



# Kensal Canalside

Phase 2 Results 01.02.21

# Report Overview

## **Overview**

User Journey

Engagement Figures

**Quantitative Data Results & Analysis**

**Qualitative Data Results & Analysis**

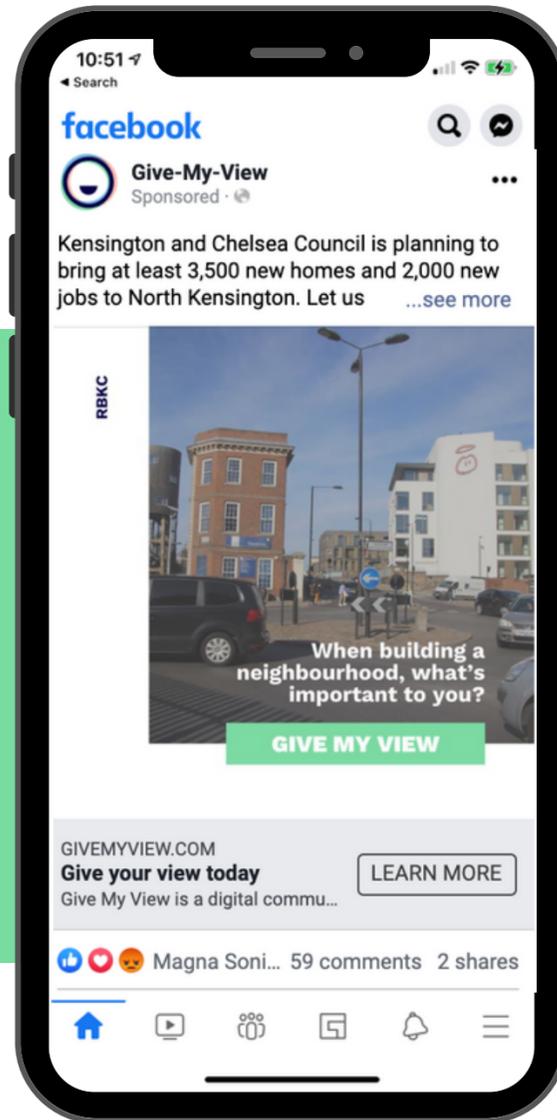
Community-Aligned Decisions

Location of Commenters

**Digital Marketing Campaign Summary**

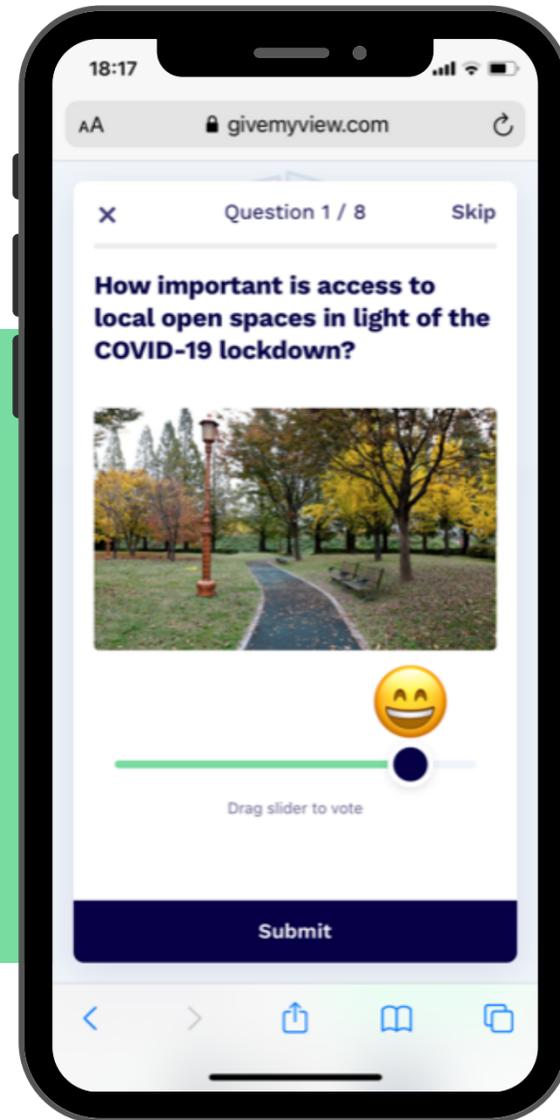
**Charity Results**

# User Journey



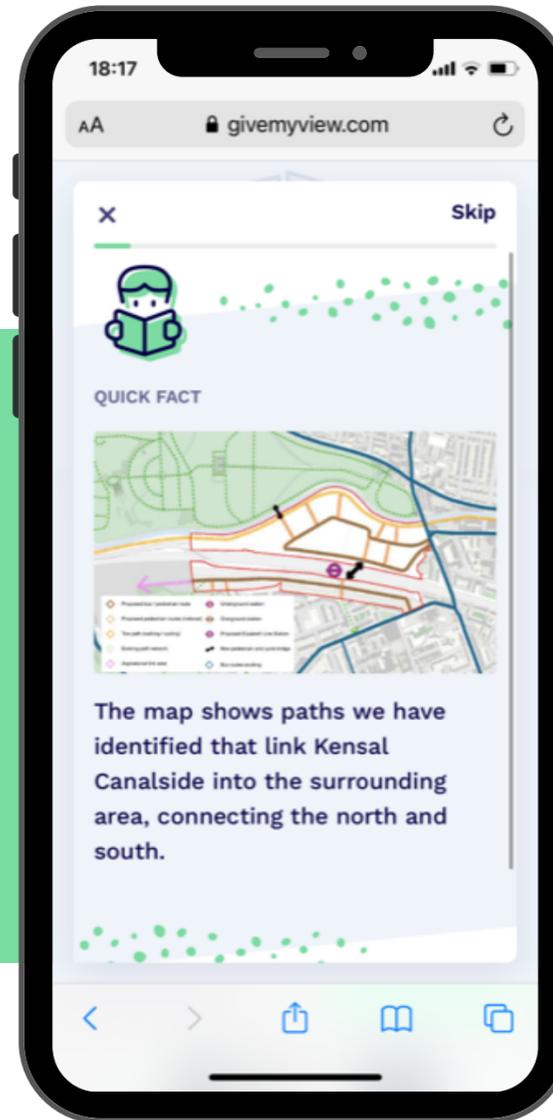
1

Community member clicks on social media ad to become a changemaker



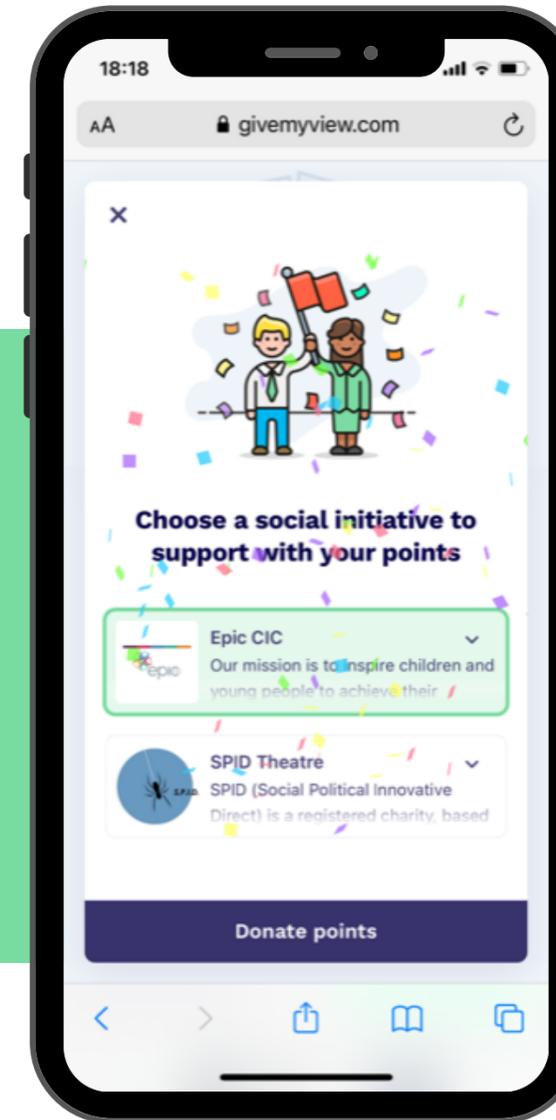
2

Gains points answering a series of poll questions



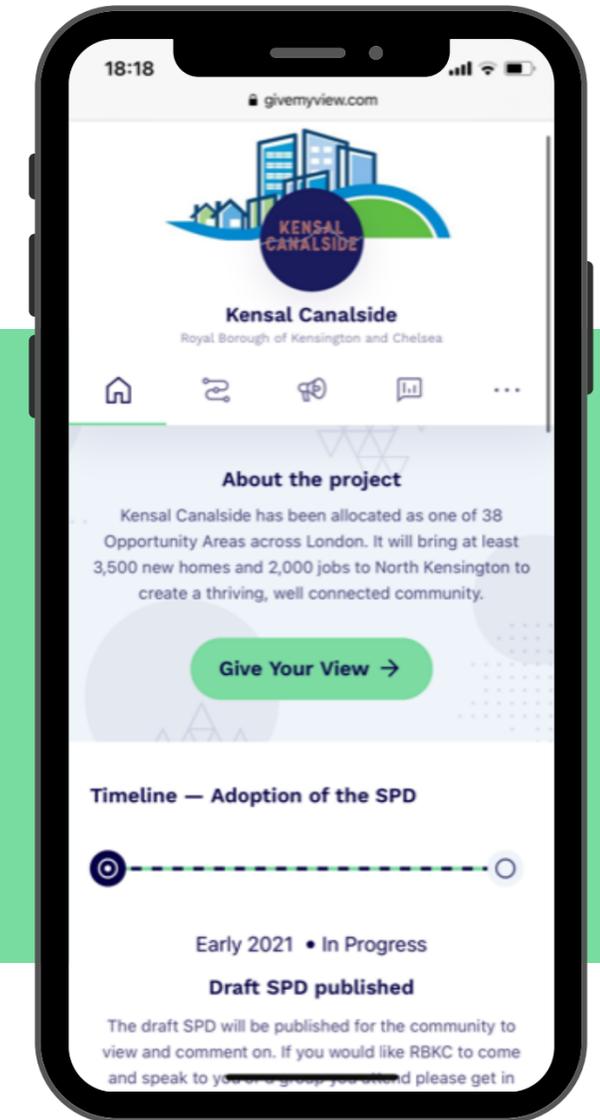
3

Between answers, reads quick facts about the plans



4

Donates their points to a relevant social initiative



5

Browses Timelines, News, Visuals & FAQs

# Engagement Figures

21.12.20 - 18.01.21

**1,436**

Unique Voters

**5,258**

Unique Votes Cast

**15,191**

Total Votes Cast  
Across All Phases

## Voter Segmentation:



**273**

Total Pieces of  
Written Feedback  
Shared on Poll

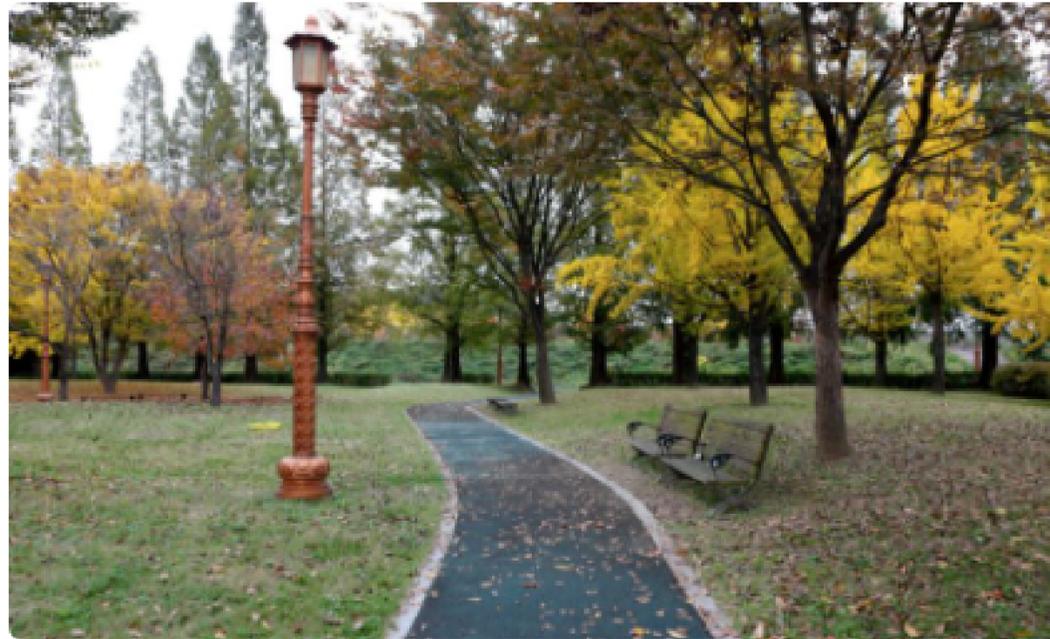
**2,822**

Total Voters Across All  
Phases

# **Quantitative Data Results & Analysis**

# Q.1 How important is access to local open spaces in the light of the COVID-19 lockdown?

1,388 answered



**Key:**

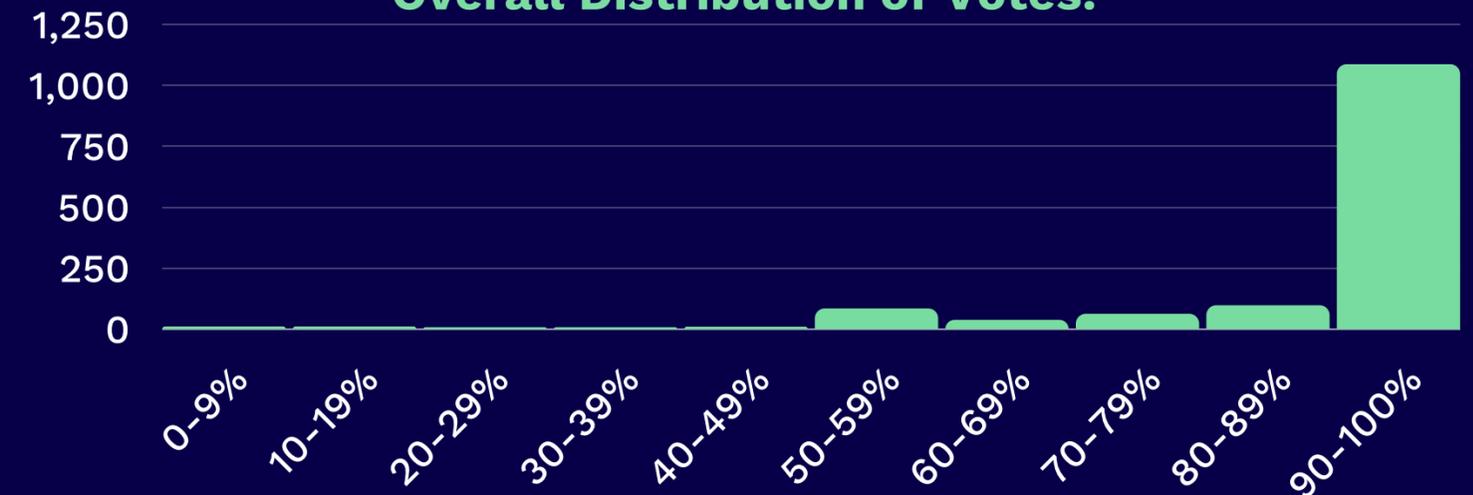
- 🤔 0-14.2%
- 😠 14.3-28.5%
- 😐 28.6-42.7%
- 😬 42.8-57%
- 😊 57.1-71.3%
- 😄 71.4-85.6%
- 😍 85.7-100%



## Data Insight

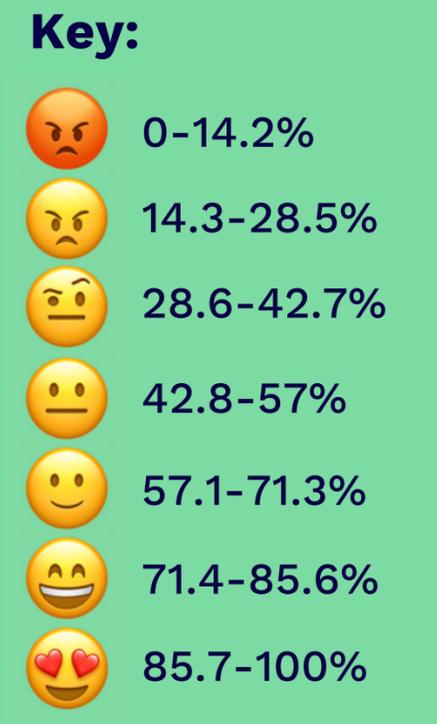
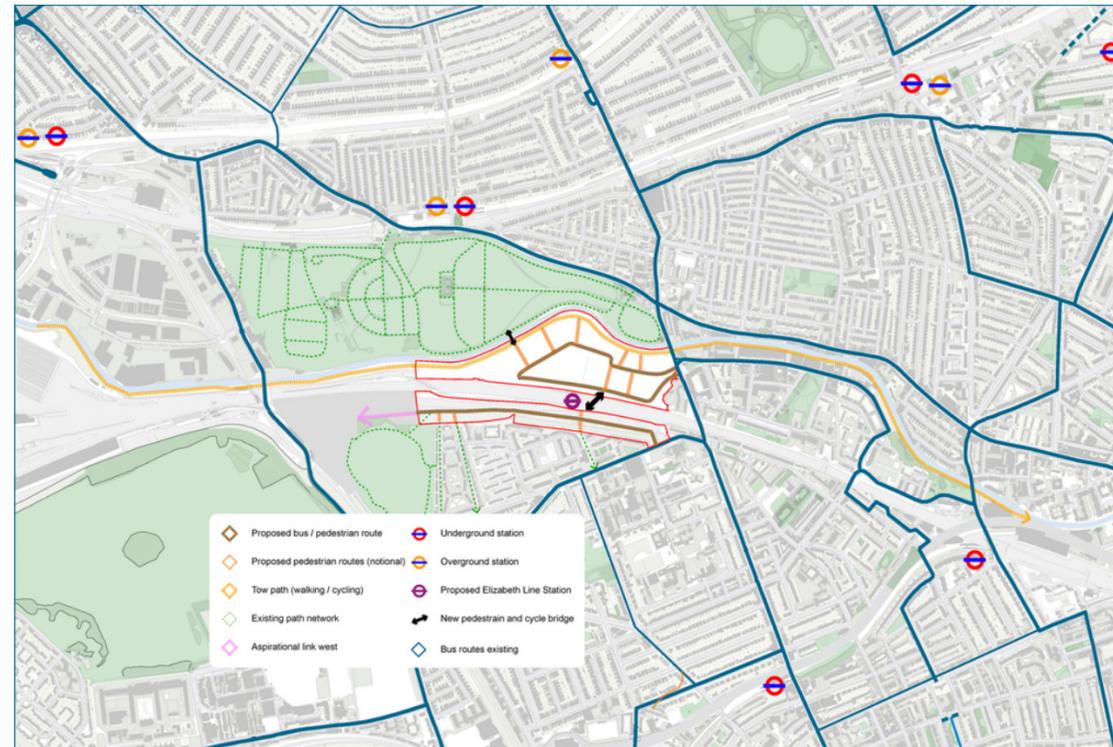
- COVID-19 has seen a surge in demand for accessible open spaces
- 78% of all voters selected the highest bracket highlighting a strong appetite for access to open spaces. Only 2% of all community members voted negatively.
- 96% was the average rating for local residents

## Overall Distribution of Votes:



# Q.2 Do you think we have captured all the opportunities for links into the site?

1,026 answered



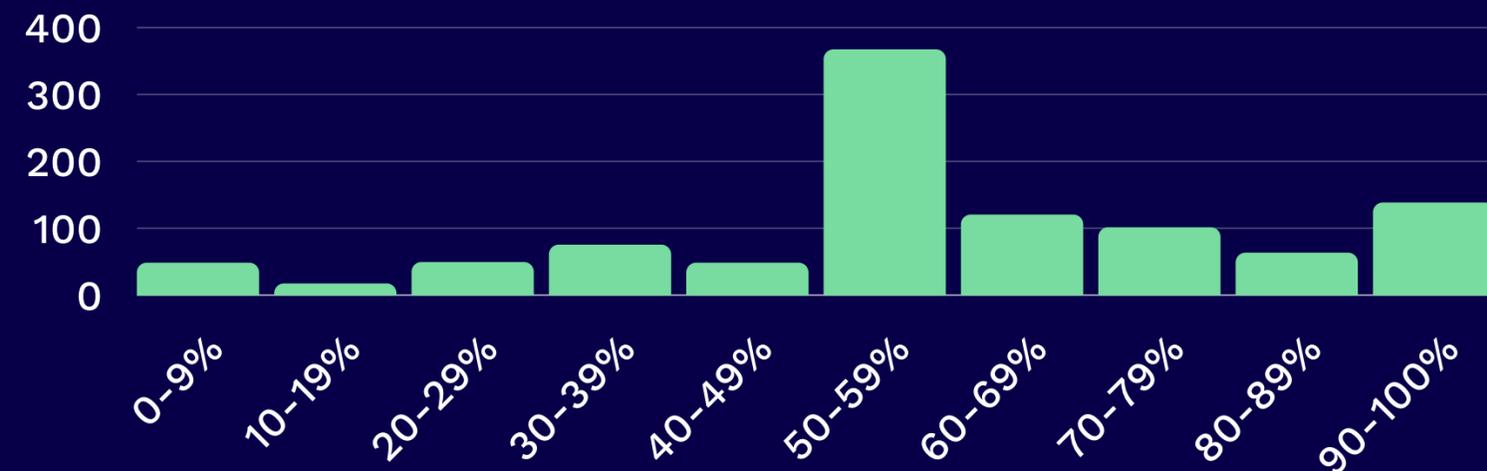
58%



## Data Insight

- 80% voted neutral to positive suggesting key access routes have been accounted for and all user groups were satisfied
- An average score of 57% for local residents would indicate they're happy with the suggested links
- A number of written feedback answers proposed having an access link at the western end of the site

## Overall Distribution of Votes:



# Q.4 Would you use a new canal bridge to access any of these?

Multiple-choice, could have selected up to 2 choices

650 answered



Better leisure routes

366

56%



Kensal Rise

191

29%



Kensal Green Station

168

26%



The cemetery

167

26%



Bus routes on Harrow Road

129

20%



None of these

70

11%



## Data Insight

- 'Better leisure routes' proved to be the most important choice across all segments
- Local workers, unsurprisingly, were keen to see improved access for transport routes
- A new bridge giving access to the cemetery was also cited as a key priority for local residents receiving 27% of votes

## Data Driven Decision

Evidence suggests having access to leisure facilities and open spaces is a key priority across all user groups. Preserving open space where possible and integrating dedicated leisure space for the wider community's enjoyment will be welcome.

## Q.5 In light of COVID-19, what type of workspace do you now need?

Multiple-choice, could have chosen up to 1 choice

618 answered



No workspace, I work from home

340

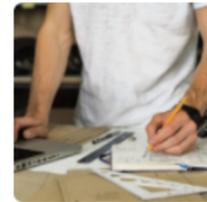
55%



Affordable co-working space

133

22%



Creative workspace

95

15%



Flexible lease options

50

8%



### Data Insight

- Local workers cited creative workspace as their highest priority (46% of votes) over affordable co-working space (32%)
- Local residents and people 'interested in living in Kensal' both prioritised working from home above all
- Flexible leases scored lowest across all segment groups

### Data Driven Decision

Demand for having workspace at home has significantly increased as a result of COVID-19. Integrating private and or communal workspaces into the new build designs would likely be well received.

# Q.6 If workspace was affordable, would you consider signing a social value lease?

68% voted neutral to positively about this

571 answered



52%

### Key:

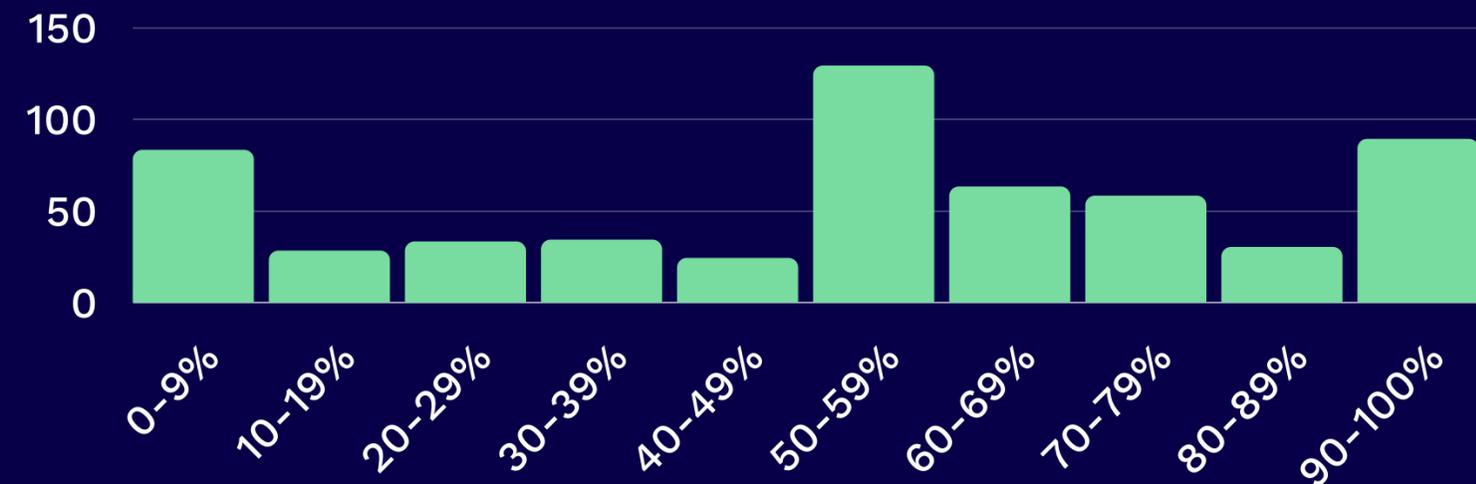
- 0-14.2%
- 14.3-28.5%
- 28.6-42.7%
- 42.8-57%
- 57.1-71.3%
- 71.4-85.6%
- 85.7-100%



### Data Insight

- Mixed response towards incorporating social value leases
- 86% of local workers voted neutral to positively however
- A large proportion of people voted between 50-59% which might suggest a lack of knowledge about social value leasing or the fact they will never be making business lease decisions

### Overall Distribution of Votes:



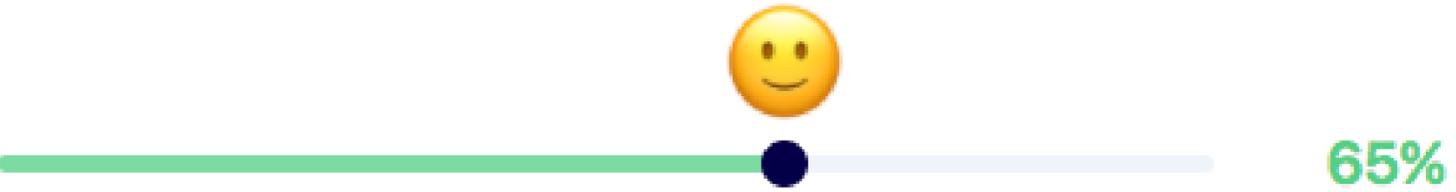
# Q.7 Are high-quality affordable & social homes still the No. 1 priority for you?

Slider with feedback question

627 answered

Providing affordable & social homes was the community's biggest priority during previous engagement.

In order to maximise the number of these homes, the development needs to be delivered at a high density.



**Key:**

😡	0-14.2%
😠	14.3-28.5%
😐	28.6-42.7%
😬	42.8-57%
😊	57.1-71.3%
😄	71.4-85.6%
❤️	85.7-100%



## Data Insight

- The community responded positively to the delivery of social homes (74% voted neutral to positively) confirming it to be their no.1 priority
- There was understanding amongst the written answers with regards to building at high density as long as the buildings are well designed and the community had open spaces for recreational activities

## Data Driven Decision

The community remain passionate about the delivery of affordable homes for people of all ages. By also enhancing access to and from the site as well as to surrounding leisure routes, much of the community's outlook can be satisfied.

# **Qualitative Data Results & Analysis**

**Q.3 Please tell us if you know of other access points for new routes into the site?**

**132**

**Pieces of Written Feedback**

**37**

**Wrote 'No' Or 'Unsure' of other routes**

**12**

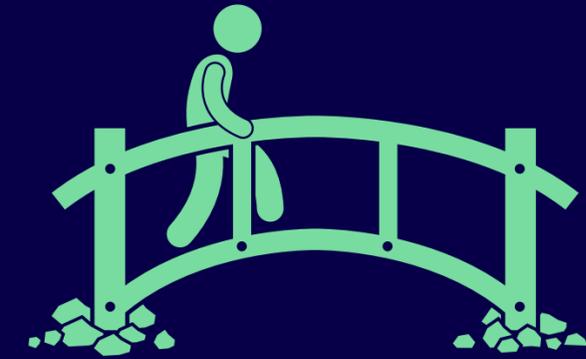
**N/A Comments\***

**\*Including empty spaces, jibberish, punctuation and symbols, and comments 'N/A'**

## **Top Results**

**Better access to the Canal**

**18 Comments**



**Cyclists**

**10 Comments**



**Western Access Link / Scrubs Lane**

**8 Comments**



# Breakdown of top 3 themes

## Better access to the canal



- Potential to clean up and unlock canal towpath
- Integrate new mixed use opportunities along the canal
- Improve quality and safety for pedestrians and cyclists
- Preserve wildlife where it is possible

## Western access link / Scrubs Lane



- An access point at the western end of the site would improve the flow of the site
- It would mitigate the risk of the site from becoming cut off
- Improved walking access to green space / recreational facilities i.e. Wormwood Scrubs

## Cyclists



- Safety concerns on the canal towpath between pedestrians and cyclists could be improved via a designated cycle crossing
- Improvements to the towpath would encourage better (car-free) access to Paddington

# Qualitative Data Snapshot

## Better access to the canal

"We should have more access across the canal to increase the sense of security on this stretch of the towpath and have at least 2 access routes crossing the railway to connect the new quarter with Barlby Road area"

"I think it would be good to have more canal crossing points"

"More on the west side please that also make canal easier"

"Several access points to the canal towpath to the east of Ladbroke Grove"

"We need calm spaces along the canal. Friendly cafe, wild flowers, and seats along the canal. Adequate bins plus dog poo bins. Deal with cyclists please, strict speed limits and separate cyclists from walkers, to protect everyone"

## Western Access Link / Scrubs Lane

"Second one to the cemetery at the opposite end towards scrubs Lane? This would help create a circular route a one way system should COVID restrictions remain or increase flow."

"Unclear of Western limits of scheme but would be interested to see at least one more canal / railway crossing further West"

"Perhaps an extra bridge over the canal to the West? In addition there should be opportunities for mixed use along the canal (cafés, foodtrucks, etc) just to make the area a little alive. That area seems isolated, unlinked, which makes less footfall and makes the area a little desolated and unattractive."

"There is a danger that it will become a cul de sac with only 3 pedestrian entrances and 1 road access."

## Cyclists

"For me the canal access and cycle routes are the most important"

"Better footbridges for pedestrians and bikes"

"How about access on the north side of the canal for bicycles only with a narrow bridge to gain entrance directly."

"It is really a good idea connecting between north and south area. It would be nice to connect to Little Wormwood Scrubs Recreation Ground as well. Then, we can walk or cycle to Wormwood Scrubs."

"A parallel access route through the cemetery to Harrow road would be good as Ladbroke Grove at this point is very unpleasant to walk along with lots of traffic. Separate pedestrian route to site much better from Kensal rise. Junction with Harrow Road v bad for cyclists and pedestrians"

**Q.7 Are high quality affordable & social homes still the No.1 priority for you?**

**141**

**Pieces of Written Feedback**

**11**

**N/A Comments\***

\*Including empty spaces, jibberish, punctuation and symbols, and comments 'N/A'

## Top Results

**Need for Affordable / Social Housing**

**Comments 64**



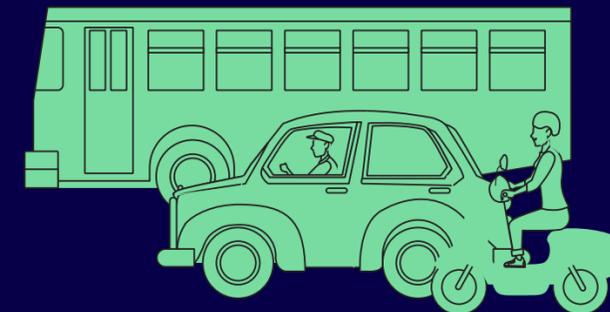
**Outside / Green Spaces**

**Comments 42**



**Transport / Infrastructure**

**41 Comments**



# Breakdown of top 3 themes

## Need for affordable / social housing



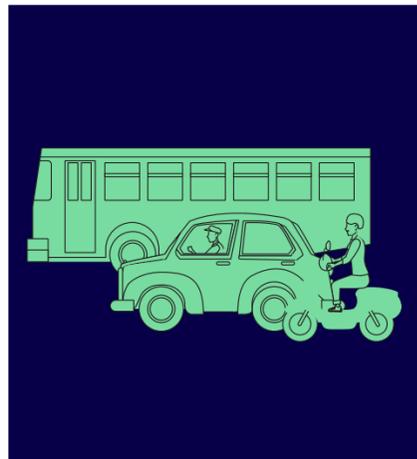
- Strong appetite for well-designed affordable housing
- New affordable housing can encourage young people on to the housing ladder where they grew up
- Effective onsite maintenance and security to ensure the safety and wellbeing of the community

## Outside / green space



- Demand for accessible outside space
- The preservation of wildlife and green area where possible
- Good amenity spaces at the heart of the scheme can give both residents and the local community vested interest and ownership

## Transport / Infrastructure



- The area is already overly congested so the new development should promote limited car provision
- Improving access to public transport will benefit the environment and congestion levels
- Redesign of the bottle neck in road to the east of the site to improve accessibility and efficiency

# Qualitative Data Snapshot

## Need for affordable / social housing

"There is a lack of affordable housing in RBKC for both rented and buying options. More government initiatives such as help to buy or shared ownership for first time buyers"

"It's very tough for young single people like me to be able to afford to move out of my family home. Affordable social housing is absolutely essential!"

"The more homes that are provided at a genuinely affordable level the easier it will be to solve bigger social problems such as homelessness. It will also be easier to attract NHS and social care workers into the area"

"The area needs to be functional for residents and future residents. Social housing must be spacious and energy efficient with transport links and amenities."

## Outside / green space

"High density housing is fine, as long as there are open spaces as well, the quality is high (aesthetically) and it's mixed (private, social, shared ownership etc)."

"Incorporating a new station, with plenty of open spaces and a small amount affordable social housing would be perfect for the area."

"Good quality affordable homes are being built in good designs with surrounding green space"

"A safe, accessible, clean air, creative, green and beautiful environment for all. However, the young and the elderly could do with more spaces to just relax. No dog fouling and cracked pavements. DEFINITELY LESS cars and pollution!"

## Transport / infrastructure

"Many people need affordable housing in this area. Without somewhere affordable to live local people will be forced out of the area. This area is close to public transport so hopefully will encourage people not to own cars as parking is extremely difficult in this area."

"High density, close to public transport means you don't have to add car parking and cars to the area. If the link to Paddington is easy, by bus or canalside, then it will attract many people. You will need to upgrade the canalside to accommodate more walkers and cyclists."

"Transport improvements are essential (buses) and connections with the Elizabeth line would be amazing."

# Community-Aligned Decisions

## Support for affordable & social housing

As expected, there was strong support from the community to see the delivery of affordable & social housing. The focus centred around **well-designed and well managed** social housing, two key components to creating better communities. Secondly, it would open up the possibility for young people to step on the property ladder in an area they grew up in.



## Site Access



The general consensus of the community suggested most access routes to the site were accounted for. Some indicated that an additional **access point at the western end** of the site would help improve the flow and prevent the community from being isolated.

## Work from home

When given the choice it was the community's preference to **work from home** receiving **55% of the votes** (affordable co-working space placed second with 22%). The pandemic has acted as a catalyst for **remote working** so encouraging dedicated communal or private workspace would be positive.



## Access to leisure routes

56% of voters said they wanted to have better access to leisure routes with many suggesting **greater access to the canal and the cemetery** would benefit the local community. A number of commenters also noted that improvements to the canal towpath i.e. rubbish removal and extra policing is needed.

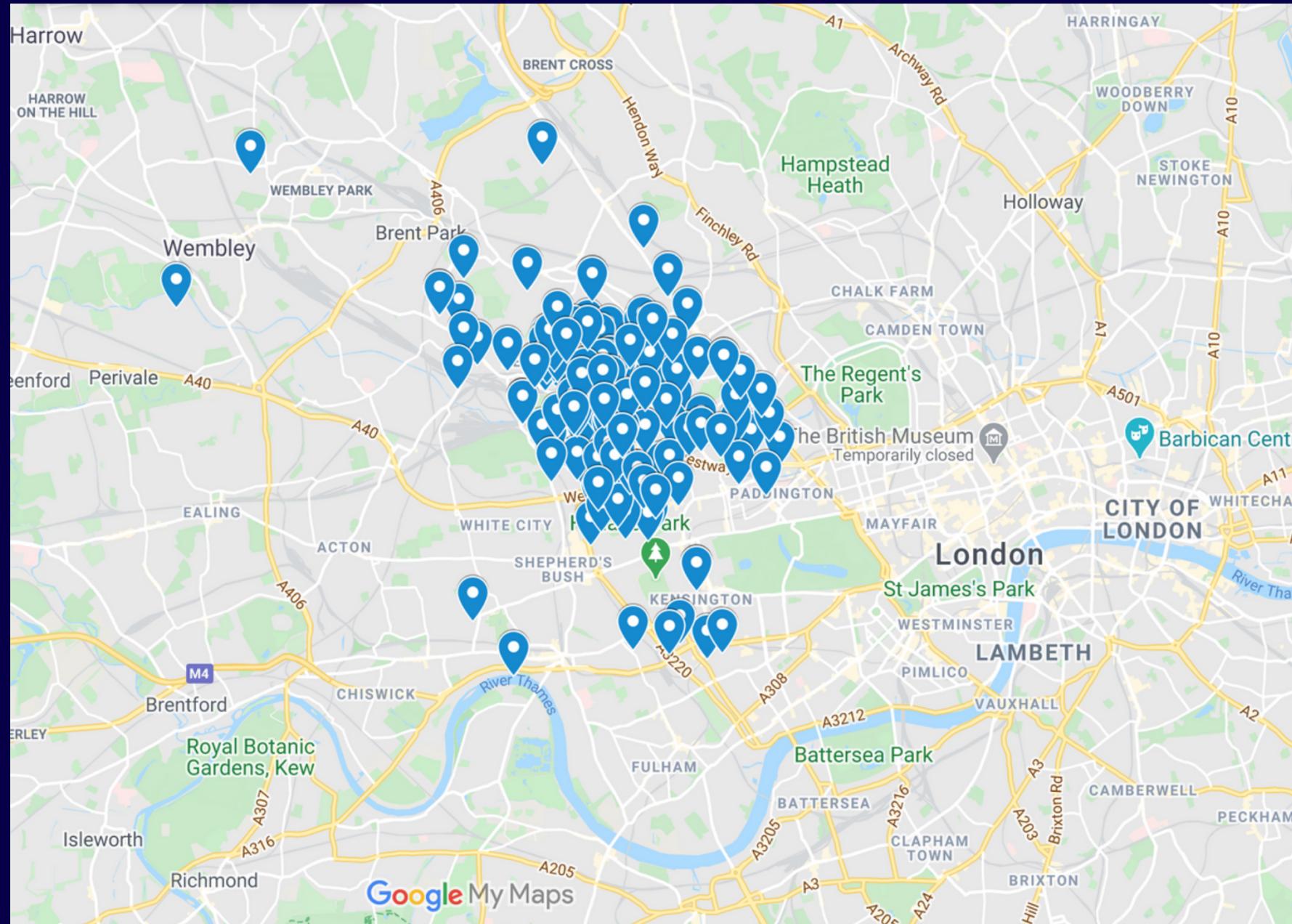


## Access to open space

Given that 98% of voters voted neutral to positive it is evident COVID-19 has highlighted the importance of having access to **open space** for recreational use. Not only does it offer great **physical benefits** it is proven to have psychological, relaxation and stress alleviation and stimulates **social cohesion**.



# Location of Commenters



An interactive map can be shared with the project team & all comments linked to the commenters' locations. Please note that our GDPR Data Sharing Agreement must be signed in advance of this data sharing.

# Charity Results

Give My View gamifies community engagement: the more a community member engages with the polls, the more points they can allocate to one of the charities or nonprofits you preselected. The money you've set aside for this charitable purpose can now be allocated based on the following point allocation

**Dalgarno Community  
Centre**

**48%**

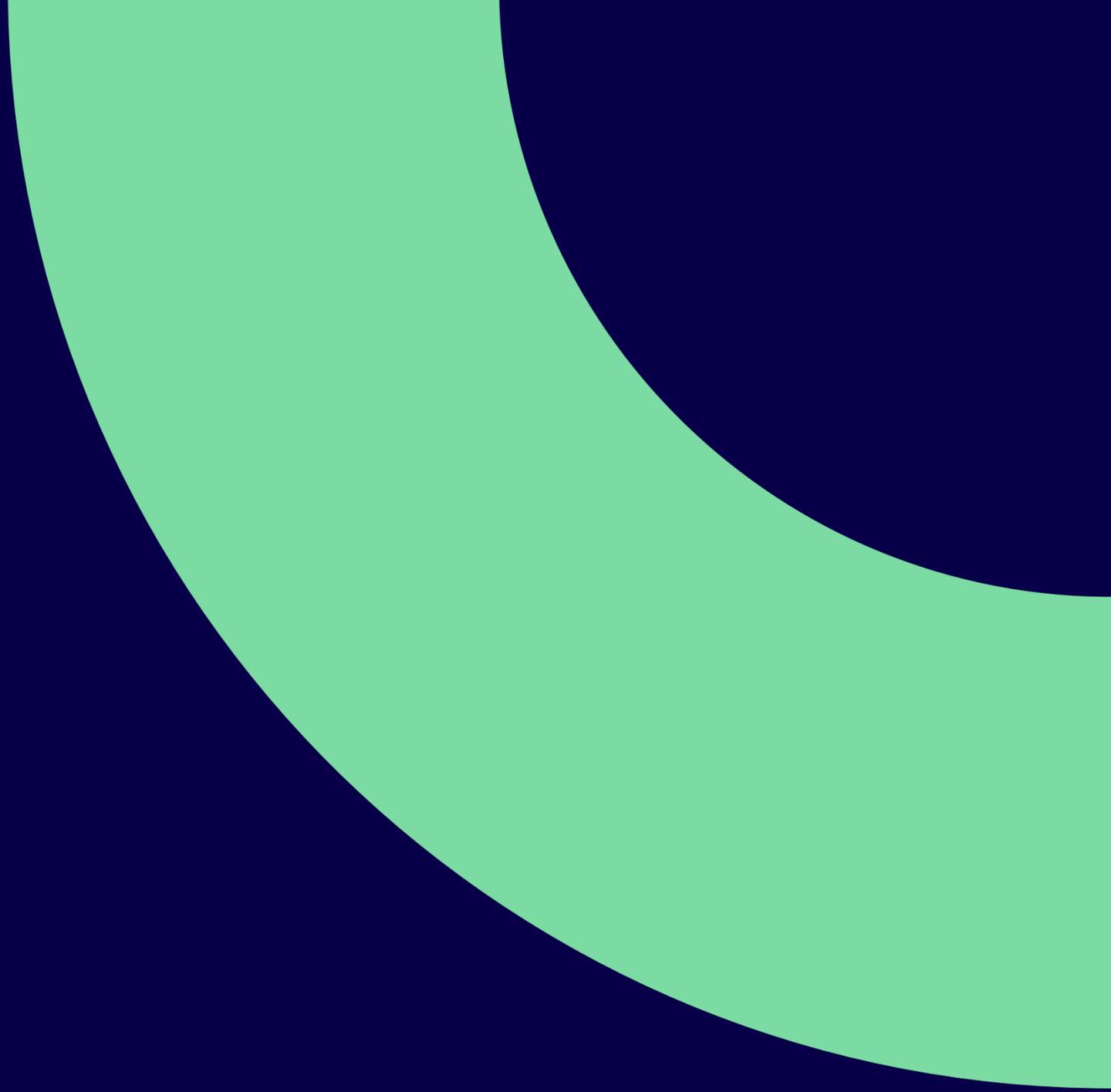
**Epic CIC**

**39%**

**SPID Theatre**

**13%**

# Marketing Campaign Summary



# Social Media Campaign

21.12.2020 to 17.12.2020

Platforms included Facebook, Instagram, and Audience Network

**4,747**

**Results**

Click throughs to Give My View

**258,852**

**Reach**

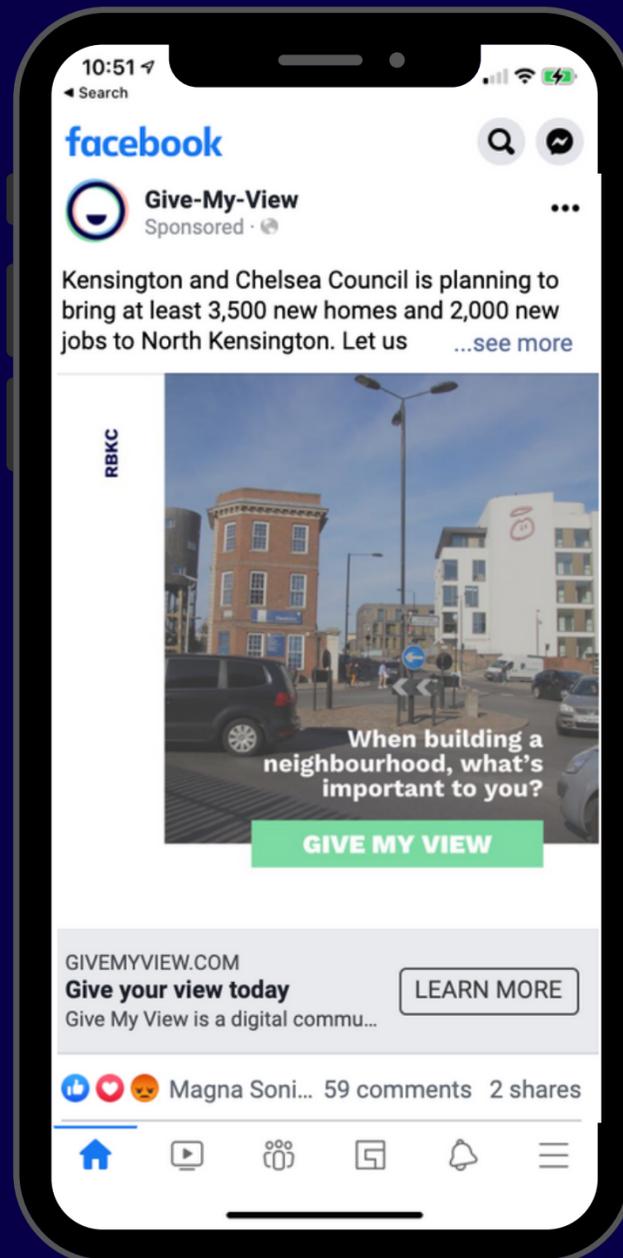
How many people saw the ads

**1,099,588**

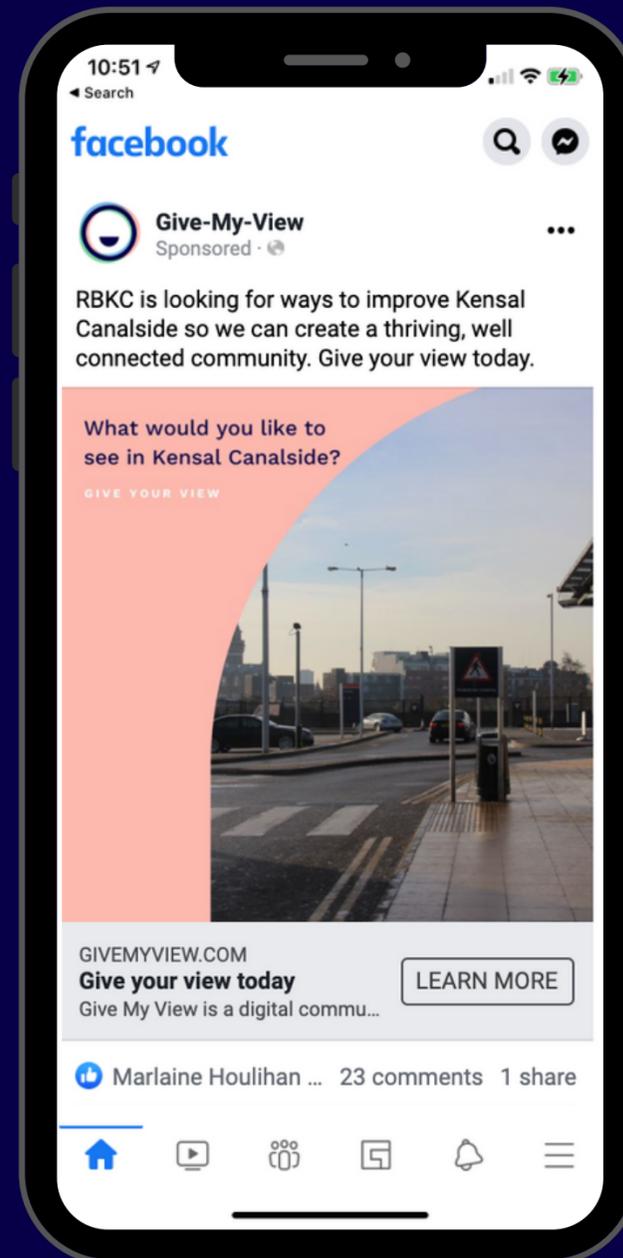
**Impressions**

How many times the ads were 'served'

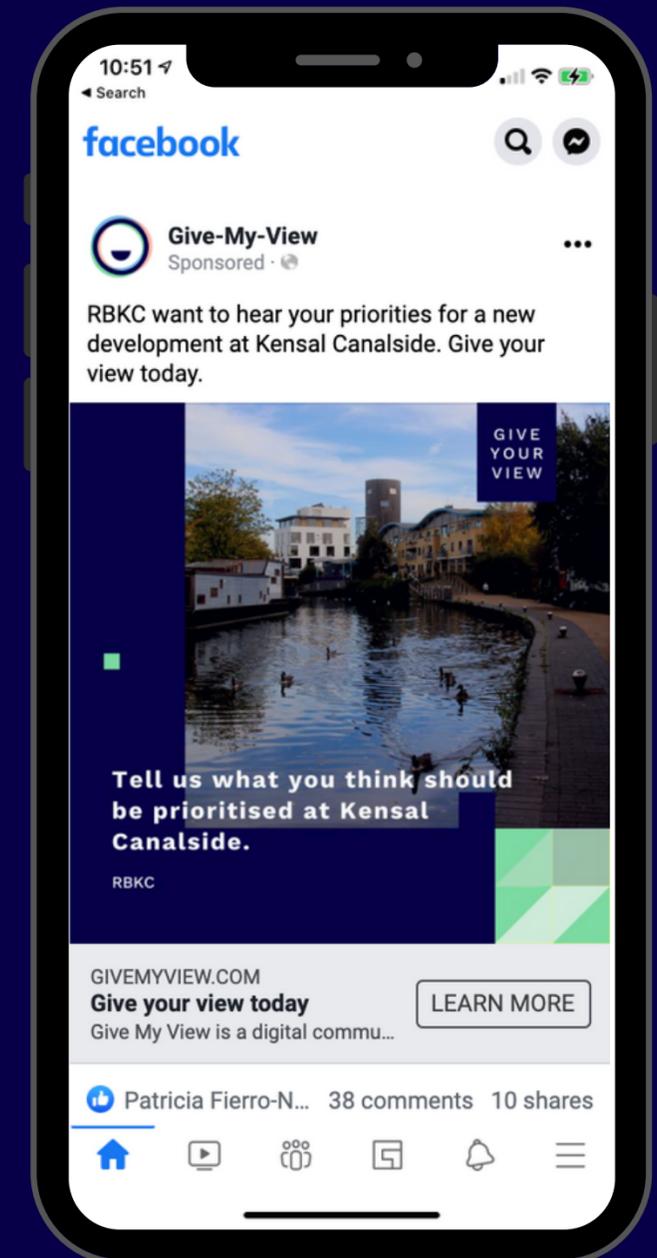
# Top Performing Ads



**Results: 2,277**  
**Reach: 173,518**  
**Impressions: 563,357**



**Results: 1,241**  
**Reach: 110,968**  
**Impressions: 270,676**



**Results: 715**  
**Reach: 63,770**  
**Impressions: 149,830**

# Engagement

Over the course of the campaign, we received good engagement across both platforms with a total of 7,625 engagements, 280 reactions, 205 comments and 17 shares.

"Functional Sustainable public space for all ages with monies to upkeep it this would be great for the wider community and much needed xxx"

"The development should not be to tall - 20 storeys is too tall. Protect the character of the canal and one of the most significant london cemeteries."

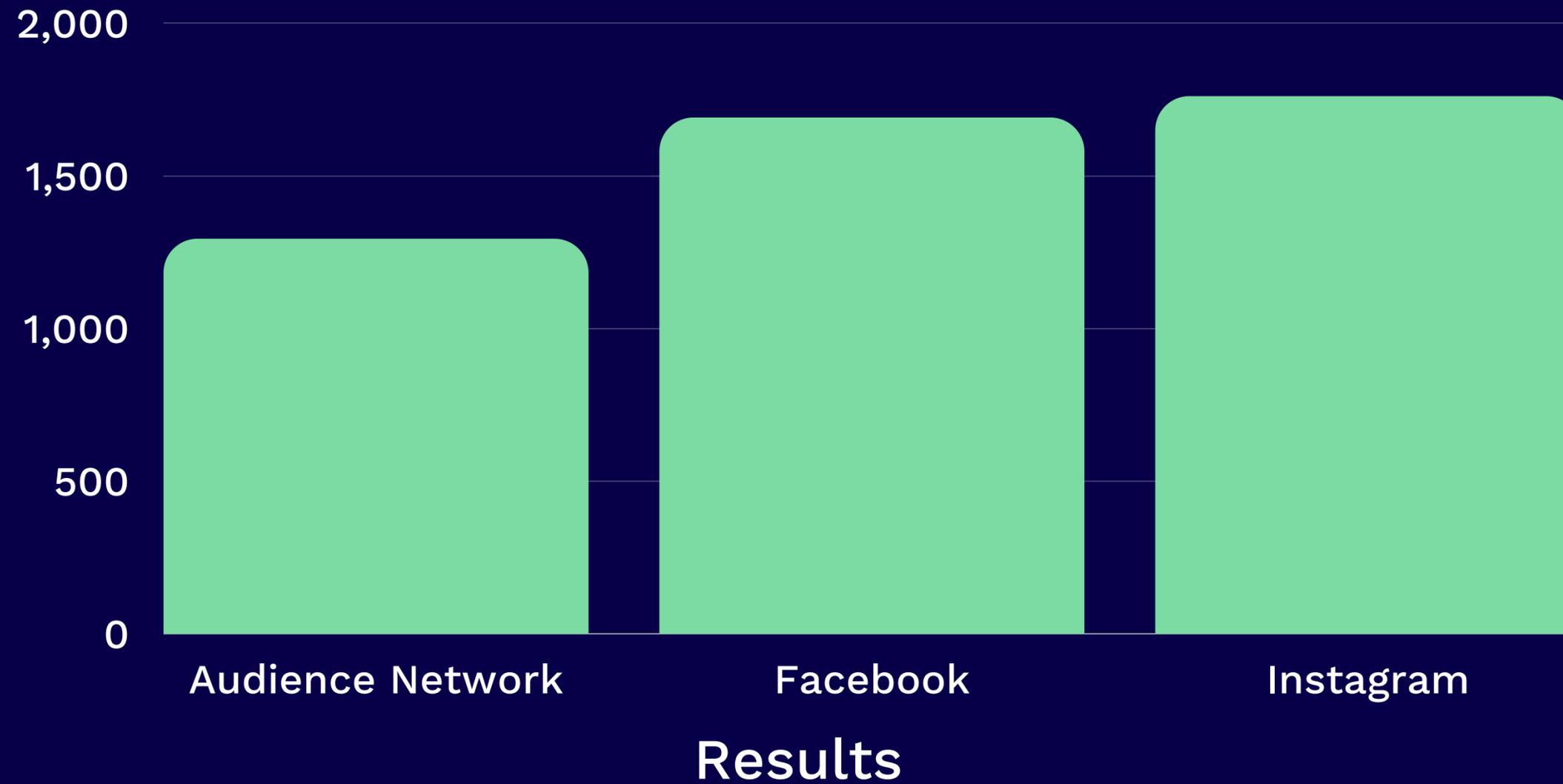
"Deepen it and stock it with more fish and ge to the youth fishing"

"Open up the canoe/kayaking club to adults that always seems to be unused most of the time."

"A safe and pleasant environment. Which should include clearly marked pedestrians and cyclist routes. Adequate lighting to not feel intimidated on canal side by Sainsbury's. signs to stop people feeding the birds and therefore eradicating the vista of bird faeces with fines £1000 min. Community involvement landscaping. (Mini allotments with raised beds for disabled)."

# Placements

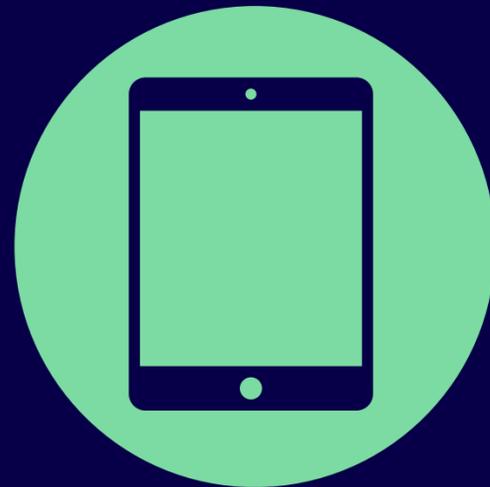
Adverts displayed on Instagram reached the most people and Instagram was also the most successful method in terms of results throughout the campaign, followed closely by Facebook.



# Devices Used to Engage



**89%**  
**Mobile**



**6%**  
**Tablet**



**5%**  
**Desktop**