

GoWell in Glasgow's East End Baseline Community Survey 2012

Report One: Headline Indicators

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Summary

This report contains data from the 2012 baseline community survey, conducted as part of the cohort study, *GoWell: Studying Change in Glasgow's East End*.

Key messages – Active

- Over a third (36%) of the East End cohort are physically active at recommended levels. This figure represents similar rates of exercise to Scotland and the rest of Glasgow. However, a higher percentage (37.5%) of participants have low levels of physical activity – undertaking moderate exercise for less than 30 minutes per week – a figure which compares poorly to the rest of the city.
- Adult participation in sport is relatively good with 58% of interviewees having taken part in sports in the last four weeks. However, only 43% take regular exercise on a weekly basis.
- Levels of active travel in the East End are relatively high, probably reflecting low levels of car ownership. One third of participants use active modes to get to work or college.

Key messages – Flourishing

- A quarter (24%) of the cohort have volunteered / provided unpaid help to organisations, groups or individuals over the past 12 months. This figure is comparable to the rest of Glasgow but lower than the national average.
- One in four express an intention to volunteer during the 2014 Commonwealth Games.

Key messages – Sustainable

- Positive perceptions of neighbourhood change are far more common in the East End cohort than in other deprived areas or in the country as a whole. 44.5% of participants feel that their neighbourhood has improved as a place to live in over the past three years. This may be a product of regeneration work in the area over the past few years.
- However, there is still considerable scope for improvement as less than a quarter of interviewees (23%) are 'very satisfied' with their neighbourhood as a place to live. Cleanliness, property damage and vacant/derelict land are cited as problems by a majority of respondents.
- Local sports facilities are particularly highly rated with more than half of the cohort rating them as 'very good' and 27% making regular visits.
- Nearly four fifths (78%) of participants consider the crime rate in their local area to have stayed the same or reduced over the past two years. However, fewer (52%) East End participants feel safe walking alone after dark than in the rest of the city (61%).
- Adults in the cohort have a relatively strong sense of being able to influence decisions in the local area with 37% agreeing they can influence local decisions compared to figures of 22% and 36% for Glasgow and Scotland, respectively.

Key messages – Connected

- Levels of support for the Commonwealth Games improved during and after the Olympic Games and are higher than the equivalent figure among the population of London two years before the Olympics.
- The majority of the cohort feel a sense of pride in both their local area and Glasgow. However, while 87% express a fair amount or a great deal of pride in Glasgow, only 60% say the same of the local area.

Introduction

GoWell is research collaboration between the University of Glasgow, the MRC/CSO Social and Public Health Sciences Unit and the Glasgow Centre for Population Health. Since 2006, the team have developed a research and learning programme, investigating the impacts of housing improvements and neighbourhood regeneration upon health and wellbeing (see www.gowellonline.com).

GoWell: Studying Change in Glasgow's East End is a five-year, mixed methods research programme, designed to evaluate the impacts of regeneration and other changes associated with the Glasgow 2014 Commonwealth Games upon the health and wellbeing of communities in the East End of Glasgow. The study has been commissioned by the Scottish Government, NHS Health Scotland and **sportscotland**. It forms part of the Scottish Government's Commonwealth Games Legacy Evaluation Programme.

Report One: Headline Indicators presents findings from the first wave of data collection in 2012. These relate to each of the four Scottish Government Evaluation Themes: Active, Flourishing, Sustainable and Connected. Where possible, the report includes comparisons with national benchmarks for indicators under these four themes. All tables show percentages (%) of respondents.

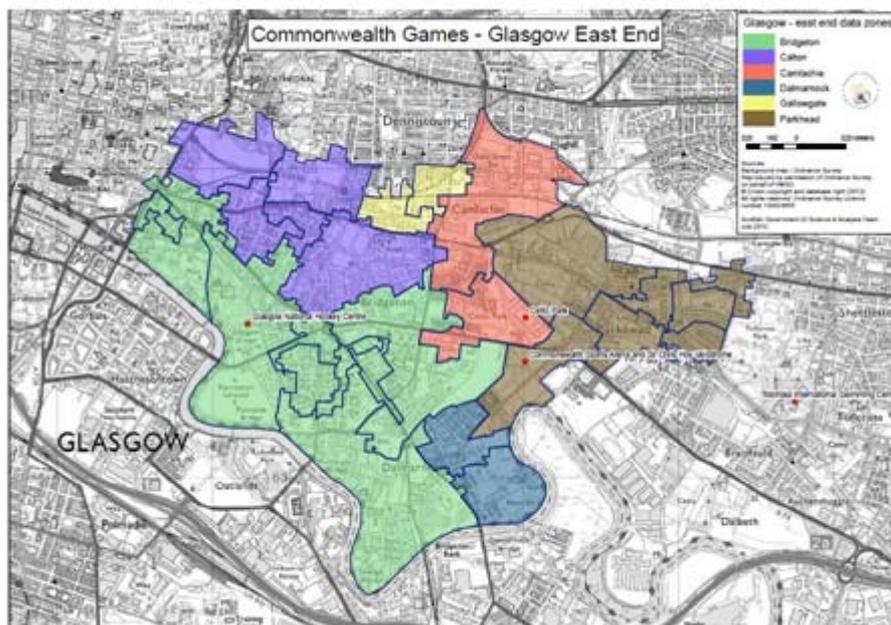
Two further reports, offering subgroup analyses and providing data from comparable areas in the ongoing main *GoWell* project, will be available later in 2013.

The study area

The study area is approximately co-terminus with the Glasgow City Council East End Local Development Strategy Area and the community survey includes participants from Bridgeton, Calton, Camlachie, Dalmarnock, Gallowgate and Parkhead (see Figure 1). The area comprises around 11,000 dwellings and has a population of nearly 19,000. This geography includes the location of the main new stadia for the 2014 Games (Emirates Stadium and Sir Chris Hoy Velodrome) as well as the site of the Athletes Village.

Figure 1. The GoWell East End study area

(Source: Scottish Government)



There are a number of things to emphasise about our study area. Firstly, it is only a part of the East End of the city. The study area covers approximately one third of the whole area of the East End of Glasgow, as shown in Figure 3.

Figure 2. The study area in its city context

(Source: GoWell East)

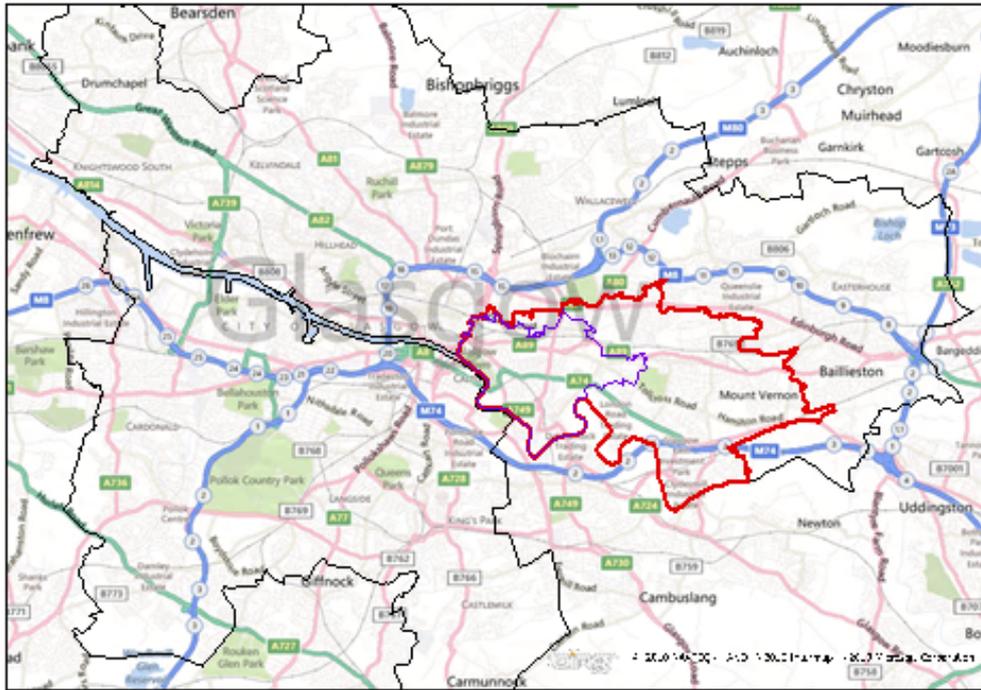
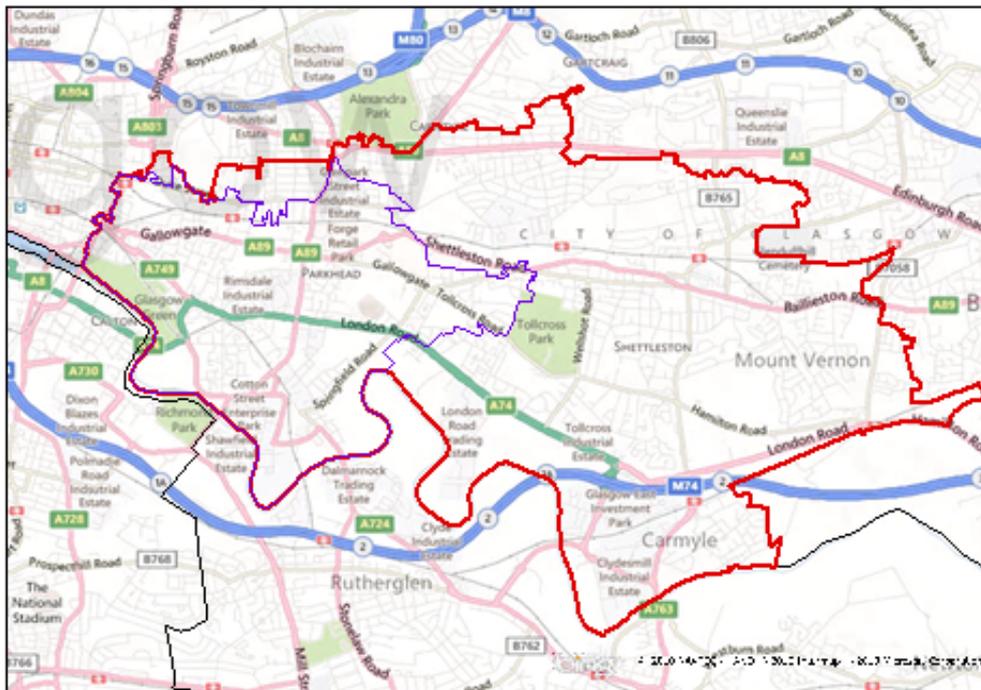


Figure 3. The study area in its East End context

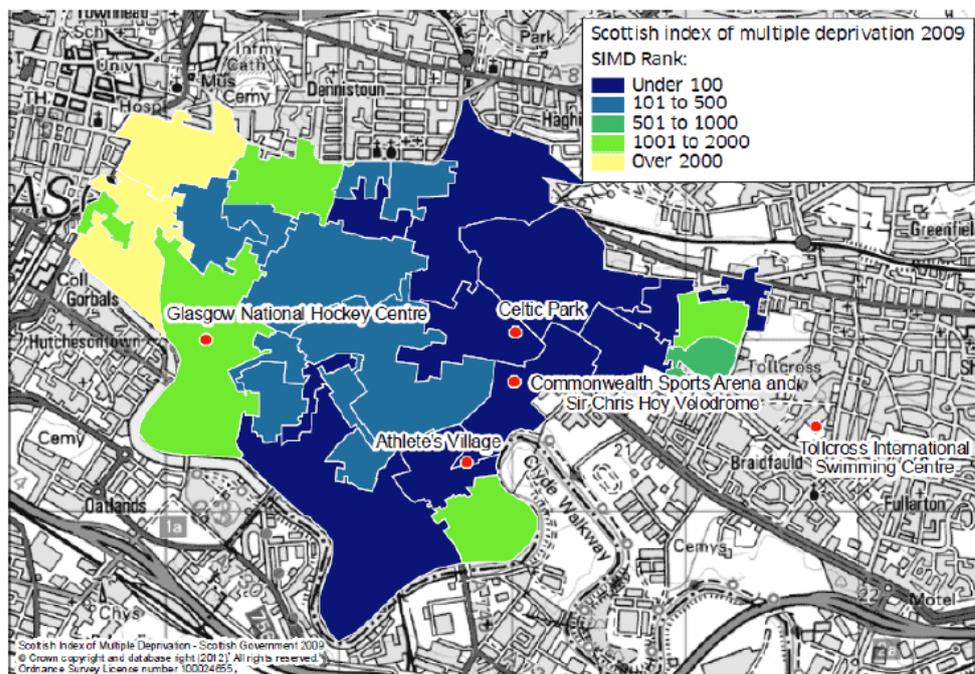
(Source: GoWell East)



The study area does not share all the characteristics of the traditional East End, as a result of such factors as being close to the city centre, and having a relatively large private rented sector. For example, while 16% of our study area population is elderly (aged 65+), for parts of the East End, this can be a third larger at 21% (e.g. in Haghill/Carntyne and Mount Vernon/East Shettleston (Whyte, 2008).

The area is also to some extent socioeconomically mixed and does not exclusively comprise of deprived communities (see Figure 4). The majority of the communities included in the GoWell East area are nevertheless 'deprived'. According to Scottish Index of Multiple Deprivation 2012 rankings, 21 of the 27 included datazones are in the most deprived 15% in Scotland. A further four datazones are in the most deprived quartile. Of the remaining two datazones, one sits within the middle quintile and the other lies in the second least deprived category.

Figure 4. The study area – Scottish Index of Multiple Deprivation rankings
(Source: Scottish Government)



The area is also changing rapidly, through the influx of economic migrants into private rented housing, and the construction of new flats for owner occupation in parts of the study area. Longstanding regeneration efforts associated with social rented landlords, the revival of the Merchant City area of central Glasgow, and the contribution of the Clyde Gateway urban regeneration agency have already wrought changes, particularly towards the city centre and Glasgow Green areas. While in 2006, the rates of employment deprivation in our study area neighbourhoods (according to Glasgow City Council definitions of neighbourhoods for planning purposes) were 29.8% in Calton and Bridgeton and 41.5% in Parkhead and Dalmarnock (Whyte, 2008), by 2010 the rate of employment deprivation for our study area was much lower at 22.2% overall.

The survey and the GoWell East cohort

Survey and fieldwork

At the core of the GoWell East evaluation is a household survey. The aim of the baseline survey was to recruit a longitudinal cohort to the study, which could be studied in 2012 and followed up subsequently in the year of the Commonwealth Games, 2014, and two years afterwards in 2016 to assess medium term impacts of changes and events around the Commonwealth Games 2014.

The baseline survey was carried out between 28th May and 20th August 2012, across the six communities that make up the study area, and involved the participation of a sample of 1,015 householders (aged over 16 years).

Participants answered a wide range of questions about:

- their homes
- the local neighbourhood
- their health and wellbeing
- physical activity, including sports participation

- cultural participation, group and voluntary activities
- modes of travel
- sustainability
- employment
- the 2014 Commonwealth Games.

The GoWell East cohort

The recruited cohort covers all the communities in the study, as shown in Table 1. There is some degree of over/under-representation by neighbourhood but all differences between the sample and housing stock distributions are < 3%.

Table 1. GoWell East cohort, by community

Study area	Cohort coverage (%)	Dwellings in community (as % of study area)¹
Bridgeton	35.0	36.4
Calton	20.4	21.8
Camlachie	5.7	4.1
Dalmarnock	9.7	9.1
Gallowgate	4.3	6.4
Parkhead	24.9	22.2
Total	100.0	100.0

1. Source: GCC Council Tax Register, 2011

A comparison of the (unweighted) sociodemographic profile of our final cohort of 1,015 participants to population data sources can be found in Table 2. On this basis, our observations on the cohort are as follows:

- Women are slightly over-represented, although not by much (6%).
- The cohort under-represents adults under 30 years and over-represents those between 50-64 years of age. This is probably a

consequence of selecting householders for interview rather than *any* adult.

- The over-representation of those aged over 65 within the cohort is much less than we might have expected (<3%).
- Our cohort is appropriately divided between social housing sector and private sector housing, whereas we might have expected to recruit more social sector occupants due to landlord assistance and/or availability of respondents. Within private housing, the cohort has a small over-representation of owners and an under-representation of renters, each by around 6%.
- The cohort contains good proportions of all three employment groups: working; not working; and retired. Nevertheless, those in employment, education or training are under-represented in the cohort by 13% and those who are unemployed, sick etc. are over-represented by 7% – but again, by less than we might have expected.

Table 2. GoWell East cohort (unweighted) compared with study area population

Category		Cohort (%)	Population (%)
Gender¹	Male	43.5	49.3
	Female	56.5	50.7 ¹
Age¹	16-29	19.1	31.0
	30-49	30.3	34.7
	50-64	28.8	18.3
	65+	18.6	16.0
	Unrecorded	3.1	
Tenure²	Social rented	51.0	52.8
	Private rented	16.0	23.1
	Owner occupied	30.5	24.2
	Other	2.3	
	Not recorded	0.2	
Employment Status³	Full time work	30.1	
	Part time work	9.6	
	Training	0	
	Full time education	5.6	
	Subtotal	45.4	58.0
	Unemployed	13.1	
	Temporary sick	1.4	
	Long-term sick/disabled	12.3	
	Home/family care	3.0	
	Other	1.3	
	Subtotal	31.0	23.6
Retired	23.3	18.4	

1. Source: General Register of Scotland, Mid-Year Population Estimates, 2011.

2. Source: Glasgow City Council 2012 Housing stock estimates for neighbourhoods.

3. Source: SIMD Employment domain, 2010.

Therefore, on those objective characteristics that can be easily measured, our cohort looks reasonably representative of the local population on certain key characteristics. However, we cannot measure unobserved characteristics such as personality types, to know how representative our cohort is in these terms. However, the main purpose of the cohort, for which it seems appropriately constructed, is to follow individuals through time to monitor change in their behaviours and attitudes, and to ensure that a number of key groups are represented within the cohort so that sub-groups of interest can be studied. On this basis, the cohort is suitable for our purposes.

For the purpose of this report, the data collected from the face-to-face interviews with the cohort has been weighted to match the adult population of the study area according to the following factors: gender; age; housing tenure; and sub-area (the six communities in the study area).

Theme 1: Active

This theme relates to positive health behaviours including regular exercise, walking, participation in sports, visiting the outdoors, and active travel.

Participation in moderate exercise at recommended levels

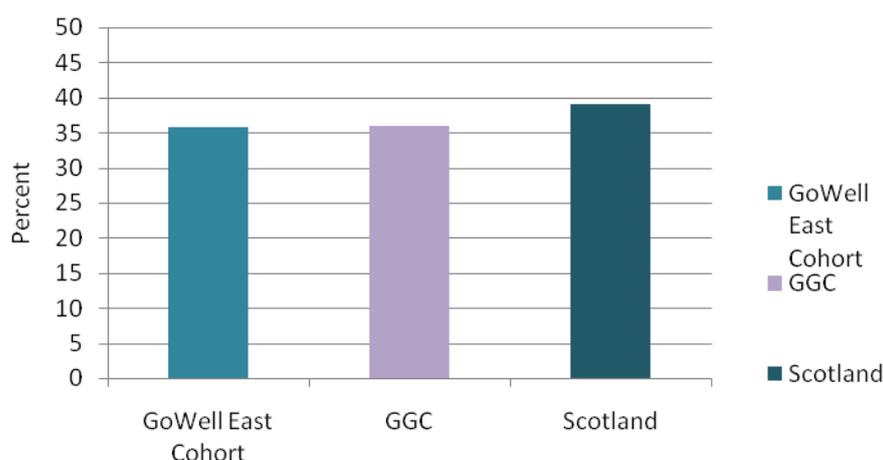
This indicator will be used to track the percentage of adults in the GoWell East cohort who achieve recommended levels of physical activity. Following the standard benchmark in 2012, when the baseline survey was conducted, this was defined as 30 minutes of moderate or vigorous exercise on at least five days per week. Activities involving moderate exercise are comparable to carrying light loads, sweeping, bicycling or swimming at a regular pace. Walking is not included.

This indicator is equivalent to Scottish Government indicator A1.

We found:

- In the GoWell East cohort, and in the Greater Glasgow and Clyde area (GGC), 36% of the population are physically active at recommended levels or above. This figure is comparable to the remainder of Scotland, where 39% exercised at recommended levels or above.

Figure 5. Adults achieving recommended physical activity levels (%)



Sources: GoWell East 2012
Scottish Health Survey 2011

Low levels of physical activity

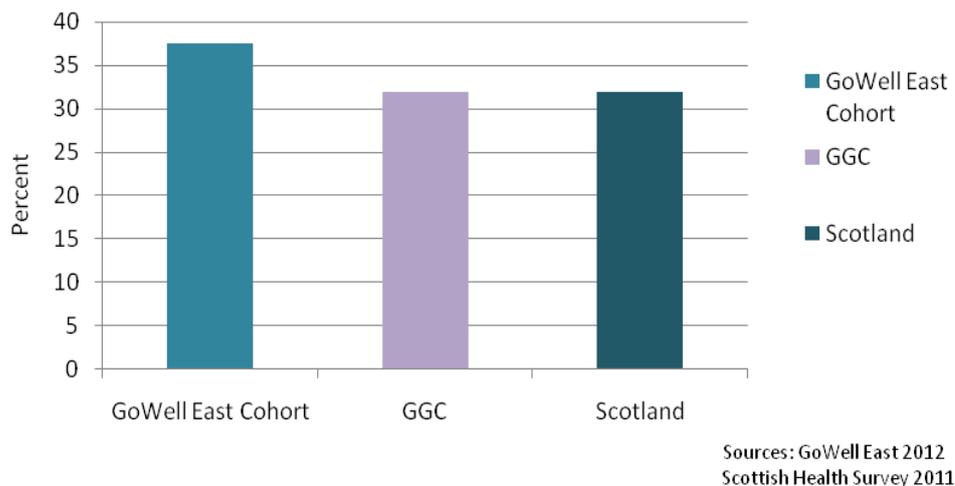
This indicator will be used to track the percentage of people with particularly low levels of physical activity, undertaking less than 30 minutes of moderate exercise per week.

This indicator is equivalent to Scottish Government indicator A3.

We found:

- 37.5% of GoWell East participants have low levels of physical activity.
- This compares relatively poorly to statistics from the Scottish Health Survey, which indicate that 32% of the population in GGC and Scotland exercise at below recommended levels.

Figure 6. Adults with low levels of physical activity (%)



Participation in sport

This is an important outcome in its own right, as it provides further information about our participants' physical activity. However, it is also possible that new and refurbished sports venues, the high profile of the Commonwealth Games themselves, along with associated sporting programmes, may all increase interest in, and provide opportunities to take part in sports. The GoWell East survey therefore asks whether or not all household members regularly take part in sports, as well as asking detailed questions about participants' own recent sporting activities. Together, these questions allow us to track any change in levels of participation in sport for our interviewees and their children

over the five-year period of the study as well as any behaviour changes by our interviewees.

Adults

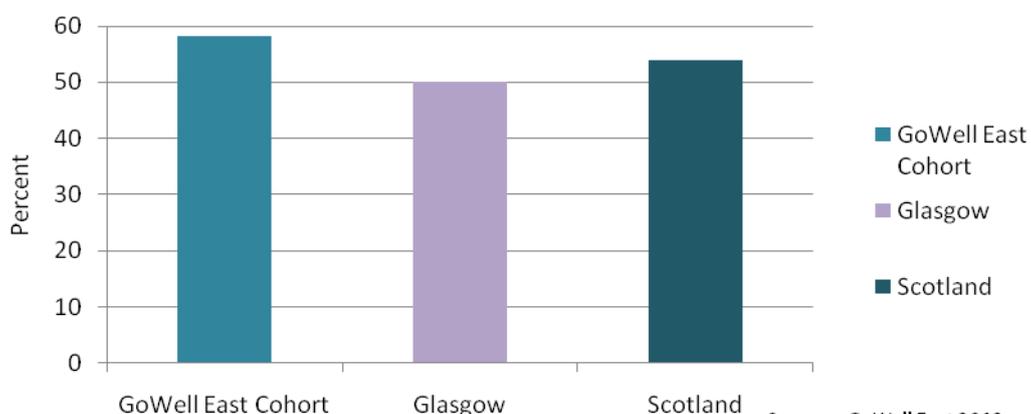
Participants were offered a list of activities and asked which ones they had participated in over the past four weeks. The list included competitive sports but also other physical recreational activities, such as cycling or dancing. In order to get an accurate reflection of the range of activities which people might undertake and to be as inclusive as possible, we listed a total of 41 different activities, including an 'other' option.

This indicator is equivalent to Scottish Government indicator A6.

We found:

- Sporting participation in the East End is relatively good, with 58% of interviewees having taken part in a sporting activity in the last four weeks, compared with figures of 50% of adults in Glasgow City and 54% for adults across Scotland.
- This relatively positive result may be partly due to our use of an extensive list of sport-related activities, which is three times as long as that used in the Scottish Household Survey, although the latter also used an 'other' category to allow for any other activity.

Figure 7. Adults participating in sport (% in the last 4 weeks)



Sources: GoWell East 2012
Scottish Household Survey 2011

In response to an auxiliary question about current exercise behaviour, 43% of the cohort replied that they exercised weekly. 34% of participants have been doing so for *over* six months and 9% started *within* the last six months. These figures may give better insight into regular behaviours.

Children

Participants were also asked:

‘Who in the household takes part in sport on a regular basis?’

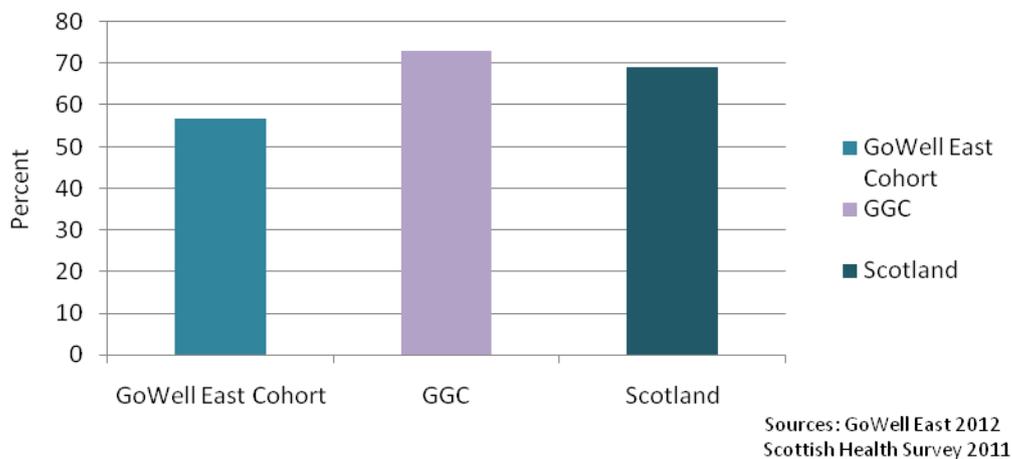
This question allows us to identify children’s participation in sport. ‘Regular’ was defined as fortnightly, or 20 times a year.

There is not a directly comparable question in national statistics. However, the Scottish Health Survey publishes figures on child sports activity over the last seven days for children aged 2-15 years old (data used for Scottish Government indicator A7). These figures are used for comparative purposes in Figure 8.

We found:

- 57% of all children (aged 2-15) from households in the GoWell East cohort play sport regularly.

Figure 8. Children participating regularly in sport (%)



This figure is lower than levels of child sports participation in GGC (73%) and Scotland as a whole (69%). However, it must be recalled that the GoWell East figure refers to regular sporting activity, which may be a more reliable measure than a report of what people have done in the last seven days. Responses to a question about what has happened in the previous seven days may be more influenced by the weather, or by the timing of the survey in relation to the school term.

Visiting the outdoors

Regeneration work in the East End involves a number of environmental improvements. As well as improvements to the urban realm, these will include improvements to the riverside area, involving access to a new woodland park at Cuningar Loop. There is evidence that 'green exercise', in the outdoors and, particularly, near water, can boost mental wellbeing as well as physical health (Thompson Coon *et al.*, 2011). We asked participants:

'How often do you use or go to any of the following facilities:

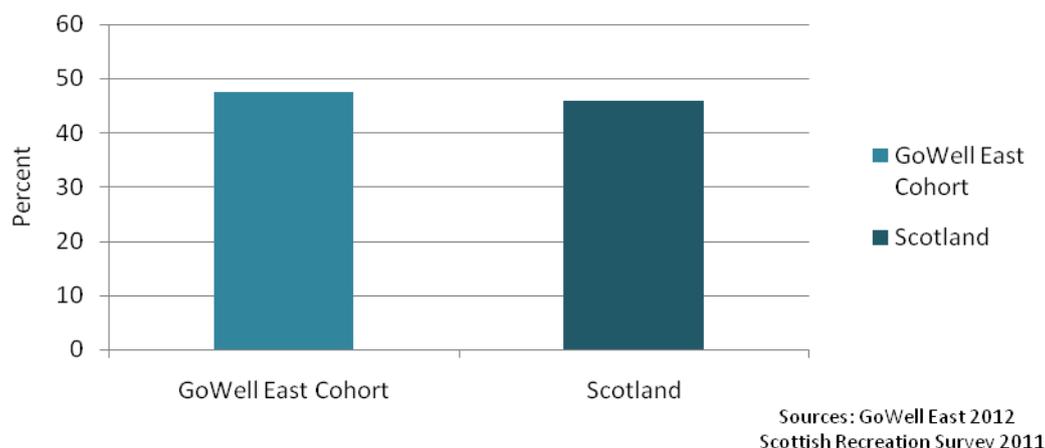
- Woodland, forest or the countryside
- River, loch, canal, beach or the seashore
- Park, green area, sports field or play area'

This indicator is equivalent to Scottish Government indicator A5, which measures visits to the outdoors for leisure or recreation in the past 12 months.

We found:

- A similar proportion of the population in the East End cohort visit the outdoors once per week or more to the figure for Scotland as a whole: the figures were 47% of participants in the GoWell East cohort and 46% for the whole country.

Figure 9. Adults visiting the outdoors once or more per week (%)



Walking in the local neighbourhood

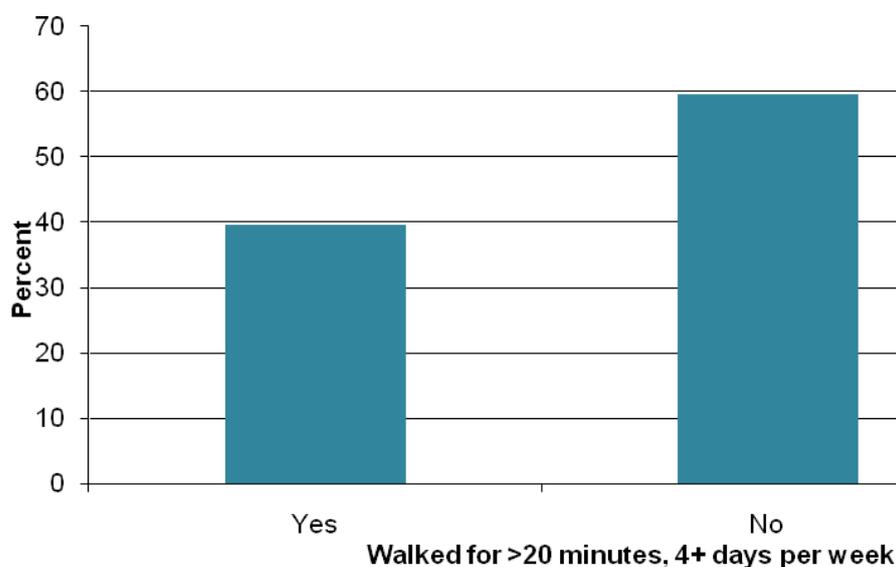
Regeneration work to improve the public realm in the East End, making it safer and more attractive, may influence residents' inclination to walk in the local area for relaxation or leisure. Walking in the local environment can offer benefits to physical health, mental wellbeing and social interaction. People walk more when they feel their neighbourhood is safe and well maintained (Sinnott *et al.*, 2012). In order to make comparisons with other areas in the wider GoWell study, we asked participants 'During the past seven days, on how many days did you walk for more than 20 minutes at a time in your local neighbourhood?' We then measured how many people went walking for four or more days per week.

Scottish Government indicator A9 looks at the percentage of adults who have walked for more than 30 minutes for recreation in the past four weeks. The 2011 Scottish Household Survey gives figures of 51% for Glasgow and 57% for Scotland.

We found:

- 40% of participants walk in the local neighbourhood on four or more days per week, for at least 20 minutes duration at a time.

Figure 10: Walking in the local neighbourhood (four or more days per week for >=20 minutes at a time) (%).



Source: GoWell East 2012

We will track this figure over the next two waves of the survey in 2014 and 2016, as well as benchmarking it against other GoWell areas and the Scottish Government 'recreational walking' indicator.

Active travel

Active travel – walking or cycling rather than using a vehicle or public transport – can offer large benefits to population health (de Nazelle, 2011). The East End Accessibility Project in Glasgow involves upgrading three major corridors through the East End of the city in order to support more active travel (see www.paha.org.uk).

This indicator is equivalent to Scottish Government indicator A8.

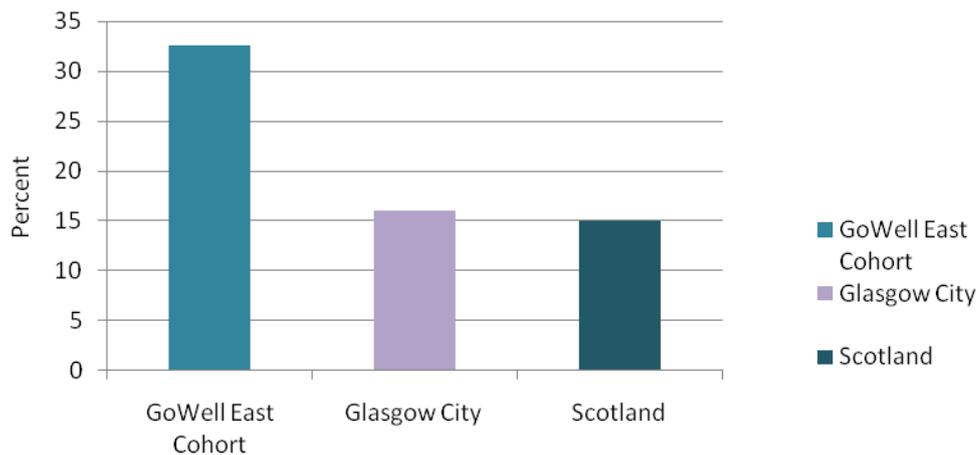
We asked participants in work or full time education 'What is the main mode you use to travel to work or college?'

We found:

- 33% of our participants use active modes to get to work or college, with 28% walking and 5% travelling by bicycle.

- This compares to figures of 16% of the population in Glasgow and 15% of the Scottish population using active travel.

Figure 11. Participants undertaking active travel to work or college (%)



Sources: GoWell East 2012
Scottish Household Survey 2011

- Active travel modes are much more common for the East End cohort than across Scotland as a whole, or in Glasgow. Both walking and cycling are twice as common as main modes of travel for East End participants compared with the Glasgow or Scotland figures.
- These findings may reflect both low levels of car ownership in the East End as well as the fact that those East End residents in work may travel shorter distances and be more likely to work locally than is the case for the Scottish population in general.

Theme 2: Flourishing

This theme covers impacts upon businesses, tourism and the economy and outcomes relating to employment and employability, including training and volunteering.

Employment rate of working age adults

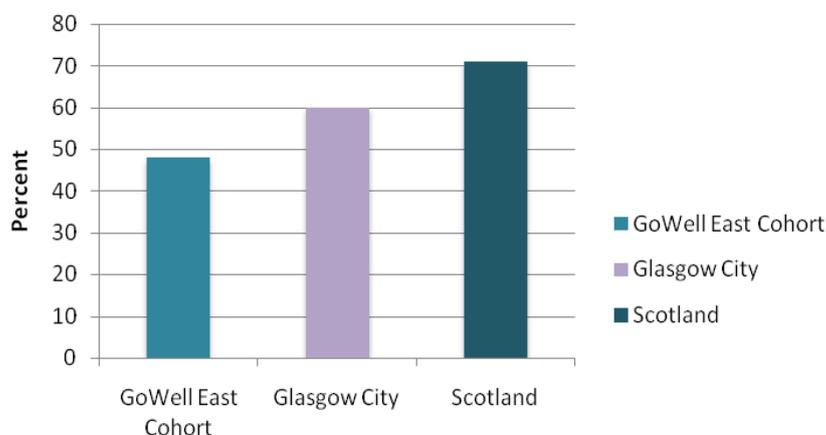
Four fifths of the cohort (81%) is of working age (16-64 years old). Nearly half of this group is in employment, with 37% working full time and 11% working part time. A further 10% are in full time education. Of the remainder, 18% are unemployed, 13% are long term sick or disabled, 5% are retired, 3% are occupied by home or family care and 2% are temporarily sick. The remaining 1% of working age participants report their employment status as 'other'.

We are tracking the employment rate within the cohort.

We found:

- For the 2012 survey, there was an employment rate of 48%.

Figure 12. Employment rates for working-age adults (%)



Sources: GoWell East 2012
NOMIS 2013

This compares with rates of 61% in Glasgow City and 71% in Scotland from January to December 2012 (NOMIS, 2013).

Adults providing unpaid help

Volunteering can provide health and wellbeing benefits to both volunteers and their communities, and may also improve the employability of those out of work by helping them acquire skills and develop routines and behaviours suitable for regular employment (Paylor, 2011; Hirst, 2000).

We asked participants:

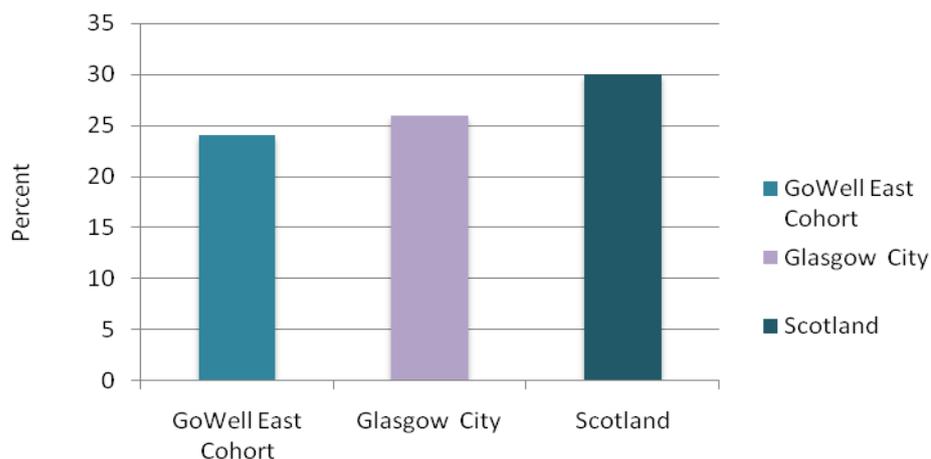
‘In the past 12 months, have you done any voluntary work – that is, have you helped an organisation, group or individual in an unpaid capacity?’

This indicator is equivalent to Scottish Government indicator F9.

We found:

- A quarter (24%) of adults in the East End cohort provided unpaid help over the past year, which is approximately what we would expect for Glasgow and deprived areas, but is lower than the national average.

Figure 13. Adults providing unpaid help (%)



Sources: GoWell East 2012
Scottish Household Survey 2011

We also asked participants if they intended to get involved in the 2014 Commonwealth Games by volunteering.

We found:

- 24% of the sample said that they want to volunteer during the Games.
- This can be seen as an encouraging figure, since volunteering was not identified by Glasgow residents as a priority potential benefit from the Commonwealth Games in responses to the Glasgow Household Survey 2011.

Theme 3: Sustainable

This theme covers neighbourhood environmental quality, community empowerment and influence, and sustainable lifestyle behaviours.

Perceived neighbourhood improvement

It may be anticipated that the amount of investment in improving the local area in the East End in the last few years would be noticed by local residents.

We asked participants:

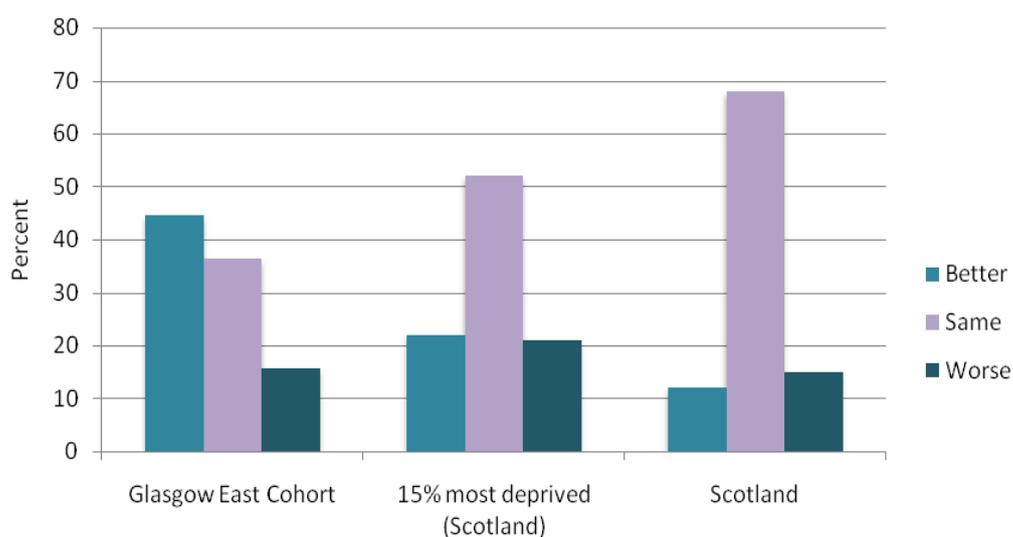
‘Has this area got better or worse to live in over the last three years?’

This indicator is equivalent to Scottish Government indicator S1.

We found:

- 44.5% of the GoWell East cohort state their neighbourhood has improved over the period, compared with 16% who replied that the area has become worse, a positive ratio of nearly 3:1.

Figure 14. Adults who think their neighbourhood has improved in the last three years (%)



Sources: GoWell East 2012
Scottish Household Survey 2011

- Positive perceptions of neighbourhood change are far more common in the East End cohort than in other deprived areas or in Scotland. For other deprived neighbourhoods and for Scotland overall, the dominant perception is of stability, with most households considering their area to be neither better nor worse over the recent period. Within the 15% most deprived areas, there is an approximately equal split between households who believe their neighbourhoods are improving and those who believe they are getting worse (22% and 21%). In Scotland overall, 12% of households believe their area is getting better while 15% consider it is getting worse. The equivalent ratio (better:worse) in the East End cohort is much more positive at nearly 3:1.

Neighbourhood satisfaction

We asked participants:

‘How satisfied or dissatisfied are you with this neighbourhood as a place to live?’

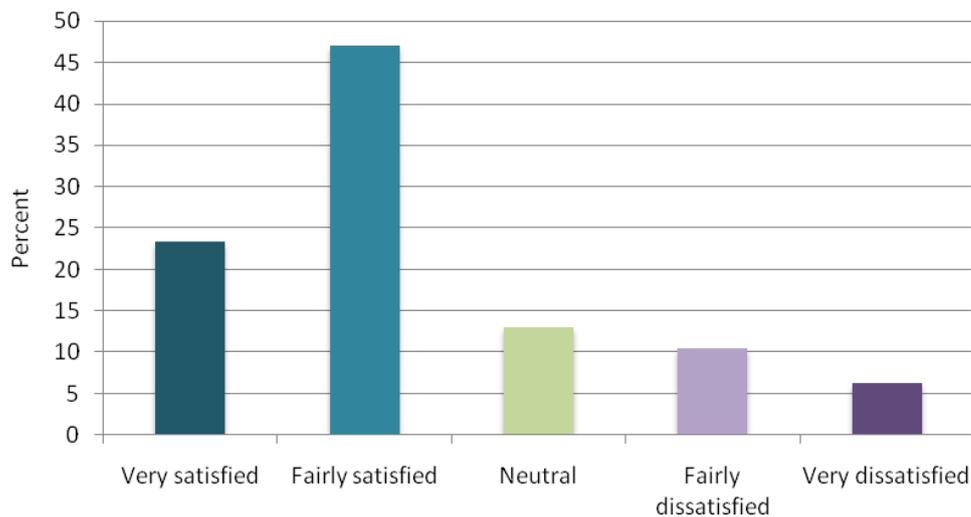
The Scottish Household Survey asks a similar question, asking respondents to rate their area as a place to live. The GoWell East question may be considered to have a degree of comparability to Scottish Government indicator S2.

We found:

- Nearly three quarters of the GoWell East respondents are satisfied with their neighbourhood, with 23% saying that they are very satisfied.
- 10% of respondents said they are fairly dissatisfied and 6% are very dissatisfied.
- However, there are significant differences between different neighbourhoods in the study area, with higher levels of dissatisfaction in neighbourhoods more affected by major construction and redevelopment works. 15% of the Dalmarnock residents and 11% of Parkhead residents are very dissatisfied with their neighbourhoods as

a place to live. Further details on analysis by neighbourhood will be available in Report 3.

Figure 15. Satisfaction with neighbourhood as a place to live (%)



Source: GoWell East 2012

- Perceptions of neighbourhood using this indicator seem more favourable for Glasgow and Scotland overall, with 39% of Glaswegians and 56% of people in Scotland as a whole selecting the most positive 'very good' option in 2011.
- The 23% in the GoWell East cohort who are 'very satisfied' with their neighbourhood is comparable to the national figure for residents in the most deprived areas, 24% of whom rate their neighbourhood as 'very good', but it is low compared with the norm for large urban areas, where 50% of residents consider their neighbourhood to be 'very good' as a place to live. This highlights the room for improvement in neighbourhood quality in the East End and many other deprived areas in the country.

Perception of community facilities

It is anticipated that the provision of new and refurbished sports facilities associated with the 2014 Commonwealth Games will have a positive effect on perceptions of community facilities, particularly in the East End of Glasgow

(Scottish Government, 2012). Scottish Government indicator S3 tracks satisfaction with community centres and facilities. The GoWell East survey monitors use and perceived quality of a selection of community facilities.

Use of community facilities

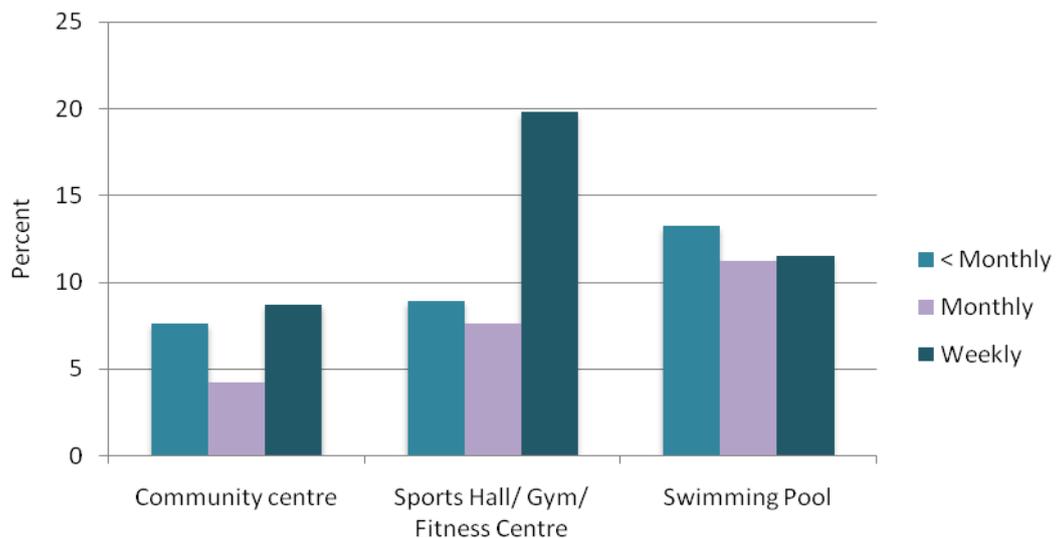
Participants were asked ‘How often do you use or go to any of the following facilities?’

- Community centre
- Sports hall, gym or fitness centre
- Swimming pool

We found:

- 27% of respondents regularly visit a sports hall, gym or fitness centre (either weekly or monthly).
- 23% of the cohort regularly go to a swimming pool.
- A smaller proportion (13%) regularly visit community centres.

Figure 16. Adults using community facilities (%)



Source: GoWell East 2012

- 64% of interviewees never use a swimming pool or sports facilities.
- 79% of respondents never go to a community centre.

Perceived quality of facilities

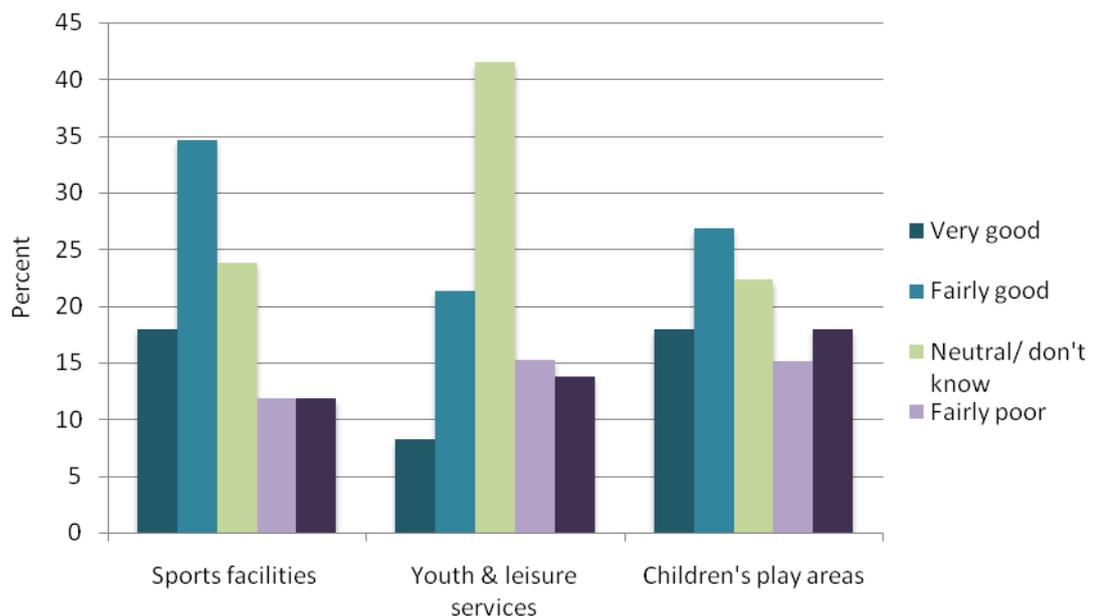
We also asked our participants ‘How would you rate the quality of the following services in or near your local area?’

- Sports facilities
- Youth and leisure services
- Children’s play areas

We found:

- Sports facilities are the most highly rated of the services monitored. Over half of respondents (52.5%) consider them of very or fairly high quality and 18% of the cohort rate the quality of sports facilities in the most positive category.

Figure 17. Perceived quality of community amenities (%)



Source: GoWell East 2012

- Youth facilities were rated far less positively than other amenities and services. 29.5% of the cohort rate youth and leisure services positively, with 8% giving the most favourable ‘very good’ response when rating quality. Just over four in ten people (41%) either rate youth and leisure services neutrally or express no view.

- A greater proportion of interviewees express an opinion on the quality of children's play areas (22% express a neutral opinion or express no view). 45% of the cohort are positive about the quality of children's play areas and, as with sports facilities, 18% of respondents give the highest 'very good' rating. However, this category also includes the greatest proportion of 'very poor' responses (18%). Further geographic analysis of this indicator will be offered in Report 3.

Perception of community safety

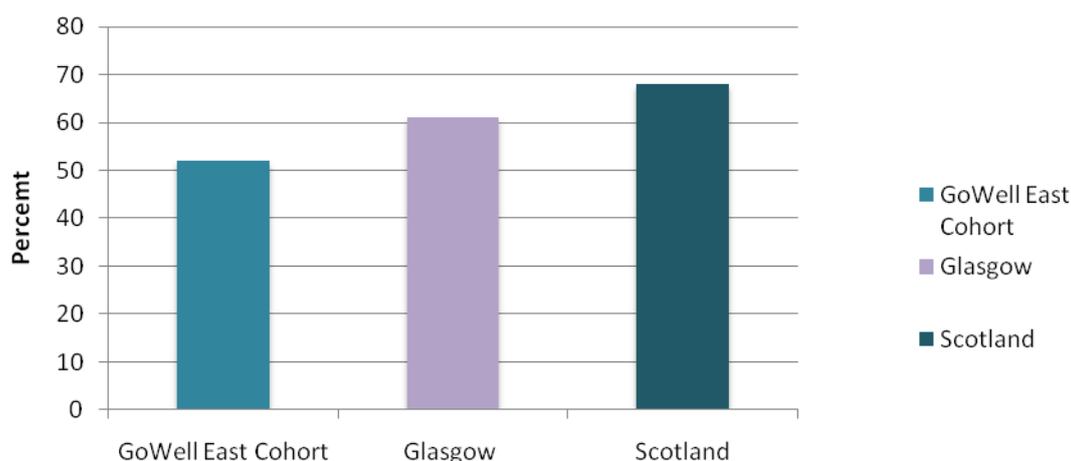
Participants were asked 'How safe do you feel walking alone in your local area after dark?' This is a well-established measure of perceived community safety, which is monitored by the Scottish Crime and Justice Survey (SCJS).

This indicator is equivalent to Scottish Government indicator S4.

We found:

- Just over half (52%) of the East End respondents feel safe outdoors at night, a lower percentage than might be expected based on figures for Glasgow (61%) or Scotland (68%).
- A third of GoWell East participants (32%) feel fairly or very unsafe, while 7% said that they never walk alone after dark. The figure for feeling unsafe among the GoWell East cohort is the same as that found nationally for residents of the most deprived neighbourhoods in the country.

Figure 18. Adults who feel safe in the local area after dark (%)



Sources: GoWell East 2012
SCJS 2010/11

Adults who perceive the crime rate in their area to have stayed the same or reduced in the past two years

As with national surveys, the GoWell East survey asked a retrospective question about perceived crime rates:

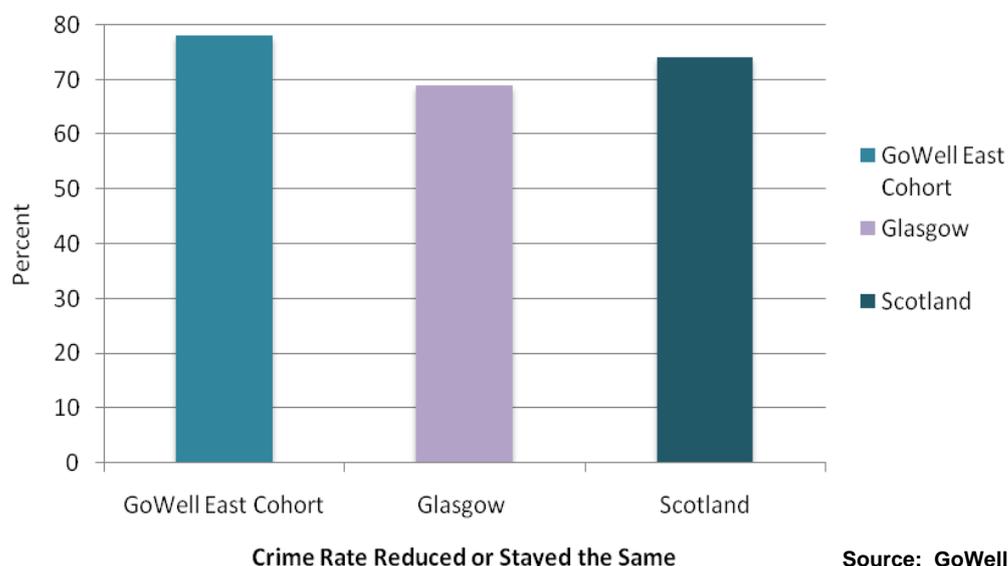
‘How much would you say the crime rate in your local area has changed since two years ago? Would you say there is more, less or about the same amount of crime?’

This indicator is equivalent to Scottish Government indicator S5.

We found:

- Perceptions of the crime rate are positive in the study area, with nearly four fifths of participants considering that the rate has stayed the same (64%) or reduced (14%) over the past two years.
- This total of 78% positive responses compares favourably with both Glasgow and Scotland (69% and 74%, respectively).

Figure 19. Adults who perceive the crime rate in their area to have stayed the same or reduced in the past two years (%)



Source: GoWell East 2012
SCJS 2010/11

People with access to green space

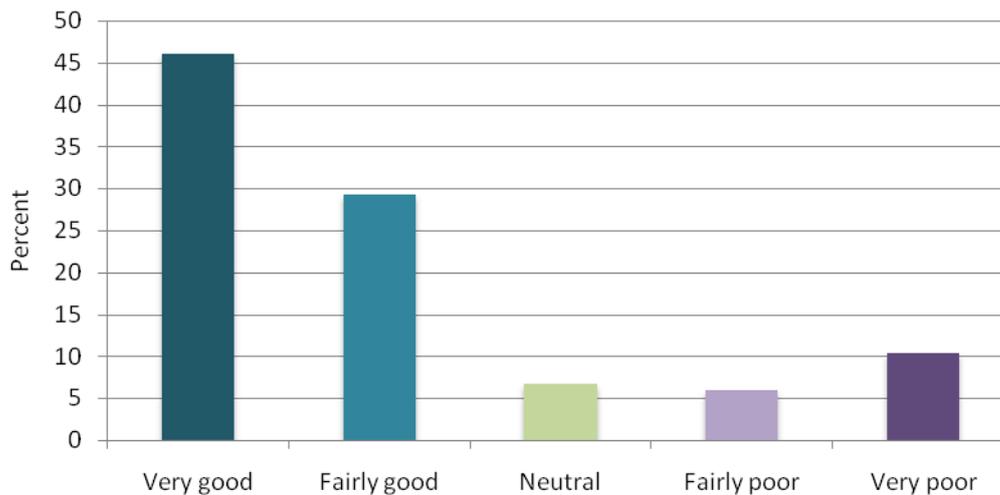
Scottish Government indicator S7 provides an analysis of different types of green space in the East End. As of 2011, there were 48 hectares of public parks and gardens in the study area. The Cuningar Loop community woodland will comprise an additional 26 hectares. As a complement to this data the GoWell East study will monitor respondents' perceptions of the quality of parks and green spaces.

We asked participants how they would rate the quality of parks and green spaces in or near their local area.

We found:

- Three quarters of respondents (75%) give the quality of local parks and green spaces a positive rating, with 46% categorising them as 'very good'.

Figure 20. Perceived quality of parks and green spaces (%)



Source: GoWell East 2012

10.5% of interviewees considered these amenities very poor and 6% said they were fairly poor.

Further analysis of these results will be given in Report 3.

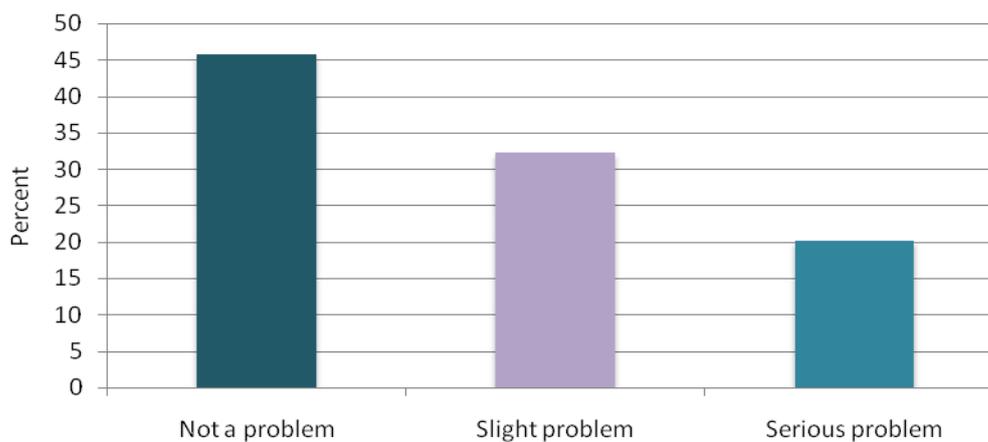
Vacant and derelict land

Scottish Government indicator S8 quantifies vacant and derelict land brought back into use. In 2012 there were 1,235 hectares of vacant and derelict land in Glasgow, representing 7% of the total area of the city (Scottish Government, 2013). Due to a number of Games-related projects, 8.01 hectares of vacant and derelict land in the GoWell East study area were brought back into use from 2010-2011 (Scottish Government, 2012). However, 13% of the study area's 633 hectares were still classified as vacant or derelict in 2012 (Scottish Government, 2013). GoWell East is tracking the cohort's perceptions of vacant and derelict land as a problem in the study area. Participants were asked whether they thought vacant or derelict buildings and land sites were a serious problem, a slight problem or not a problem in their local neighbourhoods.

We found:

- 46% of the cohort do not consider vacant or derelict buildings or land sites to be a problem in their neighbourhood.
- However, for 32% of respondents, they are a slight problem and for 20% they are considered a serious problem.

Figure 21. Neighbourhood problems: vacant buildings and land sites (%)



Source: GoWell East 2012

This issue will be further investigated for Report 3 (for example, geographic location), and compared to perceptions of this issue in other GoWell study areas in Report 2.

Perceived community influence – adults who believe they can influence decisions in their local area

If community engagement is at the heart of regeneration activity in Scotland, then we would expect that residents in areas such as the East End would feel a sense of empowerment and influence over changes in their area. Such a sense of empowerment has also been found to be associated with higher mental wellbeing in the main GoWell study (Clark and Kearns, 2012).

We asked participants how much they agreed with the statement:

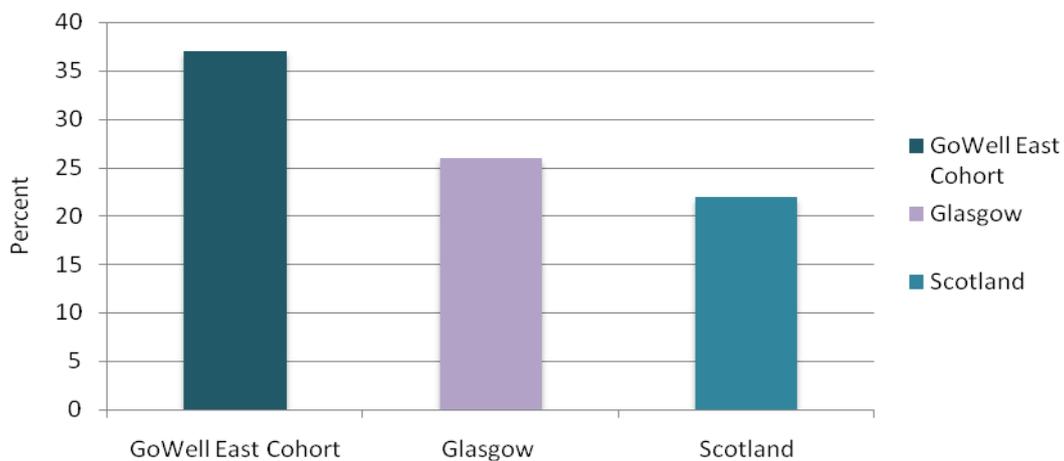
‘On your own, or with others, can you influence decisions affecting your local area?’

This indicator is equivalent to Scottish Government indicator S11.

We found:

- Participants in the East End have a relatively strong sense of being able to influence decisions in the local area.

Figure 22. Adults who believe they can influence decisions in their local area (%)



Sources: GoWell East 2012
Scottish Household Survey 2011

- The GoWell East figure (37% of participants agree/strongly agree that they can influence local decisions) compares with figures of 22% and 26% for Glasgow and Scotland.

Cleanliness of the neighbourhood

Cleanliness is an important part of improving the quality of the local environment, one of the key objectives of regeneration in the East End.

Scottish Government indicator S12 tracks neighbourhood cleanliness using Local Environmental Audit and Management System data (LEAMS). GoWell East will track resident perceptions of neighbourhood cleanliness by monitoring two 'neighbourhood problem' indicators. These ask people to judge whether there is not a problem, a slight problem or a serious problem in their local area because of:

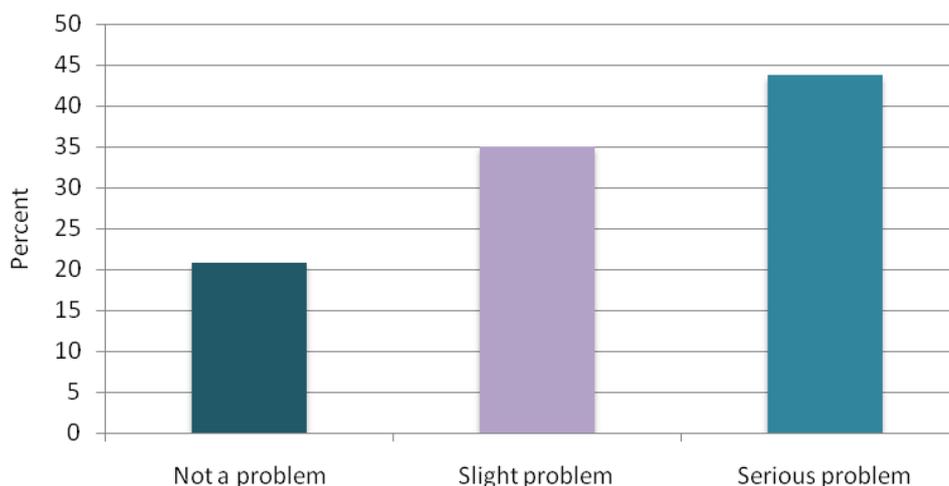
- rubbish or litter lying around
- vandalism, graffiti and other deliberate damage to property or vehicles

Rubbish or litter

We found:

- The vast majority of the GoWell East cohort (79%) consider rubbish and litter to be a problem in their area, with only a fifth of respondents considering it not to be a problem.

Figure 23. Perception of rubbish or litter lying around as a neighbourhood problem (%)



Source: GoWell East 2012

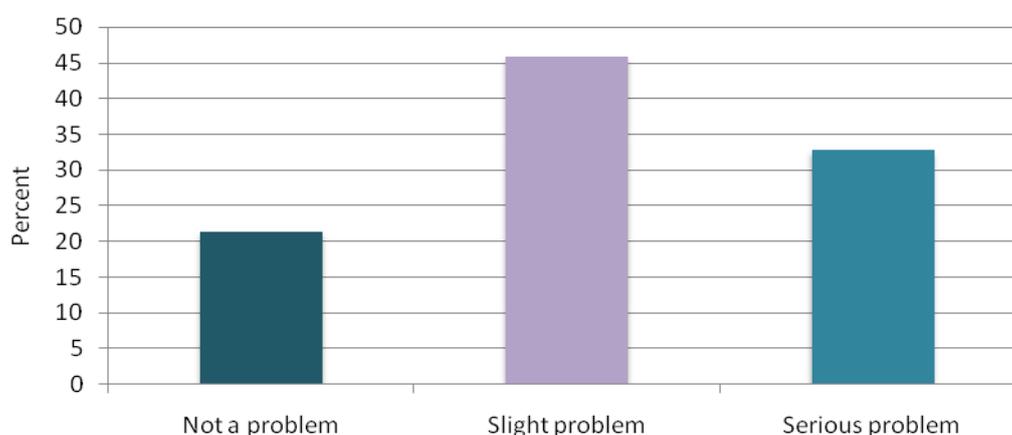
More than two-in-five respondents (44%) consider rubbish and litter to be a serious problem, and 35% of participants consider it to be a slight problem in their neighbourhoods. This suggests there is much room for improvement in relation to street cleanliness in the study area.

Vandalism, graffiti and property damage

We found:

- As with rubbish or litter, the majority of participants (79%) consider issues with vandalism, graffiti and other damage to property or vehicles to be a problem in their neighbourhoods.

Figure 24. Perception of vandalism, graffiti or property damage as a neighbourhood problem (%)



Source: GoWell East 2012

These issues are considered a serious problem by a third of the cohort (33%) and a slight problem by nearly half of participants (46%). Only one in five people (21%) do not consider rubbish or litter lying about in their local area a problem. Again, this suggests that environmental quality and physical dereliction continue to be major issues in the study area.

Households recycling items

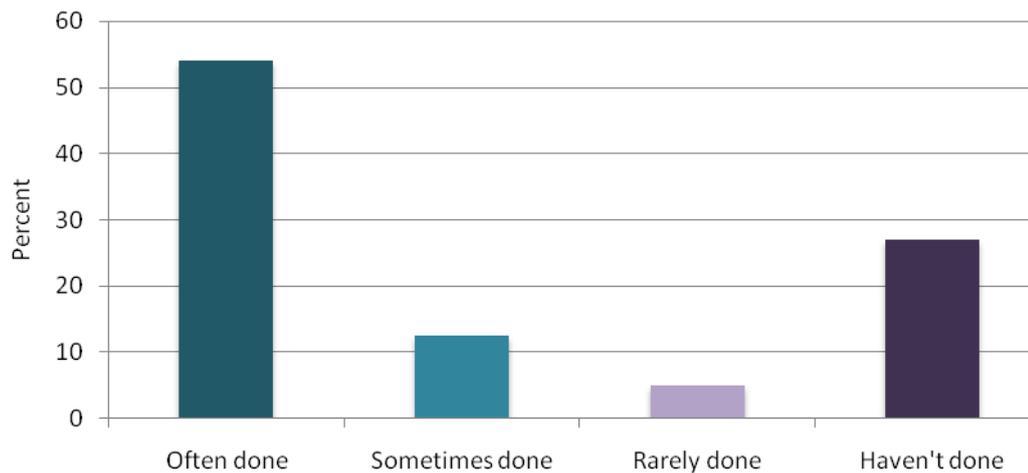
One of the legacy objectives for the Commonwealth Games 2014 is to increase the uptake of sustainable behaviours and attitudes among the Scottish population.

The GoWell East Survey is tracking the cohort's recycling behaviours as one of three indicators relating to environmental sustainability. We asked participants how often they sort household waste for recycling.

We found:

- A minority of participants (27%) said they do not sort household waste for recycling and a further 5% do so only rarely.
- However, 12.5% of respondents sometimes sort household waste for recycling and 54% said this was something they often did.

Figure 25: Households Recycling Items (%)



Source: GoWell East 2012

- In total, 73% of the GoWell East cohort had sorted household waste for recycling.

Scottish Government indicator S13 uses Scottish Household Survey data to estimate the percentage of people in Glasgow and Scotland who have recycled items in the past month. This research has yielded figures of 81% for the general population of Glasgow and 89% for Scotland in 2011. This suggests that there is considerable scope to increase recycling behaviours within the study area to bring local rates up to national norms.

Understanding of environmental responsibility

Additional to recycling behaviours, the GoWell East cohort gave opinions on two indicators that can be used as proxies for understanding environmental responsibility. The indicators for tracking behaviours associated with energy use and waste are:

- Avoiding overfilling a kettle
- Choosing products with less packaging

These indicators relate to Scottish Government indicator S15, concerned with environmental responsibility among young people.

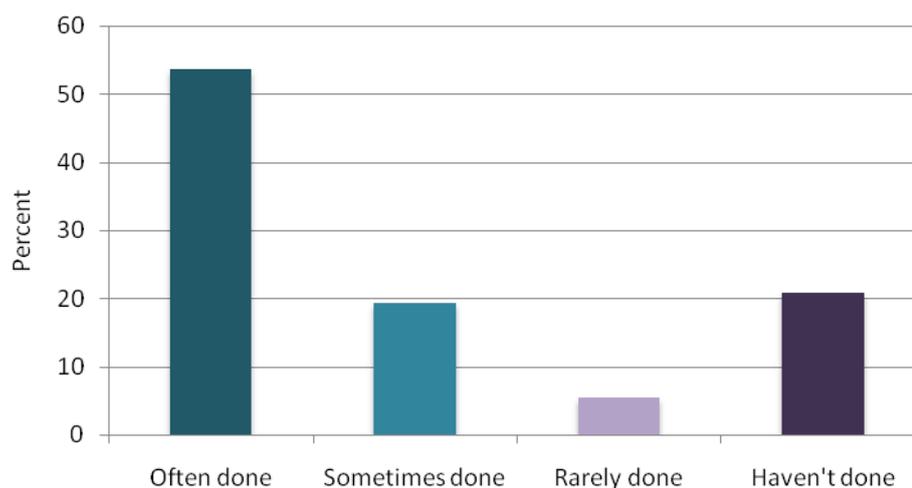
Energy use

Participants were asked how often they avoided overfilling a kettle.

We found:

- The majority of participants (54%) often avoid overfilling a kettle, while 19% sometimes do.

Figure 26: Understanding environmental responsibility: energy use (%)



Source: GoWell East 2012

A quarter of our participants either rarely (5%) or never (21%) avoid overfilling a kettle.

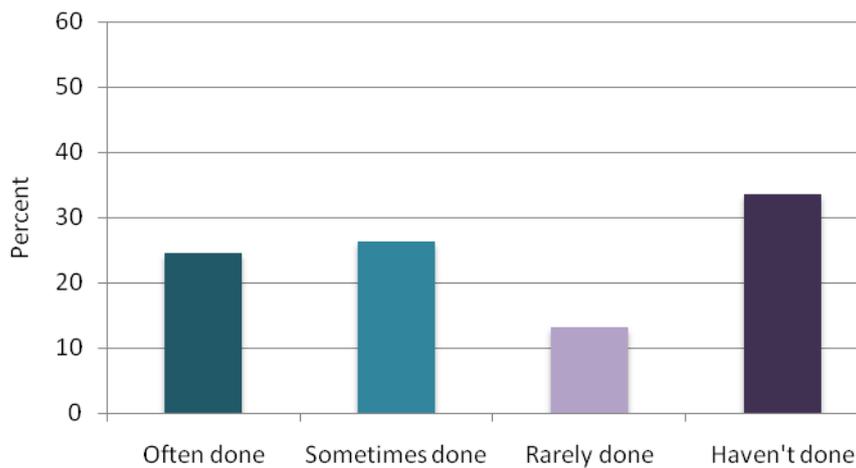
Waste

We asked participants how often they chose products with less packaging.

We found:

- 25% of participants said they often choose products with less packaging and another 26% said that they sometimes make that choice.

Figure 27: Understanding environmental responsibility: waste (%)



Source: GoWell East 2012

- One third of the GoWell East cohort (34%) responded 'haven't done' when asked if they had chosen products with less packaging. 13% rarely choose products with less packaging.
- It would seem that concerns about packaging are less common than concerns about energy use in the home, the latter having cost implications for respondents whereas the former does not.

Theme 4: Connected

This theme covers engagement with the Commonwealth Games, cultural participation and sense of civic pride (in relation to both Glasgow and the East End).

Level of public support for the Games

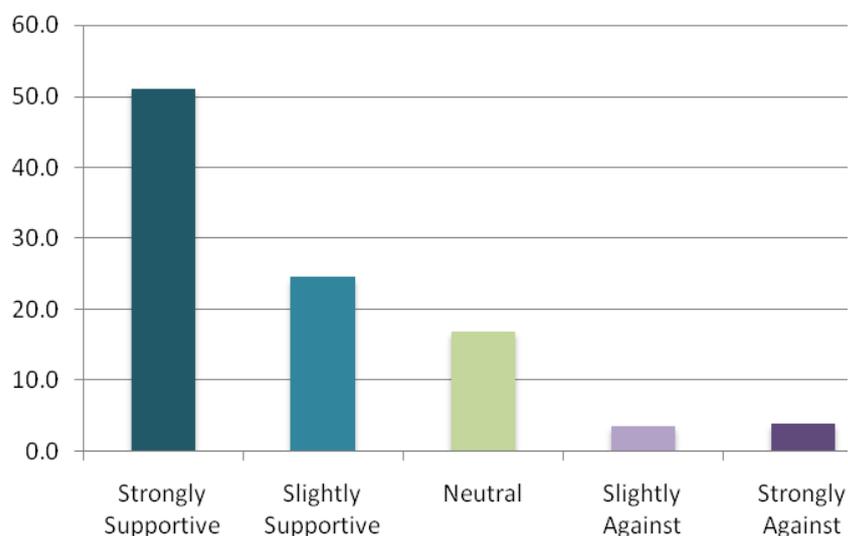
Participants were asked:

'How do you feel about Glasgow hosting the 2014 Commonwealth Games?'

We found:

- Participants are in general very supportive towards the Games, with three-quarters in favour, including half being 'strongly supportive'.
- Overall, only 7.5% of respondents are against Glasgow hosting the event.

Figure 28: Level of public support for the Games (%)



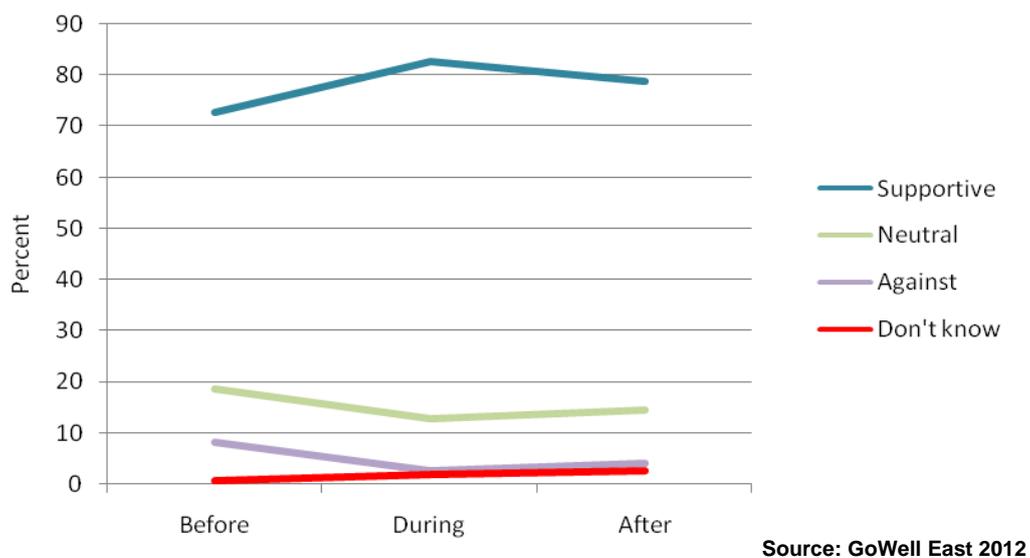
Source: GoWell East 2012

- The level of support for the Commonwealth Games in the GoWell East cohort, at 76%, is higher than the equivalent figure among the population of London two years before the Olympics, at 69%.

The 2012 Olympic Games took place during the survey period and we monitored responses to this indicator before, during and after the event.

- There were significant differences in responses, with a trend of higher support for, and reduced opposition to the Games, during the Olympic period.

Figure 29. Support for the 2014 Games – interview responses before, during and after the London Olympics (%)



- These effects moderated in the post-games period but levels of support remained higher, and opposition lower, than they had at the beginning of the survey period.
- The proportion of people who responded ‘don’t know’ to the question ‘How do you feel about Glasgow hosting the 2014 Commonwealth Games?’ increased both during and after the Olympic period.

Level of public engagement with the Games

Participants were asked:

‘In which of these ways, if any, do you intend to follow or get involved in the Games?’

- Attend a ticketed Games event

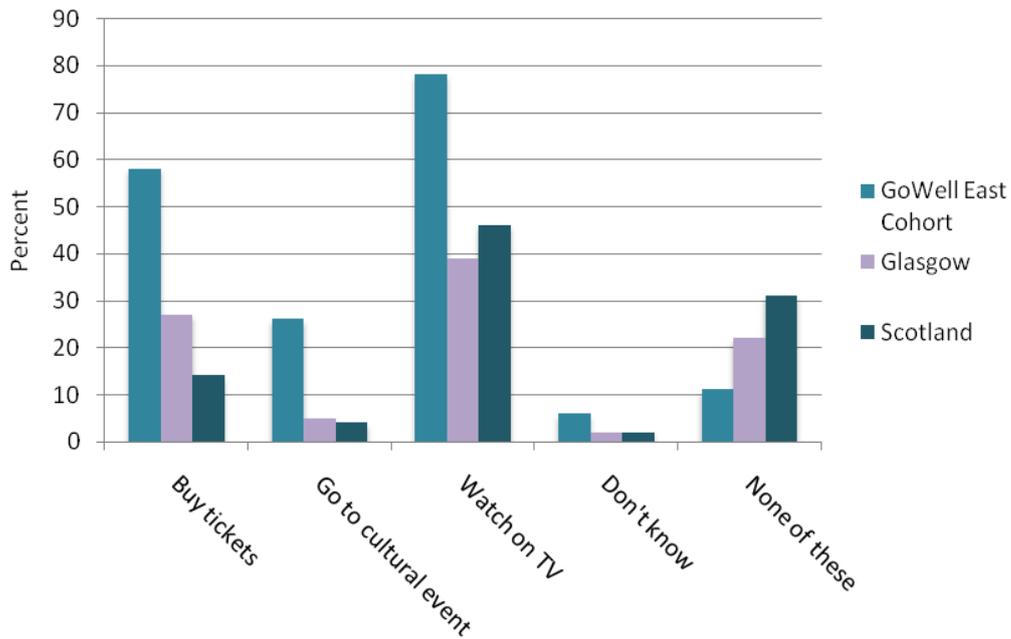
- Take part in a Games-related cultural event
- Watch on TV, internet or listen on the radio
- Not yet decided/don't know
- None of these

This indicator relates to Scottish Government indicator C5, which seeks to measure levels of public engagement in Scotland. Although not directly comparable, data from Glasgow City and Scotland responses drawn from the 2011 TNS Omnibus survey have been used below in order to contextualise responses from GoWell East 2012.

We found:

- There are relatively high levels of interest in the Commonwealth Games from the GoWell East cohort including: buying tickets (58%); going to cultural events (26%); and watching on television, the internet or listening on the radio (78%).

Figure 30. Level of public engagement with the Games (%)



Source: GoWell East 2012
TNS Omnibus 2011

- This high level of interest in the Commonwealth Games compared to Glasgow and Scotland may be due in part to the GoWell East survey taking place a year later, including the period of the London Olympics.
- A small minority have not yet decided or do not know whether they will get involved with the Games (6%) and 11% do not intend to become involved in any way.

Cultural engagement

There will be a cultural programme of arts and entertainment associated with the 2014 Games. It is hoped that this programme will boost public attendance and participation in a range of cultural activities.

The GoWell East survey is tracking a selection of indicators monitoring the percentage of the cohort who have, once or more in the previous 12 months:

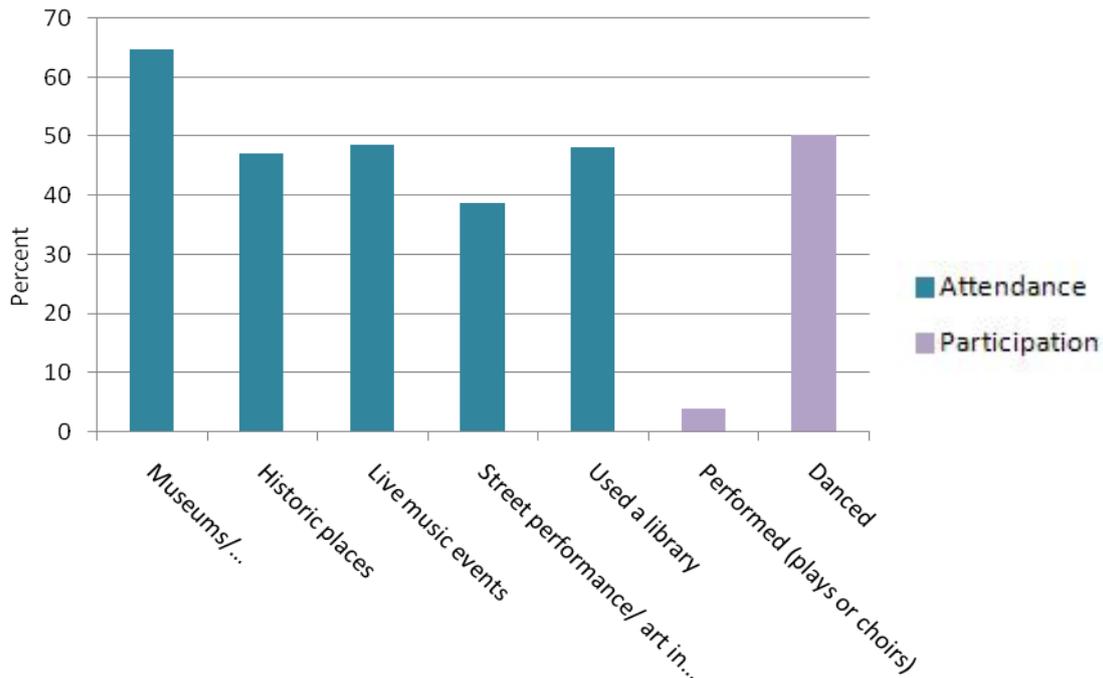
- Visited museums, galleries or exhibitions
- Visited historic places
- Been to live music events
- Seen street performances or art in parks
- Used a library
- Performed in plays or sang in a choir
- Danced

In 2012 we found:

- Visiting museums, galleries or exhibitions is currently the most widespread of the cultural attendance and participation activities being monitored. Nearly two thirds of the cohort (64%) made at least one visit in the past year. Glasgow city as a whole has high museum and gallery attendance relative to the rest of Scotland. The 2011 Scottish Household Survey shows: 41% of Glaswegians visited museums in Glasgow, compared with 28% in Scotland; 22% of Glaswegians visited

galleries, compared with a figure of 18% across Scotland. It is likely that the behaviour of the GoWell East participants is influenced by the fact that the western edge of the study area is next to the city centre and that there is free entry to many of the city's cultural attractions.

Figure 31. Cultural engagement among adults (%)



Source: GoWell East 2012

- The geography of the study area, bordered on the south by Glasgow Green – a large, historic park and cultural venue – as well as proximity to the city centre, is also likely to have been an influence on other indicators. Just under half of participants (47%) visited a historic location, a similar proportion (48.5%) went to a live music event, and 39% saw street performances or art in parks over the previous 12 months.
- Almost half of the cohort (48%) had used a library over the past year. This figure is high relative to the 2011 Scottish Household Survey figures for Glasgow and Scotland (28% and 29%, respectively), although perhaps unsurprising given that the majority of residents are from relatively deprived communities who tend to use libraries more than others.

Considering indicators of cultural participation that may be positively influenced by the 2014 Games cultural programme, we also looked at the proportion of the cohort who had performed in a play or sung in a choir over the last year, and who had been dancing.

We found:

- Relatively few participants had been involved in performance in plays or choirs (4%). However, this figure is similar to Scottish household Survey 2011 figures for both Glasgow and Scotland relating to people who rehearsed, sang or performed in front of an audience (4% and 6%).
- Dancing is a more popular means of participation, with half of the cohort (50%) responding that it is something they had done over the last 12 months. Our measure is an inclusive one since it asked whether people had 'danced' in the last 12 months (rather than whether they had 'participated in dance'), which could include a range of activities from participating in a dance class or show, to dancing in a pub or club.

Sense of civic pride

One of the Commonwealth Games 2014 legacy objectives is to increase people's sense of national and civic pride as a component of quality of life and as a support for mental wellbeing and happiness.

We asked participants to what extent two statements applied to them:

'I feel proud of this local area'

and

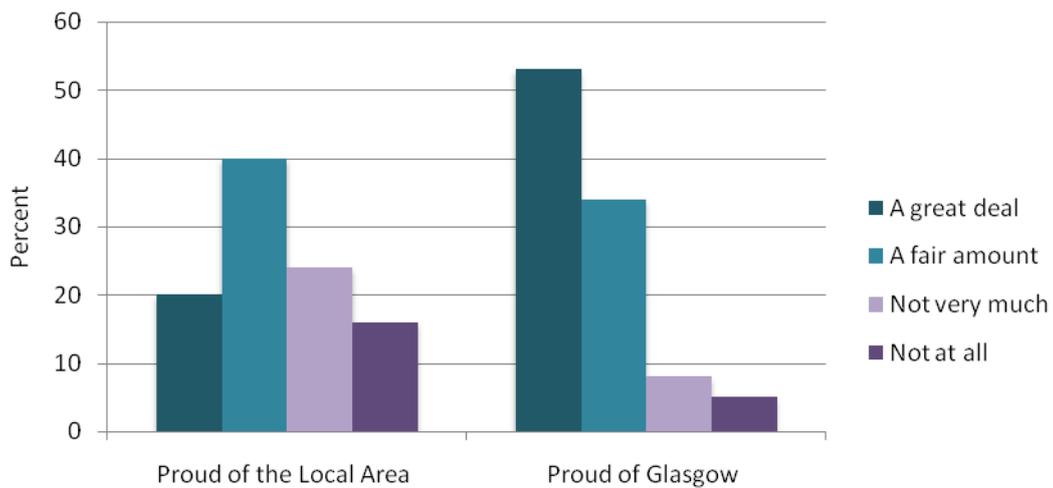
'I feel proud of the city of Glasgow'.

This indicator is equivalent to Scottish Government indicator C10.

We found:

- Overall participants are positive about both their local area and the city as a whole, with 60% of the GoWell East cohort expressing a fair amount or a great deal of pride in their local area and 87% saying the same of Glasgow.

Figure 32. Sense of civic pride (%)



Source: GoWell East 2012

- However, the difference between sense of civic pride for Glasgow as opposed to the participants' local area is marked for the highest response category. While around half of respondents feel 'a great deal' of pride in relation to Glasgow, less than half this number (20%) say the same about the local area.
- The strong sense of local pride in the GoWell East cohort, at 20%, is also lower than the level of strong local pride found across Glasgow in the Glasgow Household Survey 2012, at 26%.
- It is possible that changes brought about by regeneration and the Commonwealth Games activity will increase local pride among the GoWell East cohort over time.

Conclusion

This report has focused on headline indicators from the GoWell East End baseline survey 2012. The indicators selected for this report are those which are comparable to national indicators for the evaluation of the Commonwealth Games 2014. This has enabled us to make comparisons between circumstances in the East End and Glasgow City and Scotland as a whole.

Two further reports are planned from the East End baseline survey. The first of these will compare the survey findings in the East End with those for a comparison group of other GoWell study areas at similar levels of deprivation from the GoWell Wave 3 community survey conducted in 2011. The second report will examine the East End survey findings for particular sub-groups of the survey cohort. For both these reports, a wider range of indicators will be analysed than were reported here. It is envisaged that these two further reports will be released later in 2013.

The second survey of the study cohort is planned to take place in autumn 2014, just after the Commonwealth Games has happened. Further survey reports will then be published in 2015.

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