

**Building
a Legacy**

The Value of Community

**An Evidence Informed
Development Model**



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The Prince's Foundation, Savills and the Harold Samuel Educational Trust
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The **Harold Samuel Educational Trust** is a charity for the promotion, advancement and dissemination of knowledge of surveying, auctioneering, estate management and other areas of knowledge associated with the profession of the land.

Thanks are also extended to respondents in Poundbury and Fairford Leys who gave their time to complete the survey questionnaire.

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Fairford Leys





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Foreword



CLARENCE HOUSE

When I embarked on the development of Poundbury, an urban extension on the edge of Dorchester, nearly thirty years ago, I could not have imagined just how difficult it would be to deliver my vision. By trying to build a mixed-use, mixed-income settlement that drew on the timeless lessons from successful places built over hundreds of years, I discovered that one had to break almost every rule in the book. This was because modern housebuilding and delivery was based on designing places around cars, rather than people, and creating strictly zoned areas, so that everything was fragmented rather than being integrated. Thanks to some skilful designers, builders and engineers, we persevered and are now in the final stages of completing a vibrant new community, rather than just a standard housing estate.

At about the same time, another new development, Fairford Leys, near Aylesbury, was also being built along similar principles of walkable, mixed-use design, but being delivered by a volume housebuilder using a design code. As one might expect, the results are quite different, but what is important is that there are some common themes that have emerged about what people appreciate about living in these places. It is also interesting to see what values can be created in terms of house sales by doing things more thoughtfully and sympathetically. In other words, people do respond to something called "beauty", without which nothing is genuinely "sustainable".

I very much hope that landowners, investors and developers will look at the evidence collected here and see that by creating locally popular places that people value, there is a financial benefit that pays for the better quality design and materials of the streets and homes. After all – we should not just be focussed on boosting housing numbers, but on building homes and places which can become the conservation areas of tomorrow, and that the generations to come will cherish.






Background

In the age of the triple threat of rapid urbanisation, global heating and natural resource depletion, the way in which the human species builds future settlements is of huge significance in terms of the future resilience, prosperity and well-being of communities around the world.



Over the last 25 years in the UK there has been a general acceptance that building mixed use, mixed income walkable communities is the right thing to do but the dominant industry of 'house building', as opposed to 'place making', is so entrenched that all around the country what is being seen is a sea of monocultural, zoned housing estates with no sense of local character or community.

In 2007 the Prince's Foundation released a report called Valuing Sustainable Urbanism, to show that integrating a mix of uses into new housing developments made financial sense. Three years later in 2010 the Foundation released a follow-on report called Delivering Sustainable Urbanism, where it set out a strategic land investment model showing how longer-term investment, deploying patient capital, could reap better social, economic and environmental returns over the life of a project. Both reports analysed Crown Street in Glasgow, Fairford Leys in Aylesbury and Poundbury in Dorchester, which were in relatively early stages of development at the time. In 2016 the Foundation turned its attention to landowners with the publication of Building a Legacy: A Landowner's Guide to Popular Development in partnership with UCEM. This report pointed out that a landowner was in total control of what happens on their land until they relinquish that control to an agent, promoter or developer. It set out the benefits of staying in control of the development process to achieve higher dividends in the long term.

These findings were well received and stimulated the formation of an annual meeting of Legacy landowners, developers and consultants all interested in building better places. The Prince of Wales hosted a Legacy event in 2018 at Dumfries House in Scotland where it was concluded that further evidence would be valuable in convincing more landowners and their trustees to follow this Legacy development model. It was therefore decided to revisit Poundbury and Fairford Leys 12 years after the first report was published as they had both matured considerably and would provide a robust evidence base for further investigation. In setting out the framework for the research it was decided not just to study the economic value of these two places but to understand better the emerging social value, hence the title of the report, The Value of Community.

This report on the value of community provides an invaluable insight into land and property values and analyses what local communities value about the places in which they live. It does not seek to draw direct conclusions between social and economic capital but the findings are so clear and compelling that the reader can draw their own conclusion from what is presented. The premium that Poundbury and Fairford Leys have achieved, not only over adjacent suburban housing estates, but over their local historical towns is quite staggering. What is also remarkable is not only the retention of value both places have but also the resilience that has been achieved in a market downturn. On the social side it is clear that communities value walkability and accessibility, local identity and a strong sense of community spirit.

Given the robustness of the findings for both the economic and social values, it should equip local authorities, policy makers, landowners and investors with the confidence they need to forcefully resist soulless monocultural housing estates in favour of well-built, diverse and walkable places. We hope the findings speak for themselves and provide the much-needed evidence to improve all new development and ensure that we create places of which future generations will be proud.

Ben Bolgar MVO

Senior Director, Prince's Foundation



Value in Fairford Leys and Poundbury

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Executive Summary

In the 2007 publication ‘Valuing Sustainable Urbanism’, the authors found that building to some or all of the features of sustainable urbanism can enhance total development value.

This conclusion is further explored in this report, which seeks to determine if there is an increased residential development value in building a mixed-use walkable community (to sustainable urbanism principles), whether these places retain their value over time, and if they are more resilient to market cycles than their local towns. In doing so we assess whether the adoption of the principles of sustainable urbanism add value, compared with the features typically found in suburban residential development. We use Fairford Leys, Aylesbury and Poundbury, Dorchester as the two case studies, which in previous studies¹ have been established to have many features of sustainable urbanism.

¹ The Prince’s Foundation for the Built Environment (2007) *Valuing Sustainable Urbanism, A Report Measuring & Valuing New Approaches to Residentially Led Mixed Use Growth*, London: The Prince’s Foundation [online]. Available at: www.ads.org.uk/wp-content/uploads/0707vsureport_0.pdf [accessed 9 July 2019].

Executive Summary

Key findings

1. Residential development value:

Residential development values per hectare are higher for schemes that have adopted the principles of sustainable urbanism, compared to their neighbouring towns and typical suburban residential development where tested.



2. Retention of value:

Value on sustainable urbanism exemplars is retained over time with little erosion of the new build premium.



3. Resilience to market cycle:

House prices and transactional activity in Poundbury have been more resilient to the market cycle than in the local town.



Poundbury





Residential development value premium

In this work we corroborate the results of 'Valuing Sustainable Urbanism'. We find that both Fairford Leys and Poundbury have significantly higher residential development values per hectare than the local towns. Fairford Leys is also found to have higher residential development values per hectare than the nearby typical suburban residential development. Fairford Leys was completed shortly after 'Valuing Sustainable Urbanism' was written, so little has changed since the original analysis. However, Poundbury has continued to be built out and we find it continues to perform in the same way, being valued at 43% higher than Dorchester on a residential development value per hectare basis.

Retention of value

Additionally, we find that the value of the sustainable urbanism exemplars is retained over time. New build homes typically attract a premium due to the fact that minimal maintenance costs are required for the first ten years. The homes resold in Fairford Leys (whilst it was being built out) achieved the same value per square foot premium as the new homes (27%). The price premium has been eroded over time as would be expected, but homes at Fairford Leys are still 11% more expensive than the local market today, despite being completed over a decade ago.

Poundbury retains its value particularly well. Over the life of the development, the resold homes have achieved a 25% average premium over the local market. There is no erosion of the new build premium in Poundbury and house prices between the first and second sale increase by 0.6% more per year on the scheme compared to growth in the local market.

Resilience to market cycles

The resilience to market cycles of these sustainable urbanism exemplars is mixed. Whilst Fairford Leys behaves in the same way as Aylesbury, Poundbury is more resilient to market cycles than Dorchester. Poundbury has maintained an active housing market throughout the market cycle, in contrast to the rest of the country where transaction levels are 29% below their pre-Global Financial Crisis (GFC) average.



1. Introduction and Methodology

1.1 Purpose

The purpose of this research is to determine if there is an increased residential development value in building a mixed-use walkable community (to sustainable urbanism principles), whether these places retain their value over time and if they are more resilient to market cycles than their local towns. In doing so we assess whether the adoption of the principles of sustainable urbanism add value, compared with the features typically found in suburban residential development. We use Fairford Leys, Aylesbury, and Poundbury, Dorchester, as the two case studies that in previous studies² have been established to have many features of sustainable urbanism.

This work builds on the 2007 examination of Fairford Leys and Poundbury in The Prince's Foundation's publication 'Valuing Sustainable Urbanism', which proved that building to some or all of the features of sustainable urbanism can enhance total development value. The work compared three exemplar developments, including Poundbury and Fairford Leys, to existing areas in the local towns.

1.2 Methodology

In this work we use the gross development value (GDV) per hectare of the residential areas as a major determinant of land value before accounting for build costs. Sustainable urbanism is likely to require higher build costs, but provides the opportunity to create increased land value over the long term. We compare Fairford Leys and Poundbury to their local towns of Aylesbury and Dorchester. In the case of Fairford Leys we also compare it to Berryfields, a more recent, typical suburban residential development on the edge of Aylesbury, with less investment in place and fewer features of sustainable urbanism than in Fairford Leys.

To calculate the value of the residential areas per hectare we multiply the number of private homes in the area by the average size of homes and the average value per square foot, and divide by the net residential area of the site. Net residential area is defined as the area occupied by residential buildings, gardens and service roads.

$$\text{GDV per hectare of residential area} = \frac{\text{number of private homes} \times \text{average size of homes} \times \text{average value per square foot}}{\text{net residential area}}$$

To understand how the exemplars have retained their value we measure the number and value of homes resold on the development. We also look at the erosion of the new build premium on the exemplar sites by comparing the price growth of homes on these sites (between initial purchase and resale) to the house price growth in the local market in the same period.

Finally, to examine how resilient the exemplars are to market cycles we examine how their price and transaction levels changed during the GFC, compared to the local town.

² The Prince's Foundation for the Built Environment (2007) *Valuing Sustainable Urbanism, A Report Measuring & Valuing New Approaches to Residentially Led Mixed Use Growth*, London: The Prince's Foundation [online]. Available at: www.ads.org.uk/wp-content/uploads/0707vsureport_0.pdf [accessed 9 July 2019].



2. Drivers of Value

Simply put, if a buyer is prepared to pay a higher price for a home, it is more appealing to the buyer and has greater value. The price buyers are prepared to pay for a home is reflective of many factors including location, affordability, size, how much choice there is, the design of the home and the quality of the surrounding public realm.

By comparing new build developments to the adjacent town we can, to some degree, control location and affordability factors. Both Fairford Leys and Poundbury are in markets where the house price to earnings ratio is above the national average and therefore a more limited premium above the local market would be expected³. The size factor in this analysis is accounted for by comparing both unit values and values per square foot.

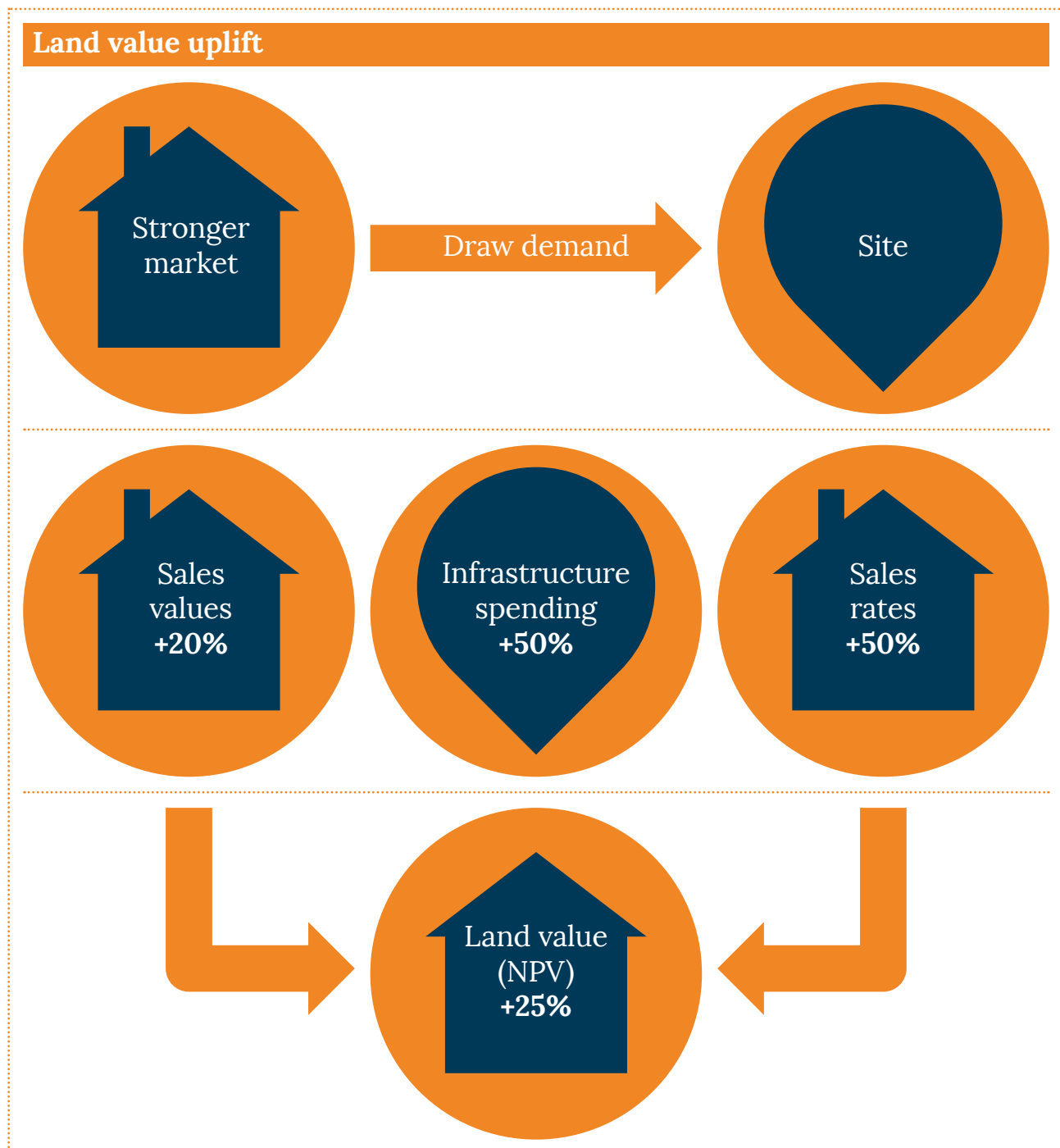
The amount of choice buyers have is measured by sales rates on the site itself and by the volume of other supply in the local area. Sales rates and values are closely linked. At slower sales rates, relatively high values can be achieved, but where homes sell faster, values are relatively lower in general⁴. One of the key conclusions of 2018 research on development was that competition has a significant effect on sales rates (and therefore values too as the two are related). The correlation between sales rate and share of the local new build market is found to be 2.5 times stronger than that between sales rates and product variation on a given development.

³ Savills (2017) Spotlight: *On track to solve the housing crisis?* London: Savills Research [online]. Available at: <https://pdf.euro.savills.co.uk/uk/spotlight-on/spotlight-uk-development-2017.pdf> [accessed 9 July 2019].

⁴ Savills (2018) Spotlight: *What next for housebuilding?* London: Savills Research [online] 15 October. Available at: www.savills.co.uk/research_articles/229130/267509-0 [accessed 9 July 2019].

2. Drivers of Value

Finally, the design and public realm features are reflective of the characteristics of sustainable urbanism. Savills research⁵ in 2016 highlighted the potential to increase land value via investment in place, which can take the form of additional or early investment in the public realm, public open space, schools, community facilities, retail and leisure provision, together with build quality, design and layout. The graphic shows an indicative view of the scale of land value uplift, estimated at 25%, that could be possible, should investment lead to a 20% house price premium and a 50% increase in rate of sale across the site.



⁵ Savills (2016) Spotlight: *Development – The Value of Placemaking*, London: Savills Research [online] 13 October. Available at: www.savills.co.uk/research_articles/229130/208527-0 [accessed 9 July 2019].

Fairford Leys and Poundbury were chosen as exemplar schemes because of their strong sustainable urbanism qualities as identified in 'Valuing Sustainable Urbanism'⁶.

In 'Valuing Sustainable Urbanism' the qualities of sustainable urbanism are summarised as:

1. Mixed use

The schemes are expected to be predominantly residential with a mix of other uses such as retail, business and community uses.

2. Mixed tenure

A resident population mixed in terms of income groups and occupations.

3. Architectural quality

The scheme's architecture should respond to its context in style, scale and choice of materials.

4. Mixed housing type

Provision of a range of housing types to support movement within the neighbourhood and therefore encourage community stability.

5. Well connected to public transport

To encourage walking and cycling and therefore reduce car dependency.

6. Walkable neighbourhoods

The design of the development to incorporate community and neighbourhood commercial facilities in such a way that they can be accessible by foot. This also means the provision of a street layout that is well interconnected, allowing pedestrians to take a variety of routes throughout the scheme.

7. High quality urbanism that creates definable streets

Streets which display a legible hierarchy with appropriate dispersal of building densities/uses/typologies to the nature of the street with building height contributing to street character.

8. Robust, adaptable urban form

A permeable grid of streets that avoids cul-de-sacs and encourages a range of option routes for pedestrians and vehicles. The street grid should also be integrated with the existing surrounding area.

9. Relatively high densities

Density levels should be distributed across the site with suitable densities to support the viability of mixed-use areas.

10. Well-integrated open space

Open space provided should be designed to have a clearly definable use and long-term management regime, as well as being easily accessible.

11. Sustainable buildings

There should be some consideration to the provision of sustainable buildings, with an aim of meeting a minimum of BREEAM Ecohomes 'good' standard.

12. Urban form should support a range of work/life style choices

The urban form should accommodate economic as well as residential activity, providing the opportunity for home working.

⁶ The Prince's Foundation for the Built Environment (2007) *Valuing Sustainable Urbanism, A Report Measuring & Valuing New Approaches to Residentially Led Mixed Use Growth*, London: The Prince's Foundation [online]. Available at: www.ads.org.uk/wp-content/uploads/0707vsureport_0.pdf [accessed 9 July 2019].



3. Fairford Leys, Aylesbury

3.1 Market context

Fairford Leys is an urban extension to Aylesbury of 2,100 homes within the district of Aylesbury Vale. The first new homes were sold in 1997 and the last were sold in 2008. They were built in a period of substantial house price growth locally and nationally. Aylesbury Vale was, at the time Fairford Leys was being built, and remains, more affordable than the South East of England and considerably more affordable than London. The latest figures show that house prices are 9.2 times earnings compared to 9.8 in the South East and 13.2 in London.

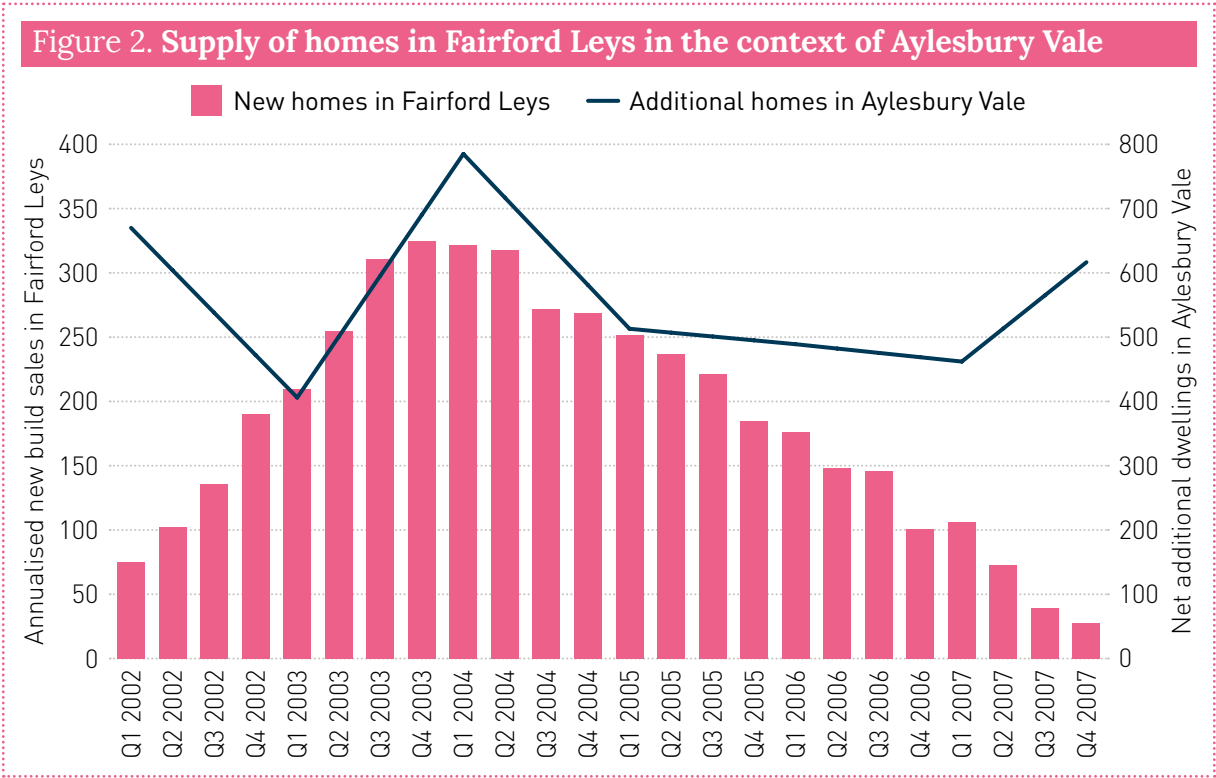
Figure 1. Location of Fairford Leys within Aylesbury Vale



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3. Fairford Leys, Aylesbury

During the sales period in Fairford Leys, there was relatively little competition from other developments in the area. Between 2002 and 2007 an average of 554 additional homes were built per year in Aylesbury Vale. An average of 187 homes per year were sold in Fairford Leys over the same period, which was 34% of the total supply in the district. At its peak in 2003/04, 319 homes were sold per year in Fairford Leys – 45% of the total supply in Aylesbury Vale.



Source: HM Land Registry and Ministry of Housing, Communities and Local Government (MHCLG)



Fairford Leys

3.1.1 Comparison to a typical new build scheme

Berryfields is a new build development of 3,000 homes to the north west of Aylesbury. It is a typical consortium-led housing development with over seven house builders delivering a high volume of new homes into the market. In comparison to Fairford Leys there has been less investment in place and fewer features of sustainable urbanism employed. The first homes were sold in 2011 and development is ongoing.

Figure 3. Location of Fairford Leys, Aylesbury and Berryfields



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3. Fairford Leys, Aylesbury

3.2 Value

3.2.1 New build sales values

Examining average unit/individual property values would suggest that Fairford Leys has not performed as well as Berryfields; however, when size and type of home are taken into consideration, the exemplar scheme shows a significant premium over the second hand market and Berryfields.

On a per unit basis new build values in Fairford Leys achieved a **9% premium** over the Aylesbury second hand market, but on the same basis new homes in Berryfields have achieved a higher average **premium of 11%** over the Aylesbury second hand market. This is because the homes in Berryfields are larger. Considering, however, the different types of homes, Fairford Leys has achieved a greater premium over the Aylesbury second hand market than Berryfields for flats, terraces and semi-detached homes, i.e. all types of homes, except detached houses.

Homes in Fairford Leys are similar in size to those in Aylesbury, but significantly smaller than those in Berryfields. Despite being smaller, the price premium for new homes in Fairford Leys over Aylesbury was greater than for new homes in Berryfields for all types, except detached properties. Detached homes in Fairford Leys achieve a significant discount (17%) to the local market; however they are 20% smaller on average. Detached homes in Berryfields are at a 9% discount to the Aylesbury detached average, despite being 13% larger on average.

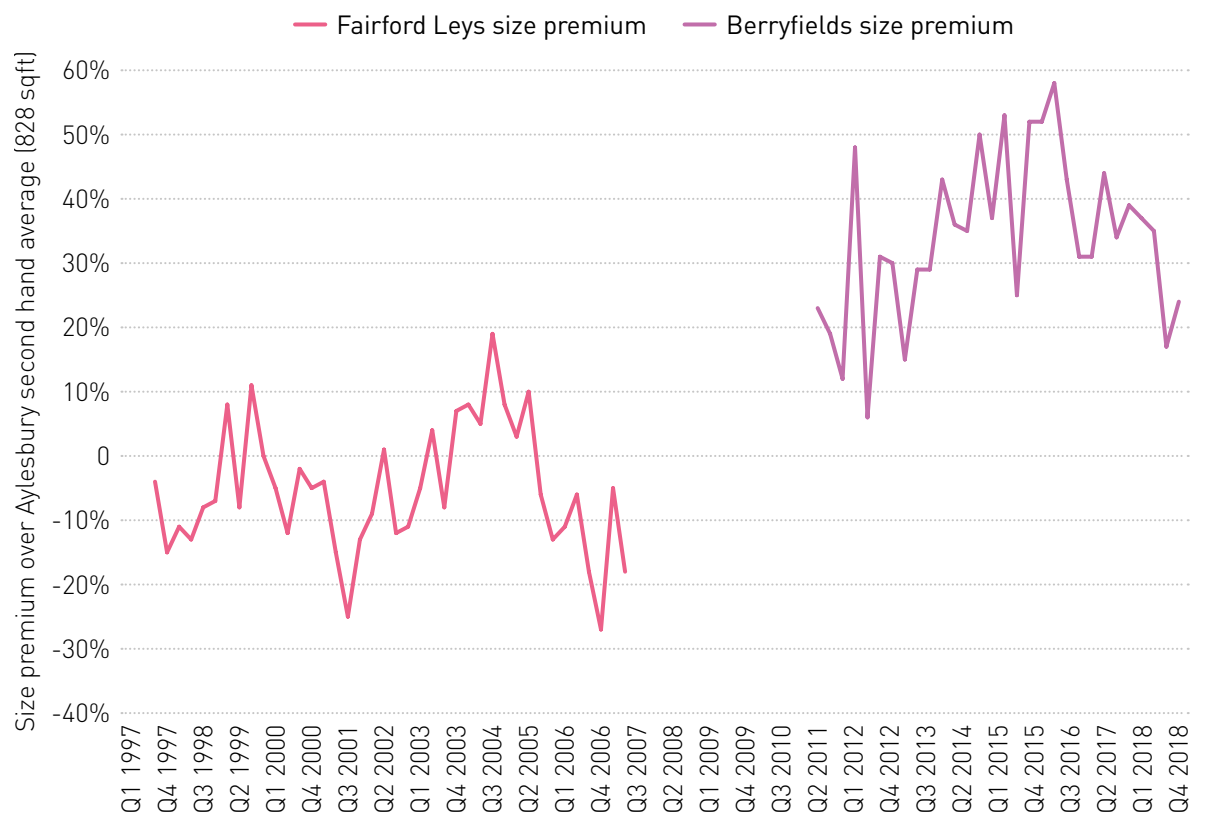
Table 1. Average, unit value premium, size and size premium of home compared to Aylesbury second hand by type

	Flat	Terraced	Semi-detached	Detached	All types
Unit value relative to Aylesbury (average over sales period)					
Fairford Leys	41%	27%	13%	-17%	9%
Berryfields	30%	24%	8%	-9%	11%
Size (square foot)					
Fairford Leys	648	761	788	1,005	805
Berryfields	657	1,051	1,051	1,417	1,123
Aylesbury	573	770	899	1,256	828
Size relative to Aylesbury					
Fairford Leys	13%	-1%	-12%	-20%	-3%
Berryfields	15%	36%	17%	13%	36%

Source: HM Land Registry and Ministry of Housing, Communities and Local Government (MHCLG)



Figure 4. Size of new homes in Fairford Leys and Berryfields compared to those in Aylesbury

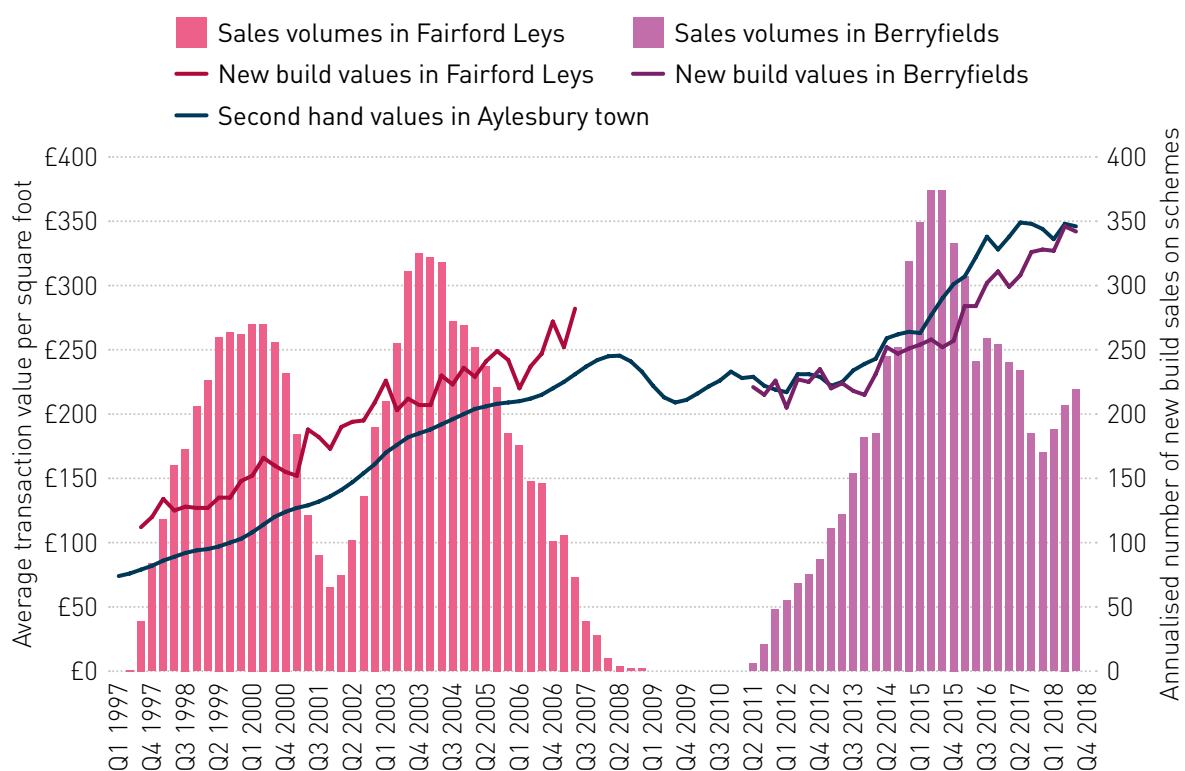


Source: Savills using MHCLG



On a per square foot basis, the difference is more stark. New homes in Fairford Leys have achieved an average premium of **27% above** the Aylesbury second hand market, whereas new homes in Berryfields have been **5% below** the average value per square foot for the town (during their sales periods).

Figure 5. Sales volumes and new build values in Fairford Leys and Berryfields compared to Aylesbury



Source: Savills using HM Land Registry and MHCLG

3.2.2 Residential development values per hectare

As described in the methodology we calculate residential value per hectare to compare the sites to the town. Development of new homes in Fairford Leys finished over a decade ago and therefore we compare two measures for this exemplar: a) the value of the scheme today as if it were new (assuming it would be achieving values at the same premium to the local market as it did when selling), and b) the value of the scheme today based on recent second hand sales. These are both compared to the town (current second hand values) and Berryfields (current new build values).

Residential development values per hectare (Ha) in Fairford Leys are nearly double those in Aylesbury (96% higher) and 42% higher than those in Berryfields, based on equivalent current new build values⁷. Even at today's second hand values⁸, Fairford Leys achieves a premium over both Aylesbury (70%) and Berryfields (24%), showing it has achieved and maintained a considerable value premium over both the town and typical suburban residential development.

Table 2. Residential GDV calculation

	Aylesbury (second hand)	Fairford Leys (new)	Fairford Leys (current second hand)	Berryfields (typical new build development)
Total number of homes	26,723 ⁹	2,095 ⁹	2,095 ⁹	2,219 ¹⁰
Proportion of homes that are privately owned	81% ⁹	98% ⁹	98% ⁹	77% ¹¹
Number of private homes ¹²	21,541	2,053	2,053	1,709
Average size of private homes (sqft)	828	805	805	1,123
Average Epsft (year to September 2018)	£344	£437 ⁷	£378	£336
Net residential land area (Ha)	783	47	47	60
GDV of residential area per hectare (£/Ha) ¹³	£7.8m	£15.3m	£13.3m	£10.8m
GDV per hectare premium over Aylesbury		96%	70%	38%
GDV per hectare premium over Berryfields		42%	23%	

Source: HM Land Registry, Experian, 2011 Census, MHCLG, Planning documents

NB: Net residential area is defined as the area occupied by residential buildings, gardens and service roads.

⁷ The value of the scheme today as if it were new (assuming it would be achieving values at the same premium to the local market as it did when selling).

⁸ The value of the scheme today based on recent second hand sales.

⁹ Based on 2011 Census [online]. Available at: www.ons.gov.uk/census/2011census [accessed 25 July 2019].

¹⁰ Calculated from 2011 Census and Experian households at December 2018.

¹¹ Calculated from planning documents from phases completed.

¹² Calculated by multiplying the total number of homes by the proportion of private homes.

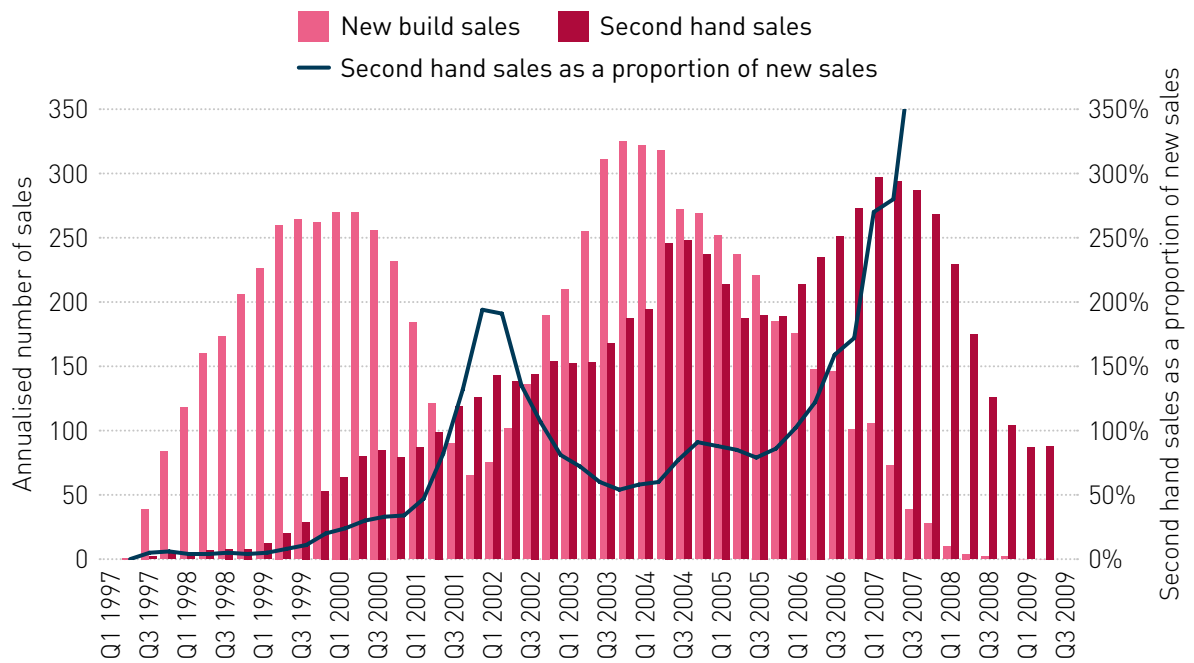
¹³ GDV per hectare of residential area =
$$\frac{\text{number of private homes} \times \text{average size of homes} \times \text{average value per square foot}}{\text{net residential area}}$$



3.3 Retention of value in Fairford Leys

Homes in Fairford Leys have resold well and maintained a premium over Aylesbury. Resales in Fairford Leys were common within two years of new home sales on the site, with the number of resales at 21% of new build sales in years three and four (1999-2000). The number of resales continued to climb and, when new build sales come back to their former highs of over 200 a year in 2003 to 2005, resales averaged 76% of the number of sales of new homes on the site.

Figure 6. Comparison of the number of new and second hand sales in Fairford Leys

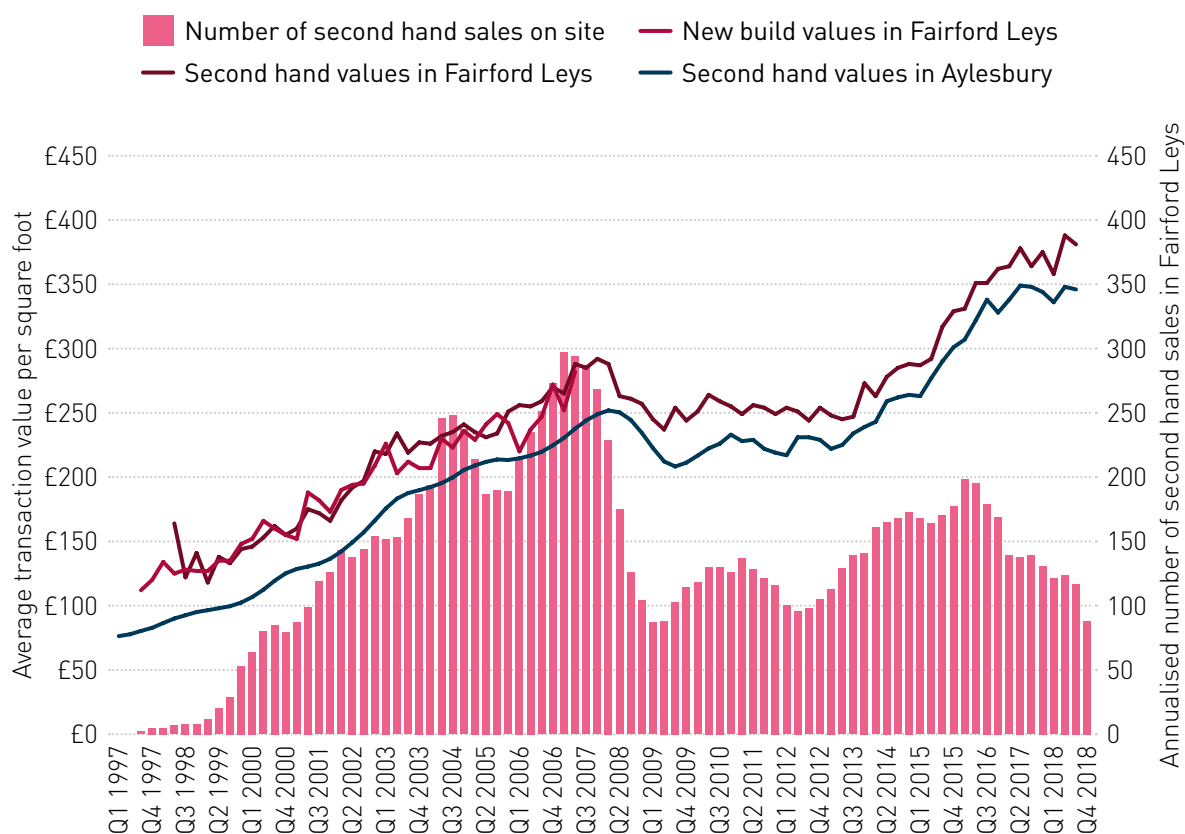


Source: HM Land Registry

3. Fairford Leys, Aylesbury

The values achieved on homes resold in Fairford Leys achieved the same value per square foot as the sales value of new homes during the building out of the development, achieving a **27% premium** over the second hand market in Aylesbury. Since then, a lower premium has been achieved for second hand homes in Fairford Leys that still remains **11% above** the second hand market in Aylesbury.

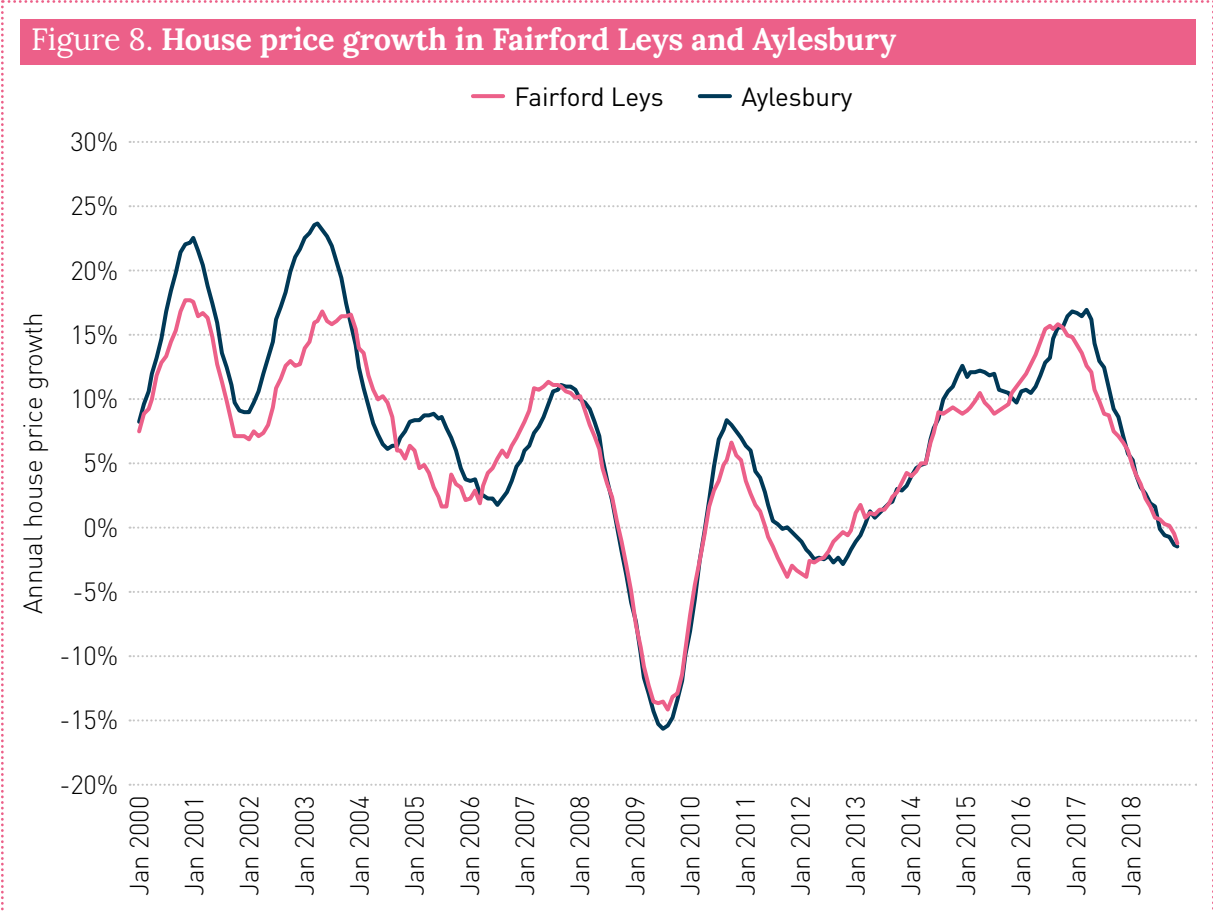
Figure 7. Volumes and values of resales in Fairford Leys



Source: HM Land Registry and MHCLG



Further analysis of resale value shows that house prices did not grow quite as quickly in Fairford Leys to begin with as they did in Aylesbury, as would be expected. New build homes typically attract a premium due to the fact that minimal maintenance costs are required for the first ten years. However, house price growth in Fairford Leys and Aylesbury has been very similar since 2006 when the site was completed.

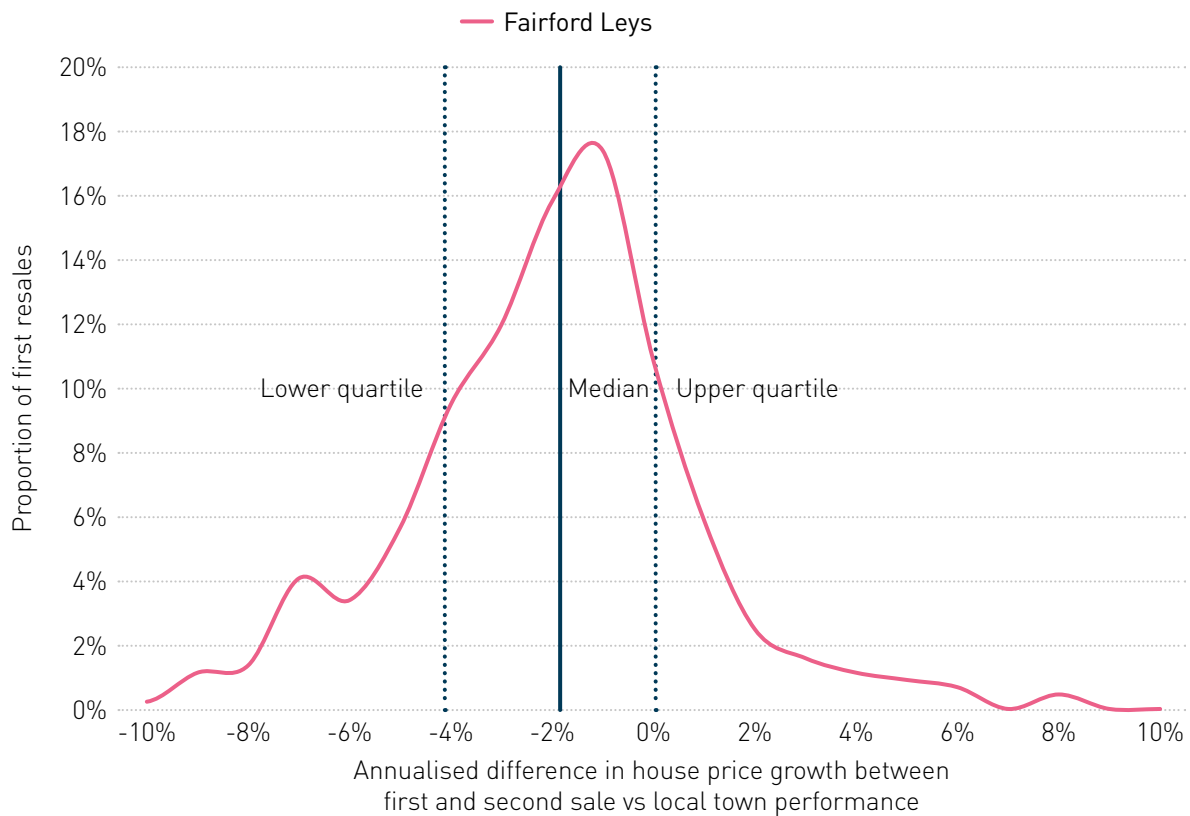


Source: Savills using HM Land Registry (repeat sales index, 12 month smoothed)

3. Fairford Leys, Aylesbury

We find that the erosion of the new build premium is on average a 1.7% fall in price per year compared to the second hand market. The average time between the first and second sale of the homes in Fairford Leys is 4.8 years.

Figure 9. New build premium erosion in Fairford Leys



Source: Savills using HM Land Registry

3.4 Resilience of Fairford Leys

During the GFC, second hand values and transactional activity in Fairford Leys performed in line with Aylesbury. House prices fell by 16% in the GFC in Fairford Leys compared to 17% in Aylesbury. Transactional activity in Fairford Leys and Aylesbury both fell similarly, by 46% and 43% respectively.

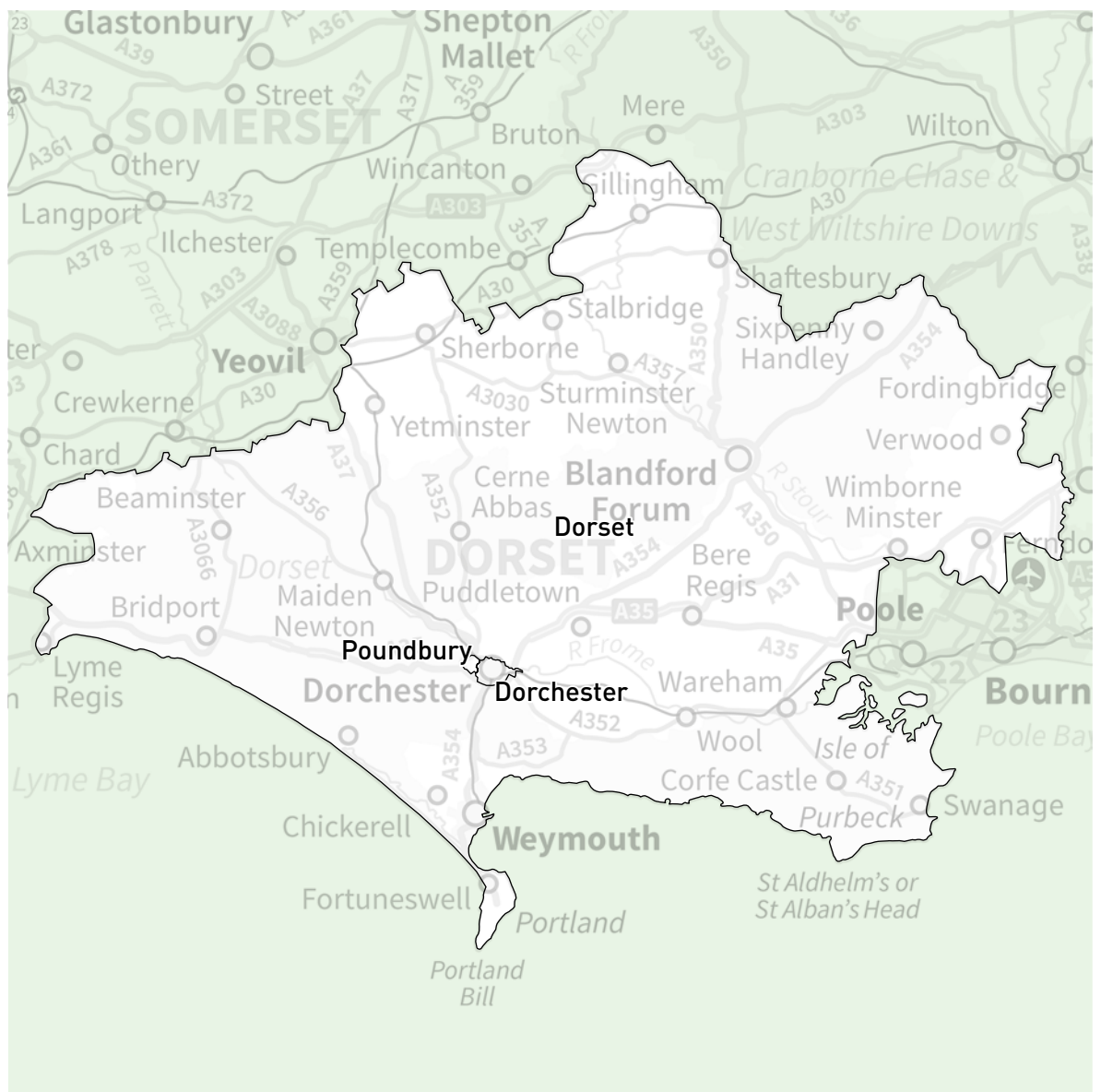


4. Poundbury, Dorchester

4.1 Market context

Poundbury is an urban extension to Dorchester, which – when complete – will comprise 2,700 homes within Dorset Council (previously within West Dorset District). The first recorded new homes were sold in 1995 and the development continues to be built out. West Dorset is a relatively unaffordable location with house prices 10.9 times earnings on average, compared to 8.7 for the South West of England and 7.8 for England and Wales.

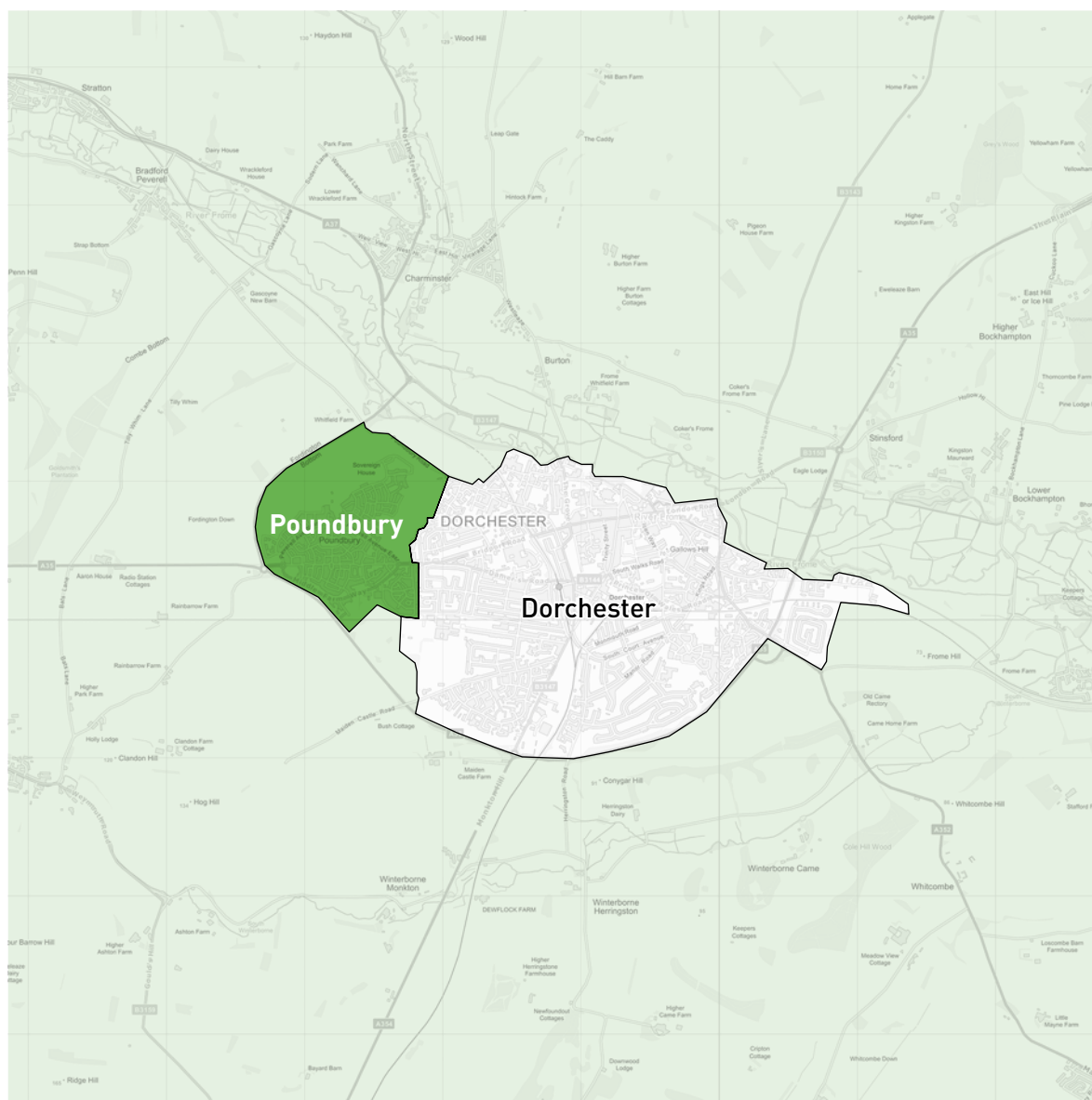
Figure 10. Location of Poundbury within Dorset



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4. Poundbury, Dorchester

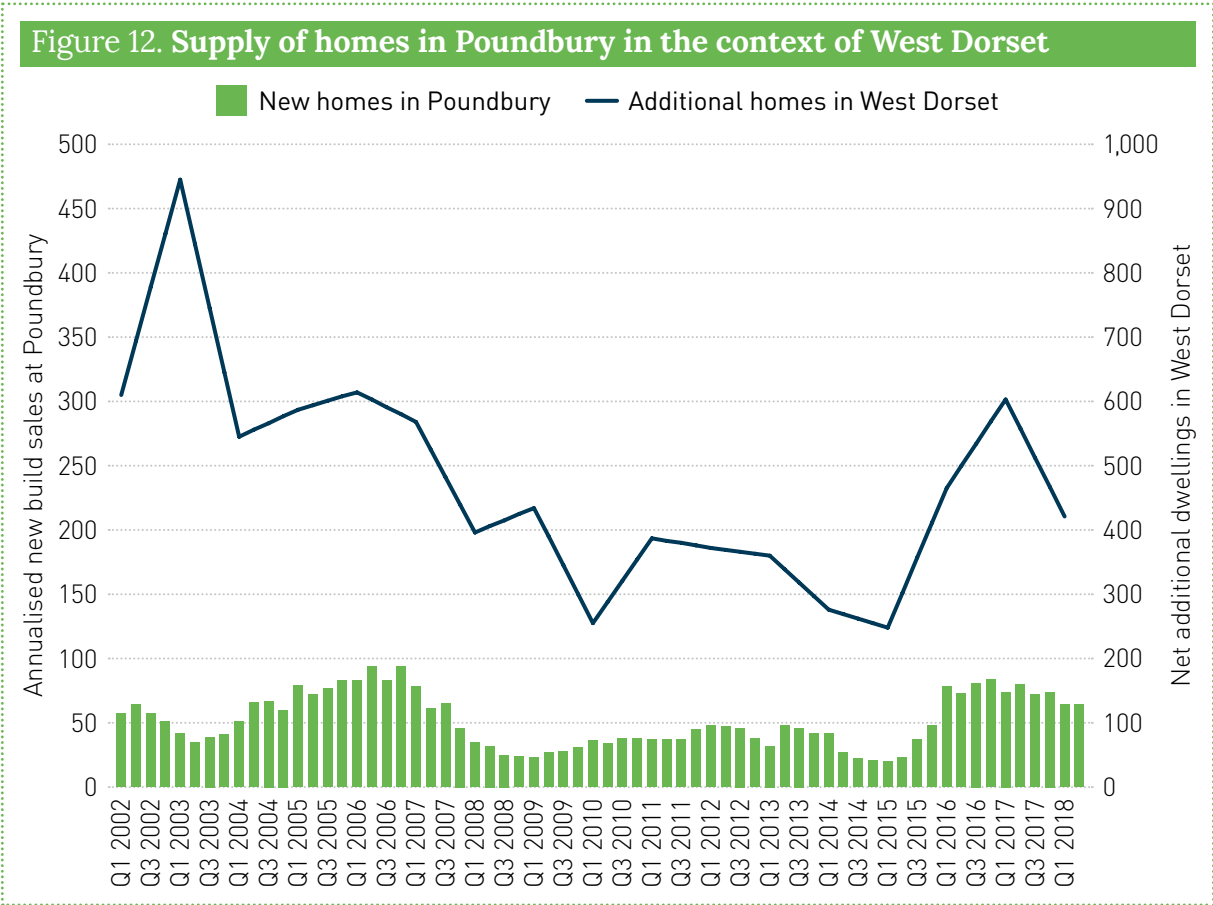
Figure 11. Location of Poundbury relative to Dorchester



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Sales in Poundbury contribute relatively low levels of supply to the district. Just 11% of additional homes built per year in West Dorset have been from new build sales in Poundbury (2002-2018).



Source: HM Land Registry and MHCLG

4. Poundbury, Dorchester

4.2 Value

4.2.1 New build sales values

On a unit/individual property basis new build values in Poundbury achieved a **34% premium** over the Dorchester second hand market. All types of home in Poundbury achieve a premium over the second hand market for the town. The premium is largest for terraced homes, which achieve an average premium of 63%.

A contributing factor to the unit premium is the larger homes built in Poundbury. Homes are typically 22% larger in Poundbury than in Dorchester. The biggest difference in size is for terraced homes, which are 43% larger in Poundbury than in Dorchester.

Table 3. Average, unit value premium, size and size premium of home compared to Dorchester second hand by type

	Flat	Terraced	Semi-detached	Detached	All types
Unit value relative to Dorchester (average over sales period)					
Poundbury	49%	63%	40%	23%	34%
Size (square foot)					
Poundbury	837	1,315	1,346	1,599	1,187
Dorchester	674	920	1,092	1,288	970
Size relative to Dorchester					
Poundbury	24%	43%	23%	24%	22%

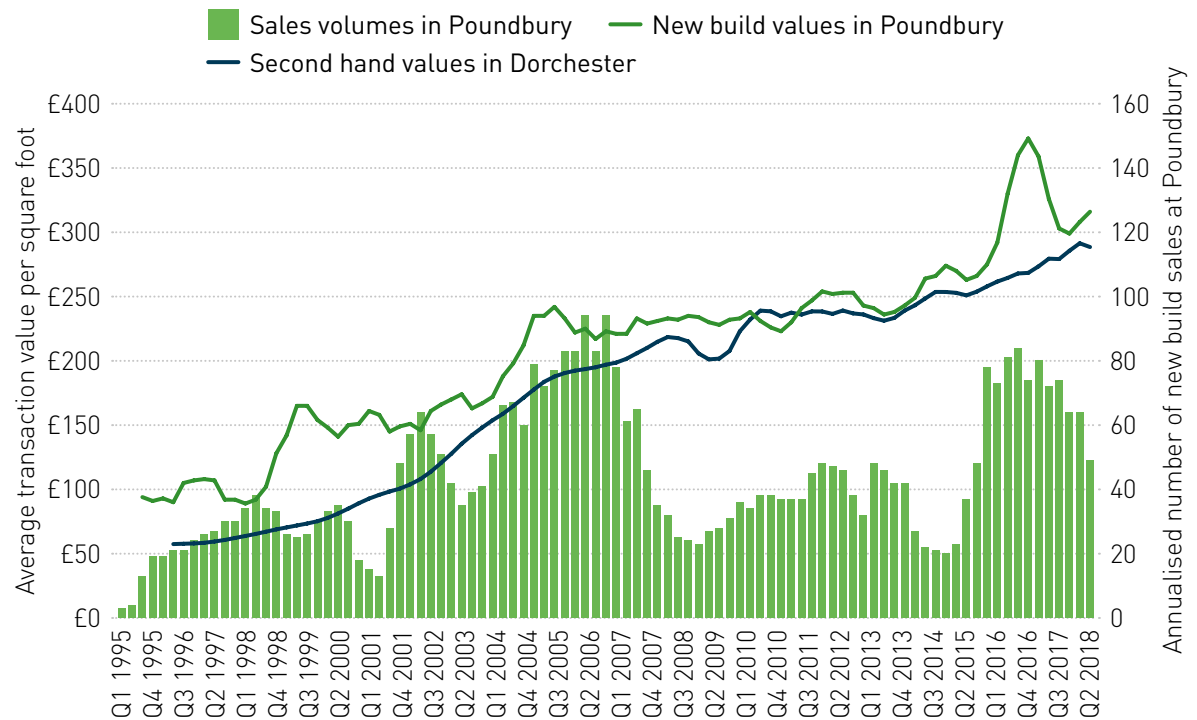
Source: HM Land Registry and MHCLG



Poundbury

However, even when size is accounted for, on a per square foot basis, there is also a premium in Poundbury. New homes in Poundbury have achieved an average per square foot premium of **27%** since 1996 and **8%** since 2008 above the Dorchester second hand market.

Figure 13. Sales volumes and new build values in Poundbury compared to Dorchester

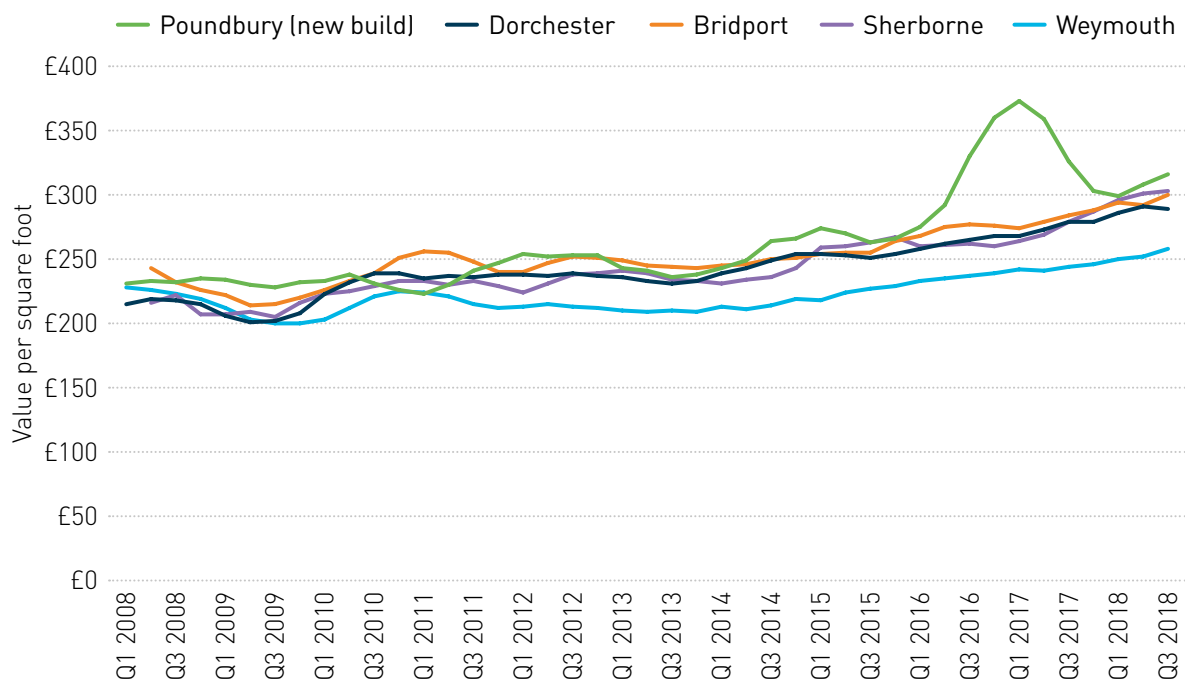


Source: Savills using HM Land Registry and MHCLG

4. Poundbury, Dorchester

There are no large typical suburban residential developments in Dorchester to compare to Poundbury; however, we do find that Poundbury achieves a premium to all the other local towns in Dorset. Since 2008 new build values in Poundbury have achieved a premium of 4%, 8% and 18% over second hand values in Bridport, Sherborne and Weymouth respectively.

Figure 14. Values in Poundbury compared to second hand values in local towns



Source: Savills using HM Land Registry and MHCLG





Poundbury

4.2.2 Residential development values per hectare

Residential development values per hectare in Poundbury are 43% higher than those in Dorchester. This shows the scheme has a considerable value premium over the town. It is notable that, unlike Fairford Leys, Poundbury has 33% affordable housing provision¹⁴, more than the 19% in Dorchester. Therefore, not only does Poundbury provide more social value in the form of affordable homes and a more mixed community, it also achieves a considerable premium on a residential development value per hectare basis.

Table 4. Residential GDV calculation

	Dorchester (second hand)	Poundbury (new)
Total number of homes	7,593 ¹⁵	1,462 ¹⁶
Proportion of homes that are privately owned	81% ¹⁶	67% ¹⁵
Number of private homes ¹⁷	6,115	980
Average size of private homes (sqft)	970	1,187
Average Epsft (year to September 2018)	£286	£313
Net residential land area (Ha) ¹⁸	268	40.4
GDV per hectare of residential area (£/Ha)	£6.3m	£9.0m
GDV per hectare premium over Dorchester		43%

Source: HM Land Registry, Experian, Poundbury EIA June 2018, 2011 Census, MHCLG, Planning documents

NB: Net residential area is defined as the area occupied by residential buildings, gardens and service roads.

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

15 Based on 2011 Census [online]. Available at: www.ons.gov.uk/census/2011census [accessed 25 July 2019].

16 Calculated from 2011 Census and Experian households at December 2018.

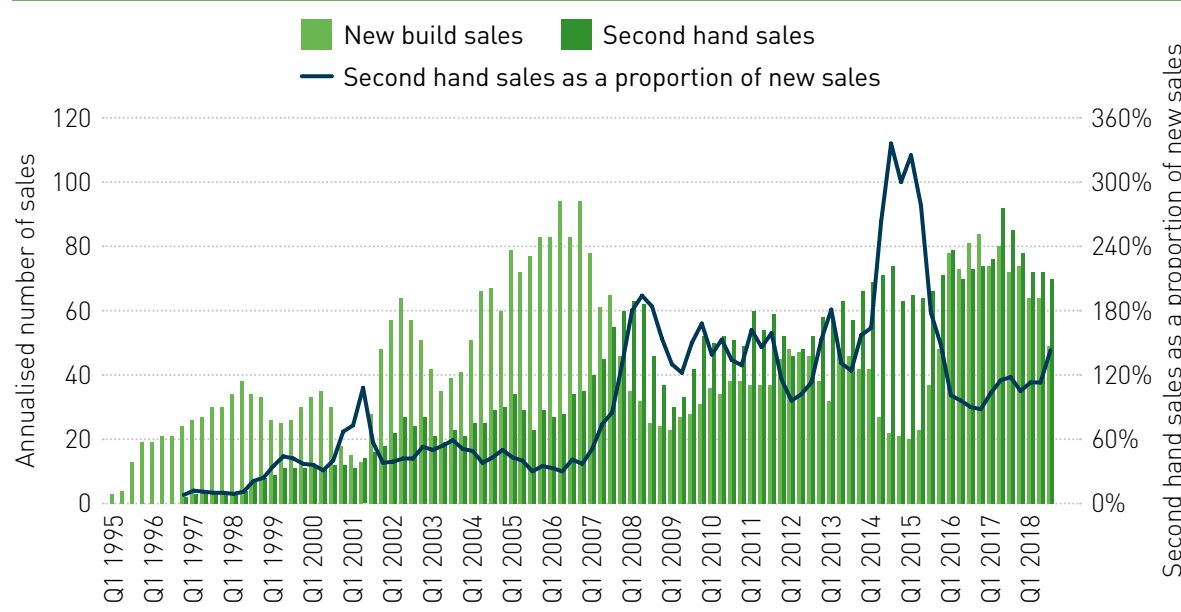
17 Calculated by multiplying the total number of homes by the proportion of private homes.

18 GDV per hectare of residential area = $\frac{\text{number of private homes} \times \text{average size of homes} \times \text{average value per square foot}}{\text{net residential area}}$

4.3 Retention of value in Poundbury

Homes in Poundbury have resold well and maintained a premium over Dorchester with no erosion of the new build premium. Resales in Poundbury have been steadily increasing. In the first ten years of this rise, resales averaged 39% of the level of new build sales. The number of resales continued to climb and between 2008 and 2018 were an average of 54% above the number of new sales.

Figure 15. Comparison of the number of new and second hand sales in Poundbury

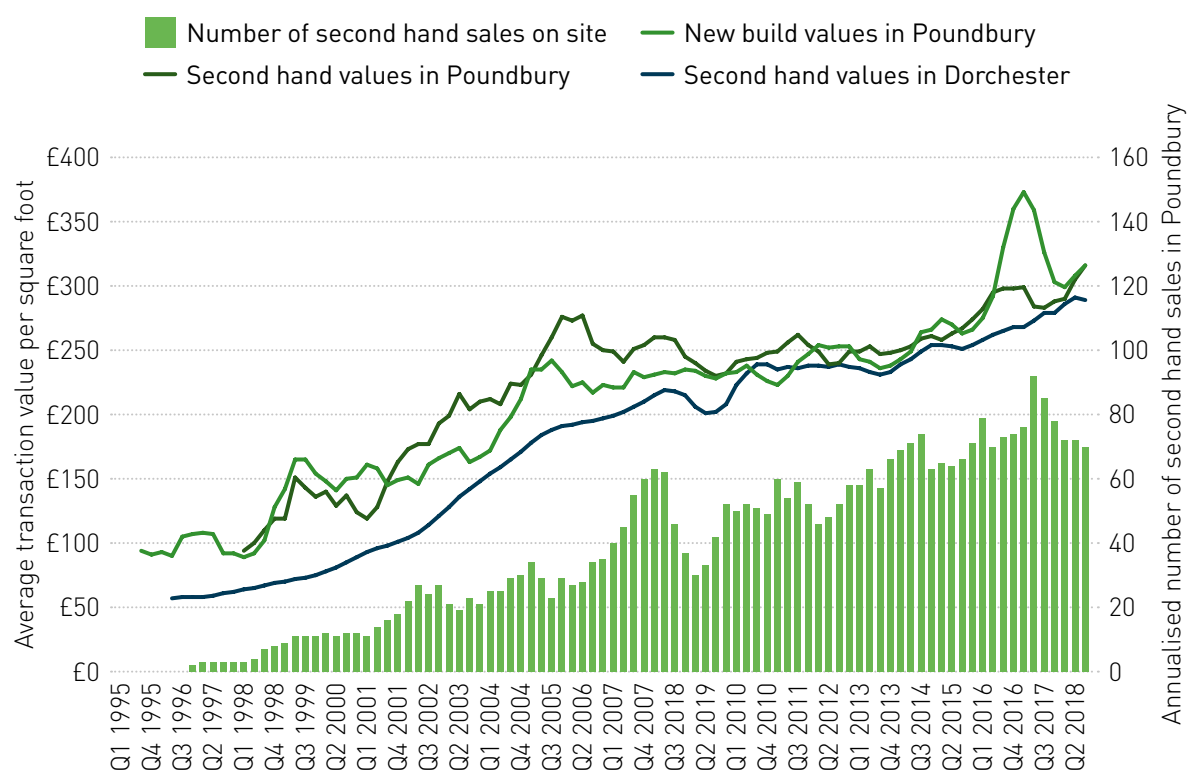


Source: HM Land Registry

4. Poundbury, Dorchester

The values achieved on resold homes in Poundbury were the same value per square foot as the sale value of new homes during the life of the development, gaining an average **25% premium** over the second hand market in Dorchester since 1998. A lower premium has been achieved for second hand homes in Poundbury since 2008, however values per square foot still remain **7% above** the Dorchester second hand market.

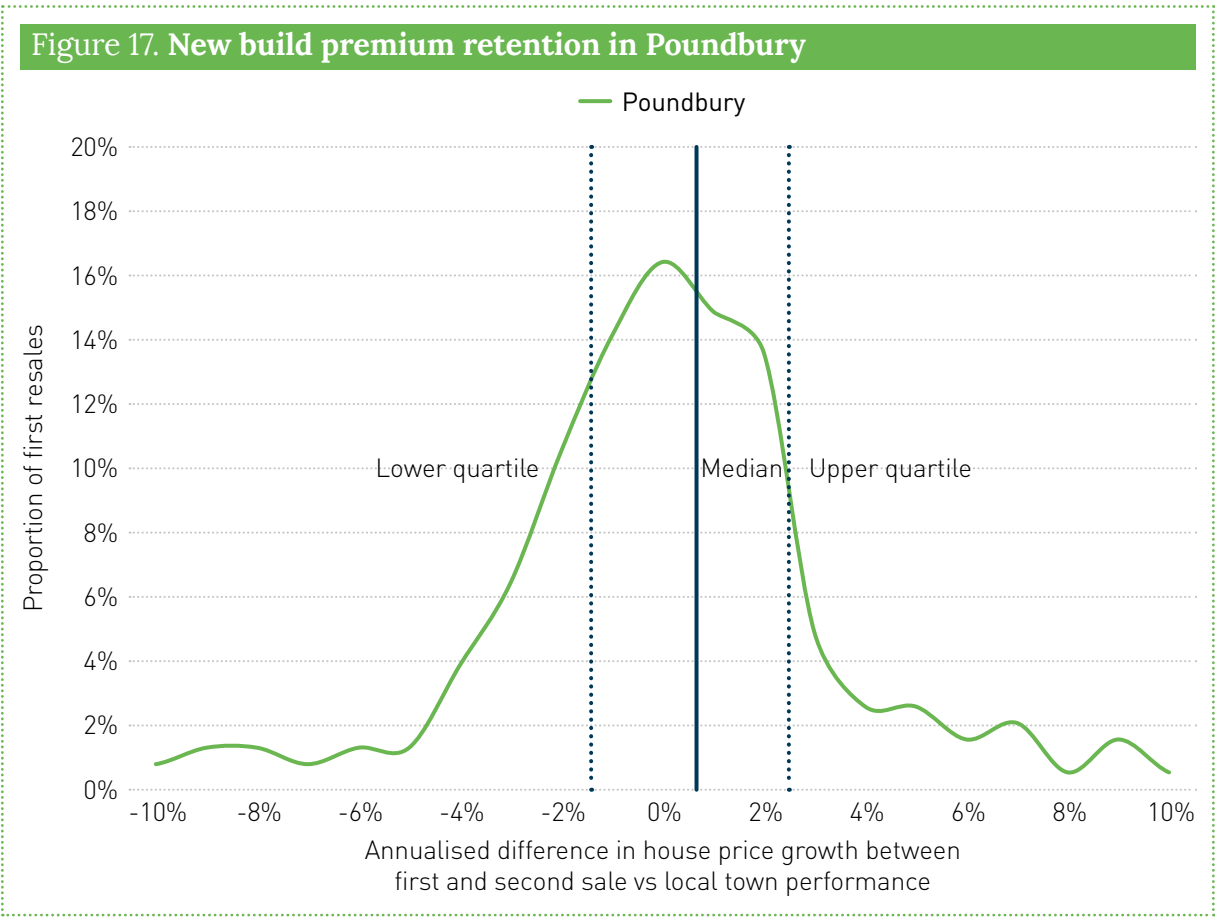
Figure 16. Volumes and values of resales in Poundbury



Source: HM Land Registry and MHCLG



Homes in Poundbury retain their value well. Examining resales of homes in Poundbury we find that there is no erosion of the new build premium in contrast to expectations of most new build developments. In fact, resold new homes in Poundbury increased by 0.6% more per year than the local housing market. The average time between the first and second sale in Poundbury is 5.9 years. This corroborates the finding that new build and second hand values in Poundbury achieve an average premium of 27% and 25% above the local market.



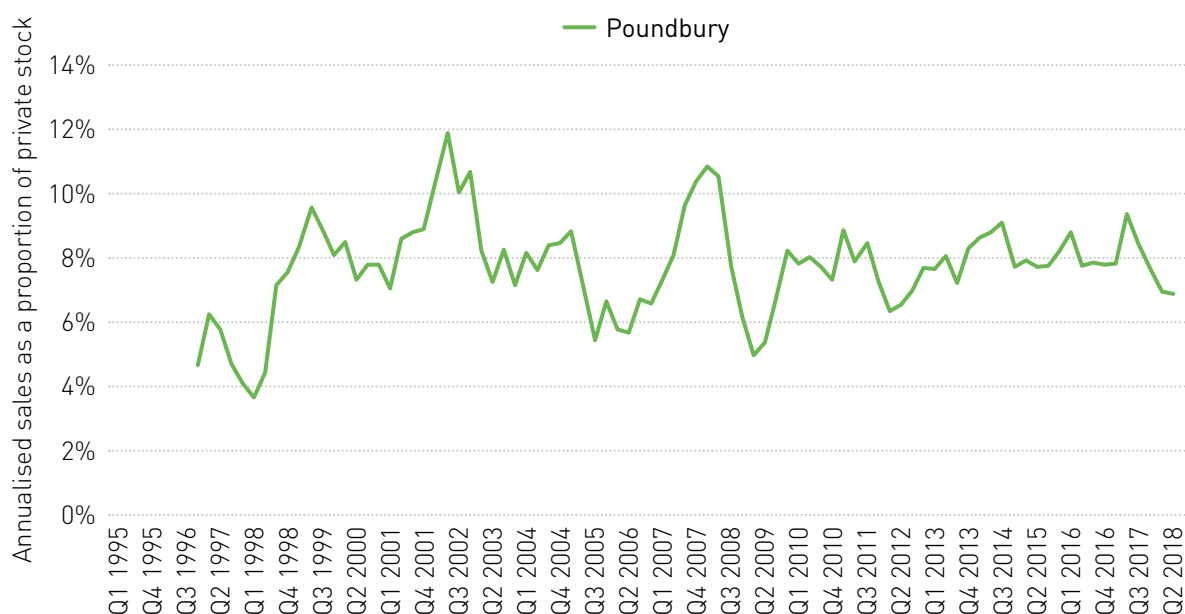
Source: HM Land Registry

4. Poundbury, Dorchester

4.4 Resilience of Poundbury

New homes have been sold in Poundbury from 1995 and continue to be sold today. Poundbury has maintained an active housing market throughout the market cycle, in contrast to the rest of the country. Although transactional activity for second hand homes in Poundbury fell briefly in 2008 they recovered within 18 months. Since then activity has averaged 7.8% of private stock, the same levels as before the GFC (7.6%). By contrast, national transaction levels are 29% below their pre-GFC average.

Figure 18. Market activity: Second hand sales as a proportion of private stock for Poundbury



Source: HM Land Registry and MHCLG



5. Conclusions

We identified three key conclusions from this research:

1. Residential development value:

Residential development values per hectare are higher for schemes that have adopted the principles of sustainable urbanism compared to their neighbouring towns, and typical suburban residential developments in the case of Fairford Leys.



2. Retention of value:

Value on sustainable urbanism exemplars is retained over time with little erosion of the new build premium.



3. Resilience to market cycle:

House prices and transactional activity in Poundbury have been more resilient to the market cycle than in the local town.



Conclusions

Residential development value premium

In this work we corroborate the results of 'Valuing Sustainable Urbanism'. We find that both Fairford Leys and Poundbury have significantly higher residential development values per hectare than the local towns. Fairford Leys is also found to have higher residential development values per hectare than the nearby typical suburban residential development. Fairford Leys was completed shortly after 'Valuing Sustainable Urbanism' was written, so little has changed since the original analysis. However, Poundbury has continued to be built out and we find it continues to perform in the same way, being valued at 43% higher than Dorchester on a residential development value per hectare basis.

Retention of value

Additionally, we find that the value of the sustainable urbanism exemplars is retained over time. New build homes typically attract a premium due to the fact that minimal maintenance costs are required for the first ten years. The homes resold in Fairford Leys (whilst it was being built out) achieved the same value per square foot premium as the new homes (27%). The price premium has been eroded over time as would be expected, but homes at Fairford Leys are still 11% more expensive than the local market today, despite being completed over a decade ago.

Poundbury retains its value particularly well. Over the life of the development, the resold homes have achieved a 25% average premium over the local market. There is no erosion of the new build premium in Poundbury and house prices between the first and second sale increase by 0.6% more per year on the scheme compared to growth in the local market.

Resilience to market cycles

The resilience to market cycles of these sustainable urbanism exemplars is mixed. Whilst Fairford Leys behaves in the same way as Aylesbury, Poundbury is more resilient to market cycles than Dorchester. Poundbury has maintained an active housing market throughout the market cycle, in contrast to the rest of the country where transaction levels are 29% below their pre-Global Financial Crisis (GFC) average.





The Value of Community Survey Analysis





Executive Summary

This evidence informed report demonstrates to the public sector, landowners, developers, house-builders and investors that building more mixed-use walkable settlements is a worthwhile longer-term investment, in order to create a better built environment experience and future liveability. This strand of the research has sought to determine (not just to understand) the key aspects of building a sustainable community, and the presence of a measurable social benefit to those people who live there. The focus is on the concept of ‘value of community’ in the context of the built environment.

This research presents and discusses the results from a survey carried out on two settlements, Fairford Leys and Poundbury, chosen for this study as the settlements are designed and delivered on the urban village principles. The aim was to evaluate the ‘value of community’ using empirical evidence collected through a qualitative and quantitative survey questionnaire from the people living (and working) in these settlements. Local people are often the strongest advocates of and contributors to the ‘value of community’. Therefore, the sample type for this research was identified as people living (and working) in the settlements.

The postal and online survey was completed by a representative sample of 843 respondents in January 2019. 469 responses came from Poundbury and 374 from Fairford Leys. The survey examined the factors influencing people’s choice before moving to the settlement, and their perspectives on living/working there after moving. Questions focused on the local area, local community and the individual’s home, with a further question on workplace for those that worked in the settlement.

The research findings are applicable to all stakeholders involved in planning, designing, building and managing homes and workplaces. These evidence that a well-planned, attractive and well-built mixed-use settlement, with a core design that enables access and connections, results in a greater sense of community, one that is valued and of key importance to residents.

This demonstrates that building more mixed-use, walkable and thus sustainable settlements is a worthwhile longer-term investment and delivers not just a better built environment experience and future liveability, but also results in a valued and valuable community that benefits from and brings benefit to the settlement in which they live.

Key findings

1. Accessibility and walkability:

People like to live in an area where they feel connected and have convenient ease of access to services and amenities. Walkability is important, as are good transport links.



2. Local surroundings:

Attractive building design and layout, with a village feel that incorporates a good mix of homes and types of buildings, and encompasses a clean, tidy and well-maintained local area, is of importance to residents. A well-built and high-quality home that has low maintenance costs needs to be prioritised by builders and developers.



3. Community spirit:

A real sense of community is evident in the settlements, which contributes to a friendly, safe and welcoming atmosphere. There is room for improvement by creating options for all age ranges, as well as broader interaction across all demographics and tenure types particularly during evenings and weekends.







6. Introduction

Creating a better built environment results in more sustainable communities. The research that has informed this chapter has focused on the main elements of building a mixed-use walkable community and the measurable social benefit to residents. The evidence demonstrates that building more sustainable communities is a worthwhile longer-term investment in order to create a better built environment experience and future liveability. This strand of the research has sought to determine (not just to understand) the key aspects of building a mixed-use walkable community, and the presence of a measurable social benefit to those people who live there.

The chapter focuses on the concept of ‘value of community’ in the context of the built environment. ‘Built environment’ is defined as “...the widest interpretation of design, construction, operation and management of man-made structures and the natural environment...”¹⁹. (UCEM 2017:1).

Successful developments are usually measured by profit alone, but this research asserts that it is possible to generate significant profits, and build better communities. This lays down a challenge to conventional house-building models and provides a blueprint for replication across the country, forming part of a wider conversation that:

“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”²⁰.

Supply Chain Sustainability School 2017: 7

‘Value of community’ is not a new concept. There is an abundance of literature and research going back to the mid 20th century, summarised neatly by Ray Pahl in 1975:

“The purpose of planning is to create a more convenient, humane and satisfactory environment in a context which is moving towards greater social and territorial justice”²¹.

Pahl 1975: 7-8

19 UCEM (2017) *Summary Report: Solutions to the Built Environment Skills Crisis* [online]. Reading: UCEM. Available at: www.ucem.ac.uk/wp-content/uploads/2018/01/Built-Environment-Skills-Summit-Report-UCEM-4.pdf [accessed 25 June 2019].

20 Supply Chain Sustainability School (2017) *Social Value and Design of the Built Environment*, London: Supply Chain Sustainability School [online]. Available at: www.supplychainschool.co.uk/uk/default-home-main.aspx [accessed 9 July 2019]. Registration is required to access the document in full.

21 Pahl, R E (1975) *Whose City and further essays on urban society*, London. Penguin.

6. Introduction

This 'justice' or 'value' can be consciously created during the design, construction and operation of built environment assets²², with the 'value of community' forming part of what is termed 'social value', meaning:

“...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 architecture²³.”

Supply Chain Sustainability School 2017: 4

The value of community is created by the social and physical infrastructure that enables people to have the chance to live fuller lives through the provision of a welcoming and affordable physical environment, where less crime is experienced and local amenities are easily accessed and supported. The research explores the extent to which more sustainable settlements benefit and provide value to the people who live in them.

This chapter presents and discusses the results from a survey carried out on two settlements: Poundbury and Fairford Leys. The aim was to evaluate the 'value of community' using empirical evidence collected through a survey questionnaire from the people living (and working) in these settlements.

Poundbury and Fairford Leys have comparable features²⁴ and these settlements aim to foster a more efficient and better sense of community by providing opportunities to:

- Experience social benefits of placemaking to strengthen the value of community
- Enable social and physical infrastructure to meet local needs and contribute towards a good quality of life
- Build more sustainable communities as a worthwhile longer-term investment
- Create a better built environment experience and future liveability

²² Supply Chain Sustainability School (2017) *Social Value and Design of the Built Environment*, London: Supply Chain Sustainability School [online]. Available at: www.supplychainschool.co.uk/uk/default-home-main.aspx [accessed 9 July 2019]. Registration is required to access the document in full.

²³ The Prince's Foundation for the Built Environment (2007) *Valuing Sustainable Urbanism, A Report Measuring & Valuing New Approaches to Residentially Led Mixed Use Growth*, London: The Prince's Foundation [online]. Available at: www.ads.org.uk/wp-content/uploads/0707vsureport_0.pdf [accessed 9 July 2019].

The specific objectives of this survey were:

- To know why people have chosen to live (and work) where they do
- To understand how people can benefit from living (and working) in a settlement (i.e. Poundbury/Fairford Leys) and how this contributes to community sustainability.

Poundbury and Fairford Leys were chosen for this study as these settlements are designed and delivered on the urban village principles. A definition of 'sustainable urbanism' and the qualities it embraces has been developed by The Prince's Foundation for the Built Environment²⁴.

However, Poundbury was built using a consortium of medium-sized house builders, building under licence for the landowner and Fairford Leys was delivered in a more standard model through a volume house builder.

This research adopts a mixed methods approach (quantitative and qualitative). The survey was distributed mainly through the post, complemented through launch events and an online survey. A representative sample of 843 respondents living (and working) in the two settlements completed this survey in January 2019. There were 469 responses from Poundbury and 374 responses from Fairford Leys – a 28% response rate for the former and 18% for the latter.

The purpose of the questionnaire was to evaluate the 'value of community' through several associated variables. These variables were operationalised in questions using the Likert scale. Some factual data about the respondents was collected using a range of questions, including multiple-choice and open questions to understand their responses.

The responses received through the survey were analysed using descriptive, factorial and qualitative analysis. The data was coded and analysed using Excel, SPSS (Statistical Package for the Social Sciences)²⁵ and NVivo²⁶ software.

The chapter is arranged as follows:

- **Section 7** explains the methodology for the research and reports on participation and engagement levels by the residents
- **Section 8** offers a detailed explanation of the survey responses
- **Section 9** discusses the key findings and reflects on the implications
- **Section 10** offers conclusions emerging from the research and considers how the emerging knowledge may be deployed across a wide range of built environment contexts.

²⁴ The Prince's Foundation for the Built Environment (2007) *Valuing Sustainable Urbanism, A Report Measuring & Valuing New Approaches to Residentially Led Mixed Use Growth*, London: The Prince's Foundation [online].

Available at: www.ads.org.uk/wp-content/uploads/0707vsureport_0.pdf [accessed 9 July 2019].

²⁵ IBM Corp. Released 2017. IBM SPSS Statistics for Windows, Version 25. Armonk, NY: IBM Corp [online].

Available at: www.ibm.com/uk-en/products/spss-statistics [accessed 9 July 2019].

²⁶ NVivo qualitative data analysis software; QSR International Pty Ltd. Version 12, 2018 [online].

Available at: www.qsrinternational.com/nvivo/what-is-nvivo [accessed 9 July 2019].



7. Overview of Engagement and Consultation Activity

7.1 Methodology

Understanding the ‘value of community’ and its relevant factors can be useful to many stakeholders associated with the built environment, including the public sector, landowners, developers, house-builders and investors. These advocates are in a position to maximise further integration of ‘value of community’ into decision-making, which could result in developing more sustainable communities.

A literature review (Appendix A) exploring both the concept and applicability of value of community was developed into a survey questionnaire, with the aim of collecting data from a broad spectrum of individuals in an efficient manner²⁷. Underpinning themes included social and cultural life (what it is like to live there) and voice and influence (how people affect what goes on). It must be acknowledged, however, that measuring value of community is challenging because there is no standard measurement tool and it is likely to vary between community settings. 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 sufficient exploration²⁸.

A pilot questionnaire was designed and tested and the results from this fed-forward to develop the final survey. The final questionnaire mixed a quantitative and qualitative approach to collect both facts about the respondents and their perceptions. This data was mainly obtained in the form of answers to a range of question types including Likert scale²⁹.

Everyone living and working at a place, regardless of ‘sector’ (referred to as ‘Community’³⁰) has a significant impact on their local area, local community and home. Local people are often the strongest advocates of and contributors to the ‘value of community’. Therefore, the sample type for this research was identified as people living (and working) in the settlements.

The questionnaire was administered and distributed through the post (Appendix B). To foster engagement open ‘drop in’ launch events were organised at both Poundbury and Fairford Leys, taking place at the same time as the postal surveys were delivered to individual households, to bring together interested parties and highlight the survey work. The initial intention was that each household was given the opportunity to complete the survey. An online survey, using the same questions/approach as the postal survey, was distributed on the web-based Jisc ‘Online surveys’³¹ tool to provide an alternative way of responding to the questionnaire for those who missed out completing a postal survey (or for additional members within each household). The postal mode of survey was the most successful in obtaining over 90% of the response rate respondents in both settlements.

The submission of the questionnaire was deemed to be confirmation of participation. Whatever mode the participant took part in the survey all responses were treated confidentially, and the respondents’ details were kept anonymous. Appropriate ethical review due process was undertaken by the lead investigator to gain University College of Estate Management research ethics approval, including compliance against the General Data Protection Regulations (GDPR) and Data Protection Act 2018.

27 Corbin J & Strauss A (2014) *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory*. Fourth Edition. SAGE publications.

28 Be/nCRISP Value Task Group (2005) *Be Valuable - A guide to creating value in the built environment*, London: Constructing Excellence [online]. Available at: <http://constructingexcellence.org.uk/be-valuable-a-guide-to-creating-value-in-the-built-environment> [accessed 9 July 2019].

29 Norman G (2010) *Likert scales, levels of measurement and the “laws” of statistics*. *Advances in Health Sciences Education*, 15(5), pp. 625-632.

30 Trafford Partnership (2015) *Strategy for Building Strong Communities 2015-2018* [online]. Available at: www.traffordpartnership.org/locality-working/locality-working.aspx [accessed 9 July 2019].

31 Jisc, Online surveys. Bristol: Jisc [online]. Available at: www.onlinesurveys.ac.uk [accessed 9 July 2019].

7. Overview of Engagement and Consultation Activity

The questionnaire was divided into 3 parts:

Welcome

'Welcome' introduced the research objectives and provided information on anonymity and confidentiality. Additionally, it asked respondents to tell if they '*lived*' or '*lived and worked*' in the settlement to direct the participants to the right survey.

Live and Live and work

'Live' and 'Live and work' surveys mainly used qualitative factors to measure 'value of community'. These factors were asked in the form of a series of questions. 'Live' survey had three main sections: the local area, local community and home. The 'Live and work' survey had an additional fourth 'workplace' section. Each section had two sets of questions: firstly, examining the factors influencing people's choice before moving to the settlement; and secondly, considering their perspectives on living (and working) after moving to the settlement.

A 5-point Likert scale^{32,33} was designed to measure respondents' opinions based on their experiences. Responses were collected using a level of agreement scale (strongly disagree, disagree, neither disagree or agree, agree and strongly agree). For coding purposes, numbers were assigned to the Likert scale [for example, strongly disagree = 1, disagree = 2, neither disagree or agree = 3, agree = 4 and strongly agree = 5], so that when these numbers (representing responses) were analysed, trusted and consistent results were produced.

At the end of each section, open-ended questions asked participants to make further qualitative comments about what they liked and what they would change about their local area, local community and home (and workplace).

More about you

The '*More about you*' survey asked a series of standard demographic questions. These were posed to understand the perceptions of different groups within the respondents.

Responses to each question were reviewed individually and coded. Detailed coding was used for this survey and each question was analysed using spreadsheets (Excel), Statistical Package for the Social Sciences (SPSS) and NVivo software. SPSS was used for descriptive statistics and factorial analysis. NVivo supported the conceptualisation and organisation of qualitative survey questions which enabled the categorisation of emerging themes. This was also used to support the research findings from the quantitative data analysis. Prior to Principal Component Analysis (PCA), tests showed that the data was highly consistent and reliable (Appendix C).

32 Carifio J & Perla R (2008) Resolving the 50-year debate around using and misusing Likert scales, Medical education, 42(12), pp. 1150-1152.

33 Norman G (2010) Likert scales, levels of measurement and the "laws" of statistics. Advances in Health Sciences Education, 15(5), pp. 625-632.

7.2 Respondents

In order to increase engagement in the value of community survey a range of stakeholders, organisations and interested parties were formally approached. This resulted in obtaining agreement to use their social media and related cascade networks for publicity. An information leaflet and separate survey launch event flyer were developed, providing foreground information to advertise the survey (including timing and rationale).

This supported socialising the value of community survey to raise awareness and aimed to increase participation from a representative cross-section of the community. Postal surveys were distributed to coincide with open staffed 'drop-in' community launch events that were held at accessible and inclusive locations in order to highlight the survey work:

- To raise awareness and elicit support for the value of community survey
- To provide the opportunity to residents to have their say about their settlement

This provided the opportunity for residents (and businesses) within the wider community to come and find out more about the research.

7.2.1 Participation levels

The estimated total number of households (and businesses) for Fairford Leys was 2,106 and 1,700 for Poundbury. The recommended sample size for Fairford Leys was 326 and Poundbury was 314³⁴ (sample size determined by a Raosoft³⁵ online calculator). The survey was completed by a total of 843 respondents living (and working) in Fairford Leys and Poundbury in January 2019 making it a representative sample. The response rate is detailed in Table 5.

Table 5. Response rate of survey respondents

	Population size (number of households)	Total responses	Response rate	Paper submission	Online submission
Fairford Leys	2,106	374	18%	319	55
Poundbury	1,700	469	28%	450	19
Total	3,806	843	23%	769	74

³⁴ 95% confidence level and a 5% error margin assumed.

³⁵ Raosoft (2004) Sample size calculator [online]. Available at: www.raosoft.com/samplesize.html [accessed 6 March 2019].

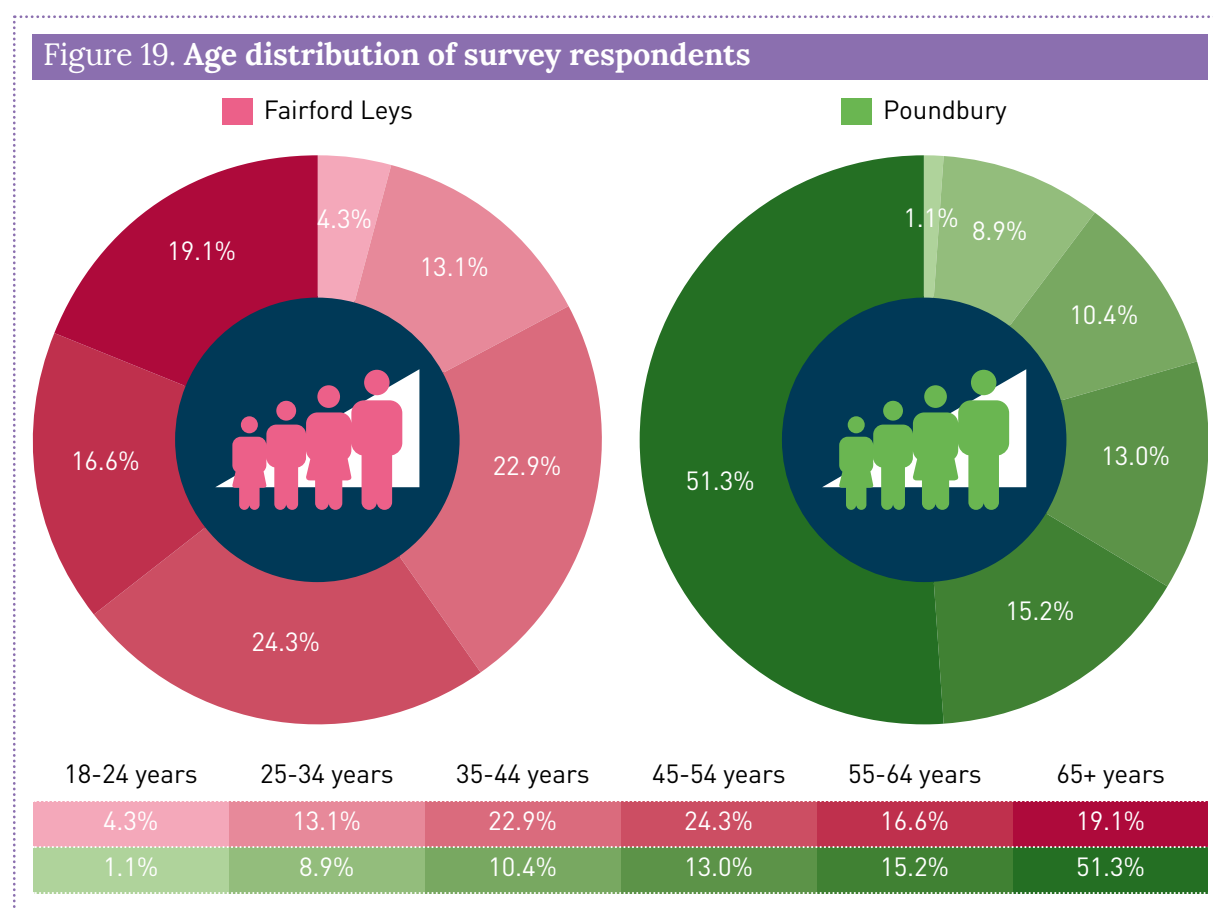
7. Overview of Engagement and Consultation Activity

This exceeded the expectation level, which shows that there is a high participation level for both Fairford Leys and Poundbury. More than 1 in 4 households (28%) from Poundbury responded to this survey, which is slightly greater than the 23.3% from Poundbury responding to another survey carried out in 2013³⁶.

The headline profile of residents and households responding to the survey is shown in this section. A more detailed profile can be found in Appendix D.

7.2.2 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 population³⁷, 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 above³⁸. The Office for National Statistics reports 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.



³⁶ Oxford Brookes University (2013) *Poundbury Residential Survey, Follow-up Questionnaire Results*, Independent survey for The Duchy of Cornwall.

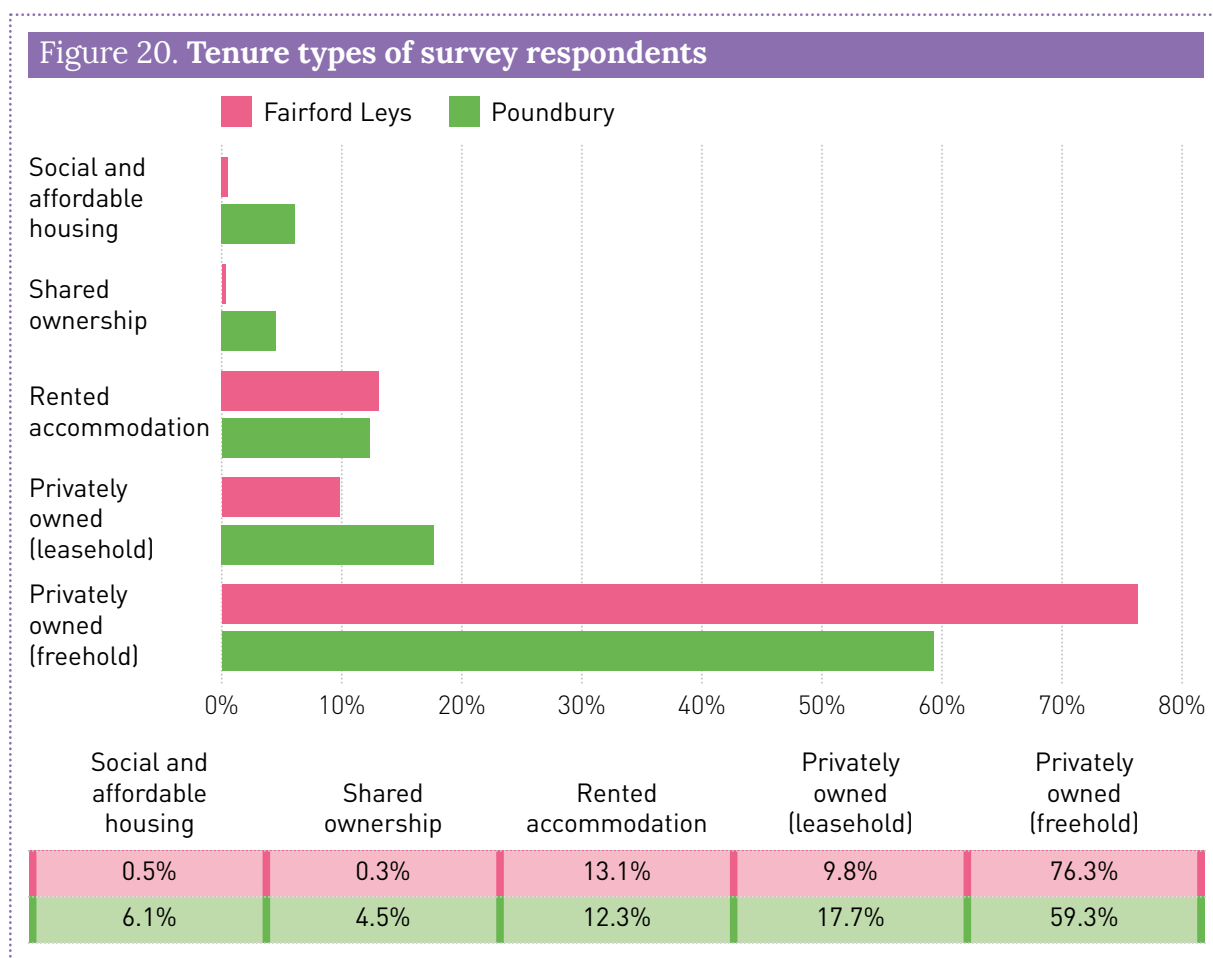
³⁷ Gray A (2018) *Poundbury Economic Impact Assessment for The Duchy of Cornwall*, Policy and Research Dorset County Council, June 2018 [online]. Available at: https://duchyofcornwall.org/assets/images/Poundbury_Impact_June_2018_update.pdf [accessed 25 June 2019].

³⁸ 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].



7.2.3 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 Assessment³⁹ stated that there were 1,410 completed dwellings, with about 33% affordable housing, which equates to 470 of the dwellings built to date.

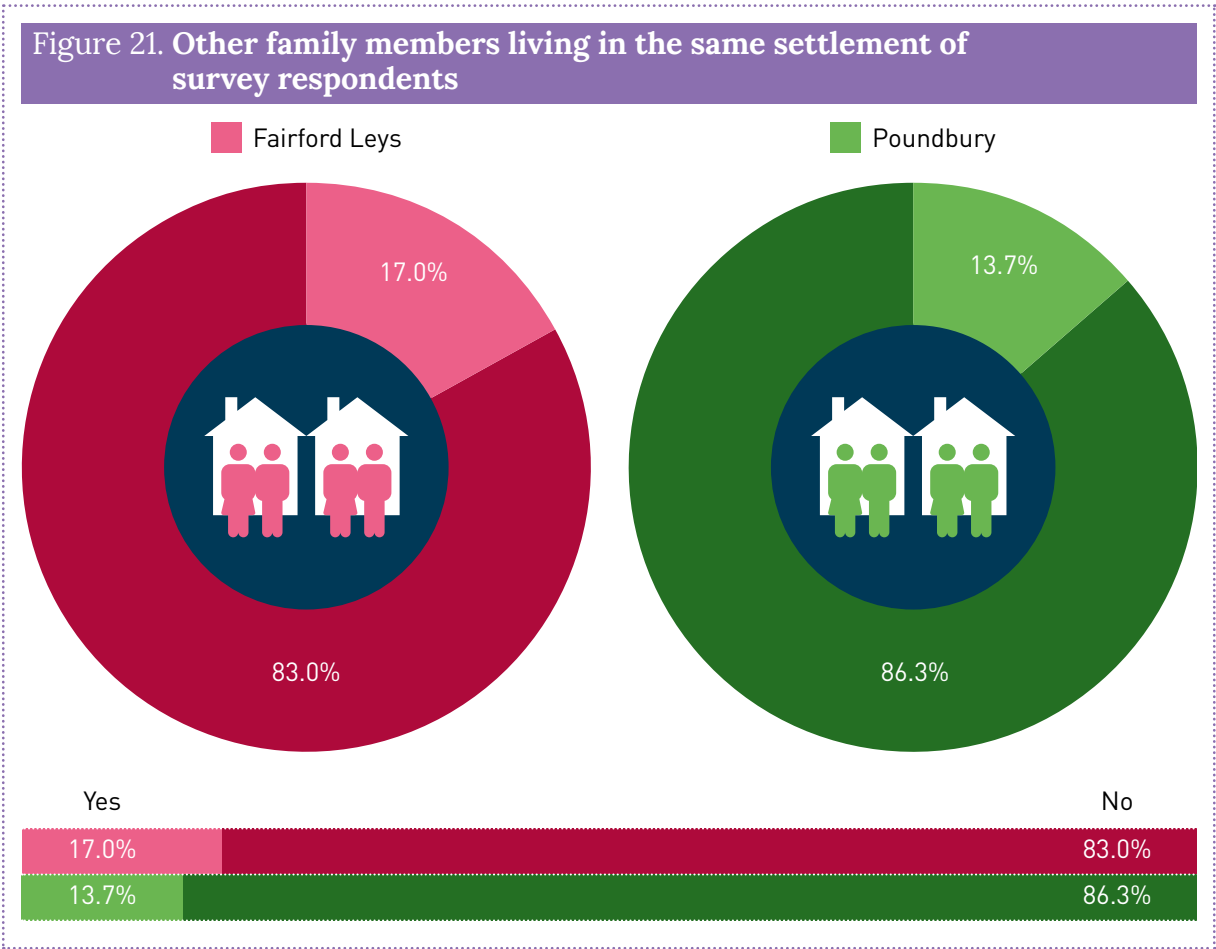


³⁹ Gray A (2018) *Poundbury Economic Impact Assessment for The Duchy of Cornwall*, Policy and Research Dorset County Council, June 2018 [online]. Available at: https://duchyofcornwall.org/assets/images/Poundbury_Impact_June_2018_update.pdf [accessed 25 June 2019].

7. Overview of Engagement and Consultation Activity

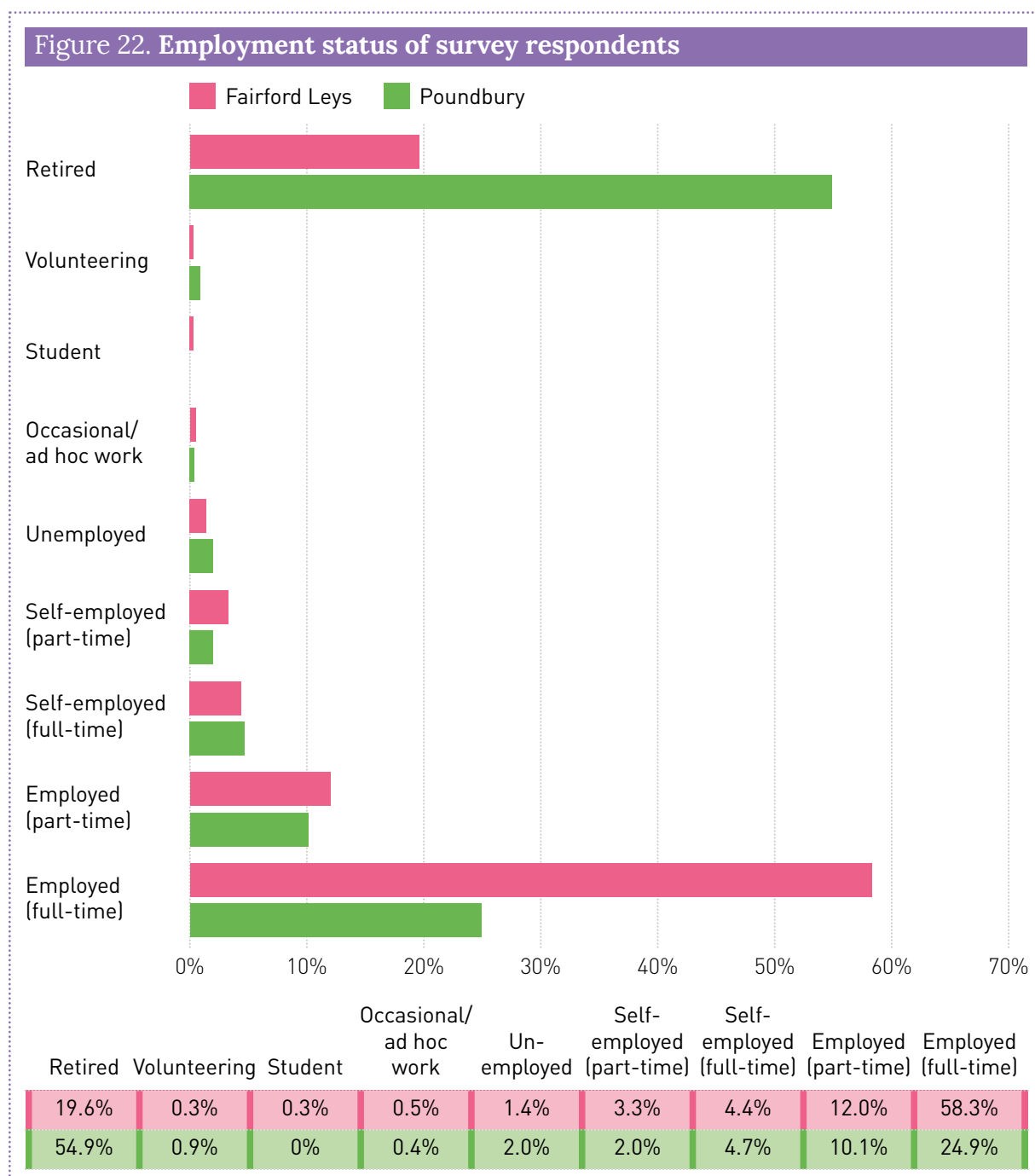
7.2.4 Other family members in the development

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.



7.2.5 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.

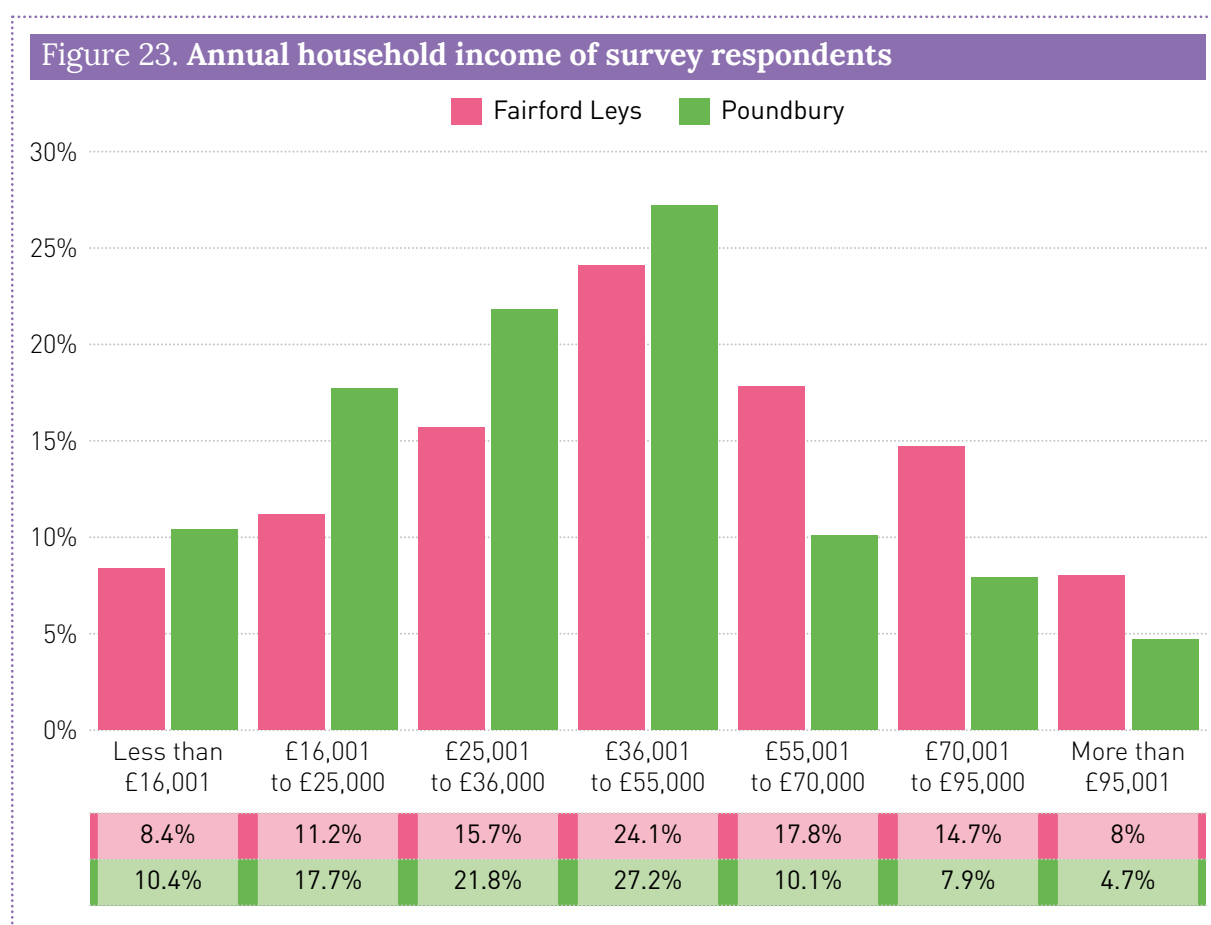


7. Overview of Engagement and Consultation Activity

7.2.6 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 reports 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)⁴⁰. The pattern found in both settlements follows the national pattern according to geographical area.



⁴⁰ 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].



8. Survey Feedback Analysis

A number of analytical methods were used to identify the level of agreement among the respondents. These include:

Quantitative analysis:

The questionnaire elicited perspectives on the 'value of community' using a five-point Likert scale ('Strongly agree' to 'Strongly disagree'). The 'mean' of the responses for each factor and significant responses were expressed as well as a percentage.

Qualitative analysis:

This consisted of 'content analysis' of extensive comments gathered through open ended survey questions to gauge the perceptions of respondents. Issues were clustered and coded thematically using NVivo iteratively to structure, organise and analyse the data.

Principal component analysis (PCA):

The survey collected data on many individual questions. PCA⁴¹ was applied to reduce the number of factors to a few, interpretable components. It sought to establish which of these factors were most highly correlated – representing principal components. Identified factors were subjectively deemed more important where the positive correlation was at (or above) 0.55 combined average.

41 The Pennsylvania State University (2018) *Lesson 11: Principal Components Analysis (PCA), STAT 505 Applied Multivariate Statistical Analysis* [online]. Available at: <https://newonlinecourses.science.psu.edu/stat505/lesson/11> [accessed 9 July 2019].

8. Survey Feedback Analysis

8.1 Analysis by question

The survey feedback forms were broken down into several sections, with multiple questions to gain an understanding from the local community of their views of different aspects of their life. The following sections provide a breakdown of responses to questions in each section. The individual charts for each question (also illustrating the number and percentage of responses) can be found in Appendix E (i.e. 'Strongly agree' to 'Strongly disagree').

A (i) About your local area – Quantitative analysis:

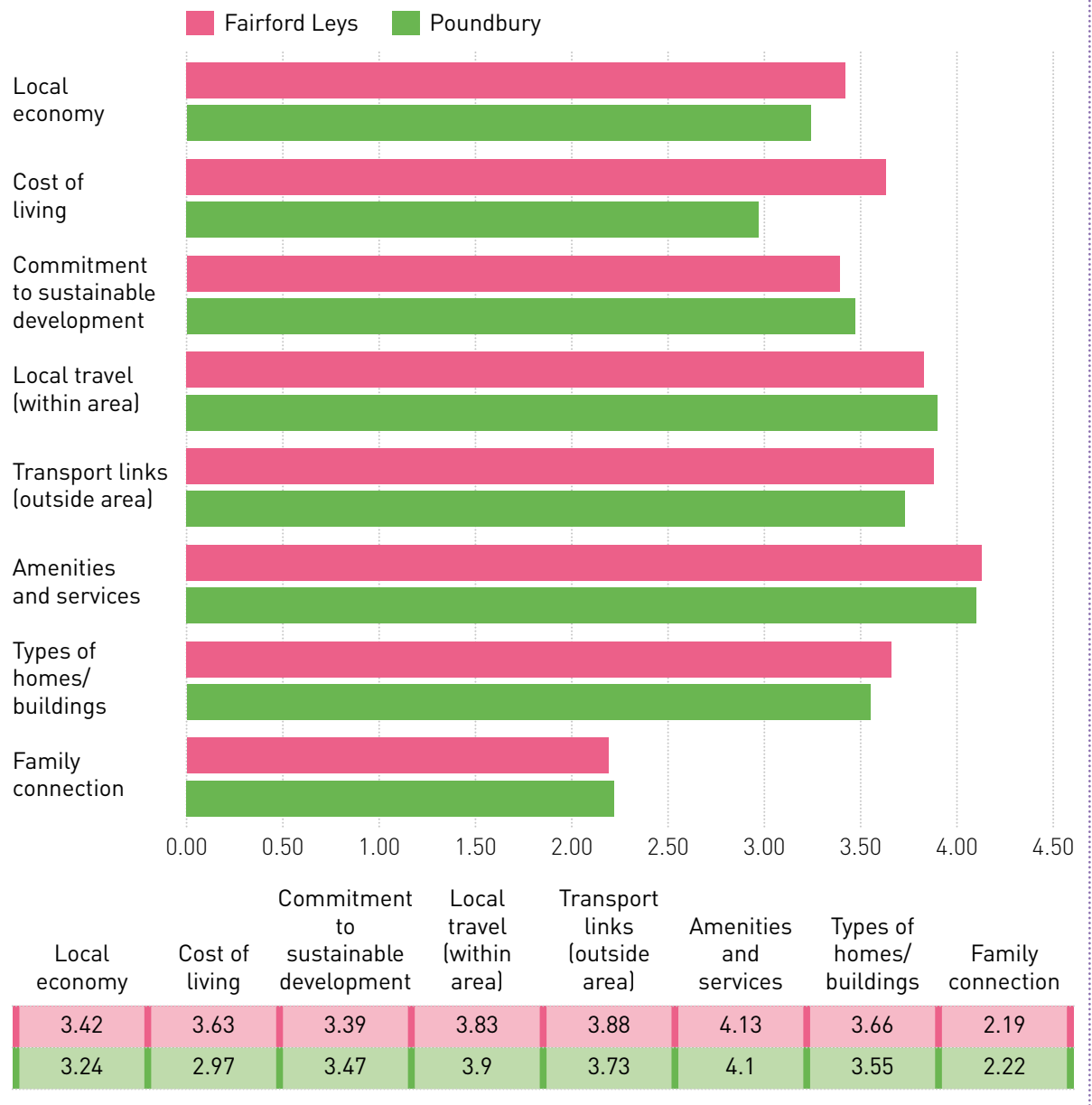
This section consists of four questions and aims to explore the local area in which respondents live. Two questions allowed the respondents to express their answers using an agreement scale with a choice of options:

1. Why did you move to Fairford Leys/Poundbury?
2. Overall, how do you feel about living in Fairford Leys/ Poundbury now?

Poundbury



Figure 24. Reasons for moving to local area



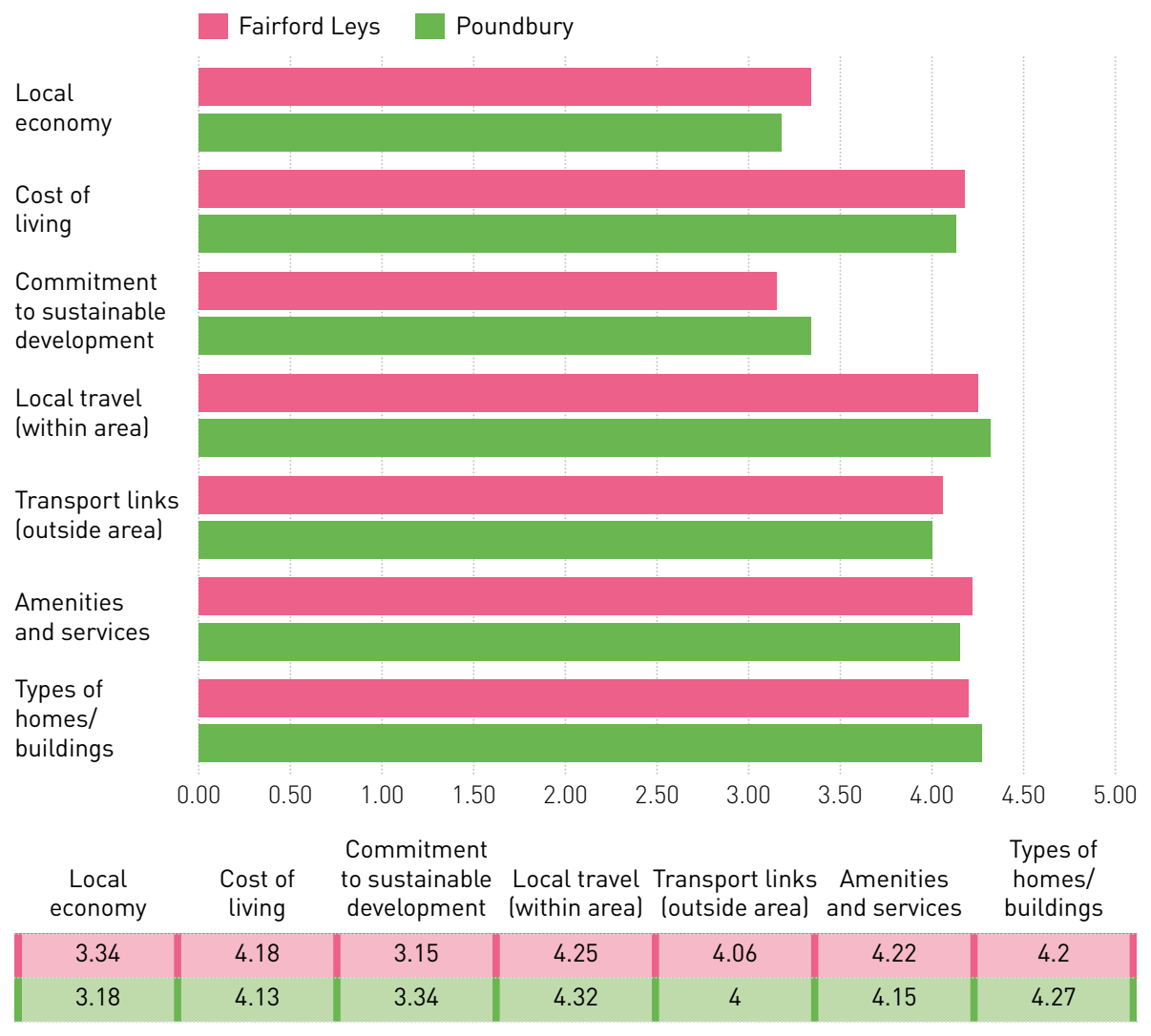
The reasons given for moving to the local area were similar for both settlements. The main trends are identified in Figure 24 above.



- ‘Amenities and services’ (being able to get what I need locally) are considered the **most important reason** for moving in both settlements. It is clearly considered advantageous to have the convenient amenities and services on your doorstep; this may be influenced by the other important factors.
- **Other important factors** were ‘transport links’ (connections to areas outside the settlement), ‘local travel’ (being able to get around the local area within the settlement) and ‘types of homes/buildings’ (the mix of homes providing variety, opportunity and balance) with very slight difference in agreement levels between the Poundbury/Fairford Leys respondents. In Poundbury, ‘local travel’ is more important for retired people than for those in full time employment.
- The importance of ‘cost of living’ (it is affordable to live here) had the **biggest division** between the two settlements. It is of greater importance in Fairford Leys. Prior to moving, Fairford Leys respondents placed less importance on the ‘cost of living’ as they got older, with the exception of 65+ years. In contrast, the importance of the ‘cost of living’ in Poundbury increases with age.
- The ‘family connections’ (grew up in settlement or mostly because family is here) in both settlements were seen as the **least important** reason for moving into the area, with both settlements consistent in their responses. This may be due to the fact that the settlements are relatively recent developments (therefore families may not yet be established in the area). Overall, this was the lowest ranked mean and the highest ranked of the 52 variables for ‘strongly disagree’.

The number of social and affordable housing residents agreeing that they ‘moved to Poundbury because of’ was generally scored lower than all other tenure types for the majority of the questions. This is likely due to the allocation process for social and affordable housing, with options limited by the current availability of homes in the area rather than active decision to (re)locate.

Figure 25. What respondents feel about the local area after moving there



The residents' feelings for living in the local area now were similar for both settlements. The main trends are identified in Figure 25 above.

- There was **strong agreement** on the most important variables in both settlements including: the 'cost of living' (maintain and enjoy my standard of living), 'amenities and services' (easy to get what I need locally) 'local travel within the area' (easy to get around the local area), 'transport links outside the area' (good transport links for travel outside settlement), and 'different types of homes/buildings' (good mix of homes and different types of buildings). Overall, these were among the highest ranked of the 52 variables for 'strongly agree' / 'agree' responses. In addition, these were deemed one of the top-ranking average mean variables, being in the highest quartile. This suggests that mixed-use developments may encourage a sense of an integrated community. This broadly resonates with the reasons for 'moving-in' suggesting that residents are comfortable with their decision.

8. Survey Feedback Analysis

- The **other two variables** – ‘commitment to sustainable development’ (reducing my environmental impact) and ‘local economy’ (enough work and business opportunities here) – were in the lower quartile for ‘strongly agree’ and ‘agree’ (and mean). This may be due to an emphasis on ‘neutral’ responses, suggesting that residents may have already been in local employment outside of the settlement before purchasing their homes. In Poundbury, the demographic is that more than half of the respondents are retired, so they would not necessarily be prioritising employment opportunities. Surprisingly, commitment to sustainable development increases with age in Poundbury before moving. The younger residents in Fairford Leys also placed less importance than any other age range on this (albeit with a limited respondent sample size).



Figure 26 above compares the reasons for moving to the local area with living in the settlement now. There is a correlation for all variables within both settlements that broadly follow the same pattern.

- **After respondents have moved** to each settlement there is an **increase** in affordable 'cost of living', different 'types of homes/buildings' and 'local travel within the area'. A lesser increase is evident in both 'transport links outside the area' and 'amenities and services'. This suggests that respondents' expectations have been met (and sometimes been exceeded) after living in each settlement.
- In Poundbury, people aged 65+ years valued 'amenities and services' when moving to the local area more than any other age group (although it is seen as relatively important by all ages). After moving to the local area, 'amenities and services' are seen as higher for all age categories with the exception of 65+, which has a marginal decrease, although is still seen as highly important. This contrasts with respondents of Fairford Leys where all age groups placed a similar high importance on amenities and services. After moving, residents' views have broadly remained static.
- Local travel (within area) and transport links (outside area) for Poundbury generally became more important as residents increased in age, with those aged 65+ years placing the most importance on this variable. In Fairford Leys, before moving, respondents aged 65+ years had the same viewpoint, although the importance of travel for all age ranges was very similar after moving.
- However, the 'commitment to sustainable development' and the 'local economy' (having enough opportunities for work) have both **decreased slightly** after moving to each settlement.
- The **largest gap** between the two settlements after moving occurs in 'cost of living', where it can be seen that Poundbury expectations have increased and been exceeded at more than twice the amount of Fairford Leys. Hence, respondents in both settlements have experienced a more affordable 'cost of living' than they had anticipated before moving.



8. Survey Feedback Analysis

A (ii) About your local area – Qualitative analysis

Further comments were gathered through two open-ended survey questions:

3. **What do you like most about your local area?**
4. **What would you change about your local area?**

The common themes that emerged from the feedback included:

What people like about the local area:

- **Accessibility and walkability**
- **Local area being attractive**
- **Sense of community**

Accessibility and walkability

In Poundbury, a significant theme revealed is accessibility and walkability within the local area. A high proportion of responses highlighted the convenient ease of access to services and amenities within the settlement:

“Ability to walk to shops, schools, doctors etc – not dependent on car as were before move”.

“All the facilities I need are within walking distance, or a short bus ride away”.

Additionally, Poundbury’s geographical location provided easy access to wider services and amenities outside the settlement with good transport links:

“Most amenities within walking distance. Good public transport availability. Easy access to beautiful countryside and coast”.

“Facilities becoming increasingly available within development backed up by established services within easy reach (e.g. old Dorchester, Weymouth, Blandford and Poole)”.

This resonates with Fairford Leys respondents who also report good transport local links into Aylesbury (and surrounding towns), as well as having many essential amenities and services within walking distance of their homes:

“The tranquillity – being on the edge of town, only a few minutes’ walk to be in the countryside”.

“... can access vet, pharmacy, surgery, co-op, hairdressers, community hall, restaurants, pubs, all I need to live a balanced lifestyle in a safe environment”.

In both settlements, this suggests that well-considered urban design positively impacts accessibility within a mixed-use settlement, as well as connectivity with wider local services and amenities outside the area.

Local area being attractive

In Poundbury, residents placed a high importance on the attractiveness of local area, which is clean, tidy and well maintained. Its integrated layout and diversity of building types contribute to its uniqueness. The wide variety of styles creates more interesting architectural aspects and a respondent stated that ‘each street holds a surprising delight to the eyes’. Allied to this, the open feel of the settlement with wide roads and outside green space is supported by wider amenities, with many commenting on the village feel.

“Beautiful architecture, visually the homes (social, private etc.) have been designed to work/co-exist cohesively. Poundbury is a very attractive place to live and I believe the majority of people are proud of where they live and contribute in keeping it free of litter and vandalism.”

These sentiments are echoed by residents in Fairford Leys, who also commented positively on the attractiveness, style and appearance of the buildings. Again, the layout and surroundings being complemented by a variety of local amenities all contributed to the friendly village feel.

“The architecture and street layout. The sightlines give views of elegantly designed homes whenever I turn a corner. There is rarely a disagreeable view”.

Sense of community

In Poundbury, the community spirit evident within the settlement contributes to its friendly, safe environment and welcoming atmosphere. According to the respondents, this is supported by the active number of people within the community enabling a support structure and social activities, which develops a strong sense of neighbourliness.

“I have always felt very welcome here. My neighbours have become great friends and the social events are excellent”.

This was also of significance to residents in Fairford Leys, with people commenting on the real sense of community. This has contributed to a friendly area and safe neighbourhood with local events developing a strong feeling of community spirit. In both areas residents commented on feeling safe living in their settlements, which contributes to creating social capital.

“The community feel with all residents respecting each other. Always saying ‘morning’ or ‘afternoon’ when passing”.

8. Survey Feedback Analysis

What people would change about the local area:

- Parking and traffic controls
- Enhancing local environment
- Shops and amenities

Parking and traffic controls

Parking was the most significant concern for the residents within Poundbury. This is centred on a number of on-going issues, primarily associated with the need for controls with some restrictions on parking. Whilst there is allocated parking on business premises, residents commented on the need for enforcing designated parking (to support residents and businesses). A major issue highlighted was that non-residents are parking in Poundbury, which restricts available space.

“Currently local streets are used for free parking before catching buses into Dorchester ...This is accentuated by the policy of no road markings/signage”.

Suggestions include better control of parking through residents' permits, signage and restrictions in residential streets to free up designated spaces for residents and businesses. Additionally, more road markings together with considered vehicular planning around some specific choke points, such as around the school 'drop-off' and Queen Mother Square.

“...There are no restrictions on parking cars ... on Poundbury whereas parking in Dorchester is expensive almost everywhere. The result is that during the working week people who work in Dorchester park in Poundbury ...The proof of this is that at weekends the streets are relatively clear save for residents and their bona fide visitors.... It would be simple to devise a system to restrict parking to residents and others who have bona fide business on Poundbury...”

To some extent there are similar issues experienced in Fairford Leys; although there are some parking restrictions, these are not strictly enforced. Issues raised include irresponsible 'on-road' parking (pavements, corners and turning points) causing access problems for pedestrians and cars alike:

“Parking availability, main car park almost filled each work day by commuters...”

“There needs to be more parking spaces, with less parking on the roads. The village square, car park needs double yellow lines in certain parts to prevent dangerous parking”.



Residents in both settlements stated a need for more attention to traffic calming measures and speed restrictions to ensure the safety of pedestrians. In order to address the availability of parking, further design consideration and (re)development is desired such as: a larger car park; more off-street parking and better designed larger driveways that would allow increased accessibility.

Enhancing local environment

In Poundbury, the intention of the loose gravel surface dressing on pavements and courtyard areas was to enhance the local environment. However, there were many comments suggesting its removal due to being considered impractical by the respondents:

“The grit on the footpaths is a nightmare – it gets everywhere. The plain tarmac had been very well done and it was such a shame to spoil it”.

Comments highlighted that it causes problems for those with limited mobility, wheelchair users and prams/pushchairs. Many suggested it should be replaced with a long-term ‘maintainable’ solution that is both practical and aesthetically pleasing.

Whilst many residents were broadly positive about the transport there were additional suggestions: extended cycling lanes, routes and bicycle parking (both within and around the settlement); more frequent ‘eco-friendly’ bus services (earlier and later), together with additional bus shelters.

In Fairford Leys, the local environment was also seen as important, although needing enhanced and more regular grounds maintenance, including walkways, waterways and bridges. A concern expressed by several residents was the proximity and route of the proposed High Speed Two (HS2) rail network together with its effect on Fairford Leys.

For both settlements, further addition of more green open spaces, larger allotments and soft lighting, subject to being well maintained, would be welcomed. However, residents stated that the management of cleanliness and litter needs attention, such as adherence to leaving bins within the curtilage of properties, with more bin stores, public litter and dog mess bins, and provision of designated dog walking areas. It was felt that this should be supported with increased management, as well as formal enforcement (and policing) in dealing with irresponsible and anti-social behaviour.

8. Survey Feedback Analysis

Shops and amenities

In Poundbury, whilst the residents were broadly positive, they stated the need to increase the number and variety of shops, grouping complementary amenities together to increase visibility and footfall (as they are currently scattered). Residents felt that any business activities should be sustainable; there were anxieties regarding unoccupied shops and churn of businesses.

“We need to develop an ethos of supporting our local shops. As they are scattered throughout the development, sometimes there is not an awareness of their presence”.

“I don’t like the shops being so spread out. Queen Mother Square is busy but the shops that are spread throughout don’t seem to get much business”.

Suggestions included more opportunities for amenities in the evenings such as restaurants and leisure facilities, as well as shops that cater for everyday needs, including 24 hour cashpoint and chemist. These sentiments are echoed in Fairford Leys where residents also want to increase the diversity and range of local shops, including butchers and bakers, as well as having an extended general practice surgery, larger dentist, sub-post office and more regular markets held in the main square.

In both settlements, a lack of amenities for older children and teenagers was highlighted, with suggestions including refreshing, extending and maintaining play areas to include a broader range of equipment and ‘all-weather’ pitches. It was perceived that this could also attract more families to live in the local area.

“More for young people of all ages. More parks and more green spaces. More amenities”.



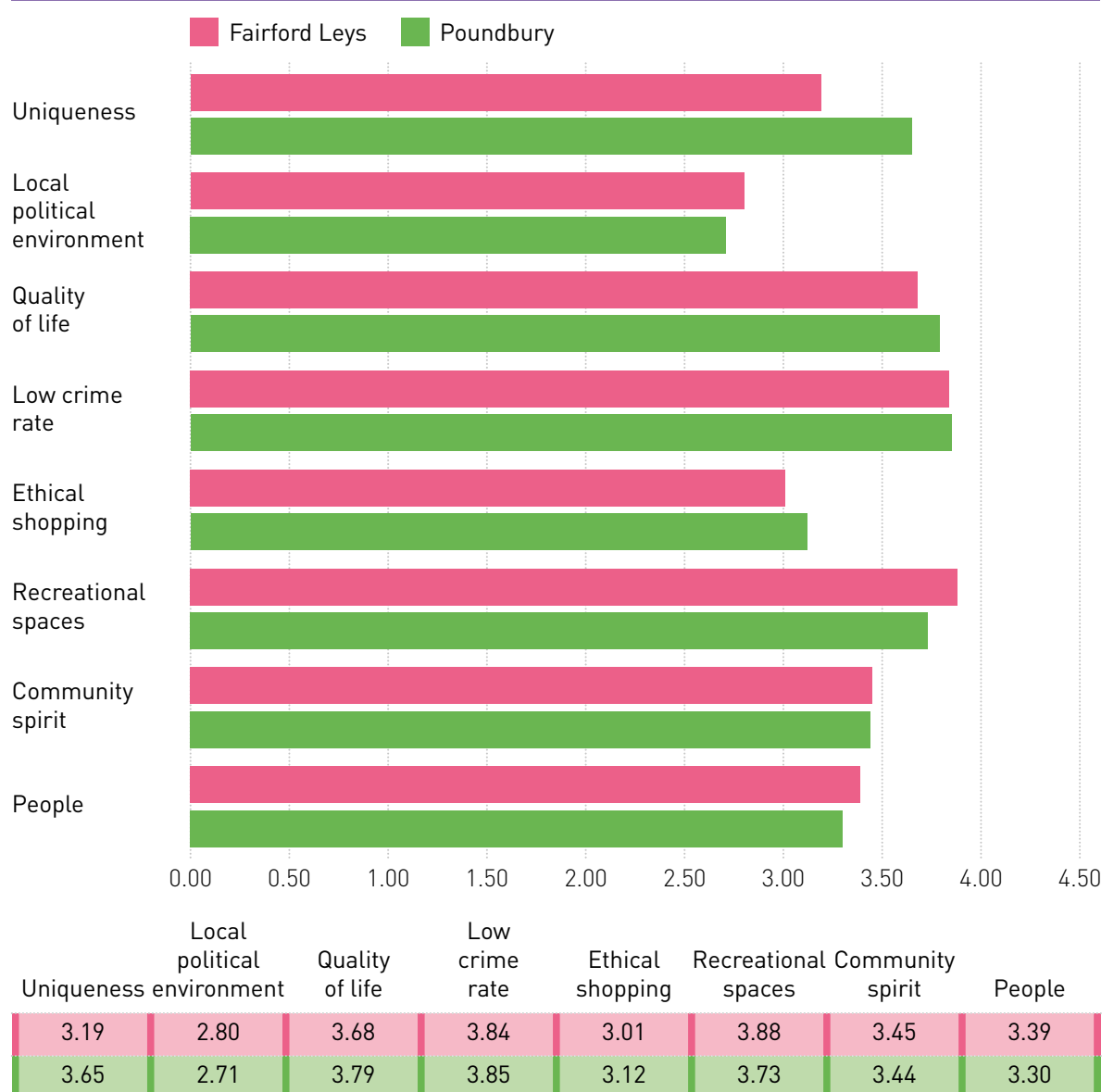
Poundbury

B (i) About your local community – Quantitative analysis

This section explores what was important to respondents about their local community when they decided to move to the settlement, and what they think about the local community now. Two questions allowed the respondents to express their answers using an agreement scale with a choice of options:

1. Thinking about Poundbury/ Fairford Leys local community, what aspects of the community encouraged you to move here?
2. Overall, how do you feel about Poundbury/Fairford Leys community now?

Figure 27. Reasons for moving to local community



The reasons given for moving to the local community were similar for both settlements. The main trends are identified in Figure 27 above.



Fairford Leys

- The 'recreational spaces' responses (places to exercise, relax and have fun), 'quality of life' (opportunities to improve my health and wellbeing) and 'low crime rate' (feeling safe here) for both settlements were consistent, being considered the **most important** reason for moving. Overall, these were around the middle of the 52 variables for mean.
- **Other important factors** were 'people' (friends, family, neighbours, general public) and 'community spirit' (opportunities to get involved and participate), with very slight difference in agreement levels between the respondents of the two settlements. Overall, these variables were placed around the lower quartile for mean. Clearly, respondents see the need to experience and engage in the local community.
- 'Uniqueness' had the **biggest division** between the two settlements; where it was of greater importance in Poundbury. This is reflected in 62% of respondents stating 'strongly agree' or 'agree', against Fairford Leys which was 33% 'strongly agree' or 'agree', with 24% additional 'neutral' responses. This is due to the perception of Poundbury being part of something more experimental in terms of the nature, types and range of building designs in developing a mixed-use community.
- 'Ethical shopping' (buying local and fair-trade products) and the 'local political environment' in both settlements were seen as the **least important reason** for moving into the area, with both settlements consistent in their responses.



The reasons given for feelings about the local community now were similar for both settlements. The main trends are identified in Figure 28 above.

- There was **strong agreement** on the most important variables in both settlements including: the quality of life, low crime rate, recreational spaces, community spirit and people. Additionally, there was a marginal increase in uniqueness.
- The other two variables – ‘ethical shopping’ and ‘local political environment’ were in the lowest quartile for mean. Clearly, politics is something that would not easily surface until residents had moved into the settlement, receiving the highest level of combined ‘neutral’ responses.

8. Survey Feedback Analysis



Figure 29 above compares the reasons for moving to the local community with those for living in the community now. There is a correlation within both settlements where there is a noticeable increase across all variables. This demonstrates that residents' expectations have been met (or exceeded) in all variables, suggesting an alignment between both settlements.

-
- **After respondents have moved** to each settlement there is a **significant increase** in 'people', 'community spirit', 'quality of life' and 'local political environment'. After living in the area, 'community spirit' (involvement with activities and community life) broadly increases with age in Poundbury. There is a more consistent pattern of residents' views between groups in Fairford Leys (with the exception of 18-24 year olds which are lower).
 - A **lesser increase** is evident in 'recreational spaces', 'ethical shopping' and 'low crime rate'. An uplift has occurred once respondents have settlement into their community, which would be expected.
 - However, the **only exception** is 'uniqueness' which has the lowest increase in Poundbury and is the only variable that has a negligible decrease only in Fairford Leys.
 - The **largest gap** between the two settlements after moving and living in the community occurs for 'people', although there is a larger increase in Poundbury. In Poundbury and Fairford Leys, respondents aged 65+ years valued 'people' (friends and people to talk to) after living in the local community more than any other age group; this is because they are more likely to be retired or working part-time and therefore have more opportunity to engage. In both settlements it was least important for the 18-24 and 25-34 age groups before and after moving, which could be due to work commitments and opportunities for activities in the evening.



Poundbury

8. Survey Feedback Analysis

B (ii) About your local community – Qualitative analysis

Further comments were gathered through one open-ended question:

3. What do you like most/needs developing in your local community?

Many of the common themes (in terms of what people liked most 'about the local community') echoed those in 'about the local area' such as: 'accessibility and walkability', 'local area being attractive' and the 'sense of community'. Also, 'parking and traffic controls', 'enhancing local environment' and 'shops and retail' were seen as areas that needed further development.

The complementary themes that emerged from the feedback included:

What do you like most/needs developing in your local community?

- Extending the 'spirit of community'
- Communication
- Affordable and occupied homes

Extending the spirit of community

Many residents were again positive about the spirit of community evident within Poundbury and Fairford Leys. However, it was perceived that there was room for improvement through attempting to be more inclusive for all age ranges to increase opportunities to get involved.

In Poundbury, there were suggestions to further develop the 'spirit of community' through a hub/public space as a focal point for residents (and visitors). Some residents thought that a village hall could also serve as a social – as well as a multifunctional – space to allow for other clubs and activities (leisure activities such as dancing, fitness classes or larger private events).

Residents in both settlements stated that there should be more opportunities to get involved through broader interaction across all demographics and tenure types, with activities during evenings and weekends.

“Social and community life to involve all ages and backgrounds. We have a diverse people living here it would be good to encourage more opportunities for them to mix”.

“Local community classes/clubs are very much aimed at people who do not work and therefore available during the day”.

In Poundbury, increasing the number of outdoor events and activities would also be welcomed (e.g. concerts, family days) to complement existing affordances such as the local farmers markets, summer food festival and Christmas market. Additionally, the extended use of the great field development in Poundbury is an opportunity to bring the community together.

Fairford Leys village centre is located around a square with shops and amenities. Staged events such as 'Music in the square' and 'Fair in the square' involve the local community and are valued by residents. The Fairford Leys Centre is seen as a village hub and community centre.

“I like the strong sense of community and the events which take place and draw people together”.

“It is a good area to live whether you are young; with or without family and many opportunities to meet and join in whatever your age or gender”.

Communication

In both communities, the use of social media channels was recognised as a useful tool to notify the community of events and activities. The feeling was that this was still to be supplemented by existing informative communications such as Celebrating Poundbury and Coldharbour News (Fairford Leys), as well as networks including a residents' association (Poundbury) and, where relevant, the local parish council (Fairford Leys).

“... communication through Facebook/web sites extremely useful, [allowing] many shared experiences and support”.

“I quite like we receive a magazine just for Fairford Leys informing us what is happening around the area”.

It was still felt that activities and events could not be over-communicated in order to ensure maximum reach to all residents.

Affordable and occupied homes

In Poundbury only, some residents stated that the houses for families could be more affordable, together with increased availability, which would serve to grow diversity. In addition, more affordable ownership schemes, including low cost housing for first time buyers and young local people, would be seen as a positive development:

“... provision of affordable housing for families on moderate incomes (i.e. not social housing or housing that is only attainable by those with existing property wealth)”.

There were comments around investment properties that could be perceived as affecting the Poundbury living experience. Examples included empty homes, short-term lets and second (weekend or holiday) homes, resulting in less opportunity or reason to engage or interact with the local community.

“There are empty properties and short-term lets around us with people coming and going which leaves us feeling at times isolated from community”.

As this was only highlighted as an issue at Poundbury it should be picked-up through future research, so as to gain a full understanding of how buildings are used within the settlement. This problem has since been addressed as The Duchy of Cornwall estate has more recently brought in rules in an attempt to mitigate these issues in future developments. This may be a wider issue within settlements for policymakers and developers.

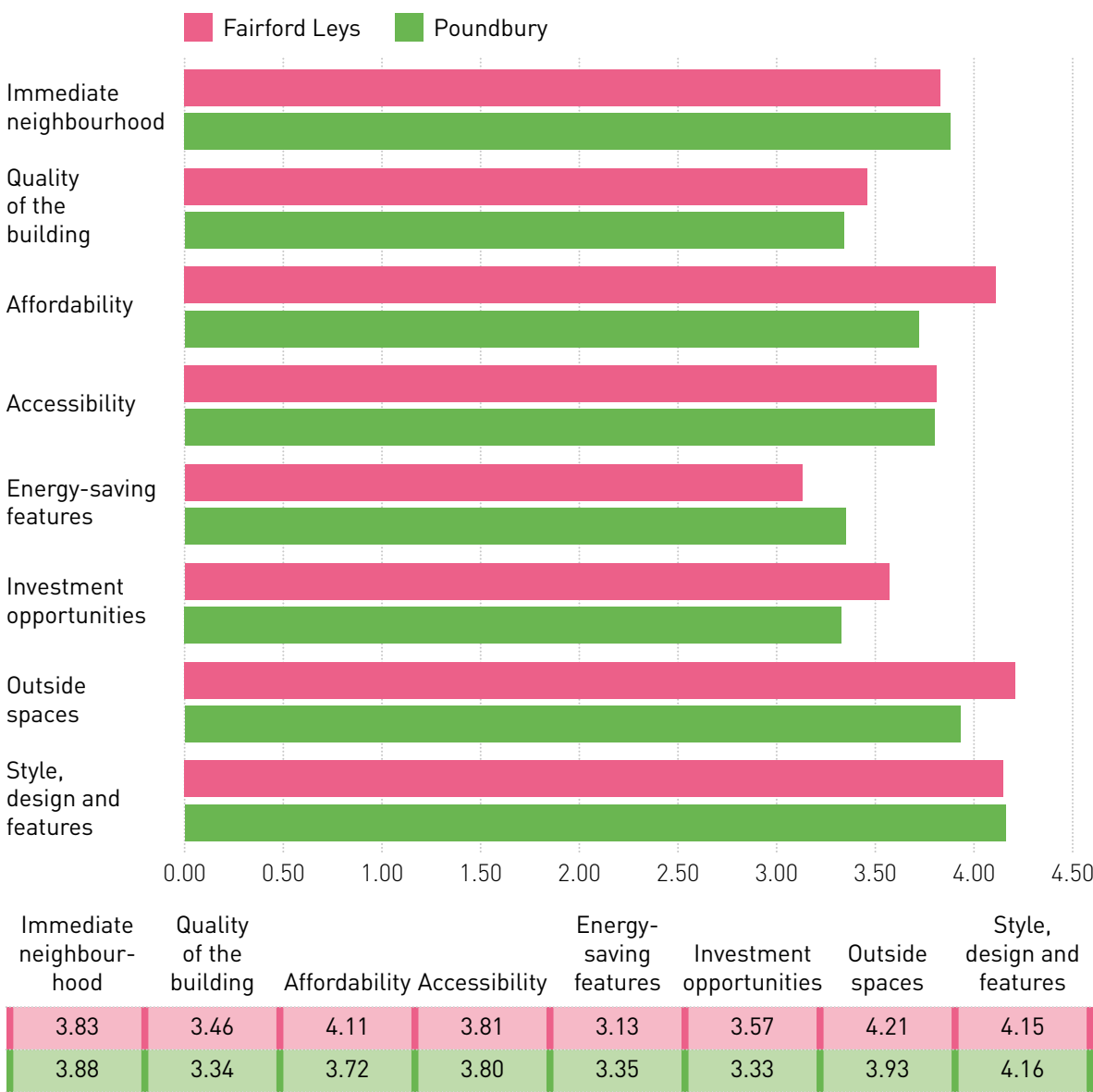
8. Survey Feedback Analysis

C (i) About your home – Quantitative analysis

This section looks at the building in which respondents live and aims to explore what was important about their choice of home, and what they think about their home now. Two questions allowed the respondents to express their answers using an agreement scale with a choice of options:

- 1. Why did you move to your home?
- 2. Overall, how do you feel about living in your home now?

Figure 30. Reasons for moving to local community



The residents’ reasons given for moving into their home were similar for both settlements. The main trends are identified in Figure 30 above.

-
- The 'style, design and features' responses (how my home looked inside and out), 'outside spaces' (having a garden, a place to park, and/or outside buildings), 'affordability' (a home that I can pay for), 'immediate neighbourhood' (the unique character of the area) and accessibility (being able to easily enter, leave and move around my home), for both settlements were consistent being considered the **most important** reasons for moving. Overall, 'style, design and features' together with 'outside spaces' were in the top quartile of the 52 variables for 'strongly agree' and 'agree'.
 - **Other important factors** were 'investment opportunities' (a property that gives me a good return on investment), 'energy saving features' (helping the environment and my pocket), and 'quality of the building' (how well the building work was completed). Overall, the investment opportunities and energy saving features variables were in the lower quartile for mean.
 - 'Affordability' and 'Outside spaces' had the **biggest divisions** between the two settlements; both were of greater importance in Fairford Leys, which could be due to the age of respondents from Poundbury being largely over 65 years.



8. Survey Feedback Analysis



Respondents’ feelings about living in their homes were broadly similar in both settlements. The main trends are identified in Figure 31 above.

- There was **strong agreement** on the most important variables in both settlements including: ‘Style, design and features’; ‘outside spaces’; ‘accessibility’; and ‘immediate neighbourhood’.
- In Fairford Leys, residents stated slightly better ‘affordability’ and ‘investment opportunities’. This suggests that it is more affordable to live in Fairford Leys, which could be due to the location, larger size of the settlement together with the availability and price of houses (whilst Poundbury is still growing with ongoing further development).
- The other two variables, ‘energy saving features’ and ‘quality of building’, were seen as **less important**. This could be due to the perception that, as a relatively recent development, buildings already comply with building regulations that support energy efficiency and a lower carbon footprint.

Figure 32. Respondents' perspectives on factors affecting their homes

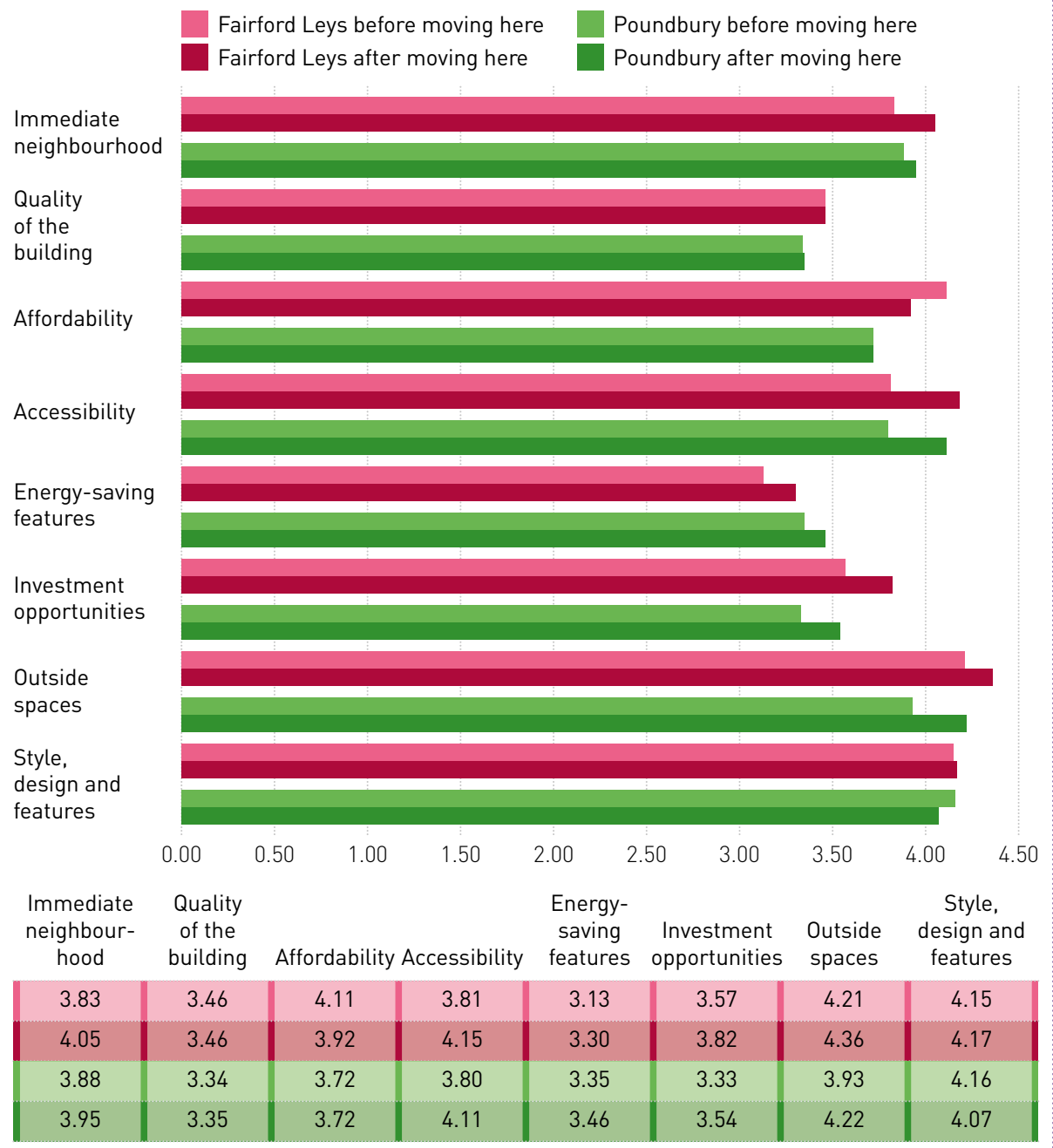


Figure 32 above compares respondents feelings about their home (before and after). There is a correlation for all variables within both settlements that broadly follow the same pattern.

- **After respondents have moved** to each settlement there is an **increase** in the following variables: 'outside space', 'investment opportunities', 'energy-saving features', 'accessibility' and 'immediate neighbourhood'. In both settlements, accessibility was generally important for all age categories after moving-in and it would have been expected that this would be more important as people became older.
- Overall, a **lesser increase** is evident in 'quality of building' with Fairford Leys remaining static.

8. Survey Feedback Analysis

- However, there are **variances** between the settlements on 'style, design and features', together with 'affordability'. The former, which looks at how respondents' homes looked inside and out, has decreased importance in Poundbury (with a marginal increase in Fairford Leys). However, the mean score still indicates that respondents are still highly satisfied with their homes. Conversely, 'affordability' has decreased for respondents in Fairford Leys after moving into their house.

C (ii) About your local community – Qualitative analysis

Further comments were gathered through two open-ended survey questions:

3. **What do you like most about the building you live-in?**
4. **What would you change about the building you live-in?**

The common themes that emerged from the feedback included:

What do you like most about the building you live-in?

- **Style, design and features**
- **Energy saving and environment**
- **Outside spaces**

Style, design and features

In Poundbury, many residents commented that their properties were well-planned and built, adding that they were happy with the internal and external style, design and features of their home. These included: being well -lit by natural light from large windows; good internal layout; largely well-proportioned spacious rooms; property character and elegant variety of designs which enhances kerbside appeal; as well as residents feeling safe and secure in their properties.

“We love the European design with large downstairs windows, roof windows, and high ceilings – really quirky”.

“The house is an average sized house. The rooms are well proportioned and even the smallest of the three bedrooms can accommodate a double bed for guests. We love the high ceilings which makes the house feel spacious”.

“Design and layout – variety of housing, good quality, and careful layout to avoid being unduly overlooked by other properties”.



Again, in Fairford Leys, many residents commented positively on the attractive design style, practical size and layout of space together with properties being well-built with a feeling of security. Many residents stated that they have already re-modelled or extended their houses.

“Internal layout has been quite flexible and adaptable to the changing needs of the family over the years”.

“The quality of the build. The kerb appeal. The fact most houses are well looked after and have continuity in the way they look”.

Once more, the location of properties and their convenient proximity to amenities and connectivity was seen as significant to residents echoed in those ‘about the local area’.

Energy saving and environment

The properties were perceived to be warm, well-insulated, energy efficient, affordable to run, easily heated and a comfortable place to live.

“Easy to maintain with low energy costs, but energy efficiency could always be increased and improved”.

Outside spaces

In both settlements, outside spaces were seen as important with many stating they liked having a space for car parking and/or a garage, as well as a good sized manageable garden.

“... manageable sized garden, plenty of space to park cars”.

“Sufficient outside space but easy to maintain...”.

8. Survey Feedback Analysis

What people would change about the building they lived-in?

Whilst a significant number of respondents stated 'nothing', in both settlements there were others with contradictory perspectives that highlighted areas for improvement:

What would you change about the building you live-in?

- Style, design and features
- Quality
- Maintenance
- Energy saving and environment
- Outside spaces

Style, design and features

In Poundbury, there were many comments reflecting on the style, design and features of their properties including: internal rooms need more character; more storage space; toilet on each level (in some properties). This is broadly echoed in Fairford Leys, where residents wanted the following improvements: slightly larger space internally; more storage space; larger (or more) windows for natural light; downstairs toilet; larger kitchen, bathroom and bedrooms.

“Viewing the house, it appears to have everything you need. Living in it you realise the kitchens are too small, not enough storage around the house. Sold as a 3 bed family friendly home, only suitable for families with small children (depends on style of house)”

In both settlements, there were some comments around the digital infrastructure and the need for improved broadband speed and mobile network signals.

Quality

In Poundbury, some residents of specific properties felt that the quality of the build needed improvement, as it did not meet the anticipated high standards. It was felt that some improvements were needed including: increased sound insulation within floors, partitions and between properties; quality of internal fixtures, fittings and finishes; standard of plumbing installation; quality of windows and external joinery. Residents wanted better support to ensure that 'signing-off', snagging problems and faults were rectified in a timely manner. They wanted more active management of any 'build' issues to provide more responsive resolution to their problems.

“Better support from builders over problems?...too many snagging issues”

To a lesser extent, some of these 'build quality' sentiments were evident in Fairford Leys which has not had any recent new build development. These relate mainly to quality of windows, fixtures and fittings, together with increased sound insulation.

Maintenance

In Poundbury, many residents suggested that higher quality, more durable and lower maintenance materials should have been used for the exterior of their properties. In particular, the wooden windows were deemed of inferior quality, being of softwood materials and finishes and thus requiring high maintenance and resulting in lower durability and inadequate insulation (thermal and sound).

“Wooden windows need to be changed out to high quality UPVC (or similar) to avoid painting. Quite happy for a prescriptive standard”.

“I would like it to be lower maintenance, if that were possible without compromising the architectural values”.

This maintenance liability also extended to other exterior woodwork, such as doors, gutter boards and soffits. Residents wanted greater flexibility about replacing external doors and windows due to some of the Duchy of Cornwall constraints. In both settlements, external rendering upkeep was seen as a problem on some properties due to discolouration. This requires planned periodic maintenance in order to preserve condition and continue to be aesthetically appealing.

Energy saving and environment

In both settlements, increased energy saving features were suggested by residents, with the view that more ‘built-in’ environmental features should be used such as water recycling, solar panels, greater levels of insulation, together with higher specification windows and doors (which should exceed modern regulatory standards). It is clear from this statement that currently the extent of these features appears to need addressing:

“I believe Poundbury should be a shining example of renewable energy in new build England, as laid out in ‘A Vision of Britain’...”

As a response to this, residents are keen to further contribute to a better environment through enhancing their homes and local area by additions such as: retrofit of solar panels; wind power; higher specification windows and doors; water recycling; washing lines and more electric car charging points.

“... much more environmentally friendly features ... relatively cheap to build in but expensive to retrofit”.

8. Survey Feedback Analysis

Outside spaces

In both settlements, residents suggested larger gardens as well as increasing the amount of shared and communal garden areas. In Fairford Leys, it was perceived that some gardens were situated too close together resulting in less privacy. Garages with clear openings, which can easily accommodate larger cars whilst still providing ancillary storage, should be considered, as well as more built-in ‘off-road’ parking.

“A larger garage – the first house we had on Fairford Leys I could park a large family car in. The new house whilst bigger has a smaller garage...”

D About your travel – Quantitative analysis

This section analyses two questions and aims to explore travel both for work and socially. The questions allowed the respondents to express their answers using an agreement scale with a choice of options:

- 1. How far do you travel to work?
- 2. How do you usually travel socially? (‘within’ and ‘outside’ settlement)

Table 6. Travel to work mileage

	Fairford Leys	Poundbury
1-2 miles	26.7%	33%
3-5 miles	12%	1.3%
More than 5 miles	44.7%	20.7%
Other	16.5%	45%

Table 6 above compares the current travel to work distance of residents and it is evident that other than ‘1-2 miles’ there is no correlation between the settlements.

In Poundbury, the most common group ‘Other’ (45%) is mainly residents where it is not applicable as they may be retired, work from home or do not travel. In total, 78% of residents within Poundbury travel 2 miles or less for their working travel, which contrasts with 43.2% for Fairford Leys. The number of residents travelling ‘3-5’ and ‘more than 5 miles’ is substantially higher in Fairford Leys. This is likely due to the number of retired people living within Poundbury and the significant scale of these respondents within the survey sample.



Table 7. How do you usually travel socially 'within' settlement

	Fairford Leys	Poundbury
I borrow or share a vehicle	0.44%	
I use my own vehicle	11.95%	13.11%
I use my own vehicle, I borrow or share a vehicle, I walk or cycle	0.66%	0.55%
I use my own vehicle, I rent a vehicle		0.27%
I use my own vehicle, I use public transport	3.76%	5.19%
I use my own vehicle, I use public transport, I borrow or share a vehicle, I walk or cycle	0.22%	0.82%
I use my own vehicle, I use public transport, I rent a vehicle		0.27%
I use my own vehicle, I use public transport, I walk or cycle	10.62%	8.20%
I use my own vehicle, I use public transport, I walk or cycle, I rent a vehicle		0.27%
I use my own vehicle, I walk or cycle	21.02%	24.04%
I use public transport	1.77%	3.28%
I use public transport, I borrow or share a vehicle		0.27%
I use public transport, I borrow or share a vehicle, I walk or cycle	0.22%	0.27%
I use public transport, I rent a vehicle	0.22%	
I use public transport, I walk or cycle	3.98%	1.64%
I walk or cycle	45.14%	41.82%

In terms of travelling socially 'within developments', the intention of these settlements was to increase walkability and decrease car use. The results demonstrate that at least 41% of residents who live (and work) in both settlements either walk or cycle which signifies a walkable community. In some cases this is supplemented by sharing a vehicle or using public transport for at least a part of their journey.

8. Survey Feedback Analysis

Table 8. How do you usually travel socially 'outside' settlement

	Fairford Leys	Poundbury
I borrow or share a vehicle	0.69%	
I use my own vehicle	38.61%	40.46%
I use my own vehicle, I borrow or share a vehicle	0.46%	1.16%
I use my own vehicle, I borrow or share a vehicle, I walk or cycle	0.69%	
I use my own vehicle, I rent a vehicle	0.46%	
I use my own vehicle, I use public transport	21.84%	21.68%
I use my own vehicle, I use public transport, I borrow or share a vehicle	0.69%	0.29%
I use my own vehicle, I use public transport, I borrow or share a vehicle, I walk or cycle	0.46%	1.16%
I use my own vehicle, I use public transport, I rent a vehicle		0.87%
I use my own vehicle, I use public transport, I walk or cycle	19.08%	19.08%
I use my own vehicle, I walk or cycle	8.28%	7.51%
I use my own vehicle, I walk or cycle, I rent a vehicle		0.29%
I use public transport	4.60%	5.78%
I use public transport, I borrow or share a vehicle		0.87%
I use public transport, I borrow or share a vehicle, I walk or cycle	0.23%	
I use public transport, I rent a vehicle	0.23%	
I use public transport, I walk or cycle	2.30%	0.29%
I walk or cycle	1.38%	0.58%

At least 38% of residents use their own vehicle for travelling socially 'outside developments'. This is complemented by more than 19%, who use their own vehicle in conjunction with public transport and walking or cycling. The results demonstrate that both settlements could be considered becoming more sustainable over time.

E A summary of your feelings about living in the settlement – Quantitative Analysis

This section consists of one question and aims to explore residents' feelings about living in each settlement:

1. What are your feelings about living in this area?

Figure 33. A summary of feelings about living in each settlement

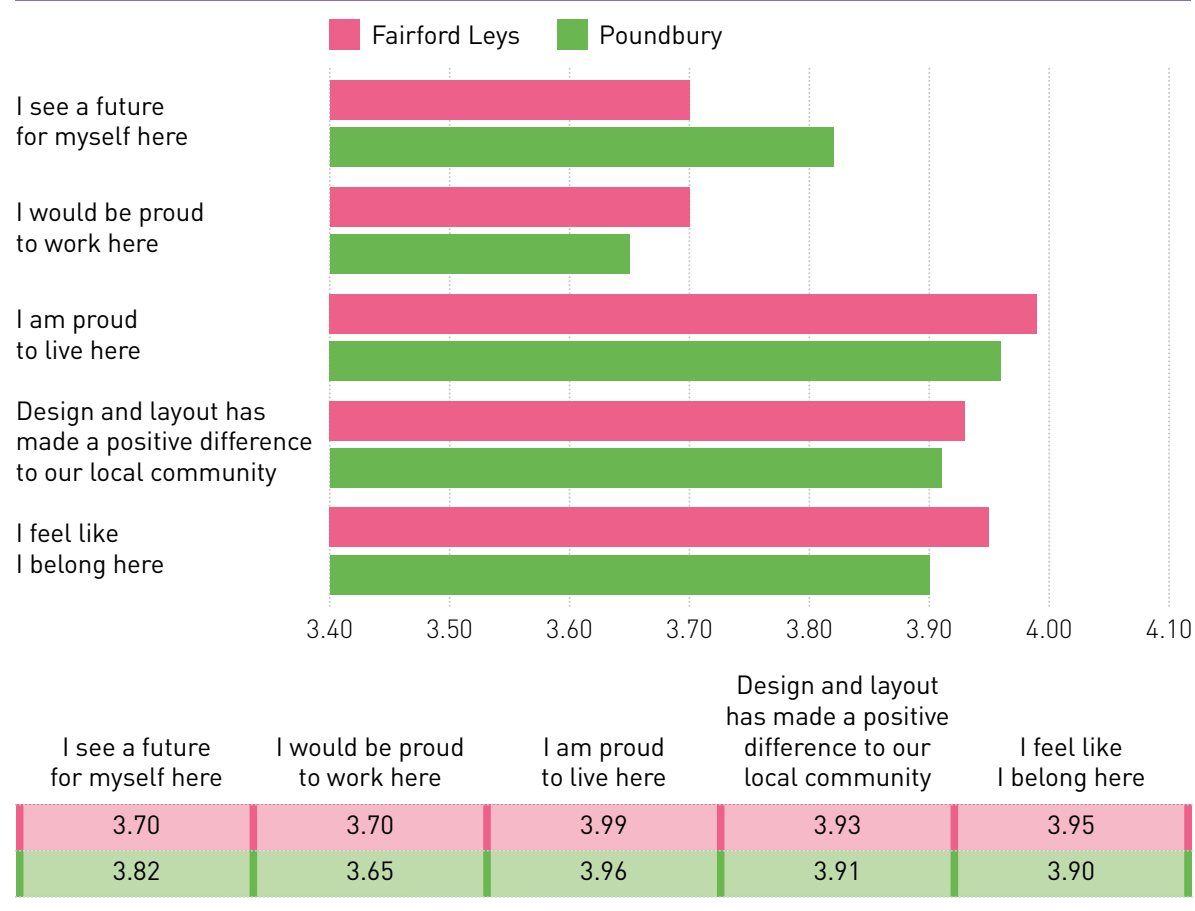


Figure 33 above illustrates that there is a strong correlation between all variables from residents about living in each settlement which broadly follow the same pattern.

- The responses to 'I feel that I belong here', 'design & layout has made a difference to our local community' and 'I am proud to live here' were consistently considered the **most important**. Overall, aggregated responses reflect that on average 7.4% of respondents 'strongly disagree' or disagree' with these combined statements in Poundbury (and only 3.6% in Fairford Leys).
- **Other important factors** were 'I would be proud to work here' and 'I see a future for myself here' with a marginal difference between responses. Once again, the trend for 'strongly disagree' and 'disagree' percentage responses was low.
- Overall, a **difference** between variables was that residents felt marginally more strongly about being 'proud to live' as against 'proud to work' in both settlements. However, only a small minority of respondents 'strongly disagree' or 'disagree' with these statements.

Although there was a broadly representative response rate, across all questions for both Poundbury and Fairford Leys, respondents from social and affordable housing placed a lower mean value, which is largely due to having no choice and being allocated an area in which to live. This tenure type is 'pepper-potted' across Poundbury which aims to increase community integration. This begs the question as to whether there is a need to have more inclusive engagement across all tenure types, in order to further foster a strong sense of community.



Poundbury

F (i) About your place of work (for residents who work in each settlement) – Quantitative Analysis

This section consists of three questions and aims to explore why residents work within each settlement. One tenth of respondents both live and work in each settlement (11.6% Poundbury and 10.5% Fairford Leys).

The questions allowed respondents to express their answers using tick boxes and an agreement scale with a choice of options:

1. How long have you worked in Poundbury/Fairford Leys
2. Why did you choose to work in Poundbury/Fairford Leys?
3. Overall, how do you feel about working here now?

Table 9. How long respondents have lived and worked in the settlement

	Fairford Leys	Poundbury
Less than 1 year	12.8%	19.6%
1-2 years	12.8%	17.9%
3-4 years	12.8%	17.9%
5-6 years	5.2%	8.9%
More than 6 years	43.6%	32.1%
Don't know / Not sure	12.8%	3.6%

For both settlements, a high proportion of those living and working there have done so for over 6 years (32% in Poundbury and 43% in Fairford Leys).



The main trends for the reasons given for choosing to work in both settlements are identified in Figure 34 above:

- The 'location' (a workplace that is near to where I need to be and easy to get to) and 'travel affordability' were considered the **most important** reasons for choosing to work for both settlements.
- Other **less important factors** were 'building design' (and features of my workplace), 'local economy', 'local community' (the people who live and/or work near my workplace), 'services and facilities' (how my workplace is managed including car and bike parking). The least important combined reasons for moving were 'environment' (energy-saving features within my workplace) and 'smart infrastructure' (internet connection, phone and TV signals).

8. Survey Feedback Analysis

- The **biggest divisions** between the two settlements were 'smart infrastructure' and 'environment' together with 'services and facilities', which was higher in Fairford Leys before moving. The only factor higher in Poundbury prior to moving was 'location', although it was still important for both settlements.



Respondents' feelings about working in each settlement now were broadly similar in both settlements. The main trends are identified in Figure 35 above.

- There was **strong agreement** on the most important variables in both settlements, including 'location' (of my work), 'local economy' (business and work opportunities), 'local community' (friendly local community); 'travel affordability' (to and from work) and 'environment' (reducing environmental impact). However, in Fairford Leys residents stated slightly better scores for 'local economy' and 'local community'.

- The **other three variables**: 'building design' (supporting productivity), 'services and facilities' and 'smart infrastructure' were seen as less important (although again scored slightly higher in Fairford Leys).



Figure 36 above compares respondents' feelings about working in each settlement (before and after). There is a correlation for all variables within both settlements that broadly follows the same pattern.

8. Survey Feedback Analysis

- **After respondents have moved** to their place of work there is an **increase** in the following variables: Convenient 'location' (near where I need to be and easy to get to); 'local economy' (opportunities for work and for business); 'local community' (friendly people who live and/or work near my workplace); 'travel affordability' (cost of my journey to and from work); 'environment' (energy-saving features within my workplace).
- Overall, the 'building design' (how my workplace looks inside and out) has remained reasonably static. However, there are **variances** between the settlements. There is at least a double increase for 'environment' in Fairford Leys, as well as for 'location' (as against Poundbury). 'Services and facilities' and 'smart infrastructure' in Fairford Leys has marginally decreased (whilst it has increased slightly in Poundbury).

F (ii) About your place of work (for residents who work in each settlement) – Qualitative Analysis

Further comments were gathered through two open-ended questions:

4. **What do you like most about working in Poundbury/Fairford Leys?**
5. **What would you change about working in Poundbury/Fairford Leys?**

The common themes that emerged from the feedback included:

What do you like most about working in Poundbury/Fairford Leys?

- **Location (Proximity of home to work)**
- **Work-life balance**

Location (Proximity of home to work)

In Poundbury, residents who lived and worked in the settlement liked the location of their workplace as it was conveniently situated close at hand, with plenty of places to walk to (and visit at lunchtimes). Also, in many cases, residents worked from their homes 'Work is my home, and home is my workplace'. This sentiment was echoed in Fairford Leys, with other observations around working in a pleasant environment and being more environmentally friendly through walking. In both settlements, there were some comments around workplace location enabling a better work-life balance:

"Walking to work! Making full use of the ethos that Poundbury was built on a live/work/play community".

"My husband and I do jobs that we established whilst living [elsewhere]. We are lucky to be able to work remotely. Working at home gives us flexibility around children and better quality of life".

In terms of the local economy in Poundbury, businesses perceived there to be opportunities for work as local residents are all within walking distance.

"It is a place that really nurtures independent business...we are creating a community where we are all providing something for each other..."

What would you change about working in Poundbury/Fairford Leys?

Whilst many respondents stated 'nothing' in both settlements there were others that highlighted areas for improvement:

What would you change about working in Poundbury/Fairford Leys?

- Improved TV, phone signal and internet
- Traffic control
- Better signage for businesses

In both settlements there were a few comments on changes needed, with several commenting on the need for improved TV, phone signal and internet. There were a few comments already covered in detail in 'About your local area' (*What people would change about the local area*) including: parking and traffic control together with better signage for businesses.

In Poundbury, some residents specifically commented on traffic congestion at the end of the day, when outside workers are leaving and accessing the nearby 'Monkey's Jump' roundabout (suggestions included traffic lights being put in place).



8. Survey Feedback Analysis

8.2 Principal Component Analysis

PCA identified four principal components that can be associated with 'value of community'. The results showing four components and corresponding factors (contributing to these components) for both Poundbury and Fairford Leys are provided in Appendix F.

The four principal components for both settlements are as follows:

- Personal social value
- Community social value
- Economic value
- Accessibility value

The value of community grows with increasing scores of these factors associated with the components. The overall combined perceptions in both settlements are illustrated in Tables 10-13.

Poundbury



**Table 10. Overall combined perceptions in both settlements:
'Personal social value' component**

Factors	Corresponding survey question(s)
Quality of life	I have a good quality of life here, and feel healthy and well
Feeling proud	I am proud to live here
	I would be proud to work here
Design, layout and mix of buildings	I feel that the design and layout of the settlement has made a positive difference to our local community
	The local buildings look good and work well together in my neighbourhood
	There is a good mix of homes and different types of buildings
Feeling of belonging	I feel that I belong here
Feeling safe	I feel safe living in (my settlement)
See a future for myself here	I see a future for myself here
Standard of living	I can maintain and enjoy my standard of living

The '**Personal social value**' component is strongly correlated with the value of community. Based on the ranking of highest correlation, this component is primarily a measure of the 'good quality of life', 'standard of living' and 'feeling proud of living/working here'. These communities have a physical infrastructure that is suitably designed and laid out, which can create a social infrastructure and 'make a positive difference to the local community'. This makes people 'feel safe', 'feel that they belong to the place' and 'see a future for themselves'.

**Table 11. Overall combined perceptions in both settlements:
'Community social value' component**

Factors	Corresponding survey question(s)
Ethical shopping	Ethical Shopping: Buying local and fair-trade products
Local political environment	Politics: Local political environment
Community spirit	Community Spirit: Opportunities to get involved and participate

The '**Community social value**' component is strongly correlated with the value of community. Based on the ranking of higher scores, this component is primarily a measure of the 'ethical shopping' opportunities and 'local political environment'. Communities with high ethical values support local people to shop ethically and have a vibrant local political environment. These communities also have a friendly and welcoming atmosphere where people feel that they have friends, resulting in a higher community spirit.

8. Survey Feedback Analysis

**Table 12. Overall combined perceptions in both settlements:
'Economic value' component**

Factors	Corresponding survey question(s)
Affordability	Affordability (A home that I can pay for) I can easily afford to live in my home
Investment	I live in a property that is a good financial investment Investment: A property that gives me a good return on investment
Energy-saving features	Energy saving features: Helping the environment and my pocket It is easy to help the environment because my home is energy-efficient
Quality of the building	Quality: How well the building work was completed

The **'Economic value'** component is strongly correlated with the value of community. Based on the ranking of higher scores, this component is primarily a measure of the 'affordability (or easily afford to live)' and 'quality of the building'. Communities with high economic values support local people to be able to afford to live in good quality buildings. These settlements have properties that have good financial returns, as well as energy-efficient features.

**Table 13. Overall combined perceptions in both settlements:
'Accessibility value' component**

Factors	Corresponding survey question(s)
External transport links	Transport Links: Connections to areas outside (the settlement) There are good transport links for travel outside (the settlement)
Local travel	Local Travel: Being able to get around the local area within the settlement

The **'Accessibility value'** component is strongly correlated with the value of community. Based on the ranking of higher scores, this component is primarily a measure of 'good transport links for travel outside the settlement' and easy 'local travel'. Communities with high values for supporting local people's travel have well planned amenities and services that allow people to get what they need locally.

This resonates with the 'Summary of feelings' about living in each settlement that is positive and reflects a longer-term commitment. It can be seen through the PCA 'personal social value' components, that the same factors are highlighted: 'a feeling of belonging'; 'design and layout making a positive difference to the local community' and 'being proud to live (and work)' in each settlement. Additionally, 'I see a future for myself here' was amongst the highly rated factors for personal social value.





9. Analysis of Key Findings

Three key findings have emerged from this research:

1. Accessibility and walkability:

People like to live in an area where they feel connected and have convenient ease of access to services and amenities. Walkability is important, as are good transport links.



2. Local surroundings:

Attractive building design and layout, with a village feel that incorporates a good mix of homes and types of buildings, and encompasses a clean, tidy and well-maintained local area, is of importance to residents.

3. Community spirit:

A real sense of community is evident in the settlements, and this community feel contributes to a friendly, safe and welcoming atmosphere where people feel a sense of pride and belonging.





9.1 Accessibility and walkability

When moving to a new area, ‘being able to get what I need locally’ and having good transport links, both to connections outside the settlement and internally within the settlement, are hugely important for residents. Having the convenience of accessing essential amenities and services within walking distance of homes and workplaces supports residents to live “a balanced life in a safe environment”.

This commitment to local living maintains upon moving to the settlement, with agreement that ‘design and layout has made a difference to our local community’. Parking and traffic controls, however, is an issue for residents and is the priority concern that they would seek to change in the local area. Enhancing the local environment is also important, along with increasing the number and variety of shops. More green spaces would be welcomed, together with a greater emphasis on cleanliness and management of shared spaces.

The research findings demonstrate that accessibility is positively impacted by well-considered urban design within a mixed-use settlement, as is connectivity with wider local services and amenities outside the area.

9.2 Local surroundings

An attractive mix of diverse building types that provide variety, opportunity and balance is an important factor for local residents. This is both at the ‘village feel’ level, but also at the level of the individual where the style, design and features of a home were a priority, along with outside spaces, such as a garden, garage or outside buildings. Having a well-planned, high-quality and well-built home is important to residents. Improvements could be made with regard to quality, maintenance and increased energy-saving features.

Green and recreational spaces are important, as are having amenities for all types of resident, with older children and teenagers felt to be lacking in options. This can impact on the attractiveness of the settlement to potential families seeking to move to the area.

A desire for a friendly village feel was identified by the research findings, where the layout and surroundings are complemented by a variety of local amenities and services. The attractiveness, style and appearance of quality buildings provide a sense of cohesion that forms a vital part of the local surroundings.

9.3 Community spirit

People feel proud to live in the settlements, with a sense of belonging and pride: ‘I feel that I belong here’ and ‘I am proud to live here’. It is these residents (that feel safe and engaged in their homes and settlements) that are key to a community that provides a welcoming and friendly atmosphere, and thus contributes to creating social capital and placemaking.

People chose to move to the settlements for the recreational spaces, quality of life and low crime rate. These drivers maintained upon living in the settlements, with factors such as ‘community spirit’ and ‘people’ increasing in importance, as well as ‘local political environment’. Some respondents have other family living in the same settlement and their views suggest that a sense of community is not inextricably bound up with family ties. Communication plays an important role and there would be benefit from a central hub, as well as ensuring that homes are lived in and do not remain empty.

Residents agree that quality of life and a low crime rate are important, as are opportunities (across all demographics and tenure types) to get involved with activities that should be available not just in the day, but also at weekends and in the evenings. A more affordable ‘cost of living’ than anticipated before moving to the settlement was a factor for residents identified in the surveys.

The research findings show that a sense of community within a mixed-use settlement is positively impacted by thoughtful urban design, resulting in feelings of pride and belonging.





10. Conclusions and Emerging Opportunities

The research evidences that a well-planned, attractive, well-built and walkable mixed-use development, with a core design that enables access and connections, results in a greater sense of community; one that is valued and of key importance to residents.

People like to live in a connected, walkable and accessible settlement, where attractive, well-designed and well-built homes, workplaces and local surroundings are of high importance, and where a real sense of community results from living (and working) in a place that engenders safety, happiness and cohesion. The importance of accessibility and walkability, local surroundings and community spirit are the key findings from the surveys.

The first two of these are attributable to careful master-planning in the design stage with a clear commitment to walkability and ease of movement within and across the settlements. Defining sense of community is, however, far less tangible. Some elements of course can be measured, for example crime, and the availability of social activities, but a sense of community spirit and welcoming atmosphere are not so easy to define.

Some of the residents acknowledged that there are certain sections of the community who might be marginalised. Whilst respondents from social and affordable housing and shared ownership are lower, this sample is broadly representative for both settlements. However, the lack of responses from those in affordable/social rented housing is evident; is this silence because they feel they have no choice? Further research could explore the relationship between tenure and perceptions of the value of community. This could help inform decisions about the design and placement of different tenures within future schemes.

Of central importance to any mixed-use settlement is how the various components are put together and used by residents: in Poundbury and Fairford Leys design and layout is of fundamental importance. Understanding this key point and that 'design and layout has made a difference to our local community' enables a correlation to be drawn between where people live, how people live and their levels of satisfaction or happiness in living (and/or working) where they do. A sense of belonging is a key indicator that there is a strong community to engage with and – more importantly – to feel a part of and pride in.

Communities that have more equally shared economic capacities and resources are considered to have strong social capital⁴² and evidence from the surveys shows that the connectivity between the physical and social realms of Poundbury and Fairford Leys has enabled a greater sense of community. Feeling safe, having opportunities to improve health and wellbeing and having places to exercise, relax and have fun all contribute to a having a home, rather than living in a building, to belonging and to being part of a community.

We know that places people prefer to live tend to become more valuable over time^{43 44}. 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 level⁴⁵. This approach can be adopted to improve health and wellbeing, reduce environmental impact and enhance social value⁴⁶.

42 Mulgan G (2010) *Measuring social value*, Stanford Social Innovation Review, 8(3), pp. 38-43.

43 JTP architects, masterplanners, placemakers (2018) *Healthy Streets for London, Co-design Charrette Processes: a toolkit for participatory urban planning & placemaking*, London: JTP.

44 Boys Smith N, Venerandi A and Toms K (2017) *Beyond Location, A study into the links between specific components of the built environment and value*. Create Streets.

45 The Royal Institution of Chartered Surveyors (RICS) (2016) *Placemaking and Value*, London: RICS.

46 NHS England (2015) *Sustainable, Resilient, Healthy People & Places Module: Creating Social Value*, Cambridge: The Sustainable Development Unit.

10. Conclusions and Emerging Opportunities

While respondents did not cite matters relating to sustainable development as being significant drivers for moving into the settlements, the response is reflected in increasing awareness of environmental issues. Many of the things that they felt could be improved in their location relate directly or indirectly to sustainability. The evidence could be used to encourage developers to build in a wider range of features to mitigate climate change and reduce emissions. The appreciation by residents of open space and the enjoyment of communal activities provides more opportunities for working across boundaries and exploring matters such as sustainable food for example. These accessible settlements with provision of communal space lend themselves to be role models here.

The greatest opportunity is the Government's target for 300,000 homes to be built every year in England by the mid-2020s. Lessons from Poundbury and Fairford Leys show that new homes should be built to a high quality and harmonise with their surroundings, they should take into consideration the perspective of the local population and seek to create an accessible and connected, attractive and walkable, mixed-use community that enables a valued and valuable community.

Fairford Leys







Overall Conclusions

Placemaking, sustainable urbanism and investment in place are all terms to describe the generation of successful walkable mixed-use communities where people want to live. The value of such places is not straightforward to assess and there has been considerable research into the area.



A review of previous research in this report 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.

In this report we study both the social and residential development value of sustainable urbanism using two case studies; Fairford Leys in Aylesbury and Poundbury in Dorchester. Both schemes have adopted many of the principles of sustainable urbanism and this research shows they achieve higher residential development value than local comparators and have a high social value.

Residential development value is used to reflect how much purchasers value the home and place they live. If a buyer is prepared to pay a higher price for a home, it is more appealing to them and therefore has greater value.

We find that residential development values are higher for Fairford Leys and Poundbury compared to their neighbouring towns and typical suburban residential development. Additionally we find that value can be retained over time and house prices and transactional activity can be more resilient to a downturn in the housing market.

However, the value of sustainable urbanism goes beyond the monetary value. It also leads to high social value (i.e. how people think and feel about the place they live in).

We find that residents of Fairford Leys and Poundbury feel connected and have convenient ease of access to services and amenities. They value their attractive, well-built and well-maintained local surroundings. They also value the real sense of community that has been generated in the settlements, which contributes to a friendly, safe and welcoming atmosphere.

Therefore, building a mixed-use walkable community is shown to be of value both socially and financially. The challenge is being able to incorporate the principles of sustainable urbanism on more new developments in a variety of different markets as well as delivering homes fast enough to meet the Government's housebuilding target of 300,000 homes per year in England by the mid 2020s.

Ashley Wheaton

Principal, University College of Estate Management



Next Steps / Further Research

In undertaking this research, we have identified several areas of further research and investigation to future our understanding of the value of mixed-use walkable communities.

Assessment of more developments

In this report we assess two settlements, Fairford Leys and Poundbury. Analysing more developments, that have incorporated the principles of sustainable urbanism using the same methods, would allow us to understand how robust our findings are and how they vary in different parts of the country.

Comparison of social value to other typical new build developments

Surveying residents on relevant typical new build developments would enable us to compare and contrast the social value of different types of sites. It would enable a greater understanding of the similarities and differences of how residents feel about new build developments that have varying degrees of sustainable urbanism.

The cost of investing in place

In this research we have assessed the residential development value of the settlements. However, we have not considered the cost implications of providing the principles of sustainable urbanism in order to achieve this additional value. To fully understand the financial benefits, more work needs to be done to identify and measure any additional costs involved and the timing of those costs in the evolution of the development.



Next Steps / Further Research

Additional measures of value

This report assesses the social value of the settlements through the surveys. Further assessment of value of the development in terms of health, wellbeing, safety and economic benefits would give further insight into the wider value of sustainable urbanism. It may also give insights into possible savings on public services, such as health and policing, through the design of the place.

Creation of value from sustainable urbanization

A further study on the economic benefits of mixed-use settlements compared to monocultural housing estates could be carried out to understand the economic implications of allowing housing only settlements.

Impact on commercial value

We have focused on the benefit to residents and the residential development value of the settlements in this research. However, as mixed-use communities, further work could also be done to understand the benefits to the commercial sector in these settlements.

Fairford Leys







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 developments¹, 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 concern⁴. 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 buying⁵. 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 development⁶; building more dense, cohesive urban settlements in previously developed or 'brownfield' land, thus reducing energy and resource use, lowering pollution⁷; and combating global warming⁸.

Overcoming aforementioned challenges and delivering high-quality buildings and mixed-use sustainable developments are at the heart of the National Planning Policy Framework⁹ which are also the highest priorities for the UK housing industry¹⁰. 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 homes³.

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 life¹², 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 assets¹⁴, 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 architecture¹⁴.”

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 resources¹⁵. 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 capital¹⁷.

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 development¹².

The concept of social value helps to make the case for better building and improving the sustainability of the built environment in the UK¹². 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 asset¹⁹.

Appendix A – The Value of Community: Literature Review

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 wellbeing⁹.

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 society¹⁴.

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 contracts²⁰. 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 value²¹.

The Social Value Act does not provide any actual definition of ‘social value’ in the way that key terms are generally defined within legislation¹⁴, but it has significantly raised the profile of social value in public sector services¹². 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 exploration².

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 communities²².

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 another²³”

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 measure²⁵. 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 situations¹⁷. 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 strategies¹² 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 community²⁷.

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 depletion²⁸. The sustainable development concept has had far reaching impacts on how decisions are made at national and international level²⁹, 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 society³⁰, 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 agenda³¹.

The introduction of the sustainable development agenda²⁸ 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 developments¹², 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 planning³⁵, housing³⁶ and regeneration policy³⁷ 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 public³⁸. 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 character³⁹.

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 rationale⁹. 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 development⁴⁰. Whilst the role of planning includes improving the wellbeing of people by creating places that are beautiful, convenient and full of opportunities³⁵, 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 innovation⁴². 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 line²⁵.

“Design has more potential to lead change, enable innovation, influence customer experience and add value to the triple bottom line than any other business function⁴³”

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 surroundings⁴⁴. For example, a building should have equal and enclosed landscaped front space for a garden to reduce vehicle domination in the building design¹⁰. 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 efficient⁴⁵.

Experiences from Living Streets⁴⁶ 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 space⁴⁷, as well as considering car sharing and bicycle hire schemes⁴⁸ that can have a significant impact on the quality of the area, walking distances and healthy lifestyles⁴⁹.

“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 community⁵⁰”

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 economies⁵¹. Also, poor design can influence environmental and social value¹⁴. For example, social costs can be incurred with the disconnection from public transport networks⁵².

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 efficiency⁵³. 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 sector², as well as cultural activity, business and crime prevention³⁴. There is also a “growing body of evidence linking the built environment with mental health and wellbeing⁹²” (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 Assessments¹⁹, 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, responsibly¹⁹.

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 identity⁵⁵. 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 life⁵⁶. The significance of social infrastructure has been recognised by many policy documents and reports in the built environment, including the National Planning Policy Framework⁹. 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 communities⁹.

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 area¹⁰.

Physical infrastructure involves elements such as “compact form, public participation, mixed-use, pedestrian orientation, and open space planning⁵⁸” 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 infrastructure⁵⁸.

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 usage⁹. 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 lives⁵⁹.”

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 sustainability⁶⁰.

No sector-agreed definition for a mixed-use development exists⁶¹, although there are various definitions (ranging in detail) available that are used by diverse stakeholders in planning and real estate. UK National guidance is available⁹, 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 activities⁶¹.

The concept of mixed-use development has existed since pre-industrial cities⁶² 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 walls⁶³.

In modern times, ‘mixed-use’ underpins the philosophy of town planning and has been seen in, for example, the garden city movement⁶⁴, 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 suburbs⁵⁸.

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Following the environmental movements in the 1960s and 1970s⁶⁵, 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 areas⁶⁶. The idea of separating zones emerged driven by the public transportation system⁶⁷, 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 zones⁶⁶.

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 health⁶⁸ and a new urban and environmental agenda materialised called 'WHO Healthy Cities' Network⁶⁹. 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 planet⁷⁰.

With the introduction of the sustainable development²⁸ 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 attractiveness³⁸. 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 residents⁷² 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 development⁷³. 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 community⁷⁴, as well as a lack of product diversity (e.g. different types of tenures) in the industry³⁶. 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 level⁷⁴. This approach can be adopted to improve health and wellbeing, reduce environmental impact and enhance social value⁷⁵.

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 movement³⁹.

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 development⁷⁶. Representatives from local bodies contribute towards building networks and social relationships within the community⁷⁷. 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 tenure⁷¹. Mixed-use underpins the principles of smart growth⁵⁸. 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 diversity⁷⁸.

Property uplift in the residential sector is influenced by many characteristics of a mixed-use development⁷⁹. 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 people⁸¹.

Appendix A – The Value of Community: Literature Review

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 alike³⁶.

“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 time⁸³”

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 Framework⁹ 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 sustainable development. Alongside this, the importance of tenure mix has been steadily increasing for many years⁸². The Letwin Review⁸⁴ 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 recognised³⁶.

“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 realm⁸⁵”

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 life⁵⁵” (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 residents⁵⁵, 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 spaces⁹²” (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 used², 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 developments⁵⁵. It has demonstrated that residents:

- Feel they belong
- Regularly talk to their neighbours
- Plan to stay in the community⁵⁵.

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 alone²” (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 environment².

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 stakeholders²” (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 on⁸⁹”. 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 buying⁸⁹” (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 night⁹⁰” (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-by³⁴. 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 you⁵⁰" (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 after⁵⁰" (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 in⁹¹"

Reynolds 2018: 13

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Appendix B – The Value of Community Survey

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

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 ☐
Privately owned (Freehold) ☐
Shared ownership ☐
Rented accommodation ☐
Privately owned (Leasehold) ☐

Other:

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

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

Other:

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18-24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25-34	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35-44	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45-54	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55-64	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Over 65	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Types of homes: The mix of homes providing variety, opportunity and balance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amenities and services: Being able to get what I need locally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transport links: Connections to areas outside Fairford Leys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local travel: Being able to get around the local area within Fairford Leys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commitment to sustainable development: The local area cares about the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of living: It is affordable to live here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local economy: There are work and business opportunities here or nearby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy for me to get what I need locally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are good transport links for travel outside Fairford Leys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel that I am reducing my environmental impact by living in Fairford Leys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can easily get around the local area within Fairford Leys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can maintain and enjoy my standard of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are enough work and business opportunities here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community spirit: Opportunities to get involved and participate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational spaces: Places to exercise, relax and have fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ethical shopping: Buying local and fair-trade products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low crime rate: Feeling safe here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of life: Opportunities to improve my health and wellbeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Politics: Local political environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uniqueness: Being part of something new and experimental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to get involved with activities and participate in community life in Fairford Leys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are many places for me to exercise, relax and have fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy for me to buy ethical and fair-trade products in my local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe living in Fairford Leys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have a good quality of life here, and feel healthy and well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am comfortable with, and supportive of, local politics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel that I am living in a unique and experimental development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside spaces: Having a garden, a place to park, and/or outside buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investment: A property that gives me a good return on investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energy-saving features: Helping the environment and my pocket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility: Being able to easily enter, leave and move around my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordability: A home that I can pay for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality: How well the building work was completed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immediate neighbourhood: The unique character of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having a garden, a place to park, and/or outside buildings are important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I live in a property that is a good financial investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to help the environment because my home is energy-efficient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can easily get to where I need to go within the building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can easily afford to live in my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I live in a home that was properly built to a high standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The local buildings look good and work well together in my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

☐

I use public transport

☐

I borrow or share a vehicle

☐

I walk or cycle

☐

I rent a vehicle

☐

Other:

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 public transport

☐

I borrow or share a vehicle

☐

I walk or cycle

☐

I rent a vehicle

☐

Other:

I use my own vehicle

☐

I use public transport

☐

I borrow or share a vehicle

☐

I walk or cycle

☐

I rent a vehicle

☐

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel that the design and layout of Fairford Leys has made a positive difference to our local community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am proud to live here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be proud to work here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I see a future for myself here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 | <input type="checkbox"/> | 5-6 years | <input type="checkbox"/> |
| 1-2 years | <input type="checkbox"/> | More than 6 years | <input type="checkbox"/> |
| 3-4 years | <input type="checkbox"/> | Don't know / Not sure | <input type="checkbox"/> |

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design and features of the building: How my workplace looks, inside and out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local economy: Opportunities for work and for business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local community: The people who live and/or work near my workplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel affordability: The cost of my journey to and from work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Services and facilities: How my workplace is managed, including car and bike parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment: Energy-saving features within my workplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smart infrastructure: Internet connection, phone and TV signals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The way the building is designed helps me to be as productive as possible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are local work and business opportunities here for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is a friendly local community in this area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can easily manage the cost of my journey to and from work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The building services and facilities are useful and helpful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My work location helps me reduce my impact on the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The internet connection, phone and TV signals are good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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) | <input type="checkbox"/> | No qualification | <input type="checkbox"/> |
| A Level (or equivalent) | <input type="checkbox"/> | Prefer not to say | <input type="checkbox"/> |
| GCSEs (or equivalent) | <input type="checkbox"/> | Other: | <input type="text"/> |

Q 27. What is your employment status?

- | | | | |
|---------------------------|--------------------------|------------------------|--------------------------|
| Employed - full-time | <input type="checkbox"/> | Occasional/ad hoc work | <input type="checkbox"/> |
| Employed - part-time | <input type="checkbox"/> | Student | <input type="checkbox"/> |
| Self-employed - full-time | <input type="checkbox"/> | Volunteering | <input type="checkbox"/> |
| Self-employed - part-time | <input type="checkbox"/> | Retired | <input type="checkbox"/> |
| Unemployed | <input type="checkbox"/> | Other: | <input type="text"/> |

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

- | | | | |
|---------------------------------|--------------------------|--|--------------------------|
| Agriculture, forestry & fishing | <input type="checkbox"/> | Hotels and catering | <input type="checkbox"/> |
| Mining, quarrying & utilities | <input type="checkbox"/> | Finance and insurance | <input type="checkbox"/> |
| Manufacturing | <input type="checkbox"/> | Professional, scientific, technical | <input type="checkbox"/> |
| Property and construction | <input type="checkbox"/> | Business administration & support services | <input type="checkbox"/> |
| Motor repair and trades | <input type="checkbox"/> | Public administration & defence | <input type="checkbox"/> |
| Wholesale and retail | <input type="checkbox"/> | Arts, entertainment & recreation | <input type="checkbox"/> |
| Education | <input type="checkbox"/> | Health | <input type="checkbox"/> |
| Transport & communication | <input type="checkbox"/> | Other: | <input type="text"/> |

Q 29. What is your annual household income?

- | | | | |
|--------------------|--------------------------|--------------------|--------------------------|
| Less than £16,000 | <input type="checkbox"/> | £55,001 to £70,000 | <input type="checkbox"/> |
| £16,001 to £25,000 | <input type="checkbox"/> | £70,001 to £95,000 | <input type="checkbox"/> |
| £25,001 to £36,000 | <input type="checkbox"/> | More than £95,001 | <input type="checkbox"/> |
| £36,001 to £55,000 | <input type="checkbox"/> | Prefer not to say | <input type="checkbox"/> |

Q 30. How old are you?

- | | | | |
|-------------|--------------------------|-------------|--------------------------|
| 18-24 years | <input type="checkbox"/> | 45-54 years | <input type="checkbox"/> |
| 25-34 years | <input type="checkbox"/> | 55-64 years | <input type="checkbox"/> |
| 35-44 years | <input type="checkbox"/> | 65+ years | <input type="checkbox"/> |

Q 31. What is your gender?

- Male ☐ Female ☐ Prefer not to say ☐

Q 32. What is your marital status?

- | | | | |
|------------------------------|--------------------------|-------------------|--------------------------|
| Single – never married | <input type="checkbox"/> | Prefer not to say | <input type="checkbox"/> |
| Single – co-habiting | <input type="checkbox"/> | Other: | <input type="text"/> |
| Married or civil partnership | <input type="checkbox"/> | | |

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 reliable¹. 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 ratio², 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

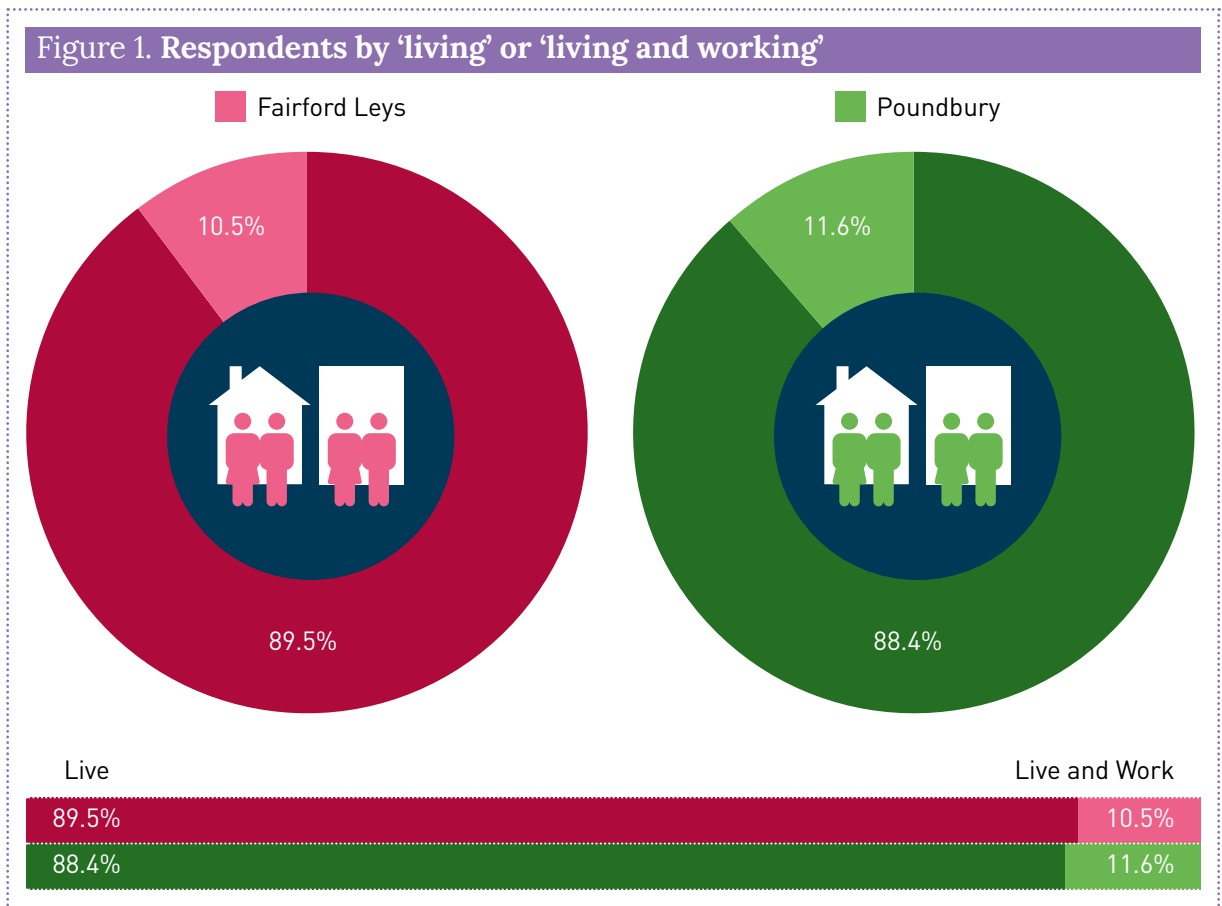
Table 1. Overall profile of residents responding to the survey

		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 £16,000	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

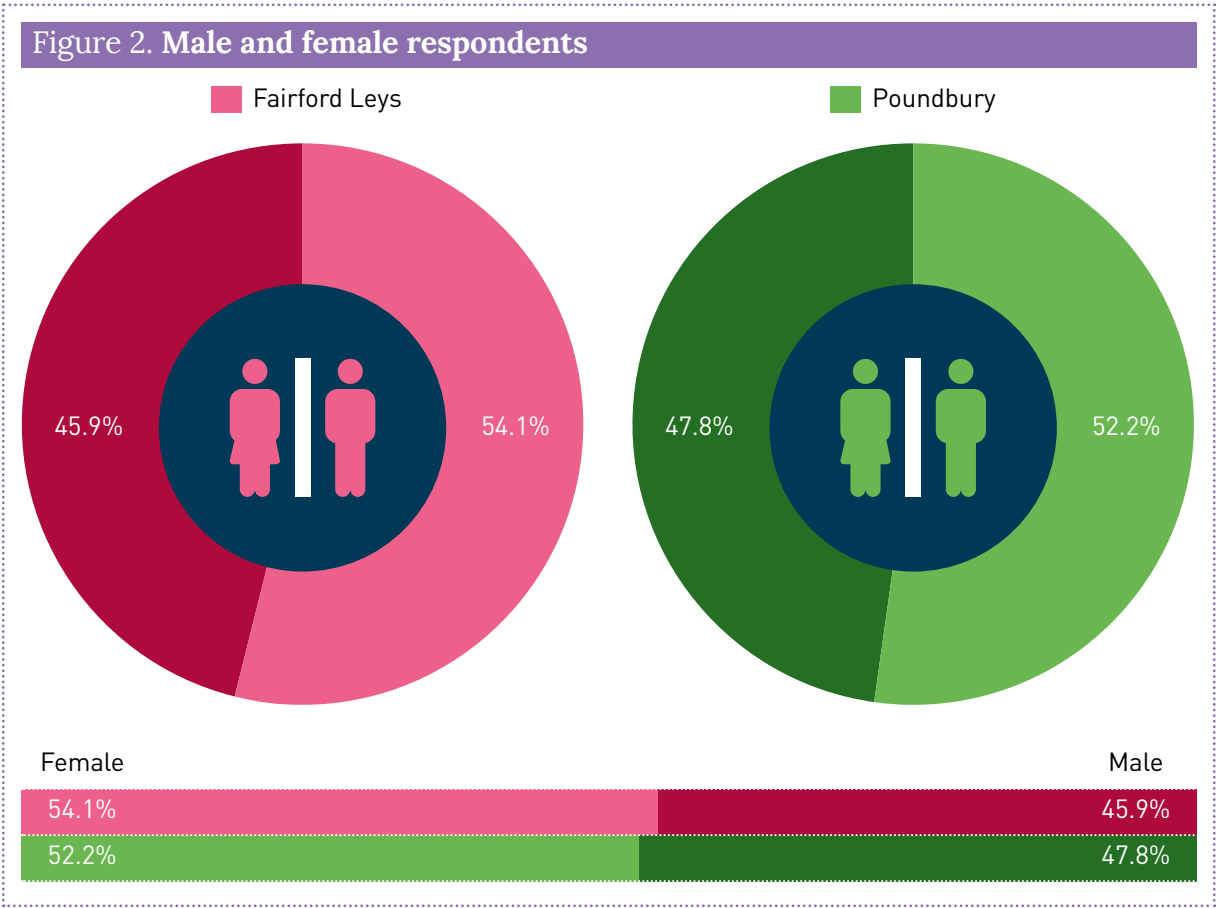
2.1 Respondents by 'living' or 'living and working'

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.



2.2 Gender mix

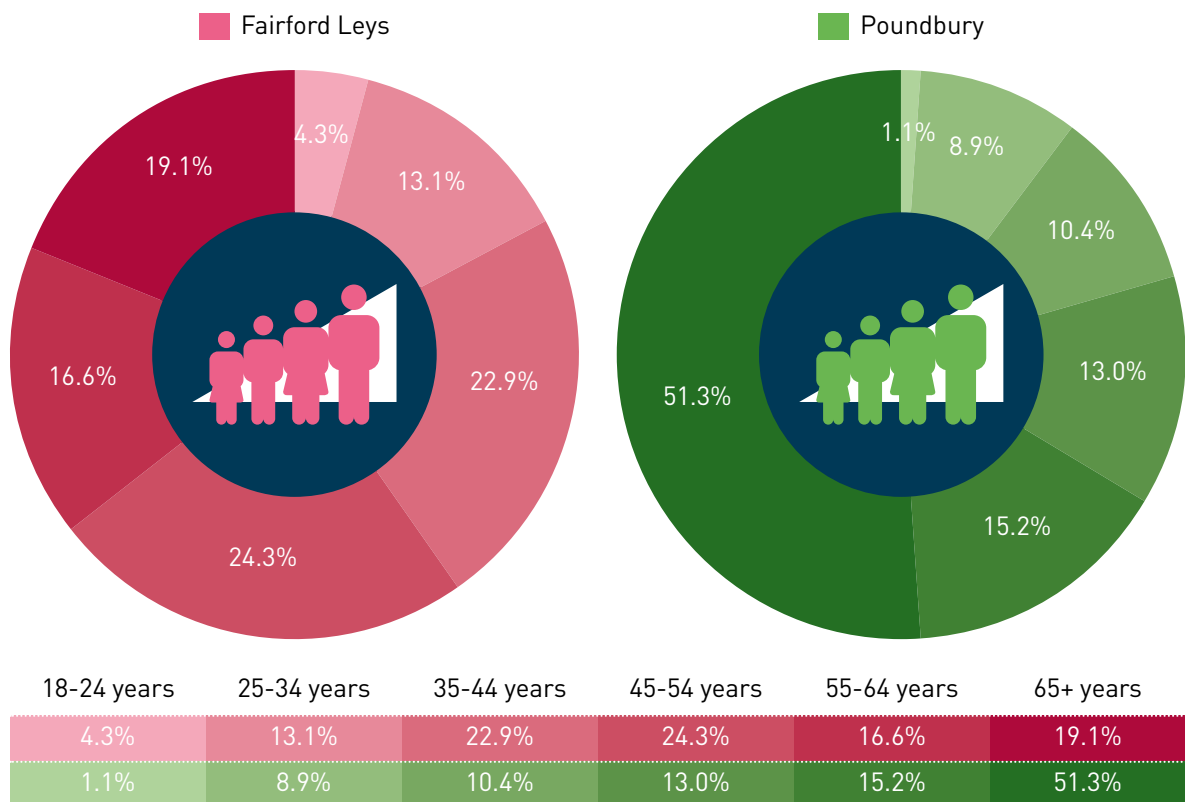
The male and female respondents from both settlements have equal representation in this survey sample.



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 population¹, 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 above². 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



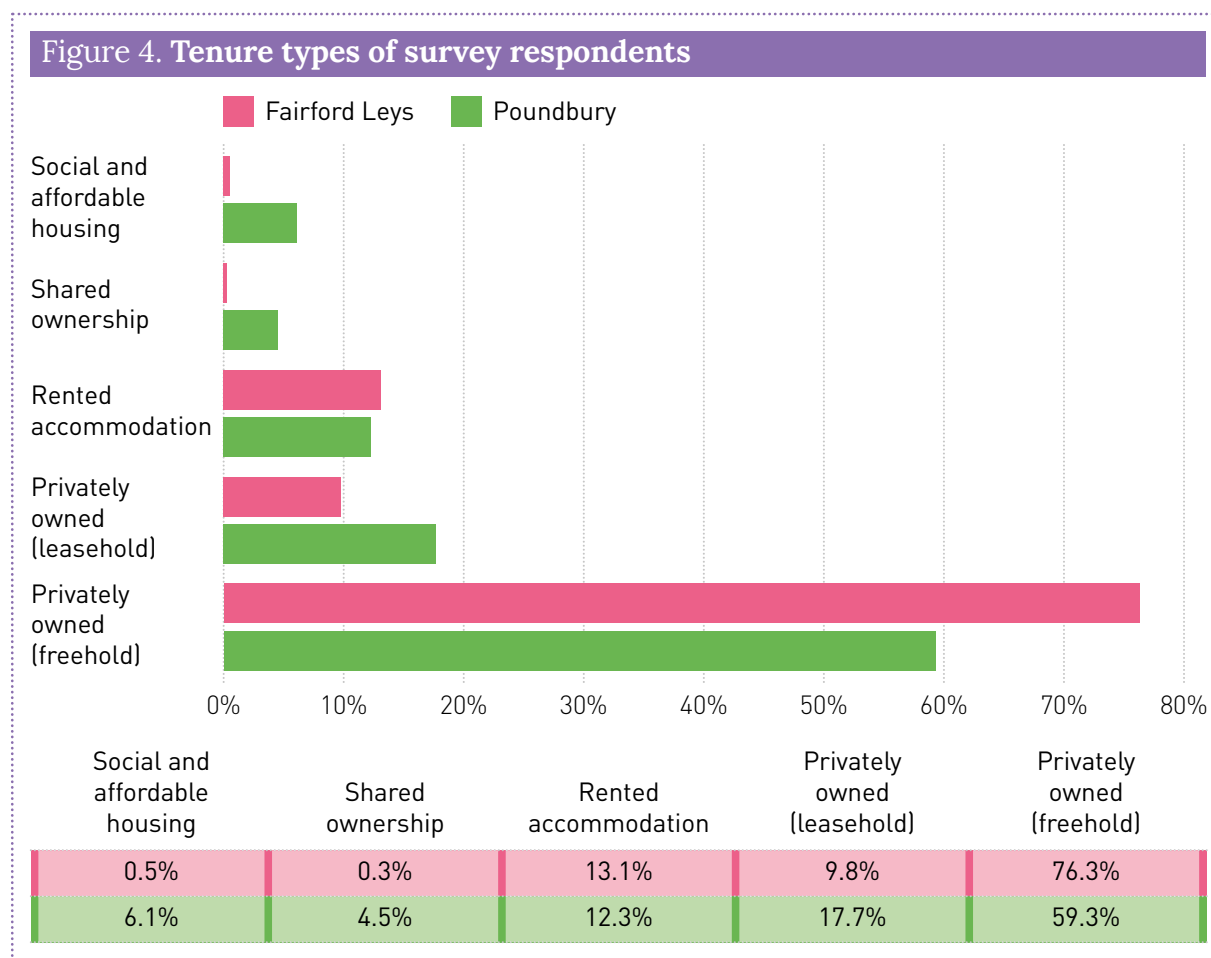
¹ Gray A (2018) *Poundbury Economic Impact Assessment for The Duchy of Cornwall*, Policy and Research Dorset County Council, June 2018 [online]. Available at: https://duchyofcornwall.org/assets/images/Poundbury_Impact_June_2018_update.pdf [accessed 25 June 2019].

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].

Appendix D – Profile of residents responding to the survey

2.4 Tenure type

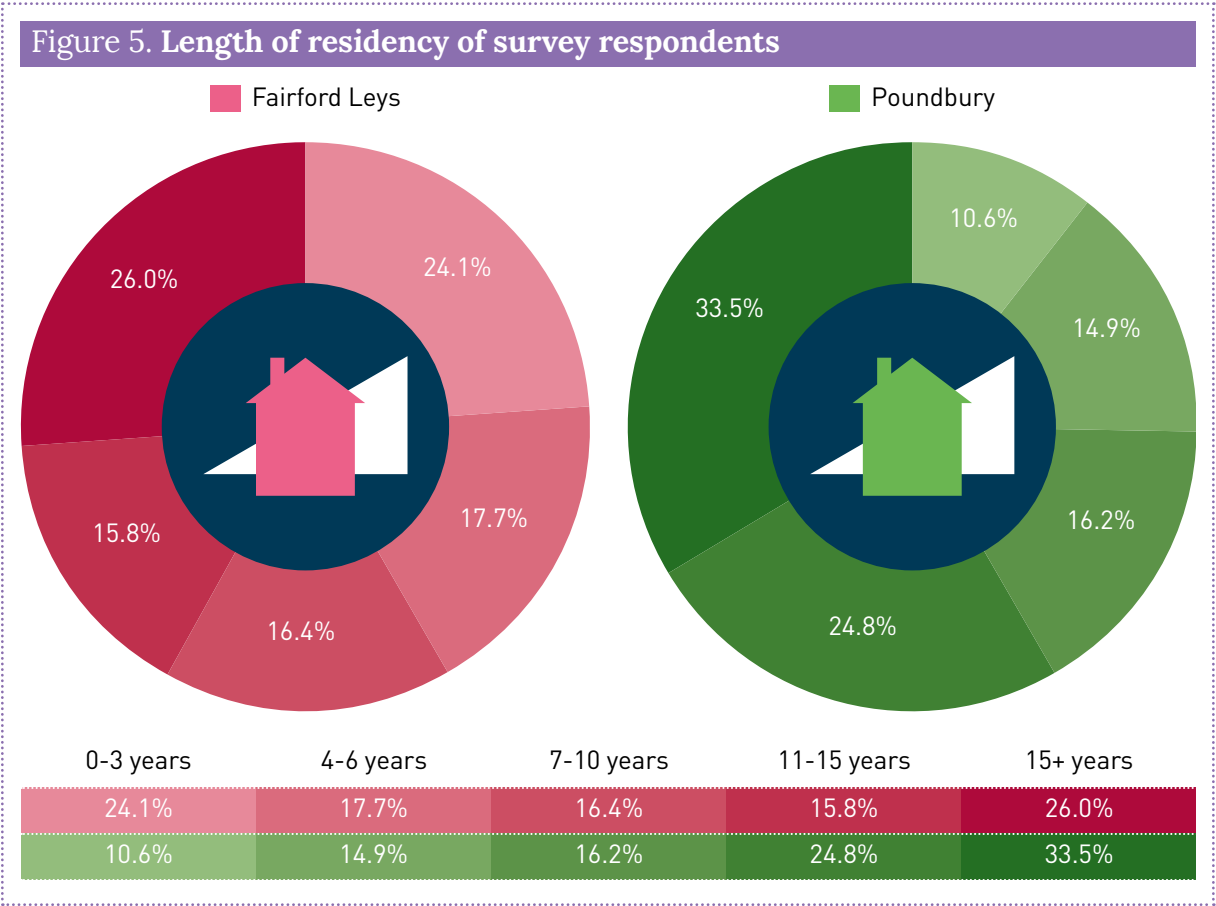
Respondents living in privately owned (freehold) properties are prominent in this survey sample. However, whilst respondents from social and affordable housing and shared ownership are lower, this sample is broadly representative for both settlements. In 2018 the Poundbury Economic Impact Assessment³ stated that there were 1,410 completed dwellings, with about 33% affordable housing, which equates to 470 of the dwellings built to date.



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].

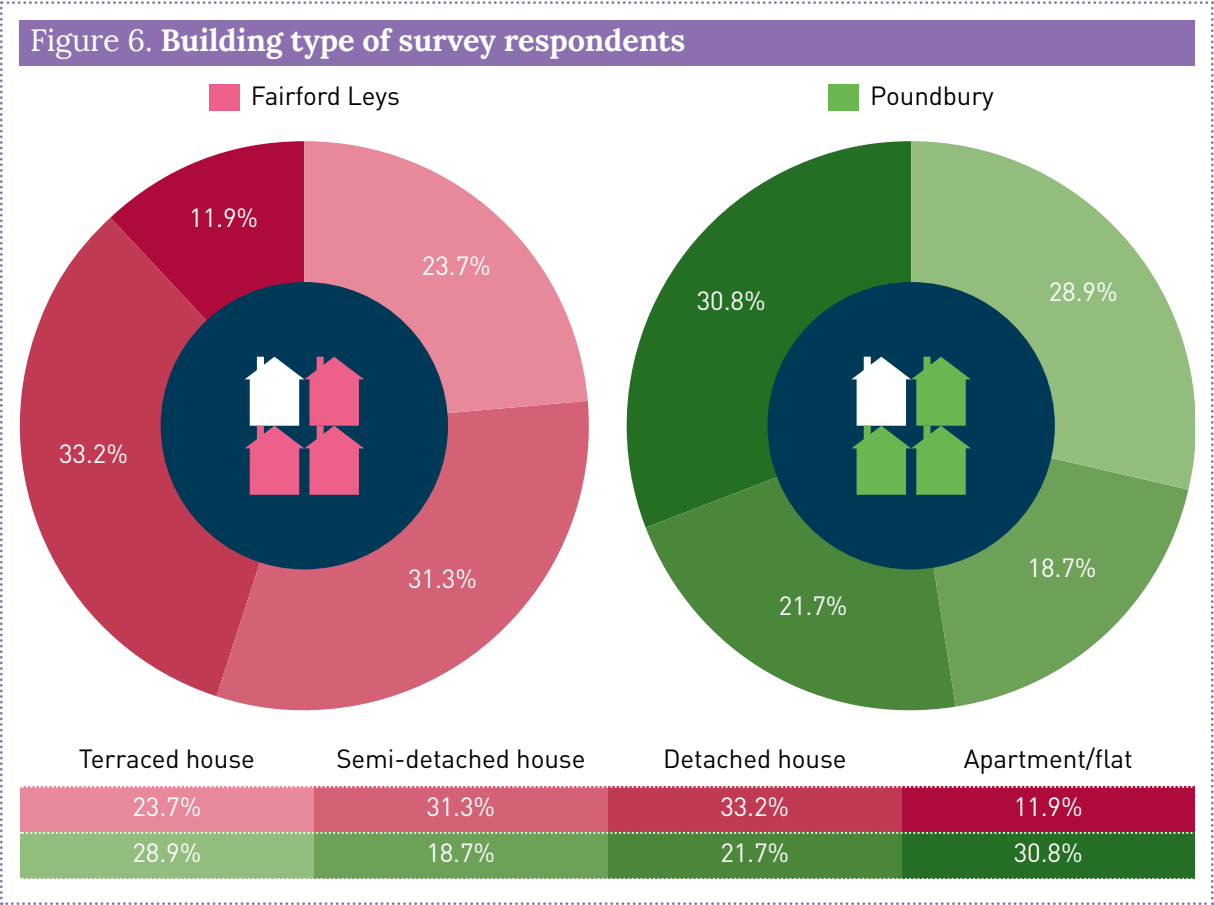
2.5 Length of residency (no. of years)

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.



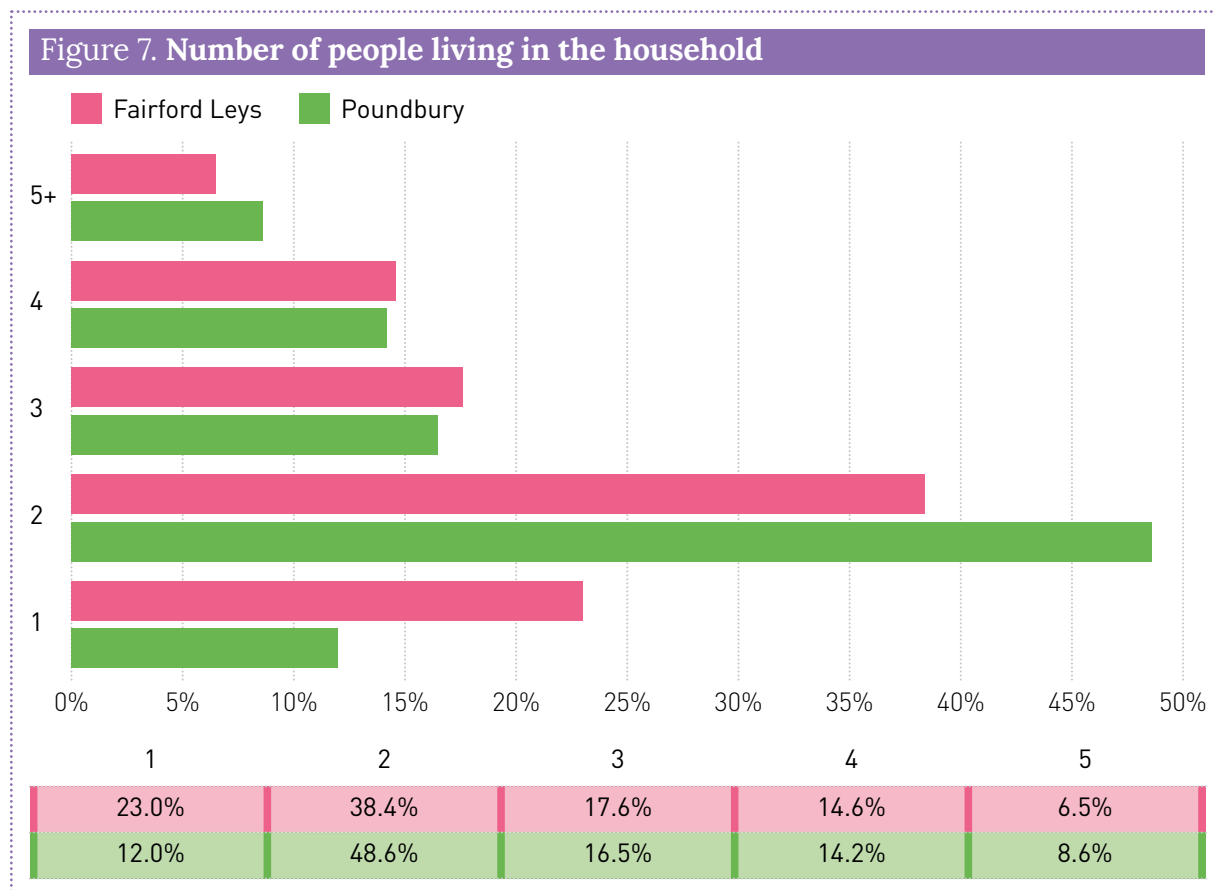
2.6 Building type

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.



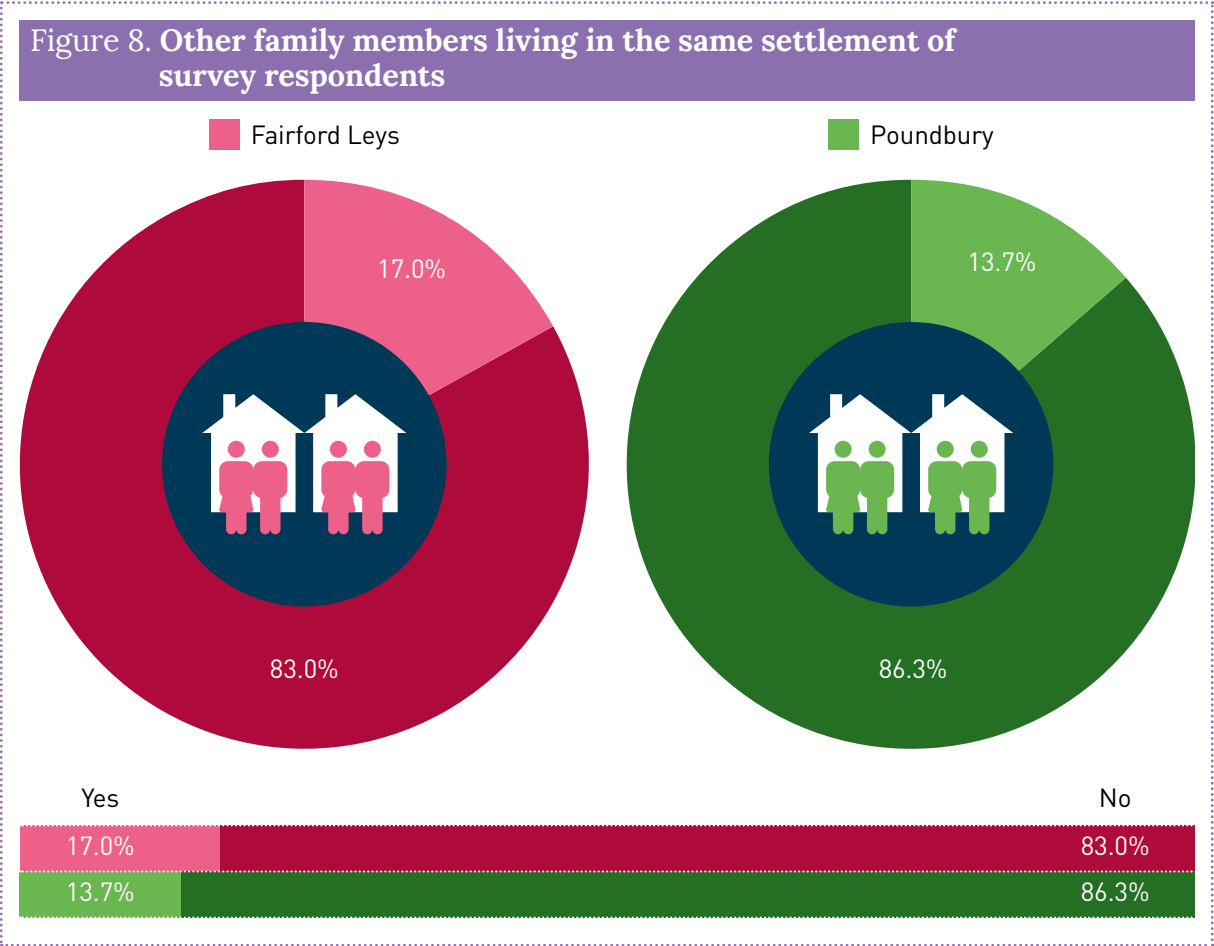
2.7 Number of people in the household

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.



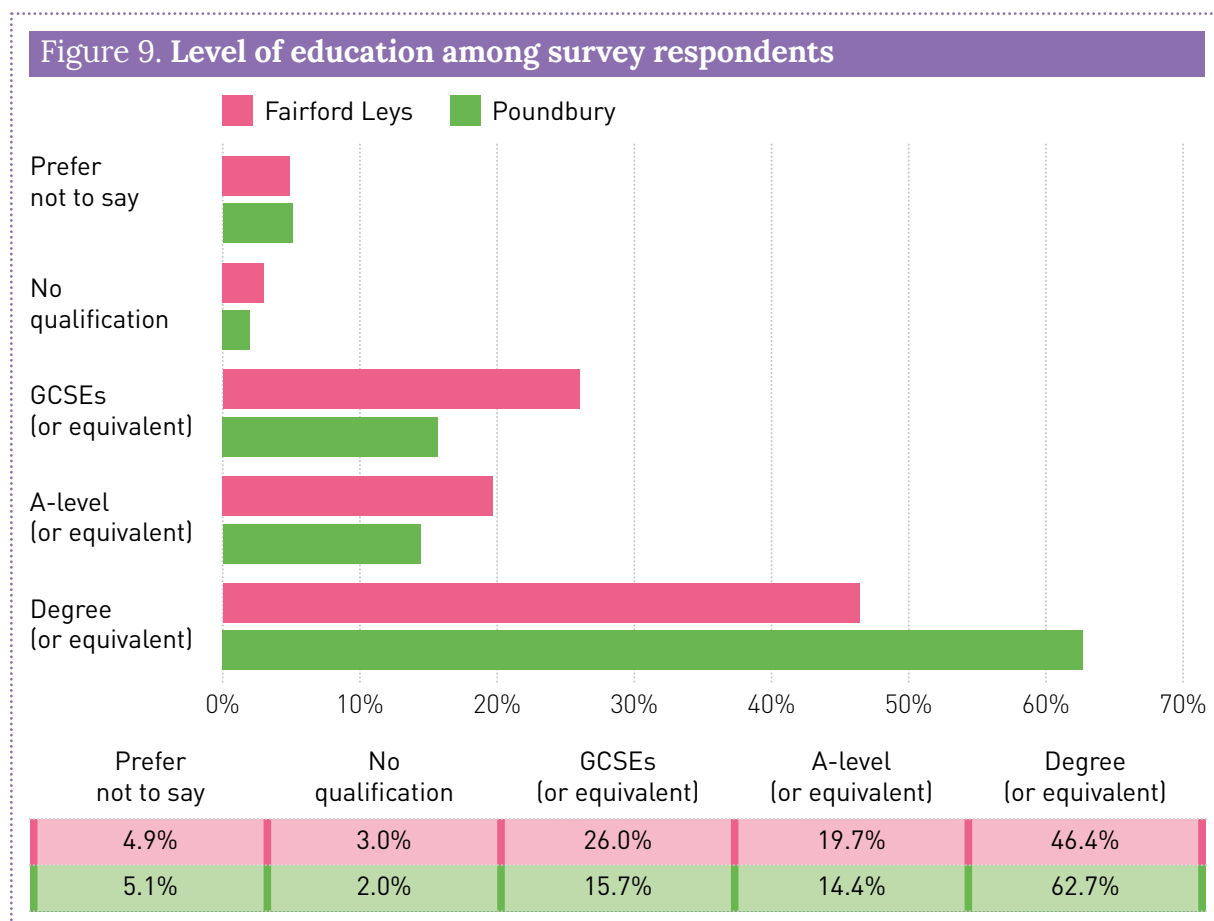
2.8 Other family members in the development

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.



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.

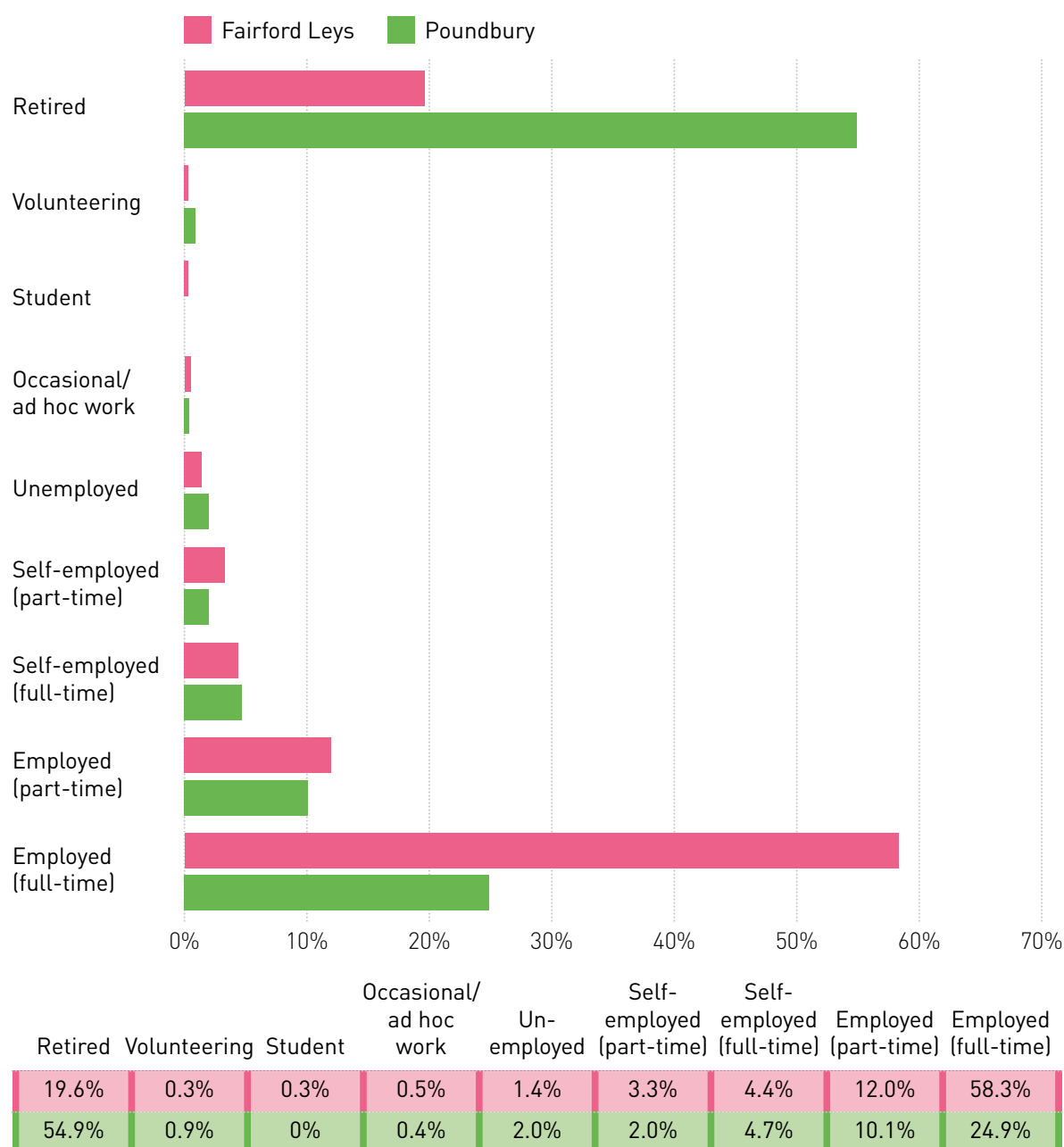


Appendix D – Profile of residents responding to the survey

2.10 Employment status

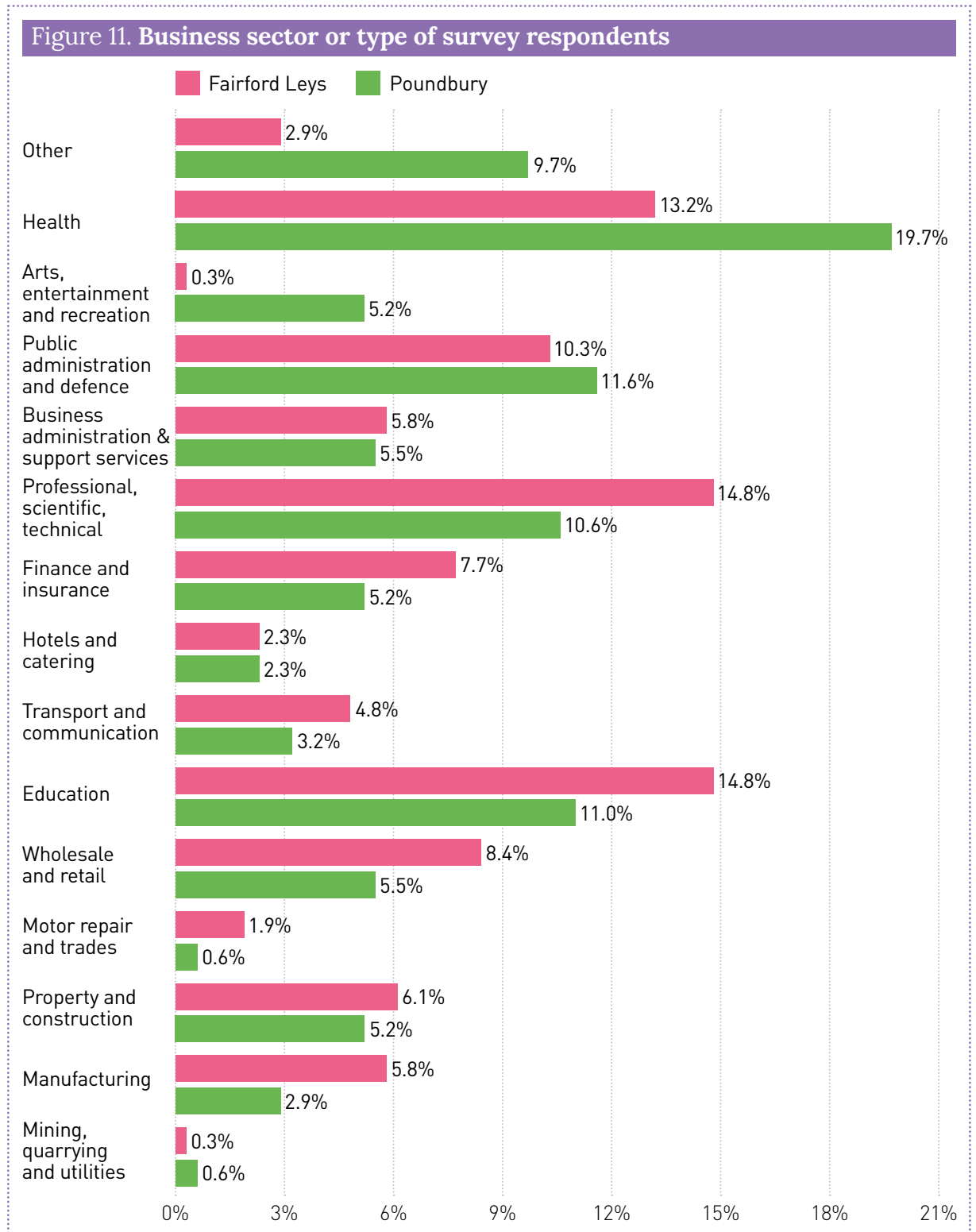
The distribution of type of employment between two settlements was found to be quite different to one another. Primarily, Poundbury has a higher representation from retired people (54.9%) while most Fairford Leys respondents were in full time employment (58.3%). Only 24.9% of Poundbury respondents were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

Figure 10. Employment status of survey respondents



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.

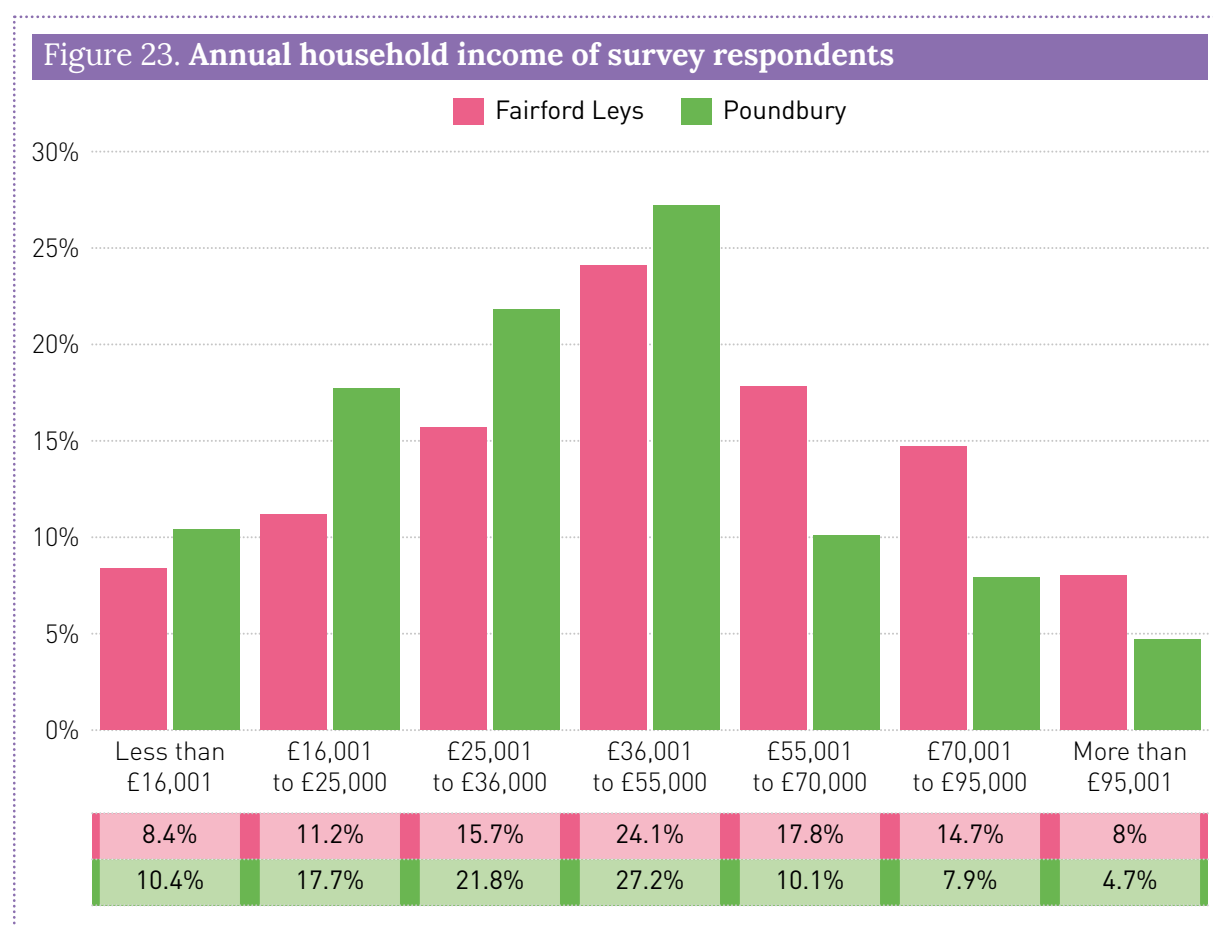


Appendix D – Profile of residents responding to the survey

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.



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/placeofresidencebylocalauthorityashtable8 [accessed 25 June 2019].





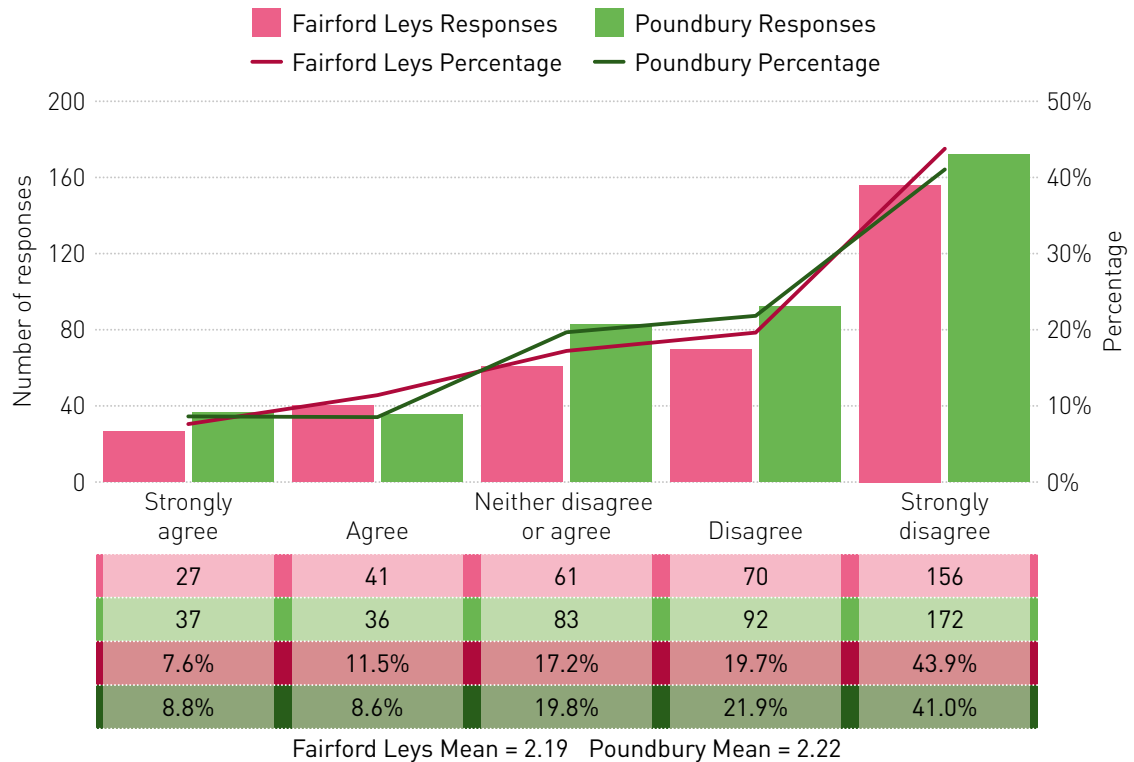
Appendix E – Individual charts for each question (Likert Scale)

About your local area

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

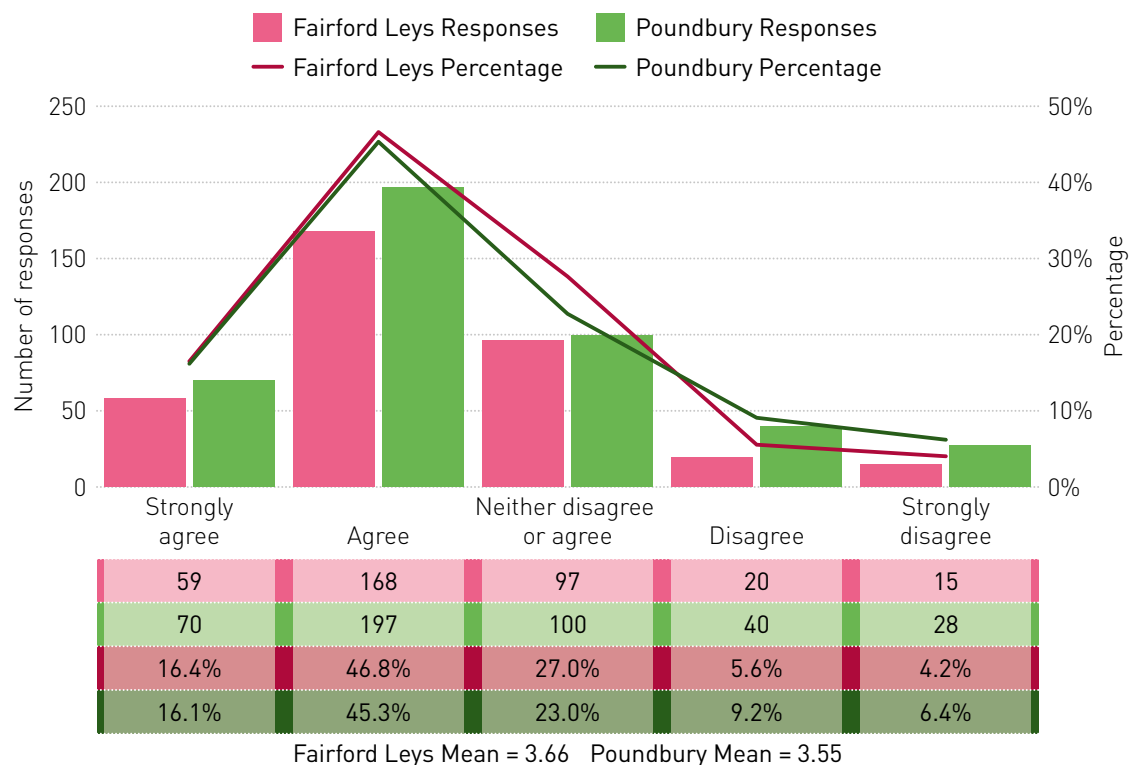
Family/community connections:

Grew up in settlement or mostly because my family is here



Types of homes:

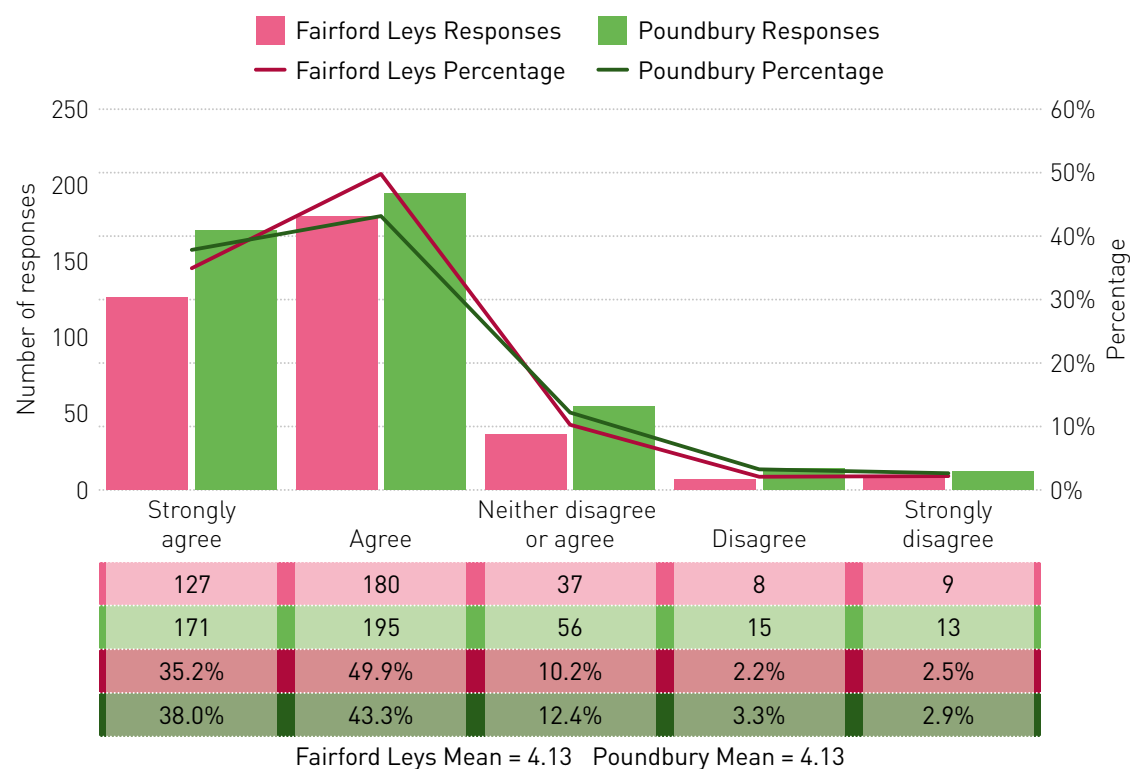
The mix of homes providing variety, opportunity and balance



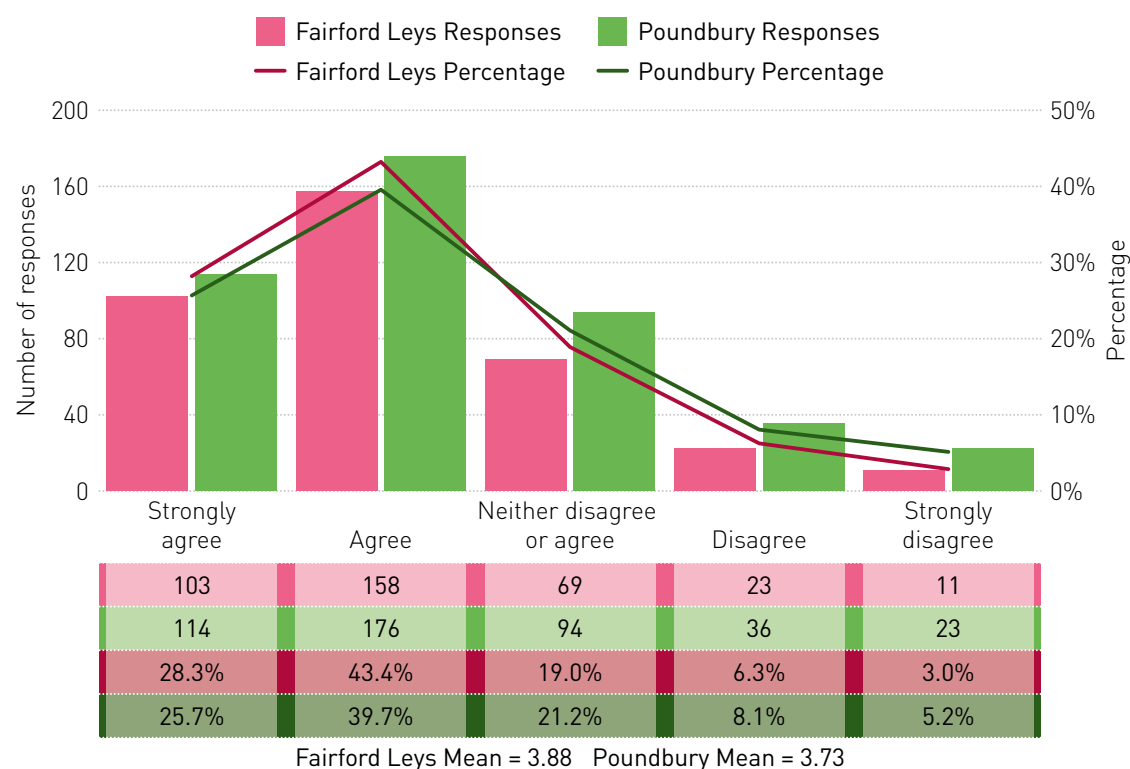
About your local area

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

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



Transport links: Connections to areas outside settlement

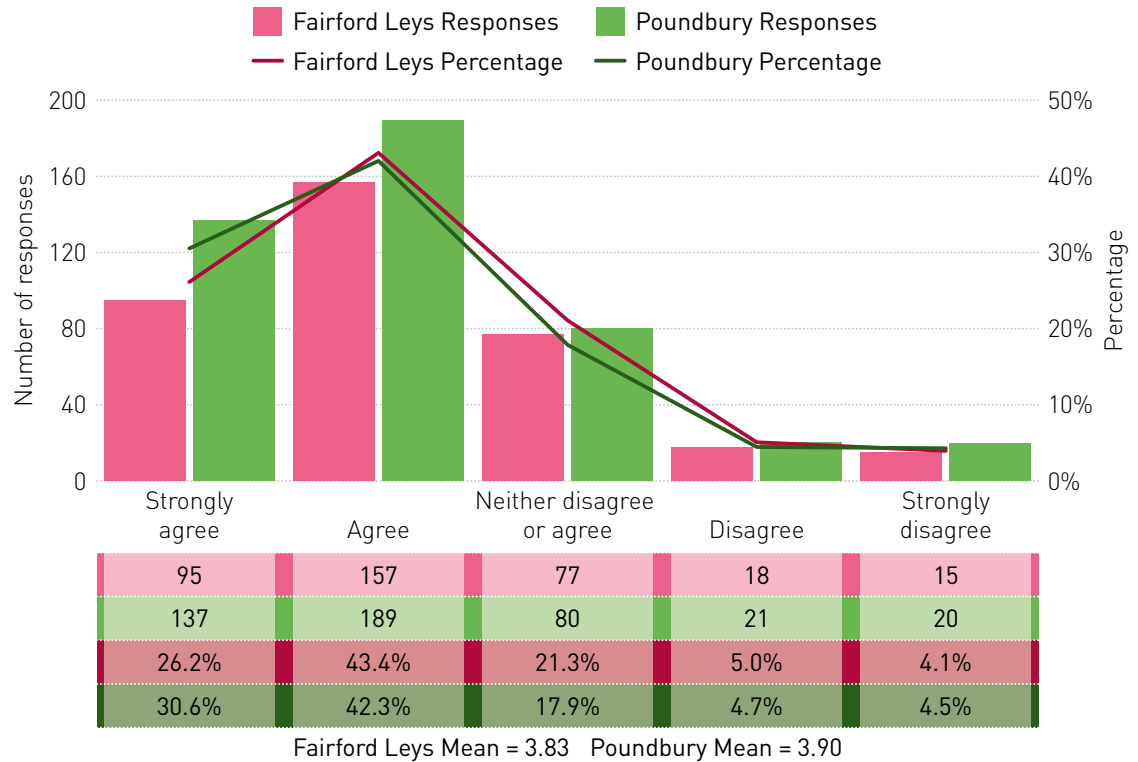


About your local area

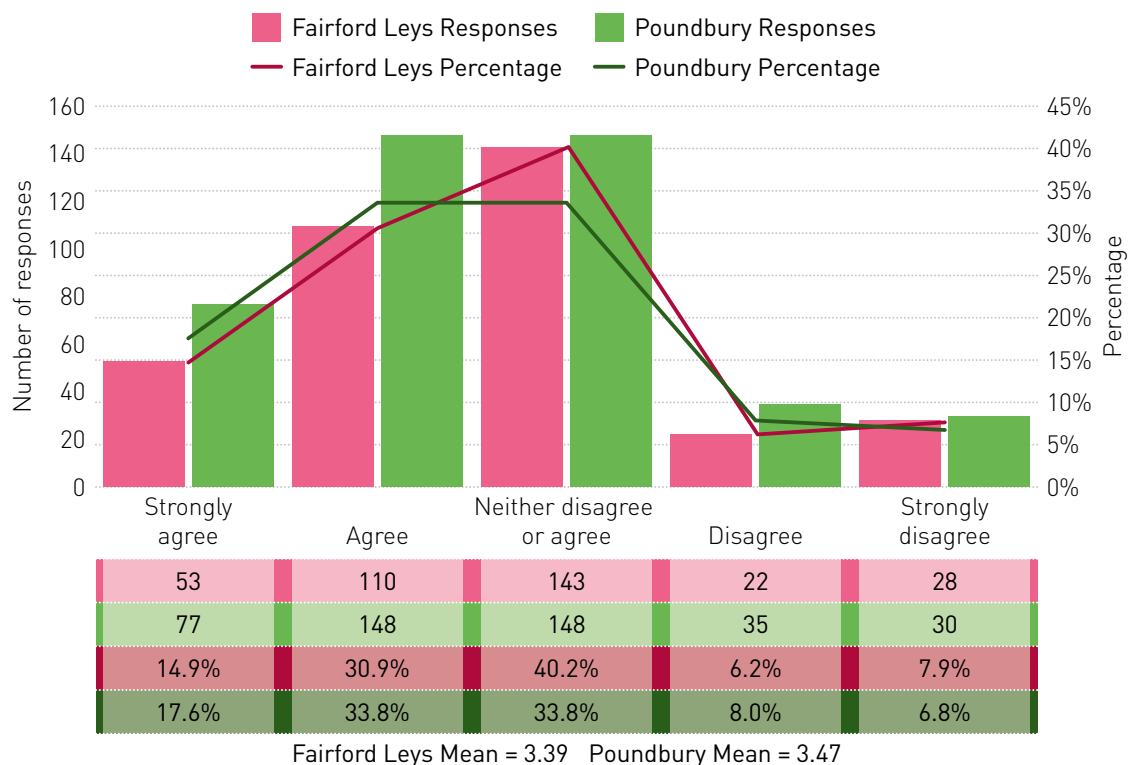
Question 6. Why did you move to Fairford Leys/Poundbury?

Local travel:

Being able to get around the local area within settlement



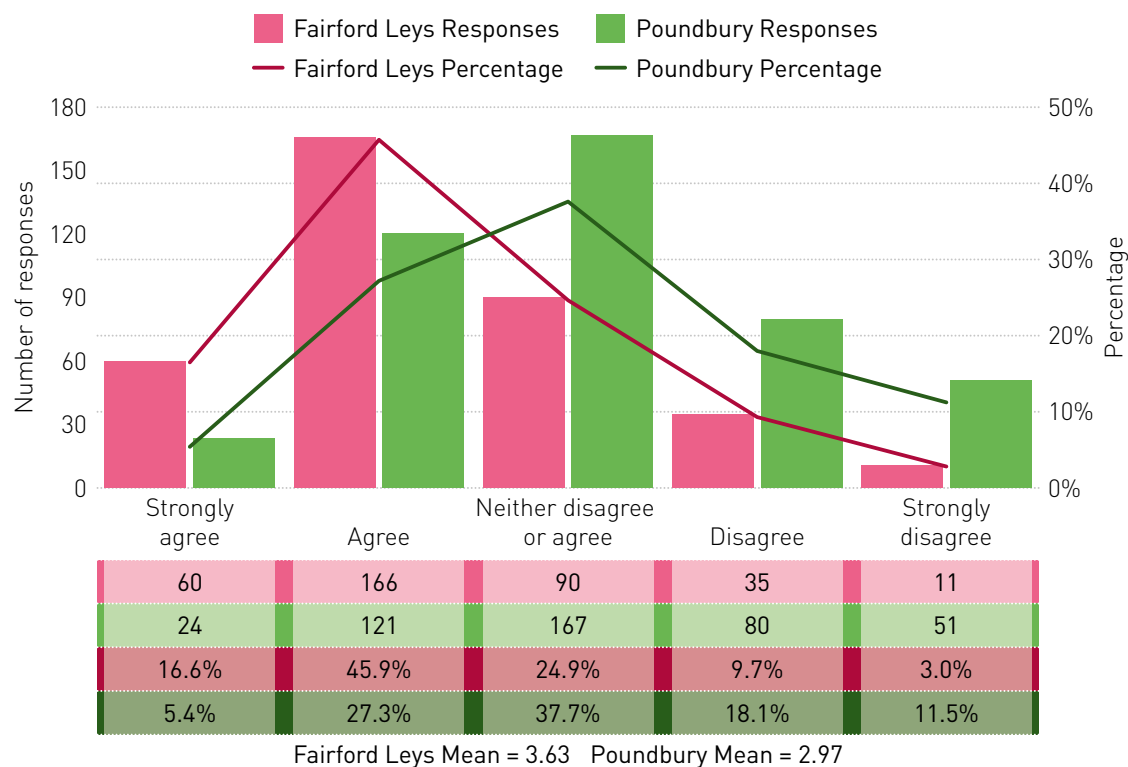
Commitment to sustainable development: The local area cares about the environment



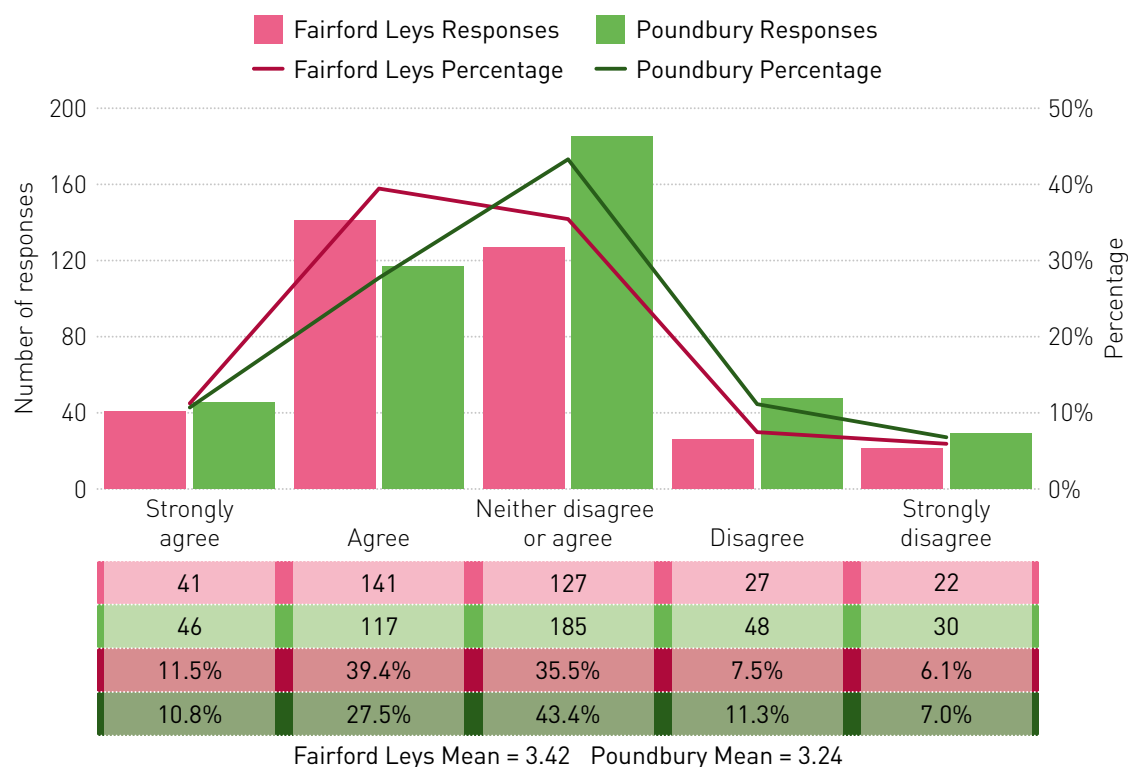
About your local area

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

Cost of living: It is affordable to live here



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

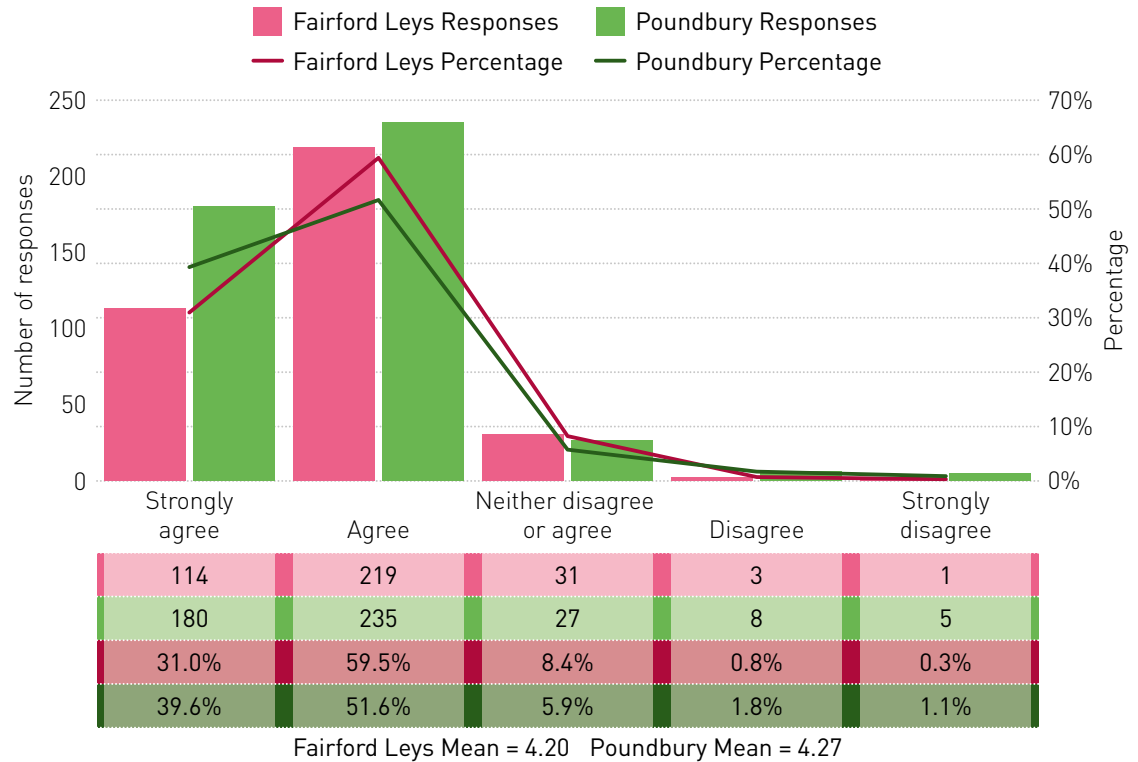


About your local area

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

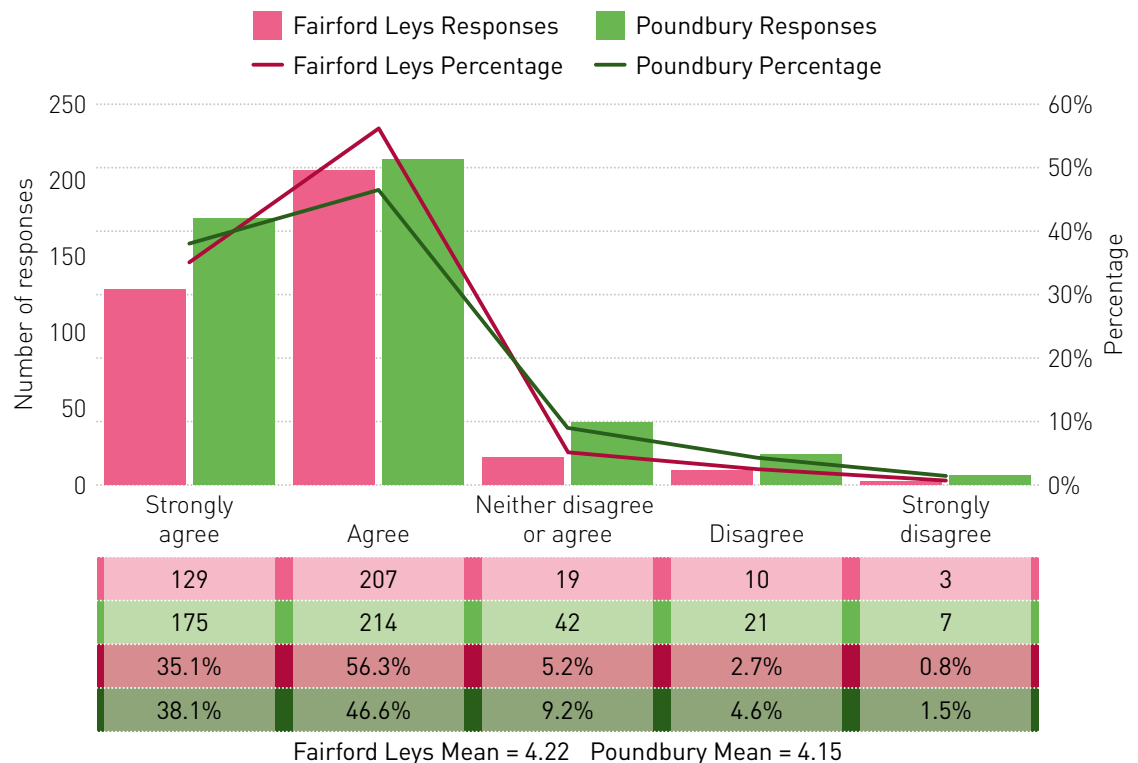
Types of homes:

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

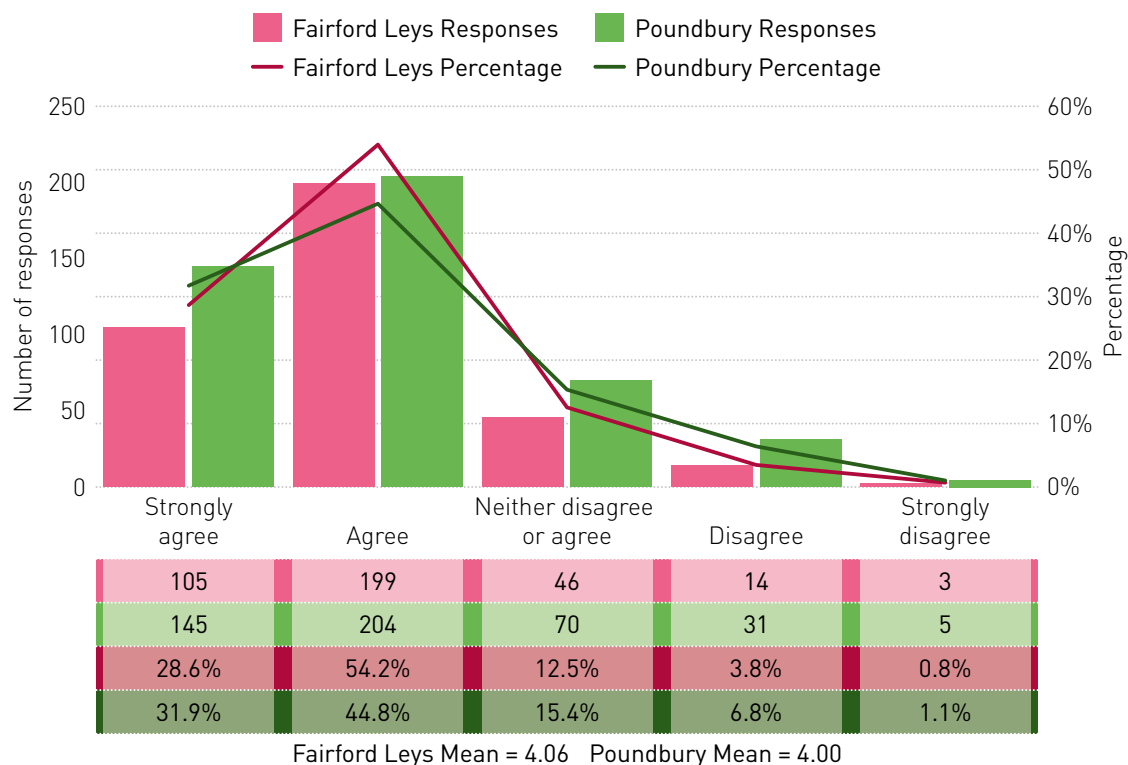


About your local area

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

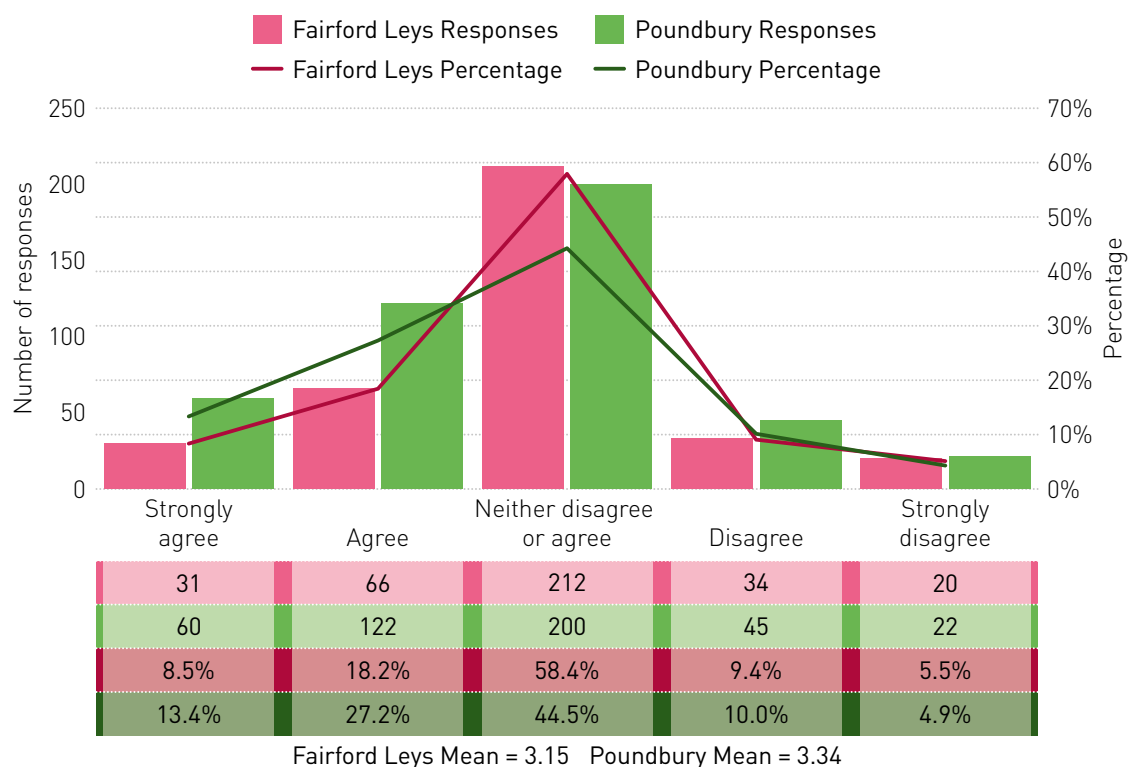
Transport links:

There are good transport links for travel outside this area



Commitment to sustainable development:

I feel that I am reducing my environmental impact by living in this area

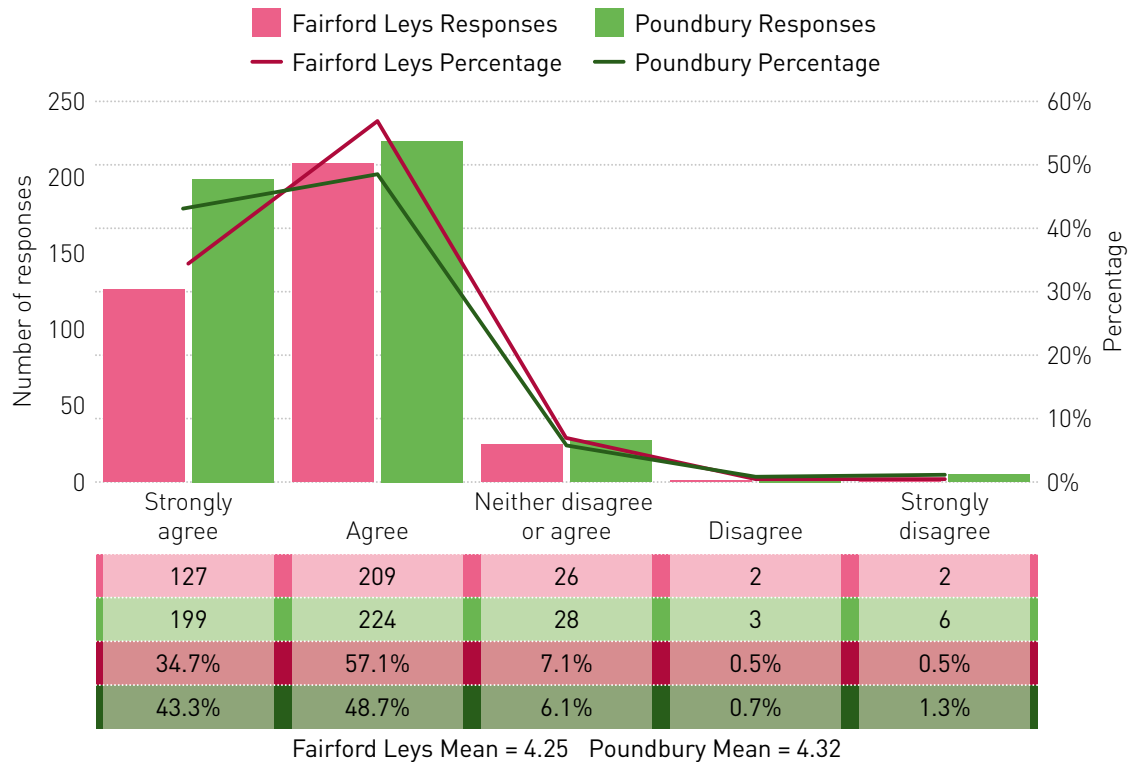


About your local area

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

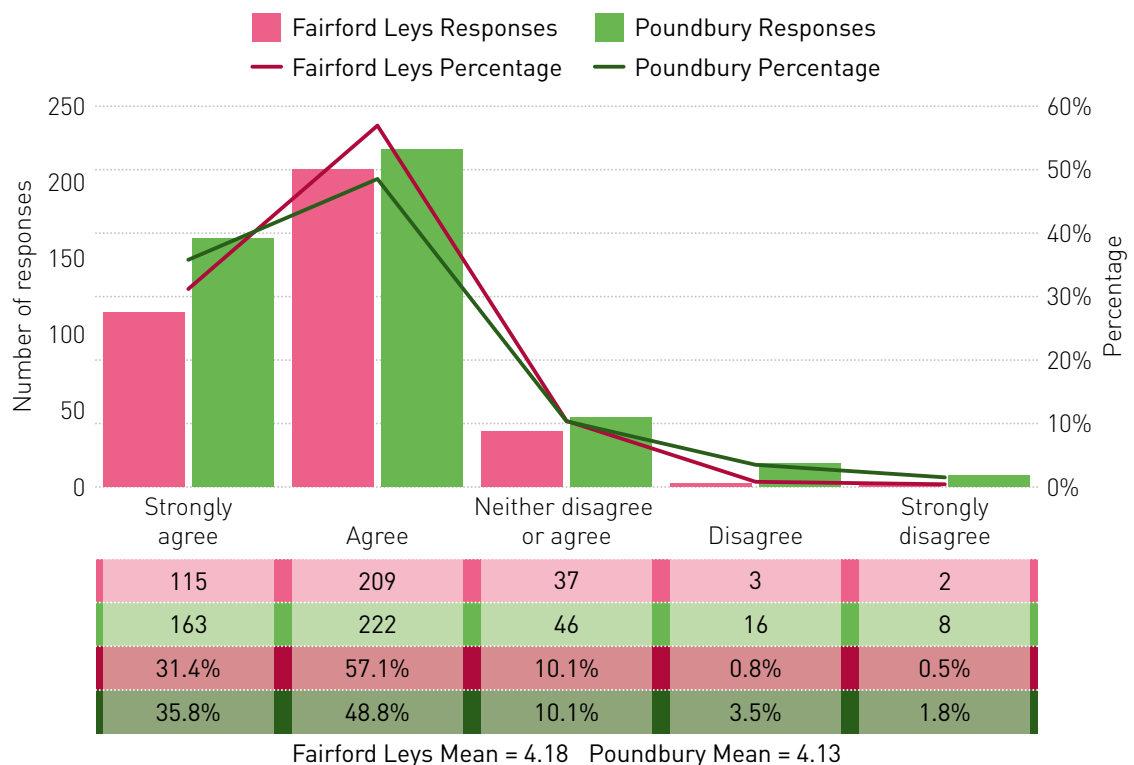
Local travel:

I can easily get around the local area



Cost of living:

I can maintain and enjoy standard of living here

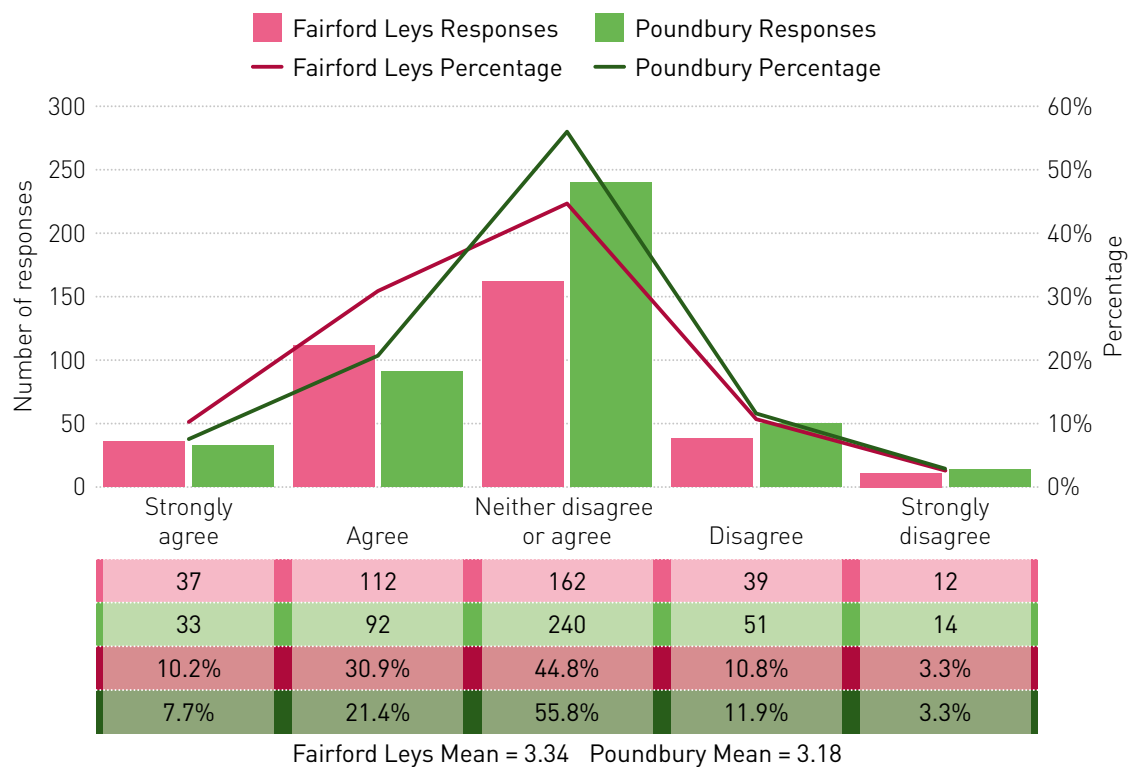


About your local area

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

Local economy:

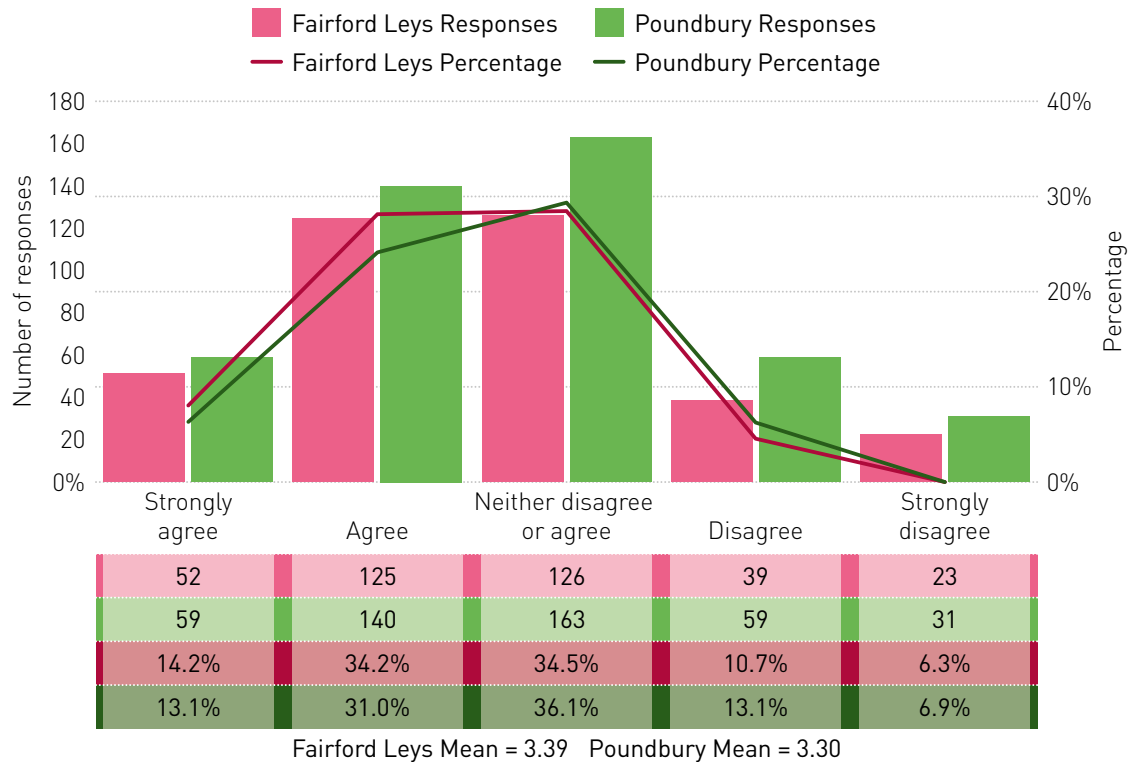
There are enough work and business opportunities here



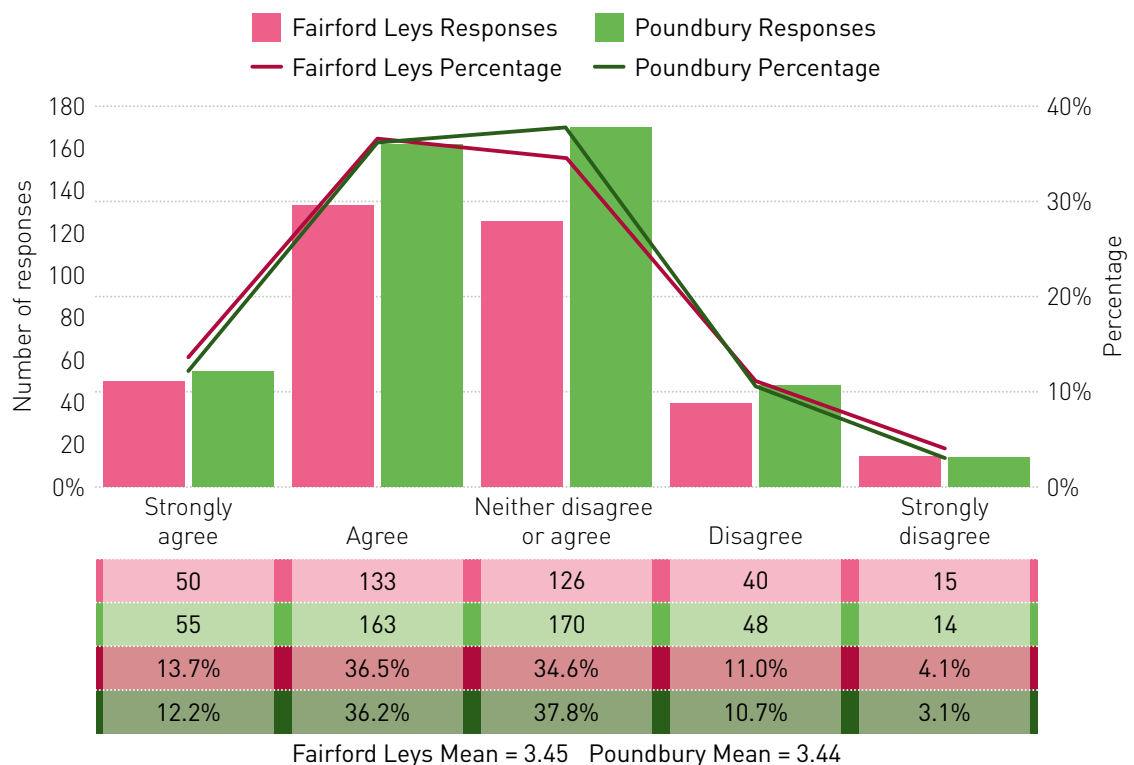
About your local community

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



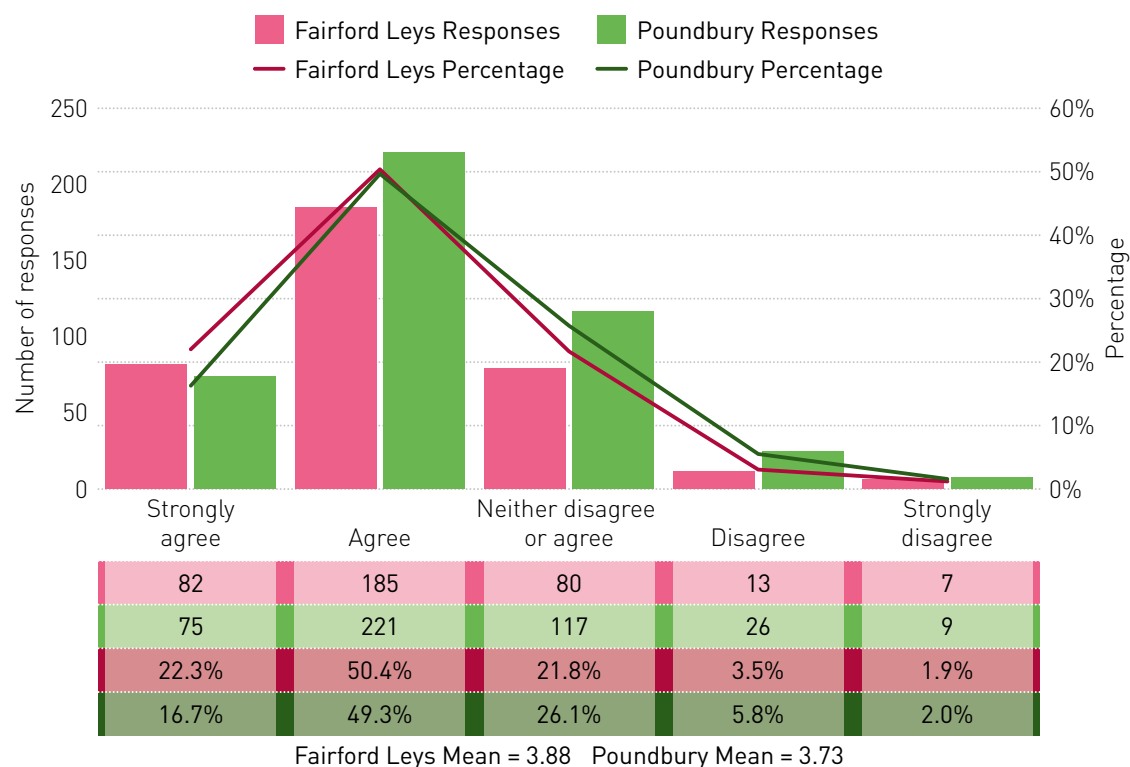
Community spirit:
Opportunities to get involved and participate



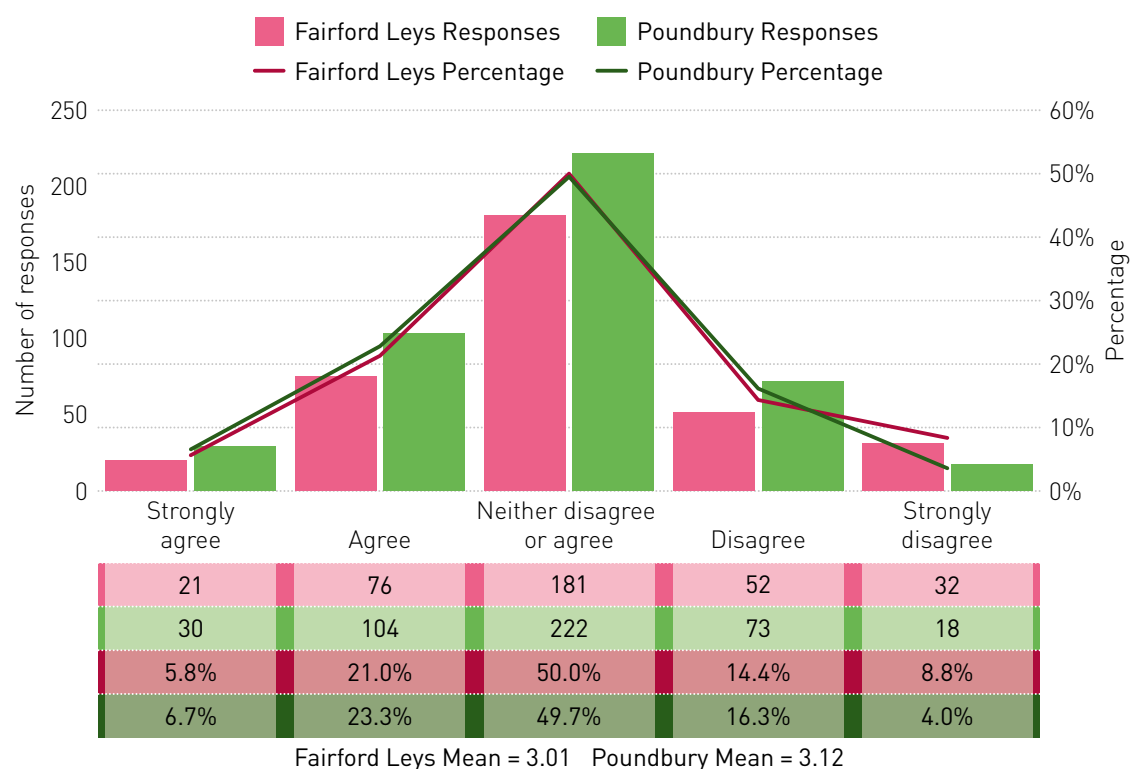
About your local community

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

Recreational spaces: Places to exercise, relax and have fun



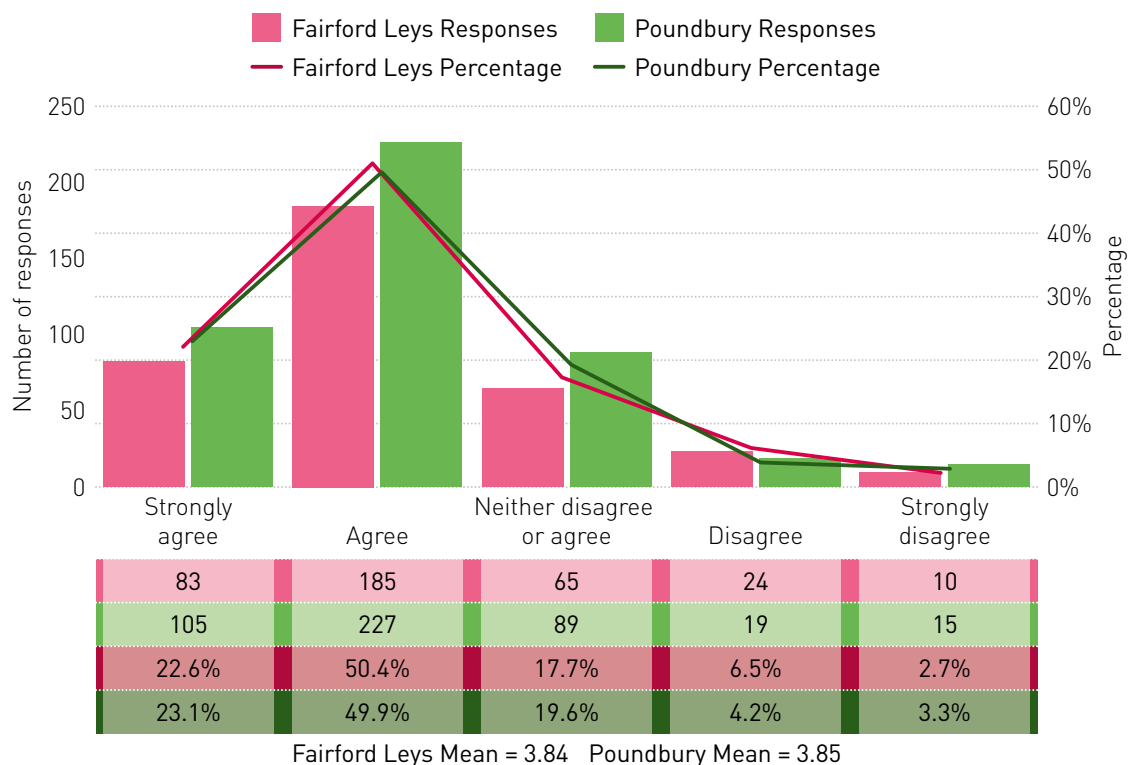
Ethical shopping: Buying local and fair-trade products



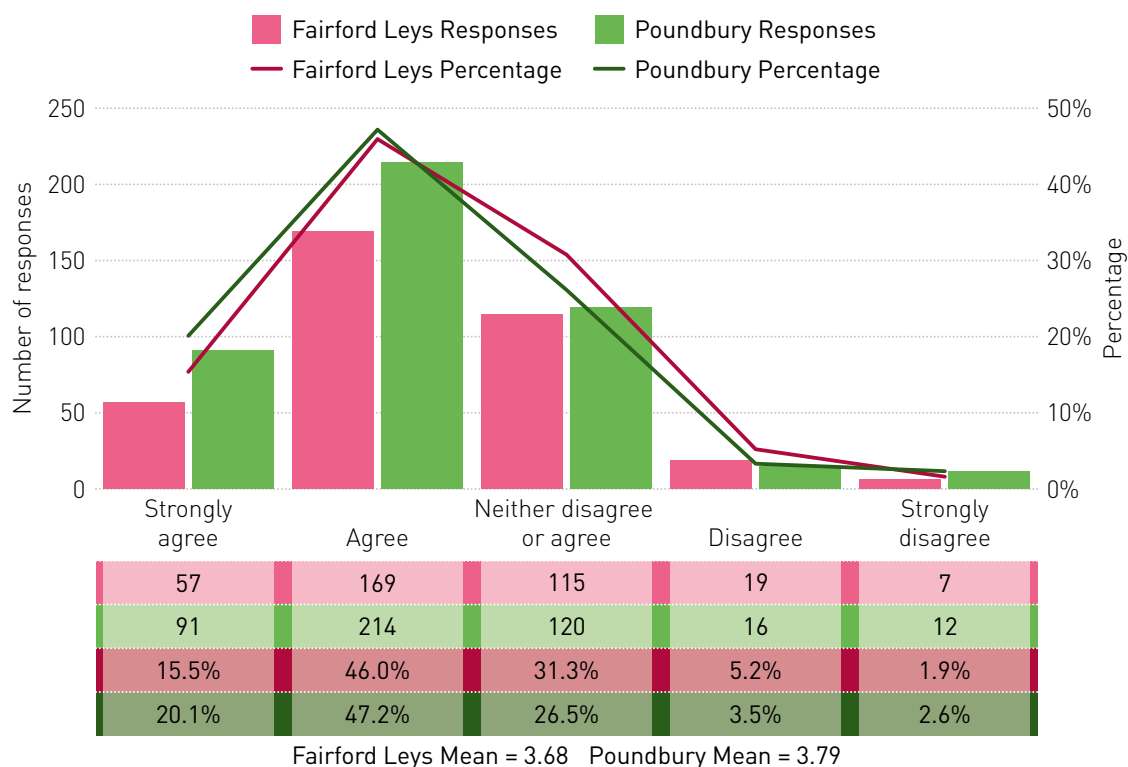
About your local community

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



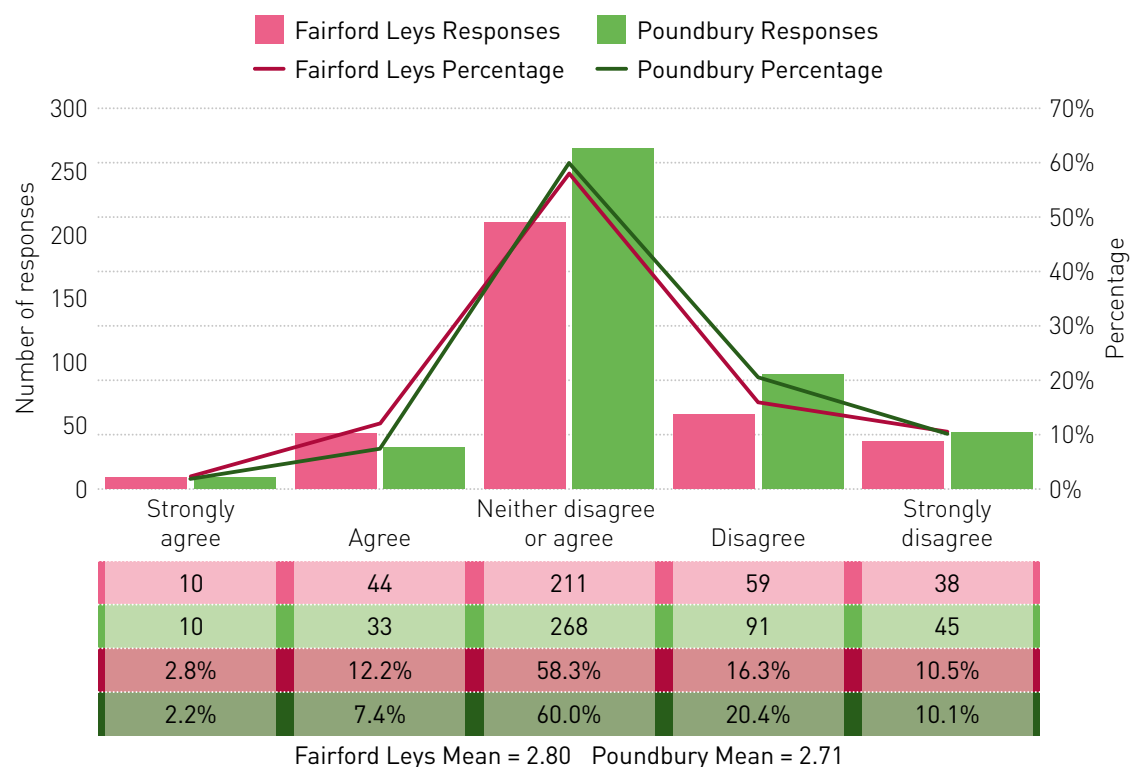
Quality of life: Opportunities to improve my health and wellbeing



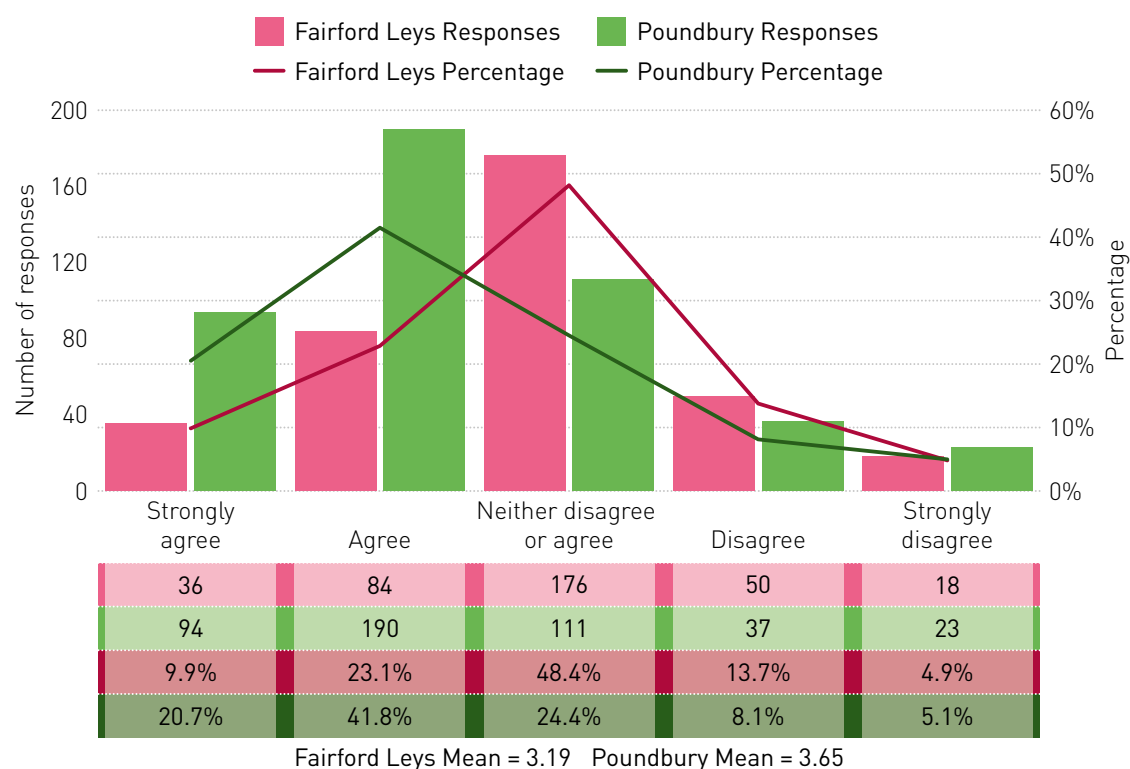
About your local community

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

Politics: Local political environment



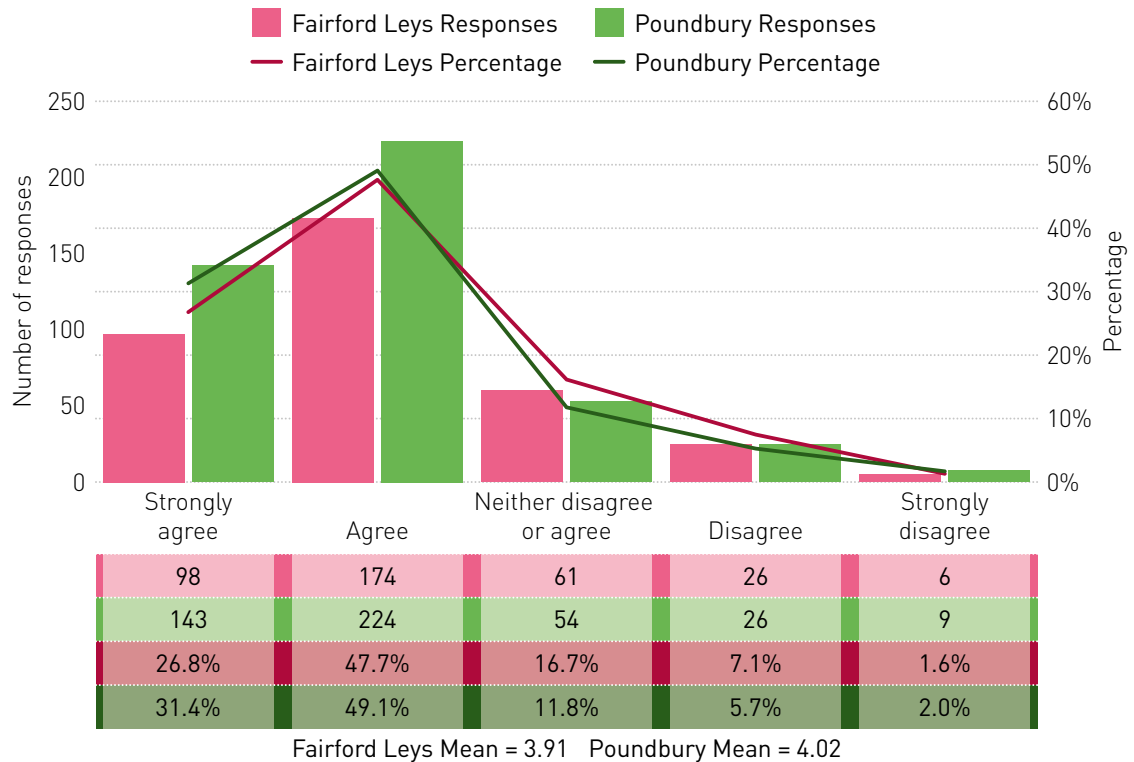
Uniqueness: Being part of something new and experimental



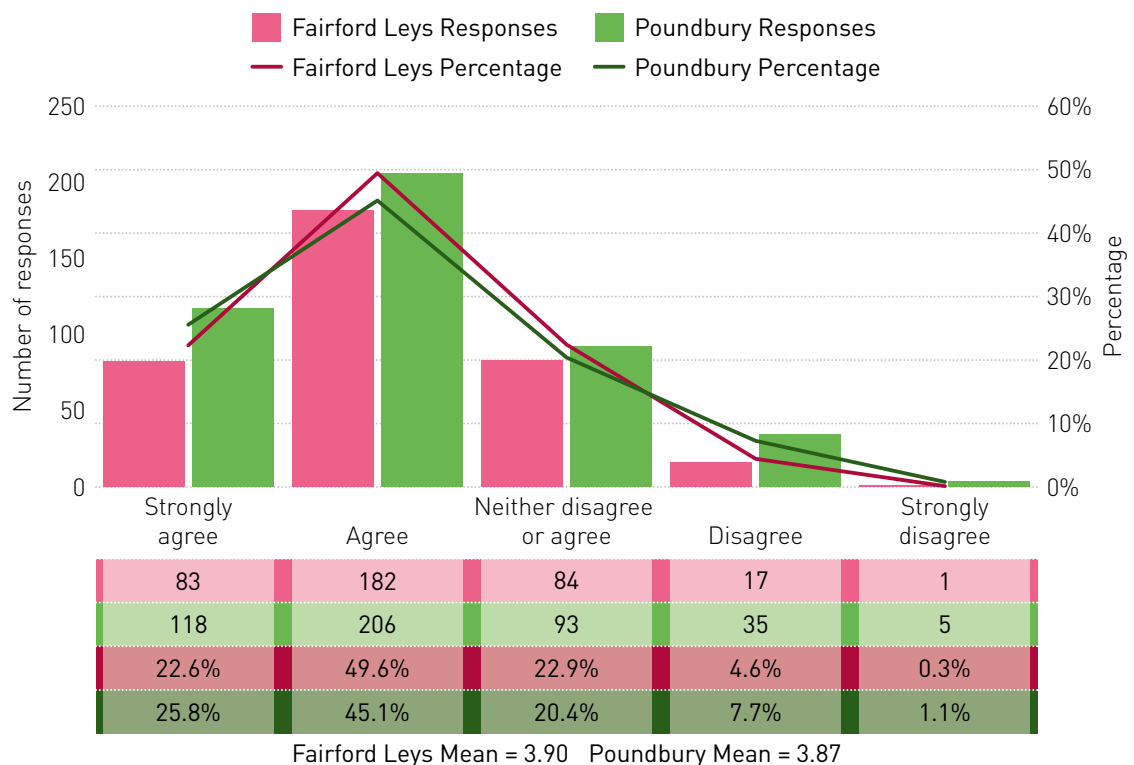
About your local community

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



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

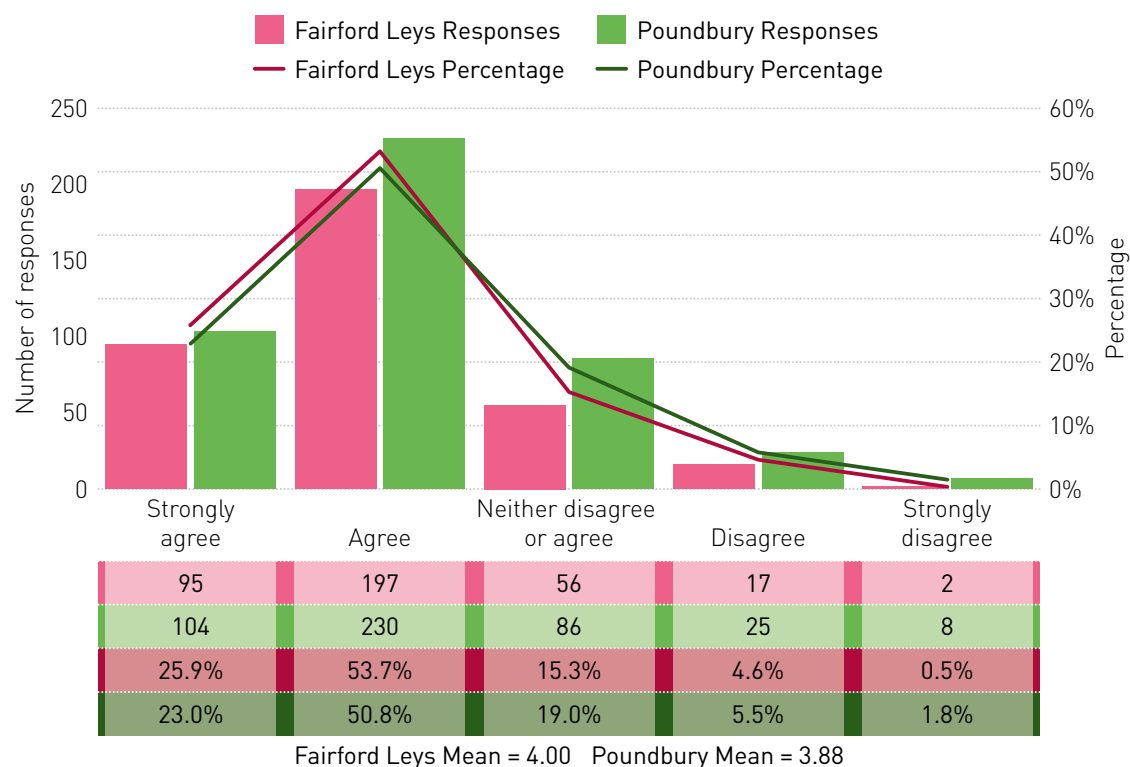


About your local community

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

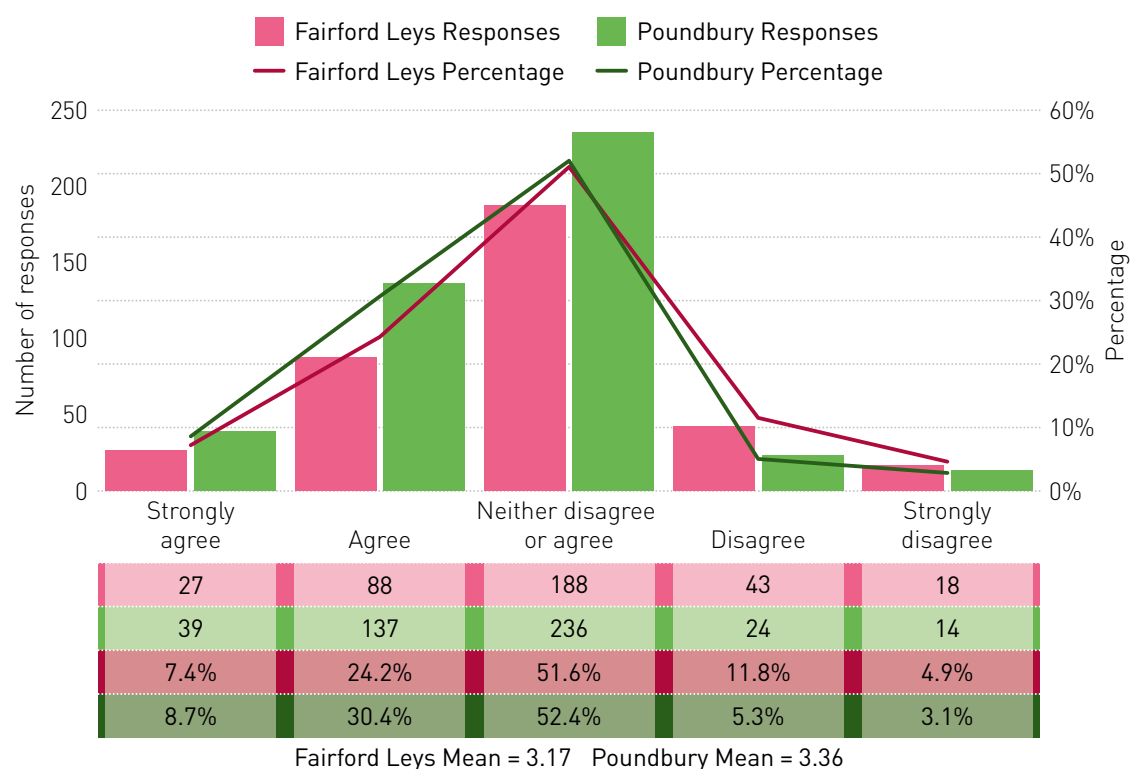
Recreational spaces:

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



Ethical shopping:

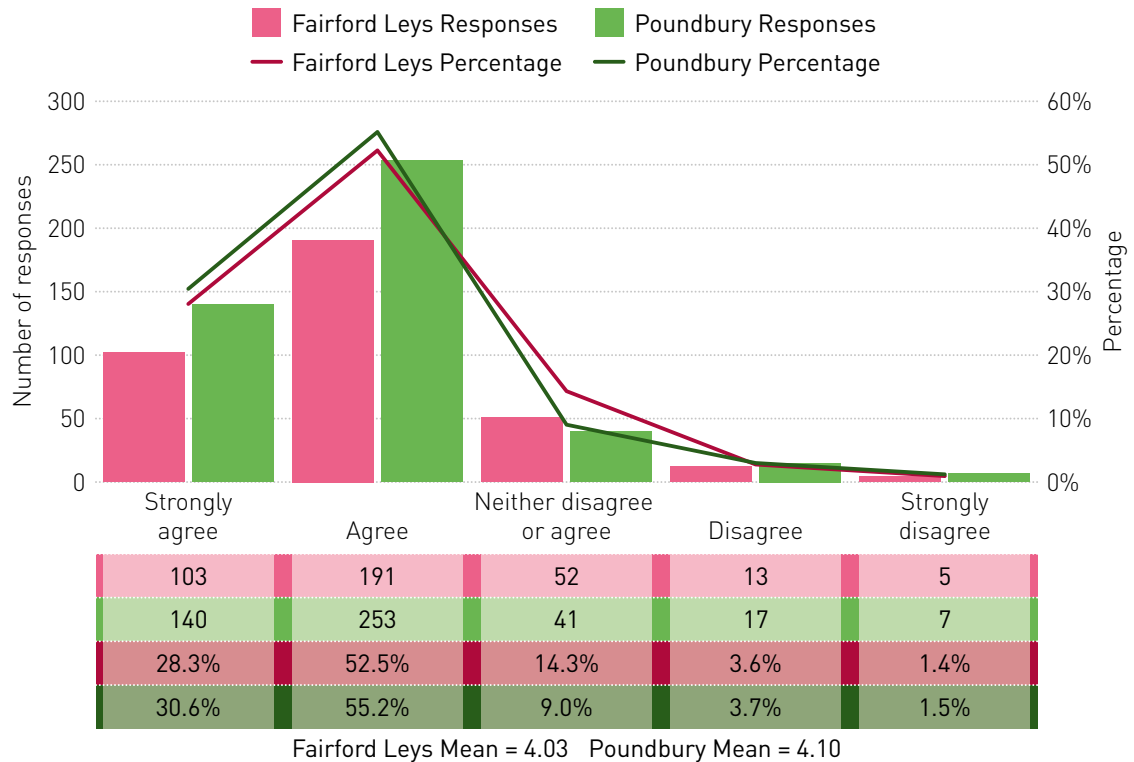
It is easy for me to buy ethical and fair-trade products in my local area



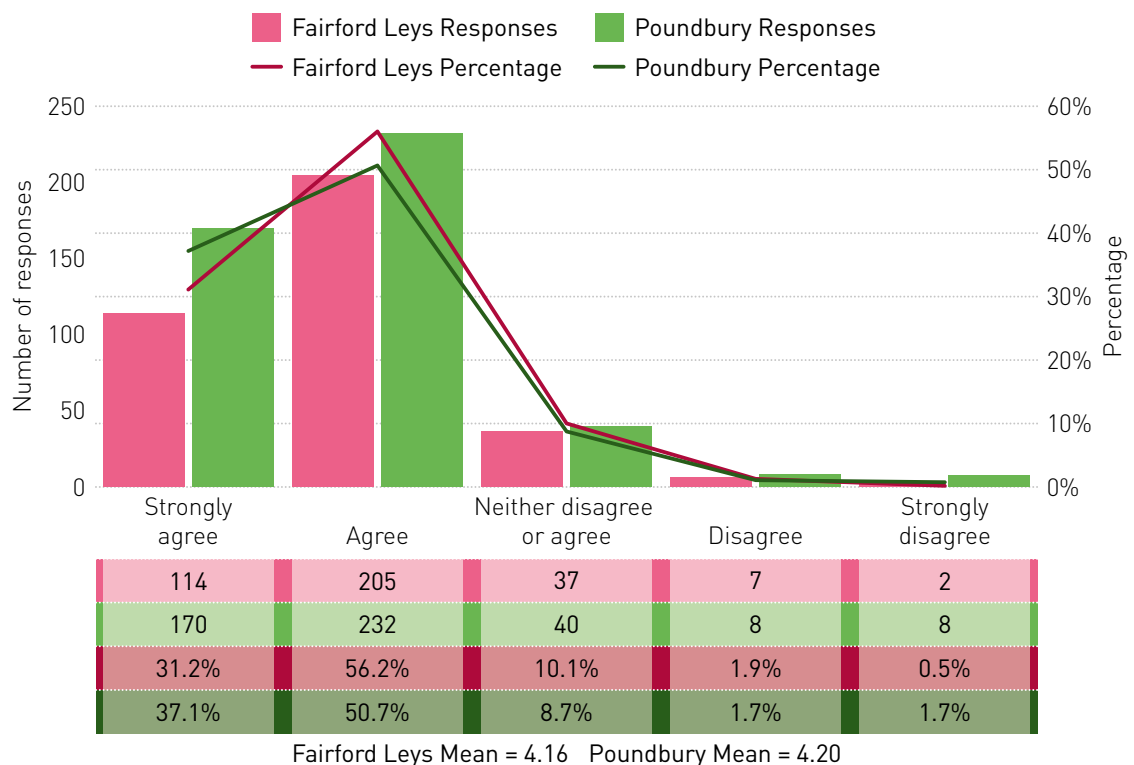
About your local community

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



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

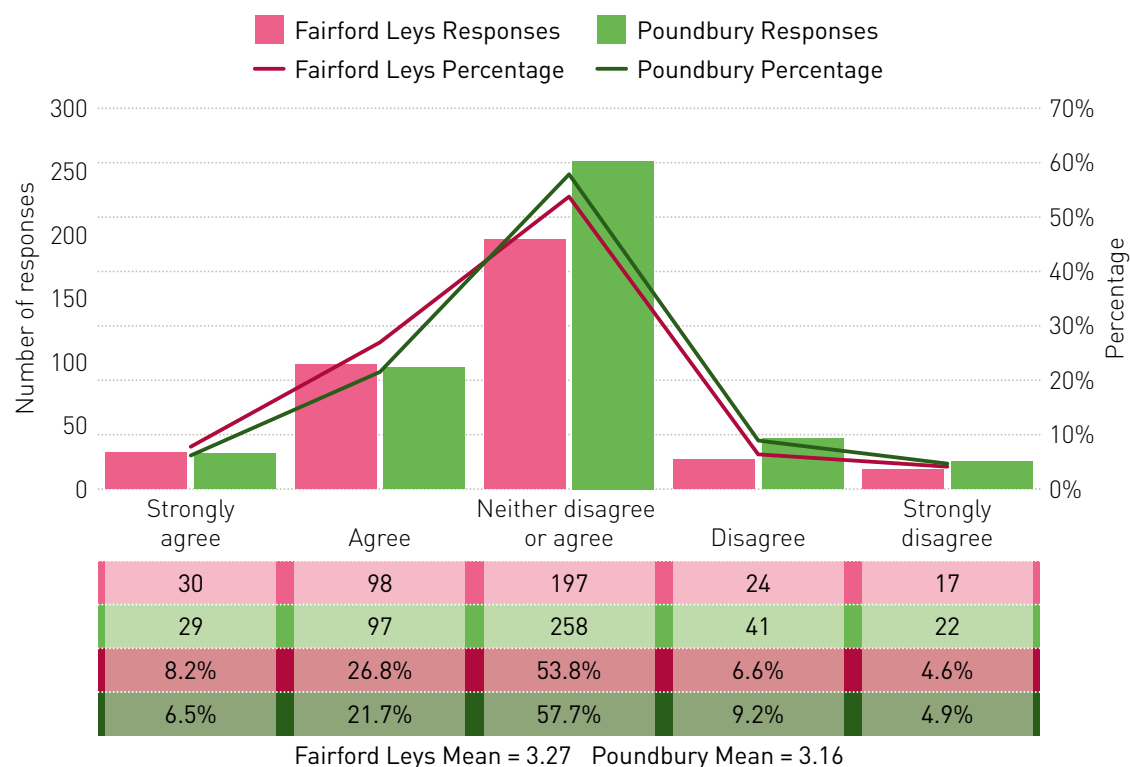


About your local community

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

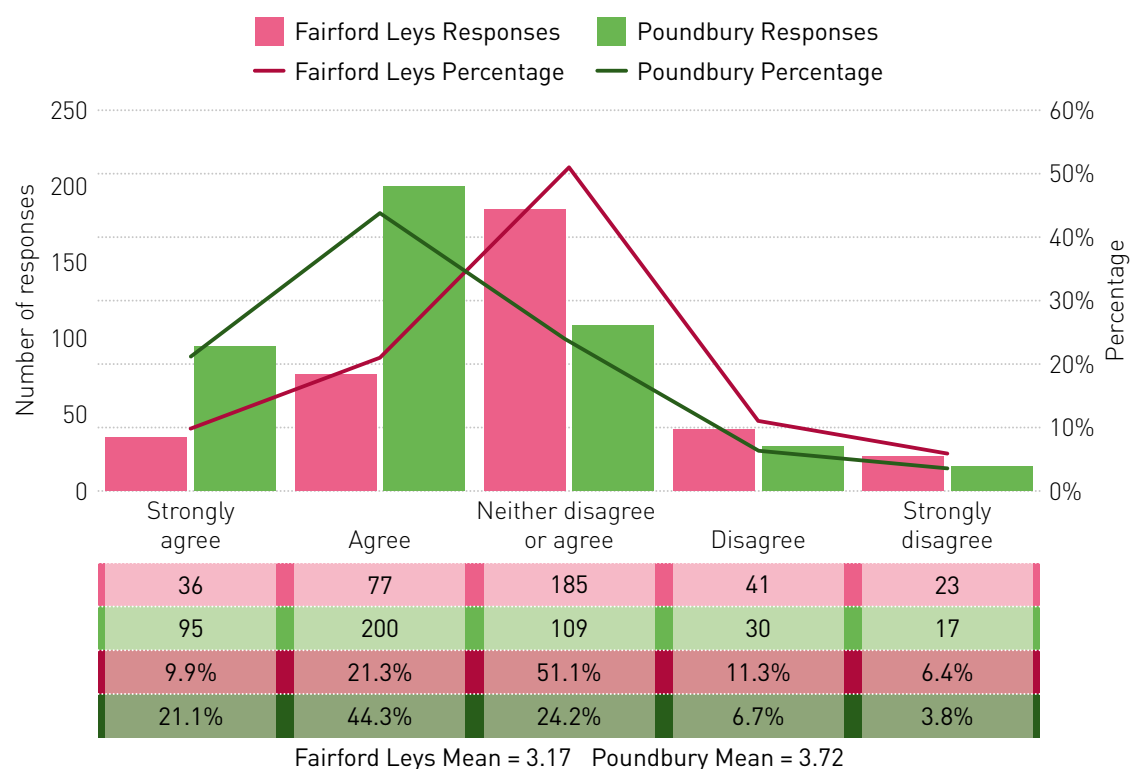
Local politics:

I am comfortable with, and supportive of local politics



Uniqueness:

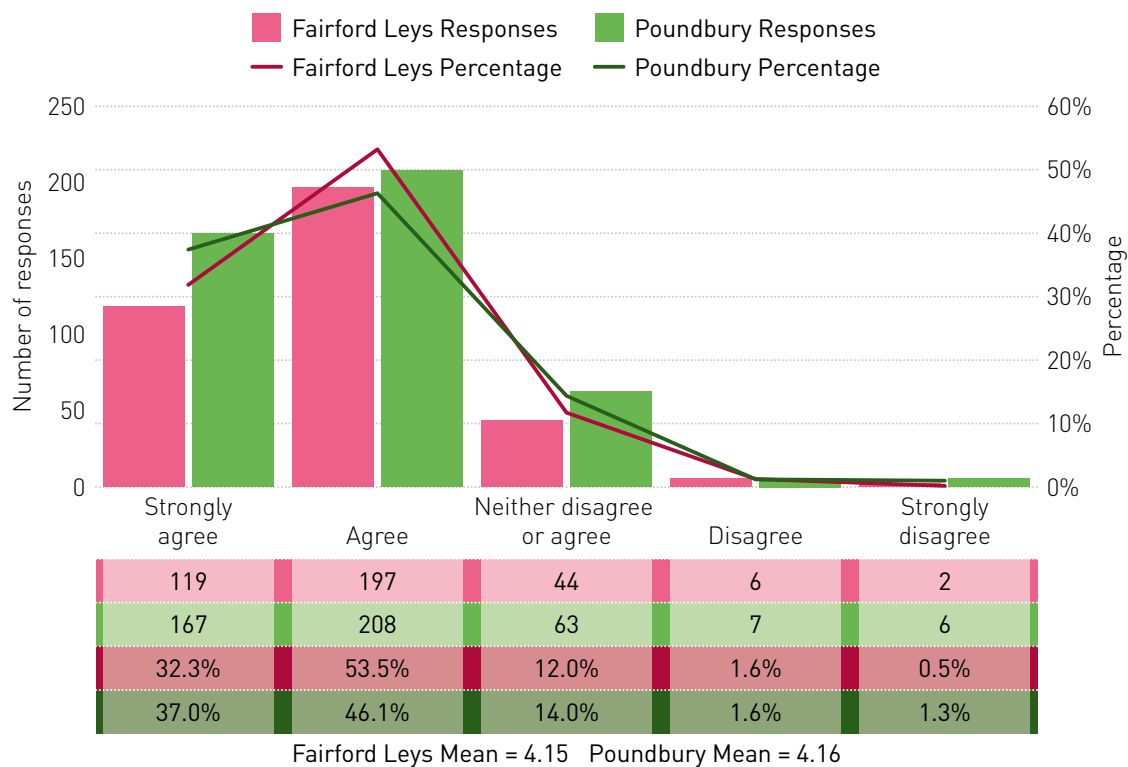
I feel that I am living in a unique and experimental development



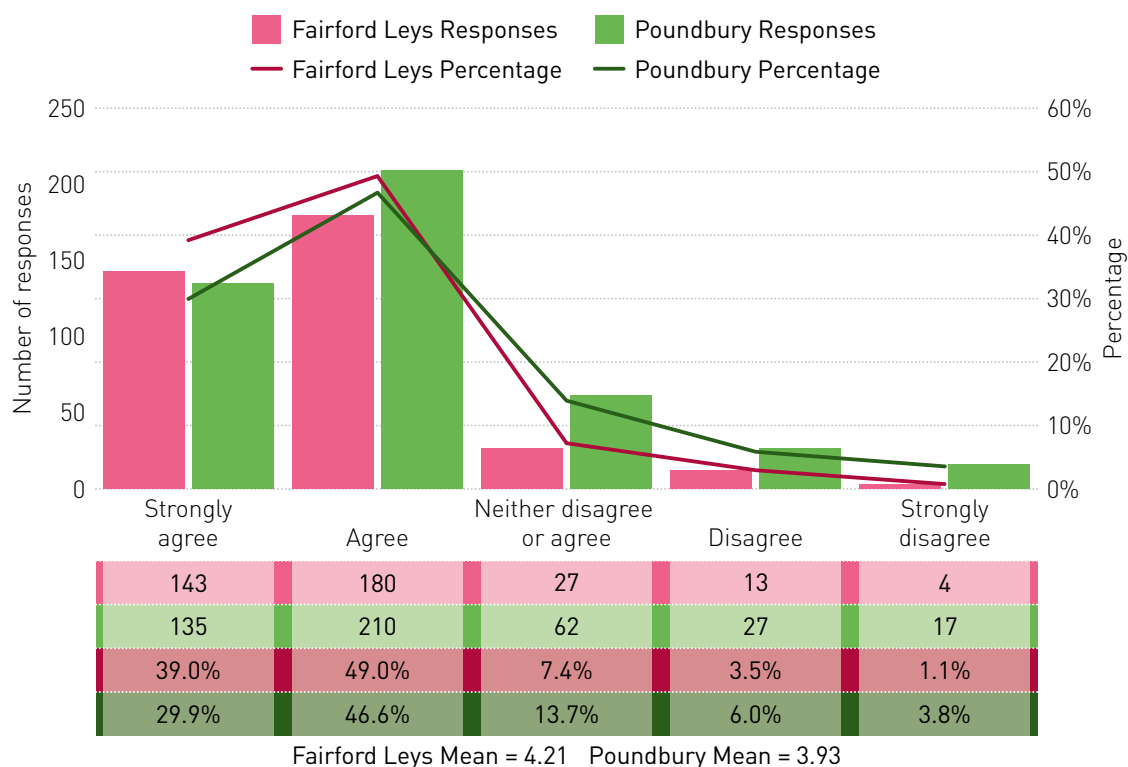
About your home

Question 13. Why did you move to your home?

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



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

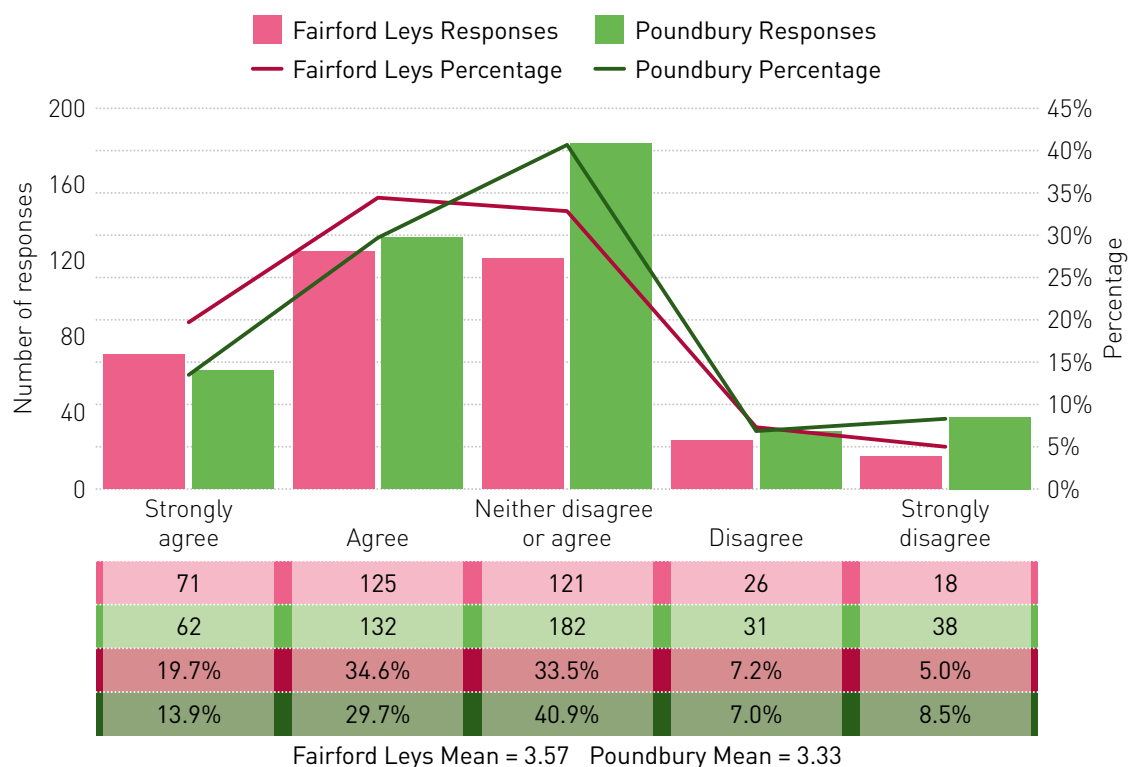


About your home

Question 13. Why did you move to your home?

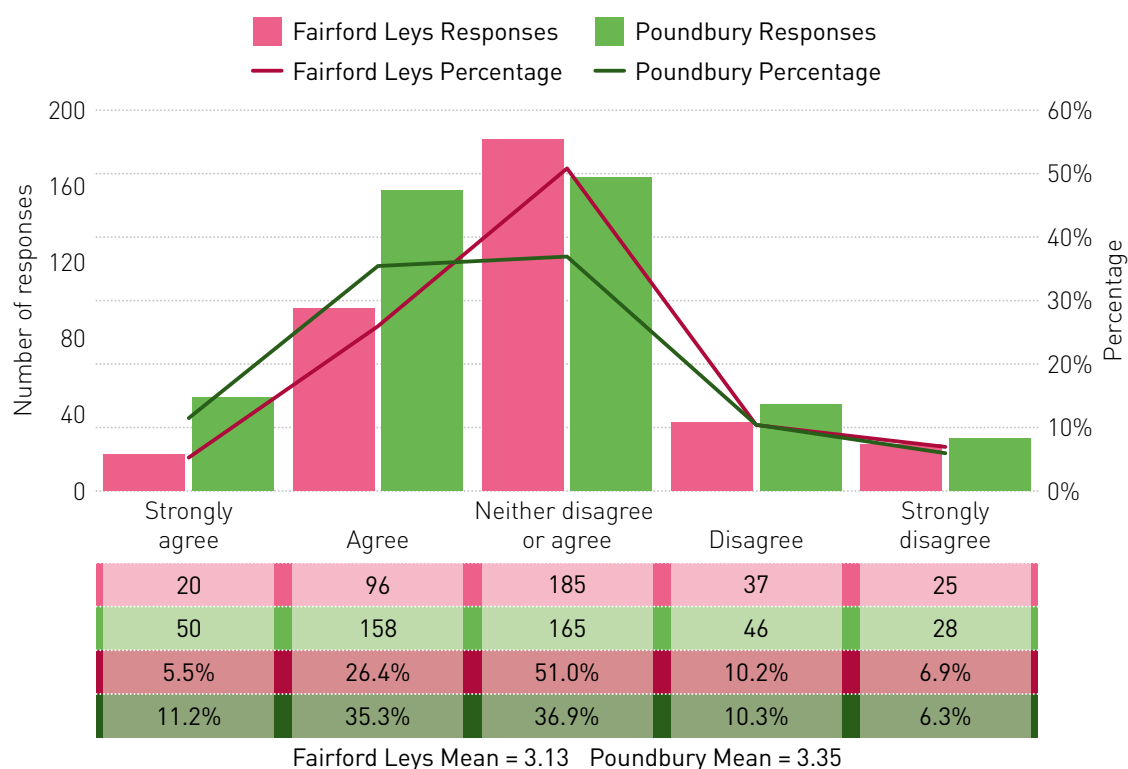
Investment:

A property that gives me a good return on investment



Energy-saving features:

Helping the environment and my pocket

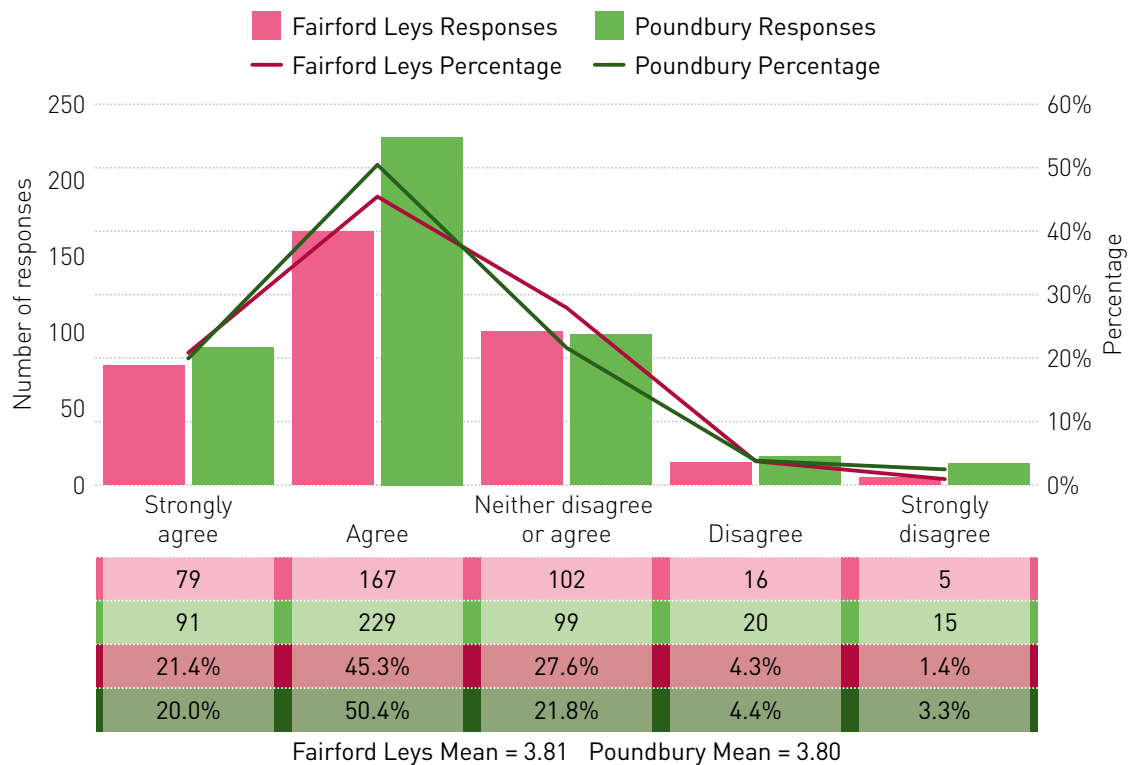


About your home

Question 13. Why did you move to your home?

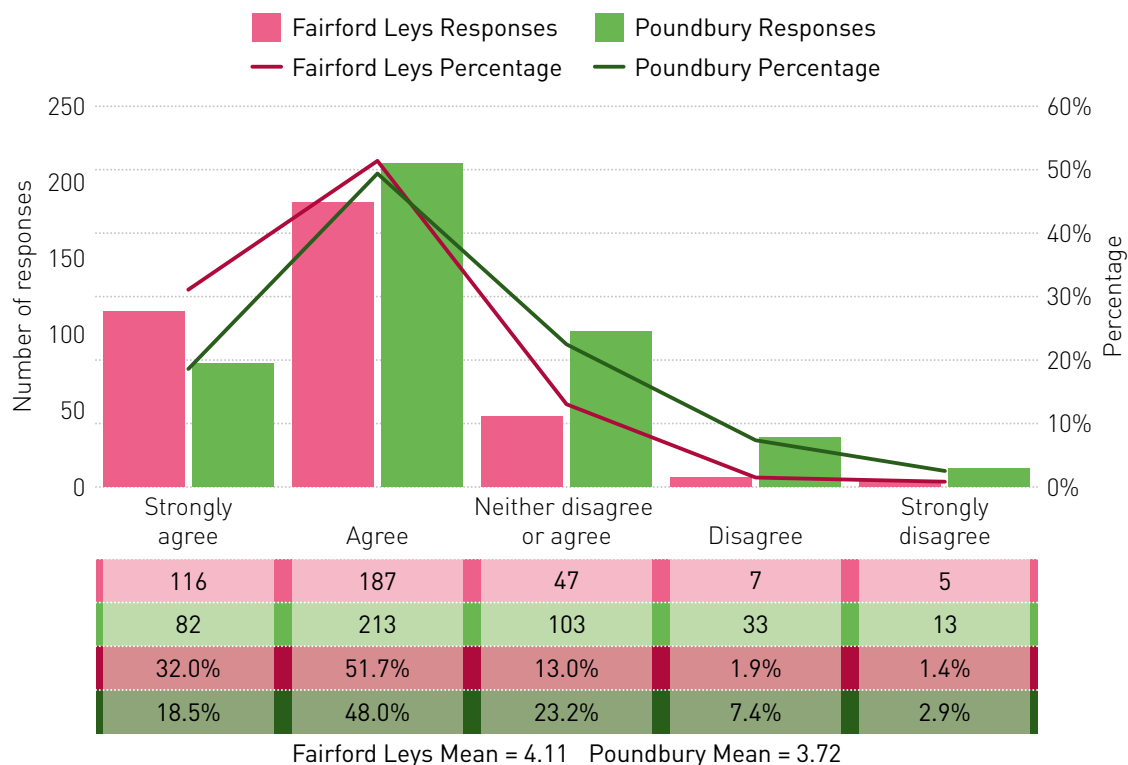
Accessibility:

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



Affordability:

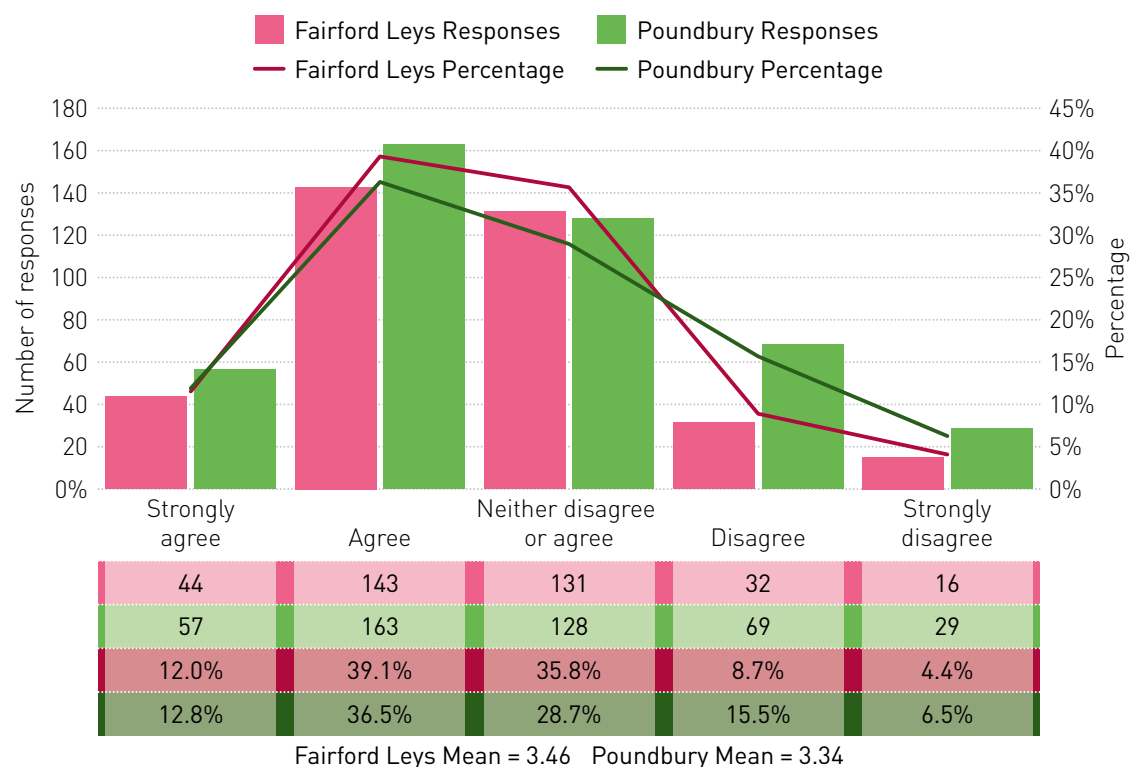
A home that I can pay for



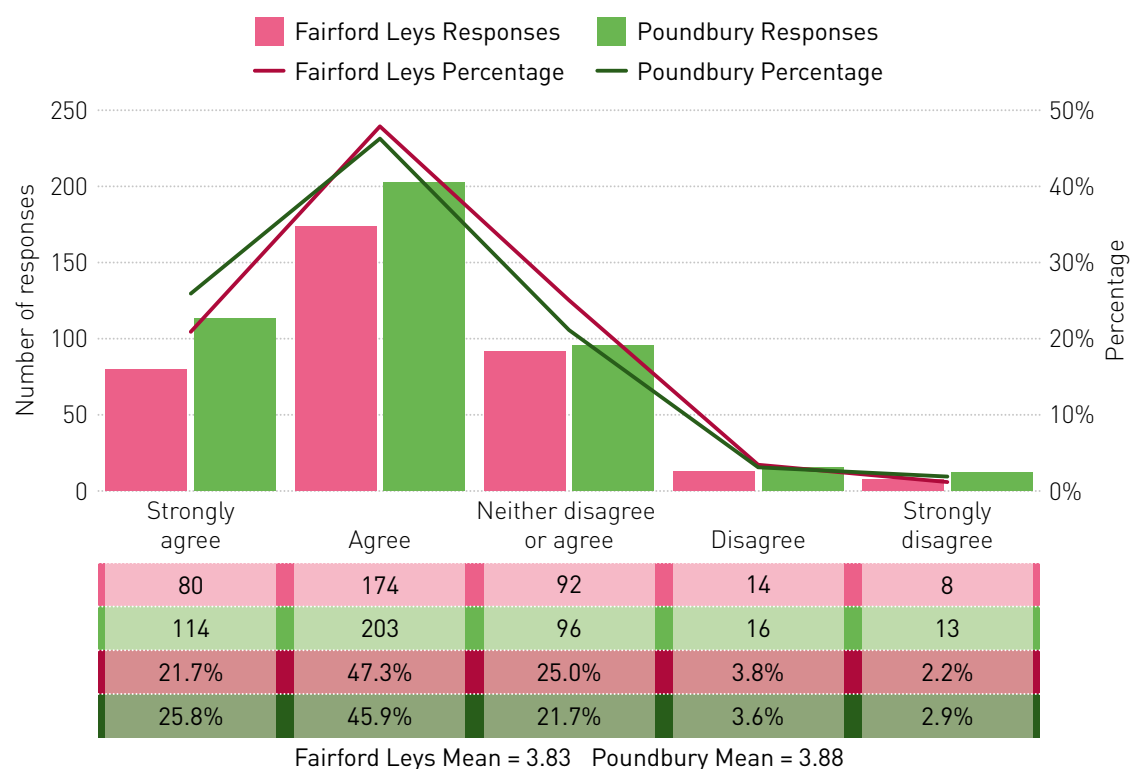
About your home

Question 13. Why did you move to your home?

Quality: How well the building work was completed



Immediate neighbourhood: The unique character of the area

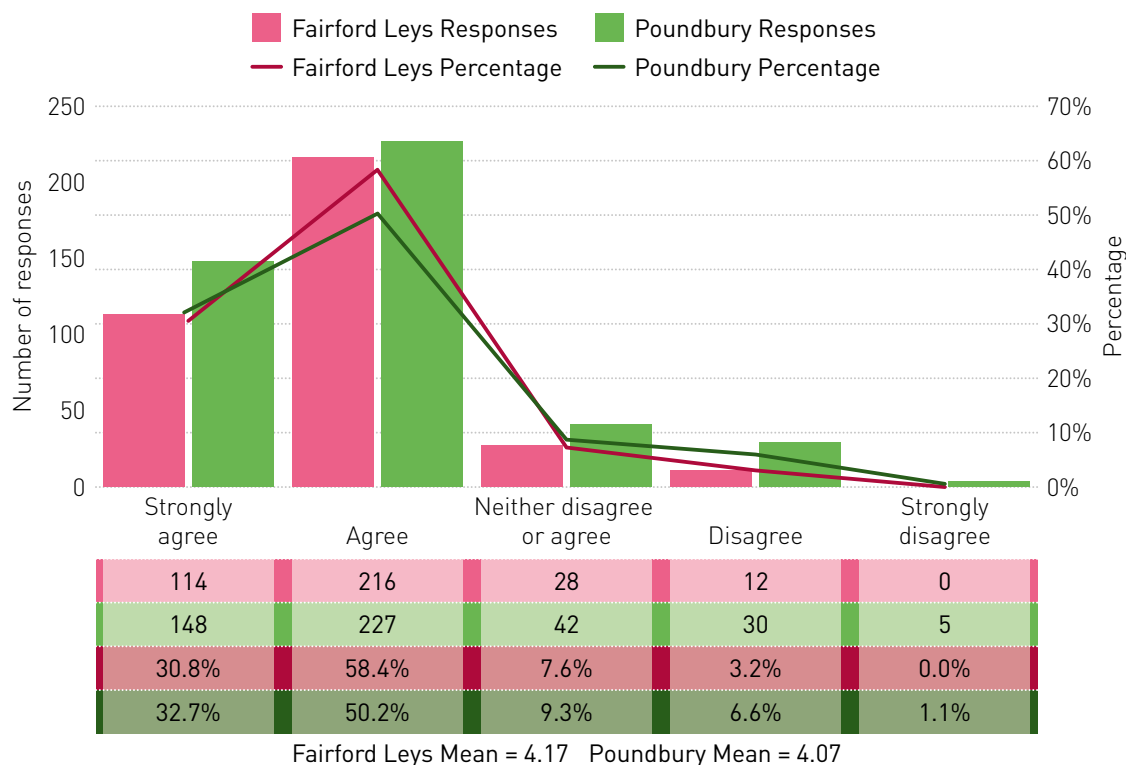


About your home

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

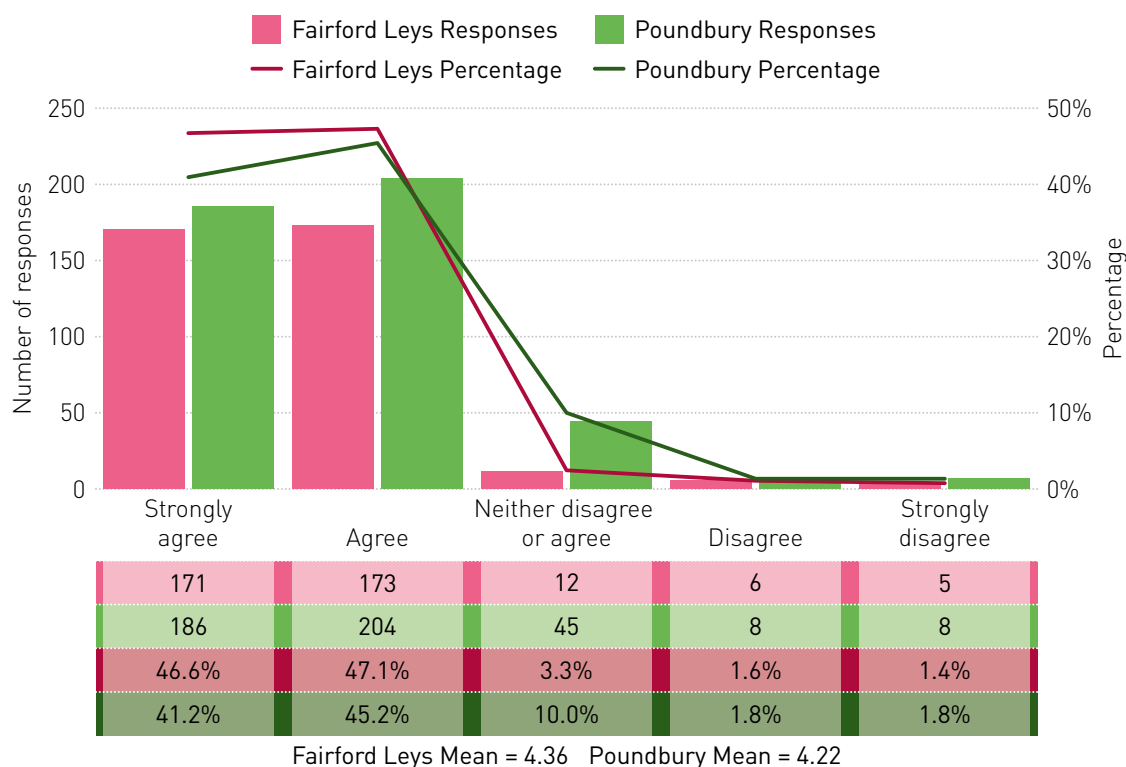
Style, design and features:

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



Outside spaces:

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

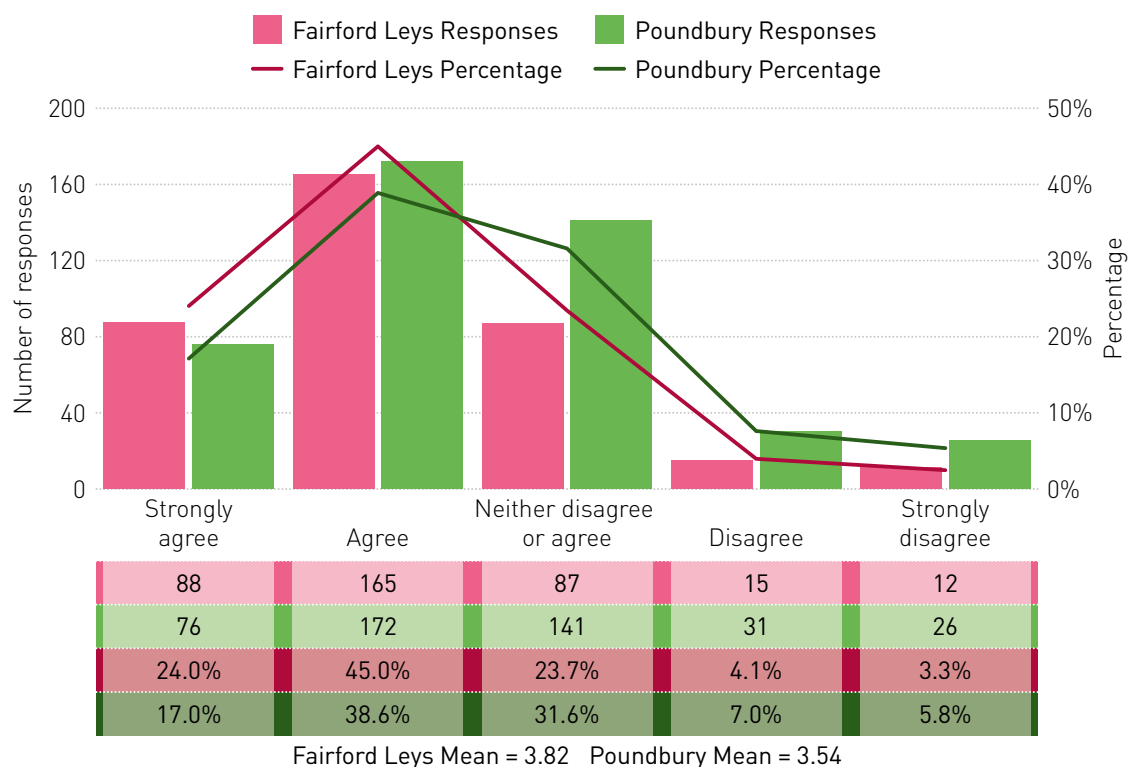


About your home

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

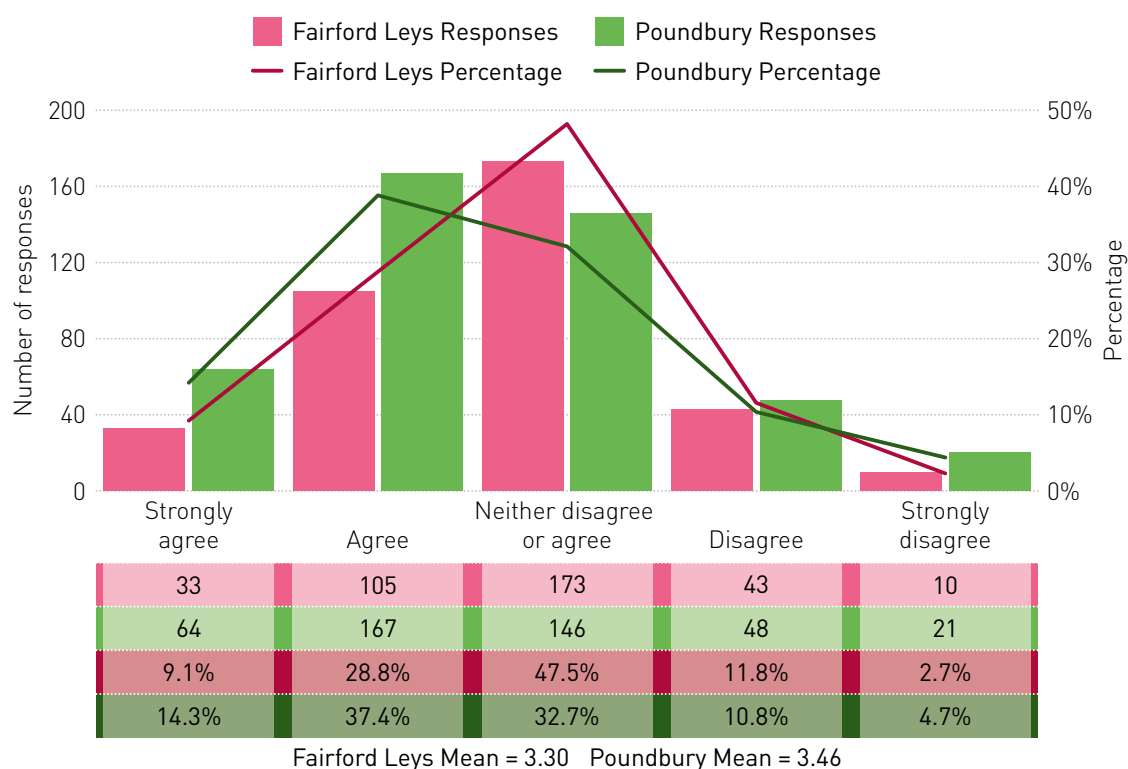
Investment:

I live in a property that is a good financial investment



Energy saving features:

It is easy to help the environment because my home is energy-efficient

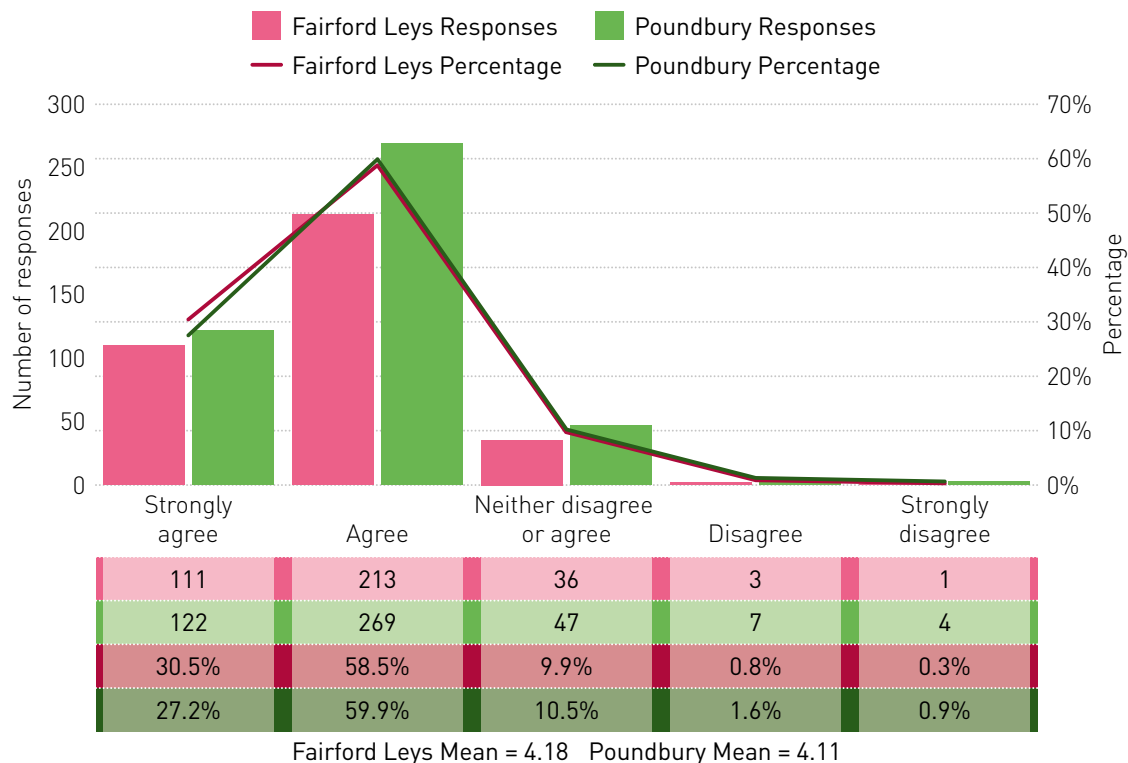


About your home

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

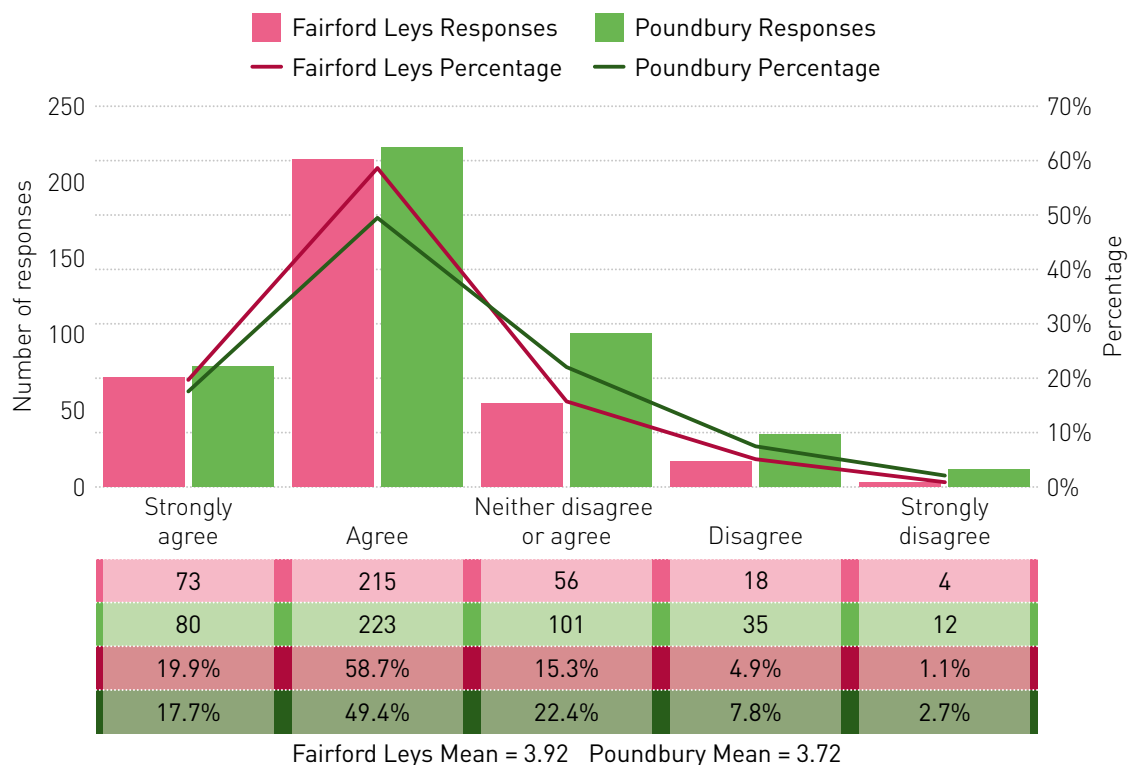
Accessibility:

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



Affordability:

I can easily afford to live in my home

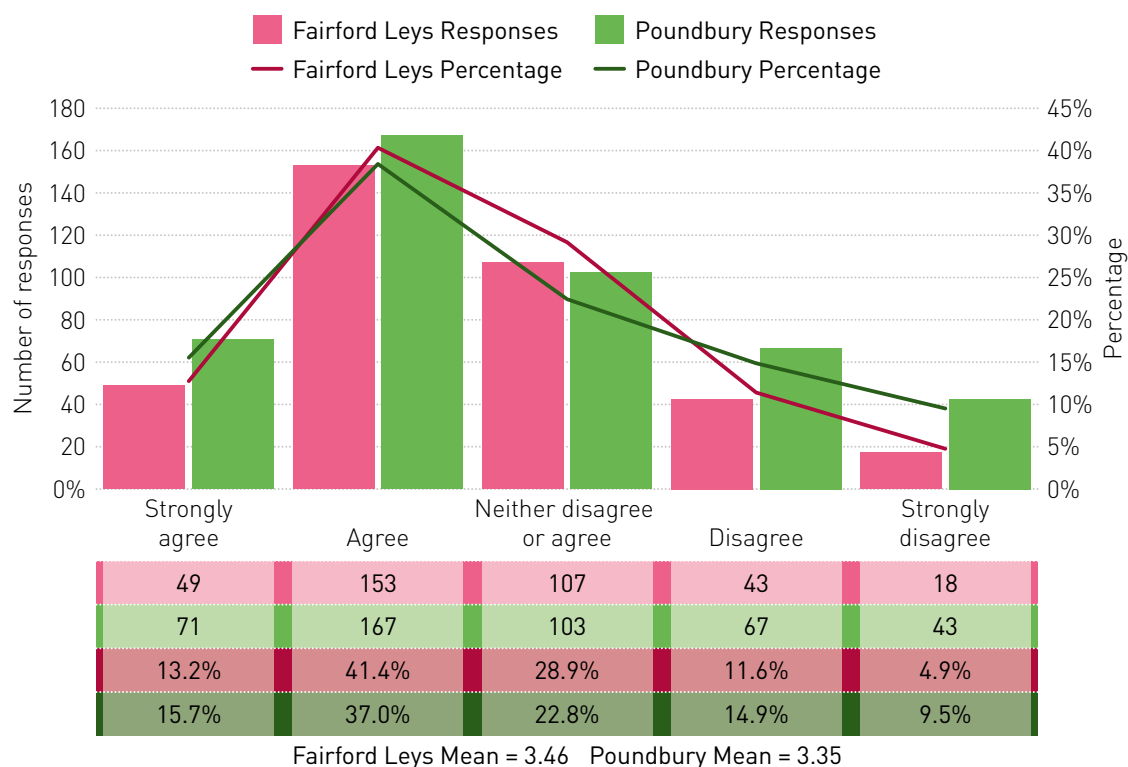


About your home

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

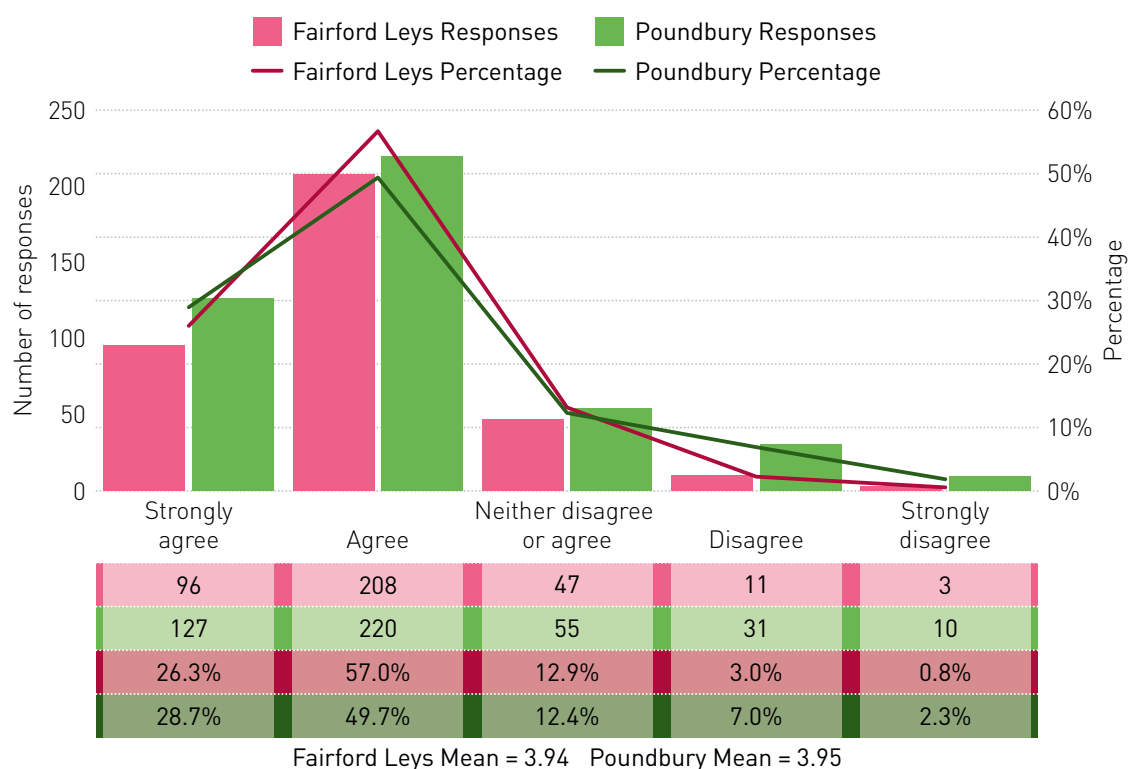
Quality:

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



Immediate neighbourhood:

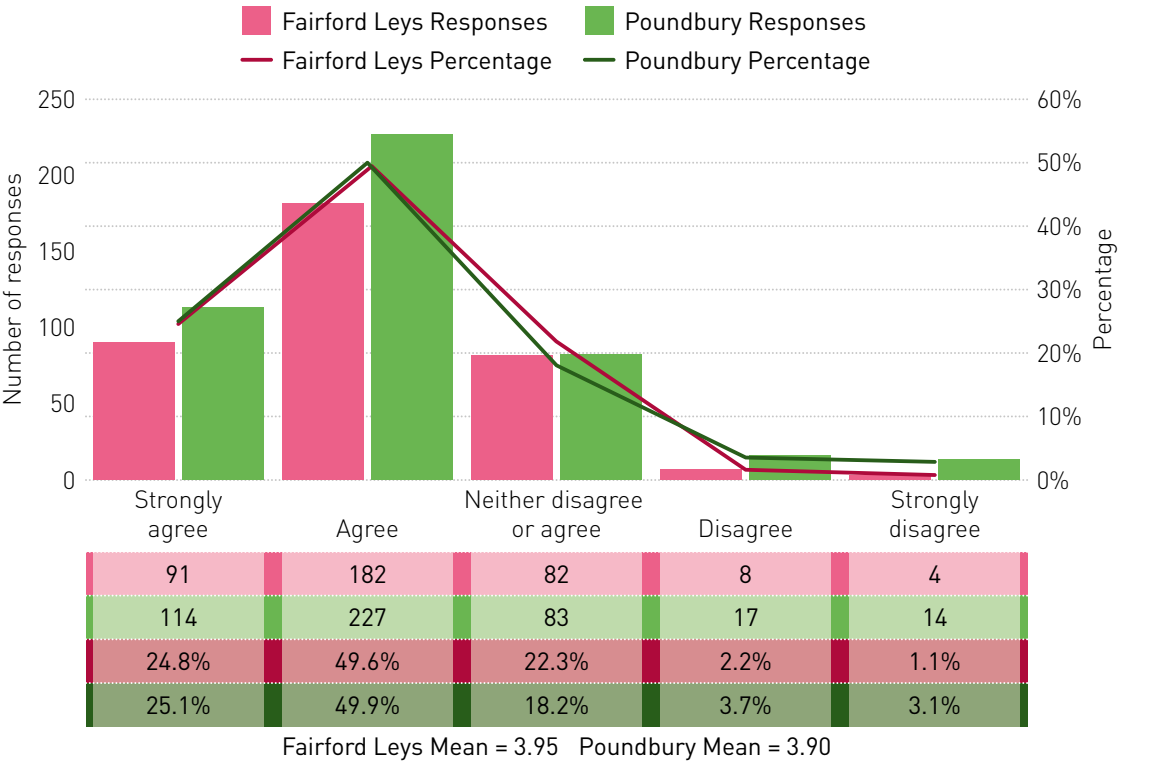
The local buildings look good and work well together in my neighbourhood



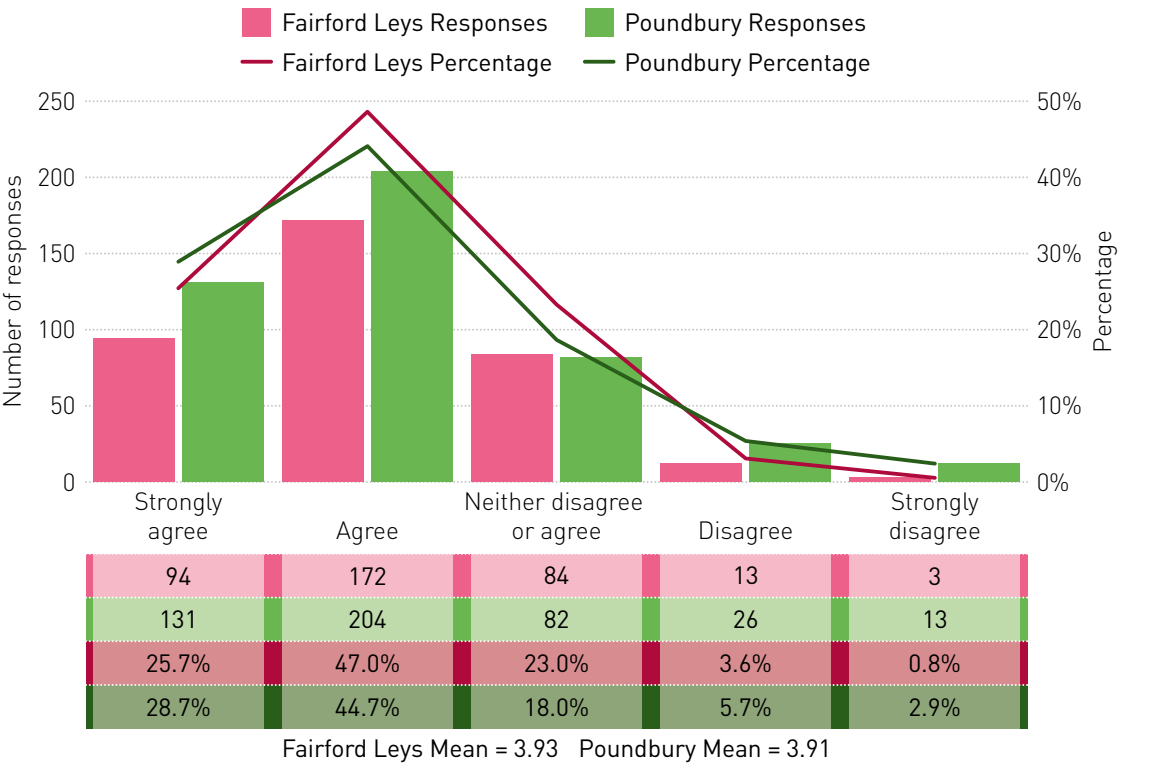
A summary of your feelings about living in settlement

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

I feel that I belong here



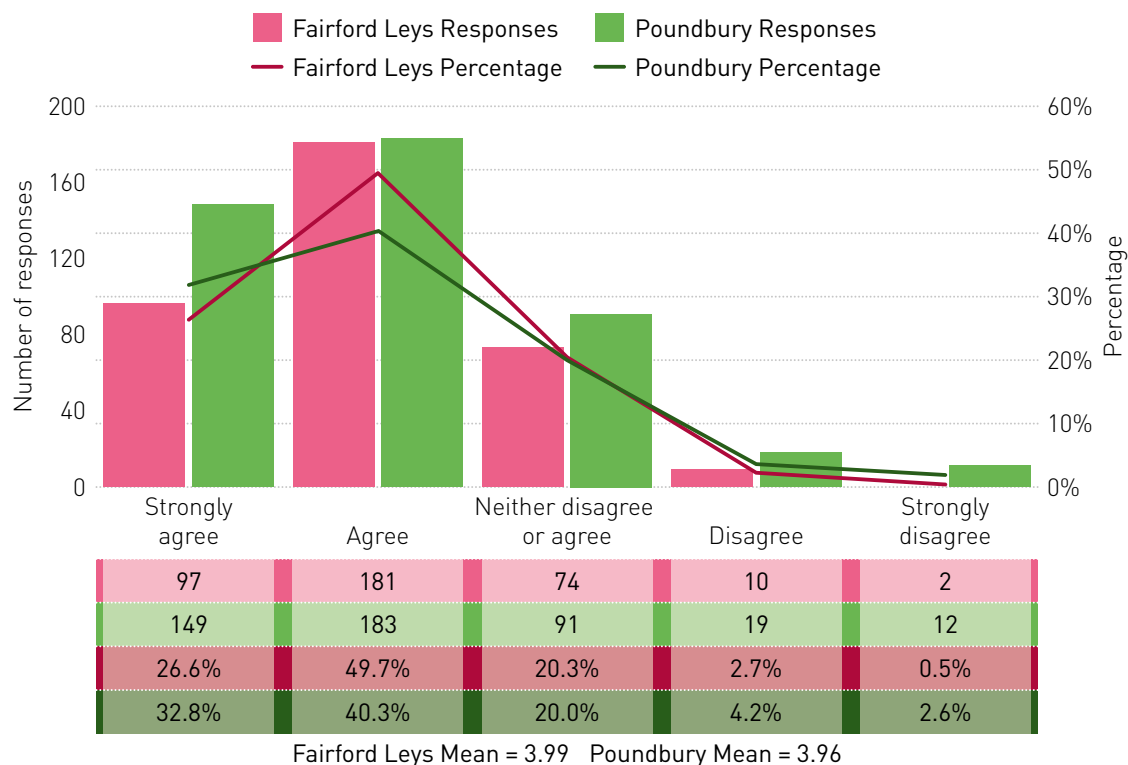
I feel that the design and layout of settlement has made a positive difference to our local community



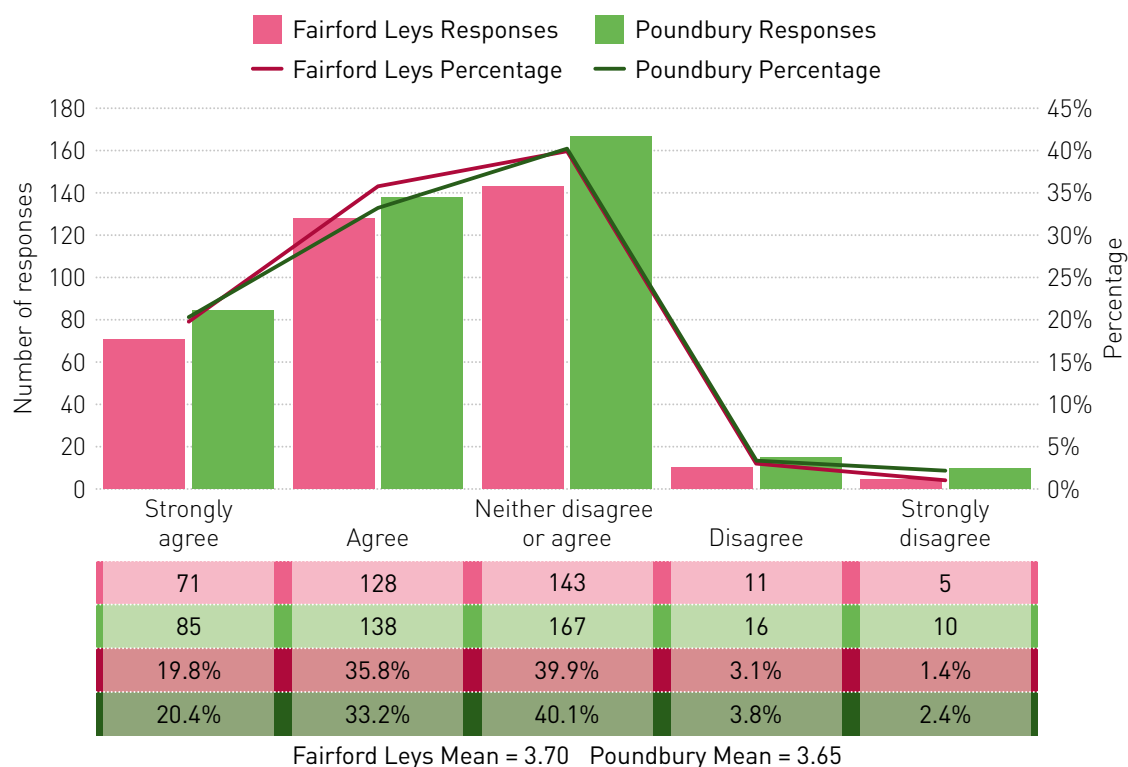
A summary of your feelings about living in settlement

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

I am proud to live here



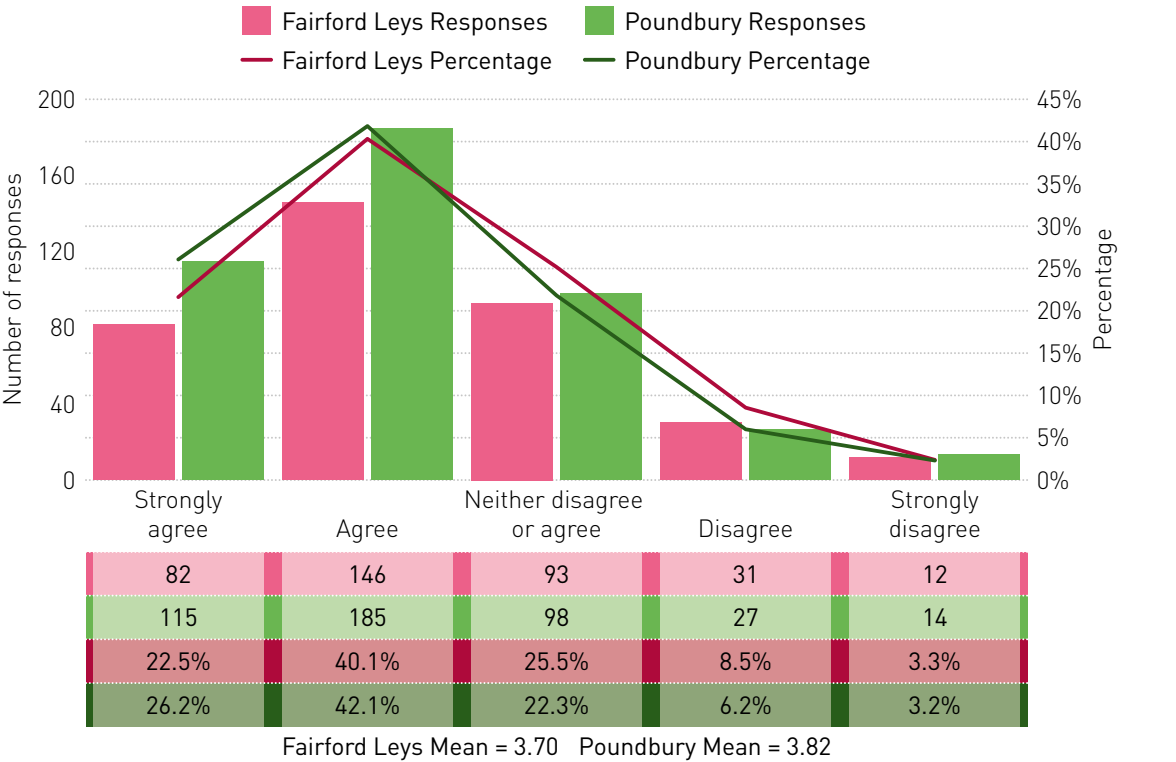
I would be proud to work here



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

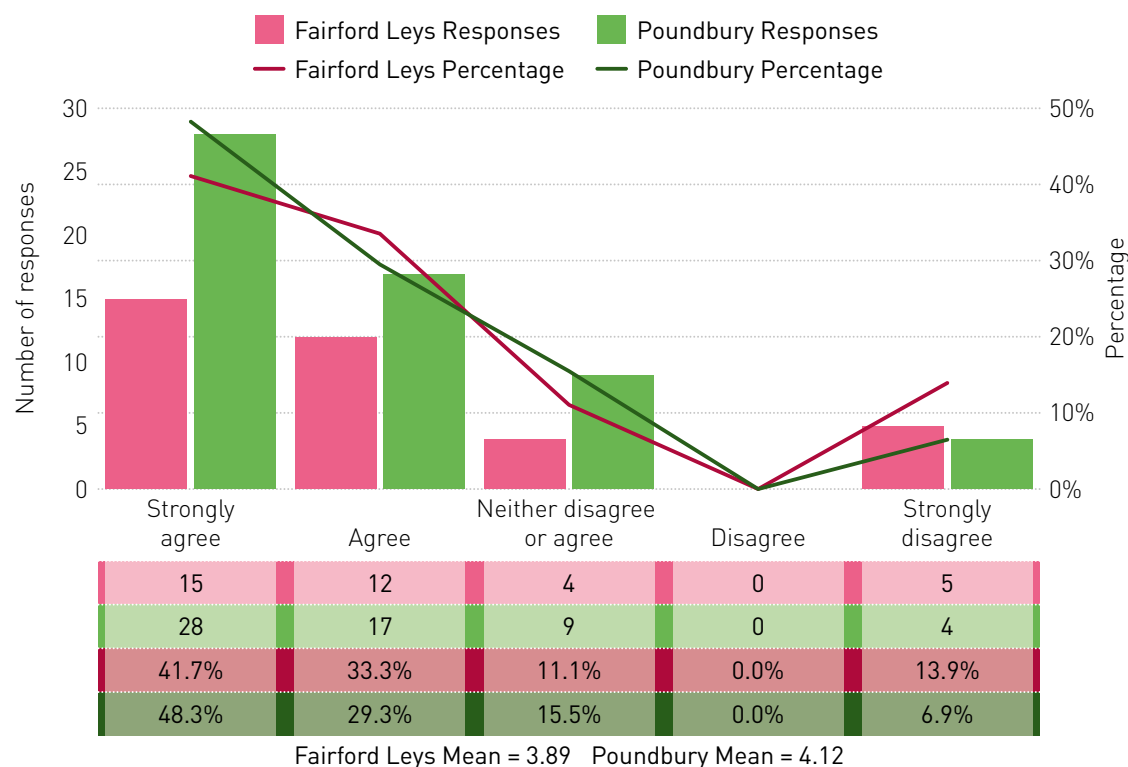


About your place of work

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

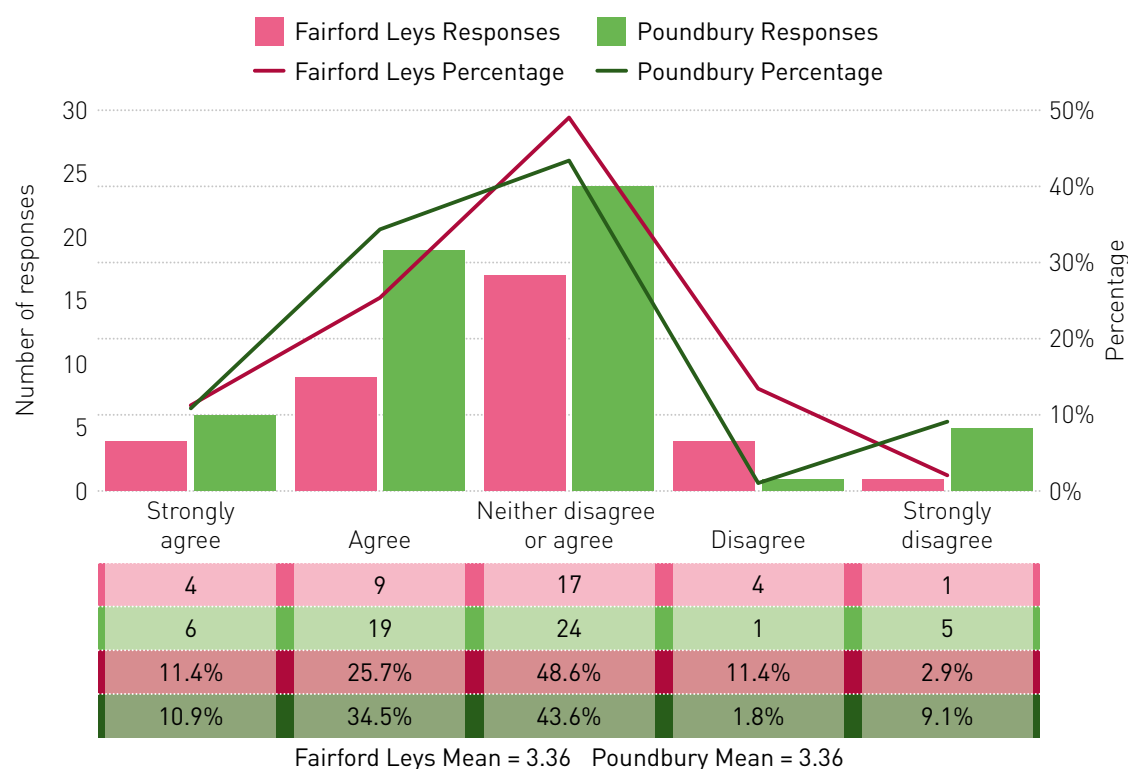
Location:

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



Design and features of the building:

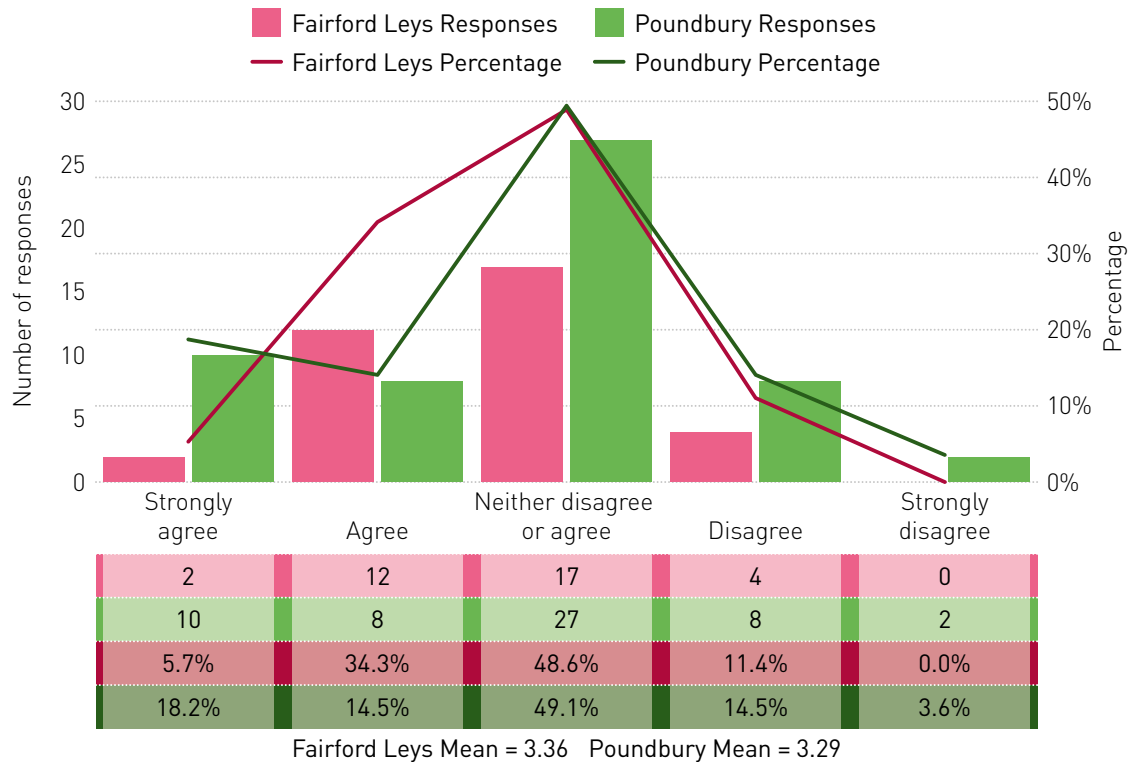
How my workplace looks, inside and out



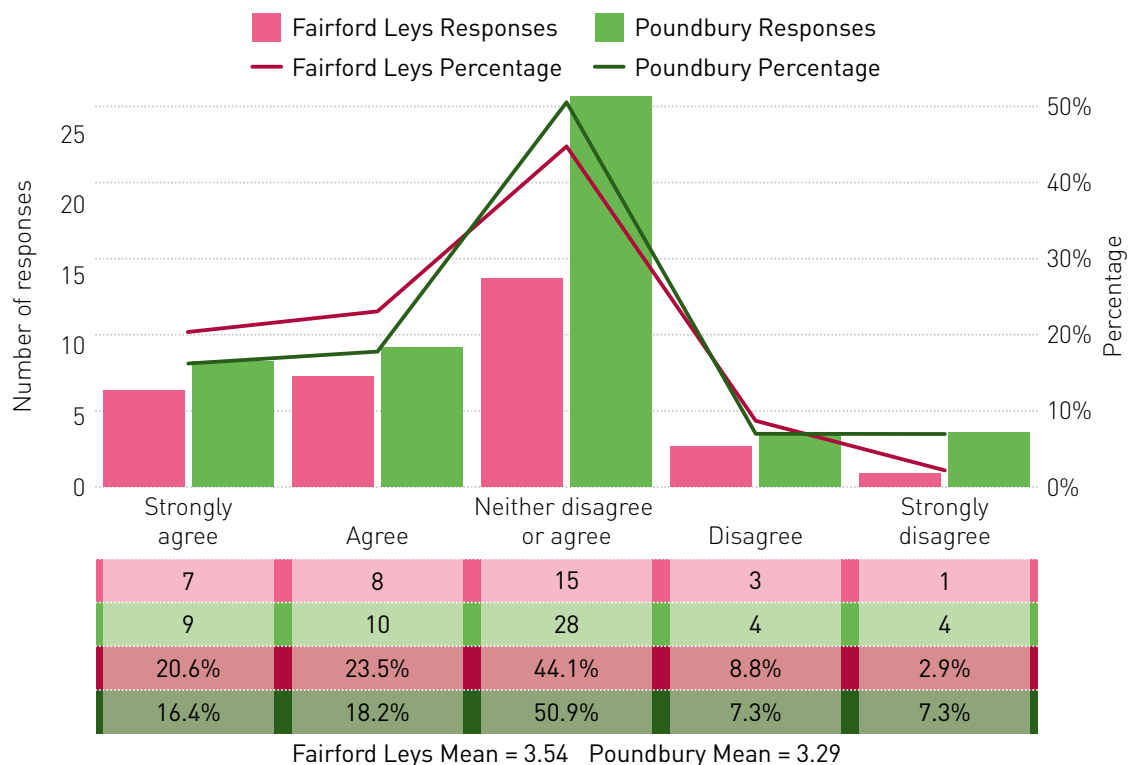
About your place of work

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

Local economy: Opportunities for work and for business



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

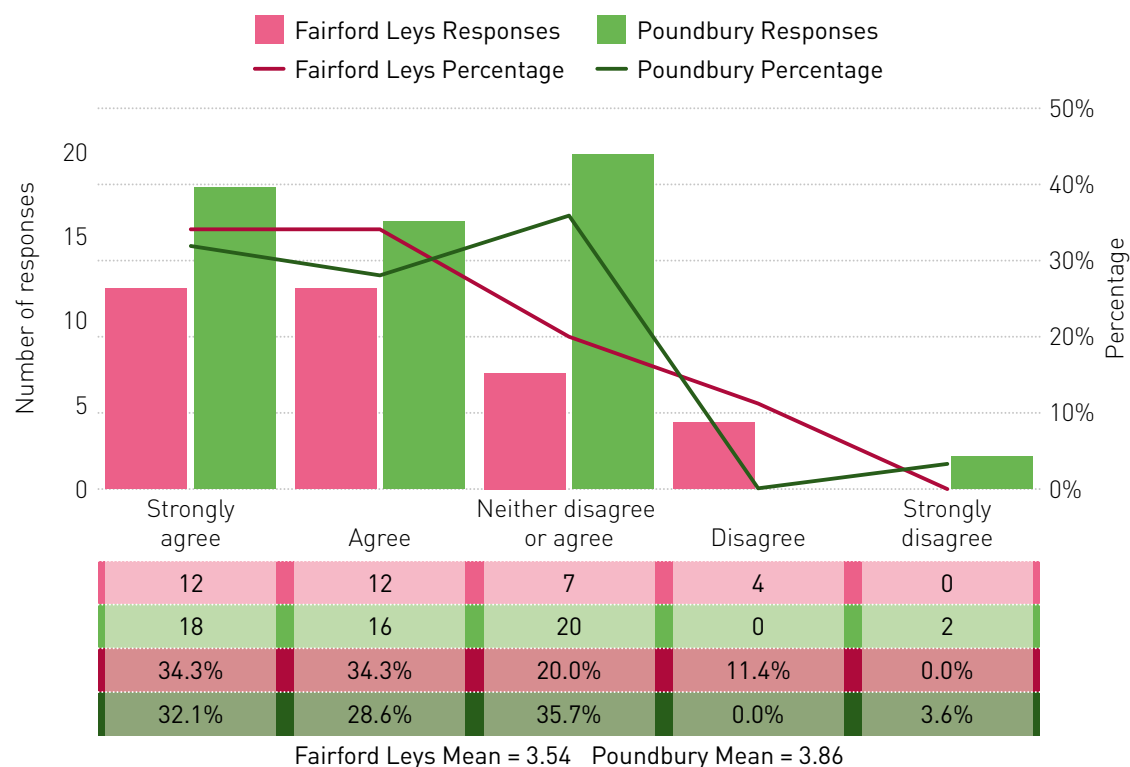


About your place of work

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

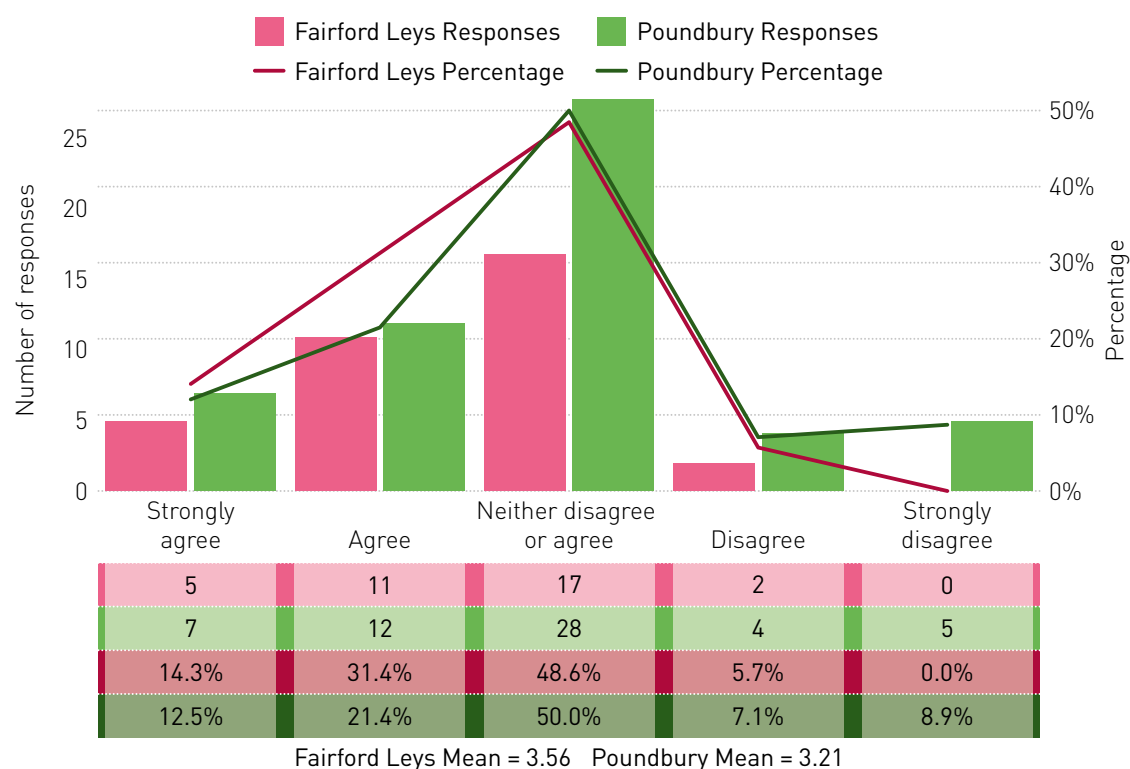
Travel affordability:

The cost of my journey to and from work



Services and facilities:

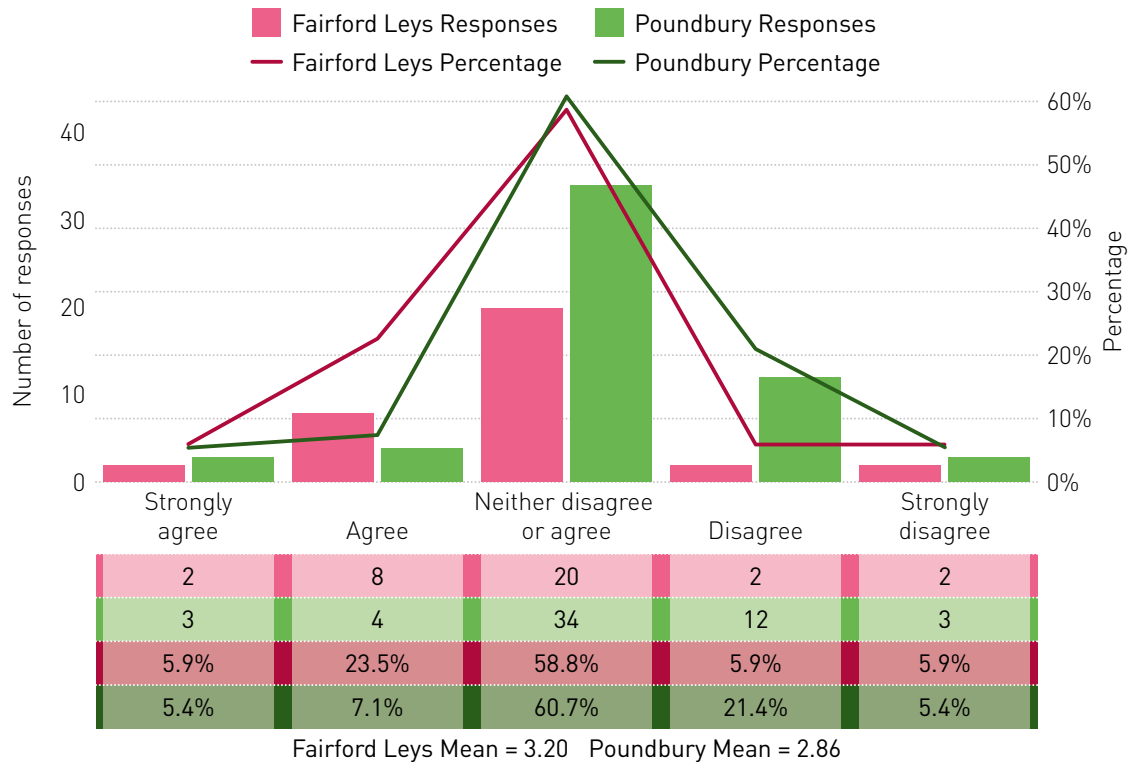
How my workplace is managed, including car and bike parking



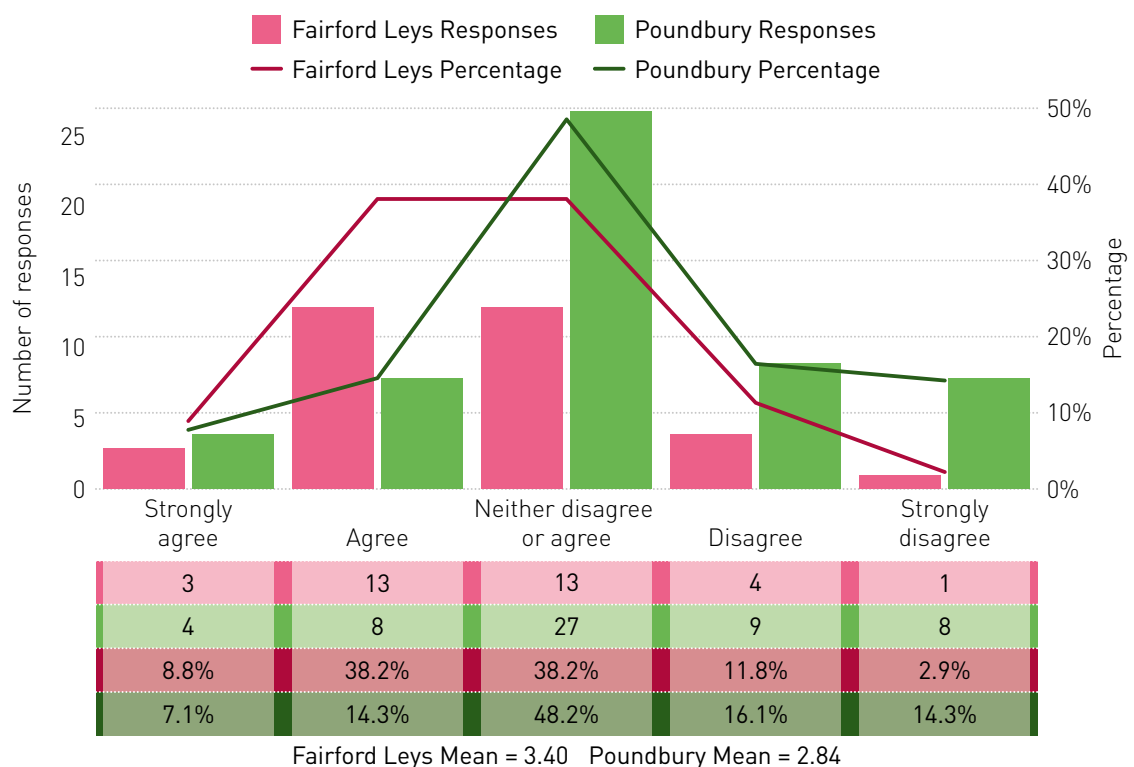
About your place of work

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

Environment: Energy-saving features within my workplace



Smart infrastructure: Internet connection, phone and TV signals

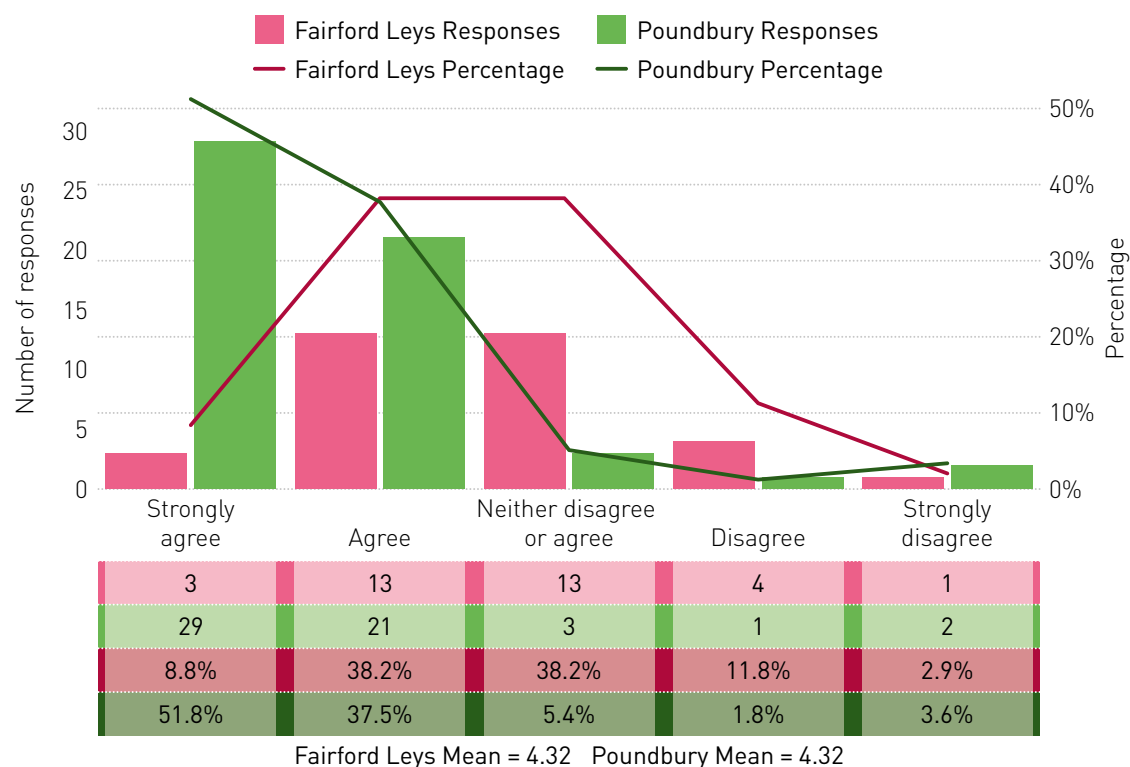


About your place of work

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

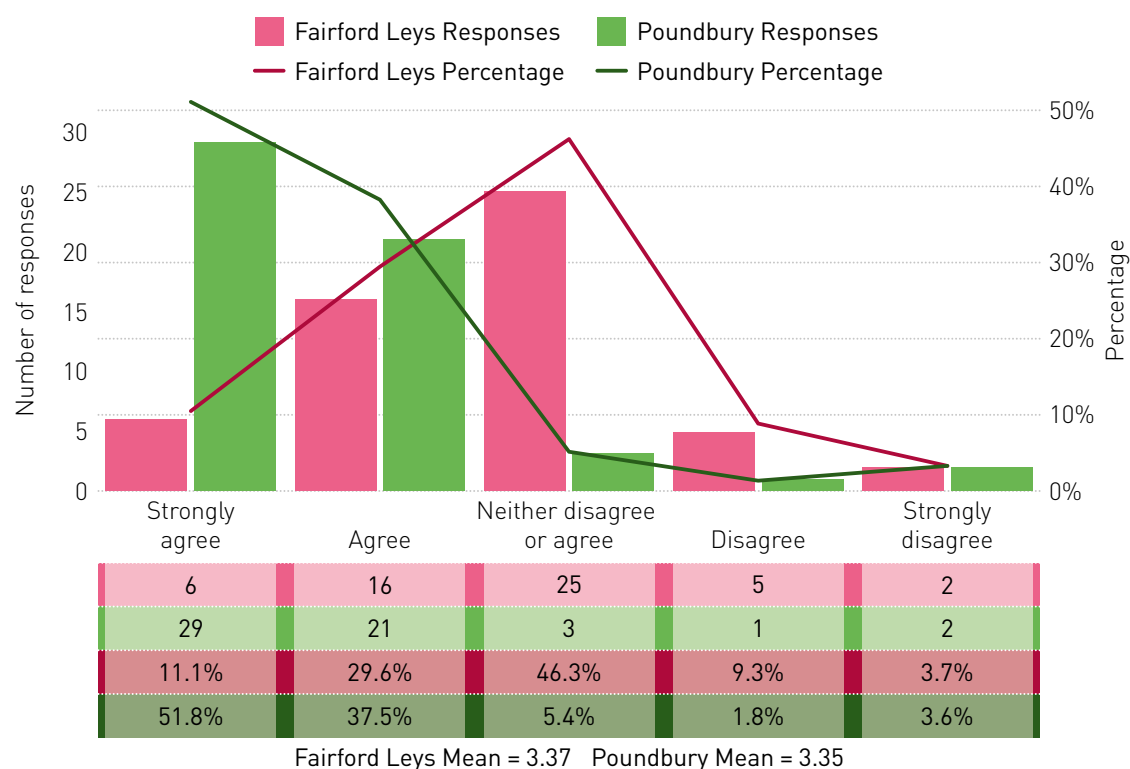
Location:

I like the location of my work



Design & features of the building:

The way the building is designed helps me be as productive as possible

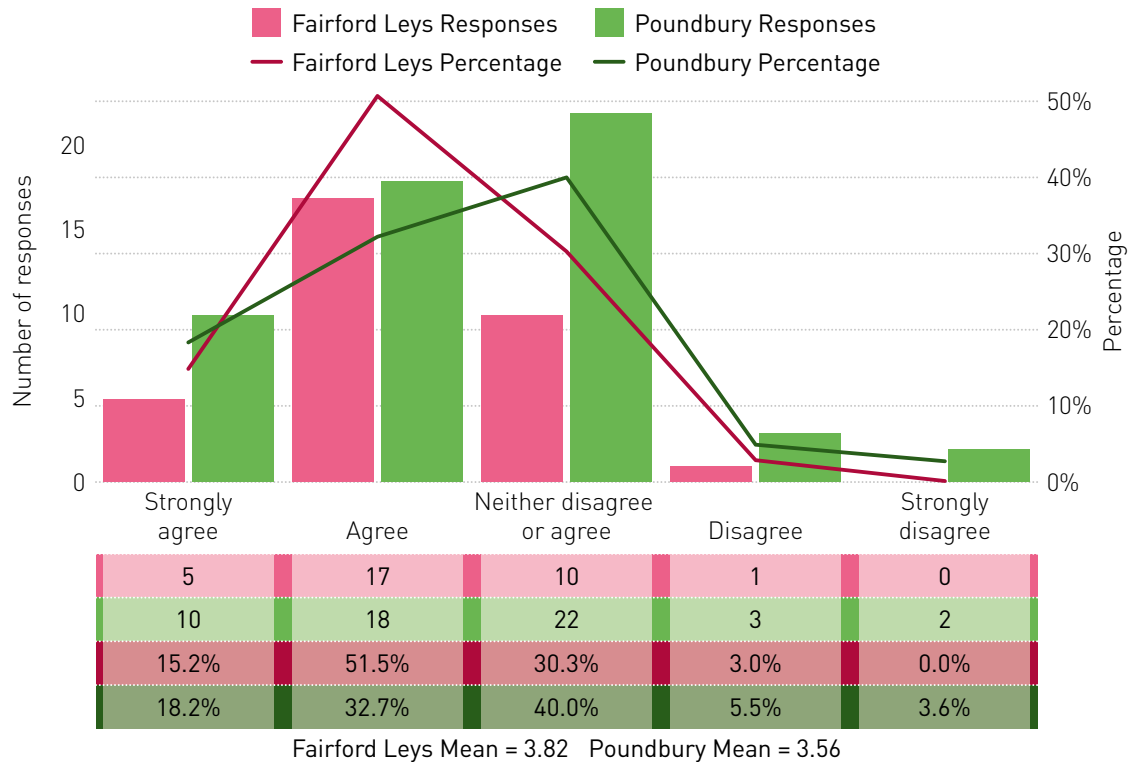


About your place of work

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

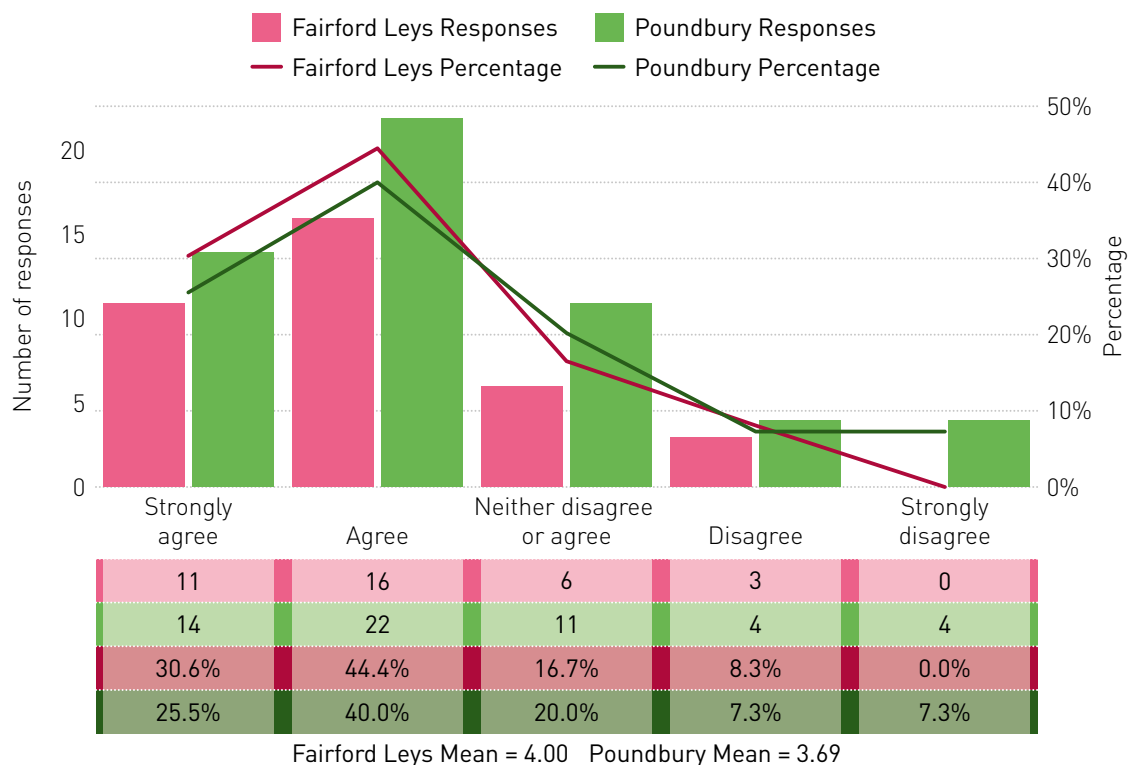
Local economy:

There are local work and business opportunities here for me



Local community:

There is a friendly local community in this area

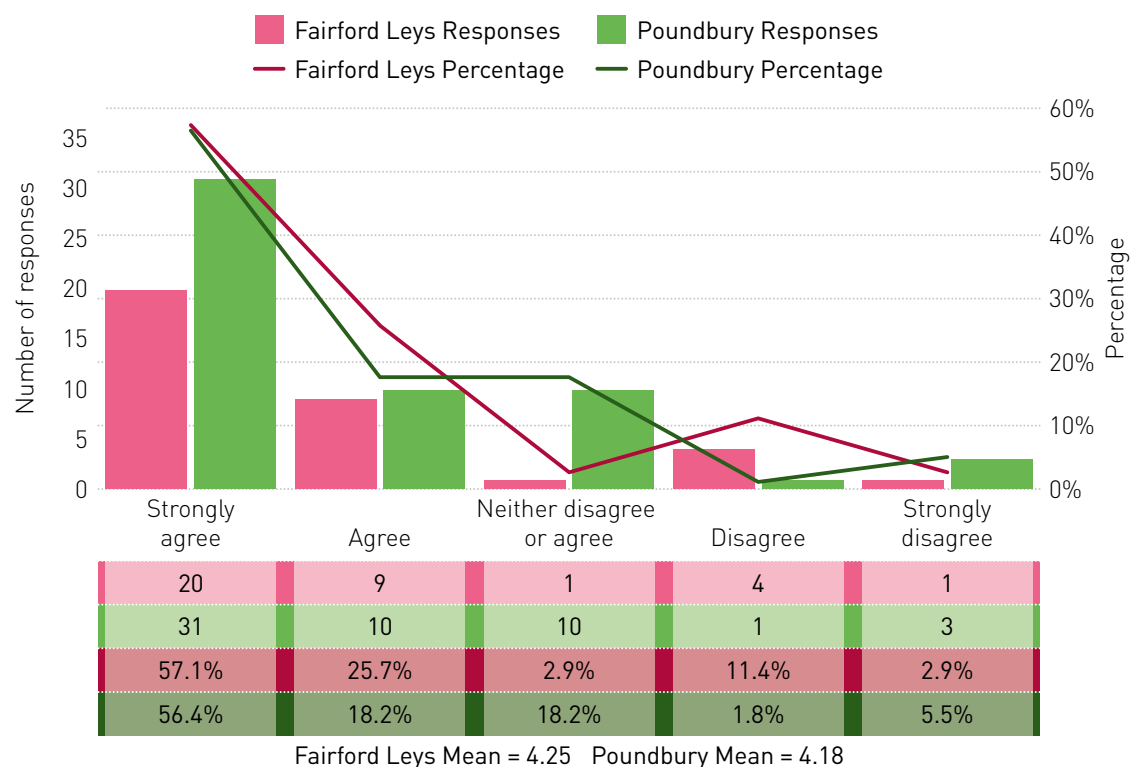


About your place of work

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

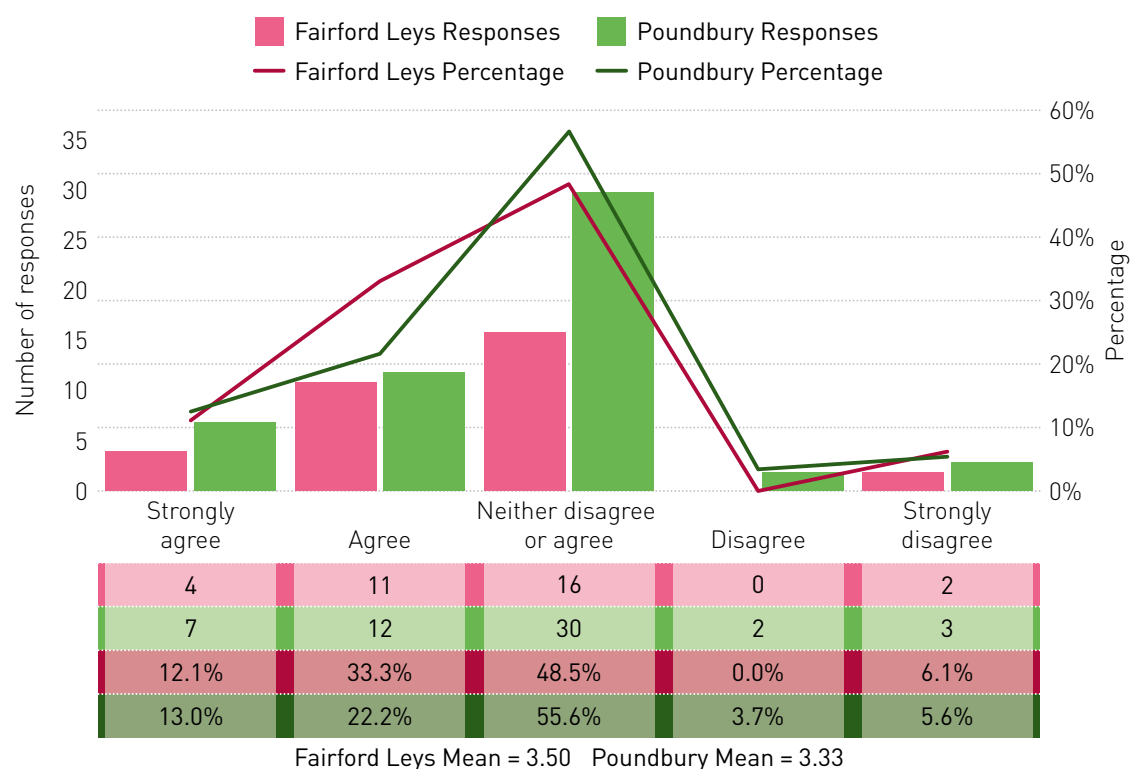
Travel affordability:

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



Services and facilities:

The building services and facilities are useful and helpful

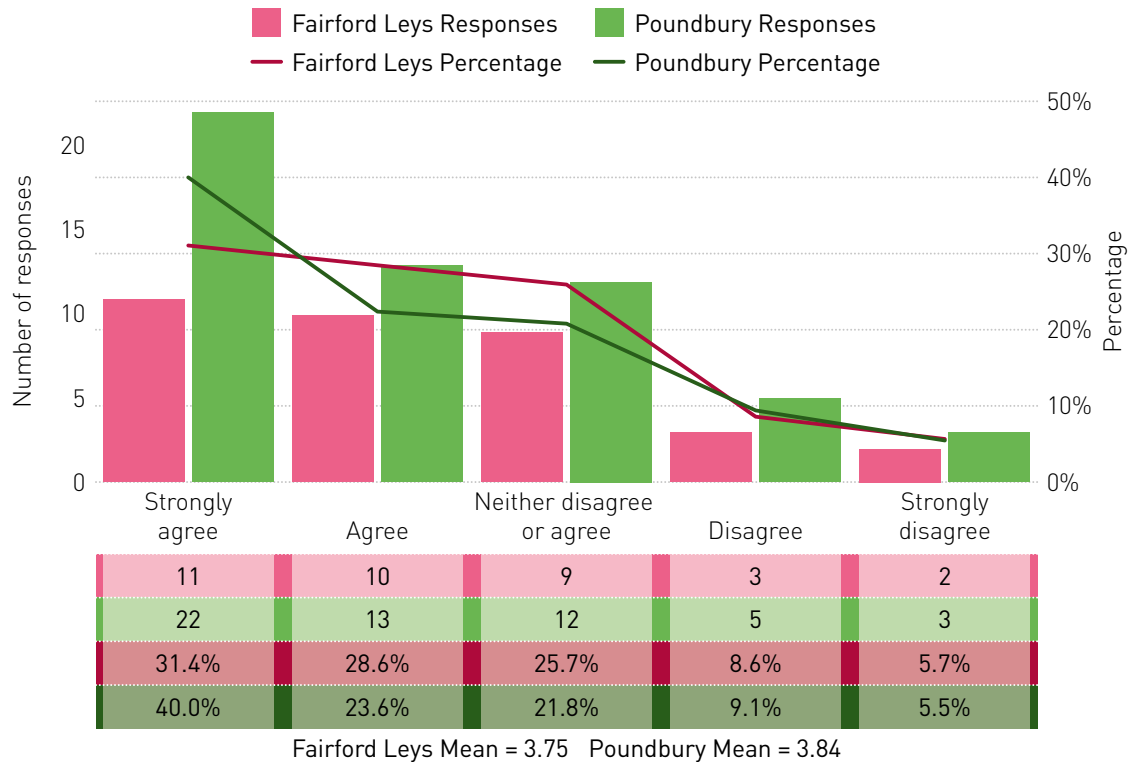


About your place of work

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

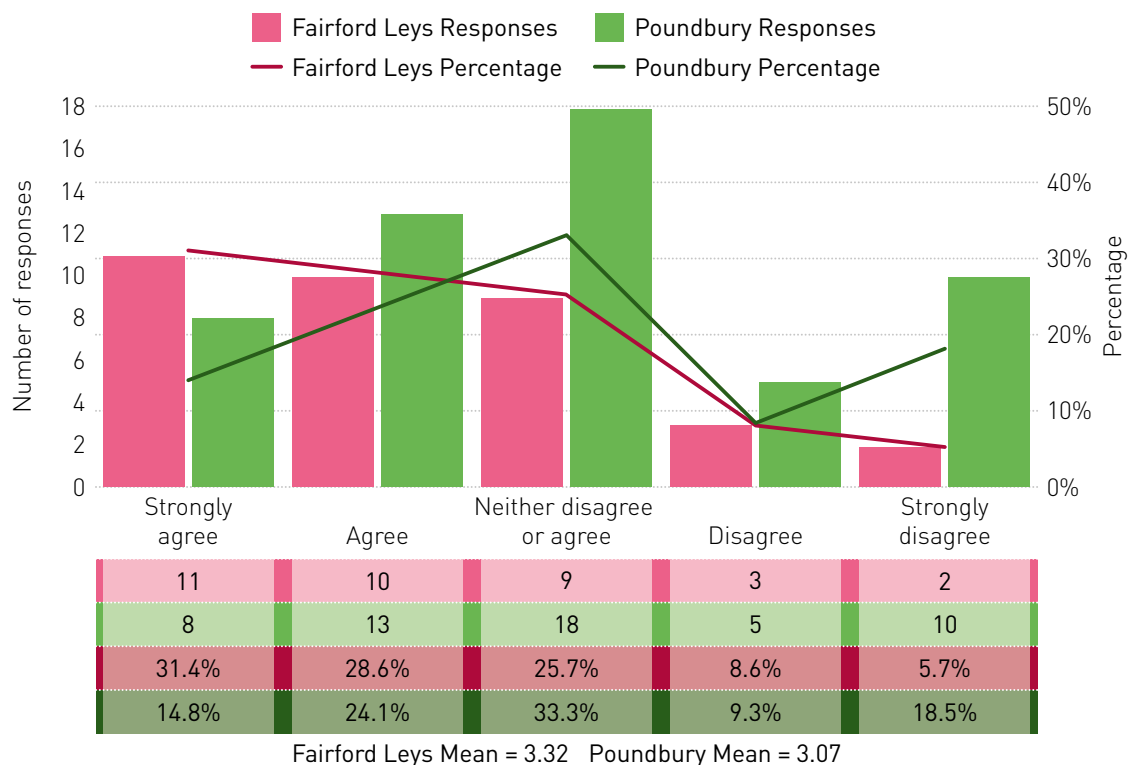
Environment:

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 interpret¹. 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

Factors	Principal Components - Value of Community			
	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

Factors	Principal Components - Value of Community			
	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

Factors	Principal Components - Value of Community			
	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		

Appendix F – Principal Component Analysis

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
