# GIVE MY VIEW

END OF REPORT

# AFFORDABLE HOUSING SPD

## RBKC

06.04.2020

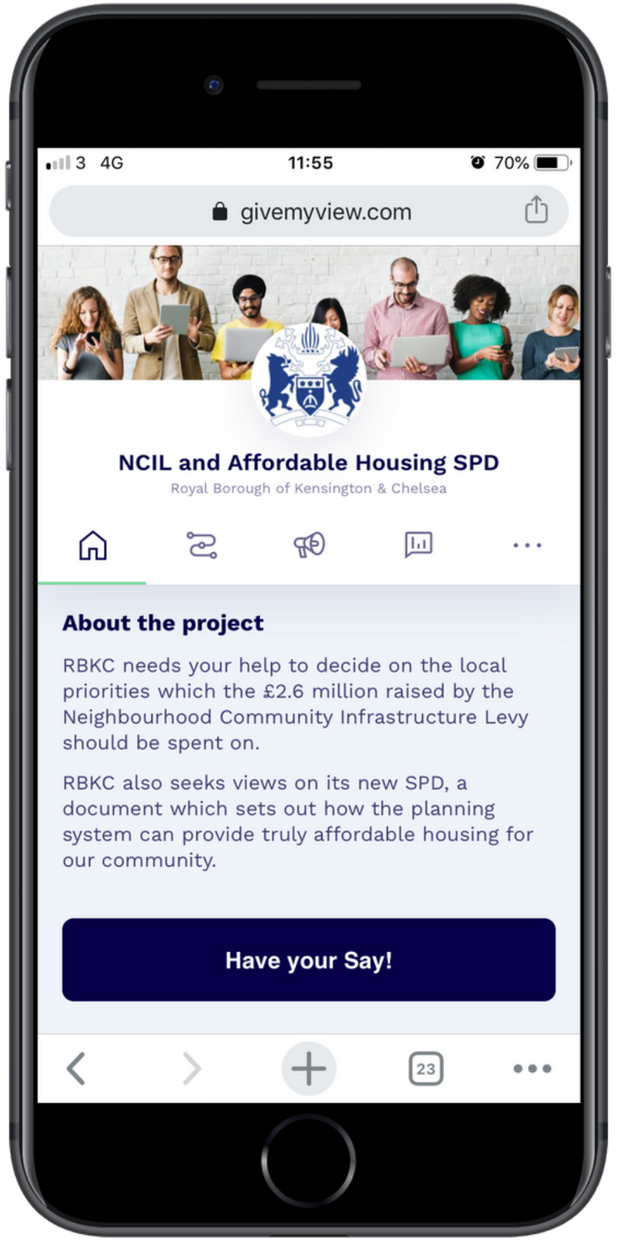
# GIVE MY VIEW OVERVIEW

The analysis that follows identifies insights into the community's views on Affordable Housing in RBKC.

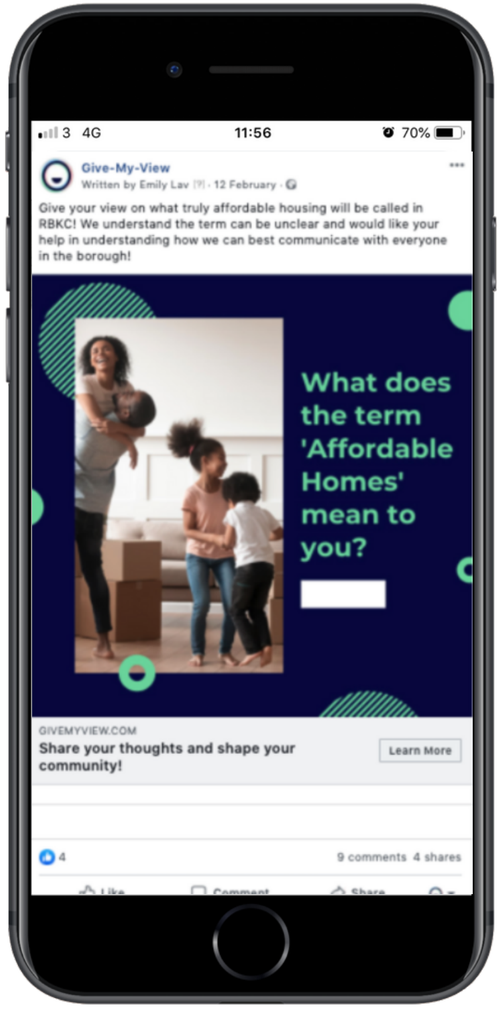
Built-ID hope the community insights are useful in shaping the new Affordable Housing SPD.

The Give My View website achieved 7,099 visits with 248 members of the community providing 325 pieces of feedback.

The community left 81 pieces of written feedback, a number of which were constructive thoughts on terms for affordable housing and what it means to them.



# EXAMPLE USER JOURNEY

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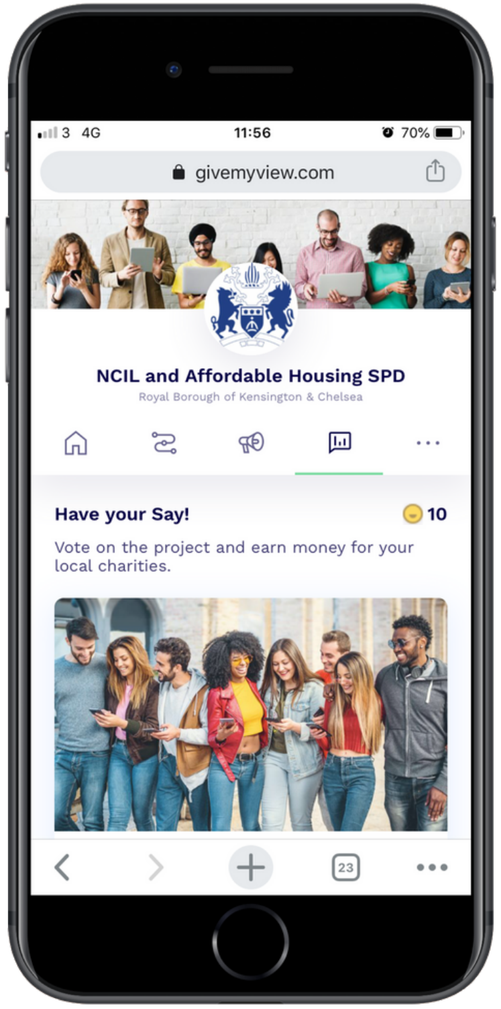


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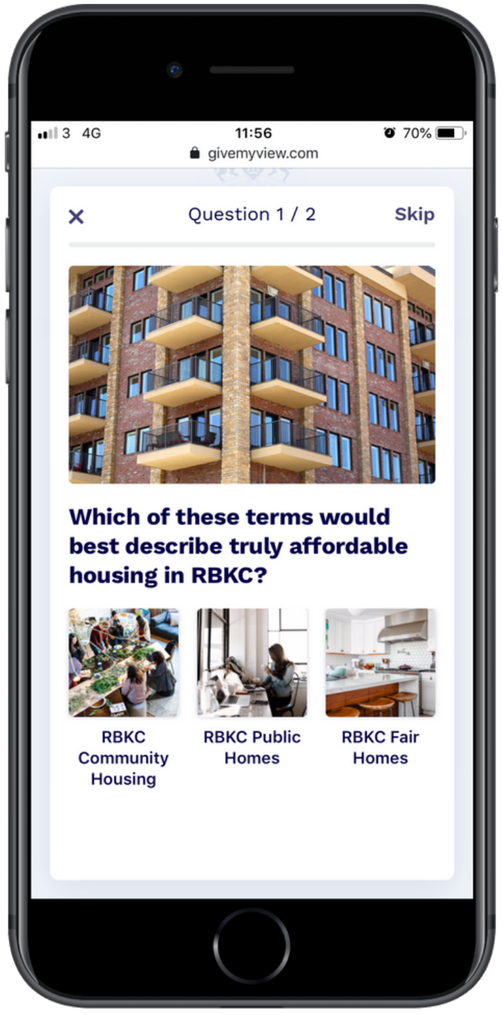


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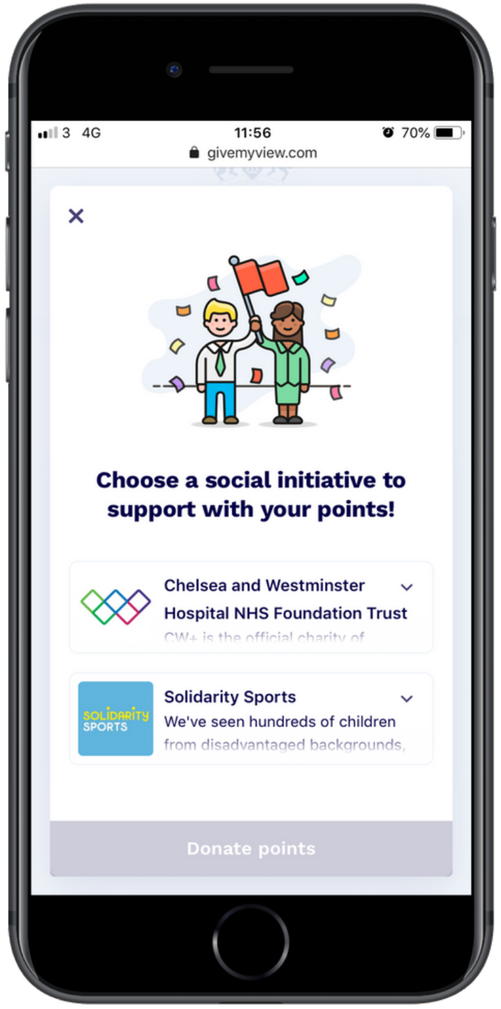


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# SUMMARY OF DIGITAL ENGAGEMENT ACROSS ALL POLLS

**7,099**

**Visits to the website**

**711**

**Unique Voters**

**2,773**

**Questions answered**

# POLL PERFORMANCE

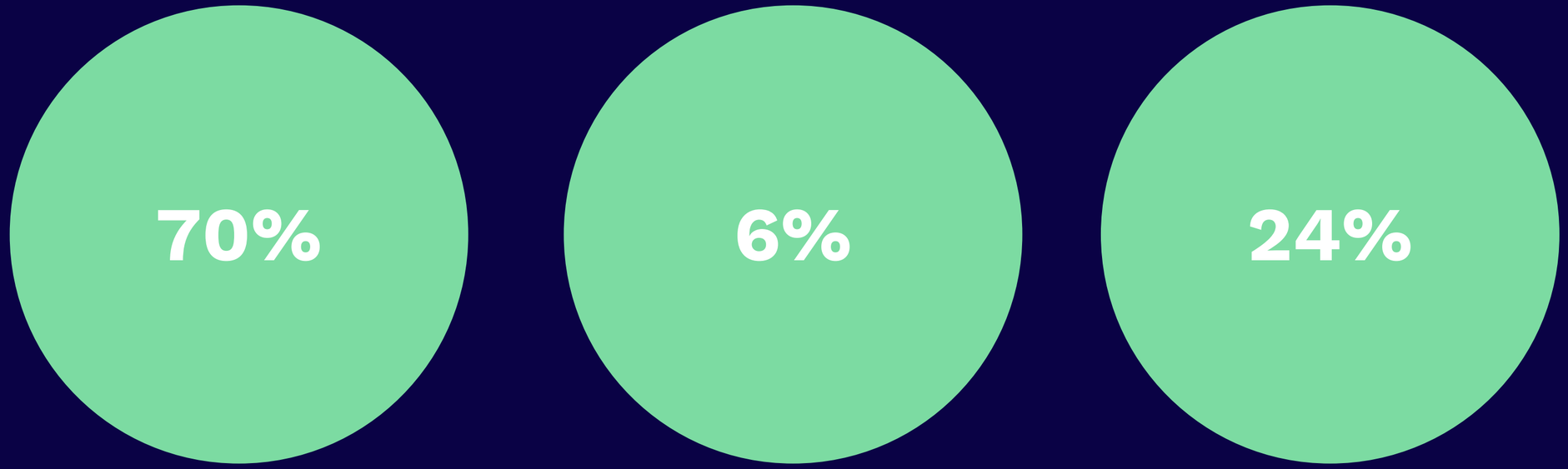
**594**
**Voters**

**NCIL Priorities**

**248**
**Voters**

**Affordable Housing**

# DEVICE BREAKDOWN




**Mobile**

**Tablet**

**Desktop**

# POLL: AFFORDABLE HOUSING

## Which of these terms would best describe truly affordable housing in RBKC?

**RBKC Fair Homes**

36% voted

88 votes

**RBKC Community Housing**

**39% voted**

**95 votes**

**RBKC Public Homes**

25% voted

61 votes

**Community Insight:**

- 244 people answered this question.

**Potential Influenced Decision:**

- The result confirms the community's influenced decision to name affordable housing as 'RBKC Community Housing'.

# Let us know if you can suggest new terms to describe "affordable" housing.

**81**

**Total number of comments**

**4**

**Comments were N/A**

## 3 key themes were identified from all comments

**33 comments**

**Suggestions**

**16 comments**

**Definition of 'affordable'**

**12 comments**

**Critique of AH in the borough**

# Let us know if you can suggest new terms to describe "affordable" housing.

**81**

**Total number of comments**

**4**

**Comments were N/A**

## Top themes identified:

1. Suggestions
2. Definition of 'affordable'
3. Critique of AH in borough

# Let us know if you can suggest new terms to describe "affordable" housing.

## Suggestions

Council accommodation
Council assisted accommodation
Home-in-need
Reasonable housing

FAIR DEAL HOUSING...FAIR RENT HOUSING...

How about the well understood terms like 'social housing' or 'council housing'? Fair, public and community are as meaningless as 'affordable' in the context of what peopole can afford and the terms and conditions assicated with tenancies.

INTERMEDIATE JOINT OWNERSHIP HOMES FOR FIRST-TIME BUYERS, KEY WORKERS, SENIOR DOWNSIZERS INTO LIFETIME SHELETERED HOUSING, VETERANS. PART-SUBSIDISED RENT (AFFORDABLE) AND PART-OWNERSHIP STAKE VIA AFFORDABLE LOW INTEREST MORTAGES.

## Definition of 'affordable'

Affordable housing should be as in public sector workers and other residents on an average income , being able to afford to buy.

Housing that can be purchased like normal people used to purchase them 40 years ago, ie with 2-5 times their salary, not stupidely expensive, no more than 5 times the median or average salary of the country

Based on income, not market rates

Affordable should mean costing (by rent or mortgage) no more than 50% of net income of LOCAL residents EXCLUDING those who find the private sector affordable

Affordable housing needs to be something that someone on 20K a year can afford

## Critique of AH in the borough

Community housing is fine, if it is genuinely open to, run by and affordable to all our local lower and average earners. If it's council housing with the same staff and with the same gatekeeping to even get on a waiting list, managed with an authoritarianism deficit approach, it's not community housing and should be called Local Authority Housing.

We also need RBKC decision makers to get training in Community Led Housing then commission us several locals who've already taken this training, to work with councillors and officers to develop some Community Land Trusts. There's a ton of willingness and expertise out here in the community that could be used for this.

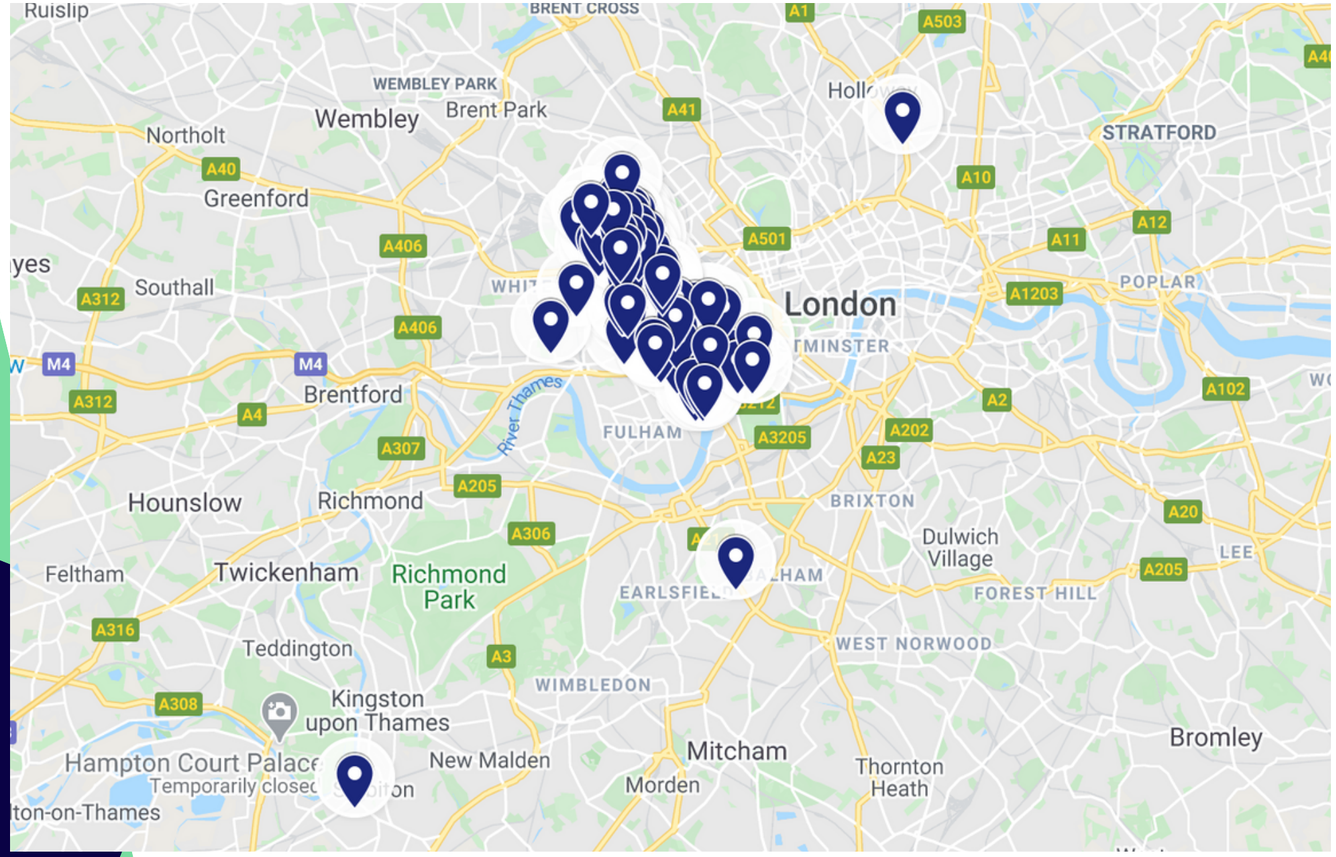
# Potential Influenced Decisions

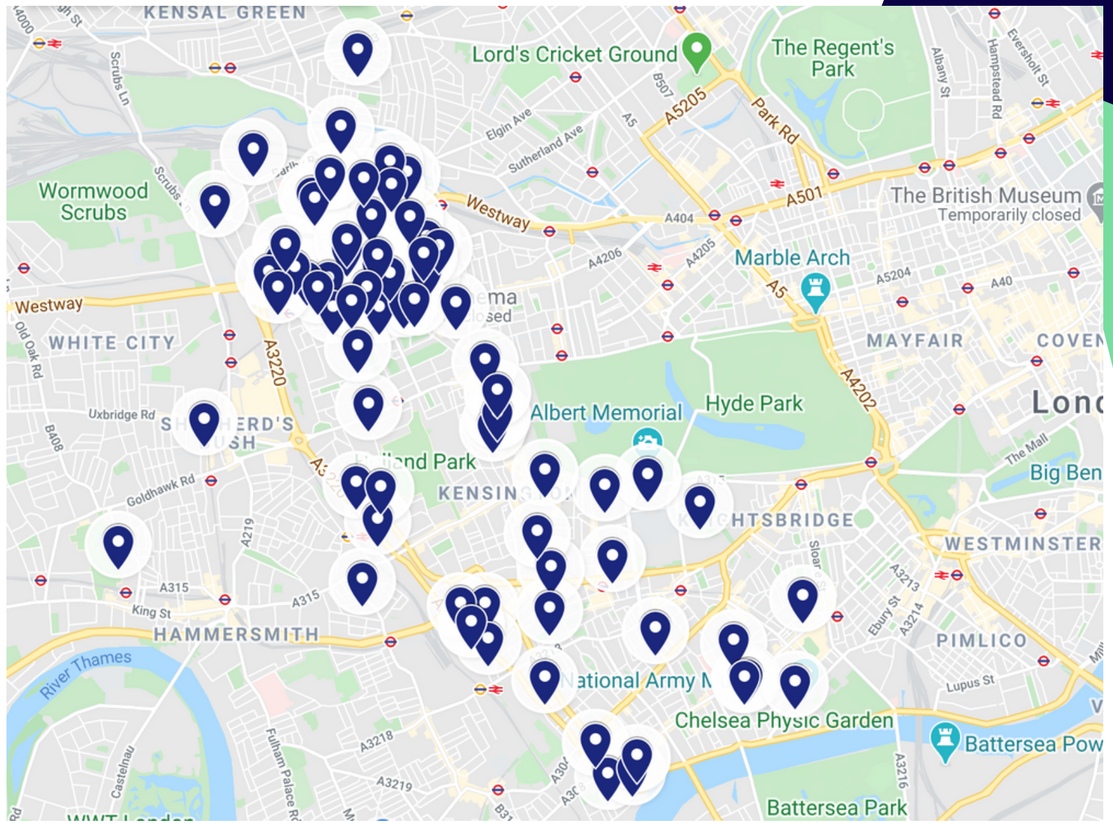
- The community's vote has a clear winner, their choice for a new name for affordable housing across the borough is 'RBKC Community Housing'.

- From the written feedback a proportion of the community are not too focused so much on the term, they instead want to know what AH means for the borough. This is a wider and complicated subject but clarification is needed, when communicating the new name, it would be good to point the community to the full outline in the relevannt document.

- The community suggested a number of their own thoughts, but there was no clear winner from these. It may be be a good idea, if time allows, to canvas opinion on any of these options against 'RBKC Community Housing'
  - E.g. Housing for all, Middle income housing, Low-rent housing, Affordable rent housing, Price-controlled housing, fair housing.

# The community's home locations



# SOCIAL MEDIA CAMPAIGN

# CAMPAIGN OVERVIEW

The RBKC NCIL Priorities & Affordable Housing, digital campaign ran for 6 weeks from 11.02.20 to 24.03.20. Platforms included Facebook and Instagram.

**6,279**

**Results**

**273,216**

**Reach**

**2,816,213**

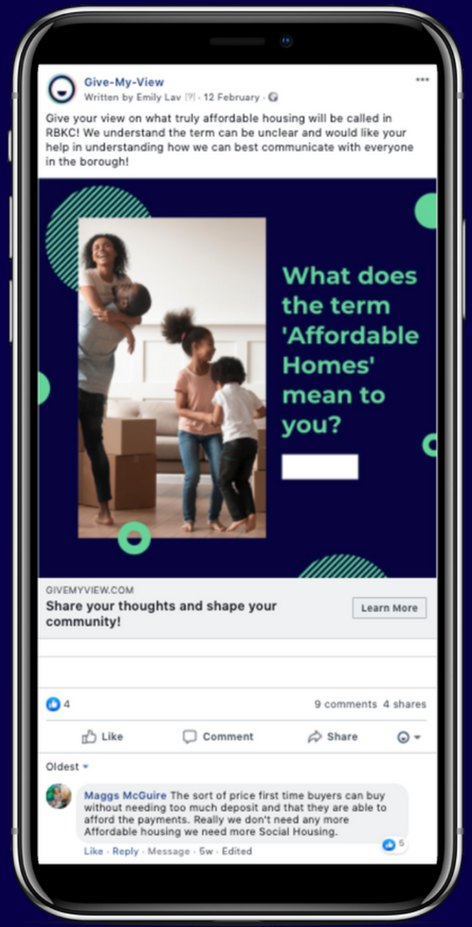
**Impressions**

Landing Page Views are classified as 'results'.
Reach shows how many people saw the advertisements.
Impressions shows how many times the advertisements were displayed by Facebook.

# TOP PERFORMING

## AFFORDABLE HOUSING

**Results: 321**
**Reach: 52,561**
**Impressions: 138,658**




**Results: 357**
**Reach: 59,648**
**Impressions: 167,196**

# ENGAGEMENT

**Over the course of the campaign, we received good engagement across both platforms with a total of 115 post reactions, 71 comments and 30 shares.**

"Proper social housing for local residents."

"Why call it anything? Refer to it by where it is; anything else might be used to denigrate it and those who live in it"

"Get the empty flats fixed so you can give to people in temporary accommodation to be near their families"

"Refurbish your social housing. Social centres for young and old. Reintroduce the congestion charge zone."

"Fix the empty houses so they can be rented and keep family together so they get support and help they need"

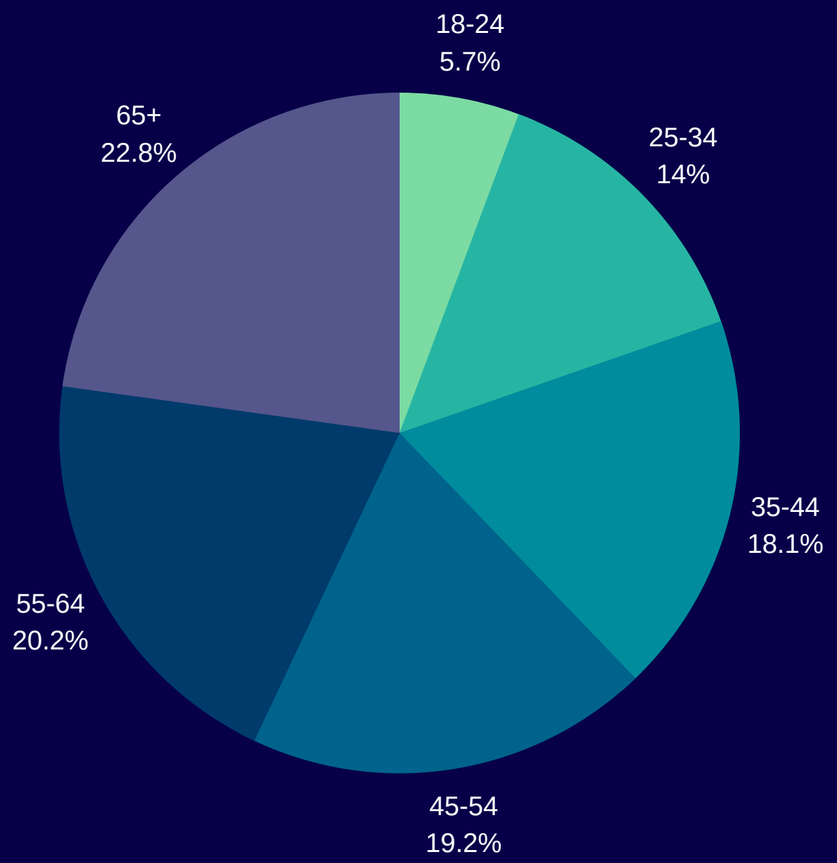
"Lets get this straight “Affordable Housing” is not affordable to the average working family Social rents is what is needed."

"A reasonable rent that doesn’t strain the purse strings ! Bring back the “Fair Rent Tribunal”
Fair is a good word"

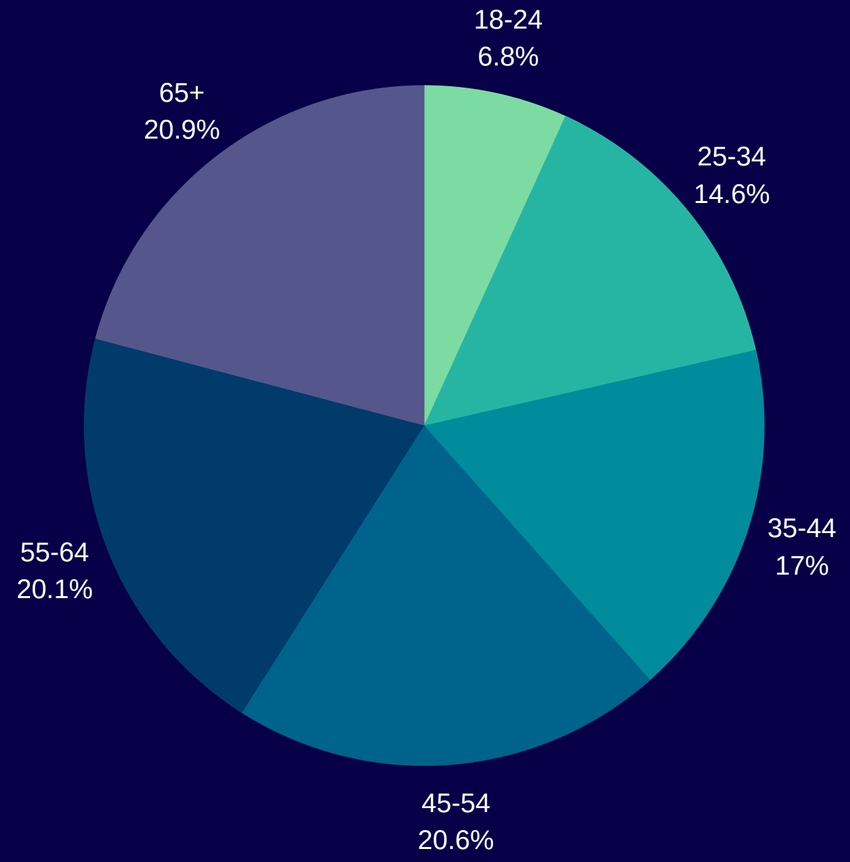
# DEMOGRAPHIC BREAKDOWN

## RESULTS

**The digital campaign has the highest level of engagement with 65+ year old women, followed closely by 55-64 year old women. Overall, the adverts were seen by 148,736 women and 120,064 men.**



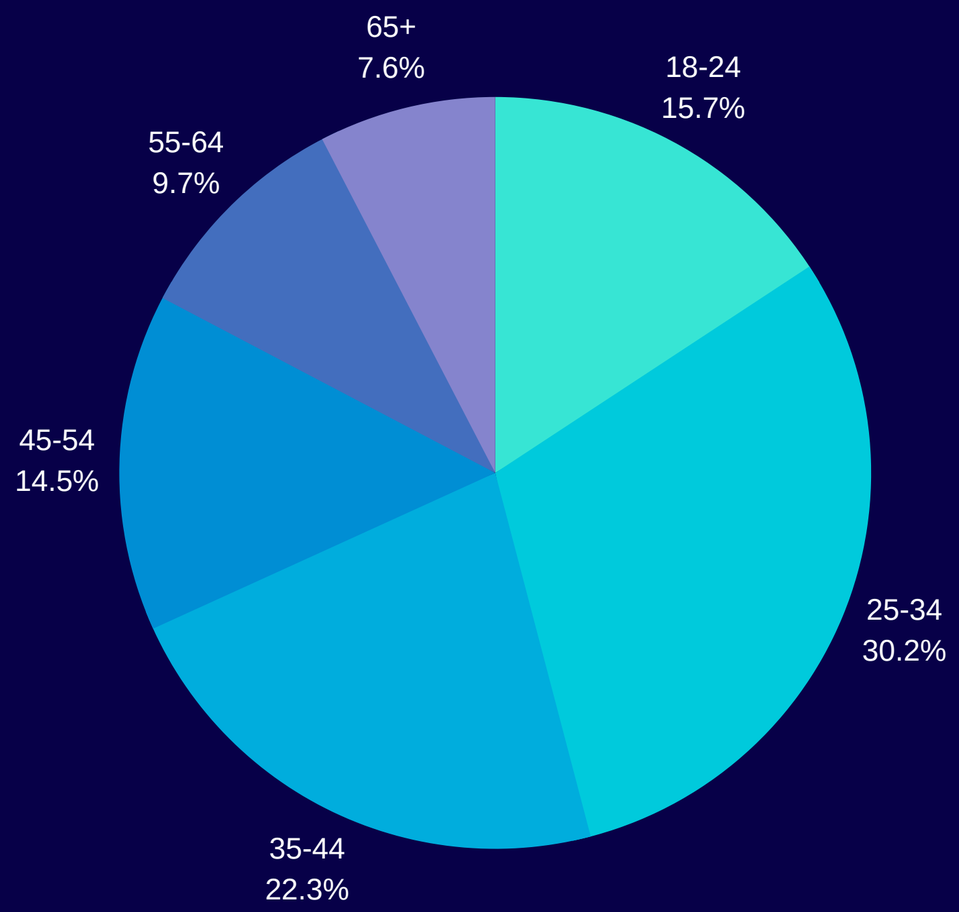

**Female - Results**



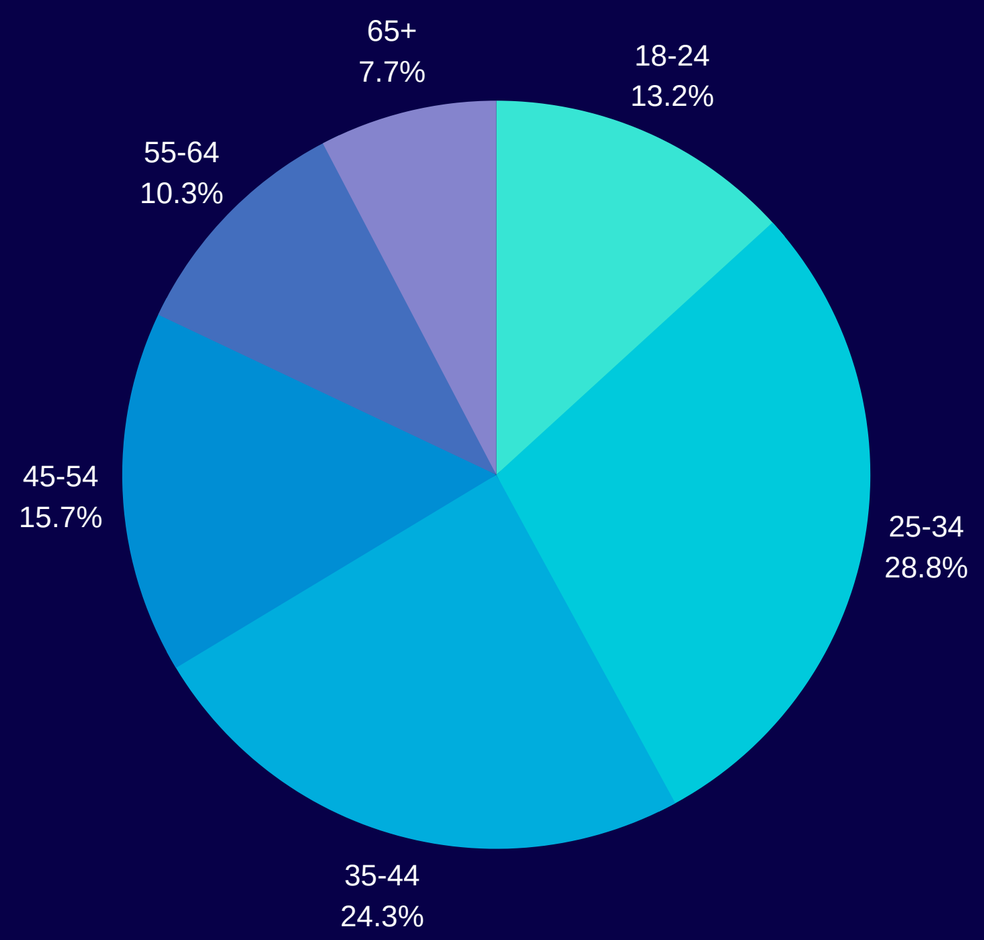

**Male - Results**

# DEMOGRAPHIC BREAKDOWN

## REACH



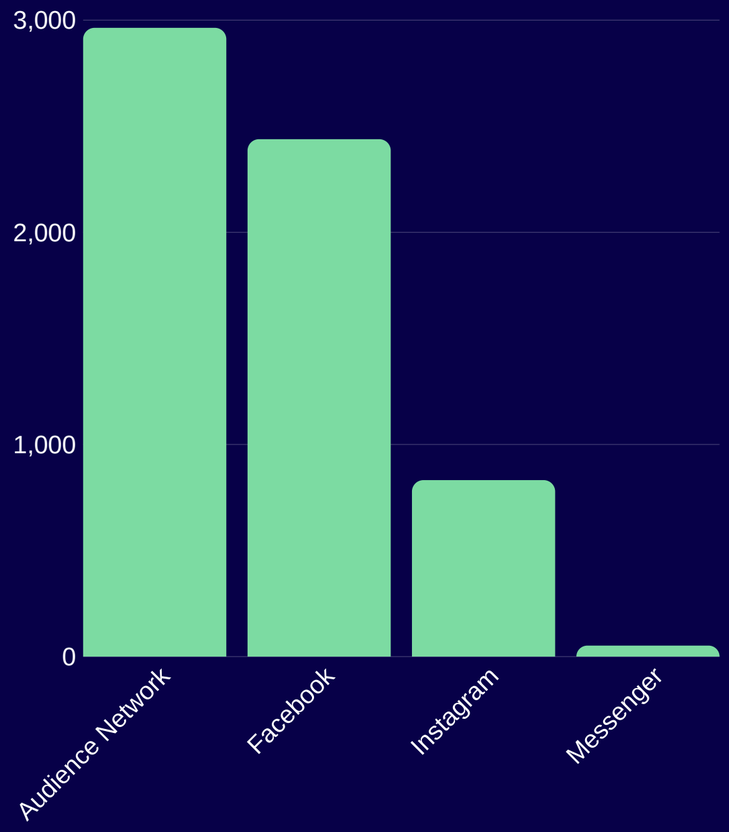

**Female - Reach**



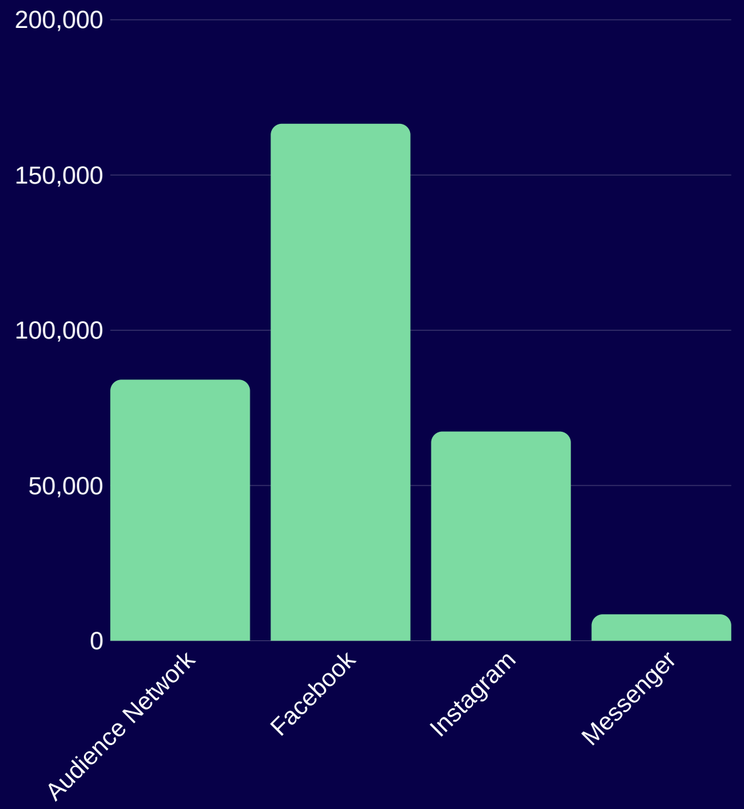

**Male - Reach**

# PLACEMENT

**Audience Network was the most successful platform in terms of results however Facebook was the most successful in terms of reach throughout the campaign.**




**Results**




**Reach**

# CHARITY RESULTS

**Chelsea and Westminster Hospital NHS Foundation Trust**
**69%**

**Solidarity Sports**
**31%**

# NEXT STEPS

Please let us know if you need anything clarification or amends made. Once the analysis has been taken on board, Built-ID would love to publish any influenced decisions on the Give My View site, letting the community know their engagement has had an impact on future plans.

# GIVE MY VIEW

## POWERED BY BUILT-ID

https://www.givemyview.com/rbkcncilpriorities