

Holland Ward Survey

Summary report of results May 2012

**Prepared by the Community Engagement Team and the
Consultation and Partnerships Team**

Holland@rbkc.gov.uk
020 7598 4633
www.citylivinglocallife.org



**THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA**

Introduction

City Living, Local Life (CLLL) is a new 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 Holland Ward CLLL initiative Ward Councillors commissioned a survey of residents in order to canvass views on local priorities and suggested community projects. The survey was also used to collect the contact details of Holland Ward residents who wished to be further involved in the initiative.

Methodology

A survey was developed in collaboration with the Ward Councillors. A paper copy of the questionnaire was sent to all households in Holland Ward, using the Council Tax Register. In total, the questionnaire was posted to 6502 households. Approximately 200 questionnaires were returned as undelivered. Residents were also given the option of completing their questionnaire online or using their smartphone. However, only a small number of electronic responses were received.

Respondents

A total of 615 responses were received. Taking into account the number of undelivered questionnaires, this equates to a response rate of 10 per cent.

Some 190 respondents wished to be kept informed about the initiative and provided contact details, which represents 30 per cent of respondents. Their contact details have been added to the City Living, Local Life contact list by the Council's Community Engagement Team.

Respondents were roughly in line with the population of the ward in terms of gender and ethnicity, but with a slight under-representation of younger people and a corresponding over-representation of people over the age of 40. More information about the profile of respondents can be found in Appendix A on p.10

For more information

Up to date information can always be found on the Holland page of the City Living, Local Life website: www.citylivinglocallife.org/holland

For general enquiries, to learn more about getting involved, and to sign up to receive further updates and local news, email Holland@rbkc.gov.uk or ring 020 7598 4633.

You can also contact the Holland Ward Councillors directly. Full contact details for each Councillor are available online at:

<http://www.rbkc.gov.uk/councilanddemocracy/wards/holland.aspx>

Survey results part 1: City Living, Local Life projects and initiatives

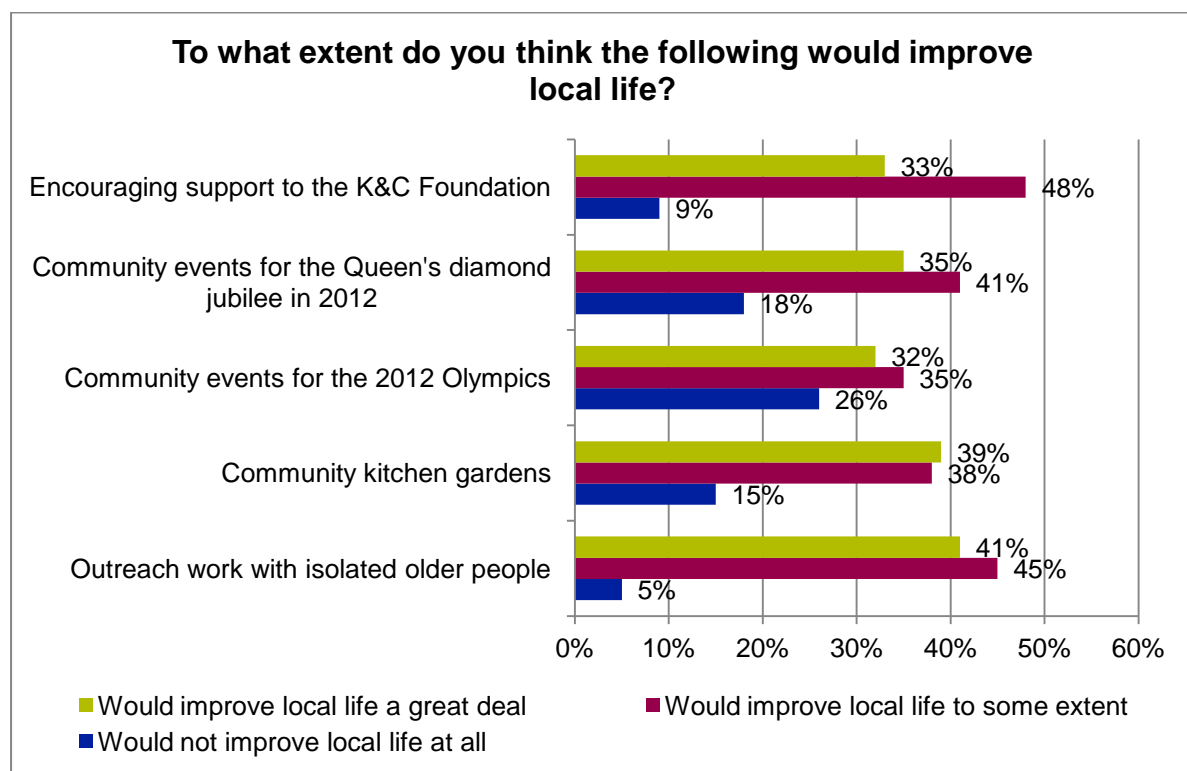
Support for initial ideas

The survey asked:

“To what extent do you think the following would improve local life?” and gave six options: encouraging support to the Kensington and Chelsea Foundation; community events for the Queen’s diamond jubilee in 2012; community events for the 2012 Olympics; community kitchen gardens; and outreach work with isolated older people.

The majority of residents felt that each of the suggested community projects would improve local life to at least some extent. The highest level of support was for outreach work with isolated older people:

- **Outreach work with older people** – 86 per cent of respondents felt it would improve local life to some extent or a great deal
- **Encouraging support to the K&C Foundation** – 81 per cent of respondents felt it would improve local life to some extent or a great deal
- **Community kitchen gardens** – 77 per cent of respondents felt it would improve local life to some extent or a great deal
- **Community events for the Queen’s diamond jubilee in 2012** - 76 per cent of respondents felt it would improve local life to some extent or a great deal
- **Community events for the Olympics** – 67 per cent of respondents felt it would improve local life to some extent or a great deal



Summary of comments

The survey also provided an open comment field for this question. Most people used the open comment field to suggest a variety of ideas and projects they would like to see. These comments were coded thematically.

In the open comments, the top three most suggested projects were:

- Small scale community fairs, craft and farmers' markets
- Community kitchen gardens and roof gardens
- Intergenerational projects and activities with older people

A whole range of other projects or community events were suggested or requested:

- Street parties
- Intergenerational opportunities
- Better publicity of existing community events, like a local newsletter
- Easier way for people to volunteer to help older people with practical matters and odd jobs
- More family activities
- More activities for young people
- Workshops to teach shopping and eating healthily and to share recipes
- Local fundraiser for local residents to help support their local people
- Civility and politeness campaign
- Public meetings to discuss issues and meet each other
- Book clubs, film clubs
- Community centre
- Utilise the churches for community events
- Volunteer litter pick up scheme
- Olympics community events
- RBKC to sponsor office environment for people to use to start a new business
- Residents association in Holland Park West
- Dog poo campaign
- Use Holland park for more community events
- Volunteers in Holland Park Playground
- More blood donation sessions in the area

Example comments

Community activity

I would be happy to volunteer to pick up litter in the nearby streets

Community events such as a street party are a great way of bringing the community together.

I love the kitchen garden idea and would participate and benefit! Please pursue this one.

Have street markets and festivities for small business and children to be involved.

Local activities in Town Hall for example talks/public reading and small scale community ethnic fairs.

Survey results part 2: Ward priorities – general local life

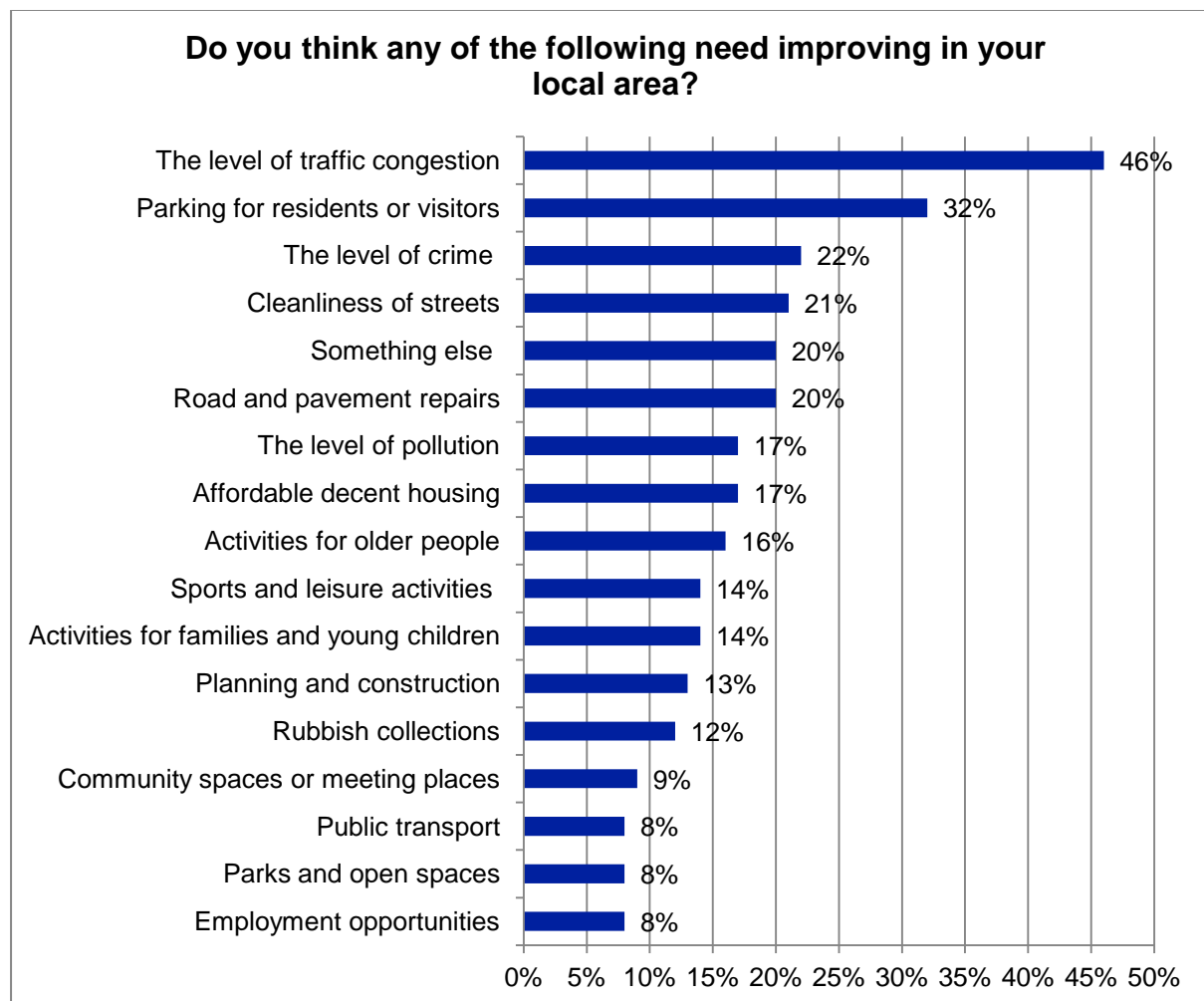
Things to be improved

Residents of Holland Ward were asked to identify up to three things from a set list that needed to be improved in their local area, defined as within 15 to 20 minute walk from their home.

The top five concerns identified by residents were:

1. The level of traffic congestion (46%)
2. Parking for residents or visitors (32%)
3. The level of crime (22%)
4. Cleanliness of streets (21%)
5. (tie) Something else (20%)
5. (tie) Road and Pavement repairs (20%)

Full table of results:



Summary of coded comments

Many respondents elaborated on their responses in the open comments field. These comments were fully coded thematically by service area so they can be followed up with relevant service leads and Cabinet officers.

Highways and Transportation

- Cycling (27 total comments)
 - o 13 comments - problems with cyclists: cycling on pavements, cyclists not following rules, need a code of conduct for cyclists, need to enforce rules
 - o 6 comments - better facilities needed for cyclists
 - o 5 comments - more Barclay bike points requested
 - o 3 comments - problems with location of existing Barclay bike points
- Traffic congestion in Holland is too high and a real problem (17 total comments)
- Road works and closures need to be coordinated (15 total comments)
- Put in place a 20 mph speed limit on Holland Park Avenue, Abbotsbury Road, Addison Road, and Melbury Road (7 comments)
- Pedestrian crossing needed (lights or zebra crossing), particularly at Holland Park entrance outside Abbotsbury Gate
- More speed bumps/sleeping policemen requested (7 total comments):
- Save Olympia Tube (6 comments)
- 26 total specific comments which are being followed up with the individual respondent and/or will be addressed at the upcoming public meeting

Waste Management & Street Cleaning

- 31 total comments – Rubbish issues
 - o 8 comments - more rubbish bins and more frequent bin emptying in public areas needed
 - o 6 comments - increase rubbish collections
 - o 5 comments – make recycling easier or increase items recycled
 - o 4 comments - Encourage responsible rubbish disposal by residents
 - o 3 comments - Dumped rubbish/flytipping issues
- 8 comments - Dog fouling problems
- 4 comments – problems with leaves on streets in autumn and ice in winter
- 4 comments - Street cleaning issues
- 2 comments – address littering

Planning

- 20 comments – Reduce/disallow basement renovations
- 5 comments – more trees/greenery
- 5 comments - Protect/foster local businesses and shops
- 3 comments - more transparency and consultation with residents on planning
- 2 comments - Commonwealth centre redevelopment concerns
- 2 comments - protect cars from damage caused by trees

Parking

- 10 comments - Short term parking for visitors and service companies needed

- 8 comments - Extend parking restrictions to protect resident parking, particularly in areas near Westfield
- 4 comments - better monitor parking bay suspensions to avoid multiple bays on a single street being suspended at the same time
- 2 comments – need better parking enforcement
- 3 miscellaneous specific comments being followed up directly with respondents.

Leisure/Parks

- 9 comments – need leisure centre/swimming pool
- 3 comments – improve the small park adjacent to Shepherds Bush roundabout
- 2 comments – dogs on lead limits in Holland Park too restrictive
- 2 comments – re-allow Tiger Tennis coaching and private tennis lessons
- 11 miscellaneous comments being followed up with respondents or at public meeting.

Community Safety

- 7 comments - reduce crime/robbery of homes and cars
- 2 comments – concerns about personal safety
- 2 comments – aggressive door to door salesmen
- 4 other miscellaneous comments being followed up with the Safer Neighbourhood Team and at the public meeting.

Noise and nuisance

- 11 comments - Reduce noise from sirens
- 2 comments – noise from vehicles (music, motorcycles) especially late at night.

Arts

- 3 comments – more arts and culture events besides Opera Holland Park
- 2 comments – space for artists studios

Housing

- 3 comments – housing policy should encourage cultural diversity
- Help the homeless
- More housing for people with mental health problems
- Council take over vacant properties
- RBKC needs to monitor and improve properties within its portfolio.

Education

- More accessible schools for Holland ward that are not fee paying for primary and nursery education
- More secondary school places in RBKC
- Decent and affordable schools

Libraries

- More public libraries that are open until late night (until 21:00 or 22:00)

Example comments

Transport, highways and parking

The traffic on Russell Road is very fast (people use it as a cut through to avoid Holland Road), so improved traffic calming measures would be good.

The cars on Holland Road driving too fast. To put cameras on the main road. The level of traffic is too much 24/7.

Westfield has caused major disruptions in traffic and parking in the area is increasingly difficult especially at the weekends.

Far too many road works with no proper control

I want it to be easier for tradesmen (plumbers, decorators for example) to park outside my property while they are on business. I want the Olympia tube service to stay!!

Refuse and recycling

Cleanliness: the problem is casual littering, not the clean-up, which is of a high standard.

More rubbish bins required on the roads, whenever I go out and want to throw a dirty tissue or a wrapper, I have to try hard to find one or other choice I have is to put in my bag and bring it home to throw in my bin.

Many people put rubbish outside their house on days which are not collection days or bulky items against trees. Hotspots are the western end of Holland Park and north end of Abbotsbury Road.

I believe rubbish collection has been reduced - would like to see it increased and recycling is feeble with just one bag.

Planning

Safeguarding the private gardens/green areas instead of giving permission for garden areas to be built up (extensions/concrete sheds).

Conserve the integrity of Victorian terraces!! Stop letting owners rip out the insides.

I think it is ridiculous that the listed building planning department at RBKC will not allow double glazing - let's see some sensible policies please.

Say NO to the rash of basement developments that are causing traffic disruption, disruption to lives and ruining historic Holland Ward. Just say NO!!

Next steps

Follow-up on specific requests

If you made a specific comment and gave us your contact details, we'll be following up with you directly via letter and/or giving you the chance to attend a public event to discuss the issue you raised.

Feedback to relevant services

All the feedback you shared has been shared with the relevant services for action. Check back on the citylivinglocallife.org website for updates about what's been done, or attend one of the scheduled public meetings for full information.

Public meetings

Based on the multiple comments on specific issues, we've decided to organise a series of public meetings in Holland so you can hear directly from the people who work in the relevant services and policy areas, question them in person, and also network with other interested residents to help develop your own solutions.

Details and dates of the meetings will be posted shortly on the City Living, Local Life website.

Make sure we have your email or address and we'll send you details directly as soon as we have them.

City Living, Local Life projects

Now that we have some feedback from you about what you think the priorities are for community activities in Holland, we're ready to support any of you who come forward to volunteer or lead on a new project, with funding and/or advice.

We'll be in touch with those of you who said you'd like to be involved in something specific and gave us your contact details.

You can also contact us any time to discuss a specific idea or proposal, and we'll try to help you get it off the ground.

We'll also be arranging a special public workshop in September 2012 so people can get together to take forward the most popular ideas: outreach to older people, community gardens, local fundraisers for the Kensington and Chelsea Foundation, and activities for young people and families. Look out for details of this meeting on the website, or make sure we have your details so we can let you know the date and time.

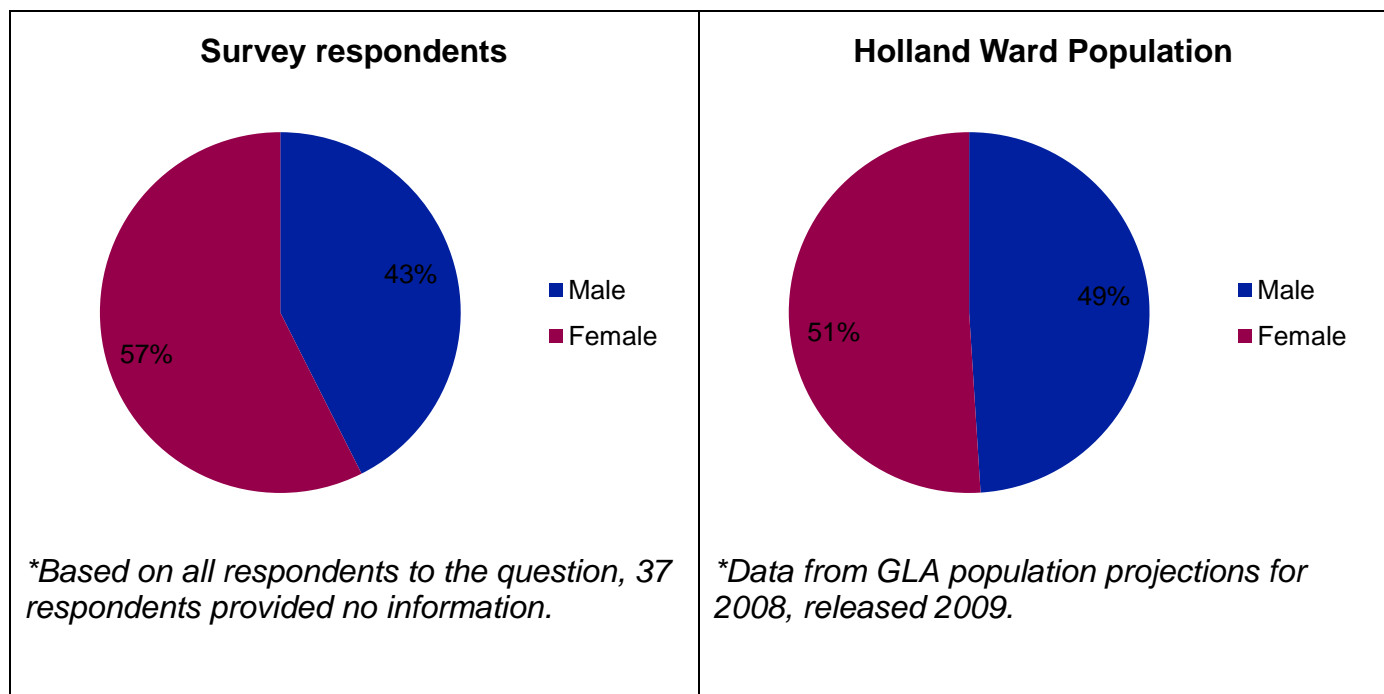
If you're not sure about starting something up, you can also sign up to hear about volunteer opportunities once projects have got off the ground. Just get in touch.

Appendix A

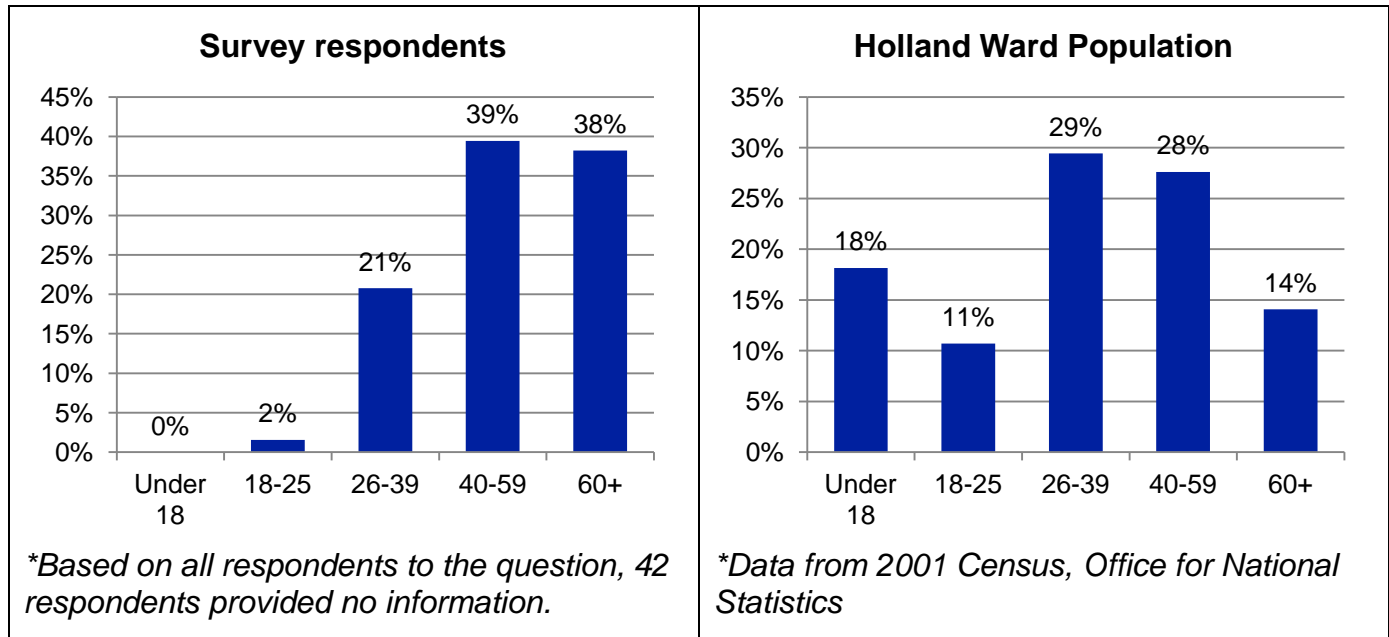
About the respondents

Comparison with demographic information about the whole ward reveals that the profile of respondents is roughly in line with the population of the ward in terms of gender and ethnicity. However, young people are not well represented in the response with two per cent of responses being received from residents aged 25 and under. This age group accounted for 29 per cent of people in Holland Ward according to the 2001 Census. The expectation is that this group would be less well represented due to the use of the Council Tax register as a sampling frame, however it is recommended that further thought is given to how the views of young people could be fed into the initiative.

Gender



Age



Ethnicity

