

GIVE MY VIEW

END OF PHASE REPORT

NCIL PRIORITIES

RBKC

08.04.2020



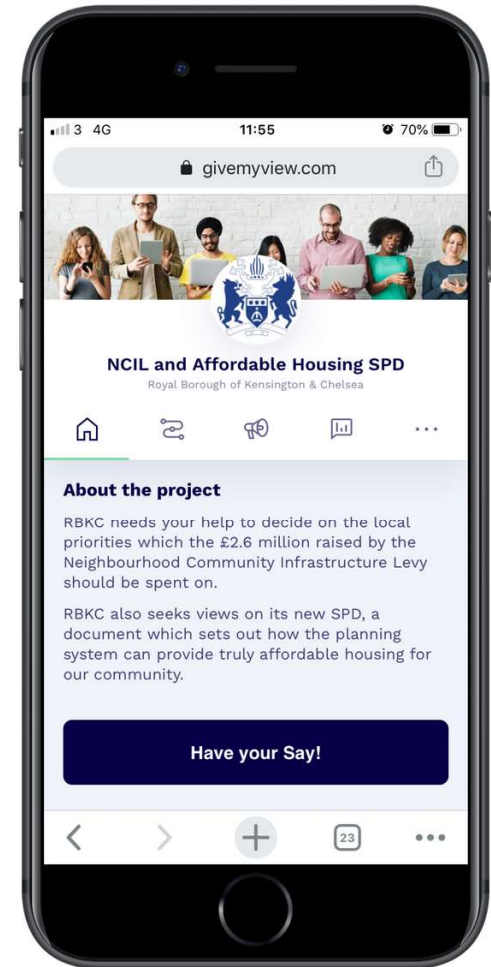
GIVE MY VIEW OVERVIEW

The analysis that follows identifies insights into the community's priorities by ward and the positive ways in which the community can be impacted by RBKC's NCIL funding.

Built-ID hope the insights are useful in implementing how the £2.6 million raised by the Neighbourhood Community Infrastructure Levy should be spent in each ward.

The Give My View website achieved 7,099 visits with 594 members of the community providing 2,448 pieces of feedback.

The community left 345 pieces of written feedback, a number of which were their home locations as asked, as well as further thoughts on the priorities which they voted on.



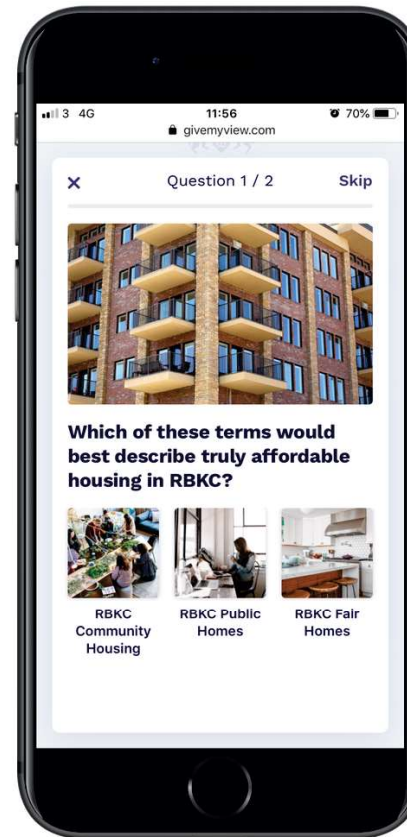
EXAMPLE USER JOURNEY



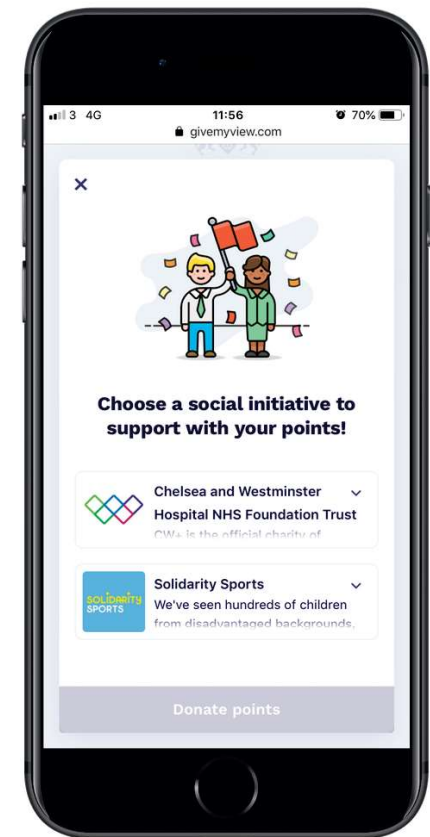
1



2



3



4

SUMMARY OF DIGITAL ENGAGEMENT ACROSS ALL POLLS

7,099

Visits to the website

711

Unique Voters

2,773

Questions answered

POLL PERFORMANCE

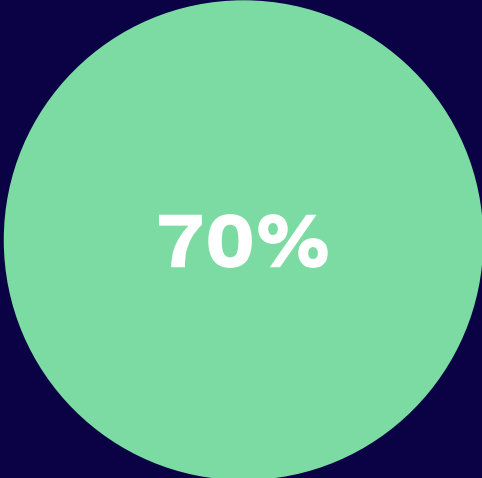
594
Voters

NCIL Priorities

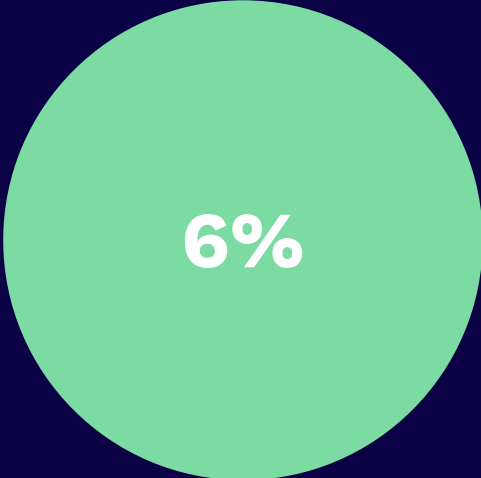
248
Voters

Affordable Housing

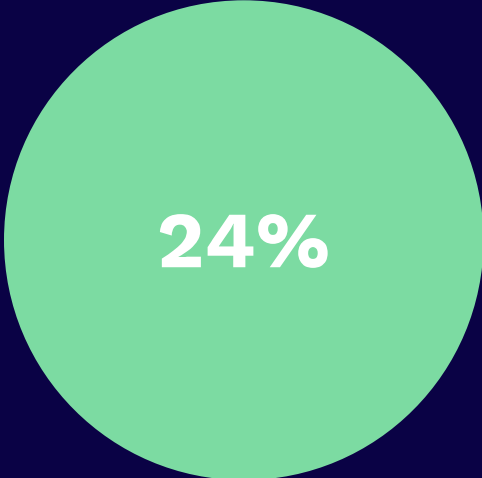
DEVICE BREAKDOWN



Mobile



Tablet



Desktop

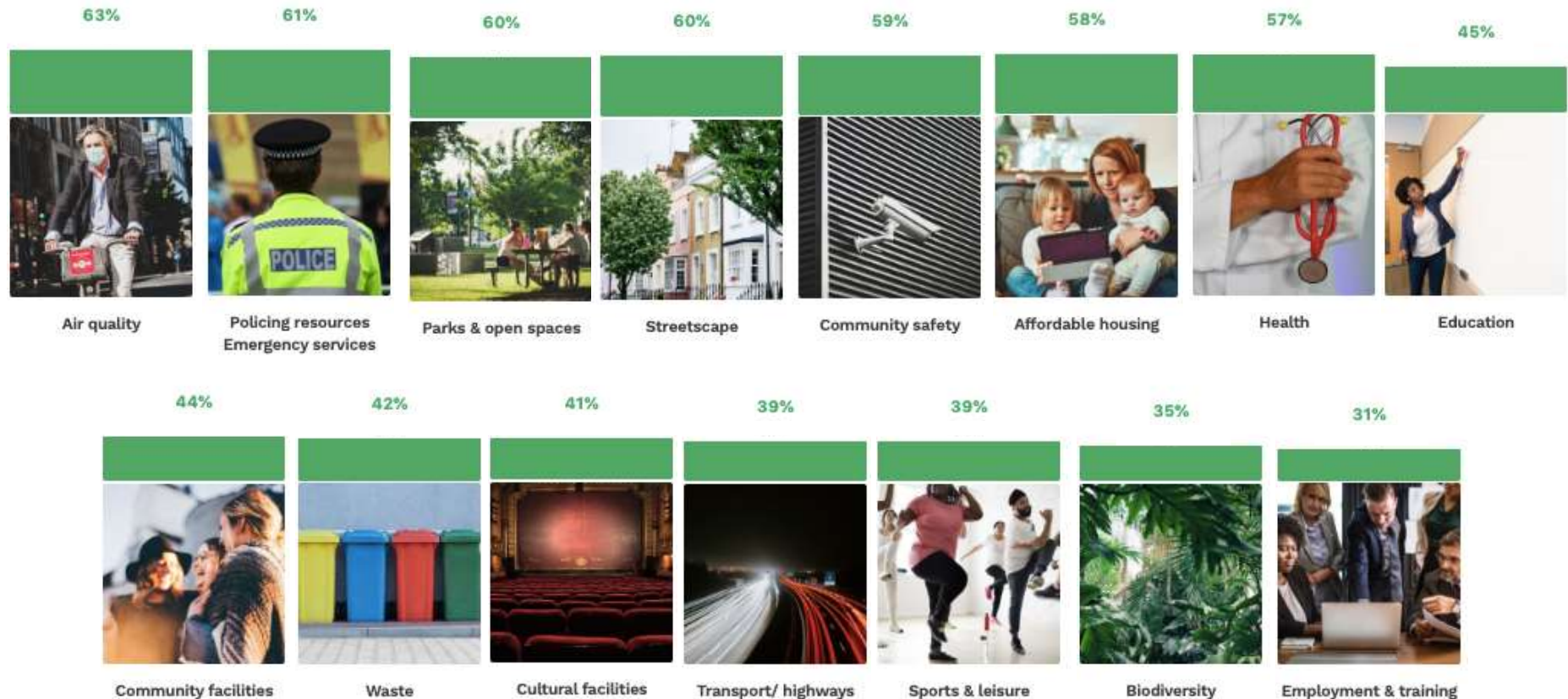


POLL 1: NCIL PRIORITIES

The below shows all 594 voters' top priorities for NCIL spending.

This shows the borough wide priorities from top to bottom.

I.e. 63% of respondents chose Air quality but only 31% chose Employment & training.



Community Insight:

- The highest priority across the borough was Air Quality, followed by Policing & Emergency services, Parks & open spaces, Streetscape and Community safety.

The below shows the top voter priorities by ward.

249 voters chose to identify where they live, by detailing their postcodes. These have been cross-referenced against the RBKC ward checker to produce the top priorities by ward.

	Abingdon	Brompton and Hans Town	Campden	Chelsea Riverside	Colville	Courtfield
1	Air Quality 	Policing resources & Emergency services 	Parks & open spaces 	Community safety 	Education	Streetscape 
2	Health	Community safety 	Community safety 	Policing resources & Emergency services 	Parks & open spaces 	Waste
3	Community safety 	Parks & open spaces 	Air Quality 	Air Quality 	Affordable housing 	Policing resources & Emergency services 
4	Streetscape & Transport & Highways 	Transport & Highways	Health & Policing resources & Emergency services 	Streetscape 	Air quality 	Air Quality & Parks & open spaces  
5		Community facilities		Parks & open spaces 	Community safety 	
Voters	7	11	14	14	23	8

The below shows the top voter priorities by ward.

249 voters chose to identify where they live, by detailing their postcodes. These have been cross-referenced against the RBKC ward checker to produce the top priorities by ward.

	Dalgano	Earl's Court	Golborne	Holland	Norland	Nottingdale
1	Policing resources & Emergency services	Air Quality	Parks & open spaces	Community safety	Policing resources & Emergency services	Affordable housing
2	Community safety	Policing resources & Emergency services	Affordable housing	Air Quality	Parks & open spaces & Air Quality & Biodiversity	Air Quality
3	Health & Education	Community safety	Health & Education	Policing resources & Emergency services	Parks & open spaces & Air Quality & Biodiversity	Streetscape
4		Streetscape		Parks & open spaces		Health
5	Employment & training	Health	Emergency services & Policing resources	Transport & Highways	Streetscape	Policing resources & Emergency services
Voters	6	10	13	34	11	19

The below shows the top voter priorities by ward.

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	Pembridge	Queensgate	Redcliffe	Royal Hospital	St Helen's	Stanley	N/a *
1	Community safety	Air Quality & Parks & open spaces	Policing resources & emergency services	Policing resources & emergency services	Health	Policing resources & emergency services	Affordable housing
2	Streetscape		Community safety	Community safety	Biodiversity	Affordable housing	Air Quality
3	Policing resources & emergency services	Streetscape	Streetscape	Air Quality	Policing resources & emergency services	Parks & open spaces	Streetscape
4	Parks & open spaces	Policing resources & Emergency services & Education	Waste	Health	Affordable housing	Health	Health & Policing resources & Emergency services
5	Health		Biodiversity	Affordable housing	Streetscape & Community facilities	Community safety	
Voters	7	8	10	10	12	7	25

*N/a relates to votes that detailed an address but it is either outside of the borough or not specific enough to specify a ward

What local priorities do you want RBKC to spend money on where you live/work?

Community Insight & Observations:

- Total of 594 people answered questions relating to their priorities.
- 249 voters identified where they live, this data was used to allocate priorities by ward.
- Air quality is the top priority for 3 of the 18 wards
 - It appears in the top 5 of 8 others
- Policing resources & emergency services appeared 17 times in wards and N/A's top 5 priorities. It only didn't appear for Abingdon & Colville.
- Whilst Affordable housing is just outside the top 5 borough-wide priorities, it features 7 times within the wards' top 5 priorities and is also a key theme from written feedback
 - It is only the top priority for one ward however; Nottingdale
- The lower priorities are fairly consistent across the borough; Employment & Training only appears once, in Dalgano. Sports & leisure does not appear in any wards' top 5.

Considerations:

- Only the top 5 priorities are shown per ward
- Where there is a gap, there was an equal ranking above it
- More people answered the first question of the polls compared to the last, therefore adjustment has been made to the votes to reflect a fair representation. This removes any bias attributed to a priority being in the first poll question
- Policing resources and emergency services were separated within the poll to allow for 16 priorities. They have been placed back together in reporting - with the highest vote counting as the choice
 - Across the wards, Policing resources ranked higher than Emergency services every time it featured in the top 5, except for in Golborne. Here, Emergency services was the ward's number 5

SUMMARY OF WRITTEN FEEDBACK

345

Comments across
2 questions

21

Comments identified
as n/a

Top 5 themes identified:

1. **Location**
2. **Air Quality | Traffic & roadways**
3. **Policing**
4. **Safety and security**
5. **Affordable housing and renting | Recycling and cleaning**

To best reflect your priorities, please tell us where in the borough you live. If your top priorities are not reflected, please tell us what they are.

Air Quality | Traffic & roadways

We should be investing in electric car recharging points. There are simply not enough to make buying an electric car a practical proposition

Traffic calming and fixing potholes

In terms of traffic and highways I would like to see better roads and movement of traffic! Not cycle lanes or pedestrian crossings.

Please do something about the air quality. The streets are clogged with drivers who have left their engines idling. More SAFE cycling routes so cyclists don't get killed by drivers.

Air quality – around primary schools and parks . And the air quality on routes families walk to schools.

Pollution is a concern especially as I work near the Westway. A safe cleaner greener walking and cycling area would be welcomed. Improved social housing conditions are a priority.

Policing, Safety & Security

Safety and security is a joke. Not enough security cameras and armed police on the beat instead of sitting in offices filling out forms. Too many planning consents threatening green spaces and the landscape. Pressure on mp's by our local councillors for harsher sentences. The crime stats are too high

We do not need more bike parking. We need more security cameras.

We need a lot less of street furniture as it leads to littering, which leads to infestation, which compromises health and safety

My major concern is youth crime, and hopefully the council will spend money on youth provisions

We live in Holland Park and would ask for more policing to prevent crime and also to react to crime. Personal relations between police officers and residents will help that. Secondly , we would ask to control traffic flow through Holland Park in order to reduce noise and air pollution.

Policing, CCTV and street lighting.
Then activities for the youth so they have another option other than hanging around on the streets.

Affordable housing and renting | Recycling & cleaning

Improved social housing quality

I live nearish to Notting Hill Gate. I do not support 'affordable' housing as it is not affordable. I very much DO support social housing....there needs to be a much higher percentage of social housing, much less 'affordable' housing.

Social housing. More of it. Soon. Plenty of it.

Affordable retail premises for independent start ups reduction in business rates allowing a revitalization of King's road and the Fulham road.

More affordable housing for young people please

waste and recycling- we need composting and zero carbon housing developments

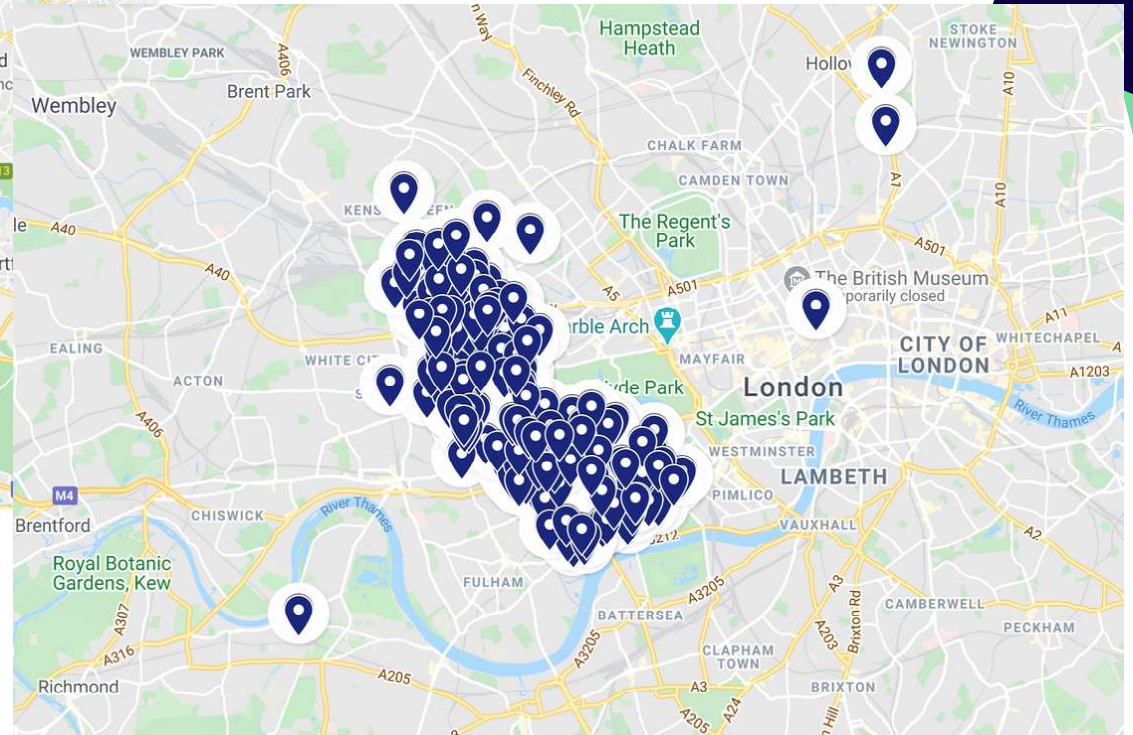
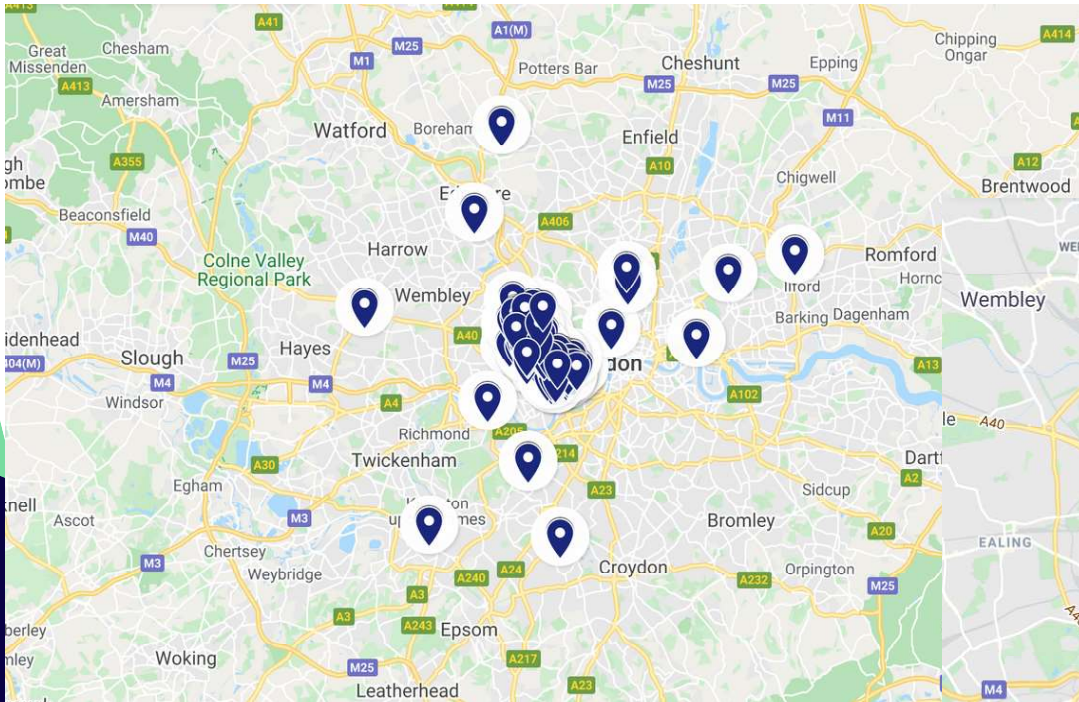
We need a lot less of street furniture as it leads to littering, which leads to infestation, which compromises health and safety

Community Insight & Potential Influenced Decisions:

Community Insight & Observations:

- The community generally chose to voice reaffirm their top priorities, rather than specifying anything outside of the current list. This occurred across both written feedback questions - hence reporting back on them together.
- While the above is not what the poll asked, it is useful information to see the kind of things people are really passionate about, as well as some of their suggestions for initiatives. We have listed out some of these below.
- A small number of comments were left regarding access for people with disabilities. This is somewhat outside of the priorities. However, it is our view that it should be communicated that it fits within a number of others: i.e. Streetscape, Health, Community facilities & safety etc.
- Air quality and Transport & highways:
 - *Under highways, there is no mention of hundreds if not thousands more electric vehicle charging points. If you really want to improve air quality, you should be introducing more positive enablers (rather than punitive like the ULEZ) to encourage the move to electric vehicles.*
- Parks and open spaces:
 - *Parks and green spaces should be maintained better. More trees and places of nature really needed. It's necessary to be able to have a quick connect to nature in that noisy busy area.*
- Community safety
 - *I would like to see the area around Ladbroke Grove tube station smartened up. We pay a lot of money to live in this area and I've been here since the 90s and it's worse now than it was then. Too much graffiti and closed, derelict shops.*

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.

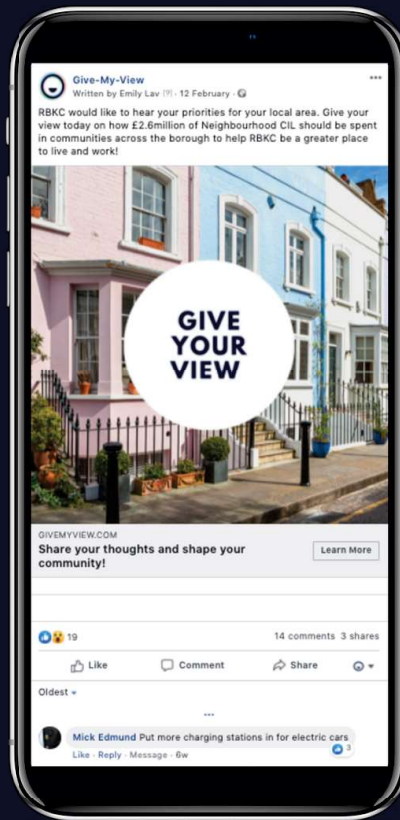
Impressions shows how many times the advertisements were displayed by Facebook.

TOP PERFORMING

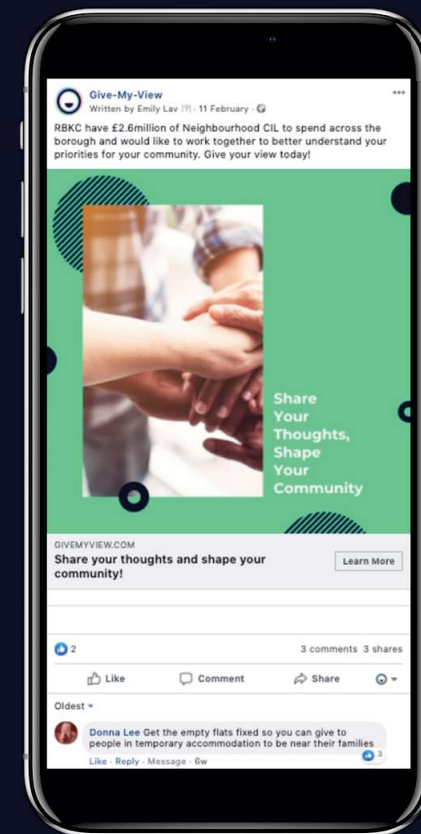
NCIL PRIORITIES



Results: 2,113
Reach: 114,816
Impressions: 596,302



Results: 1,153
Reach: 129,440
Impressions: 794,238



Results: 1,043
Reach: 107,904
Impressions: 588,466

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.

"Plant trees. Lots of trees"

"Spend in the deprived North Kensington Area!"

"Put more charging stations in for electric cars"

"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"

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

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

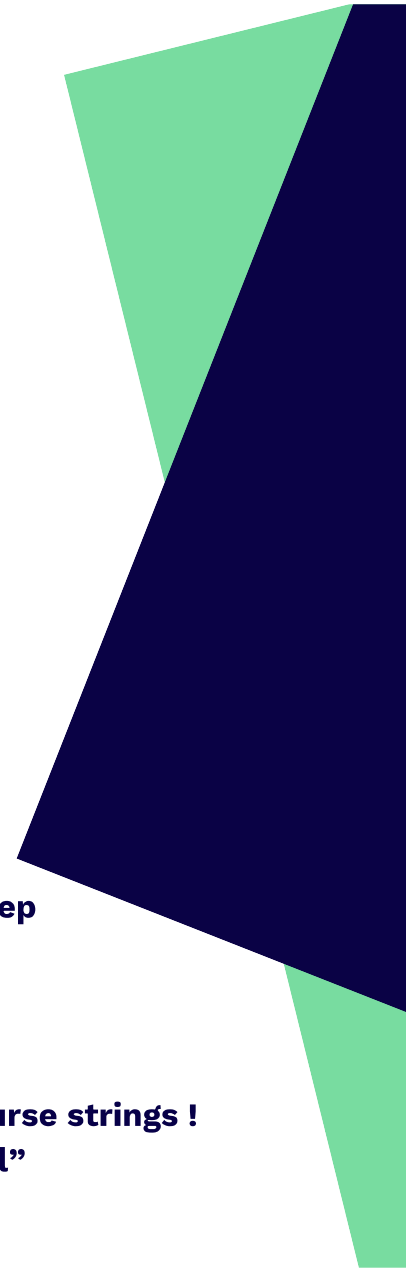
"Reopen our local police stations."

"Proper social housing for local residents."

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

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

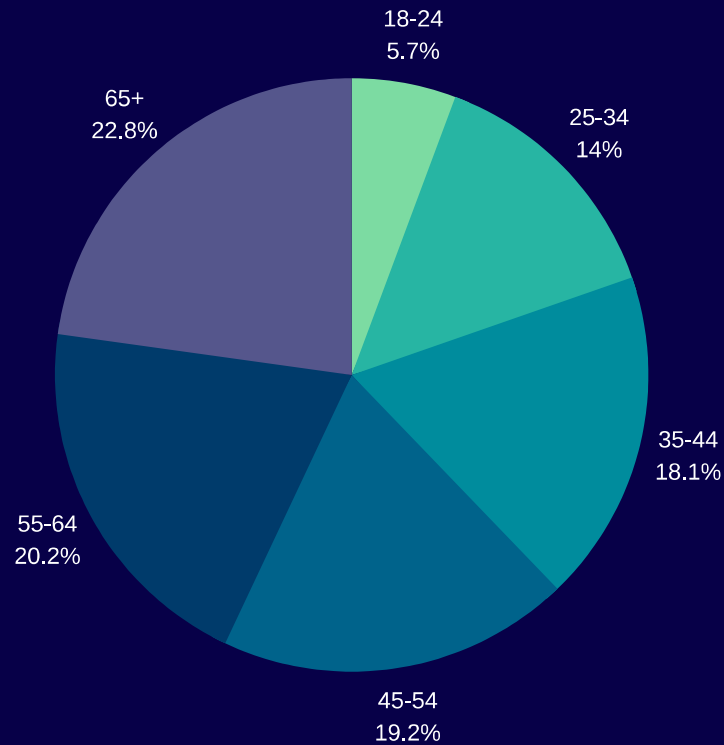
**"A reasonable rent that doesn't strain the purse strings !
Bring back the "Fair Rent Tribunal"
Fair is a good word"**



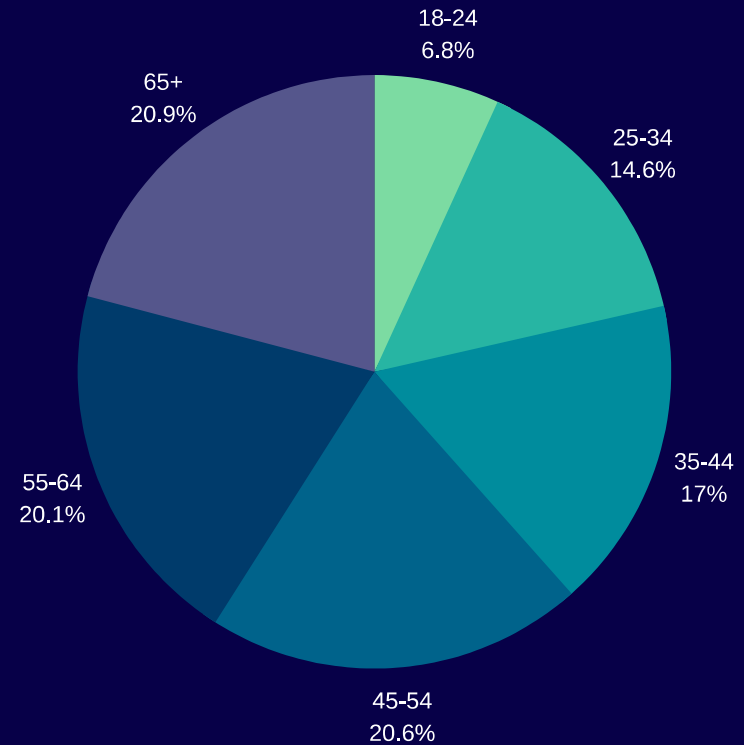
DEMOGRAPHIC BREAKDOWN

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.



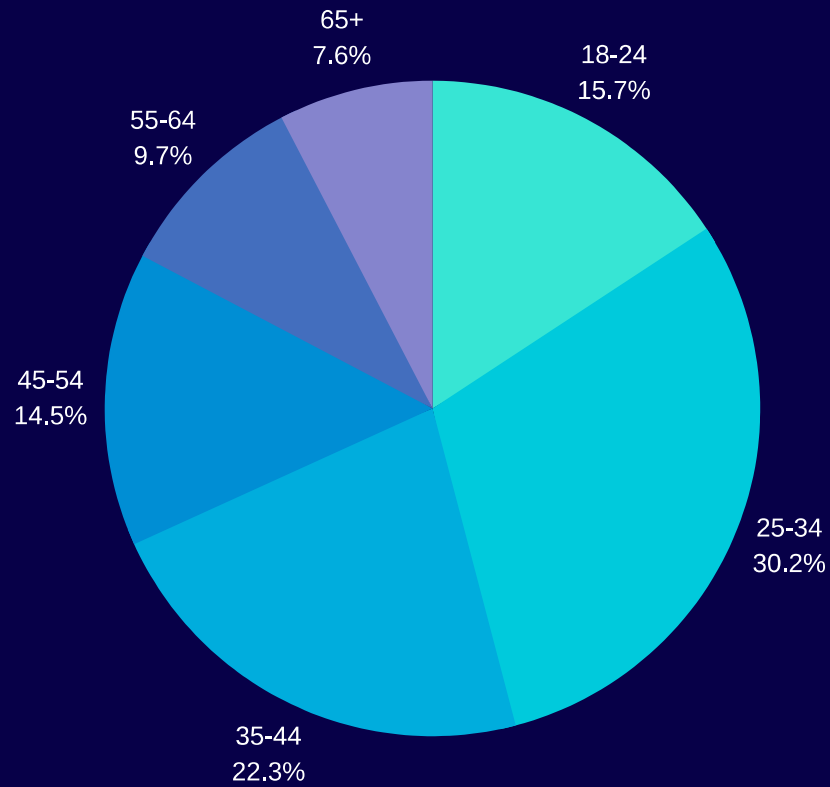
Female - Results



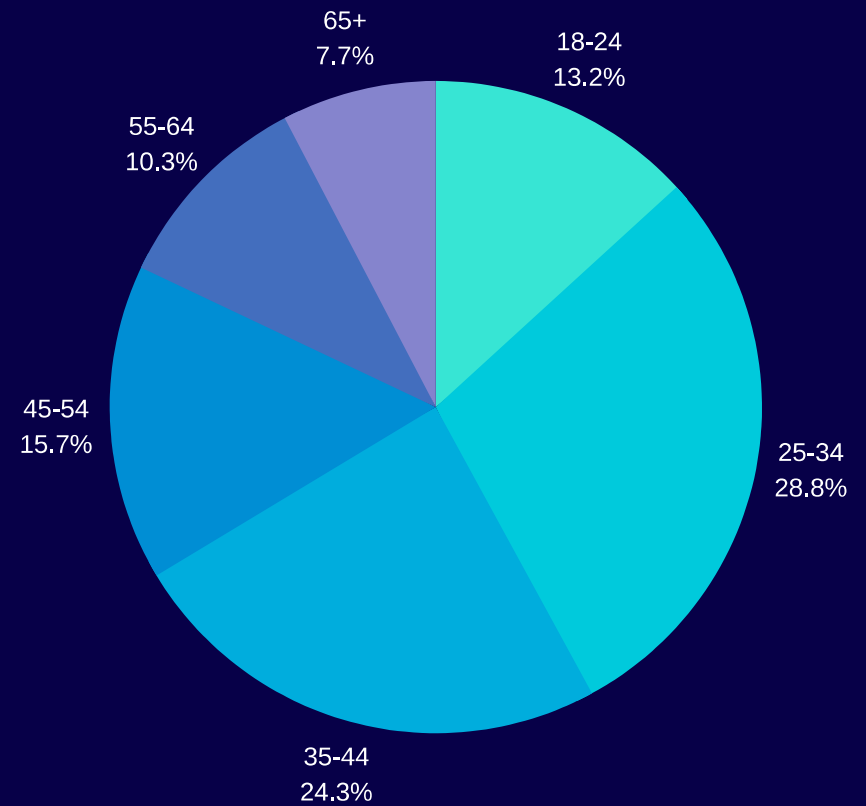
Male - Results

DEMOGRAPHIC BREAKDOWN

REACH



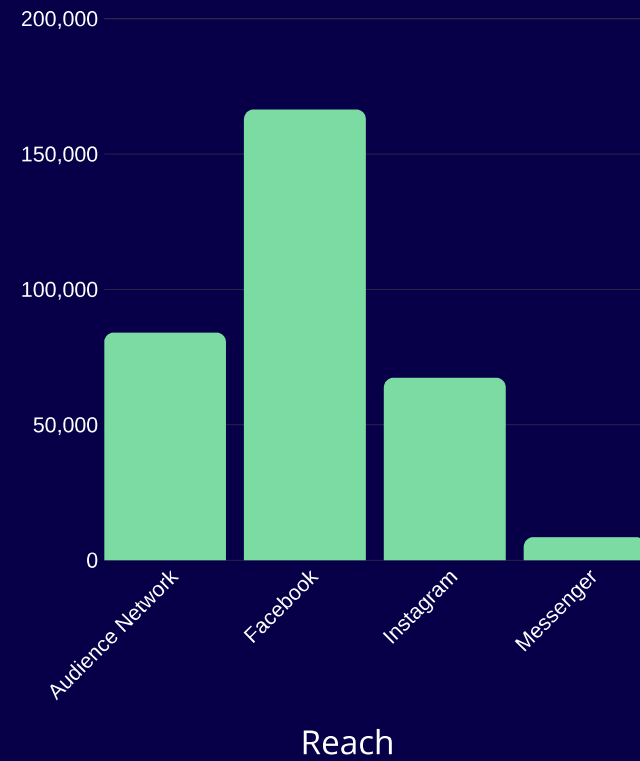
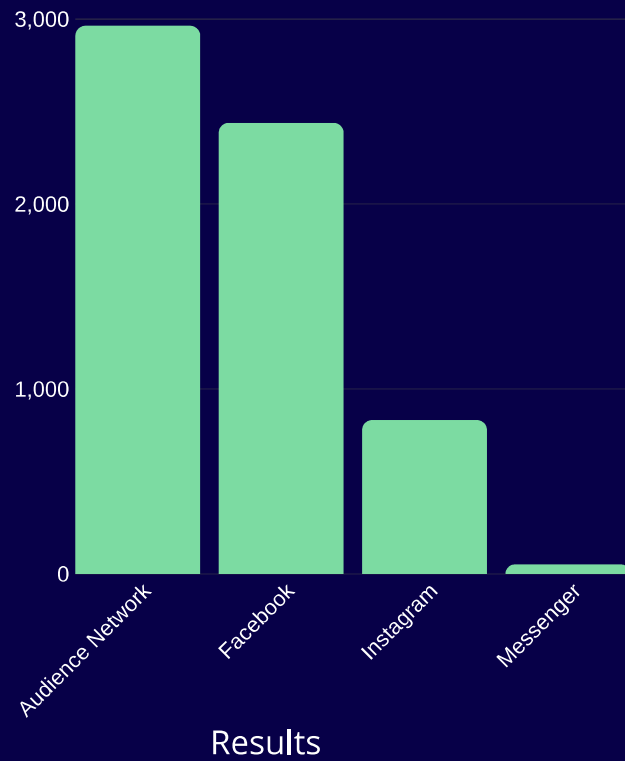
Female - Reach



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.



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/rbkncilpriorities>

