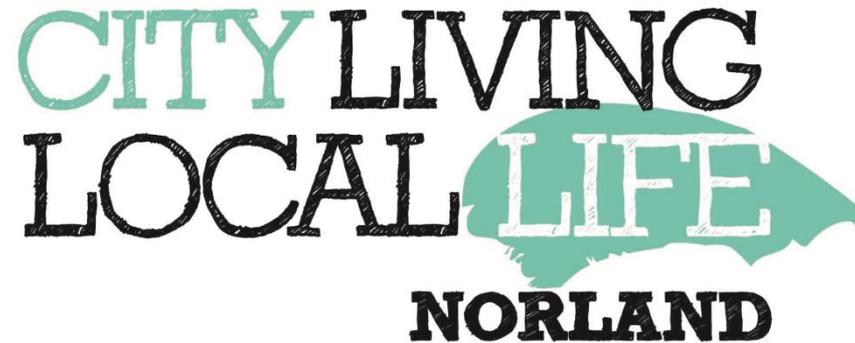


# City Living, Local Life Survey of Norland Ward



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THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

# Introduction and methodology

## Introduction

City Living, Local Life (CLLL) is an initiative where Ward Councillors and the community in their Ward work together to identify local issues that matter and find practical ways to make the area a better place to live. As part of the Norland Ward CLLL initiative Ward Councillors commissioned a survey of residents in order to canvass views on local priorities and community projects. The survey was also used to collect the contact details of Norland's residents who wished to be further involved in the initiative. The survey was conducted in April and May 2015.

## Methodology

A survey was developed in collaboration with the Ward Members for Norland Ward. A paper copy of the questionnaire was sent to all households in Norland Ward, using the Council Tax Register. In total, the questionnaire was posted to 4120 households. An electronic version was also available for those that wished to complete the survey this way. A total of 273 responses were received which equates to a response rate of 6.6 per cent.

## Appendices

Appendix one of this report contains data tables of the results, appendix two contains all comments made by respondents and appendix three contains letters and emails received, appendices are available separately and have been supplied to ward councillors.

## For more information

For information on the results please contact:

**The Consultation and Partnerships Team on 020 7361 3616 or e-mail [consult@rbkc.gov.uk](mailto:consult@rbkc.gov.uk)**



# Survey Results: At a glance

## Top three areas of concern for respondents:

1. Noise and nuisance from building works
2. Cleanliness of streets
3. Parking for residents and visitors

## City Living, Local Life initiatives:

There was a good level of support for all of the ideas. Projects attracting the highest level of support were:

- Projects to improve the local environment
- Projects to improve road safety or cycling
- Funding community kitchen gardens

## Projects targeted at older people:

Projects attracting the highest level of support were:

- Schemes to provide isolated older people with company
- Schemes to encourage neighbourliness
- Having someone to accompany them to appointments or to use services

## Planning and borough development:

- 33 per cent of respondents have heard of the 'Norland Neighbourhood Plan'
- 65 per cent were aware of the Council's new basement policy
- Over half (59 per cent) felt the balance between amenities was about right

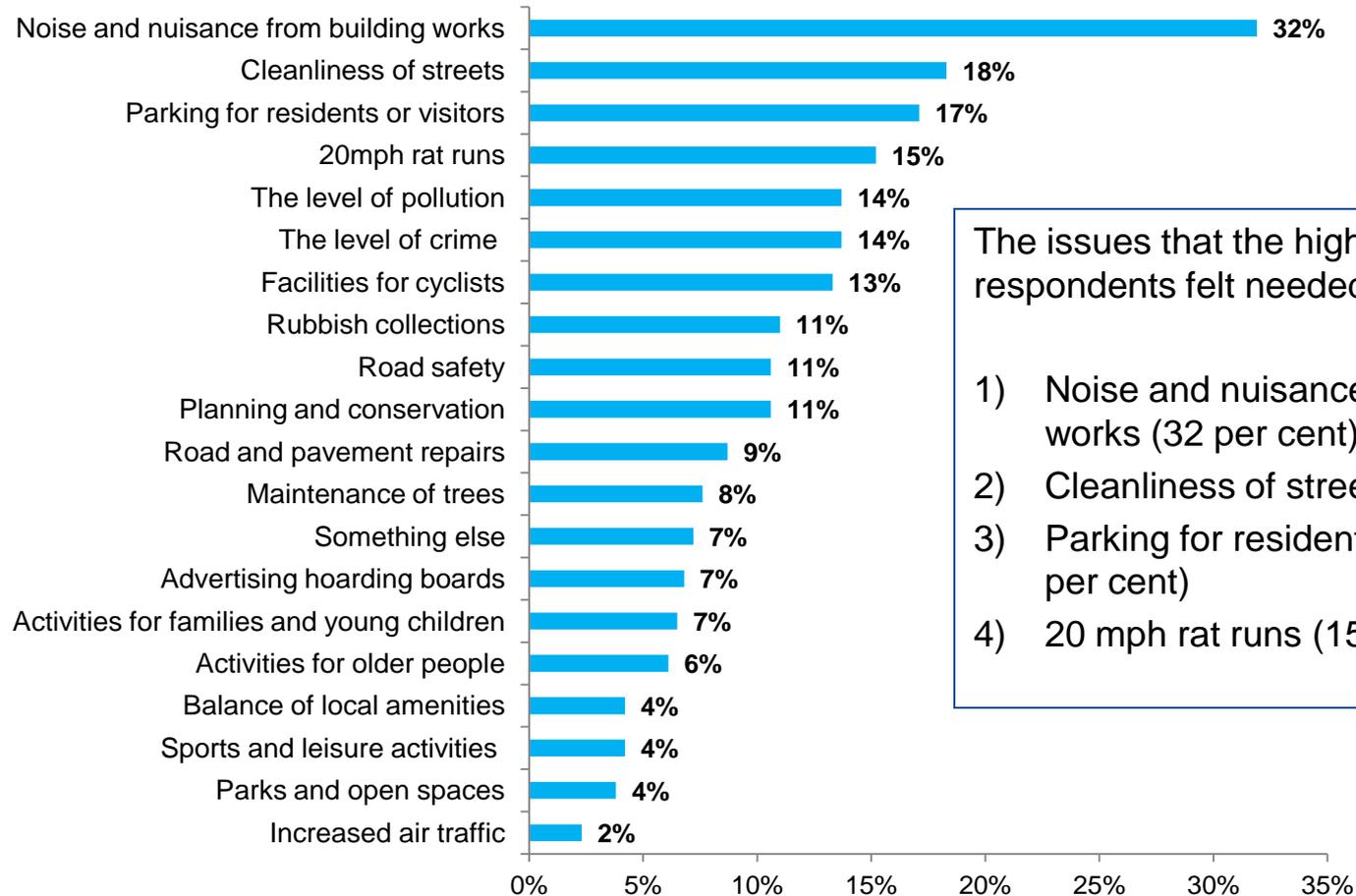
## Volunteering:

A total of 24 per cent were interested in volunteering in the borough.



# Survey Results: Local issues for improvement

Do you think any of the following issues need improving in your local area?



The issues that the highest proportion of respondents felt needed improving were:

- 1) Noise and nuisance from building works (32 per cent)
- 2) Cleanliness of streets (18 per cent)
- 3) Parking for residents or visitors (17 per cent)
- 4) 20 mph rat runs (15 per cent)



# Survey Results: Local issues for improvement

Respondents that indicated that something else needed improving (seven per cent of respondents) were invited to comment further. Other respondents also provided further details on their selections. The comments made have been grouped together by theme.

| Theme of comment                                     | Number of comments |
|--|--------------------|
| Traffic issues/traffic control                       | 24                 |
| Developments, building work and basement excavations | 23                 |
| Garden waste collection service                      | 17                 |
| Dog fouling  | 15                 |
| Litter/street cleanliness                            | 15                 |
| Crime/community safety                               | 11                 |
| Parking issues                                       | 10                 |
| Street furniture (benches, bins, etc.)               | 10                 |
| Trees/flowers/greenery                               | 9                  |

The most common themes are presented in the table here.

All comments can be seen in appendix 2.

Some examples of comments made are provided on the following page.



# Survey Results: Local issues for improvement

## Traffic issues/traffic control

*Norland Square needs to become a one way system, it is so dangerous and inconvenient with traffic both ways.*

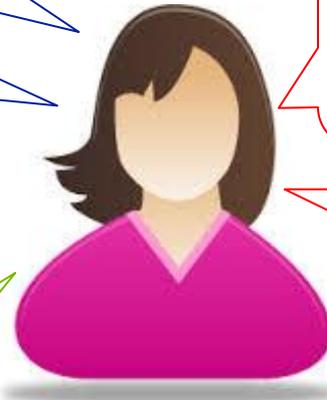
*It would help if a way could be found to slow the traffic on Holland Park Avenue.*

## Garden waste collection service

*Please consider bringing back the garden recycling scheme. Those who wish to use it could even contribute towards it.*

## Litter/street cleanliness

*In the last couple of years the cleanliness of the streets has gone down.*



## Developments, building work and basement excavations

*Building works, basement dig outs in particular, have made day to day life increasingly stressful and unpleasant for a number of Norland Ward residents. I am not sure the policy on basement developments really goes far enough.*

*The disruption from constant building works whose contractors totally disregard working hour rules is a constant nuisance*

## Dog fouling

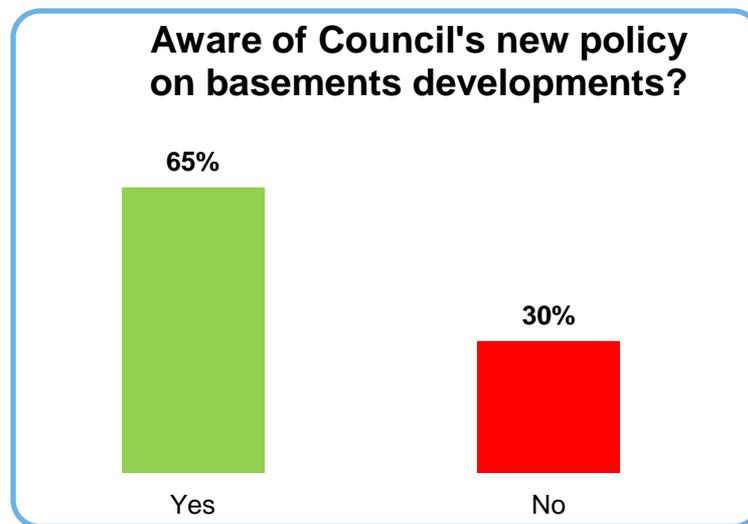
*I think there needs to be greater provision for dog owners to dispose of their dog poo. There also needs to be more reminders of the necessity for dog owners to clean up after themselves. I live on Lansdowne Crescent and after a weekend it is disgusting, the amount of dog poo and poo bags*



# Survey Results: Neighbourhood Plan and basement developments

Respondents were asked about their awareness of both the 'Norland Neighbourhood Plan' (the plan is a shared vision by which decisions on planning applications are determined, so as to shape and direct high quality sustainable development within the area covered by the Norland Conservation Society) and the Council's new policy on basement developments (in order to limit their size).

- 33 per cent of respondents were aware of the 'Norland Neighbourhood Plan'
- 65 per cent of respondents were aware of the Council's new policy on basement developments

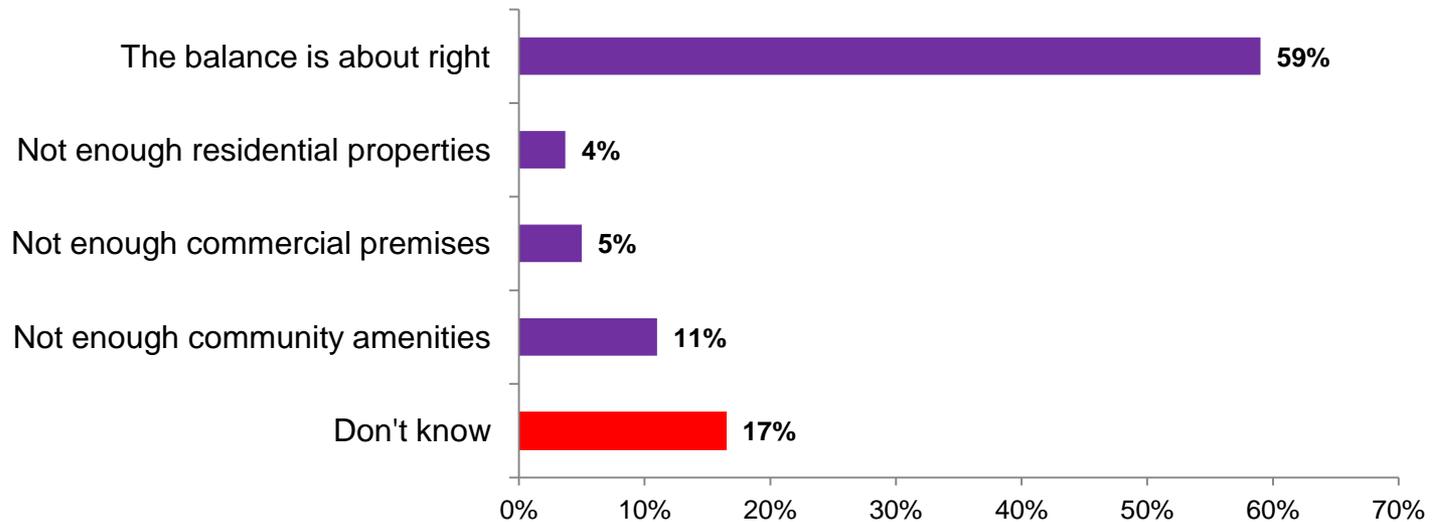


# Survey Results: Balance between residential, commercial and community amenities

The majority of respondents (59 per cent) felt that Norland strikes the right balance between residential, commercial and community amenities.

A total of 11 per cent of respondents did not feel there was enough community amenities in Norland.

## Do you think Norland strikes the right balance between residential, commercial and community amenities?



# Survey Results: Balance between residential, commercial and community amenities

Respondents were encouraged for their thoughts on the balance of amenities in Norland ward. The comments made have been grouped together by theme.

| Theme of comment                                | Number of comments |
|---|--------------------|
| Loss of pubs/restaurants                        | 17                 |
| Conversion of shops/businesses to residential   | 8                  |
| Small business - protect, increase or encourage | 8                  |
| Mix of shops/businesses                         | 6                  |
| Empty properties/properties as investments      | 5                  |
| Commercial/business - loss of or more needed    | 4                  |
| Conservation/planning rules                     | 3                  |

The most common themes are presented in the table here.

All comments can be seen in appendix 2.

Some examples of comments made are provided on the following page.



# Survey Results: Balance between residential, commercial and community amenities

## Loss of pubs/restaurants

*Concern that local shops and pubs are more valuable as houses is driving away local small businesses. The development of the Prince of Wales and neighbouring houses is a prime example.*

*Also very sad that our Prince of Wales is now a residential home!*

## Small businesses – protect, increase or encourage

*The rents are too high for small businesses to exist especially in Portobello Road. Some sort of rent control is imperative. The shops are almost all multinationals now.*

*I would only say that the less multiples the better and more independent businesses.*



## Conversion of shops/businesses to residential

*Too much commercial space has been turned into residential space in recent years. We need our offices in order to keep the shops and restaurants going and profitable.*

## Mix of shops/businesses

*Too many estate agents.*

*Need more restaurants and replace Tesco with a Waitrose or restaurants.*

## Empty properties/properties as investments

*Far too many 'luxury' developments most of which remain empty.*



# Survey Results: Improving local life

As part of the 'City Living, Local Life' programme, Norland Councillors have £14,000 to invest in practical local projects. Respondents were asked to what extent they were in favour of funding a range of project ideas and initiatives to improve life in Norland.

There was a good level of support for all of the ideas; in all cases the majority of respondents were strongly or generally in favour of the project ideas. Projects attracting the highest level of support were:

- Projects to improve the local environment (85 per cent in favour, including 39 per cent strongly in favour)
- Projects to improve road safety or cycling (84 per cent in favour, including 48 per cent strongly in favour)
- Funding community kitchen gardens (74 per cent in favour, including 36 per cent strongly in favour)

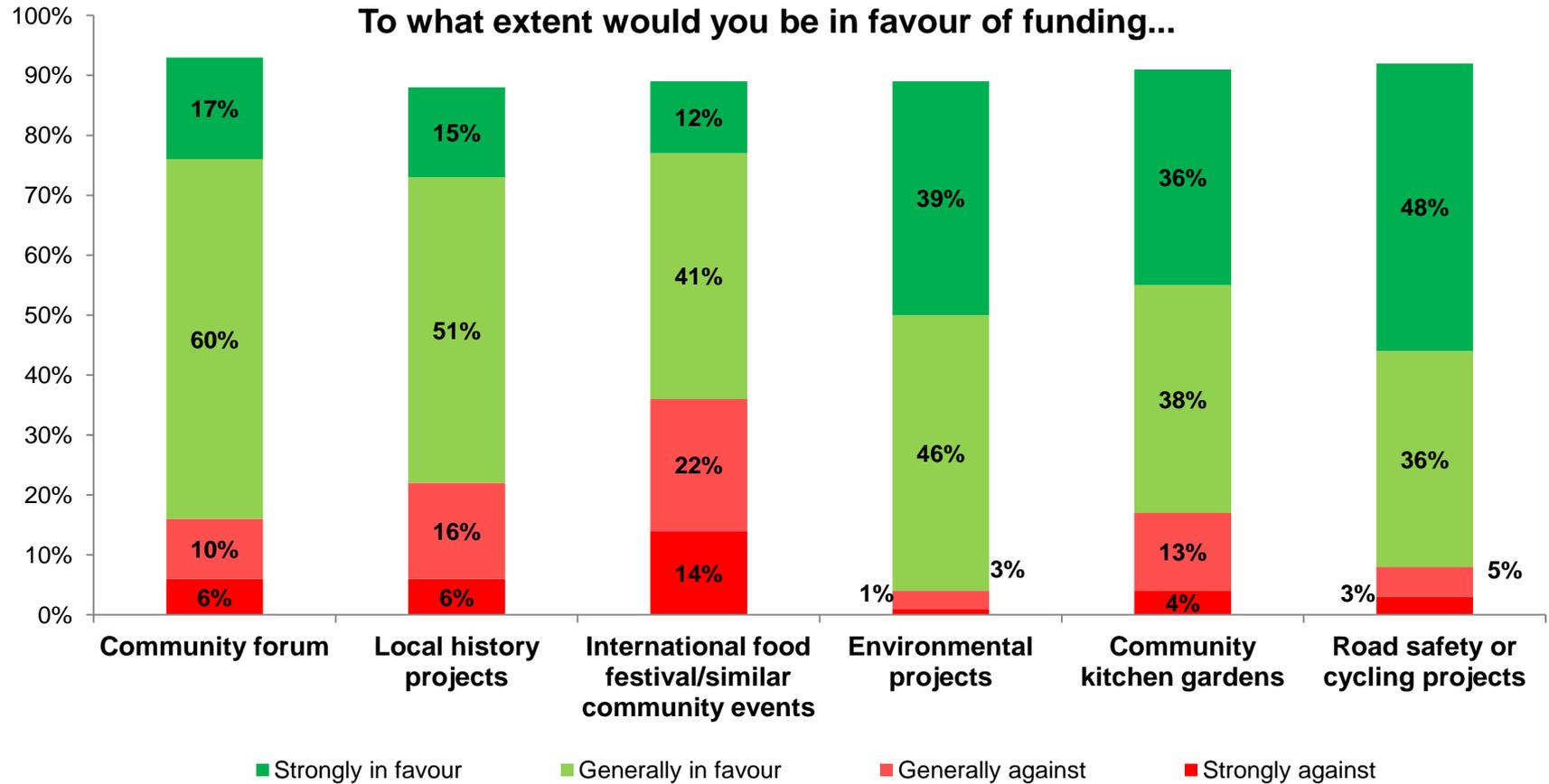
Projects attracting the highest opposition (i.e. percentage generally or strongly against) were:

- Funding an international food festival or similar community events (36 per cent were against, including 14 per cent strongly against)
- Funding local history projects (22 per cent against, including six per cent strongly against)

Results are illustrated in the following chart.



# Survey Results: Improving local life



# Survey Results: Improving local life - Community forum

Respondents were asked for their thoughts and ideas in relation to a community forum or suggestions as to where it could be held. The comments made have been grouped together by theme.

| Theme of comment                                      | Number of comments |
|---|--------------------|
| Venue suggestion                                      | 24                 |
| Cost concerns/waste of money                          | 9                  |
| Not in favour or concerns about what it would achieve | 6                  |
| Digital forum   | 3                  |
| Survey instead  | 3                  |

The most common themes are presented in the table here.

All comments can be seen in appendix 2.

Some examples of comments made are provided on the following page.



# Survey Results: Improving local life - Community forum

## Venue suggestions

*We could hold it in the Academy - if numbers allowed. Otherwise St Francis of Assisi Hall, perhaps?*

*Local coffee shop, probably won't be huge numbers?*

*St James's Church or St John's Church.*

## Cost concerns/ waste of money

*The funding should be used for projects rather than funding a community forum. That should be voluntary.*

*Have the money and support the projects people ask for, rather than add to expenses by having a committee.*



## Not in favour or concerns about what it would achieve

*Having a committee usually takes time and no decisions are reached.*

*Don't know enough, talking shops don't get things done, support enthusiasts.*

## Digital forum

*Make sure it is on line too so that not only the retired residents have access to it!*

## Survey instead

*I am not sure a forum would be the best way. How about a simple survey like this to find out what has the most support - but the Council should have a view too.*



# Survey Results: Improving local life – Local history projects

Respondents were asked for their thoughts and ideas in relation to local history projects. The comments made have been grouped together by theme.

| Theme of comment                   | Number of comments |
|------------------------------------|--------------------|
| Community/area/buildings           | 10                 |
| Cost/funding issues                | 5                  |
| Memorabilia/artefacts /photographs | 5                  |
| Not in favour                      | 5                  |
| Talks, meetings or events          | 5                  |
| Inter-generational activities      | 4                  |
| Communal gardens/garden squares    | 3                  |
| Hippodrome racecourse              | 3                  |

The most common themes are presented in the table here.

All comments can be seen in appendix 2.

Some examples of comments made are provided on the following page.



# Survey Results: Improving local life - Community forum

## Community/area/ buildings

*How about signage of places of interest, like the brick kiln at the end of Pottery Lane. There are several local history books already, but the signage would help people discover the area.*

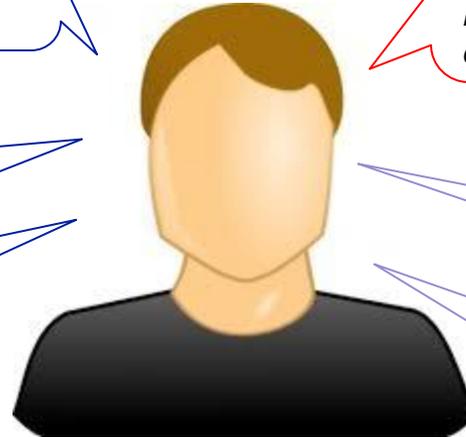
*I am fascinated by all local history. The estates, their story, horse racing, highway men!*

*Garden squares, history of planning and social history.*

## Cost/funding issues

*Buy a book instead, waste of money.*

*I believe this could be achieved relatively cheaply and funding would be better spent elsewhere.*



## Memorabilia/artefacts /photographs

*Local photographs could be asked for and collated - so many changes happen - even trees come and go so quickly. Ad could be put in local newspaper or local newsagents. Photographs could be emailed to a dedicated site.*

## Talks, meetings or events

*Organise walks around the ward/borough.*

*Annual scavenger/treasure hunt, pairing oldest and youngest, getting people to know each other.*

## Not in favour

*I think local history is well documented already.*

*That is not a priority.*



# Survey Results: Improving local life – Food festival/community event

Respondents were asked for their thoughts and ideas in relation to funding an international food festival or similar community events (including where one might be held). The comments made have been grouped together by theme.

| Theme of comment                  | Number of comments |
|-----------------------------------|--------------------|
| Venue suggestions                 | 17                 |
| Not in favour                     | 12                 |
| Food festival                     | 5                  |
| In favour/good idea               | 4                  |
| Against the Notting Hill Carnival | 3                  |
| Cost/funding                      | 3                  |
| Farmers market                    | 3                  |
| Street parties                    | 3                  |

The most common themes are presented in the table here.

All comments can be seen in appendix 2.

Some examples of comments made are provided on the following page.



# Survey Results: Improving local life – Food festival/community event

## Venue suggestions

*Clarendon Cross, Avondale Park, Norland Square, St James's Gardens, the new Kensington Academy and Leisure Centre.*

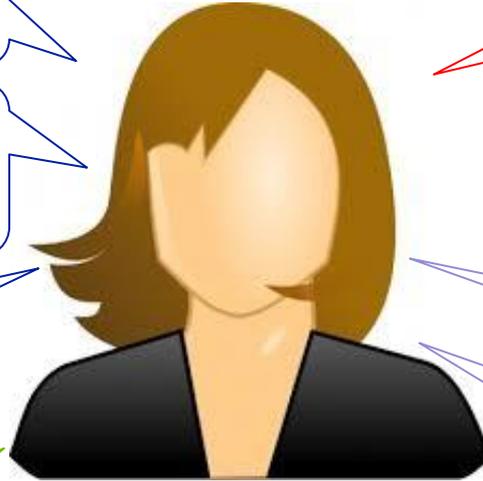
*It should take place in an open air space such as a park or a large public space with live music, books and workshops on healthy eating and cooking classes.*

*Maybe at a local school.*

## Food festival

*Food festival to educate people to eat more healthy might be an idea, especially young parents and school children.*

*Would be good to see some representation from Central/South America. In particular, I do like a good ceviche.*



## Not in favour

*Not relevant, one only has to walk down Portobello Road or Golborne Road to experience international food.*

*No need. Portobello Road is fine. No more silly stunts.*

## In favour/good idea

*Good idea to get the community to mix.*

*Really good idea, great way to bring the community together to celebrate local diversity.*

## Cost/funding

*This is a total waste of money. The money should be given back and returned to tax payers*



# Survey Results: Improving local life – Local environment

Respondents were asked for their thoughts and ideas in relation to funding local environmental projects. The comments made have been grouped together by theme.

| Theme of comment                               | Number of comments |
|--|--------------------|
| Trees/planting                                 | 9                  |
| Parks  | 6                  |
| Environment is already good                    | 5                  |
| Street furniture                               | 5                  |
| Traffic issues or traffic calming ideas        | 5                  |
| Gardening/allotments/community kitchen gardens | 4                  |
| Developments/building works                    | 3                  |
| Pollution                                      | 3                  |

The most common themes are presented in the table here.

All comments can be seen in appendix 2.

Some examples of comments made are provided on the following page.



# Survey Results: Improving local life – Local environment

## Trees/planting

*The flower beds at bottom of Holland Park Avenue/Shepherd's Bush roundabout were a great initiative. Would support (and participate in) similar planting/weeding elsewhere.*

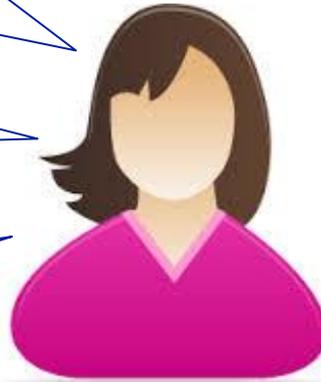
*Plant more trees and plants on St Ann's Road, Bramley Road and in Avondale Park.*

*More trees in streets.*

## Parks

*The living lawn/meadow project in Avondale Park worked well. There are a few places in Holland Park where this would work well.*

*Summer tea parties in the park. Showing war time movies for OAPs or residents of sheltered housing.*



## The environment is already good

*Environment in local area already quite good.*

## Street furniture

*More waste bins, especially for dog mess.*

*Improve street architecture along Holland Park Avenue by the shops, remove old phone boxes. Better information signs.*

## Traffic issues/calming

*Widen pavements in Holland Park Avenue by introducing cycle tracks and reducing traffic/speed flows.*

*Reduce the level of local traffic.*



# Survey Results: Improving local life – Community kitchen gardens

Respondents were asked for their thoughts and ideas in relation to funding community kitchen gardens, including potential locations for planters. The comments made have been grouped together by theme.

| Theme of comment            | Number of comments |
|-----------------------------|--------------------|
| Suggested location          | 26                 |
| Good idea                   | 4                  |
| Use of schools              | 4                  |
| No suggestions for location | 3                  |
| Not in favour of this       | 3                  |

The most common themes are presented in the table here.

All comments can be seen in appendix 2.

Some examples of comments made are provided on the following page.



# Survey Results: Improving local life – Community kitchen gardens

## Suggested locations

*Avondale and Holland Park. Avondale School has an excellent Garden Project, but it needs more space.*

*North end of Portland Road.*

*Perhaps grow fruit trees in Holland Park and Avondale Park and people can pick their own or buy them.*

*Near new leisure centre.*

*Around Avondale Park.*

*Hospitals.*



## Use of schools

*Schools, college, adult education grounds. Any space, secure a bit of ground.*

## Good idea

*Really nice idea and a sustainable initiative.*

*This would be lovely and could be a site for schools to visit locally. Children need educating about their environment and what they eat. Great.*

## Not in favour

*At your house, not near mine. Why does the Council not do something useful like get rid of the Notting Hill Carbuncle instead.*



# Survey Results: Improving local life – Road safety or cycling projects

Respondents were asked for their thoughts and ideas in relation to funding projects to promote and improve road safety or cycling. The comments made have been grouped together by theme.

| Theme of comment                              | Number of comments |
|---|--------------------|
| Issues with cyclists breaking the law         | 25                 |
| Cycle lanes                                   | 21                 |
| Cyclist safety (helmets, lights, tests, etc.) | 17                 |
| Traffic control/regulations                   | 13                 |
| Education for cyclists/motorists              | 5                  |

The most common themes are presented in the table here.

All comments can be seen in appendix 2.

Some examples of comments made are provided on the following page.



# Survey Results: Improving local life – Road safety or cycling projects

## Issues with cyclists breaking the law

*Cyclists flagrantly disobey the laws in W11 and should be heavily fined when in breach.*

*Cyclists without bells whistling down one way streets, or worse on pavements are a menace. Please stop this.*

*Prosecute cyclists who flout red lights etc.*

## Cycle lanes

*Dedicated cycle lanes. It is crazy that cyclists must face such dangerous conditions while drivers and pedestrians are so well looked after. Wouldn't I love to cycle to school with my children from Notting Hill to Brook Green? Well, I can't because that one and half mile journey could be fatal for them.*

*More cycle lanes.*

## Cyclist safety

*Free bicycle road safety lessons for children and adults.*

*Ask cyclists to be properly lit at night. Make cars and buses more aware of cyclists.*

## Traffic control/regulations

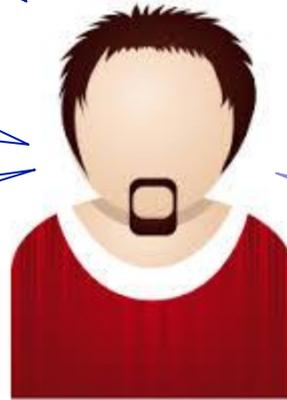
*Make Norland Square one way on both parts of the square.*

*Restriction on speed to 20mph.*

*Slow the traffic throughout the borough but especially Holland Park Avenue.*

## Education

*Education in road safety for car drivers and cyclists.*

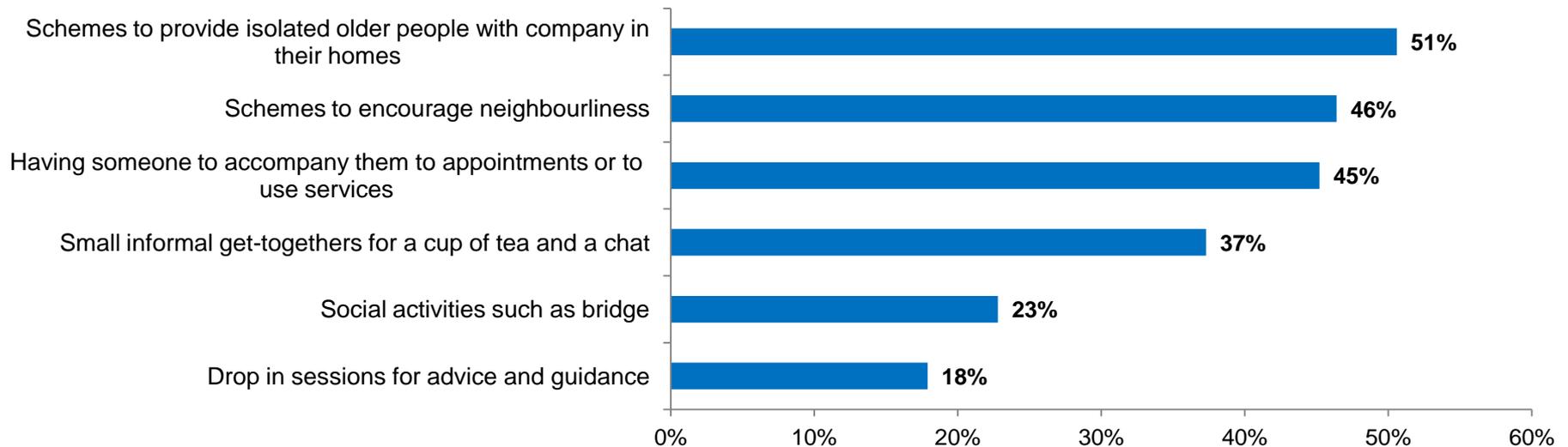


# Survey Results: Projects targeted at older people

Respondents were asked to select up to three project ideas that they felt would improve life for older people in the ward.

- Over half (51 per cent) supported schemes to provide isolated older people with company in their own homes.
- Almost half (46 per cent) supported schemes to encourage neighbourliness.

## Which of the following project ideas would improve life for older people in the ward?



# Survey Results: Projects targeted at older people

Respondents were asked for their thoughts and ideas in relation to funding projects to improve life for older people in the ward. The comments made have been grouped together by theme.

| Theme of comment                | Number of comments |
|---------------------------------|--------------------|
| Cross generation activities     | 6                  |
| Exercise or sport               | 6                  |
| Lifts/accompanying older people | 5                  |
| Social activities               | 5                  |
| Volunteers                      | 5                  |
| Existing projects/activities    | 4                  |
| Advertise activities            | 3                  |
| Community centre/meeting venues | 3                  |

The most common themes are presented in the table here.

All comments can be seen in appendix 2.

Some examples of comments made are provided on the following page.



# Survey Results: Projects targeted at older people

## Cross generation activities

*Events that bring the community together, not just old people.*

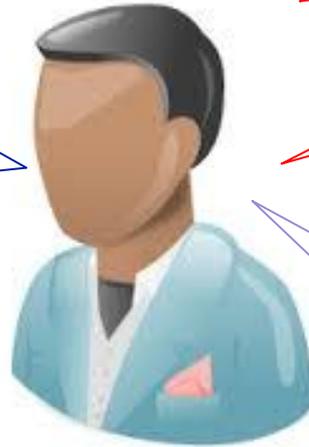
*Identify isolated 'elders' connect to local schools.*

*Pair old and young so that young can educate old digitally and old can educate them from their various experiences. Offer Council Tax discounts for some.*

## Lifts/accompanying older people

*Hospital appointments - may need someone to accompany an older person.*

*Social activities are a great idea but would require transport etc.*



## Exercise or sport

*Organise scheduled walks around Holland Park, Norland Square etc.*

*Well-being activities, such as keep fit and geriatric ballet should be more widely publicised.*

## Social activities

*Use churches which are redundant and empty between services to host informal events for the elderly to meet and provide transport for those who can't get out and about.*

## Volunteers

*Make it easier for people to offer an hour or two a week. I would like to help but can't commit to more.*



# Survey Results: Other project ideas

Respondents were given an opportunity to suggest other ideas for projects which would improve their neighbourhood. The comments made have been grouped together by theme.

| Theme of comment                | Number of comments |
|---------------------------------|--------------------|
| Building works                  | 4                  |
| Street festival/parties         | 4                  |
| Coffee mornings/cafes           | 3                  |
| Crime/community safety          | 3                  |
| Exercise/sport                  | 3                  |
| Garden Waste Collection Service | 3                  |
| Good place to live              | 3                  |

The most common themes are presented in the table here.

All comments can be seen in appendix 2.

Some examples of comments made are provided on the following page.



# Survey Results: Improving local life – Other project ideas

## Building works

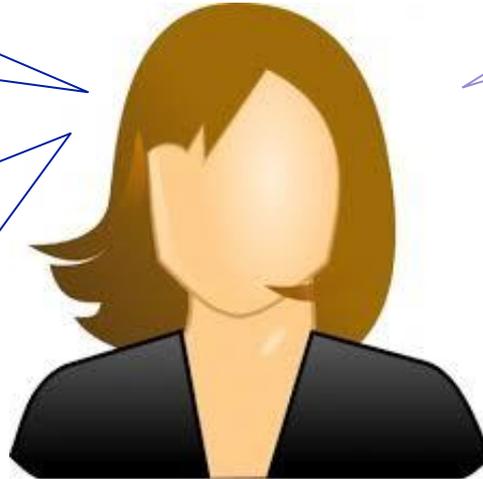
*Less or no basement development. Control Saturday builders.*

*Reduce disruption by building works, it has become intolerable.*

*I think it's such a great neighbourhood - amazing rubbish collection, community policing, clean etc. But could be improved by slightly limiting the constant home renovations. Each one lasts at least a year and the minute one ends another starts.*

## Coffee mornings/cafes

*A Norland coffee morning, get local business to sponsor or offer space.*



## Crime/community safety

*Has Neighbourhood Watch ever been tried? We have lived here for 48 years and have never been aware of it.*

*Crime reduction initiatives.*

## Street festivals/parties

*Street parties.*

## Exercise/sport

*Promote sports excellence and focus one sport that runs around the area, e.g. a triathlon that would be really fun and interesting for the community.*



# Survey Results: Getting involved and volunteering

A total of 119 respondents provided their contact details so that they could be kept informed about City Living, Local Life activities and events. In addition 88 respondents ( 34 per cent) indicated that they were happy for their Ward Councillors to contact them about other Ward matters.

A total of 62 respondents (24 per cent) indicated that they would be interested in volunteering in the borough and many went on to provide details of the activities they are interested in. This information has been provided separately to the City Living, Local Life Team.

## Agree to be contacted about other ward matters?



## Interested in volunteering in the borough?



# Survey Results: Length of residency

Respondents were asked how long they have lived in the borough.

Over half of respondents (51 per cent) have lived in the borough for more than 20 years.

