

Appendices

Fairford Leys

Appendices

These appendices accompany the main report 'Value of Community Survey Analysis' chapter and contain complementary information.

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Appendix A – **The Value of Community: Literature Review**

1 Introduction

This literature review brings together knowledge and information about the 'social value of community' in a local context. 'Social value of community' is referred to the social value created through developments including the design, construction, operation and function of products and services within the development. The review explores and highlights the main components and key features of high-quality sustainable developments[1], with a particular focus on the value generated by both physical and social infrastructure. It illustrates how a long-term investment in the built environment results in economic gain, increased social cohesion and greater opportunities for societal development.

The material reviewed includes journal papers, books, reports, policy documents, mass media and websites of relevant organisations, such as those involved in:

- Product and service delivery
- Policymaking
- Sector development
- The use of technology in the design, construction, assessment and maintenance of the built environment
- Creating social value for communities

'Built environment' is defined as "embracing all inputs to the provision of managed space and infrastructure for public and private use: property investment and development, design, construction and facility management" (Be/nCRISP Value Task Group 2005: 1)[2]. The review looks at social value and explores it specifically within the built environment context, highlighting how it can be created, enabled, delivered and measured. The review covers sustainable development and how this agenda, along with the Sustainable Development Goals, has enabled a stronger focus on long lasting and high-quality mixed-use developments and the benefits they bring.

The main body of the review covers social value in the development, construction and use of buildings. 'Planning and Design' highlights the benefits that result from good urban design and well-constructed buildings; 'Social and Physical Infrastructure' defines both types of infrastructure and looks at how the social and physical fabric of a community are inextricably linked; 'Mixed-use developments' covers the concept and history of mixed-use and the integrated physical, social and environmental infrastructure that should result from a mixed-use development; 'Mixed-use Developments and Social Value' explores how mixed communities bring advantages such as better economies and public services. The review also covers the 'Variety of Building Types' and how the planning and design of a development should consider the diverse needs of people through the provision of different types of buildings in which to live and work. It ends with 'Homes and Place-making' and emphasises the importance of creating homes that people want to live in:

"For people don't just buy bricks and mortar, they buy their own place in the world – a community, replete with parks and open spaces[92]."

Boon 2019: 122

The review evidences that it is important to build homes and workplaces that people want to live and work in, buildings where people thrive and that contribute to a sense of community, and places that people value. It shows that social value can be created through good planning and design, and by building to a high standard in a way that the achievement of positive social (and environmental and economic) outcomes is woven into the fabric of the building and the development in which it is located.

People make places, and people and places make communities. We enable social value by creating homes and workplaces that come together resulting in positive impact for the people that live and work in them. This review demonstrates the importance of ensuring that social value is embedded across all elements of the built environment, and also that it is integrated within every activity that forms part of how we plan, design, build and use the buildings in which we live and work.

2 Background

There has been criticism of the UK housing industry since the 1970s, with shortage of supply being the greatest concern[4]. 300,000 homes a year are required, and these homes need to be varied, both in design as well as tenure, in order to keep up with population growth and to make housing more affordable for all, whether renting or buying[5]. The industry must urgently address issues such as creating strong, competitive local economies that drive innovation and take into account local business needs, as well as wider opportunities for development[6]; building more dense, cohesive urban settlements in previously developed or 'brownfield' land, thus reducing energy and resource use, lowering pollution[7]; and combating global warming[8].

Overcoming aforementioned challenges and delivering high-quality buildings and mixed-use sustainable developments are at the heart of the National Planning Policy Framework[9] which are also the highest priorities for the UK housing industry[10]. Crucially, mixed-use sustainable developments offer mechanisms to build sustainable communities, underpinning the principles of mix, legibility, flexibility, local character and fine grain translated to every scale and every part of the town planning spectrum. This approach is captured in related reports such as, 'Building a Legacy: A Landowner's Guide to Popular Development'[1] and 'Valuing Sustainable Urbanism: A Report Measuring and Valuing New Approaches to Residentially Led Mixed Use Growth'[11]. The agenda of understanding the changes needed to the built environment (design and functionality) takes on a greater significance when the UK is facing the challenge of building 300,000 new homes a year by the mid-2020s and is committed to a radical programme of creating and strengthening communities through the building of these new homes[3].

The value of what we build can be defined and explored in many ways. Be/nCRISP Value Task Group (2005: 1) asserts that "the construction industry has understandably tended to approach value in a single dimensional way – whereas the reality is of a far more complex picture"[2]. 'Value' can be broadly broken into three terms, 'economic', 'environmental' and 'social' value, however there are no clean lines that delineate each term; for example, social value is impacted by jobs and economic growth, health and the environment, and by community life[12], therefore covers a wide spectrum. While 'economic value' is arguably focused on money and finance, and 'environmental value' on the green agenda, 'social value' is more concerned with people and with communities.

3 Social value

"'Social value' is a way of thinking about how scarce resources are allocated and used. It involves looking beyond the price of each individual contract and looking at what the collective benefit to a community is when a public body chooses to award a contract. Social value asks the question: 'If £1 is spent on the delivery of services, can that same £1 be used, to also produce a wider benefit to the community[13]?'"

Social Enterprise UK 2012: 2

There is no legal definition of 'social value', as it is interpreted according to the perspective and context of the individual. Social value can be consciously created during the design, construction and operation of built environment assets[14], and can be defined as:

"...the direct, positive impacts for people and communities that can be created by going beyond 'fit for purpose' built environment design and creating socially sensitive infrastructure or architecture[14]."

Supply Chain Sustainability School 2017: 4

Social value can also be referred to as social capital. Social capital is a strong society-wide commitment to respectful, reciprocal, trusting and equal relationships between citizens while having robust social networks and strong community-based resources[15]. Furthermore, it is defined as "the connections, trust and reciprocity between individuals and within communities, and the resources that can arise from these connections", with 'resources' including "employment or educational opportunities for individuals, as well as cohesion and a sense of safety in communities" (Nabil et al. 2015: 288)[16]. The communities that have more equally shared economic capacities and resources are considered to have strong social capital[17].

The terms 'social value' or 'social capital' can also be referred to as 'social sustainability', where the meaning remains the same: "Social sustainability is about people's quality of life and the strength of a community, now and in the future" (Berkeley Group 2017: 9)[18]. 'Place happiness' is another term referring to three core aspects of wellbeing to which the built environment can contribute: 'personal wellbeing', 'social wellbeing' and 'economic and material wellbeing'[3]. This suggests that an integrated social and environmental infrastructure should offer people opportunities to achieve their aspirations, and contribute to personal and social wellbeing, not only at the personal or local scale, but also regionally, nationally and globally.

3.1 Social value in the built environment

A social value approach that is output and outcome focused provides an overarching commitment to deliver social value which offers clear potential to local communities. Social value is realised when opportunities to gain social benefit are embedded and enabled throughout the lifetime of a development[12].

The concept of social value helps to make the case for better building and improving the sustainability of the built environment in the UK[12]. Developers, contractors and supply chains contribute to social value in various ways (e.g. through responsible design; local procurement; local employment; ethical business practices; minimising noise and disturbance; work experience and educational engagement), and the impacts of a proposed development (on the lives and circumstances of people and communities) are evaluated in terms of net productivity gains, net job creation and changes in demographics across the operational life of the asset[19].

Throughout the lifetime of a development there are opportunities for delivering social value. These are mainly identified as:

- Creating employment opportunities to the advantage of everyone;
- Engaging with communities to address wider societal problems;
- Procuring from local businesses; and
- Initiatives to support workforce health and wellbeing[9].

The Supply Chain Sustainability School (2017: 7) summarises that "Design decision-making drives the extent to which social value can be created during construction and operation of assets" with opportunities for social value identified as:

During construction of assets:
- Types of skills and workers required
- Opportunity to use local materials, suppliers and labour
- Opportunities for skills development
- Scale of noise, disruption and poor air quality
- Extent to which materials used can be sustainable and responsibly sourced

During operation of assets:
- Productivity of asset
- Extent to which asset promotes the health and wellbeing of users and potential users
- Integration into local communities
- Extent to which asset is accessible and inclusive for all users and potential users
- Extent to which asset can be adapted to changing needs of users, communities or society[14].

The Social Value Act (2012) placed a formal requirement on public sector organisations to consider the economic, social and environmental benefits for communities, as well as the overall cost when awarding contracts. The Act maximises the opportunities to deliver long-lasting, high quality developments with greater consideration to the social issues and having positive outcomes on the social value and is "increasingly being used to catapult the broader social value agenda as it has encouraged public sector procurement teams to look beyond financial metrics and measurements within bids and tendering activities" (The UK Green Building Council 2018: 7)[12]. This of increasing importance with the government's 'Social Value in Government Procurement' consultation aiming to address how it should take account of social value in the award of central government contracts[20]. An example is the Constructing Excellence Social Value Theme Group which seeks to enable a collaborative approach to the design, implementation and measurement of social value[21].

The Social Value Act does not provide any actual definition of 'social value' in the way that key terms are generally defined within legislation[14], but it has significantly raised the profile of social value in public sector services[12]. Although there has been some national and international research on the issue of societal values linked to the quality of a development, this remains an area lacking in enough exploration[2].

The ineffectiveness of addressing social value can prove expensive in the long run, both in terms of community wellbeing and public resource. This has been recognised by policymakers and practitioners, with policies, strategies and guidance developed over the last decade explicitly linking the development of the built environment to wellbeing and to stronger communities[22].

3.2 Social value and measurement

"Architecture and planning does not have an empirical, evidence-based tradition in the sense that ... sciences would understand. There are very few studies that ever go back to look at whether one type of dwelling or another, or one type of office or another, has a systematic impact on how people behave, or feel, or interact with one another[23]*"*

Jarrett 2011: 432-434

Many studies describe the meaning of 'social value' and measure the 'value' created by social activities, however, value is often measured solely in terms of 'soft' outcomes[24 17]. Agreeing a generalised measurement tool that satisfies all stakeholders, especially in the commercial sector, is difficult. This is particularly noted in the design element of the built environment, which is recognised as challenging to define and measure[25]. The reliability of a measurement tool is also of concern, primarily because the 'social value' is determined by the local context, including time, people, places and situations[17]. Tools such as 'Building Social Value'[26] have been developed by the construction industry to capture and communicate social value results in a clear and quantifiable way. This tool has been adopted by stakeholders to provide an understanding of the value created by the all stages of the development lifecycle including design, construction, management and maintenance.

Alongside specific measurement of strategies[12] for delivering social value, various tools (standards and guidance) have been created to assess and measure how well homes and developments are designed and developed, and how the needs of users are met, whilst complying with global, national and local regulations and requirements. The underpinning principle of every tool is to contribute towards the sustainability of a building or development. This includes increasing the efficiency of building-related products and services, both reducing environmental impact and enhancing the environment, and contributing to the societal good, as reflected in the National Planning Policy Framework (2019)[9]. The Government's 'Building Better, Building Beautiful Commission' is carrying out ongoing research around design, style and economics of the built environment. A manifesto has been produced with a series of policy ideas to address poor quality design of housing and develop practical solutions ensuring the growth of beautiful place with strong sense of community[27].

3.3 Sustainable development

Social value forms a key part of the concept of 'sustainable development', which refers to the need for a more equitable distribution of opportunities and resources, imposing limitations on growth to minimise resource depletion[28]. The sustainable development concept has had far reaching impacts on how decisions are made at national and international level[29], especially in delivering financial growth, environmental protection and contributing to broader social value. Driven by this concept, businesses are increasingly required to serve a social purpose and to demonstrate their contribution to society[30], as well as reducing their impact on the environment. Creating better buildings and improving the sustainability of the built environment is now high on the UK agenda[31].

The introduction of the sustainable development agenda[28] has enabled a stronger focus on mixed-use developments and the benefits that they bring. Both the Social Value Act and the Sustainable Development Goals have maximised the opportunity to deliver long-lasting, high-quality developments[12], with greater consideration paid to social value. There are 17 Sustainable Development Goals that are used as a framework to achieve a better and more sustainable future for all. These Goals are interconnected and of equal importance; for example, the UK is committed to achieving Goal 11 by 2030 which includes 'access for all to adequate, safe and affordable housing'[32].

4 Development, construction and use of buildings

4.1 Planning and design

"Consciously designing homes, buildings and infrastructure so that they generate social value for individuals and communities, supports economic prosperity, cultural integration, connectivity and social cohesion. It contributes to fairness in society.[14]*"*

Supply Chain Sustainability School 2017: 7

Building 300,000 homes a year means "convincing the British people that the land needed to solve the national housing crisis lies in their suburbs, villages, cities and towns... The only way we stand a chance of winning their support for this output is if they like what we build... If you get the design right, the scale, the context, the fitness, communities will feel enhanced and respected and will lay down their petitions and placards" (Malthouse 2019: 6)[33].

Research and case studies have shown that "better designed schemes provided a range of economic, social and environmental benefits including higher rental levels, lower maintenance costs, enhanced regeneration and increased public support for the development" (Chartered Association of Building Engineers (CABE) 2001: 1)[41]. A vibrant, balanced and inclusive neighbourhood, with mixed communities and an economically diverse population is an aspiration for much current planning[35], housing[36] and regeneration policy[37] in the UK. Development plans and planning frameworks should be proactive and support the delivery of several functions such as logistics, industrial and social infrastructure and services to the local public[38]. Inclusive developments should have a balanced mix of residents, support health and wellbeing, provide a mix of civic spaces and access to education, training and green space, enable clean air, have energy efficient buildings and sustain the existing character[39].

It is elements such as place-making, efficient land use, consideration of appropriate relationships between land use and place, people and work that should be at the heart of planning rationale[9]. Plan-making essentially recognises that making and submitting plans for the developments require developers to know what are the key features of the development that can contribute to the social value (or sustainable development). Likewise planning authorities are also required to know what are the key features of the development that would contribute to sustainable development[40]. Whilst the role of planning includes improving the wellbeing of people by creating places that are beautiful, convenient and full of opportunities[35], there is insufficient knowledge, structure and process as to how this ambition can be fully realised.

"Good urban design adds economic value in the form of better value for money, higher asset exchange value and better lifecycle value. Good urban design confers social and environmental value and provides long-term economic spin-offs in the wider economy from regenerative effects[41]*"*

Commission for Architecture and the Built Environment (CABE) 2001: 74

The design principle (also described as 'design thinking') encourages future businesses to think creatively and design a product or service that can add value, mostly in the areas of profit, brand equity and innovation[42]. In line with this, by creating a good design, the resulting product or service is expected to add social value. This includes developing a more user-centred product, reducing environmental degeneration or creating socially responsible products. A good design can offer an organisation a competitive advantage and a strategic tool to improve on the triple bottom line[25].

"Design has more potential to lead change, enable innovation, influence customer experience and add value to the triple bottom line than any other business function[43]"

Lockwood 2011: 244

It is important that buildings are well designed. This applies to the exterior of the building as well as to its interior and its surroundings[44]. For example, a building should have equal and enclosed landscaped front space for a garden to reduce vehicle domination in the building design[10]. A well-designed house fetches a quicker and better return, provides better security against crime, accidents and fire, incurs less costs towards maintenance and is more energy efficient[45].

Experiences from Living Streets[46] demonstrate that good urban design brings a variety of benefits, including less crime, a more vibrant public realm, more efficient movement and improved health. All this means 'less social exclusion' and 'cash savings' for the public purse. The products that are designed under the preposition of 'good design' to add social value can be illustrated as 'mechanism' by which the social purpose may be achieved. For example, embedding the element of 'walkability' in an urban design project will require clear pavements, easy to walk distances and access to shops and services and quality public space[47], as well as considering car sharing and bicycle hire schemes[48] that can have a significant impact on the quality of the area, walking distances and healthy lifestyles[49].

"We need more places that are built to be mixed-use, walkable and with a wide range of housing types and tenures. They must also have a range of employment types with attractive streets... [In Poundbury] these are fully integrated to make them walkable and add to the sense of diversity and community[50]"

Bolgar 2019: 86

Poor urban design fetches limited investment, which impacts adversely on connectivity and infrastructure. This impacts on the speed at which regenerative development can be enjoyed by the local economies[51]. Also, poor design can influence environmental and social value[14]. For example, social costs can be incurred with the disconnection from public transport networks[52].

There is overwhelming evidence that the design of an office has a material impact on the health, wellbeing and productivity of its occupants, with higher quality buildings also reducing environmental impacts through low carbon design and increased resource efficiency[53]. Evidence further support economic and social benefits of good design for a number of different sectors, including healthcare, education, housing, civic projects, and the commercial sector[2], as well as cultural activity, business and crime prevention[34]. There is also a "growing body of evidence linking the built environment with mental health and wellbeing[92]" (Boon 2019: 121).

A sustainable design is the one that promotes sustainable development, improves the quality of the existing environment, attracts business and investment and reinforce civic pride and a sense of place. Social Impact Assessments will become as important to design decision-making as Environmental Impact Assessments[19], with guidelines in place as to how to achieve this. In summary, designers and architects can generate social value by:

1. Integrating people's views into design decision-making
2. Supporting cultural integration and social cohesion
3. Designing assets that promote the health and wellbeing of users
4. Enhancing lifespan and value of assets
5. Supporting economic prosperity
6. Doing business, responsibly[19].

4.2 Social and physical infrastructure

"We need to build a lot more homes in Britain, urgently. But you cannot separate this issue from the social question of what kind of places we want to create. The physical and social fabric of a community are inextricably linked[54]."

Pidgley and Perrins 2012: 4

Fundamental components for creating social value in a community are social infrastructure and physical infrastructure. Social infrastructure relates to people's experience of life in relation to their physical and psychological wellbeing, the community around them, and the conditions and circumstances of their lives, including their physical surroundings. It encompasses safety, local social networks, social inclusion, spatial integration, cultural heritage, wellbeing, a sense of belonging and identity[55]. Social infrastructure covers a range of services and facilities that meet local and strategic needs and contribute towards a good quality of life. It includes health provision, education, community, play, youth, recreation, sports, faith, and emergency facilities.

"Reducing inequality and deprivation can itself drive growth. Investment in social infrastructure – including public health, early years support, skills and employment services – should go hand in hand with investment in physical infrastructure, and in business development. This will have a first order impact on productivity and living standards[57]"

Royal Society for the encouragement of Arts Manufactures and Commerce (RSA) 2017: 8

Social infrastructure is a specific dimension of mixed-use developments that is vital for building sustainable communities and critical to community sustainability. It is assessed through the provision of sustainable future services and facilities that meet the needs of residents and creation of the environment that promote social interaction and enhancement of overall quality of life[56]. The significance of social infrastructure has been recognised by many policy documents and reports in the built environment, including the National Planning Policy Framework[9]. This involves key steps towards urban renaissance, i.e. the physical infrastructure that needs to be developed to create a desirable social infrastructure, such as:

- Getting the design and quality of the urban fabric right;
- Enabling all towns and cities to create and share prosperity;
- Providing the quality services people need; and
- Equipping people to participate in developing their communities[9].

Physical and social infrastructure form part of urban developments and can serve a multitude of uses and users, plus provide environmental, social and economic benefits. Environmental benefits come from reduced carbon emissions; social benefits result from reduced crime rates and fear of crime, and from increased health and wellbeing that reduce social exclusion; and economic benefits come from a mixed-use development of the area[10].

Physical infrastructure involves elements such as "compact form, public participation, mixed-use, pedestrian orientation, and open space planning[58]" Grant 2004: 3. These elements relate to roads, pavements, cycle paths, parks, driveways, shops, open space, playgrounds, public buildings, land for public transport, water bodies, land used for dwellings, businesses, other organisations and institutions, as part of the land use of the urban physical form. Integrating decent and affordable housing, providing access to opportunities and high-quality public services, promoting good quality and sustainable public realm, and facilitating good transport connections improves the outcome of physical infrastructure[58].

Transport is a key element of physical infrastructure, with sustainable transport regarded as one of the prominent features of a mixed-use development. The proximity of residents to local facilities, and the range of multiple modes of travel provided by the local development, result in lower rates of car ownership and usage[9]. This suggests that the central focus of any mixed-use development should be providing social, commercial and community facilities within reasonably close proximity, enabling residents to meet their needs without having to travel to distant destinations.

"How we live our lives is shaped by where we live our lives[59]."

Prescott 2006: Summary

4.2.1 Mixed-use development

Mixed-use developments (also known as 'live-work space') combine both physical and social infrastructure. The importance of mixed-use development has always been influential on the UK government's urban sustainability agenda due to its potential to address several policy concerns in terms of environmental, social and economic sustainability[60].

No sector-agreed definition for a mixed-use development exists[61], although there are various definitions (ranging in detail) available that are used by diverse stakeholders in planning and real estate. UK National guidance is available[9], however in practice there has been insufficient promotion and information about the delivery of mixed-use development, which, in the context of this review, refers to a type of new urban development that is often created at scale and located on reclaimed industrial land, has a mix of residential and commercial buildings, and cultural and institutional entities, as well as places for entertainment and other functional activities[61].

The concept of mixed-use development has existed since pre-industrial cities[62] where small shops, workshops, homes and places of worship were intermingled through the urban fabric, and the majority of people walked everywhere. Living, working and other activities such as shopping were carried out within the confined area such as city walls[63].

In modern times, 'mixed-use' underpins the philosophy of town planning and has been seen in, for example, the garden city movement[64], where complete new towns were created with the expectation that they were well-planned, reasonably self-contained, with safe and comfortable residential areas, a good transport system within the town and - though located away from industry - loosely linked with the town. The result, however, was the generation of residential suburbs[58].

Following the environmental movements in the 1960s and 1970s[65], strategies to reduce energy demands, such as working closer to home, came into action. The concept of mixed-use developments emerged as part of these strategies. Successful examples of urban developments that include mixed-use housing and commercial activities include Soho, Mayfair and other central London areas[66]. The idea of separating zones emerged driven by the public transportation system[67], and there was a large-scale expansion of segregated areas for residential suburbs, retail parks, and areas for industry and office use. The growth in personal car use and a growing middle class seeking quieter residential space also encouraged and enabled separate land zones[66].

With the growing environmental and economic concerns in the 1980s and 1990s, especially in Europe and Canada, the healthy cities movement emerged. Under this movement, cities promoted good health[68] and a new urban and environmental agenda materialised called 'WHO Healthy Cities' Network'[69]. Socio-economic and environmental values, such as better employment and education to all, healthy living, a pollution-free environment and resource-efficiency, in addition to the technologies and services supporting the provision of these societal needs (e.g. good public transportation and walkable neighbourhoods) became vital for society and for the planet[70].

With the introduction of the sustainable development[28] agenda strategies for economic and environmental improvement were supported. This boosted the use of a mixed-use strategy to contribute to healthy communities and to sustainable development. However, this resulted in only brief support from the national governments and once again strategies promoting economic growth took priority.

A mixed-use development should represent the integrated physical, social and environmental infrastructure for a community to achieve its aspirations and contribute to both personal wellbeing and social wellbeing. It is an area identifiable by a mix of functions that jointly activate the urban form. The development will have an aesthetic quality that has a powerful impact on the social and economic wellbeing of an area, often having a positive impact on the environment, making it both attractive and sustainable. Mixed-use developments not only contribute to the vitality of place, but also harness and enhance its characteristic and attractiveness[38]. This could be a development underpinned by the principles of 'smart growth' as referred to in the US, or 'urban renaissance' (UK), or 'machizkuri' (Japan)[58].

The Mayor of London (2016) policy on mixed and balanced communities summarises that:

> *"Communities mixed and balanced by tenure and income should be promoted across London through incremental small scale as well as large scale developments which foster social diversity, redress social exclusion and strengthen communities' sense of responsibility for, and identity with, their neighbourhoods. They must be supported by effective and attractive design, adequate infrastructure and an enhanced environment[71]"*
>
> Mayor of London 2016: Policy 3.9

It is suggested that new developments can often be "soulless, alienating, identikit, chocolate box, Noddy houses and ugly [3]" (Airey *et al.* 2018: 21), when they should be built to a high quality and harmonise with their surroundings, taking into consideration the perspective of the local population. Nevertheless, mixed tenure communities have the potential to promote social interaction amongst residents[72] and integrating different housing tenures is an important prerequisite for developing 'housing of choice'[36].

4.2.2 Mixed-use developments and social value

Mixed communities bring advantages such as better economies and public services, greater social cohesion and integrity, and increased opportunities for inclusive societal development[73]. Social value benefits may be moderated by the local context, with greater benefits seen in areas where there are fewer jobs and weaker economic growth, low access to key health amenities, a reduced focus on wellbeing, a low quality of local urban and natural environment, and a weaker community[74], as well as a lack of product diversity (e.g. different types of tenures) in the industry[36]. As a result, building places in which people and communities thrive is increasingly recognised as a valuable means of creating societal value that also brings financial returns at a community level[74]. This approach can be adopted to improve health and wellbeing, reduce environmental impact and enhance social value[75].

The mixed-use development is key to the creation of a diverse and sustainable urban economy. This is because it generates a critical mass of activities, increased property values, and increased employment opportunities. A good-quality urban mixed-use development has the potential to:

- Provide an environment that has a strong local community
- Provide a character to an area
- Make it easy for people to participate and engage with local activities
- Increase local connectivity and movement[39].

Social value results from mixed-use developments, e.g. ease of movement (due to proximity of services and places for functional activities) that allows members of the community to create informal and formal social networks, increasing the ability to perform collective action and establishes a strong information network of the development[76]. Representatives from local bodies contribute towards building networks and social relationships within the community[77]. With greater opportunities for affordable housing, mixed-use developments mean inviting people from all ages and encouraging different social groups to use the same space, regardless of their housing type or tenure[71]. Mixed-use underpins the principles of smart growth[58]. Due to its compact form and close proximity of services and facilities, walkable neighbourhoods, transport choices, housing choices, sense of place, open space protection and community collaboration, a mixed-use development is able to generate economic and social diversity[78].

Property uplift in the residential sector is influenced by many characteristics of a mixed-use development[79]. This includes access to open and green spaces, lower pollution due to walkability, neighbourhood character, access to public transport/vehicle sharing and diverse functionality activities within surrounding areas. In other words, a mixed-use development has the capacity to provide diverse functionality, impacting positively on local economies and cost of living.

4.2.3 Variety of building types

Building-mix or variety of building types is one of the measures of mixed-use development. The number of building types (or product diversity) in a development is highly important to capture the potential of the demand for affordable housing and other alternative tenures. Within the local context, the size, type and tenure of housing needed for different groups in the community can be satisfied with providing a variety of building types; for example, affordable housing for families with children, older people, students, people with disabilities and service families[9 80]. Hence, planning and design of a development should also consider the diverse needs of people[81].

The UK housing industry offers a mix of house types (e.g. detached, semi-detached, terraced and flats) and tenure types (e.g. homeownership, social rented housing and private rented housing). Mixed tenure developments are seen as an essential component in achieving balanced and sustainable communities, although particular challenges have been encountered in delivering such developments. These include:

1. Managing the sector's capacity to develop mixed-tenure due to the funding options available;
2. Difficulties encountered by purchasers' access to mortgages or reduced grant levels;
3. Ambiguity on the available tenures;
4. Landlords feeling critical about clear responsibilities among owners for privacy, common repairs and maintenance and for paying factoring and service charges; and
5. Managing owners' expectations about dealing with anti-social behaviour [72] [82].

The UK Government aim of building 300,000 homes that are accessible to the mass market will require more diversity of tenure, namely private rented homes and affordable housing, which can provide a reasonable return of the land value to the developer. With the limited land available for the development in the UK, product diversity can be the ultimate solution to the housing crisis that can also provide opportunities to medium and small house builders. This will support the sector and individuals alike[36].

"Mixed communities offer a positive alternative to economically segregated places but promoting them through new development alone is insufficient. Government should devote fresh thinking to how housing policies can bring about greater economic integration where concentrations of deprivation now exist, and how local housing and planning agencies can use information to sustain currently mixed communities over time[83]"

Berube 2005: 5

4.3 Homes and place-making

A new vision of urban living is to offer a high quality of life and opportunity for all. Wherever people live, jobs, a healthy economy, good public services, and an attractive and safe environment are desired by the people. One of the objectives of the National Planning Policy Framework[9] is to deliver infrastructure that satisfies people's choice of having the right type of home in the right place, with all services and amenities in the vicinity. Achieving this objective could support building a strong, responsible and competitive economy, thus contributing to sutainable development. Alongside this, the importance of tenure mix has been steadily increasing for many years[82]. The Letwin Review[84] highlighted that developments which provide a wide range of house types have achieved the highest sales rates, and the importance of providing a range of house types, along with different tenures, is increasingly recognised[36].

"Our home is where we live. It is the place where our friends are, where our kids go to school and where our local shops, community green and meeting places are. Our home is always anchored to our neighbourhood. That is why when we leave our neighbourhood, we don't just lose our home, we lose also our physical and social network; in other words, we lose our public realm[85]"

Porphyrios 2018: 60

Progress has been made in improving the environmental performance and design quality of new housing and public space in the past 10 years. New housing developments can "rapidly become strong communities that offer residents high quality design and a good quality of life[55]" (Bacon et al. 2012: 10).

Homes form a part of a wider community and buildings should be well designed and built in a spirit and form acceptable to the residents[55], with places of work (where significant periods of time are also spent) also providing comfort and enabling productivity. Factors beyond the form and function of a home, like transport, schools and surgeries, are hugely important to people's buying decisions as they want to live in "communities with lots of space, greenery, and calm. For people don't just buy bricks and mortar, they buy their own place in the world – a community, replete with parks and open spaces[92]" (Boon 2019: 121).

A 'structured approach to placemaking' sees the application of the main ideas behind social sustainability to new housing and mixed-use developments (e.g. links with neighbours, access to transport, feelings of safety, a positive local identity, and the ability to influence what goes on), via a framework that covers:

- Social and cultural life (what it's like to live there)
- Voice and influence (how people affect what goes on)
- Amenities and infrastructure (the design and facilities)[18].

With respect to the design, style and quality, a phrase 'fittingness' has been used[2], which means that people want homes that fit in with their requirements, give them a sense of belonging and pride, and a feeling of happiness. Research underpins this with a framework designed by Bacon *et al*. (2012: 14) "to build on what is known about creating and supporting thriving communities" which defines and measures social sustainability (social value) in new housing and mixed-use developments[55]. It has demonstrated that residents:

- Feel they belong
- Regularly talk to their neighbours
- Plan to stay in the community[55].

Places people prefer to live tend to become more valuable over time[86 87]. Importantly, the meaning of value is different in different contexts. In the context of an occupier in the built environment: "Value accrues to occupiers of buildings not simply through their existence as artefacts but through their use as assets. Occupiers value the use of buildings rather than the buildings alone[2]" (Be/nCRISP Value Task Group 2005: 34. Thus, the occupant's experience about the product (building)'s quality, reliability and the integrated solutions including services and management should be optimised. Only such experience would lead to creating value to the end-users in the built environment[2].

5 Conclusion

We identified three key themes from this literature review:

- **Sustainable development forms a key part of the drive towards embedding social value across the built environment.**
- **A mixed-use community with variation in types of building and both social and physical infrastructure encourages and enables a sense of community.**
- **Well-designed buildings and spaces positively influence quality of daily life, productivity, educational attainment, physical wellbeing, levels of crime and house values.**

Social value, as a way of thinking about how wider community benefits are realised, means direct, positive impacts for people and communities that are a result of creating socially sensitive infrastructure or architecture. Whilst more research is needed on the issue of societal values linked to the quality of a development, enabling and delivering social value in the built environment is increasingly recognised as a 'must have', rather than the 'fit for purpose' attitude of previous approaches to how we plan, design and build our homes and workplaces.

Developers, contractors and their supply chains contribute to social value in various ways, with opportunities for delivering social value throughout the lifetime of a development ranging from creating employment opportunities to local procurement and workforce wellbeing. Those that embed social value in their approach to a development can realise benefit, such as higher rental levels and lower maintenance costs, with economic, social and environmental benefits gained all round by creating vibrant, inclusive and balanced neighbourhoods. Indeed, if "customers for and suppliers of the built environment acted to seek long-term value, optimising benefits and sacrifices, there would be significant gains for all stakeholders[2]" (Be/nCRISP Value Task Group 2005: 40).

Measuring the social value generated, however, is challenging, not least because no standard industry tool is in use, and also because social value is determined by the local context, which will vary across the country. Industry activity to remedy this has been spurred by the recent government social value/procurement consultation, as well as the growth of various tools seeking to respond to this challenge.

Sustainable development forms a key part of the drive towards embedding social value across the built environment, as it brings a focus on the need for a more equitable distribution of opportunities and resources and requires businesses to serve a social purpose and to demonstrate their contribution to society. Frameworks such as the Sustainable Development Goals, the Social Value Act and various planning, housing and regeneration policies across the UK should support the creation of better buildings and of long-lasting and high-quality developments that contribute to societal good.

Derbyshire asserts that is important to build homes that people want to live in, where the main characteristics are: "mixed uses, local identity, a verdant setting, variety of scale and density, as well as product and tenure, thoughtful composition, homely detail, care for sustainability and so on[89]". This can be achieved by more care and concern for design, by considering how we attribute value to housing and by providing "consumers with better information about the homes they are buying[89]" (Derbyshire 2019: 44,46). Moreover, there is a need for "designing buildings that work and that you would want to live in. [We should] encourage all developers and planners to stay in the building that they deliver for at least a night[90]" (Madelin 2019: 73).

Design quality is fundamental to how places work as higher quality buildings and public spaces improve people's lives. Well-designed buildings and spaces have a positive influence on the quality of daily life, productivity, educational attainment, physical wellbeing, levels of crime and house values. Accordingly, the design of a building impacts not only on the performance of the building during its lifetime, but also on all the stakeholders involved throughout its lifetime; most of the impact is felt by the occupiers, users and passers-by[34]. What is key to avoiding building 'homogenous housing estates' is "meaningful engagement rather than manipulated consultation. This means listening to people, allowing them to input into the design process and showing people you are responding to what they are telling you[50]" (Bolgar 2019: 88).

Social and physical infrastructures forms fundamental components for delivering social value, with the relationship between the two of significant importance. The social and physical fabric of a community is inextricably linked, with a desirable social infrastructure resulting from investment in physical infrastructure and business development. Mixed-use developments evidence this integration of physical and social, bringing advantages such as better economies and public services and increased opportunities for inclusive societal development. Social value results from mixed-use developments as economic and social diversity is generated from an environment that encourages a sense of community, makes it easy for people to engage with local activities, and facilitates an increase in local connectivity and movement.

The variety of building types is key to a mixed-use development, which is in itself an essential component in achieving balanced and sustainable communities. Bolgar states that more diversity of tenure and product type, such as "a good amount of affordable housing and homes for people of all incomes and ages" can be the ultimate solution to the housing crisis, thus enabling the building of the 300,000 homes needed in the UK; but also recognising that "absolutely critical to a sustainable mixed-use place is the diversity of employment spaces… [and] build quality is absolutely essential… And last but not least are the arrangements for long-term management of the site, engaging with members of the local community and ensuring different ways the community infrastructure is looked after[50]" (Bolgar 2019: 88, 88-89).

An opportunity exists for new housing developments to become the strong communities that are enabled by high quality design and offer a good quality of life. A structured approach to place-making brings the application of the main ideas behind social value to new housing and mixed-use developments, enabling people to gain homes that fit in with their requirements, provide them with a sense of belonging and pride, and a feeling of happiness. A long-term investment in the built environment results in economic gain, increased social cohesion and greater opportunities for societal development, and is thus an investment in the future of individuals, in people, in communities and in society.

"Perhaps the greatest opportunity for our society today is whether we can beautifully remodel our cities, towns and suburbs to create sustainable, mixed, vibrant communities that are not only beautiful to look at, but beautiful – and sustainable – to live in[91]"

Reynolds 2018: 13

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Appendix B –
The Value of Community Survey

UNIVERSITY COLLEGE
OF ESTATE MANAGEMENT

Patron: HRH The Prince of Wales www.ucem.ac.uk

Horizons, 60 Queen's Road, Reading RG1 4BS
t +44 (0)118 921 4696
e enquiries@ucem.ac.uk

The Value of Community Survey

Your opportunity to have your say about Fairford Leys and win a prize

Thank you for taking part in the following survey, which is all about living and working in Fairford Leys. It will take you around **15 minutes** to complete, and gives you a chance to shape important research about your community.

You'll also go in the draw to win one of five prizes on offer for sending the finished survey to us by **31 January 2019.**

The survey results will help University College of Estate Management (UCEM) understand how the design and construction of new homes and workplaces could be improved to benefit the people of Fairford Leys. It collects information on:

- Why people have chosen to live (and work) where they do
- The benefits of living (and working) in Fairford Leys.

The results will be used in a report published by UCEM. All responses will be treated confidentially and remain anonymous (not reveal any identifiable personal data or be shared with third parties).

CLOSING DATE: Please complete the survey by 31 January 2019 and return it in the envelope provided, with the pre-printed address 'FREEPOST UCEM'.

If you wish to be entered into the prize draw, please provide your contact details on the last page.

There are 5 prizes:
£100 Waitrose voucher (or equivalent)
or
£250 Donation to a charity or project of your choice

If you have any queries, please get in touch with me.

Aled Williams
Director, Research, Innovation & Partnerships

UNIVERSITY COLLEGE
OF ESTATE MANAGEMENT

Patron: HRH The Prince of Wales www.ucem.ac.uk

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About you

Q 1. **How long have you lived in Fairford Leys?**

☐ Years ☐ Months

Q 2. **Do you own or rent your home?**

Social and affordable housing	☐	Other:
Privately owned (Freehold)	☐	
Shared ownership	☐	
Rented accommodation	☐	
Privately owned (Leasehold)	☐	

Q 3. **What type of building do you live in?**

Apartment/flat	☐	Other:
Terraced house	☐	
Detached house	☐	
Semi-detached house	☐	

Q 4. **How many people live in your home (including yourself) and what are their ages?** ***Please tick all that apply***

	1	2	3	4	5
Under 18	☐	☐	☐	☐	☐
18-24	☐	☐	☐	☐	☐
25-34	☐	☐	☐	☐	☐
35-44	☐	☐	☐	☐	☐
45-54	☐	☐	☐	☐	☐
55-64	☐	☐	☐	☐	☐
Over 65	☐	☐	☐	☐	☐

Q 5. **Do any members of your family live in Fairford Leys (but not with you in your home)?**

Yes ☐ No ☐

About your local area

This section looks at the **local area** in which you live. It asks why you moved here and what you think about your local area now.

Q 6. **Why did you move to Fairford Leys?**

Please tick whether you agree or disagree with each of the following statements:

"I moved to Fairford Leys because of the…"

	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Family / community connections: Grew up in Fairford Leys or mostly because family is here	☐	☐	☐	☐	☐
Types of homes: The mix of homes providing variety, opportunity and balance	☐	☐	☐	☐	☐
Amenities and services: Being able to get what I need locally	☐	☐	☐	☐	☐
Transport links: Connections to areas outside Fairford Leys	☐	☐	☐	☐	☐
Local travel: Being able to get around the local area within Fairford Leys	☐	☐	☐	☐	☐
Commitment to sustainable development: The local area cares about the environment	☐	☐	☐	☐	☐
Cost of living: It is affordable to live here	☐	☐	☐	☐	☐
Local economy: There are work and business opportunities here or nearby	☐	☐	☐	☐	☐

Q 7. **Overall, how do you feel about living in Fairford Leys now?**

Please tick whether you agree or disagree with each of the following statements:

"I feel that..."

	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
There is a good mix of homes and different types of buildings	☐	☐	☐	☐	☐
It is easy for me to get what I need locally	☐	☐	☐	☐	☐
There are good transport links for travel outside Fairford Leys	☐	☐	☐	☐	☐
I feel that I am reducing my environmental impact by living in Fairford Leys	☐	☐	☐	☐	☐
I can easily get around the local area within Fairford Leys	☐	☐	☐	☐	☐
I can maintain and enjoy my standard of living	☐	☐	☐	☐	☐
There are enough work and business opportunities here	☐	☐	☐	☐	☐

Q 8. **What do you like most about your local area?**

Q 9. **What would you change about your local area?**

About your local community

This section looks at the **local community** where you live. It asks what was important to you about this local community when you decided to move here, and what you think about your local community now.

Q 10. **Thinking about Fairford Leys local community, what aspects of the community encouraged you move to here?**

Please tick whether you agree or disagree with each of the following statements:

"I moved to Fairford Leys because of the…"

	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
People: Friends, family, neighbours, general public	☐	☐	☐	☐	☐
Community spirit: Opportunities to get involved and participate	☐	☐	☐	☐	☐
Recreational spaces: Places to exercise, relax and have fun	☐	☐	☐	☐	☐
Ethical shopping: Buying local and fair-trade products	☐	☐	☐	☐	☐
Low crime rate: Feeling safe here	☐	☐	☐	☐	☐
Quality of life: Opportunities to improve my health and wellbeing	☐	☐	☐	☐	☐
Politics: Local political environment	☐	☐	☐	☐	☐
Uniqueness: Being part of something new and experimental	☐	☐	☐	☐	☐

Q 11. **Overall, how do you feel about Fairford Leys' local community now?**

Please tick whether you agree or disagree with each of the following statements:

"I feel that…"

	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
I have friends here and people to talk to	☐	☐	☐	☐	☐
It is easy to get involved with activities and participate in community life in Fairford Leys	☐	☐	☐	☐	☐
There are many places for me to exercise, relax and have fun	☐	☐	☐	☐	☐
It is easy for me to buy ethical and fair-trade products in my local area	☐	☐	☐	☐	☐
I feel safe living in Fairford Leys	☐	☐	☐	☐	☐
I have a good quality of life here, and feel healthy and well	☐	☐	☐	☐	☐
I am comfortable with, and supportive of, local politics	☐	☐	☐	☐	☐
I feel that I am living in a unique and experimental development	☐	☐	☐	☐	☐

Q 12. **What do you like most / needs developing in your local community?**

About your home

This section looks at the **building** in which you live. It asks what was important to you about your choice of home, and what you think about your home now.

Q 13. **Why did you move to your home?**

Please tick whether you agree or disagree with each of the following statements:

"I moved to my home because of the…"

	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Style, design and features: How my home looked, inside and out	☐	☐	☐	☐	☐
Outside spaces: Having a garden, a place to park, and/or outside buildings	☐	☐	☐	☐	☐
Investment: A property that gives me a good return on investment	☐	☐	☐	☐	☐
Energy-saving features: Helping the environment and my pocket	☐	☐	☐	☐	☐
Accessibility: Being able to easily enter, leave and move around my home	☐	☐	☐	☐	☐
Affordability: A home that I can pay for	☐	☐	☐	☐	☐
Quality: How well the building work was completed	☐	☐	☐	☐	☐
Immediate neighbourhood: The unique character of the area	☐	☐	☐	☐	☐

Q 14. **Overall, how do you feel about living in your home now?**

Please tick whether you agree or disagree with each of the following statements:

"I feel that…"

	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
I am happy with the style, design and features of my home	☐	☐	☐	☐	☐
Having a garden, a place to park, and/or outside buildings are important	☐	☐	☐	☐	☐
I live in a property that is a good financial investment	☐	☐	☐	☐	☐
It is easy to help the environment because my home is energy-efficient	☐	☐	☐	☐	☐
I can easily get to where I need to go within the building	☐	☐	☐	☐	☐
I can easily afford to live in my home	☐	☐	☐	☐	☐
I live in a home that was properly built to a high standard	☐	☐	☐	☐	☐
The local buildings look good and work well together in my neighbourhood	☐	☐	☐	☐	☐

Q 15. **What do you like most about the building that you live in?**

Q 16. **What would you change about the building that you live in?**

About your travel

Q 17. **How far do you travel to work?**

1-2 miles	☐	More than 5 miles	☐
3-5 miles	☐	Other:	

Q 18. **How do you usually travel to work?** ***Please tick all that apply***

I use my own vehicle	☐	Other:
I use public transport	☐	
I borrow or share a vehicle	☐	
I walk or cycle	☐	
I rent a vehicle	☐	

Q 19. **How do you usually travel socially?** ***Please tick all that apply***

'Within' Fairford Leys…		***'Outside' Fairford Leys…***	
I use my own vehicle	☐	I use my own vehicle	☐
I use public transport	☐	I use public transport	☐
I borrow or share a vehicle	☐	I borrow or share a vehicle	☐
I walk or cycle	☐	I walk or cycle	☐
I rent a vehicle	☐	I rent a vehicle	☐
Other:		Other:	

A summary of your feelings about living in Fairford Leys

Q 20. **As a Fairford Leys resident, do you agree or disagree with the following statements?**

	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
I feel that I belong here	☐	☐	☐	☐	☐
I feel that the design and layout of Fairford Leys has made a positive difference to our local community	☐	☐	☐	☐	☐
I am proud to live here	☐	☐	☐	☐	☐
I would be proud to work here	☐	☐	☐	☐	☐
I see a future for myself here	☐	☐	☐	☐	☐

Note: Continue to Q 26. if you don't work in Fairford Leys *(page 11/11)*

About your place of work

This part of the survey looks at **where you work**. It asks why you joined your workplace, and how you feel about the building and area in which you work.

Q 21. **How long have you worked in Fairford Leys?**

Less than one year	☐	5-6 years	☐
1-2 years	☐	More than 6 years	☐
3-4 years	☐	Don't know / Not sure	☐

Q 22. **Why did you choose to work in Fairford Leys?**

Please tick whether you agree or disagree with each of the following statements:

"I chose to work in Fairford Leys because of the…"

	Strongly disagree	Disagree	Neither disagree or agree	Agree	Strongly agree
Location: A workplace that is near to where I need to be and easy to get to	☐	☐	☐	☐	☐
Design and features of the building: How my workplace looks, inside and out	☐	☐	☐	☐	☐
Local economy: Opportunities for work and for business	☐	☐	☐	☐	☐
Local community: The people who live and/or work near my workplace	☐	☐	☐	☐	☐
Travel affordability: The cost of my journey to and from work	☐	☐	☐	☐	☐
Services and facilities: How my workplace is managed, including car and bike parking	☐	☐	☐	☐	☐
Environment: Energy-saving features within my workplace	☐	☐	☐	☐	☐
Smart infrastructure: Internet connection, phone and TV signals	☐	☐	☐	☐	☐

Q 23. **Overall, how do you feel about working here now?**

Please tick whether you agree or disagree with each of the following statements:

"I feel that …"

	Strongly disagree	Disagree	Neither disagree or agree	Agree	Strongly agree
I like the location of my work	☐	☐	☐	☐	☐
The way the building is designed helps me to be as productive as possible	☐	☐	☐	☐	☐
There are local work and business opportunities here for me	☐	☐	☐	☐	☐
There is a friendly local community in this area	☐	☐	☐	☐	☐
I can easily manage the cost of my journey to and from work	☐	☐	☐	☐	☐
The building services and facilities are useful and helpful	☐	☐	☐	☐	☐
My work location helps me reduce my impact on the environment	☐	☐	☐	☐	☐
The internet connection, phone and TV signals are good	☐	☐	☐	☐	☐

Q 24. **What do you like most about working in Fairford Leys?**

Q 25. **What would you change about working in Fairford Leys?**

Finally, more about you

Your answers to the following will help us to better understand your survey responses. The information you provide will be treated confidentially and remain anonymous (not reveal any identifiable personal data in the survey results or report).

Q 26. **What is your level of education?**

Degree (or equivalent)	☐	No qualification	☐
A Level (or equivalent)	☐	Prefer not to say	☐
GCSEs (or equivalent)	☐	Other:	

Q 27. **What is your employment status?**

Employed - full-time	☐	Occasional/ad hoc work	☐
Employed - part-time	☐	Student	☐
Self-employed - full-time	☐	Volunteering	☐
Self-employed - part-time	☐	Retired	☐
Unemployed	☐	Other:	

Q 28. **What sector or type of business do you work in?**

Agriculture, forestry & fishing	☐	Hotels and catering	☐
Mining, quarrying & utilities	☐	Finance and insurance	☐
Manufacturing	☐	Professional, scientific, technical	☐
Property and construction	☐	Business administration & support services	☐
Motor repair and trades	☐	Public administration & defence	☐
Wholesale and retail	☐	Arts, entertainment & recreation	☐
Education	☐	Health	☐
Transport & communication	☐	Other:	

Q 29. **What is your annual household income?**

Less than £16,000	☐	£55,001 to £70,000	☐
£16,001 to £25,000	☐	£70,001 to £95,000	☐
£25,001 to £36,000	☐	More than £95,001	☐
£36,001 to £55,000	☐	Prefer not to say	☐

Q 30. **How old are you?**

18-24 years	☐	45-54 years	☐
25-34 years	☐	55-64 years	☐
35-44 years	☐	65+ years	☐

Q 31. **What is your gender?**

Male	☐	Female	☐	Prefer not to say	☐

Q 32. **What is your marital status?**

Single – never married	☐	Prefer not to say	☐
Single – co-habiting	☐	Other:	
Married or civil partnership	☐		

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Your contact details

Thank you for completing this survey. University College of Estate Management (UCEM) appreciates the time and effort you've taken to help with our research, and in turn help shape future development in Fairford Leys.

Your responses will be completely confidential and will not be used for any purpose other than for this research. UCEM will never use this data outside of this research and you will not be identifiable personally.

To enter the prize draw, please enter your name and email address into the boxes below so that we can contact you if you win. Your contact details will not be used for any other purpose.

First Name	
Second name	
Email address	

If you would like to be kept informed of the results of this survey or other opportunities to participate in the research, then please provide your email below.

Email address	

Please note that we take data protection very seriously and would ensure that these details are securely stored. If at any time you wish to change these preferences, then please do not hesitate to contact us.

Any other comments or questions

Appendix C –
Data Consistency and Reliability Tests

Prior to Principal Component Analysis (PCA), tests showed that the data was highly consistent and reliable:

Cronbach's Alpha is a coefficient which ranges in value from 0 to 1. When the correlations between items have Cronbach's alpha score of 0.8 or 0.9, then the measurements are said to be highly reliable[1]. In addition, it is accepted that an increasing sample size leads to a higher reliability estimate. A test of internal reliability consistency was conducted on the responses received for 5-point Likert scale. The Cronbach's Alpha for the responses for Fairford Leys was 0.95 and for Poundbury was 0.959.

Table 1. **Reliability statistics**

	Cronbach's Alpha	Cronbach's Alpha Based Standardized Items	No of variables (factors)
Fairford Leys	0.95	0.952	52
Poundbury	0.959	0.96	52

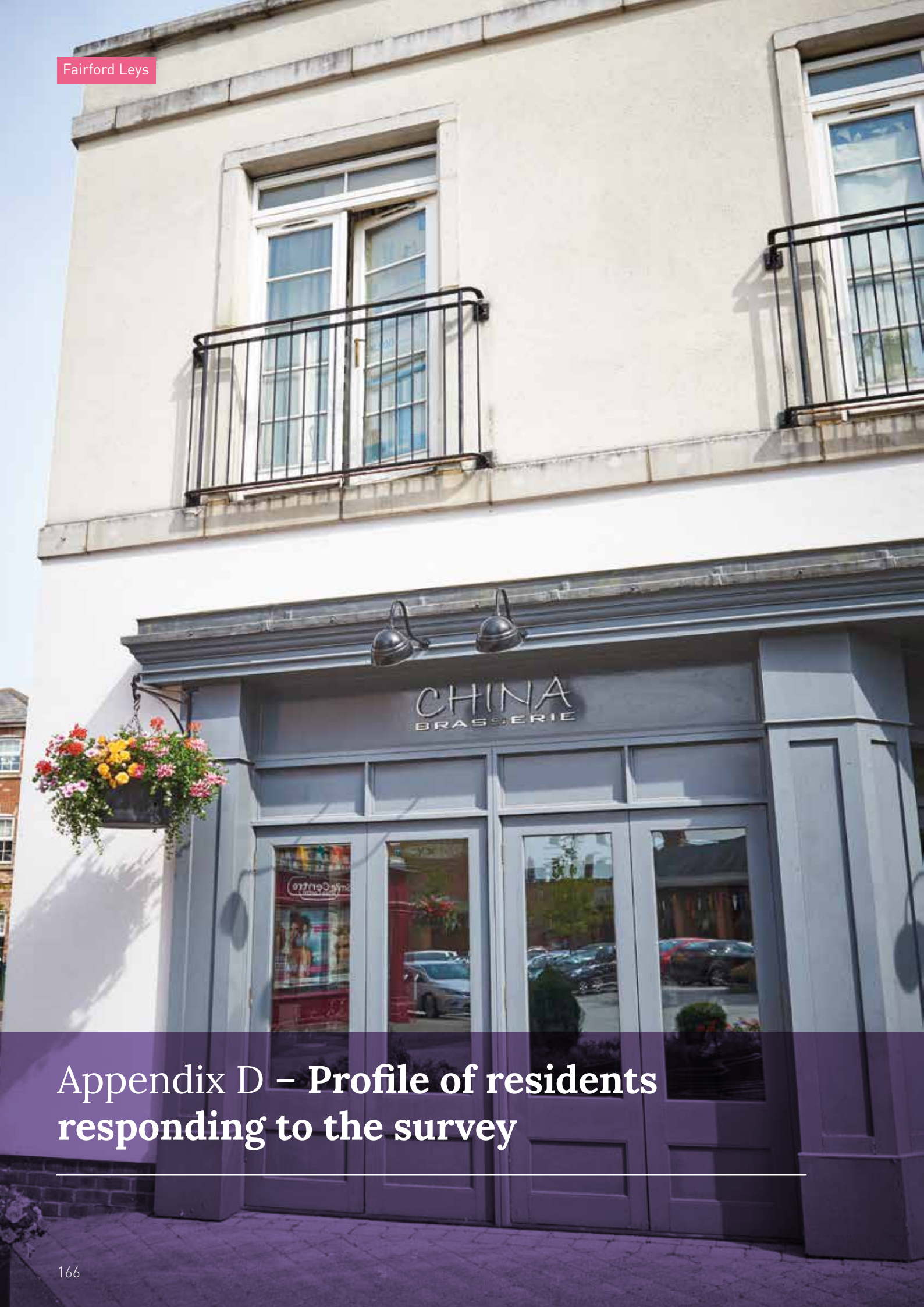
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy: As KMO is a ratio[2], it is measured between 0 and 1. When KMO is between 0.8 and 1 it is said to be highly reliable. The survey data responses used a 5-point Likert scale, where KMO value was 0.893 (commendable) for Fairford Leys and 0.917 (marvellous) for Poundbury.

A Bartlett's Test of Sphericity was also carried out which demonstrated some correlation between the variables which can be identified as statistically significant (Sig. <0.05) for both Fairford Leys and Poundbury. Hence, the data sets for both settlements were suitable for Principal Component Analysis (PCA) as shown in Table 2.

Table 2. **Kaiser-Meyer-Olkin and Bartlett's Test**

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	**Bartlett's Test of Sphericity**		
		Approx. Chi-Square	df	Sig.
Fairford Leys	0.893	7,804.093	1,326	0.000
Poundbury	0.917	8,668.233	1,326	0.000

1 Engel R and Schutt R (2014) *Fundamentals of Social Work Research*, SAGE Publishing.
2 Kaiser H (1960) *The Application of Electronic Computers to Factor Analysis*, Educational and Psychological Measurement, 20(1), 141-151. [accessed 6 March 2019].



Appendix D – **Profile of residents responding to the survey**

1 Overall profile of residents responding to the survey

Table 1. **Overall profile of residents responding to the survey**

		Fairford Leys	Poundbury
Total responses		373	464
Response rate		18%	26%
'Living' or 'living and working'	Live	89.5%	88.4%
	Live and Work	10.5%	11.6%
Gender	Female	45.9%	47.8%
	Male	54.1%	52.2%
Age	18-24 years	4.1%	1.1%
	25-34 years	13.1%	8.9%
	35-44 years	22.9%	10.4%
	45-54 years	24.3%	13.0%
	55-64 years	16.6%	15.2%
	65+ years	19.1%	51.3%
Tenure type	Privately owned (freehold)	76.3%	59.3%
	Privately owned (leasehold)	9.8%	17.7%
	Rented accommodation	13.1%	12.3%
	Shared ownership	0.3%	4.5%
	Social and affordable housing	0.5%	6.1%
Length of residency (no. of years)	0-3 years	26.0%	33.5%
	4-6 years	15.8%	24.8%
	7-10 years	16.4%	16.2%
	11-15 years	17.7%	14.9%
	15+ years	24.1%	10.6%
Building type	Apartment/flat	11.9%	30.8%
	Detached house	33.2%	21.7%
	Semi-detached house	31.3%	18.7%
	Terraced house	23.7%	28.9%
No. of people in the household	1	23.0%	12.0%
	2	38.4%	48.6%
	3	17.6%	16.5%
	4	14.6%	14.2%
	5+	6.5%	8.6%
Other family members in the development	No	83.0%	86.3%
	Yes	17.0%	13.7%

Appendix D – **Profile of residents responding to the survey**

Table 1. **Overall profile of residents responding to the survey**

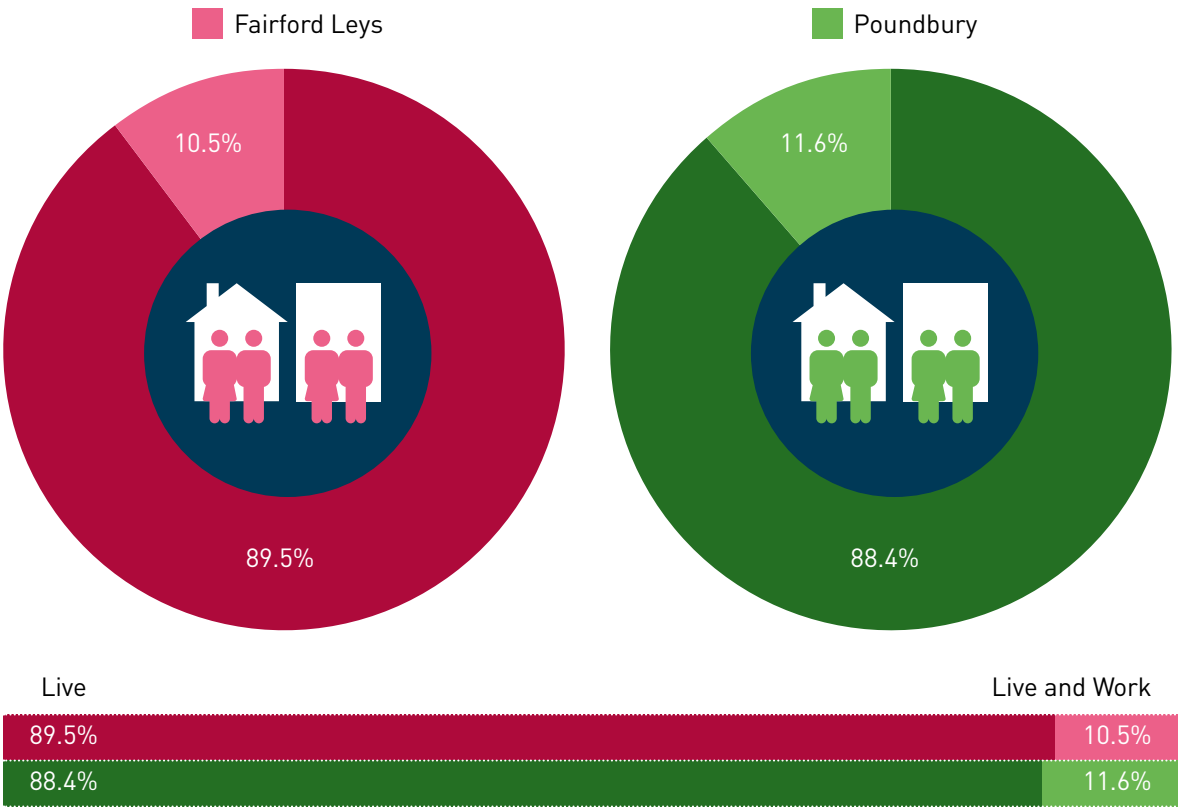
		Fairford Leys	Poundbury
Employment status	Employed (full-time)	58.3%	24.9%
	Employed (part-time)	12.0%	10.1%
	Self-employed (full-time)	4.4%	4.7%
	Self-employed (part-time)	3.3%	2.0%
	Unemployed	1.4%	2.0%
	Occasional/ad hoc work	0.5%	0.4%
	Student	0.3%	
	Volunteering	0.3%	0.9%
	Retired	19.6%	54.9%
Business sector or type	Agriculture, forestry and fishing	0.3%	1.3%
	Mining, quarrying and utilities	0.3%	0.6%
	Manufacturing	5.8%	2.9%
	Property and construction	6.1%	5.2%
	Motor repair and trades	1.9%	0.6%
	Wholesale and retail	8.4%	5.5%
	Education	14.8%	11.0%
	Transport and communication	4.8%	3.2%
	Hotels and catering	2.3%	2.3%
	Finance and insurance	7.7%	5.2%
	Professional, scientific, technical	14.8%	10.6%
	Business administration and support services	5.8%	5.5%
	Public administration and defence	10.3%	11.6%
	Arts, entertainment and recreation	0.3%	5.2%
	Health	13.2%	19.7%
	Retired / N/A	2.9%	9.7%
Annual household income	Less than £16,0001	8.4%	10.4%
	£16,001 to £25,000	11.2%	17.7%
	£25,001 to £36,000	15.7%	21.8%
	£36,001 to £55,000	24.1%	27.2%
	£55,001 to £70,000	17.8%	10.1%
	£70,001 to £95,000	14.7%	7.9%
	More than £95,001	8.0%	4.7%
Marital status	Married or civil partnership	58.7%	59.7%
	Single – co-habiting	13.3%	6.5%
	Single – never married	13.0%	9.7%
	Single – now	15.0%	24.1%

2 Detailed profile of residents responding to the survey

2.1 Respondents by 'living' or 'living and working'

Almost all respondents 'lived' (and didn't work) in the settlements. The respondents 'living' and 'living and working' in Poundbury and Fairford Leys have equal representation in this survey sample.

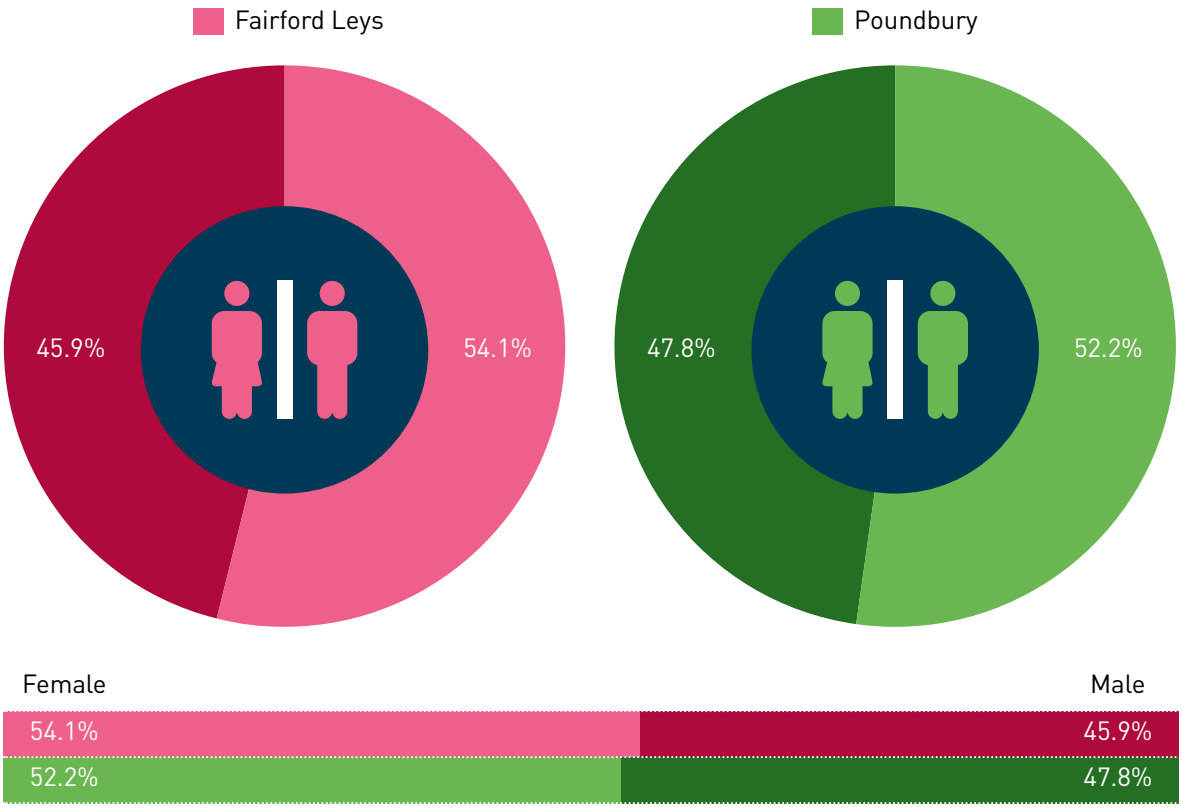
Figure 1. **Respondents by 'living' or 'living and working'**



2.2 Gender mix

The male and female respondents from both settlements have equal representation in this survey sample.

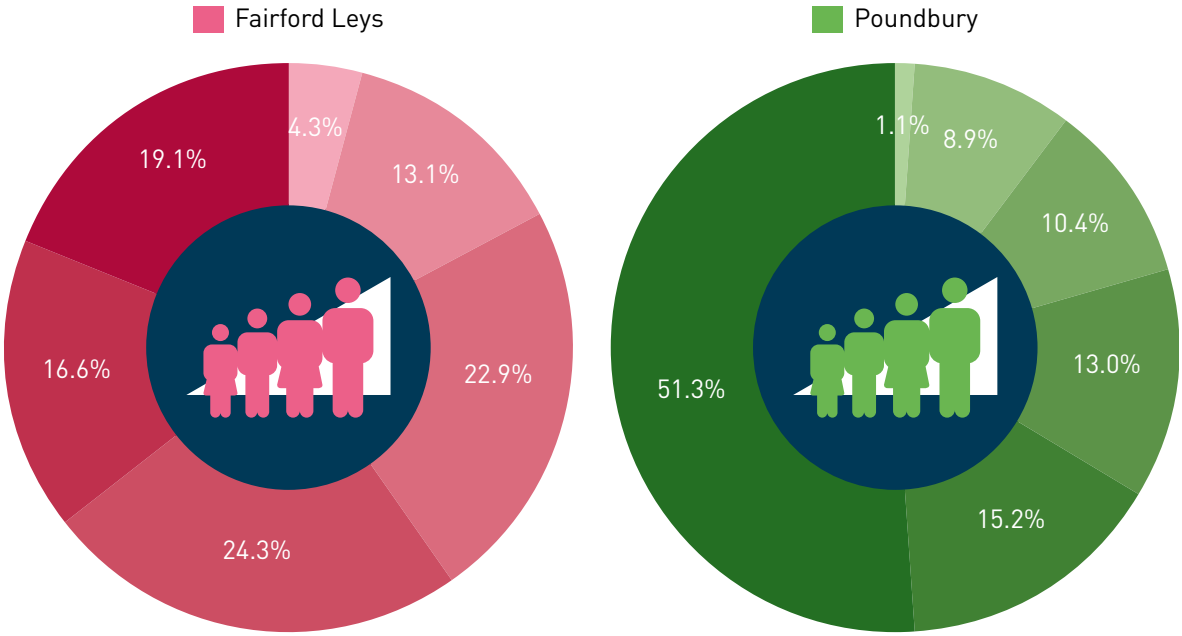
Figure 2. **Male and female respondents**



2.3 Age mix

Respondents from Poundbury were primarily over 65 years of age (51.3%). Adults aged over 65 years form a quarter (25% and 24%) of the Poundbury and Dorset area population[1], meaning that respondents over 65 years are high in this survey sample demographic. Additionally, generally Poundbury has higher than the national average numbers of residents aged 50 or above[2]. The Office for National Statistics report that that the UK population aged 65+ is 18.2% whilst the West Dorset population aged 65+ is 30%. This is reflected in the responses to the Poundbury survey questionnaire.

Figure 3 **Age distribution of survey respondents**



	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
Fairford Leys	4.3%	13.1%	22.9%	24.3%	16.6%	19.1%
Poundbury	1.1%	8.9%	10.4%	13.0%	15.2%	51.3%

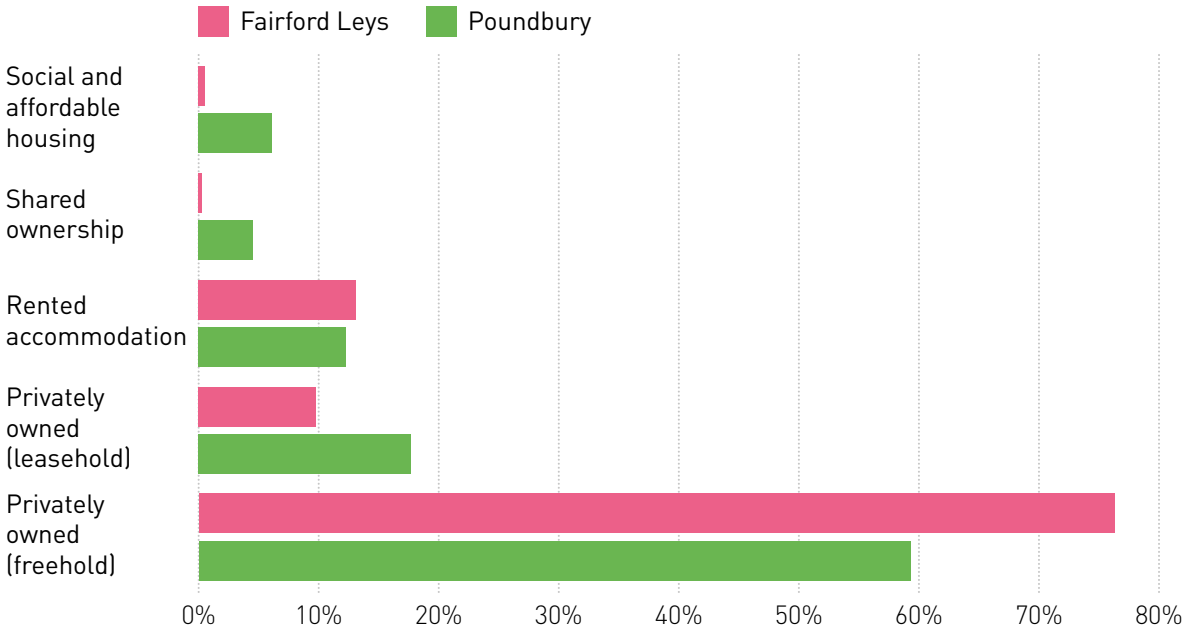
1 Gray A (2018) *Poundbury Economic Impact Assessment for The Duchy of Cornwall*, Policy and Research Dorset County Council, June 2018 [online]. Available at: **https://duchyofcornwall.org/assets/images/Poundbury_Impact_June_2018_update.pdf** [accessed 25 June 2019].

2 Office for National Statistics (2018) *Overview of the UK population: November 2018* [online]. Available at: **www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/overviewoftheukpopulation/november2018#the-uk-population-is-ageing** [accessed 25 June 2019].

2.4 Tenure type

Respondents living in privately owned (freehold) properties are prominent in this survey sample. However, whilst respondents from social and affordable housing and shared ownership are lower, this sample is broadly representative for both settlements. In 2018 the Poundbury Economic Impact Assessment[3] stated that there were 1,410 completed dwellings, with about 33% affordable housing, which equates to 470 of the dwellings built to date.

Figure 4. **Tenure types of survey respondents**



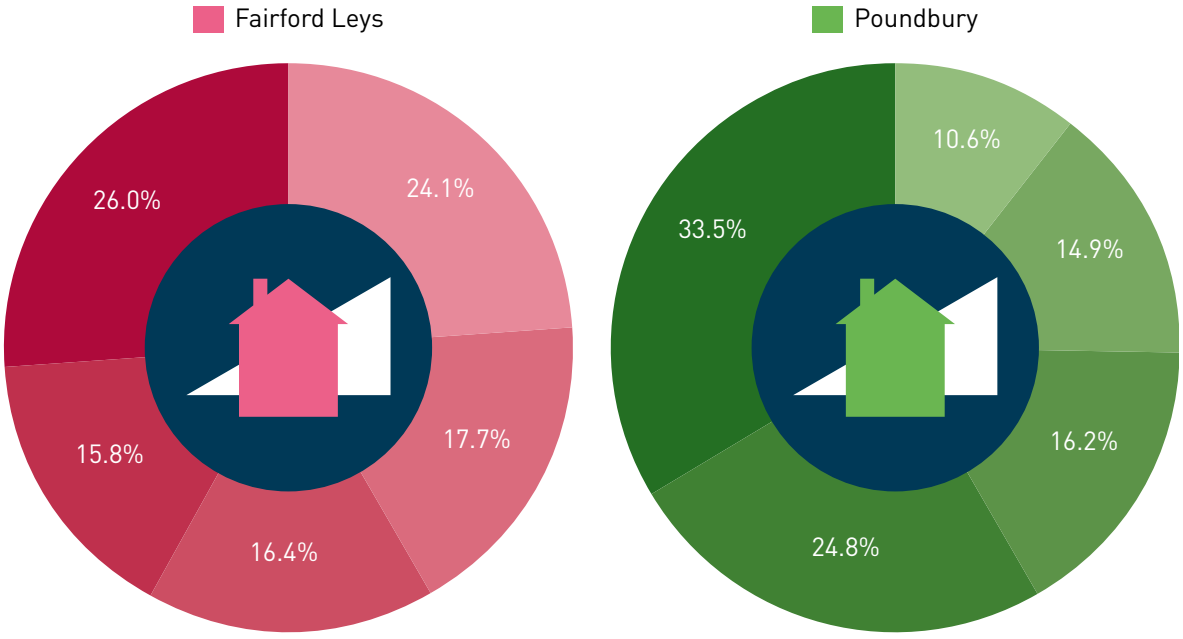
	Social and affordable housing	Shared ownership	Rented accommodation	Privately owned (leasehold)	Privately owned (freehold)
Fairford Leys	0.5%	0.3%	13.1%	9.8%	76.3%
Poundbury	6.1%	4.5%	12.3%	17.7%	59.3%

3 Gray A (2018) *Poundbury Economic Impact Assessment for The Duchy of Cornwall*, Policy and Research Dorset County Council, June 2018 [online]. Available at: **https://duchyofcornwall.org/assets/images/Poundbury_Impact_June_2018_update.pdf** [accessed 25 June 2019].

2.5 Length of residency (no. of years)

The largest share of respondents was people living from 3 years or less in both Poundbury (33.5%) and Fairford Leys (26.0%). Nearly a tenth of respondents from Poundbury and nearly a quarter of respondents from Fairford Leys were people living there for more than 15 years. The distribution of respondents was generally equally represented with the people living between 4 and 15 years in Fairford Leys, whilst this was not the case for Poundbury.

Figure 5. **Length of residency of survey respondents**

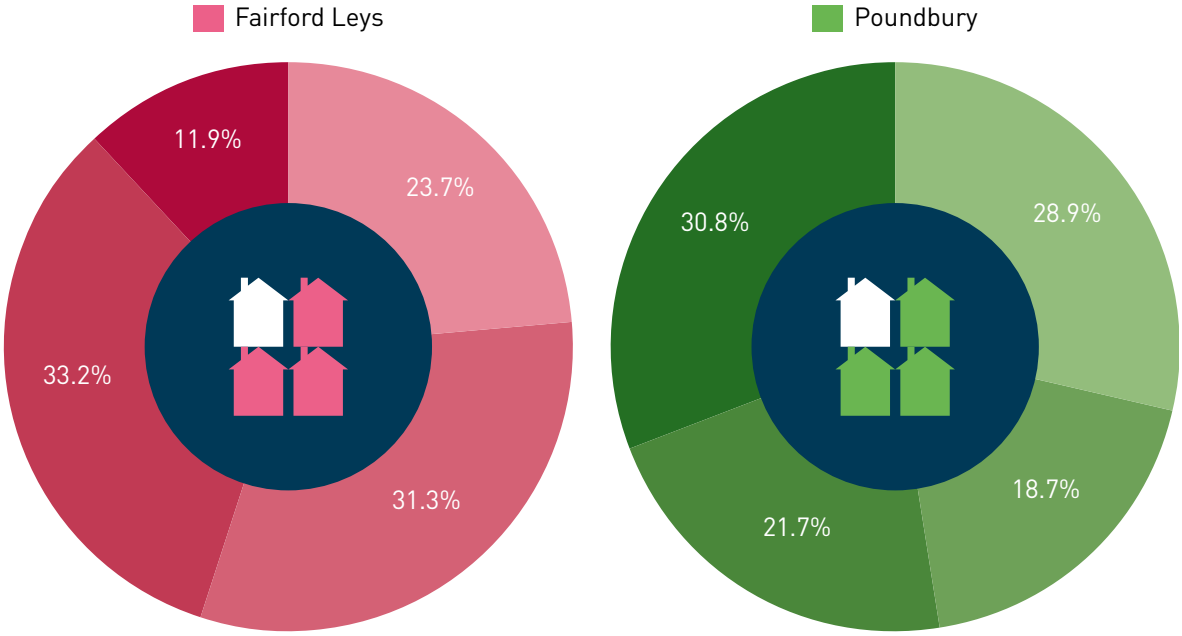


0-3 years	4-6 years	7-10 years	11-15 years	15+ years
24.1%	17.7%	16.4%	15.8%	26.0%
10.6%	14.9%	16.2%	24.8%	33.5%

2.6 Building type

The distribution of building types between both settlements can be seen to be quite different between the two settlements. For example, almost a third of Poundbury respondents were living in an apartment/flat compared to just over a tenth at Fairford Leys. This figure shows a marked difference in the two building types.

Figure 6. **Building type of survey respondents**

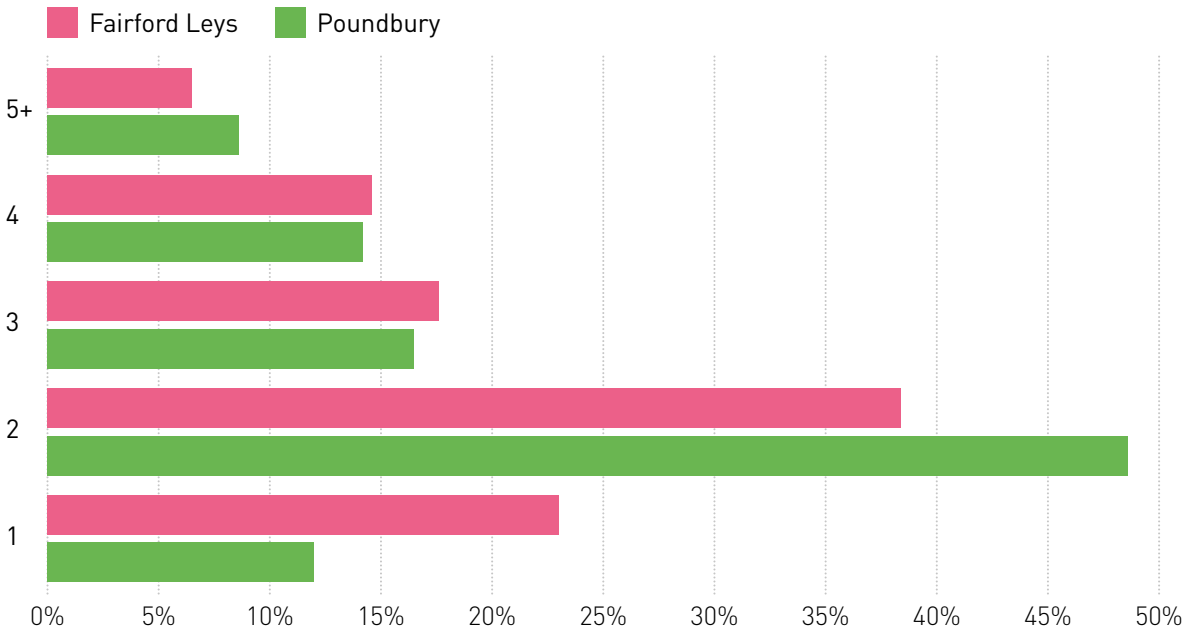


	Terraced house	Semi-detached house	Detached house	Apartment/flat
Fairford Leys	23.7%	31.3%	33.2%	11.9%
Poundbury	28.9%	18.7%	21.7%	30.8%

2.7 **Number of people in the household**

The significant majority of the survey respondents from both settlements had 2 people in the household (but with higher representation in Poundbury). The representation of single occupancy respondents is higher from Fairford Leys than from Poundbury.

Figure 7. **Number of people living in the household**

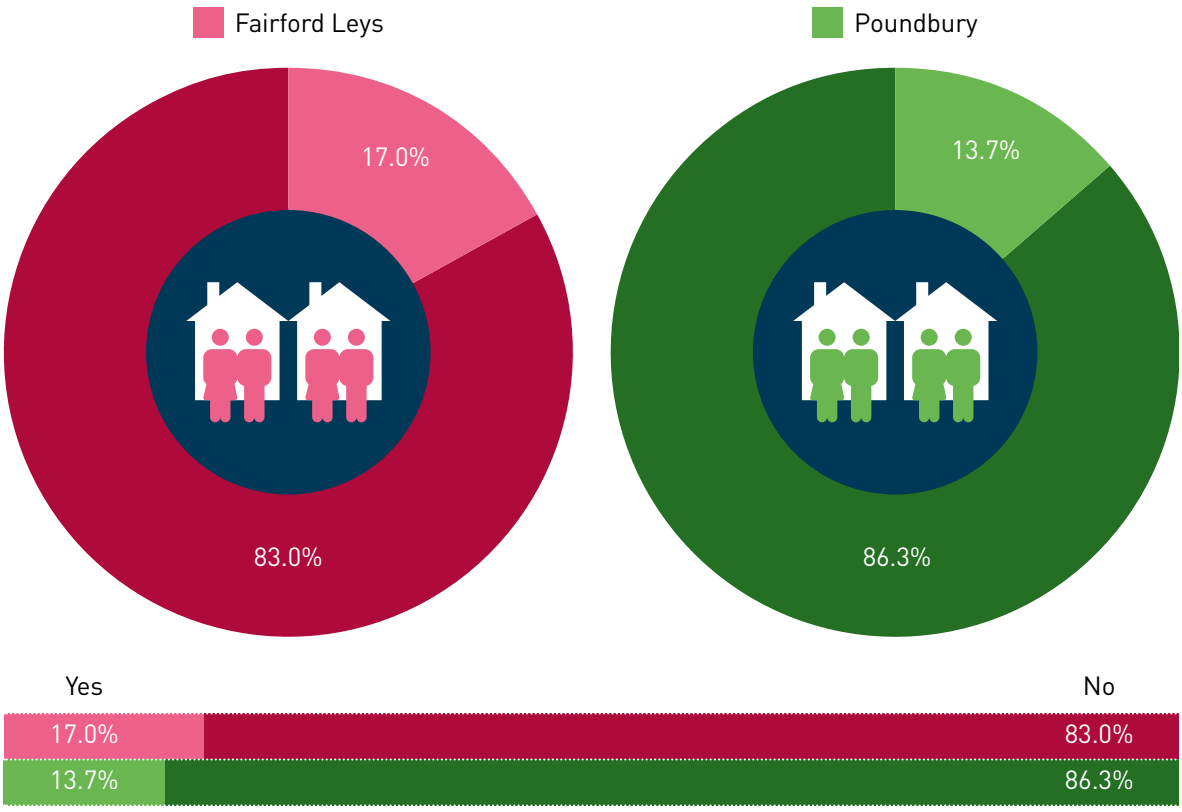


	1	2	3	4	5
Fairford Leys	23.0%	38.4%	17.6%	14.6%	6.5%
Poundbury	12.0%	48.6%	16.5%	14.2%	8.6%

2.8 **Other family members in the development**

The clear majority of respondents in both Poundbury and Fairford Leys did not have other family members living in the same settlement. Notwithstanding, in Poundbury (13.7%) and Fairford Leys (17.0%) other family members were shown to be living in the settlement. This is interesting considering that these settlements are relatively new places.

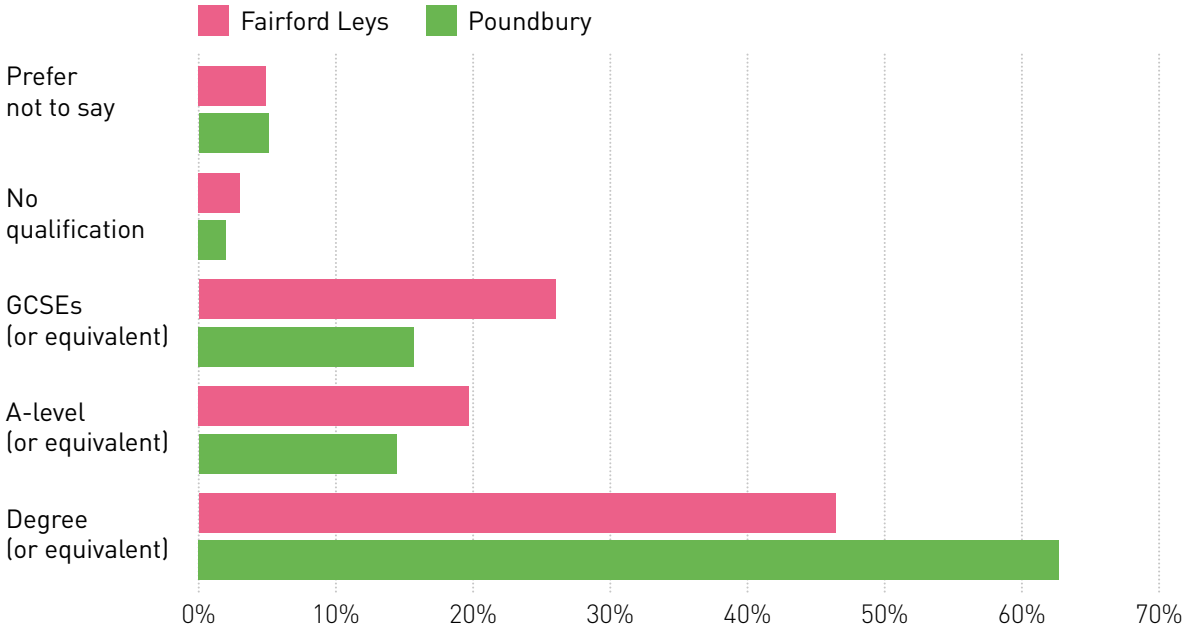
Figure 8. **Other family members living in the same settlement of survey respondents**



2.9 Level of education

The individuals educated to Degree (or equivalent) level are over-represented (62.7% in Poundbury and 46.4% in Fairford Leys) in this survey sample. Respondents educated to GCSEs (or equivalent) and A-level (or equivalent) are fairly consistent in both Poundbury and Fairford Leys.

Figure 9. **Level of education among survey respondents**

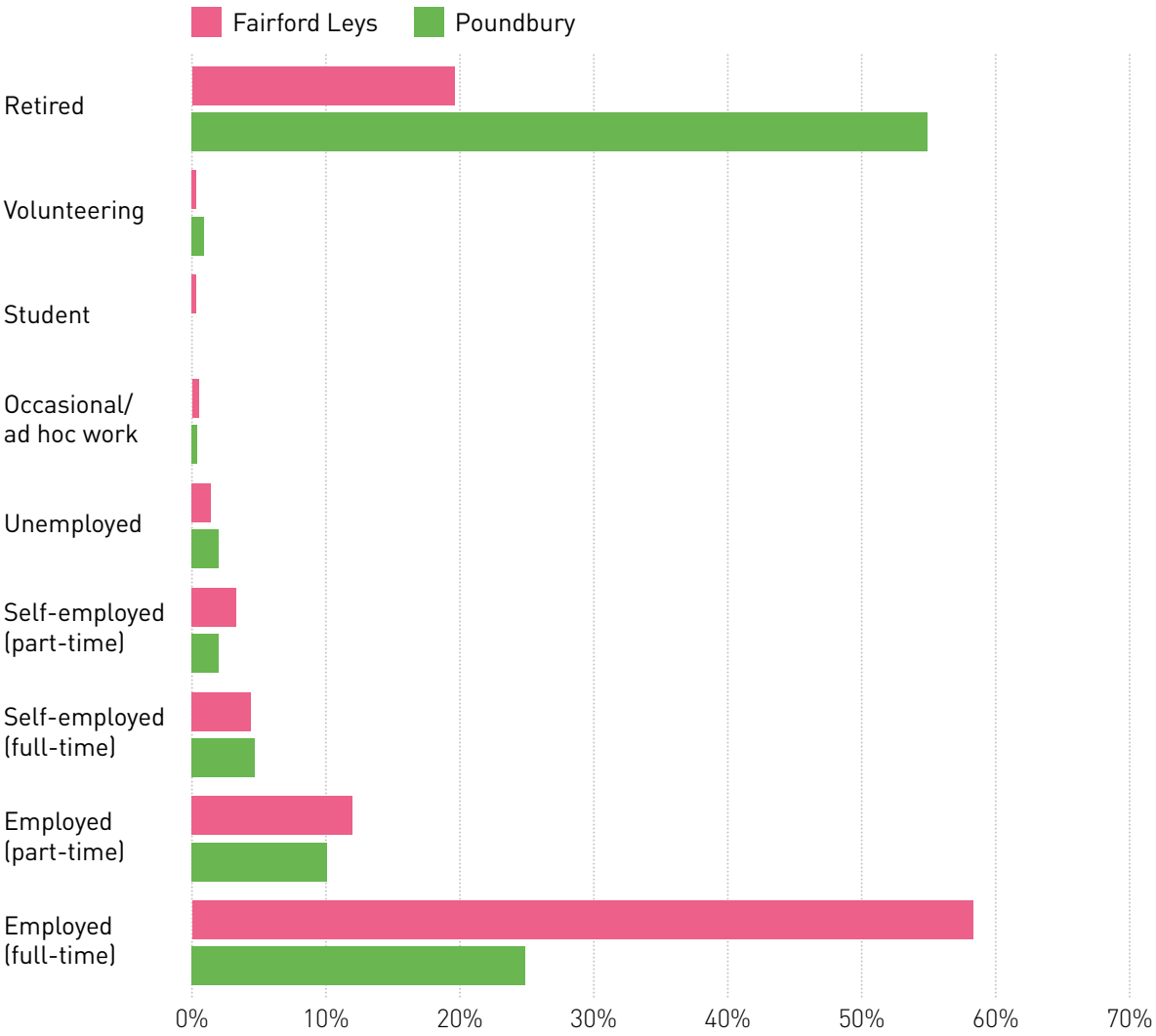


	Prefer not to say	No qualification	GCSEs (or equivalent)	A-level (or equivalent)	Degree (or equivalent)
Fairford Leys	4.9%	3.0%	26.0%	19.7%	46.4%
Poundbury	5.1%	2.0%	15.7%	14.4%	62.7%

2.10 **Employment status**

The distribution of type of employment between two settlements was found to be quite different to one another. Primarily, Poundbury has a higher representation from retired people (54.9%) while most Fairford Leys respondents were in full time employment (58.3%). Only 24.9% of Poundbury respondents were in full time employment, while nearly one-fifth (19.6%) of Fairford Leys respondents were retired.

Figure 10. **Employment status of survey respondents**

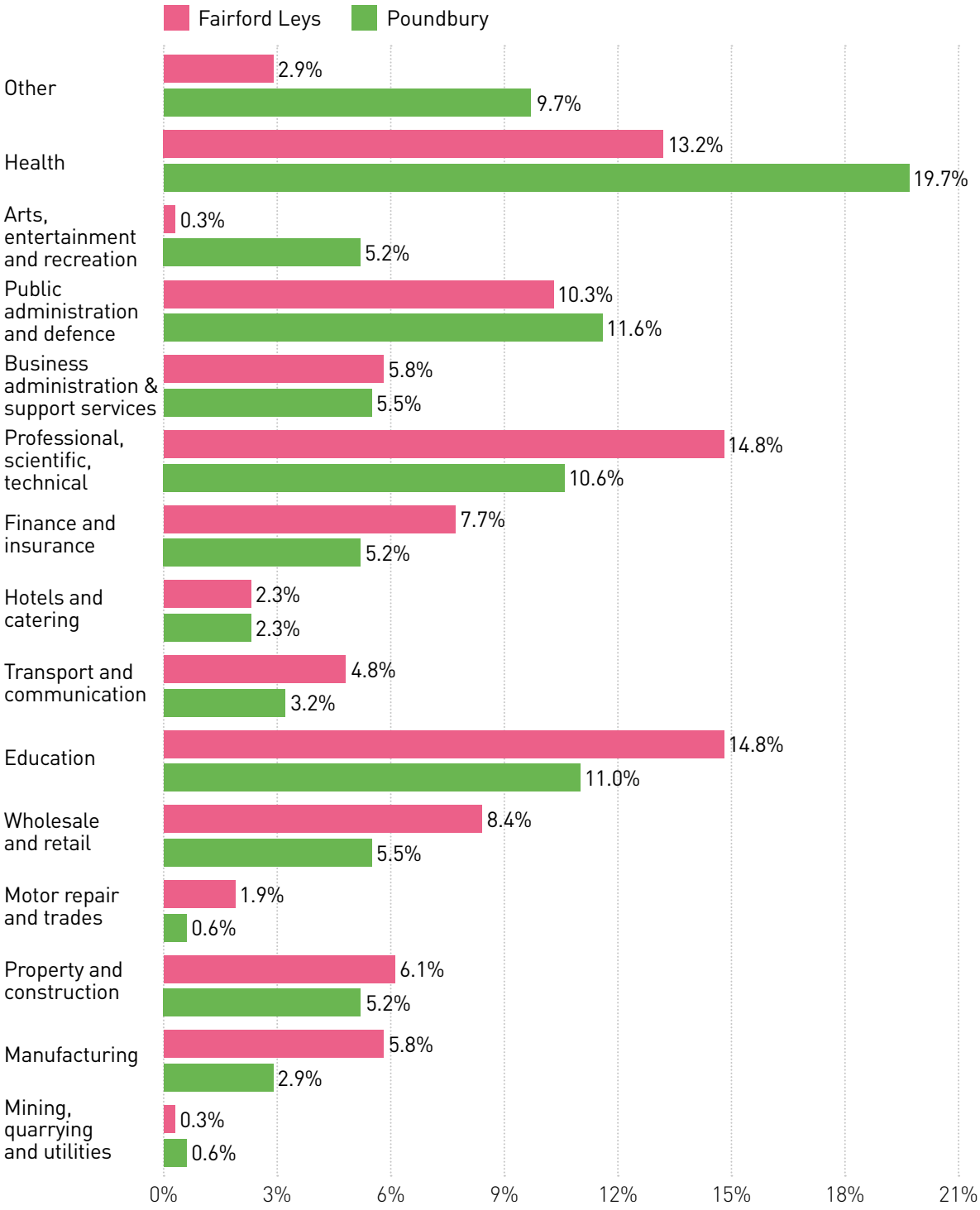


	Retired	Volunteering	Student	Occasional/ ad hoc work	Un-employed	Self-employed (part-time)	Self-employed (full-time)	Employed (part-time)	Employed (full-time)
Fairford Leys	19.6%	0.3%	0.3%	0.5%	1.4%	3.3%	4.4%	12.0%	58.3%
Poundbury	54.9%	0.9%	0%	0.4%	2.0%	2.0%	4.7%	10.1%	24.9%

2.11 **Business sector or type**

Nearly one-fifth (19.7%) of the survey respondents from Poundbury work in the health sector. Other main sectors Poundbury respondents work in are: public administration and defence; education; professional, scientific and technical sectors. Of the survey respondents from Fairford Leys, the share of those working in health, public administration and defence, education and professional, scientific and technical sectors is generally consistent. Only 2.9% of the survey respondents from Fairford Leys were retired.

Figure 11. **Business sector or type of survey respondents**

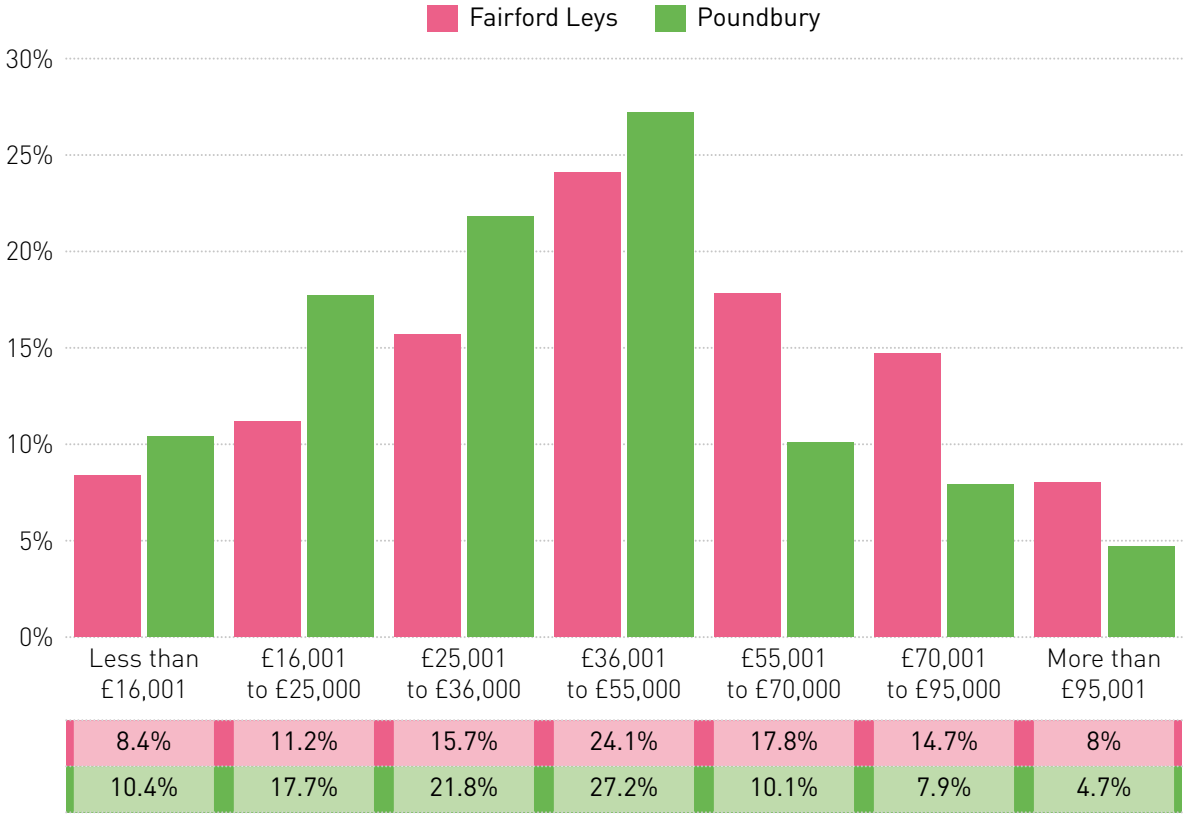


2.12 **Annual household income**

The most frequent annual household income for around a quarter of respondents was in the range of £36,000 to £55,000 (27.2% from Poundbury and 24.1% from Fairford Leys). Approximately 50% of Poundbury households have an income of more than £36,000 (and slightly more in Fairford Leys, which could be due in part to the significant number of retired people in Poundbury responding to the survey).

The Office for National Statistics report that, the 2018 (provisional) gross annual median pay for full-time employee jobs by local authority is £27,791 West Dorset (Poundbury) and £33,163 Aylesbury Vale (Fairford Leys)[4]. The pattern found in both settlements follows the national pattern according to geographical area.

Figure 23. **Annual household income of survey respondents**



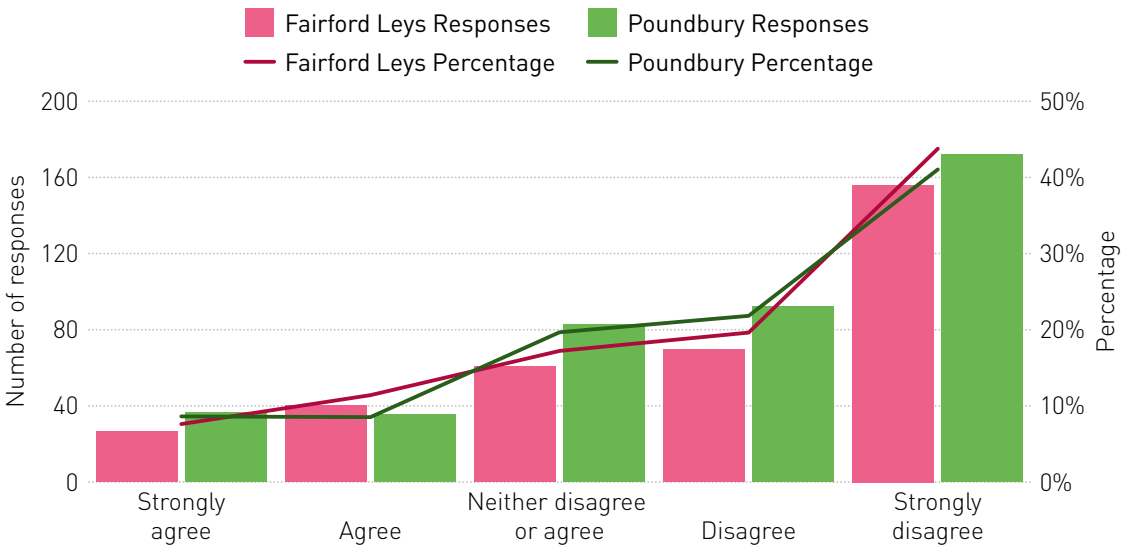
4 Office for National Statistics (2018) *Earnings and hours worked, place of residence by local authority*: ASHE Table 8 (8.7a), provisional dataset. Release date 25 October 2018 [online]. Available at: **www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofresidencebylocalauthorityashetable8** [accessed 25 June 2019].

Appendix E – **Individual charts for each question (Likert Scale)**

About your local area

Question 6. **Why did you move to Fairford Leys/Poundbury?**

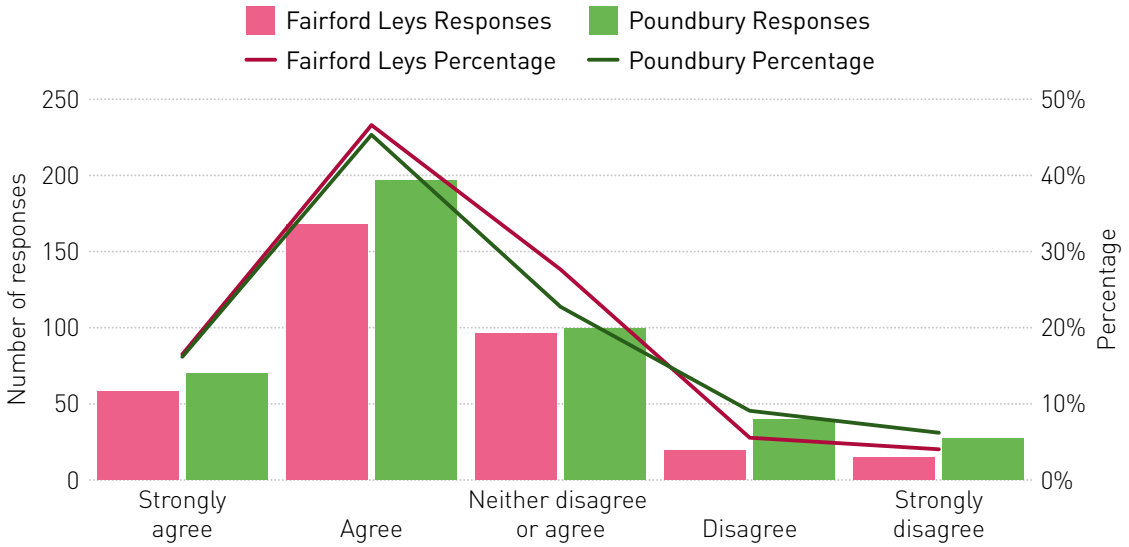
Family/community connections:
Grew up in settlement or mostly because my family is here



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	27	41	61	70	156
Poundbury Responses	37	36	83	92	172
Fairford Leys Percentage	7.6%	11.5%	17.2%	19.7%	43.9%
Poundbury Percentage	8.8%	8.6%	19.8%	21.9%	41.0%

Fairford Leys Mean = 2.19 Poundbury Mean = 2.22

Types of homes:
The mix of homes providing variety, opportunity and balance



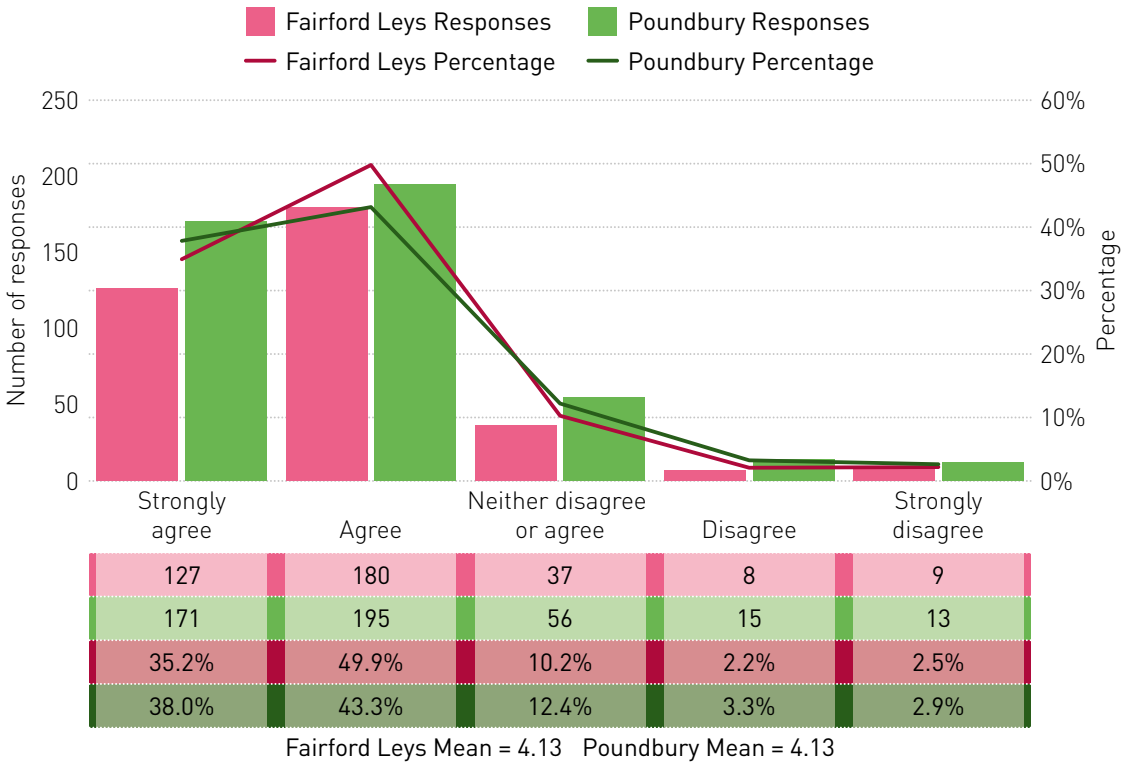
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	59	168	97	20	15
Poundbury Responses	70	197	100	40	28
Fairford Leys Percentage	16.4%	46.8%	27.0%	5.6%	4.2%
Poundbury Percentage	16.1%	45.3%	23.0%	9.2%	6.4%

Fairford Leys Mean = 3.66 Poundbury Mean = 3.55

About your local area

Question 6. **Why did you move to Fairford Leys/Poundbury?**

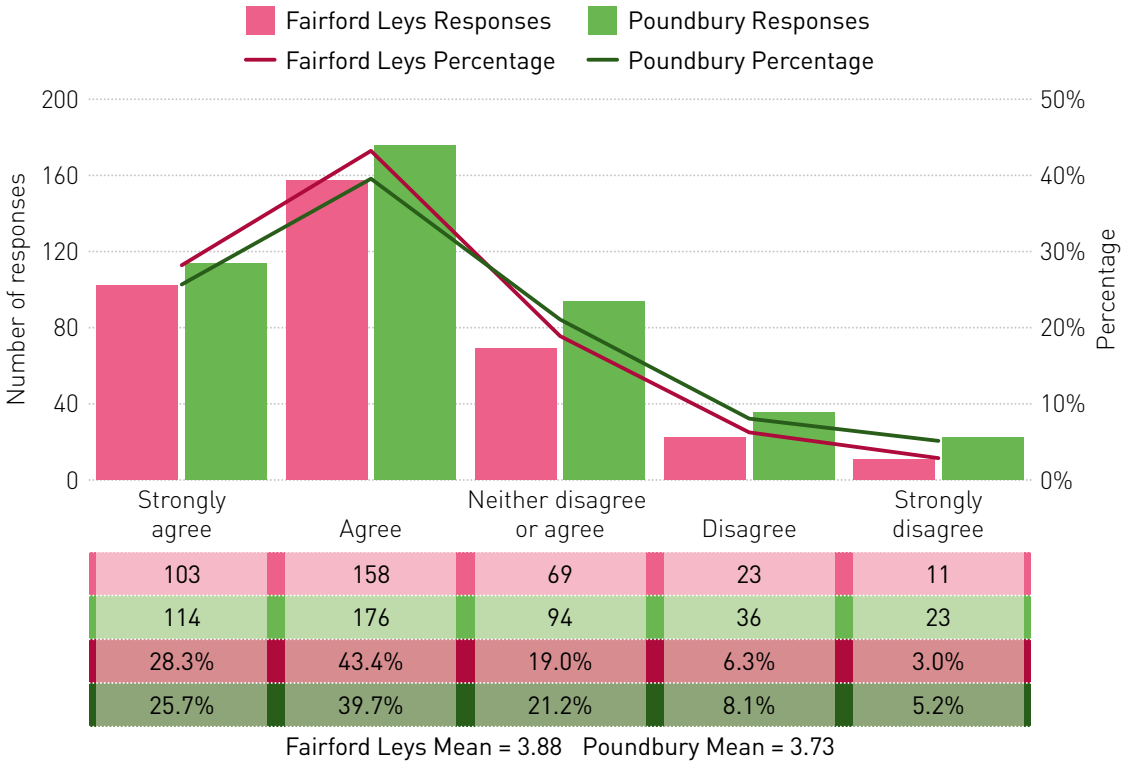
Amenities and services:
Being able to get what I need locally



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	127	180	37	8	9
Poundbury Responses	171	195	56	15	13
Fairford Leys Percentage	35.2%	49.9%	10.2%	2.2%	2.5%
Poundbury Percentage	38.0%	43.3%	12.4%	3.3%	2.9%

Fairford Leys Mean = 4.13 Poundbury Mean = 4.13

Transport links:
Connections to areas outside settlement



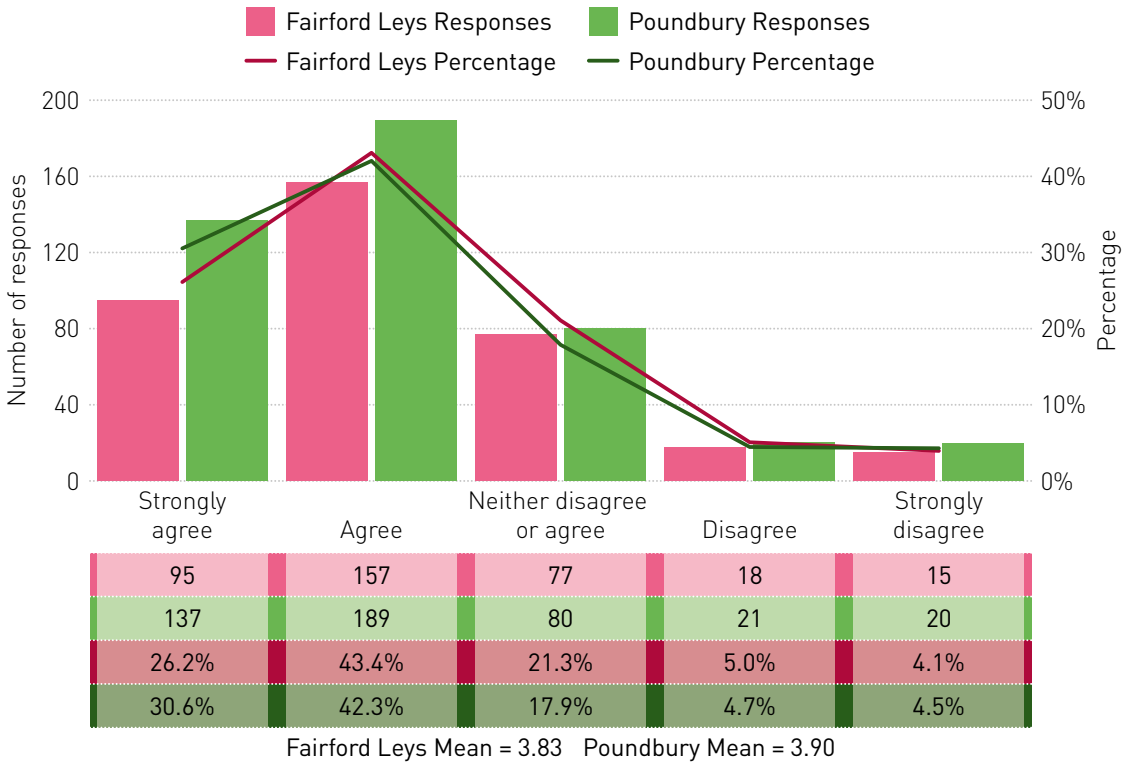
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	103	158	69	23	11
Poundbury Responses	114	176	94	36	23
Fairford Leys Percentage	28.3%	43.4%	19.0%	6.3%	3.0%
Poundbury Percentage	25.7%	39.7%	21.2%	8.1%	5.2%

Fairford Leys Mean = 3.88 Poundbury Mean = 3.73

About your local area

Question 6. **Why did you move to Fairford Leys/Poundbury?**

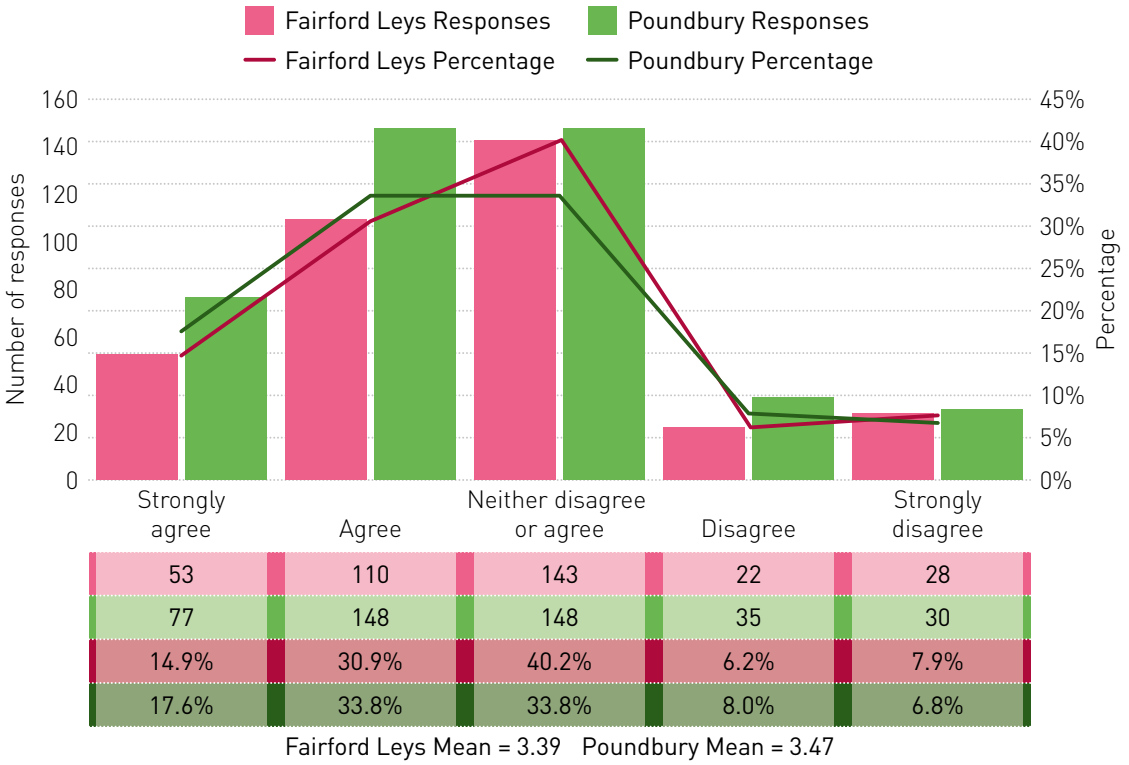
Local travel:
Being able to get around the local area within settlement



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	95	157	77	18	15
Poundbury Responses	137	189	80	21	20
Fairford Leys Percentage	26.2%	43.4%	21.3%	5.0%	4.1%
Poundbury Percentage	30.6%	42.3%	17.9%	4.7%	4.5%

Fairford Leys Mean = 3.83 Poundbury Mean = 3.90

Commitment to sustainable development:
The local area cares about the environment



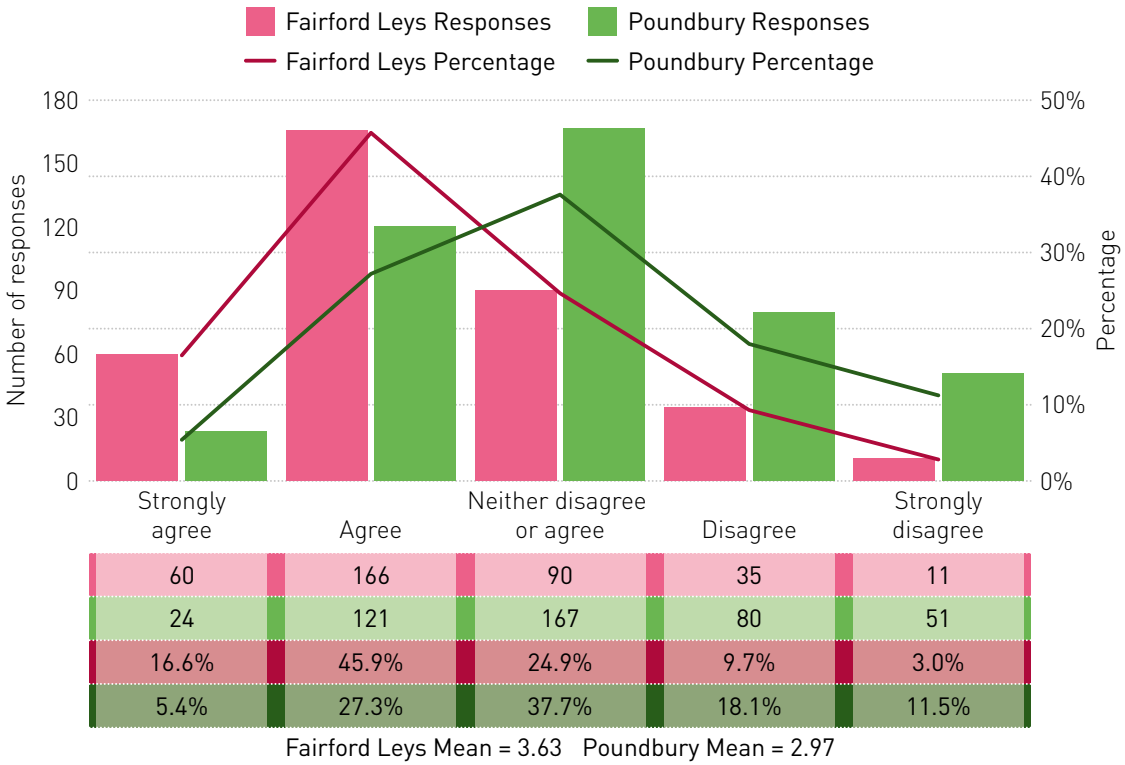
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	53	110	143	22	28
Poundbury Responses	77	148	148	35	30
Fairford Leys Percentage	14.9%	30.9%	40.2%	6.2%	7.9%
Poundbury Percentage	17.6%	33.8%	33.8%	8.0%	6.8%

Fairford Leys Mean = 3.39 Poundbury Mean = 3.47

About your local area

Question 6. **Why did you move to Fairford Leys/Poundbury?**

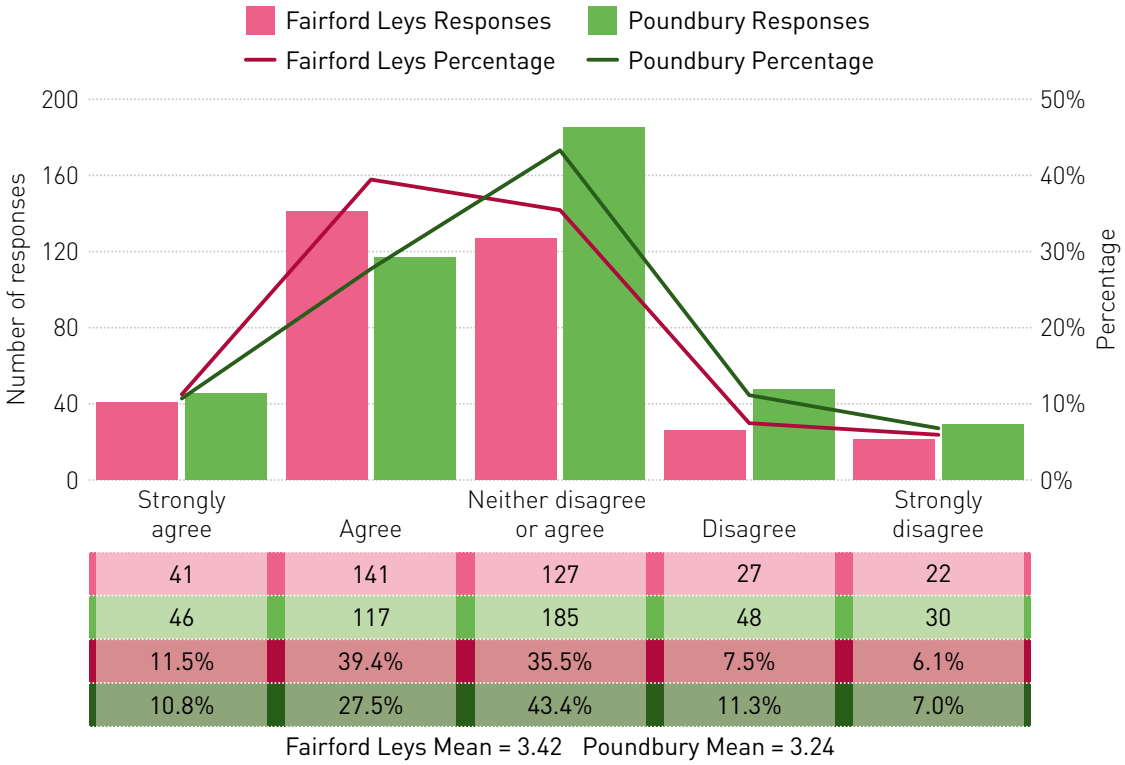
Cost of living:
It is affordable to live here



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	60	166	90	35	11
Poundbury Responses	24	121	167	80	51
Fairford Leys Percentage	16.6%	45.9%	24.9%	9.7%	3.0%
Poundbury Percentage	5.4%	27.3%	37.7%	18.1%	11.5%

Fairford Leys Mean = 3.63 Poundbury Mean = 2.97

Local economy:
There are work and business opportunities here or nearby



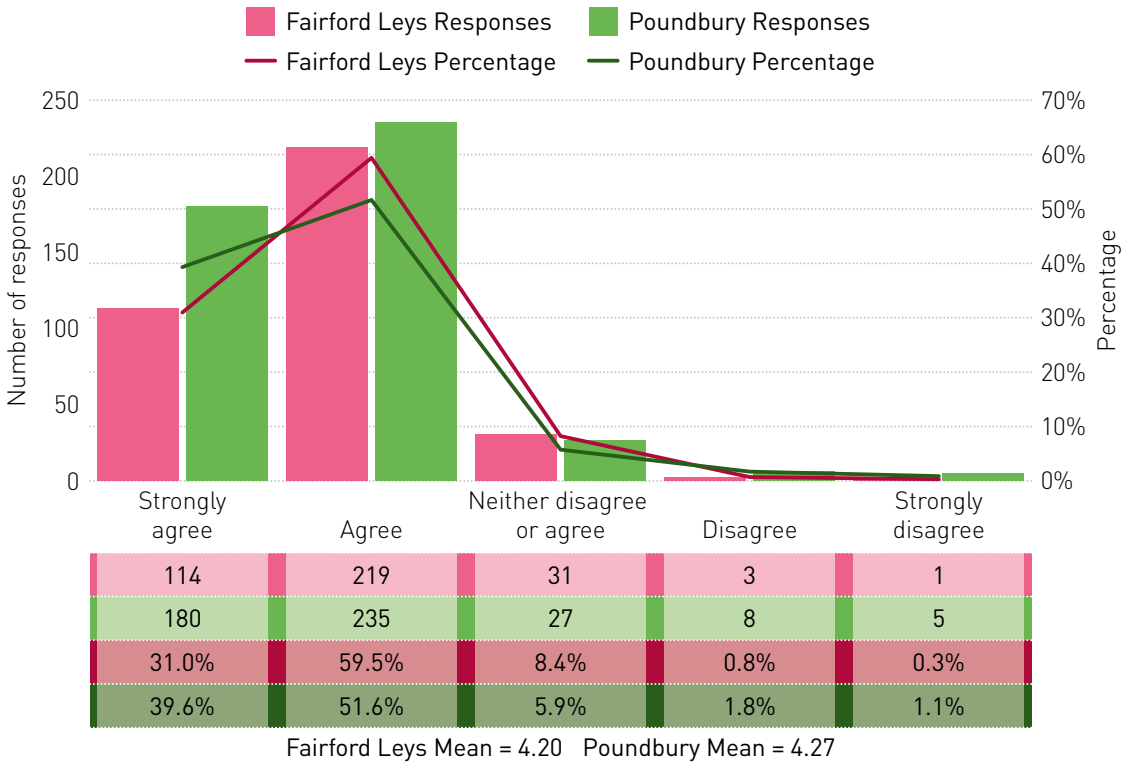
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	41	141	127	27	22
Poundbury Responses	46	117	185	48	30
Fairford Leys Percentage	11.5%	39.4%	35.5%	7.5%	6.1%
Poundbury Percentage	10.8%	27.5%	43.4%	11.3%	7.0%

Fairford Leys Mean = 3.42 Poundbury Mean = 3.24

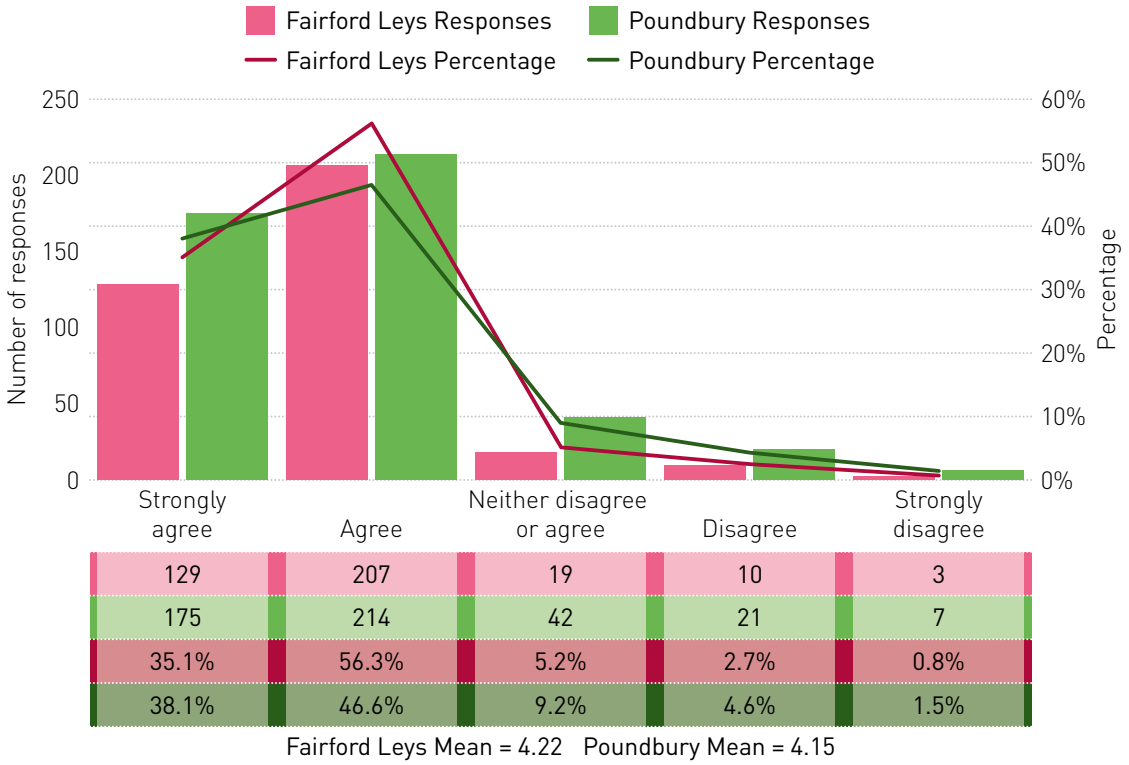
About your local area

Question 7. **Overall, how do you feel about living in Fairford Leys/Poundbury now?**

Types of homes:
There is a good mix of homes and different types of buildings



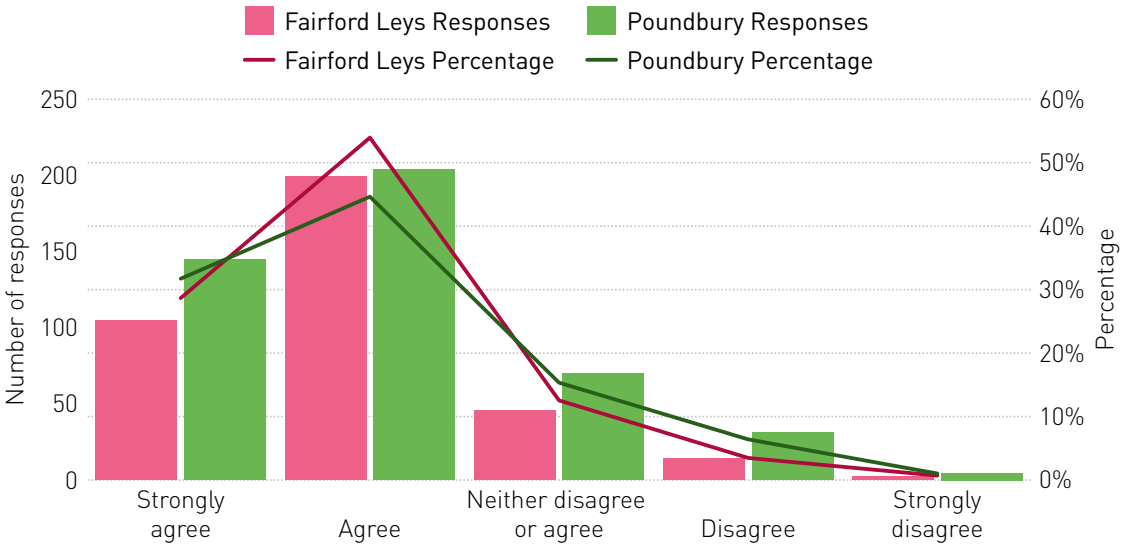
Amenities and services:
It is easy for me to get what I need locally



About your local area

Question 7. **Overall, how do you feel about living in Fairford Leys/Poundbury now?**

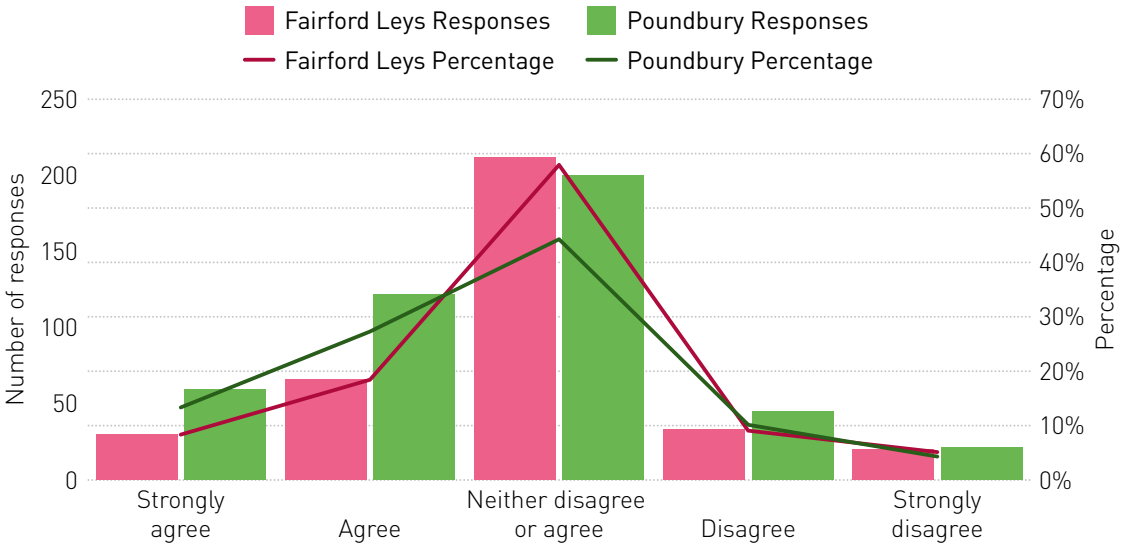
Transport links:
There are good transport links for travel outside this area



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	105	199	46	14	3
Poundbury Responses	145	204	70	31	5
Fairford Leys Percentage	28.6%	54.2%	12.5%	3.8%	0.8%
Poundbury Percentage	31.9%	44.8%	15.4%	6.8%	1.1%

Fairford Leys Mean = 4.06 Poundbury Mean = 4.00

Commitment to sustainable development:
I feel that I am reducing my environmental impact by living in this area



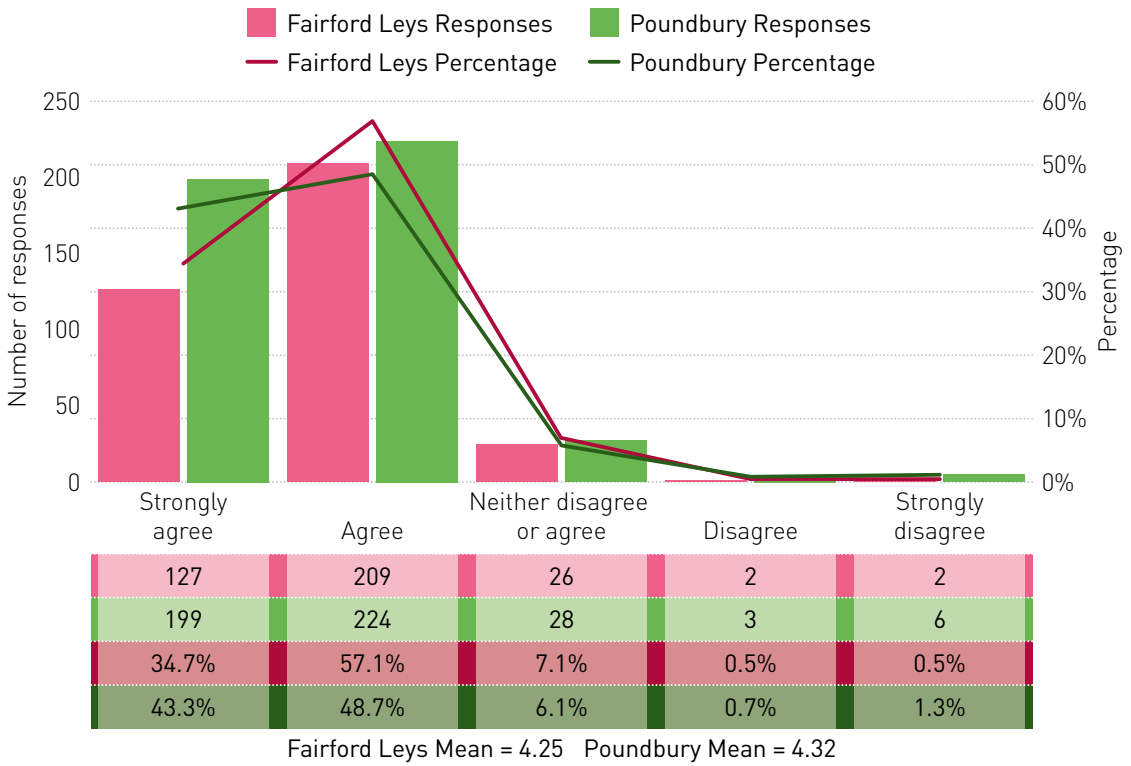
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	31	66	212	34	20
Poundbury Responses	60	122	200	45	22
Fairford Leys Percentage	8.5%	18.2%	58.4%	9.4%	5.5%
Poundbury Percentage	13.4%	27.2%	44.5%	10.0%	4.9%

Fairford Leys Mean = 3.15 Poundbury Mean = 3.34

About your local area

Question 7. **Overall, how do you feel about living in Fairford Leys/Poundbury now?**

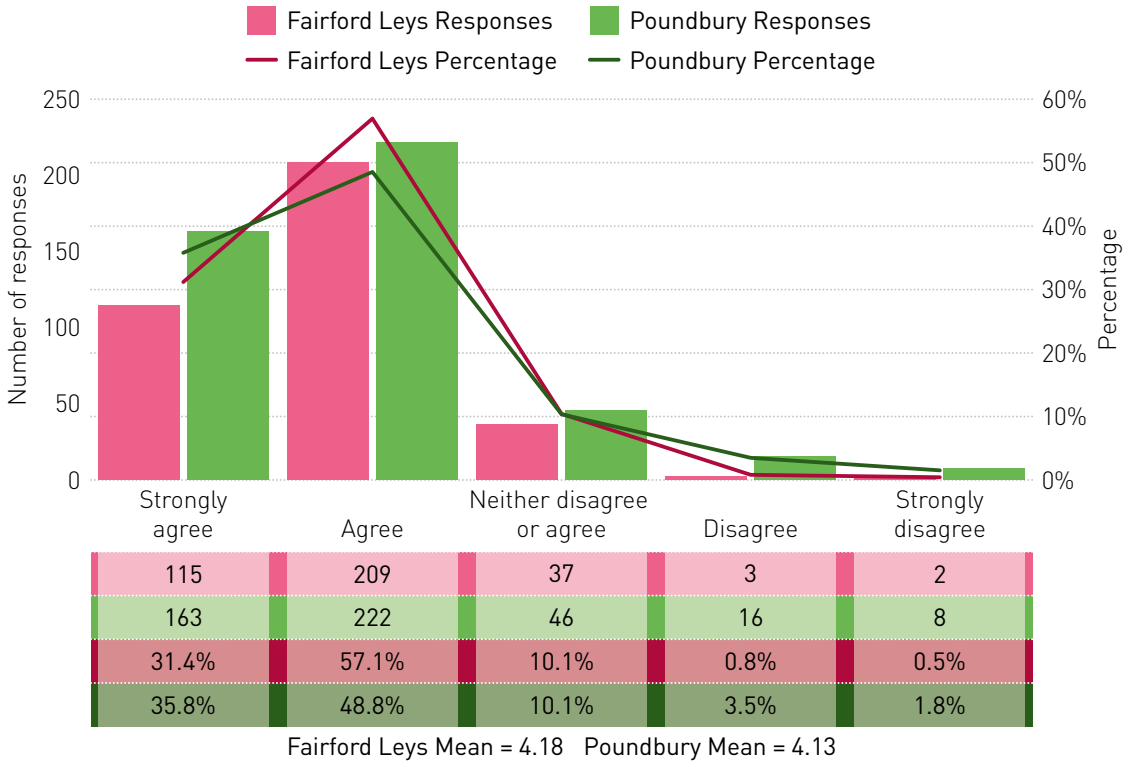
Local travel: I can easily get around the local area



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	127	209	26	2	2
Poundbury Responses	199	224	28	3	6
Fairford Leys Percentage	34.7%	57.1%	7.1%	0.5%	0.5%
Poundbury Percentage	43.3%	48.7%	6.1%	0.7%	1.3%

Fairford Leys Mean = 4.25 Poundbury Mean = 4.32

Cost of living: I can maintain and enjoy standard of living here



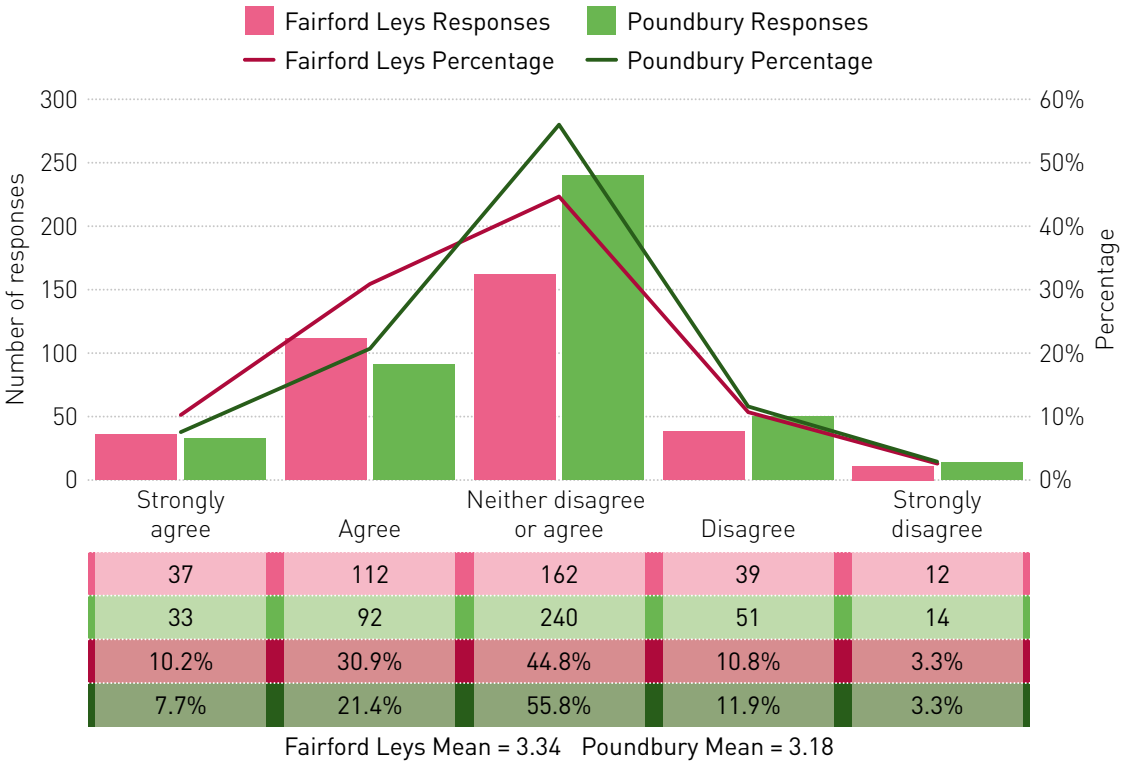
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	115	209	37	3	2
Poundbury Responses	163	222	46	16	8
Fairford Leys Percentage	31.4%	57.1%	10.1%	0.8%	0.5%
Poundbury Percentage	35.8%	48.8%	10.1%	3.5%	1.8%

Fairford Leys Mean = 4.18 Poundbury Mean = 4.13

About your local area

Question 7. **Overall, how do you feel about living in Fairford Leys/Poundbury now?**

Local economy:
There are enough work and business opportunities here



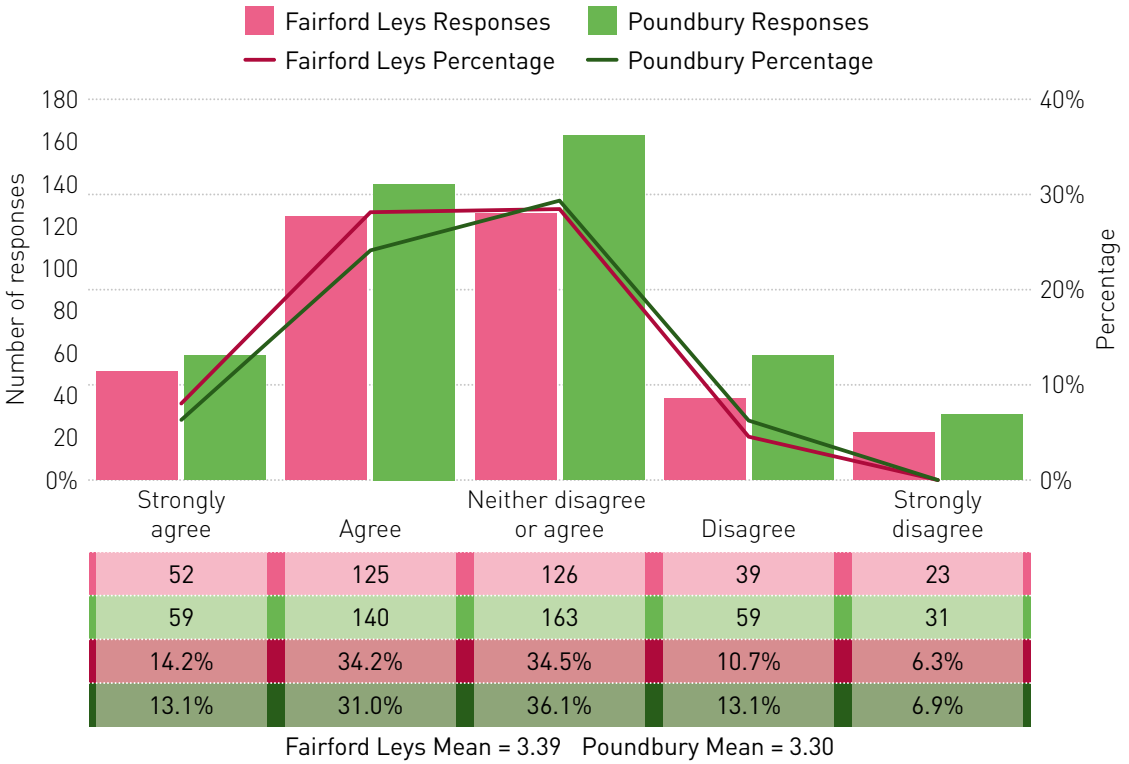
Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
37	112	162	39	12
33	92	240	51	14
10.2%	30.9%	44.8%	10.8%	3.3%
7.7%	21.4%	55.8%	11.9%	3.3%

Fairford Leys Mean = 3.34 Poundbury Mean = 3.18

About your local community

Question 10. **Thinking about Fairford Leys/Poundbury local community, what aspects of the community encouraged you move to here?**

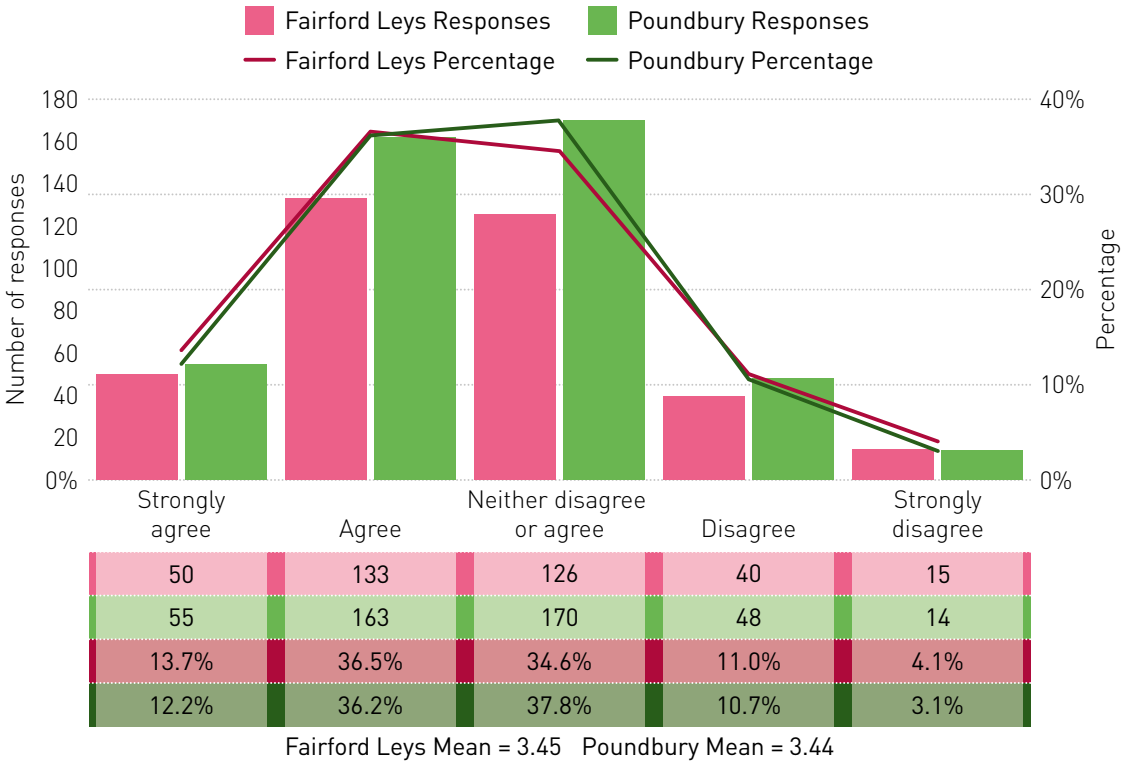
People:
Friends, family, neighbours, general public



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	52	125	126	39	23
Poundbury Responses	59	140	163	59	31
Fairford Leys Percentage	14.2%	34.2%	34.5%	10.7%	6.3%
Poundbury Percentage	13.1%	31.0%	36.1%	13.1%	6.9%

Fairford Leys Mean = 3.39 Poundbury Mean = 3.30

Community spirit:
Opportunities to get involved and participate



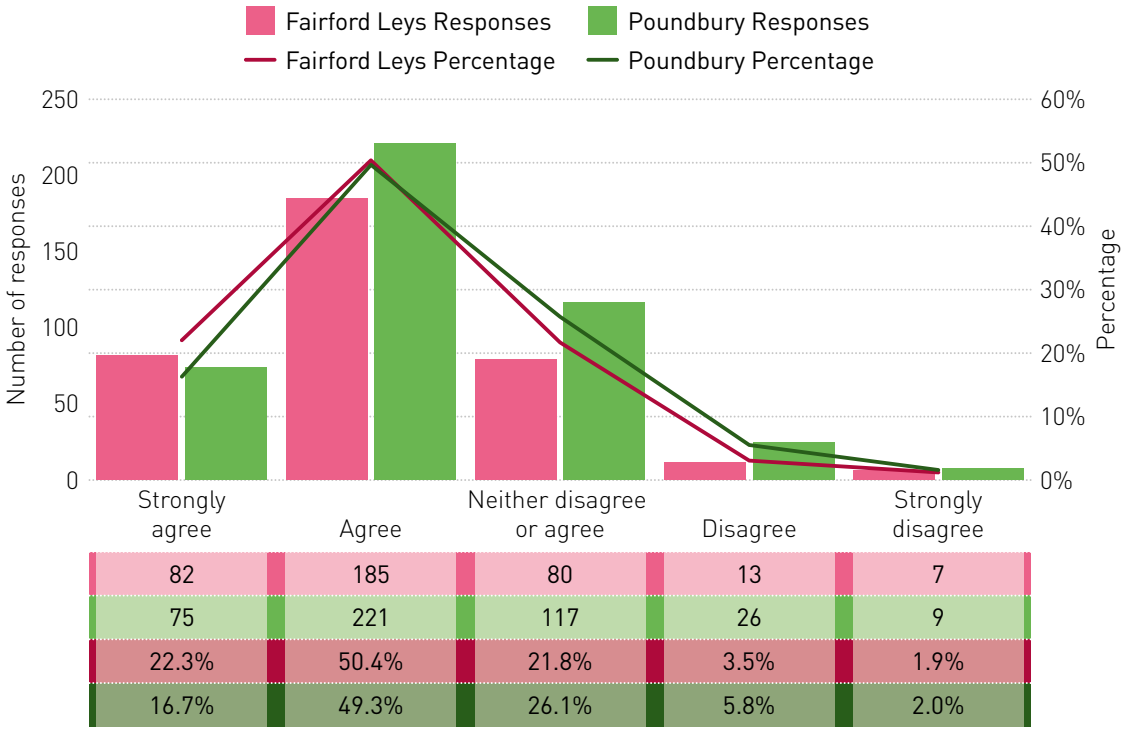
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	50	133	126	40	15
Poundbury Responses	55	163	170	48	14
Fairford Leys Percentage	13.7%	36.5%	34.6%	11.0%	4.1%
Poundbury Percentage	12.2%	36.2%	37.8%	10.7%	3.1%

Fairford Leys Mean = 3.45 Poundbury Mean = 3.44

About your local community

Question 10. **Thinking about Fairford Leys/Poundbury local community, what aspects of the community encouraged you move to here?**

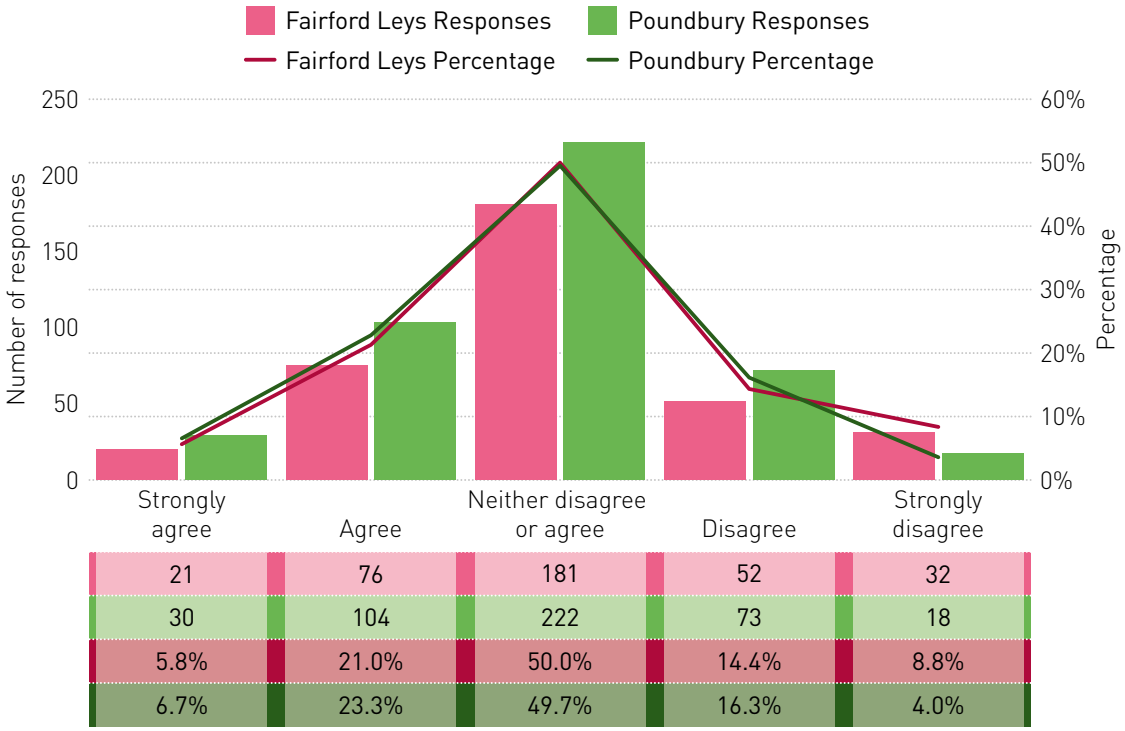
Recreational spaces:
Places to exercise, relax and have fun



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	82	185	80	13	7
Poundbury Responses	75	221	117	26	9
Fairford Leys Percentage	22.3%	50.4%	21.8%	3.5%	1.9%
Poundbury Percentage	16.7%	49.3%	26.1%	5.8%	2.0%

Fairford Leys Mean = 3.88 Poundbury Mean = 3.73

Ethical shopping:
Buying local and fair-trade products



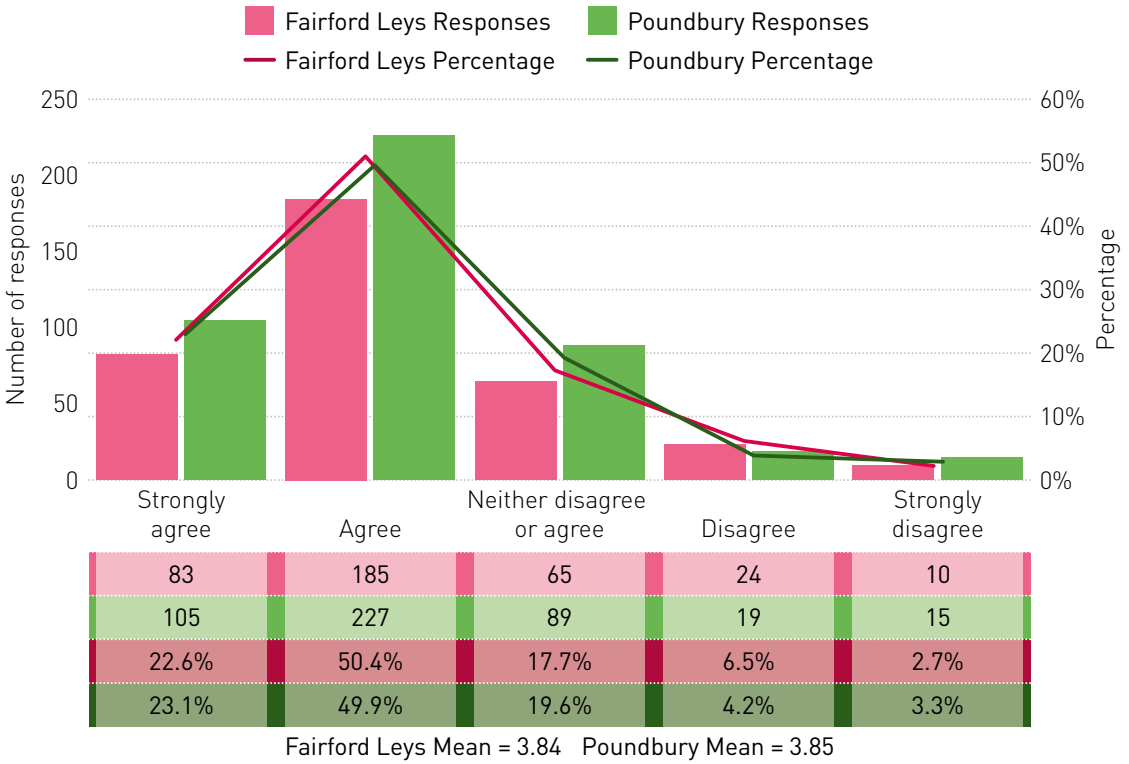
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	21	76	181	52	32
Poundbury Responses	30	104	222	73	18
Fairford Leys Percentage	5.8%	21.0%	50.0%	14.4%	8.8%
Poundbury Percentage	6.7%	23.3%	49.7%	16.3%	4.0%

Fairford Leys Mean = 3.01 Poundbury Mean = 3.12

About your local community

Question 10. **Thinking about Fairford Leys/Poundbury local community, what aspects of the community encouraged you move to here?**

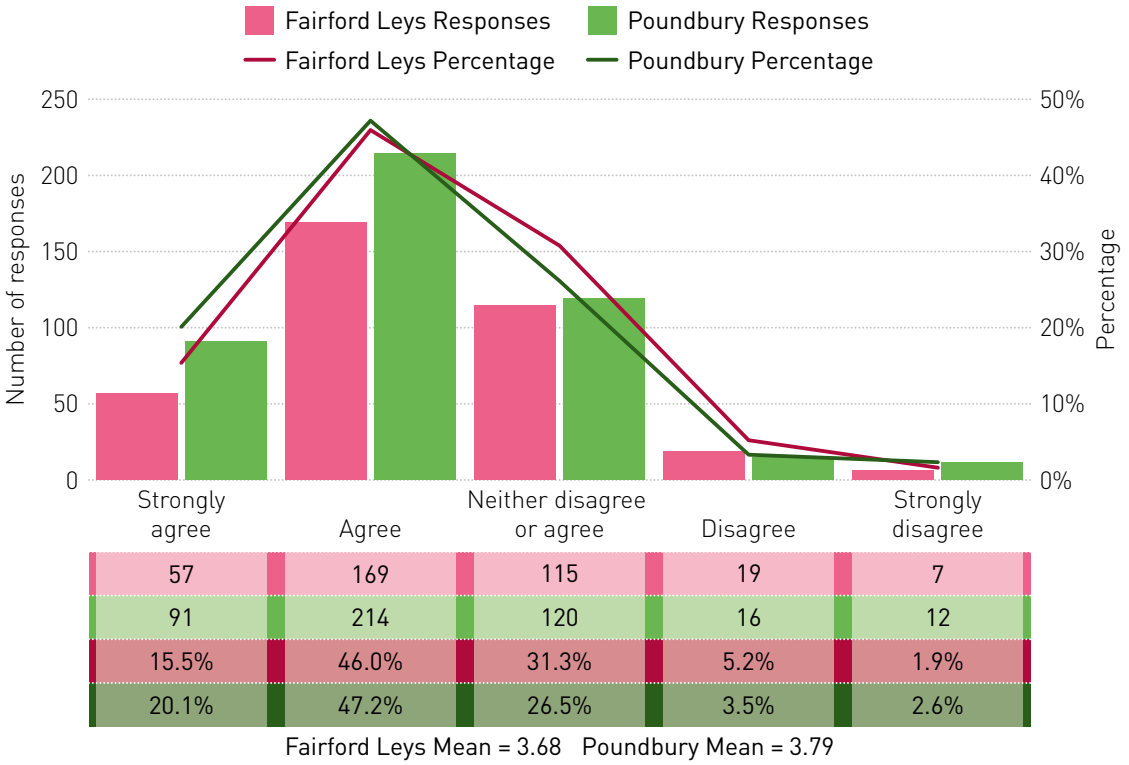
Low crime rate:
Feeling safe here



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	83	185	65	24	10
Poundbury Responses	105	227	89	19	15
Fairford Leys Percentage	22.6%	50.4%	17.7%	6.5%	2.7%
Poundbury Percentage	23.1%	49.9%	19.6%	4.2%	3.3%

Fairford Leys Mean = 3.84 Poundbury Mean = 3.85

Quality of life:
Opportunities to improve my health and wellbeing



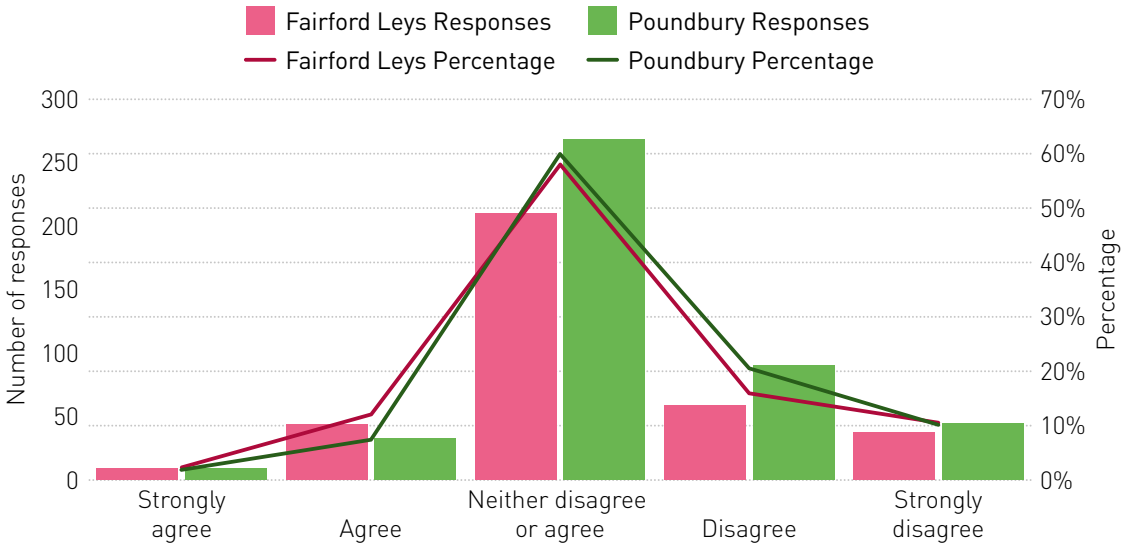
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	57	169	115	19	7
Poundbury Responses	91	214	120	16	12
Fairford Leys Percentage	15.5%	46.0%	31.3%	5.2%	1.9%
Poundbury Percentage	20.1%	47.2%	26.5%	3.5%	2.6%

Fairford Leys Mean = 3.68 Poundbury Mean = 3.79

About your local community

Question 10. **Thinking about Fairford Leys/Poundbury local community, what aspects of the community encouraged you move to here?**

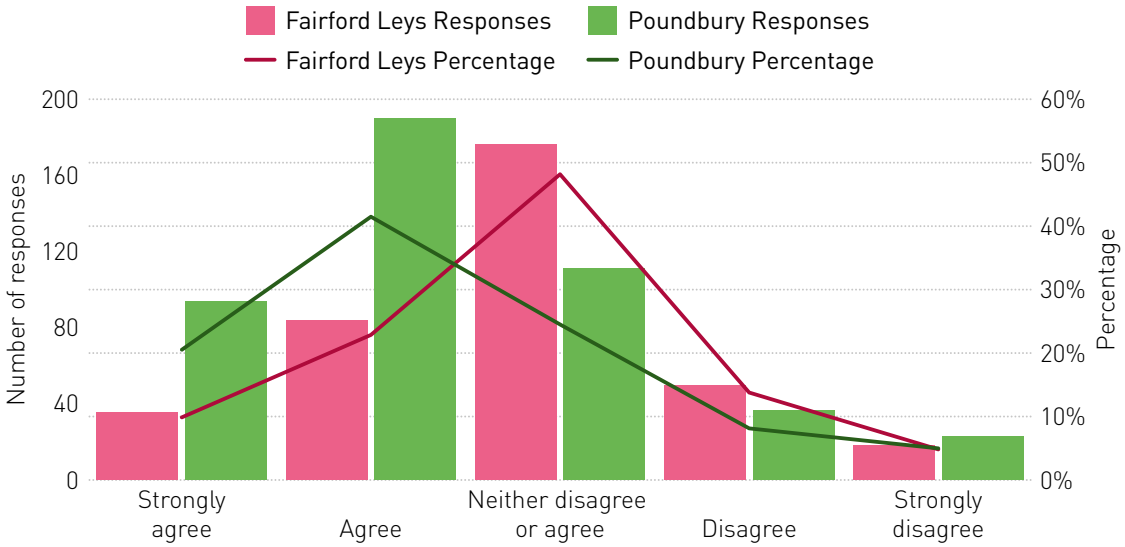
Politics: Local political environment



10	44	211	59	38
10	33	268	91	45
2.8%	12.2%	58.3%	16.3%	10.5%
2.2%	7.4%	60.0%	20.4%	10.1%

Fairford Leys Mean = 2.80 Poundbury Mean = 2.71

Uniqueness: Being part of something new and experimental



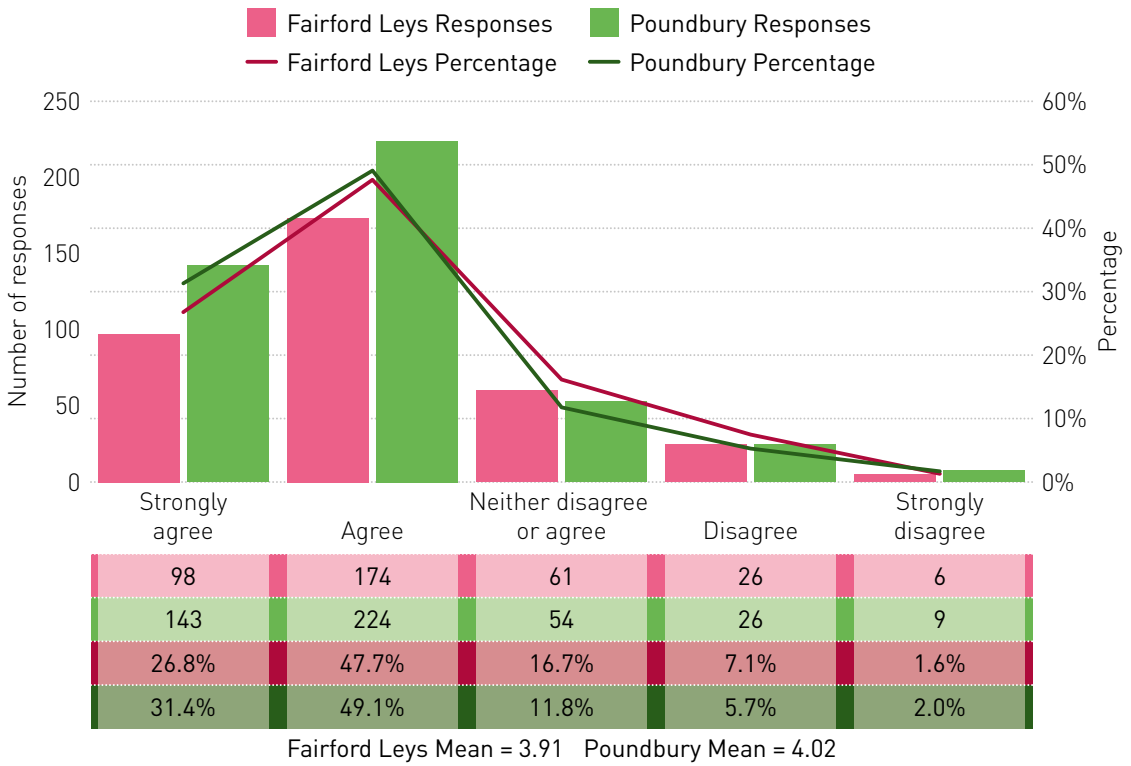
36	84	176	50	18
94	190	111	37	23
9.9%	23.1%	48.4%	13.7%	4.9%
20.7%	41.8%	24.4%	8.1%	5.1%

Fairford Leys Mean = 3.19 Poundbury Mean = 3.65

About your local community

Question 11. **Overall, how do you feel about Fairford Leys/Poundbury's local community now?**

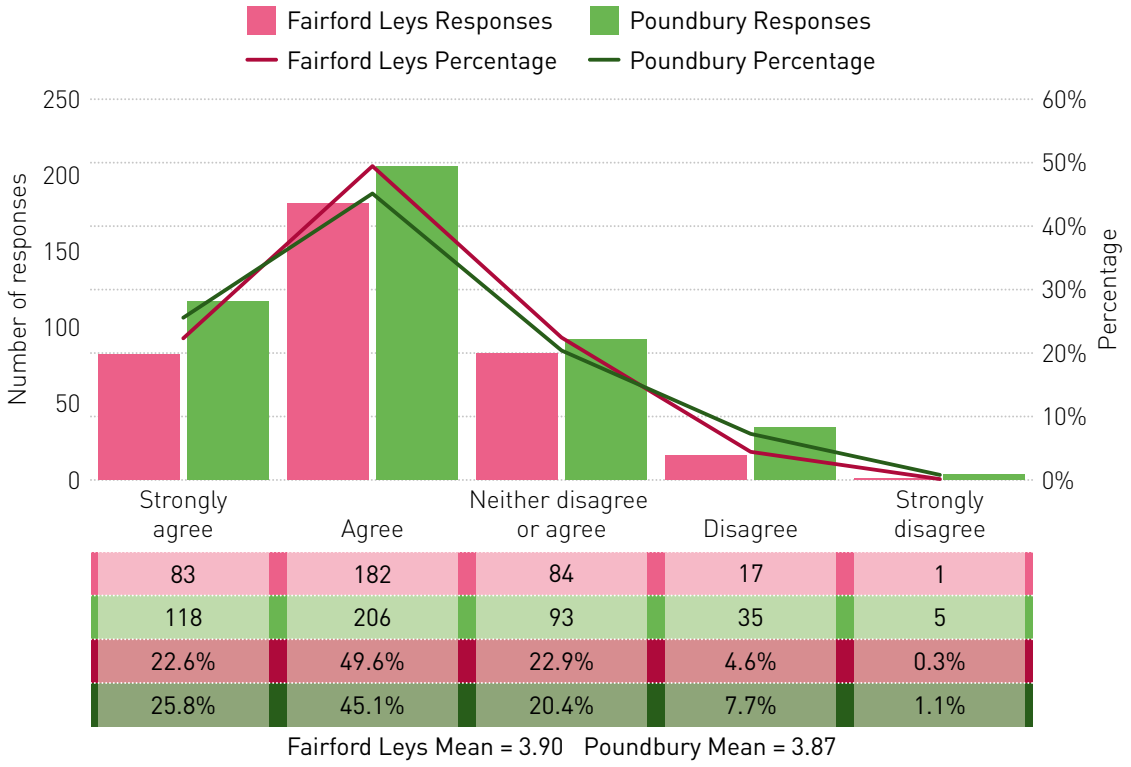
People:
I have friends here and people to talk to



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	98	174	61	26	6
Poundbury Responses	143	224	54	26	9
Fairford Leys Percentage	26.8%	47.7%	16.7%	7.1%	1.6%
Poundbury Percentage	31.4%	49.1%	11.8%	5.7%	2.0%

Fairford Leys Mean = 3.91 Poundbury Mean = 4.02

Community spirit:
Easy to get involved with activities and participate in community life



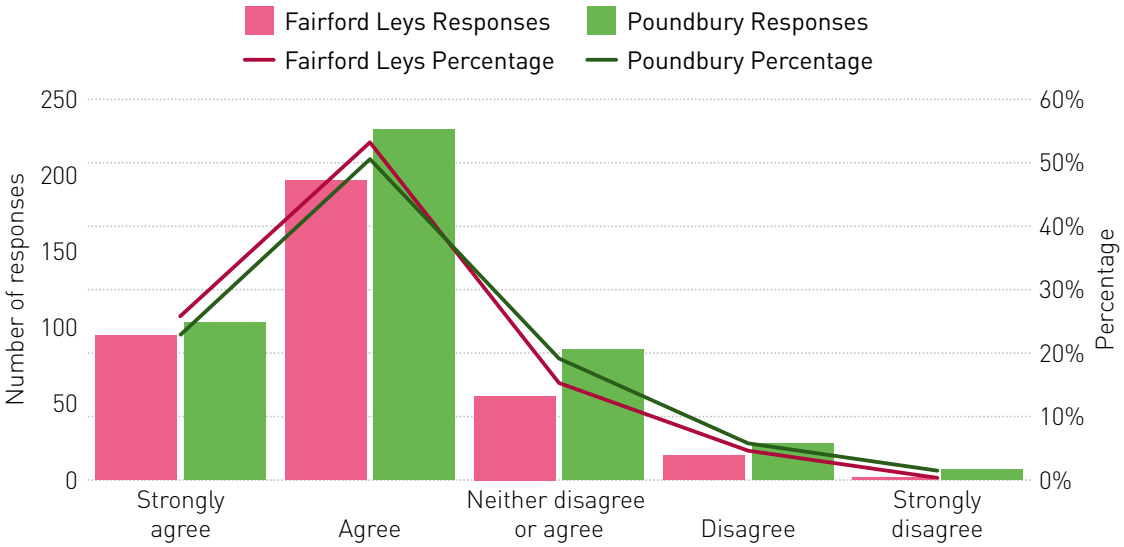
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	83	182	84	17	1
Poundbury Responses	118	206	93	35	5
Fairford Leys Percentage	22.6%	49.6%	22.9%	4.6%	0.3%
Poundbury Percentage	25.8%	45.1%	20.4%	7.7%	1.1%

Fairford Leys Mean = 3.90 Poundbury Mean = 3.87

About your local community

Question 11. **Overall, how do you feel about Fairford Leys/Poundbury's local community now?**

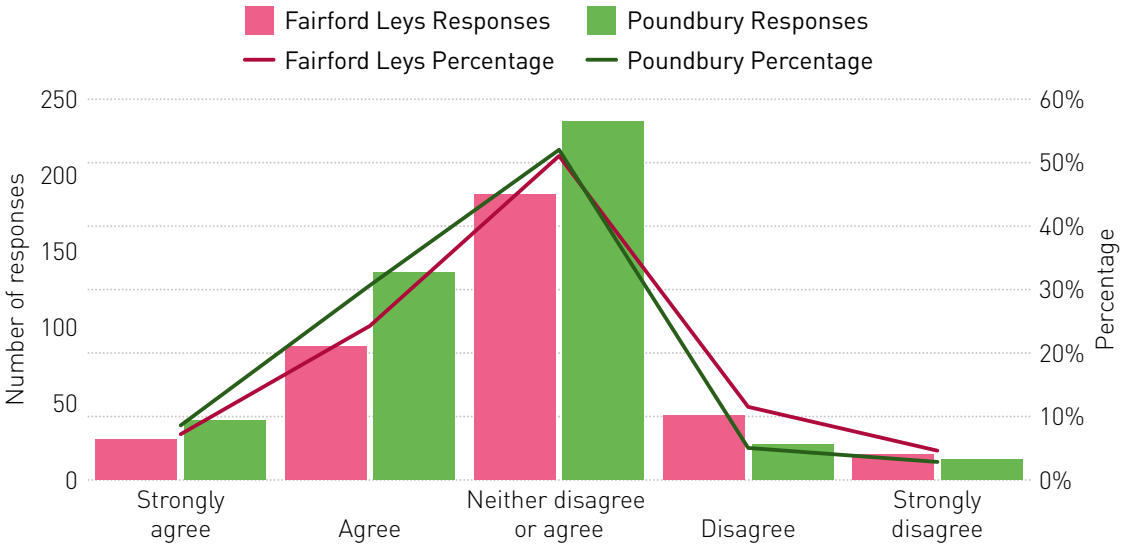
Recreational spaces:
There are many places for me to take exercise, relax and have fun



Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
95	197	56	17	2
104	230	86	25	8
25.9%	53.7%	15.3%	4.6%	0.5%
23.0%	50.8%	19.0%	5.5%	1.8%

Fairford Leys Mean = 4.00 Poundbury Mean = 3.88

Ethical shopping:
It is easy for me to buy ethical and fair-trade products in my local area



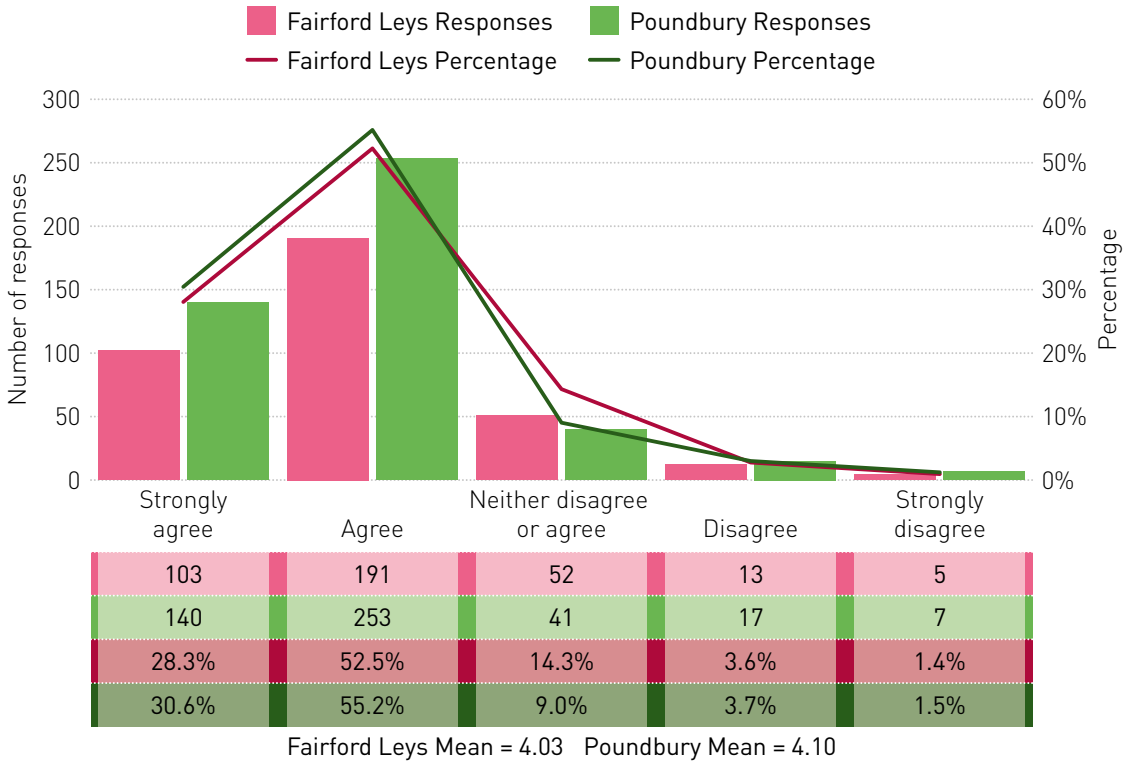
Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
27	88	188	43	18
39	137	236	24	14
7.4%	24.2%	51.6%	11.8%	4.9%
8.7%	30.4%	52.4%	5.3%	3.1%

Fairford Leys Mean = 3.17 Poundbury Mean = 3.36

About your local community

Question 11. **Overall, how do you feel about Fairford Leys/Poundbury's local community now?**

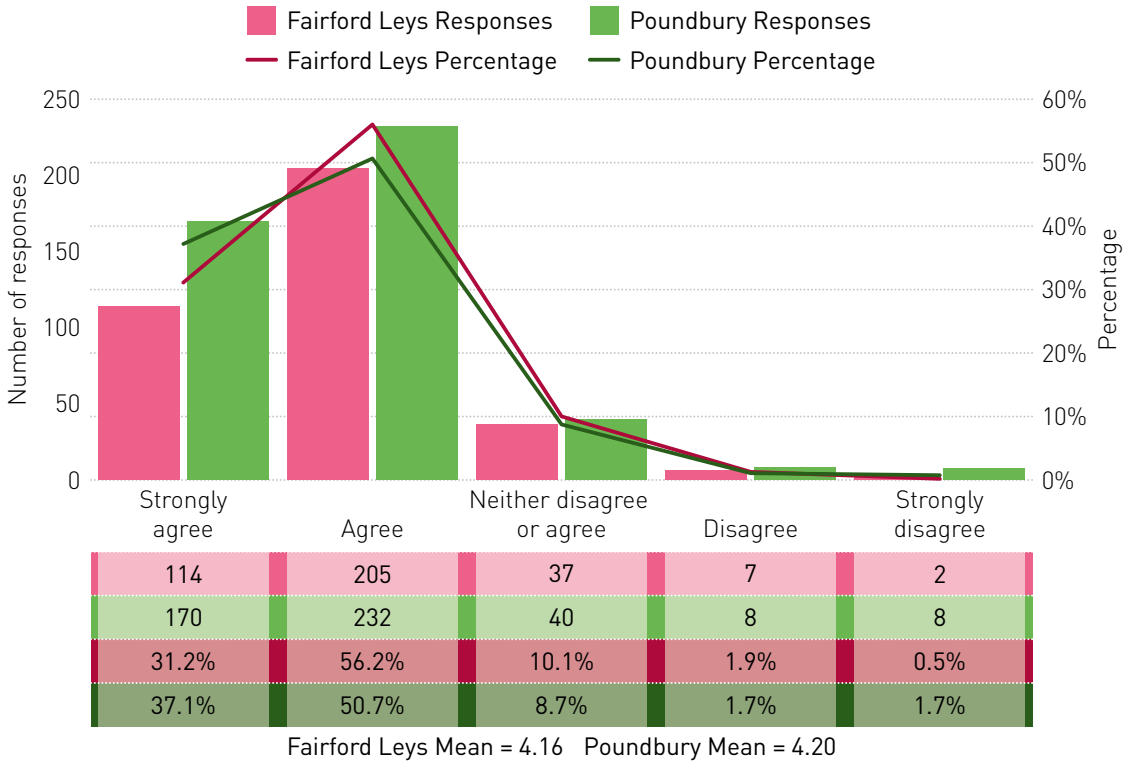
Low crime rate:
I feel safe living in this community



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	103	191	52	13	5
Poundbury Responses	140	253	41	17	7
Fairford Leys Percentage	28.3%	52.5%	14.3%	3.6%	1.4%
Poundbury Percentage	30.6%	55.2%	9.0%	3.7%	1.5%

Fairford Leys Mean = 4.03 Poundbury Mean = 4.10

Quality of life:
I have a good quality of life here, and feel healthy and well



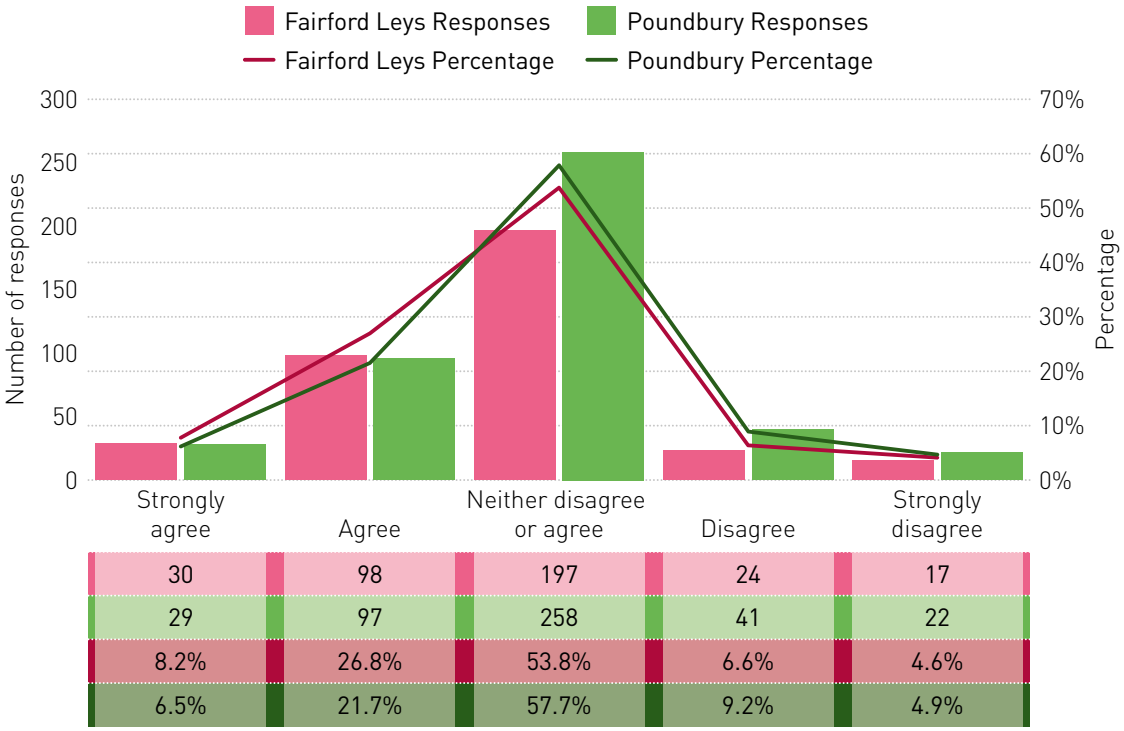
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	114	205	37	7	2
Poundbury Responses	170	232	40	8	8
Fairford Leys Percentage	31.2%	56.2%	10.1%	1.9%	0.5%
Poundbury Percentage	37.1%	50.7%	8.7%	1.7%	1.7%

Fairford Leys Mean = 4.16 Poundbury Mean = 4.20

About your local community

Question 11. **Overall, how do you feel about Fairford Leys/Poundbury's local community now?**

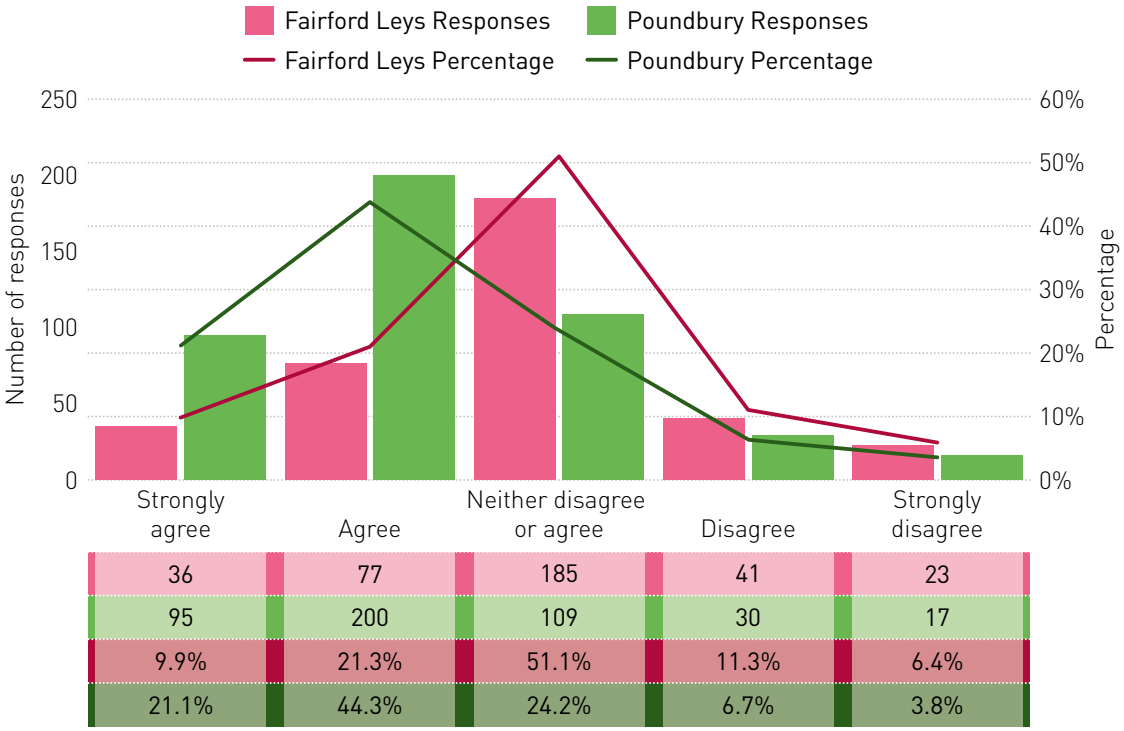
Local politics:
I am comfortable with, and supportive of local politics



30	98	197	24	17
29	97	258	41	22
8.2%	26.8%	53.8%	6.6%	4.6%
6.5%	21.7%	57.7%	9.2%	4.9%

Fairford Leys Mean = 3.27 Poundbury Mean = 3.16

Uniqueness:
I feel that I am living in a unique and experimental development



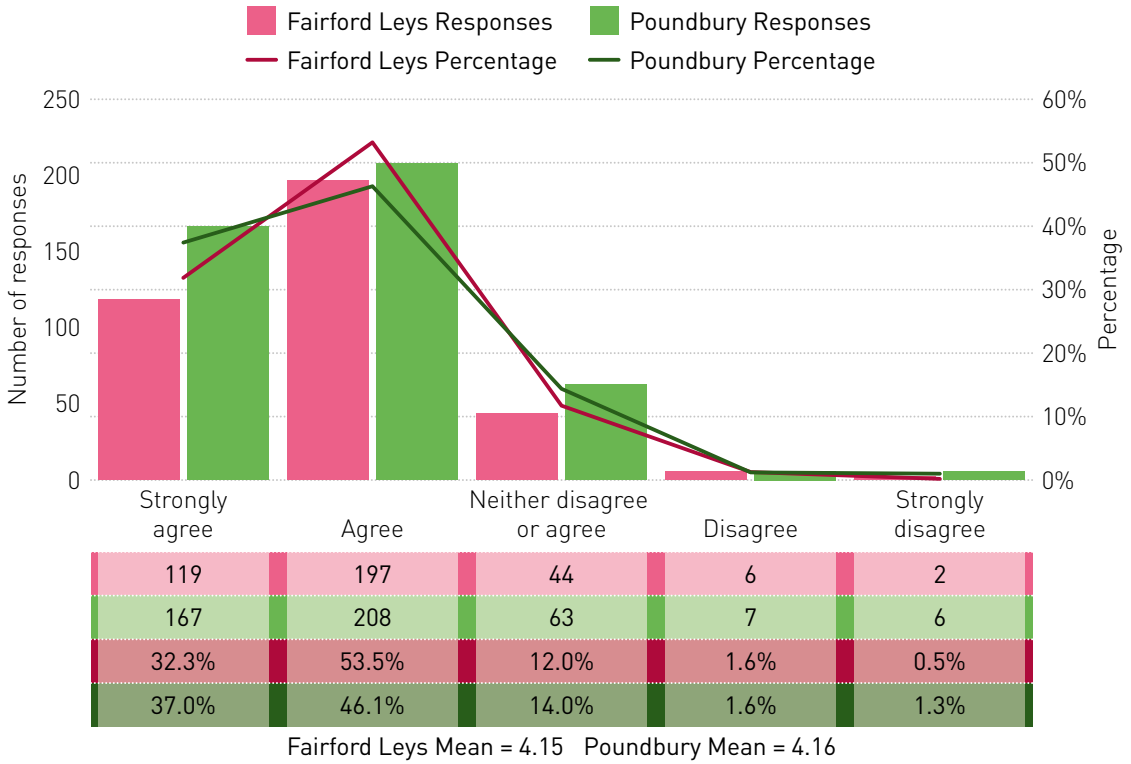
36	77	185	41	23
95	200	109	30	17
9.9%	21.3%	51.1%	11.3%	6.4%
21.1%	44.3%	24.2%	6.7%	3.8%

Fairford Leys Mean = 3.17 Poundbury Mean = 3.72

About your home

Question 13. **Why did you move to your home?**

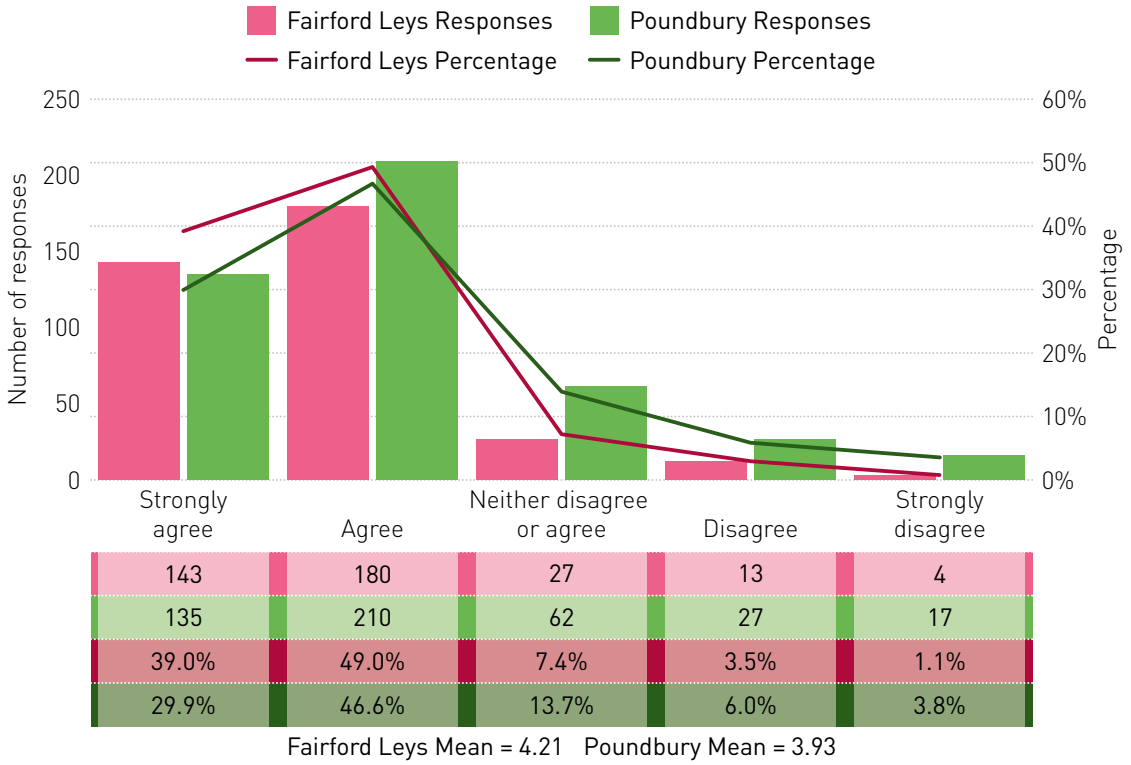
Style, design and features:
How my home looked, inside and out



Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
119	197	44	6	2
167	208	63	7	6
32.3%	53.5%	12.0%	1.6%	0.5%
37.0%	46.1%	14.0%	1.6%	1.3%

Fairford Leys Mean = 4.15 Poundbury Mean = 4.16

Outside spaces:
Having a garden, a place to park, and/or outside buildings



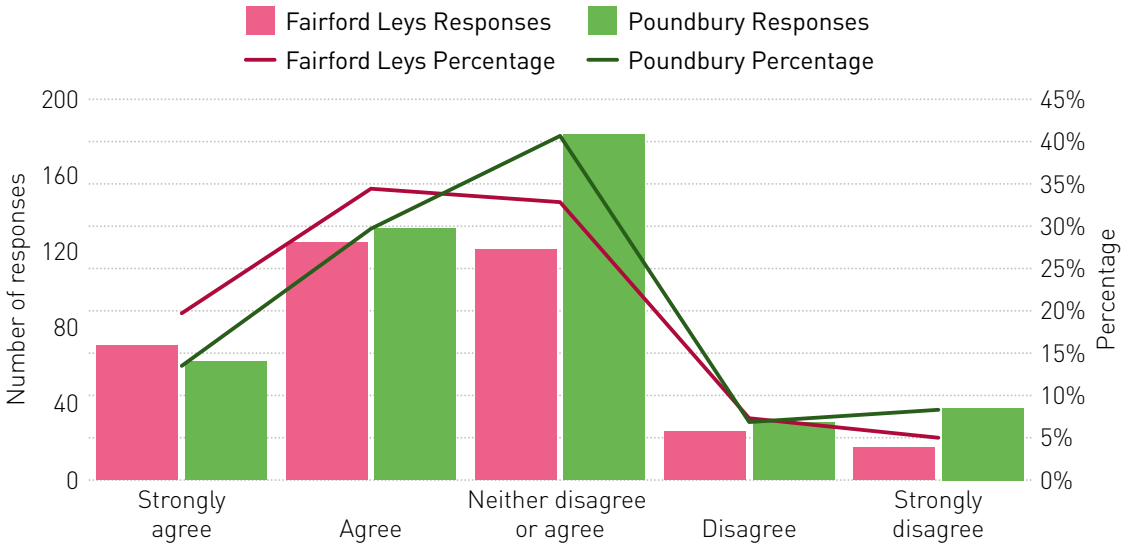
Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
143	180	27	13	4
135	210	62	27	17
39.0%	49.0%	7.4%	3.5%	1.1%
29.9%	46.6%	13.7%	6.0%	3.8%

Fairford Leys Mean = 4.21 Poundbury Mean = 3.93

About your home

Question 13. **Why did you move to your home?**

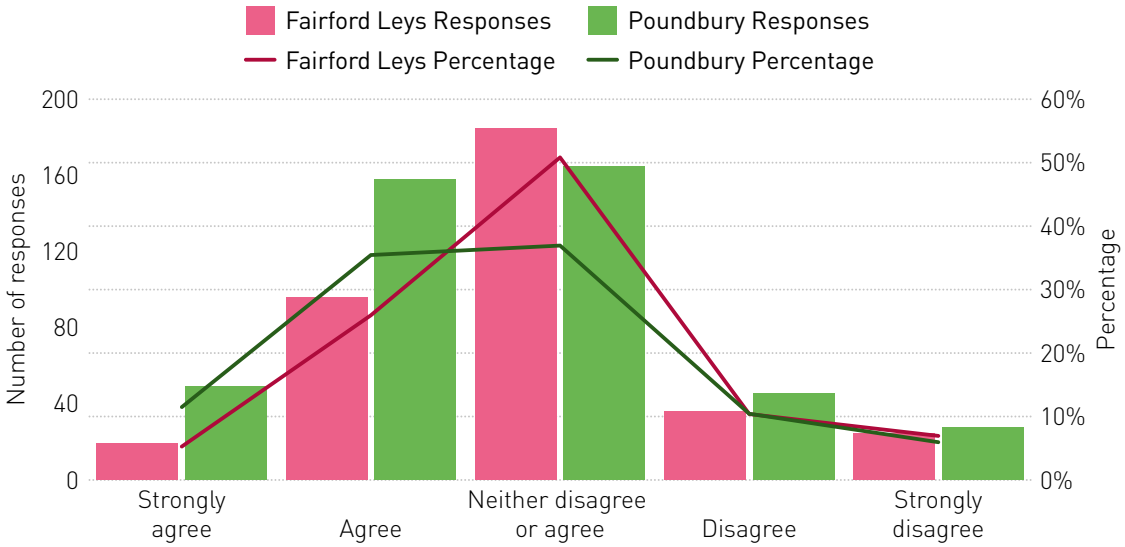
Investment:
A property that gives me a good return on investment



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	71	125	121	26	18
Poundbury Responses	62	132	182	31	38
Fairford Leys Percentage	19.7%	34.6%	33.5%	7.2%	5.0%
Poundbury Percentage	13.9%	29.7%	40.9%	7.0%	8.5%

Fairford Leys Mean = 3.57 Poundbury Mean = 3.33

Energy-saving features:
Helping the environment and my pocket



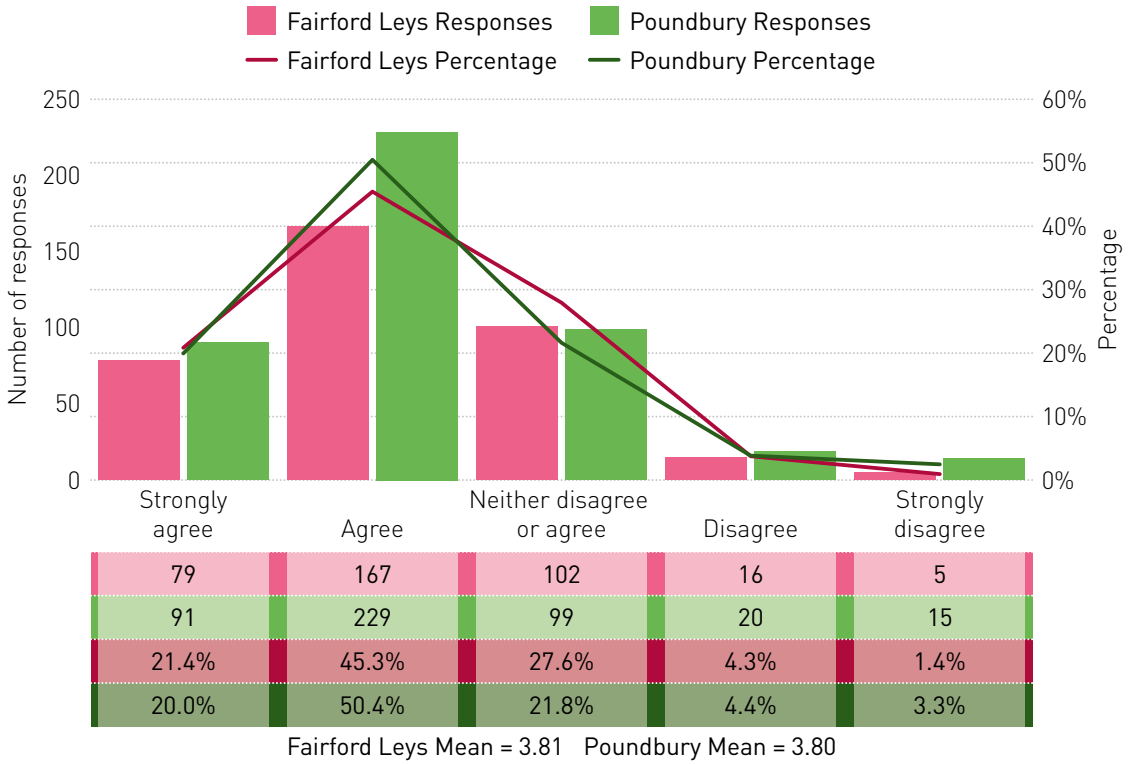
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	20	96	185	37	25
Poundbury Responses	50	158	165	46	28
Fairford Leys Percentage	5.5%	26.4%	51.0%	10.2%	6.9%
Poundbury Percentage	11.2%	35.3%	36.9%	10.3%	6.3%

Fairford Leys Mean = 3.13 Poundbury Mean = 3.35

About your home

Question 13. **Why did you move to your home?**

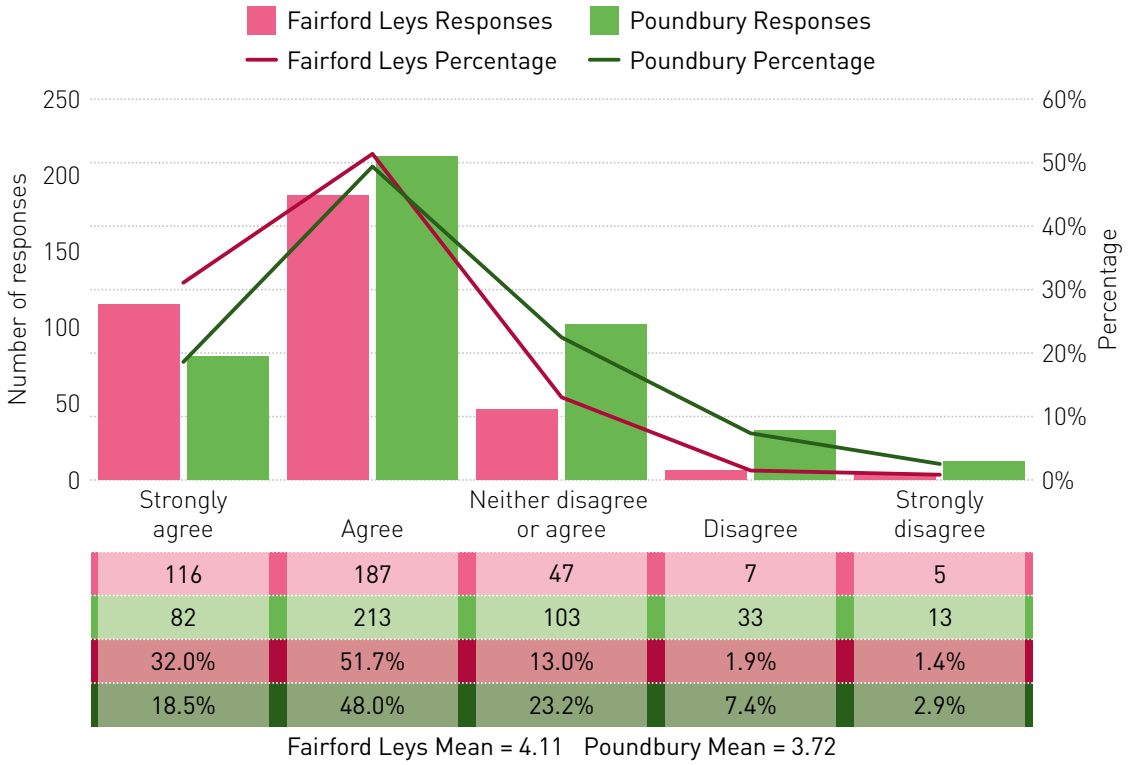
Accessibility:
Being able to easily enter, leave and move around my home



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	79	167	102	16	5
Poundbury Responses	91	229	99	20	15
Fairford Leys Percentage	21.4%	45.3%	27.6%	4.3%	1.4%
Poundbury Percentage	20.0%	50.4%	21.8%	4.4%	3.3%

Fairford Leys Mean = 3.81 Poundbury Mean = 3.80

Affordability:
A home that I can pay for



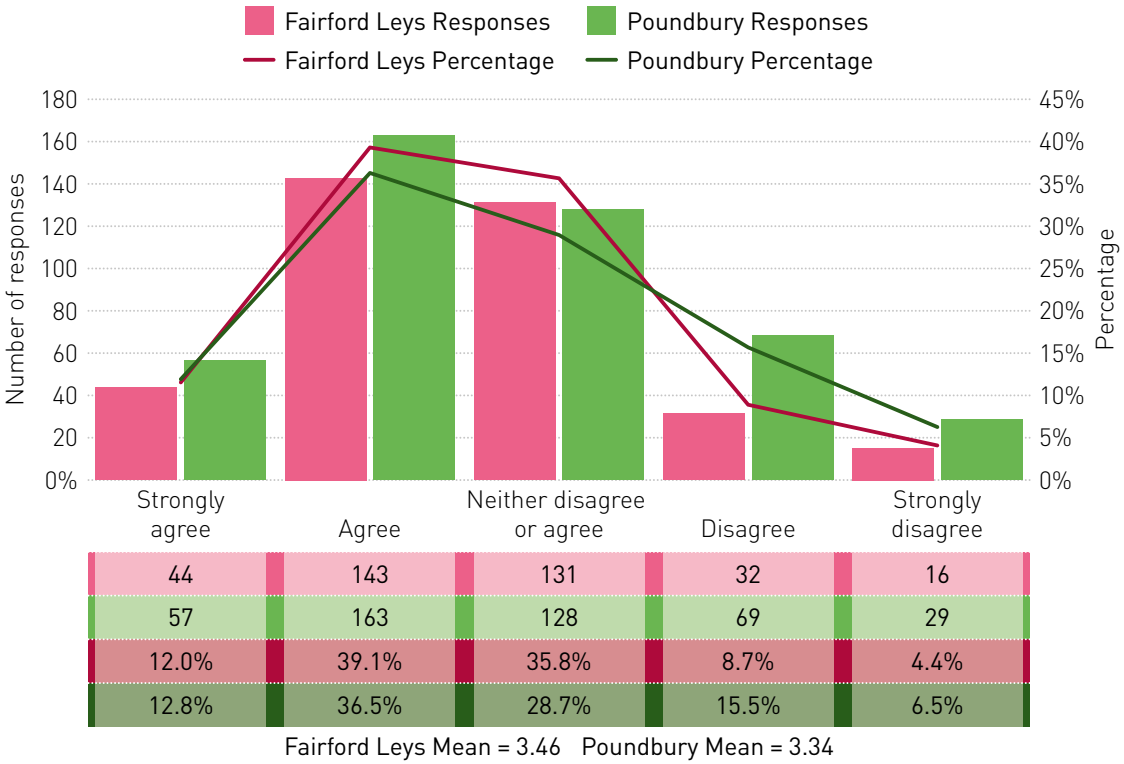
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	116	187	47	7	5
Poundbury Responses	82	213	103	33	13
Fairford Leys Percentage	32.0%	51.7%	13.0%	1.9%	1.4%
Poundbury Percentage	18.5%	48.0%	23.2%	7.4%	2.9%

Fairford Leys Mean = 4.11 Poundbury Mean = 3.72

About your home

Question 13. **Why did you move to your home?**

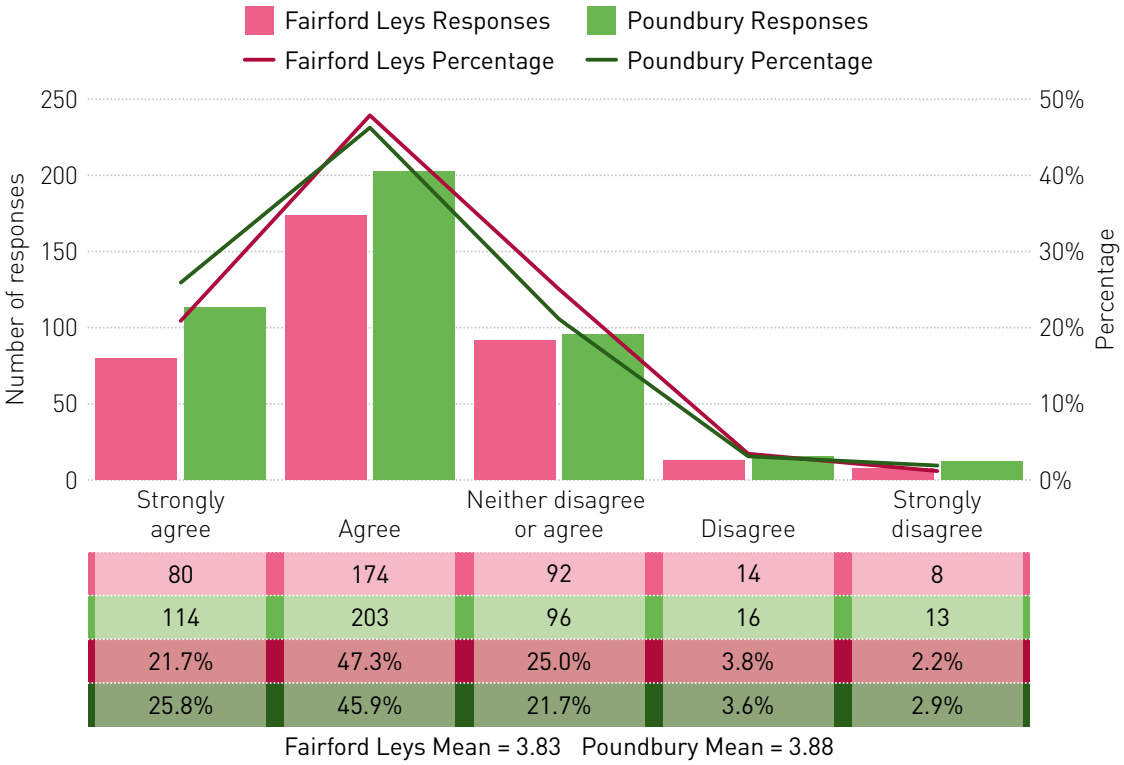
Quality:
How well the building work was completed



44	143	131	32	16
57	163	128	69	29
12.0%	39.1%	35.8%	8.7%	4.4%
12.8%	36.5%	28.7%	15.5%	6.5%

Fairford Leys Mean = 3.46 Poundbury Mean = 3.34

Immediate neighbourhood:
The unique character of the area



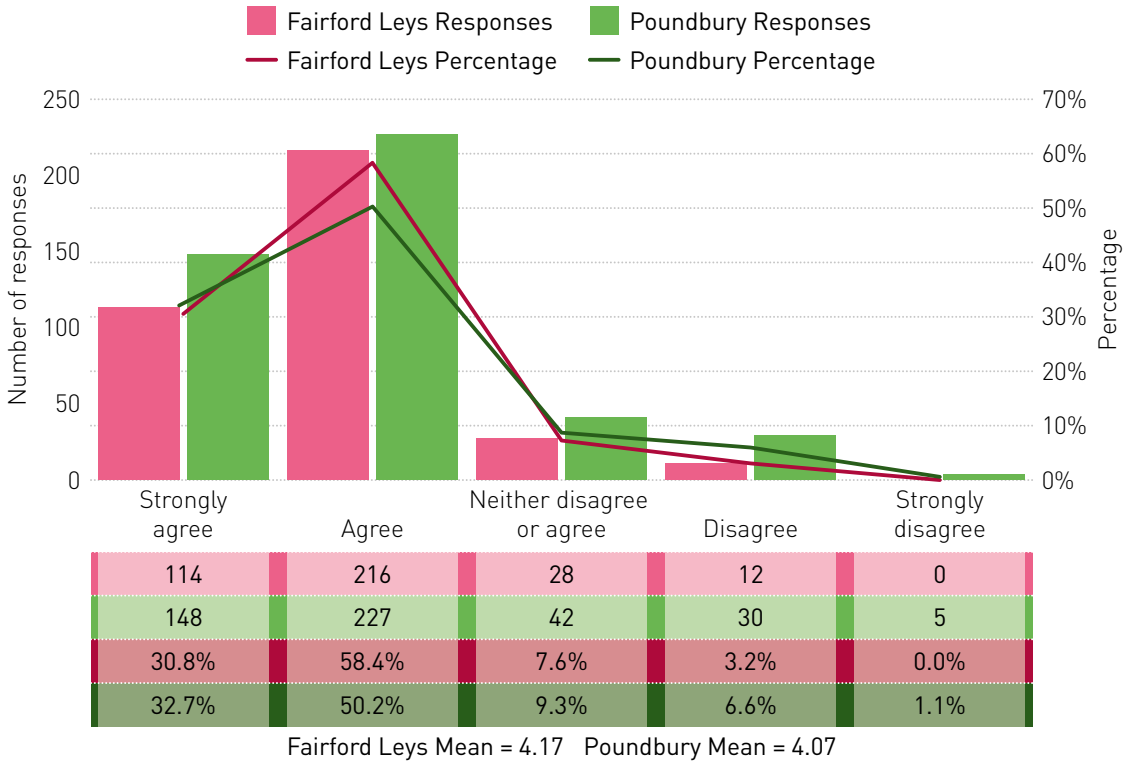
80	174	92	14	8
114	203	96	16	13
21.7%	47.3%	25.0%	3.8%	2.2%
25.8%	45.9%	21.7%	3.6%	2.9%

Fairford Leys Mean = 3.83 Poundbury Mean = 3.88

About your home

Question 14. **Overall, how do you feel about living in your home now?**

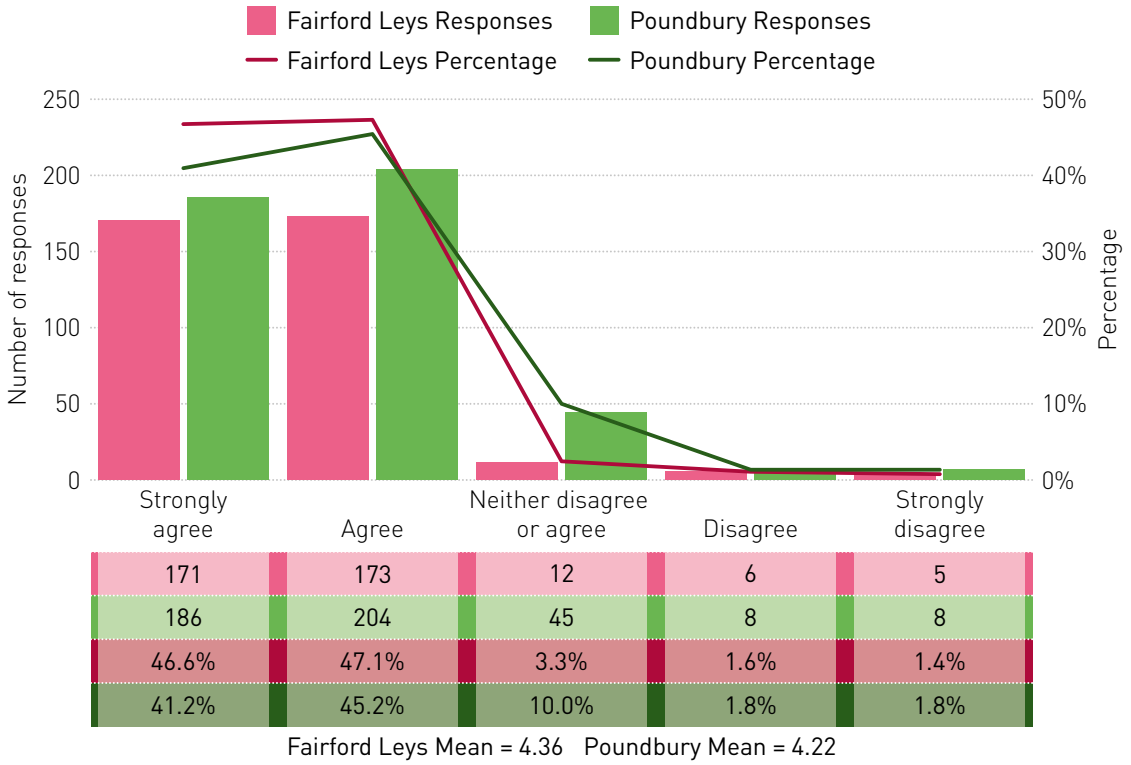
Style, design and features:
I am happy with the style, design and features of my home



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	114	216	28	12	0
Poundbury Responses	148	227	42	30	5
Fairford Leys Percentage	30.8%	58.4%	7.6%	3.2%	0.0%
Poundbury Percentage	32.7%	50.2%	9.3%	6.6%	1.1%

Fairford Leys Mean = 4.17 Poundbury Mean = 4.07

Outside spaces:
Having a garden, a place to park, and/or outside buildings are important



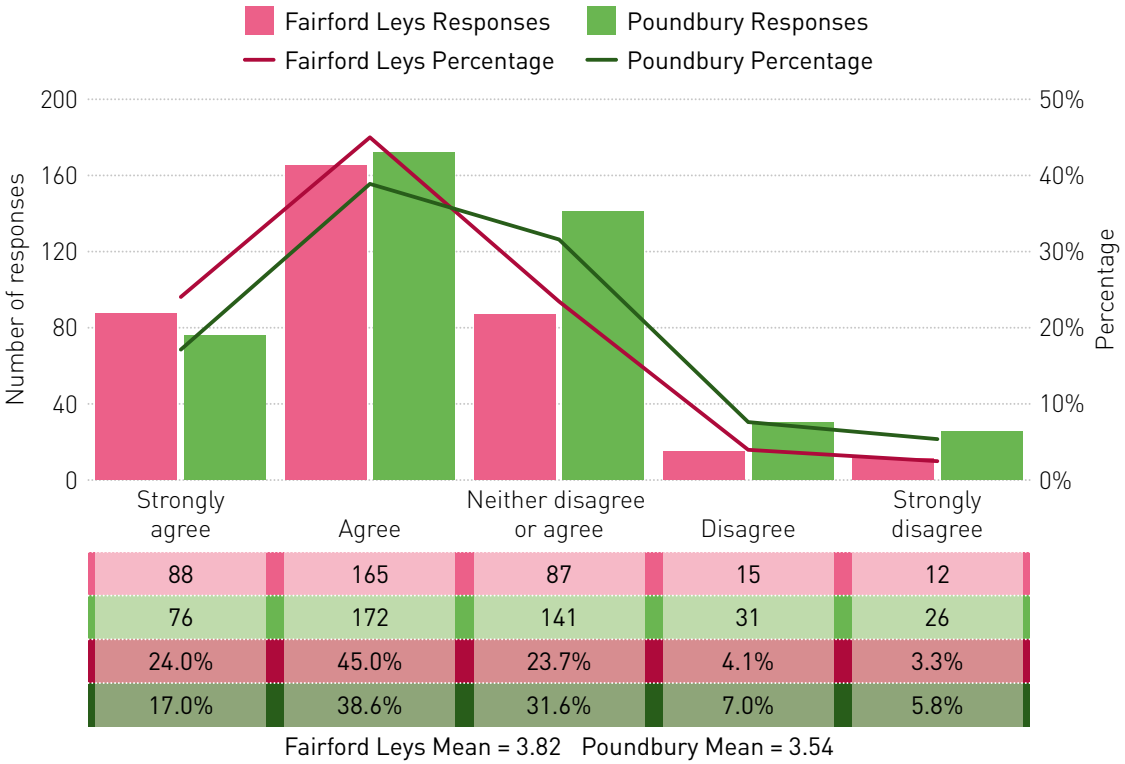
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	171	173	12	6	5
Poundbury Responses	186	204	45	8	8
Fairford Leys Percentage	46.6%	47.1%	3.3%	1.6%	1.4%
Poundbury Percentage	41.2%	45.2%	10.0%	1.8%	1.8%

Fairford Leys Mean = 4.36 Poundbury Mean = 4.22

About your home

Question 14. **Overall, how do you feel about living in your home now?**

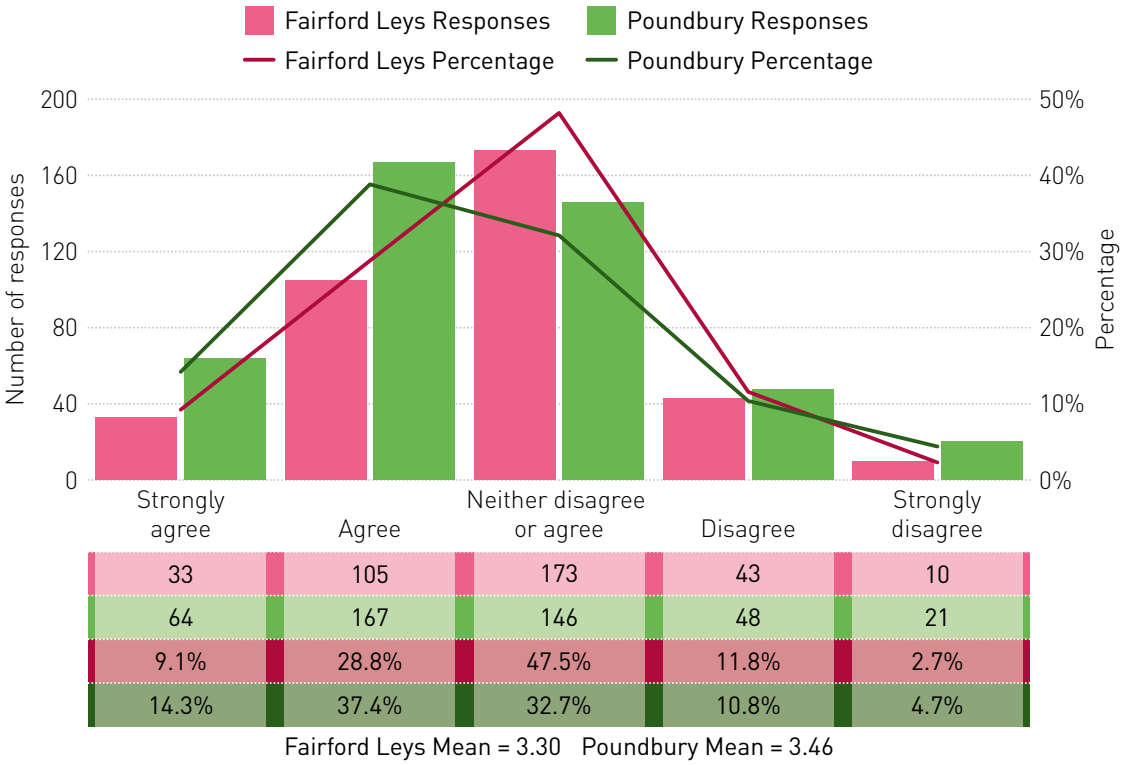
Investment:
I live in a property that is a good financial investment



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	88	165	87	15	12
Poundbury Responses	76	172	141	31	26
Fairford Leys Percentage	24.0%	45.0%	23.7%	4.1%	3.3%
Poundbury Percentage	17.0%	38.6%	31.6%	7.0%	5.8%

Fairford Leys Mean = 3.82 Poundbury Mean = 3.54

Energy saving features:
It is easy to help the environment because my home is energy-efficient



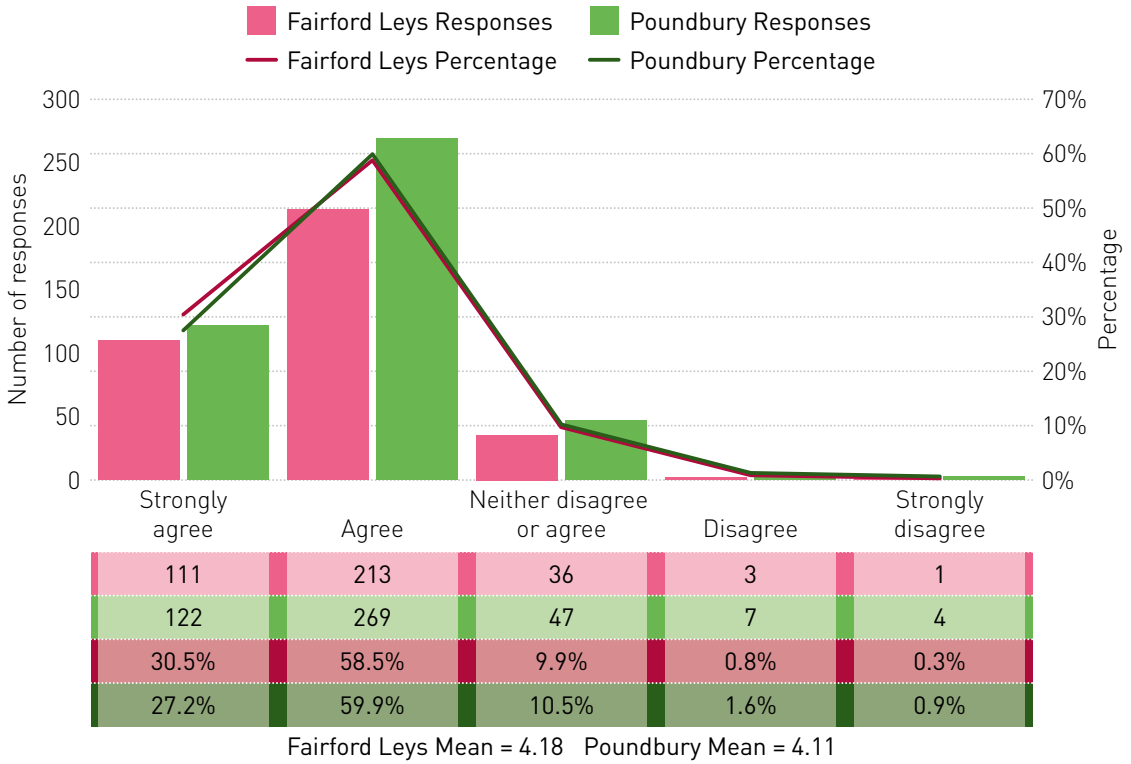
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	33	105	173	43	10
Poundbury Responses	64	167	146	48	21
Fairford Leys Percentage	9.1%	28.8%	47.5%	11.8%	2.7%
Poundbury Percentage	14.3%	37.4%	32.7%	10.8%	4.7%

Fairford Leys Mean = 3.30 Poundbury Mean = 3.46

About your home

Question 14. **Overall, how do you feel about living in your home now?**

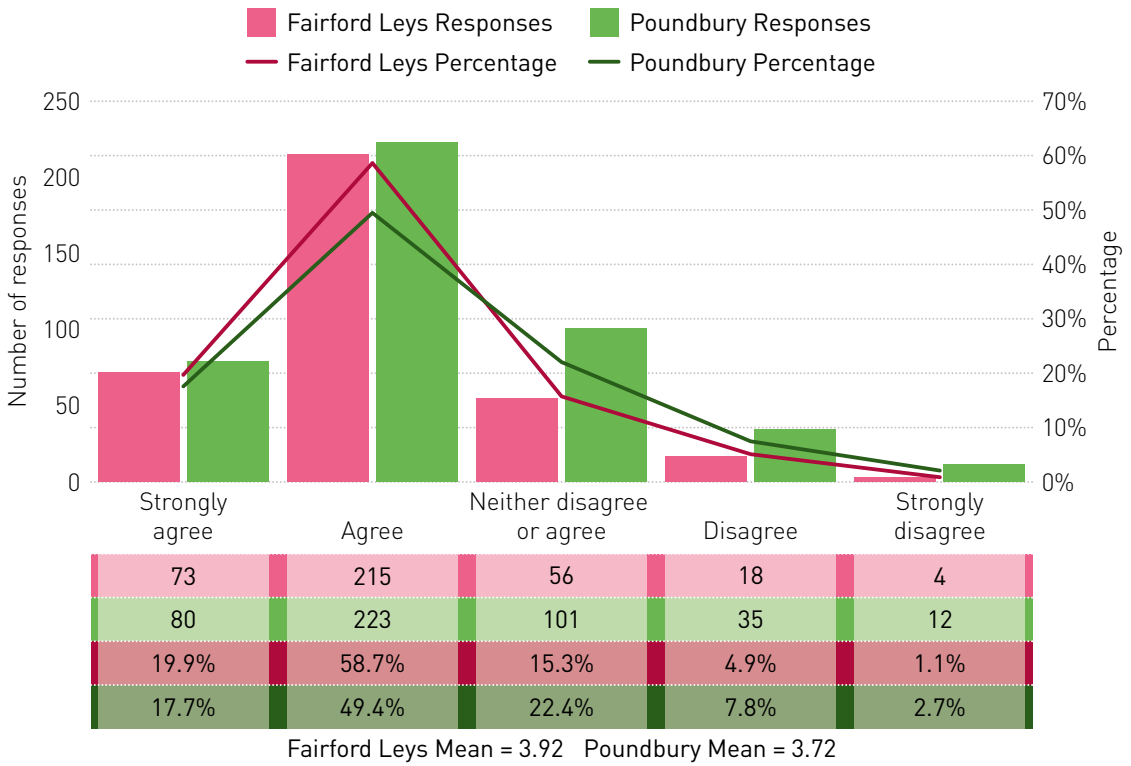
Accessibility:
I can easily get to where I need to go within the building



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys	111	213	36	3	1
Poundbury	122	269	47	7	4
Fairford Leys %	30.5%	58.5%	9.9%	0.8%	0.3%
Poundbury %	27.2%	59.9%	10.5%	1.6%	0.9%

Fairford Leys Mean = 4.18 Poundbury Mean = 4.11

Affordability:
I can easily afford to live in my home



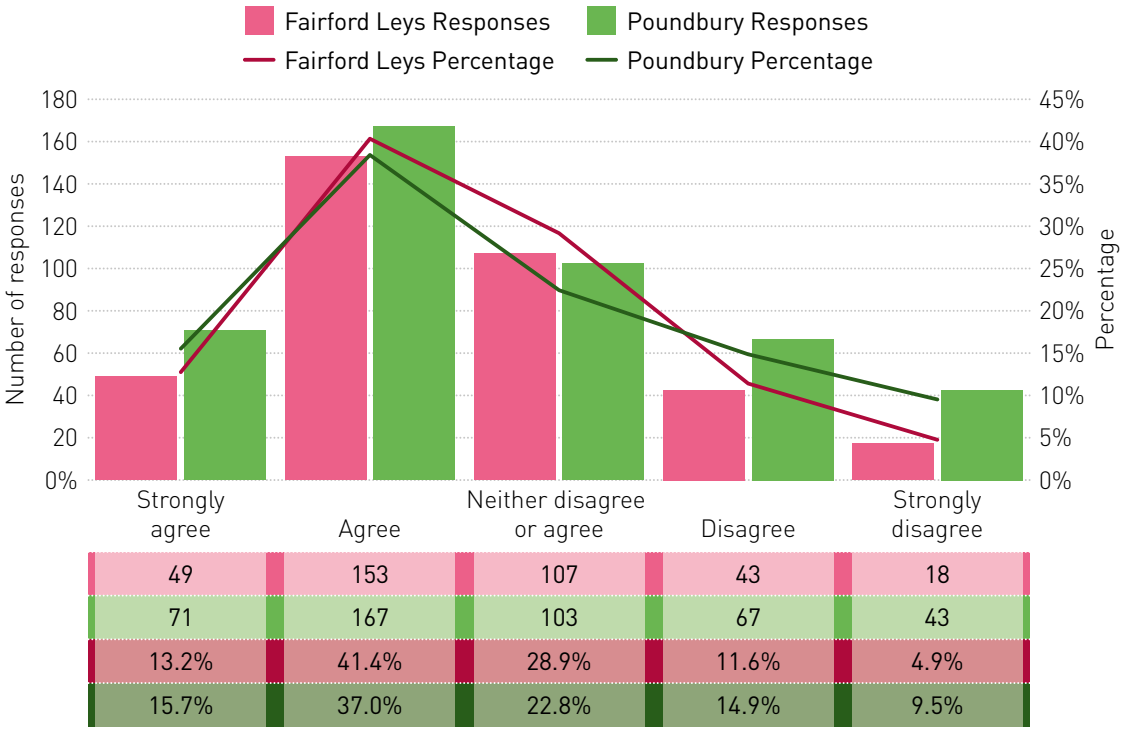
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys	73	215	56	18	4
Poundbury	80	223	101	35	12
Fairford Leys %	19.9%	58.7%	15.3%	4.9%	1.1%
Poundbury %	17.7%	49.4%	22.4%	7.8%	2.7%

Fairford Leys Mean = 3.92 Poundbury Mean = 3.72

About your home

Question 14. **Overall, how do you feel about living in your home now?**

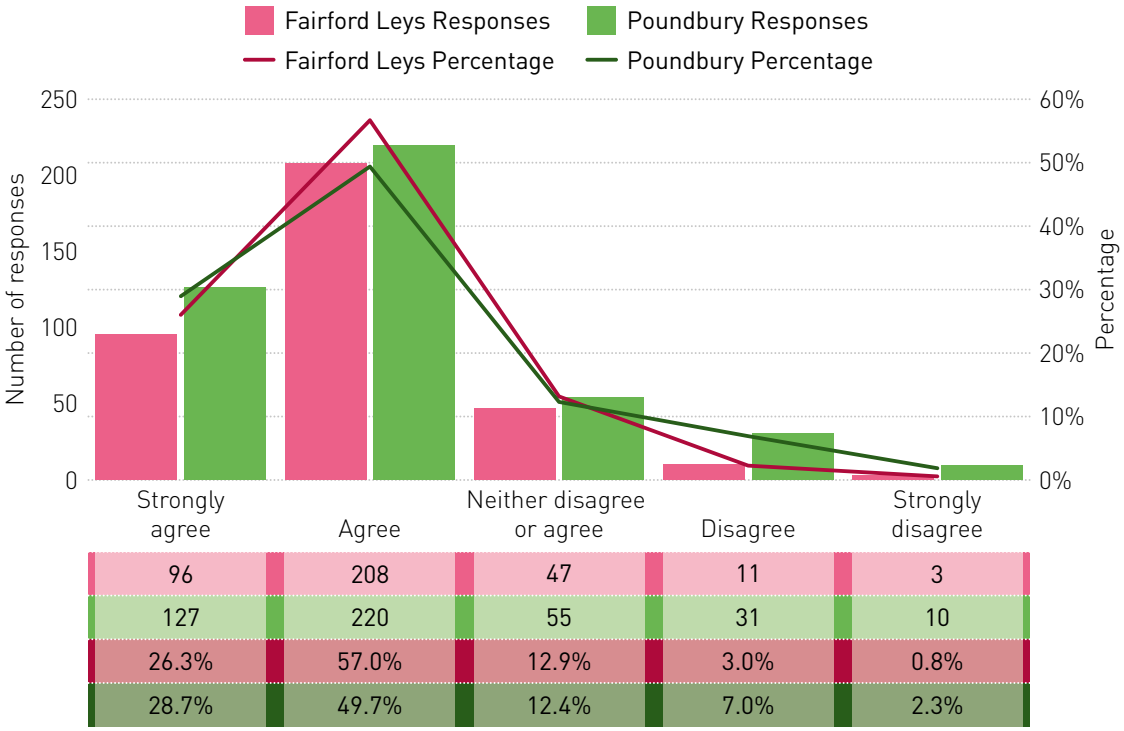
Quality:
I live in a home that was properly built to a high standard



49	153	107	43	18
71	167	103	67	43
13.2%	41.4%	28.9%	11.6%	4.9%
15.7%	37.0%	22.8%	14.9%	9.5%

Fairford Leys Mean = 3.46 Poundbury Mean = 3.35

Immediate neighbourhood:
The local buildings look good and work well together in my neighbourhood



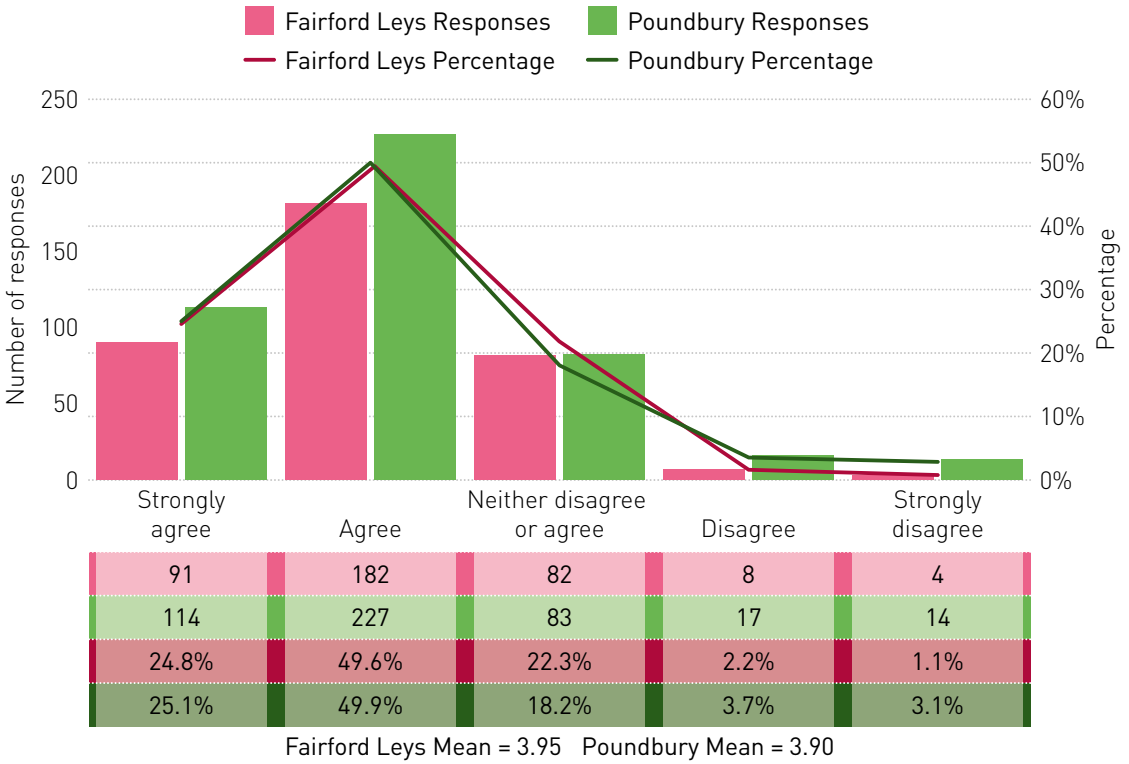
96	208	47	11	3
127	220	55	31	10
26.3%	57.0%	12.9%	3.0%	0.8%
28.7%	49.7%	12.4%	7.0%	2.3%

Fairford Leys Mean = 3.94 Poundbury Mean = 3.95

A summary of your feelings about living in settlement

Question 20. **As a Fairford Leys/Poundbury resident, do you agree or disagree with the following statements?**

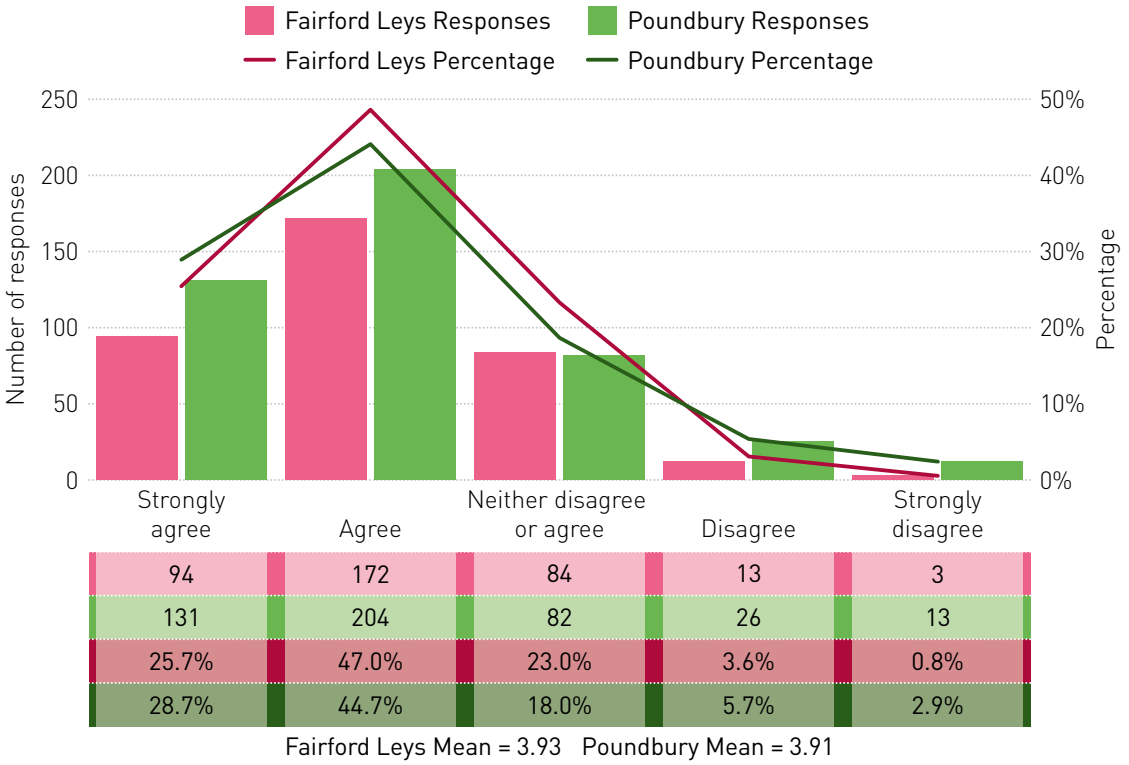
I feel that I belong here



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	91	182	82	8	4
Poundbury Responses	114	227	83	17	14
Fairford Leys Percentage	24.8%	49.6%	22.3%	2.2%	1.1%
Poundbury Percentage	25.1%	49.9%	18.2%	3.7%	3.1%

Fairford Leys Mean = 3.95 Poundbury Mean = 3.90

I feel that the design and layout of settlement has made a positive difference to our local community



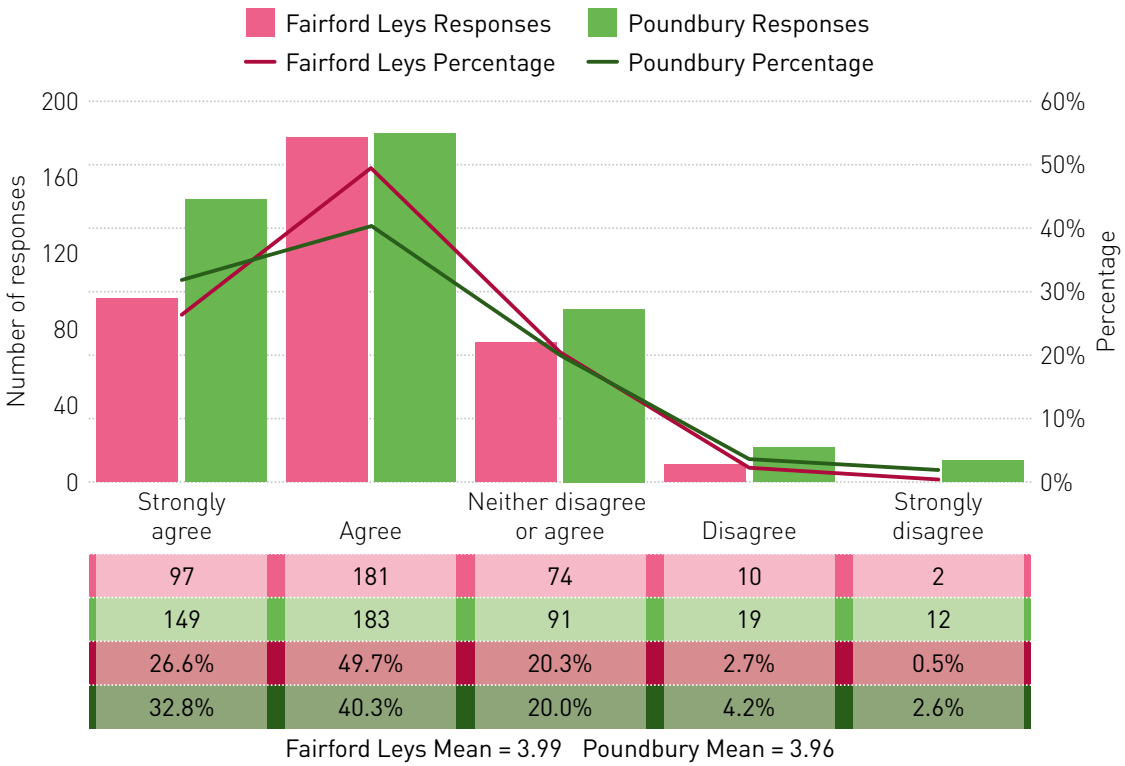
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	94	172	84	13	3
Poundbury Responses	131	204	82	26	13
Fairford Leys Percentage	25.7%	47.0%	23.0%	3.6%	0.8%
Poundbury Percentage	28.7%	44.7%	18.0%	5.7%	2.9%

Fairford Leys Mean = 3.93 Poundbury Mean = 3.91

A summary of your feelings about living in settlement

Question 20. **As a Fairford Leys/Poundbury resident, do you agree or disagree with the following statements?**

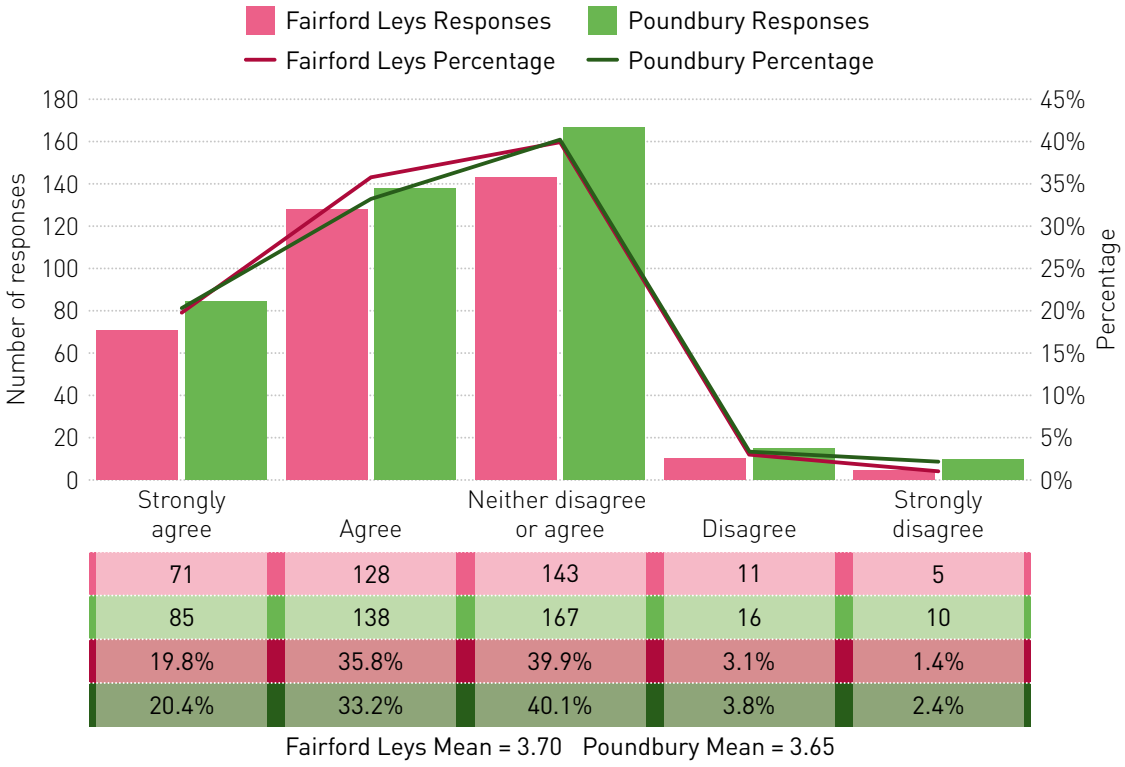
I am proud to live here



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys	97	181	74	10	2
Poundbury	149	183	91	19	12
Fairford Leys %	26.6%	49.7%	20.3%	2.7%	0.5%
Poundbury %	32.8%	40.3%	20.0%	4.2%	2.6%

Fairford Leys Mean = 3.99 Poundbury Mean = 3.96

I would be proud to work here



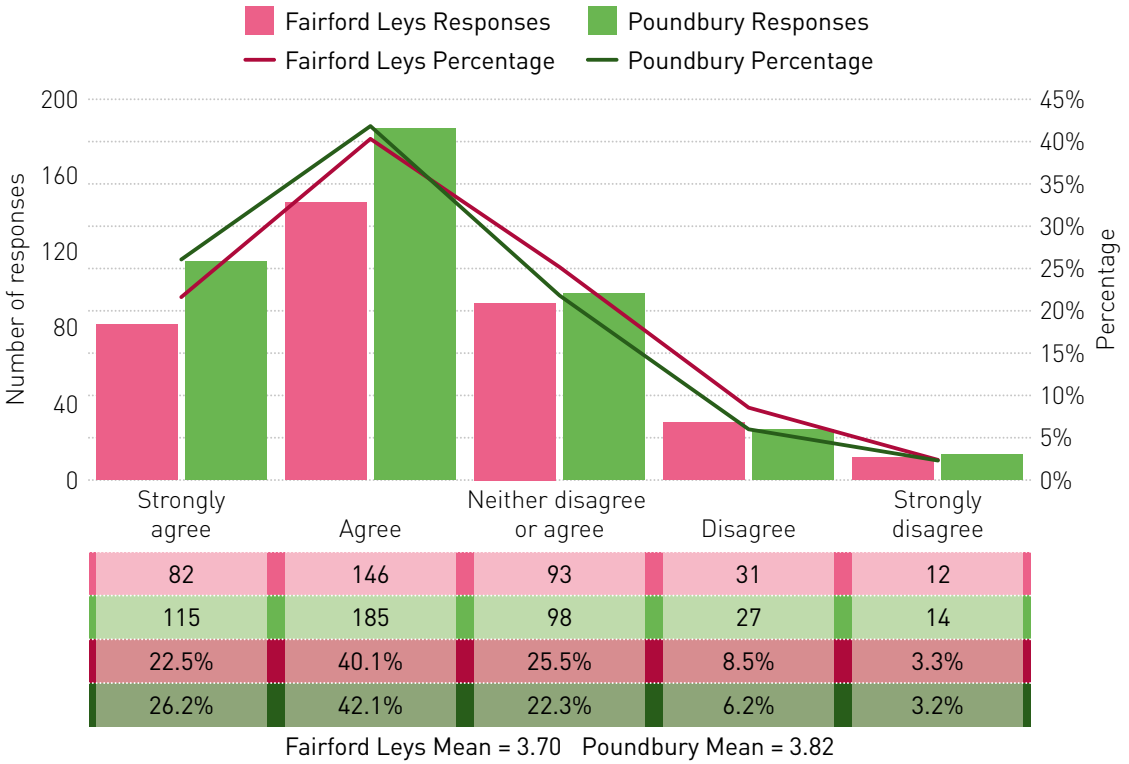
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys	71	128	143	11	5
Poundbury	85	138	167	16	10
Fairford Leys %	19.8%	35.8%	39.9%	3.1%	1.4%
Poundbury %	20.4%	33.2%	40.1%	3.8%	2.4%

Fairford Leys Mean = 3.70 Poundbury Mean = 3.65

A summary of your feelings about living in settlement

Question 20. **As a Fairford Leys/Poundbury resident, do you agree or disagree with the following statements?**

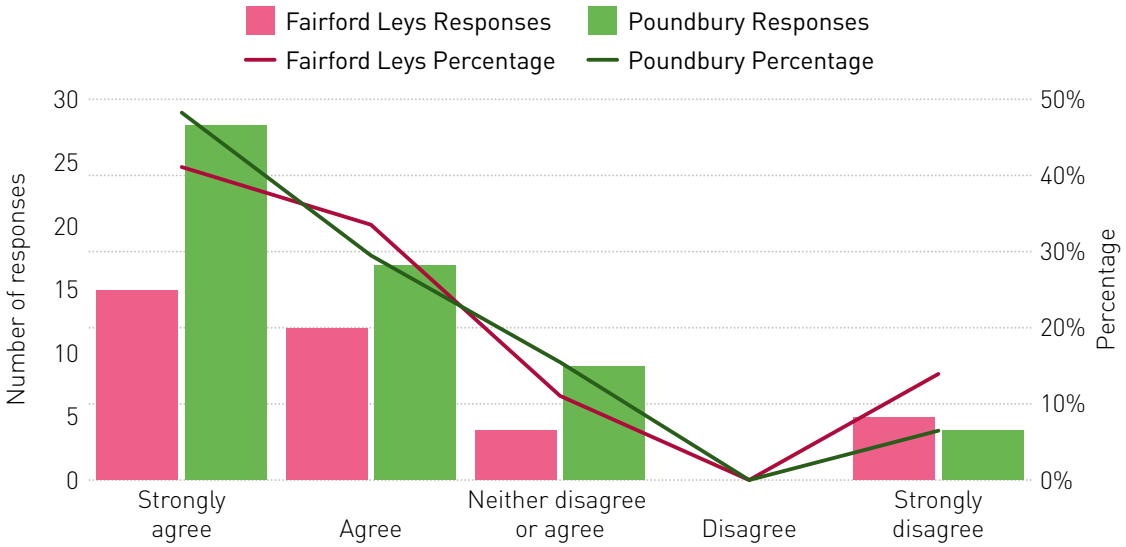
I see a future for myself here



About your place of work

Question 22. **Why did you choose to work in Fairford Leys/Poundbury?**

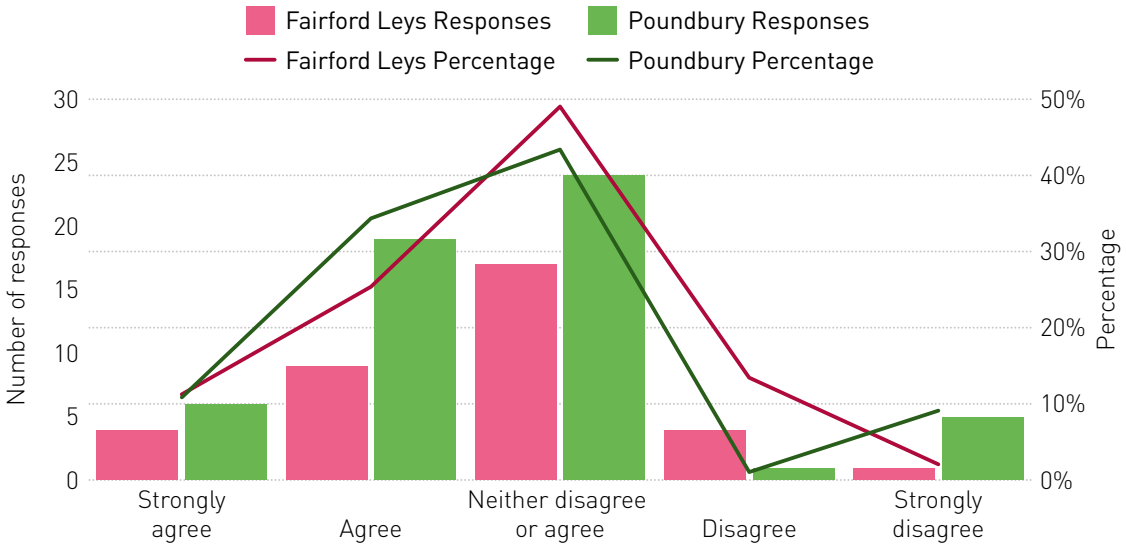
Location:
A workplace that is near to where I need to be and easy to get to



15	12	4	0	5
28	17	9	0	4
41.7%	33.3%	11.1%	0.0%	13.9%
48.3%	29.3%	15.5%	0.0%	6.9%

Fairford Leys Mean = 3.89 Poundbury Mean = 4.12

Design and features of the building:
How my workplace looks, inside and out



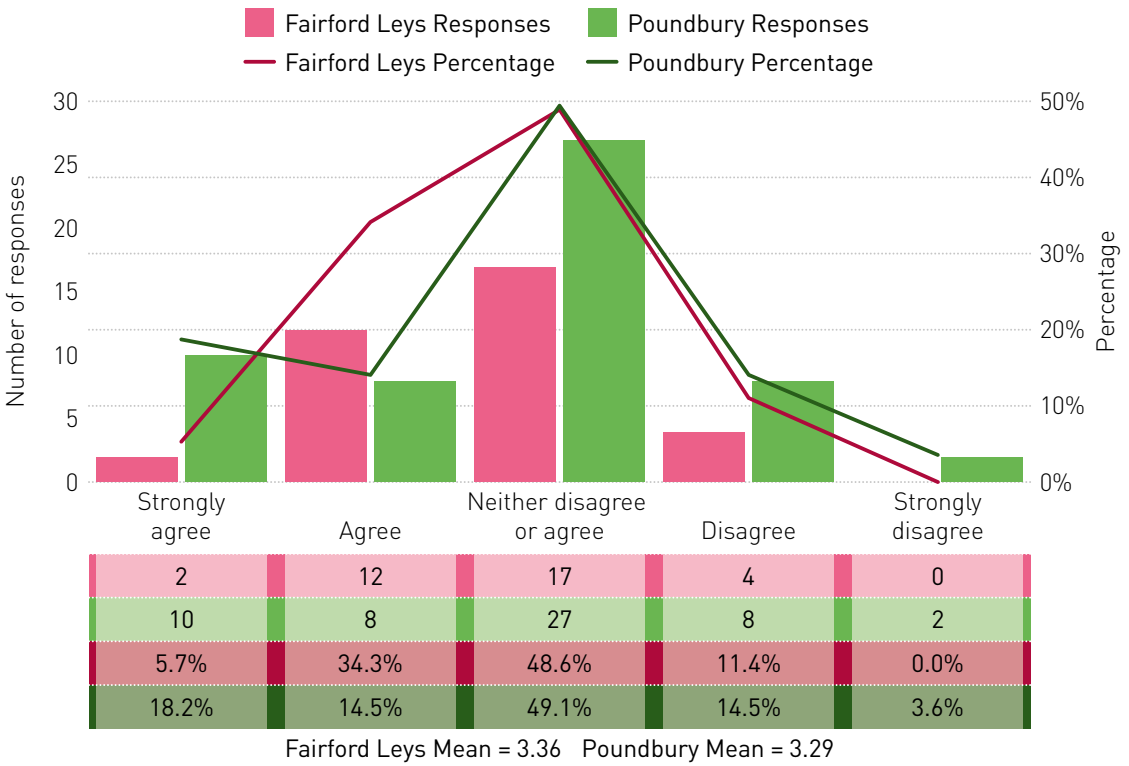
4	9	17	4	1
6	19	24	1	5
11.4%	25.7%	48.6%	11.4%	2.9%
10.9%	34.5%	43.6%	1.8%	9.1%

Fairford Leys Mean = 3.36 Poundbury Mean = 3.36

About your place of work

Question 22. **Why did you choose to work in Fairford Leys/Poundbury?**

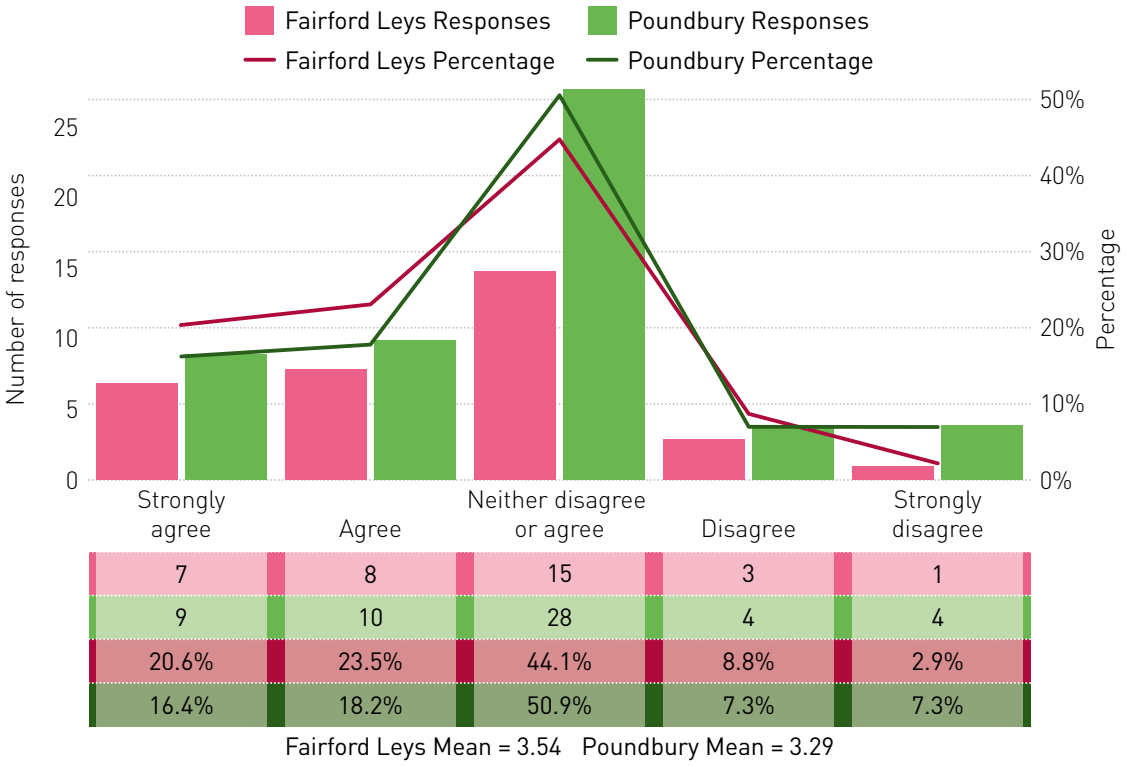
Local economy:
Opportunities for work and for business



Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
2	12	17	4	0
10	8	27	8	2
5.7%	34.3%	48.6%	11.4%	0.0%
18.2%	14.5%	49.1%	14.5%	3.6%

Fairford Leys Mean = 3.36 Poundbury Mean = 3.29

Local community:
The people who live and/or work near my workplace



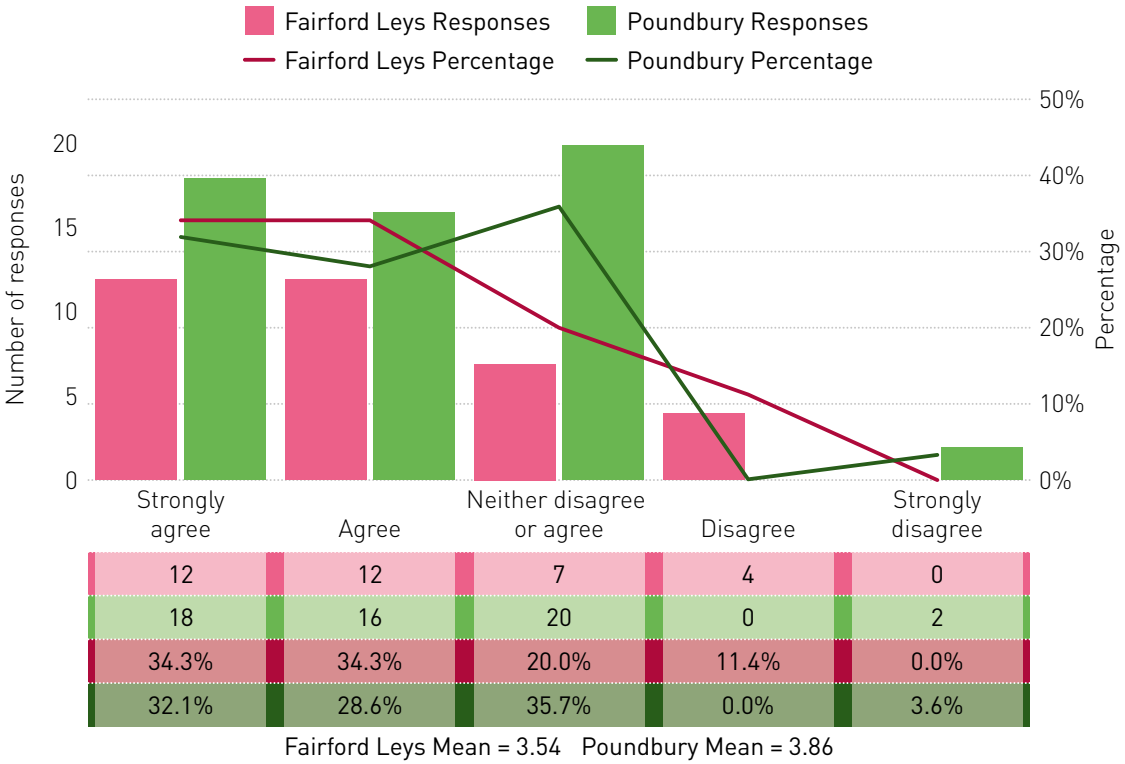
Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
7	8	15	3	1
9	10	28	4	4
20.6%	23.5%	44.1%	8.8%	2.9%
16.4%	18.2%	50.9%	7.3%	7.3%

Fairford Leys Mean = 3.54 Poundbury Mean = 3.29

About your place of work

Question 22. **Why did you choose to work in Fairford Leys/Poundbury?**

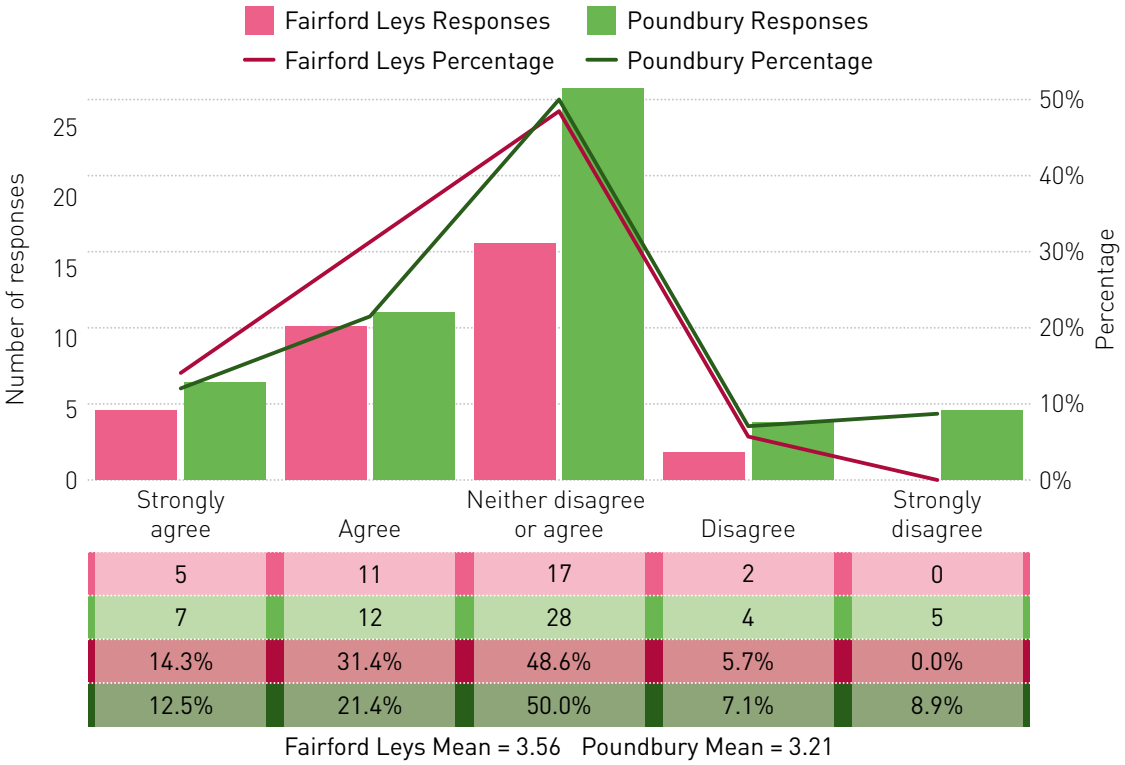
Travel affordability:
The cost of my journey to and from work



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	12	12	7	4	0
Poundbury Responses	18	16	20	0	2
Fairford Leys Percentage	34.3%	34.3%	20.0%	11.4%	0.0%
Poundbury Percentage	32.1%	28.6%	35.7%	0.0%	3.6%

Fairford Leys Mean = 3.54 Poundbury Mean = 3.86

Services and facilities:
How my workplace is managed, including car and bike parking



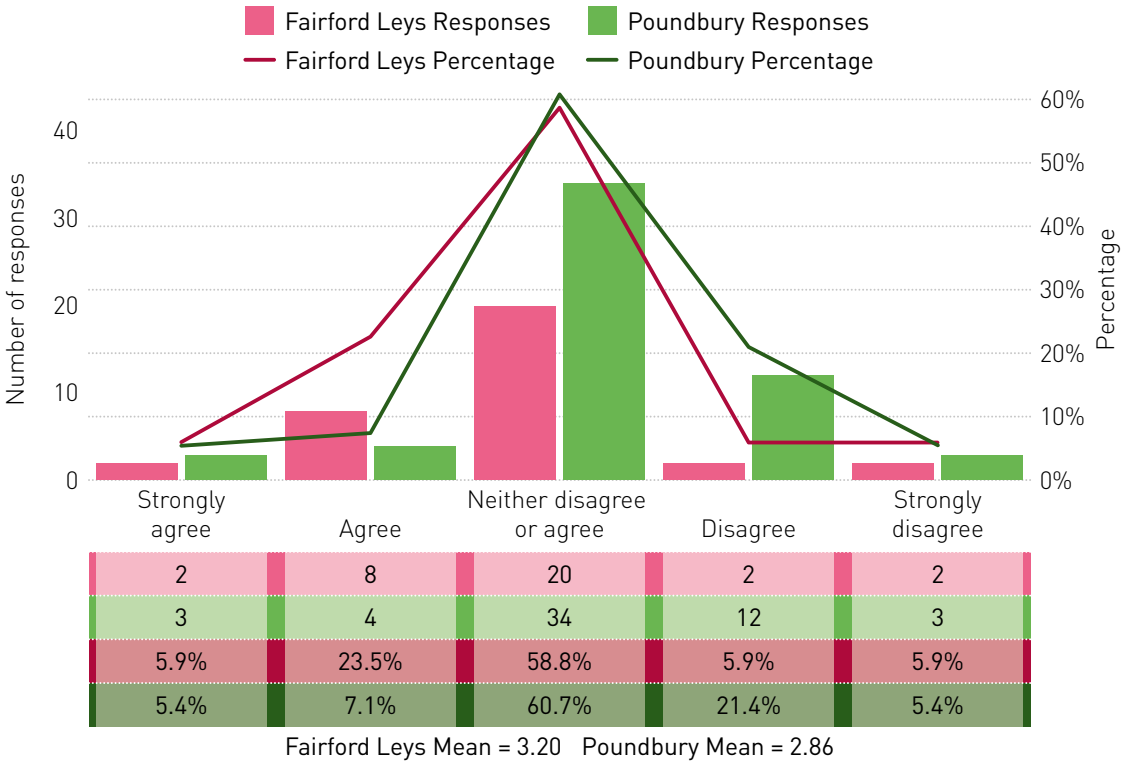
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	5	11	17	2	0
Poundbury Responses	7	12	28	4	5
Fairford Leys Percentage	14.3%	31.4%	48.6%	5.7%	0.0%
Poundbury Percentage	12.5%	21.4%	50.0%	7.1%	8.9%

Fairford Leys Mean = 3.56 Poundbury Mean = 3.21

About your place of work

Question 22. **Why did you choose to work in Fairford Leys/Poundbury?**

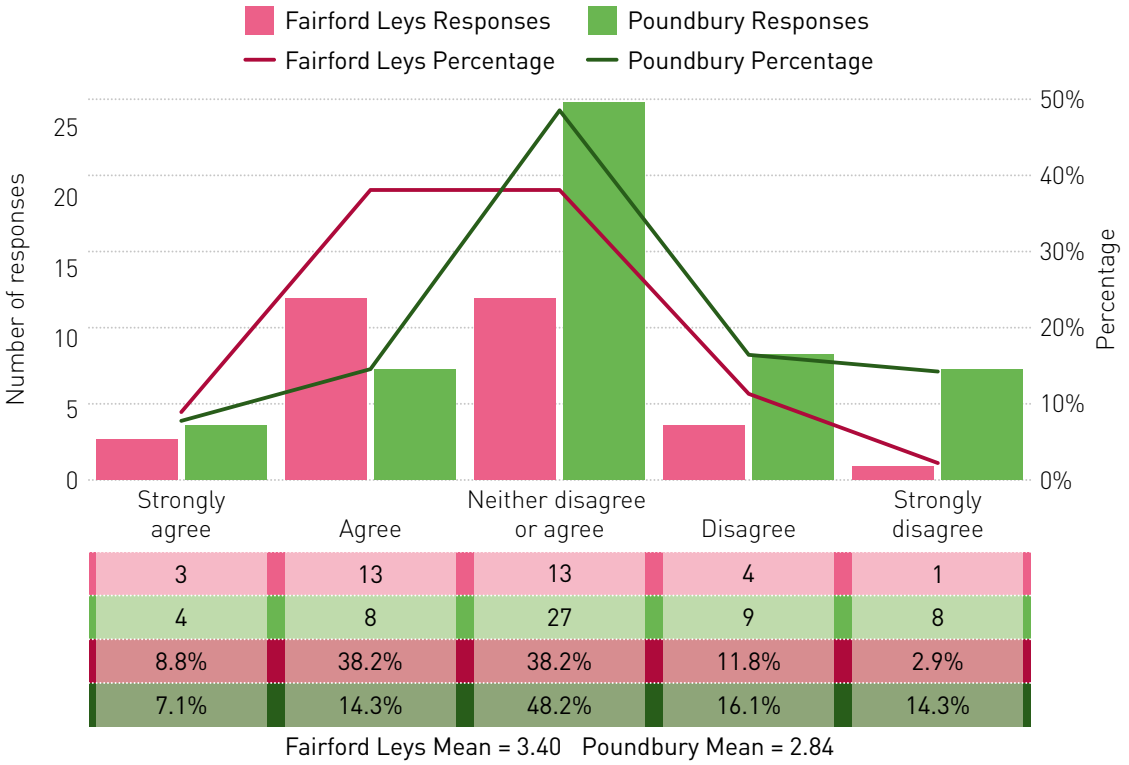
Environment: Energy-saving features within my workplace



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys	2	8	20	2	2
Poundbury	3	4	34	12	3
Fairford Leys %	5.9%	23.5%	58.8%	5.9%	5.9%
Poundbury %	5.4%	7.1%	60.7%	21.4%	5.4%

Fairford Leys Mean = 3.20 Poundbury Mean = 2.86

Smart infrastructure: Internet connection, phone and TV signals



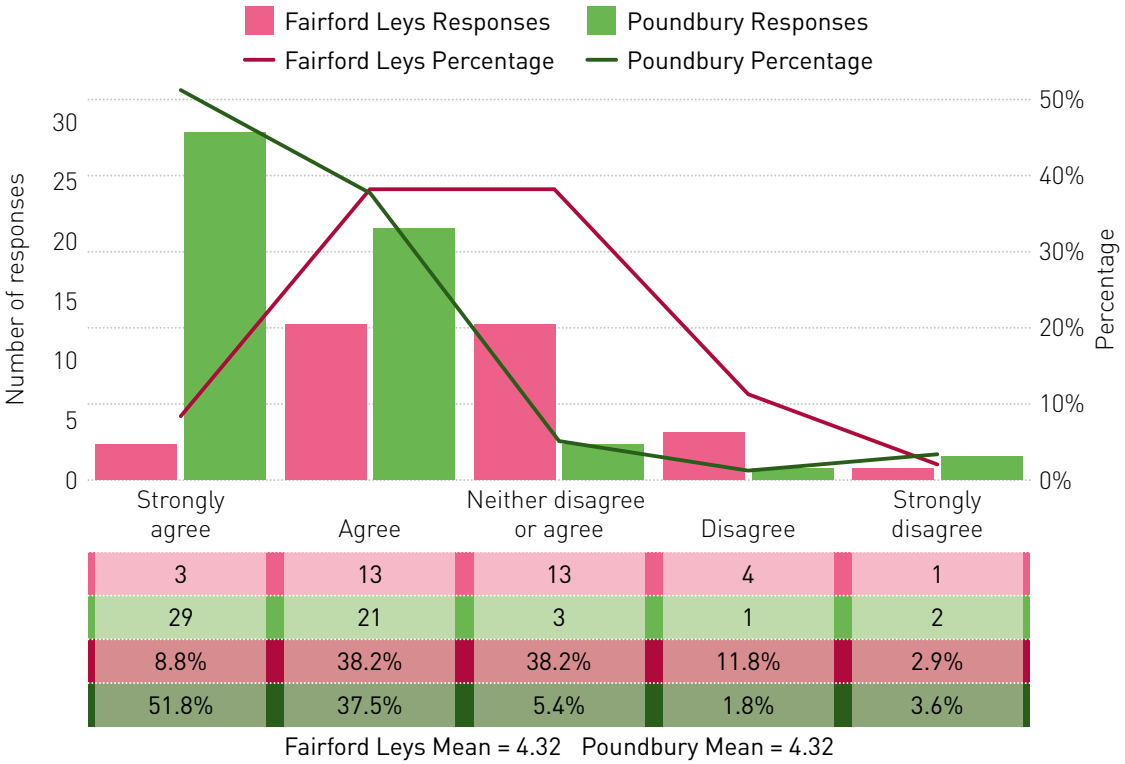
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys	3	13	13	4	1
Poundbury	4	8	27	9	8
Fairford Leys %	8.8%	38.2%	38.2%	11.8%	2.9%
Poundbury %	7.1%	14.3%	48.2%	16.1%	14.3%

Fairford Leys Mean = 3.40 Poundbury Mean = 2.84

About your place of work

Question 23. **Overall, how do you feel about working here now?**

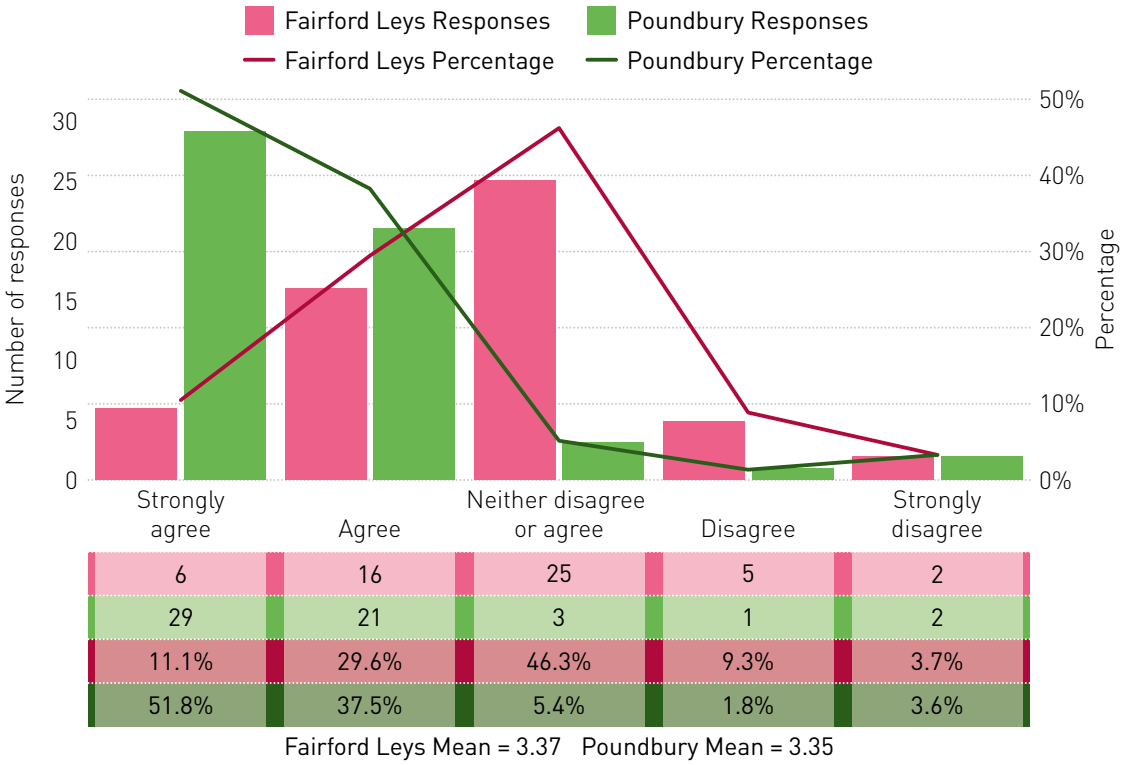
Location:
I like the location of my work



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	3	13	13	4	1
Poundbury Responses	29	21	3	1	2
Fairford Leys Percentage	8.8%	38.2%	38.2%	11.8%	2.9%
Poundbury Percentage	51.8%	37.5%	5.4%	1.8%	3.6%

Fairford Leys Mean = 4.32 Poundbury Mean = 4.32

Design & features of the building:
The way the building is designed helps me be as productive as possible



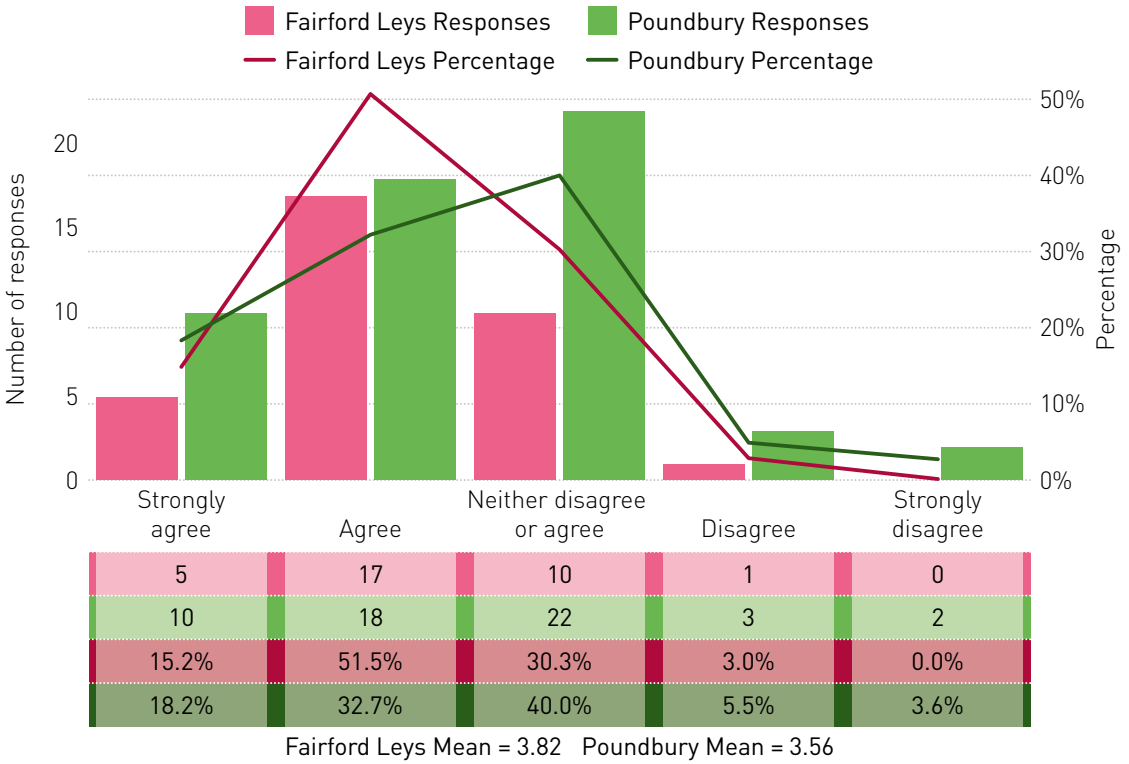
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys Responses	6	16	25	5	2
Poundbury Responses	29	21	3	1	2
Fairford Leys Percentage	11.1%	29.6%	46.3%	9.3%	3.7%
Poundbury Percentage	51.8%	37.5%	5.4%	1.8%	3.6%

Fairford Leys Mean = 3.37 Poundbury Mean = 3.35

About your place of work

Question 23. **Overall, how do you feel about working here now?**

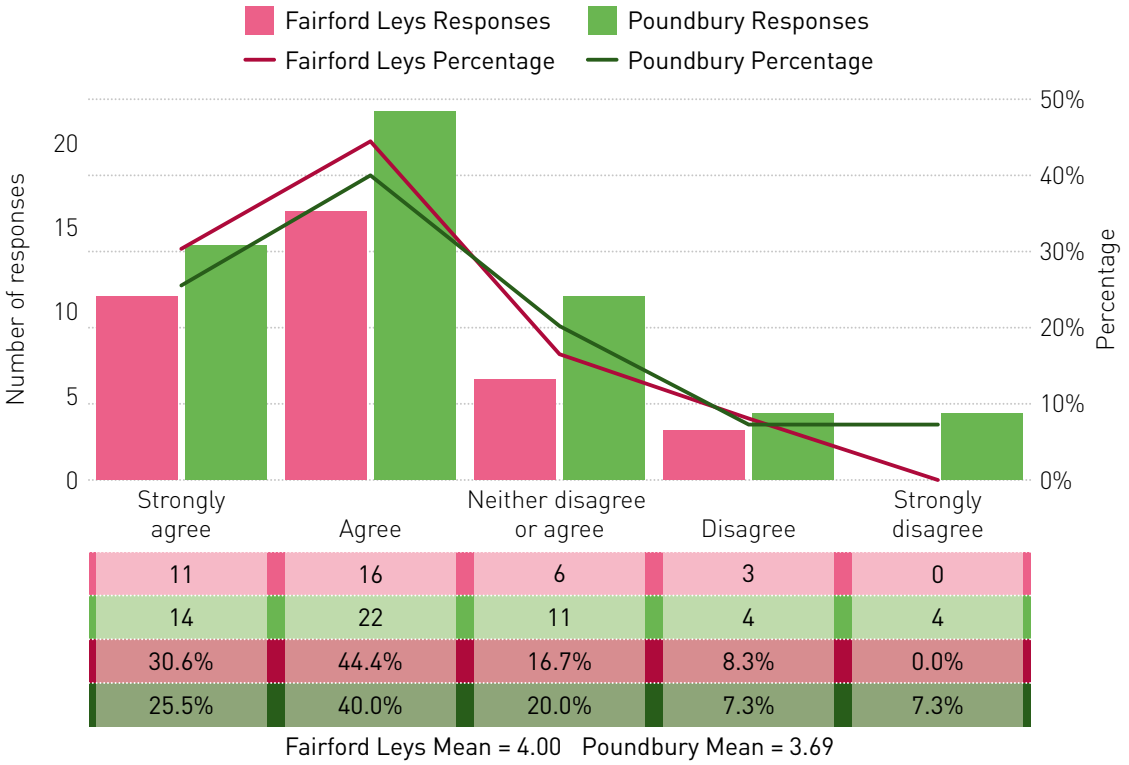
Local economy:
There are local work and business opportunities here for me



	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys	5	17	10	1	0
Poundbury	10	18	22	3	2
Fairford Leys %	15.2%	51.5%	30.3%	3.0%	0.0%
Poundbury %	18.2%	32.7%	40.0%	5.5%	3.6%

Fairford Leys Mean = 3.82 Poundbury Mean = 3.56

Local community:
There is a friendly local community in this area



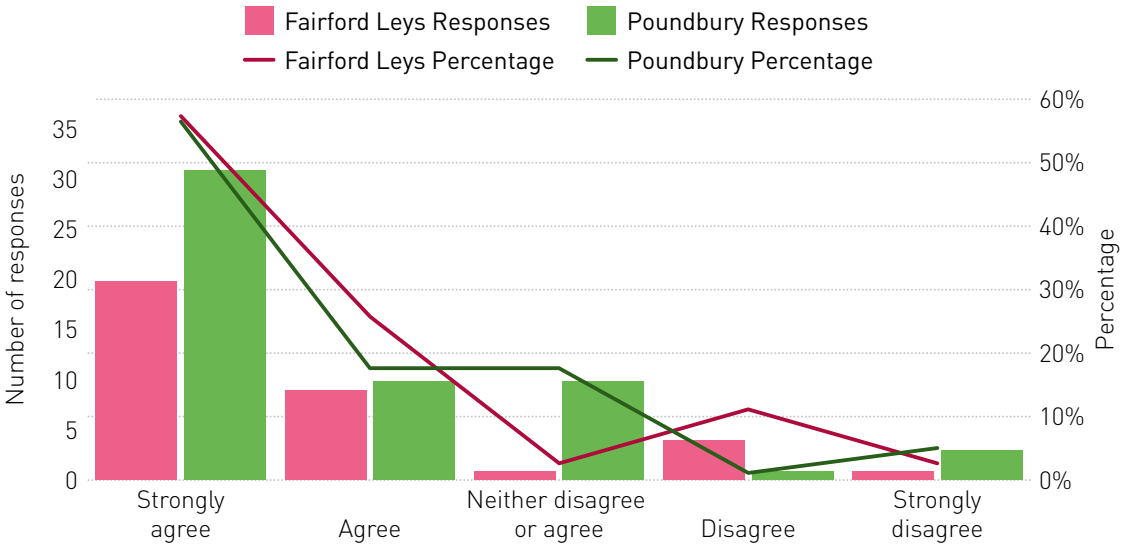
	Strongly agree	Agree	Neither disagree or agree	Disagree	Strongly disagree
Fairford Leys	11	16	6	3	0
Poundbury	14	22	11	4	4
Fairford Leys %	30.6%	44.4%	16.7%	8.3%	0.0%
Poundbury %	25.5%	40.0%	20.0%	7.3%	7.3%

Fairford Leys Mean = 4.00 Poundbury Mean = 3.69

About your place of work

Question 23. **Overall, how do you feel about working here now?**

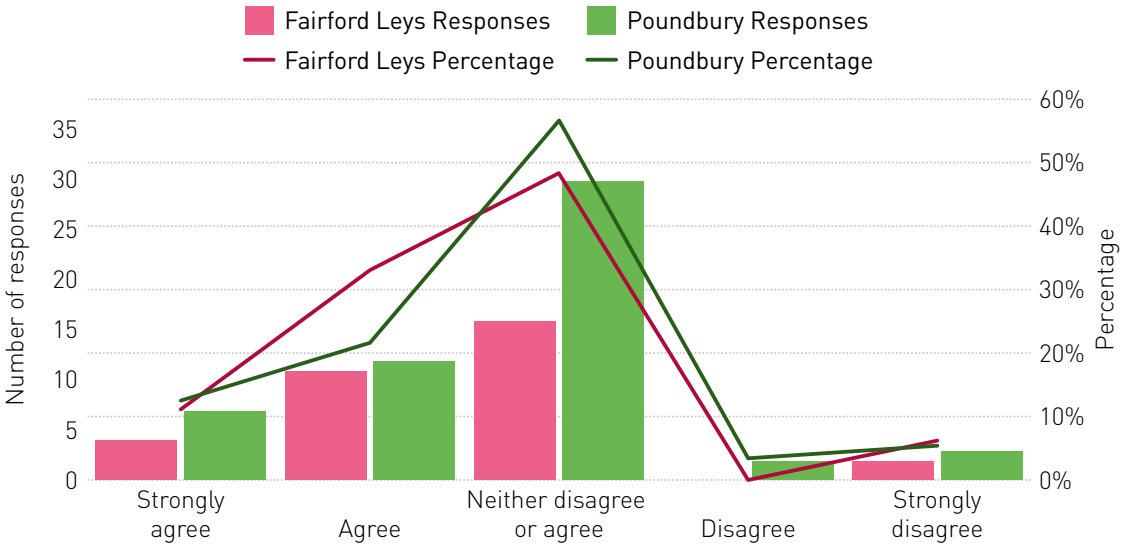
Travel affordability:
I can easily manage the cost of my journey to and from work



20	9	1	4	1
31	10	10	1	3
57.1%	25.7%	2.9%	11.4%	2.9%
56.4%	18.2%	18.2%	1.8%	5.5%

Fairford Leys Mean = 4.25 Poundbury Mean = 4.18

Services and facilities:
The building services and facilities are useful and helpful



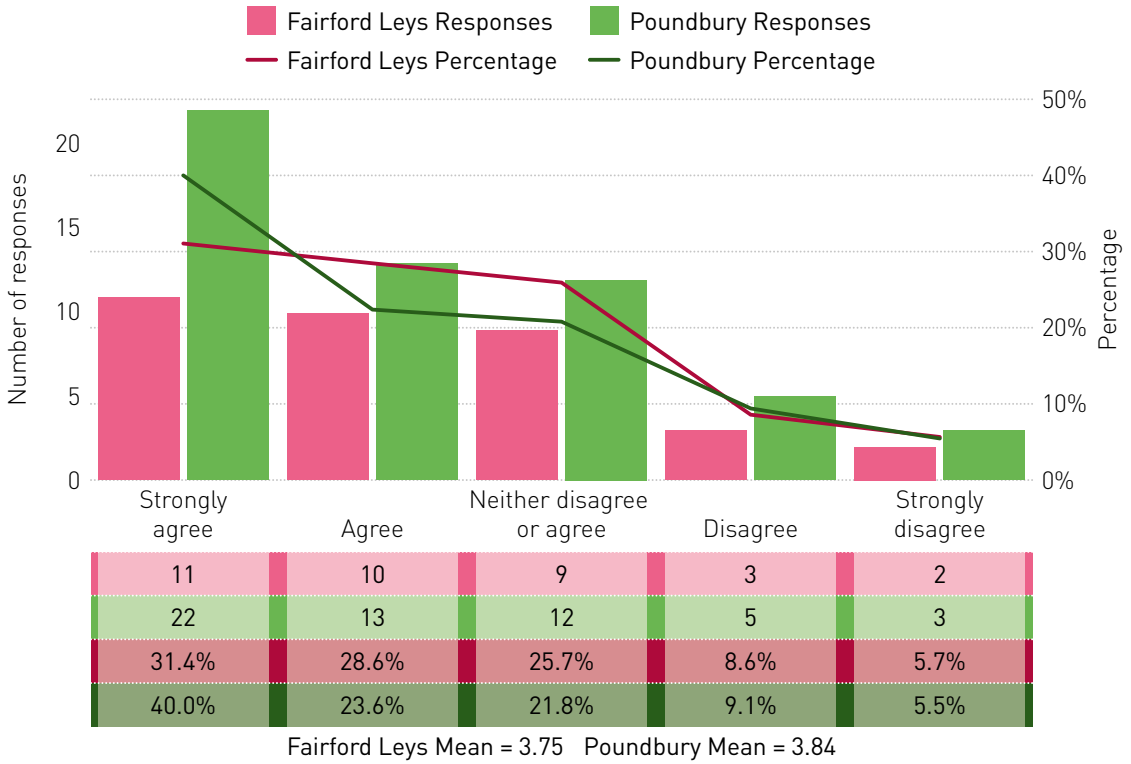
4	11	16	0	2
7	12	30	2	3
12.1%	33.3%	48.5%	0.0%	6.1%
13.0%	22.2%	55.6%	3.7%	5.6%

Fairford Leys Mean = 3.50 Poundbury Mean = 3.33

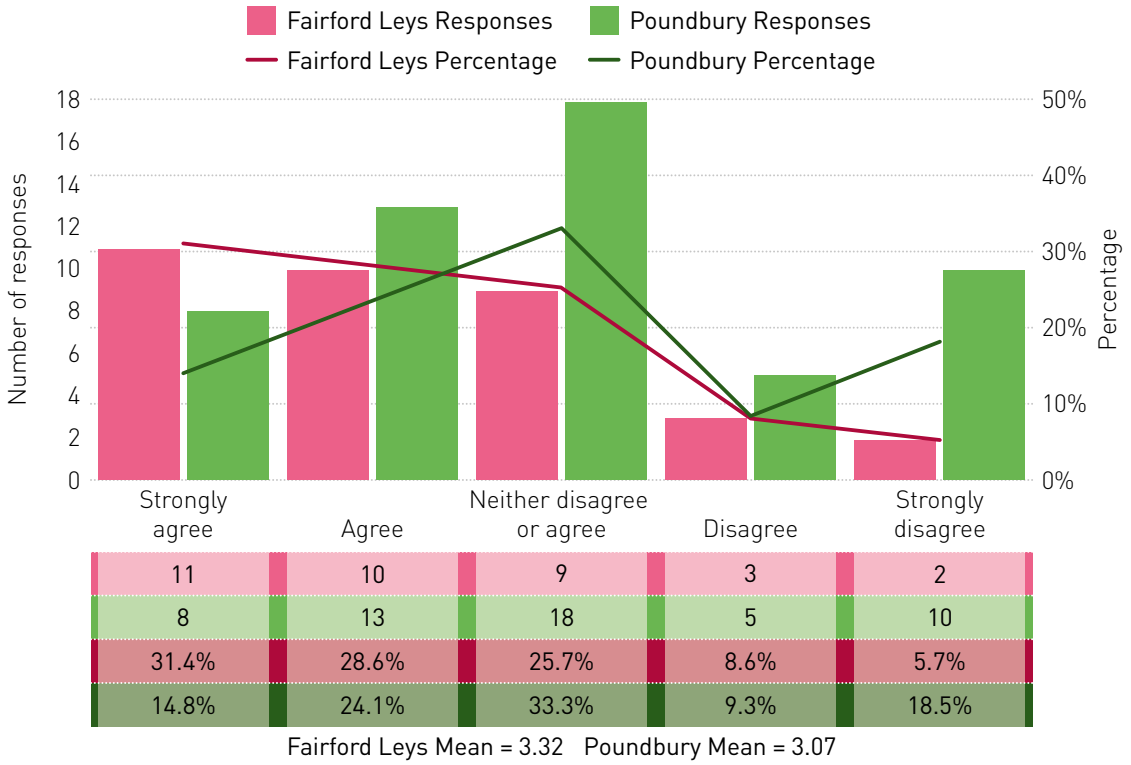
About your place of work

Question 23. **Overall, how do you feel about working here now?**

Environment:
My work location helps me reduce my impact on the environment



Smart infrastructure:
The internet connection and phone signals are good



Appendix F – **Principal Component Analysis**

The Pattern Matrix computed by PCA raised four components with positive loadings and gave the best possibility to interpret[1]. The PCA findings of Fairford Leys and Poundbury were paired against each other to identify variables that underlie the people's perceptions about the 'value of community' and are most strongly correlated with each component. The results showing four components for Fairford Leys (Table 1) and for Poundbury (Table 2) are shown below.

Table 1. **Fairford Leys – Pattern Matrix produced by Principal Component Analysis**

	Principal Components - Value of Community			
Factors	1	2	3	4
Proud to live here	0.79			
A positive difference to the local community	0.779			
Good quality of life	0.725			
Would be proud to work here	0.681			
I feel that I belong here	0.67			
There is a good mix of homes and different types of buildings	0.647			
I can maintain and enjoy standard of living	0.586			
Many relaxing places	0.584			
See a future for myself here	0.57			
Local buildings work well together in my neighbourhood	0.564			
Quality of life	0.547			
Immediate neighbourhood	0.547			
Getting around the local area is easy	0.517			
Living in a unique and experimental development	0.511			
Feel safe	0.509			
Easy to get involved in community life	0.496			
Comfortable with local politics	0.447			
Types of homes	0.434			
I have friends here	0.39			
Uniqueness	0.38			
Recreational spaces	0.367			
Low crime rate	0.332			
Local political environment		0.665		
Ethical shopping		0.651		
Community spirit		0.636		
People		0.525		
Family connections		0.513		
Easy to buy ethical and fair-trade products		0.416		

1 Field, A. 2009. *Discovering Statistics using SPSS*. SAGE Publications.

Appendix F – **Principal Component Analysis**

Table 1. **Fairford Leys – Pattern Matrix produced by Principal Component Analysis**

	Principal Components - Value of Community			
Factors	1	2	3	4
Affordability (A home that I can pay for)			0.745	
Easily afford to live (I can easily afford to live in my home)			0.656	
Quality of the building			0.648	
Easy to move around within the building			0.63	
Easy to help the environment			0.592	
Home built to a high standard			0.587	
Outside spaces			0.55	
Energy-saving features			0.547	
Have relaxing places			0.517	
Accessibility			0.513	
Property with a good financial investment			0.483	
Style, design and features			0.463	
Cost of living			0.446	
Happy with the style, design and features of my home			0.422	
Investment Opportunities			0.4	
Transport links				0.685
Local economy				0.671
Local travel				0.615
Good transport links for travel outside Fairford Leys				0.613
Easy to get what I need locally				0.522
Enough work and business opportunities				0.519
Feel reducing my environmental impact by living in Fairford Leys				0.436
Amenities and services				0.435
Commitment to Sustainable Development				0.427

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.
Rotation converged in 20 iterations.

Table 2. **Poundbury – Pattern Matrix produced by Principal Component Analysis**

Principal Components - Value of Community

Factors	1	2	3	4
Good quality of life	0.779			
Feel safe	0.772			
Proud to live here	0.738			
A positive difference to the local community	0.691			
Local buildings work well together in my neighbourhood	0.669			
Would be proud to work here	0.668			
See a future for myself here	0.618			
I feel that I belong here	0.602			
There is a good mix of homes and different types of buildings	0.597			
Happy with the style, design and features of my home	0.583			
I can maintain and enjoy standard of living	0.582			
Easy to get what I need locally	0.545			
Living in a unique and experimental development	0.524			
Getting around the local area is easy	0.51			
Many relaxing places	0.491			
Low crime rate	0.443			
Easy to go within the building	0.44			
Enough work and business opportunities	0.43			
Immediate neighbourhood	0.421			
Home built to a high standard	0.421			
Style, design and features	0.413			
Local economy	0.375			
Comfortable with local politics	0.354			
Ethical shopping		0.783		
Local political environment		0.623		
Commitment to Sustainable Development		0.558		
Recreational spaces		0.525		
People		0.504		
Community spirit		0.49		
Uniqueness		0.486		
Easy to buy ethical and fair-trade products		0.458		
Quality of life		0.44		
Feel reducing my environmental impact by living in Poundbury		0.426		
Family connection		0.363		
Types of homes		0.323		

Table 2. **Poundbury – Pattern Matrix produced by Principal Component Analysis**

	Principal Components - Value of Community			
Factors	1	2	3	4
Investment Opportunities (A property that gives me a good return on investment)			0.787	
Property with a good financial investment			0.76	
Easily afford to live (I can easily afford to live in my home)			0.705	
Affordability (A home that I can pay for)			0.627	
Energy-saving features			0.597	
Easy to help the environment			0.51	
Quality of the building			0.488	
Cost of living			0.477	
Accessibility			0.45	
Outside spaces			0.398	
Good transport links for travel outside Poundbury				0.685
Transport links				0.665
Amenities and services				0.507
Local travel				0.503
I have friends here				0.455
Easy to get involved in community life				0.438
Have relaxing places				0.337

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.
Rotation converged in 20 iterations.

A special thanks to Aled Williams from UCEM who led the publishing of the report together with the 'Value of Community Survey Analysis' chapter.

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'The only thing you take with you when you're gone is what you leave behind'

John Allston