

APPENDIX 5 - EARLS COURT REDEVELOPMENT – STATISTICAL ANALYSIS OF FEEDBACK FROM CONSULTATION

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1. INTRODUCTION

From 6th January 2012 to 12th March 2012, the Council undertook consultation with residents of the West Kensington and Gibbs Green estates and businesses and residents of the local area. The consultation that was carried out was in the context of informing the Council before a final decision is taken to include the two estates in the comprehensive redevelopment for the Earls Court area. For secure council tenants on the West Kensington and Gibbs Green estates, it served part of a formal process under the Section 105 consultation.

A total of 30,000 consultation information packs were distributed across the wider area, defined by Hammersmith Road to the North, Fulham Palace Road to the West, New Kings Road to the South and Warwick Road and Finborough Road to the East. It also covered the two estates.

This report seeks to give the Council's initial findings from the consultation responses received. This analysis is still a work in progress and it is expected that an updated and completed analysis will be considered when the council makes the final decision.

2. PURPOSE OF CONSULTATION

This stage of the consultation was designed to get the views and elicit comments from estate residents and local residents, businesses and stakeholders in the area on the council's proposals in order to inform the final Council decision.

The consultation material stated that after a period of working up proposals with residents and EC Properties Ltd, the Council has now reached a provisional view that including the estates in the wider plans by entering into a Conditional Land Sale Agreement with EC Properties is in the best interests of local people.

The consultation material summarised the council's proposals and the issues involved. This included information on the proposals for the area, information on the Conditional Land Sale Agreement and information on how the proposals could affect residents on the estate. The material also included a summary of the 4 options considered in the Economic Appraisal [Proposed Estates Regeneration – Economic Appraisal by Amion Consulting and Jones Lang Lasalle, November 2011].

The consultation was supported by a number of drop-in sessions and information on the council's website. A timetable of the consultation process can be found at Appendix 2.

Residents were invited to give their views on the councils proposals by:

- Logging on to on the councils website: www.lbhf.gov.uk/westken
- Writing a letter to: Philip Morris/Sarah Lovell, Housing and Regeneration
- Or completing a feedback form.

The feedback form was included within the information pack sent to all residents. In keeping with our approach of encouraging unguided responses, the Feedback form asked for residents views and did not explicitly mention the 4 options described in the consultation pack and very few responses referred directly to them.

3. BROAD OVERVIEW OF CONSULTATION RESPONSES

The consultation formally closed on 12th March and overall 1,616 responses were received by post and via the councils website.

A number of responses have not been counted in the results. These are made up of;

- Where a resident submitted more than one identical response they have been counted once.
- A number of responses were received in which the same person submitted more than one response and gave conflicting opinions. These have been counted where their view is clear by date received (where a dated response clearly follows a previous response) or comments it contains (e.g. some forms explicitly stated "I have changed my mind"). A very small number (under 10) of responses were received where it was not possible to gain a clear understanding of the respondents views.
- Some responses did not give a name or address.
- Children under 12 (See table 4b)

Officers have considered how best to treat these particular responses and have decided, on balance that 189 responses should be treated as incapable of being counted. These have been excluded from the totals therefore the total number of responses accounted for below is 1,427.

Summary of responses received

- Entire consultation area:
 - 30,000 properties received an info pack and feedback form
 - 1,427 responses were considered which is a response rate of 4.65%
- West Kensington & Gibbs Green Estates
 - 760 properties received an info pack and feedback form
 - 805 responses were received from 515 properties, a household response rate of 67.7%
 - Of the eligible 584 secure council tenants 331 responded. A response rate of 57%
- Wider consultation area (excluding estates):
 - 29,240 properties received an info pack and feedback form
 - 597 responded which is a response rate of 2.04%

The response rate of around 4% is average for this type of mass mail-out. However, as the figures above demonstrate, there was a much higher response rate from the estates.

Summary of Main Views Received

Although no specific question on support or object was asked, officers consider that the responses received are best regarded as falling mainly into one of the following two categories;

- Those who support the inclusion of the estates within the Earls Court regeneration scheme
- Those who object to the inclusion of the estates within the Earls Court regeneration scheme

A majority of those who are regarded as indicating support come from the wider area covered by the consultation.

A majority of those who are regarded as indicating objection, are from the two estates.

4. RATIONALE OF THE METHODOLOGY USED

In considering the responses to the consultation we have adopted the following methodology.

To ensure that there is a clear transparent and robust process by which to analyse the responses that have been received it is proposed to split the methodology into two areas:

- Part A- Statistical
- Part B- Qualitative

Part A; Statistical analysis of response

The statistical analysis shown on the tables below means that we can show data on the consultation area as whole, responses received from the estate and the wider area in clear numerical terms. This provides context and an objective base to understand the consultation.

The feedback form asked residents for their name, address, gender and age.

Tick boxes allowed people to indicate whether they live on the estates or are a resident of the wider area.

Estate residents could indicate whether they were a secure council tenant, a tenant of Family Mosaic, a tenant of Shepherd's Bush Housing Association, a London & Quadrant tenant, a leaseholder, a freeholder, private tenant or other.

For the purposes of Section 105, the results from secure tenants will be shown separately.

Table 1; Overall Number of Responses

Table 1 shows all of the counted responses received.

	Estate	Wider area	Total
Properties	760	29,240	30,000
Responses	805*	622	1,427

*Multiple responses were received from the same household.

Table 2; Response from estates by tenure

Table 2 refines this information even further giving the Council a detailed breakdown on residents responses by tenure.

	Secure council tenant	Family Mosaic	SBHA	L&Q	Lease holder	Free holder	PSL& TOL / Private sector *
Properties	531	42	7	9	132	39	9
Responses	527	61	14	13	73	27	90**

*Private Sector Leased and Temporary on Licence

** Responses include private sector tenants who are renting from leaseholders and freeholders so not exclusively from 9 properties

Part B; Qualitative analysis of response

1. Consultees comments on proposal and views

The questions asked by the Council offered consultees the opportunity to comment on any issue they feel is relevant to them.

This method of consultation is unguided to avoid leading consultees responses but means that responses cannot be statistically analysed. However, by grouping responses into broad categories and identifying any particular issues we can clarify the concerns of all sections of the community.

Officers have had to interpret the responses to the unguided questions to make a judgement about the category and the view of the respondent.

The Council can use this information to refine the proposals, clarify issues that have been raised so that, where possible, we can understand any legitimate concerns raised and demonstrate a robust and meaningful process has been followed.

The responses have been grouped into the following categories:

Support	Where the response clearly states support or is positive about the Council's proposal
Object	Where the response clearly states opposition or is negative about the Council's proposal
Concern	Where the response does not state clear opposition or support but expresses concern about an element of the Council's proposal
Not enough info/ Neutrel/ No Opinion	Where the response does not give enough information to be included in any of the above categories or clearly states that they are neither for or against the proposal

2. Initial statistical analysis of responses to Question 1

The council has used the categories above to group the responses to question one in the feedback form. This question was:

- *What are your views on the Councils proposal to include the estates within the redevelopment scheme?*

Table 3; Views on the Council's proposals to include the estates within the redevelopment scheme

Response Type	Council tenant	Family Mosaic	SBHA	L&Q	Lease holder	Free holder	Private sector/PSL & TOL/Other	Wider area
Support	132	2	0	1	30	1	9	448
Object	370	58	13	11	37	23	72	108
Concern	15	1	1	0	3	1	4	32
Not enough info / No opinion	10	0	0	1	3	2	5	34
TOTAL	527	61	14	13	73	27	90	622

The responses from the wider area demonstrate more support than objection.

The responses from the estate show more objections than support.

Objections

One of the reasons for the level of objection may be that there has been an active campaign by the T&RAs to encourage residents to respond. As part of this campaign a template was produced and the suggested statements showing clear objection were widely distributed. This template and the TRA leaflet can be found at Appendix 3.

On Monday 12th March, the last day of the consultation period, a delegation from the T&RAs handed in 538 responses.

These responses fell into two categories;

- Assisted responses where people have signed the pre-prepared text
- Partly-assisted responses where people have signed the pre-prepared text and hand-written additional comments

All such responses strongly objected to the inclusion of the estates within the wider regeneration scheme.

3. Responses from children

95 of the 538 responses received from the T&RA were from children. We have not counted responses from those aged 11 years and under however we wanted to acknowledge all responses.

Table 4: Assisted responses from children

Agre	No of responses	No of households	Adult responses from same household
4 – 11 (not included in results)	42	32	45
12 – 17 (included in results)	52	44	73
Total	95	76	118

As noted earlier, some households have submitted multiple responses, however this is especially pronounced in households with children. For instance, the table shows in the 12 to 17 year old category 125 responses have come from 44 properties.

4. Section 105 Consultation

Table 5a: Responses from people who defined themselves as council tenants on the feedback form by estate

Response	West Kensington		Gibbs Green		Total
	nos	%	nos	%	nos
Support	118	25.1	14	25.0	132
Object	330	70.1	40	71.4	370
Concerned	13	2.8	2	3.6	15
Not enough info / neutral / No opinion	10	2.1	0	0.0	10
TOTAL	471	100.0	56	100.0	527

Section 105 of the Housing Act 1985 is the obligation for councils to consult with “secure tenants”. The secure tenants are those persons who are parties to the various tenancy agreements that have given rise to secure tenancies. In the case of joint tenancies, all the persons so named will be secure tenants.

For the purposes of Section 105, only those people with their names on the tenancy agreement have been counted.

The table below shows the result when only people who are signatories to a tenancy agreement with the council are counted.

Table 5b: Question 1 responses from secure tenants only

Response	West Kensington		Gibbs Green		Total
	nos	%	nos	%	nos
Support	90	30.5	12	33.3	102
Object	193	65.4	22	61.1	215
Concerned	7	2.4	2	5.6	9
Not enough info / neutral / No opinion	5	1.7	0	0.0	5
TOTAL	295	100.0	36	100.0	331

There are a total of 584 people in secure tenancies on the estates, including joint tenancies. There were 331 responses from them. This is response rate of 57% of eligible respondents, meaning that 43% of the secure tenants on the estate did not respond.

5. Qualitative Analysis

As stated we are looking at 1,427 responses to the 4 unguided questions and Question 1 was the question that most people engaged with and responded to.

As such this is our first report back on the analysis. More work is going on – particularly around respondents who have sent in multiple responses and indicated a change of view.

We are also undertaking a detailed analysis of the concerns and objections raised by respondents and will be addressing them in a thematic basis in order to present residents' views clearly and fairly to Members before they make a final decision on the future of the estates.

Appendix 1 – Consultation Timeline

Event	Date Actioned
S105 Arrangements advertised on the internet	22 nd December 2011
Briefing letters sent to: <ul style="list-style-type: none"> • West Ken & Gibbs Green Steering Group • West ken & Gibbs Green TRA's • HAFFAD • HAFFTRA 	22 nd December 2011
Briefing letters sent to Ward Councillors	23 rd December 211
Information Packs distributed to estate residents	31- 6 th January 2012
Briefing letter sent to MP	6 th January 2012
S105 material uploaded onto the internet	6 th January 2012
Drop in session	10 th January 10am-2pm
Wider Information pack distributed	18 th January 2012
Drop in session	18 th January 6pm-9pm
Drop in session	26 th January 1pm-4pm
Drop in session	1 st February 6pm-9pm
Consultation clarification letter	Dated 3 rd February 2012; distributed between 3 rd and 6 th February
Leaflet advertising additional drop in session distributed to the estates	7 th February 2012
Drop in session	9 th February 10am-2pm
Newsletter & feedback form, reminding residents to complete feedback forms and of additional drop in session distributed to the estates	10 th February 2012
Letter from Leader reminding residents to complete feedback forms distributed to the estates	24 th February 2012
Drop in session	29 th February 2012 6pm-9pm

Appendix 2 – Feedback Form

West Kensington and Gibbs Green



Feedback form

The Council is undertaking this consultation to seek your views on whether or not the Council should include the West Kensington and Gibbs Green Estates within the comprehensive Earls Court Redevelopment scheme. The Council is consulting with all residents on the estates and residents and businesses in the wider area.

For secure tenants on the estates, this process will also satisfy the requirements of Section 105 of the Housing Act 1985.

The Council wants to hear your views on this proposal. This is your opportunity to make your views known to the Council. You are free to comment on any aspect of the proposals and your views will be considered prior to any decision being made.

Should you consider that any aspect of the proposal would or might have any particular impact upon you as a result of your age, disability (if any), marital / civil partnership status, race, gender, sexual orientation, religion or beliefs, or as a result of you being pregnant, or being on maternity, or having undergone gender re-assignment then we would encourage you to explain this to us. The council has attempted to identify the potential impacts in a 'draft Equality Impact Analysis', which you can find at www.lbhf.gov.uk/westken. We would welcome any comments you have on whether we have correctly identified the potential impacts in this document.

You can make your views known by either filling in this feedback form and returning it in the pre paid envelope, or by logging on to on the councils website www.lbhf.gov.uk/westken, or by writing a letter to Philip Morris/Sarah Lovell, Housing and Regeneration, 3rd Floor, Town Hall Extension, King Street, W6 9JU.

The consultation concludes on **Friday 17 February 2012**. We must have your views by then

Name:	<input type="text"/>
Address:	<input type="text"/> <input type="text"/>
Gender:	<input type="text"/>
Age:	<input type="text"/>

If a resident of the West Kensington and Gibbs Green estates are you a (please tick one box):

- Secure council tenant Tenant of Family Mosaic
Tenant of Shepherd's Bush Housing Association London and Quadrant tenant
Leaseholder Freeholder Private Tenant Other
Or resident of the wider area

Continued over

Hammersmith & Fulham Council

1. What are your views on the council's proposal to include the estates within the redevelopment scheme?

2. Are there any further comments you want to make concerning any aspect of the development?

3. Are there any comments you want to make on the tenant and leaseholder/freeholder assurances issued with this document?

4. Do you have any suggestions as to how we might communicate with you in future?

Please feel free to continue your answers on a separate sheet if you wish.

If you would like any part of this document produced in large print or braille, or in another language, please phone 020 8753 5571

Appendix 3 – Leaflet from T&RA distributed on the estate

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West Kensington & Gibbs Green Tenants & Residents Associations West Ken & Gibbs Green Community Homes

SALE OF YOUR HOME TO THE DEVELOPER FOR DEMOLITION

ADVICE AND GUIDANCE FOR RESIDENTS

Dear Resident

January 2012

The Council wants to know what you think about its proposal to sell your home to the developer for demolition. It circulated an Information Pack after Christmas and has given you until 17 February to respond.

The consultation is wrong in many respects and, given how much this affects our lives, 6 weeks is not enough time to respond properly. We have asked the Council to give people at least 12 weeks to respond.

The Council has a legal duty to consult with you, but our campaign has forced it to provide more options and information about its proposal than it otherwise would have. Not surprisingly, its consultation gives a very one-sided view because the Council wants to sell off our homes to make huge profits for itself and the developer.

However, the Council has had to admit that if the Government implements S34A, the law that gives us the right to take over our homes, we could use it to stop the sell-off to the developer.

To save your home you must do your very best to respond to this consultation by filling out and returning the form in the Information Pack. If you are against the Council's plans, we suggest you complete the boxes along the lines set out below, adding any other comments you want about why you oppose demolition and how this would affect you.

1. What are your views on the Council's proposal to include the estates within the redevelopment scheme?

Like most of my/our neighbours, I/we object very strongly to the Council's proposals to sell and demolish the West Kensington & Gibbs Green estates. The community is well-established. Both estates are in good condition (apart from a backlog of building maintenance), and are well-looked after and valued by residents, with few symptoms of anti-social behaviour such as graffiti, broken play equipment, etc. There is no justification for forcing residents to move simply to generate a cash receipt of £100million for the Council.

2. Are there any further comments you want to make concerning any aspect of the development?

I/we would like to see the West Kensington and Gibbs Green estates excluded from the redevelopment proposals for the Earl's Court Opportunity area altogether. We would like the estates to be transferred into the ownership and management of West Ken & Gibbs Green Community Homes (WKGCH).

3. Are there any comments you want to make on the tenant and leaseholder/freeholder assurances issued with this document?

Given the amount of money the Council hopes to make by selling off the land where our homes stand, I/we think that the offer made by the Council in its consultation document is very poor. Most of the 'assurances' are only a statement of what the Council is anyway obliged to do by law, and many others have so many qualifications that it is impossible to say – for example – how much compensation would actually be paid. I/we do not think it demonstrates a serious desire to consult residents in any meaningful way.

4. Do you have any suggestions as to how we might communicate with you in future?

I/we would like you to communicate via our elected representatives, the TRAs and WKGCH. I/we would like to see a properly organised ballot of tenants and owners on the estates as to whether the estates should be demolished, which would be binding on the Council.

Once you have completed the form, make sure you send it to the Council in the envelope enclosed with the Information Pack. We shall visit over the next few weeks to offer help and advice. As long as the overwhelming majority of residents continue to say no to demolition and yes to community control, we shall win.

Meanwhile, you can contact us. Sally Taylor, Chair, West Kensington TRA 020 7381 8192; Diana Belshaw, Chair, Gibbs Green & Dieppe Close TRA 020 7381 9446; Shirley Wiggins, Chair, WKGCH 020 7385 1606; Jonathan Rosenberg, Community Organiser, 07961 301 801: jnr49@gmail.com

Appendix 4 – Pro-forma response

1. What are your views on the council's proposal to include the estates within the redevelopment scheme?

I object very strongly to the Council's proposals to sell and demolish the West Kensington & Gibbs Green estates. The community is well-established. Both estates are in good condition. I value my home and this neighbourhood and I want the Council to respect my wishes. There is no justification for demolishing our homes, for forcing residents to move, or for selling the land for redevelopment.

2. Are there any further comments you want to make concerning any aspect of the development?

Demolition would harm this neighbourhood and the wider area. I want the Council to exclude the West Kensington and Gibbs Green estates from the redevelopment proposals for the Earl's Court Opportunity area altogether. I want the estates to be transferred into the ownership and management of West Ken & Gibbs Green Community Homes (WKGGCH).

3. Are there any comments you want to make on the tenant and leaseholder/freeholder assurances issued with this document?

Given the £100 million the Council hopes to make by selling off the land where I live, the Council's 'offer' is very poor. Most of the 'assurances' are only what the Council is anyway obliged to do by law, and there are so many qualifications it's impossible to say how much compensation would be paid for loss of gardens, parking etc.

4. Do you have any suggestions as to how we might communicate with you in future?

The Council has breached its own policies by not consulting with our tenants & residents associations. The Council should communicate via our elected representatives, the TRAs and WKGGCH. I want the Council to agree to be bound by the results of an independent ballot of tenants and owners on the estates as to whether the estates should be demolished. I want the right to vote on my future.

Please feel free to continue your answers on a separate sheet if you wish.

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