

Challenges facing the South East...

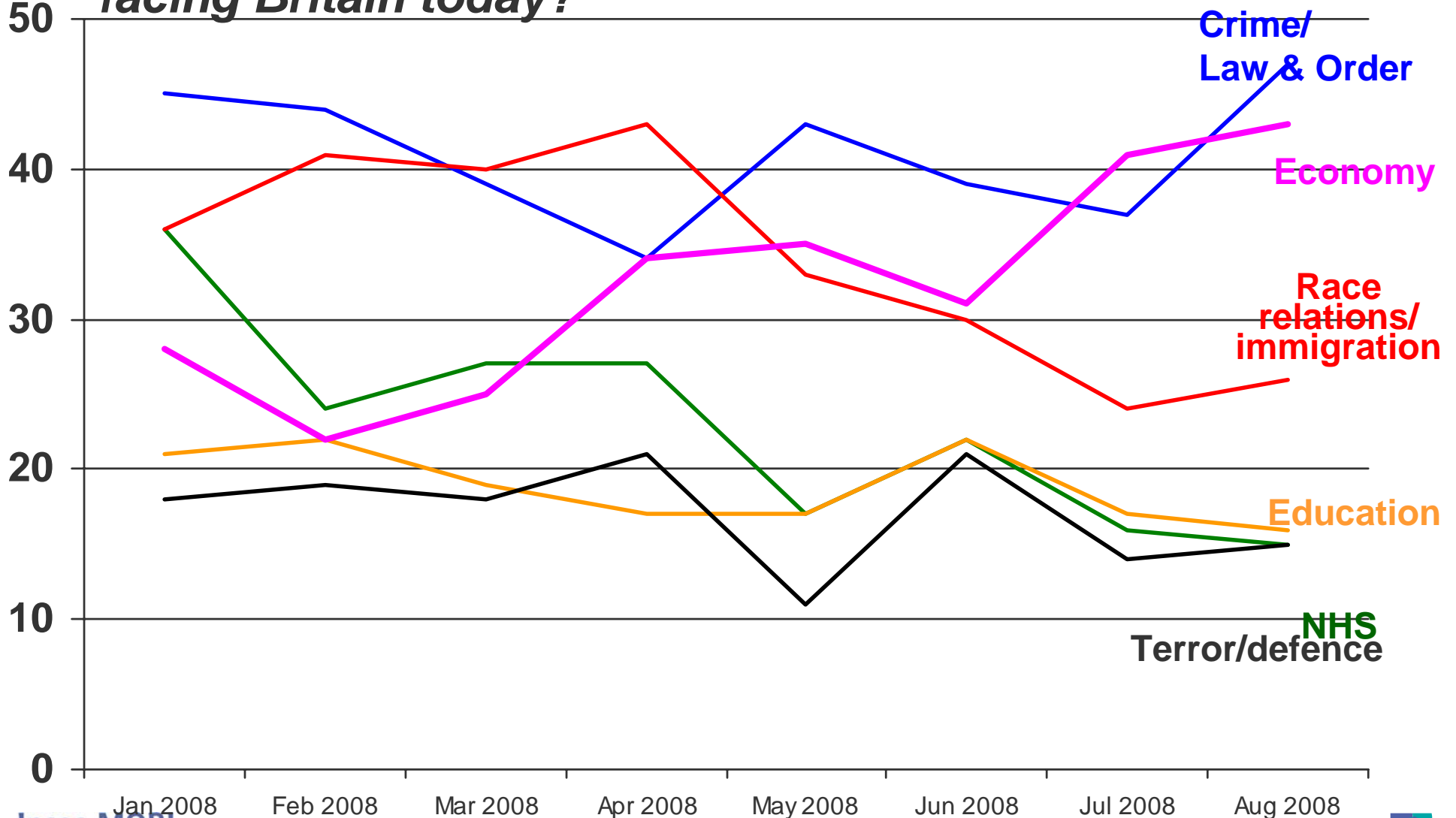
Ben Page

Chairman

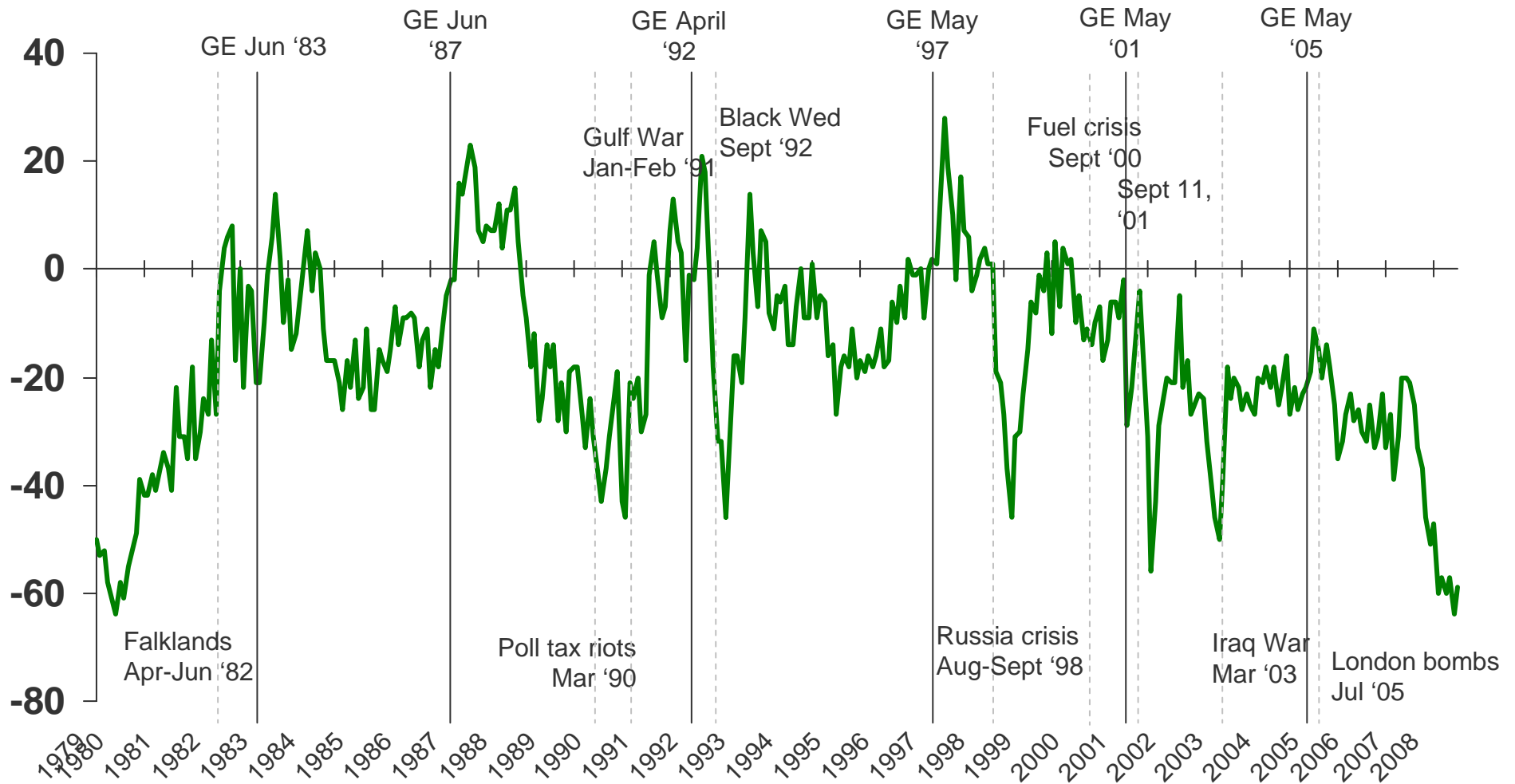
Ipsos MORI Social Research Institute

Issues facing the South of England: August 2008

Q *What do you see as the main/other important issues facing Britain today?*



Lowest levels of economic optimism since March 1980



Base: c. 1,000 British adults each month

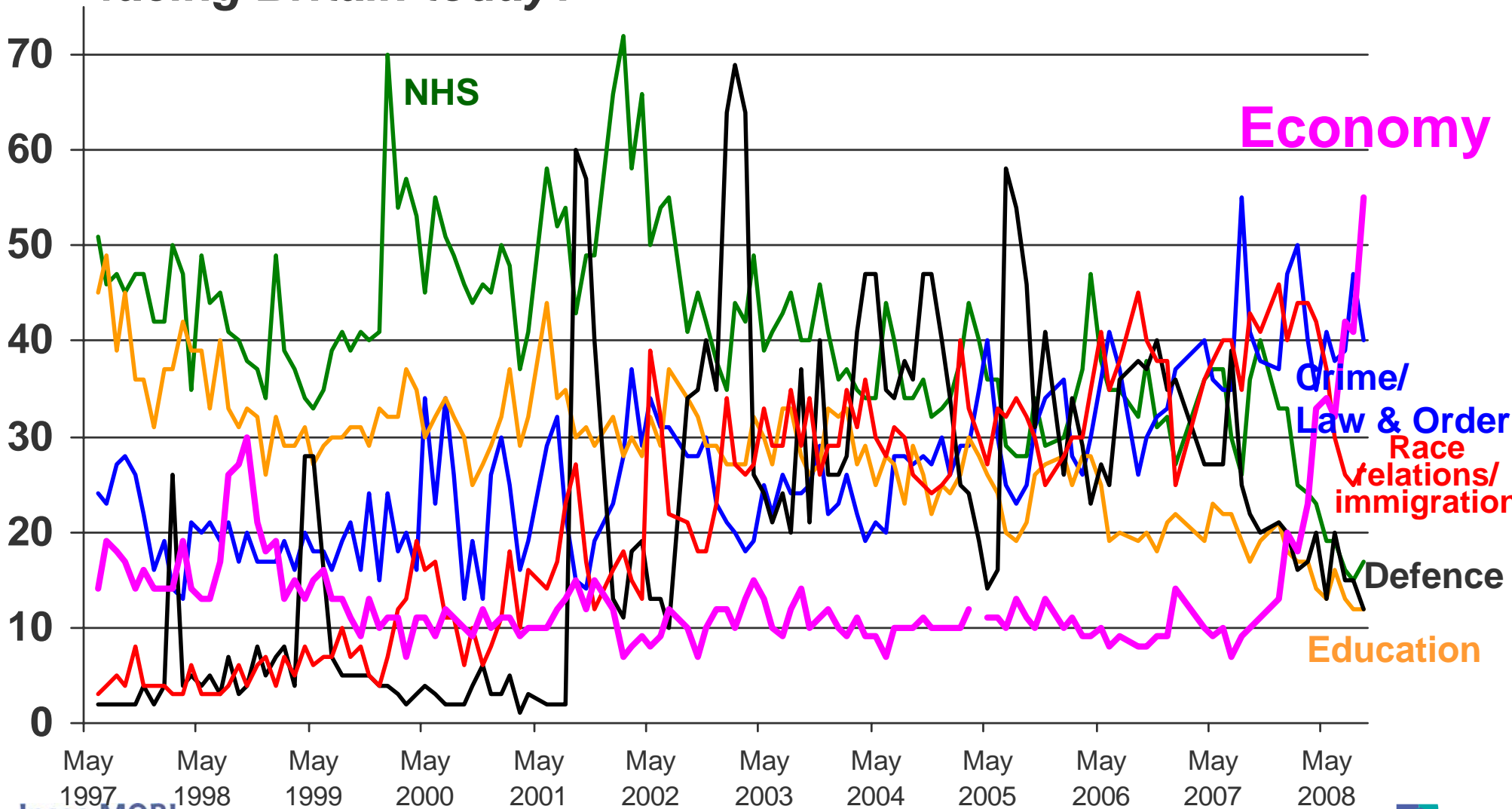
Ipsos MORI

Source: Ipsos MORI Political Monitor



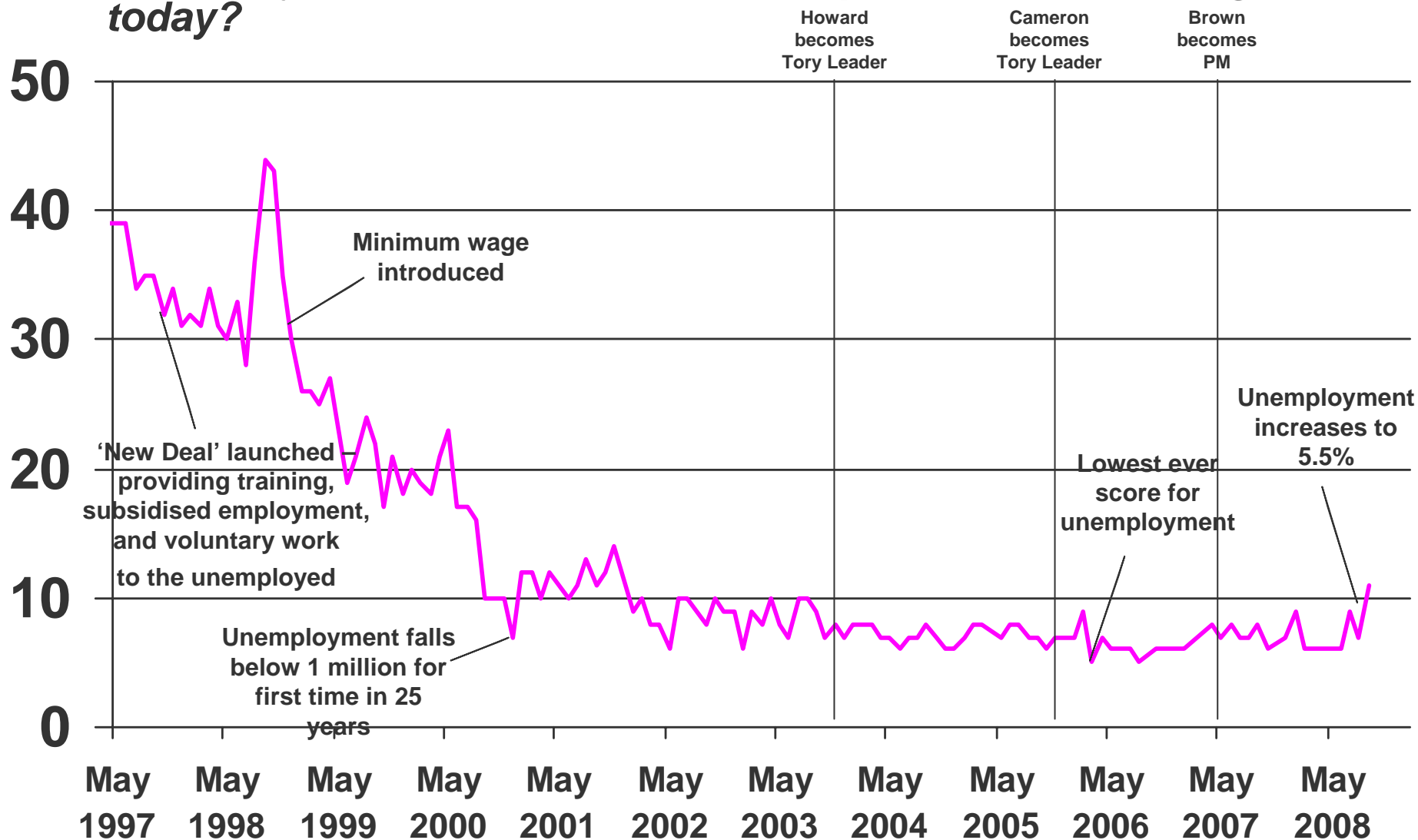
Speed of change unprecedented....

Q *What do you see as the main/other important issues facing Britain today?*



But concern about *unemployment* not moving fast SO FAR....

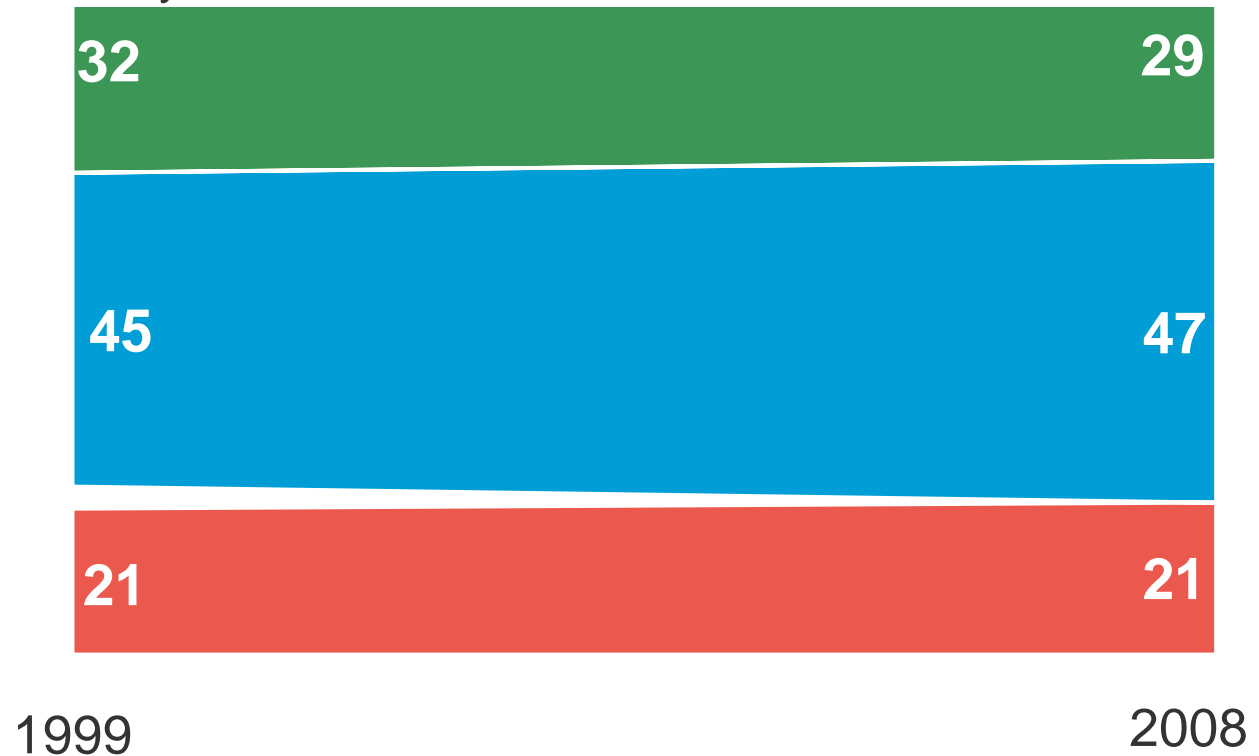
Q *What do you see as the main/other important issues facing Britain today?*



People still feel they are coping - NOW

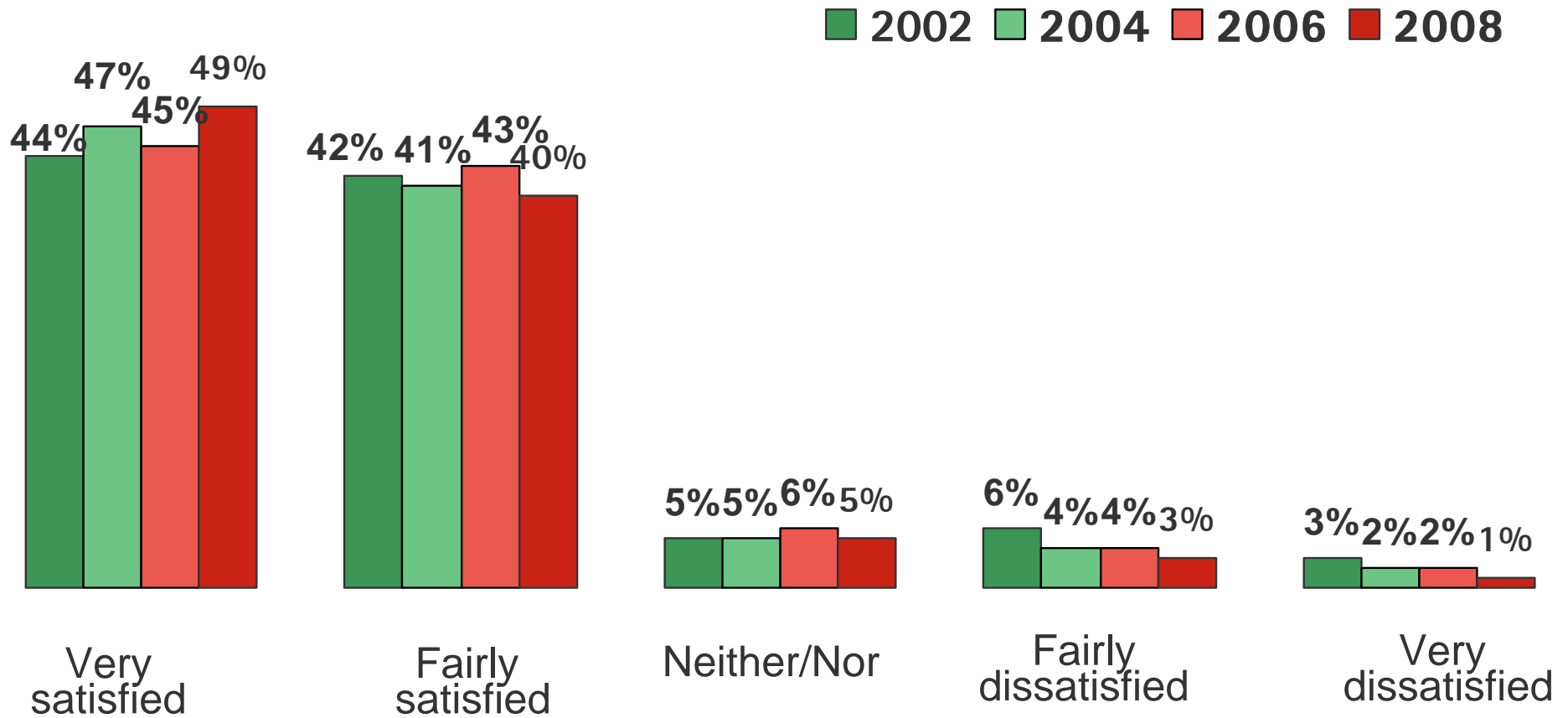
Which of the following phrases comes closest to your feelings about your total household income these days?

- I/we can live comfortably on the total household income
- I am/we are coping on the total household income
- I/we find it difficult/very difficult to live on the total household income



Rising satisfaction with quality of life – don't tell Whitehall....

Thinking about this area, how satisfied or dissatisfied are you with it as a place to live?



Base: All respondents aged 16+ (1,818), interviewed 28 January – 15 March, 2008

Summing up life in the local area



← Countryside/open spaces

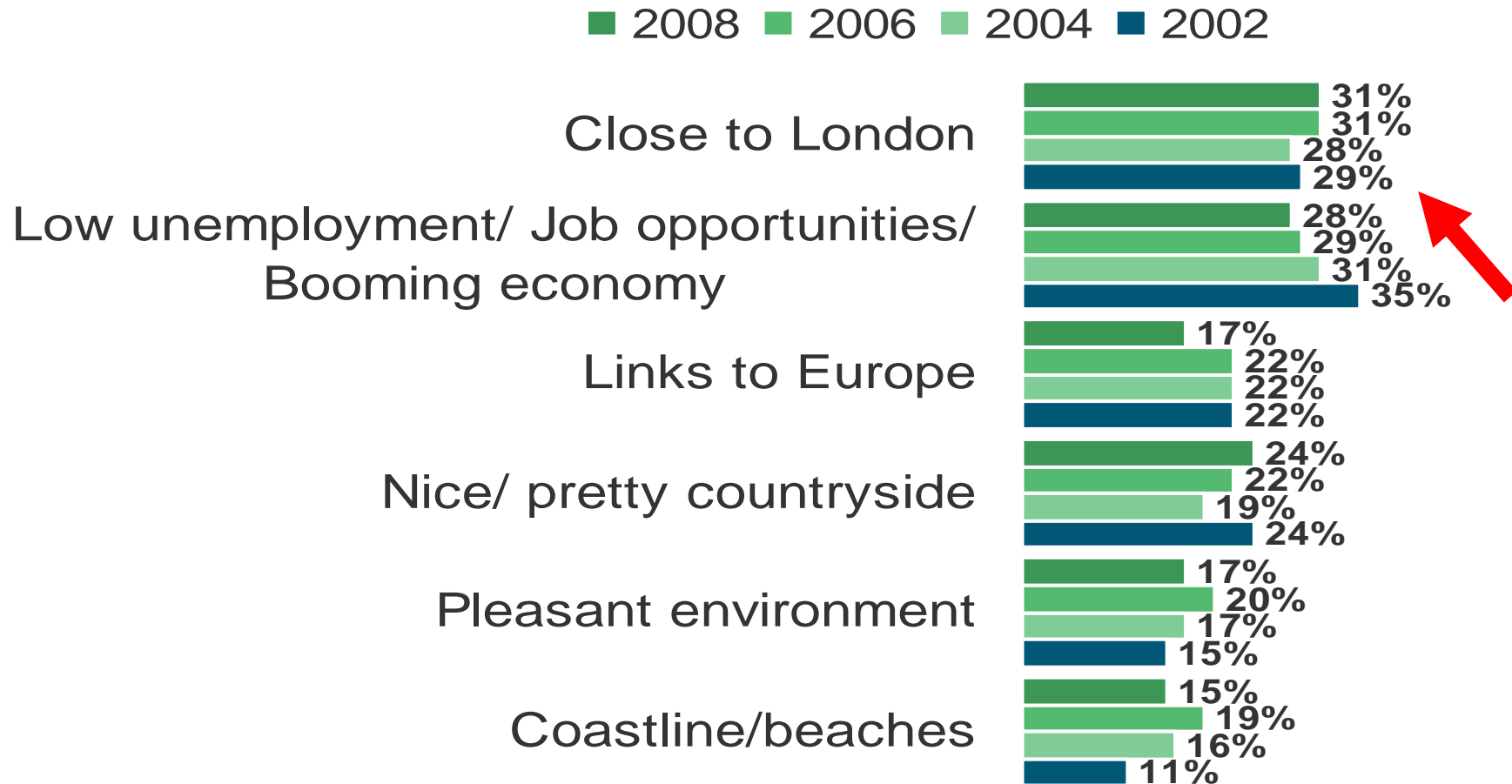
BIG POSITIVES...

Close proximity to London →



Top strengths of the South East

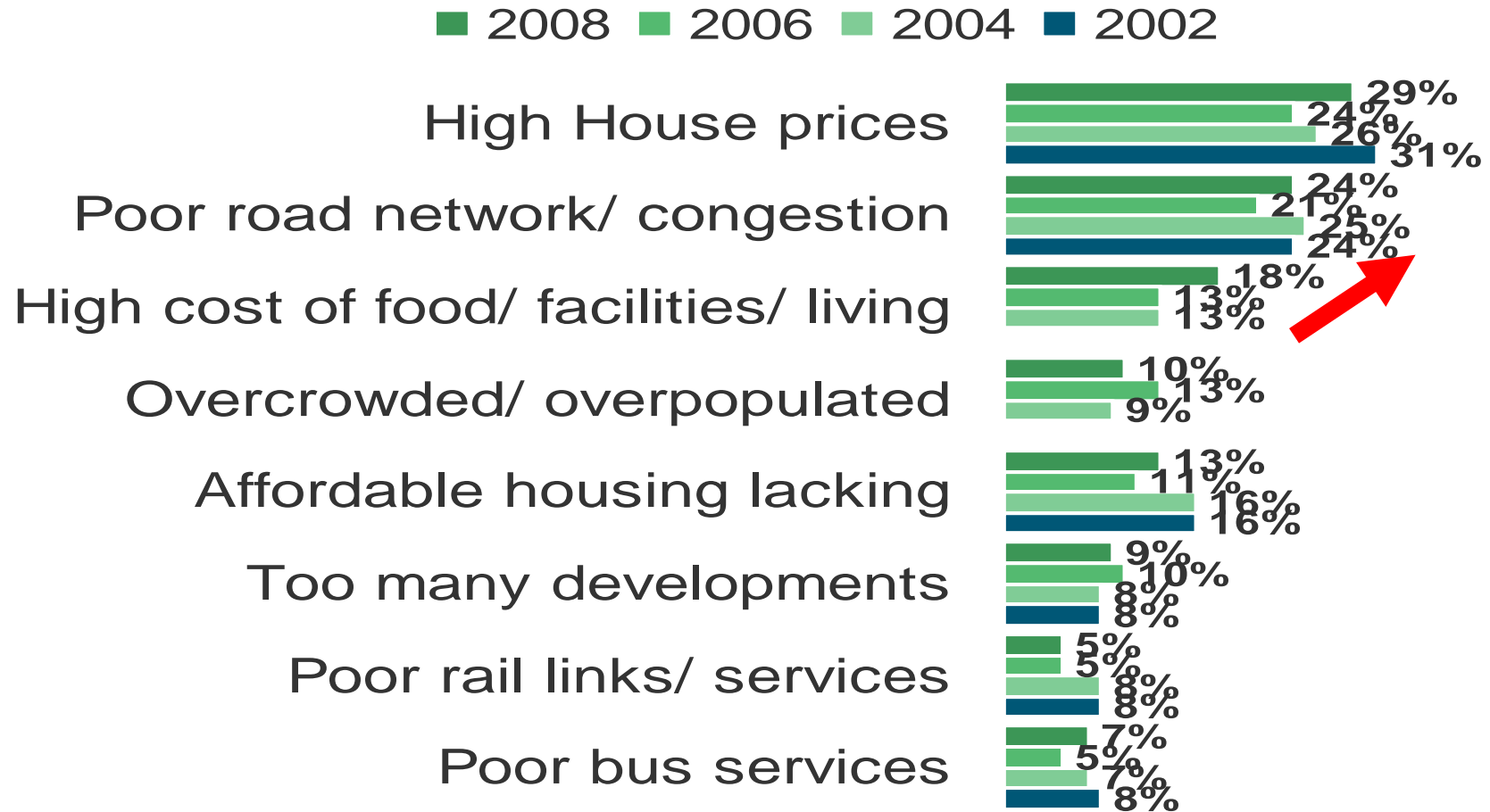
What, if any, do you think are the South East's major strengths compared to other regions in England?



Base: All respondents aged 16+ (1,818), interviewed 28 January to 15 March, 2008

Top weaknesses of the South East

What, if any, are the South East's major weaknesses compared to other regions in England?

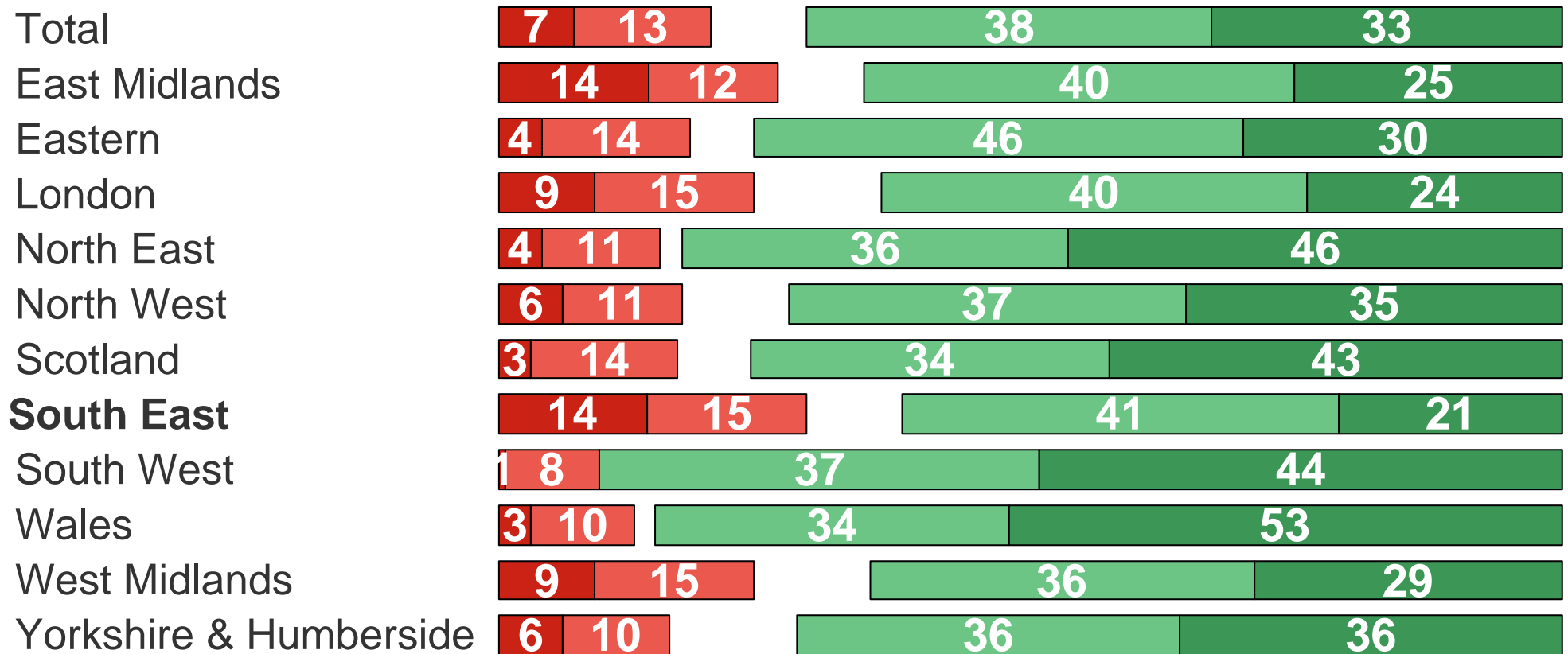


Base: All respondents aged 16+ (1,818), interviewed 28 January to 17 March, 2008

Local concerns on immigration highest in South East

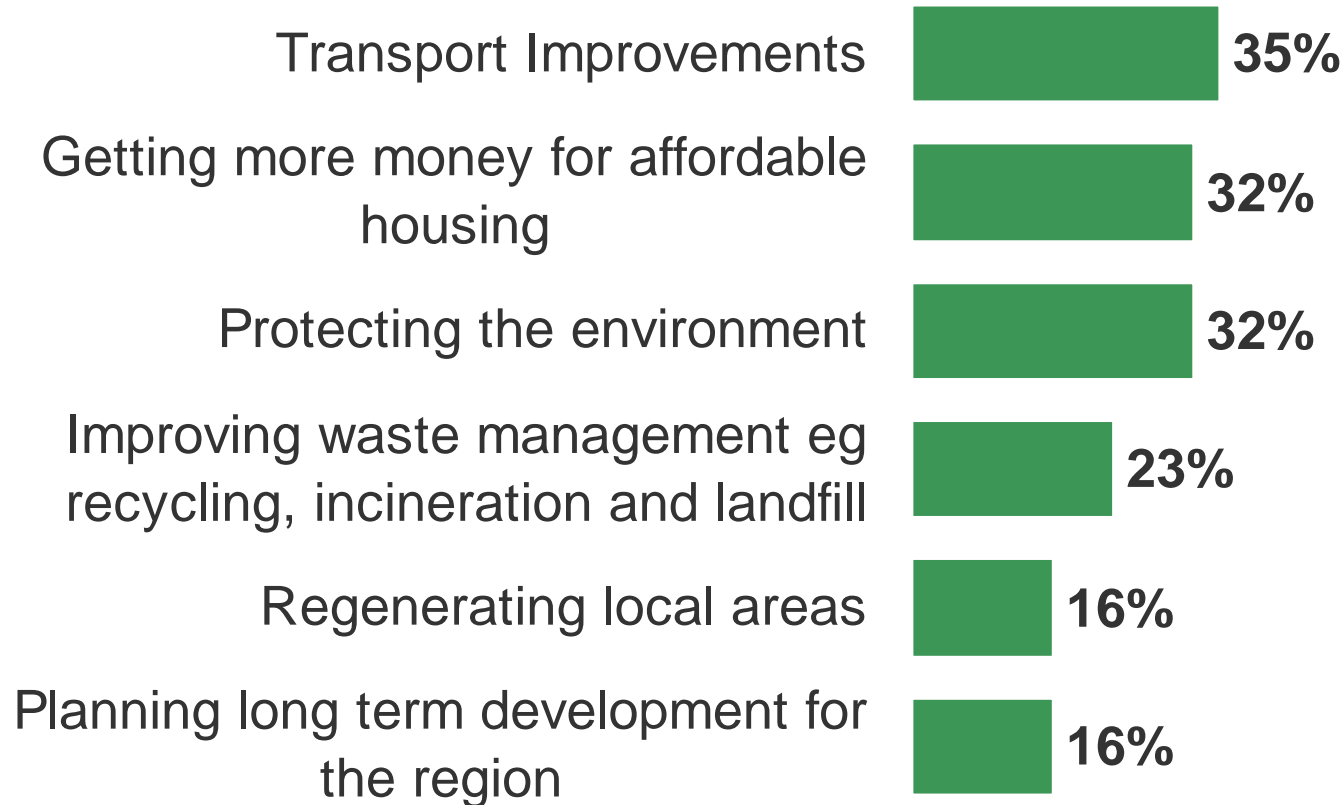
Q How much of a problem, if at all, is immigration in your local area?

■ A very big problem
 ■ A fairly big problem
 ■ Not a very big problem
 ■ Not a problem at all



Develop and preserve.....

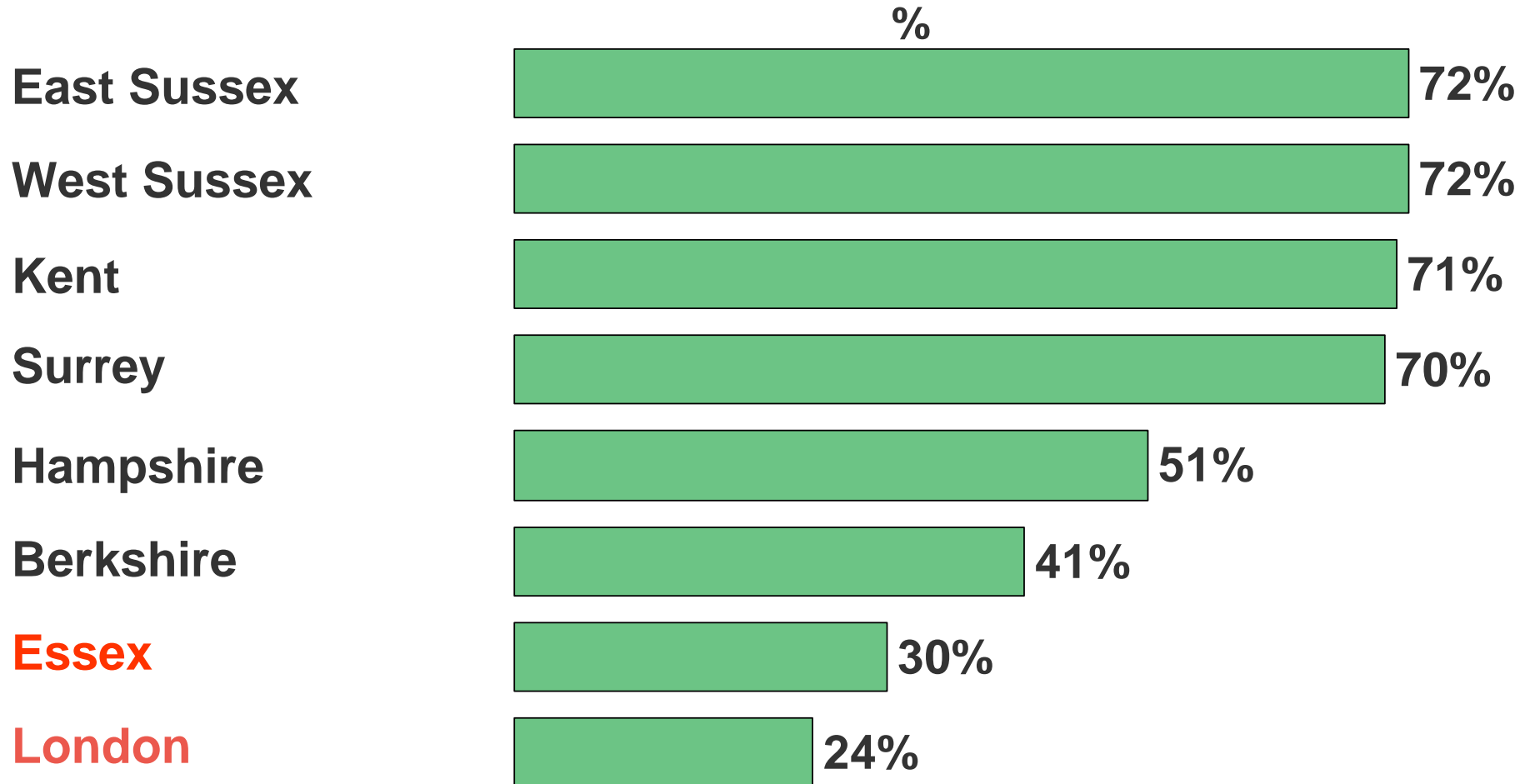
Which two or three, if any, do you think should be priorities for the region?



Base: All respondents aged 16+ (1,818), interviewed 28 January to 15 March, 2008

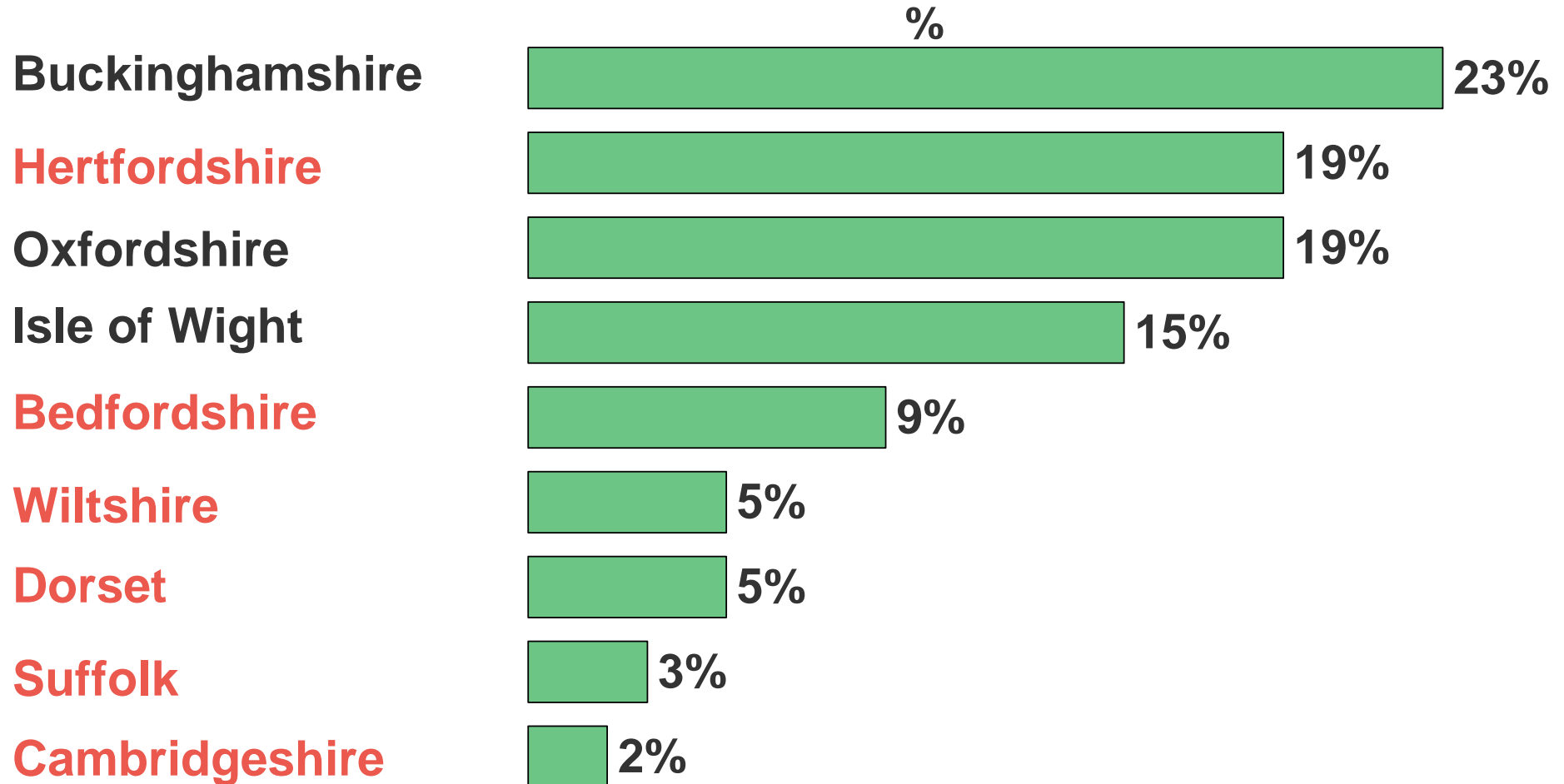
What is the South East anyway?

Q From the map could you please tell me which county areas you think are included in the South East region?



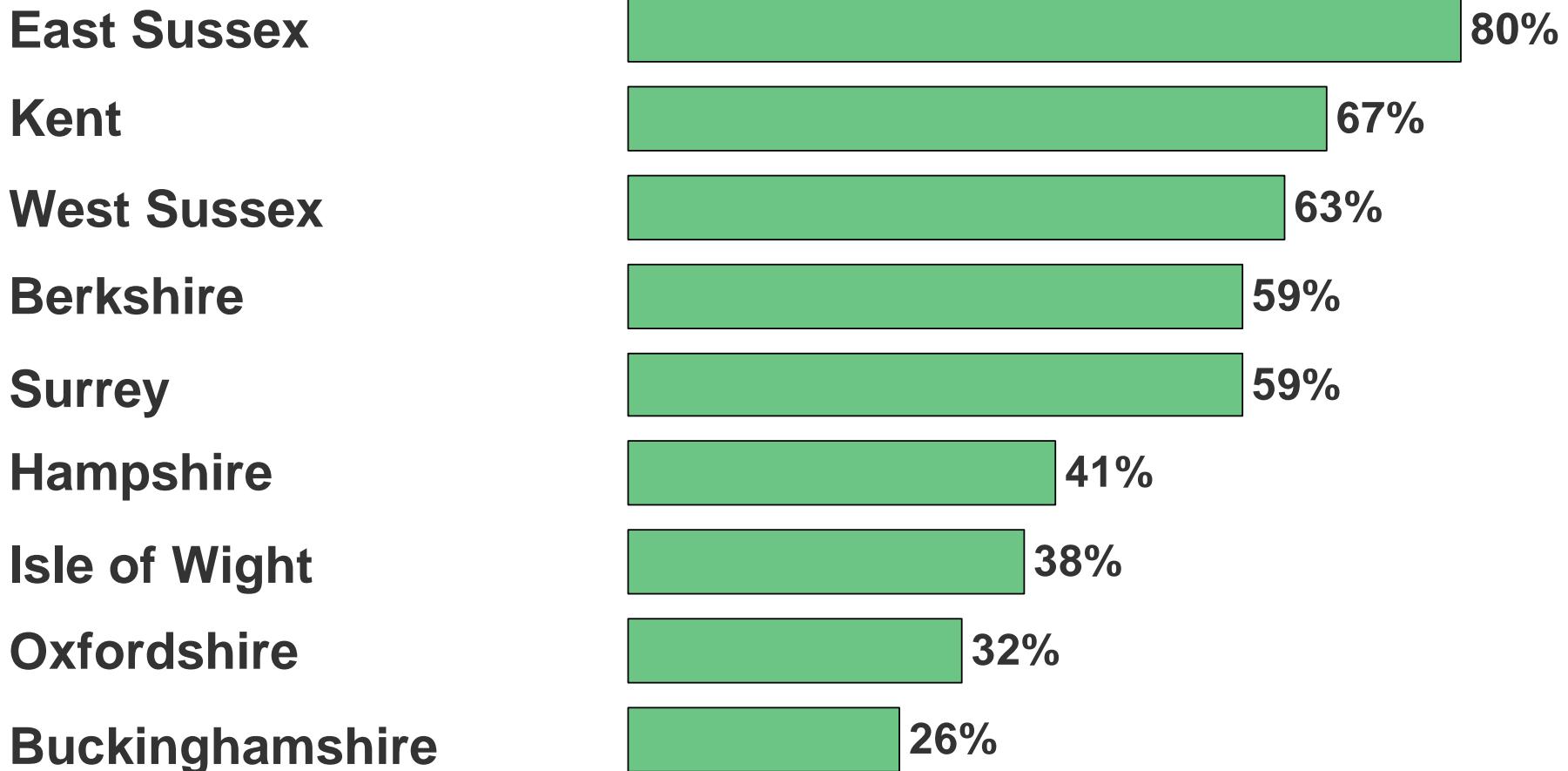
What is the South East anyway?

Q *From the map could you please tell me which county areas you think are included in the South East region?*



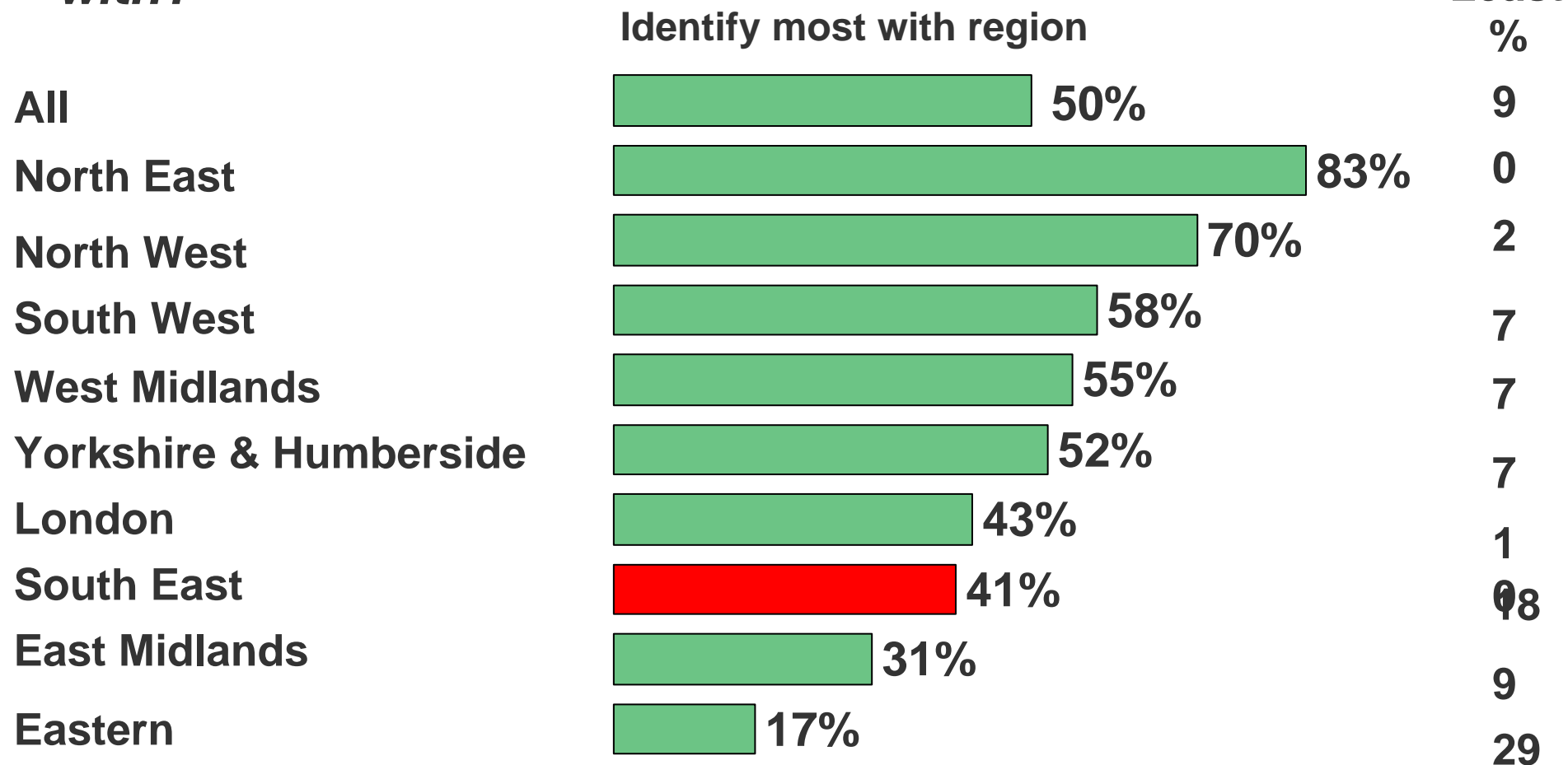
% who think they live here

Q Which region do you think you are in?



Less meaningful than others....

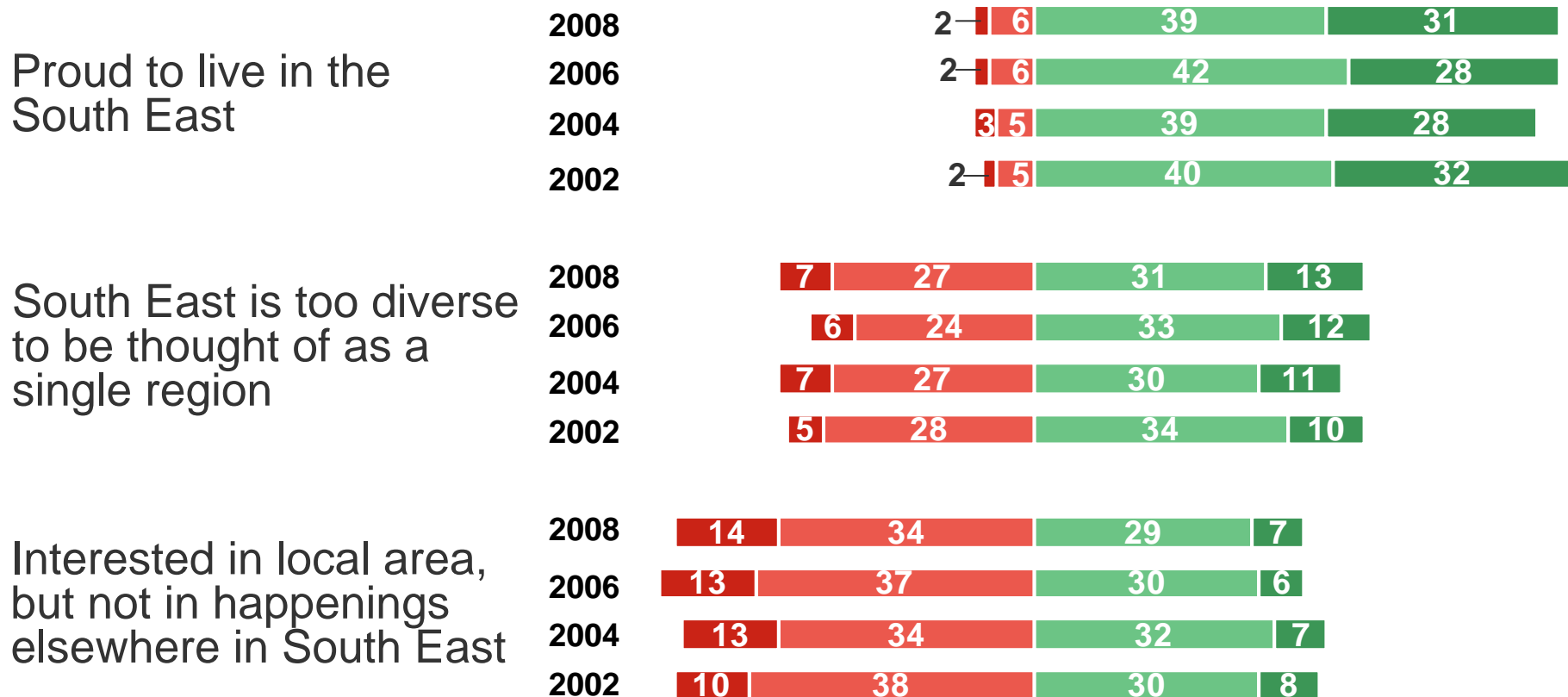
Q Which of these would you say you most/least identify with?



Regional Identity

How strongly do you agree or disagree with each of the following statements?

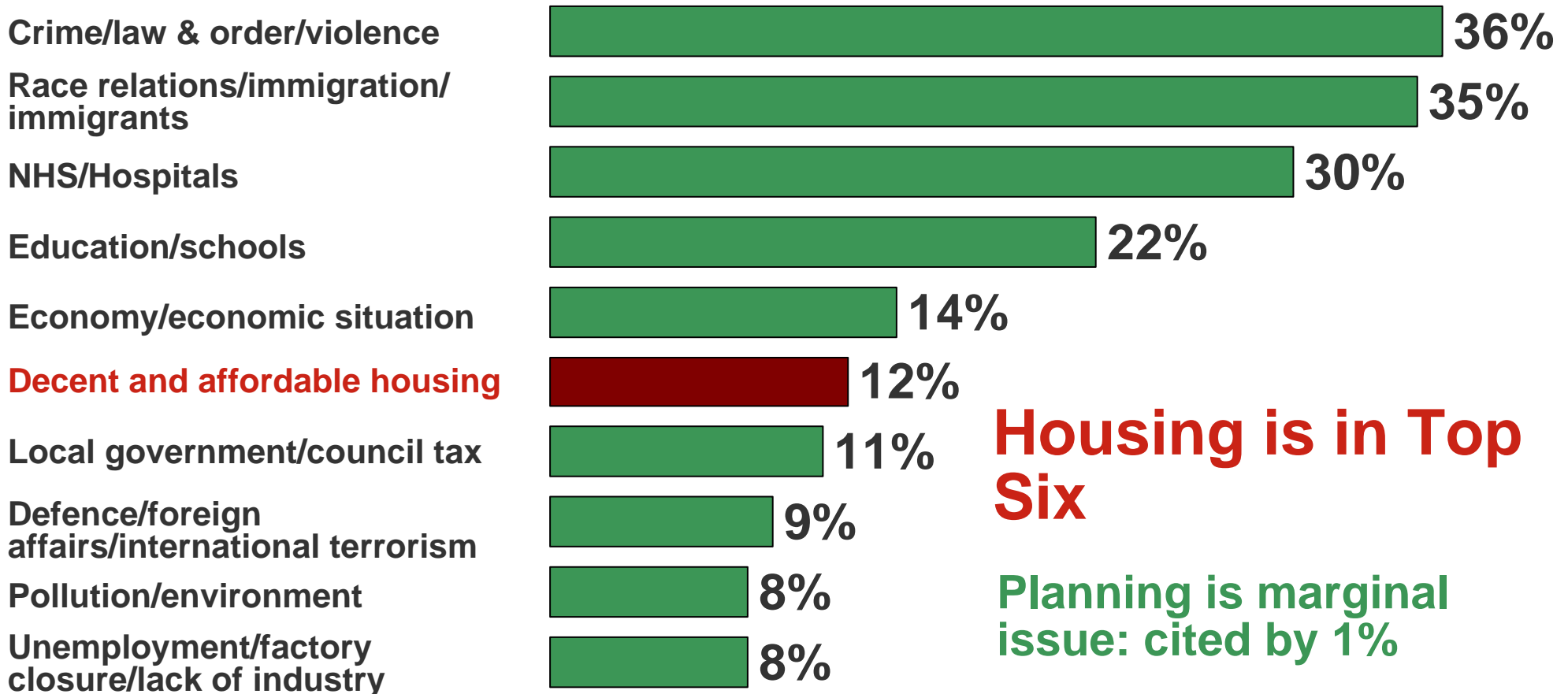
■ % Strongly disagree ■ % Tend to disagree ■ % Tend to agree ■ % Strongly agree



The housing issue!

In the South East marginals.....

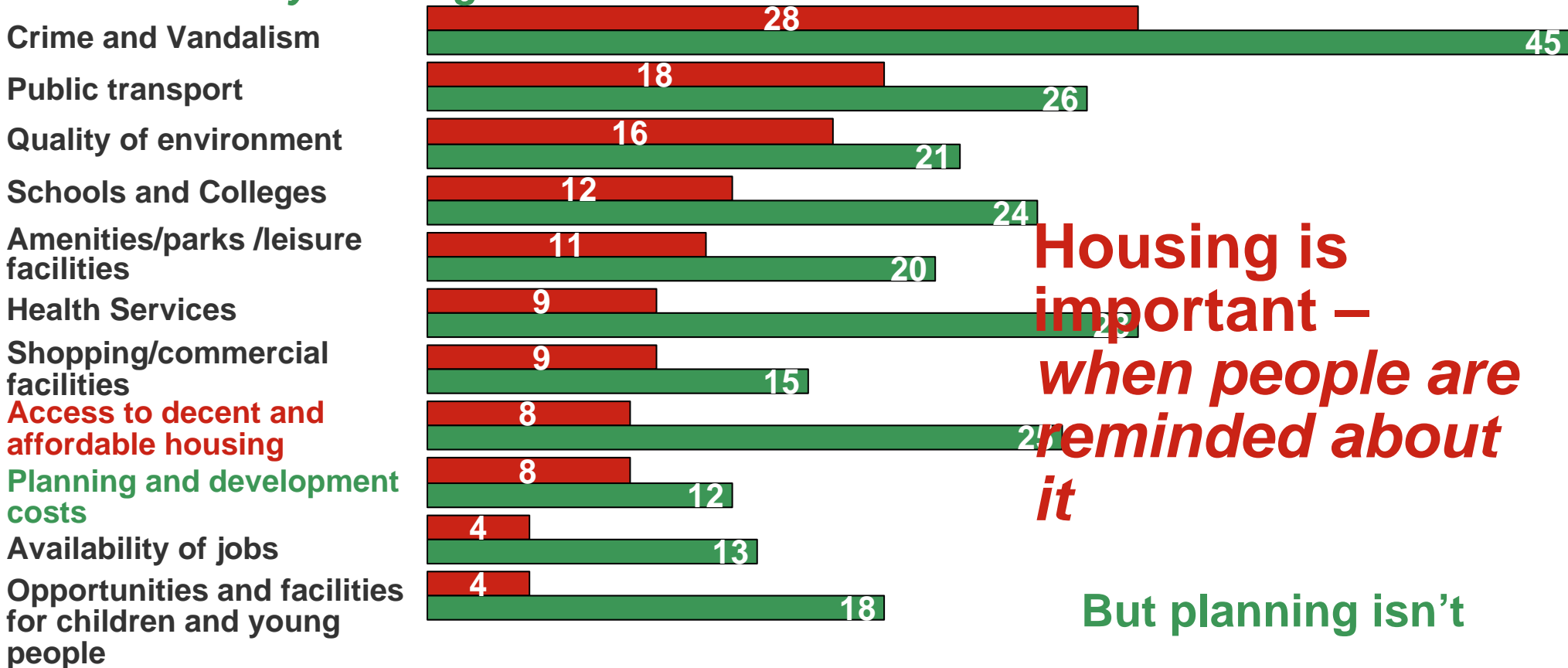
Q What would you say is the most important issue facing Britain today?
Q What do you see as other important issues facing Britain today?



And when you remind them....

Q *What are the most important issues for you living in ...?*

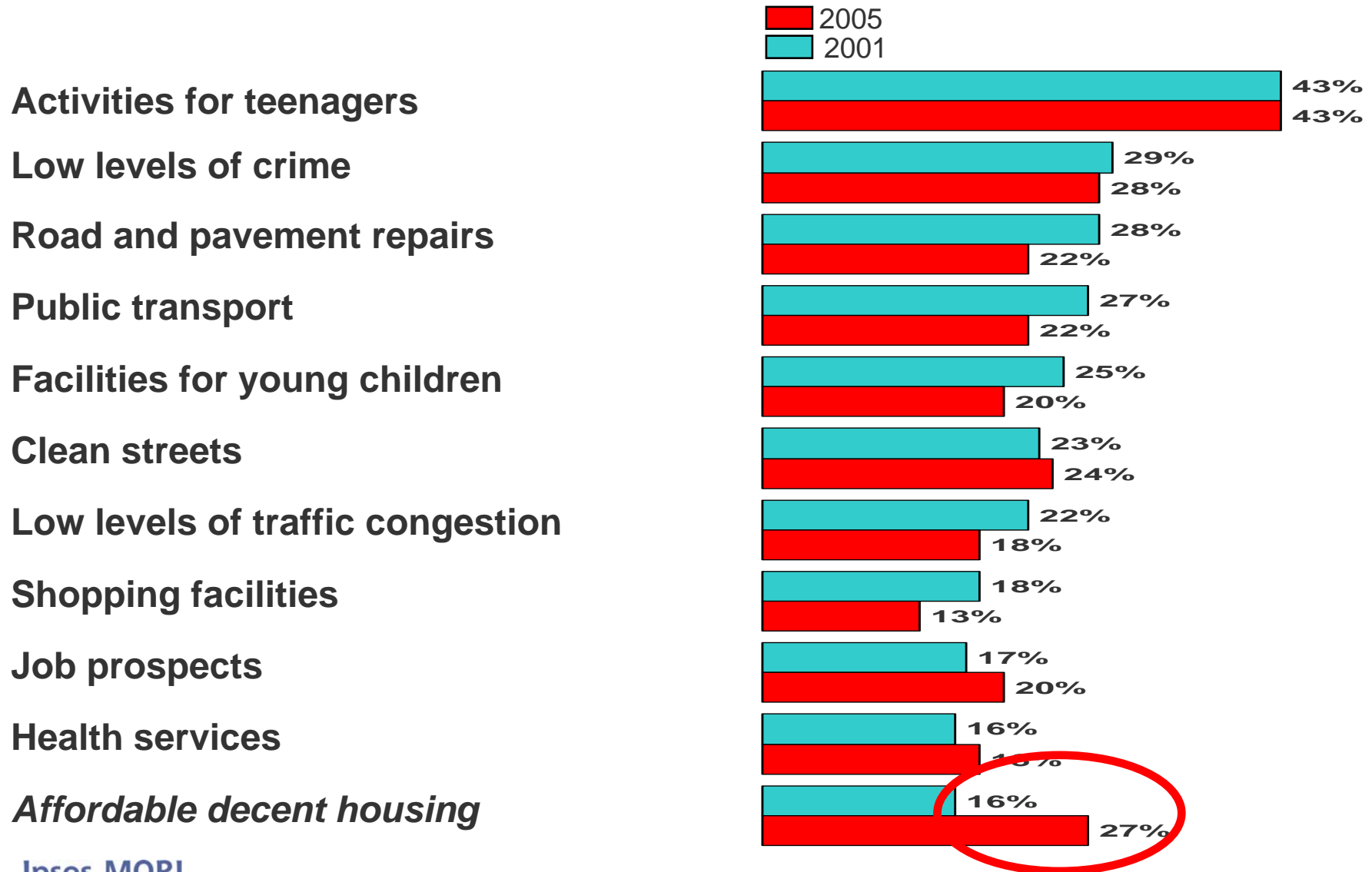
Q *From this list, what would you say are the two or three most important issues for you living in?*



Housing is important – when people are reminded about it

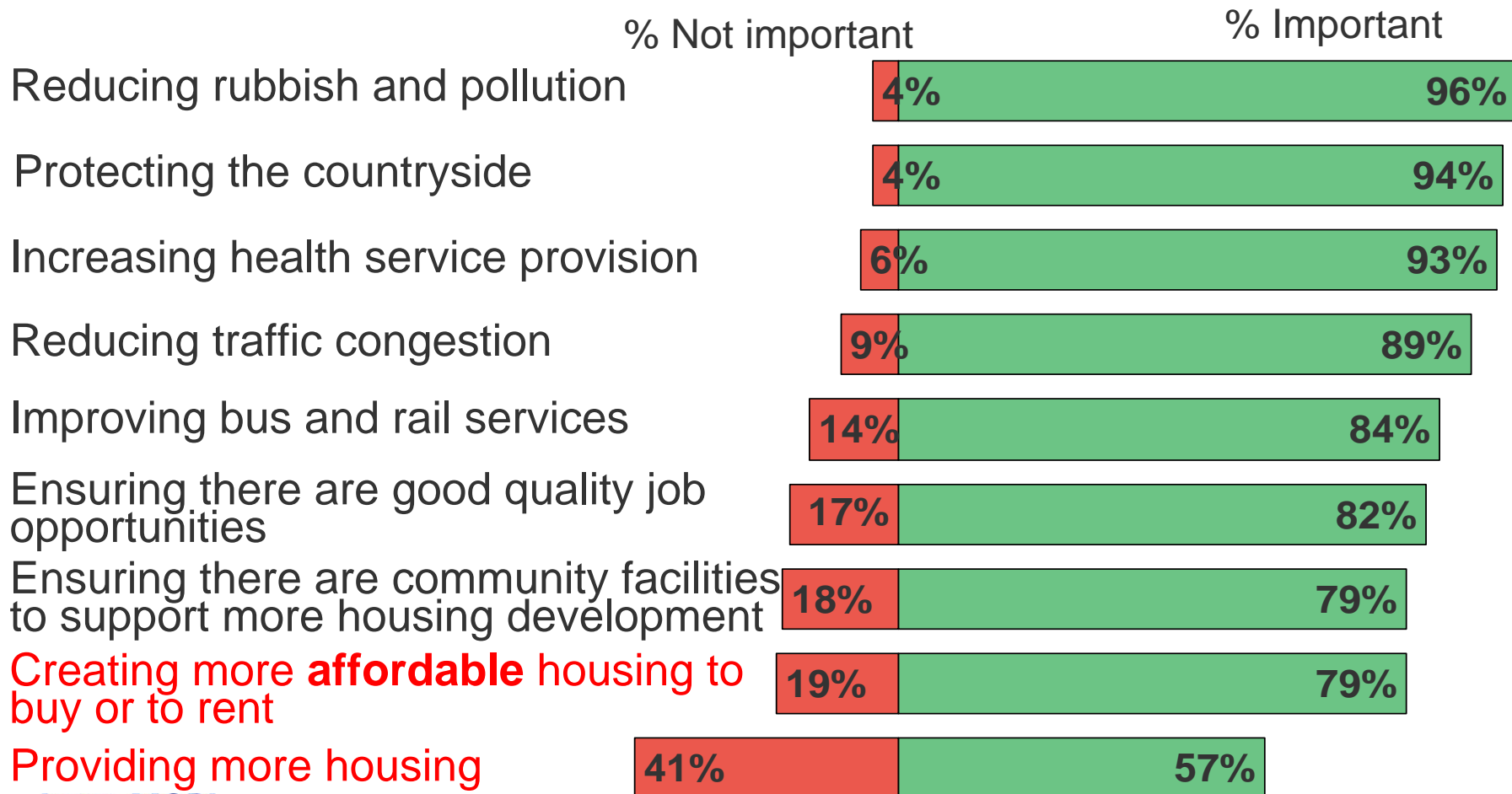
But planning isn't

And increasingly a priority for action



Where does more housing come in their priorities?

Q *I am going to read out a number of different subjects that the Regional Assembly has identified as priorities to address in the South East Plan. For each one, could you tell me how important you think it is for you personally?*



Place making

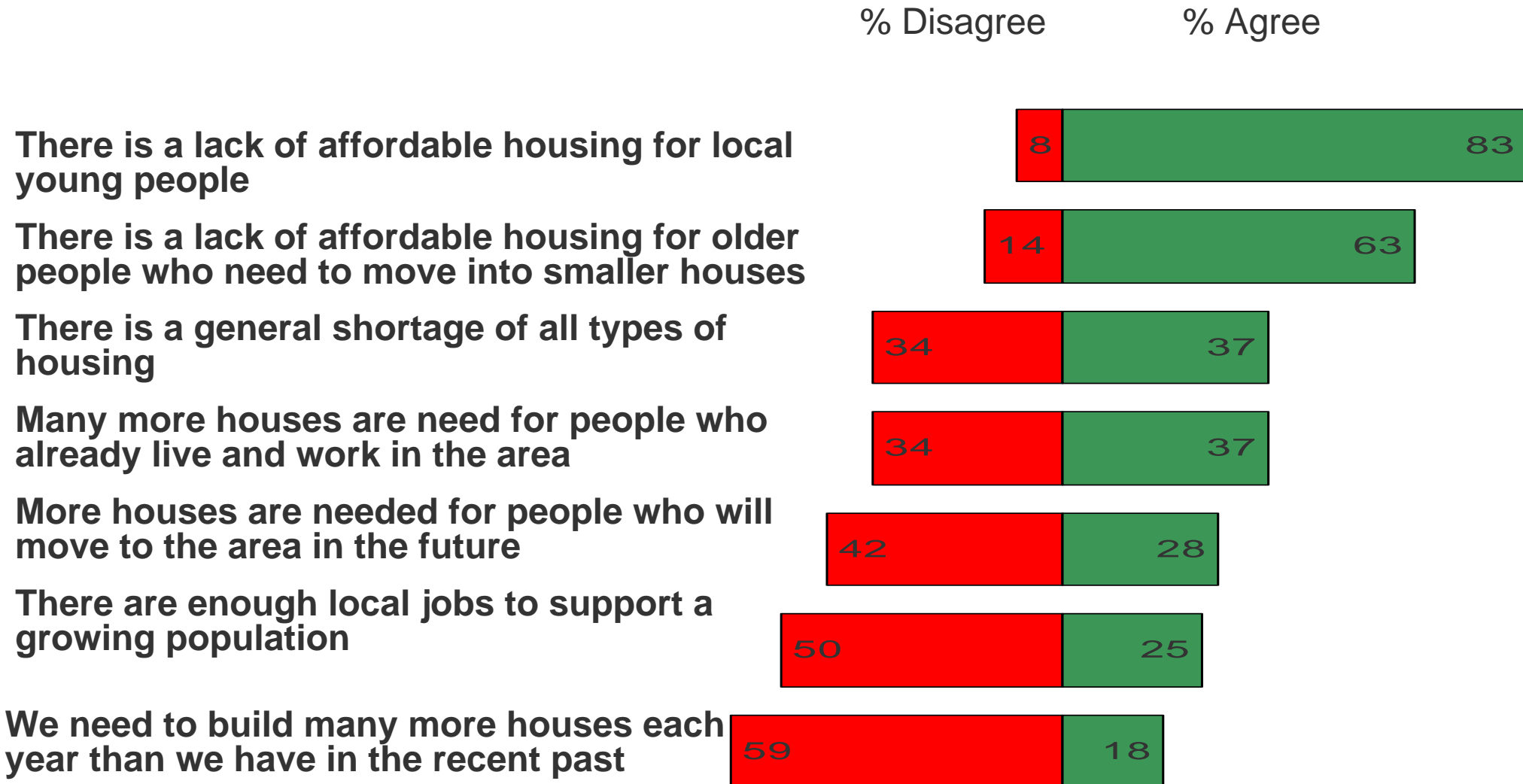
- Failing to create a sense of place
- Not taking advantage of surroundings and the local context
- Not creating an identity or distinct character



Anxieties.....

- **Key concerns are:**
 - **Overpopulation and change**
 - **Impact on schools, health services, roads and public transport**
 - **Loss of community: being swamped**
 - **Houses for new people – not my kids**
 - **Loss of green fields**
 - **Jobs will not go to locals**

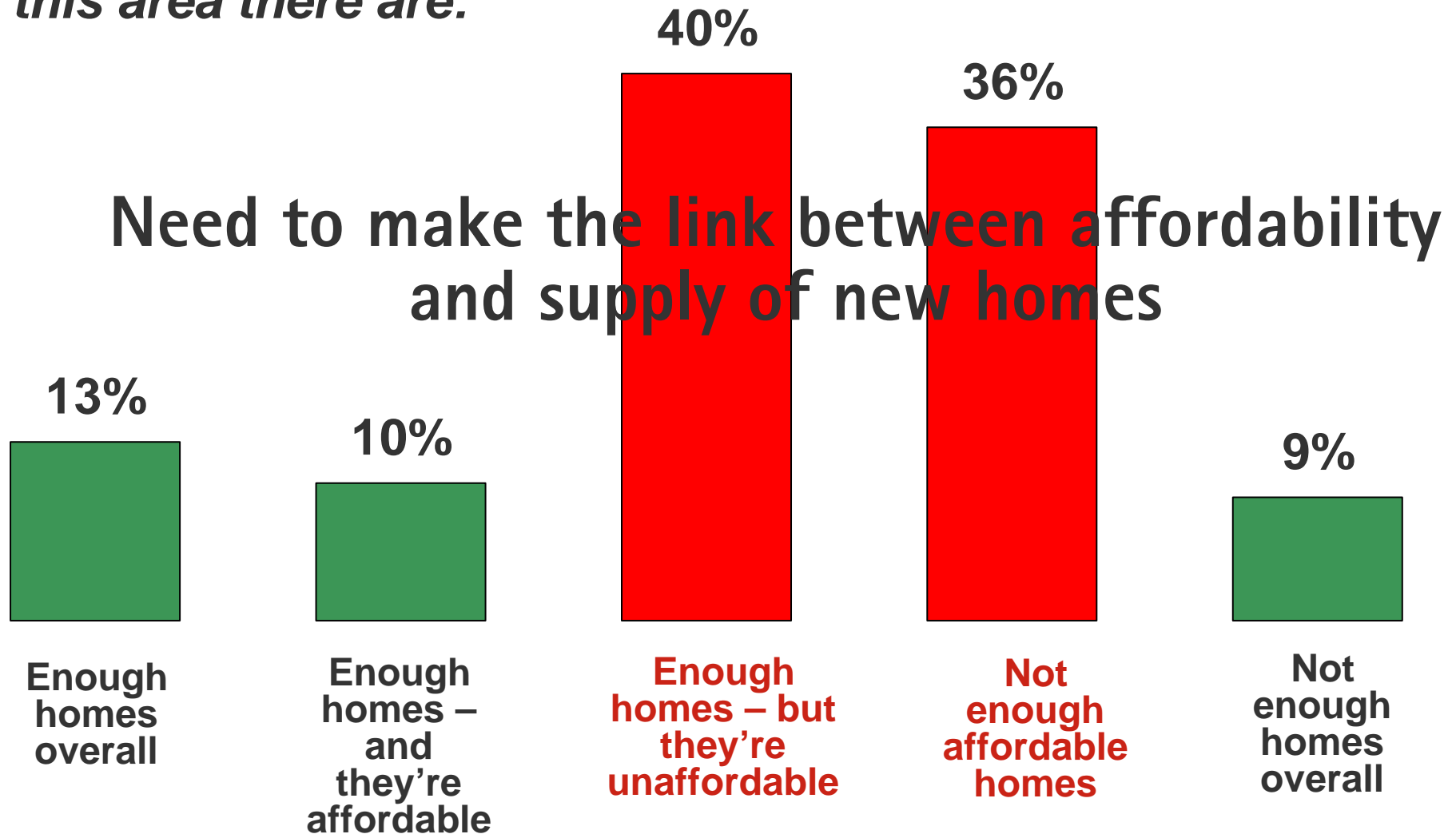
A recognition of a lack of affordable housing for the young and old, but failure to link this with the issue of supply



They don't make the connections between housing growth and affordability – and hence do not see growth as a solution to their problems

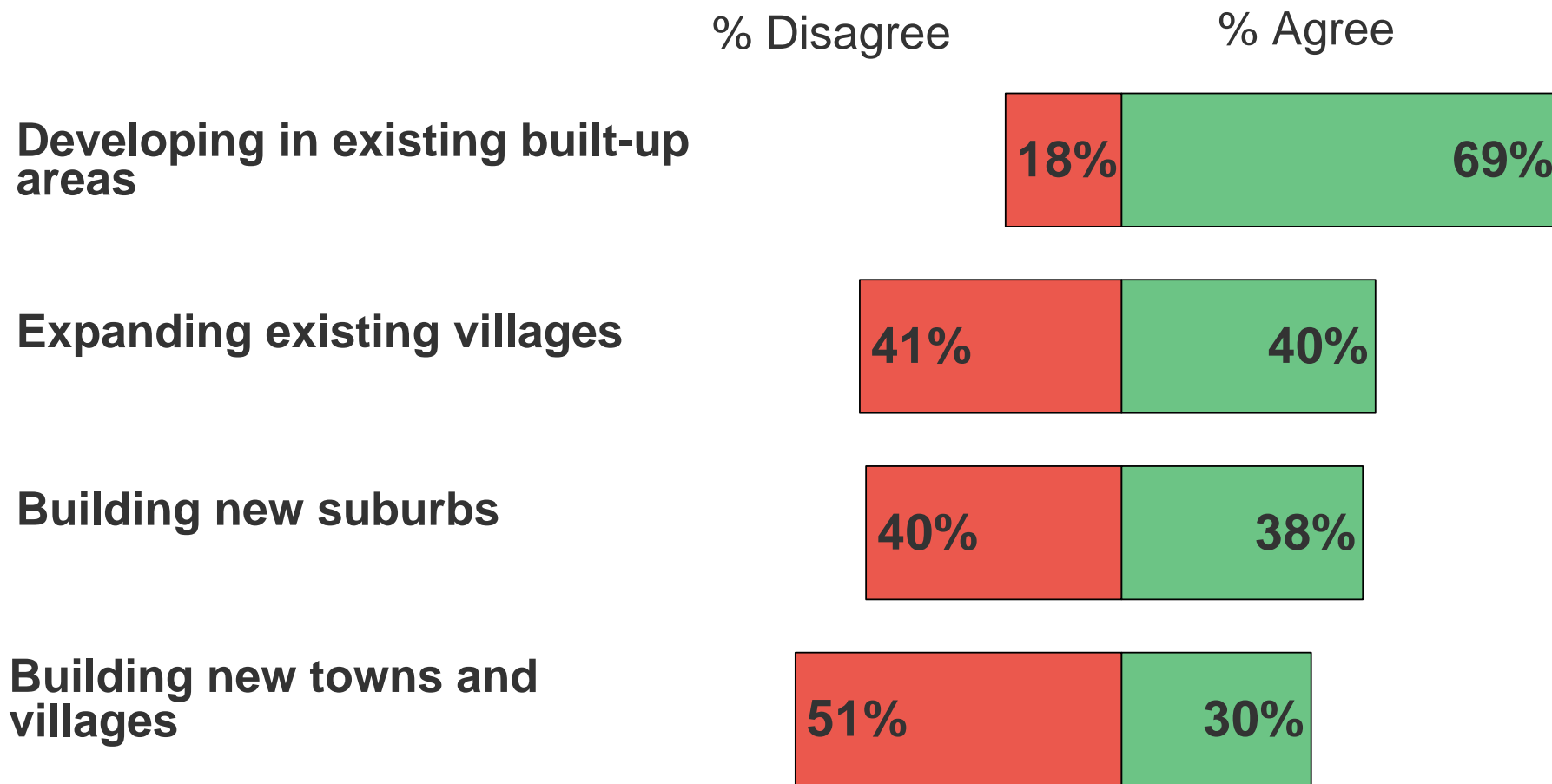
Affordability is seen as key – not quantity

Q In this area there are:



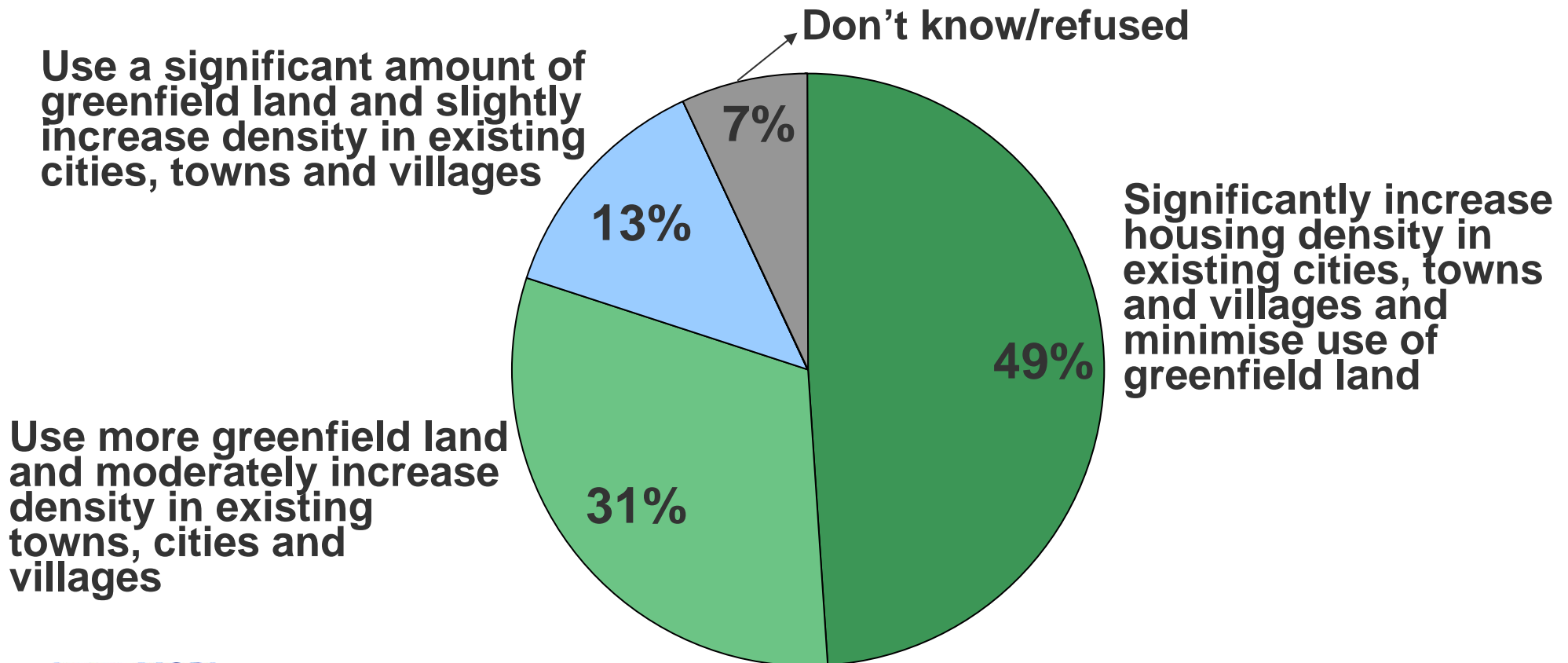
Want brownfield, not greenfield

Q To what extent do you agree or disagree with each of the following options for using land?



Get across message about tarmacing over greenfield sites

Q From this card, what balance between the two [i.e. building on greenfield sites and increasing housing density in existing cities, towns and villages] comes closest to your own views about future housing development in the South East?

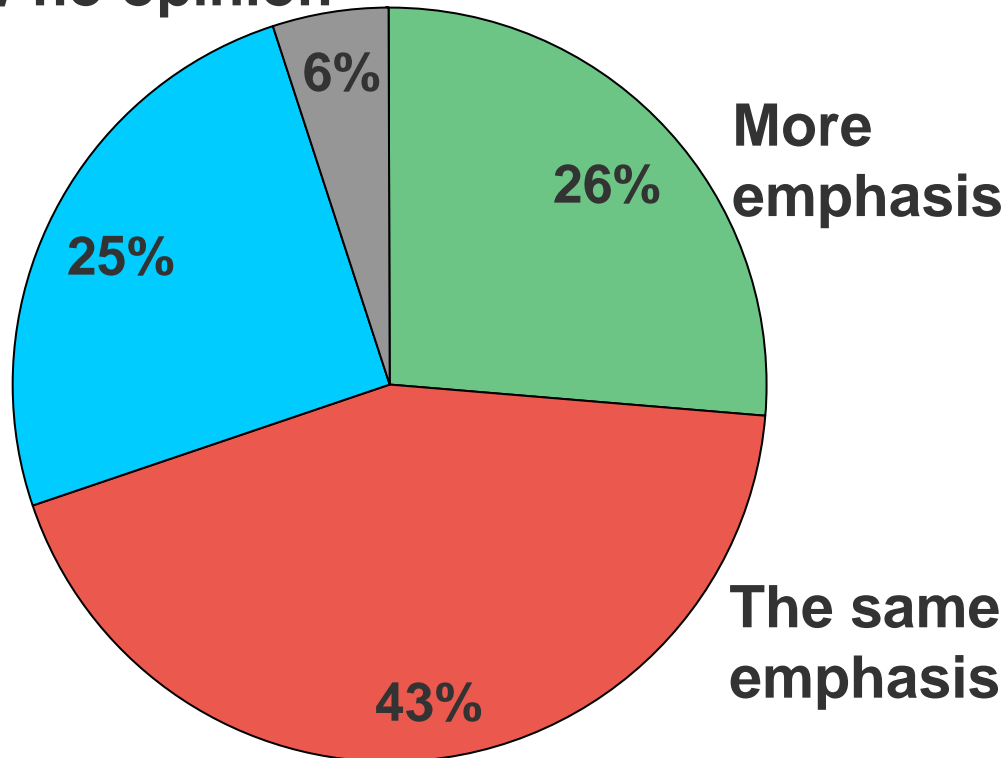


Divided over growth.....

Q *Over the past decade the South East has had a stronger economy than the rest of the country, with lower unemployment. This has increased overall wealth but also increased traffic and house prices. Over the next 20 years, do you think we should give more emphasis, less emphasis, or the same amount of emphasis to economic growth in the region.*

Don't know/ no opinion

Less emphasis



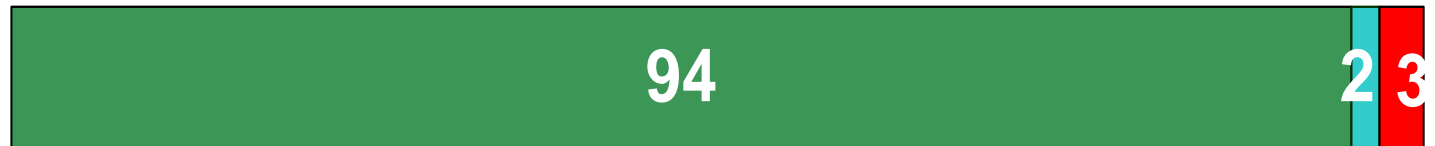
More emphasis

The same emphasis

Crunch points...

■ % Agree ■ % Neither/nor ■ % Disagree

Local families and their children should be able to access decent and affordable homes in this area



This area's green spaces should not be built on

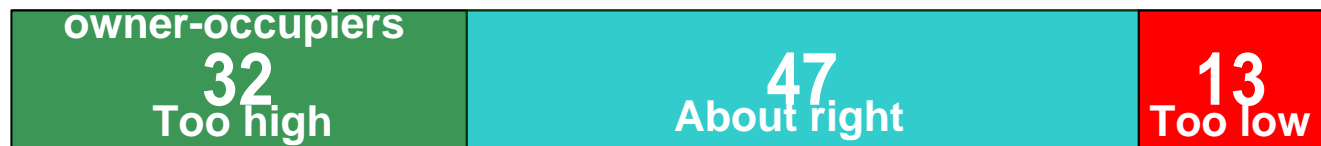


New housing in this area has been poorly designed and not in keeping with the local 'feel'



Only 8% think that people should be allowed to build wherever they want – and 95% think that any development must take the environment into account

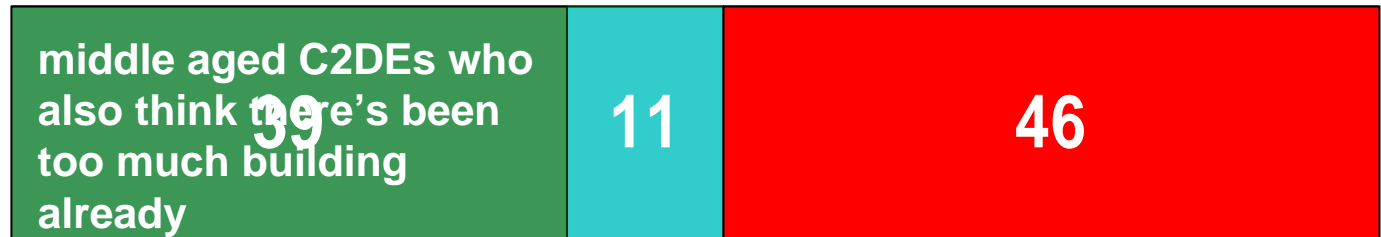
Rate of house building in local area over last five years



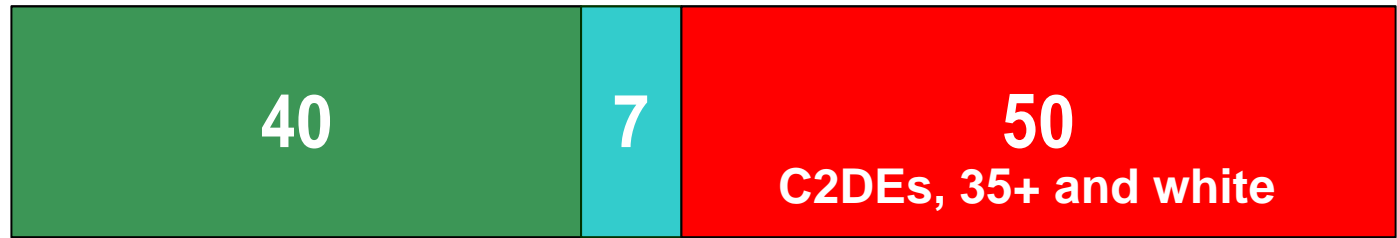
Opinions to change or challenge

■ % Agree ■ % Neither/nor ■ % Disagree

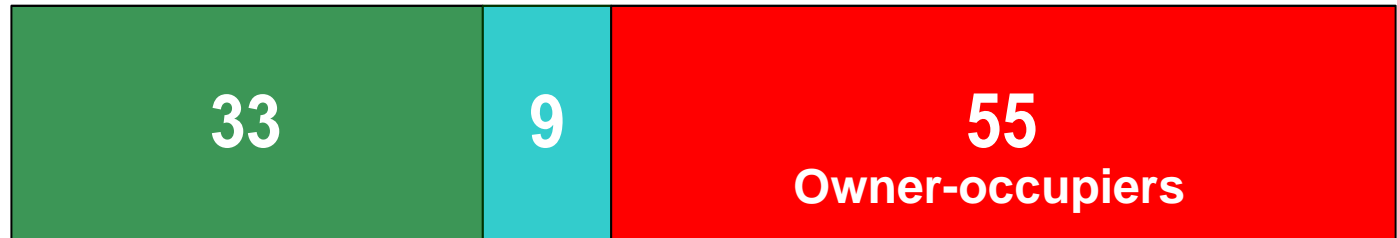
This area will lose its community spirit if more homes are built in this area



This area can accommodate more non-local people



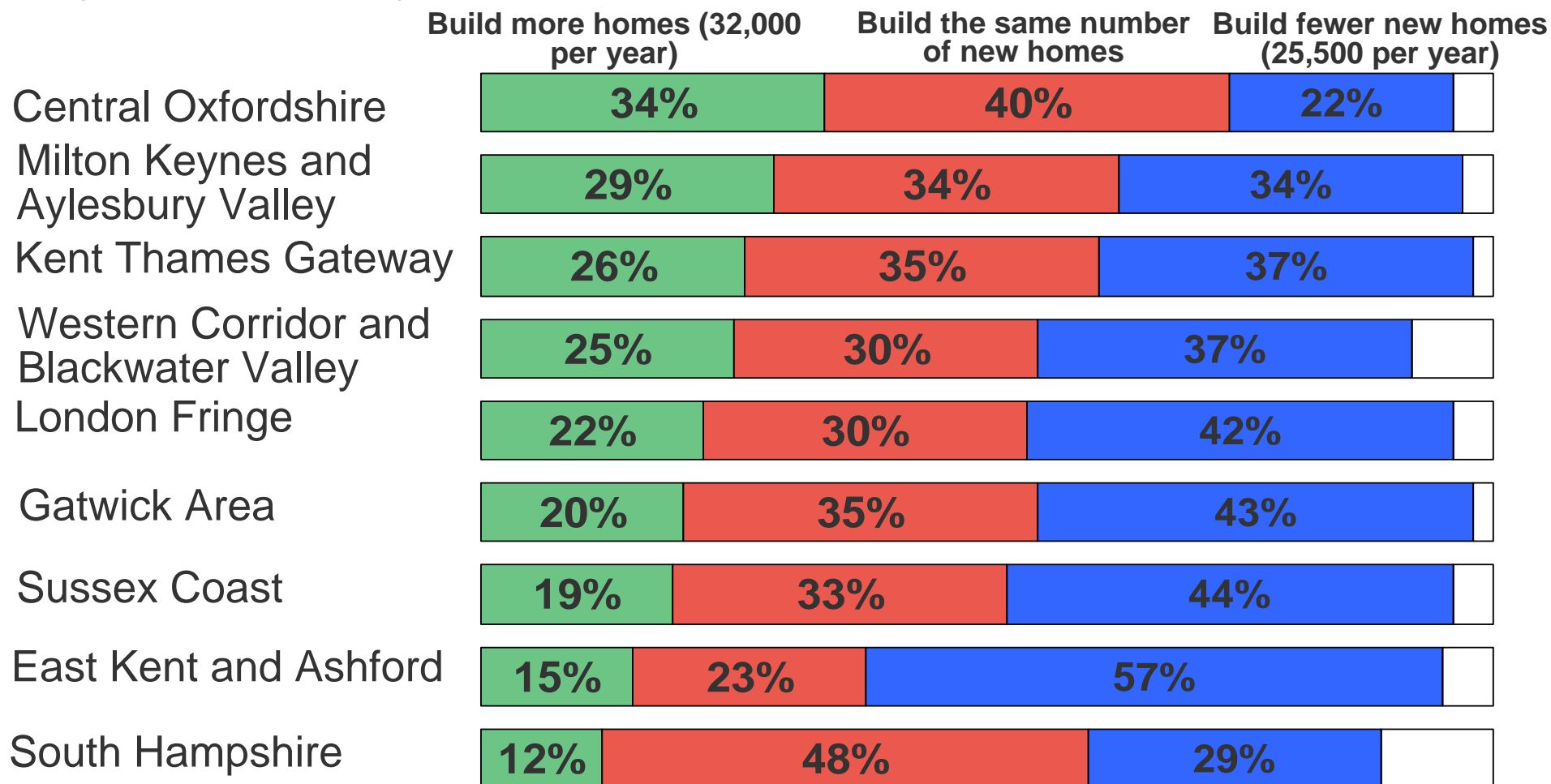
More homes will bring more and better facilities and amenities to this area



Sceptical about improved facilities – but still want this to happen: 86% want development to be accompanied by guaranteed investment in infrastructure

Think about how views vary by locality...

Q Last year we built 28,000 new homes across the whole of the South East region. The Assembly is considering other options. Which one of the three options on this card would you be most likely to support?



Everyone is working together in Tyne and Wear



...a leafy ...

we asked...
 How can we improve our services for you?

we did...
 We've introduced a new community patrol scheme to help you feel safer in your neighbourhood.

we asked...
 How can we improve our services for you?

we did...
 We've introduced a new community patrol scheme to help you feel safer in your neighbourhood.

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we asked...

you said...
Make sure you're
always safe

we did...
Employed our engineers
who marked the main slip
roads on the bridge lights
to prevent any clutter will
keep you safe

Sunderland
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Partnership

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Conclusions?

