Achieving a sustainable mixed community:

Report of a survey of residents of the Commonwealth Games Athletes' Village in Glasgow

Julie Clark[a] and Ade Kearns[b]

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[a] University of the West of Scotland
[b] University of Glasgow

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Contents

Executive summary

The Glasgow 2014 Commonwealth Games Athletes' Village has been subsequently developed and managed to achieve a mixed community in line with the original pre-Games intention. In housing tenure terms, social renters comprise the majority (57%) of resident households, with the remainder (43%) being owner occupiers. To put this mixture in context, around a third of Glasgow's neighbourhoods have a majority of social rented dwellings, and two-thirds have a majority of private sector dwellings.

The two tenure groups live alongside one another within the Village, but are very different to one another in characteristics: compared with owners, social renters are more likely to be in larger households with children, and more likely to be economically inactive or working part-time. Although a large majority of both groups describe themselves as 'White Scottish', social renters are more likely than owners to be non-White.

The geographical origins of the two tenure groups are also different. Overall, three-in-five social renters (58%) came from the East End of Glasgow, with one-in-four of all social renters (28%) having a prior connection to the immediate area of Dalmarnock and its surroundings. In contrast, a quarter of owners came from the East End, with one-in-eight having a prior connection to Dalmarnock. The vast majority of both tenure groups came from the Glasgow postcode area.

Most social renters and most owner occupiers rate their Athletes' Village dwellings very positively and derive psychosocial benefits such as feelings of control and personal progress from their homes, though owners are more strongly positive than social renters in these respects. Levels of neighbourhood satisfaction among Village residents in the two housing tenure groups are less strongly positive (42% of social sector residents and 40% of private sector residents being 'very satisfied') than levels of dwelling satisfaction (64% and 74% being 'very satisfied, respectively).

The majority of Village residents (89% of social renters and 95% of owners) considered their surrounding environment to be attractive and quiet. Owners were more strongly positive than social renters about quietness, which may reflect the fact that owners are located on the riverside of the development. While most responses were positive, social renters tended to be slightly less positive about children's play areas than owners (reflecting the fact than more social renters were in family households), while owners were slightly more negative than social renters about street cleaning in the area.

Large numbers of both social renters (43%) and owner occupiers (57%) identified rubbish and litter in the local area as a problem, in the case of owners this was more often than is usually the case in deprived areas in Scotland. However, there was agreement, but not strong agreement, among most residents that people in the neighbourhood looked after the area.

Although both owners and renters used local sports facilities and libraries, owners were more frequent users of both. Indeed, the majority of owners (60%) were users of sports facilities, with most people using an East End facility, usually the Emirates Arena. Typically, a quarter or fewer social renters were users of amenities such as sports facilities (29%), libraries (27%) and community centres (15%).

Shops were identified as the most problematic local amenity, with a majority of social renters (63%) and nearly half of owners (45%) rated local shops as poor. Shops were the number one item identified for improvement by both tenure groups. Nearly a quarter of social renters also rated local public transport services as poor. However, after shops, the most commonly cited amenity requiring improvement was children's play areas in the case of social renters, and social amenities like cafés and pubs in the case of owners.

The predominant view among both owners (89%) and social renters (81%) was that the Village was a harmonious place where people from different backgrounds got on well together. Having said that, around a quarter of social renters (26%) and a third of owners (34%) had no sense of belonging to a local community, and around a third of social renters and two-in-five owners knew few or no other people in the area. Owners were less likely than social renters to visit their neighbours' homes, although a majority of both groups reported talking to people in the area when out and about in public space.

Social problems appear to be less common in the Village than in relatively deprived areas such as Dalmarnock more generally. Most people feel 'very' or 'fairly' safe walking in the area (82% of social renters and 89% of owners), and relatively few people identify issues such as violence or drugs as local problems.

Hopes for the future of the area outweighed concerns for both tenure groups, by a factor of two-to-one. For social renters, hopes and expectations centred on the area being good for families, free from antisocial behaviour, safe, clean and with a healthy lifestyle. For owners, hopes for the future centred on continued investment in the area's amenities and maintenance, and the ability to live in the area longer-term. Among social renters, the main concern for the future was a potential rise in antisocial behaviour among children and young people if they do not have enough to do. Among owners, the main concern for the future was that the regeneration would stall, leaving the Village development isolated in its surroundings.

Introduction

GoWell is a collaborative partnership between the Glasgow Centre for Population Health, and Urban Studies and the MRC/CSO Social and Public Health Sciences Unit at the University of Glasgow. GoWell is sponsored by Glasgow Housing Association, the Scottish Government, NHS Health Scotland and NHS Greater Glasgow and Clyde. Since 2006, the team have developed a research and learning programme to investigate the impacts of housing improvements and neighbourhood regeneration upon health and wellbeing (see www.gowellonline.com).

Forming part of the larger programme, *GoWell: Studying Change in Glasgow's East End* (hereafter, *GoWell East*) is a five-year, mixed methods research project 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 was been commissioned by the Scottish Government, NHS Health Scotland and **sport**scotland. It forms part of the Scottish Government's Commonwealth Games Legacy Evaluation Programme and has been running since 2012.

This report presents initial findings on residents' views of the new Athletes' Village ('the Village'), which was constructed in the Dalmarnock area as part of the Glasgow 2014 Commonwealth Games developments. The data were collected in the summer of 2016, as part of the third *GoWell East* community survey. Key aims in the development of the Village were to provide a mixed, sustainable community in the East End in at least three respects: owner-occupiers and social renters living alongside one another in a harmonious community; a place where people wanted to live and remain in the future, so that the area would be sustainable in the sense that there would be demand to live there; and of high design and building quality so that the development was environmentally friendly and sustainable in an ecological sense.

After describing the study area and the survey in the remainder of this Introduction, the report addresses eight issues in the subsequent chapters, as set out below:

- **The Village residents**: who lives in the Village?
- **Moving to the Village:** why did people move to the Village, and where did they come from?
- **Housing satisfaction:** how do residents rate the quality of their homes?
- **Neighbourhood satisfaction:** how do residents rate the quality of their neighbourhoods?
- **The local environment:** what do residents think of the appearance, quality and maintenance of the local physical environment?
- **Local services and amenities:** how do residents rate the quality of local social and sports amenities and how often do they use them?
- **Local community:** do residents feel part of a local community and interact with others?
- **Looking to the future**: what are residents' hopes or concerns for the future of the area?

In all cases, the views of social renters and owner-occupiers are compared.

The GoWell East study area

The GoWell East study area is approximately co-terminus with the Glasgow City Council East End Local Development Strategy Area. At the beginning of the study in 2012, the area comprised around 11,000 dwellings and had 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. The study area covers approximately one third of the whole area of the East End of Glasgow, as shown in Figure 1.

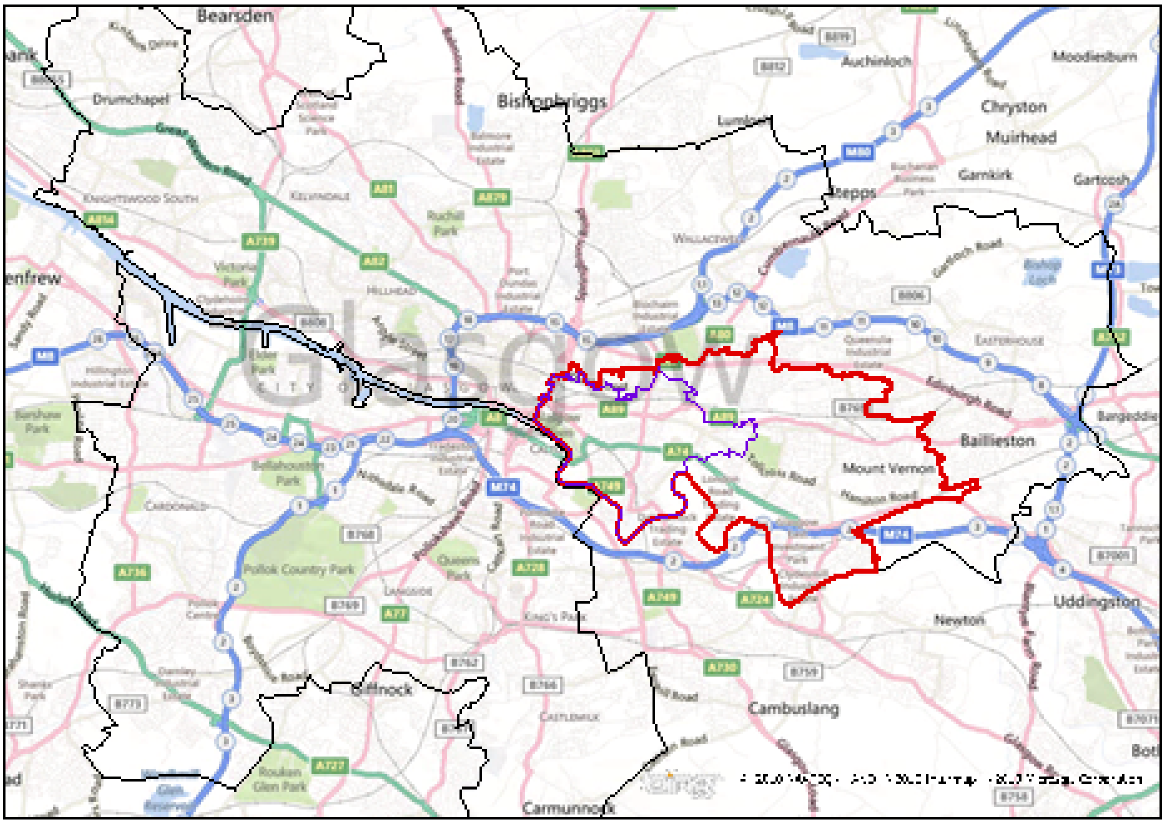

Figure 1: The GoWell East study area in its city context.

GoWell East – purple boundary; East End – red boundary; Glasgow city – black boundary. (Source: GoWell East)

The study area includes six communities: Bridgeton, Calton, Camlachie, Dalmarnock, Gallowgate and Parkhead (part), as well as the Athletes' Village nested into Dalmarnock (see Figure 2).

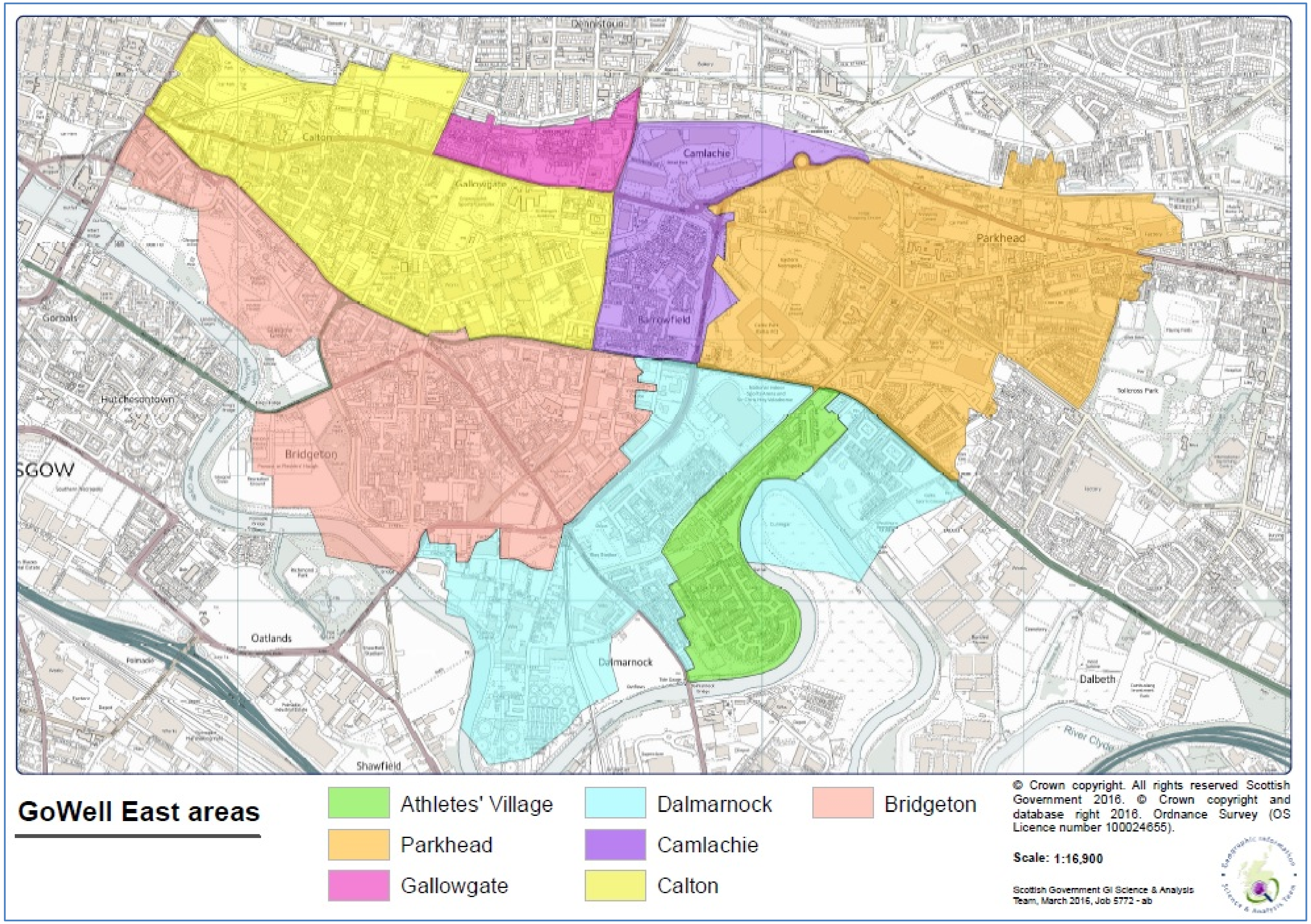

Figure 2: The study area, showing the Athletes' Village (in green). (Source: Scottish Government)

The Athletes' Village

The Village comprises 700 new homes, plus a 120-bed care home, developed after the Games and yet to be occupied. The original plan was for a second phase of development which will add a further 700 homes to the Village in the future[1], with the timing and tenure mix of the second phase to be decided at a later date (see below). After use as athletes' accommodation during the Commonwealth Games, the 700 Village homes were retro-fitted for permanent residence and occupied between February and December 2015. Of the 300 properties earmarked for private sale, the Government's *Help to Buy* scheme enabled quite a number of first-time buyers to acquire homes in the Village[2]. Half of the initial 242 purchases made during the sales launch were supported in this way[3].

The majority of properties in the Village were offered for social rent, comprising a total of 400 homes, which are let by three local Registered Social Landlords (RSLs): Thenue Housing Association (200 properties), West of Scotland Housing Association (102 properties) and Glasgow Housing Association (98 properties). The remaining 300 homes were offered for private sale by the City Legacy consortium (Cruden, CCG, Mactaggart & Mickel and WH Malcolm) to anyone who was interested, with a city-wide marketing campaign in the press, on public transport and so on. This tenure mix, with 57% social renting and 43% private sector properties positions the Athletes' Village in the lower third of areas in Glasgow for the relative size of its private housing market: of the 56 planning neighbourhoods in the city, 16 (29%) have the social rented sector in the majority and the private sector in a minority[4].

The social sector properties in the Village were let to a mixture of waiting list applicants (both existing and new applicants), internal transfer cases (often people needing larger properties, but also including medical cases and people having to move due to the 'bedroom tax'), homelessness referrals and relocations due to the demolition programme in operation across the city. Two of the social landlords adjusted their allocations policy for the Village to achieve a higher than usual percentage of employed tenants, though applicants still had to meet the associations' normal housing need criteria[5]. The third social landlord prioritised clearance cases for a proportion of their lettings, and thereafter East End applicants initially. Local connection was not a criterion in any of the social landlords' allocations policies, although by all accounts East End residents were well represented within their applications and waiting lists.

As can be seen from Figure 3, the two housing tenures are generally located across the road from one another throughout the Village. As mixed-tenure developments go, the two tenures are quite spatially integrated. There are a dozen house types in the Village, including one- and two-bed flats, terraced townhouses and semi-detached houses from

[1] Clyde Gateway (nd) *Clyde Gateway: Building the Legacy*. Glasgow: CG, p.8.
[2] GCC (2016) *Glasgow's Housing Strategy 2017 – 2022 (Draft for consultation)*. Glasgow: Glasgow City Council.
[3] CCG(2014) *Athletes' Village.* Glasgow: CCG Construction and Manufacturing Group
[4] GCC Development and Regeneration Services (2016) *Housing Stock by Tenure for Glasgow's Strategic Planning Areas and Neighbourhoods*. Glasgow: Glasgow City Council, Table 1. [authors' own calculations]
[5] Commonwealth Games Athletes' Village – Draft Outline Lettings Framework, 2013. Glasgow: Thenue Housing Association.

two to four bedrooms, with front and back doors and small gardens. The Village is a low-rise development, mostly two-storey in height (with some three-storey buildings), with the use of a range of materials, making the built environment aesthetically varied.

Figure 3: The Athletes' Village, highlighting private housing areas.
(Source: City Legacy http://www.citylegacy.co.uk/Developments)

Other particular features of the development include a number of eco-friendly elements including a combined heat and power (CHP) energy centre, the use of solar panels and high-quality thermal insulation, and the sustainable urban drainage (SUD) system. The properties are designed to be more energy efficient than conventional homes. On the river side of the development are a cycleway/path and a footbridge bridge across to the Cuningar Loop Woodland Park (opened in November 2016, after the survey reported here).

Figure 4 shows there are plans for the development of a further 800 homes in the Bridgeton and Dalmarnock area over the next five years, on five sites. One of these is to be private housing built by the City Legacy consortium on the remainder of the Athletes' Village site, with two other social sector developments by local RSLs adjacent to the Village. The largest development is a mixed tenure project of around 500 homes across the other side of

Dalmarnock Road in South Dalmarnock, again by an RSL. It looks at this stage as though at least half the planned 800 homes in the area could be for social renting with the remainder being mostly for sale, with some other affordable housing tenures (mid-market rent and shared ownership). In addition to housing, there are due to be a nursery and primary school provided by Glasgow City Council within the Athletes' Village site over the next two years (indicated on Figure 4).

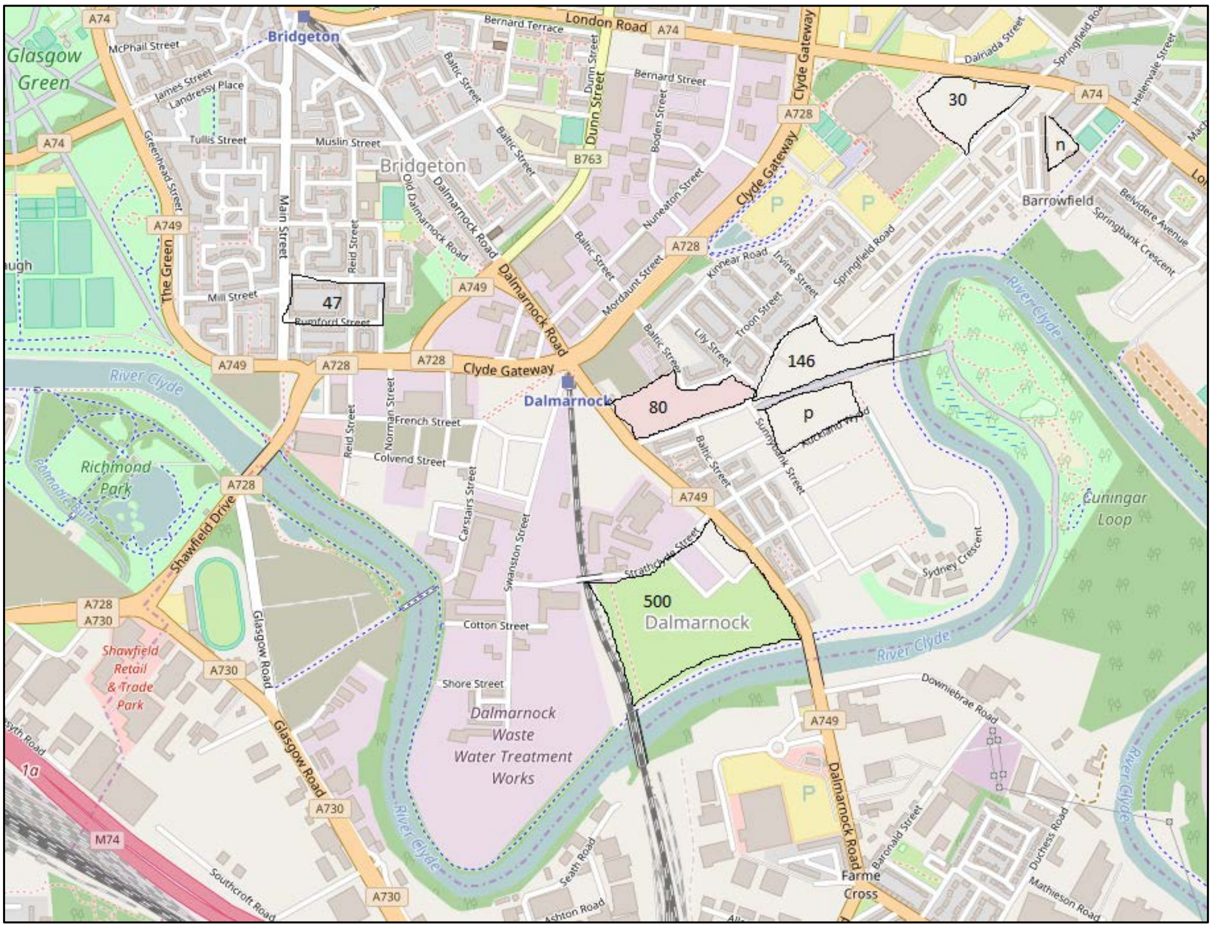

Figure 4: Bridgeton and Dalmarnock: Future developments including housing (number of units in brackets), primary school (p) and nursery (n).

The survey and fieldwork

The survey of Athletes' Village residents was carried out by BMG Research between 25th May and 30th June 2016. Of the 700 dwellings in the Village, 591 were approached for interview, and contact made with 388 occuapnts, with 310 interviews conducted. The survey therefore achieved a response rate of 52.5% (among those properties attempted), and a co-operation rate of 79.9% (among those occupants contacted). The sample of 310 completed interviews can be considered representative of the adult householders resident in the Village.

The interviews lasted approximately 45 minutes. Participants answered a wide range of questions about their homes and neighbourhoods, their personal circumstances and their health, and their involvement in sports, cultural activities and the Commonwealth Games itself.

Analysis

In analysing the survey responses we have compared the views of social renters with those of owner occupiers, as this reflects the main thrust of the social mix sought in the Village. In the economic domain, we also separate the responses of men and women, within the two tenure groups. Most of the charts presented show the total sample size included in the analysis in question (n) and a statistical value (p) which indicates the significance level for the overall differences in the distribution of answers between the two housing tenure groups. As is common practice in social research, we consider a p value of <0.05 (or less than 5% random chance) as indicating a statistically significant difference between the subgroups analysed. Where the n figure given on a chart is less than 310, this is usually because some respondents said 'don't know' in answer to the survey question and we have excluded the 'don't knows' from the analyses.

We have sought to benchmark the survey findings against secondary information for Scotland and Glasgow. In some cases, we make comparisons specifically with deprived areas, which is not to label the Athletes' Village as necessarily deprived, but rather to recognise that the area in which the Athletes' Village has been located, and for which it is intended to aid regeneration, is officially classified as deprived.

The sample of Village householders

This section offers a socioeconomic description of the sample of resident householders interviewed in the Village. As with the remainder of the report, data are disaggregated by tenure.

Housing tenure

Just over three in five (62%) of the GoWell East sample from the Village are social renters; in the Village as a whole, 57% of residents are social renters. Nearly two in five (38%) of the GoWell East sample from the village are private occupiers; this compares with 36% of Village homes that were privately sold. Our sample is therefore reflective of the housing tenure structure of the Village.

Gender

We interviewed more women than men in the social sector (65% to 35%), but equal numbers of men and women in the private sector (Figure 5). Without population data for the area, we cannot tell if this difference reflects real differences in the adult householder populations between the tenures, or is the result of our recruitment processes.

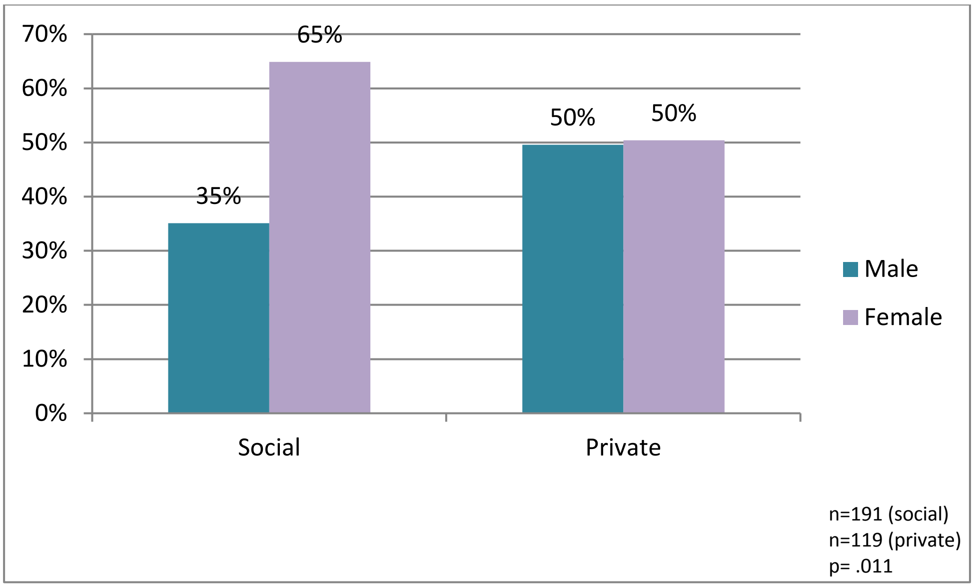

Figure 5: Gender.

Household size

Private sector households comprise mostly one or two-person households, while the social sector predominantly comprises households with three or more members (Figure 6). The number of one- and two-person households in the social rented sector in the Village is far less, at 32% than is the case across the sector as a whole in Scotland, at 74%. In contrast, the number of one- and two-person households in the owner occupied sector in the Village, at 68%, almost matches the rate for the sector across Scotland at 67%, although one-person households in owner occupation across Scotland are double the Village rate, at 27%[6].

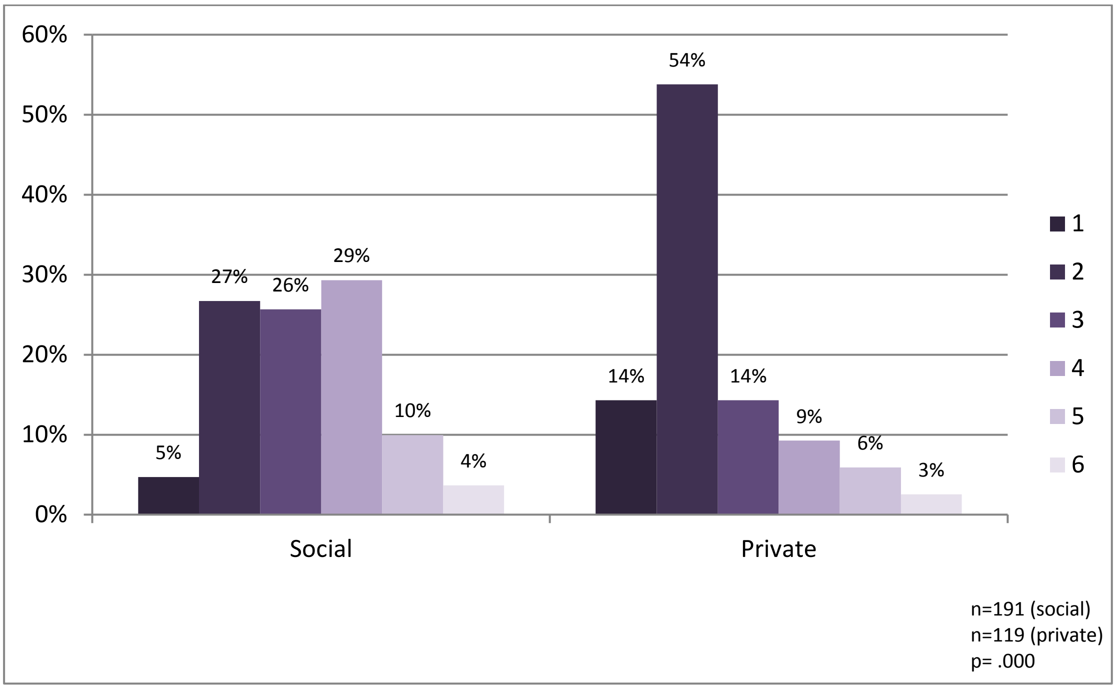

Figure 6: Number of people in the household.

The majority of households in both tenures contain children: 68% of social sector households and 55% of private sector households. Families with children are far more common in the Village than across Glagow, where it is estimated that 23% of households in 2015 contained

[6] *Scotland's People: Annual Report Results from 2014 Scottish Household Survey*, Table 3.3.

children[7]. However, only a minority of households in the Village comprise large families: 7% of social sector households and 6% of private sector households contained three children,which is similar to the rate of large family households in both tenures in Scotland at 6%[8] (Figure 7).

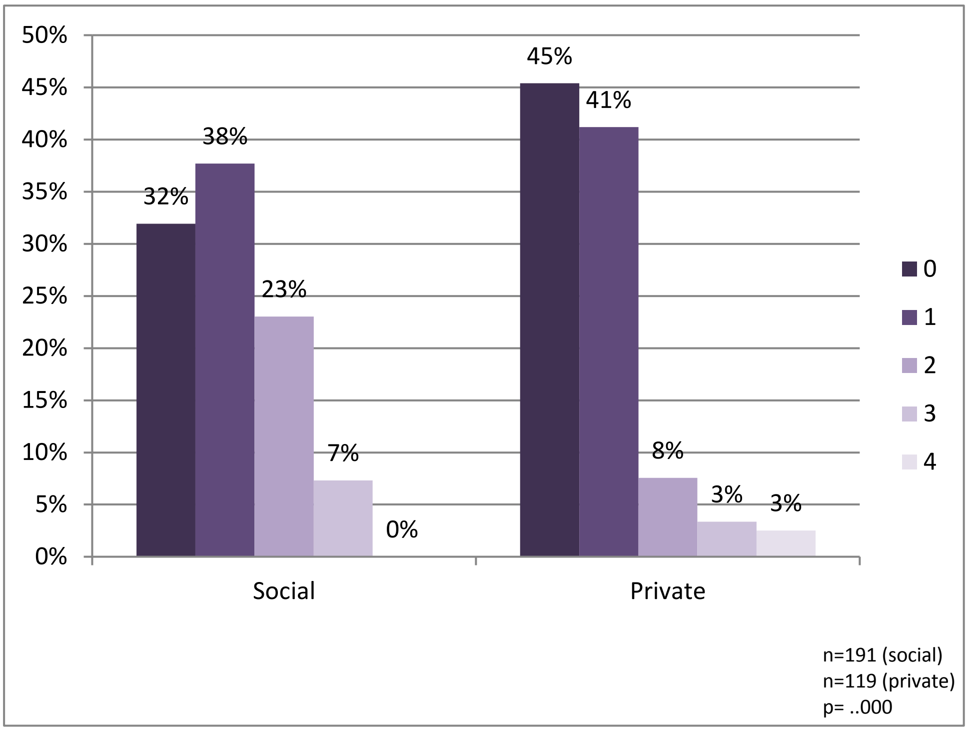

Figure 7: Number of children in the household.

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[7] National Records of Scotland (2013) *Glasgow City Council Area – Demographic Factsheet*. Edinburgh: NRS.
[8] *Scotland's People: Annual Report Results from 2014 Scottish Household Survey*, Table 3.3.

Employment status

Economic activity

It was found that 69% of social renter respondents and 91% of owner occupier respondents were economically active (i.e. employed or available for employment, or in education or training). The former rate is marginally higher, and the latter rate is far higher than the adult rate of economic activity recorded across the city at the 2011 Census, at 64%[9].

If we further examine this by gender, we see that the rate of economic activity within the social sector was higher for men than women, but that in the private sector it was higher for women than men (Figure 8).

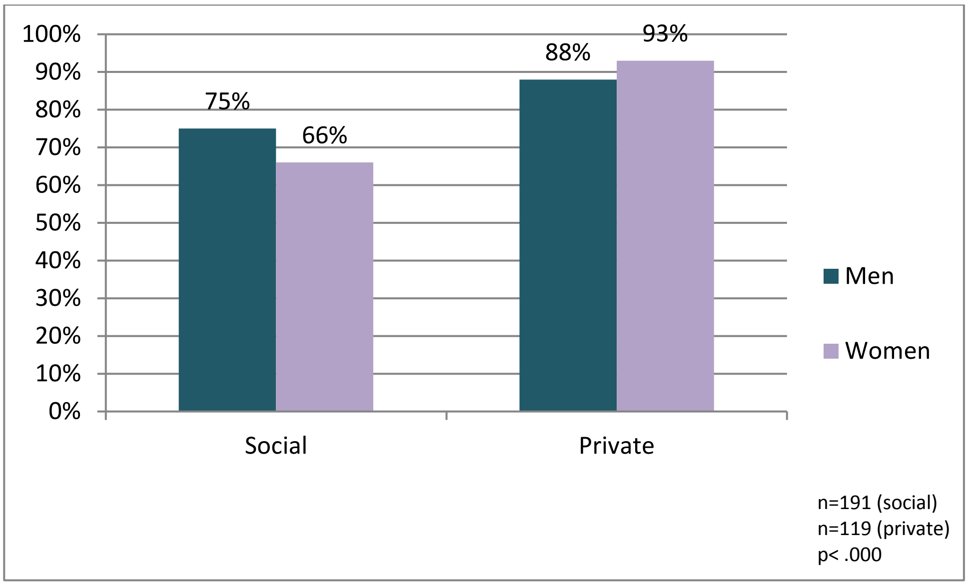

Figure 8: Rate of economic activity by gender.

[9] NRS 2011 Census Profile: Glasgow City. Edinburgh: National Records of Scotland. Economic status of all adults aged 16-74.

Pattern of economic activity

If we look at what comprises economic activity among respondents in the Village, we find that the ratio of full-time to part-time workers in the social rented sector, at 1.5:1, is half the rate of 3.2:1 recorded for the entire city at the 2011 Census[10], while the ratio among owner occupiers in the Village, at 8.3:1, is much higher. Compared with the position for each tenure across Scotland, the ratio of full-time to part-time workers in the social rented sector is slightly lower in the Village than across Scotland (1.9:1) but a lot higher among owner occupiers in the Village than across Scotland (3.8:1)[11].

Examined by gender within each housing tenure, we see, firstly, that in the social sector, around half the men and women are in employment (Figure 9). One-in-five men (21%) and one-in-ten women (11%) of all ages in the social sector are unemployed; translated into unemployment rates among the economically active, the rates for both men (28%) and women (17%) are much higher than the Glasgow average unemployment rate for adults in 2015/16 of 8.5%[12]. Over a quarter of women (27%) are in part-time work, outnumbering those in full-time work, with just over one-in-ten women unemployed.

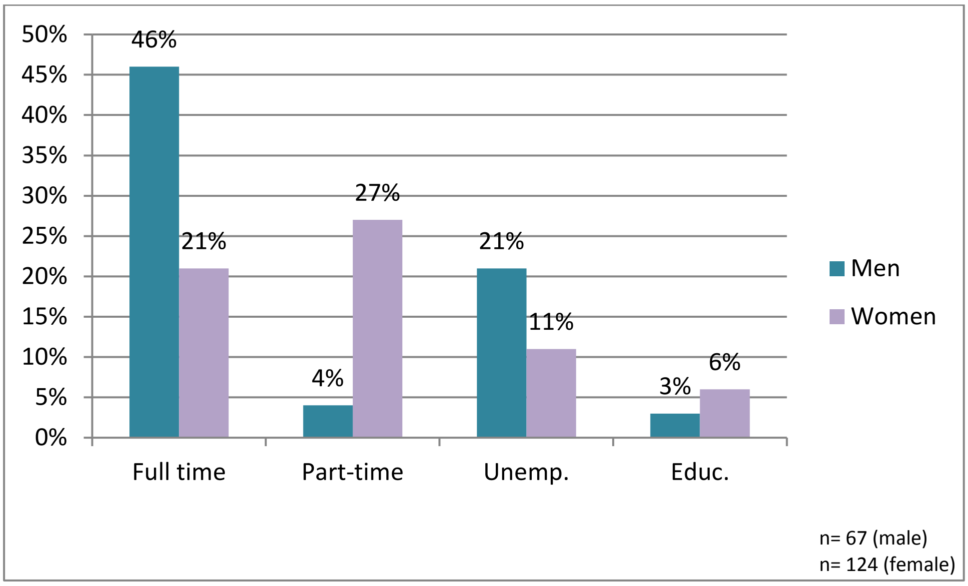

Figure 9: Economic activity by gender in the social rented sector.

[10] NRS (2013) *2011 Census: Key Results on Education and Labour Market in Scotland – Release 2B*. Edinburgh: National Records for Scotland, Figure 4.
[11] *Scotland's People: Annual Report Results from 2014 Scottish Household Survey*, Table 3.4.
[12] Model-based ILO unemployment rate for adults aged 16 or over. Source: www.understandingglasgow.com

In contrast, in the private sector, the majority of both men and women are in full-time work, with one-in-six women in part-time work (Figure 10). Rates of unemployment are very low for both genders, at no more than 2% of all respondents.

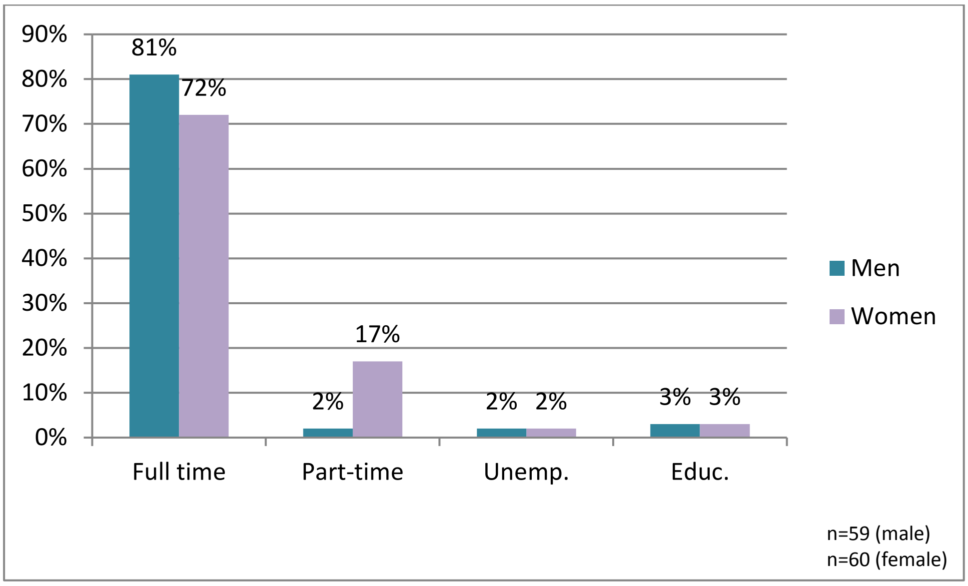

Figure 10: Economic activity by gender in the private sector.

Patterns of economic inactivity

For both men and women in the social rented sector, the rank ordering of reasons for economic inactivity are the same (in descending order): looking after the home or family; being long-term sick or disabled; and being retired (Figure 11). The rate of long-term sickness or disability among social sector adults is close to the rate for the city recorded in the 2011 Census at 8%[13]. In contrast, the rate of looking after the home or family at 13% of men and 21% of women in the social sector in the Village, is far higher than both the city average for adults (7%) and the rate recorded among social sector householders across Scotland, at 8%[14].

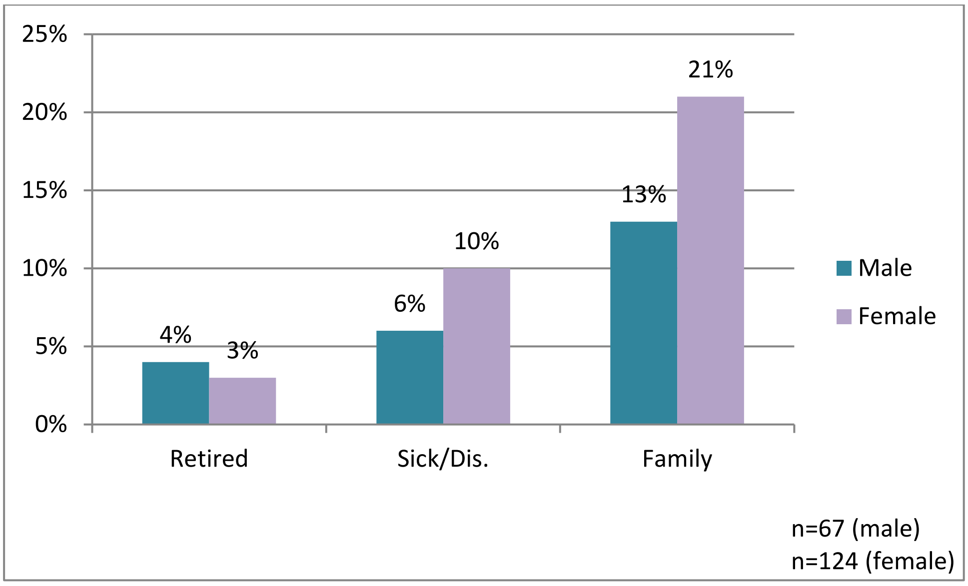

Figure 11: Economic inactivity in the social rented sector.

[13] National Records of Scotland. *2011 Census Profile: Glasgow City*. Edinburgh: NRS. Figures for all adults aged 16 to 74.
[14] *Scotland's People: Annual Report Results from 2014 Scottish Household Survey*, Table 3.4.

Among private sector occupants of the Village, the main reason for being economically inactive differed between men and women (Figure 12): for men it was being retired, which at 8% is slightly below the city average for adults of 11%[15]; for women, it was looking after the home or family. None of the adults interviewed in the private sector were long-term sick or disabled.

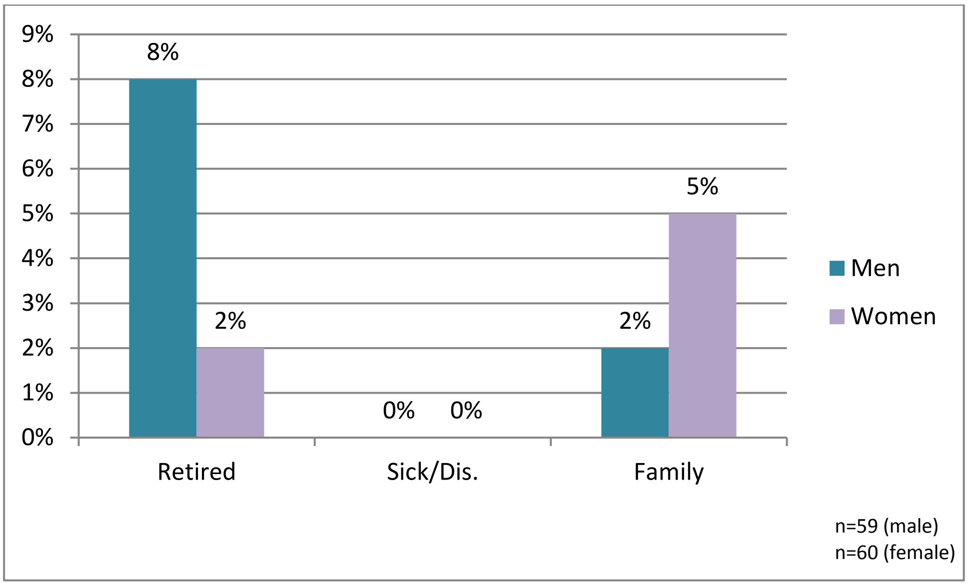

Figure 42: Economic inactivity in the private sector.

[15] National Records of Scotland. *2011 Census Profile: Glasgow City*. Edinburgh: NRS

Ethnicity

Ethnicity was self-described in the survey. Approximately seven-in-ten respondents in both sectors described themselves as White Scottish: 74% of social sector tenants and 71% of private sector occupants. These rates are lower than found across the city as a whole in the 2011 Census, wherein 85% of social sector households and 86% of owner-occupied households were White Scottish[16].

Looking further at the other respondents, we see that in the social sector, 10% were White (either from the UK or elsewhere) and 17% were Black, Asian, Chinese or Other. In the private sector, in contrast, the White group (16%) was larger than the non-White group (13%) (Figure 13) In both the social sector and the private sector, black and minority ethnic households are twice as common in the Athletes' Village as in the city as a whole, where they make up 8% and 6% of all households respectively[17].

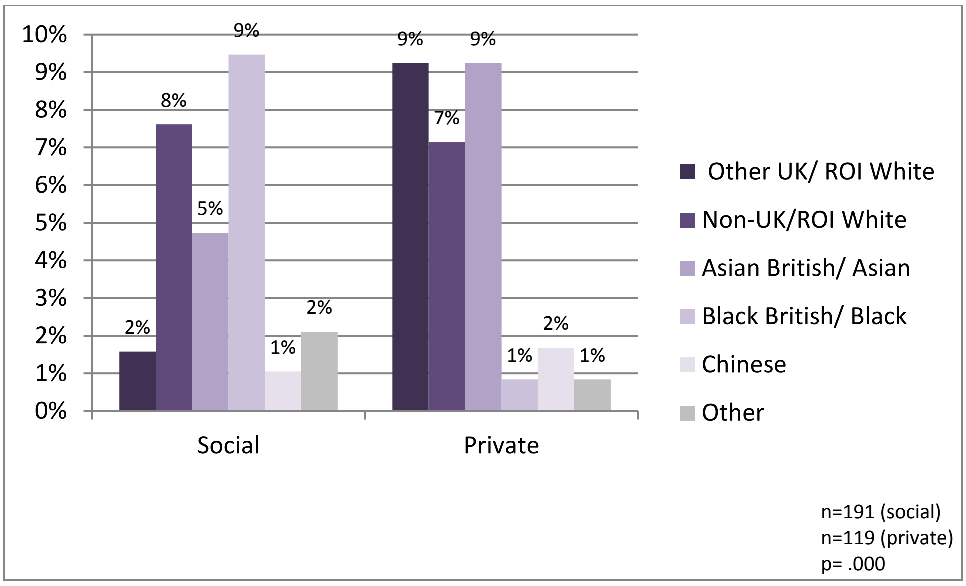

Figure 13: Ethnicity: groupings other than White Scottish.

[16] Freeke J. (2015) *Glasgow's Population by Ethnicity: An Analysis of 2011 Census Results*. Glasgow: Development and Regeneration Services, Table A29. It is possible that the proportion of White Scottish households in the city has reduced further since the 2011 Census and the gap narrowed with the Village, but we cannot tell this for certain.

[17] Freeke J. (2015) *Glasgow's Population by Ethnicity: An Analysis of 2011 Census Results*. Glasgow: Development and Regeneration Services, Table A29.

Summary

The two resident groups are quite different to one another. Social sector households in the Village tend to be larger and contain more children than private sector households. Smaller households are relatively few in number in the Village, particularly one and two person households in the social rented sector, and one person households in the private sector.

While the majority of households in both tenures in the Village are White Scottish by origin, the ethnic minority composition of the two groups differs: non-Scottish social sector households are more likely to be Black or Asian than White; non-Scottish private sector households, in contrast, are more likely to be White than non-White.

Many more social sector respondents (three-in-ten) are economically inactive than is the case in the private sector sample (one-in-ten). Among the economically active, many more people in the social sector are in part-time work than is the case among private sector residents. The ratio of full-time to part-time workers is relatively low in the social sector in the Village, compared with the national position, but relatively high among owner occupiers in the Village. The unemployment rate among economically active social sector tenants in the Village is three times the city ILO (International Labour Organisation) defined unemployment rate for men, and twice the city rate for women. Overall, compared with elsewhere, there are biases in the Village towards being in full-time work among owner occupiers and towards being unemployed or looking after the home and family among social renters.

Moving to the Village

This chapter looks at where people came from to live in the Village and what prior connections they had to the local area of Dalmarnock. It also considers why people moved, what were they seeking from a home in the Village, and whether, post-event, they are happy to have moved there.

Where people came from

All respondents were asked for the address and postcode of their previous residence, and 95% of participants were able to give at least the postcode district concerned. The vast majority of both tenure groups – 98% of social renters and 92% of owner occupiers – came from the Glasgow postcode area as defined by G postcodes. Furthermore, at least half (58%) of social renters and a quarter (24%) of owners came from the East End; the estimate could be a little higher depending on the prior location of those with missing postcodes, and according to how exactly one defines the East End (ours is a narrow definition compared with many other interpretations)[18].

If we map the prior postcodes of respondents for the two housing tenures (Figures 14 and 15) it can be seen that the majority of social renters came from an area bounded by the M8 to the north and the M74 to the south, with a notable cluster around the Bridgeton area. For private sector occupants, there was also a cluster (though weaker) from the Bridgeton area, but also more residents who came from around the city centre and in particular from the Gorbals, and then from a wider area across the south of the city. Some owner occupiers also came from other parts of Scotland.

[18] We defined the East End as comprising five postcode sectors: G1, G4, G31, G32 and G40. This is a conservative definition, as others might also include the more northerly postcode sectors of G21 and G33, and the more easterly postcode sector of G34 as being in the East End. We have kept our definition closer to the GoWell East study area boundary.

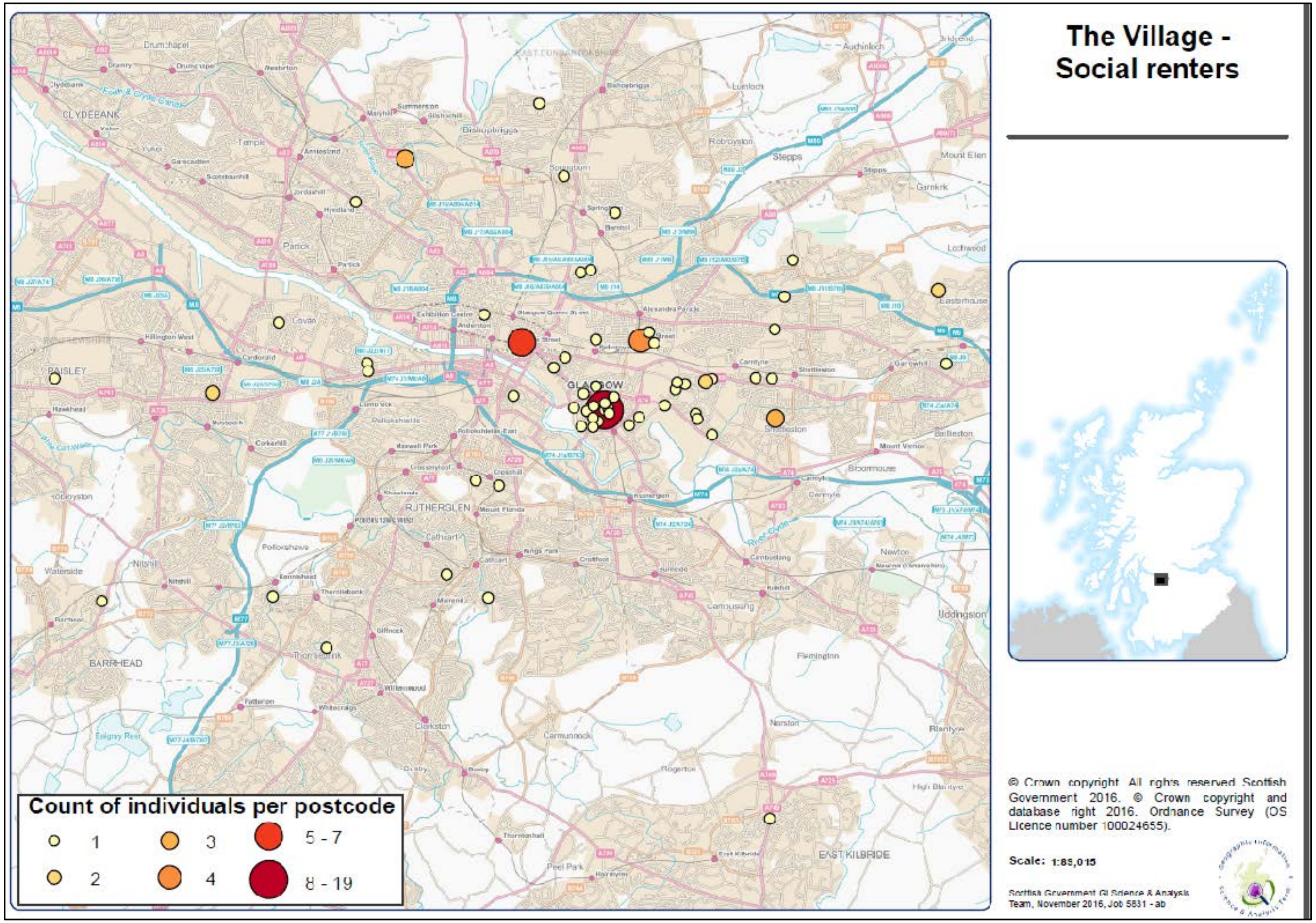

Figure 14: Prior location of social renters.

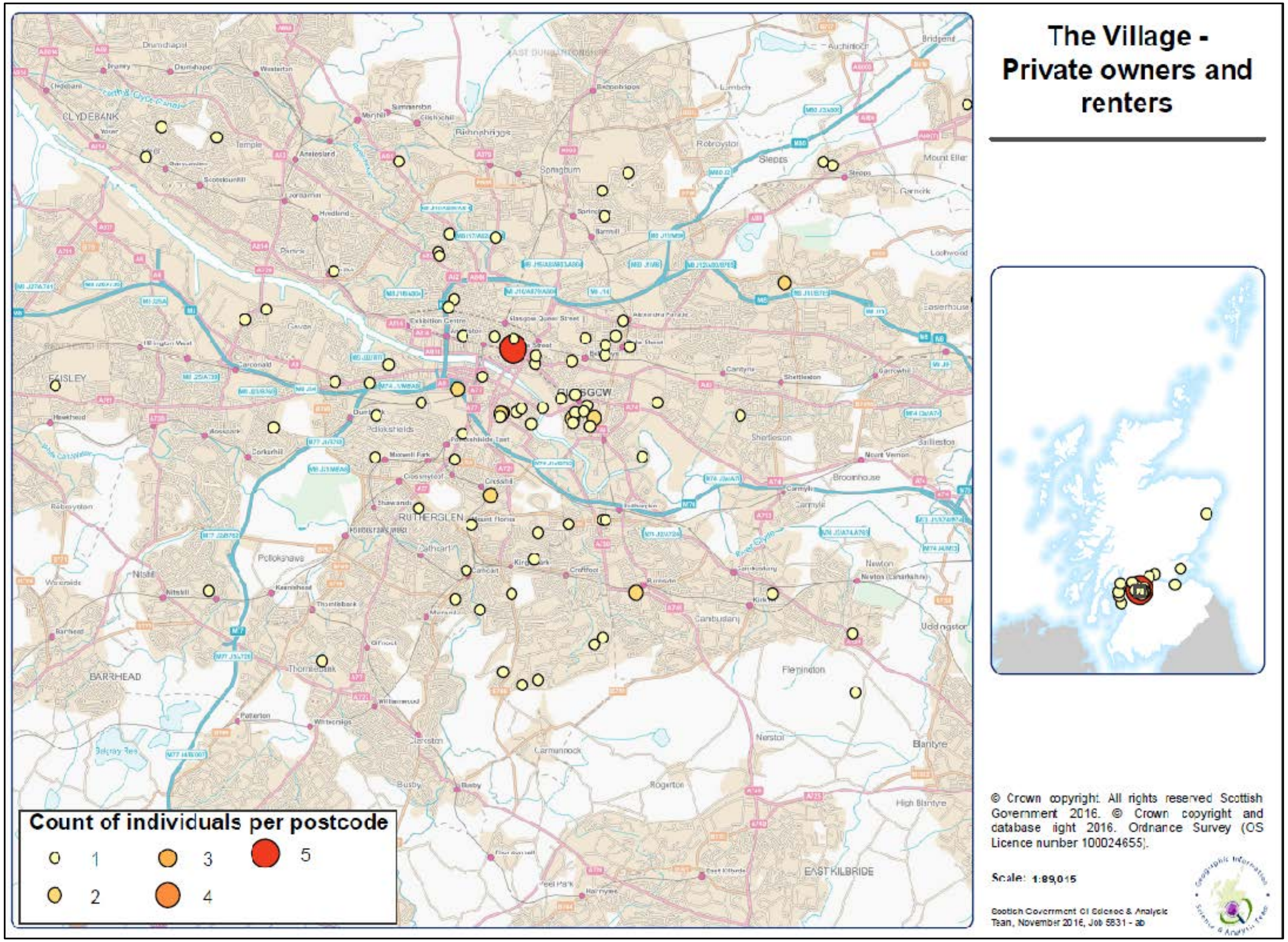

Figure 15: Prior location of owner occupiers.

Prior connections with the Dalmarnock area

Interviewees were asked: ‘Did you have a prior connection to this area before moving to your current home? If yes, what was the connection?’ The area was defined as within a 5-10 minute walk from their home. Around a quarter of social renters (28%) and one-in-eight owners (13%) declared a prior connection to this relatively small, local area (Figure 19).

For social renters, the most common prior connection to the immediate area was that they had family currently living in the area, while for owners it was that they had family previously living in the area (Figures 16 and 17). Of those with a prior connection, two-in-five social renters had friends currently living in the area, while one-in-five owners with a prior connection did so.

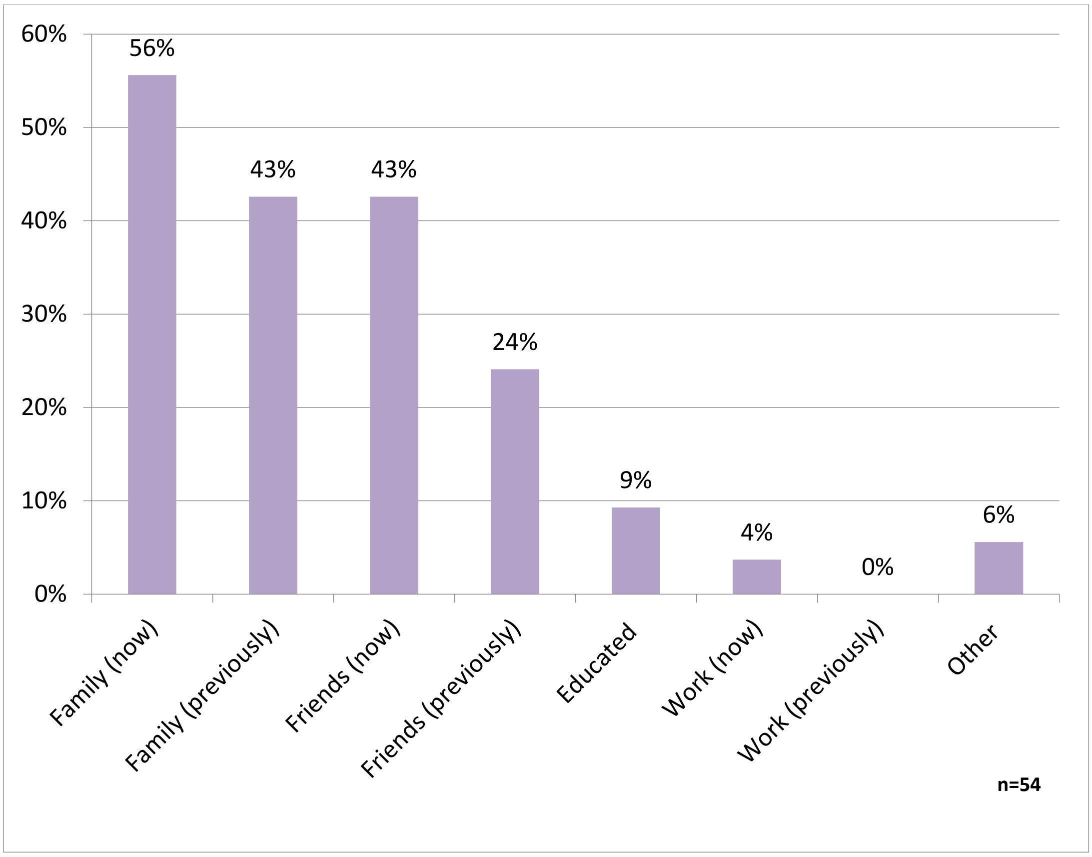

Figure 16: Social tenants’ previous connection to the Dalmarnock area.

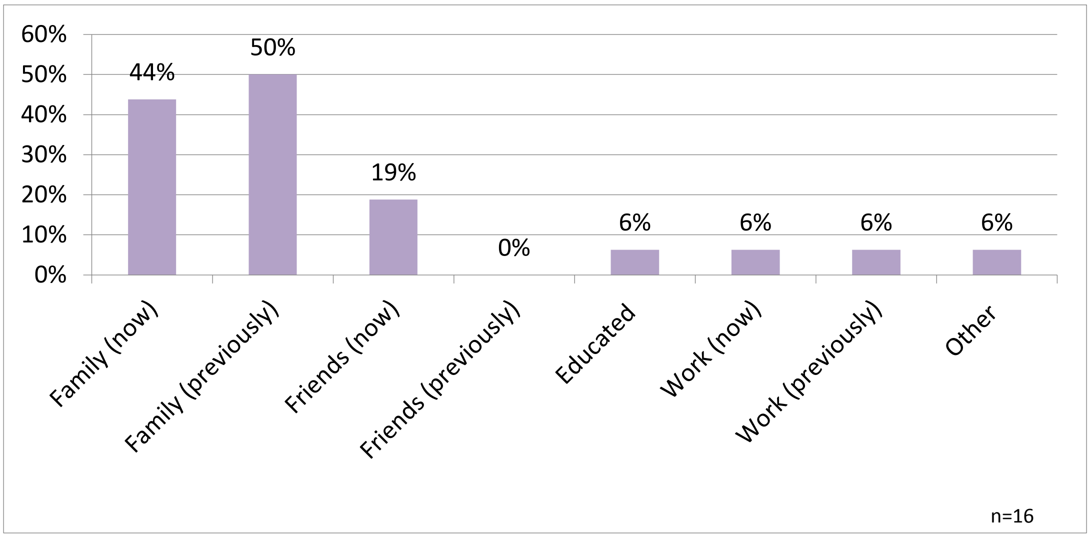

Figure 57: Owner occupiers' previous connections to the Dalmarnock area.

Why people moved to the Village

We asked participants to share the main reasons they moved to a new home in the Village. Interviewees were invited to offer one main reason and up to two secondary reasons, without prompting. We grouped the reasons into housing, neighbourhood, employment and personal reasons.

Main reason for moving into the Village

The most common main reasons why people had moved to live in the Village were housing-based reasons (Figure 18). For social renters this was most often to get a house of the right size to meet their needs (40% of social sector respondents) and to get a more attractive or better quality home (12%). For private sector occupants, the most common reason to have moved into the Village was to have bought a home of their own (29% of private sector occupants) and to get a home of the right size (15%).

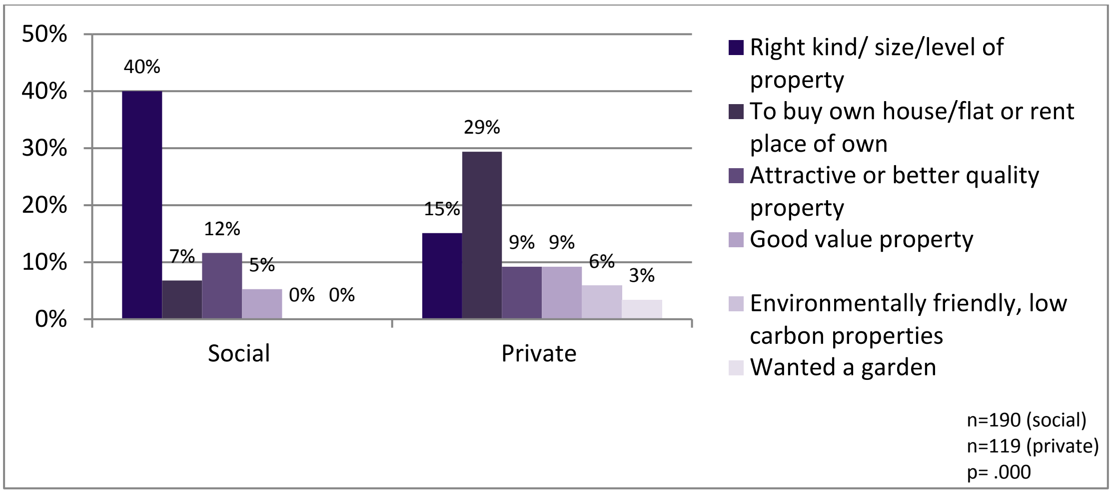

Figure 68: Main reason for move - housing.

Less common as prime motivators to move into the Village, were neighbourhood-based reasons (Figure 19). For both groups, the main neighbourhood factor influencing their move was the handy location of the village for the city centre and access to other amenities, though this was slightly more important for private sector occupants (8% of whom cited it as a main reason for moving) than for social sector tenants (5%).

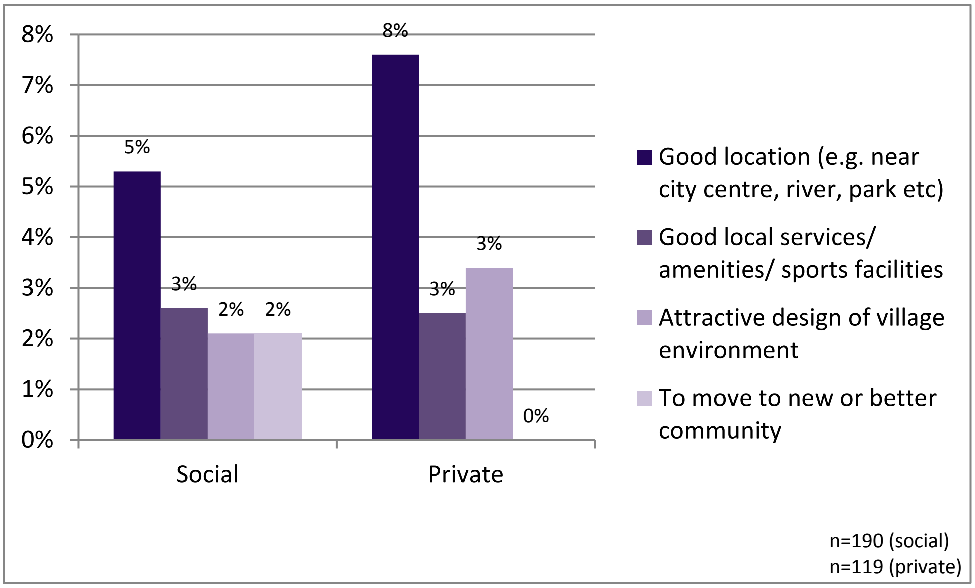

Figure 19: Main reason for move – neighbourhood.

Around a fifth of social sector tenants, twice as many as private sector occupants, cited personal reasons as the main reason for moving to the Village (Figure 20), the most common being health factors, such as needing ground-floor accommodation (cited by 9% of social sector tenants).

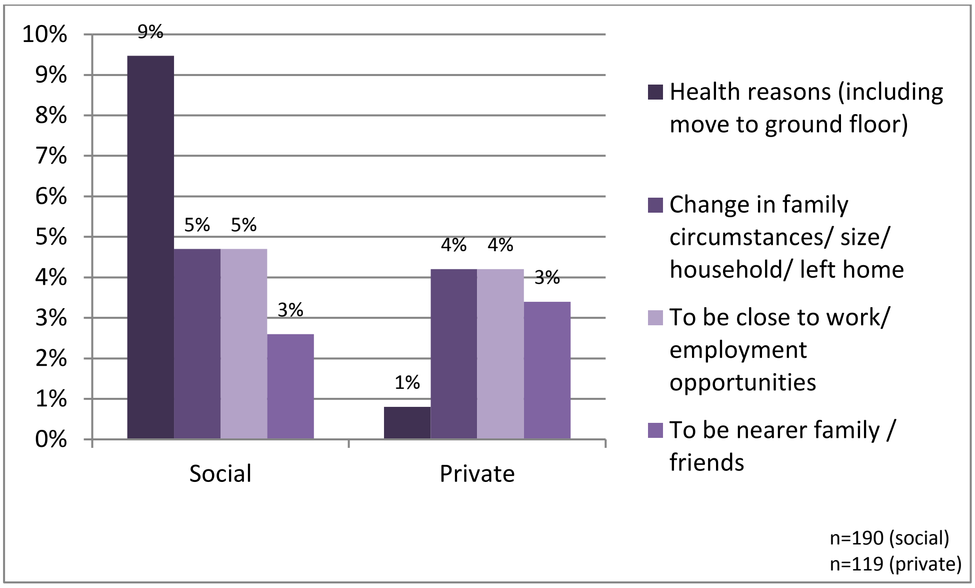

Figure 20: Main reason for move - personal.

In 4% of cases, social housing tenants cited their main reason for moving to the Village to be that their previous home had been demolished. Other reasons for moving to the area, given by 6% of social residents, included moving to a better place or gaining a secure tenancy. In the case of private residents, 2% of interviewees noted that either the *Help to Buy* scheme or the unique opportunity to live in the Village had attracted them.

Secondary reasons for moving into the Village

Participants were invited to include up to two secondary reasons which motivated them to move to the Village. Table 1 gives the main secondary reasons cited by respondents. Both groups, similarly, cited the quality and value of the property as important secondary considerations. For social renters, size and type of property mattered more than for owners, while for owners, location mattered more as a secondary consideration.

Table 1. Secondary reasons for moving to the Village.

Rank	Social sector	Private sector
1	Right kind/size property (16%)	Attractive/better quality home (20%)
2	Attractive/better quality home (15%)	Good value property (15%)
3	Good value property (9%)	Good location (13%)
4	Attractive design of environment (8%)	Right kind/size property (10%)
5	Change in family size/circumstances (8%)	Wanted a garden (6%)
6	Wanted a garden (7%)	To buy own house (5%)

Reflections on the decision to move

Interviewees were asked: 'How happy or unhappy are you with your decision to move here?' Nine out of ten of both housing tenure groups were happy with their decision to move to the Village, with owners slightly more enthusiastic ('very happy') than social renters (Figure 21).

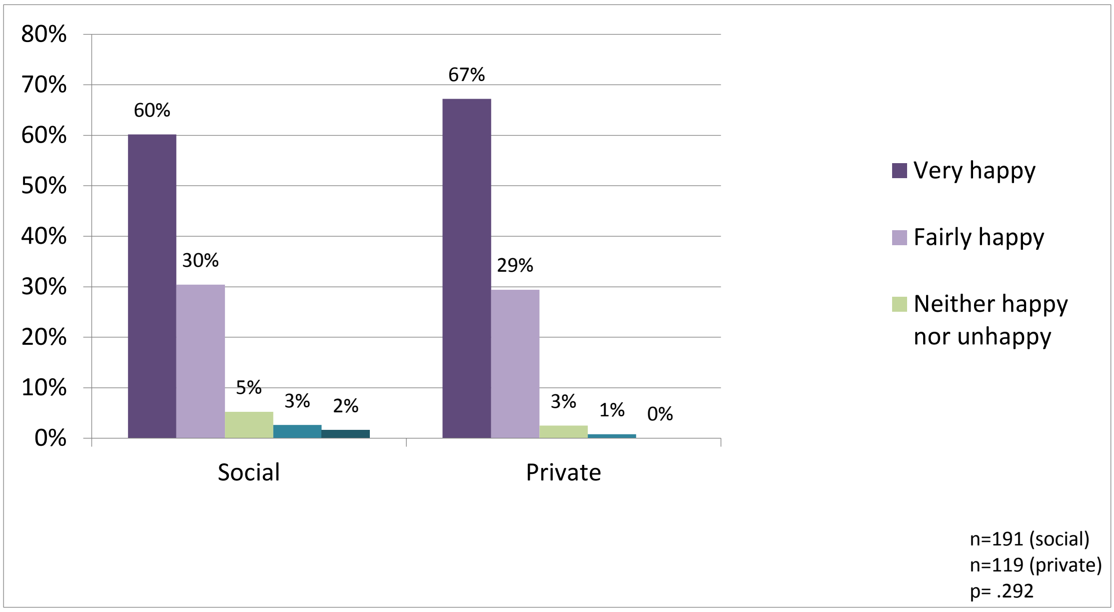

Figure 71: Reflections on the decision to move.

Summary

Approximately 45% of the Village residents came from the East End of Glasgow, including a majority of social renters. A quarter of Village residents, approximately 23%, had a prior connection to the local area of Dalmarnock and its immediate surroundings: for both tenure groups, this was mostly family connections, while some social renters also had friends living locally.

Social renters were mainly looking for properties of the right size and type when moving to the Village. Owners were more likely to be looking for the opportunity to buy a place of their own. Similar numbers of both groups sought good value and better quality properties in the Village.

The vast majority of both groups were happy with their decision to move to the Village, owners slightly moreso than social renters.

Housing satisfaction

This chapter considers how residents rated the quality of their homes and to what extent they derived psychosocial benefits from their homes.

Overall satisfaction with home

We asked: ‘Overall, how satisfied or dissatisfied are you with your current home?’ The overwhelming majority of both tenure groups were satisfied with their homes (Figure 22), with slightly more owners than social renters reported being ‘very satisfied’.

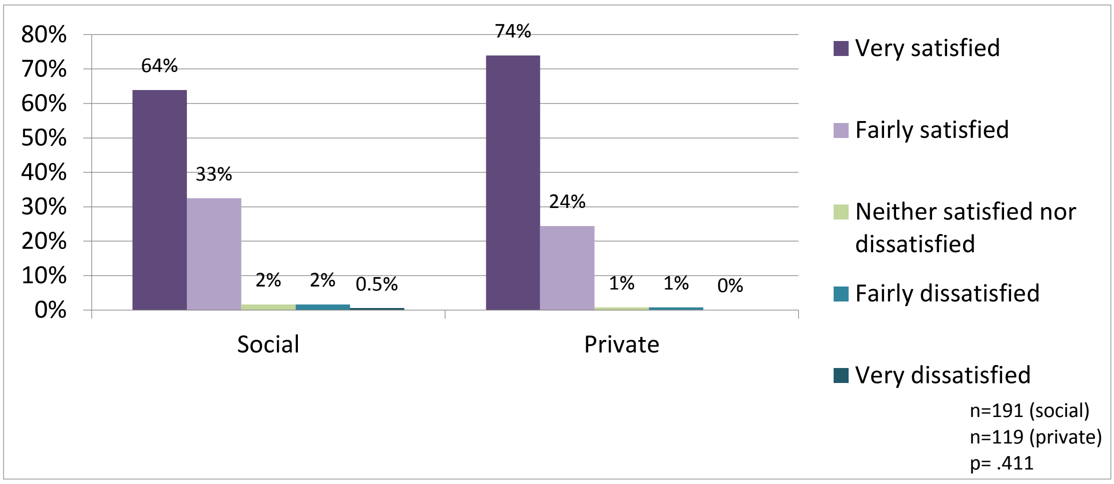

Figure 22: Overall satisfaction with the home.

Rating of housing physical condition

Participants were also asked ‘How would you rate your current home in terms of its overall physical condition?’ Nearly all respondents in both groups considered their home to be in good physical condition (Figure 23), with again more owners than social renters being very positive (responding ‘very good’).

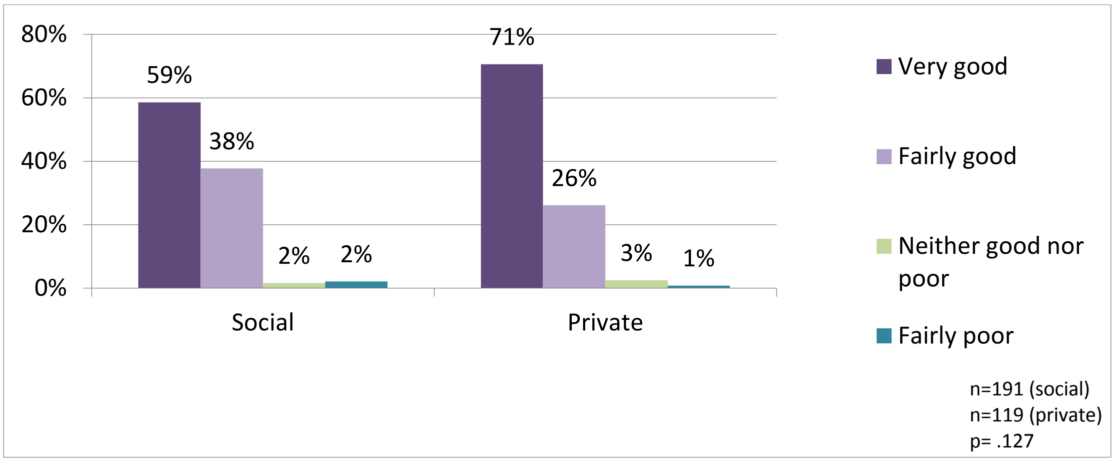

Figure 23: Rating of the home’s physical condition.

Home and feelings of control

Interviewees were asked how much they agreed or disagreed with the statement: ‘I feel in control of my home’. As well as reflecting legal rights in the property, this can also serve as an indicator of the extent to which occupants derive feelings of retreat and privacy in their homes. Owners were markedly more strongly positive on this count than renters, with twice as many owners as social renters strongly agreeing with the statement (Figure 24).

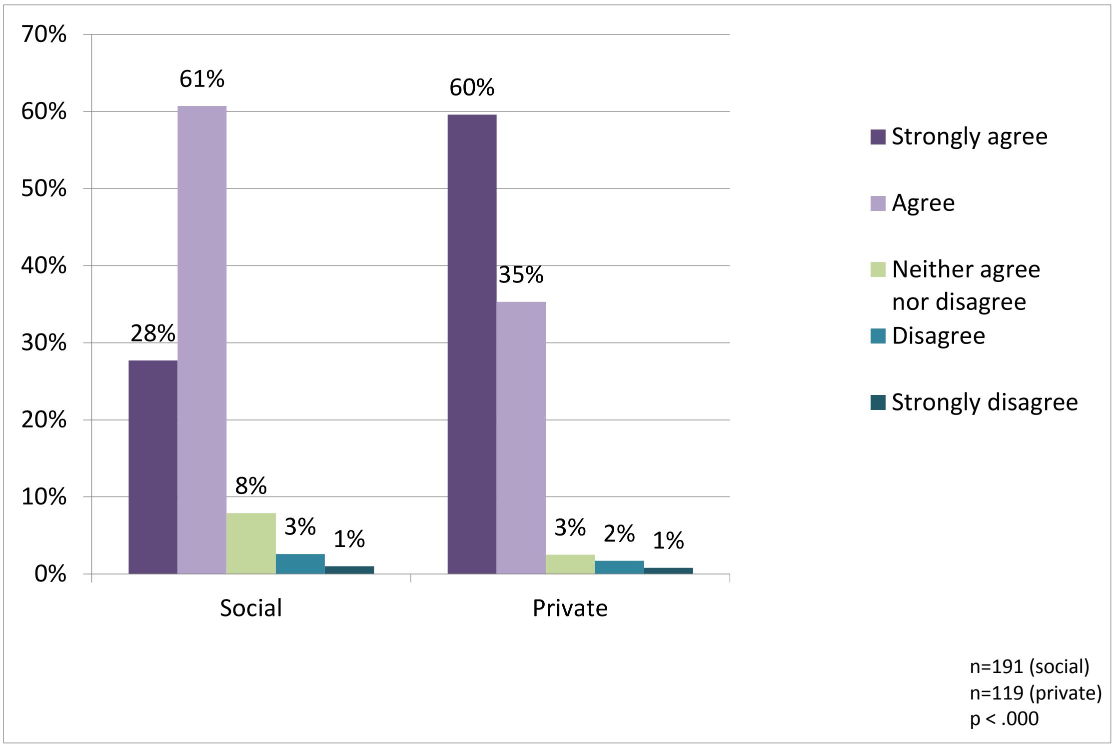

Figure 24: The home and control.

Sense of progress from the home

We asked participants how much they agreed or disagreed with the statement: ‘My home makes me feel that I’m doing well in my life’. This sense of personal progress has been found to be associated with mental wellbeing for residents. While the vast majority of both groups felt a sense of personal progress through their home, twice as many owners as social renters derived this psychosocial benefit to a great degree, strongly agreeing with the statement (Figure 25).

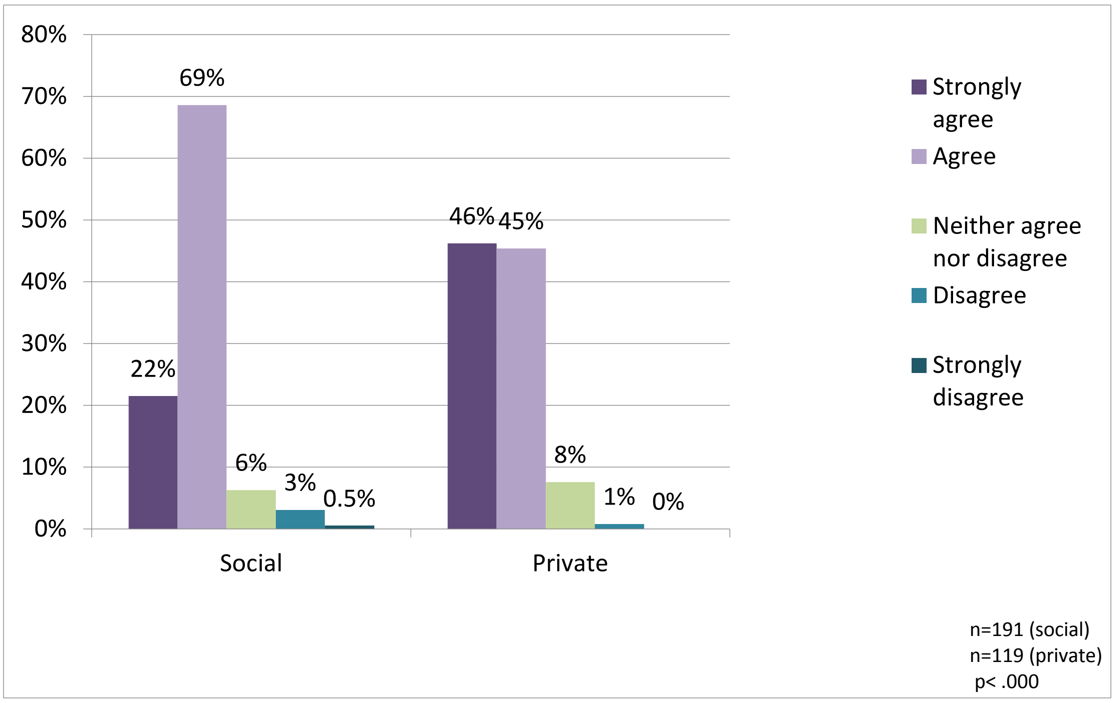

Figure 85: The home and doing well in life.

Summary

The vast majority of both tenure groups are fairly or very satisfied with their homes and consider them to be in good (or indeed very good) condition. Most residents in both tenure groups derive psychosocial benefits from their homes, such as feelings of control and status; however, owners do so more than social renters, perhaps reflecting inherent characteristics of the home ownership tenure.

Neighbourhood satisfaction

This chapter examines residents' satisfaction with their local neighbourhood, defined as an area within a 5-10 minute walk from their home, including how it compares to their previous location. The chapter also considers the extent to which people have pride in their local area.

Overall satisfaction with neighbourhood

We asked participants: 'How satisfied or dissatisfied are you with this neighbourhood as a place to live?' There was very little difference between the two tenure groups, with the vast majority of both groups being fairly or very satisfied with their neighbourhood (Figure 26). Compared with Figure 21 above, we can see that respondents' views on neighbourhood satisfaction are less strongly positive (i.e. fewer 'very satisifed' responses) than for housing satisfaction. The results on neighbourhood satisfaction are very similar to those reported across Scotland for residents in the third decile of area deprivation (i.e. two deciles up from the most deprived areas), where 41% of respondents consider their neighbourhood to be 'very good' as a place to live and 52% consider their neighbourhood 'fairly good'[19].

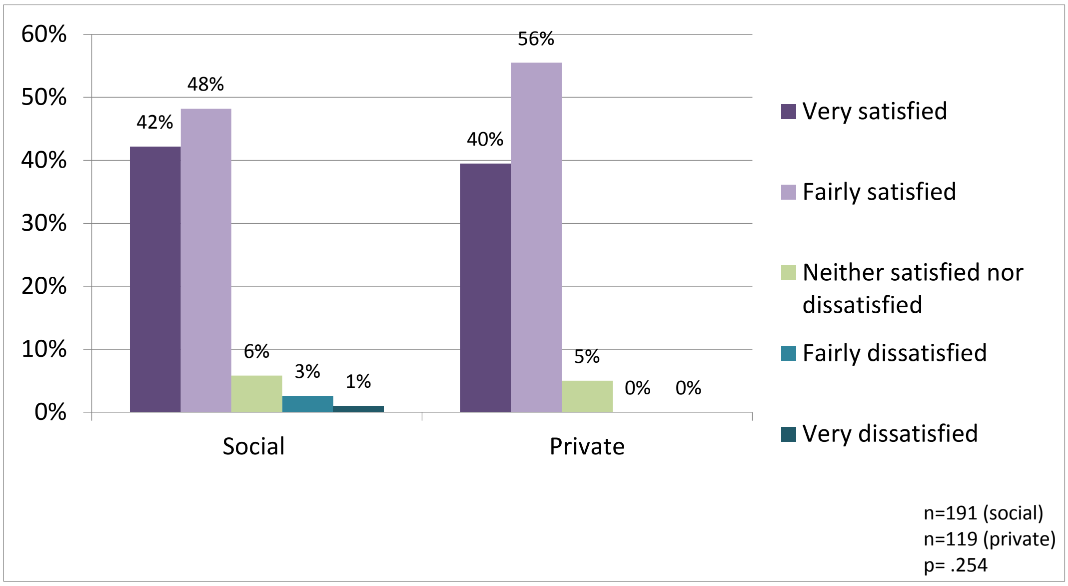

Figure 26: Satisfaction with neighbourhood.

[19] Scottish Government (2016) **Scotland's People Annual Report: Results from the 2015 Scottish Household Survey**, Figure 4.1.

Comparison with previous neighbourhood

We asked interviewees: 'How would you rate this neighbourhood compared with your previous one?' Around three-out-of-five people in both tenure groups (69% of social renters and 59% of owners) considered that they had upgraded their neighbourhood by moving to the Village, rating the area as 'much better' or 'better' than where they lived before (Figure 27). Nearly one-in-ten social renters reported that their neighbourhood in the Village was worse than their previous place of residence, as did 1-in-20 owners.

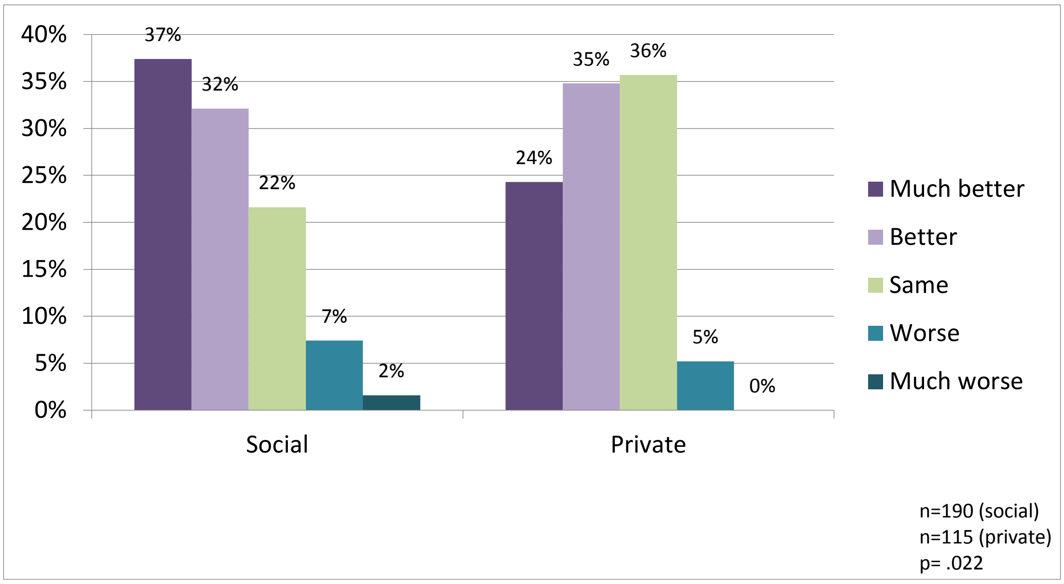

Figure 97: Comparison with previous neighbourhood.

Neighbourhood and doing well in life

Interviewees were asked how much they agreed or disagreed with the statement: 'Living in this neighbourhood helps me feel that I'm doing well in life'. Three-quarters of both tenure groups reported that they achieved a sense of personal progress through living in the Village, with a fifth of both tenure groups reporting strong feelings of progress. Eight percent of social renters disagreed, whereas none of the owners did so (Figure 28). The level of agreement that feelings of personal progress are derived from living in the Village neighbourhood is equivalent to that recorded in the main GoWell survey for residents in Housing Improvement Areas (73% in 2011), and higher than recorded in the other types of GoWell study areas[20].

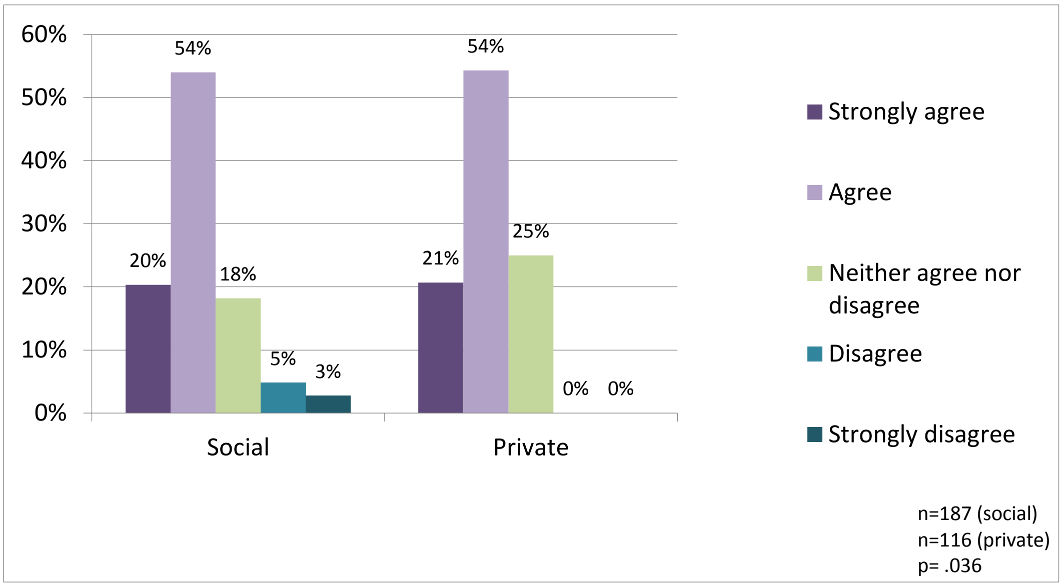

Figure 28: Neighbourhood and doing well in life.

[20] Bond *et al*. (2013) *Neighbourhood Outcomes Over Time: A Comparison Across the 2006, 2008 and 2011 GoWell Community Surveys*, table 11.

Thinking highly of neighbourhood

We also asked interviewees how much they agreed or disagreed with the statement:

'People who live in this neighbourhood think highly of it'. In the past, we have found this indicator of an area's internal reputation to have a significant association with residents' mental wellbeing[21].

Seven-out-of-ten social renters and eight-out-of-ten owners reported that there was a positive opinion of the local neighbourhood among residents. Just over one-in-ten social renters disagreed with the statement, more than was the case among owners (Figure 29).

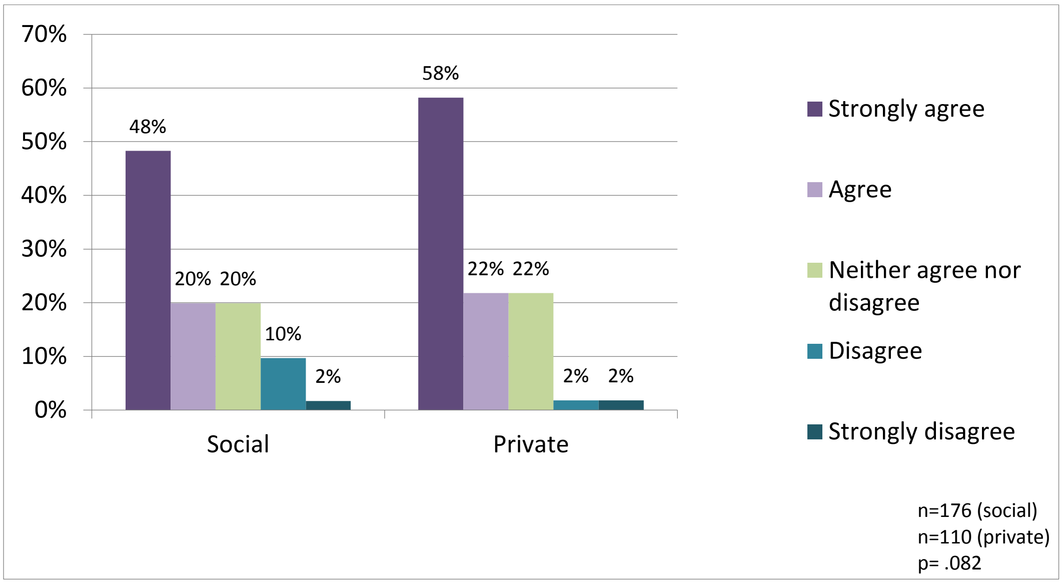

Figure 109: People in the neighbourhood think highly of it.

[21] Kearns A, Whitley E, Bond L, Egan M, Tannahill C. The psychosocial pathway to mental wellbeing at a local level: investigating the effects of perceived relative position in a deprived area context. *Journal of Epidemiology & Community Health* 2013;67(1): 87-94.

Bringing up children

Participants were asked how much they agreed or disagreed with the statement that: ‘This is a good area to bring up children’. The responses from the two tenure groups were almost identical on this question, with eight-out-of-ten people agreeing that the neighbourhood was a good one for children, and 6% disagreeing (Figure 30). It is noticeable, however, that the number of residents with a strongly positive view of the neighbourhood as a place to bring up children is approximately half the number who expressed extreme satisfaction with the neighbourhood overall.

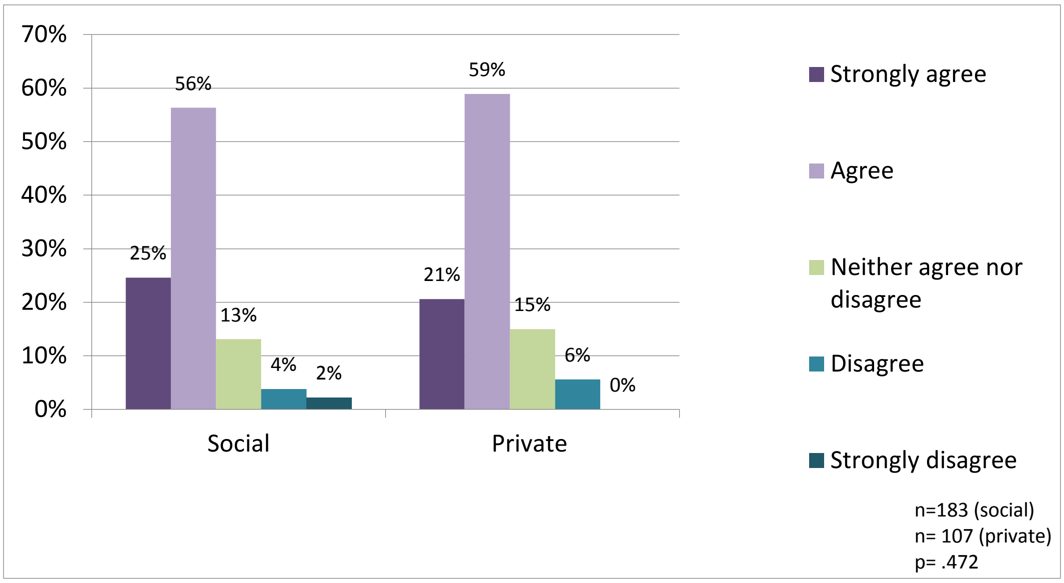

Figure 30: People believe the Village is a good area to bring up children.

Pride in the local area

We asked interviewees to what extent they agreed with the statement: 'I feel proud of the local area'. Again, the responses from the two tenure groups are almost identical, with nine-out-of-ten respondents (89% of social renters and 88% of owners) reporting that they felt pride in the local area, with one-in-ten not doing so (Figure 31). As with the previous question, only around a quarter of participants selected the most positive response, with two- to three-times as many people selecting the next, more modestly positive opinion. However, the responses given to this question about local pride in 2016 in the Village are slightly more positive than those given by respondents to the main GoWell East survey in 2012 and 2014: in the longitudinal cohort, 67% felt local pride in 2012 and 70% in 2014[22].

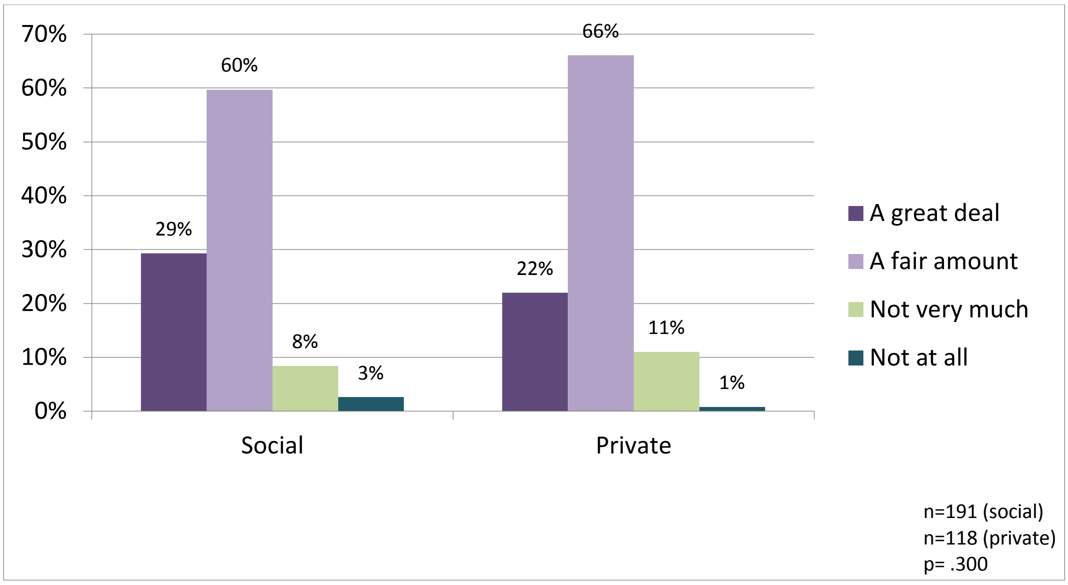

Figure 31: Pride in the local area.

Summary

There are high levels of satisfaction with the local area as a place to live. Further, most residents consider that they have improved their residential circumstances by moving to a better neighbourhood in the Village, and that they derive feeligns of personal progress from living in the area, which is good for residents' wellbeing. There is nonetheless scope to make improvements so that the neighbourhood better serves as a very good place for bringing up children and also a place to feel very proud of.

[22] Cleland *et al*. (2015) *GoWell East: Studying Change in Glasgow's East End. Headline Indicators Report for Wae 2 (2015) in comparison with Wave 1 (2012)*, p.29.

The local environment

This chapter reviews respondents' opinions of the local environment in terms of its appearance, quality and maintenance.

Attractive environment

Participants were asked how they would rate the quality of their neighbourhood in terms of an attractive environment. Nine-out-of-ten residents in both tenure groups considered their local environment to be attractive (Figure 32).

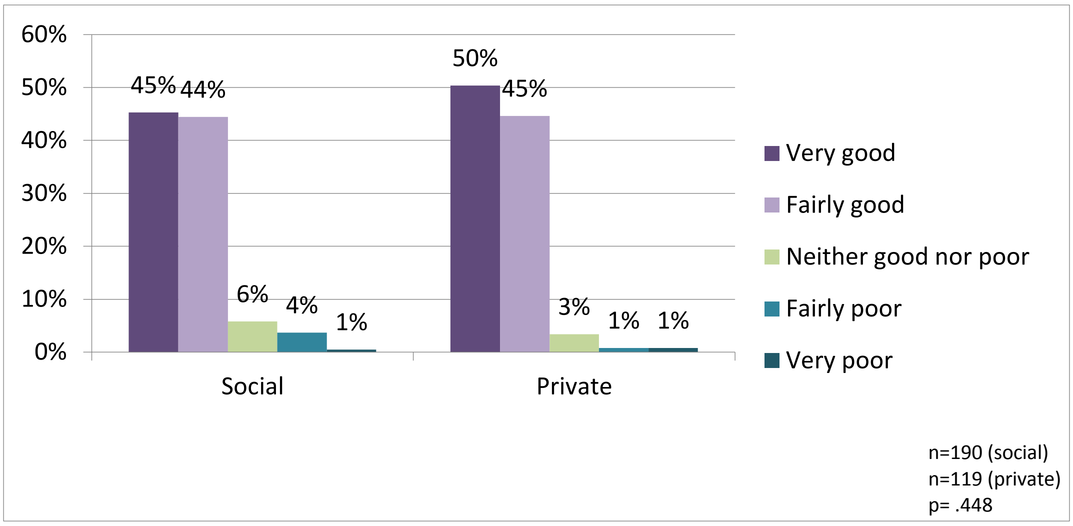

Figure 32: Perception of attractive environment.

Quality of buildings

We also asked participants how they would rate the quality of their local environment in terms of attractive buildings. Nine-out-of-ten social renters, and almost all owners considered their neighbourhood to attractive in terms of the buildings (Figure 33).

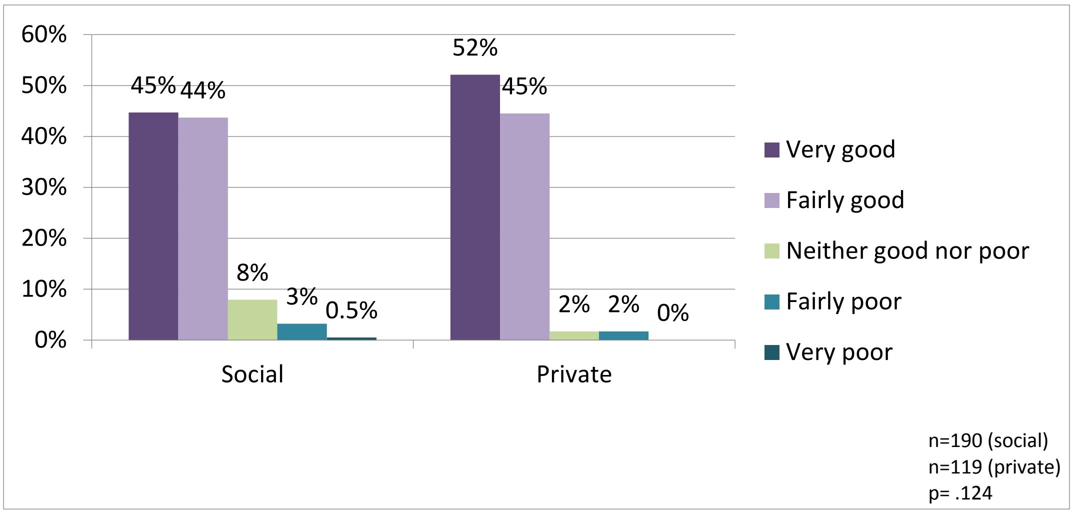

Figure 113: Quality of buildings.

Quiet and peaceful environment

Participants were asked how they would rate the quality of their local neighbourhood in terms of a quiet and peaceful environment. Once again, at least nine-out-of-ten respondents in both tenure groups considered their neighbourhood to be quiet and peaceful, with owners being more likely to give the most positive response (Figure 34).

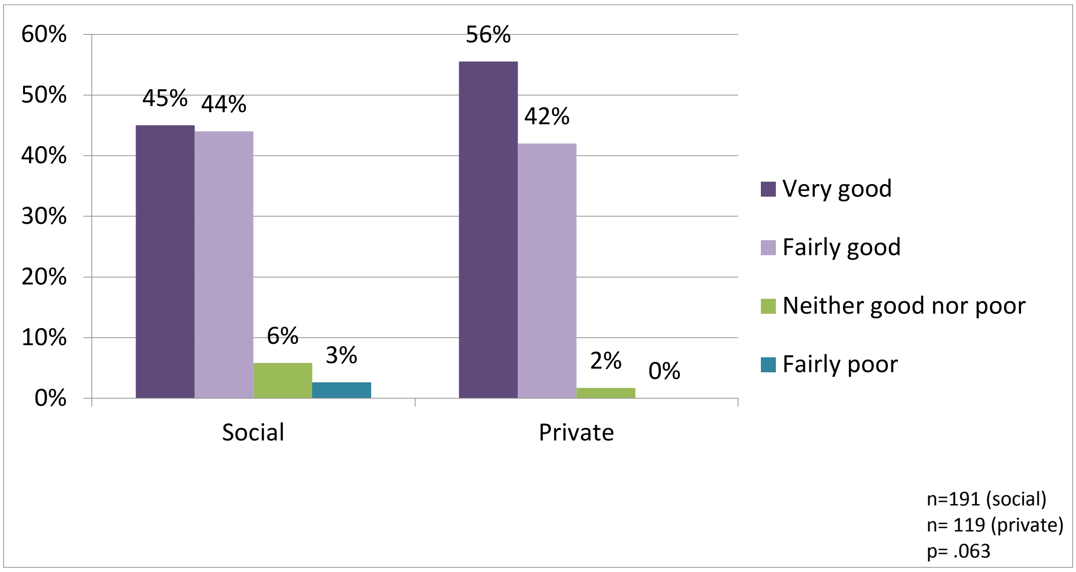

Figure 124: Perception of a quiet and peaceful environment.

Parks and green spaces

Participants were asked how they would rate the quality of parks and green spaces in or near their local area. Although a large majority of both tenure groups rated local parks and green spaces as good, owners were more likely to give the most positive response, while one-in-ten social renters rated green amenities as poor (Figure 35).

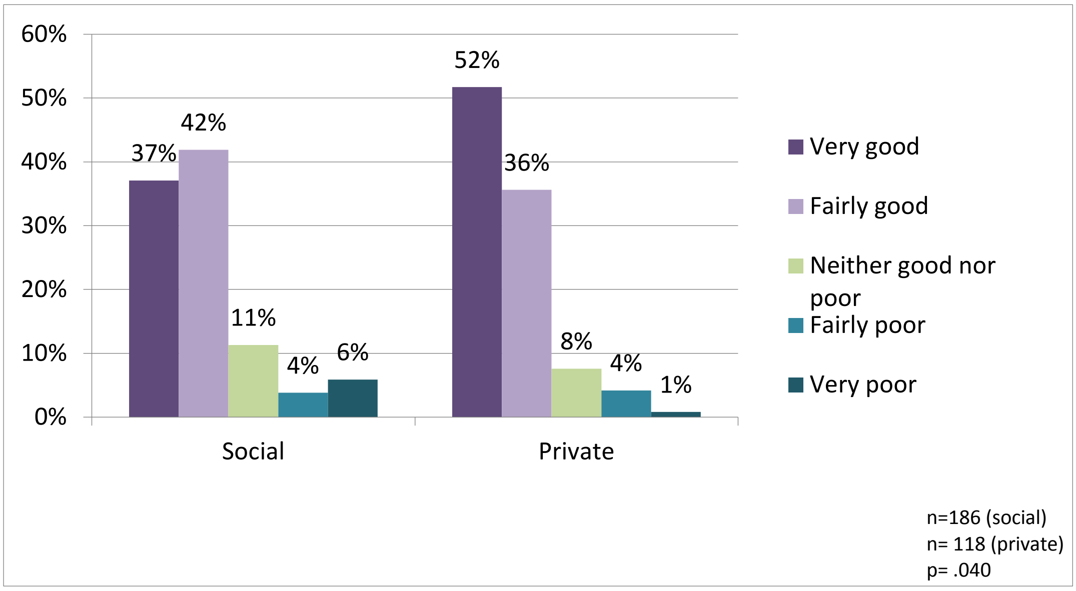

Figure 35: Quality of parks and green spaces.

Children's play areas

We asked interviewees how they would rate the quality of children's play areas in or near their local area. Very positive ratings were less common for play areas (Figure 36) than for parks, although three-quarters of both tenure groups rated play areas as good, very similar to the 72% of all Glasgow's citizens reporting satisfaction with children's play areas[23]. In addition, however, nearly a fifth of social renters and almost one-in-seven owners (who were less likely to have children in the household) rated children's play areas as poor.

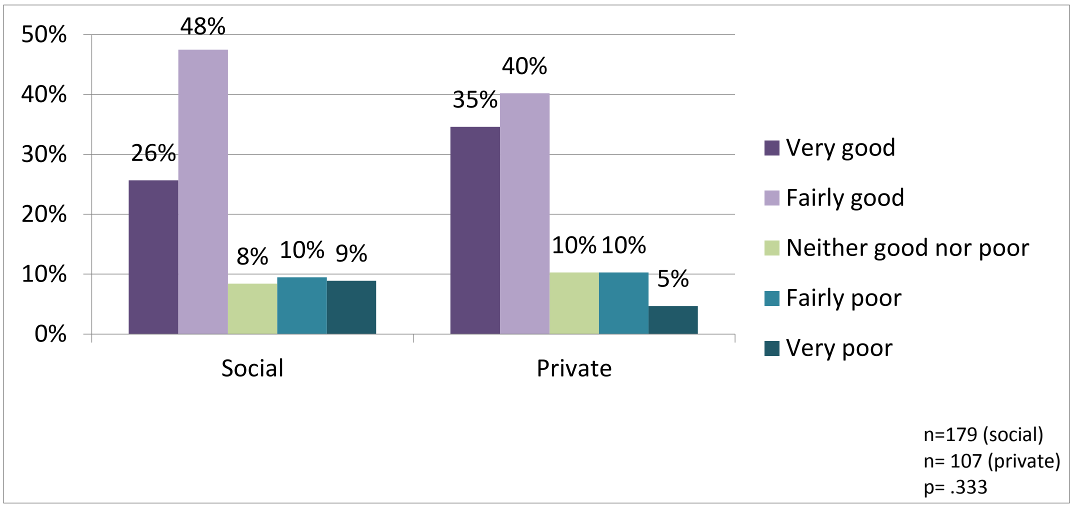

Figure 36: Quality of children's play areas.

[23] Davidson S *et.al*. (2015) *Glasgow Household Survey 2015*. Edinburgh: Ipsos Mori. Figure 5.2.

Paths and pavements

As well as green amenities, the survey also inquired about active travel facilities. We asked interviewees how they would rate the quality of paths and pavements in or near their local area. Nine-out-of-ten respondents in both tenure groups rated paths as good (Figure 37).

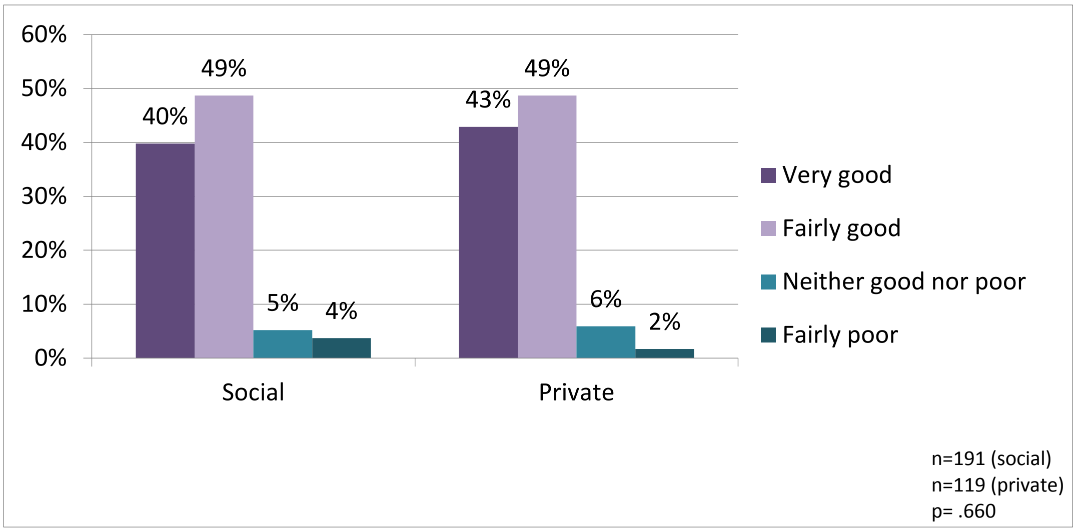

Figure 137: Quality of paths and pavements.

Cycleways and tracks

Participants were also asked how they would rate the quality of cycleways and tracks in or near their local area. The pattern of responses is very similar to that for paths, with most people rating cycleways as good and very few people considering their quality to be poor (Figure 38).

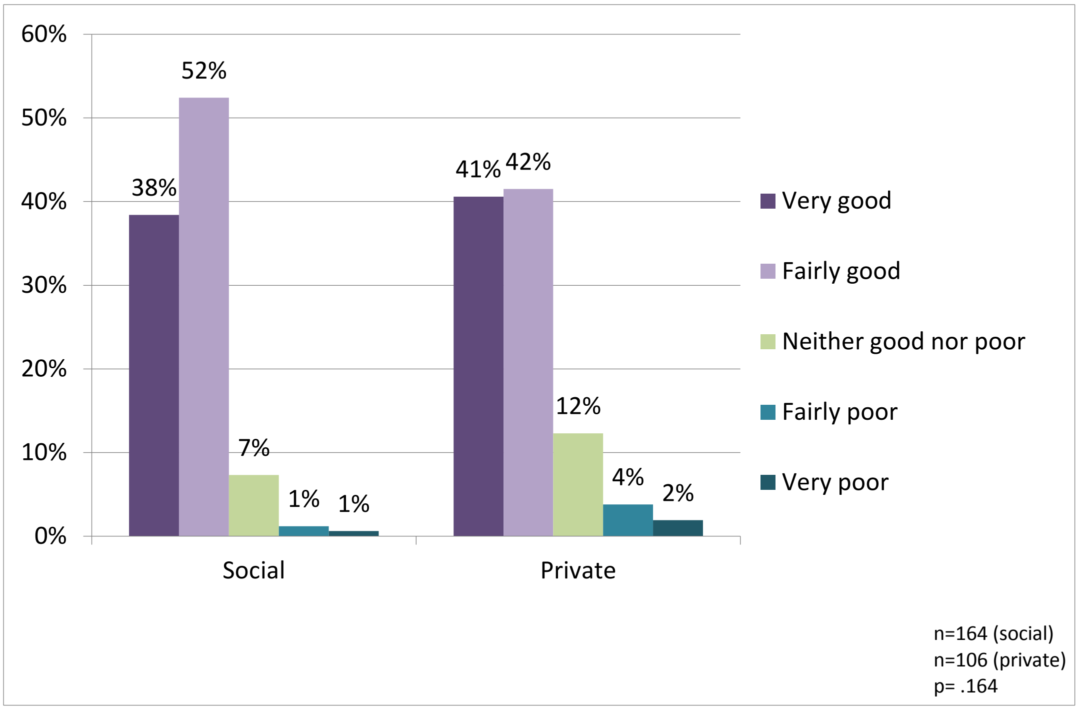

Figure 38. Quality of cycleways and tracks.

Environmental services

Respondents' views on environmental services such as street cleaning and street lighting were also sought.

Street cleaning

Participants were asked: 'How would you rate the quality of street cleaning in or near your local area?' Most respondents considered street cleaning to be good, though only around a third thought this service was 'very good' (Figure 39). Slightly more owners than renters (15% versus 10%) rated street cleaning as poor. Village residents gave a relatively positive view of street cleaning services: whereas around three-quarters of Village residents rated street cleaning as good, only 61% of Glasgow's citizens as a whole reported satisfaction with street cleaning services in a city council survey the previous year[24].

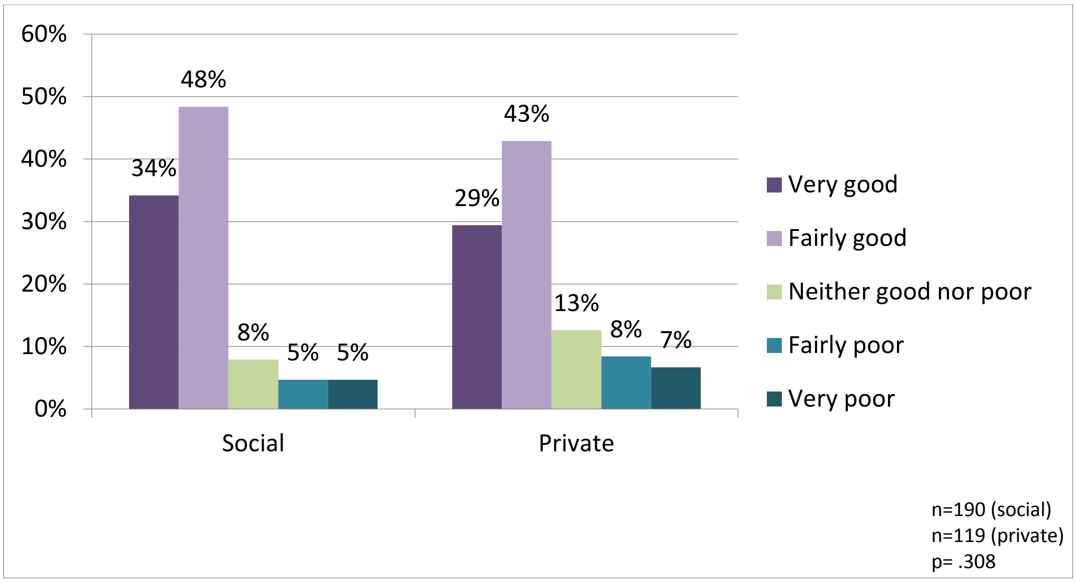

Figure 149: Quality of street cleaning.

[24] Davidson S. *et.al*. (2015) *Glasgow Household Survey 2015*. Edinburgh: Ipsos Mori. Figure 5.2.

Street lighting

In addition, we asked interviewees: 'How would you rate the quality of street lighting in or near your local area?' The answers were very similar as for street cleaning, above, with four-in-five respondents rated street lighting as good, and around 15% of both tenure groups rated it as poor (Figure 40). Village residents' views on street lighting were almost identical to those of Glasgow's citizens in general: 80% of Village residents rated street lighting as good, compared with 84% of Glasgow citizens being satisfied with street lighting[25].

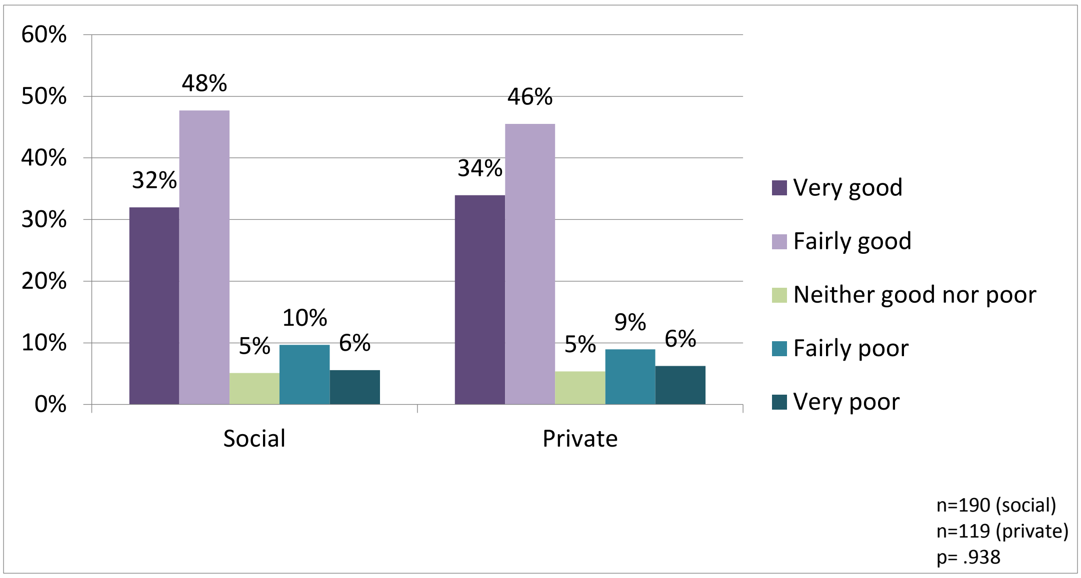

Figure 40: Quality of street lighting.

[25] Davidson S. *et.al*. (2015) *Glasgow Household Survey 2015*. Edinburgh: Ipsos Mori. Figure 5.2.

Environmental issues

Having asked respondents about local amenities and environmental services, we invited participants to identify environmental issues or problems in the local area.

Rubbish

Interviewees were asked to tell us whether they thought rubbish or litter lying around was a serious problem, a slight problem or not a problem at all in their neighbourhood. Around two-in-five social renters (43%) and three-in-five owners (57%)considered rubbish and litter to be a local problem (Figure 41). Both these rates are approximately one-and-a-half times the rate at which the two tenure groups identify the problem of rubbish and litter across Scotland (37% social renters; 25% owner occupiers)[26]. The rate of identification of rubbish and litter as a problem by social renters in the Village (43%) is similar to the rate at which all residents of neighbourhoods in the most deprived two deciles of areas in Scotland identify this problem (45% for decile 1, and 40% for decile 2)[27], but the rate of identification of the problem by owners in the Village is higher (57%) than is usual among residents of relatively deprived areas.

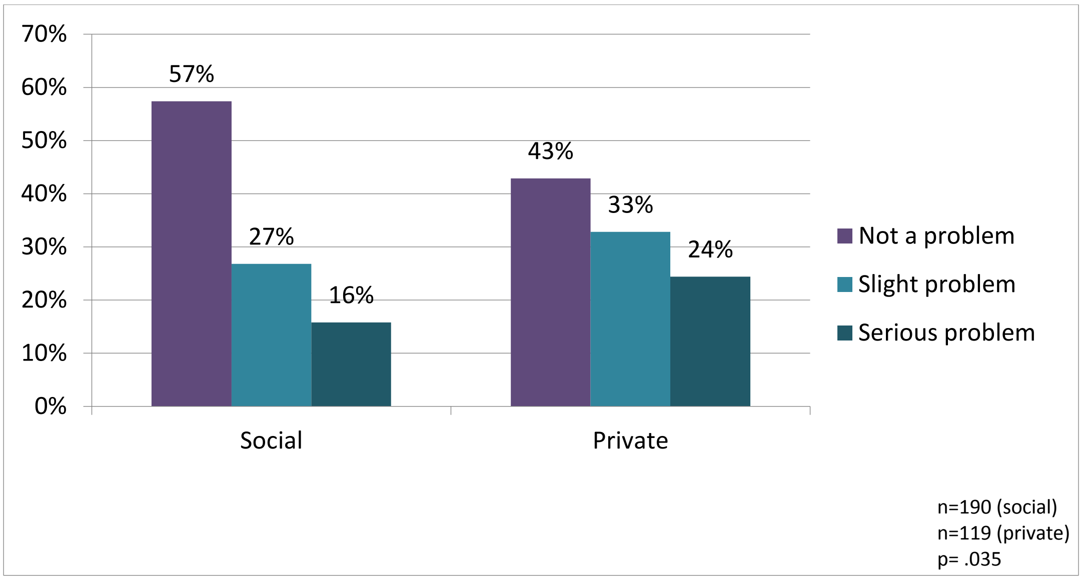

Figure 151: Environmental issues: rubbish and litter lying around.

[26] Scottish Government (2016) **Scotland's People Annual Report: Results from the 2015 Scottish Household Survey**, Table 4.7. Percentage saying the problem is 'very' or 'fairly common' in their neighbourhood.
[27] Ibid., Table 4.6.

Vacant and derelict land

We also asked interviewees to tell us whether they thought vacant or derelict buildings or land sites were a serious problem, a slight problem or not a problem at all in their local neighbourhood. Very few social renters considered empty land or buildings to be a local problem, but a quarter of owners did so (Figure 42).

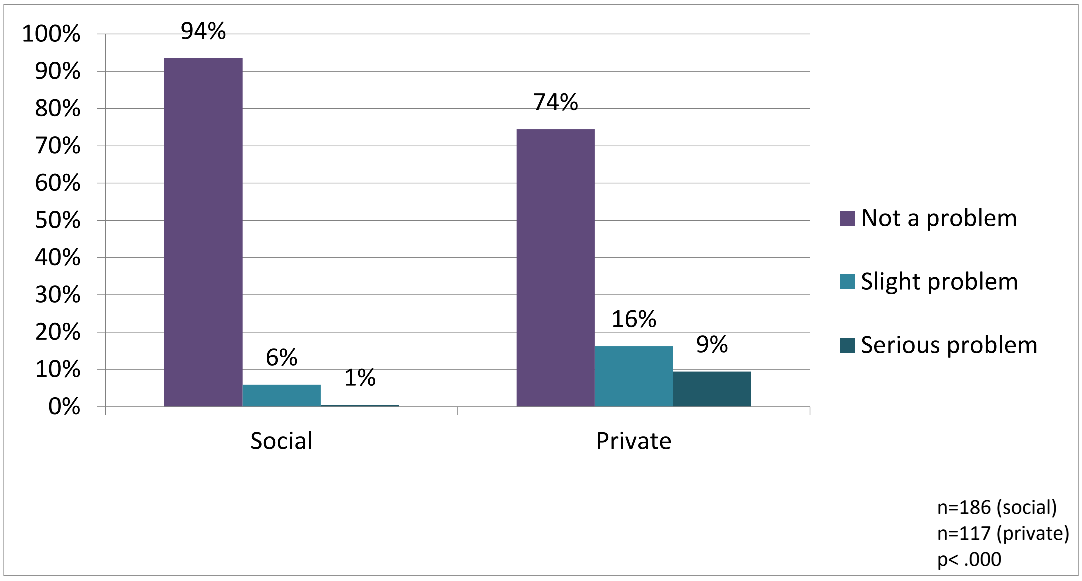

Figure 162: Environmental issues: vacant and derelict land and buildings.

Looking after the local area

Finally, we enquired about care for the environment. Participants were asked how much they agreed or disagreed with the statement: 'People around here look after the local area'. While most people answered yes to this question, only around a tenth of respondents gave a very positive answer, indicating that care for the local environment is not considered a very strong value among local people (Figure 43). The two tenure groups were similar in their views on this issue.

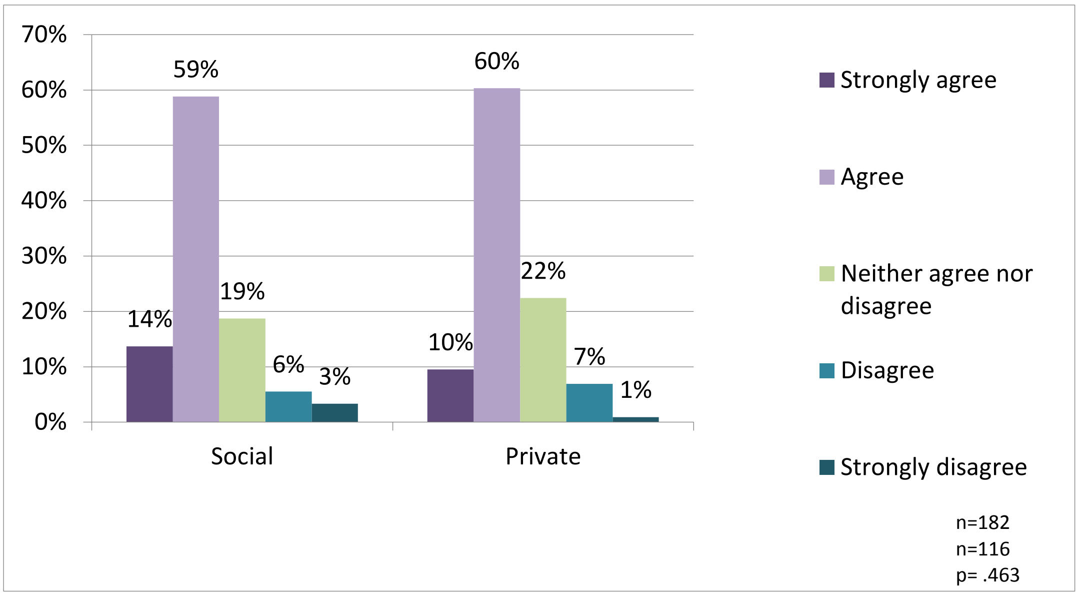

Figure 173: Perception that people look after the local area.

Summary

The vast majority of all residents in the Village considered their local environment to be pleasant and attractive. On this issue, owners tended to be more strongly positive than social renters, which may reflect the location of many of the owner occupied dwellings on the river-side of the Village development. On the other hand, more social renters than owners were unhappy about the quality of local parks and play areas (though still a small minority in each case). This may reflect the fact that the social sector contains more families with children, who may be more dependent on the local area for recreation. Active travel infrastructure – paths, pavement and cycleways – was also considered to be of good quality by most residents.

Owners' expectations and past experiences of neighbourhood environments may explain the fact that they were slightly more likely than social renters to identify street cleaning services as poor and vacant and derelict land as a problem (albeit that in both cases it was a minority of owners who did so); and that owners were far more likely than people living in deprived areas across Scotland to identify rubbish and litter as a local problem. Both social renters and owners showed modest support for the idea that local residents looked after the area, but there was not a strong view that local people performed this custodial role.

Local services and amenities

This chapter reports Village residents' assessments of the quality of local services and amenities (other than environmental services, dealt with above). It considers five services and amenities: shops; public transport; sport facilities; libraries; and community centres. In the case of the last three of these, the chapter also reports on the rate at which residents make use of these services and amenities.

Shops

Participants were asked how they would rate the quality of shops in their local area. Residents' views of local shops were very negative, with more people rating them as poor than good. More than three-in-five social renters and more than two-in-five owners rated local shops as poor (Figure 44). Ten percent more owners than social renters rated local shops as good, which may reflect a wider definition of 'local shops' among owners.

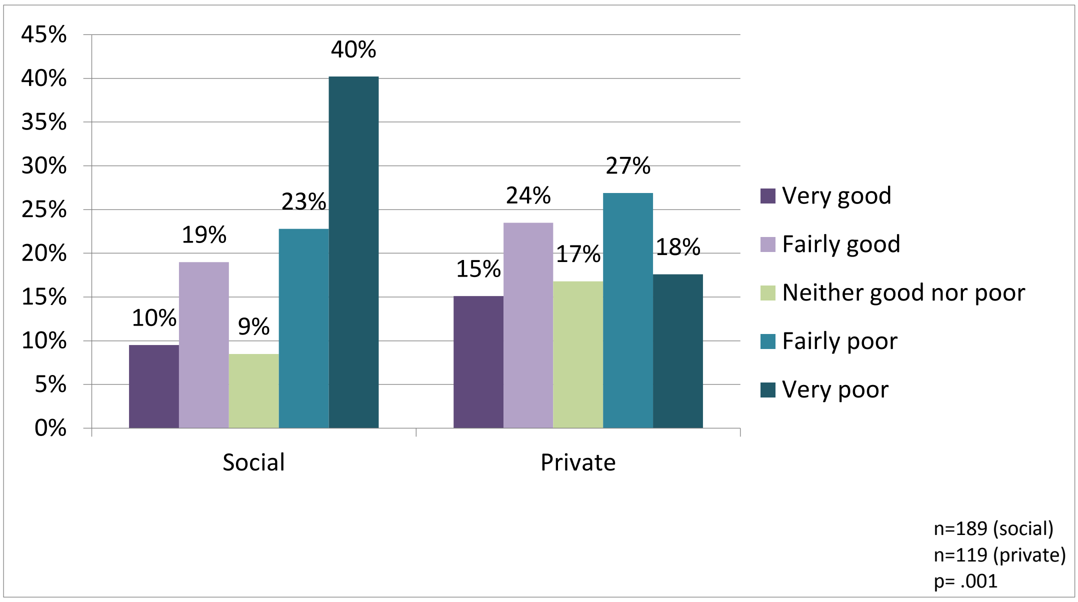

Figure 184: Quality of shops in the local area.

Public transport

We also asked interviewees how they would rate the quality of public transport in or near their local area. Ratings of public transport were generally positive, moreso among owners than social renters (Figure 45). Nearly a quarter of social residents rated public transport as poor, which may reflect their greater dependence on public transport, particularly buses. Private residents (58%) were more likely tha social residents (53%) to have access to a car or van as their main mode of travel to work or college. Similar proportions of social and private residents used public transport as their main mode (26% social; 25% private). However, social residents were more than twice as likely to be bus users (bus use: 20% social; 8.5% private), while private residents were over twice as likely to use the train (train use: 6% social; 16% private).

The overall percentage of owners who rated public transport as good (81%) was similar to the percentage of all residents of deprived areas in Scotland who are satisfied with public transport services (78%)[28], whereas the percentage of social renters in the Village who rated public transport as good (69%) was below the national average for deprived areas.

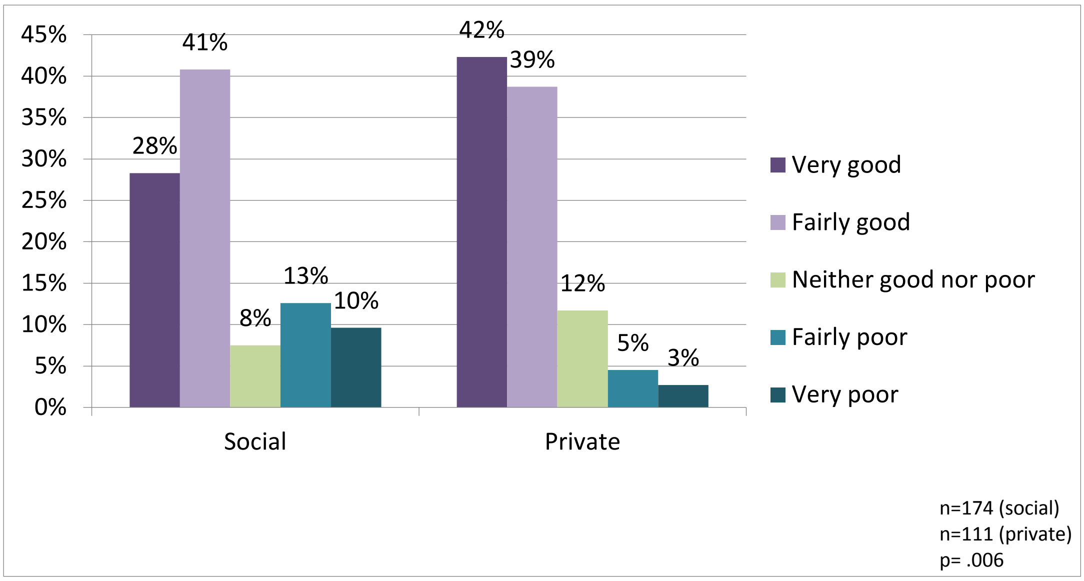

Figure 45: Quality of public transport.

[28] Scottish Government (2016) Scotland's People Annual Report: Results from the 2015 Scottish Household Survey, Table 10.3.

Sports facilities

Quality of local sports facilities

Interviewees were asked how they would rate the quality of sports facilities in or near their local area. The percentage of social renters (85%) and owners (89%) in the Village who rated local sports facilities as good (Figure 46) is very similar to the percentage of all Glasgow citizens who report satisfaction with the sports and leisure centres (90%)[29]. However, a higher percentage of Village residents in both the social renter group (46%) and the owner occupier group (53%), rated local sports facilities as 'very good' compared with the percentage of Glasgow citizens who were 'very satisfied' with sports and leisure centres (40%).

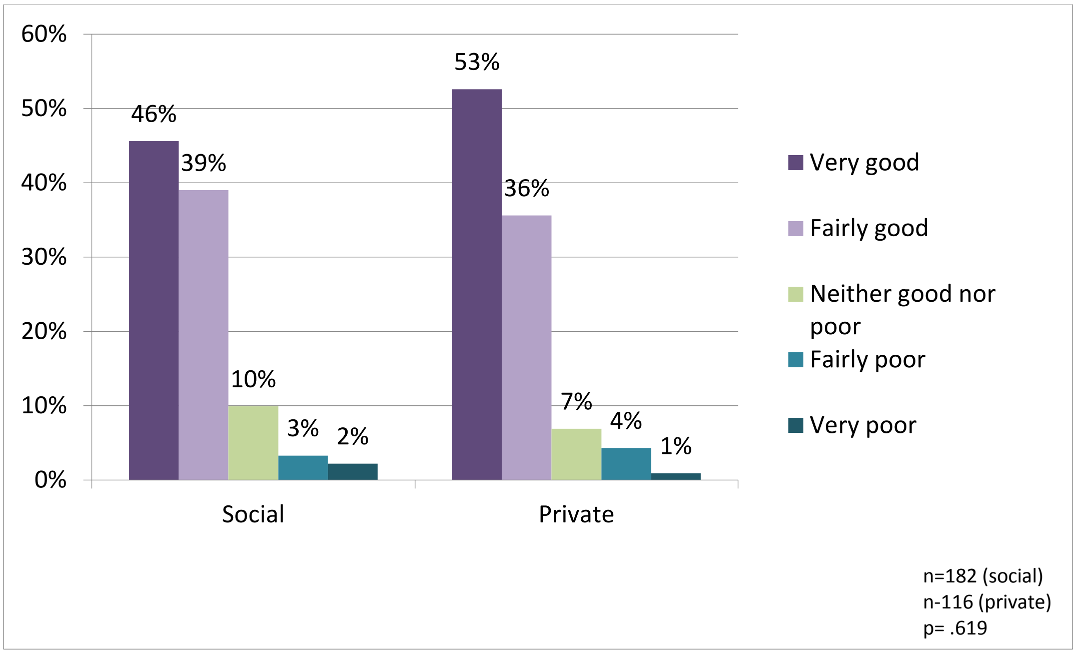

Figure 196: Quality of sports facilities.

[29] Davidson S *et.al*. (2015) *Glasgow Household Survey 2015*. Edinburgh: Ipsos Mori. Figure 5.2.

Use of sports facilities

We also asked our participants: 'How often do you use any of the following facilities: sports hall, gym or fitness centre?' Far more owners (60%) than social renters (29%) reported being users of sports facilities, and this was true for both men (Figure 47) and women (Figure 48). Over a third of men and women living in the private sector used sports facilities on a weekly basis, compared with only a fifth or fewer of their opposite numbers in the social rented sector. Owners were more likely, and social renters less likely, to be users of sports facilities than Glasgow's citizens in general, 43% of whom had used sports and leisure centres in the past year[30].

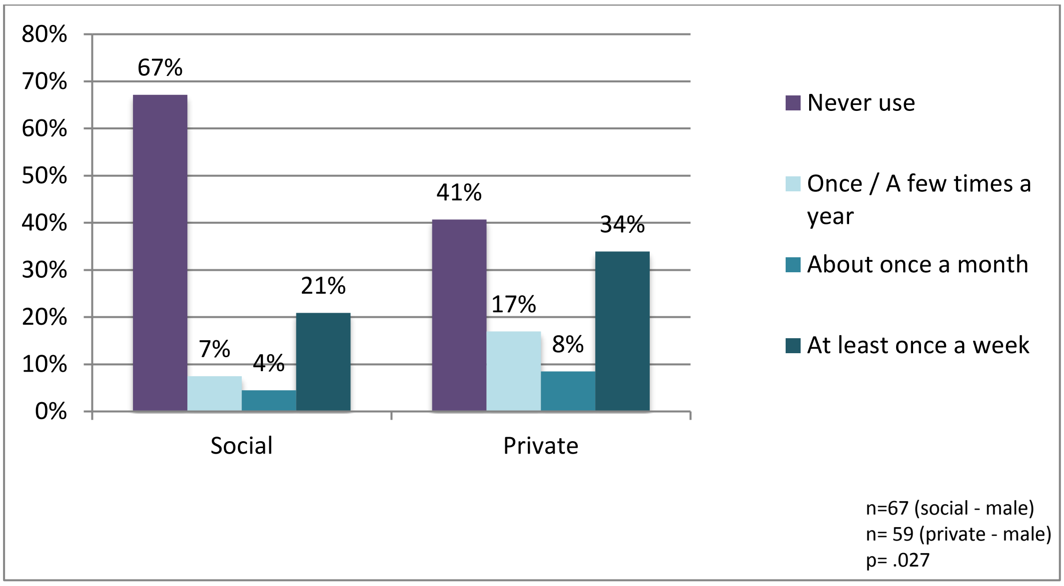

Figure 207: Frequency of using sports facilities – men.

[30] Davidson S *et.al.* (2015) *Glasgow Household Survey 2015*. Edinburgh: Ipsos Mori. Table 5.1. The GHS asks about *use* by the respondent *or any other household member* whereas the GoWell East survey asks how often the *respondent uses or goes to* the amenity, which may include with other household members who are users. It is unclear how these differences in the wording of the two questions may have affected the responses given to the two surveys, and hence the comparsion given here.

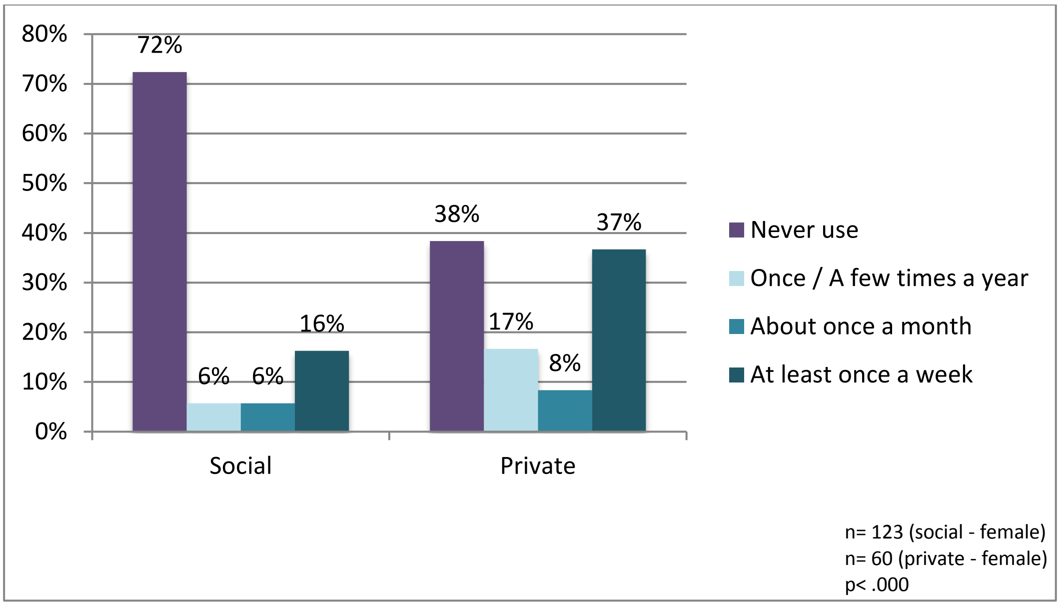

Figure 21: Frequency of using sports facilities – women.

Use of East End sports facilities

We then asked interviewees who said that they used a sports facility, whether or not it was in the East End. The vast majority of social renters (88%) who used a sports facility accessed one in the East End, while a quarter (25%) of owner-occupier users accessed a non-local facility. However, this difference in local usage of sports facilties was evident for men (Figure 49) but not for women (Figure 50).

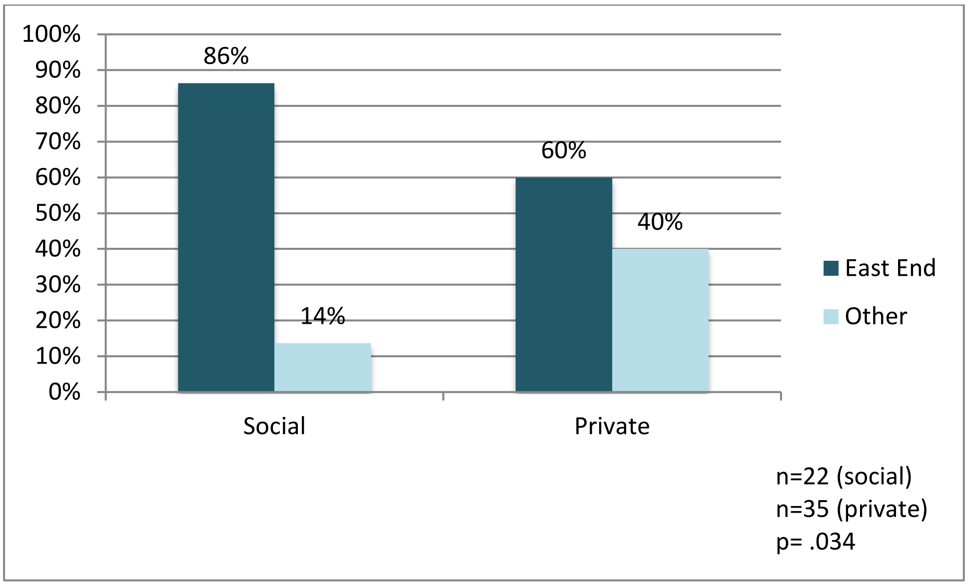

Figure 229: Use of East End sports facilities – men.

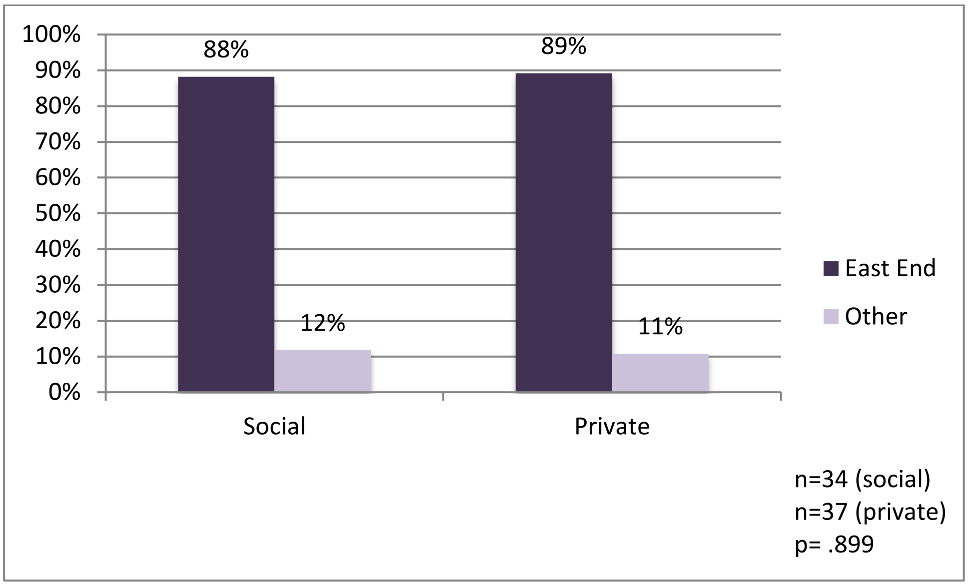

Figure 50: Use of East End sports facilities – women.

We also asked people who had used a local sports facility to recall which sports centre or other sports facility they had used most recently. A majority of local users in both tenure groups (six-out-of-ten social renters and seven-out-of-ten owners) had used the Emirates Arena (Figure 51), but in addition, twice as many social renters as owners had used either Gorbals Leisure Centre (across the river) or Tollcross Centre (just east of the study area).

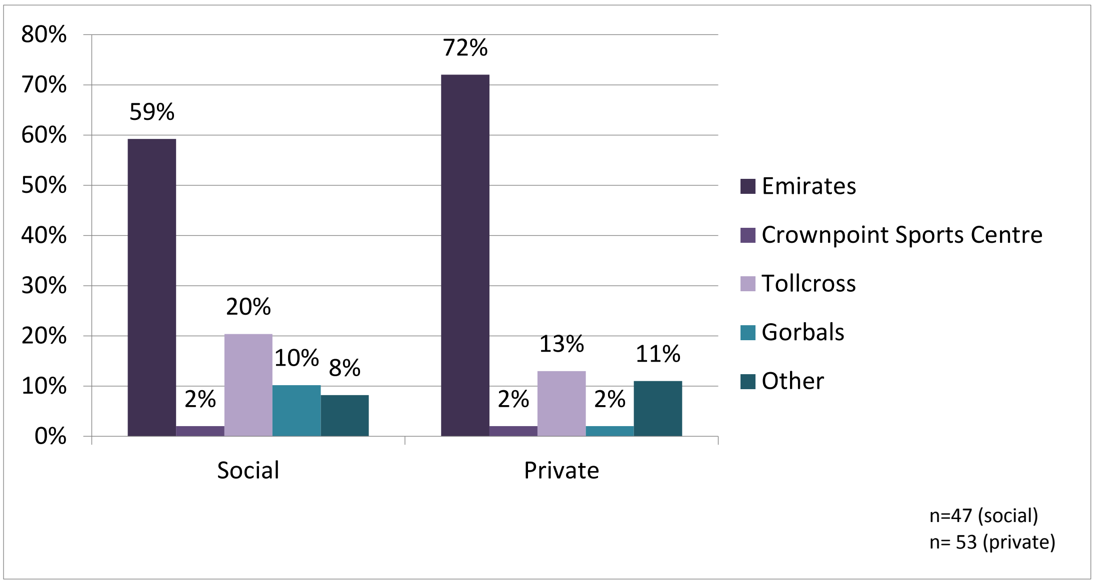

Figure 51: Most recently visited sports facility.

Libraries

Use of libraries

We asked our participants how often they had been to the library in the last 12 months. A quarter of social renters (26%) and a third of owners (37%) had used a library in the past year (Figure 52), both figures being lower than the rate of use reported across the city (47%)[31].

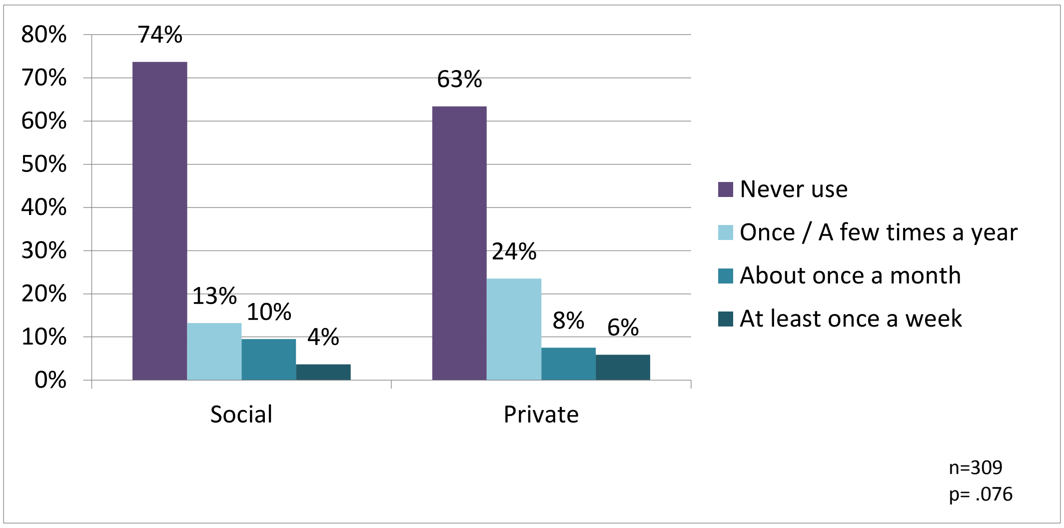

Figure 52: Frequency of library use.

[31] Davidson S *et.al.* (2015) *Glasgow Household Survey 2015*. Edinburgh: Ipsos Mori. Q22, p.56. GHS asked about personal visits to a library by the respondent, similar to the GoWell East survey.

Two-in-five library users in both tenure groups had last used Bridgeton library in the recently refurbished Olympia building, with a further 30% of social renter library users having used Parkhead library (Figure 53). The largest group of owner occupier users (43%) had used a non-local library, including in the city centre and west end, possibly reflecting the wider geographic origins of the owners from across the city.

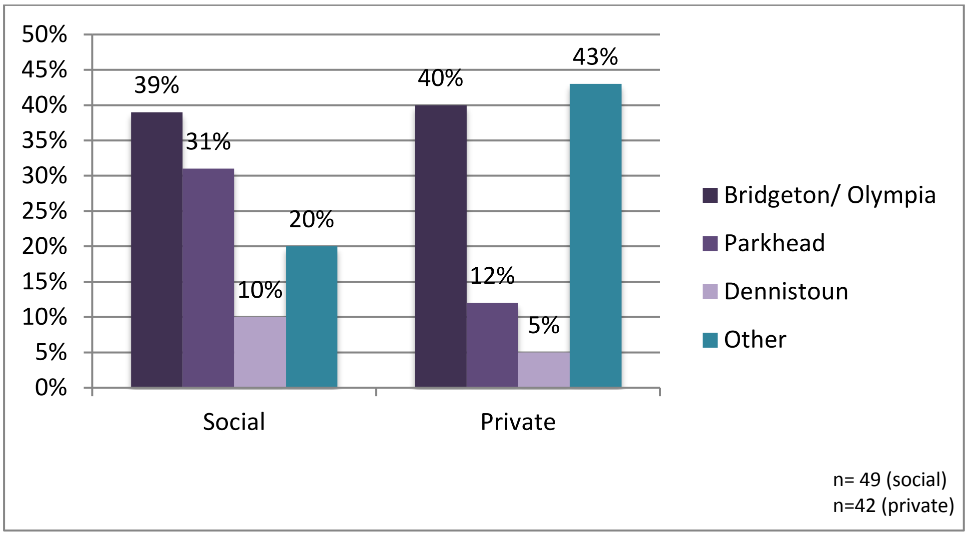

Figure 53: Most recently visited library.

Library users were asked what the main thing was that they did the last time they used a library. For both tenure groups, borrowing books was the most common activity (Figure 54), done by around a third of library users (35% of social renters and 31% of owners), which is a lower rate than reported across a year for city-wide library users (66% borrowed books)[32]. Twice as many social renter library users (22%) as owner users (10%) went to a library to use a computer or to print something. Conversely, more owner-occupier library users (17%) than social renter users (10%) went to a library to study. A fifth of users in both tenure groups went to accompany their children.

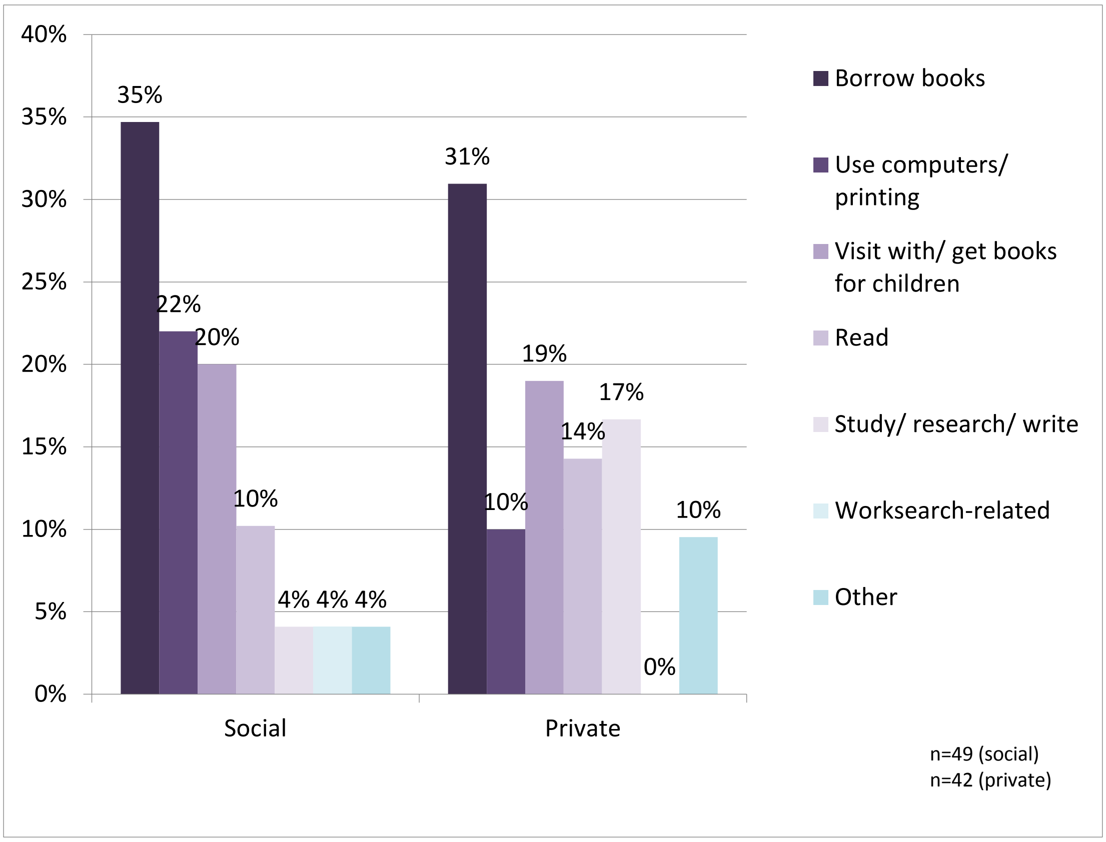

Figure 54: Activities at most recent library visit.

[32] Davidson S *et.al*. (2015) *Glasgow Household Survey 2015*. Edinburgh: Ipsos Mori. Table 5.7. The GHS allowed people to identify more than one thing they had done at a library in the past year, which will help raise the Glasgow percentage compared with GoWell East, where library users were asked to name the *main* thing they did there on their last visit.

Community centres

Participants were asked: 'How often do you use or go to a community centre?' Fifteen percent of social renters and 21% of owner occupiers reported being users of community centres (Figure 55). These rates of usage are higher than the rate recorded across Glasgow in the previous year of 12%[33].

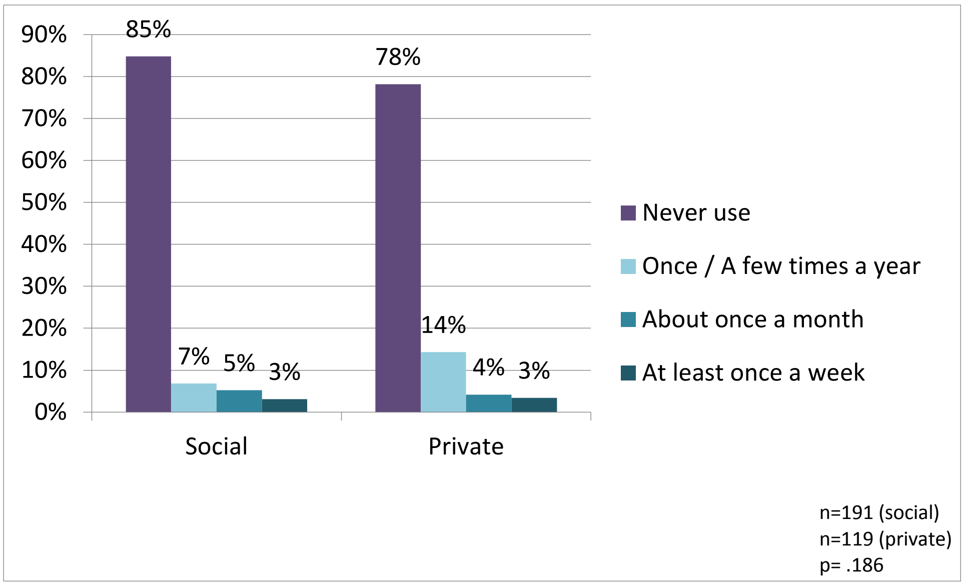

Figure 235: Frequency of community centre use.

[33] Davidson S *et.al.* (2015) *Glasgow Household Survey 2015*. Edinburgh: Ipsos Mori. Table 5.1. The GHS asks about *use* of a local community centre by the respondent *or any other household member* whereas the GoWell East survey asks how often the *respondent uses or goes to any* community centre, and which may include with other household members who are users. It is unclear how these differences in the wording of the two questions may have affected the responses given to the two surveys, and hence the comparsion given here.

We also asked people who had visited a community centre, which centre they visited most recently and what was the main activity that they did there. Seven-out-of-ten social renter users of community centres, and six-out-of-ten owner-occupier users had most recently been to a community centre in the East End (Figure 56).

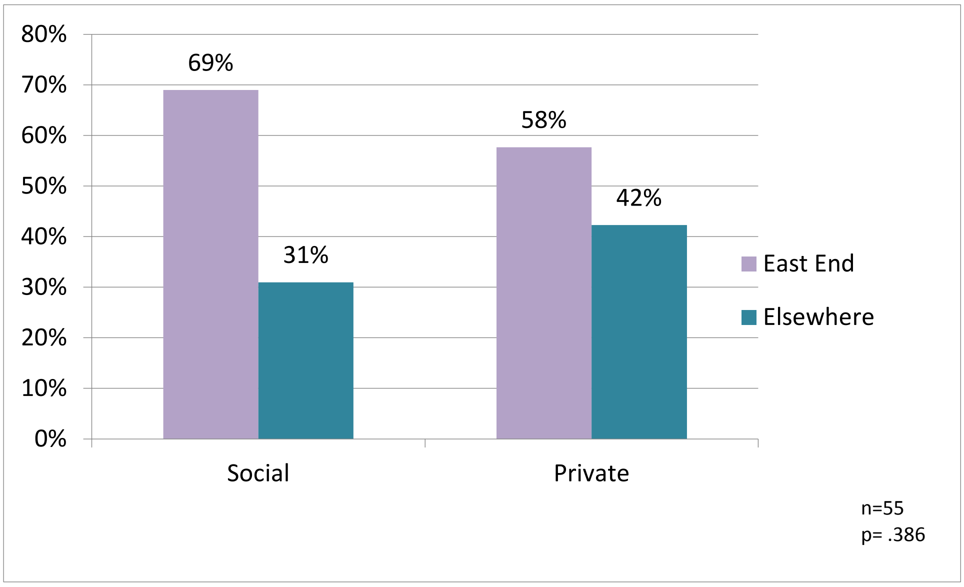

Figure 246: Use of East End community centres (by those who had visited a community centre in the past year).

Most social renter users made use of two community centres, at Bridgeton and Dalmarnock (Figure 57). Most owner-occupier users made use of three community centres: Dalmarnock, Cuningar Loop, and Bridgeton[34]. Thus, around eight months after it opened, the survey found that small numbers of adult householders living in the Village had accessed the Dalmarnock Hub as a community centre.

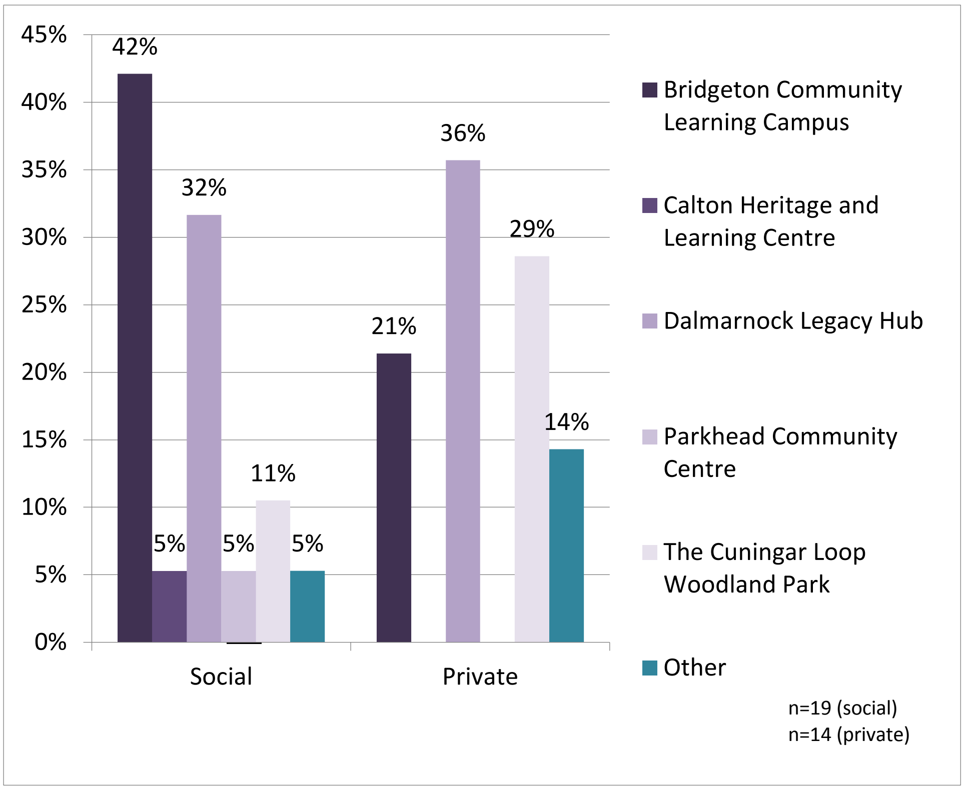

Figure 257: Most recently visited community facility.

[34] The interviewers recorded whichever places respondents mentioned in answer to this question.

Areas for improvement

Participants were asked: 'Are there any other services or amenities you would like to see improved in your local area?' Two thirds of social renters (68%) and nearly four-fifths of owners (78%) identified services or amenities for improvement. In both cases, the overwhelmingly important item, identified by two-thirds of those desiring improvements was shops (Figure 58)[35]. The emphasis in the accompanying comments received was for 'local shops' or 'corner shops'.

For social renters, the second most important area for improvement was a desire for more things for children to do, including play-areas for pre-school children and spaces to play football for slightly older children. The second priority for owner-occupiers was for improved local social amenities including cafés, coffee shops and pubs. Both groups also had a desire for a local GP practice[36]. The third priority for both social renters and for owners was in relation to environmental services, including concerns over street cleaning, bins for dog waste, and fly-tipping. There was also a desire that vacant land in the area be built on or made use of. For owners, closely behind environmental services was a desire for improved security services such as CCTV, improved street lighting, and more police foot patrols in the area. Among social renters, additional areas for improvement were related to buses and schools.

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[35] The new Dalmarnock Legacy Hub located across the road from the Village had included an initial space allocation for three retail units. An amendment to the planning permission was later sought by the People's Trust, who own and manage the Hub, to change the retail units to a pharmacy, dental surgery and GP surgery. Proposals for mixed-use developments elsewhere in the area which might include some retail provision had yet to come to fruition.

[36] The planned GP surgery at the Legacy Hub had not opened at the time of the survey; at the time of writing it was said to be due to open soon.

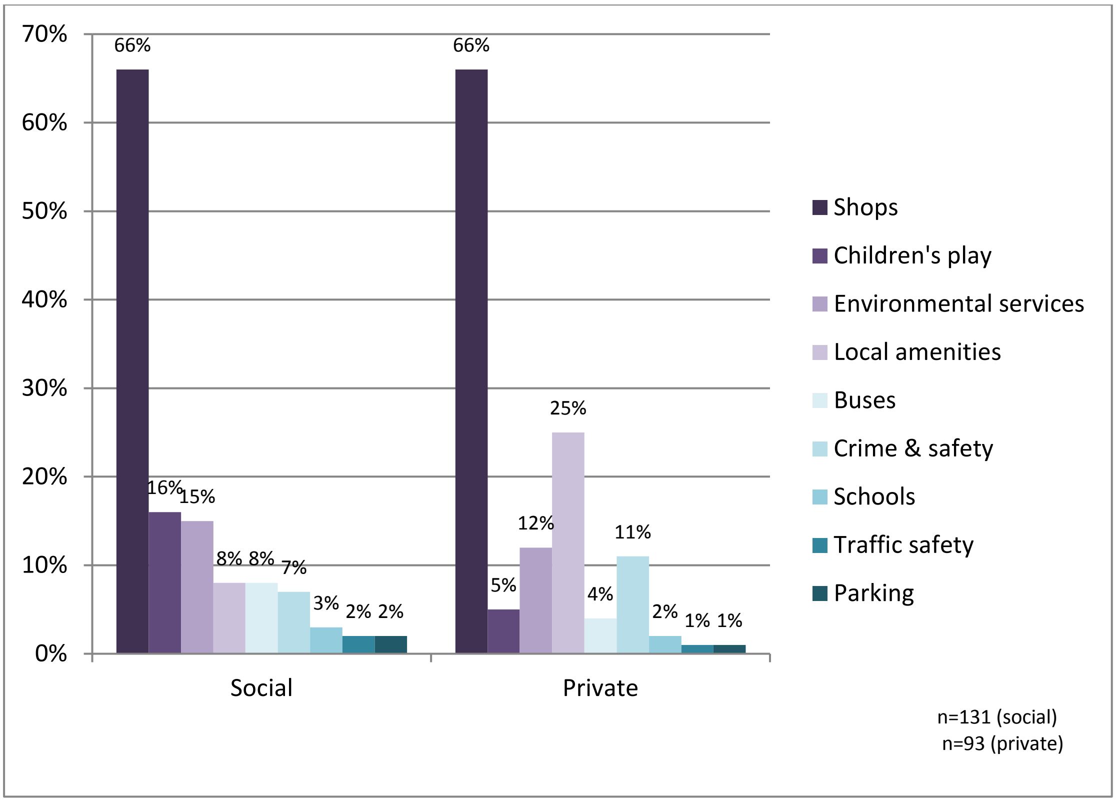

Figure 268: Amenities requiring improvement by tenure.

Summary

Differences in levels of local dependency may have been reflected in residents' views on local services and amenities. While both tenure groups were mostly positive in their opinions, owners tended to be more positive than social renters.

A majority of both tenure groups considered that local amenities could be improved: they shared a priority for more and better shops – indeed shops was the only amenity where more people had a negative view than a positive one; thereafter, amenities and spaces for children was the next priority for social renters; for owners, the next priority was for social venues such as cafés and pubs.

It is also evident from the findings that social renters living in the Village have relatively low rates of use of some local amenities, including sports facilities and libraries. This may be of interest to the public agencies who have invested recently in these amenities in the local area. Further investigation is required to establish how access and use of local amenities can be increased, accepting that there may be some increase in usage with time as residents further settle in to living in the Village.

The community

This chapter looks at the extent to which a community is forming within the Village. It considers residents' sense of belonging to a community, their familiarity and interactions with other Village residents, and their identification of social issues in the local area (extending beyond the Village itself).

Feeling part of the community

We asked participants to what extent they agreed with the statement: 'I feel part of the community'. Three-quarters of social renters and two-thirds of owners felt part of the local community (Figure 59). For social renters, the responses in the Village are very similar to those reported for deprived areas across Scotland, where 28% of residents feel 'very strongly' part of the local community and 42% feel this 'fairly strongly'[37]. Among owner-occupiers in the Village, the feeling of community belonging is weaker than found across deprived areas in Scotland. A quarter of social renters and a third of owner-occupiers in the Village do not feel part of the local community.

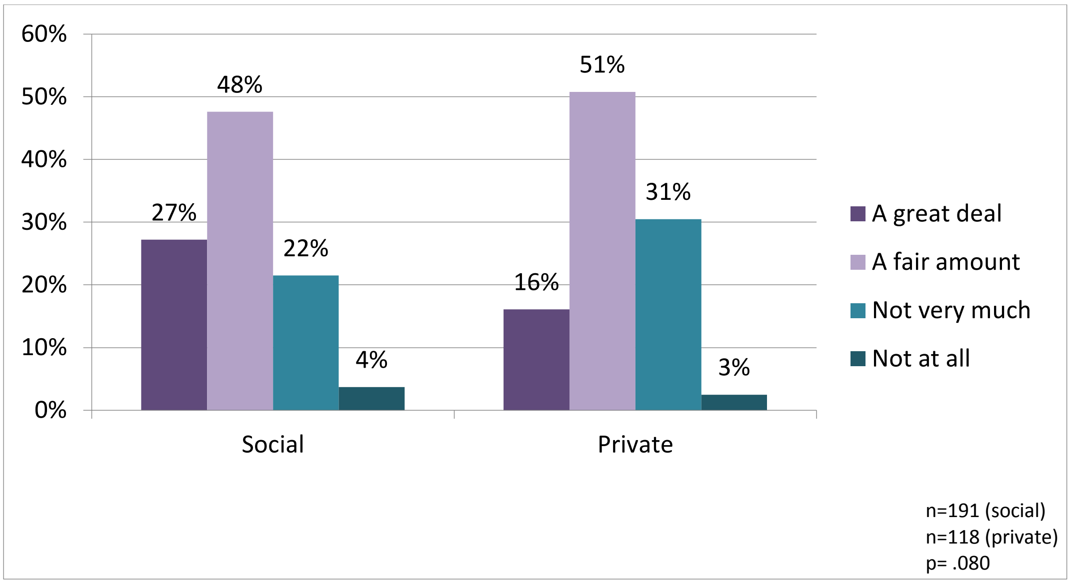

Figure 279: Feeling part of the community.

[37] Scottish Government (2016) Scotland's People Annual Report: Results from the 2015 Scottish Household Survey, Table 4.17.

Community relations

Knowing other people

Participants were also asked whether they would say they knew most, many, some, very few or no people in their neighbourhood. Owner occupiers were more likely than social renters to express familiarity with others, and to say that they knew many or most people in the area: two-in-five owners (40%) versus a quarter (27%) of social renters (Figure 60).

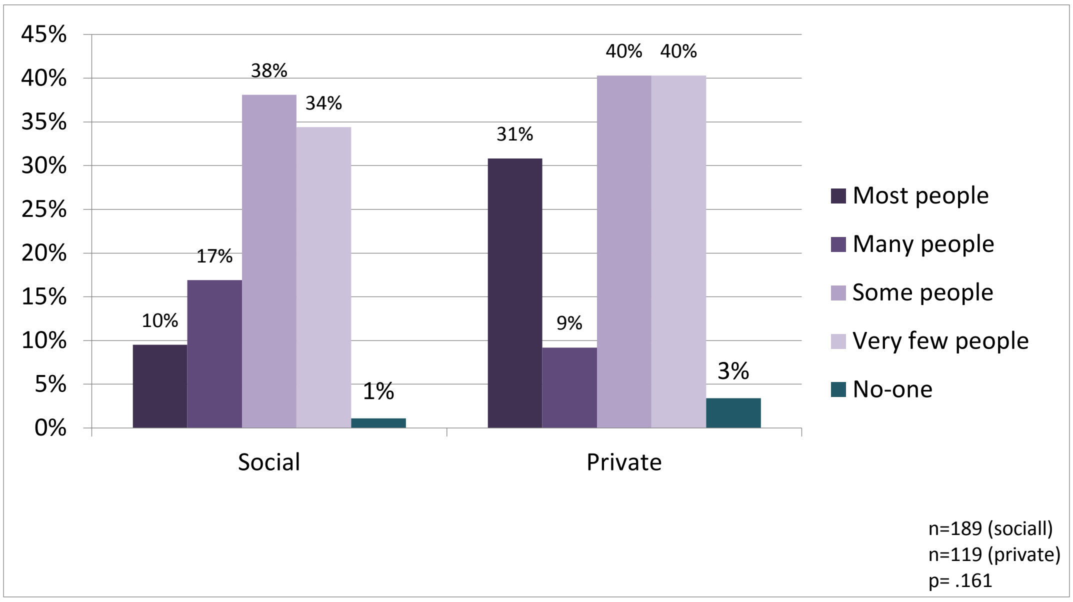

Figure 60: Knowing other people.

Visiting neighbours

We asked interviewees to what extent they agreed with the statement that: 'I visit neighbours in their homes'. This type of neighbourly home-based interaction was far more common among social renters than among owners: just over half of social renters (53%) reported that they visited neighbours in their homes, versus three-in-ten owners (30%) who did so (Figure 61).

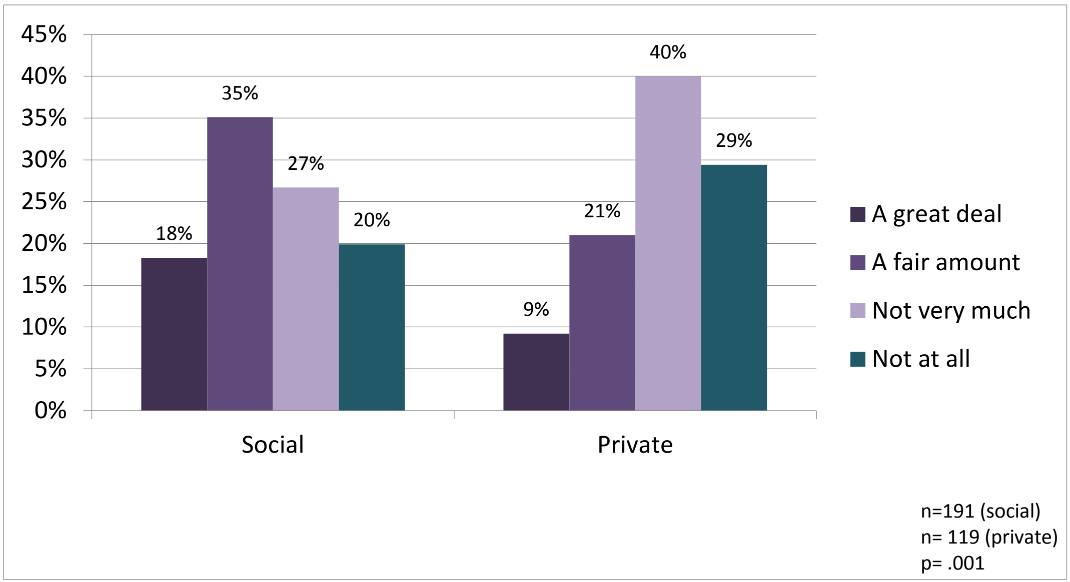

Figure 61: Visiting neighbours.

Talking to people in the neighbourhood

We also asked to what extent they agreed with the statement that: 'I stop and talk to people in my neighbourhood'. There were high rates of casual verbal interaction reported by both tenure groups, although again social renters engaged in this neighbourly activity a bit more often than owners (86% of social renters and 75% of owners said they interacted 'a great deal' or 'a fair amount'), with a quarter of owners saying they rarely or never spoke to neighbours in public space (Figure 62).

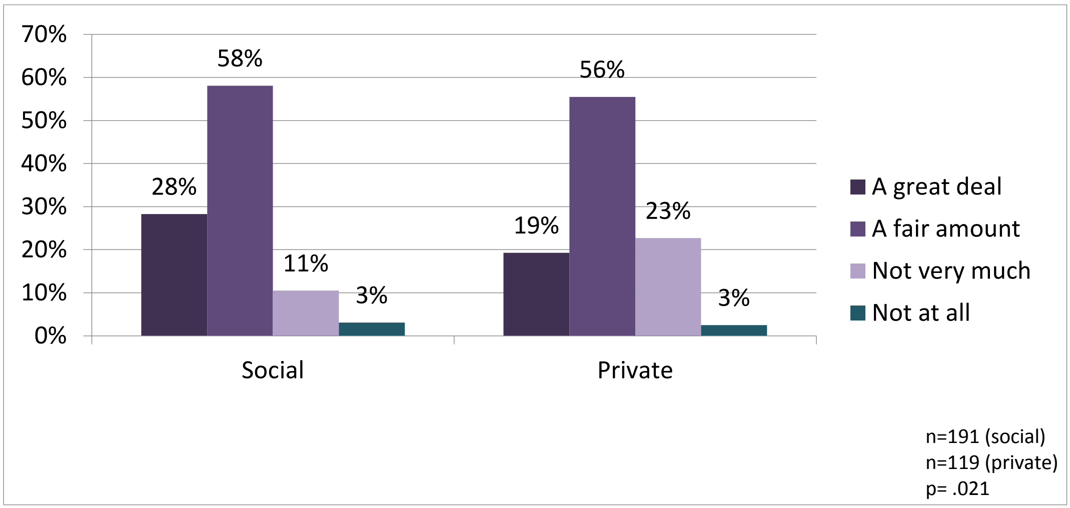

Figure 62: Talking to people in the neighbourhood.

Connections between social and private housing residents

Participants were asked to think about the people in their local neighbourhood that they had the most contact or connections with and consider the balance of renters and owners in that group. Both tenure groups were divided half-and-half between those whose local social connections were mostly or entirely with their own tenure group, and the other half whose social connections were with people in a mixture of tenures, or, in the case of nearly one-in-ten owners, were mostly with social renters (Figure 63).

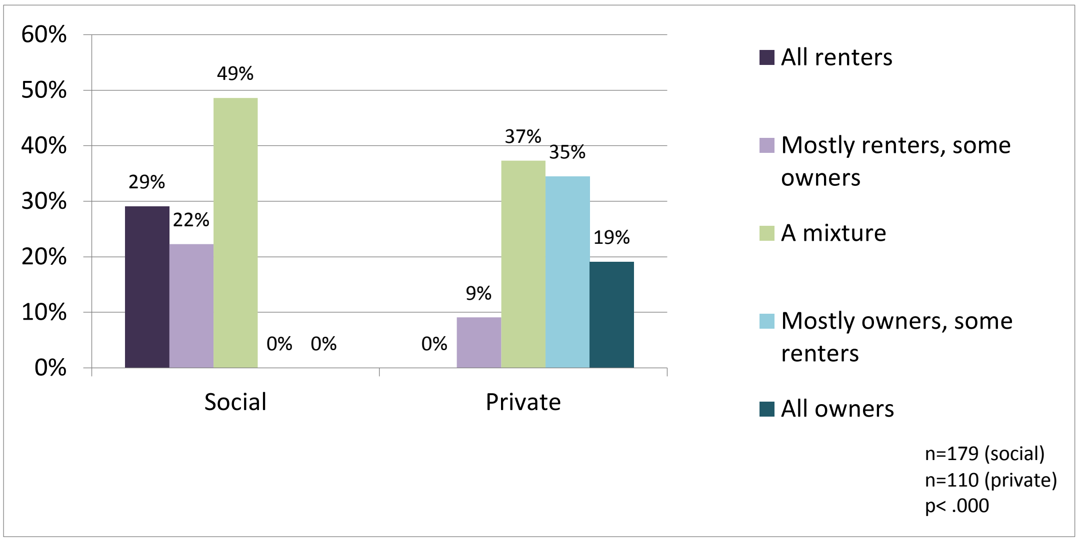

Figure 63: Connections between social and private housing residents.

How do people from different backgrounds get on?

We asked interviewees: ‘To what extent do you agree that this neighbourhood is a place where people from different backgrounds get on well together?’ Eight-out-of-ten social renters and nine-out-of-ten owners thought that people from different backgrounds living locally got on well with each other. However, one-in-ten social renters took the opposite view (Figure 64).

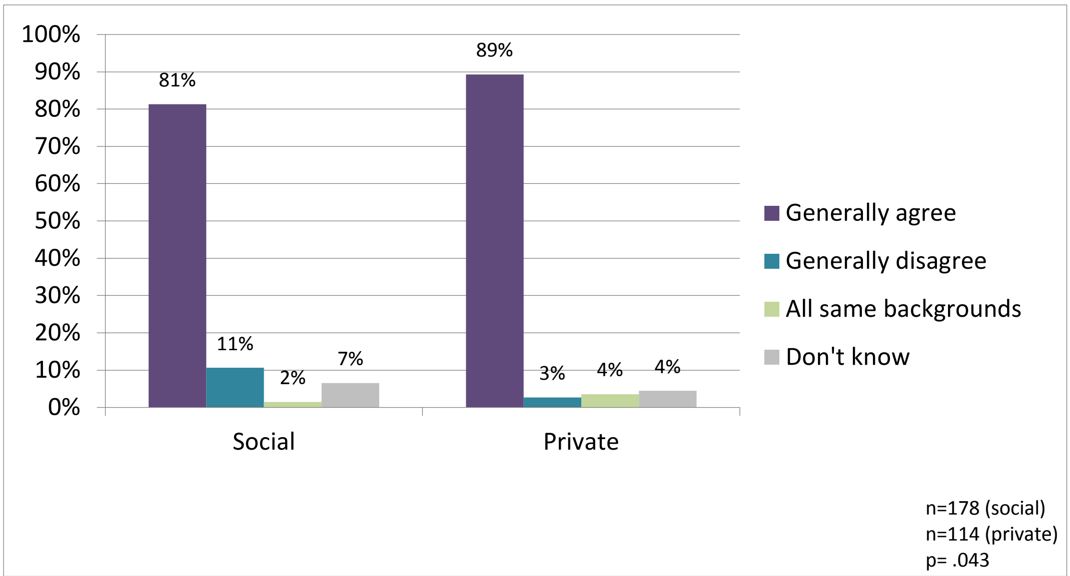

Figure 284: Perceptions of how people from different backgrounds get on.

Community issues

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. The responses from Village residents are comparable to those found across Scotland: 82% of social renters in the Village and 89% of owners reported feeling 'fairly' or 'very safe' walking alone after dark (Figure 65), compared with 85% of adults across Scotland[38]. In a recent survey across the Greater Glasgow area, only 60% of adults who lived in deprived areas said they felt safe walking alone after dark[39]. Owners in the Village were less likely (at 25%) than social renters (36%) to report a very strong feeling of safety.

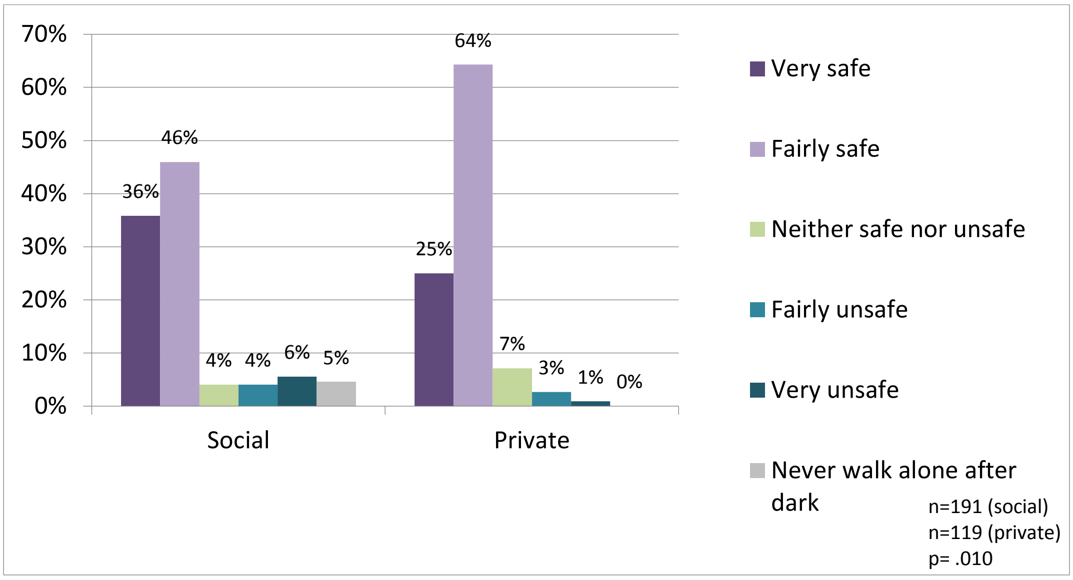

Figure 65: Perception of social problems - safety walking alone after dark.

[38] Scottish Government (2016) Scotland's People Annual Report: Results from the 2015 Scottish Household Survey, Table 4.4.

[39] Traci Leven Research (2015) *NHS Greater Glasgow and Clyde 2014/15 Health and Wellbeing Survey. Glasgow City HSCP Final Report.* Glasgow: NHS GG&C. Table 4.13.

Public behaviour

We also asked our participants to tell us whether they thought people being drunk or rowdy in public places was a serious problem, a slight problem or not a problem at all in their local neighbourhood. Responses from the two tenure groups were identical, with four-fifths saying rowdiness is not a problem and a fifth identifying it as an issue (Figure 66). This rate of identification of the problem is comparable to that found among adults living in deprived areas across Scotland, 23% of whom say rowdy behaviour is fairly or very common in their neighbourhood, and twice the rate found among all adults in Scotland (11%)[40].

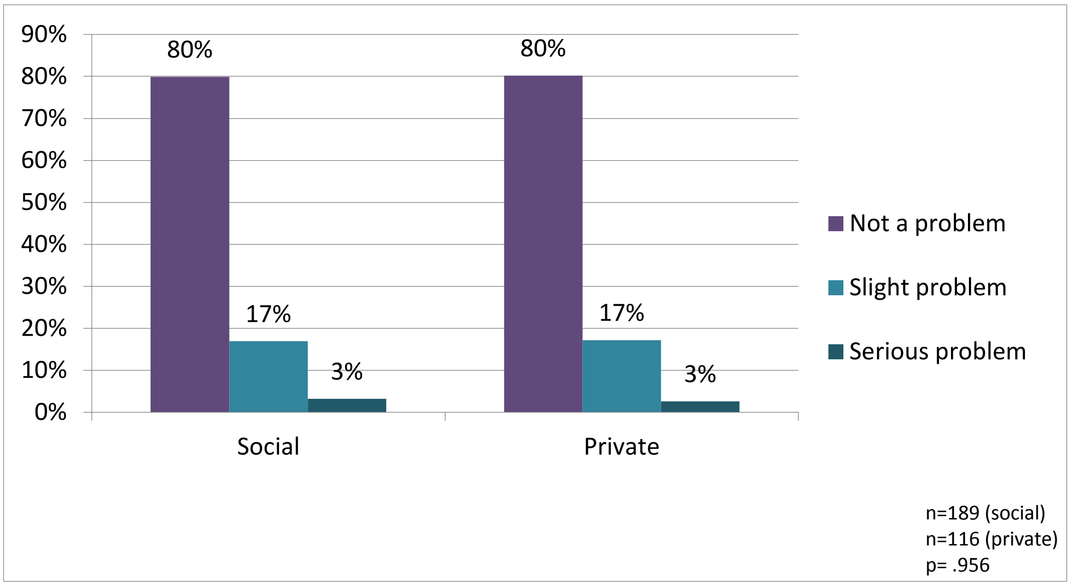

Figure 296: Perception of social problems - public behaviour.

[40] Scottish Government (2016) Scotland's People Annual Report: Results from the 2015 Scottish Household Survey, Table 4.6.

Violence

We also asked interviewees to tell us whether they thought that violence, including assaults and muggings, was a serious problem, a slight problem or not a problem at all in their local neighbourhood. Very few people identified violence as a local problem: 7% of social renters and 8% of owners (Figure 67).

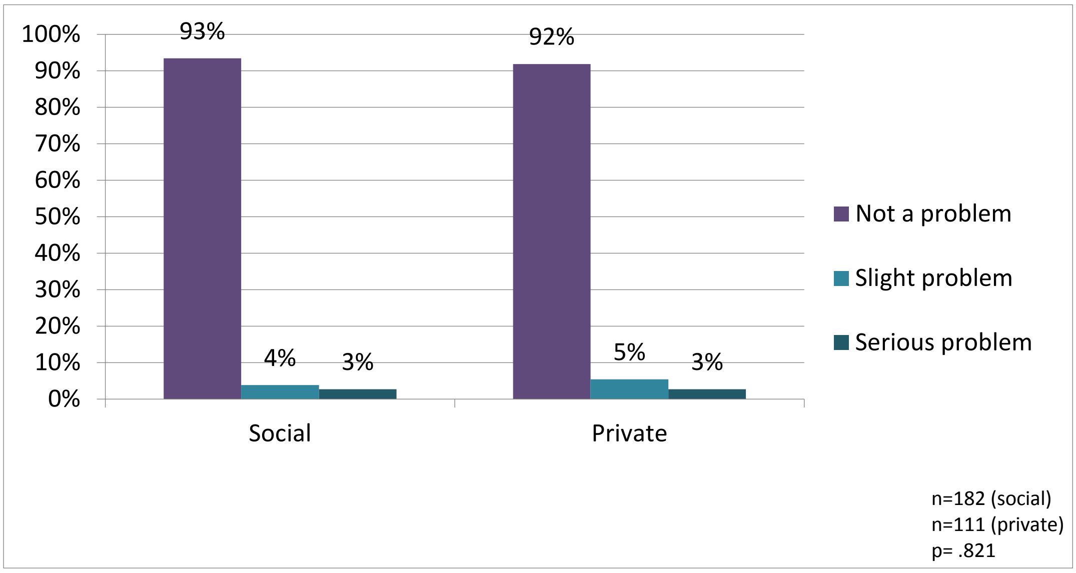

Figure 67: Perception of social problems – violence.

Drugs

We asked participants to tell us whether they thought that people using or dealing drugs was a serious problem, a slight problem or not a problem at all in their local neighbourhood. Very few people, 8% of social renters and 11% of owners, identified drugs as a local problem (Figure 68). This rate of identification of drugs as a local problem is much lower than found generally in the most deprived areas in Scotland, where nearly a quarter of adults (29%) identify drugs as a local problem[41].

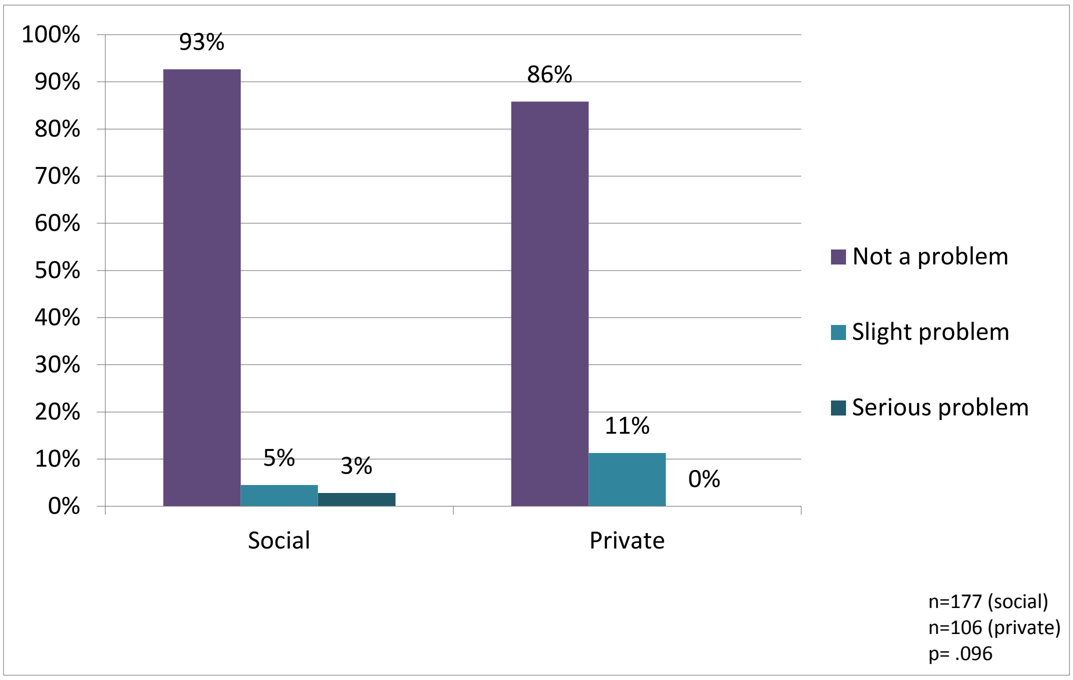

Figure 308: Perception of social problems - drugs.

41 Scottish Government (2016) Scotland's People Annual Report: Results from the 2015 Scottish Household Survey, Table 4.6.

Living healthy and active lives

We also asked participants how much they agreed or disagreed with the statement: 'People in this area live active and healthy lives'. Six-out-of-ten social renters and seven-out-of-ten owners agreed with the statement, with few disagreeing (10% and 8%, respectively). However, very few people, 5% in each case, had a strongly positive view that local people lived active and healthy lives (Figure 69).

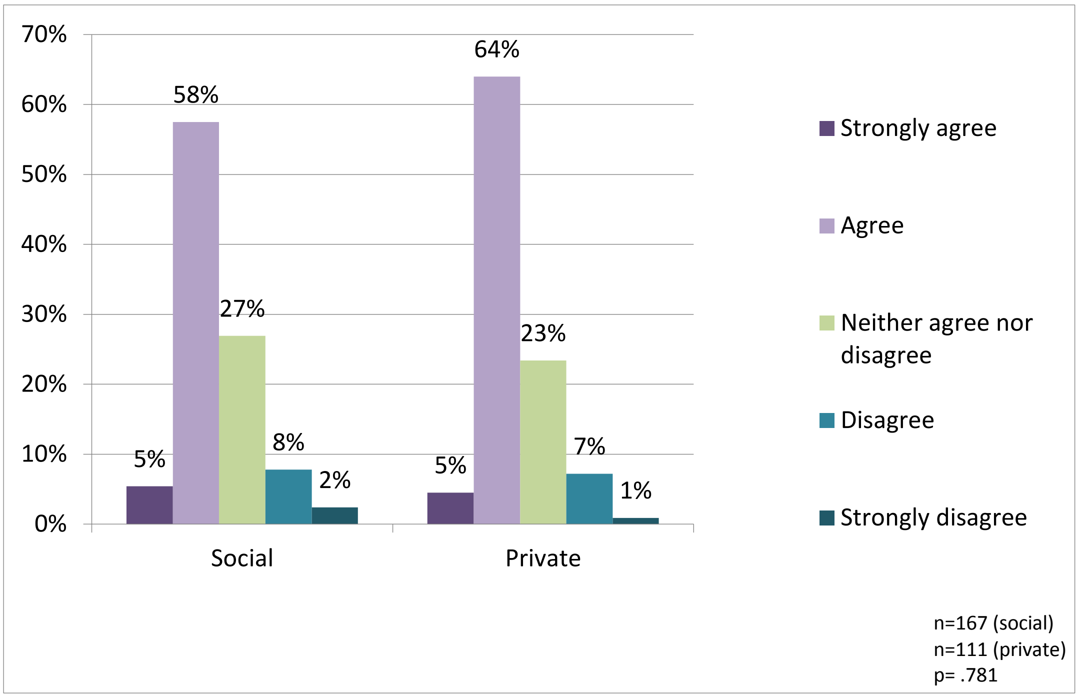

Figure 319: Perception that people live active and healthy lives.

Summary

The majority of residents, both social renters and owners, had a positive view of the local community: feeling part of the community, viewing it as socially harmonious, and feeling safe walking around in the area. There were low rates of identification of antisocial behaviour issues in the area, certainly for a deprived locality, with very few people perceiving violence or drugs to be local problems.

Large numbers of both tenure groups had mixed-tenure social networks. Social renters were slightly more inclined to have local connections only to other renters than were owner-occupiers to have connections only to other owners. Whatever the mixture of their local connections, social renters engaged in more interactions with their neighbours (indoors and outdoors) than owners.

Looking to the future

In this chapter, we consider what Village residents had to say about their hopes and concerns for the future of the area.

Concerns

We asked interviewees: 'Do you have any concerns about living in your new home or the future of this area?' Twice as many owners (42%) as social renters (22%) identified a concern for the future.

For social renters the top three concerns were antisocial behaviour, shops and crime (Figure 70). The concern about antisocial behaviour was often couched in terms of the activities of children or young people. In relation to crime, there were mentions of burglaries, break-ins and car thefts in the area. The concern for shops was a fear that no shops would arrive, or indeed that existing shops would close and the situation might get worse rather than better. Apart from this, social renters were more concerned than owners about traffic; this concern was mainly for the safety of children given speeds in the area and a lack of traffic lights, with the situation exacerbated by the proximity of the football stadium.

For owner-occupiers, the top three concerns related to regeneration, the environment and antisocial behaviour (Figure 70). The main concern was the slow pace of regeneration and fears that development would stall and the area would decline, leaving the Village development isolated; recall that a quarter of owners identified vacant land and buildings as a local problem (Figure 42). With regard to the environment, there were calls for higher cleansing and maintenance standards, including of the sustainable urban drainage areas, along with a need for more bins for street litter and dog mess. Both these concerns were shared by some social renters also.

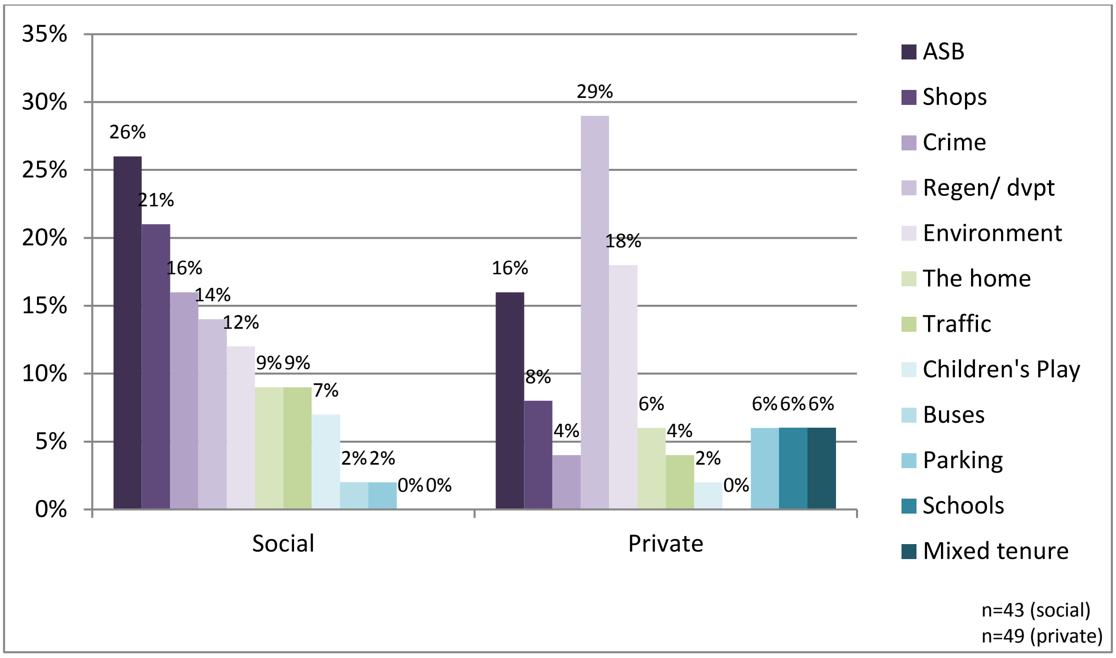

Figure 70: Concerns for the future (percentage of those who expressed any concerns).

Hopes and expectations

Participants were asked: 'What are your hopes and expectations for life in your new home and the future of this area?' More owners (81%) than social renters (56%) expressed particular hopes or expectations for the future.

There were two main hopes among social renters, each expressed by a fifth or more of those who reported hopes and expectations (Figure 71). Firstly, that the area would be a place where they could settle down and bring up their families away from antisocial behaviour, and that might provide a stable platform for the future success of their children, including "going to college". Second, that the area would be quiet, safe and clean, good for health, and offer an eco-friendly lifestyle. In addition, nearly a tenth of the social renters with hopes for the future, had expectations of changing their lifestyle and having a better quality of life in the Village. Thus, a significant minority of social renters appear to have bought into the lifestyle vision offered by the Village's developers.

There were three main hopes among owner-occupiers, each expressed by around a quarter of those who reported hopes and expectations (Figure 71). Firstly, that investment in the area's improvement would continue, with more amenities and better maintenance, along with the area getting busier with more people. Second, as with social renters, that the area would be safe, clean and healthy. The third hope among owners, shared by some social renters, was to remain in the area in the long-term and make family memories there.

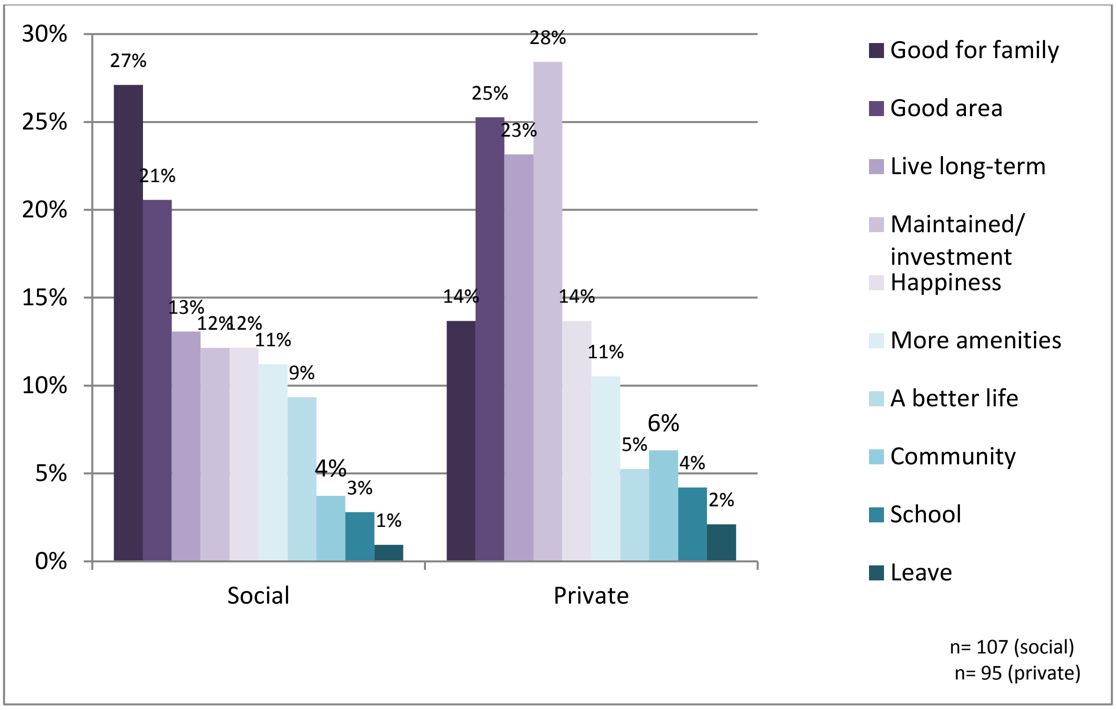

Figure 71: Hopes and expectations for the future (percentage of those who expressed any hopes or expectations).

Summary

There was more optimism for the future than pessimism expressed by Village residents. Most people had hopes that the area's development and improvement would continue, offering them the chance of a better lifestyle and quality of life. Residents appear, to some degree, to have bought into the vision of life offered by the Village's developers, namely a healthy, environmentally friendly and aspirational lifestyle and community. However, there were concerns for continued investment and development in the area, particularly so that the Village did not become isolated from its surroundings, and a desire for higher standards of maintenance and security in the area, to maintain quality and safety.

Conclusion

This report provides a first picture of the views of the residents of the new Athletes' Village in the East End of Glasgow, just over a year after the residents moved in[42]. What can we say about the achievement of some of the Village's main aims?

Firstly, the Village has provided a community which is mixed in terms of housing tenure, economic activity, household types, and ethnicity, possibly moreso than many other parts of the city. It also appears to be a harmonious and convivial space, with few social problems reported. But it is also a place where intentional interaction among neighbours, and between tenure groups, is uncommon, particularly on the part of owners who are more likely to travel outside the immediate local area for work, leisure and social recreation. But the call among owners for more social spaces, such as cafés and eating places, in the immediate area may be something which could boost local interaction and cross-tenure integration, and strengthen the sense of community among residents; it may also indicate that the current residents are interested in staying in the Village if improvements in the area continue (see below).

A second aim of the Village project was to provide an environmentally sustainable development and to facilitate an environmentally friendly and healthy lifestyle among residents and in the local area. Here, it looks so far as if the development itself has been successful, with predominantly positive views expressed about the quality of the built and natural environments, including paths and cycleways. But the results also highlight a few concerns with regard to the environment and sustainability. First, there are relatively high levels of identification of rubbish and litter in the local area as problematic, which does not create an impression or an experience of living in an environmentally friendly development or locality. Second, the respondents did not identify a strong sense of care or custody of the environment among their co-residents, which suggests the existence of an underlying cultural issue as well as an issue of management and maintenance in the local area – both issues are not necessarily, or only, relevant in the Village itself, but also in the surrounding area.

The Village is also intended to be sustainable in housing demand terms, representing a recovery from past periods of low demand to live in the area. Thus far, the views of residents support this aim, with the vast majority being happy with their decision to move to the Village. But a lot depends on what happens next, as a fifth of social renters and two-in-five owners have concerns about the future of the area. Many owners were attracted to the Village by the quality, good value and opportunity to buy a home. But on the other hand they are also concerned about continued investment and development in the area, and fearful that the regeneration of the East End will stall. If these concerns are allowed to gain traction, there is a danger that out-movement could cause housing transactions in the Village to also stall, thus undermining its reputation as a good place to buy a home for the future.

[42] Depending upon the date interviewees moved, they would have been surveyed between six and 16 months after they took up residence.

The completion of the remainder of the original Village development and the regeneration of the rest of the Dalmarnock area are essential to the fourth aim, namely the integration of the Village into the wider local area. There are already some concerns among residents that the Village could get isolated as a development in the East End, in several ways. In quality terms, the Village could be seen longer-term by residents and others as of quite a different quality to other houses and neighbourhoods close by; this will not aid its integration nor help sustain demand to live in the Village. Improving the quality of nearby areas is not only therefore an issue of equality, but necessary for the successful embedding of the Village into its surroundings. Second, there is a perceived lack of local social amenities, including shops, cafés and so on. At present, this limits the environmental sustainability of the Village, as residents with cars travel for shopping and recreation elsewhere, while local active travel infrastructure remains relatively unused. Shops and cafés are also required to aid the social integration of Village residents with each other, but also with other local people. Moreover, the social and sports facilities that do exist in the locality are relatively under-utilised by social renters in the Village. More should be done to overcome this issue and capitalise on the investment in the area's facilities that has already been made as an aid to the cohesion and integration of the Village.