

Residents' Survey 2020

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1. Background & methodology



Background and methodology

The London Borough of Lambeth ('Lambeth Council') commissioned DJS Research in October 2019 to deliver the 2020 Residents' Survey.

The survey is the first to be conducted since 2016. A total of 1,606 interviews were completed face-to-face at residents' homes between January 6th and February 23rd 2020.

The results are representative at a ward level by age, gender, ethnicity, economic status and disability.

A detailed description of the methodology can be found in Appendix 1.



2. Key findings



Key findings (I)

The London Borough of Lambeth ('Lambeth Council') commissioned DJS Research in October 2019 to deliver the 2020 Residents' Survey. The survey is the first to be conducted since 2016. A total of 1,606 interviews were completed face-to-face at residents' homes between January 6th and February 23rd 2020.

Seven in ten (71%) residents are **satisfied with the way the council runs things**. This is in line with 2016 (72%) and comparable to other London authorities (70%). The same pattern is evident in terms of perceptions of **value for money provided by the council** – 59% agree that VFM is provided, which is in line with 2016 (57%) and other London authorities (58%). Less encouragingly, however, just 59% feel **well informed about the services and benefits provided by the council**, which sees a significant 8% point decline since 2016.

It is positive to note that 94% of residents agree that their local area is a place where **people of different backgrounds get on well together**, and this is 10% points higher than across other London authorities.

However, **feelings of safety** are a concern, with 70% saying they feel safe from crime when walking in their local area in the evening – a decline of 16% points since 2016. When we explore what is driving people's perceptions of safety, the most important driver is **people using or dealing drugs**, and the proportion who see this as a problem in their local area has more than doubled since 2016 (from 21% to 54%).

94%

agree that their local area is a place where people of different backgrounds get on well together

54%

believe people using or dealing drugs is a problem in their local area. This compares to 21% in 2016

Key findings (II)

The large majority of residents (89%) are **satisfied with their local area as a place to live**, and this is significantly higher than across other London boroughs (83%). Satisfaction ranges from 97% in Bishop's and Gipsy Hill, through to 72% in Coldharbour.

Linked to this, however, there has been a decline since 2016 in the proportion of residents who feel their neighbours help each other (from 79% to 73%) and if they needed advice they could go to someone in the neighbourhood (from 77% to 71%).

When asked **what makes Lambeth a good place to live**, more than four in five (42%) mention public transport, followed by location (30%) and parks and open spaces (22%).

When asked **what most needs improving in Lambeth**, a third (32%) mention the level of crime (up from 7% in 2016), 30% mention clean streets and 20% mention affordable housing. Close to four in five (39%) residents say the council should prioritise additional spend on community safety (39%).

While 60% of borough residents rate their **local town centre as attractive** and 68% as **welcoming**, this decreases to 31% and 39% of Larkhall residents.



Key findings (III)

Close to four in five (37%) residents have **contacted the council in the past 12 months**, with the large majority still contacting by telephone (54%), although contact by email has increased since 2016 (from 15% to 23%).

Encouragingly, among those who have used the council website in the last 12 months, 84% feel it is easy to use. However, where residents have contacted the council by telephone, two thirds (65%) say the council is difficult to get through to on the phone.

The majority of residents in Lambeth believe it is important to them to be **environmentally friendly** to help combat climate change (87%), and 77% are worried about the future of the environment.

In terms of wellbeing, 44% rate their **satisfaction with their life** as 9-10 (out of 10). This is an increase since 2016 (+12% points) and is markedly higher than across London (27%). However, there has been a decline since 2016 in the proportion who rate their **anxiety levels** as positive (from 55% to 40%). One in five (20%) people find it difficult to pay their usual household expenses.

65%

of people who have contacted the council by phone found it difficult to get through to them

87%

believe it is important to them to be environmentally friendly to help combat climate change

3. Key performance indicators



LGA indicators

The table below presents the scores for the LGA key performance indicators, with an indication of how the scores have changed since 2016 and comparisons with the UK LGA polling* comparisons and our London benchmark**.

LGA indicator	2020	2016	% point change since 2016	LGA polling*	% point diff to LGA polling	London benchmark**	% point diff to London benchmark
Local area: How satisfied are you with your local area as a place to live? (% very/fairly satisfied)	89%	92%	-3%	83%	+6%	83%	+6%
Council satisfaction: How satisfied are you with the way Lambeth Council runs things? (% very/fairly satisfied)	71%	72%	-1%	63%	+8%	70%	+1%
Value for money: To what extent do you agree that Lambeth Council provides value for money? (% strongly/tend to agree)	59%	57%	+2%	49%	+10%	58%	+1%
Feeling informed: How well informed do you think Lambeth Council keeps residents about the services and benefits it provides? (% very/fairly well informed)	59%	67%	-8%	59%	=	62%	-3%



Significantly poorer than comparator



Significantly better than comparator


*Local Government Association (LGA): Polling on resident satisfaction with councils: Round 24 (October 2019). 1,007 British adults (aged 18+).


**The London benchmark comprises data from Residents' Surveys completed by ten London boroughs: Barking and Dagenham (2018); Brent (2018); Ealing (2018); Hounslow (2018); Kingston (2019); Merton (2018); Richmond (2017); Sutton (2019); Tower Hamlets (2019); and Wandsworth (2017).

Additional key performance indicators

The large majority of residents agree that their local area is a place where people of different backgrounds get on well together (94%), and this is 10% points higher than across London. However, just 70% of people feel safe from crime in their local area in the evening, which has dropped by 16% points since 2016.

Key measure	2020	2016	% point change since 2016	London benchmark*	% point diff to London benchmark
Community cohesion: To what extent do you agree that your local area is a place where people from different backgrounds get on well together? (% definitely/tend to agree)	94%	94%	=	84%	+10%
Safety during the day: To what extent would you say you are, or would be, safe from crime when walking in your local area during the day? (% very/fairly safe)	97%	97%	=	-	
Safety during the evening: To what extent would you say you are, or would be, safe from crime when walking in your local area in the evening? (% very/fairly safe)	70%	86%	-16%	-	

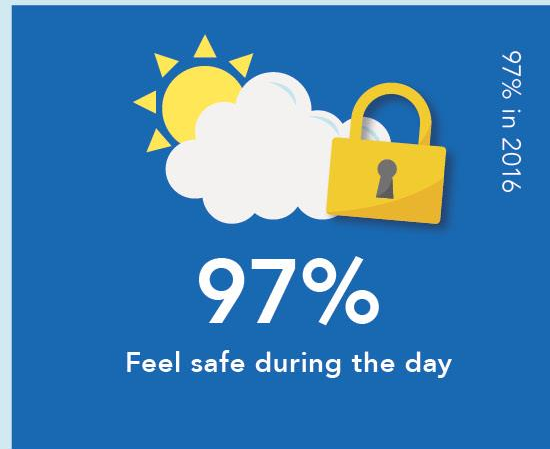
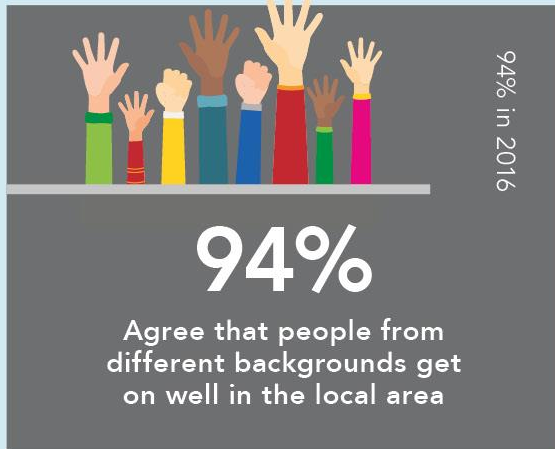
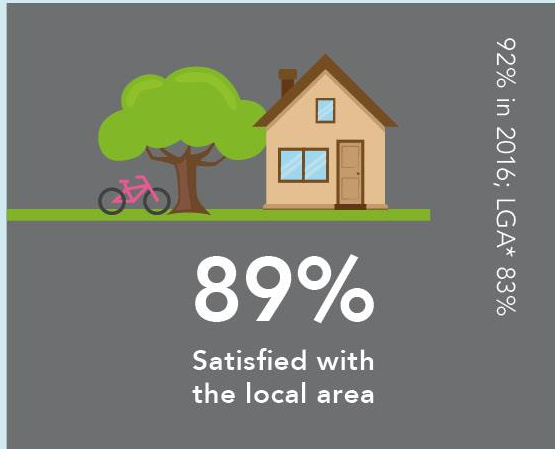
 Significantly poorer than comparator

 Significantly better than comparator

*The **London benchmark** comprises data from Residents' Surveys completed by ten London boroughs: Barking and Dagenham (2018); Brent (2018); Ealing (2018); Hounslow (2018); Kingston (2019); Merton (2018); Richmond (2017); Sutton (2019); Tower Hamlets (2019); and Wandsworth (2017).

Residents' survey 2020

The survey was completed by a representative sample of residents throughout the Borough and the results will help Lambeth Council to plan for the future.



The residents survey 2020 was conducted by DJS Research (djsresearch.co.uk) on behalf of the London Borough of Lambeth. 1,606 interviews took place with residents aged 18+ between 6th January & 23rd February 2020. *LGA, Local Government Association national public resident satisfaction poll – polling on resident satisfaction with councils: round 24 October 2019.

4. Introducing the Lambeth segments



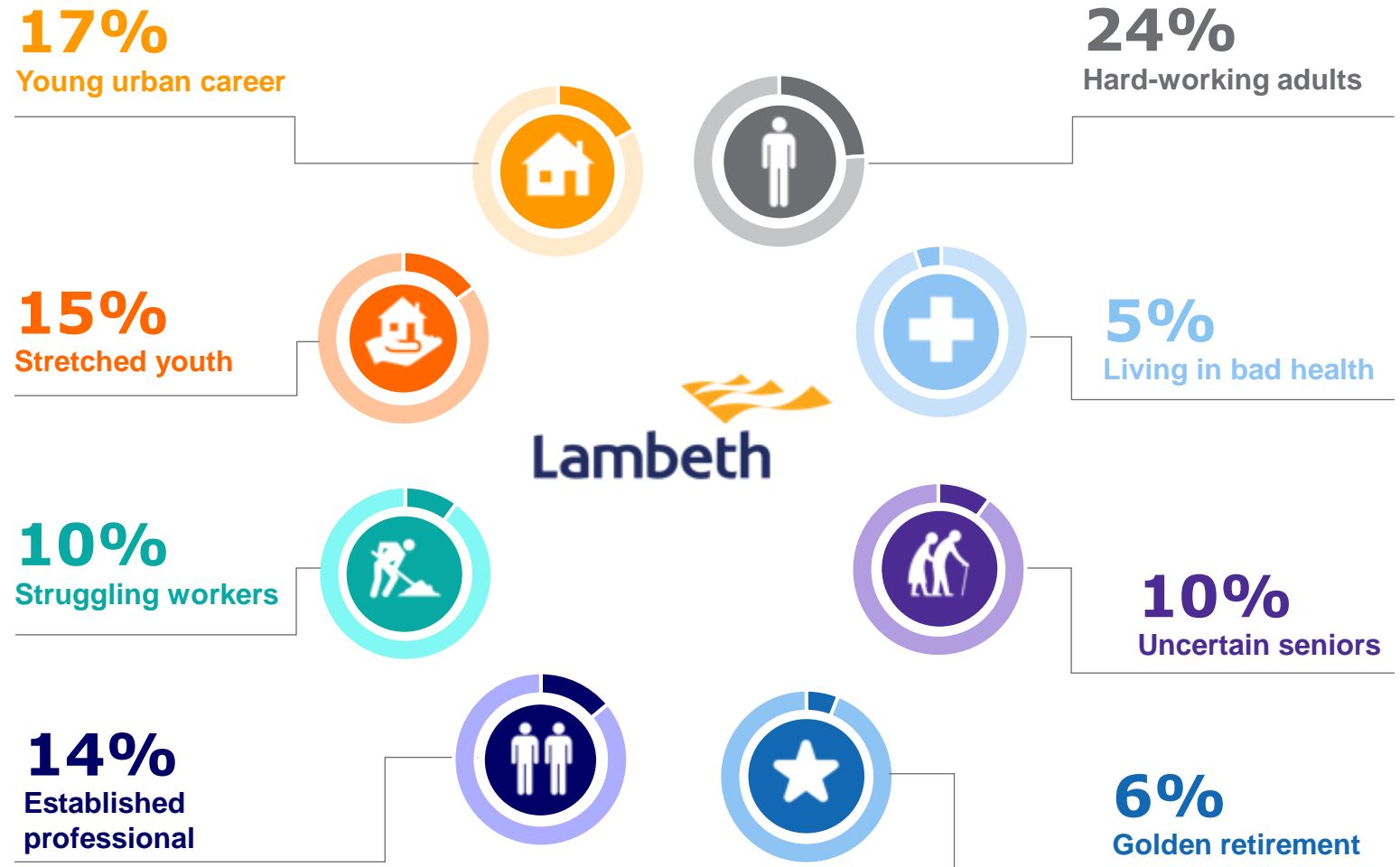
Introducing the Lambeth segments

To help the council to further understand the attitudes, behaviours & motivations of its residents, we have created a bespoke 'demographic' segmentation.

The segmentation uses cluster analysis to identify homogenous groups (or segments) that share common characteristics.

An introduction to the segments is shown to the right. We will also reference these segments throughout the body of the report to draw out additional insights.

A detailed methodology of the analysis is shown the appendices.



Introducing the Lambeth segments



Young urban career

Younger residents (under 35's) who tend to be full time workers or still in education. All those who are working are paid at or above the London living wage and find meeting their financial commitments relatively easy. They tend to be home owners or private renters and have lived in the area 2 to 10 years.



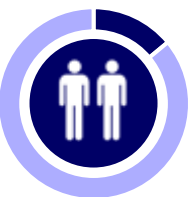
Stretched youth

Younger residents (under 35's) who tend to be working (with high levels of part-time or self-employment) or currently unemployed. Mostly single. About a half of these residents have lived in the borough for over 10 years. They find it difficult to meet their financial commitments. Tend to be council renters or renting from private landlords – few own their own home.



Struggling workers

Working aged adults, living in more difficult financial circumstances. Tend to be working (at or below the London wage) or unemployed. Housing association/ council renters. Likely to be single – about two in three have lived in the area for more than 10 years.



Established professional

Working aged adults – 35-64 years old. Full time workers – paid at or above London Living Wage level. They tend to be owner occupiers and find it easy to meet their financial commitments. Tend to be living in couples.



Hard-working adults

Working aged adults – 35-64 years old. Full or part time workers – 80% are paid at or above London Living Wage level. They tend to be renting and find it fairly easy to meet their financial commitments. This group is slightly younger than the professionals.



Living in bad health

Across all age groups – all living with some disability/ illness which impacts on their ability to work.



Uncertain seniors

Over 65's – a mixture of single (widowed) and couples – retired. Living in council rented homes or housing association – find it difficult to meet their financial commitments. Long term Lambeth residents. Many are living with life limiting illness.



Golden retirement

Over 65's living as a couple – retired or working part-time. They own their own homes – find it easy to meet their financial commitments. Long term Lambeth residents. Most are in good health.

How do the segments vary across the borough?

The largest segment, hard working adults, is the most prolific group within half of the wards.









	Total	Bishop's	Brixton Hill	Clapham Common	Clapham Town	Coldharbour	Ferndale	Gipsy Hill	Herne Hill	Knight's Hill	Larkhall	Oval	Prince's	St Leonard's	Stockwell	Streatham Hill	Streatham South	Streatham Wells	Thornton	Thurlow Park	Tulse Hill	Vassall
Young urban career	19%	17%	17%	31%	14%	12%	15%	13%	20%	11%	25%	24%	12%	10%	11%	25%	18%	34%	38%	18%	11%	19%
Stretched youth	16%	22%	17%	16%	18%	26%	32%	14%	9%	8%	19%	20%	10%	23%	16%	11%	3%	9%	5%	6%	28%	23%
Struggling workers	10%	11%	13%	0%	13%	25%	10%	15%	14%	6%	6%	4%	11%	10%	13%	11%	3%	5%	6%	20%	19%	6%
Established professional	15%	6%	16%	7%	15%	0%	10%	17%	23%	31%	13%	14%	16%	16%	13%	15%	25%	16%	14%	26%	5%	14%
Hard working adults	24%	26%	24%	30%	26%	23%	22%	25%	17%	23%	22%	28%	29%	21%	33%	24%	28%	19%	25%	13%	20%	24%
Living in bad health	4%	4%	3%	4%	5%	4%	2%	5%	5%	7%	6%	0%	6%	7%	2%	4%	2%	5%	1%	3%	7%	3%
Uncertain seniors	7%	9%	6%	8%	3%	9%	7%	4%	6%	7%	3%	8%	8%	4%	10%	5%	6%	8%	9%	9%	7%	10%
Golden retirement	5%	4%	5%	3%	6%	1%	1%	7%	6%	6%	6%	2%	8%	8%	2%	5%	15%	4%	2%	4%	2%	2%

● Significantly higher than total ● Significantly lower than total

NB. Circled figures identify the most prevalent segment within the ward.

How do the segments vary across the town centres?

Hard working adults are the prime group across the borough and, with the exception of Norwood, outweigh other segments within each of the town centres. Struggling workers are also far more prevalent in Brixton than across the other town centres.

	Total	Waterloo	North Lambeth	Stockwell	Clapham	Brixton	Streatham	Norwood
 Young urban career	19%	17%	18%	19%	23%	15%	22%	14%
 Stretched youth	16%	22%	15%	19%	19%	20%	12%	9%
 Struggling workers	10%	11%	7%	8%	8%	18%	7%	13%
 Established professional	15%	6%	15%	13%	12%	11%	18%	25%
 Hard working adults	24%	26%	29%	26%	26%	21%	23%	21%
 Living in bad health	4%	4%	3%	4%	3%	5%	4%	5%
 Uncertain seniors	7%	9%	8%	7%	7%	7%	6%	7%
 Golden retirement	5%	4%	5%	3%	3%	4%	8%	4%

NB. Circled figures identify the most prevalent segment within the town centre



Significantly higher than total



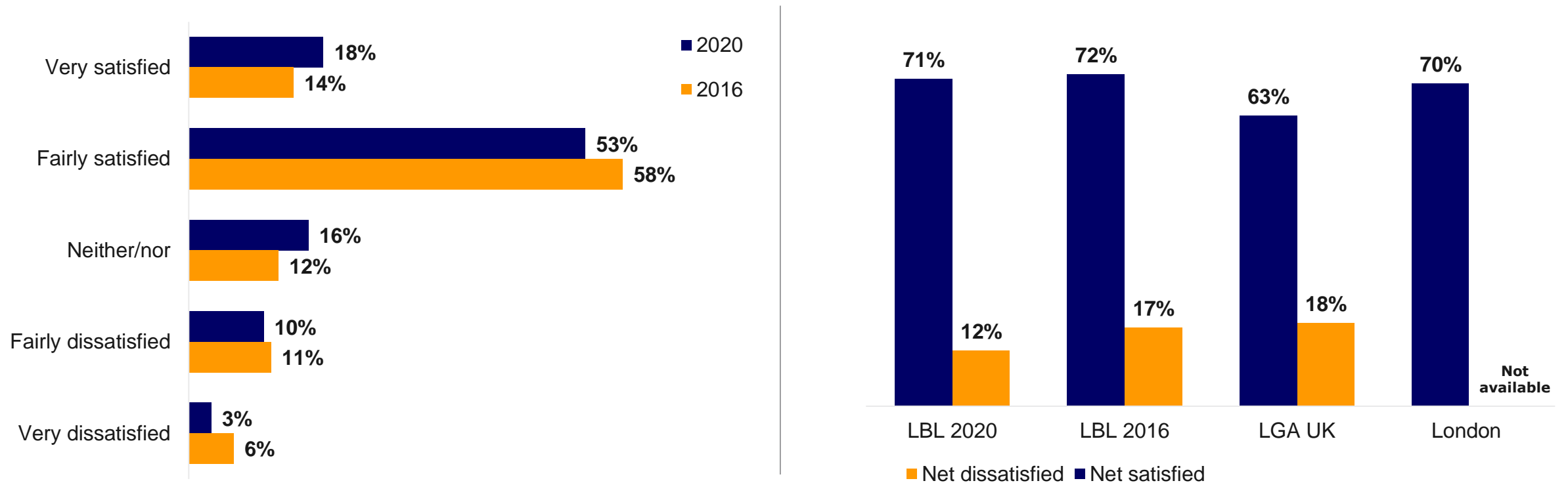
Significantly lower than total

5. Lambeth Council performance



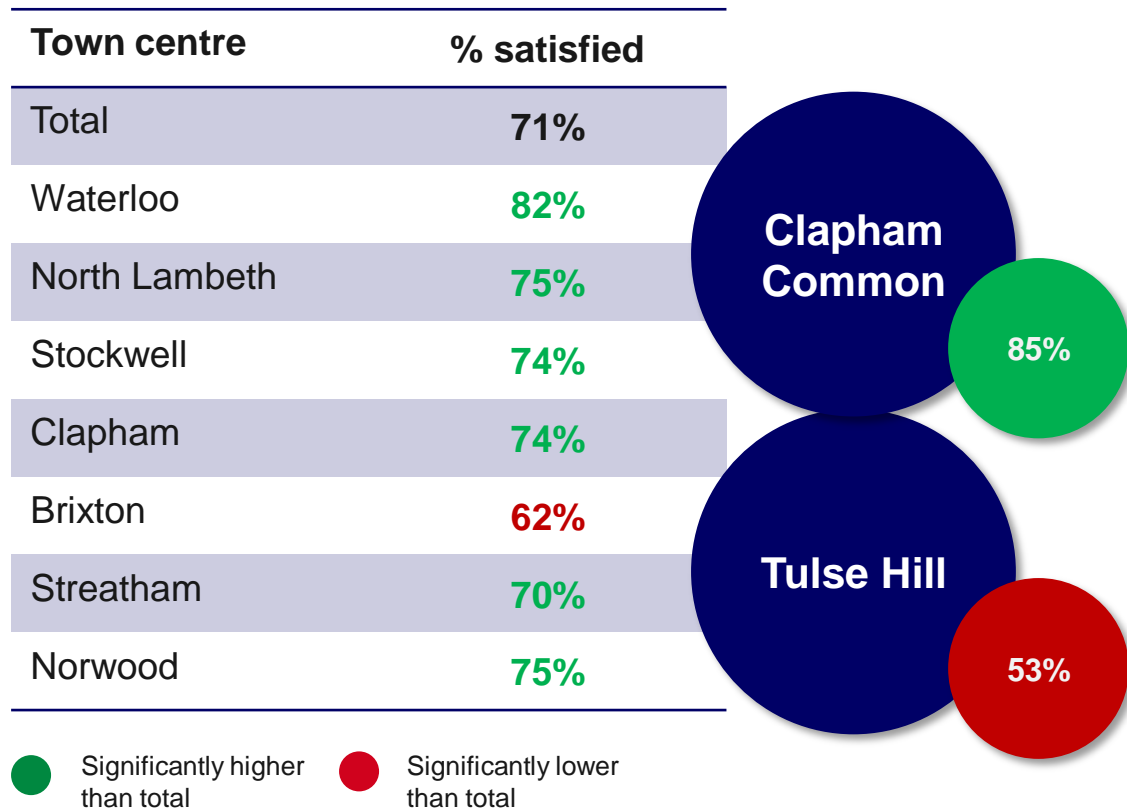
Satisfaction with the way Lambeth Council runs things

The majority of residents (71%) think positively of the council. While overall satisfaction levels have remained static since 2016 (72%), the proportion who say they are 'very' satisfied has increased (by 4% points), and the proportion who are dissatisfied has decreased over this time (5% points). Satisfaction is broadly in line with the London average.

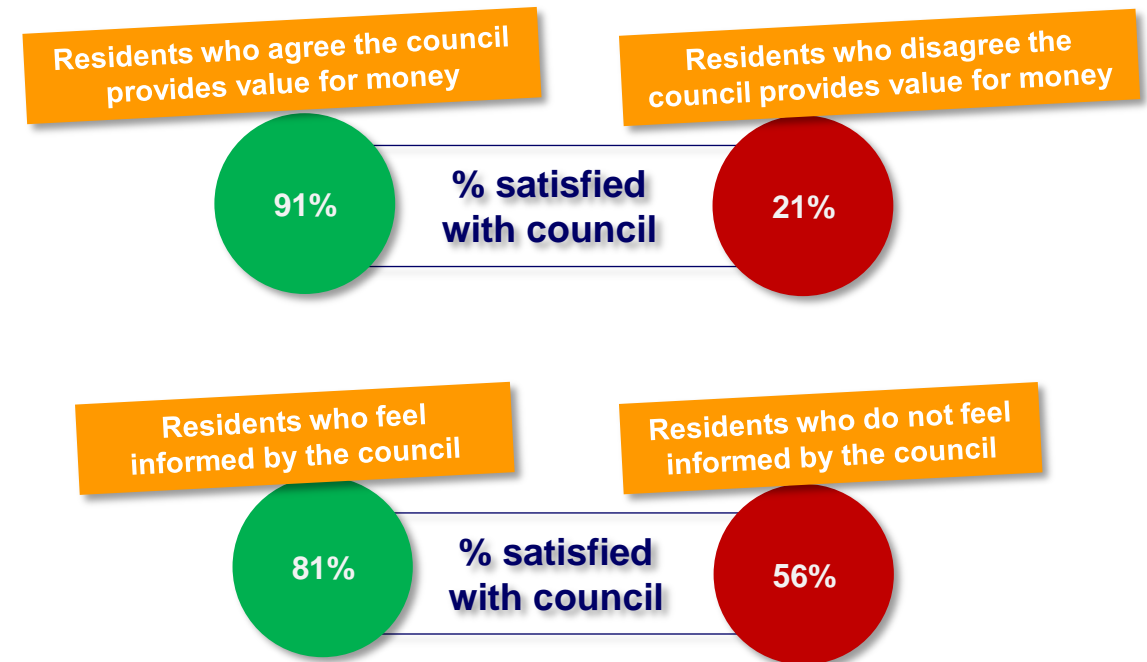


Satisfaction with the way Lambeth Council runs things: variations by sub-groups (I)

The very low level of satisfaction amongst residents of Tulse Hill brings down the average for Brixton town centre.

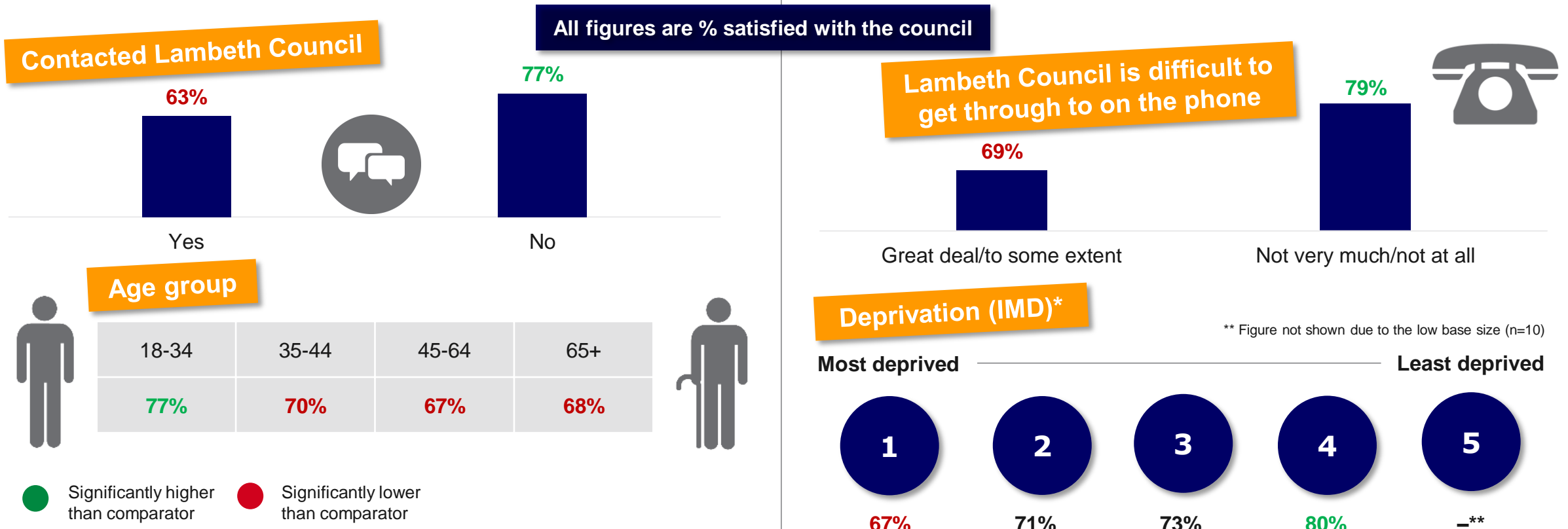


Satisfaction with the council varies considerably among residents who hold differing perceptions of the council. As shown below, among residents who agree the council provides value for money, 91% are satisfied with the way the council runs things. However, council satisfaction drops to just 21% among residents who do not believe the council provides value for money.



Satisfaction with the way Lambeth Council runs things: variations by sub-groups (II)

Satisfaction with the council is significantly lower among residents who have contacted the council in the last 12 months (63%), who believe the council is difficult to get through to on the phone (69%), are aged 35+, and live in the most deprived areas.



Q02. Overall, how satisfied or dissatisfied are you with the way Lambeth Council runs things? **Base:** all respondents, excluding don't know (1,581).

*The Indices of Deprivation (IMD) is a measure of relative deprivation at a small local area level across England. The IMD is based on seven different facets of deprivation: Income; Employment; Education, Skills and Training; Health and Disability; Crime; Barriers to Housing and Services and Living Environment. Levels of IMD are split into quintiles (1 to 5), with 1 being most deprived and 5 being least deprived.

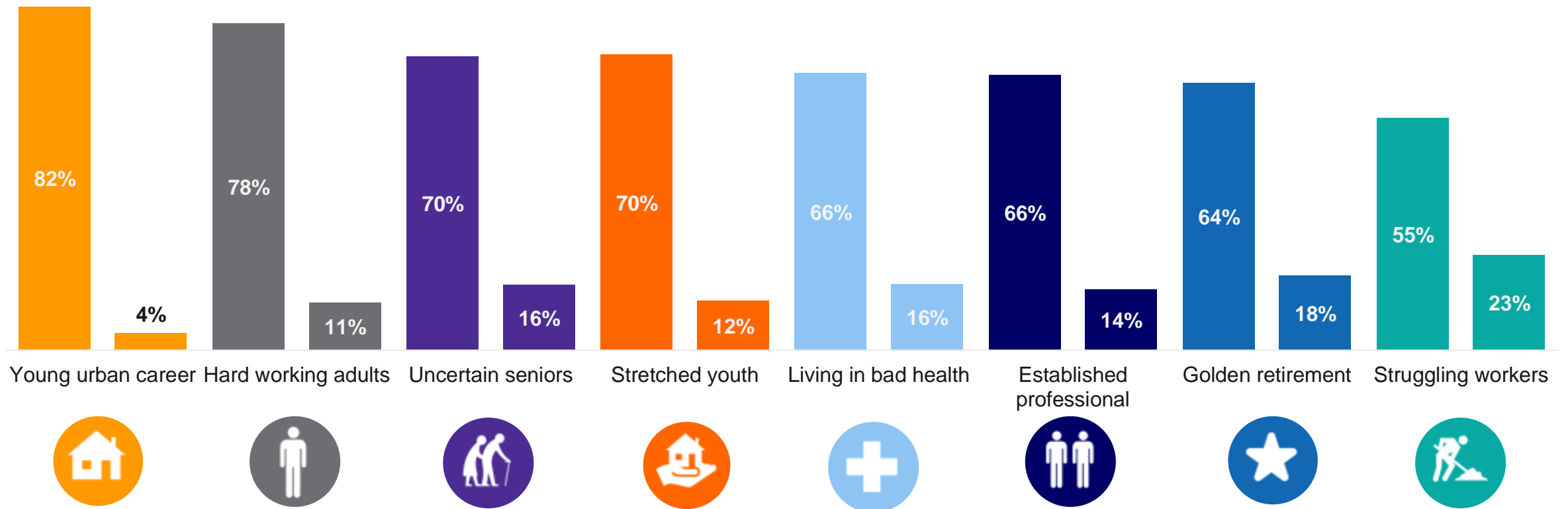
Council to spend any additional funds on? **Base:** all respondents (1,606).

** Figure not shown due to the low base size (n=9)

Satisfaction with the way Lambeth Council runs things: variation by Lambeth segment

Satisfaction with the council varies markedly by Lambeth segment, with far higher levels among the young urban career segment and hard working adults, but by far the lowest among the struggling worker segment.

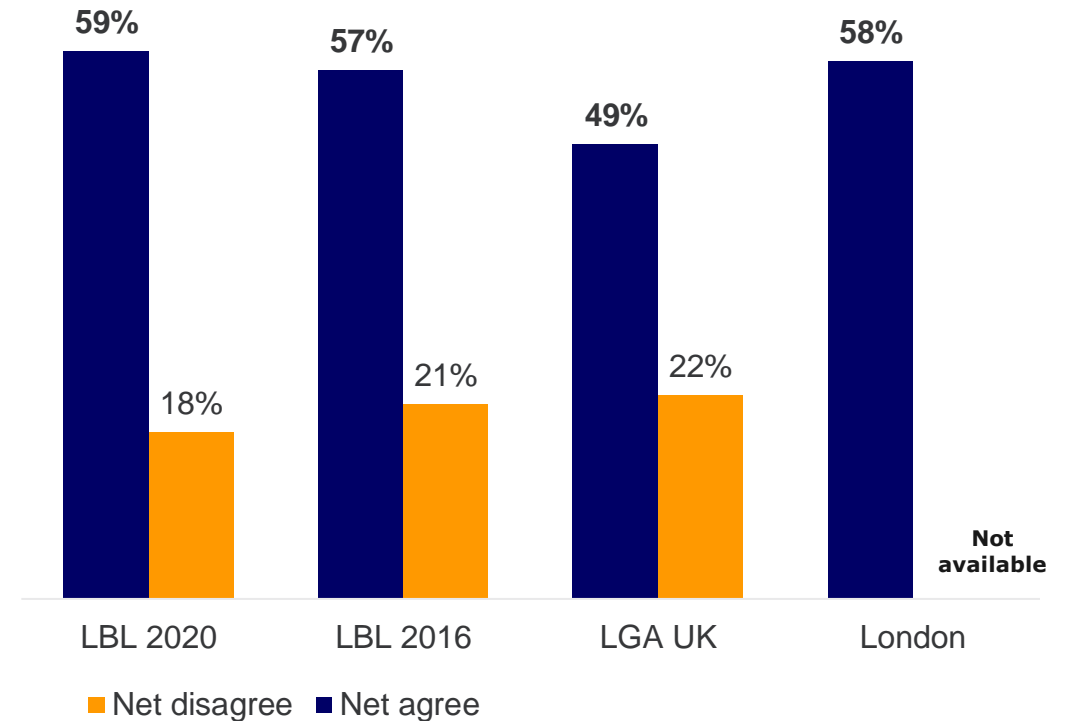
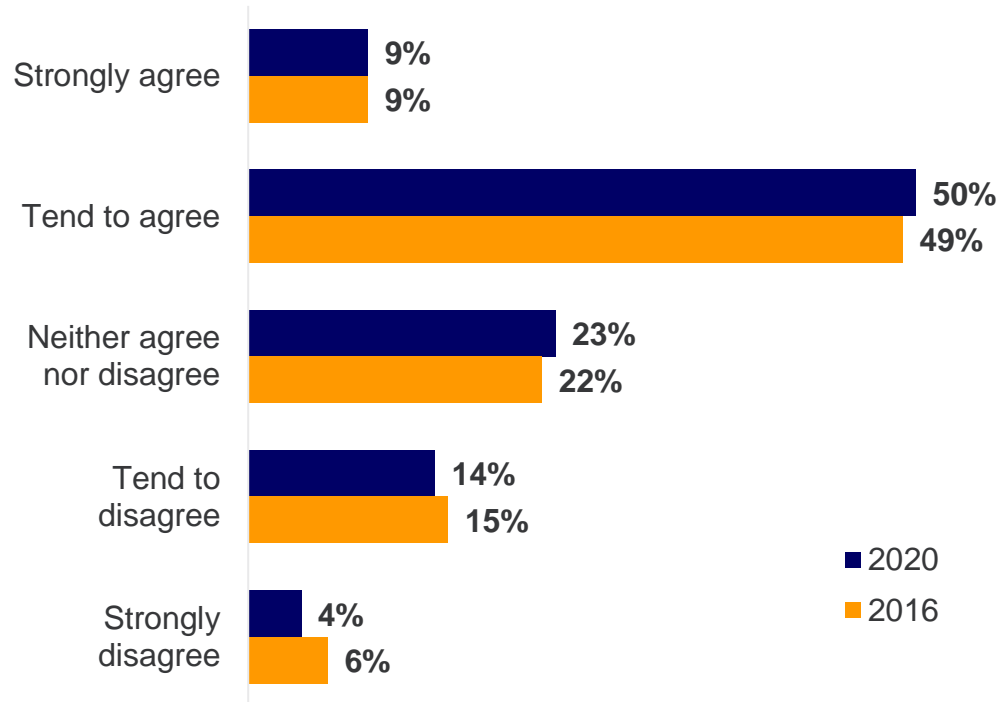
Satisfied/Dissatisfied



Q02. Overall, how satisfied or dissatisfied are you with the way Lambeth Council runs things? **Base:** all respondents, excluding don't know (1,581).

Perceptions of value for money

Lambeth's Borough Plan is based on four ambitions designed to make Lambeth the best place to live and work in London, one of which is to deliver value for money. Compared with other LGA indicators, levels of agreement with the statement are low with just 59% in accord. However, Lambeth once again fares well when judged against LGA benchmarking figures (albeit they are in line with the London average), and a (non-significant) 2% point increase in agreement since 2016.

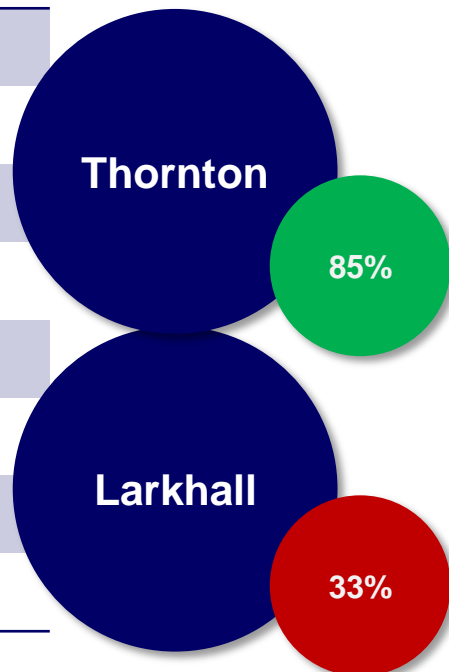


Perceptions of value for money: variations by sub-groups

The high and low levels of agreement amongst residents of Thornton and Larkhall boost and restrict the averages for Clapham and Stockwell.

All figures are % agree the council provides value for money

Town centre	% agree
Overall	59%
Waterloo	61%
North Lambeth	67%
Stockwell	53%
Clapham	67%
Brixton	50%
Streatham	57%
Norwood	64%



● Significantly higher than comparator ● Significantly lower than comparator

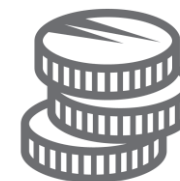
Q03. To what extent do you agree or disagree that Lambeth Council provides value for money? **Base:** all respondents excluding don't know (1,565).

Council to spend any additional funds on? **Base:** all respondents (1,606).

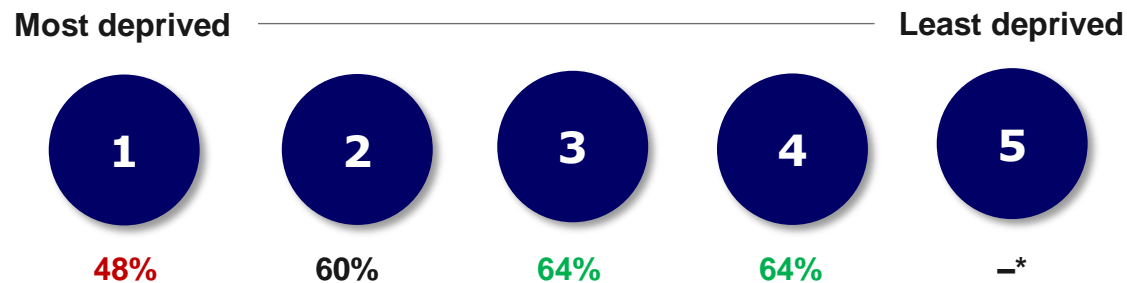
* Figure not shown due to the low base size (n=9)

Residents living in the most deprived areas and those who find it difficult to meet their usual expenses are less likely to feel that they receive value for money from the council.

Ease of paying usual expenses



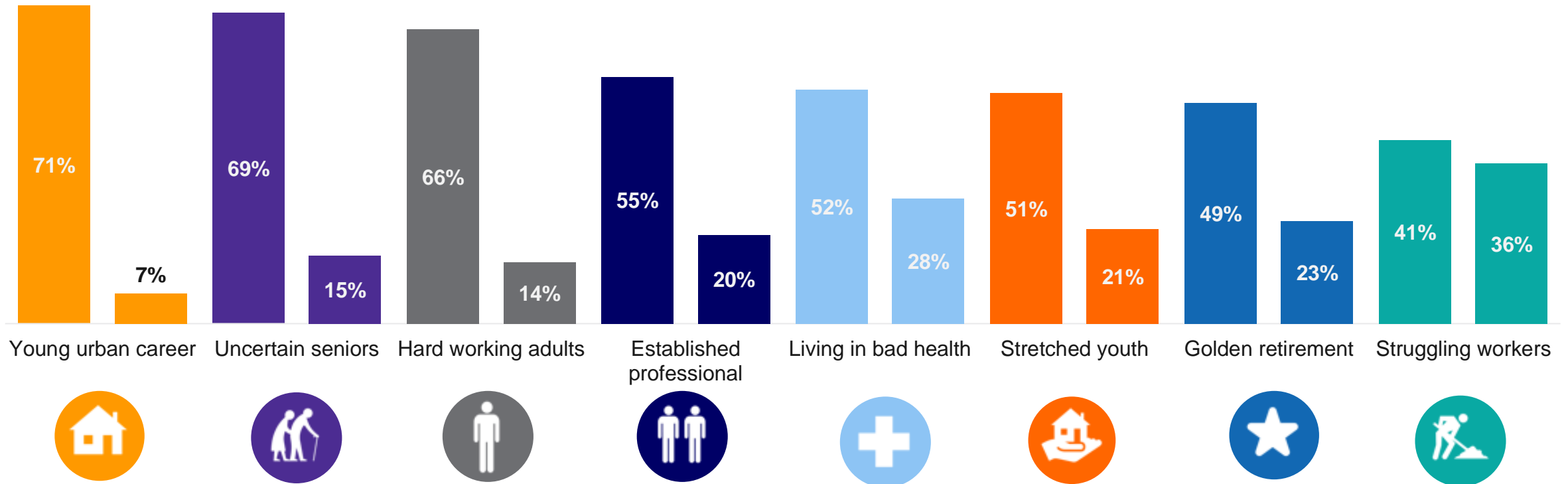
Deprivation (IMD)



Perceptions of value for money: variation by Lambeth segment

Almost as many Struggling workers agree as disagree that the council provides value for money (a net balance score of just +5% points). Agreement is also lower among the golden retirement segment, but far higher among the young urban career segment.

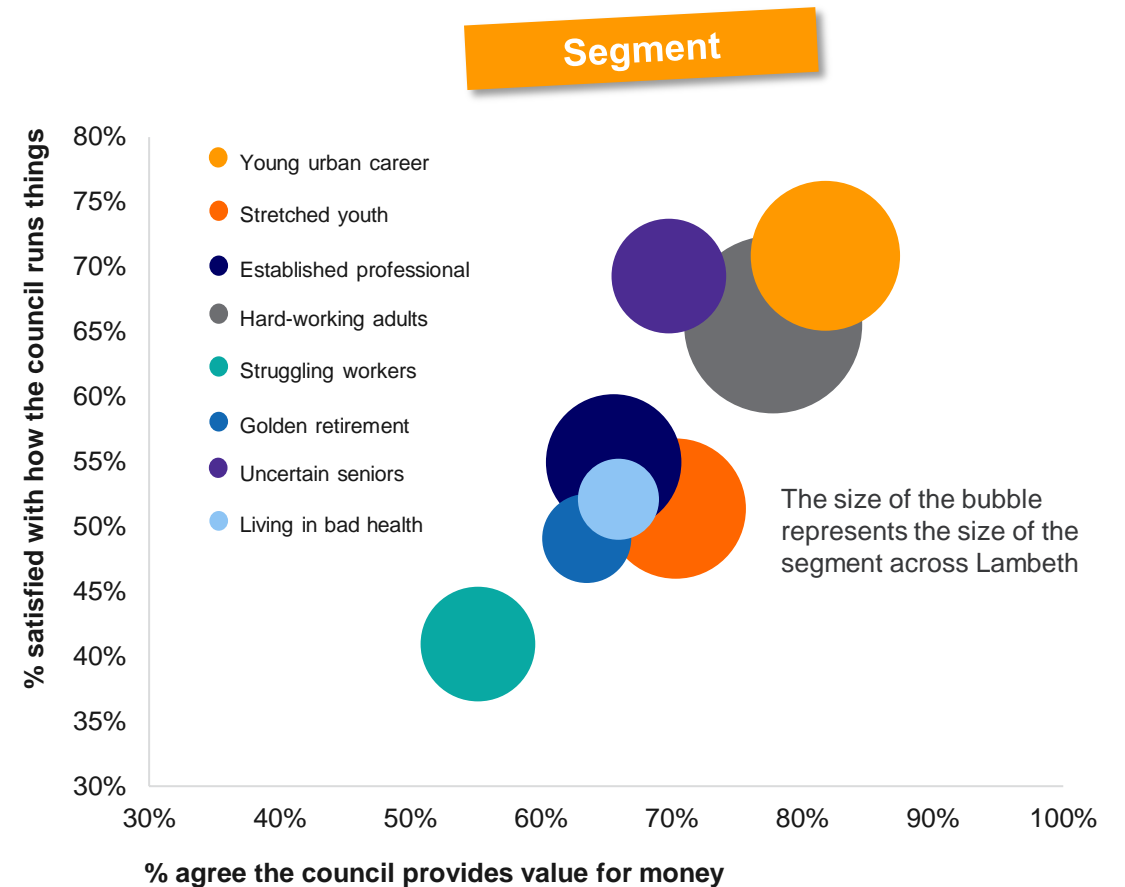
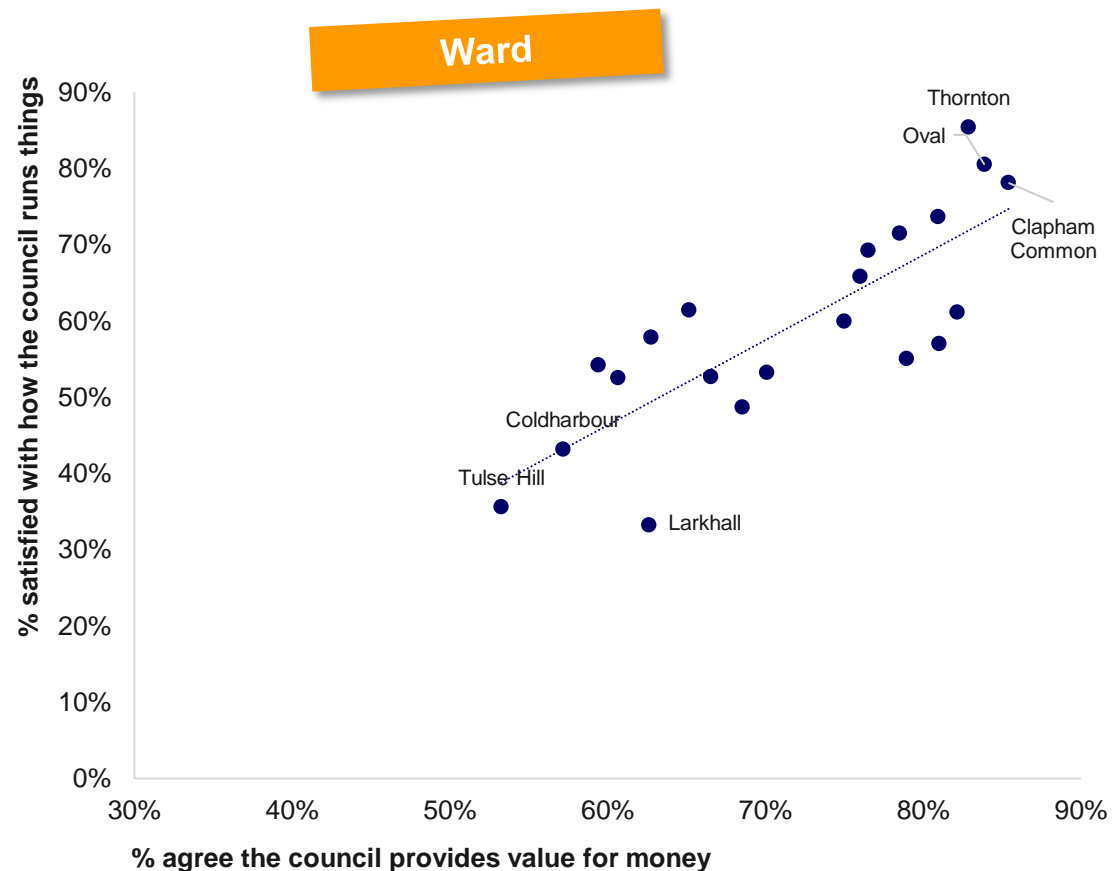
Agree/Disagree



Q03. To what extent do you agree or disagree that Lambeth Council provides value for money? **Base:** all respondents excluding don't know (1,565).

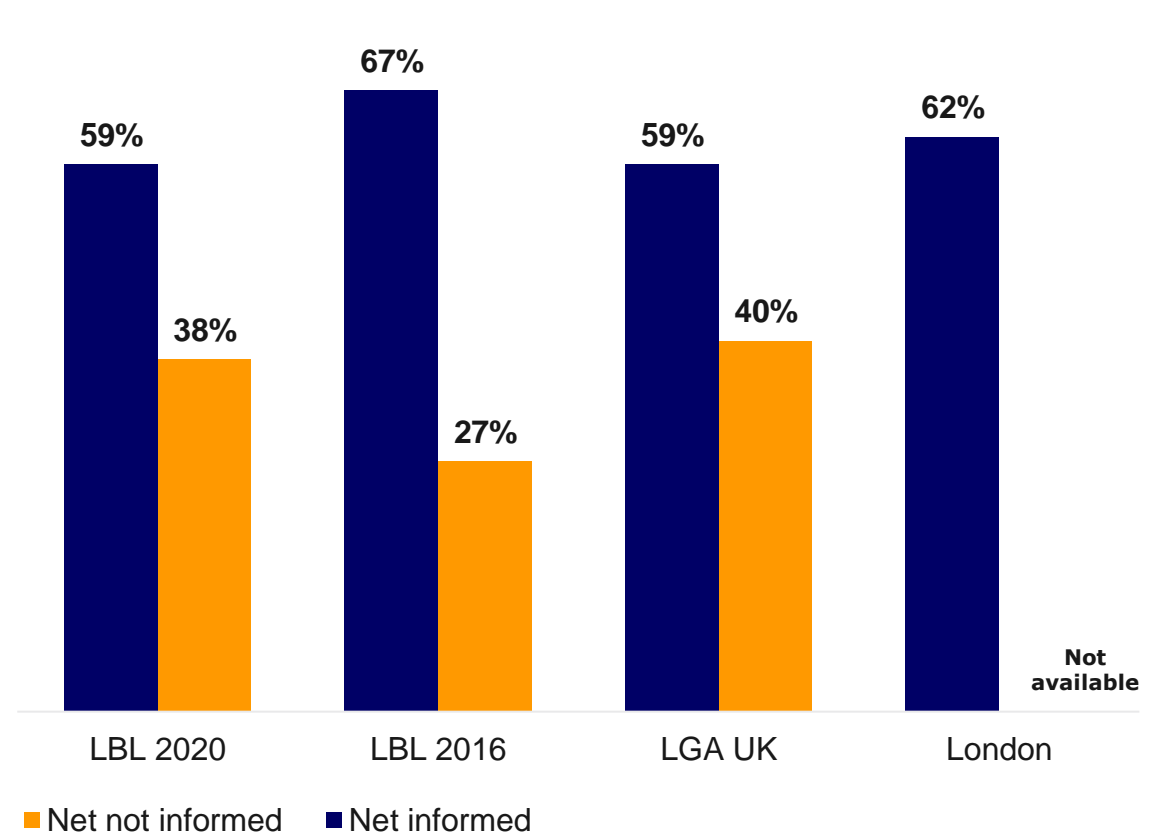
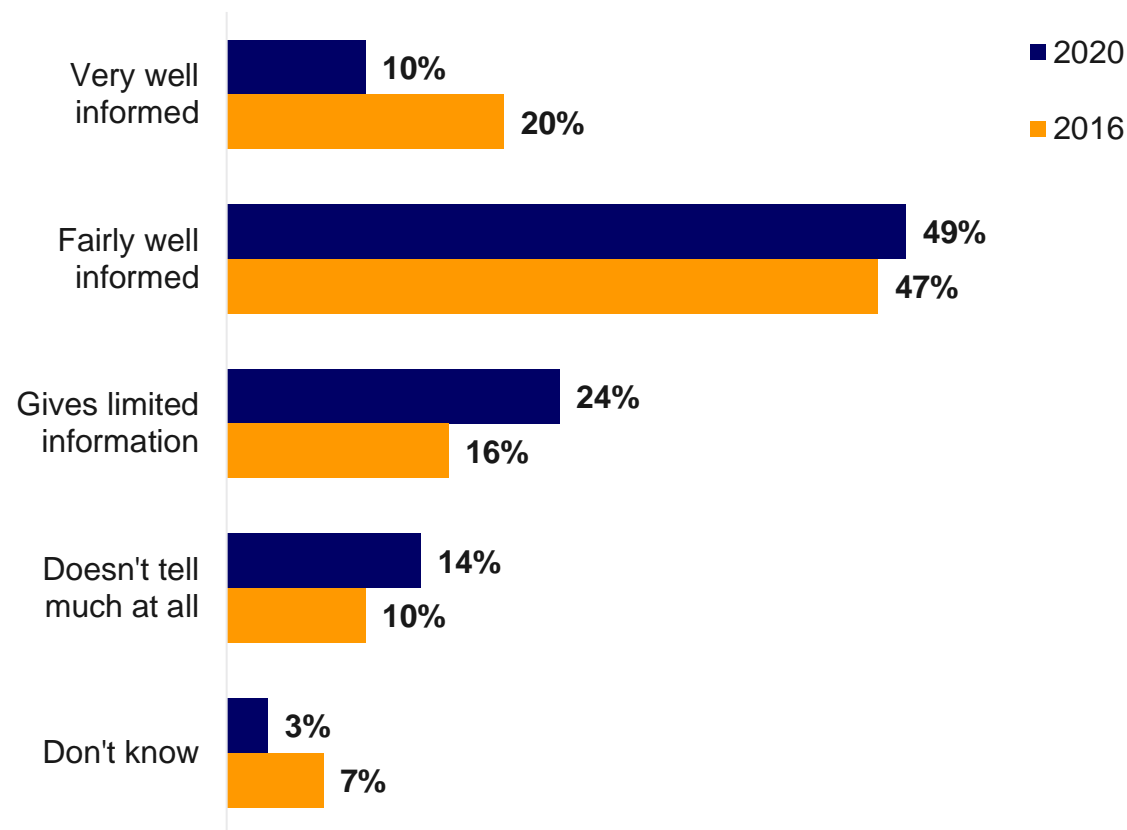
The relationships between council satisfaction and perceptions of value for money

There is a clear positive relationship between council satisfaction and perceptions of value for money provided by the council. Perceptions are least positive among residents of Larkhall and Tulse Hill, and within the struggling workers segment.



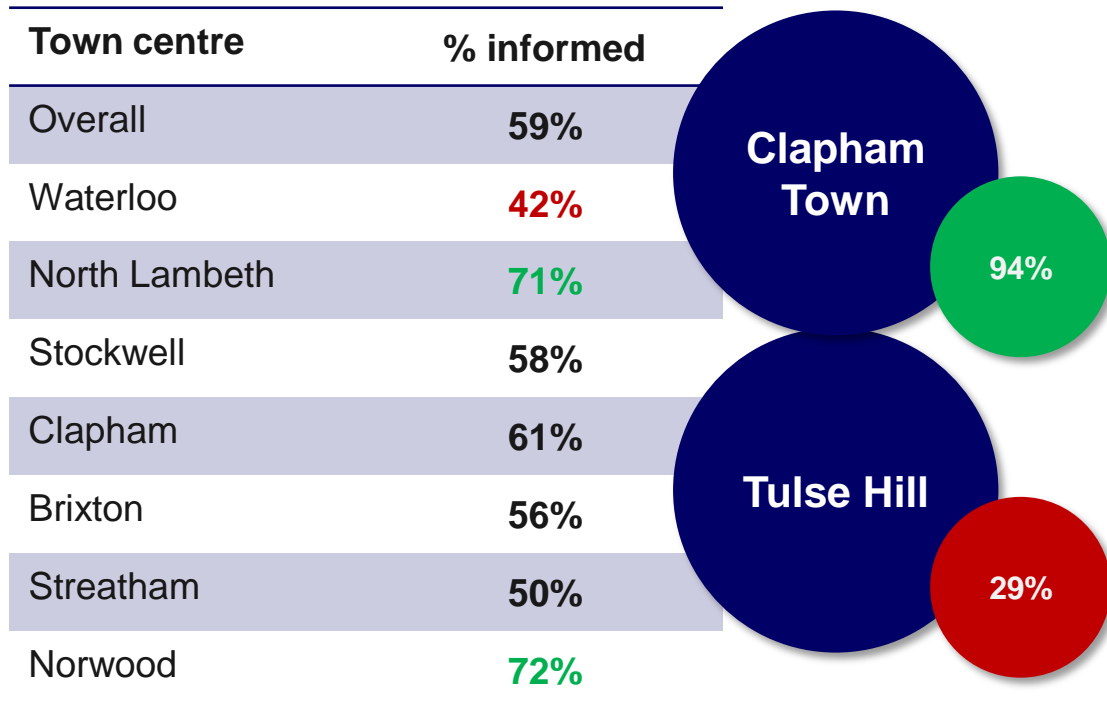
Keeping residents informed

Although the number of residents who feel that the council keeps them informed of the services and benefits it provides is in-line with LGA figures, the number feeling very informed has halved since 2016, from 20% to 10%. As a result, the proportion who do not feel well informed has increased 11% points since 2016.

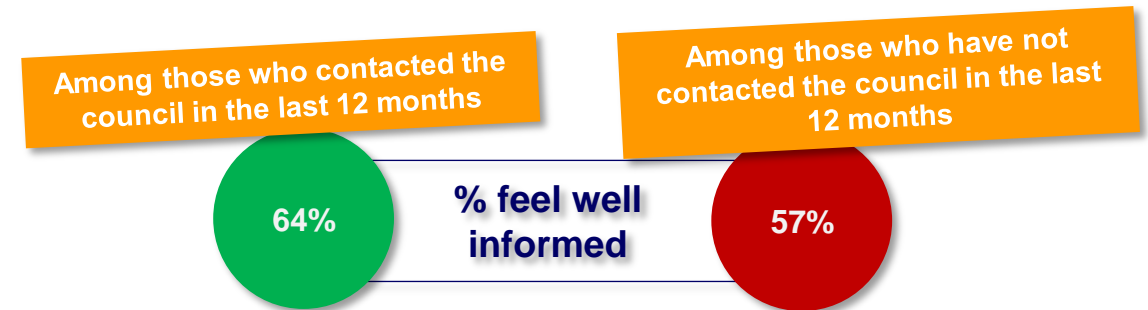


Keeping residents informed: variations in agreement between resident sub-groups

Agreement varies widely between Clapham Town, where 94% feel that the council keeps them informed, and Tulse Hill, where just 29% share this opinion.



Residents who have contacted the council in the last 12 months are significantly more likely to say they feel well informed.



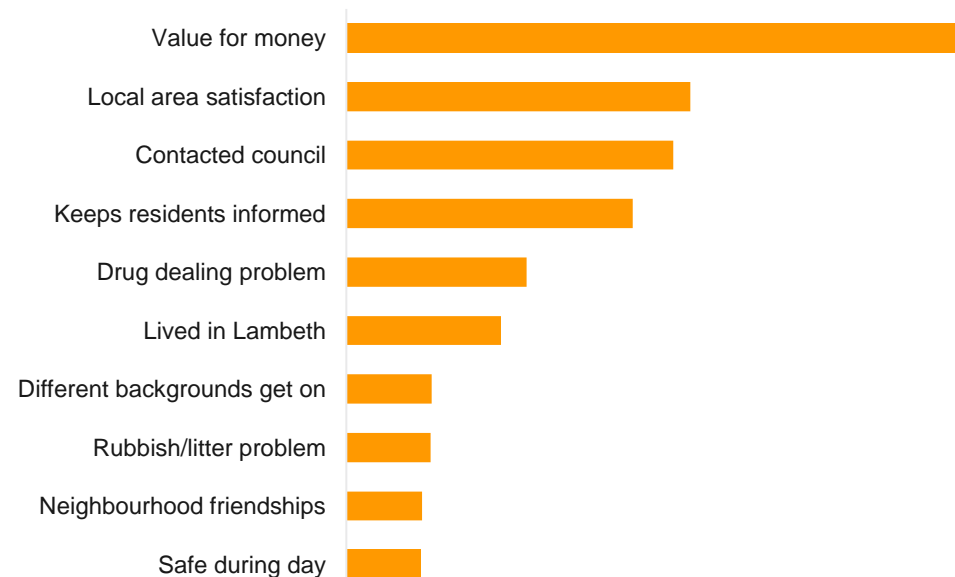
The key drivers of council satisfaction

Regression analysis has been undertaken to identify the variables which have the most influence over council satisfaction.

Variable	Rank	Relative importance	Performance
Q3 To what extent do you agree or disagree that Lambeth Council provides value for money?	1	0.39	59%
Q1 Overall, how satisfied or dissatisfied are you with your local area as a place to live?	2	0.21	89%
Q14 Have you contacted Lambeth Council in the last 12 months? (Yes=less satisfied)	3	0.20	37%
Q4 How well do you think Lambeth Council keeps residents informed about the services and benefits it provides?	4	0.18	59%
Q12 People using or dealing drugs is a problem	5	0.11	54%
Q33 How long have you lived in Lambeth? (Longer=less satisfied)	6	0.09	58%
Q8 To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?	7	0.05	94%
Q12 Rubbish or litter is a problem	8	0.05	57%
Q9 The friendships and associations I have with other people in my neighbourhood mean a lot to me	9	0.05	73%
Q13 To what extent would you say you are, or would be, safe from crime when walking in your local area during the day?	10	0.05	97%

10 variables are identified as key drivers. The overall goodness of fit of this model is very strong with R-square=0.711 (which means that the 10 key drivers explain 71.1% of the variance in overall satisfaction). The top driver 'Value for money' has an importance score of 0.39, which means it is more than four times as important as 'length of time lived in Lambeth' (ranked 6th), which has an importance score of 0.09.

Relative importance of the key drivers



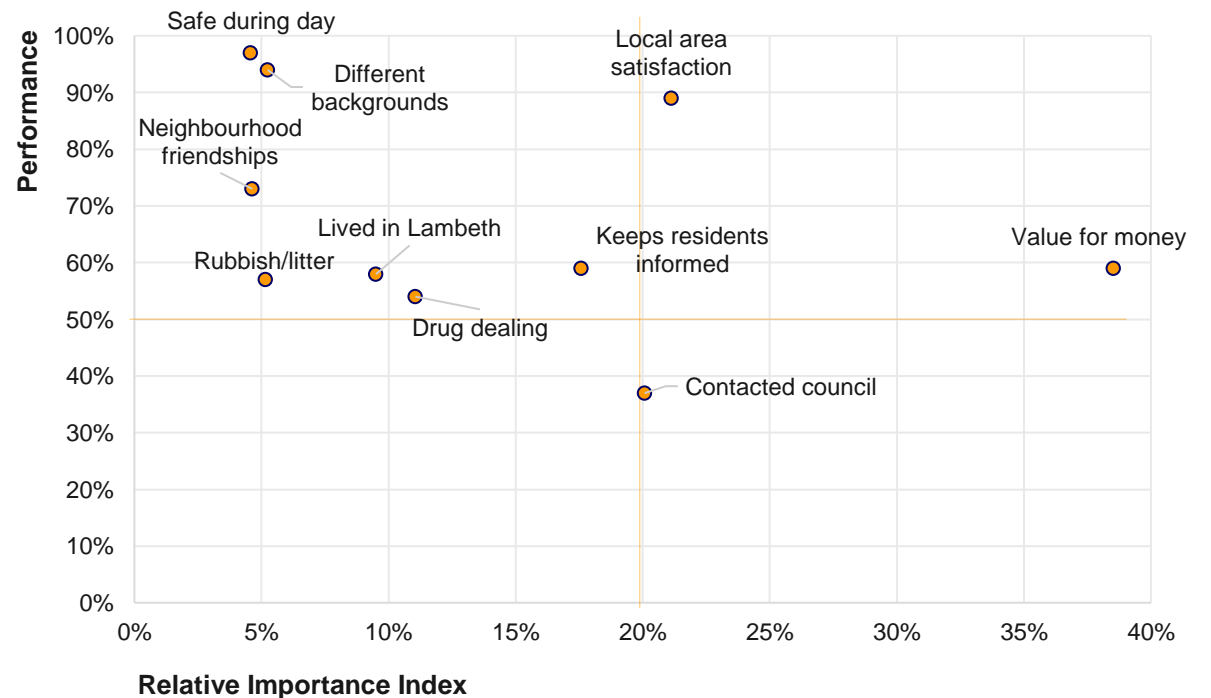
Priorities to improve council satisfaction

By cross-referencing the relative importance score (how much influence the variable has on satisfaction) with the performance score (the average score achieved in the survey), the priorities for action can be identified.

<p>Hidden drivers (Maintenance)</p> <ul style="list-style-type: none"> Safe during the day Different backgrounds get on Neighbourhood friendships 	<p>Visible drivers (Promote)</p> <ul style="list-style-type: none"> Satisfaction with local area
<p>Weak drivers (Monitor)</p> <ul style="list-style-type: none"> Rubbish/litter Drug dealing Keeps residents informed Time lived in area 	<p>Key drivers (Action)</p> <ul style="list-style-type: none"> Value for money Contacted council

The council priorities are to improve perceptions of value for money and the experience of those who contact the council. Extra analysis will be conducted on these variables throughout this report.

A secondary priority is to improve how well informed residents feel about council services.



Knowledge of ward councillors

The LGA describes an effective ward councillor as someone who is likely to be:

- Visible, accessible and accountable.
- People who live locally – understanding the local community and standing up for it.
- Individuals who are proactive – listening to, and available to local people.

Candidates who are elected will get to oversee budgets worth millions of pounds, decide how often bins get emptied, where new housing estates can be built and what services to provide or cut.

However, many people see their local council as remote and often do not even know who represents them on the council. This is true for the majority of residents in Lambeth, where 86% are not aware of their ward councillor.



How does knowledge vary across the borough?

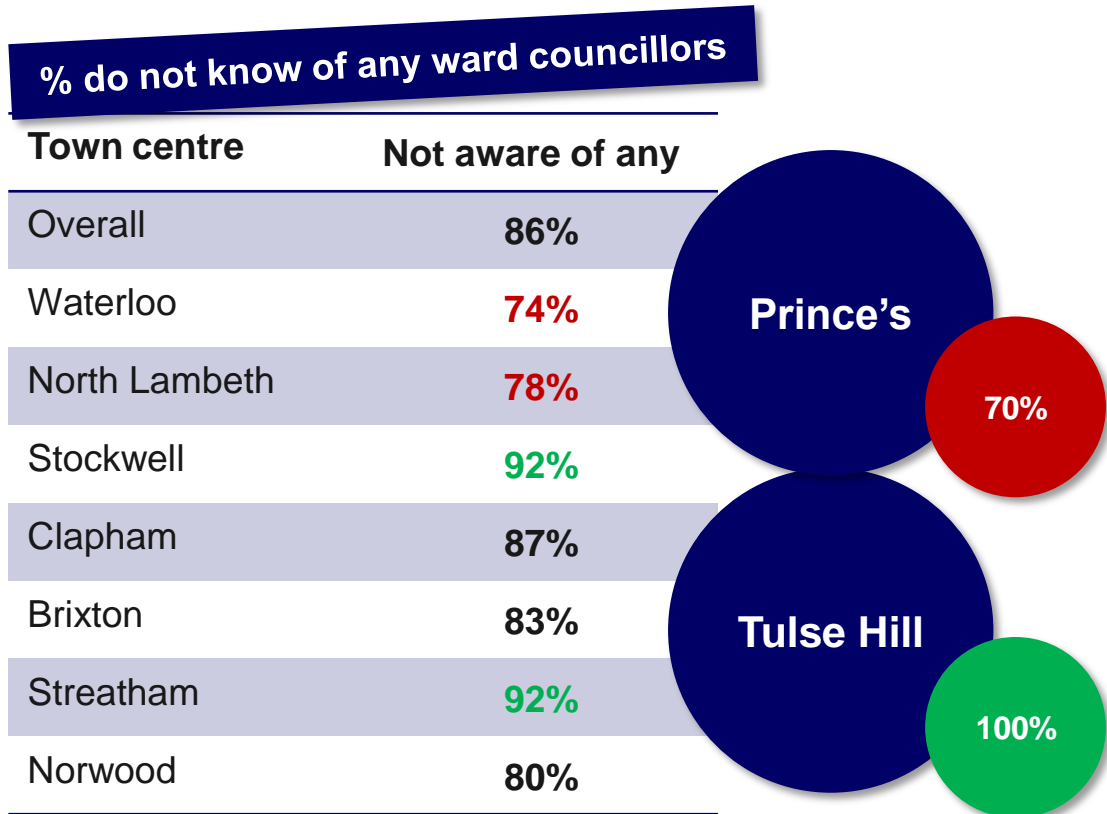
Residents of Tulse Hill, Larkhall and Streatham South are most likely to say they do not know their ward councillors. However, awareness is far higher in Bishop's, Brixton Hill, Clapham Town, Prince's, Thurlow Park and Herne Hill.

	Total	Bishop's	Brixton Hill	Clapham Common	Clapham Town	Coldharbour	Ferndale	Gipsy Hill	Herne Hill	Knight's Hill	Larkhall	Oval	Prince's	St Leonard's	Stockwell	Streatham Hill	Streatham South	Streatham Wells	Thornton	Thurlow Park	Tulse Hill	Vassall
Aware of all three councillors	3%	1%	8%	1%	4%	4%	1%	6%	8%	5%	0%	1%	3%	2%	1%	5%	3%	1%	0%	9%	0%	1%
Know of one or two councillors	11%	25%	18%	9%	24%	13%	4%	12%	17%	12%	3%	12%	27%	4%	13%	7%	1%	8%	5%	17%	0%	7%
Do not know any ward councillors	86%	74%	74%	90%	72%	83%	95%	82%	74%	82%	97%	87%	70%	94%	86%	88%	96%	91%	95%	74%	100%	92%

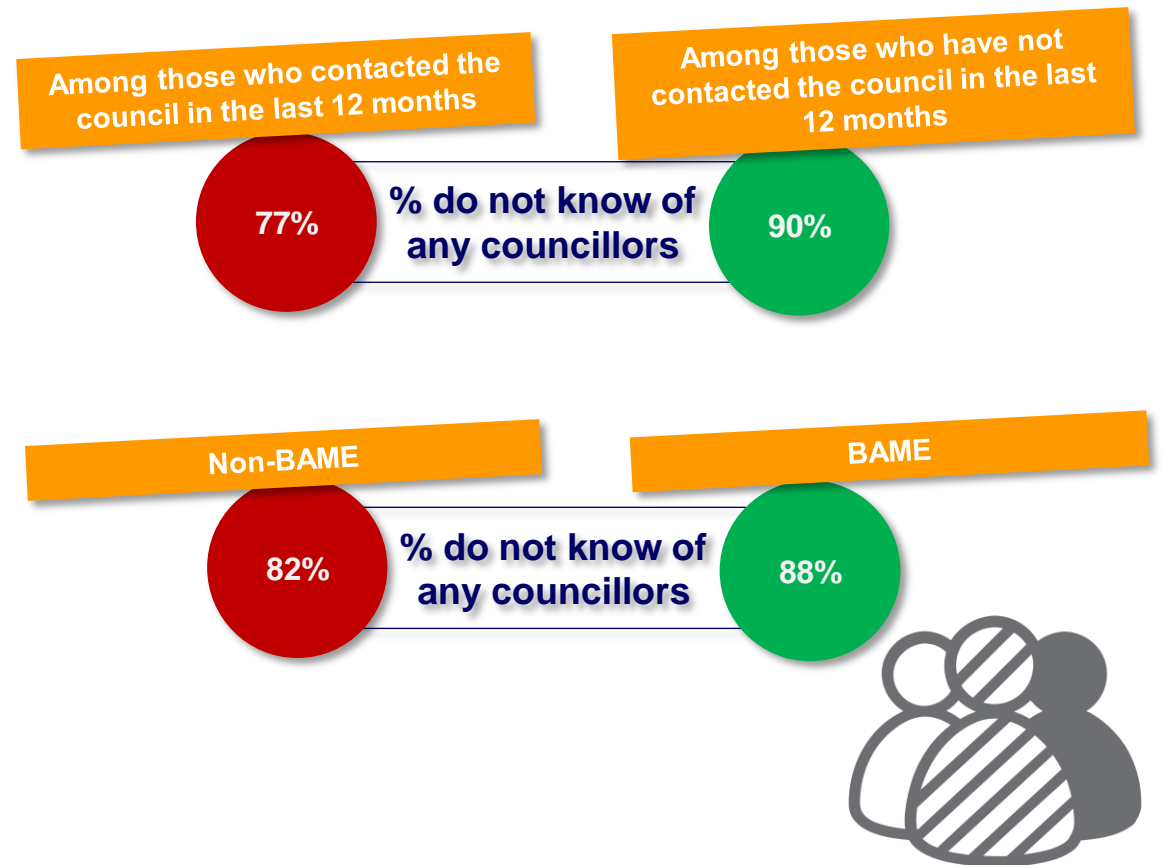
● Significantly higher than other wards
 ● Significantly lower than other wards

Knowledge of ward councillors: variations by resident sub-groups (I)

Although no individual ward boasts a high proportion of residents who know who their councillors are, the level of awareness in Tulse Hill is particularly poor. There is a distinct lack of awareness among BAME residents and those who have not contacted the council.



● Significantly higher than comparator
 ● Significantly lower than comparator

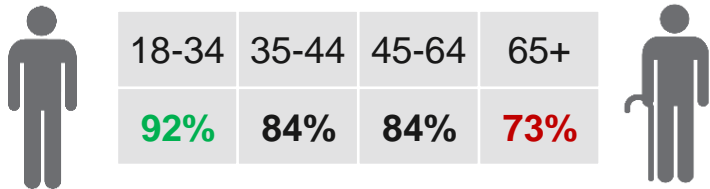


Knowledge of ward councillors: variations by resident sub-groups (II)

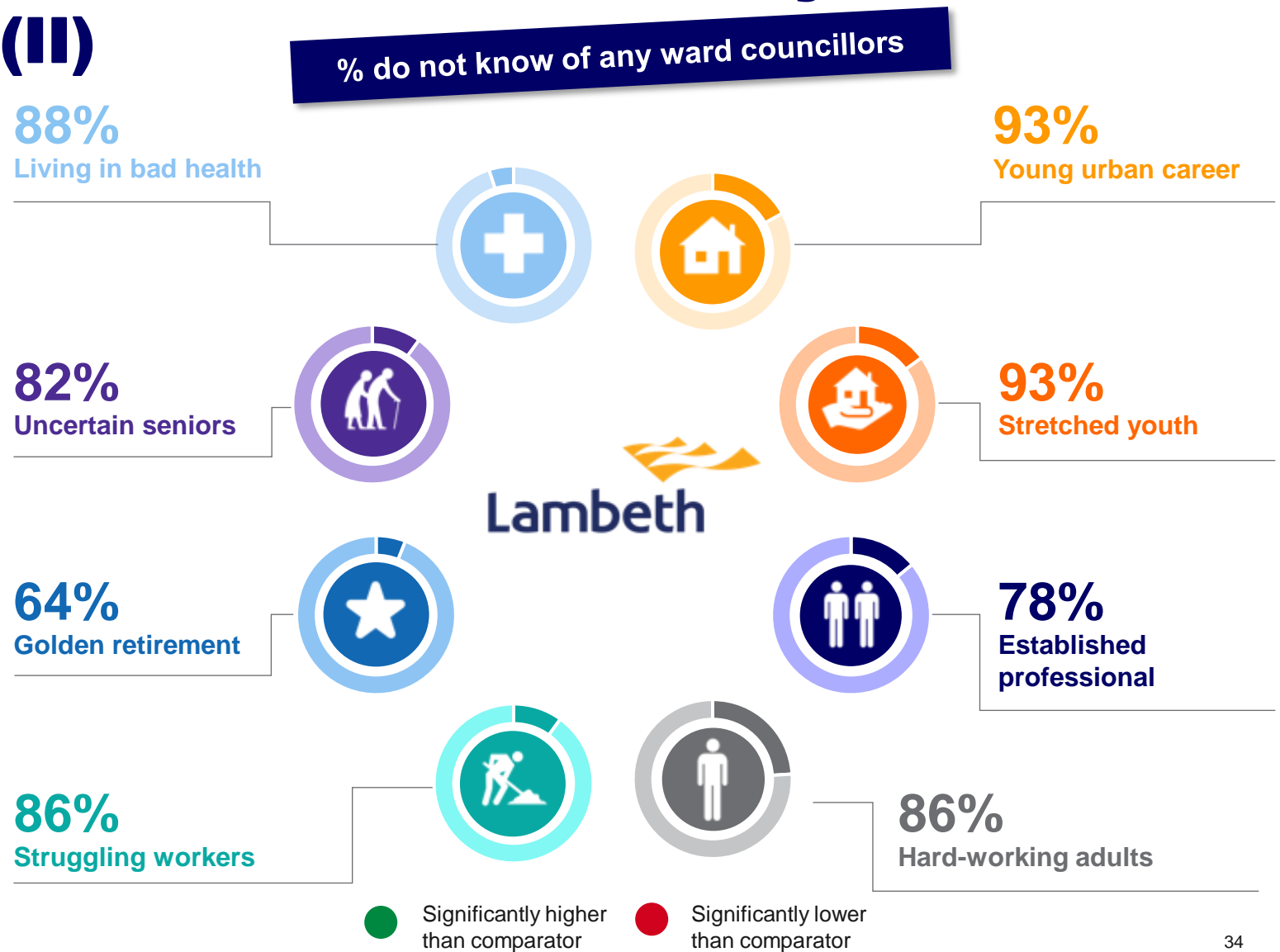
Despite the alleged 'Youthquake' of 2017 and the gaining momentum of political activism among young people, those aged 18 to 34 remain as typically the least politically engaged age group.

Many do not see how political decisions affect their lives and believe they can only have a moderate effect on politics. This may explain, to an extent, why residents aged 18 to 34 are far more likely not to know who their ward councillors are than those aged 65 or over.

% do not know of any ward councillors



Q021. Do you know who your ward councillors are? Base: all respondents (1,606).

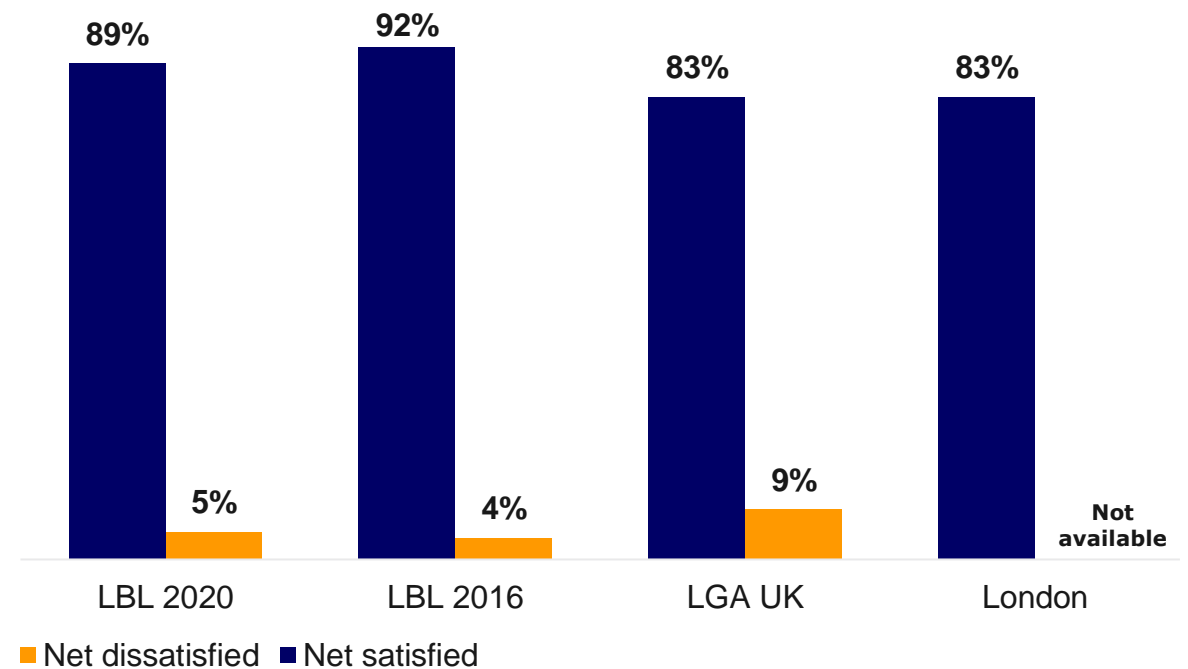
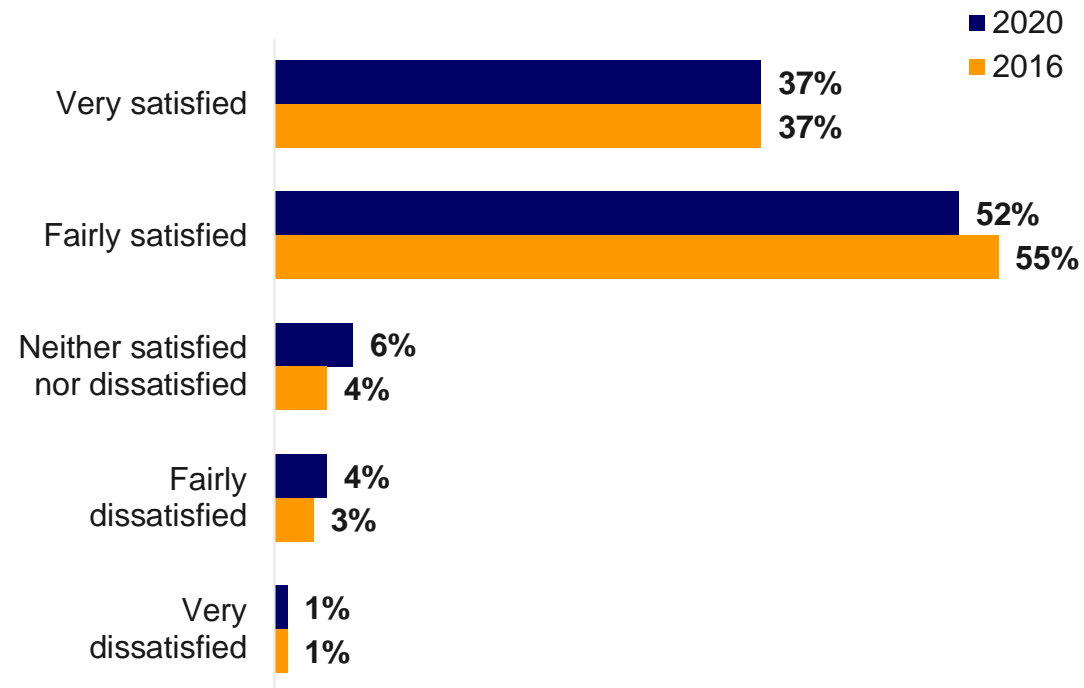


6. Residents' satisfaction with the local area



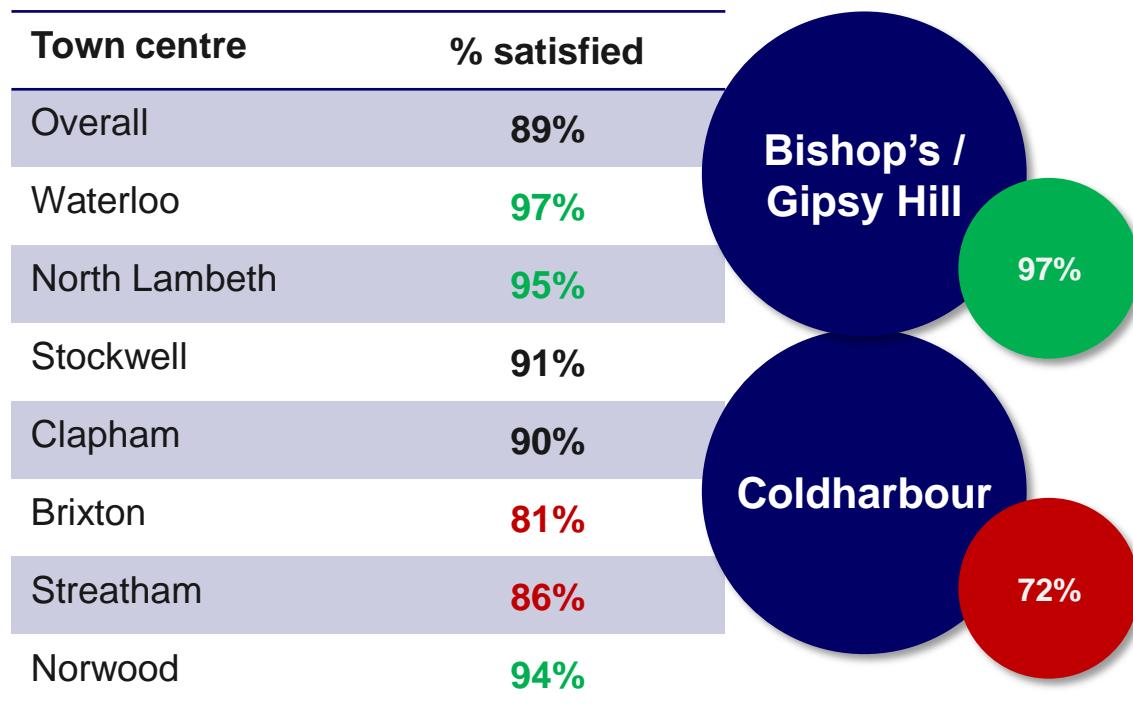
Satisfaction with local area as a place to live

Although the number of residents satisfied with their local area as a place to live has fallen by 3% points since 2016 (not significant), satisfaction remains high at 89%. This is markedly higher than both the LGA UK and London benchmarks (+6% points). The proportion of residents who are 'very' satisfied with their local area has remained stable since 2016 (37%).

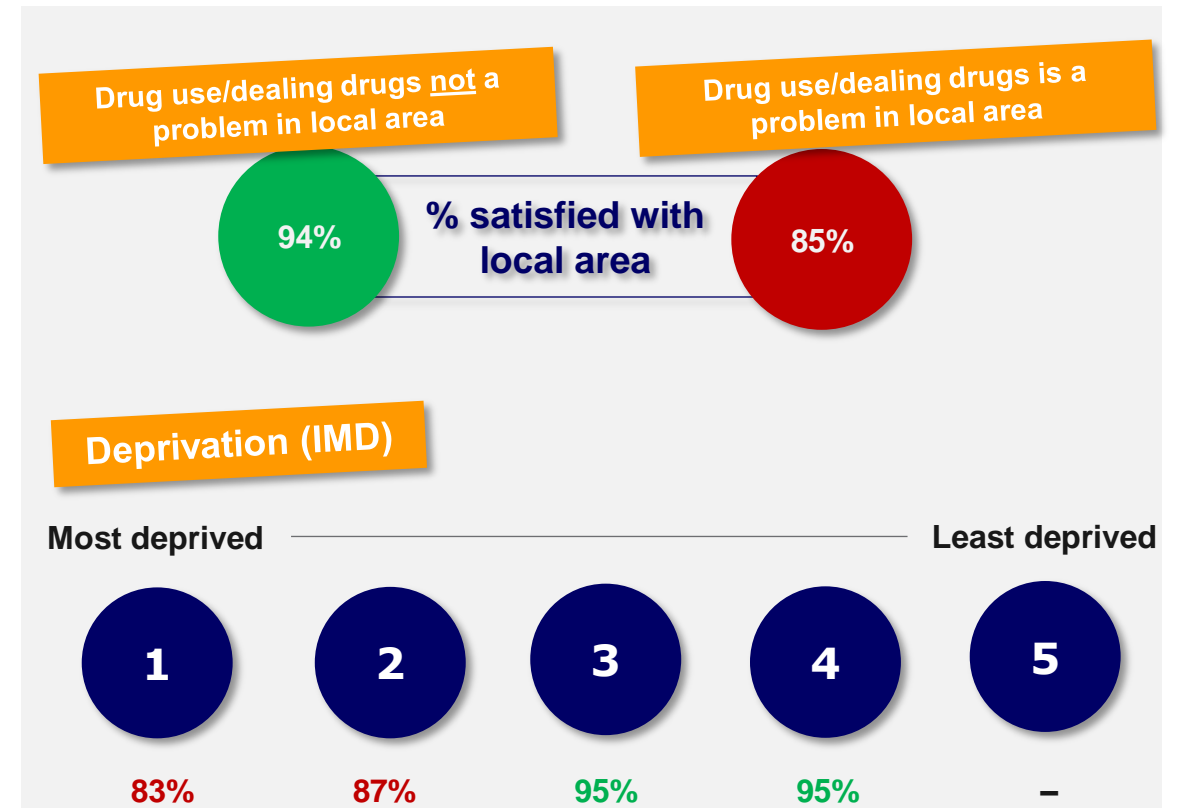


Satisfaction with area: variations in satisfaction between resident sub-groups

The vast majority (97%) of residents living in both Bishop’s and Gipsy Hill are satisfied with their local area, but satisfaction drops to 72% in Coldharbour.



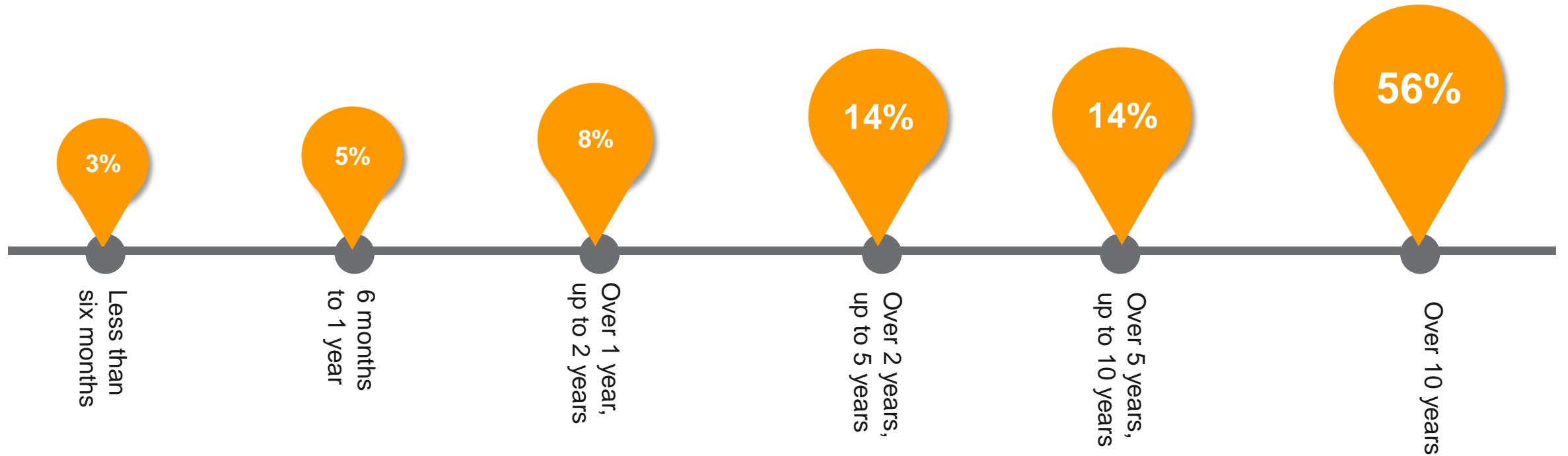
As might be expected, levels of local area satisfaction decrease among residents who feel drug use/dealing drugs is a problem in their area (85%) and among those who live in more deprived communities.



Q01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? **Base:** all respondents excluding don't know (1605)
 Council to spend any additional funds on? **Base:** all respondents (1,606).
 * Figure not shown due to the low base size (n=10)

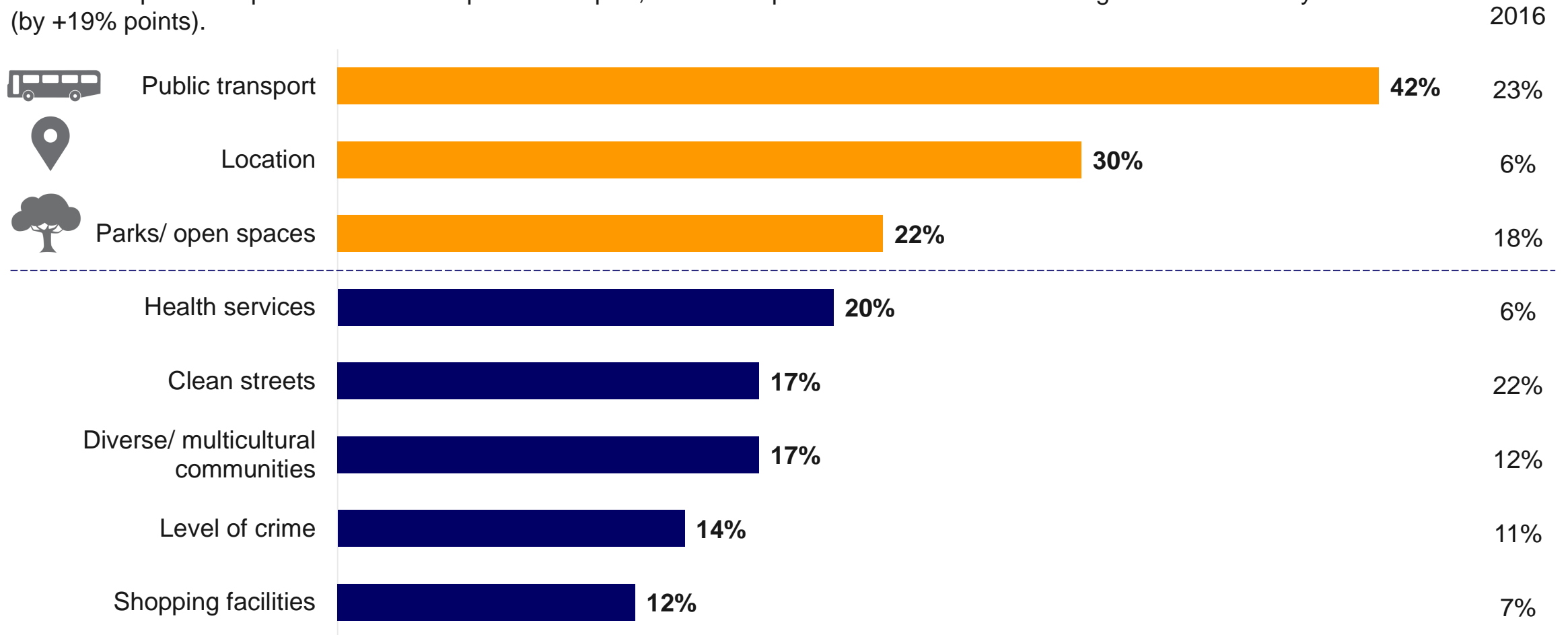
Length of time living in Lambeth

Over half of Lambeth's residents are long-term, having lived in the borough for over ten years.



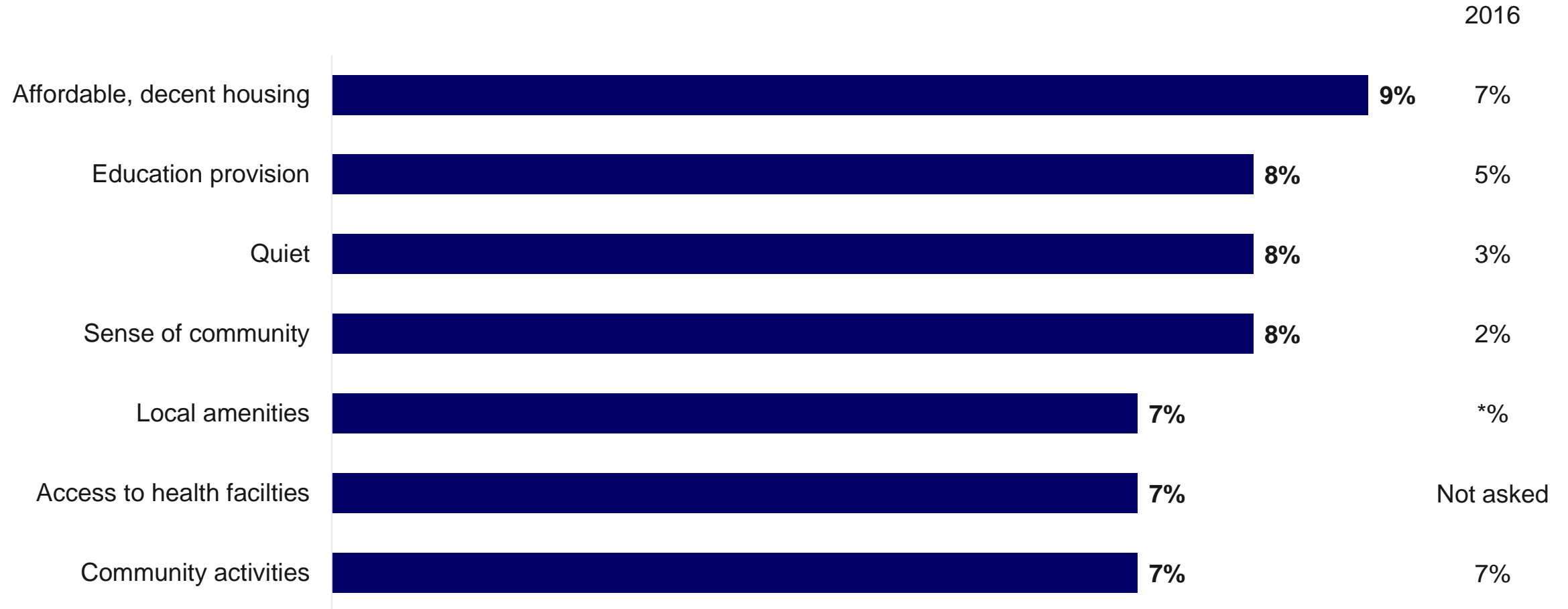
What makes Lambeth a good place to live?

All residents were asked to choose up to three things from a list that they see as making somewhere a good place to live. By far the most important aspect to residents is public transport, with the importance of this service having increased notably since 2016 (by +19% points).



What makes Lambeth a good place to live?

Although less frequently chosen, aspects including decent affordable housing, education, quiet and sense of community are still important to approximately one in ten residents.

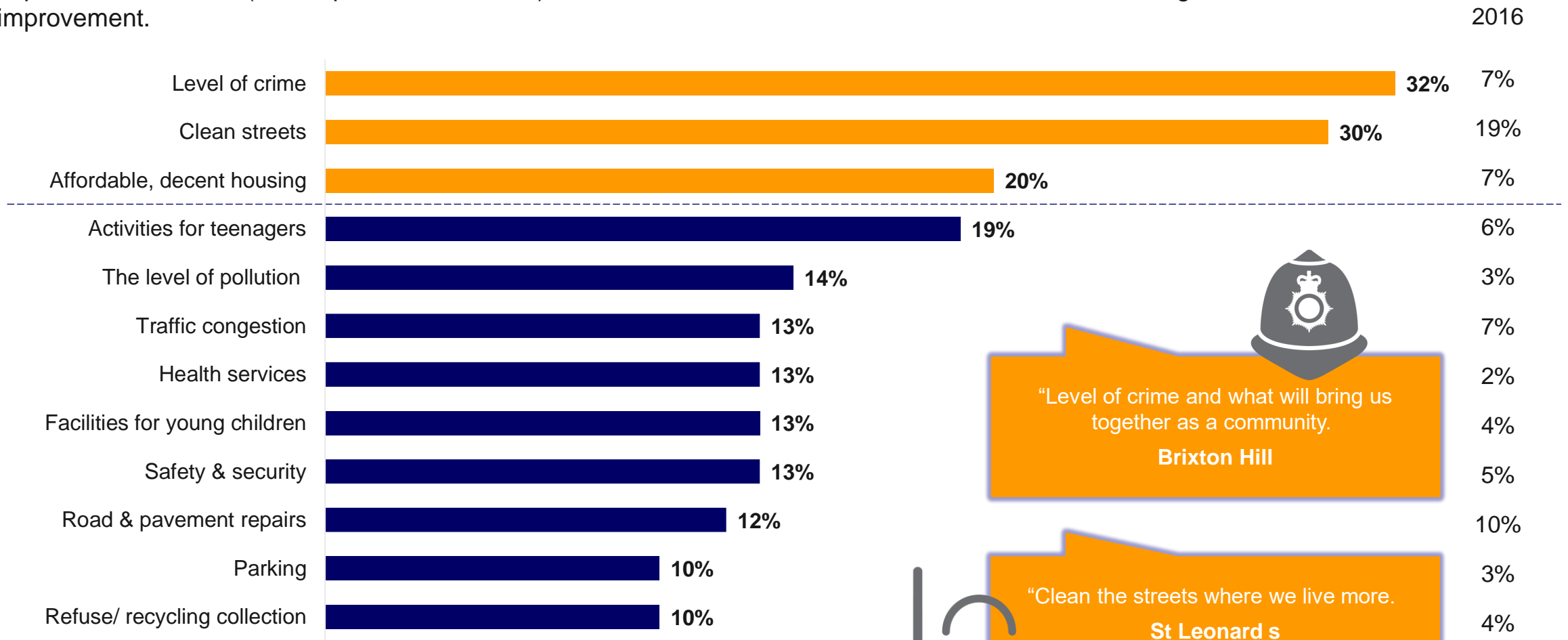


Q005. Thinking about living in Lambeth, what are the most important things that make Lambeth a good place to live? **Base:** all respondents (1606)


*% denotes a figure of less than 0.5%

What needs to improve in Lambeth?

Lambeth has one of the highest crime rates among London boroughs and reducing the level of crime has become notably more important to residents (32%, up from 7% in 2016). The cleanliness of streets and affordable decent housing are also areas for improvement.




“Level of crime and what will bring us together as a community.”
Brixton Hill

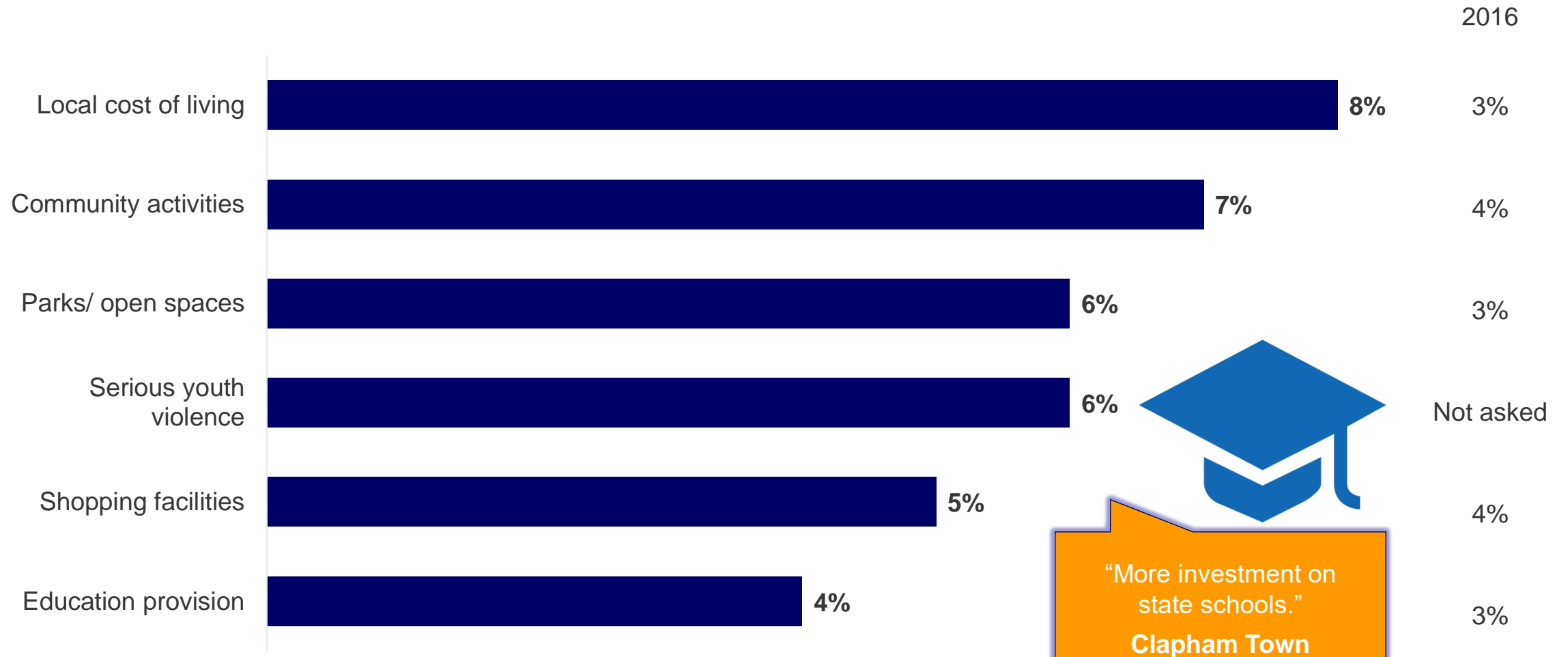


“Clean the streets where we live more.”
St Leonard s

Q06. And what are the things that most need improving? **Base:** all respondents (1606)
Chart does not show figures of 3% or below

What needs to improve in Lambeth?

Residents see less need to focus on the cost of living in the borough.



Q06. And what are the things that most need improving? **Base:** all respondents (1606)
Chart does not show figures of 3% or below

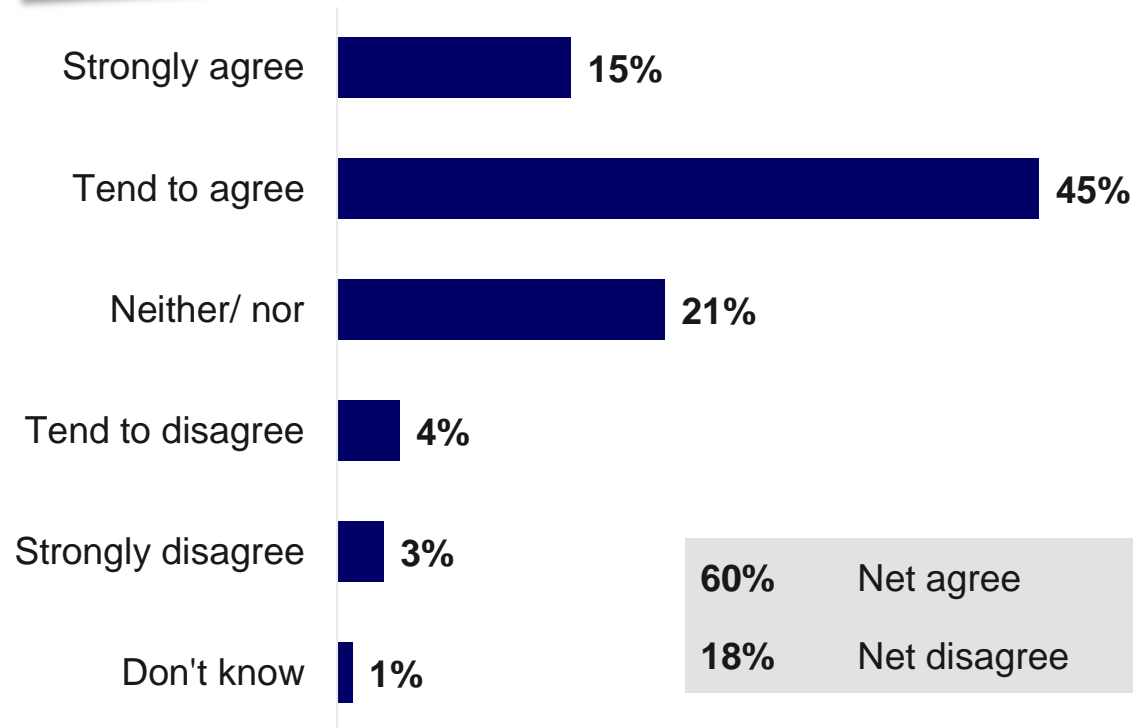
8. Neighbourhoods & town centres



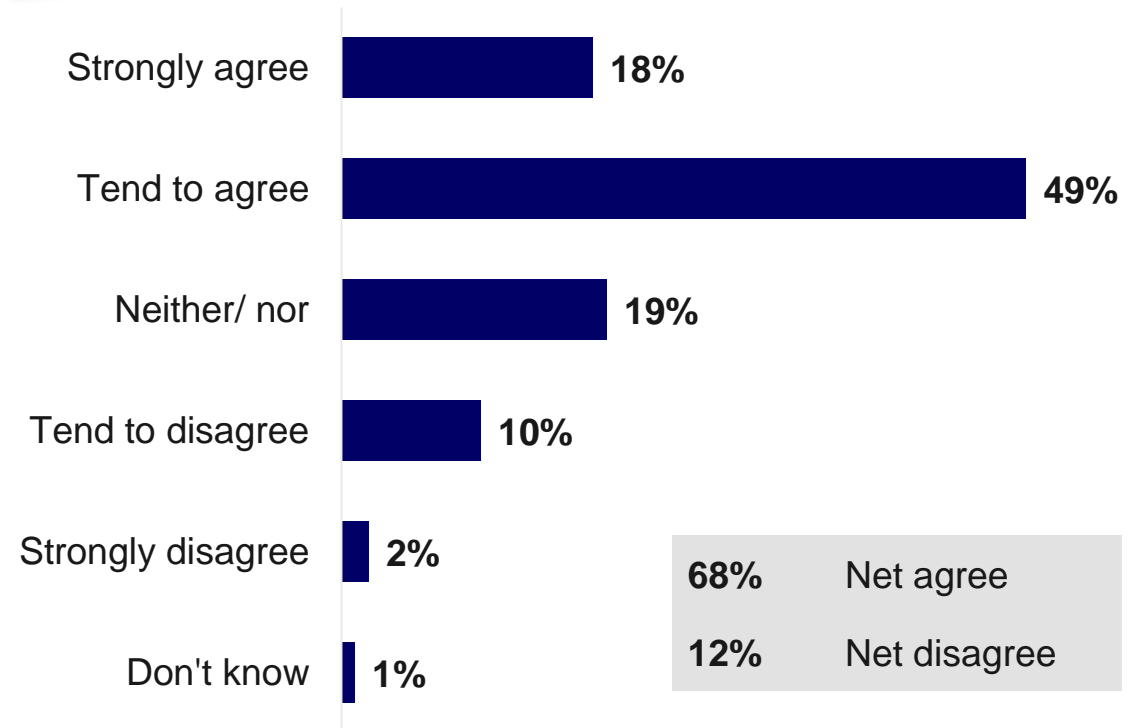
Local town centre as a place to visit

Managing Lambeth's neighbourhoods and town centres so that they feel safe and welcoming is a Borough Plan objective. However, according to one in nine residents the council has work to do before they will agree that their town centre is welcoming.

My town centre is attractive



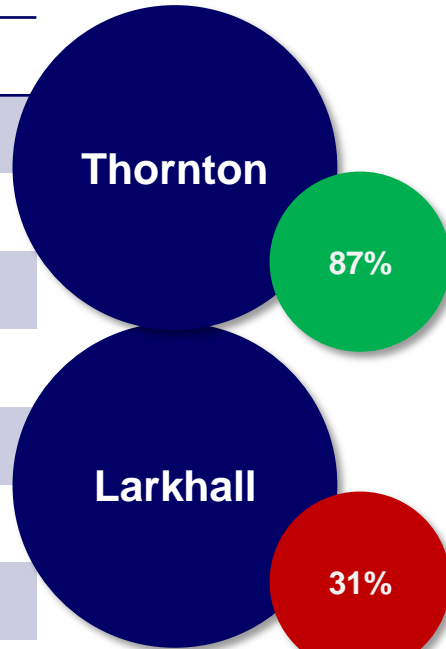
My town centre is welcoming



Town centre is attractive by sub-group

Residents of Thornton are far more likely to agree that their local town centre is attractive than residents of Larkhall.

Town centre	% agree
Overall	60%
Waterloo	60%
North Lambeth	41%
Stockwell	47%
Clapham	76%
Brixton	64%
Streatham	58%
Norwood	64%



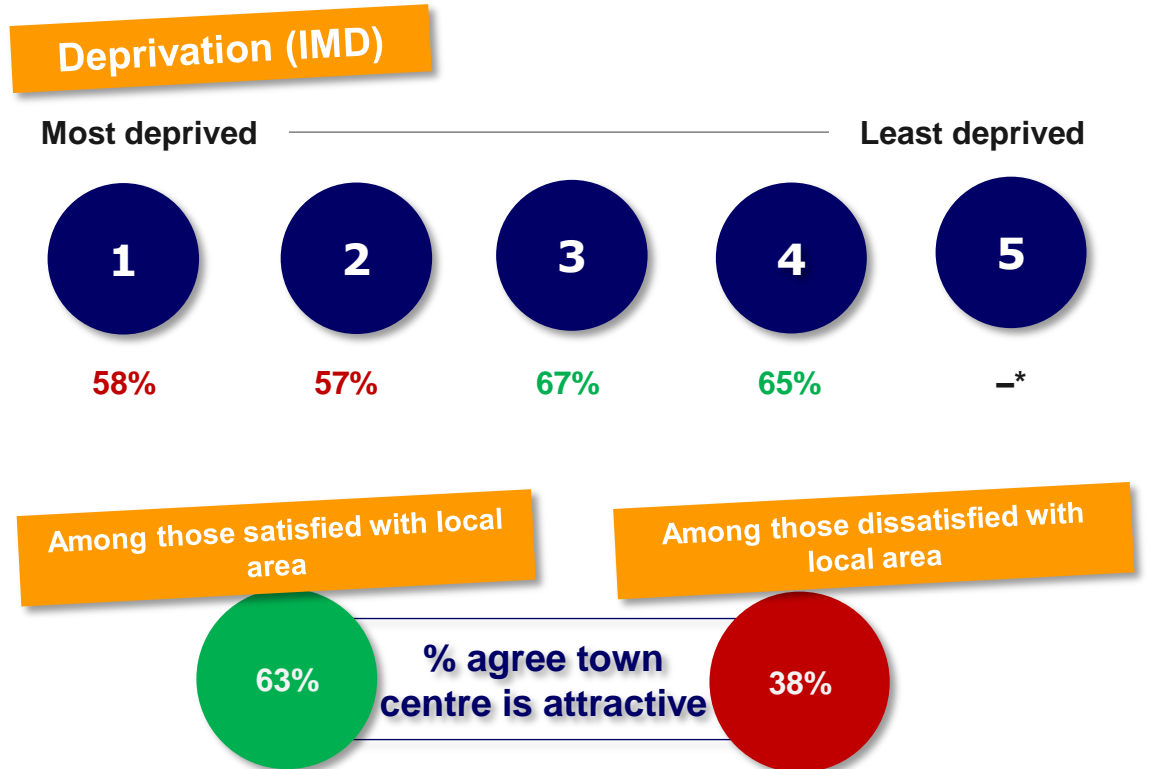
● Significantly higher than comparator ● Significantly lower than comparator

Q010: To what extent do you agree or disagree with the following statements about your local town centre as a place to visit? My town centre is attractive **Base:** all respondents (1,606).

Council to spend any additional funds on? **Base:** all respondents (1,606).

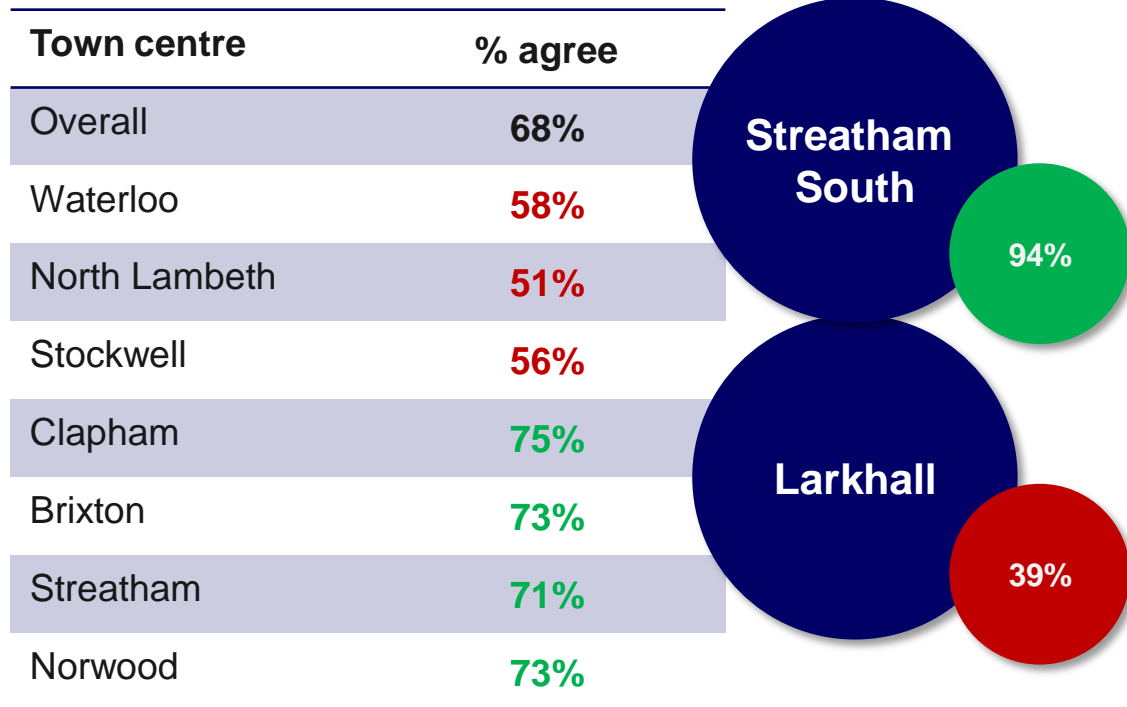
* Figure not shown due to the low base size (n=10)

Perhaps unsurprisingly, residents who live in the most deprived areas of the borough and who are dissatisfied with their local area as a place to live are less likely to feel their town centre is attractive.



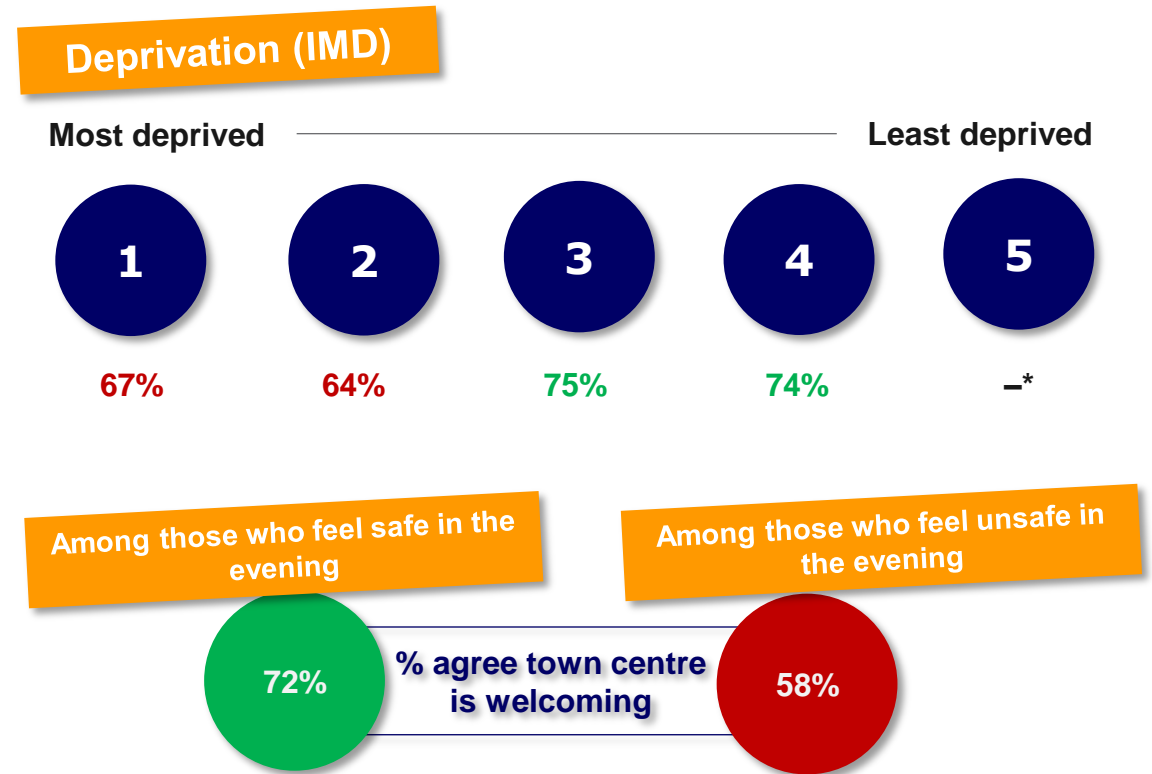
Town centre is welcoming by sub-group

Residents of Larkhall are not only the least likely to agree that their town centre is attractive, but also the least likely to feel that the centre is welcoming.



● Significantly higher than comparator ● Significantly lower than comparator

Similarly, residents who live in the most deprived areas of the borough are less likely to feel their town centre is welcoming. The same goes for residents who do not feel safe in their local area in the evenings.



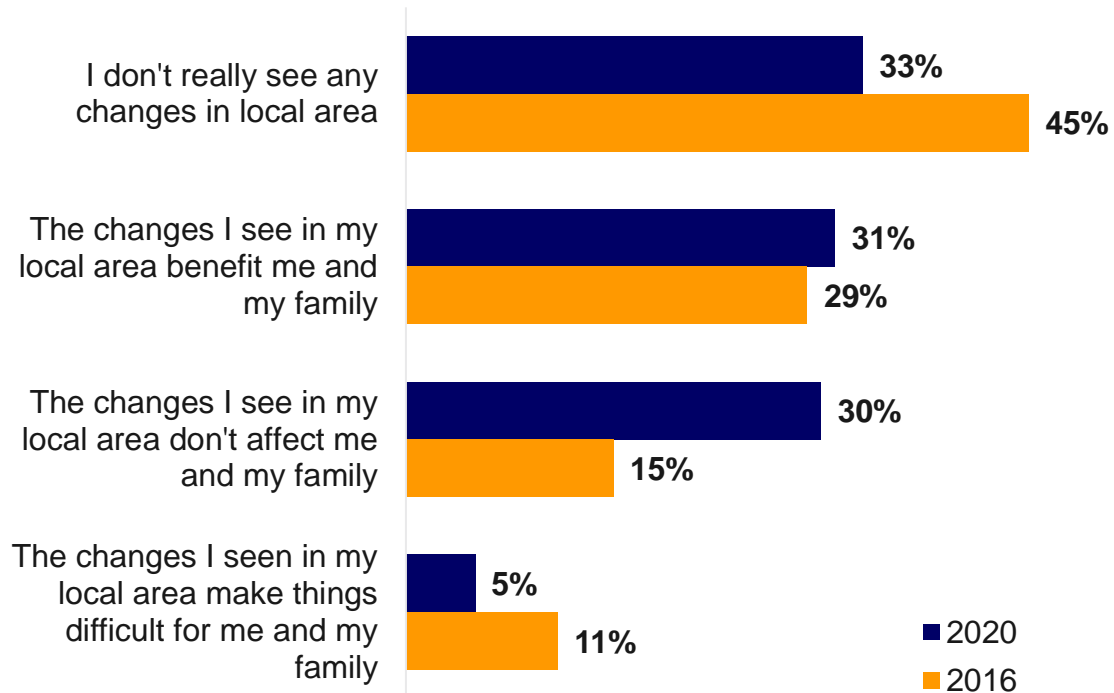
Q010: To what extent do you agree or disagree with the following statements about your local town centre as a place to visit? My town centre is welcoming. **Base:** all respondents (1,606).

Council to spend any additional funds on? **Base:** all respondents (1,606).

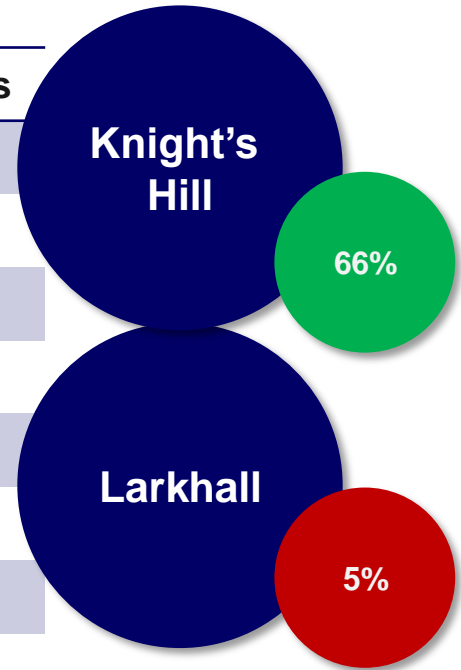
* Figure not shown due to the low base size (n=10)

Changes in the local area

The majority of residents (64%) have either not seen any changes to their local area, or do not feel that they have been affected by any changes that have taken place. However, of those who have noticed a change the balance is slightly more towards the positive, with far more saying that they and their families have benefitted from what has taken place than saying their lives have been made more difficult (31% vs. 5%). Only 5% of Larkhall residents believe they have seen benefits.



Town centre	% bring benefits
Overall	31%
Waterloo	32%
North Lambeth	35%
Stockwell	17%
Clapham	25%
Brixton	33%
Streatham	27%
Norwood	57%



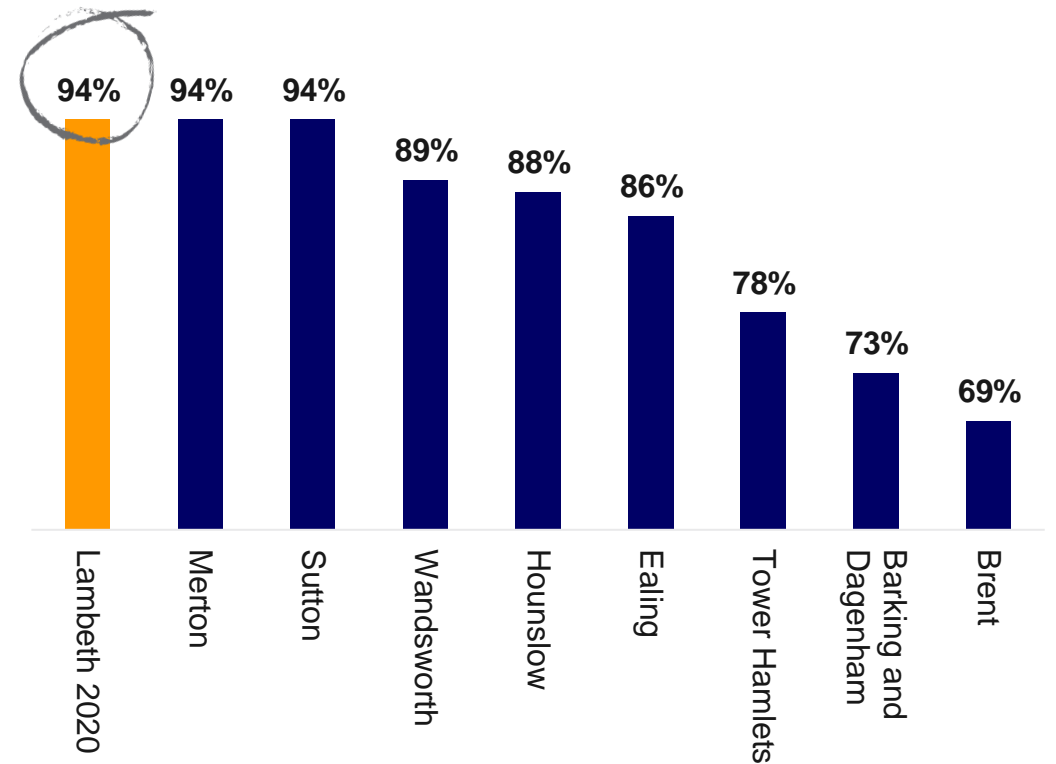
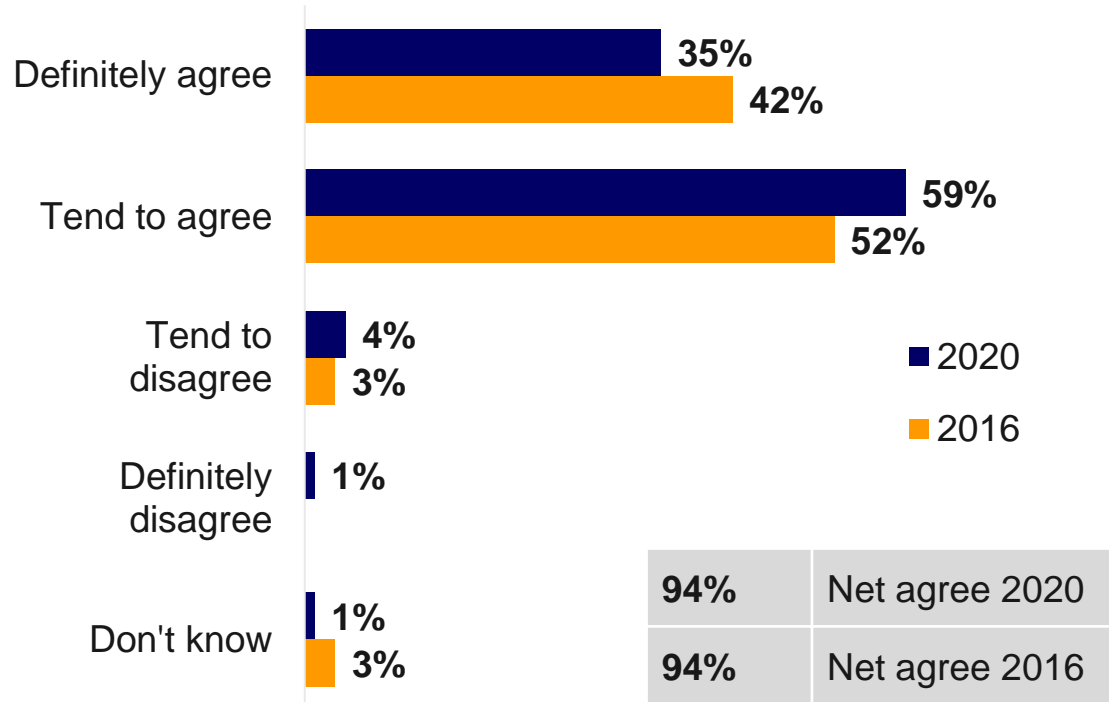
● Significantly higher than comparator
 ● Significantly lower than comparator

Q07: Which of these statements most applies to you? **Base:** all respondents excluding don't know (1,557).

Agreement that people from different backgrounds get on well together



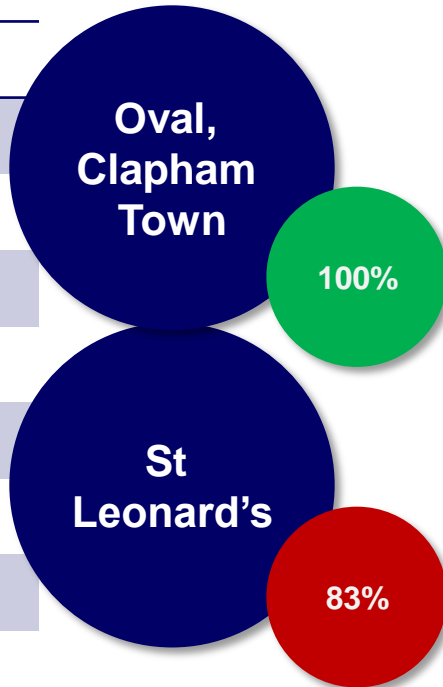
The vast majority of Lambeth residents (94%) agree that people of different backgrounds in their area get on well together. This is a positive finding, especially when compared to figures from other London boroughs.



Views on community cohesion by sub-group

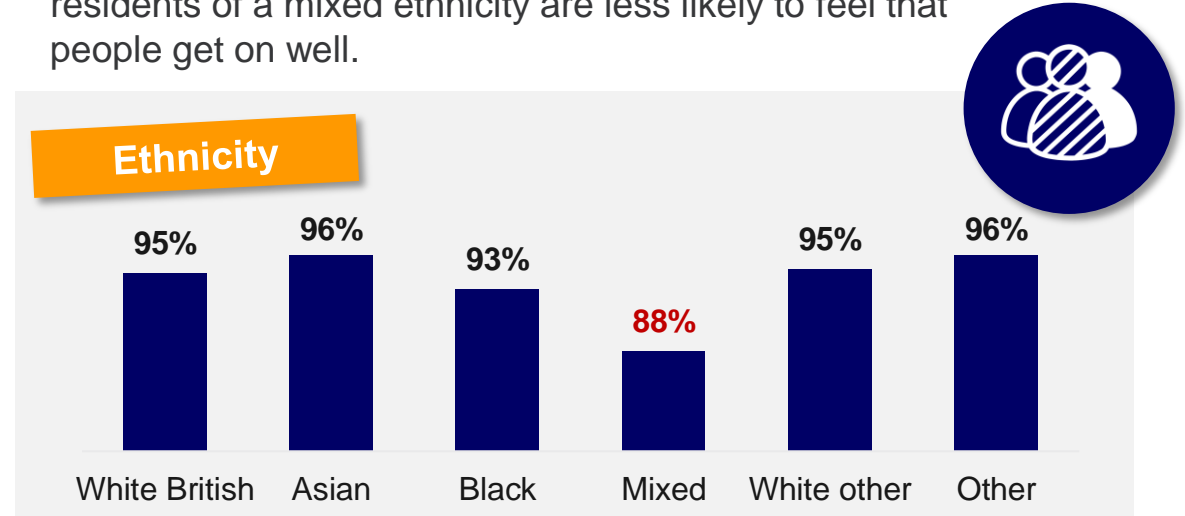
There are few variations in opinion of community cohesion, although fewer residents in St Leonard's feel people of different backgrounds get on well together.

Town centre	% agree
Overall	94%
Waterloo	96%
North Lambeth	99%
Stockwell	92%
Clapham	95%
Brixton	94%
Streatham	91%
Norwood	95%



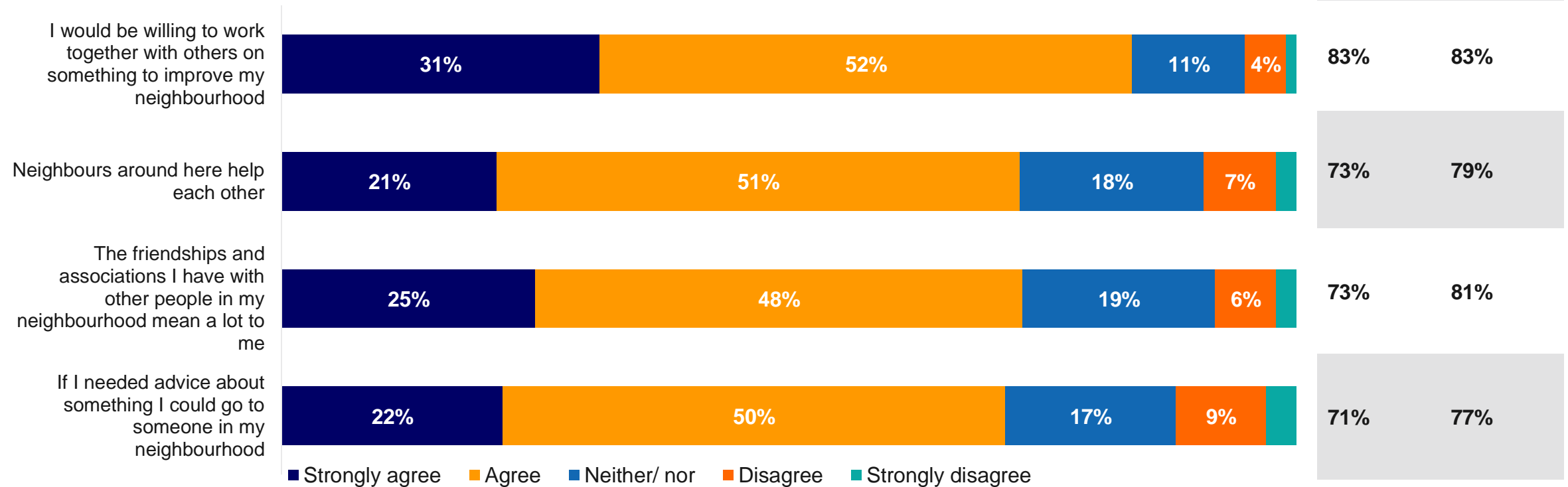
● Significantly higher than comparator ● Significantly lower than comparator

It is also encouraging to see that positive views are predominantly held across ethnic groups, although residents of a mixed ethnicity are less likely to feel that people get on well.



Living in the neighbourhood

Community spirit is positive in Lambeth. As high as 83% of residents would be willing to work with others to improve their neighbourhood (which is in line with 2016). However, the remaining measures have seen a significant decrease in positive opinion since 2016, with 71% saying if they needed advice they could go to someone in their neighbourhood (down from 77% in 2016).

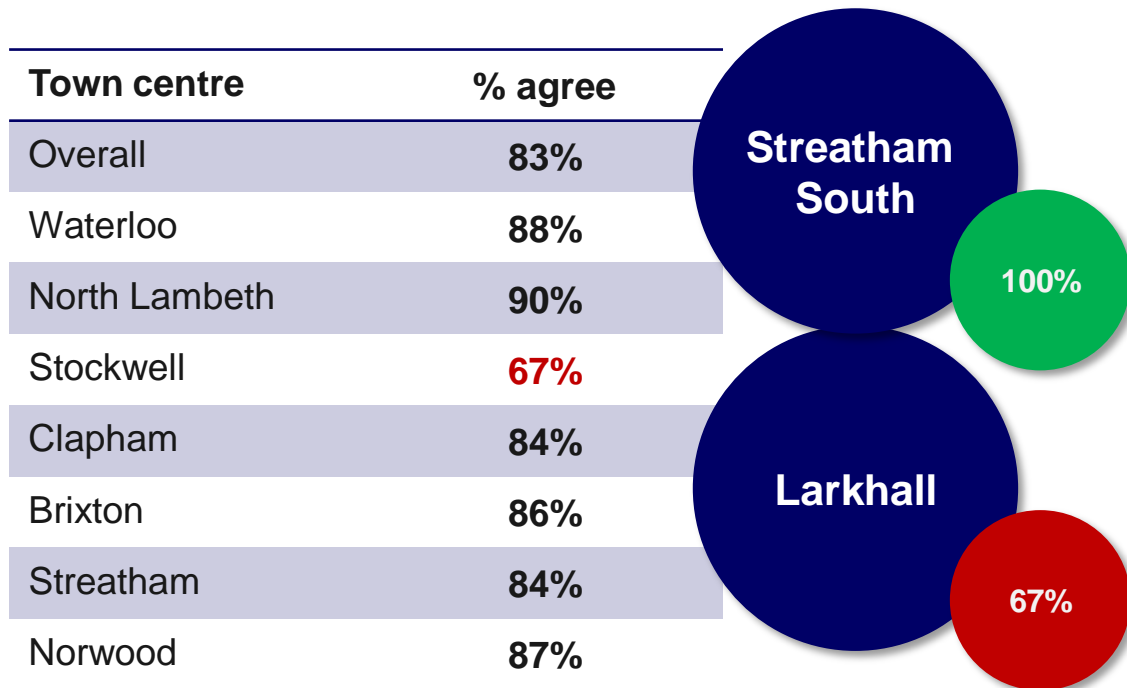


Q09: Please say how strongly you agree or disagree with each of the following statements. **Base:** all respondents (1,606). Chart does not show figures of 2% or less.

NB. Some data labels have been removed to make chart easier to read

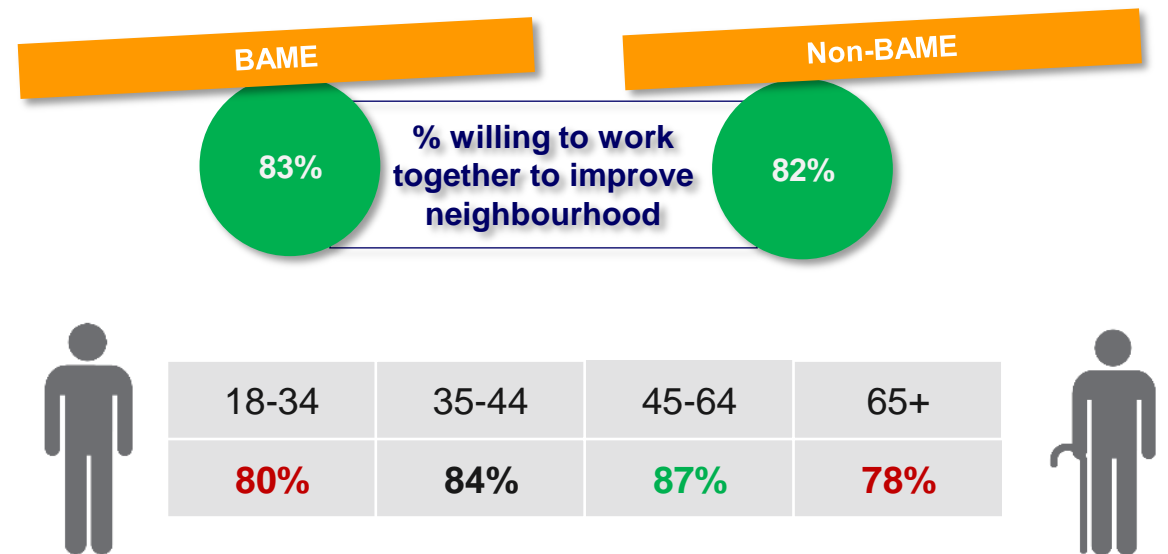
Willingness to work together to benefit the neighbourhood by sub-group

Residents of Streatham South are far more willing to work together to improve their neighbourhood than those living in Larkhall. Willingness is markedly lower across Stockwell town centre.



● Significantly higher than comparator ● Significantly lower than comparator

It is positive to see that there is no significant difference in willingness to work together by ethnicity. However, it is noteworthy that the youngest and eldest residents (aged 18-34 & 65+) are significantly less willing.

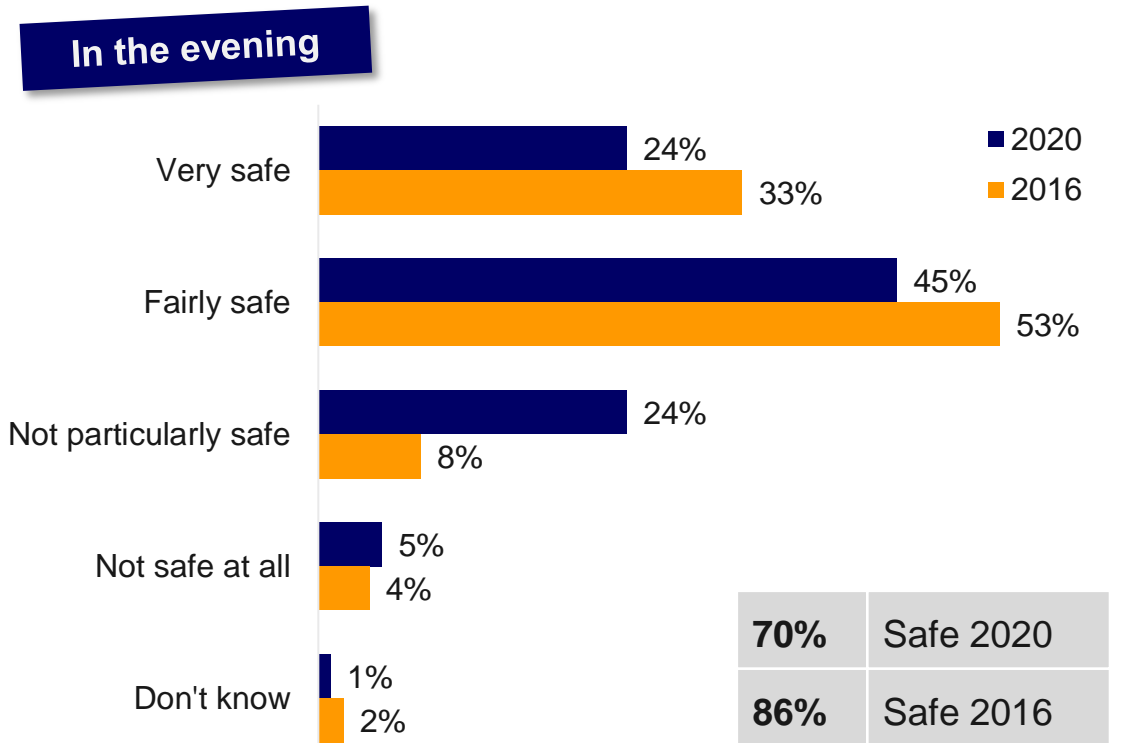
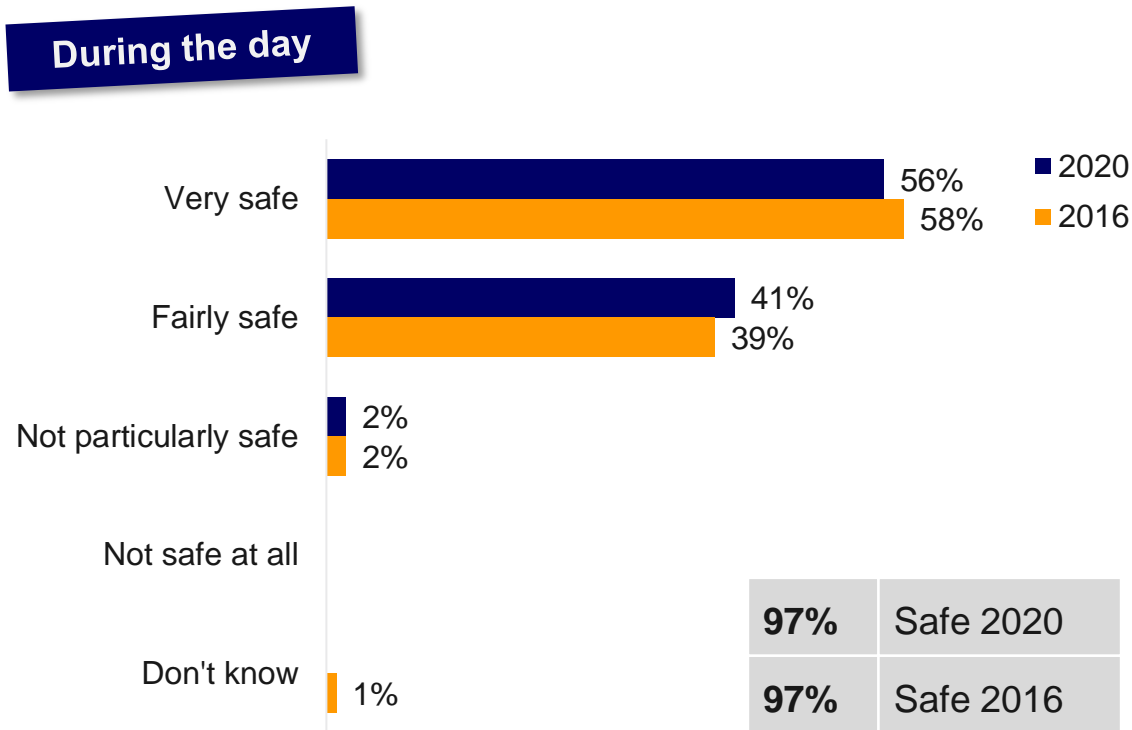


9. Crime & anti-social behaviour



Feelings of safety

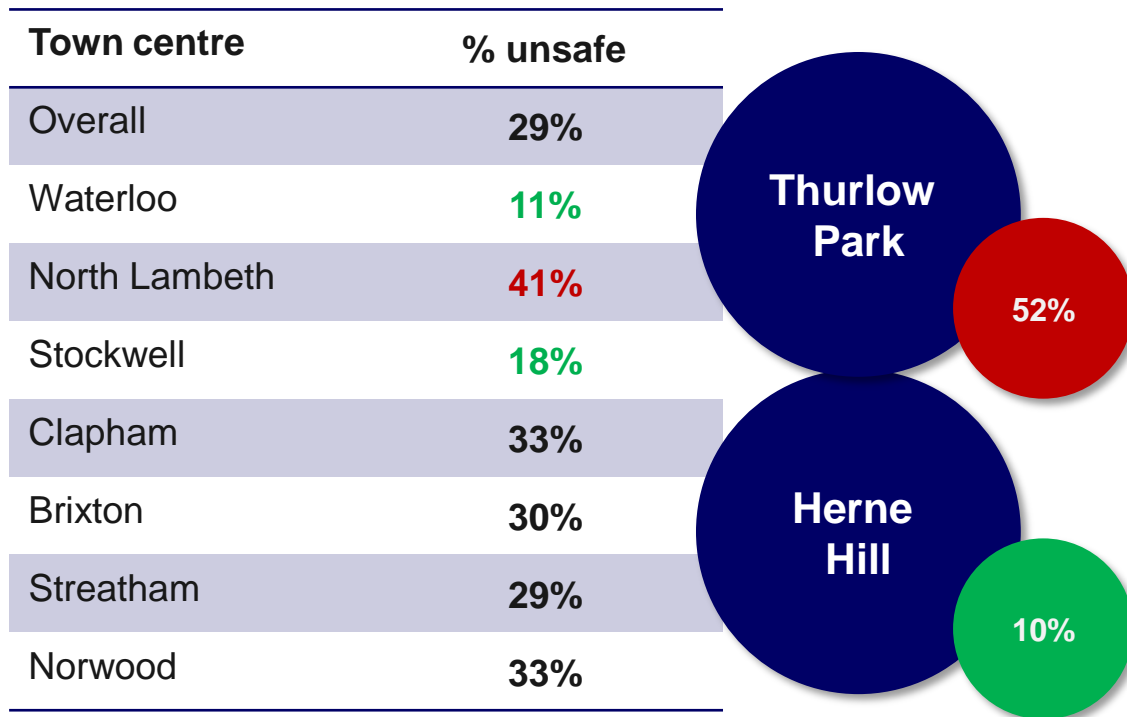
According to police.uk, Lambeth has an average rate of crime when compared with similar areas, although not every neighbourhood is created equally – Southbank has problems with theft due to the high number of tourists, while certain areas of Brixton have struggled with violent crime and gun issues over the years. Feelings of safety in the evening have significantly dropped since 2016 (by 16% points), with the proportion feeling ‘very’ safe decreasing by 9% points.



Q013: To what extent would you say you are, or would be, safe from crime when walking in your local area...? Base: all respondents (1,606).

Residents more likely to feel unsafe in the evening

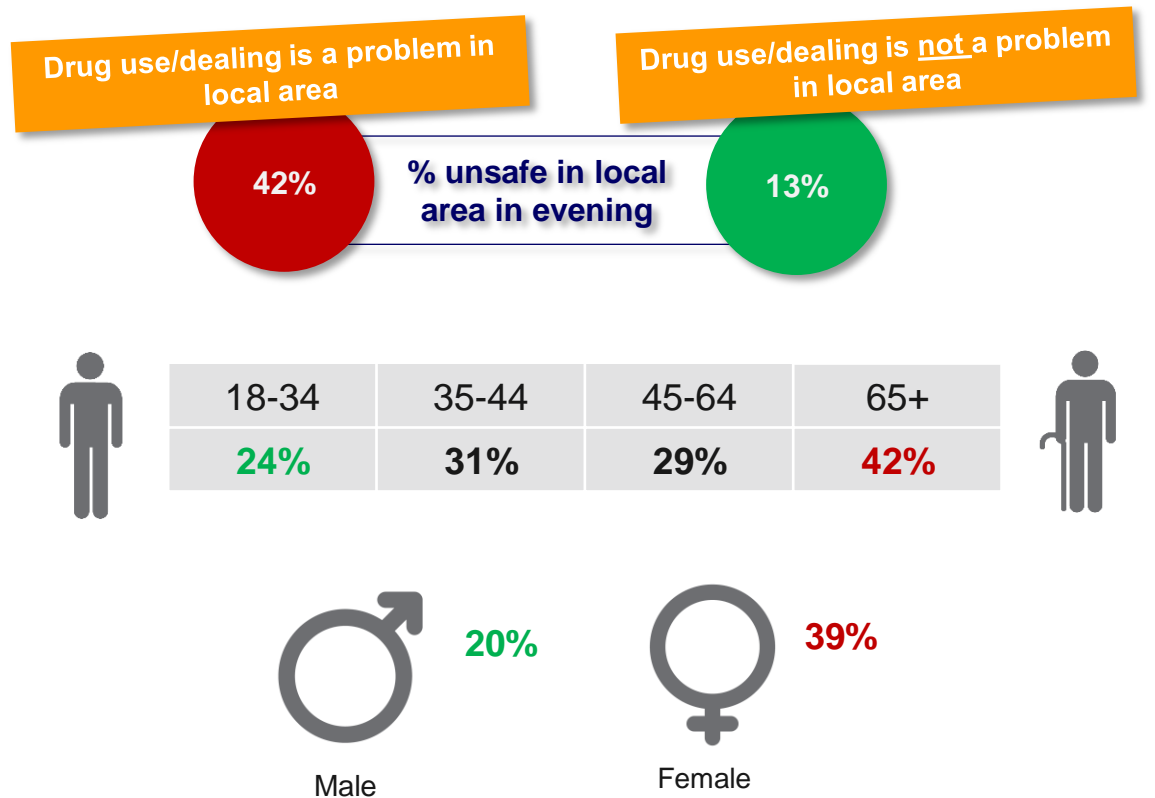
There is a notable variation in feelings of safety across the borough. More than half of residents in Thurlow Park say they feel unsafe in their local area in the evening, compared to just 10% in Herne Hill.



● Significantly lower than comparator ● Significantly higher than comparator

Q013: To what extent would you say you are, or would be, safe from crime when walking in your local area in the evening? **Base:** all respondents (1,606).

Residents who feel drug use/dealing is a problem in their local area are more than three times more likely to feel unsafe in their local area in the evening (42% v 13%). Older residents (aged 65+ and females are also more likely to feel unsafe.



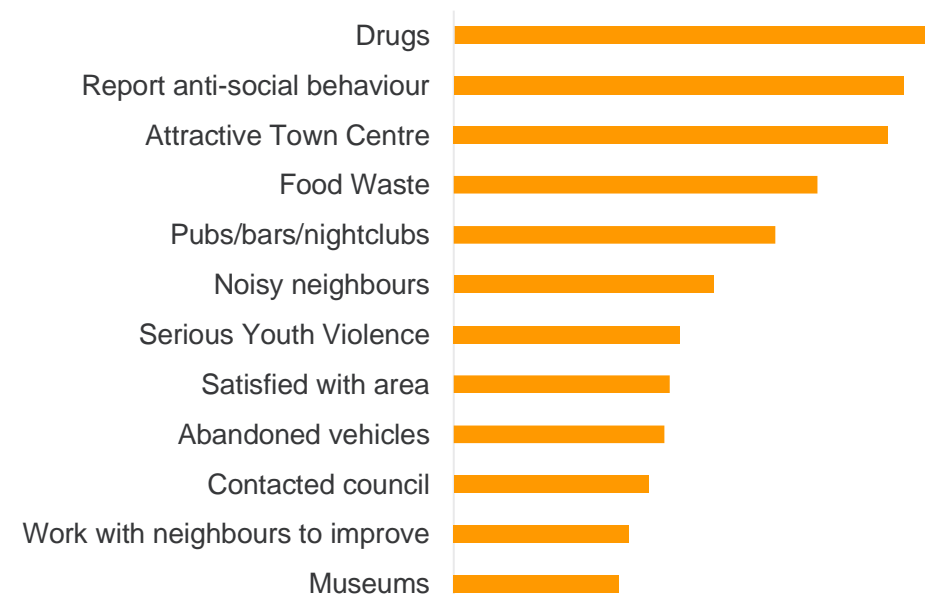
The key drivers of feelings of safety in the evening

Regression analysis identifies the variables which have the most influence over feelings of safety in the evening

Variable	Rank	Relative importance	Performance
Q12 People using or dealing drugs are not a problem	1	0.191	46%
Q19 Feel confident reporting issues of anti-social behaviour or noise online to council	2	0.175	77%
Q10 My town centre is attractive	3	0.169	60%
Q11 Use food waste facilities	4	0.141	55%
Q11 Visit pubs, bars and nightclubs at least weekly	5	0.125	32%
Q12 Noisy neighbours or loud parties are not a problem	6	0.101	74%
Q12 Serious youth violence is not a problem	7	0.088	62%
Q1 Satisfied with local area as a place to live	8	0.084	89%
Q12 Abandoned vehicles are not a problem	9	0.082	87%
Q14 Contacted the council (feel less safe)	10	0.076	37%
Q9 Willing to work together with others on something to improve my neighbourhood	11	0.068	83%
Q11 Use museums and other cultural spaces at least weekly	12	0.064	9%

The overall goodness of fit of this model is good with R-square=0.562 (which means that the 12 key drivers listed below together explain **56.2%** of the variance in feeling safe in the evening). The top driver 'problem with Drugs' has an importance score of 0.191 which means it has the greatest influence on safety in the evening. It is more than twice as important as 'Serious youth Violence' (ranked 7th) which has an importance score of 0.09.

Relative importance of the key drivers

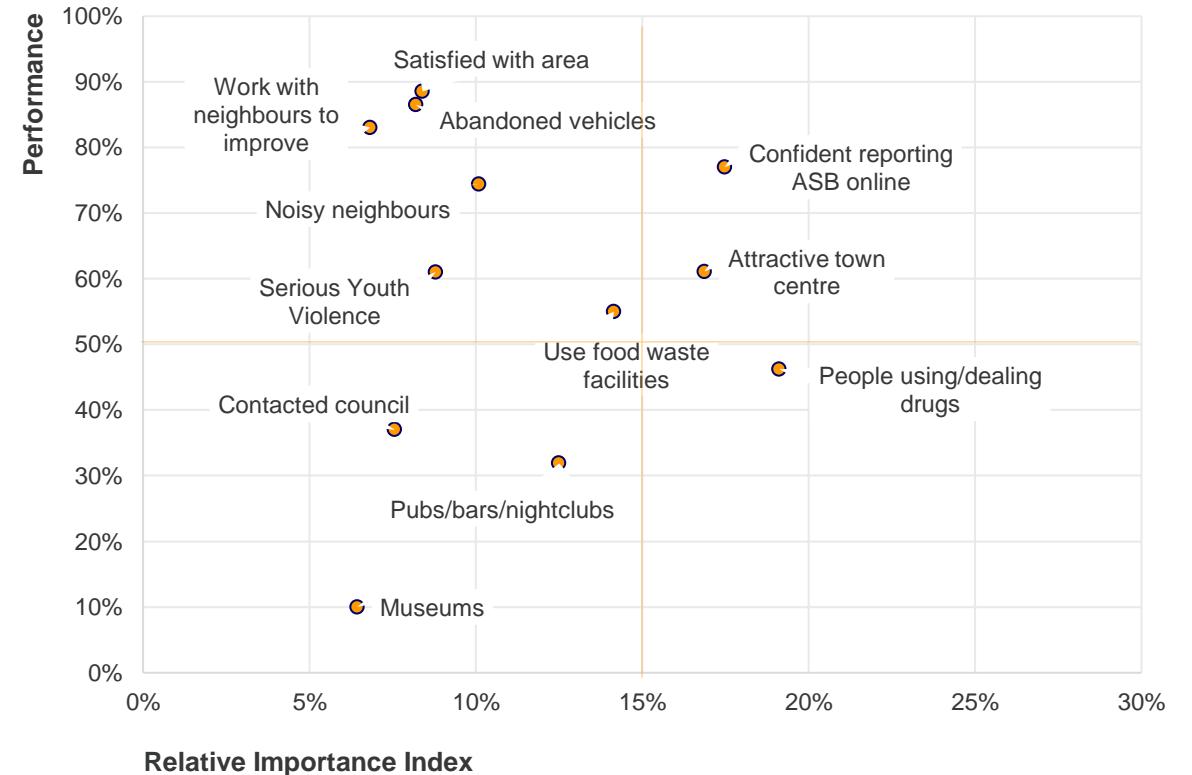


Priorities to improve feelings of safety

By cross-referencing the relative importance score (how much influence the variable has on feelings of safety) with the performance score (the average score achieved in the survey), the priorities for action can be identified.

<p>Hidden drivers (Maintenance)</p> <ul style="list-style-type: none"> Work with neighbours to improve the area Satisfaction with local area Abandoned vehicles Noisy neighbours Youth violence Food waste 	<p>Visible drivers (Promote)</p> <ul style="list-style-type: none"> Attractive town centre Reporting anti-social behaviour
<p>Weak drivers (Monitor)</p> <ul style="list-style-type: none"> Contact council Pubs, bars and nightclubs Museums and other cultural spaces 	<p>Key drivers (Action)</p> <ul style="list-style-type: none"> People using or dealing drugs

The council's priority is to address the issue of people using or dealing drugs, as residents who say this is a problem in their area are far more likely to feel unsafe in the evening.

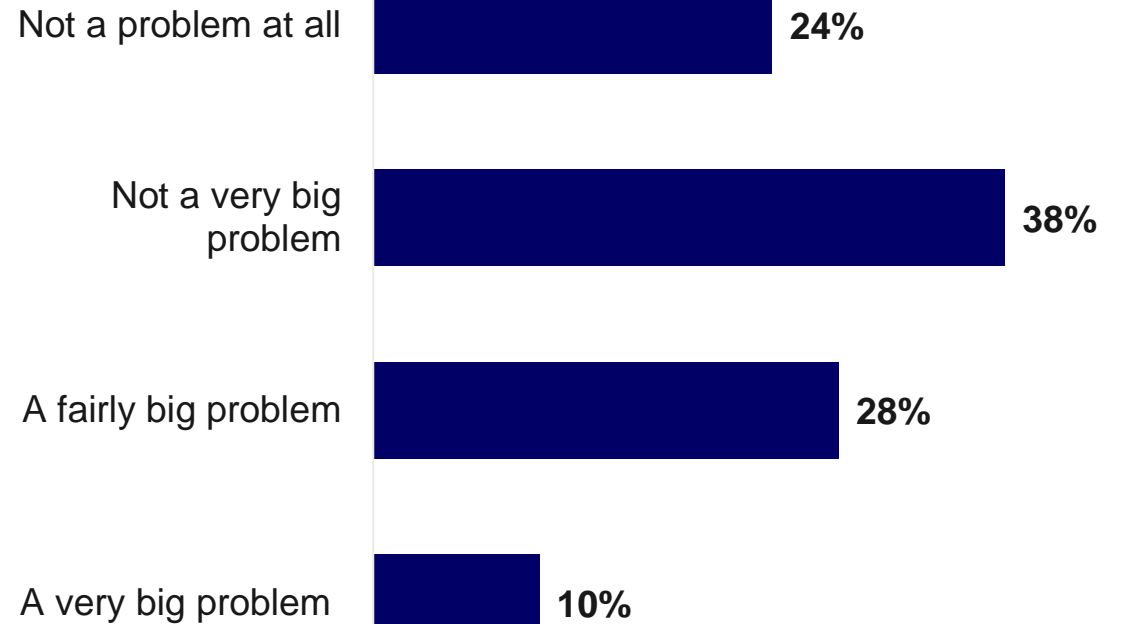


Views on serious youth violence

Over one third (38%) of residents see serious youth violence as a problem in their area. However the council is finding new ways to tackle the issue and reduce the impact it has on Lambeth's young people. This includes a community-led, public health approach focused on preventing future generations from being affected.



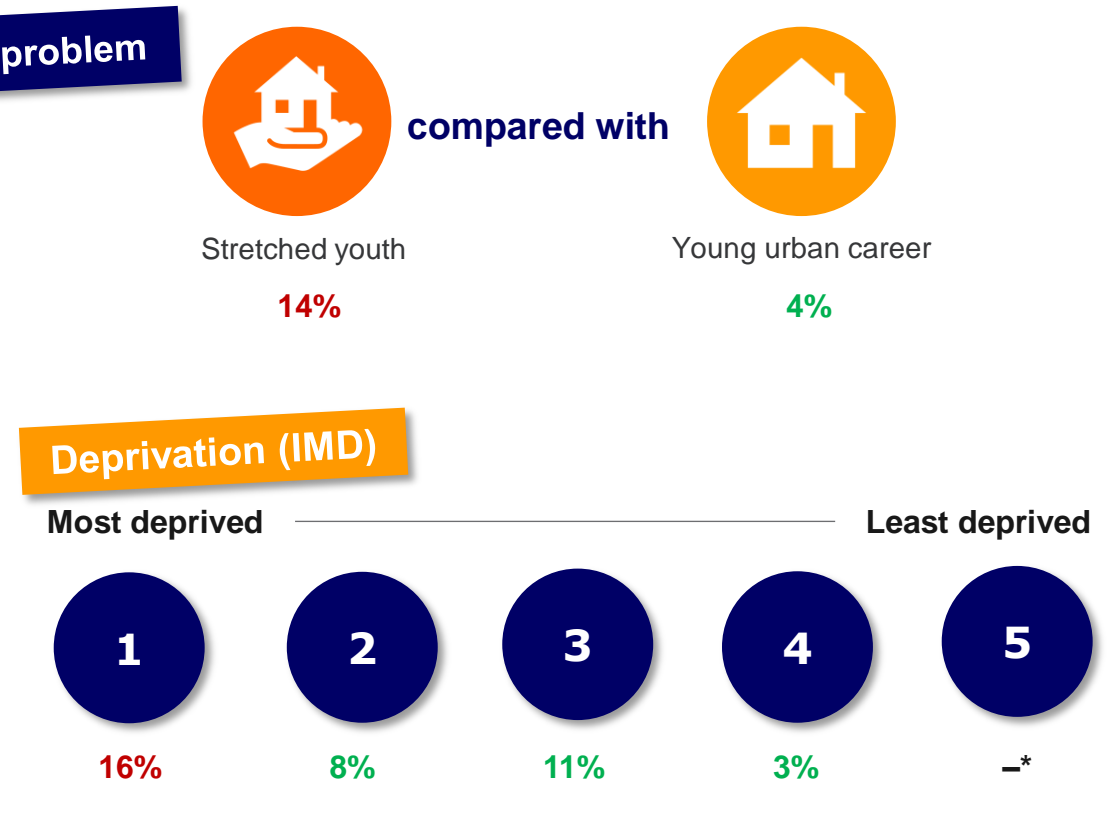
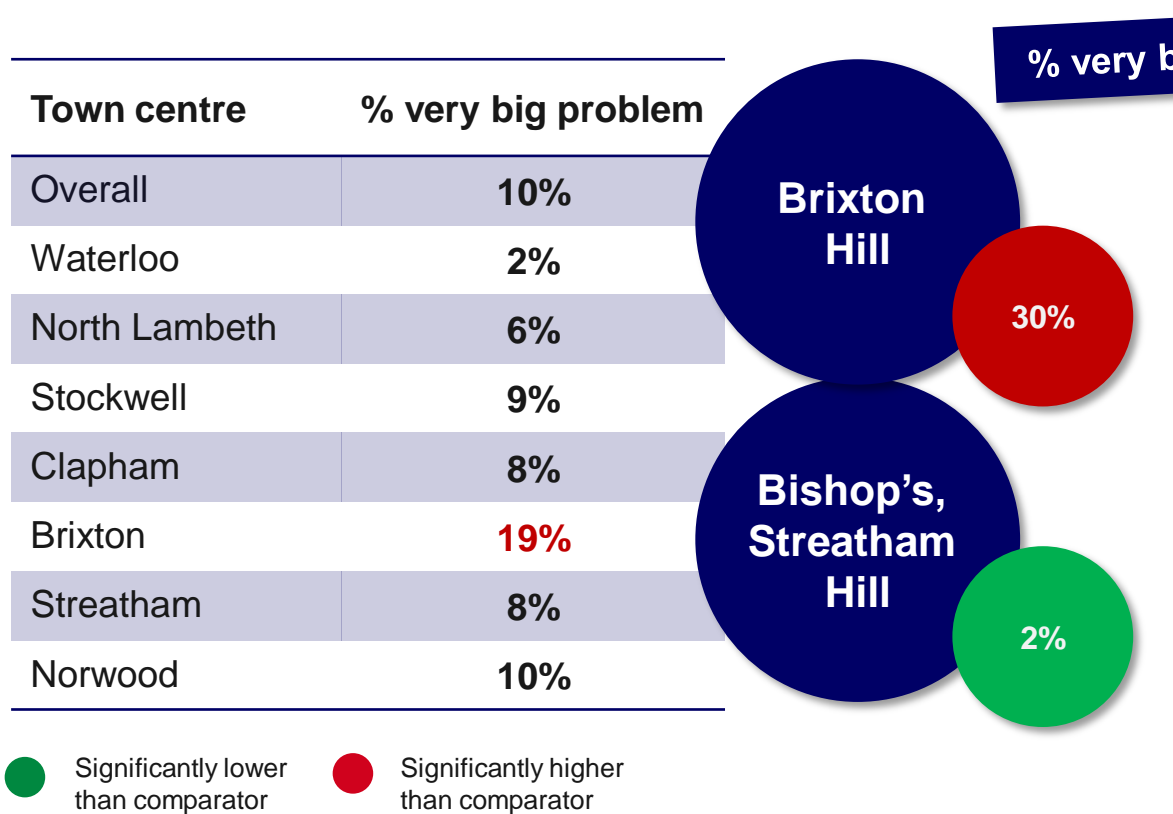
Views on serious youth violence in the area



Profile of those who see serious youth violence as a very big problem

According to police.UK, crime rates fell in Brixton Hill between February 2019 and January 2020. However residents of the ward are most likely to see serious youth violence as a very big problem.

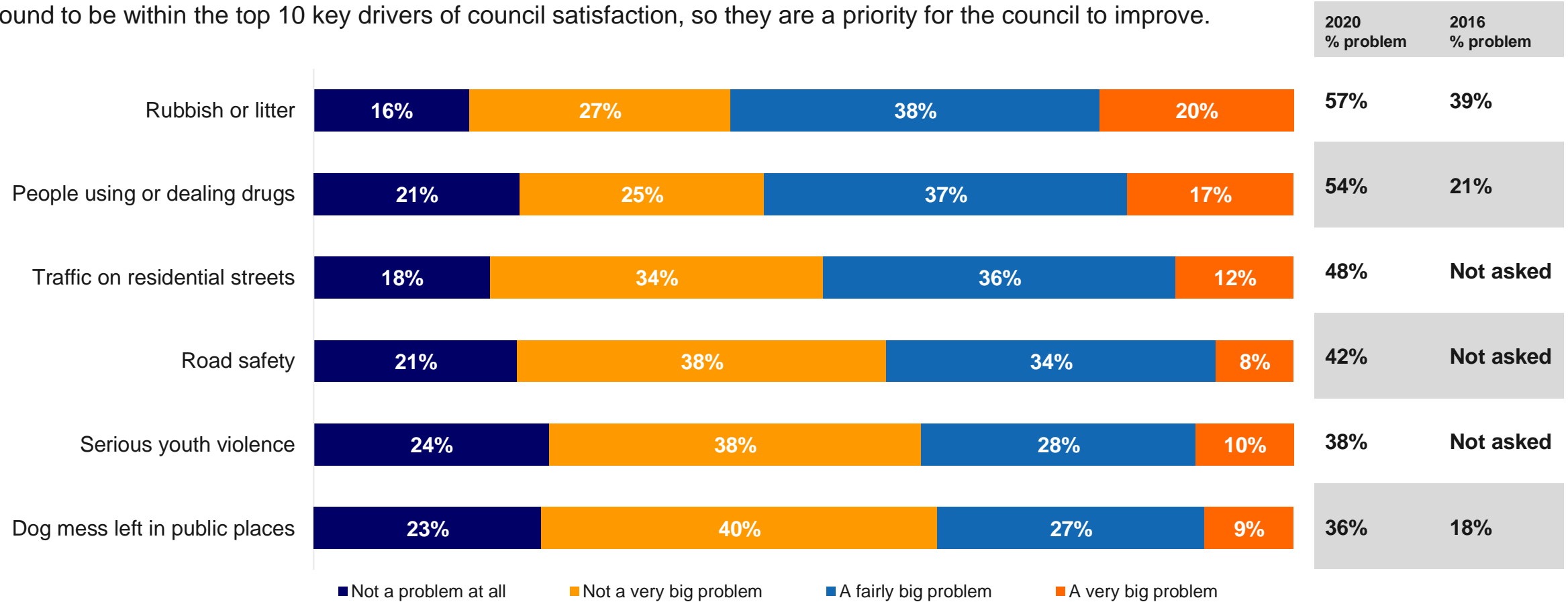
The Stretched Youth segment are the most likely to feel that serious youth violence is a very big problem, as are those who live in the most deprived communities.



Q012: Thinking about this local area, how much of a problem do you think each of the following are...? Serious youth violence. **Base:** all respondents excluding don't know (1581). Council to spend any additional funds on? **Base:** all respondents (1,606).
* Figure not shown due to the low base size (n=10)

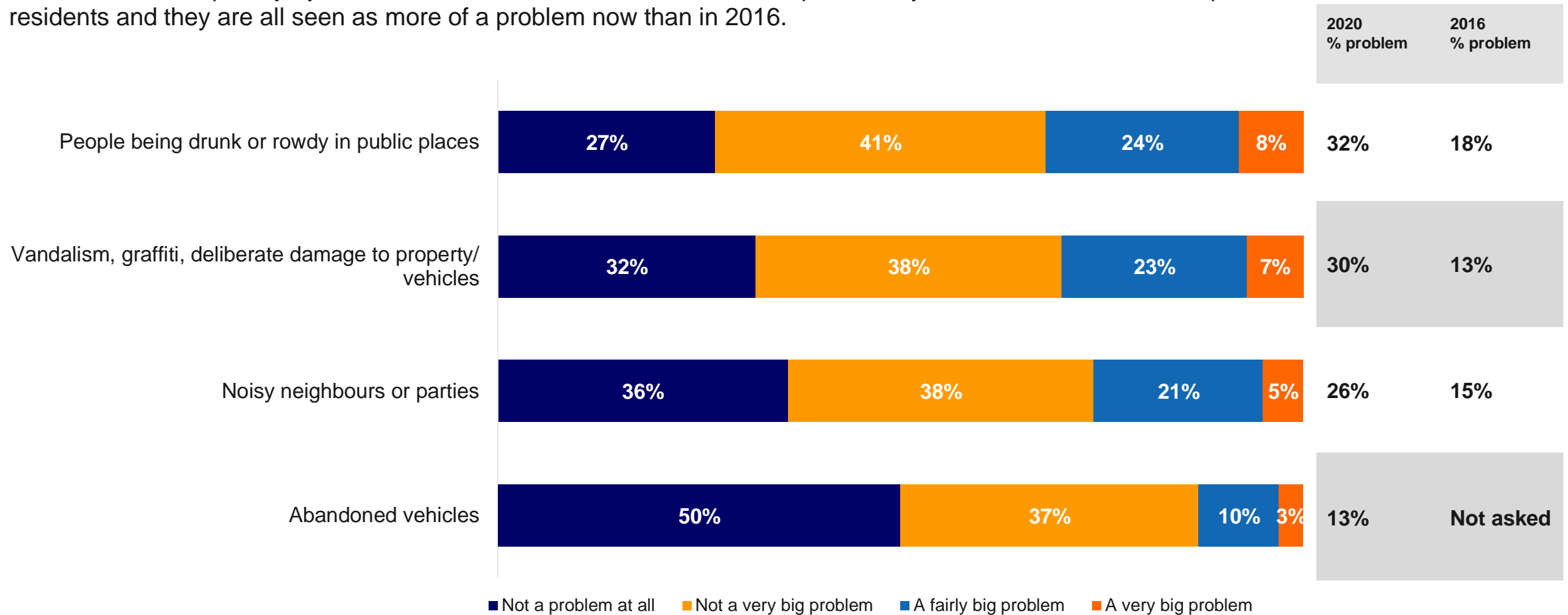
Perceptions of other anti-social behaviours (I)

The two most significant issues faced by residents of Lambeth are rubbish and litter in the streets and people using or dealing drugs. The proportion who see these as a problem has markedly increased since 2016, and they were also found to be within the top 10 key drivers of council satisfaction, so they are a priority for the council to improve.



Perceptions of other anti-social behaviours (II)

The survey results indicate that while people being drunk in public places, vandalism and noisy neighbours may be viewed as a lower priority by the council, these issues are still seen as a problem by between a third and one quarter of residents and they are all seen as more of a problem now than in 2016.



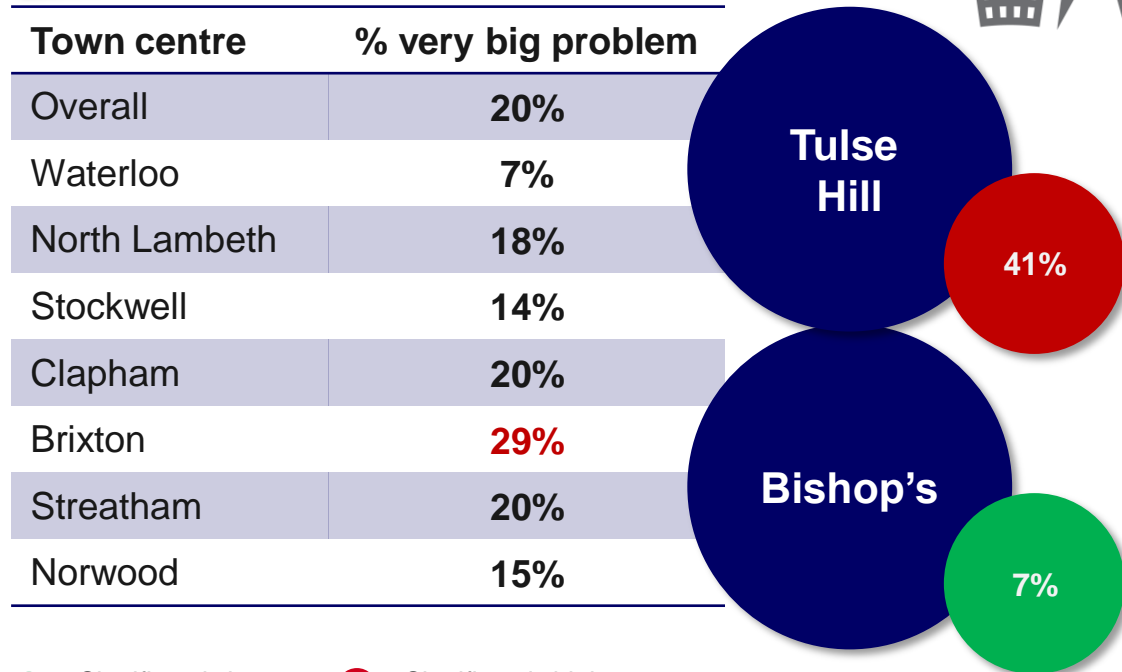
Q012: Thinking about this local area, how much of a problem do you think each of the following are...? Base: all respondents excluding don't know (bases vary).

Profile of those who see rubbish or litter / drug use or dealing as a very big problem

Rubbish and litter is a particular problem in Tulse Hill.



Rubbish or litter

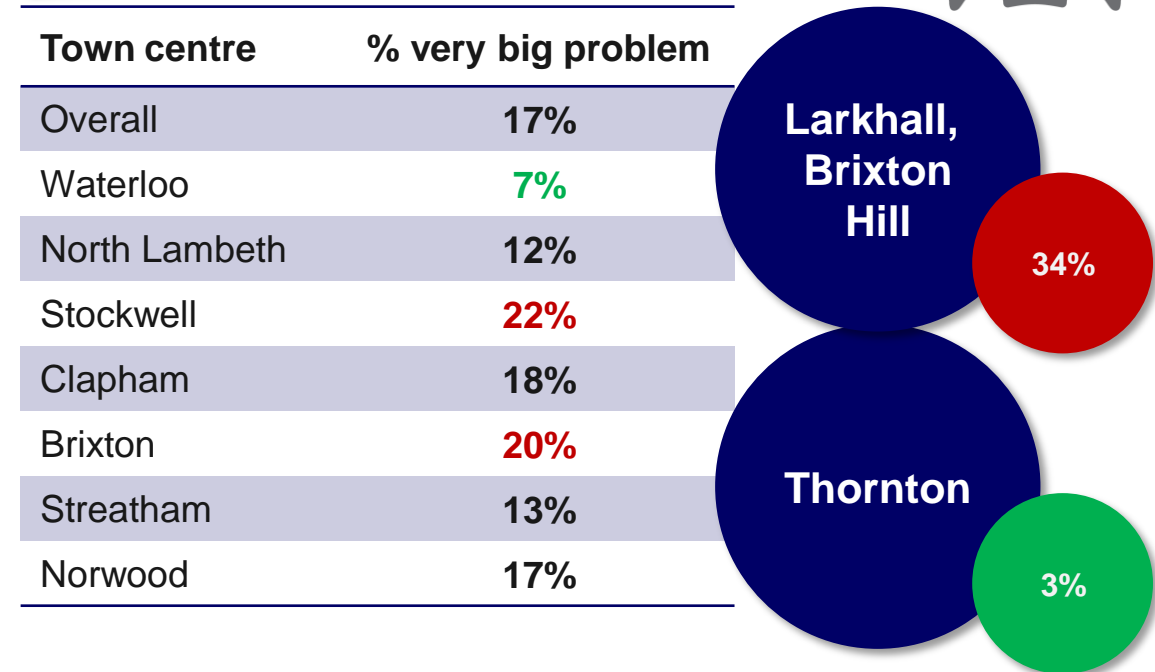


● Significantly lower than comparator ● Significantly higher than comparator

People using or dealing drugs is a particular problem in Larkhall and Brixton Hill.



Drug use/dealing



7. Town centre priorities

**Welcome to
Lambeth**


Lambeth

Residents feel that income derived from developers should be used to help keep communities safe

Lambeth Council is delivering Town Centre Plans (also known as Co-operative Local Investment Plans, or CLIPs) which aim to make changes that benefit local residents, businesses and visitors.

These plans set local priorities for investment which take into consideration feedback collated from residents on their priorities to improve their areas as a place to live, work, visit and enjoy for years to come.

A variety of engagement programmes, including online surveys, face to face interviews and workshops have been deployed to gather views about priorities and projects. The 2020 Residents' Survey shows that across the borough the highest priorities are:

- Community safety
- Waste and recycling facilities
- Children's play and/or youth space
- Health facilities
- Schools and other education facilities

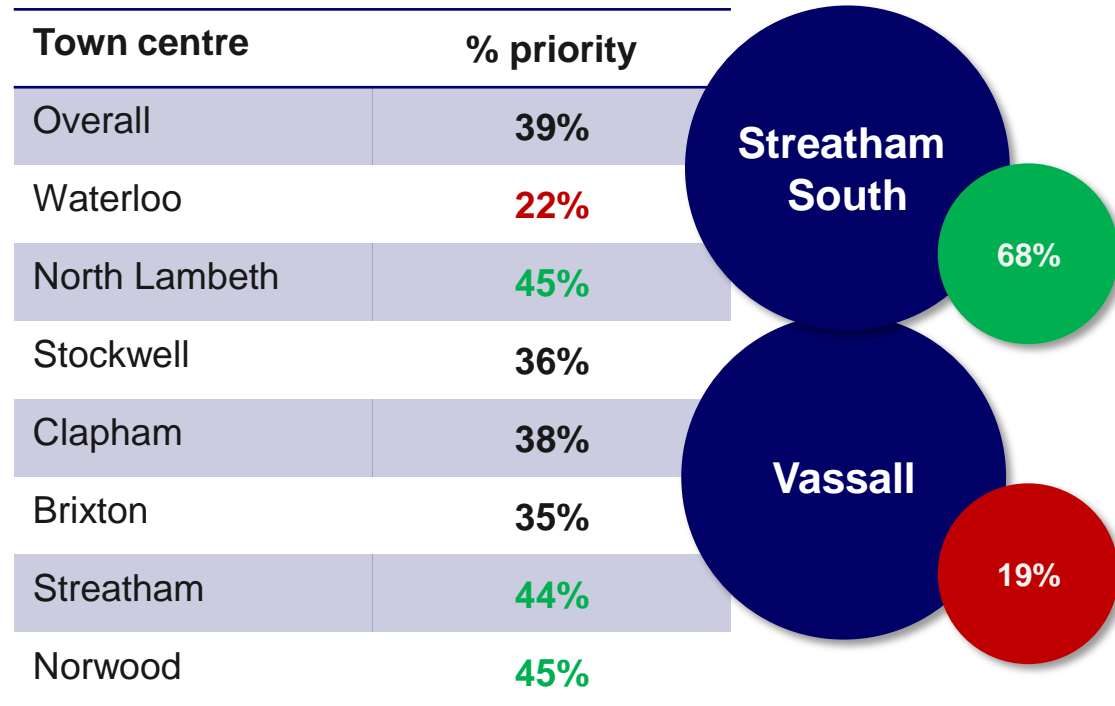
The importance of community safety has more than doubled since 2016.

	2020	2016	% point diff since 2016
Community safety	39%	16%	+23
Waste and recycling facilities	30%	12%	+18
Children's play and/or youth space	29%	21%	+8
Health facilities	28%	27%	+1
Schools and other education facilities	25%	37%	-12
Renewable energy	19%	8%	+11
Transport and roads	18%	24%	-6
Open space and parks	17%	26%	-9
Adult social care	17%	Not asked	-
Urban Greening	15%	9%	+6
Children's social care	11%	Not asked	-
Sport and recreation space	16%	14%	+2
Cycling facilities	7%	Not asked	-
Digital access	3%	3%	=
Flood management	2%	2%	=
Don't know	1%	10%	-9

Prioritising community safety by sub-group



Community safety is seen as a greater priority among residents in Streatham South, but far less so in Vassall.



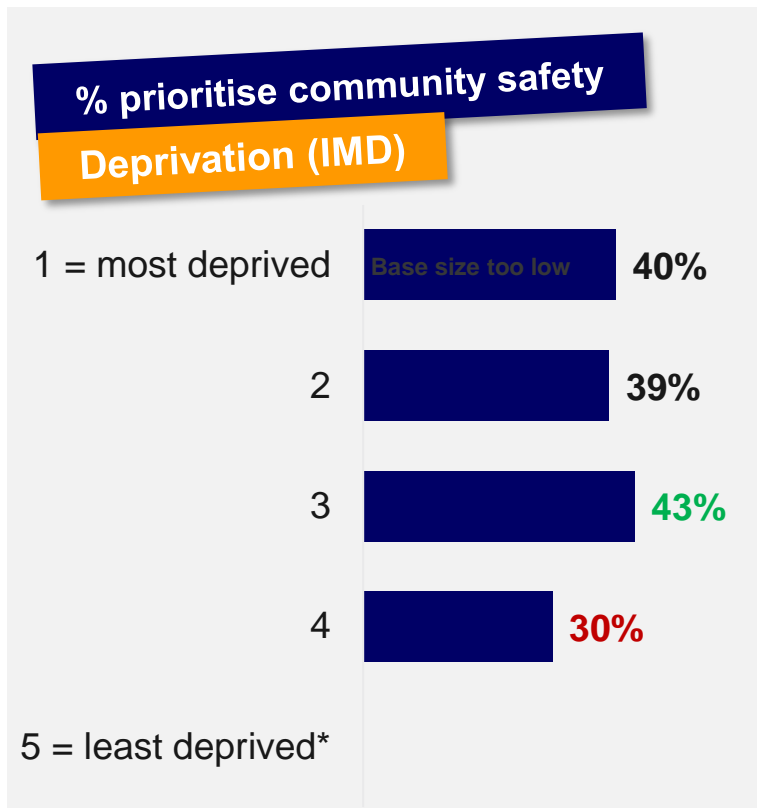
● Significantly higher than comparator
 ● Significantly lower than comparator

Residents who believe drug use/dealing is a problem in their local area and feel unsafe in their area in the evening are also more likely to prioritise community safety to spend funds on.

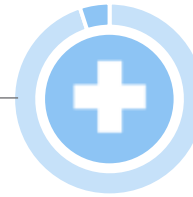


Prioritising community safety by sub-group

Community safety is viewed as a greater priority among the older segments (golden retirement and uncertain seniors), but less so by the impoverished worker segment.



41%
Living in bad health



38%
Young urban career



43%
Uncertain seniors

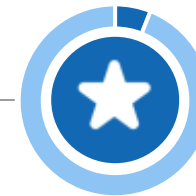


39%
Stretched youth

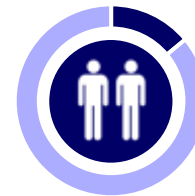


Lambeth

52%
Golden retirement



41%
Established professional



33%
Struggling workers



39%
Hard-working adults



Q022. Thinking about your local area, which three of these things would you most like Lambeth Council to spend any additional funds on? **Base:** all respondents (1,606).

* Figure not shown due to the low base size (n=10)

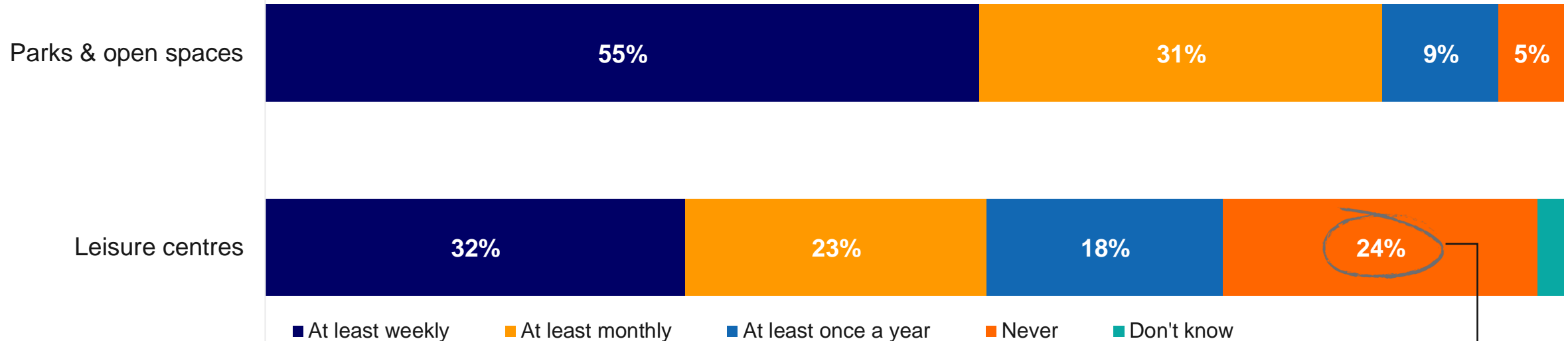
● Significantly higher than comparator ● Significantly lower than comparator

10. Use of leisure & cultural facilities



Using community assets: leisure

The majority of residents (86%) are visiting parks and open spaces on at least a monthly basis. This will help to improve their physical and psychological health as numerous studies have shown the social, environmental, economic and health benefits the undeveloped and green spaces bring.



Main reason(s) for lack of use:

- 38%: no need for the service
- 28%: not interested in the service

Base: n=263

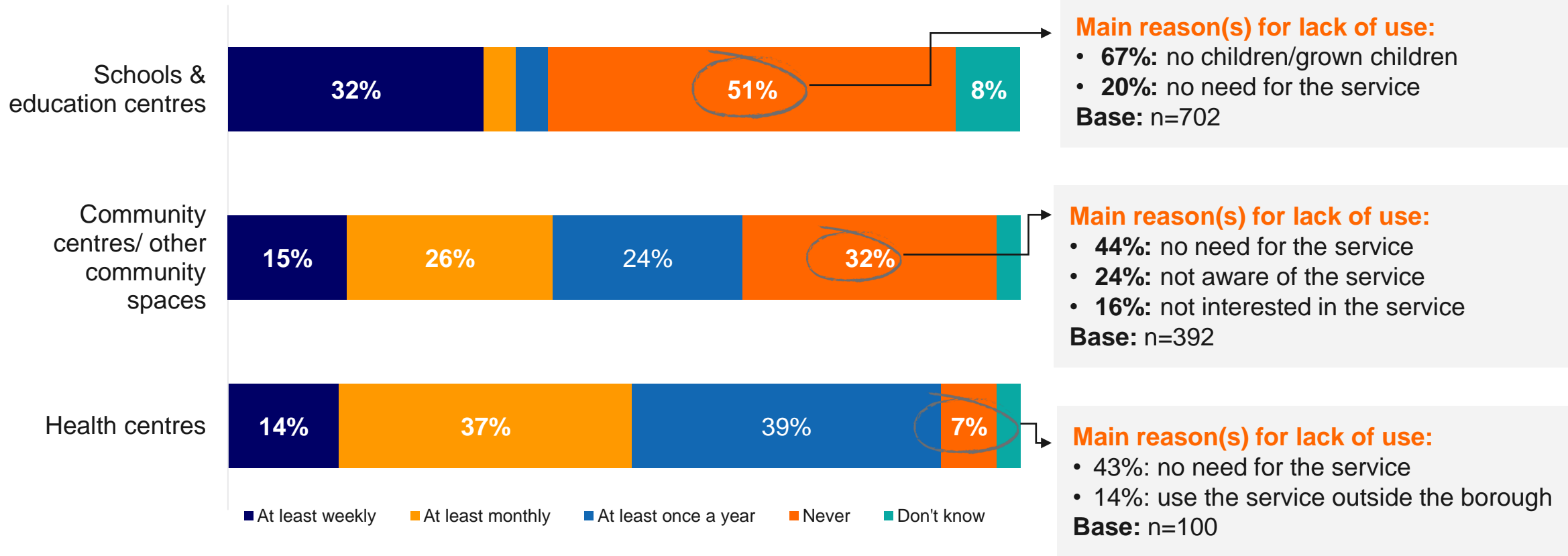
Q011. How often do you use the following community assets within the borough? **Base:** all respondents (1,606).

NB. Some data labels have been removed to make chart easier to read

Using community assets: health & social



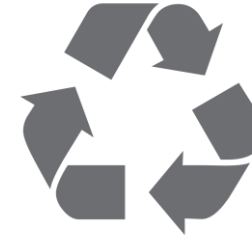
Just under one third of residents access schools and education centres (either themselves or via a family member). Looking at community centres and other community spaces, a lack of awareness is a notable barrier to use.



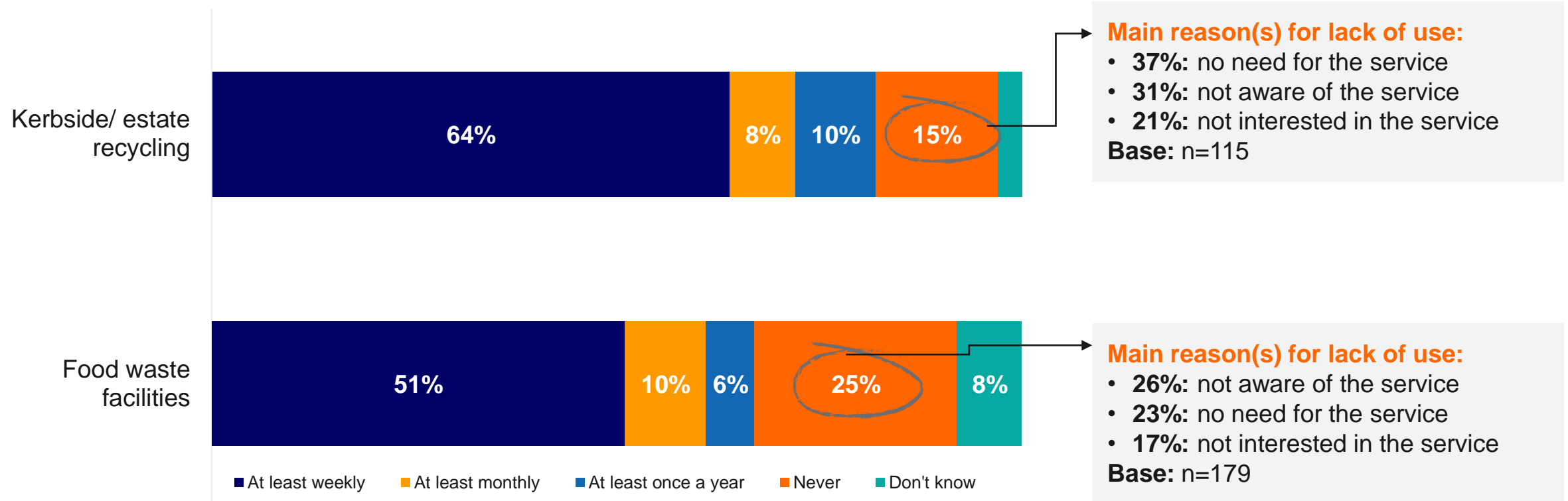
Q011. How often do you use the following community assets within the borough? **Base:** all respondents (1,606).

NB. Some data labels have been removed to make chart easier to read

Using community assets: environment

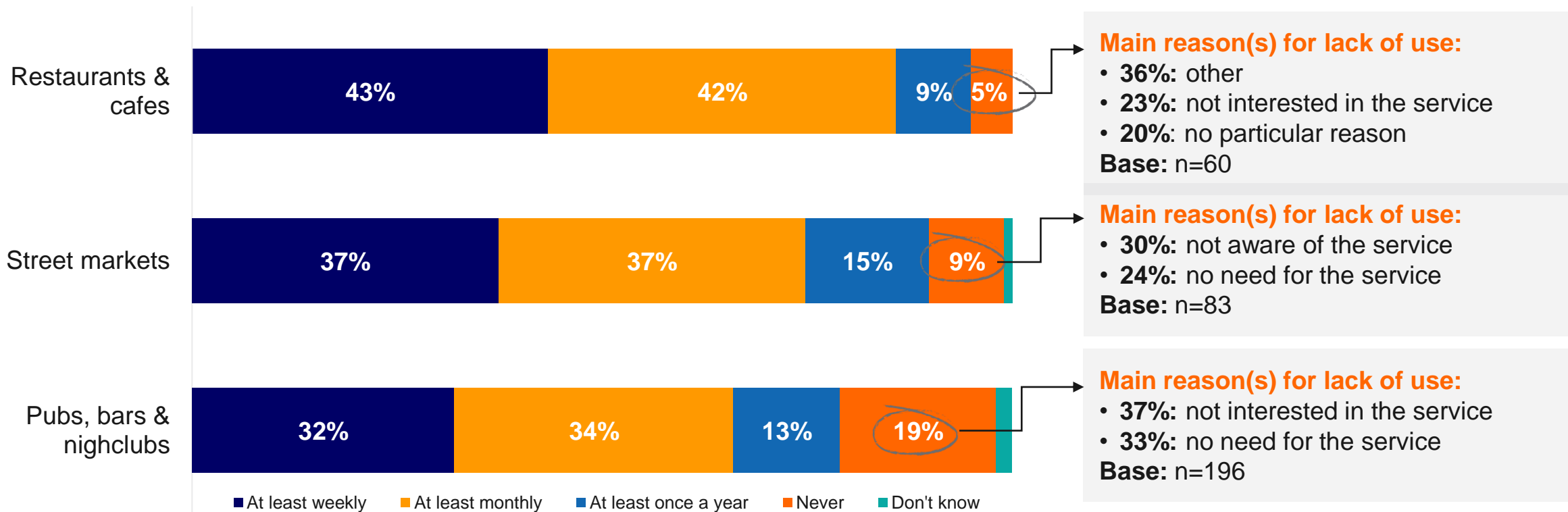


There is a surprising lack of awareness of both kerbside recycling and food waste facilities, with approximately one third of those who never use the service saying that this is because they do not know that it exists.



Using community assets: cultural (I)

Over three quarters of residents will make at least monthly visits to a restaurant or café, a street market and pub, bar or nightclub.

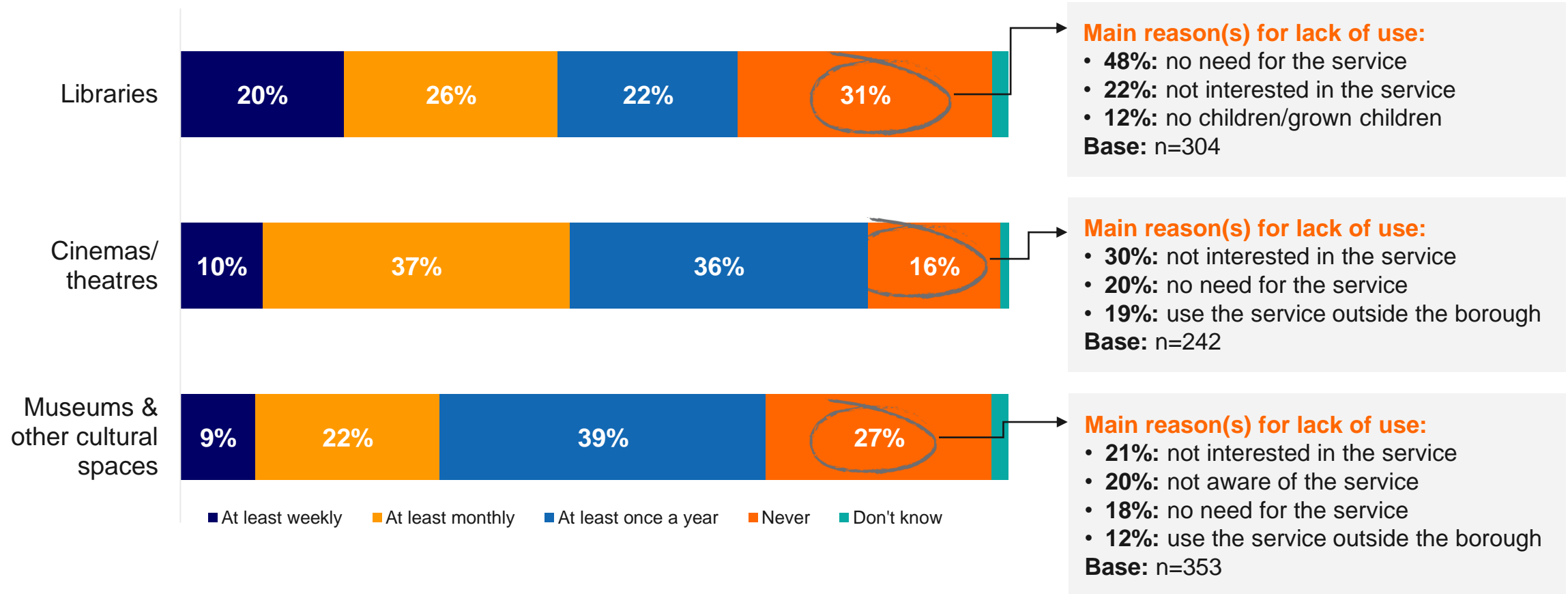


Q011. How often do you use the following community assets within the borough? **Base:** all respondents (1,606).

NB. Some data labels have been removed chart to make chart easier to read

Using community assets: cultural (II)

The least frequently accessed assets which are open to all members of the public are libraries and museums. Lack of awareness is a notable barrier for those who do not visit museums and other cultural spaces.



Q011. How often do you use the following community assets within the borough? **Base:** all respondents (1,606).

NB. Some data labels have been removed chart to make chart easier to read

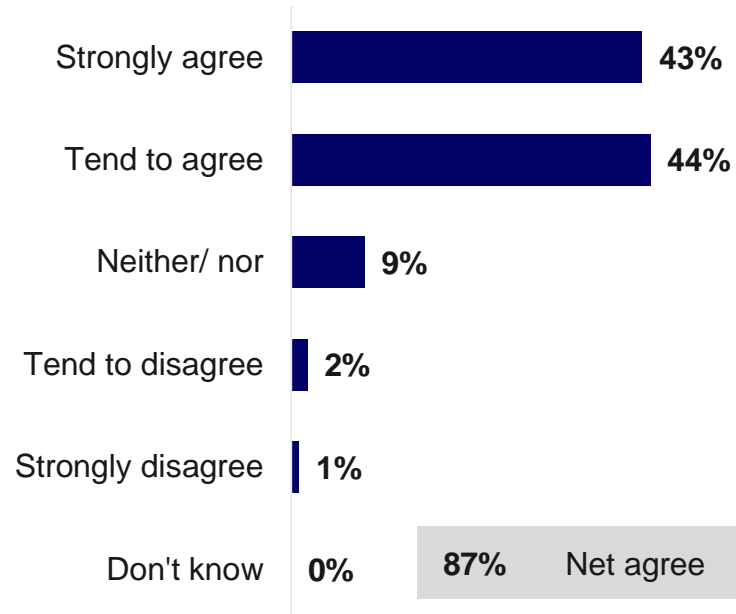
11. Climate change



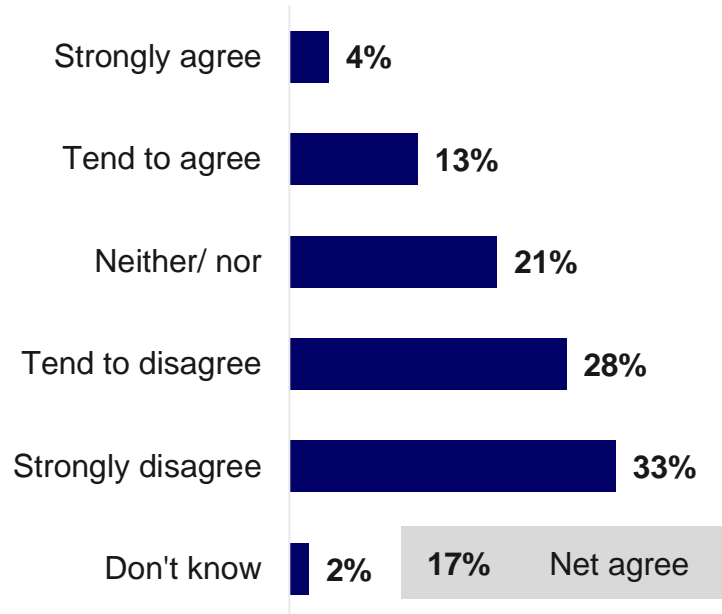
Environmental priorities

The council is working to improve the quality of the environment in Lambeth and plays an active role in tackling climate change. The importance of this defining issue is shared by the majority of residents who say that it is important to them to be environmentally friendly (87%), they are worried about the environment (77%) and do not feel that the seriousness of the situation is exaggerated (61%).

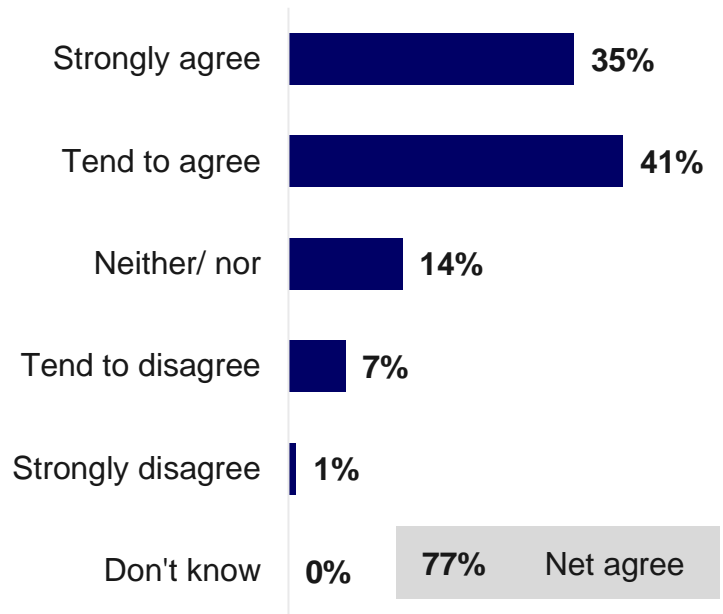
It's important to me to be environmentally friendly to help combat climate change



The seriousness of climate change is exaggerated



I am worried about the future of the environment



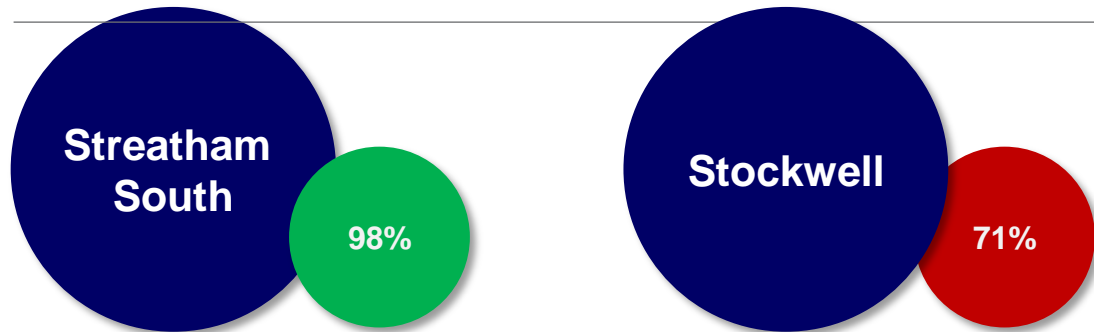
Importance of looking after the environment by sub-group

"It's important to me to be environmentally friendly to help combat climate change."

Looking after the environment is more important to younger residents who will be thinking of their future and residents in Streatham South.

All figures are % agree it's important

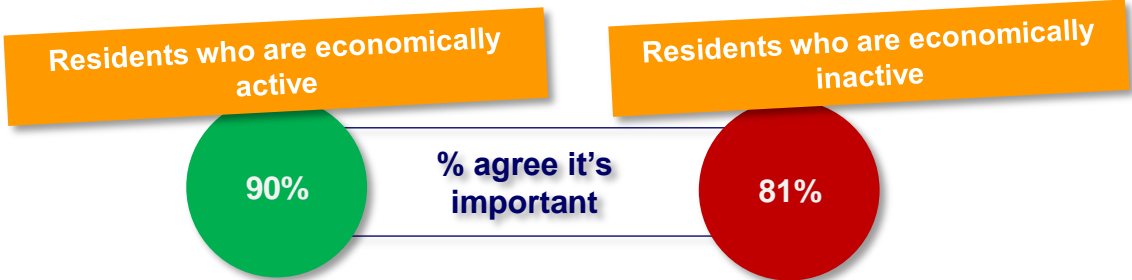
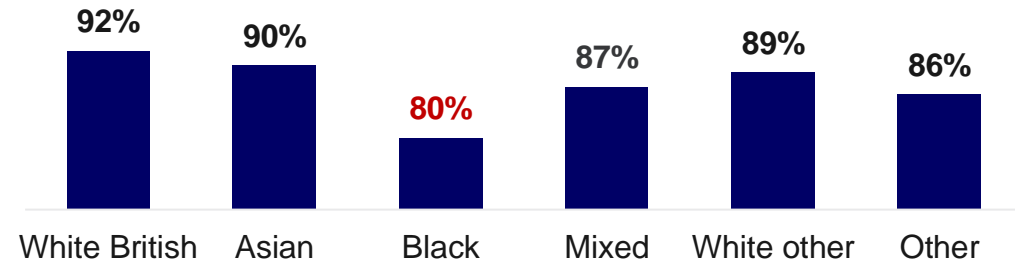
	18-34	35-44	45-64	65+
	90%	88%	85%	81%



● Significantly higher than comparator ● Significantly lower than comparator

It is evident that the less importance is placed on being environmentally friendly among Black residents and the economically inactive.

Ethnicity

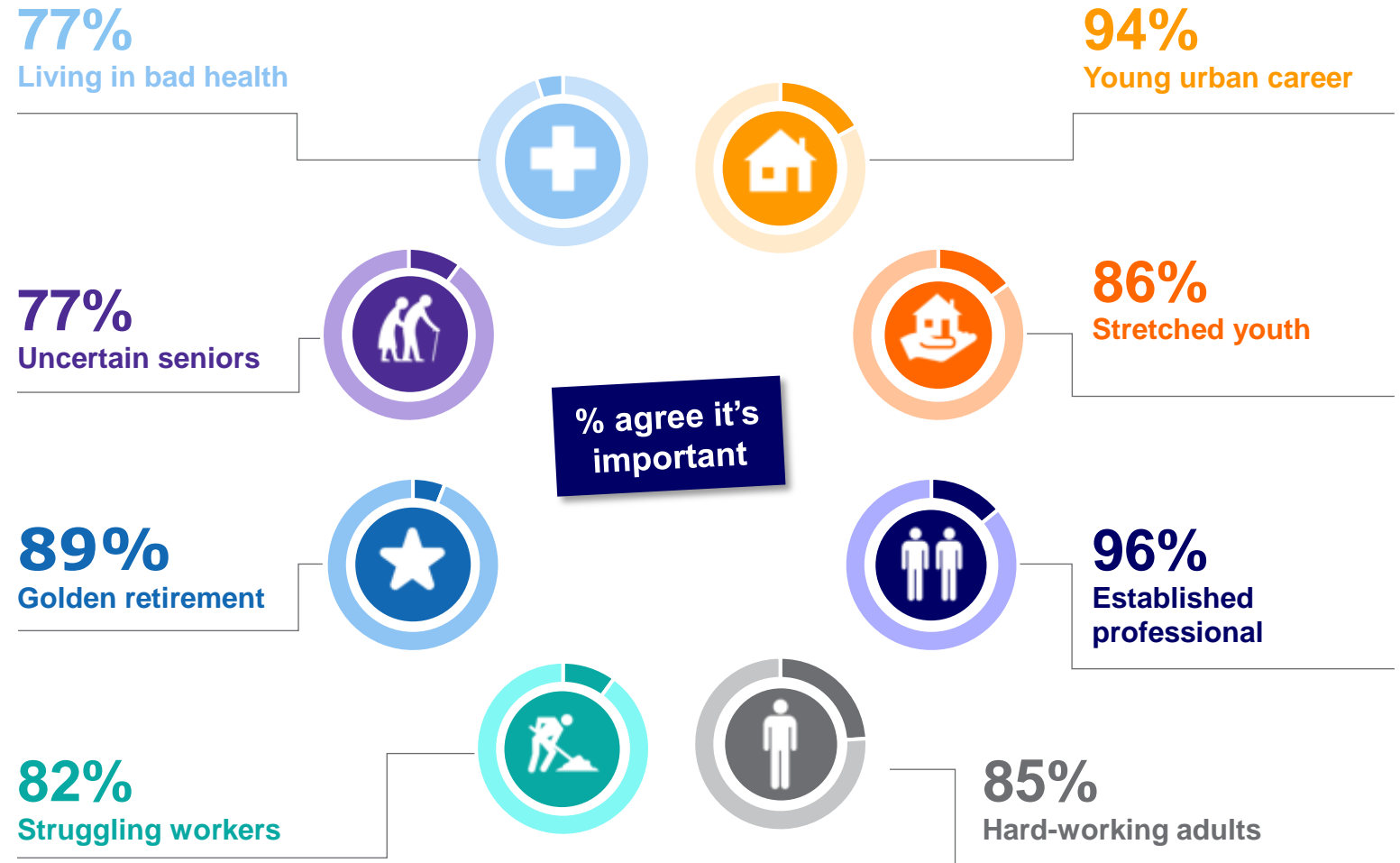


Q024. To what extent do you agree or disagree with the following statements? It's important to me to be environmentally friendly to help combat climate change. Base: all respondents (1,606).

Importance of looking after the environment by segment

There are wide variations by Lambeth segment, with as high as 94% of the young urban career segment saying it's important to them to be environmentally friendly, through to just 77% of the living in bad health and uncertain seniors segments.

"It's important to me to be environmentally friendly to help combat climate change."



Environmentally friendly actions undertaken by residents (I)

In January 2019, Lambeth Council became the first council in London to declare a Climate Emergency and the Corporate Carbon Reduction Plan reasserts the council's commitment to doing all in response to the climate crisis.



The council's ambitious plans to combat the climate crisis include becoming carbon neutral by 2030 and the establishment of a Citizens' Assembly to ensure borough-wide commitment.

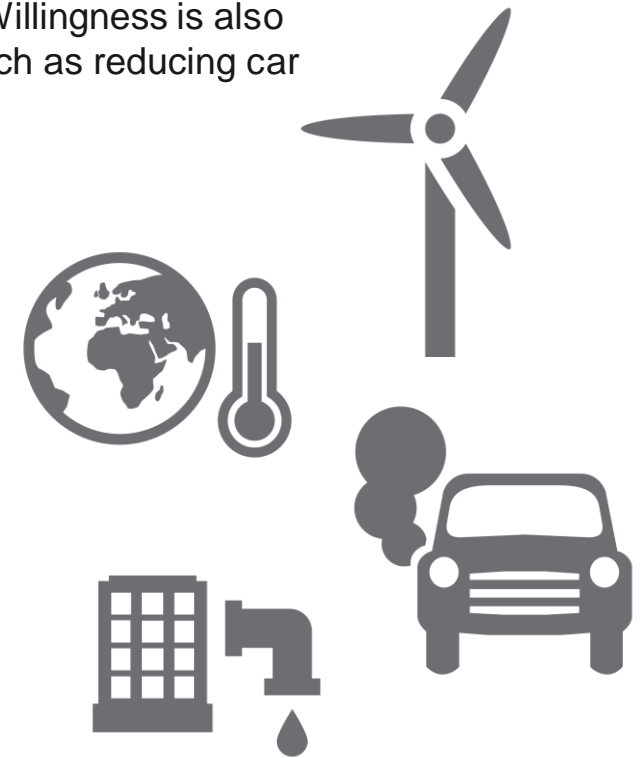
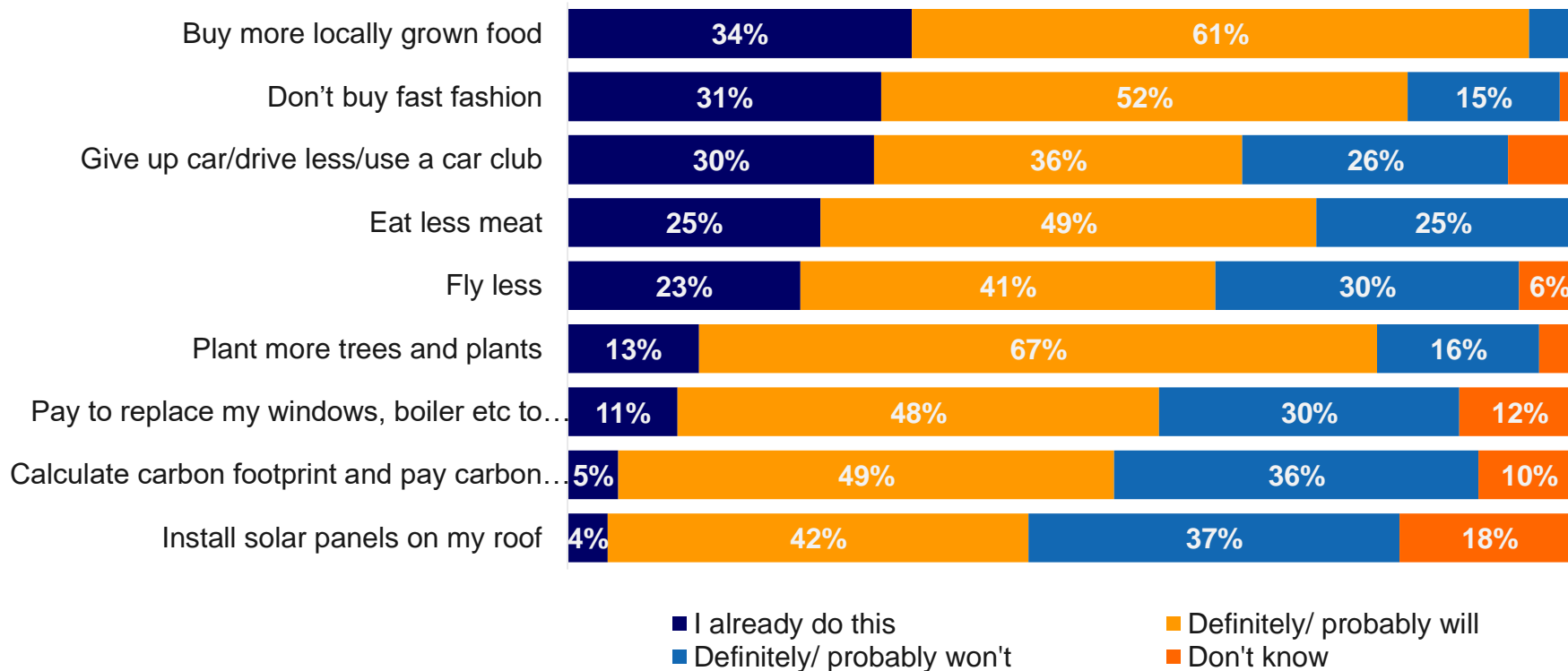
It is evident that the large majority of residents either already do or would definitely/probably support the environment through recycling, shopping locally and cutting down on single use plastic.



Q025. Which of the following do you currently do or would consider doing to tackle climate change? **Base:** all respondents (1,606).
NB. Some data labels have been removed from the chart to make it easier to read

Environmentally friendly actions undertaken by residents (II)

Residents are open to the idea of changing their retail habits in order to tackle climate change and are willing to buy more locally grown food and avoid fast fashion. However there is some reluctance to get involved in actions that have a financial consequence, such as installing solar panels, paying a carbon offset fee or replacing windows or a boiler. Willingness is also lower when considering making changes that are inconvenient or will affect their perceived quality of life such as reducing car journeys or flying less.

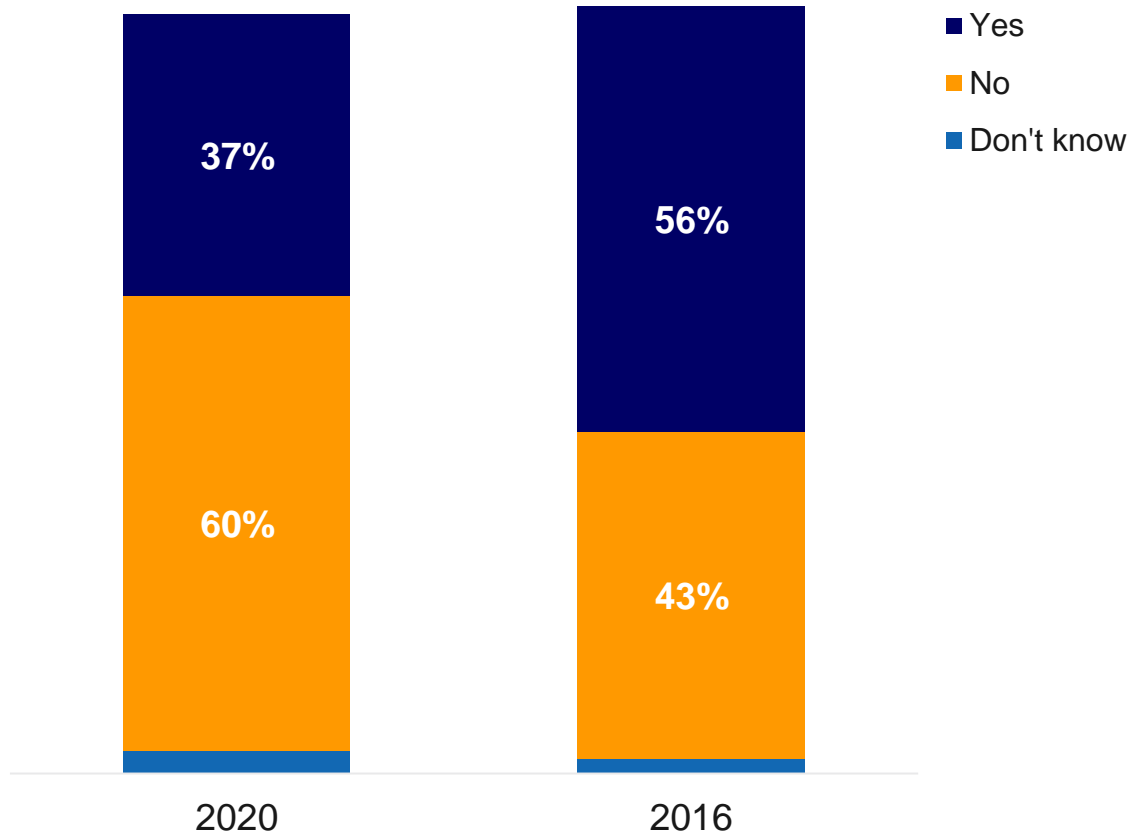


12. Access to council services



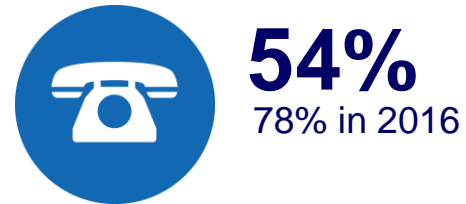
Contact with Lambeth Council in last 12 months

Just over one third of residents have contacted the council in the last 12 months, which is a decrease of 19% points since 2016. The majority (54%) contacted by telephone, but the use of email has increased since 2016 (by 8% points).

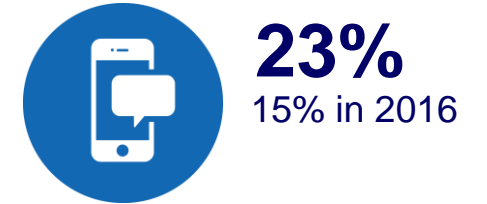


Method used to make contact...

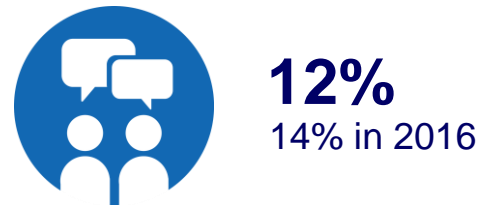
By telephone



By email



In person



Via the council's website

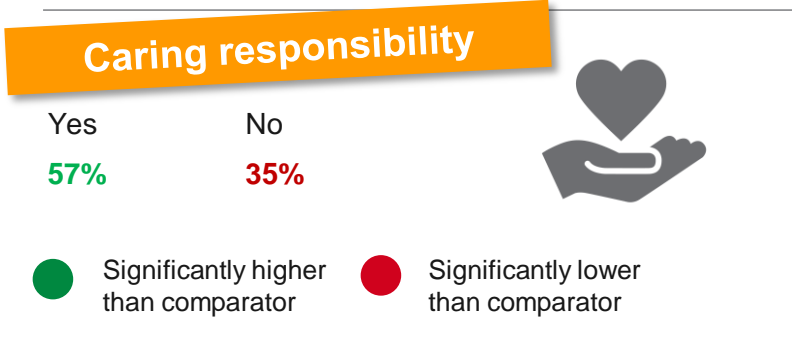
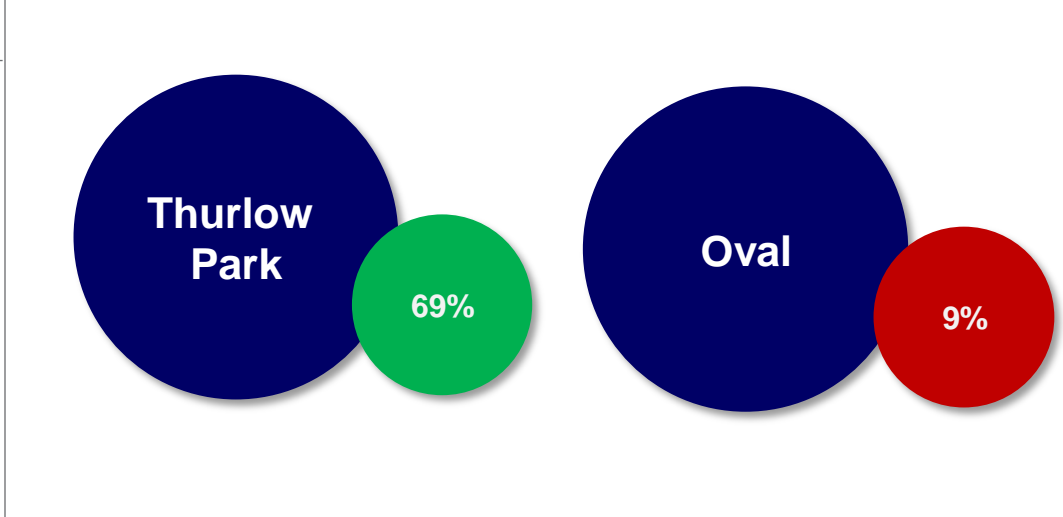
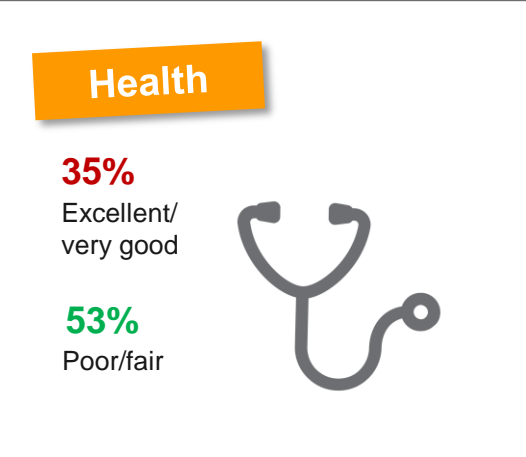
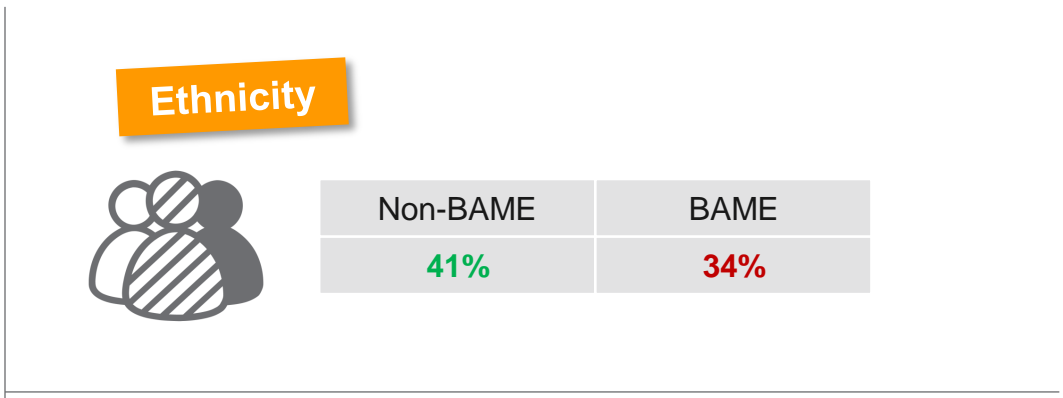
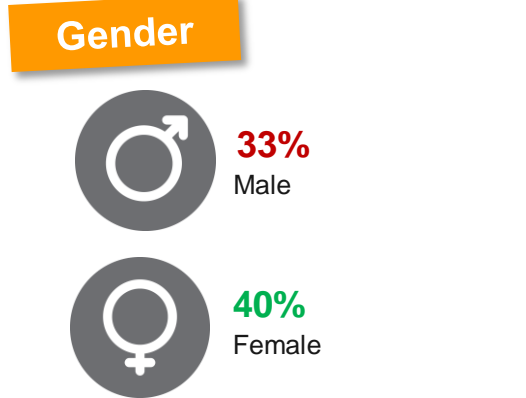
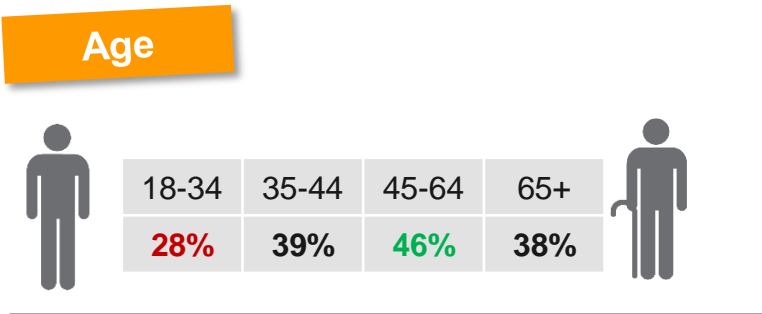


1% by letter; 0% via another website, 0% via social media

Q014. Have you contacted Lambeth Council in the last 12 months? **Base:** all respondents (1606).
 Q015. How did you last make contact with Lambeth Council? **Base:** all respondents who have contacted Lambeth Council (590).
 NB. Some data labels have been removed to make chart easier to read

Profile of those more likely to contact the council

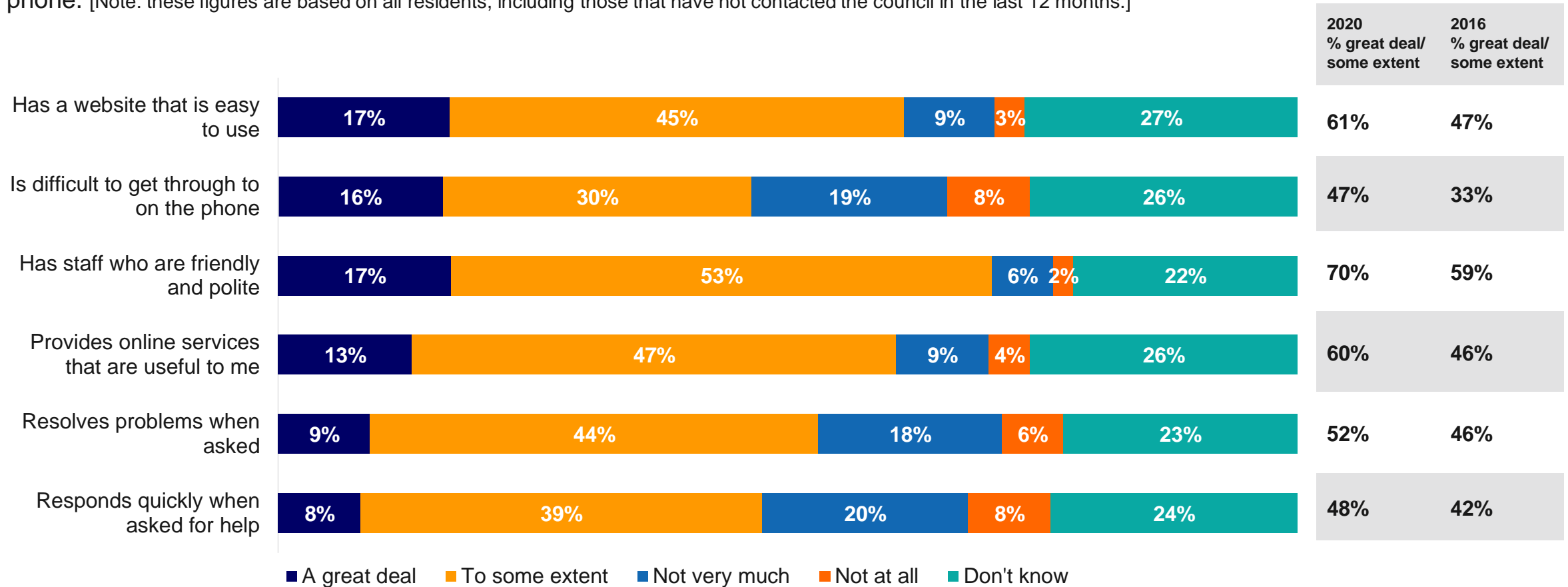
Female residents, those aged 45-64, White British residents, those in poorer health and financial circumstances, and with caring responsibilities are more likely to have contacted the council in the last 12 months. There are also large variations in engagement with the council by ward.



● Significantly higher than comparator ● Significantly lower than comparator

Views on aspects of council services

Seven in ten of all residents believe staff at the council are friendly and polite – an increase of 11% points since 2016. In fact, positive views of the council have predominantly improved, most notably in terms of the website being easy to use and providing online services that are useful. More, however, feel the council is difficult to get through to on the phone. [Note: these figures are based on all residents, including those that have not contacted the council in the last 12 months.]

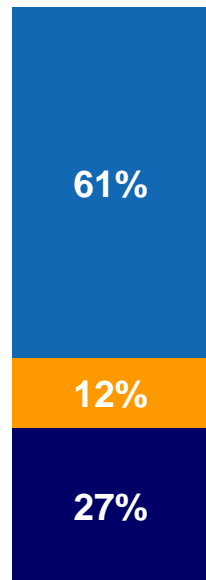


Q016. To what extent do you think that these statements apply to Lambeth Council? **Base:** all respondents (1606)

Views on the website

Amongst the overall population, 61% feel that the council’s website is easy to use and 60% agree that the council provides useful online services. More importantly, however, both figures increase amongst those who have used the website (to 84% and 81% respectively). It is therefore evident that views on the council website and its online services are far more positive among residents who have used these services.

The council has a website that is easy to use



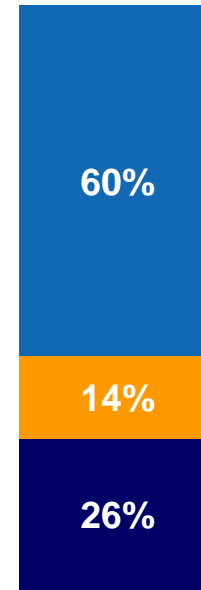
Among those who have used the council website

Yes	No
84%	42%



- Great deal/ some extent
- Not very/ not much at all
- Don't know

The council provides useful online services



Among those who have used the council website

Yes	No
81%	42%



- Great deal/ some extent
- Not very/ not much at all
- Don't know

● Significantly higher than comparator
● Significantly lower than comparator

Views on telephone contact

While 47% of all residents feel the council is difficult to get through to on the phone, this increases to 63% among residents who have contacted the council in the last 12 months, and further to 65% among those who have contacted by telephone.

The council is difficult to get through to on the phone



■ Great deal/ some extent ■ Not very/ not much at all ■ Don't know

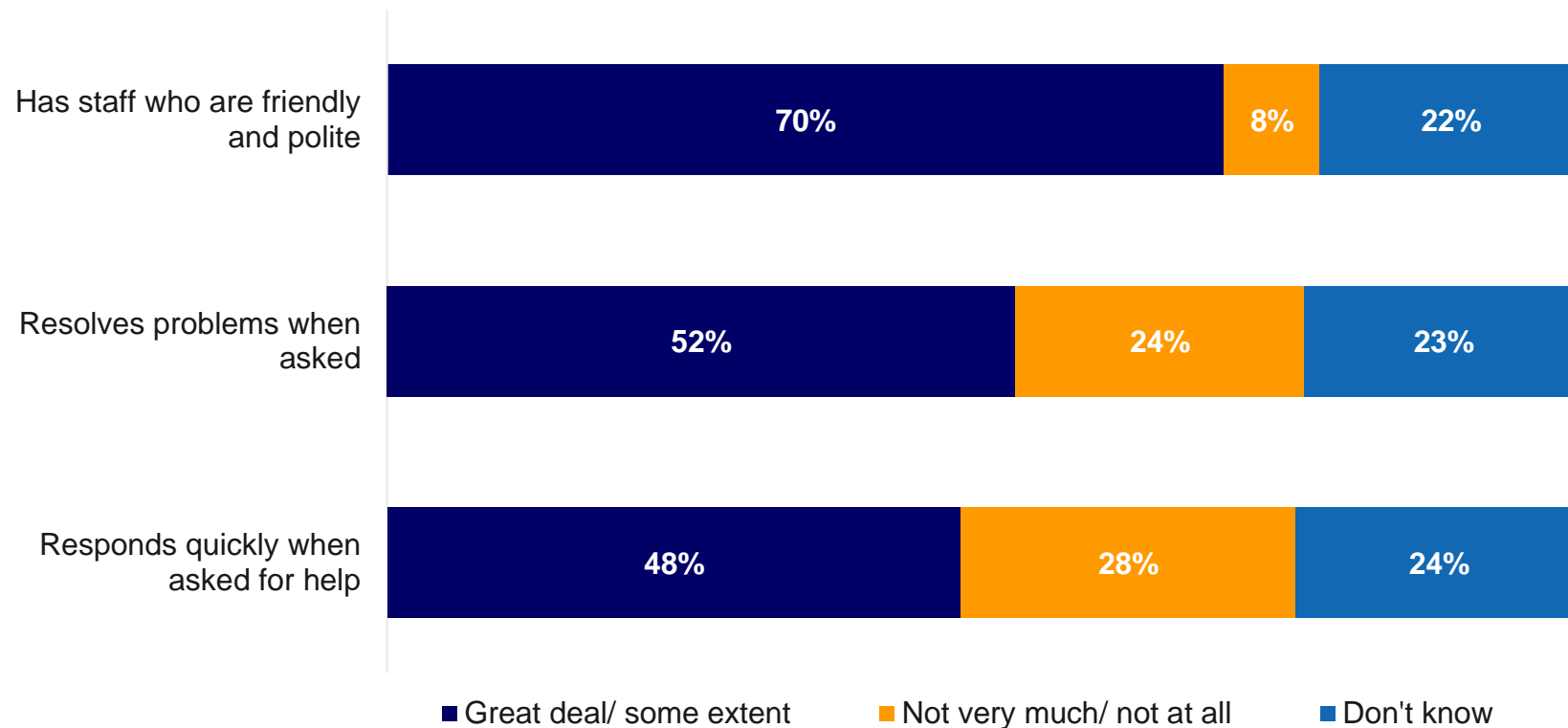
Method of contact used

Any method	In person	Telephone	Email	Other digital
63%	63%	65%	63%	54%



Views on aspects of council services

Seven in ten of all residents believe the council has staff who are friendly and polite. Encouragingly, this increases to 85% among residents who have actually contacted the council in the last 12 months. Likewise, among those who have contacted the council, 58% feel the council resolves problems when asked.



**Contacted the council
% great deal/ some extent**

Yes	No
85%	62%

Yes	No
58%	49%

Yes	No
50%	47%

Q016. To what extent do you think that these statements apply to Lambeth Council? **Base:** all respondents (1606)



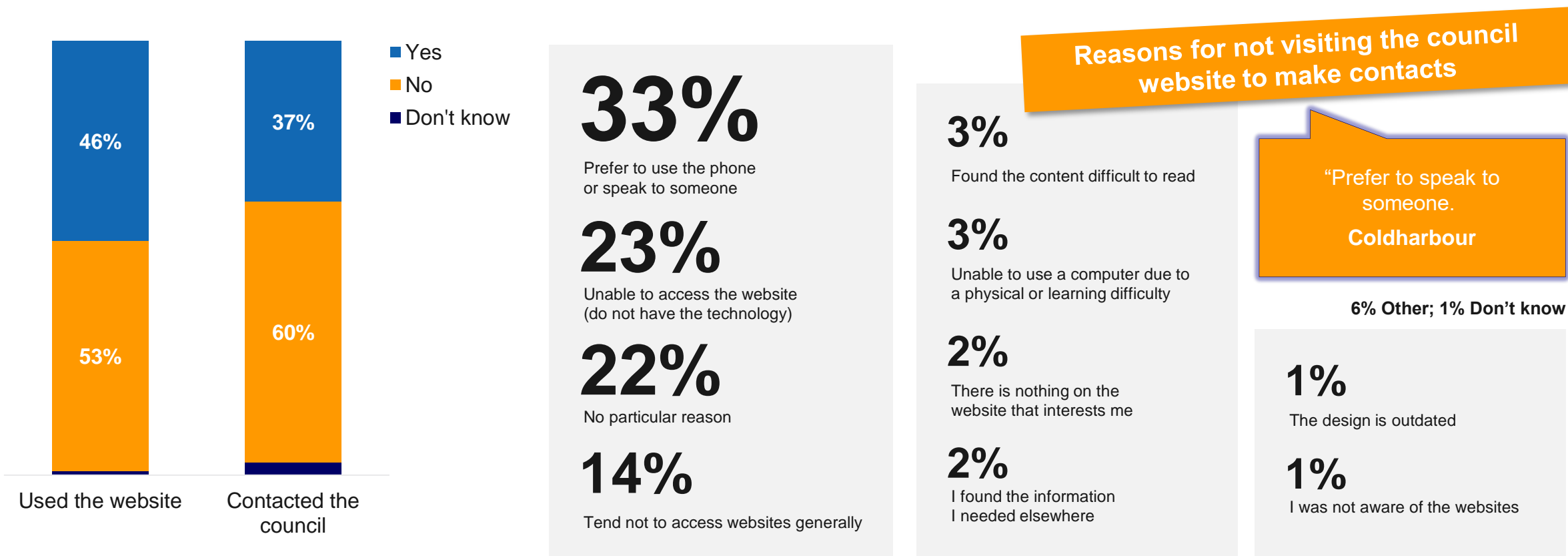
Significantly higher than comparator



Significantly lower than comparator

Some prefer to contact the council in person

Just over one third of residents (37%) have contacted the council in the last 12 months, and almost ten per cent more have used the website (46%), indicating that many residents find the information they are seeking on the website and do not need to take their enquiry any further. Technological change means that digital skills and access to technology are increasingly important in helping residents connect with the council to obtain information and services. However, one third of residents who have contacted the council in the last 12 months chose to use the phone or to speak to someone, implying that many still prefer a personal touch.



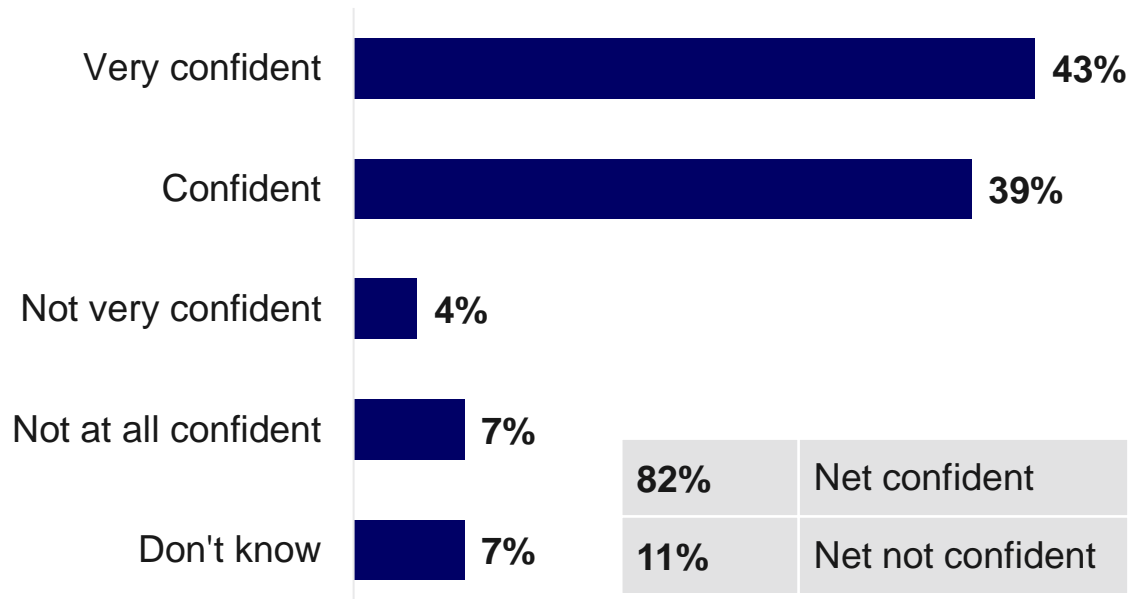
Q017. In the past 12 months, have you visited Lambeth Council's websites, Lambeth.gov.uk or love.lambeth.gov.uk? **Base:** all respondents (1606)
 Q018. Why haven't you visited Lambeth Council's websites? **Base:** all respondents who have contacted the council but have not used the council website (158)
 NB. Some data labels have been removed to make chart easier to read

Confidence using the council website

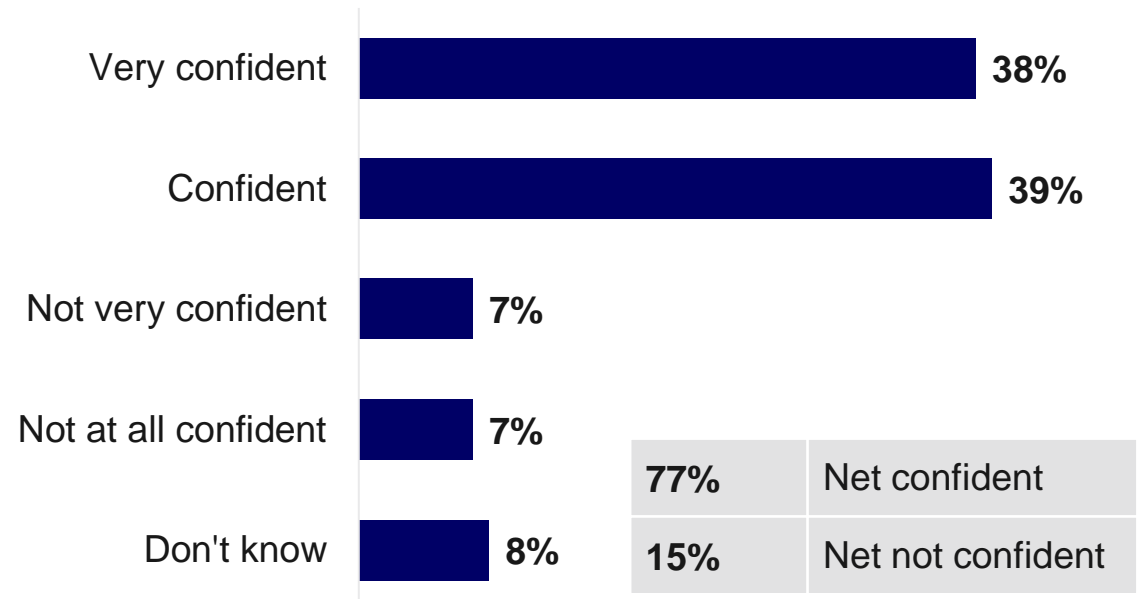
Residents are mostly confident when completing a transaction via the website, however this confidence depletes when it comes to reporting anti-social behaviour or complaining about an issue relating to noise. One of the main reasons for this is that residents feel the council won't deal with the situation. We found earlier that improving people's confidence in reporting issues to the council online will have a positive impact on a person's feelings of safety.



Make a payment for council services



Report issues of anti-social behavior or noise



13. Wellbeing in Lambeth



Life satisfaction & wellbeing

The World Health Organisation's definition of health underscores the importance of wellbeing: "*Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity.*"

Many scales have been developed to assess wellbeing, including the ONS Measuring National Wellbeing (MNW) programme which aims to "develop and publish an accepted and trusted set of National Statistics which help people understand and monitor well-being".

Personal wellbeing (sometimes referred to as "subjective wellbeing") is one of many ways in which the MNW programme aims to assess the progress of the nation.

The survey uses four questions to measure personal wellbeing and respondents are asked to complete their answers using a scale from 0 to 10 where 0 is "not at all" and 10 is "completely".

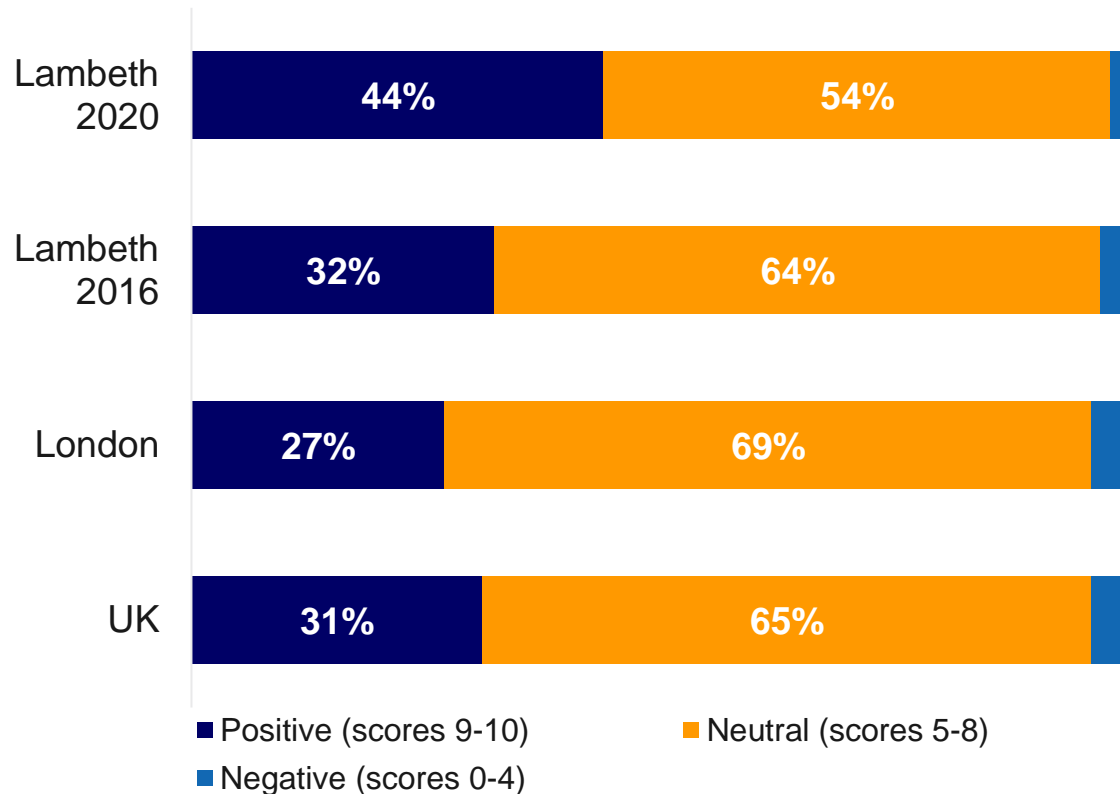
These questions were asked in both the 2016 and 2020 Residents' surveys.



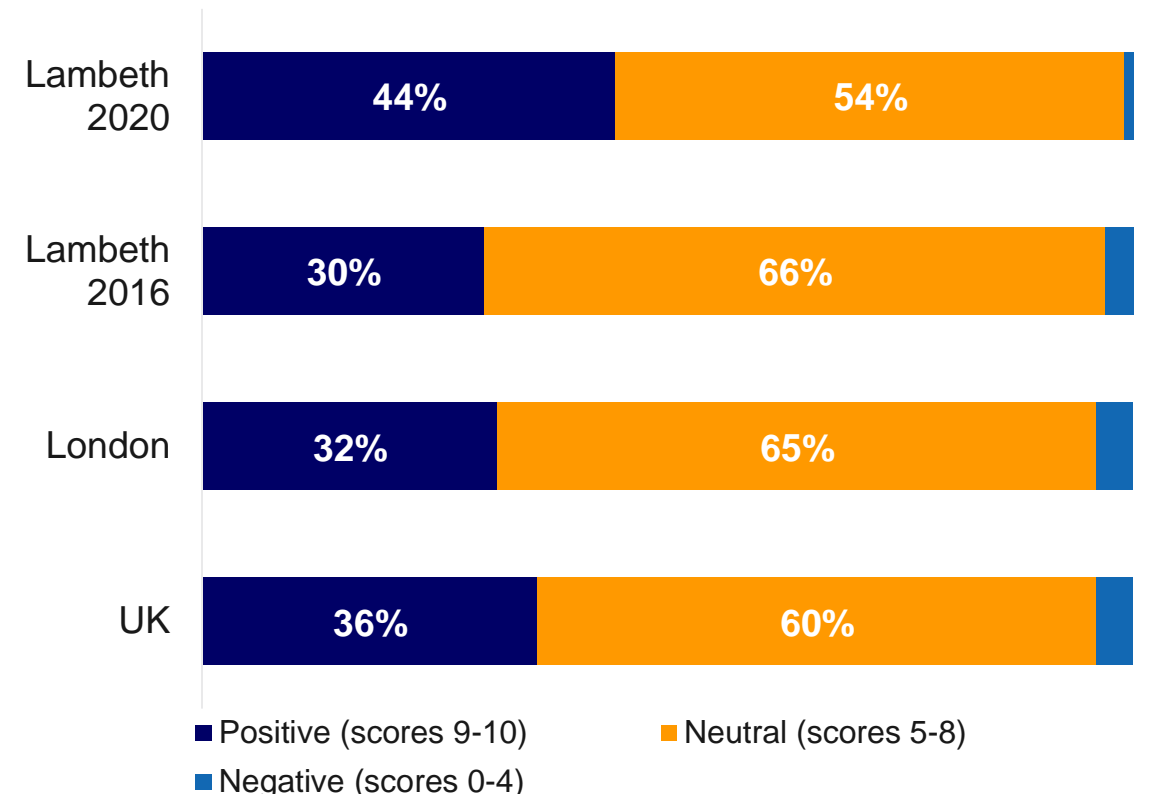
Life satisfaction & worth

The wellbeing scores for 2020 compare very favourably to 2016 and to the UK and London benchmarks.

Overall, how satisfied are you with your life nowadays?



Overall, to what extent do you feel the things you do in your life are worthwhile?

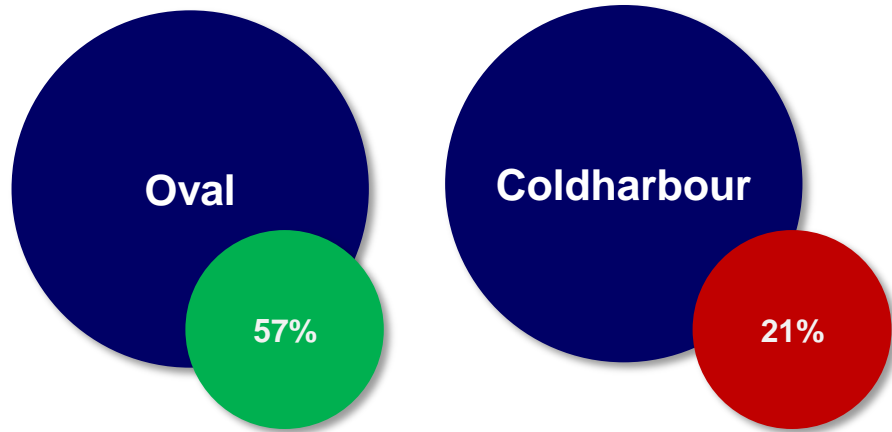


Q026. Overall, how satisfied are you with your life nowadays? **Base:** all respondents (1606).
 Q027. Overall, to what extent do you feel the things you do in your life are worthwhile? **Base:** all respondents (1606).
 NB. Some data labels have been removed to make chart easier to read

Profile of those more likely to be satisfied with their lives

Life satisfaction varies considerably across the borough, ranging from 57% giving a score of 9-10 in Oval through to 21% in Coldharbour. Residents with a disability and who are finding it difficult to pay their usual expenses experience lower life satisfaction levels.

% score of 9-10



Working status

Economically active	Economically inactive
45%	39%



Disability

Yes	No
25%	46%



Ease of paying usual expenses

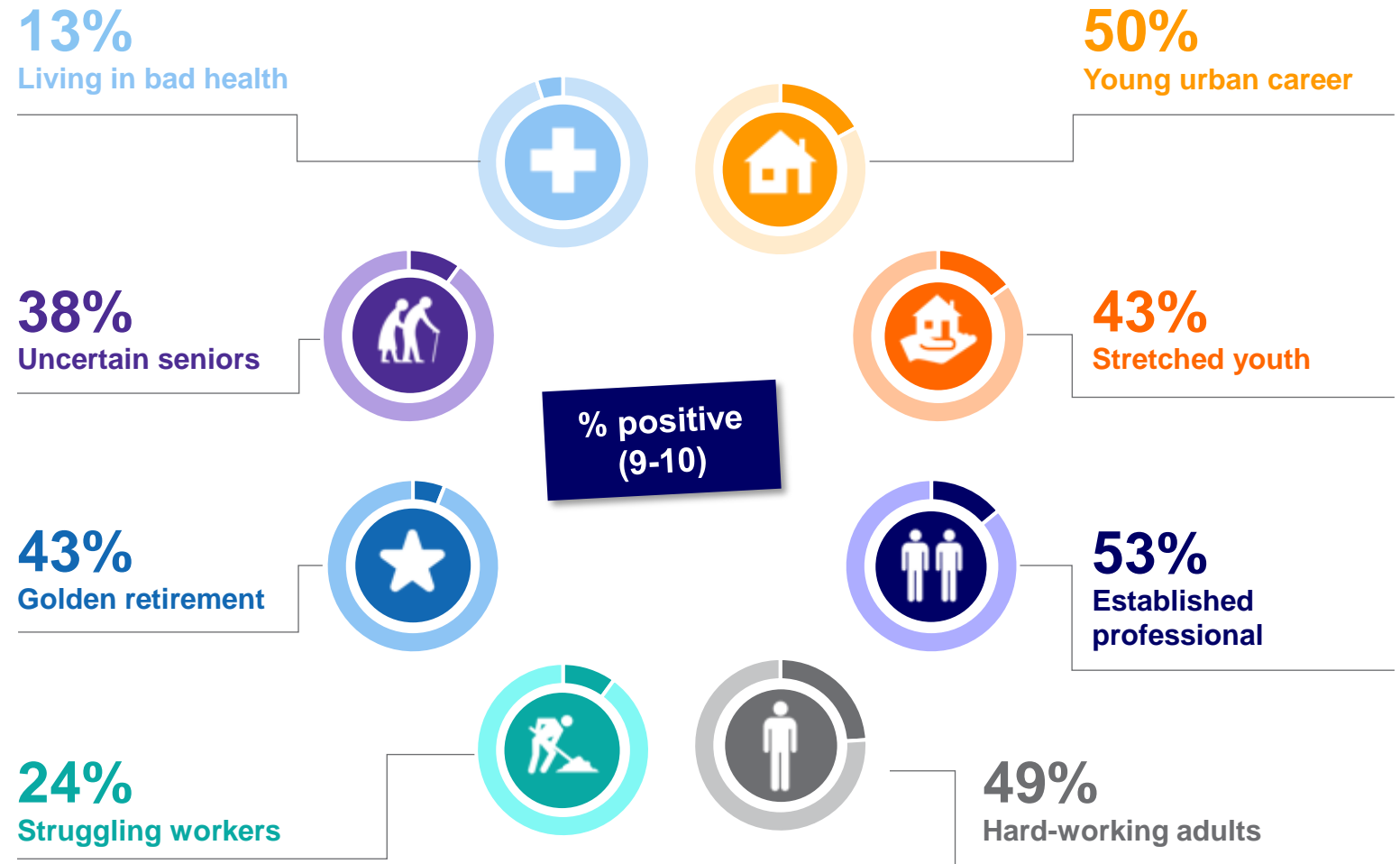
Easy	Difficult
51%	19%

● Significantly higher than comparator
 ● Significantly lower than comparator

Life satisfaction by Lambeth segment

The proportion of residents rating their life satisfaction most positively (a score of 9-10) varies markedly by segment.

Established professionals and the young urban career segment have the greatest life satisfaction, whilst levels drop among the living in bad health and impoverished worker segments.

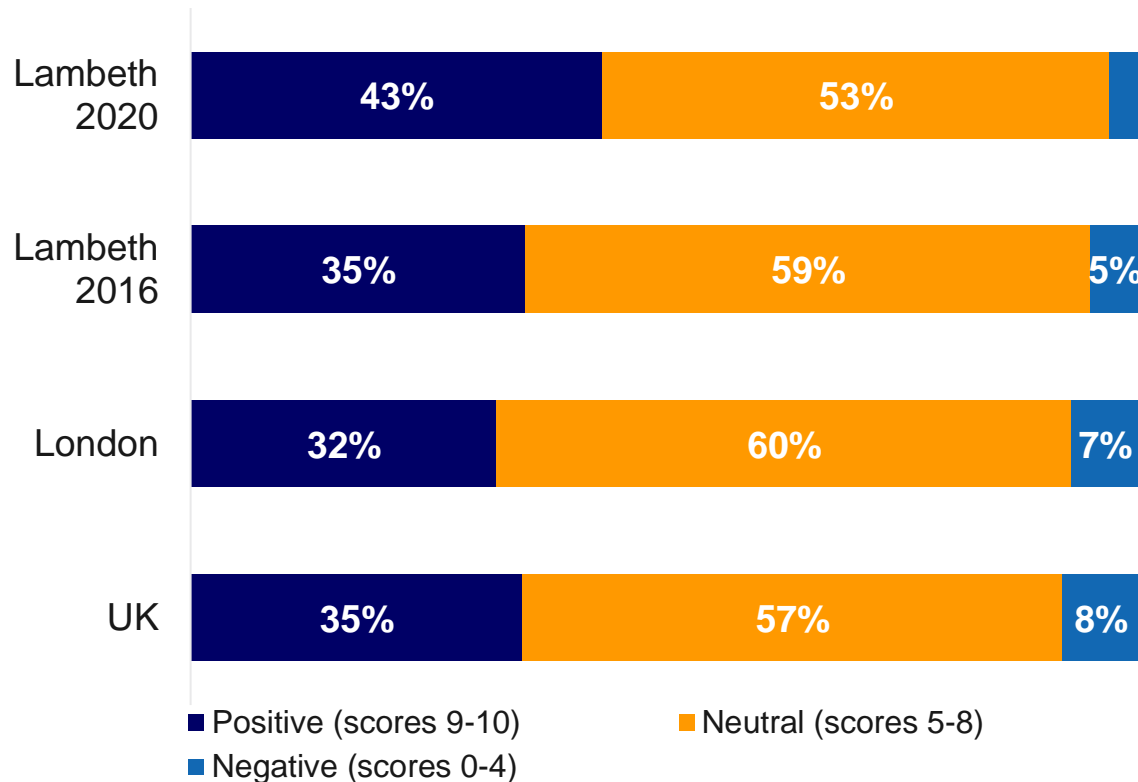


Happiness & feelings of anxiety

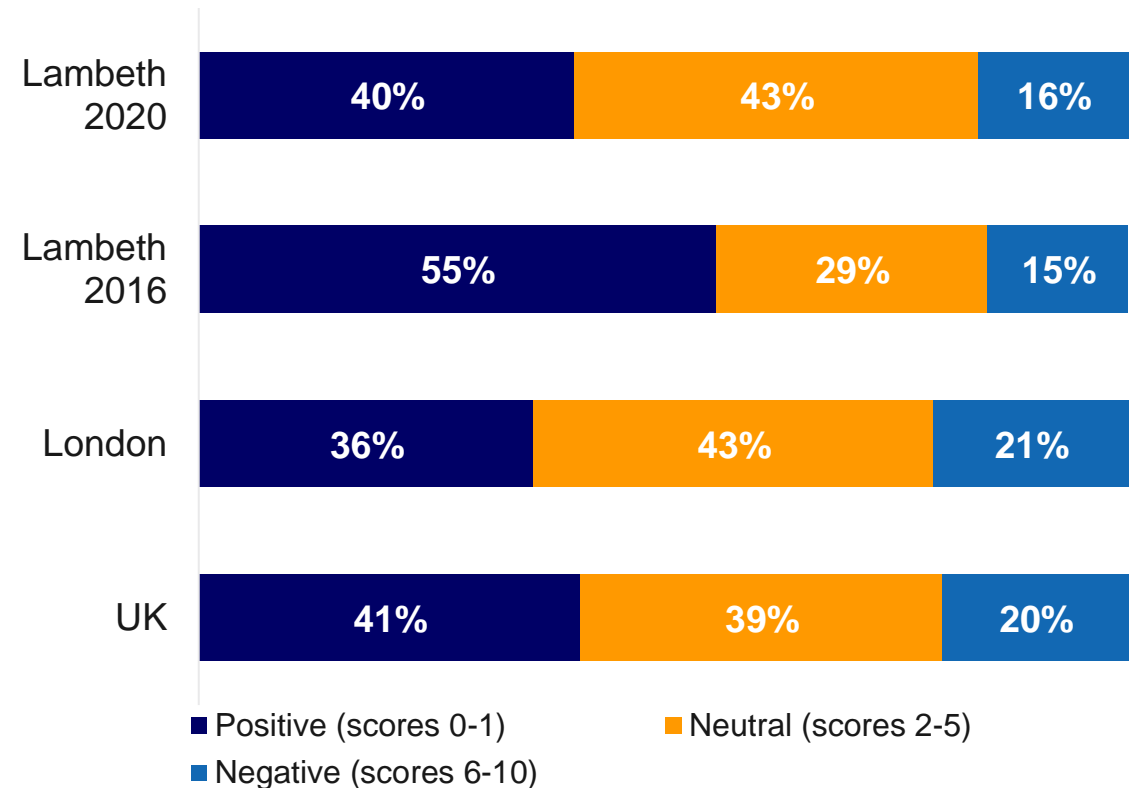


Overall, more residents are happier than they were in 2016, but the proportion of residents who have the lowest levels of anxiety has dropped over this time.

Overall, how happy did you



Overall, how anxious did you feel yesterday?

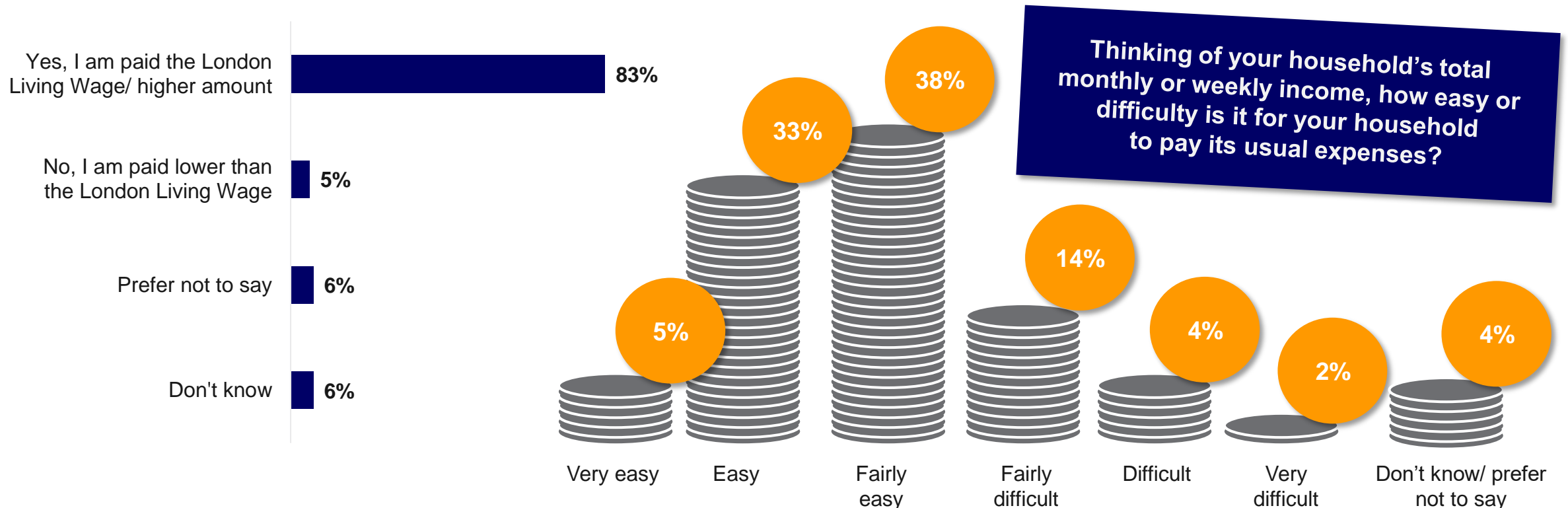


Q028. How happy did you feel yesterday? **Base:** all respondents (1,606).
 Q029. How anxious did you feel yesterday? **Base:** all respondents (1,606).
 NB. Some data labels have been removed to make chart easier to read

Ability to meet household expenses

The majority of residents are paid at least the London Living Wage and this may be, in part, due to Lambeth's strong track record of building and promoting financial resilience and the ambitious Financial Resilience Strategy, developed to mitigate the effects of welfare reform, debt and poverty on residents.

However, due to further changes to the welfare system and no guarantee from the Government that councils will receive funding to continue providing a 'local welfare safety net', this is still an uncertain time for some residents, especially the 20% who find it difficult to pay their weekly household expenses.

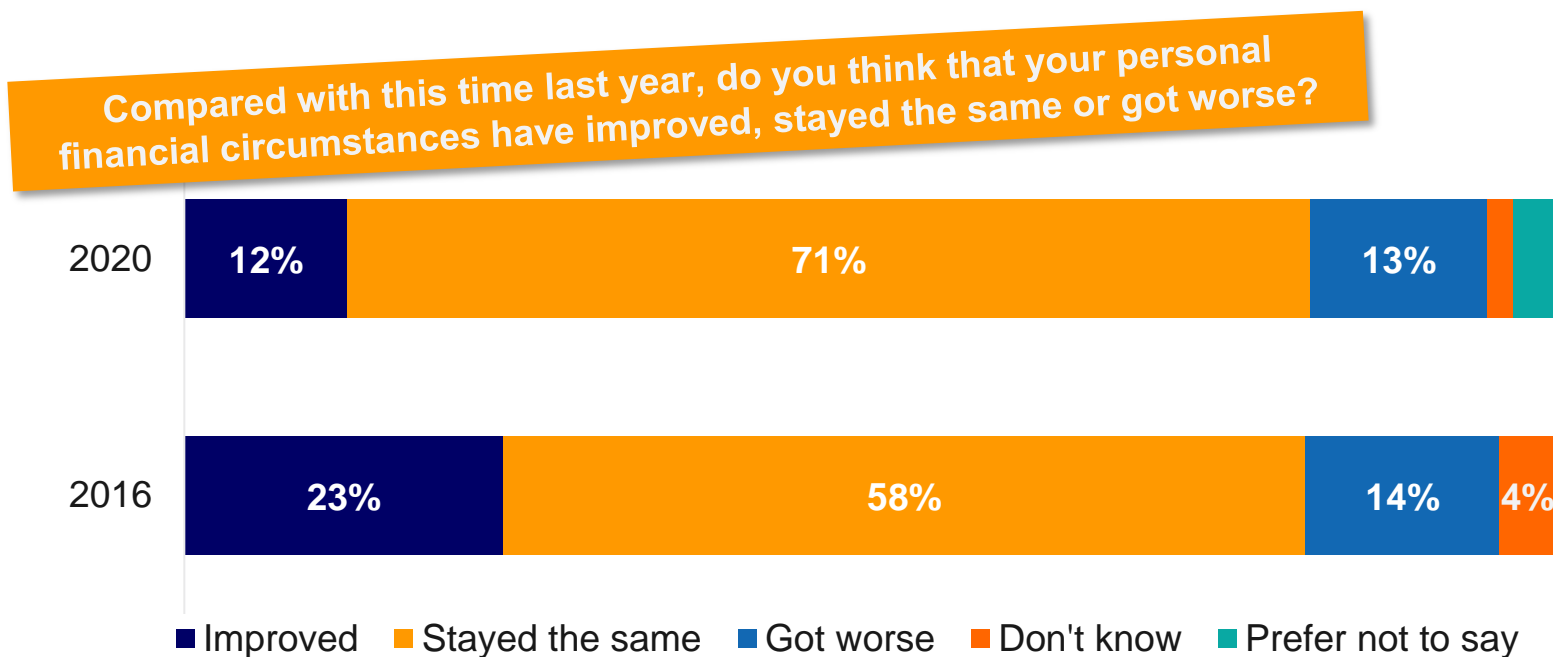


S06. Paid London Living Wage. **Base:** all respondents in employment (1102)

Q031. Thinking of your household's total monthly or weekly income, how easy or difficult is it for your household to pay its usual expenses? **Base:** all respondents (1606)

Financial stability

Lambeth has a mixed picture on poverty and inequality. Some households have high levels of disposable income and would be able to cope in difficult times. However, 13% say their financial circumstances have got worse over the last year, and it is this group that would benefit the most from help to access the right benefits, secure work and progress in their employment. The majority say their financial circumstances have stayed the same, which is higher than in 2016.



Q032. Compared with this time last year, do you think that your personal financial circumstances have improved, stayed the same or got worse? **Base:** all respondents (1606)

NB. Some data labels have been removed to make chart easier to read

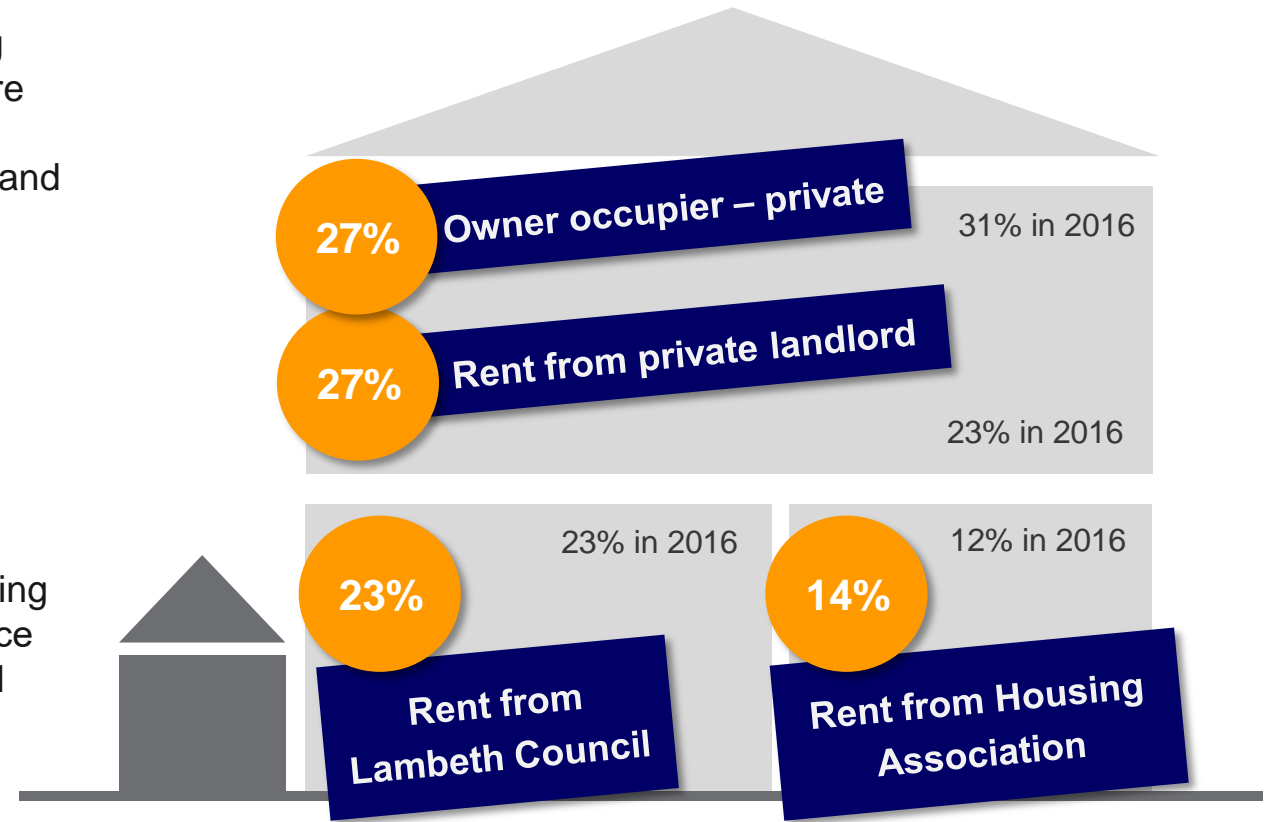
14. Landlord perceptions



Housing tenure

Largely residential, Lambeth is one of the most densely populated places in the country with a large proportion of flats and a correspondingly small proportion of houses. There are three main housing tenures within the borough: owner occupier (private), privately rented and rented from the council.

- **Private rents** in Lambeth play an important role in providing housing, particularly for those who cannot afford to buy or are unlikely to be able to access social housing. The tenure has grown since 2016 and, based on past trends, is likely to expand even further.
- Over the past few years house prices have risen sharply in Lambeth, putting home ownership in the open market out of the reach of an increasing number of local people. As a consequence the number of **privately owned** properties has fallen since 2016.
- Almost one quarter of residents **rent their homes from the council** which because it understands the centrality of housing to people's lives has made big improvements in housing since housing management was reintegrated back into the council from Lambeth Living in 2015.



Satisfaction with overall service provided

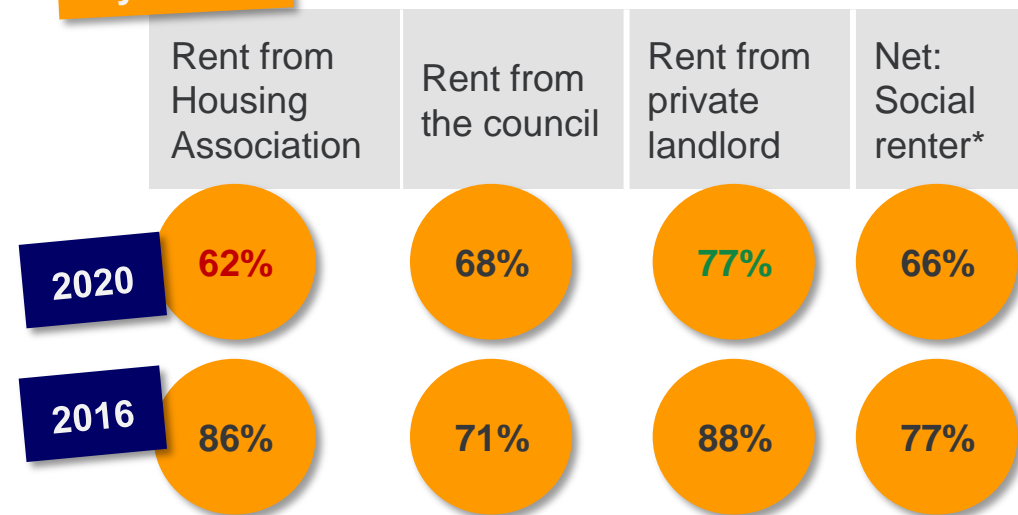


Almost three quarters of residents (71%) living in rented accommodation are satisfied with the overall service they receive from their landlord. This is 10% points lower than in 2016, and is predominantly reflected in a decrease in satisfaction among Housing Association renters and private renters, not council renters.



■ Very satisfied ■ Fairly satisfied ■ Neither ■ Fairly dissatisfied ■ Very dissatisfied ■ Don't know

By tenure



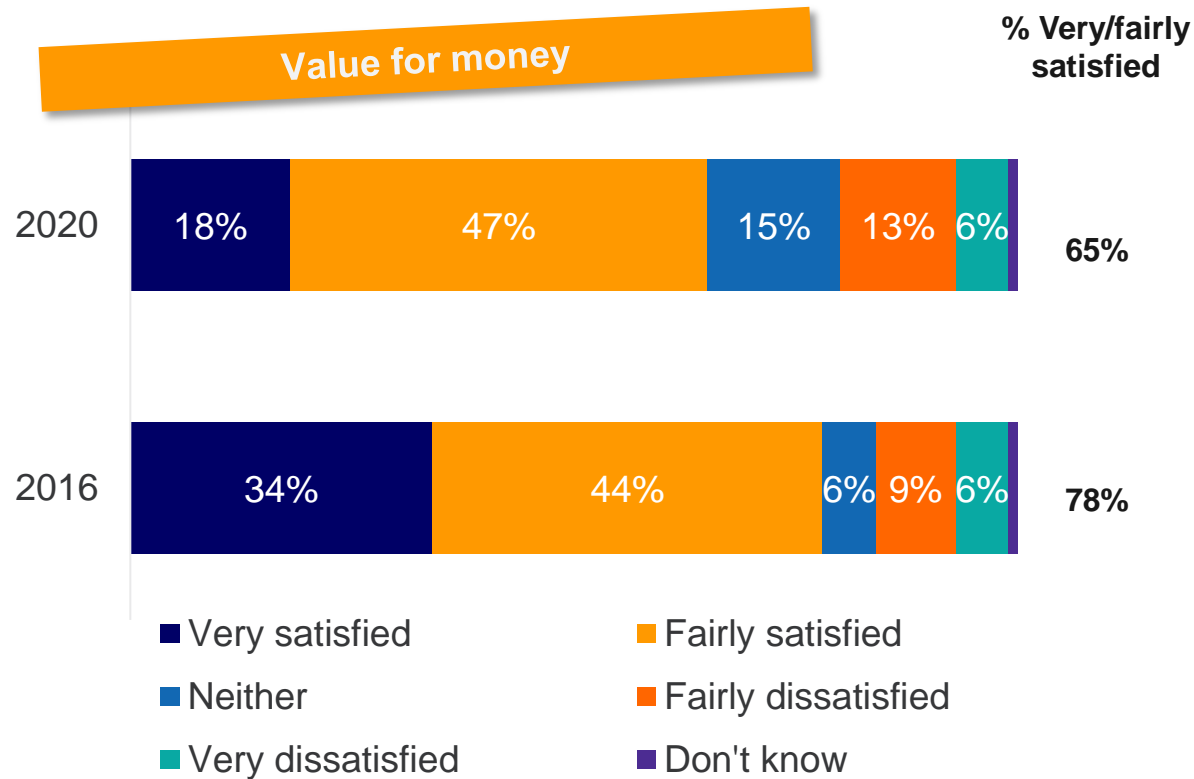
● Significantly higher than comparator ● Significantly lower than comparator

Q035. Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by your landlord? **Base:** all respondents living in rented accommodation (1,034).
 *Social renter refers to those who rent from either a Housing Association or from Lambeth Council NB. Some data labels have been removed to make chart easier to read.

Satisfaction with rent levels



Perceptions of the value for money residents receive from their rent has fallen notably since 2016, from 78% satisfied to 65%. Those renting from a private landlord are the least likely to feel that they receive value for money.



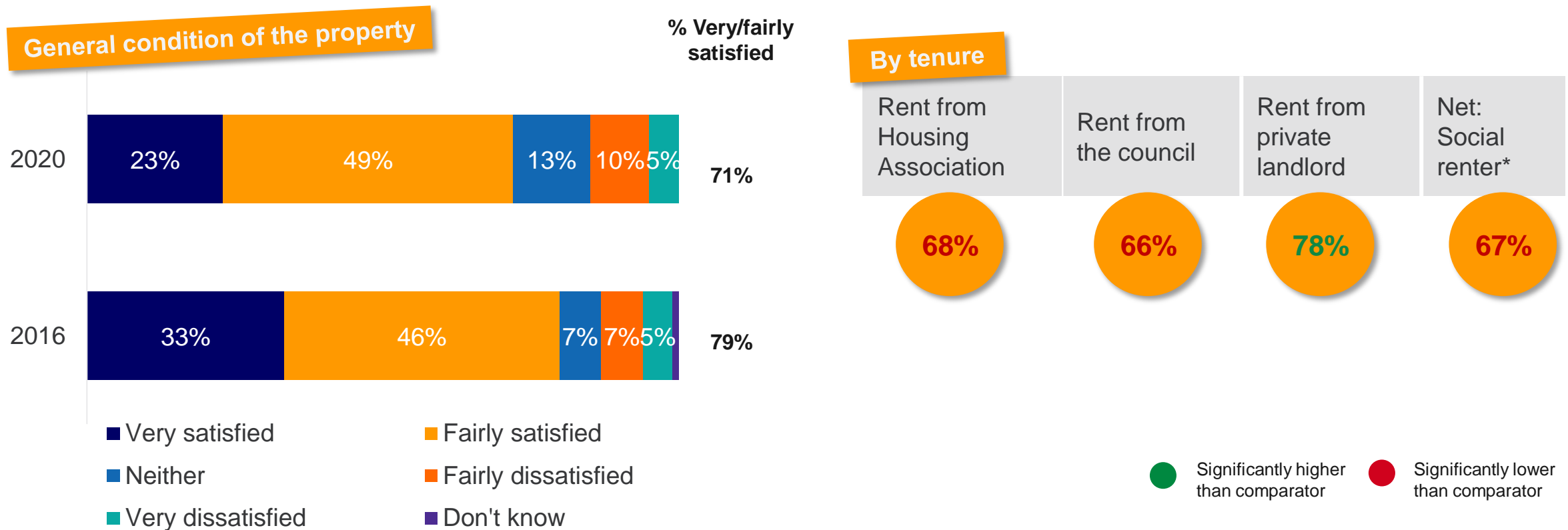
● Significantly higher than comparator
● Significantly lower than comparator

Q035. Taking everything into account, how satisfied or dissatisfied are you with the value for money of your rent? **Base:** all respondents living in rented accommodation (1034).
*Social renter refers to those who rent from either a Housing Association or from Lambeth Council NB. Some data labels have been removed to make chart easier to read.

Satisfaction with general condition of the property



Residents in privately rented accommodation are generally satisfied with the condition of their property; however, this is less true of those in socially rented accommodation.

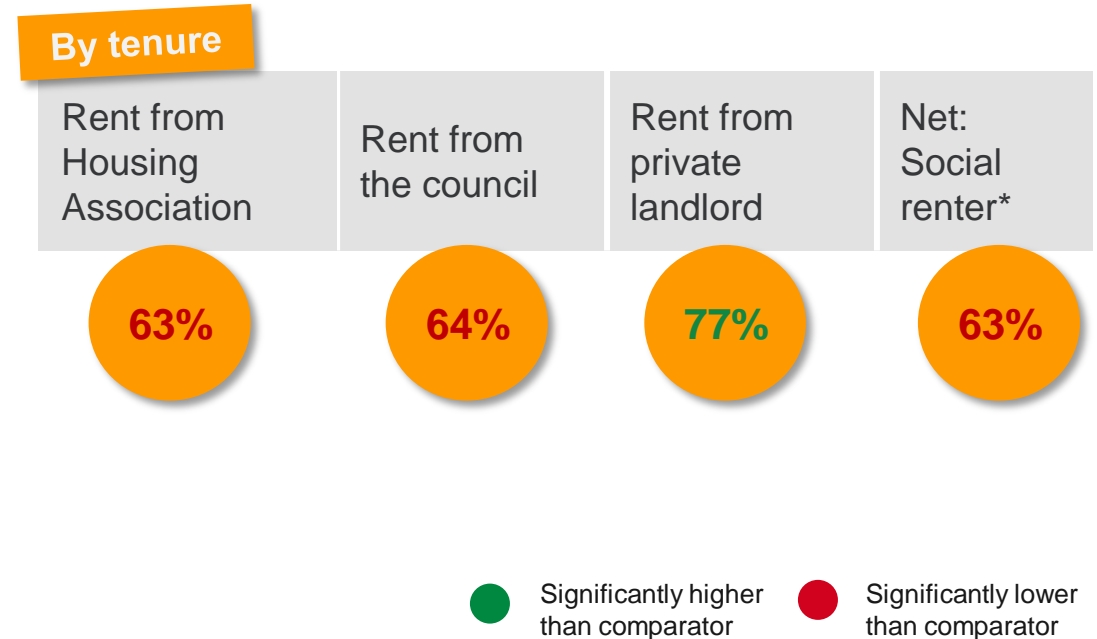
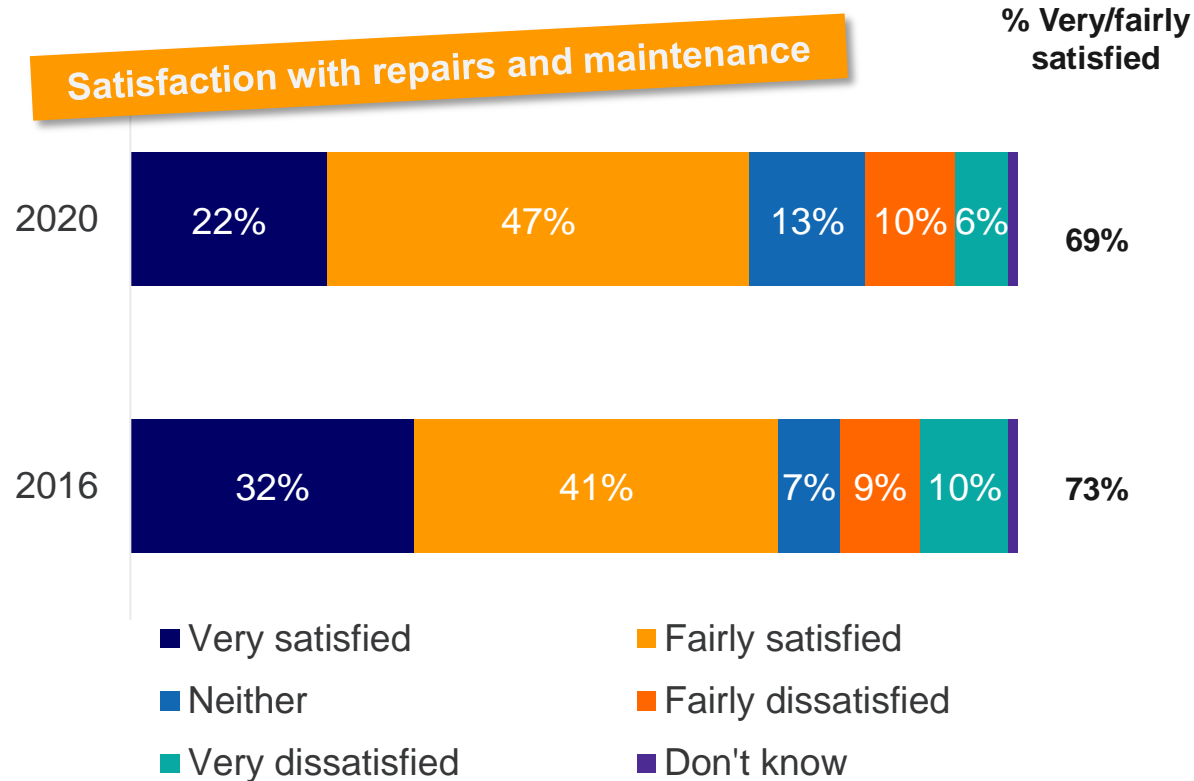


Q035. Taking everything into account, how satisfied or dissatisfied are you with the general condition of your property? **Base:** all respondents living in rented accommodation (1034).
 *Social renter refers to those who rent from either a Housing Association or from Lambeth Council. NB. Some data labels have been removed to make chart easier to read.

Satisfaction with the way the landlord deals with repairs & maintenance



Whilst private landlords are dealing with repairs and maintenance to a satisfactory standard, social landlords are disappointing a number of tenants.

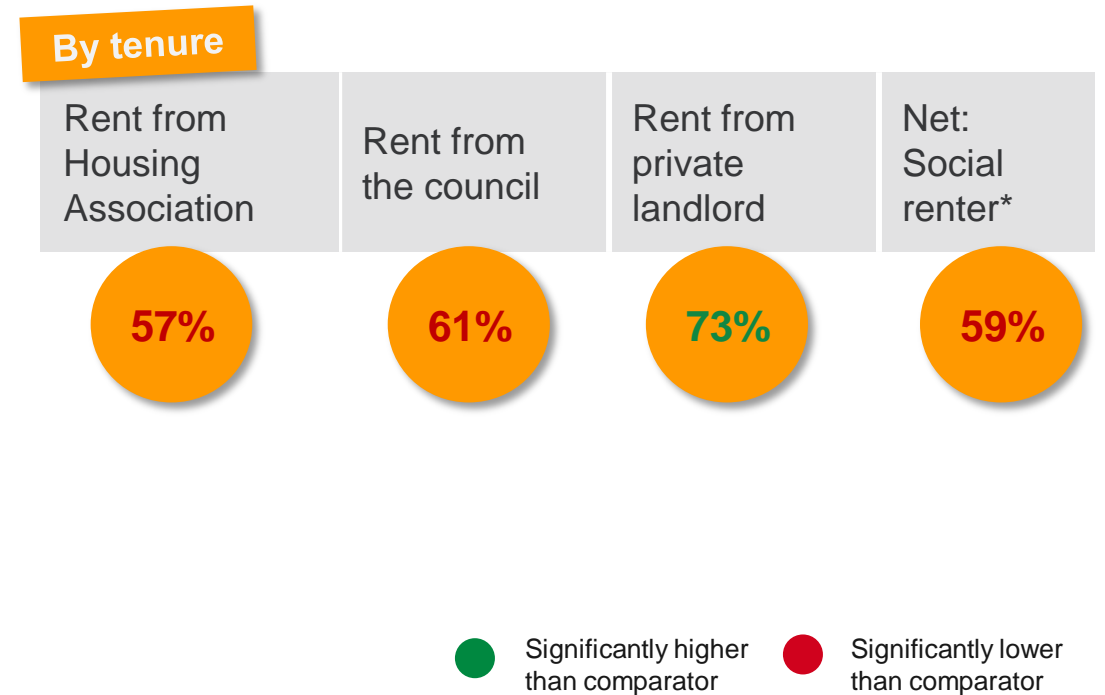
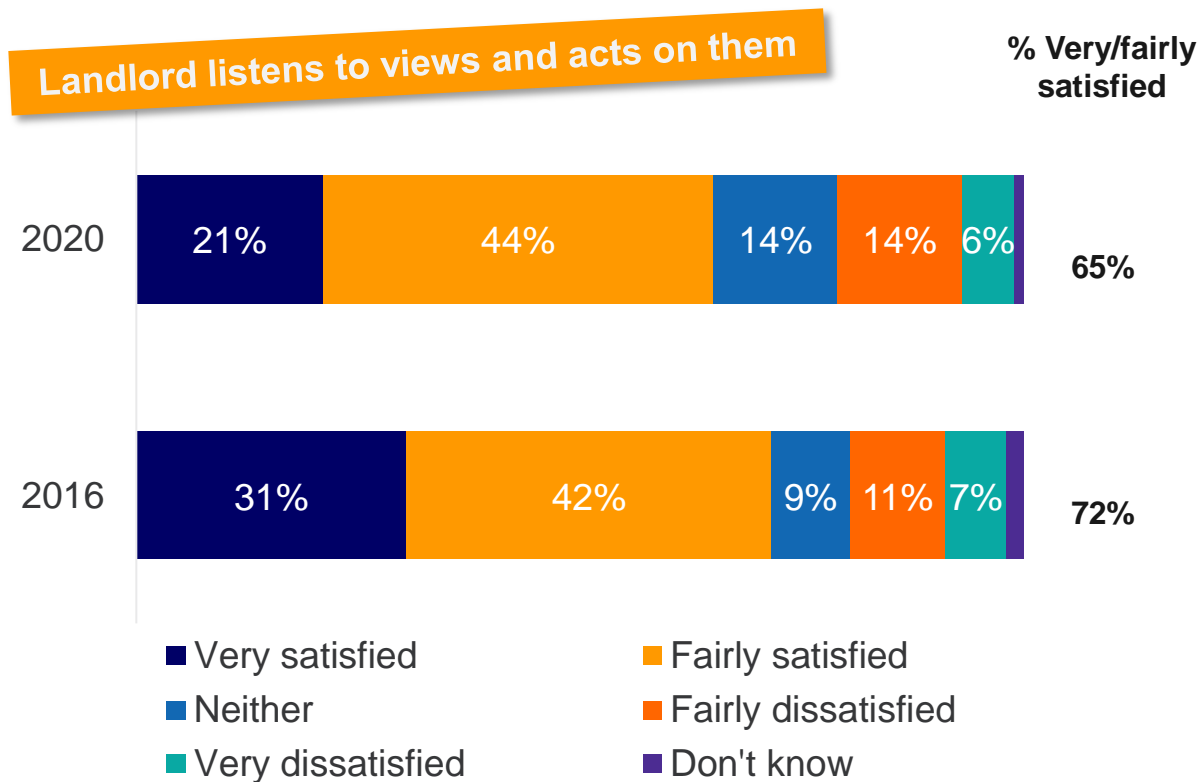


Q035. Taking everything into account, how satisfied or dissatisfied are you with the way your landlord deals with repairs and maintenance? **Base:** all respondents living in rented accommodation (1,034). *Social renter refers to those who rent from either a Housing Association or from Lambeth Council. NB. Some data labels have been removed to make chart easier to read.

Landlord listens to your views & acts on them



One in five tenants are dissatisfied with how their landlord listens to their views and acts on them. There is a large disparity in views between private and social renters.



Q035. Taking everything into account, how satisfied or dissatisfied are you that your landlord listens to your views and acts upon them? **Base:** all respondents living in rented accommodation (1,034). *Social renter refers to those who rent from either a Housing Association or from Lambeth Council. NB. Some data labels have been removed to make chart easier to read.

Appendix 1. Detailed methodology



Detailed methodology

The London Borough of Lambeth ('Lambeth Council') commissioned DJS Research in October 2019 to deliver the 2020 Residents' Survey. The survey is the first to be conducted since 2016. A total of 1,606 interviews were completed face-to-face at residents' homes (using CAPI technology) between January 6th and February 23rd 2020. The results are representative at a ward level by age, gender, ethnicity, economic status and disability.

Sampling

A total of 160 sampling points were randomly selected across the borough, proportionate to the size of the population of each ward (aged 18+) and stratified by Index of Multiple Deprivation (IMD) quintile. Quotas were set at a ward level by age, gender, ethnicity, economic status and disability, using the most recent population statistics. Census output areas (COAs) formed the sampling points, and a target of 10 interviews was set per COA.

To adjust for any minor discrepancies in the sample profile, the final data was weighted by age, gender, ethnicity and economic status within ward.

Statistical reliability

A sample size of 1,606 gives a sampling error of +/-2.4% based on a statistic of 50% at a 95% confidence interval. This means that if we found a satisfaction level of 50%, we can be 95% confident that this figure lies between 47.6% and 52.4% had we interviewed every resident of Lambeth.

1,606 interviews
gives a
sampling error of

+/-2.4%



Segmentation analysis approach

Segmentation analysis techniques are used for assessing to what extent and in what way individuals are grouped together according to the patterns in the way they respond to a set of questions.

The aim is to find clusters of respondents who are as similar as possible to everyone within their cluster but as different as possible to all the other clusters. Lambeth Council's segmentation was developed using the following statistical analysis steps:

- 1. Data transformation:** we used Factor Analysis to identify patterns of responses across the key variables and create single composite scores for the factors identified.
- 2. Cluster analysis:** we identified homogenous groups of respondents based on the themes identified in the Factor Analysis. The cluster analysis identifies segments of respondents who are as similar to each other within their segments but as different to all other segments as possible.
- 3. Profiling:** we examined the differences in answers between the segments across the entire questionnaire.

- 3. Optimisation:** we assessed how statistically robust the segments were and how valuable they were to the analysis – we examined how clear and accessible the segments are, how targetable they are, whether we feel they are actionable and the extent to which they reflect the most important trends in the data.

A key part of the challenge was to strip the segmentation back to the more fundamental factors that describe and differentiate between residents. Our final segmentation is made up of seven core segments based on a combination of demographic/occupation/financial questions.

- Age
- Working status
- Current occupation
- Pay level
- Home ownership
- Disability
- Financial status

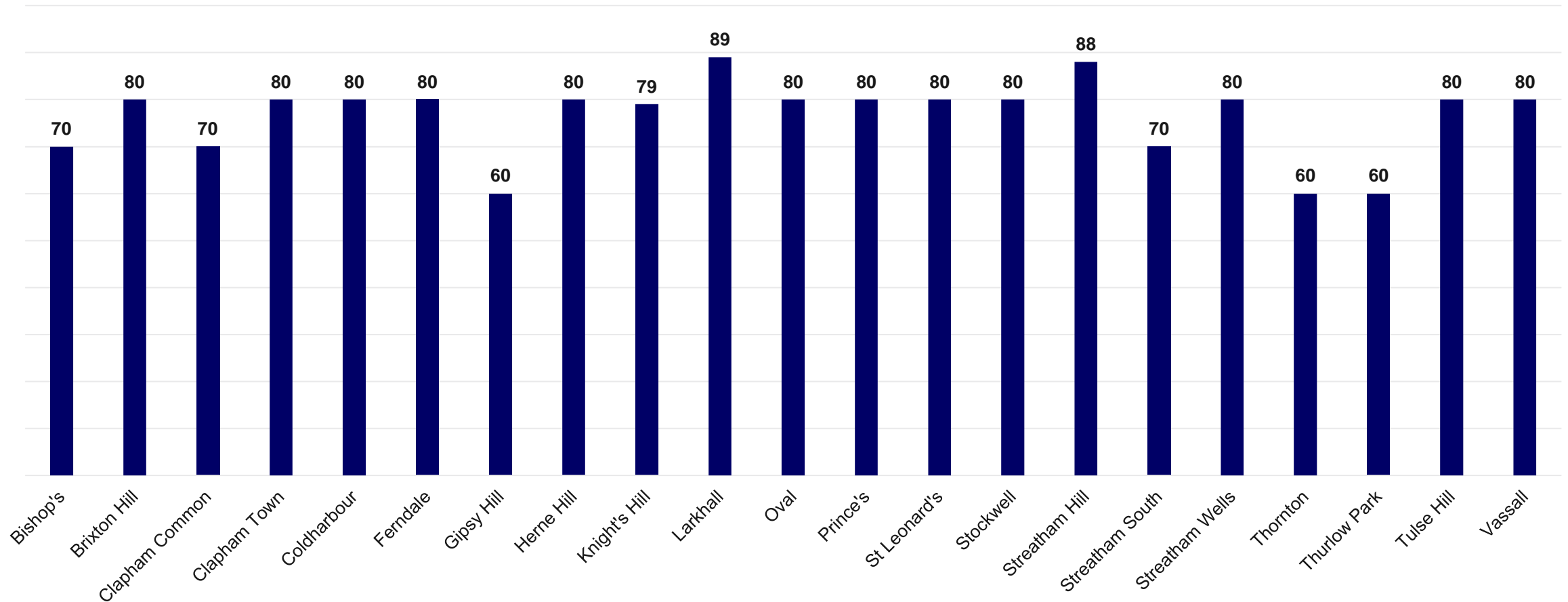


Appendix 2. Profile of the sample



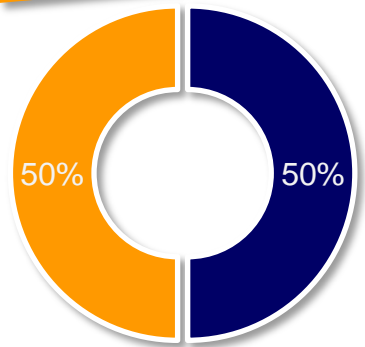
Number of responses by ward

The number of responses by ward ranges between 60 and 89, with a sampling error of between +/-12.7% and +/-10.4% (based on a statistic of 50% at a 95% confidence level).



Profile

Gender

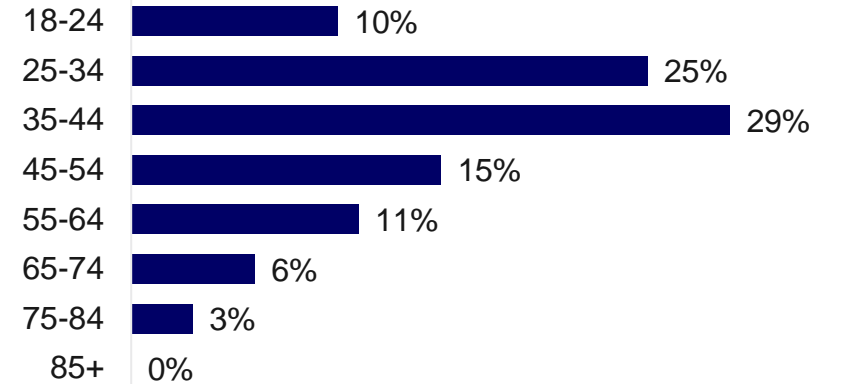


- Male
- Female
- Prefer to self-describe

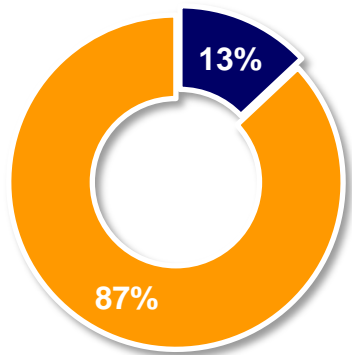
Pregnant/ on maternity leave

- 95% No
- 3% Yes
- 1% Prefer not to say

Age group

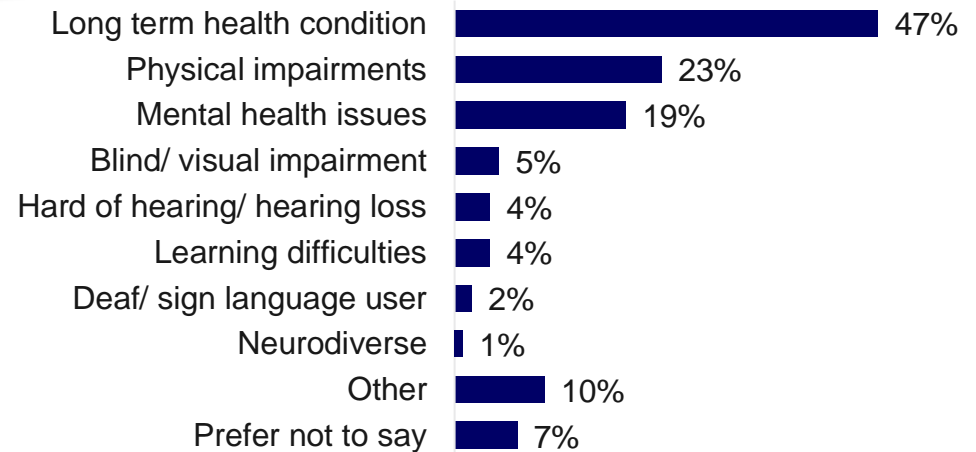


Disability



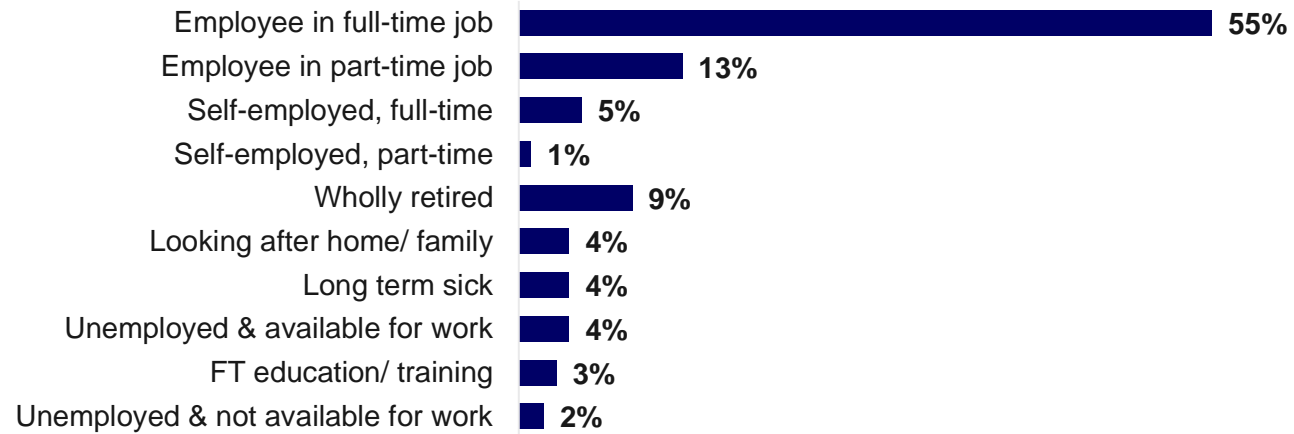
- Yes
- No
- Prefer not to say

Type of condition

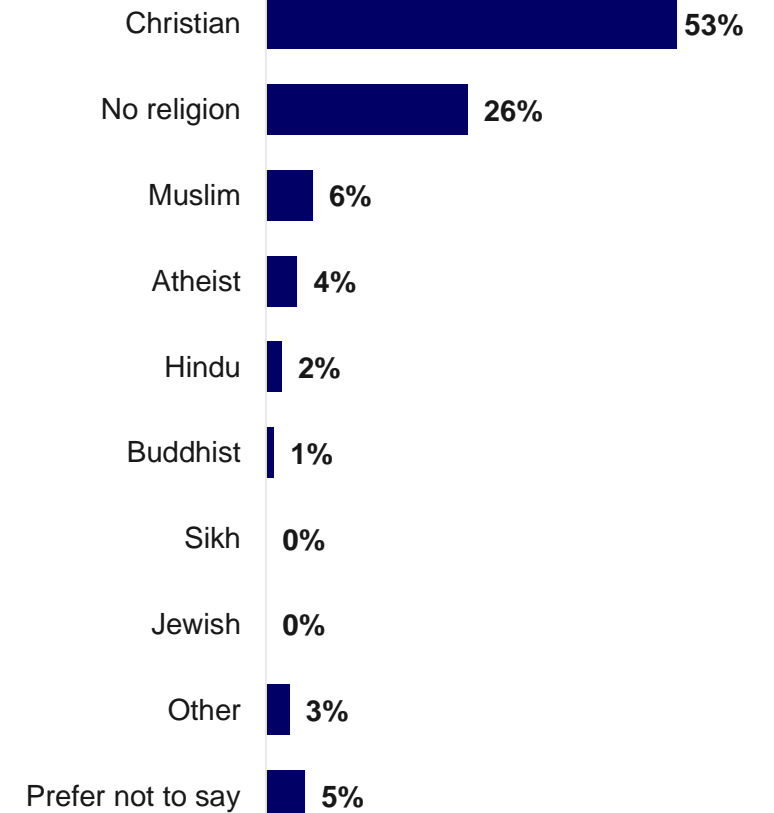


Profile

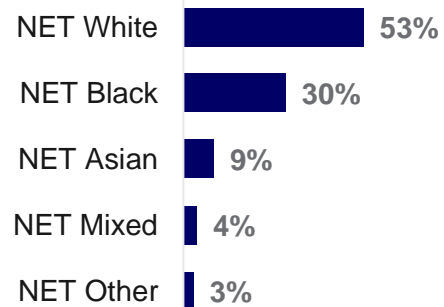
Working status



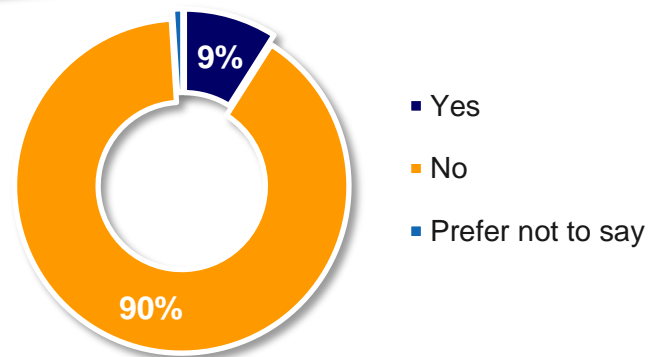
Religion



Ethnicity

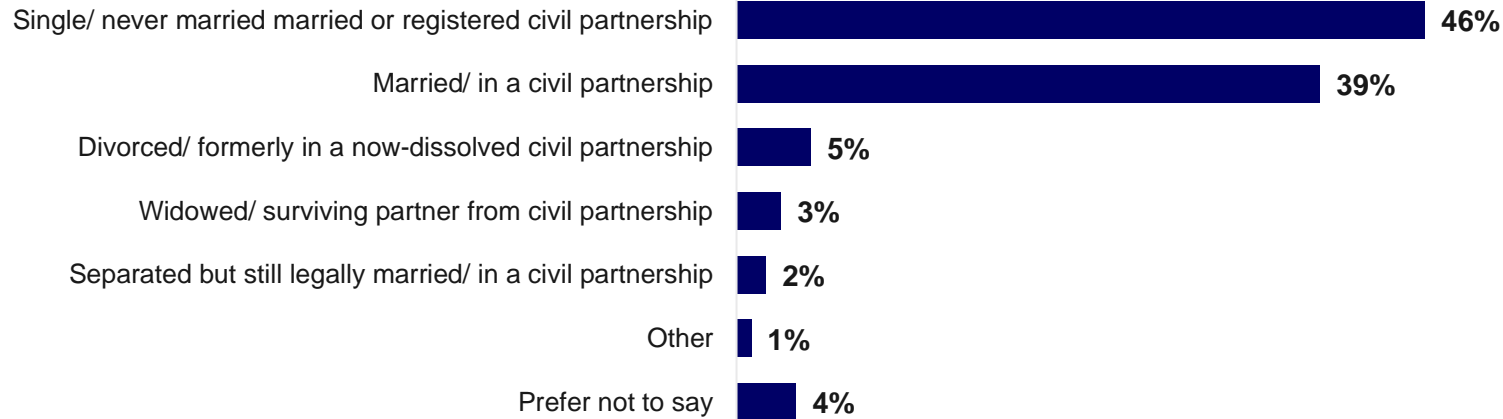


Caring responsibilities

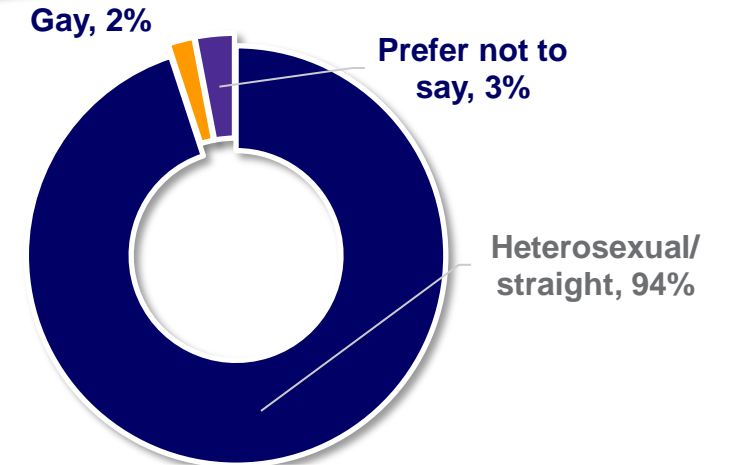


Profile

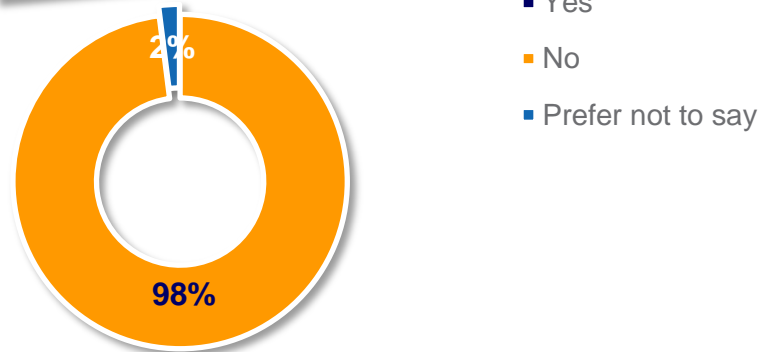
Marital status



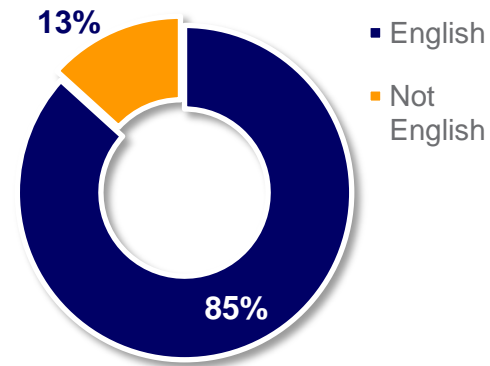
Sexual orientation



Identify as trans



Language spoken



Not English includes:

- 1% Portuguese - European
- 1% Portuguese - Latin American
- 1% Polish
- 1% Spanish - Latin American
- 1% French
- 1% Italian
- 1% Bengali
- 1% Chinese
- 1% Urdu
- 1% Gujarati
- 1% Punjabi
- 2% Other

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