

London Borough of Harrow: Residents Insight

The Campaign Company
August 2019

Daniel Jackson, Sam Toogood, David Evans
sam@thecampaigncompany.co.uk



Aims

1. Track resident perceptions against 2016, 2017 and 2018 benchmarks.
2. Assess alignment of council strategy and campaigns with resident priorities
3. Understand key channels and messages based on analysis of media consumption and resident values

Methodology

- 1,020 residents surveyed from 11th July to 1st August 2019. 268 face to face, 752 on telephone.
- Representative of demographics and wards (quotas for age, gender, ethnicity and ward based on the 2011 Census.)
- Values Modes psychographic segmentation

Research Process - Values Modes

- Exploring the core drivers of behaviour
- Values are often unconscious, motivate our actions and are more fundamental than our attitudes and opinions.
- They are deeply held, reflecting upbringing, background and influences, including wider sociological changes and changes in economic fortunes.
- Shalom H. Schwartz

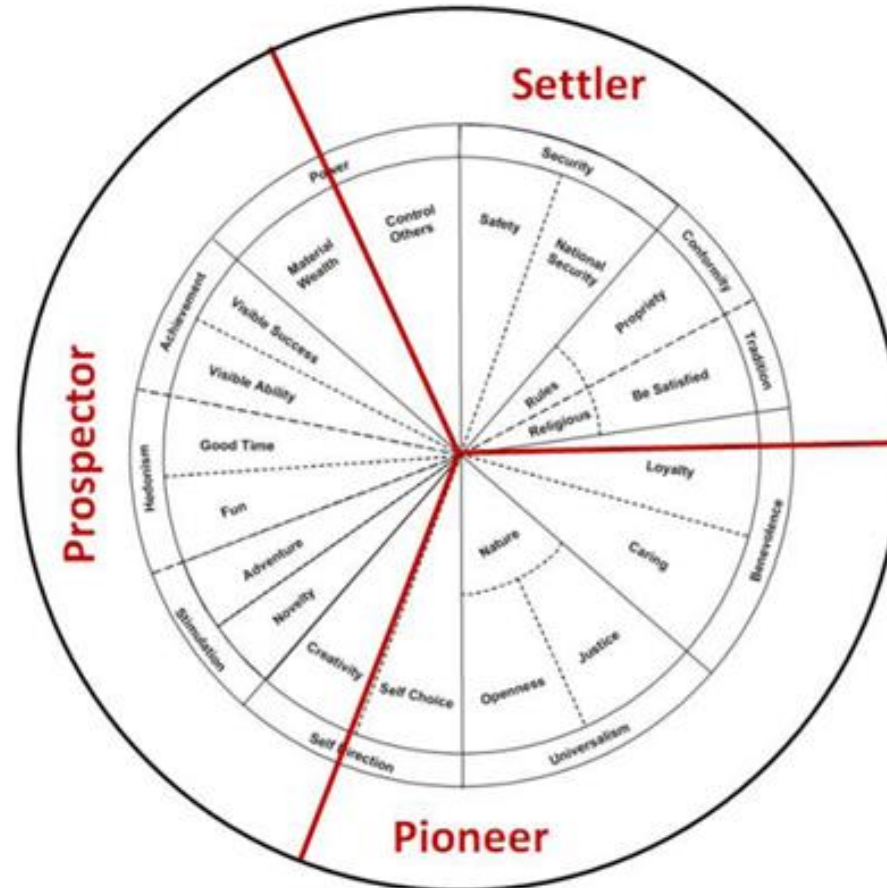


Values Modes: Main segments

PROSPECTORS

Outer Directed

- Need for esteem
- Hierarchy, status and respect
- Mixed attitudes to change
- Economic maximisation
- Not interested in causes
- Present-focused



Settlers

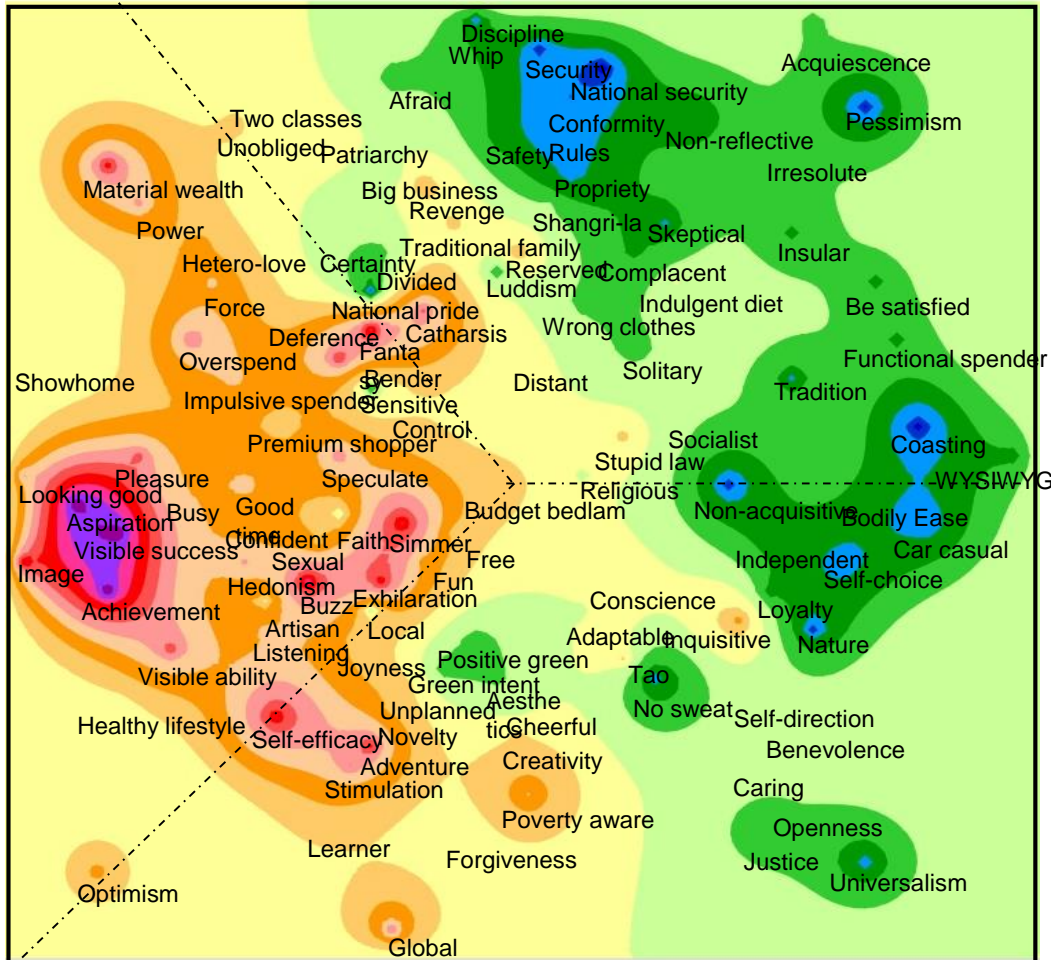
Security driven

- Anxious about change
- Culture, identity and belonging
- Low self-efficacy
- Past-focused

PIONEERS

Inner Directed

- Positive about change
- Post materialistic
- Diverse social networks
- Innovation
- Future focused

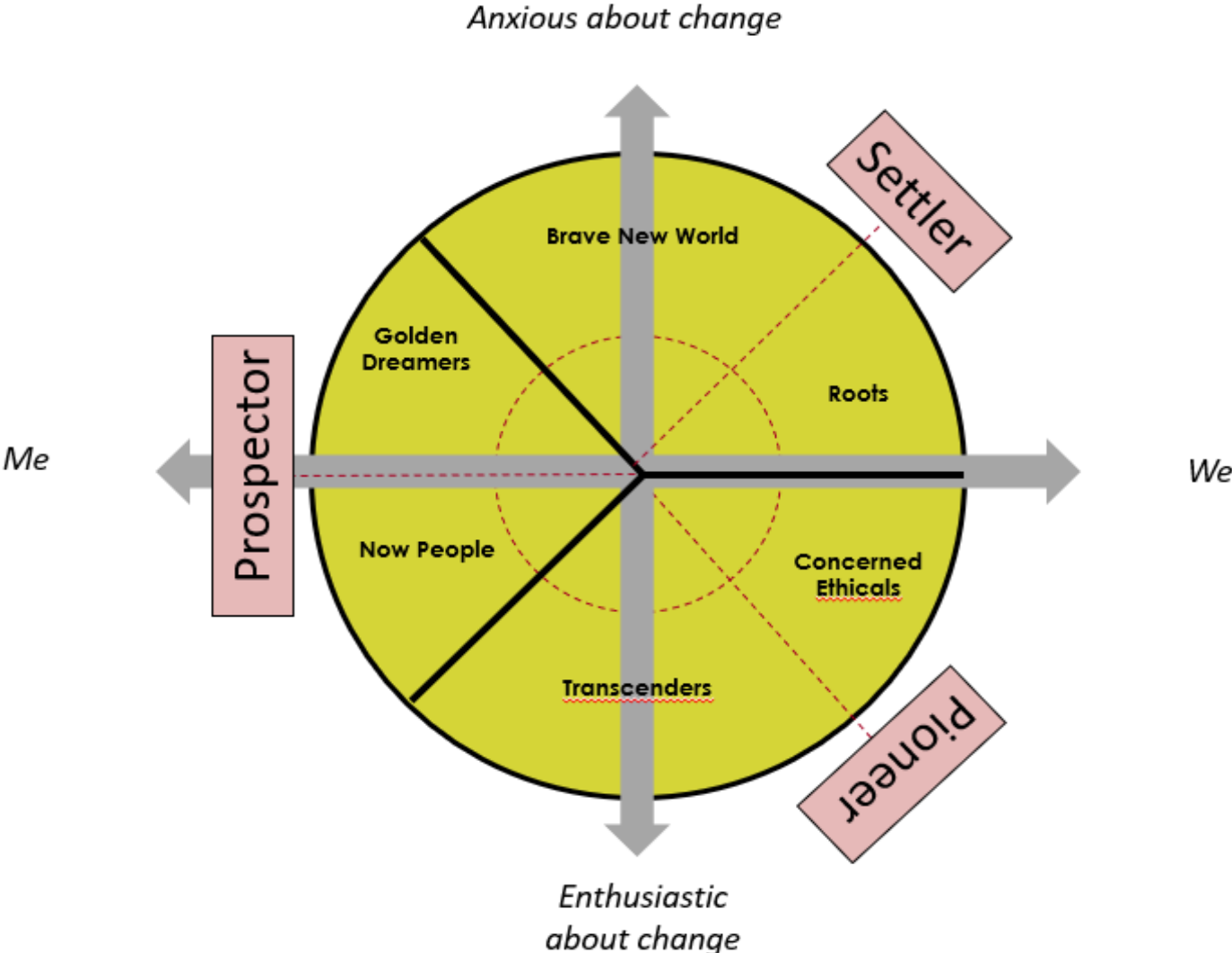


More likely to espouse

- **Visible Success** “Being very successful is important to me. I like to impress other people.”
- **Aspiration:** “To me, achieving a better position in life is worth a lot of effort. At work, titles and grades are important to show how well I’m doing compared to others.”
- **Force:** “I believe it’s acceptable to use physical force to get something you really want. I think the important thing is to get what you want.”

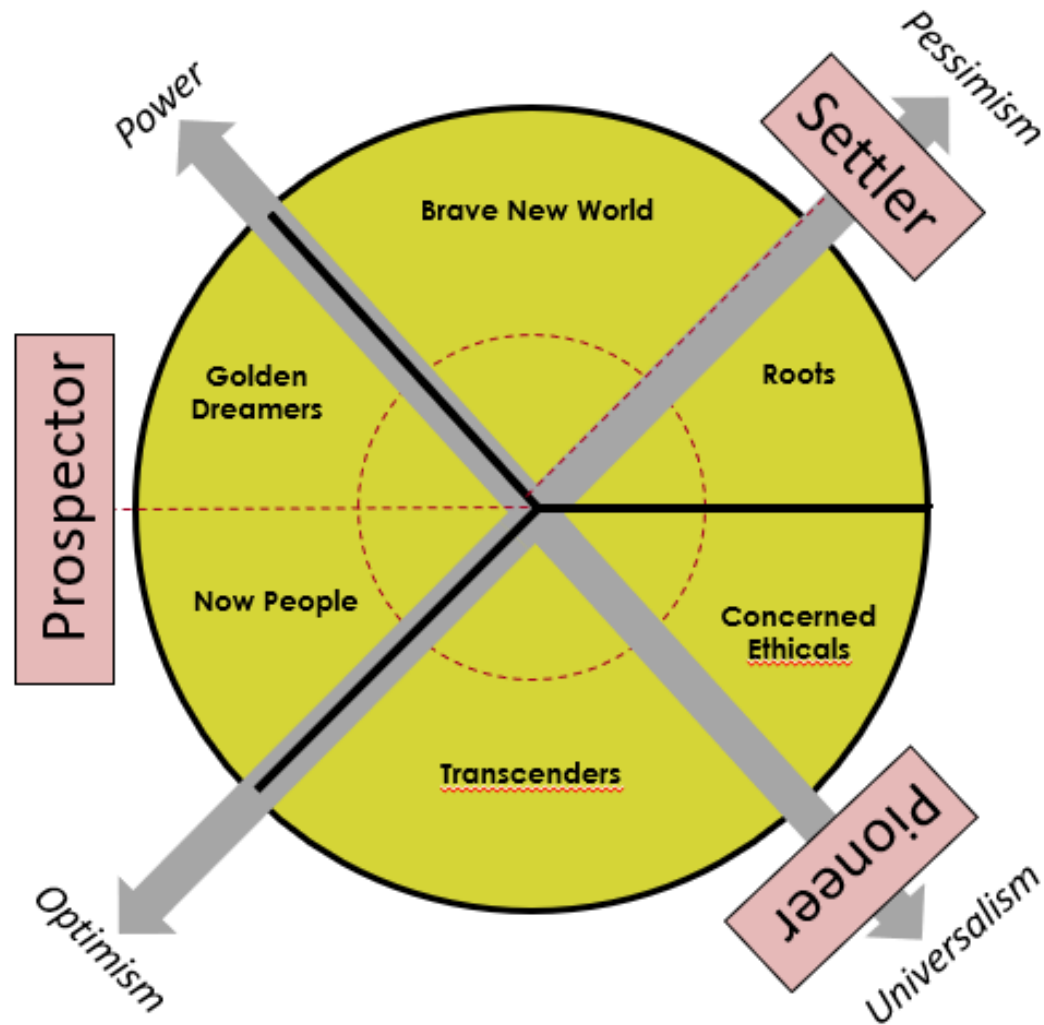
Values Modes: Values Map

Values Modes: change and individualism



Values Modes: Values Map

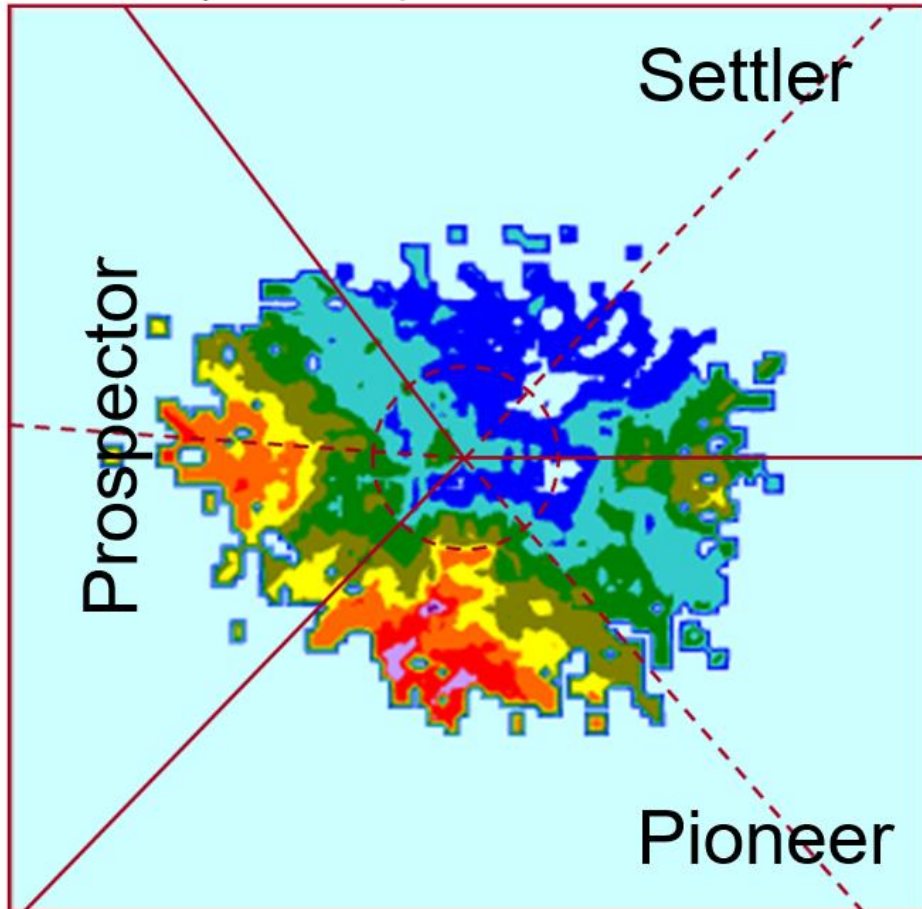
Values Modes power and optimism axis



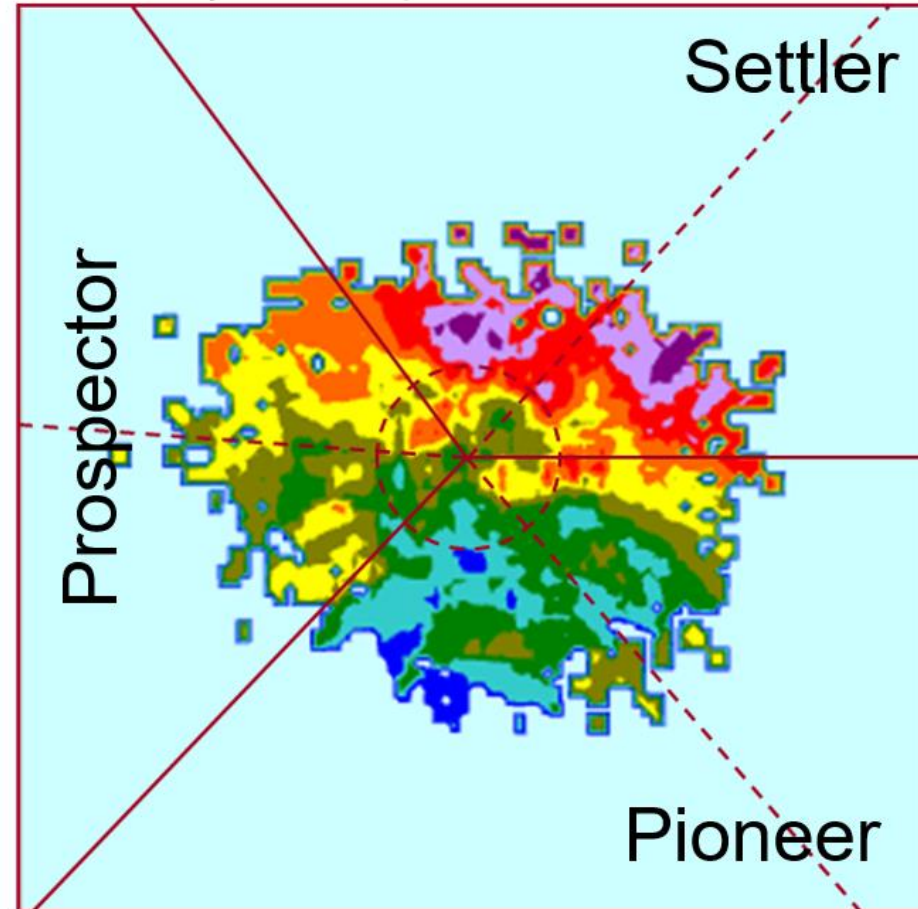
Optimism and Pessimism

Values Modes optimism/pessimism

World gets more exciting

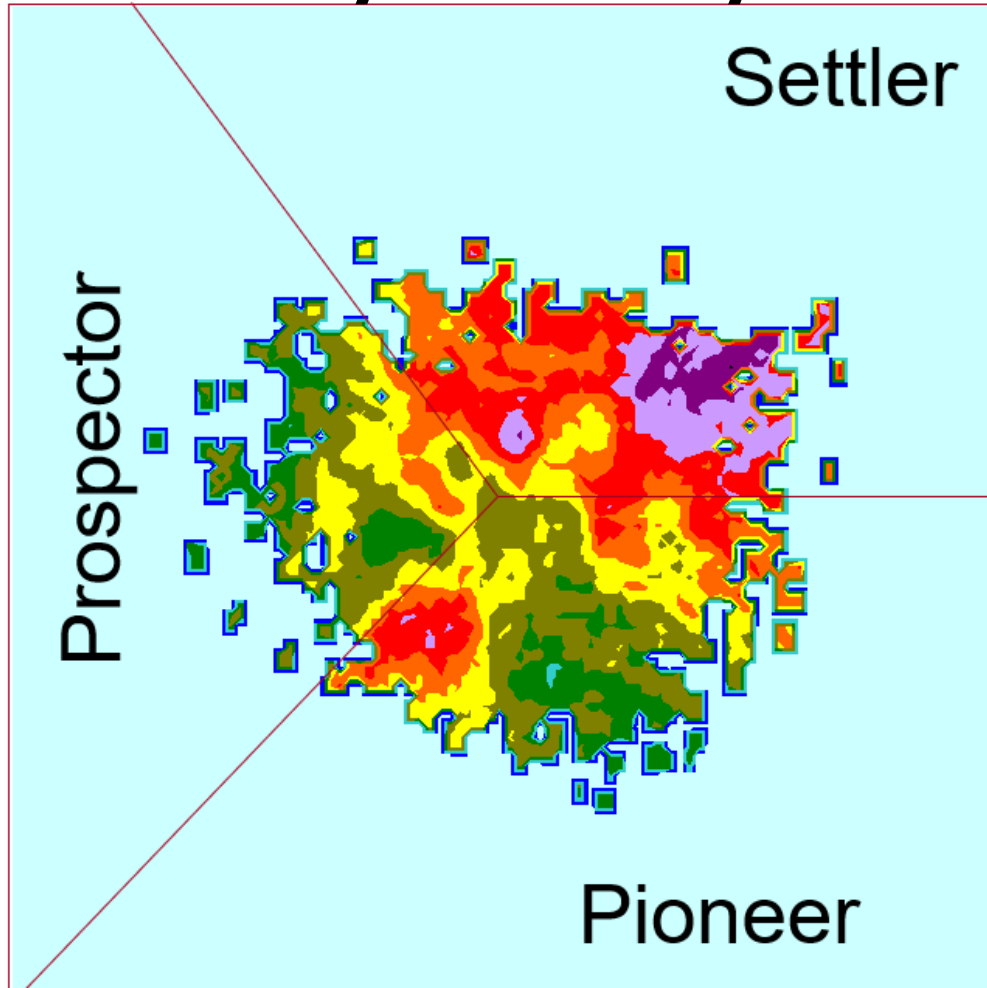


World gets more confusing

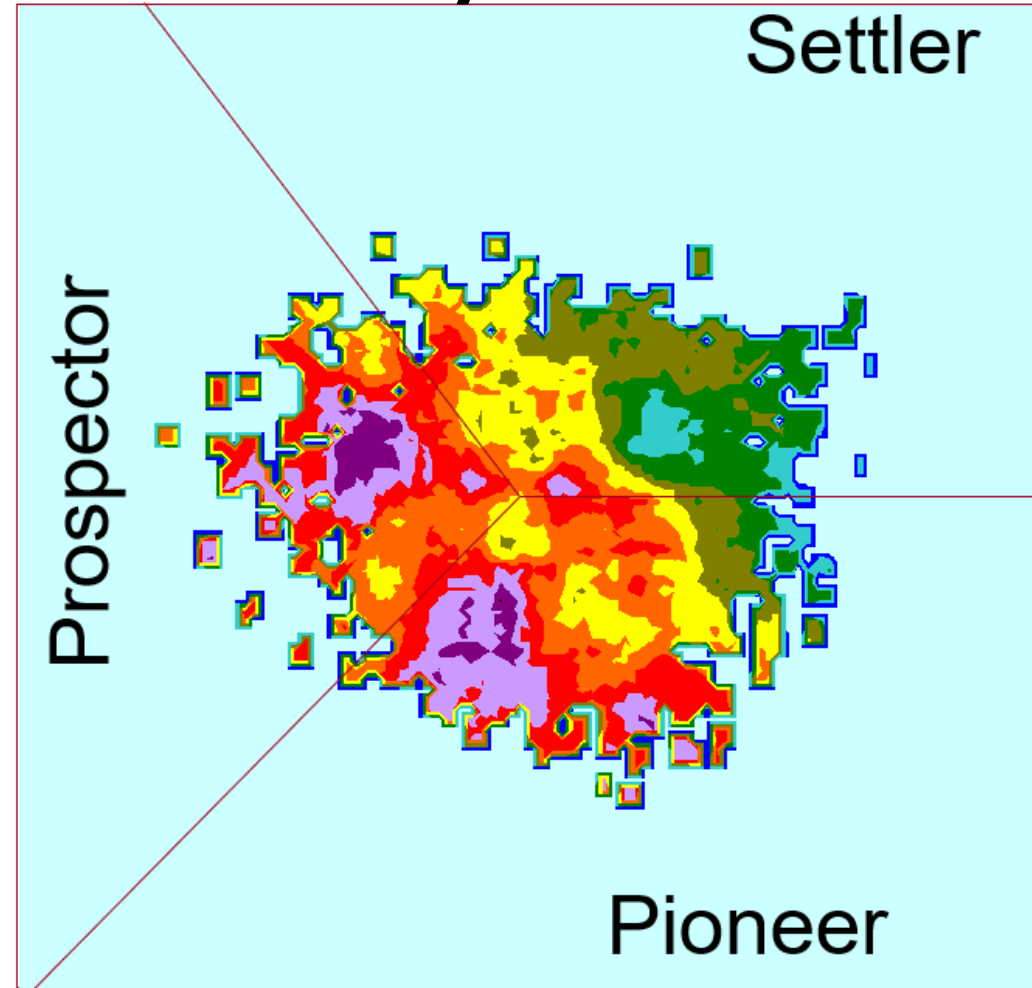


Values Modes identity

My Nationality

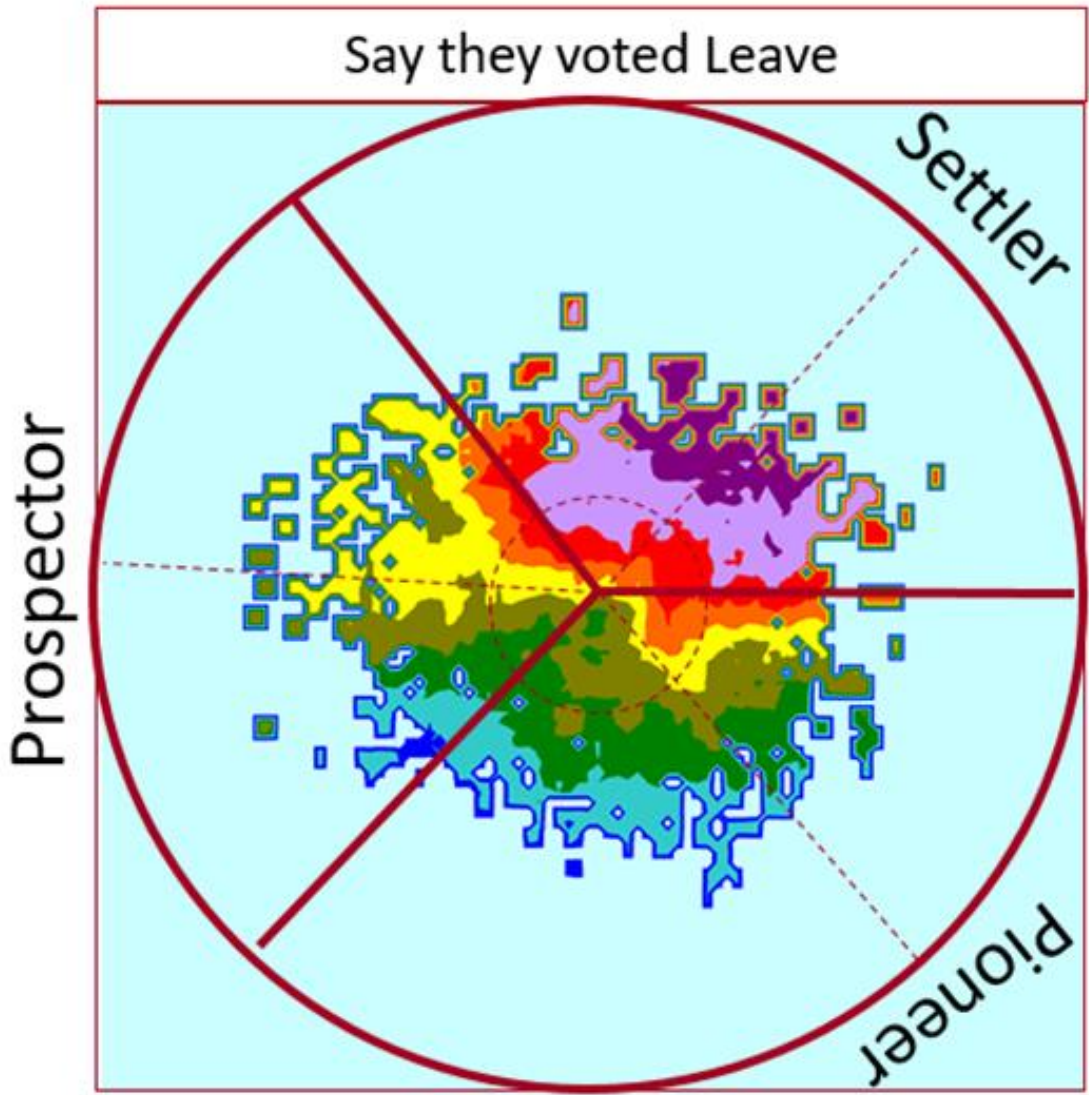


My Job

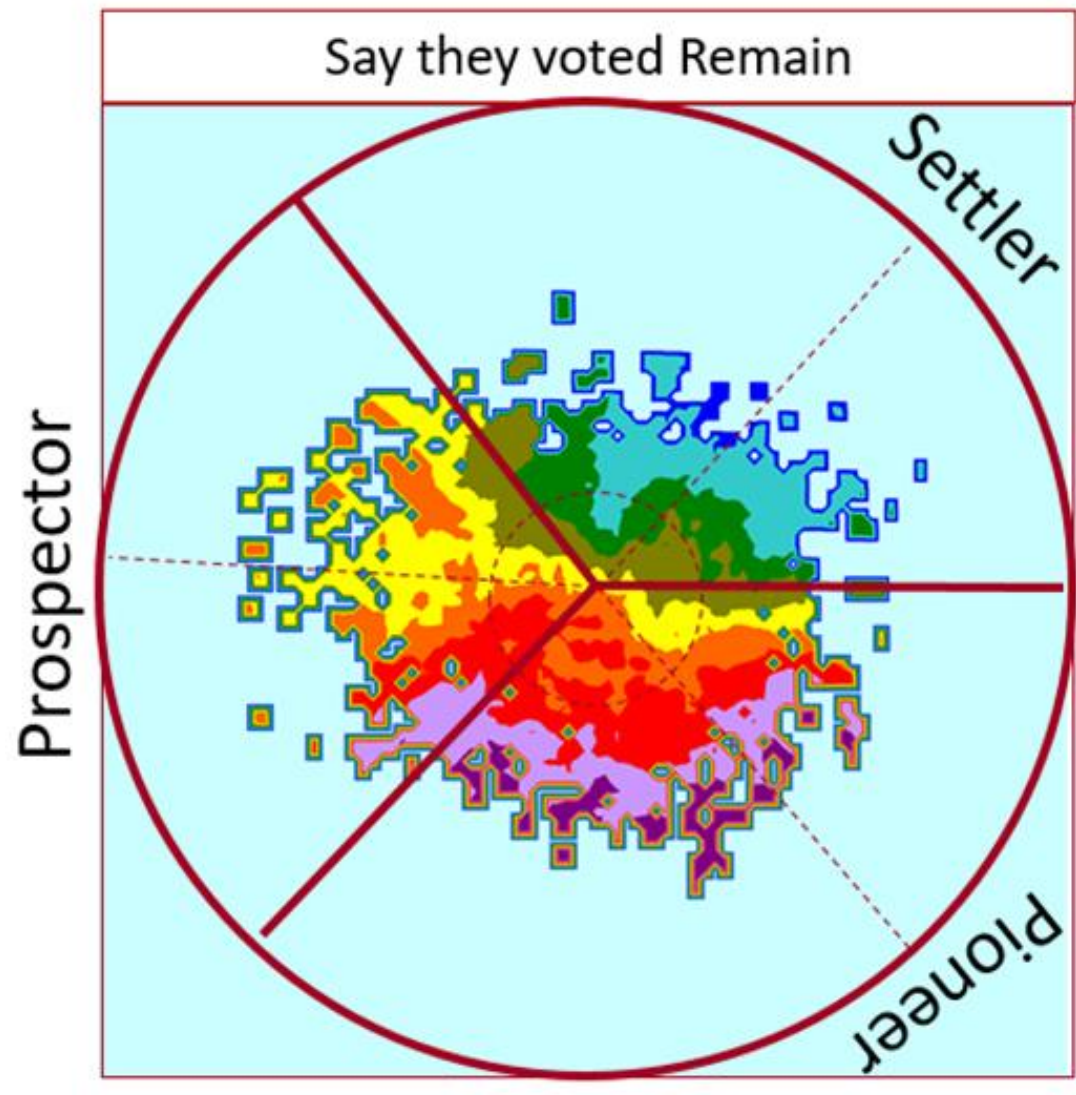


Referendum context

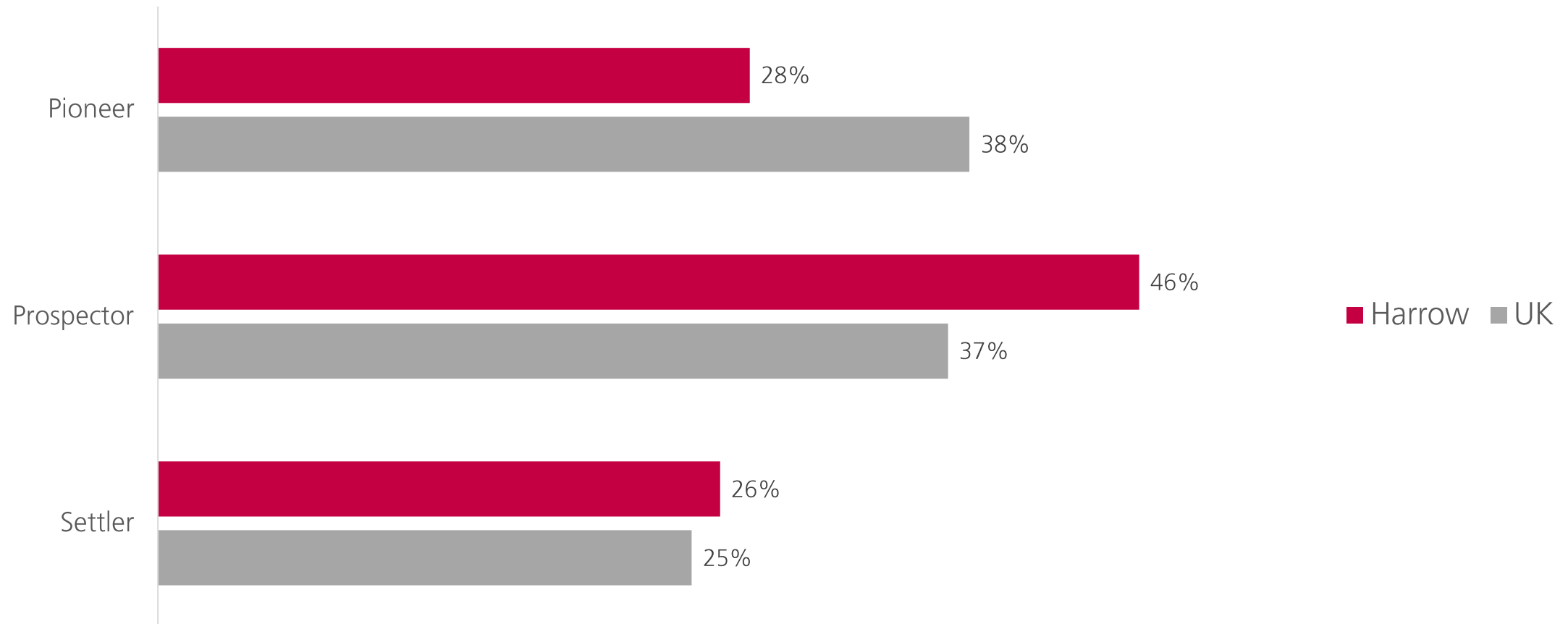
Values Modes Referendum



- 90%-100%
- 80%-90%
- 70%-80%
- 60%-70%
- 50%-60%
- 40%-50%
- 30%-40%
- 20%-30%
- 10%-20%
- 0%-10%



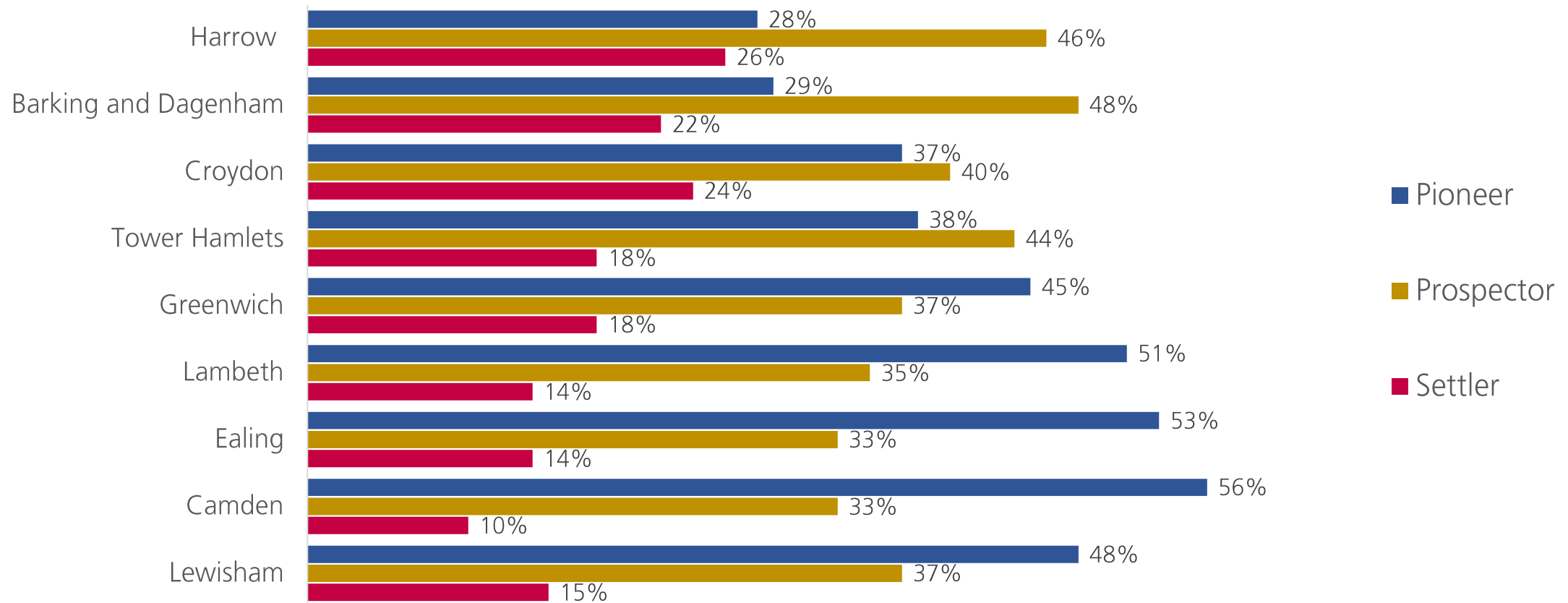
More Prospector and less Pioneer than rest of country



Total sample; Weight: Weight; base n = 781; total n = 1017; 236 missing; effective sample size = 607 (78%)

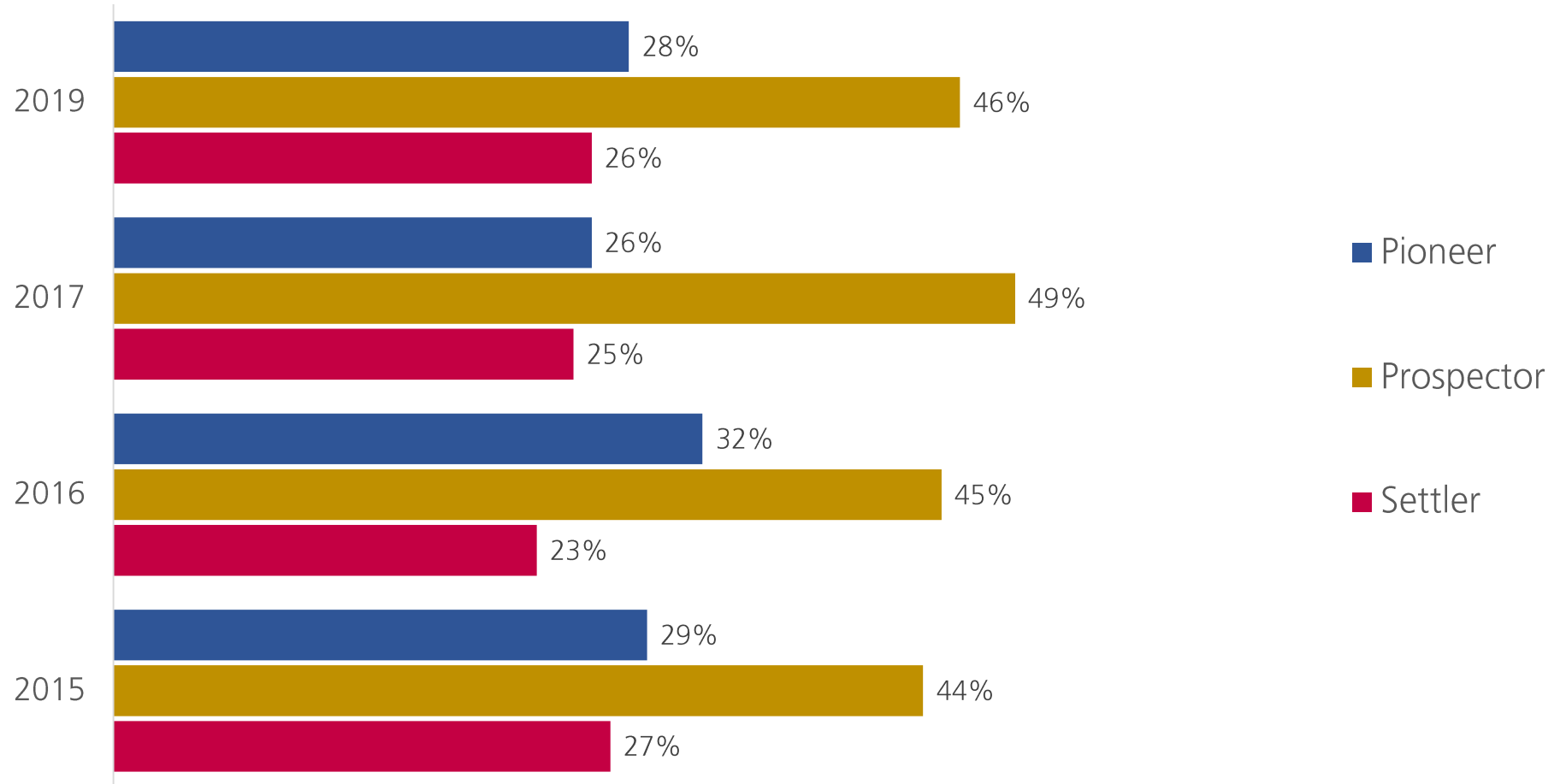
More aspirational and individualistic than most London councils with lowest number of Pioneers

Values Modes London comparisons



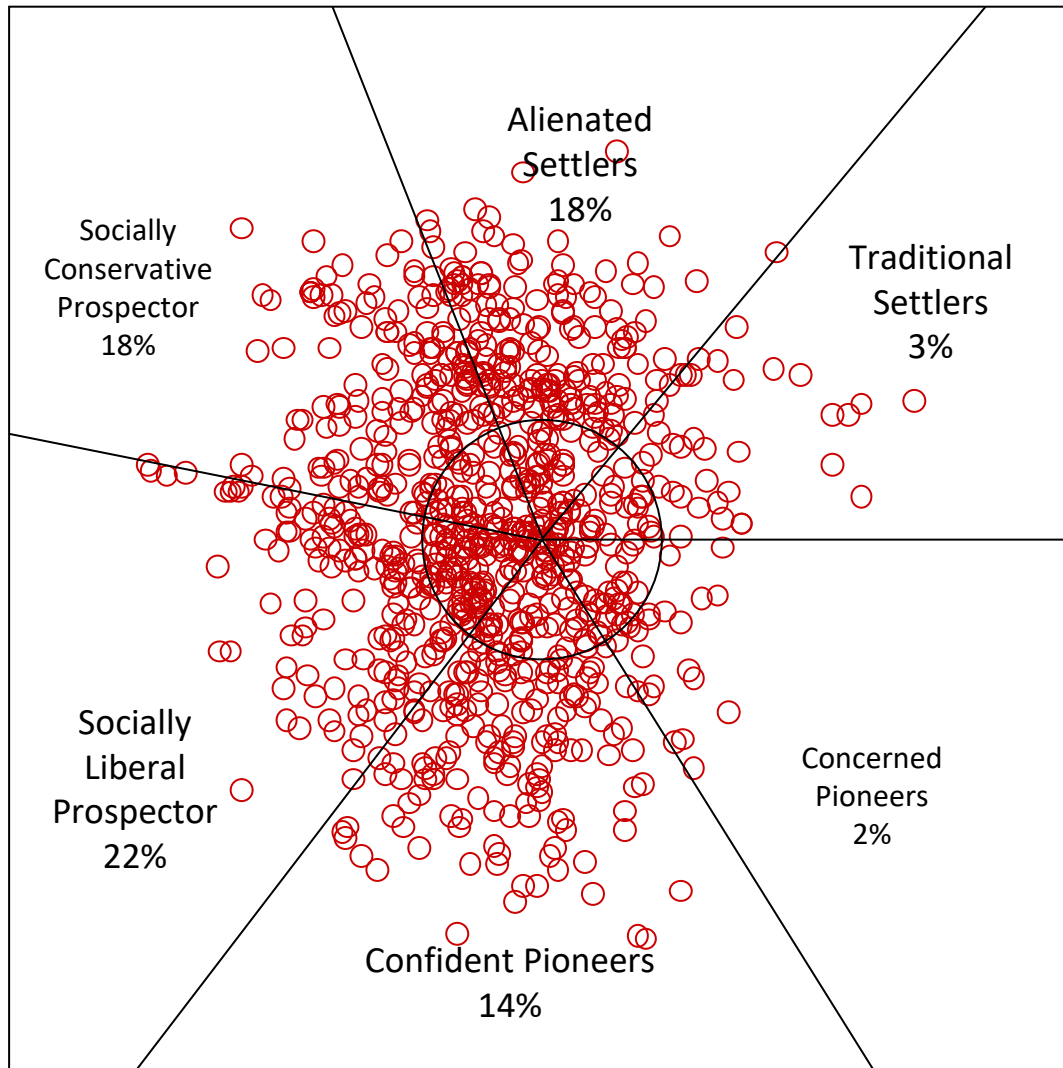
No significant change in distribution over the past four years

Values Modes by year



Values distribution is diffuse: no dominant sub-group, even spread of socially liberal and socially conservative residents

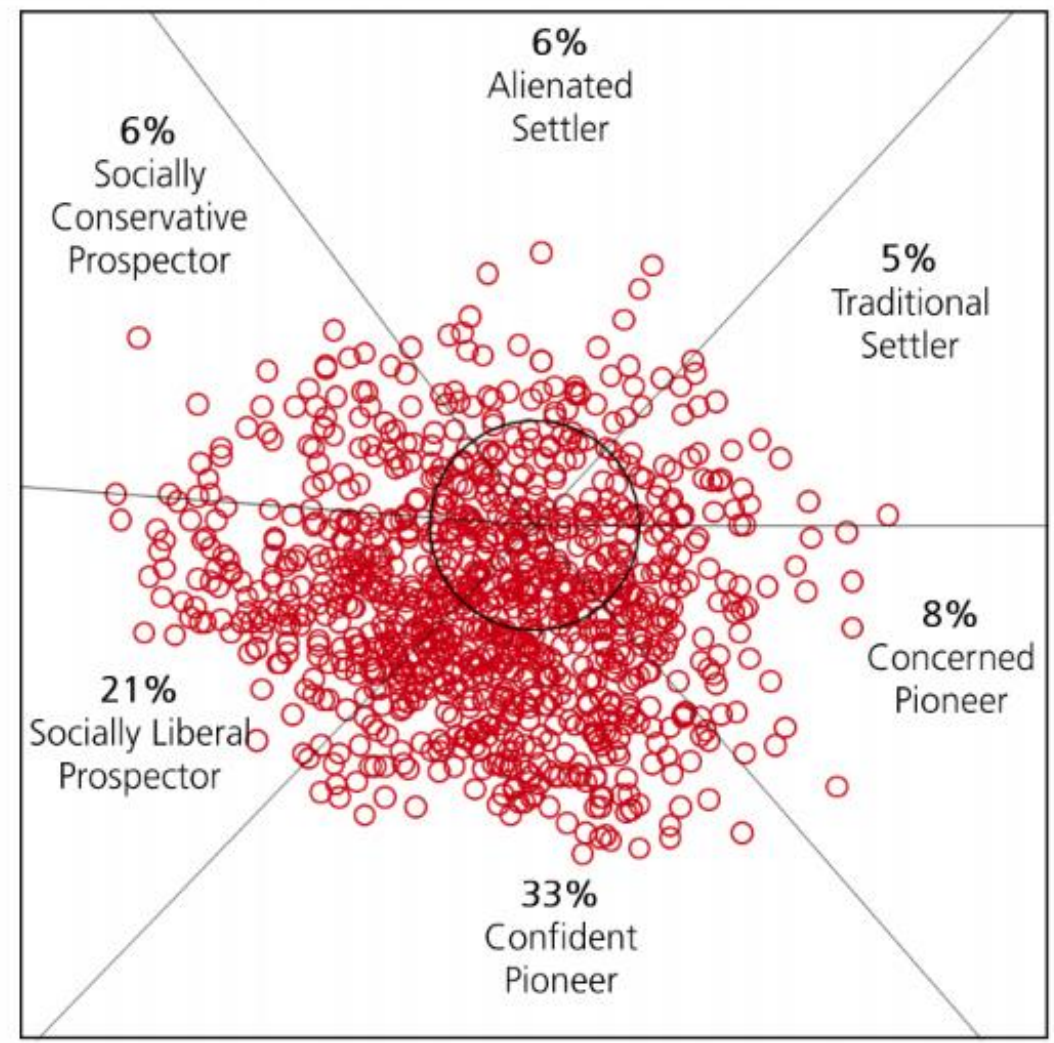
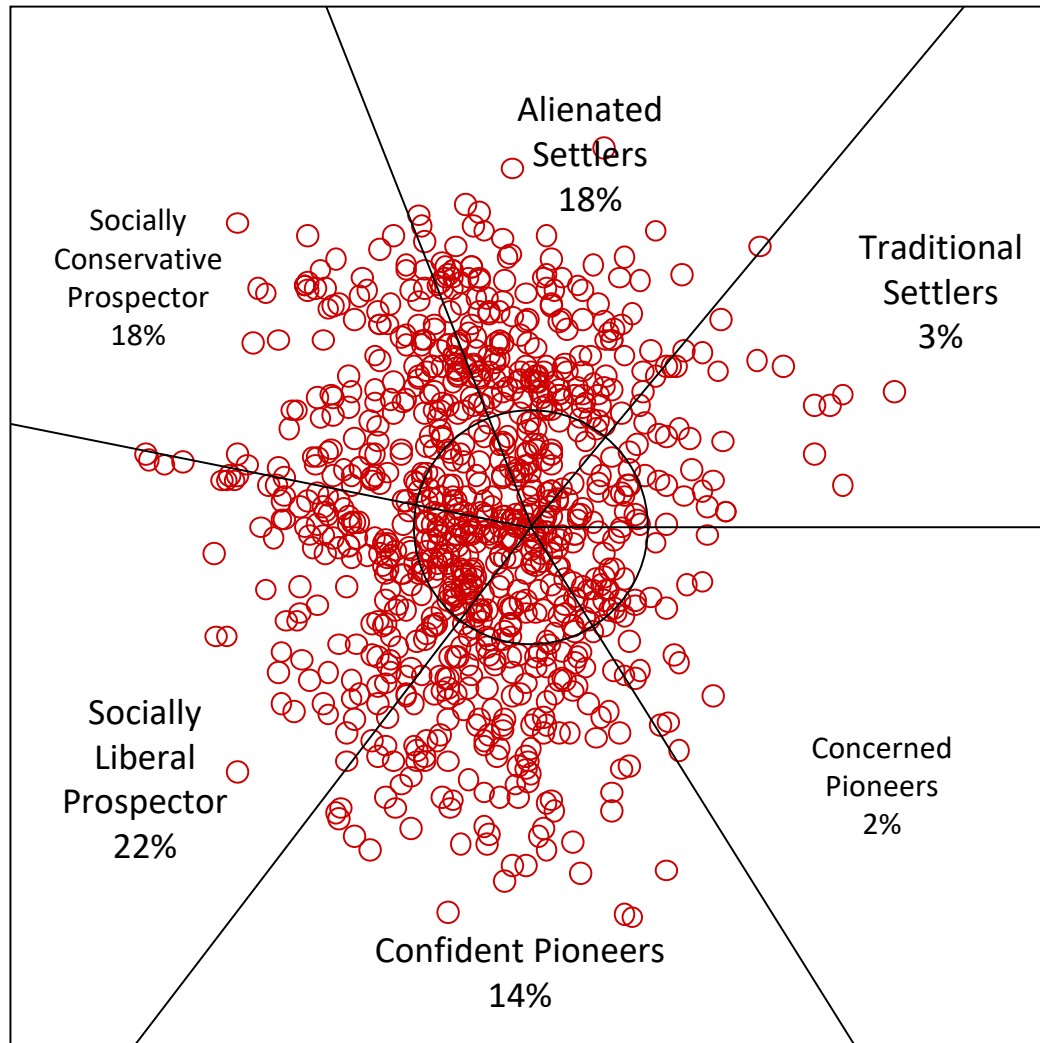
Values Modes full distribution



- Overall distribution of the sample is 46% Prospector, 28% Pioneer and 26% Settler
- The scatter map shows the six key sub-groups in the sample. No values sub-groups clearly dominate but the centre of gravity is slightly more individualistic.
- Skew towards more individualistic values.
- Even spread of socially liberal and socially conservative values.

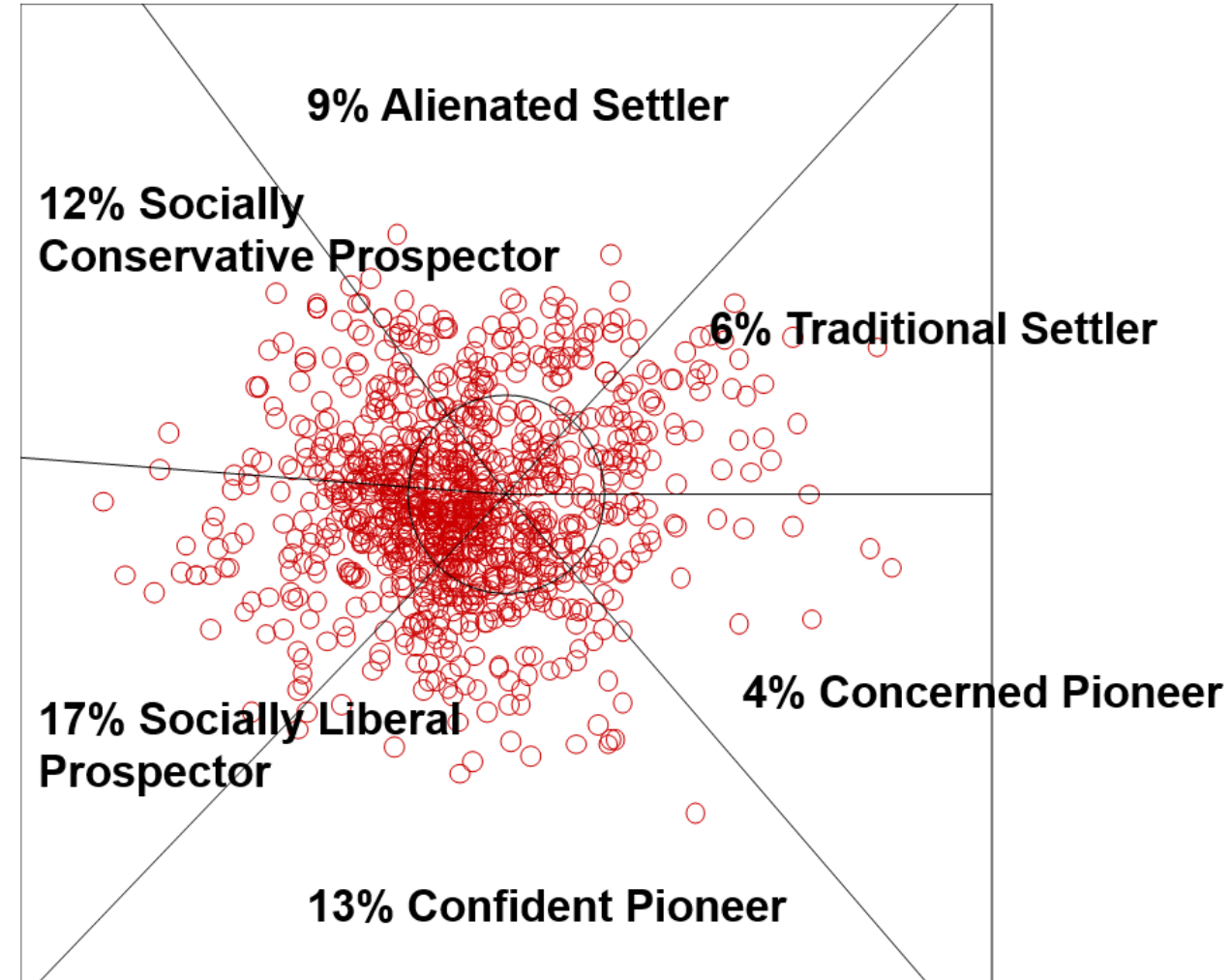
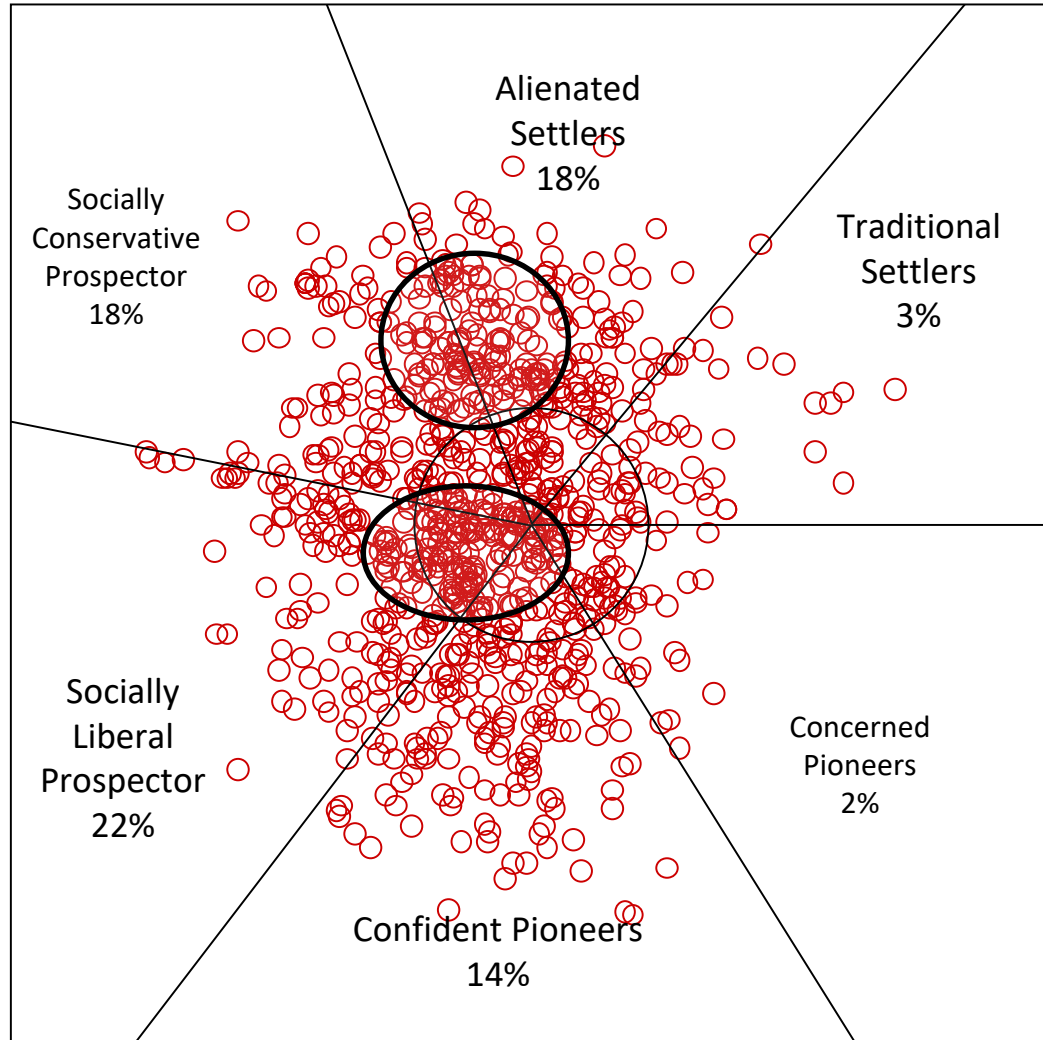
Comparisons with an inner London Borough

Values Modes full distribution



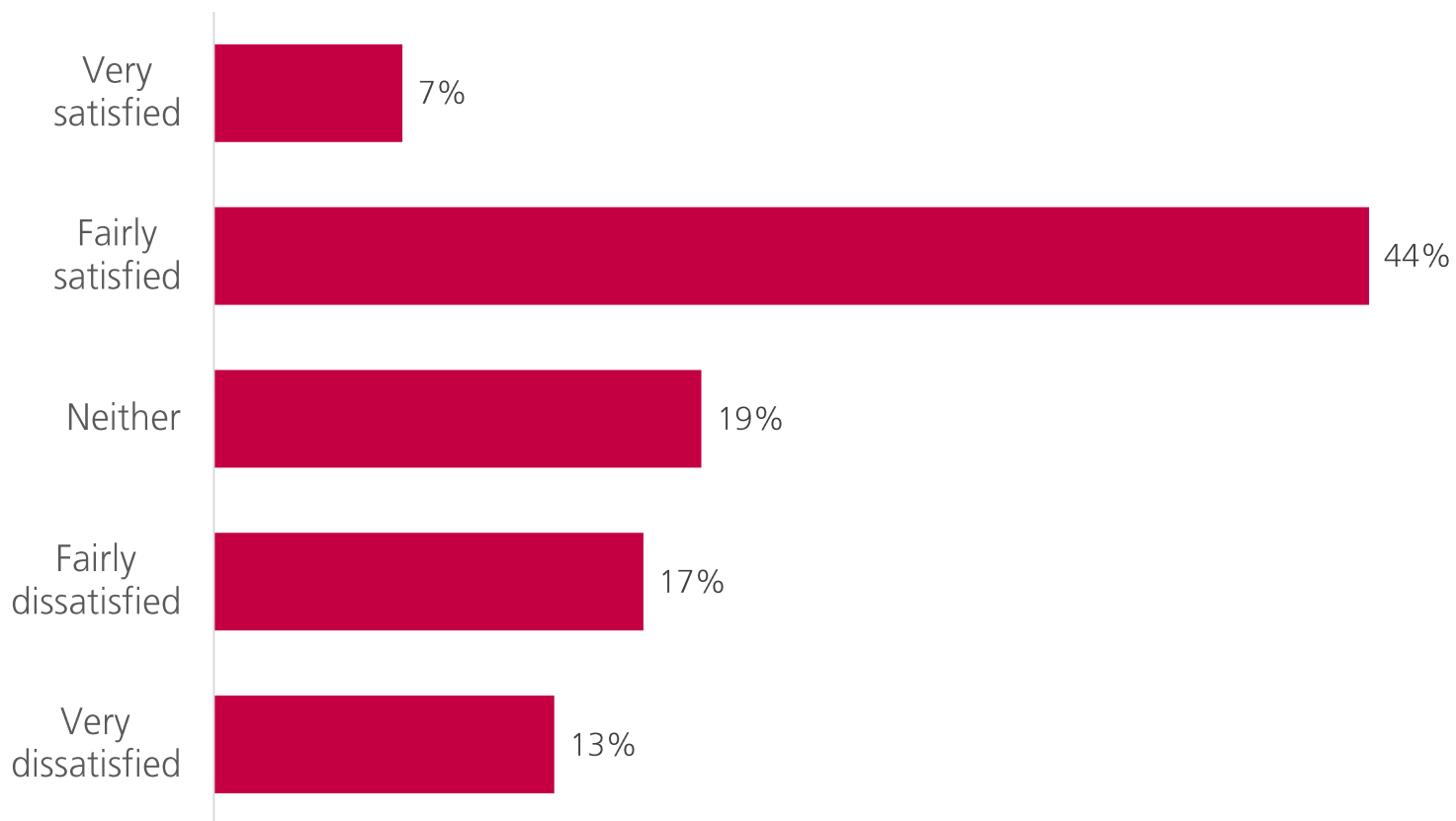
Comparisons with an outer London Borough

Values Modes full distribution



Just over half are satisfied, slightly higher than 2017 but still comparatively low.

Overall, how satisfied or dissatisfied are you with the way Harrow Council run things?



Findings

Most satisfied (52%)

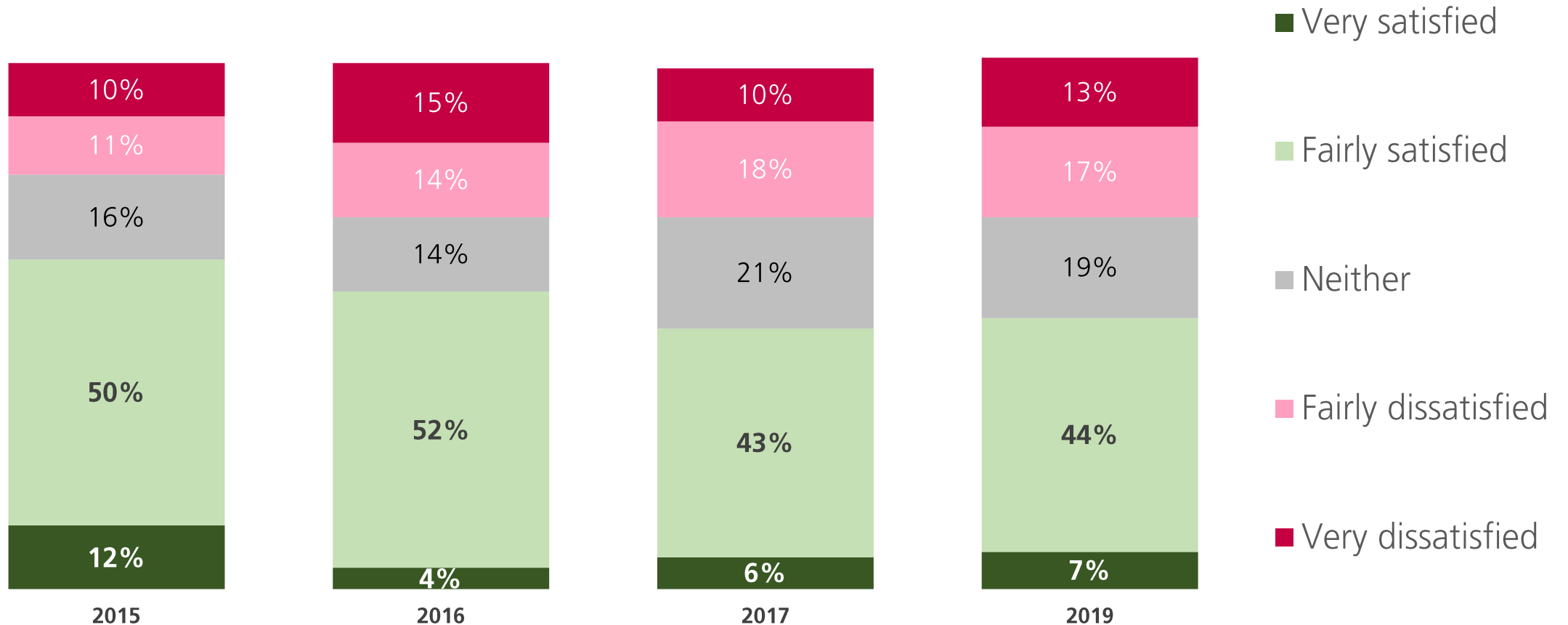
- Prospectors (57%)
- White Other (73%)
- Housing: social tenants (58%), private renters (60%)
- Area: South and North East (55%)
- Age: 16-24

Most dissatisfied (29%)

- White British (30%) and Black British (36%).
- Owner occupiers (31%)
- 65+ (34%)

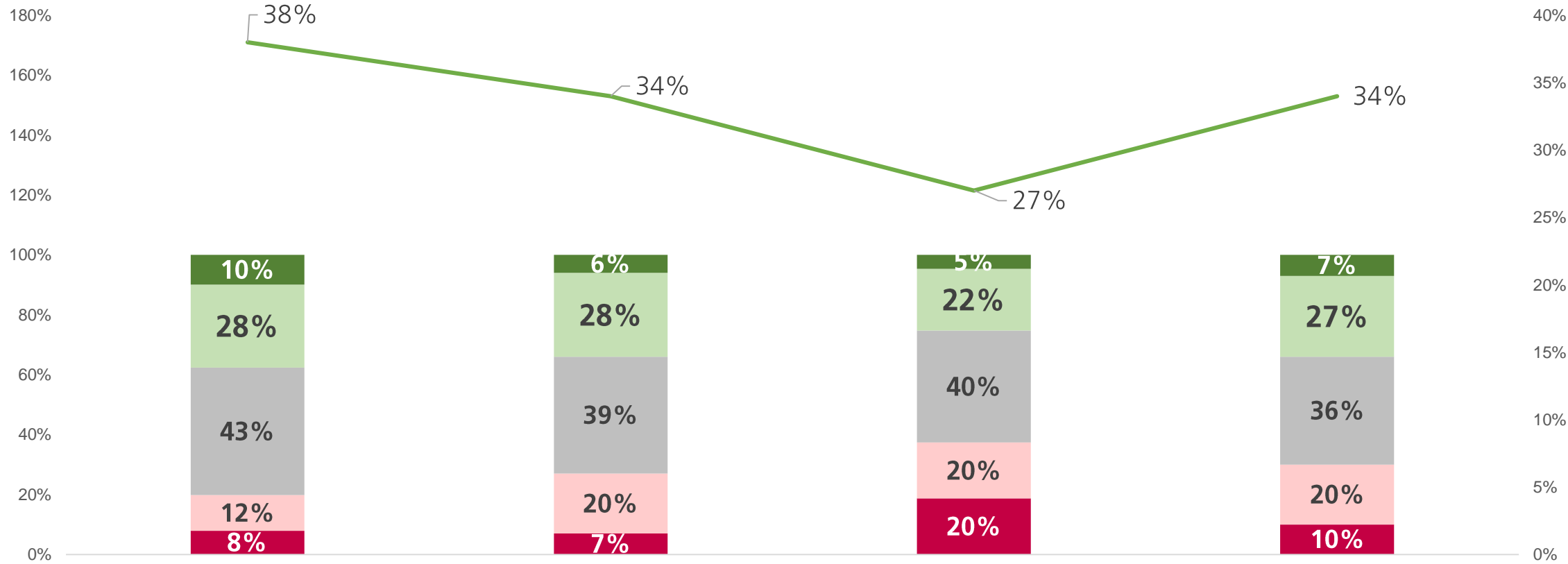
Satisfaction in line with 2017, lower than higher satisfaction in 2015/2016

Overall, how satisfied or dissatisfied are you with the way Harrow Council run things?



Advocacy levels remain low, but have recovered from 2017 low

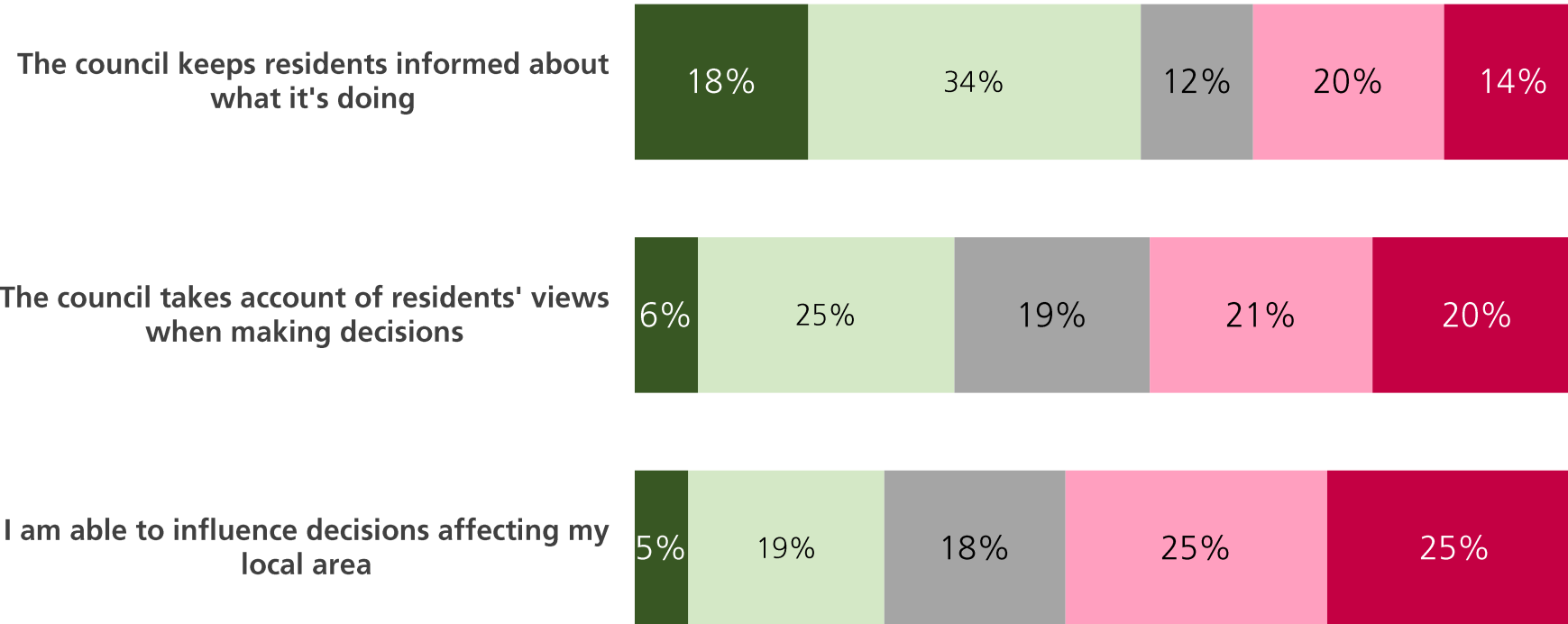
Q2. Which one of the following comes closest to how you feel about Harrow Council?



■ I speak negatively about the council without being asked
 ■ I speak negatively about the council when I am asked
 ■ I have no views one way or the other
 ■ I speak positively about the council when I am asked
 ■ I speak positively about the council without being asked
 — Net advocacy

Residents feel well informed but unable to influence their local area

To what extent do you agree or disagree with the following statements?

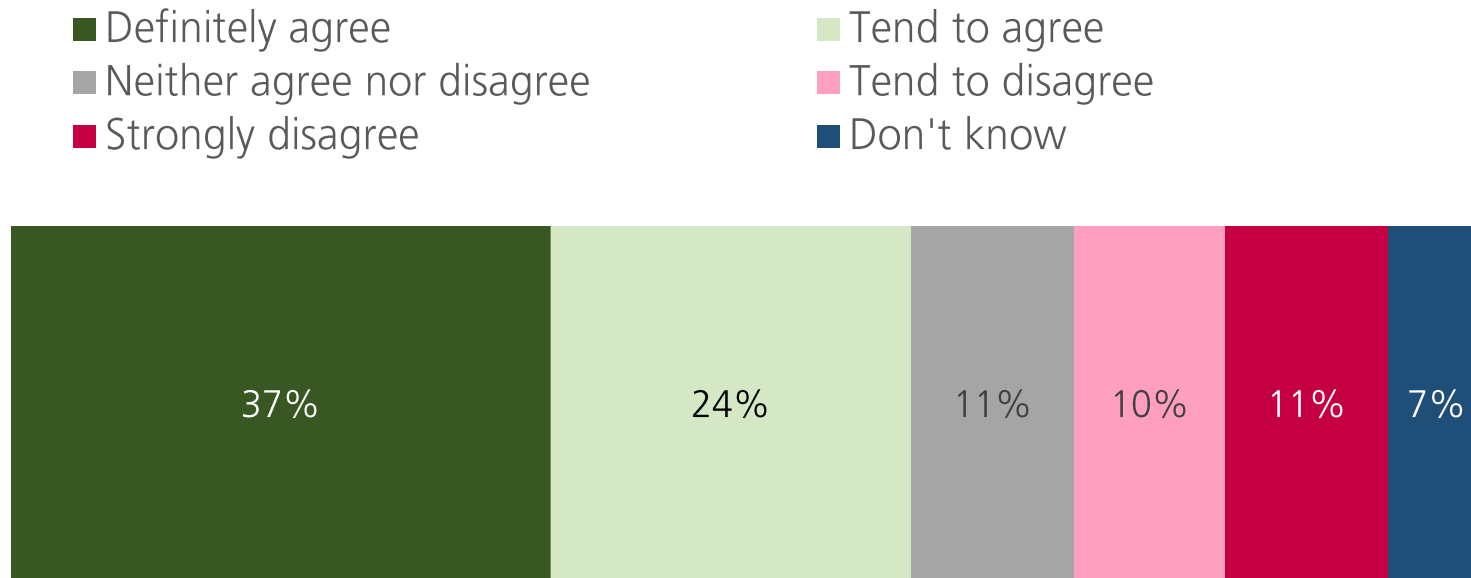


Findings

- Ethnicity:** White British residents felt least able to influence decisions affecting their local area (19%). White Other residents were most positive about their sense of agency, but were least likely to feel well informed
- Housing tenure:** Private and Council tenants were most positive about their feeling of agency, and were much more likely to feel well-informed
- Lower than national data but in line with some other London councils.

Strong agreement on Harrow's housing needs

Harrow needs more good quality homes to help ease the London housing crisis

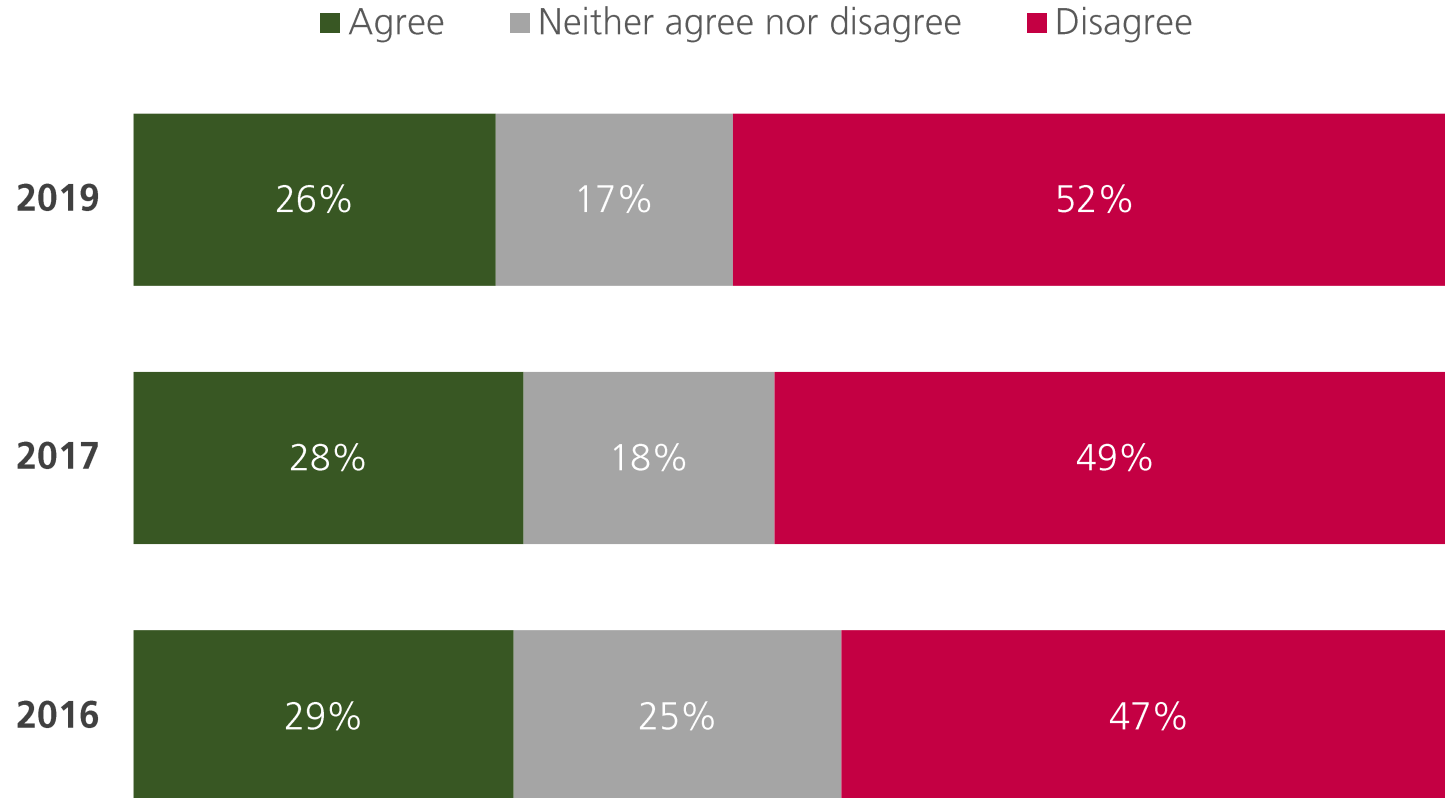


Findings

- Majority agree, one in five disagree
- **Ethnicity:** Black residents most likely to agree (82%), followed by Asian residents (61%), White British least likely to (52%).
- **Housing tenure:** Private renters and social tenants most likely to agree (74% and 75%), those who own outright least likely to agree (54%).
- **Satisfaction:** Those dissatisfied with the council are twice as likely to disagree with the statement (32% compared to 18% of those satisfied)

A majority disagree that the council provides value for money

The council gives local people value for money

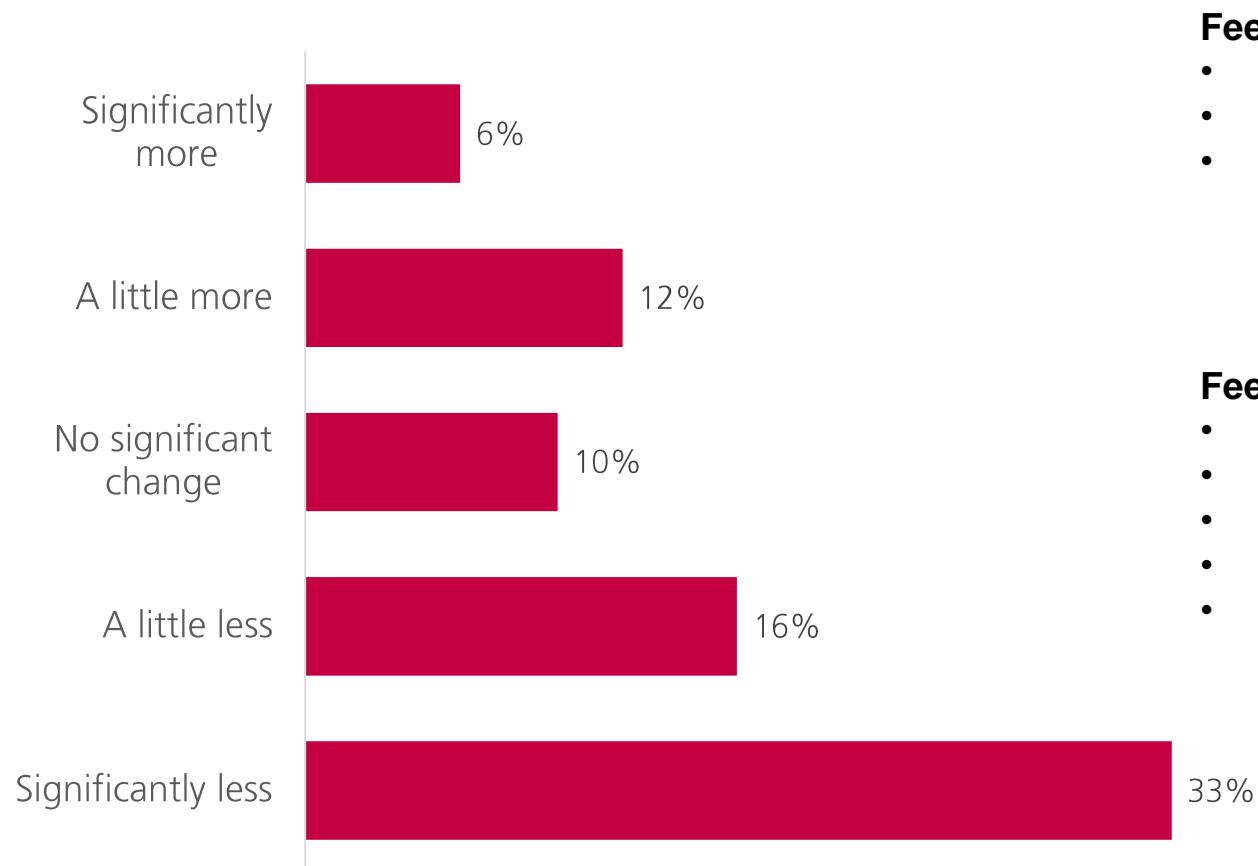


Findings

- **Age:** Lowest agreement amongst 45-64 year olds (18%)
- Significantly lower than other areas.

Just under half feel that the council has less money, nearly one in five feel it has more

To what extent would you say that Harrow Council has more or less money to spend on services than 5 years ago?



Feel council has more (18%)

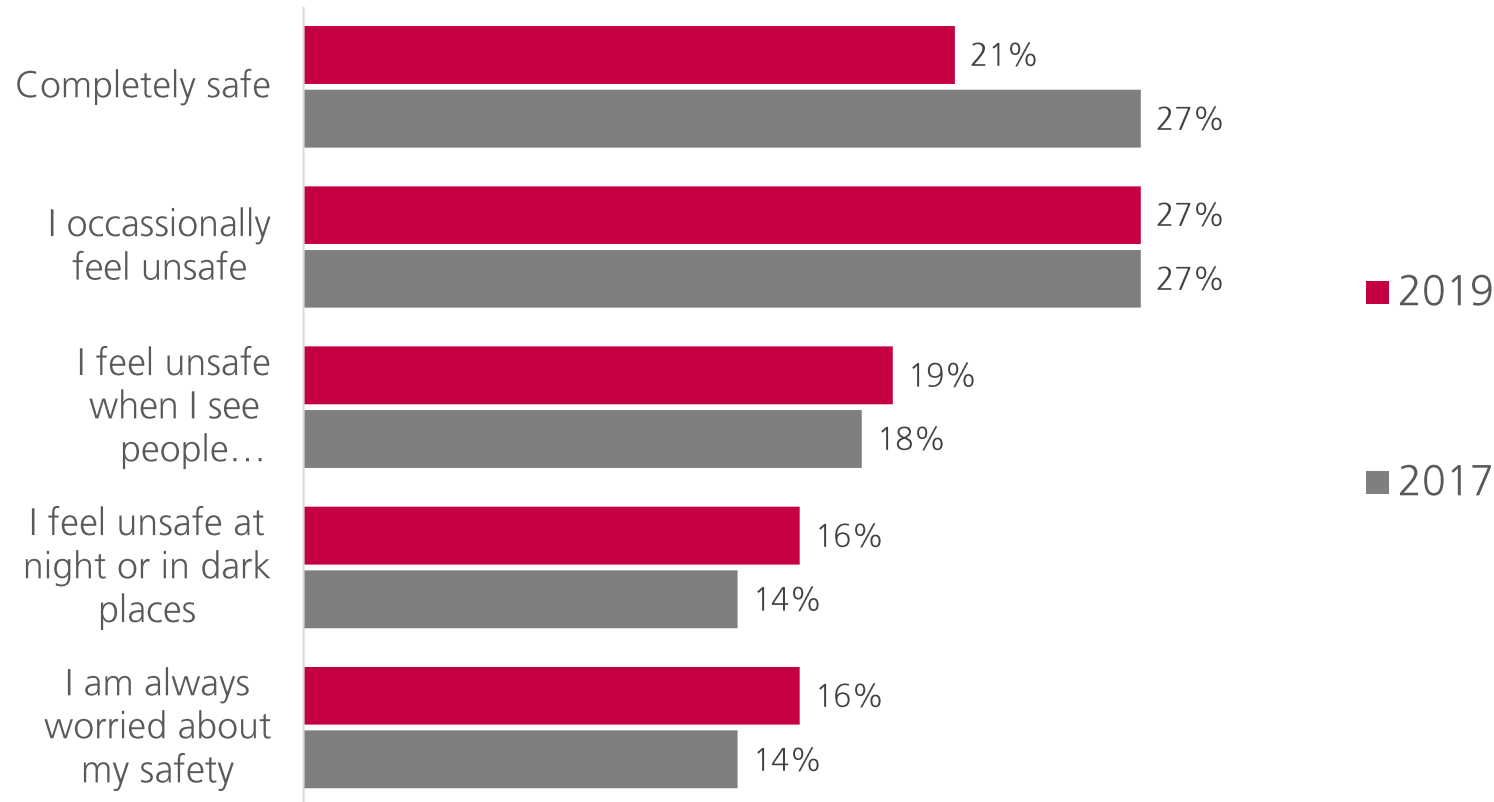
- Private renters (33%)
- White Other (34%)
- Aged 16-24 (27%)

Feel council has less (49%)

- Pioneers (63% compared to 45% Prospectors and Settlers)
- Owner occupiers (56%)
- White British (61%)
- Those dissatisfied with the council (57%)
- Aged 45-54 (57%)

Small increase in residents feeling unsafe

Q5. Which of the following best describes how safe you feel in the local area?



Feel completely safe or occasionally unsafe (47%)

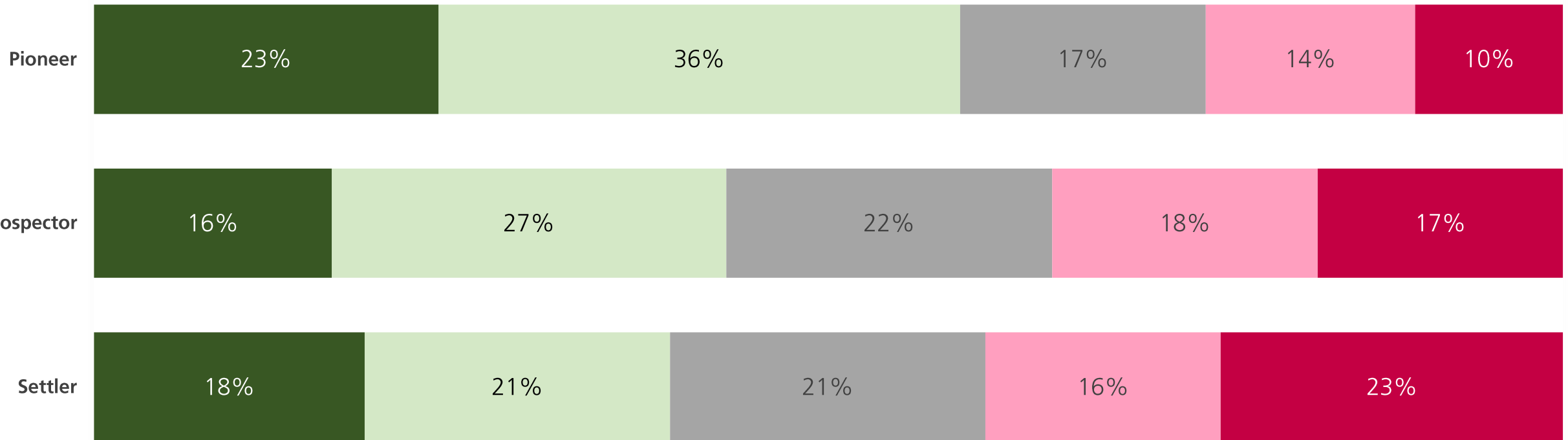
- Male (54% compared to 44% female)
- Pioneers (60%)*
- White Other (66%)*, White British (54%)
- Social tenants (57%)* and private renters (51%)*
- 16-24 (55%)

Feel unsafe/always worried about my safety (51%)

- Female (56%)
- Prospectors (59%), Settlers (57%)
- Asian (61%)
- South East (58%)

Settlers most likely to not feel safe; one quarter always worried about their safety

- Completely safe
- I feel unsafe when I see people hanging around
- I am always worried about my safety
- I occasionally feel unsafe
- I feel unsafe at night or in dark places

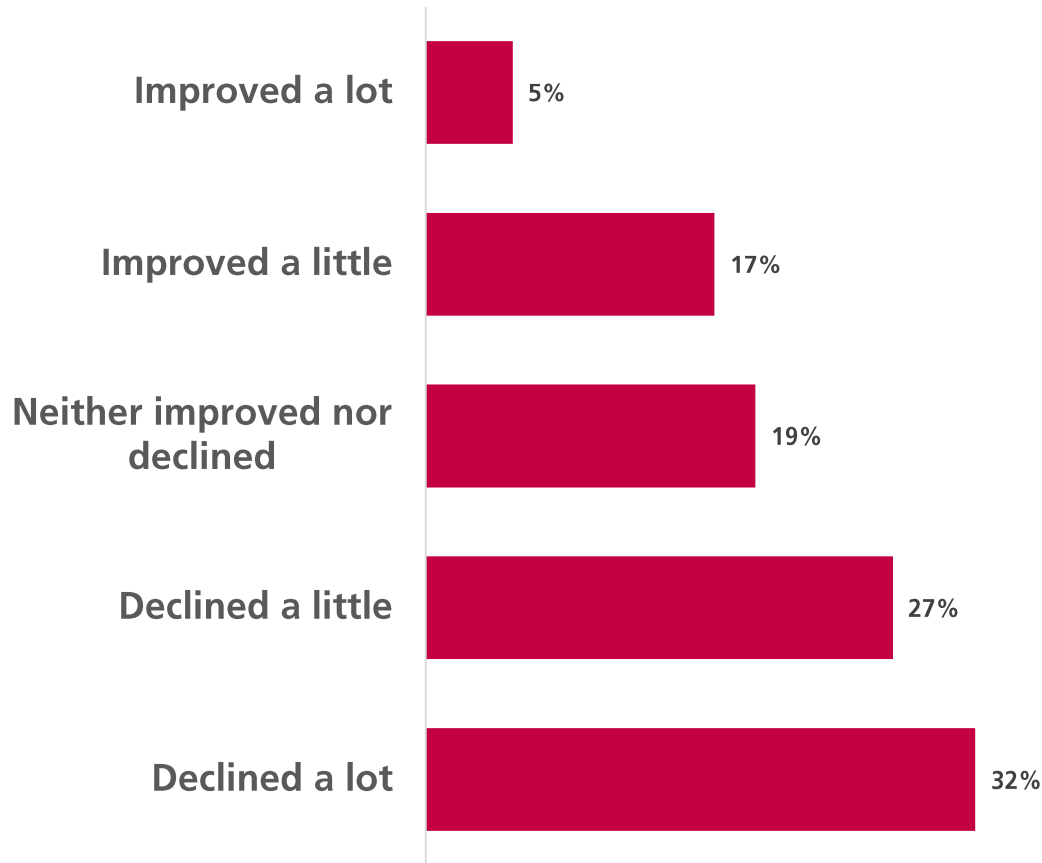


Source: TCC 2018; Base: 977

Total sample; Weight: Weight; base n = 777; total n = 1017; 240 missing; effective sample size = 617 (79%)

Majority feel the area has declined in the last few years

To what extent do you feel the local area has improved or declined over the last few years?

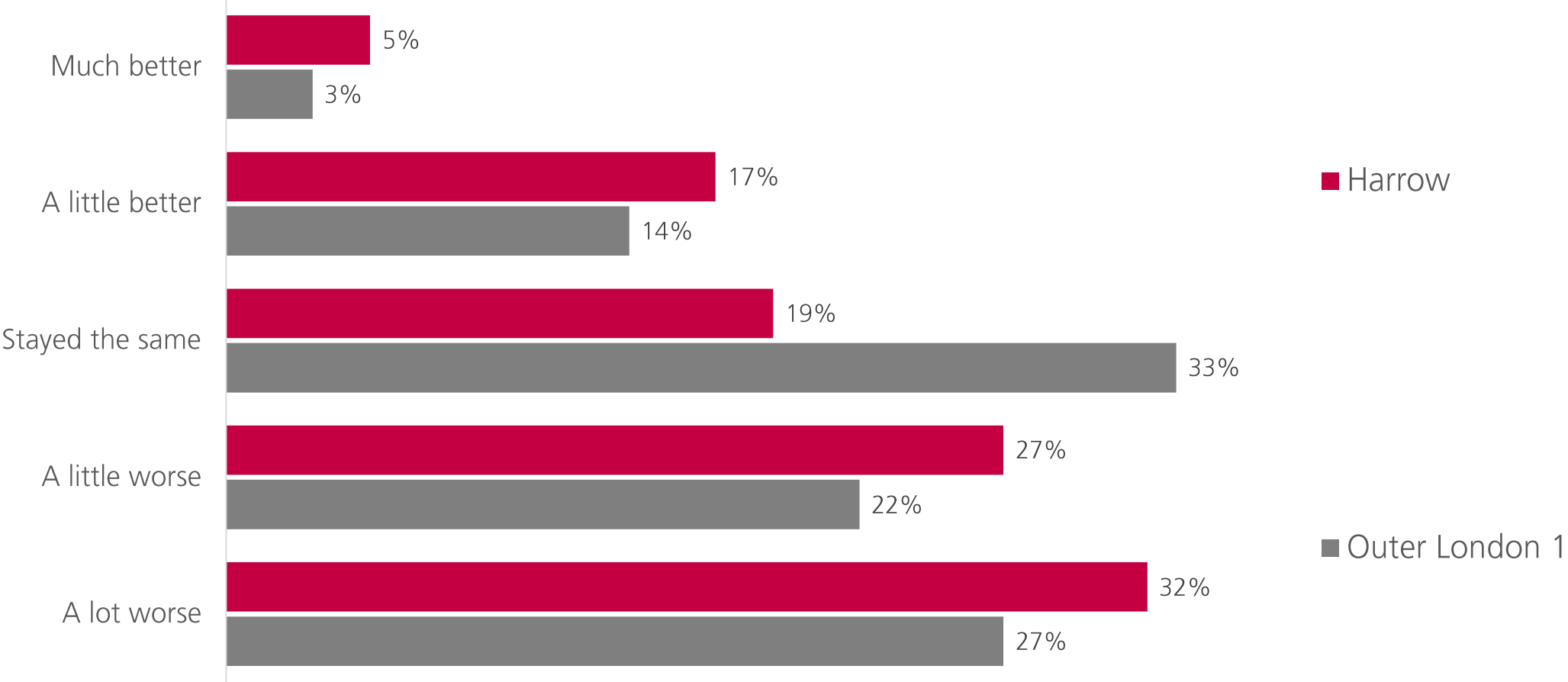


Findings

- **Values:** Prospectors are slightly more positive, with a 23% feeling the area has improved. Pioneers are most negative with 64% feeling the area has declined compared to 59% of Settlers and 59% Prospectors.
- **Age:** 45-64 most negative: 65% feel area has declined, 39% a lot.
- **Ethnicity:** White Other are most likely to feel the area has improved (39%). White British are the least likely (14%).
- **Housing tenure:** Private renters are the most positive (31%) compared to 18% of social tenants and 20% of owner occupiers.
- **Area:** those in the South West are slightly most positive (25% improved)

This is in line with other areas*

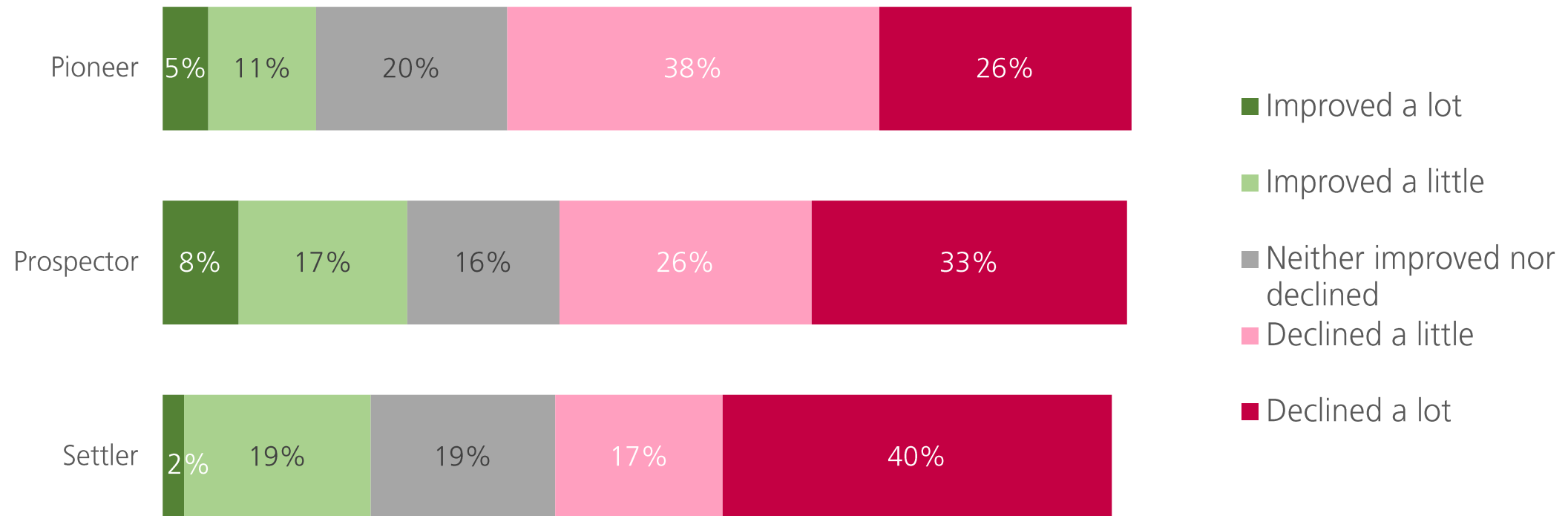
To what extent do you feel the local area has improved or declined over the last few years?



- Comparable scale but wording Improved/Declined

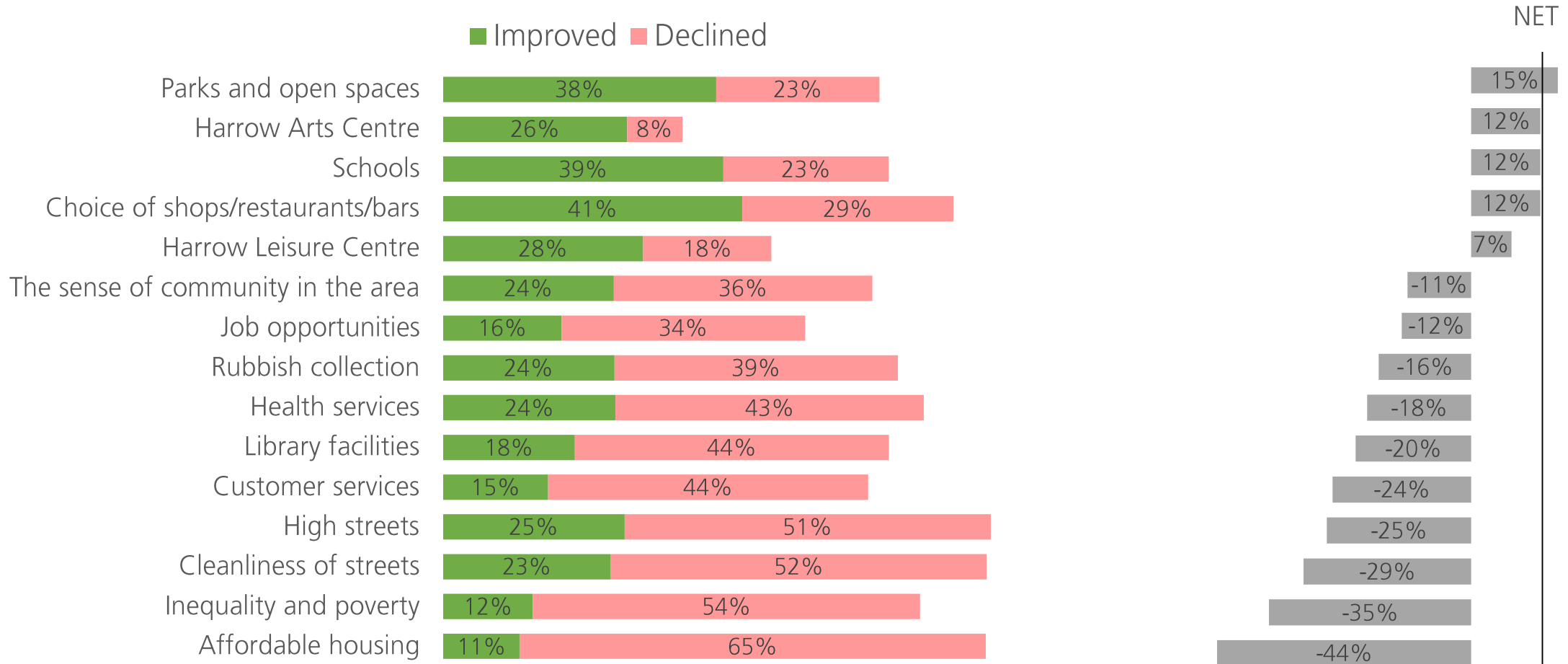
Prospectors most likely to feel the area has improved. Pioneers are most likely to feel the area has declined

To what extent do you feel the local area has improved or declined over the last few years? By Values

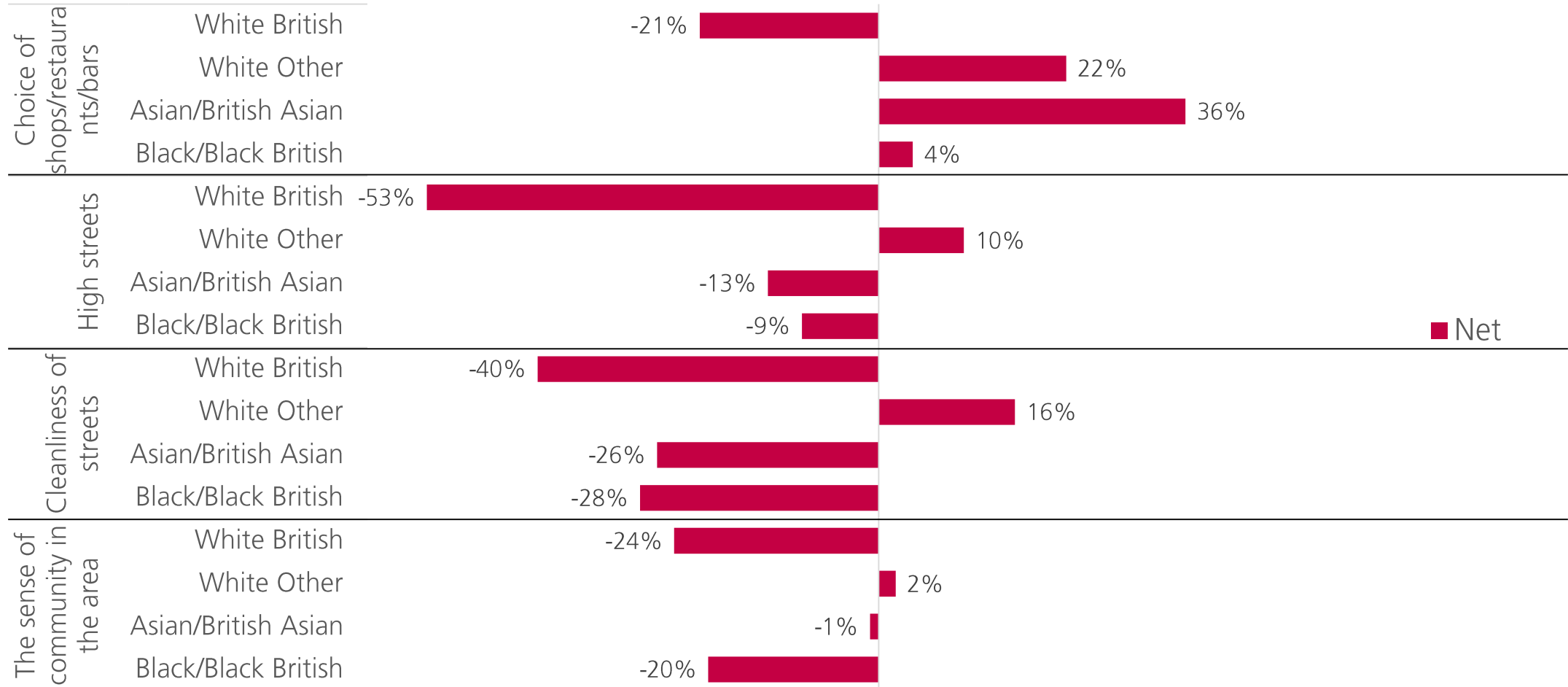


Socio-economic issues, street cleanliness, high streets and key services felt to have declined

To what extent do you feel the following services have improved or declined over the last few years?

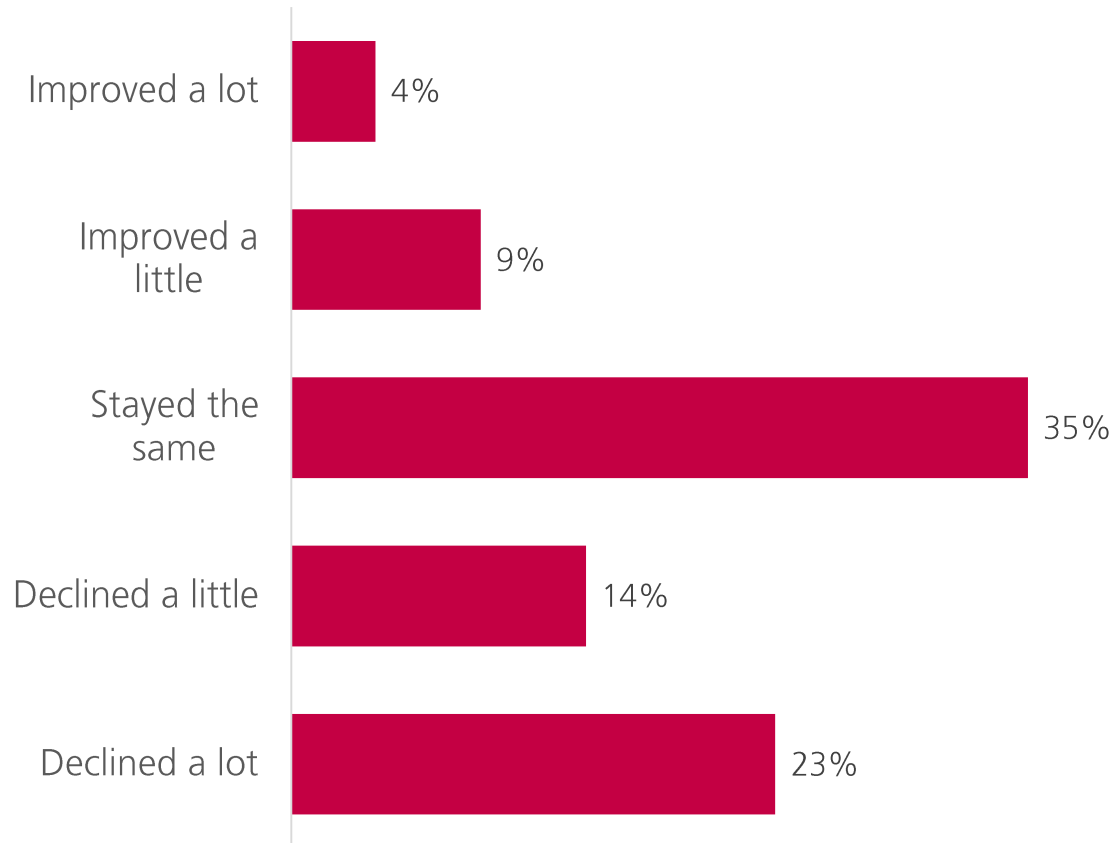


Decline perceptions are concentrated amongst White British residents



Customer service

To what extent do you feel the following services have improved or declined over the last few years?



Feel has improved (14%)

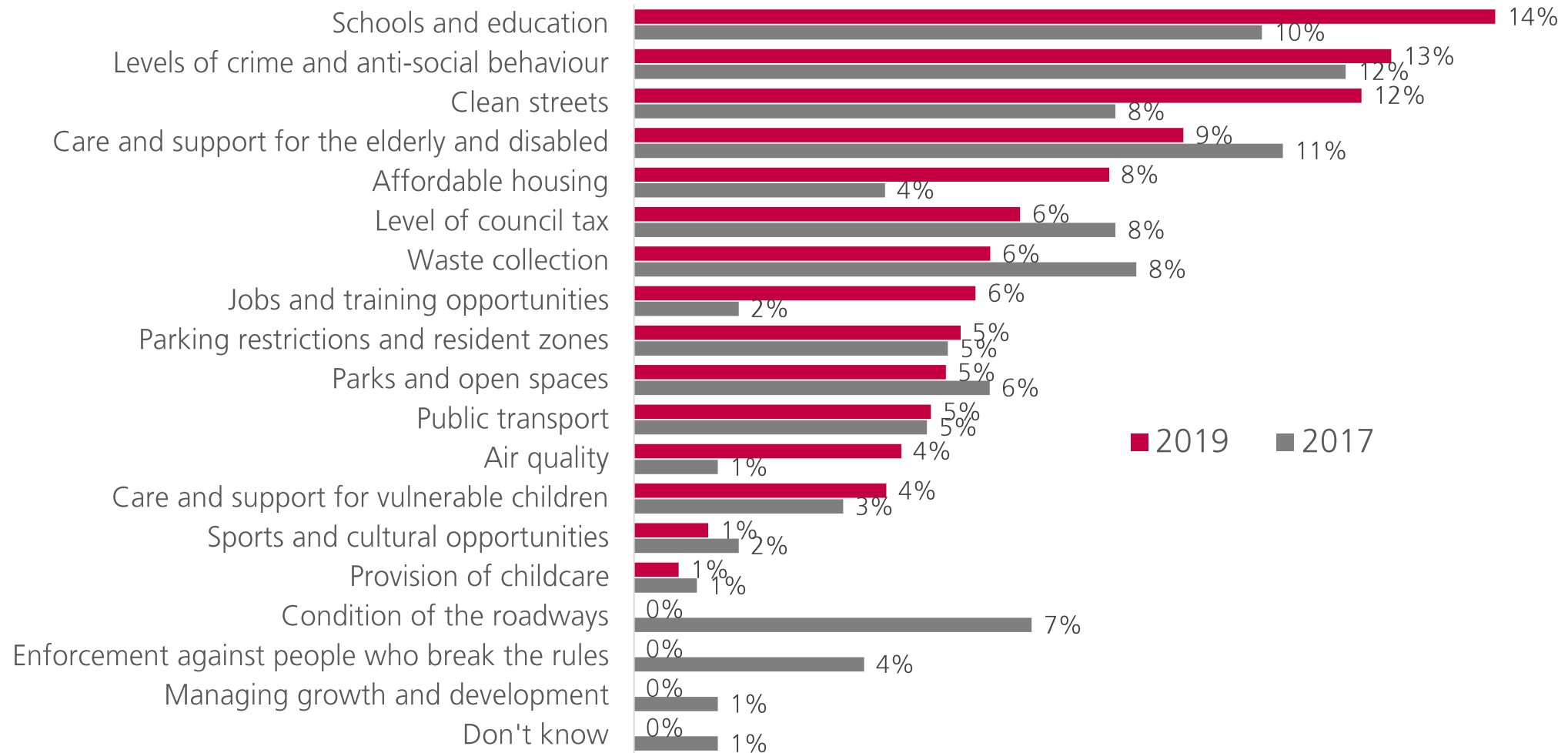
- **Those satisfied with the council (21%)**
- **Service use:** have used food banks (29%)
- White Other (20%)

More likely to feel it has declined (37%):

- **Those dissatisfied with the council (70%)**
- **Housing tenure:** Owner occupiers (48%) and social tenants (38%).
- Over 65's (56%)
- White British (51%)

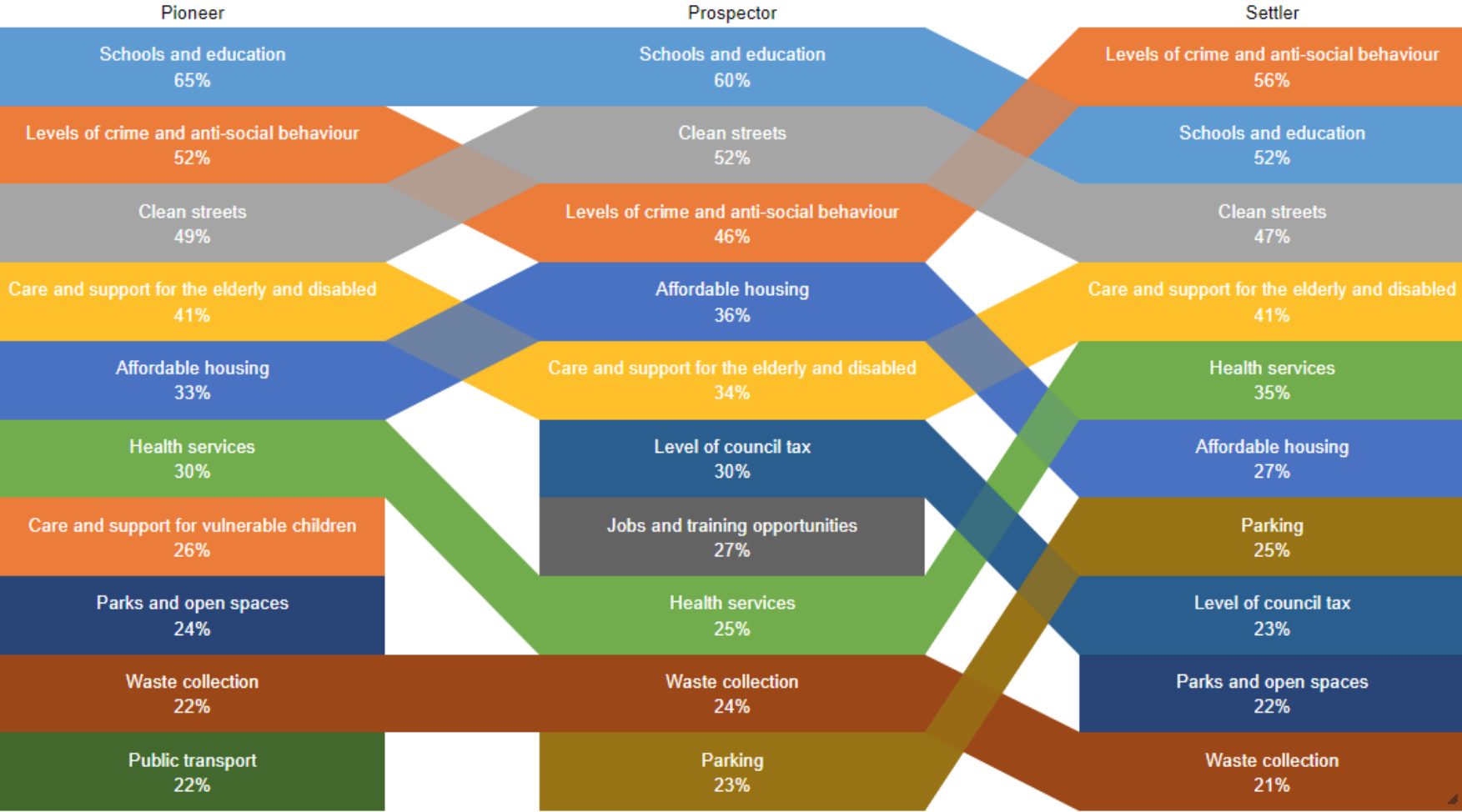
Small increases in clean streets, affordable housing and jobs

Thinking generally, which five of the below things listed do you think are most important in making Harrow a good place to live? Weighted for comparison



Prospectors are more likely to value clean streets, affordable housing, and low council tax

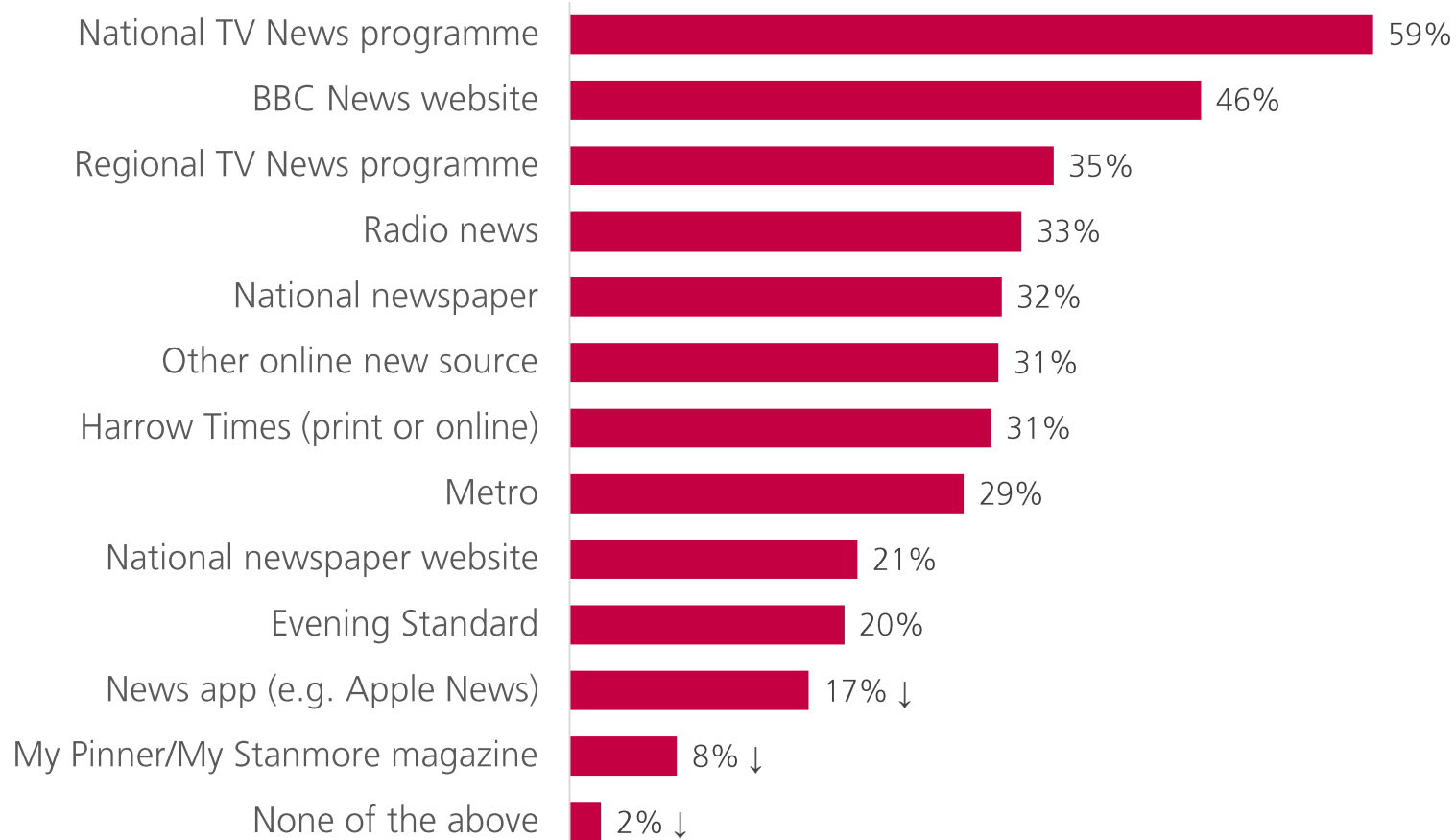
Q4. Thinking generally, which five of the below things listed do you think are most important in making Harrow a good place to live?



Total sample; Weight: Weight; base n = 781; total n = 1017; 236 missing; effective sample size = 624 (80%)

National news outlets dominate

Q6. Where do you regularly get your news from?



***Harrow Times* most read by:**

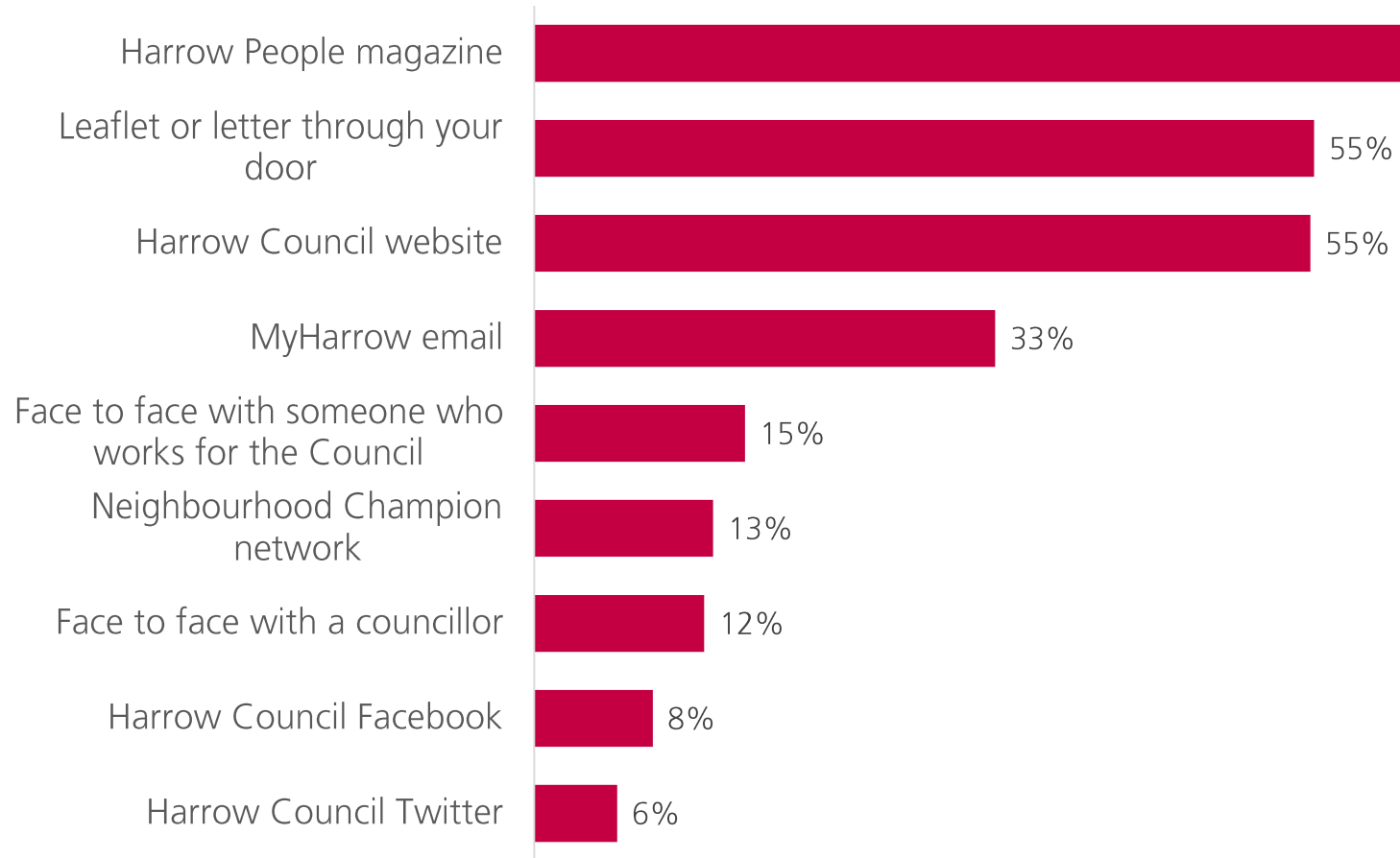
- Council tenants
- Asian residents (34%)
- 65+ (41%)
- Prospectors (38%)
- No correlation with council satisfaction
- Readers likely to feel services have improved

My Pinner/My Stanmore Magazine most read by:

- North West (20%), North East (15%)

Harrow People magazine has most widespread exposure

Q8. From the following, how have you heard or found out about Harrow Council and its services in the last few months?



Harrow People read by:

- 65+ (79%)
- White British (71%)
- Owner occupier (68%)
- Higher satisfaction with council
- Feel more informed

Other findings:

- Council Website more likely to be Asian residents (58%).
- Harrow Council Facebook users more likely to be satisfied with the council (63%)
- Neighbourhood Champion networks more likely to be over 65 and dissatisfied with the council.
- Face to face with councillors, Socially Conservative Prospectors

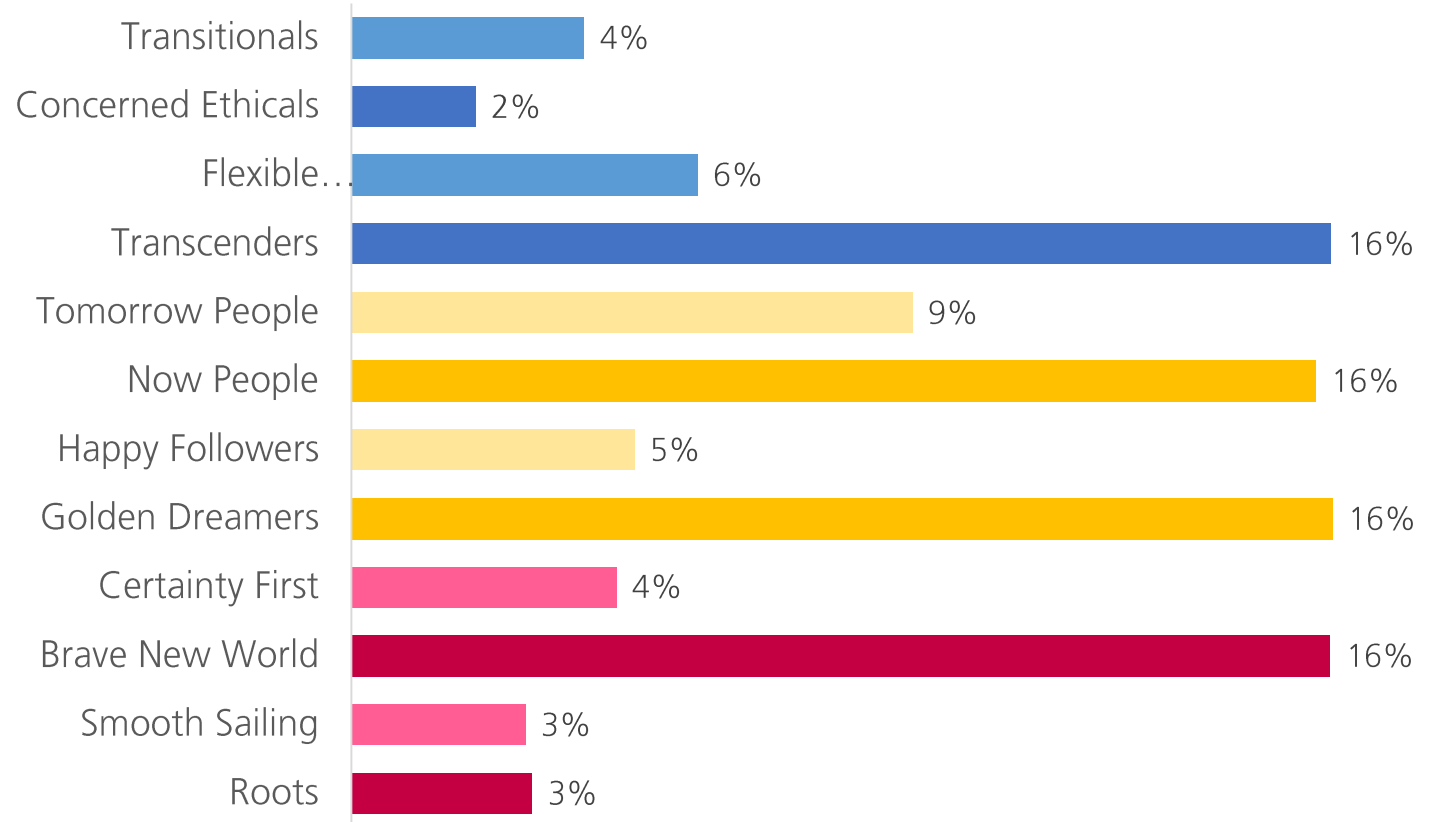
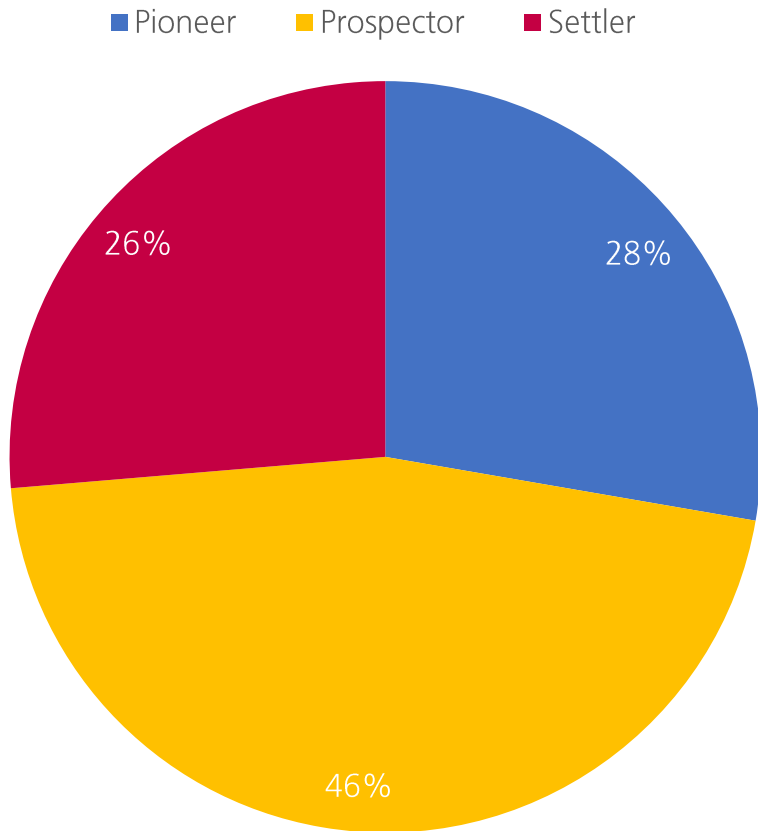
- A range of resident perceptions indicators are relatively static. Harrow continues to have low levels of satisfaction compared to national and local benchmarks.
- Borough has a majority of aspirational, Prospector residents. These are more likely to be positive about the council, with dissatisfaction amongst socially conservative Settlers and post-materialistic Pioneers.
- Residents priorities have not shifted dramatically, with the crime, schools and clean streets remaining the most important issues for residents.
- Consistent with broader London trends, fewer residents feel safe than in previous years.
- Residents feel informed but do not feel they can influence decision making.
- Indications that for most residents the borough feels cohesive, although a clear sense of decline exists amongst White British residents.
- Council channels have high reach compared to other local authorities in London. The Harrow People is the main way residents hear about the council and generally traditional channels are being used in higher numbers compared to other areas.

- Influencing satisfaction requires **segmented approach focused on key priorities** and building trust with residents.
- Customer services are a likely key driver of loss of trust amongst longstanding residents, as negative, sometimes emotive interactions undermine trust. As well as focus on interaction outcomes, **equipping staff with effective communication skills** can have a significant impact on customer experience and staff resilience.
- Pioneer residents have a desire for greater involvement. **More extensive engagement and participation** has the potential to build a deeper, constructive relationship with these residents.
- **Campaigns and engagement around the issues of safety and clean streets**, with Prospector emphasis, should emphasise proactive service action and show visible improvements.

Appendix

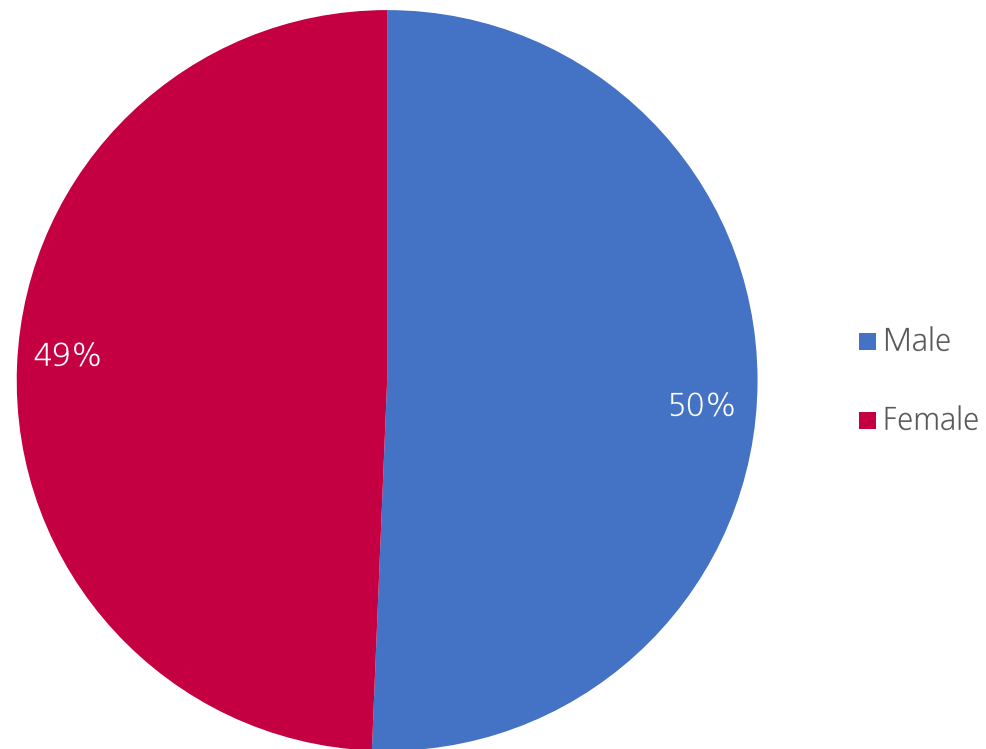
- Gender (51% male, 49% female)
- Age: 16-24 (15%), 25-44 (37%), 45-64 (30%), 65+ (18%)
- Housing tenure: owned outright (46%), buying on a mortgage (31%), social tenant (8%), rent from private landlord (15%)
- Ethnicity: White British (31%), White Other (8%), Asian (41%), Black (8%), Mixed/Other (12%).

Values group



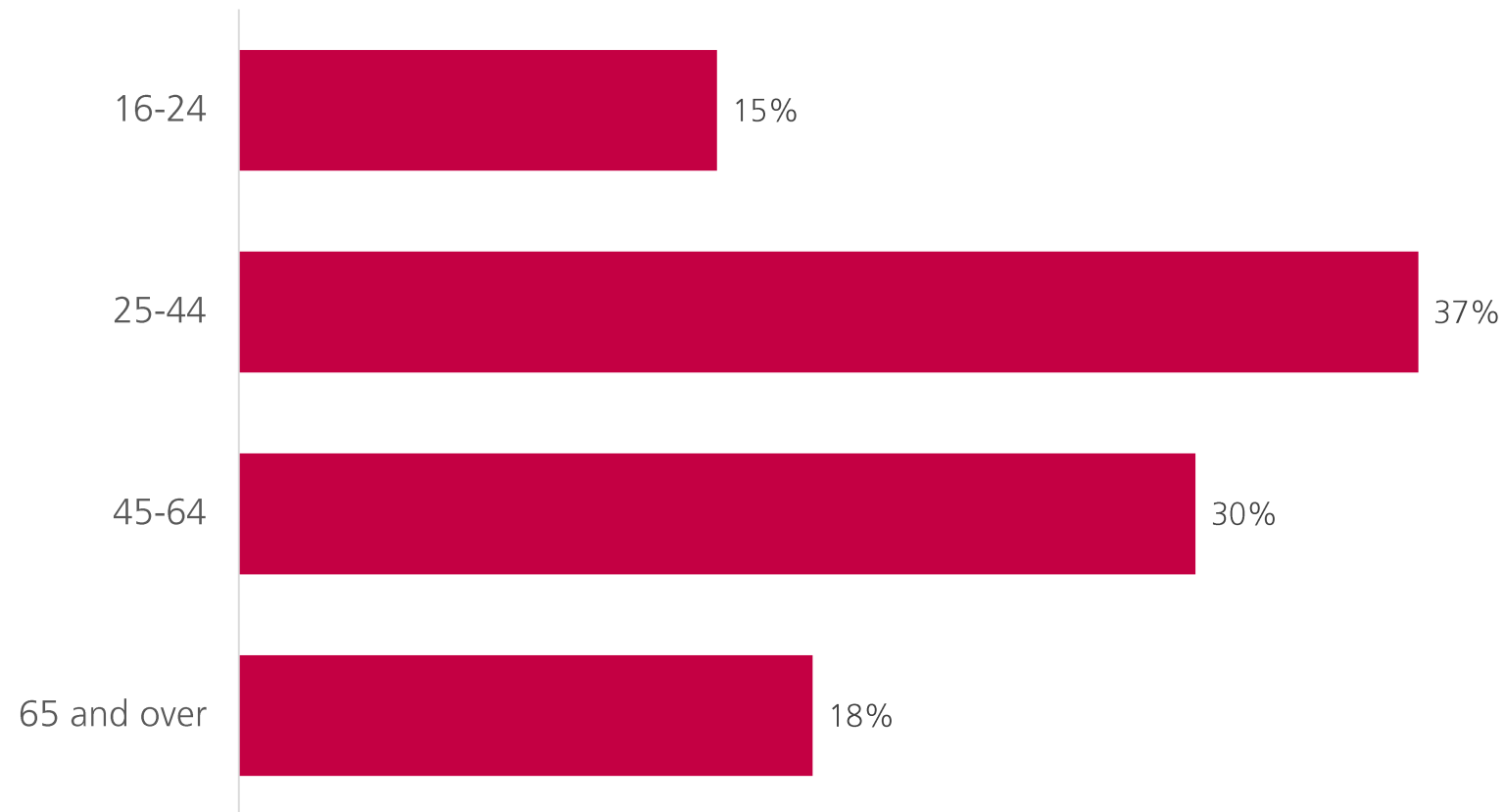
Total sample; Weight: Weight; base n = 781; total n = 1017; 236 missing; effective sample size = 607 (78%)

Q21. What best describes your gender?



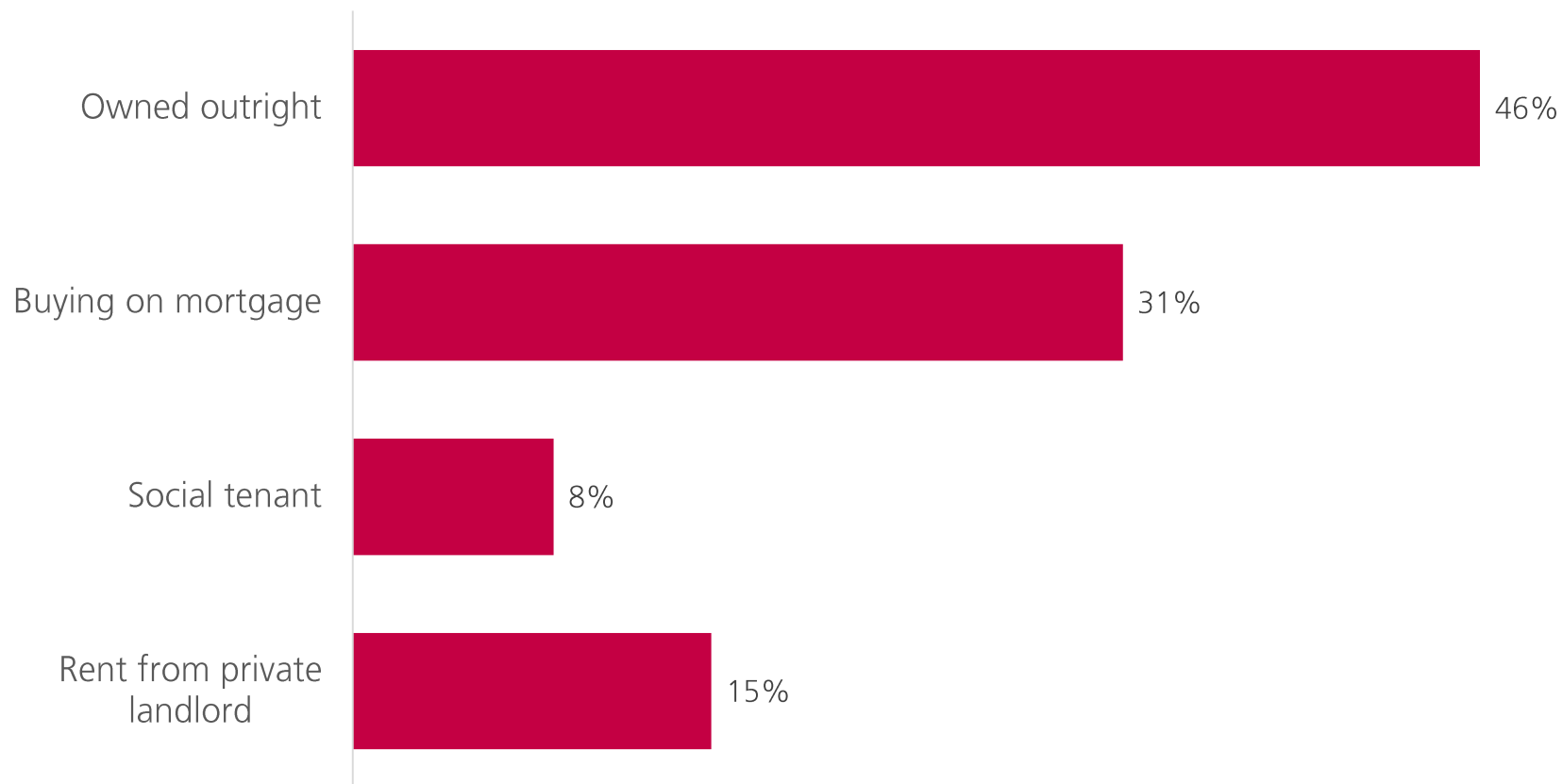
Total sample; Weight: Weight; base n = 893; total n = 1017; 124 missing; effective sample size = 704 (79%)

Q22. What age group do you fit into?



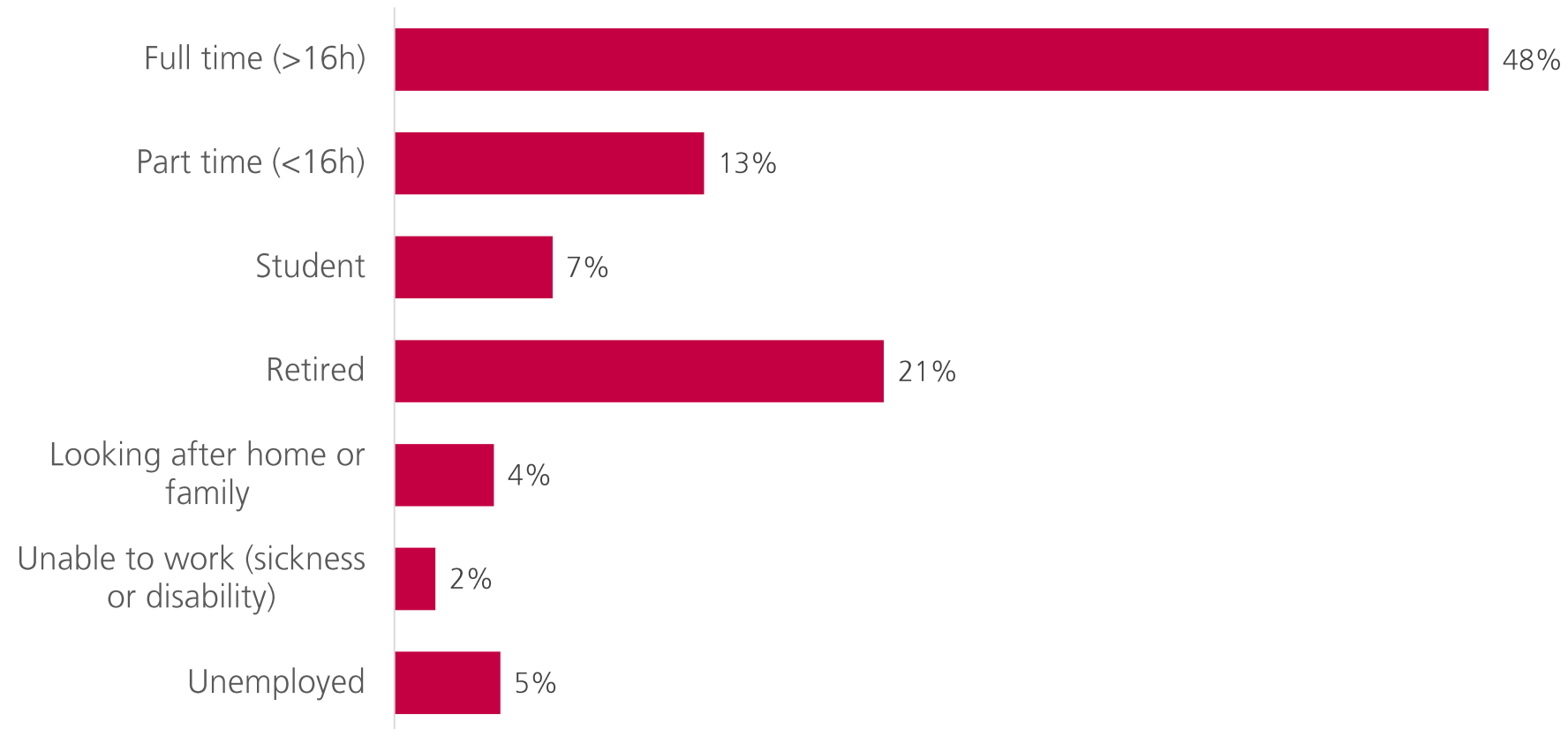
Total sample; Weight: Weight; base n = 893; total n = 1017; 124 missing; effective sample size = 703 (79%)

Q23. What is your housing status?



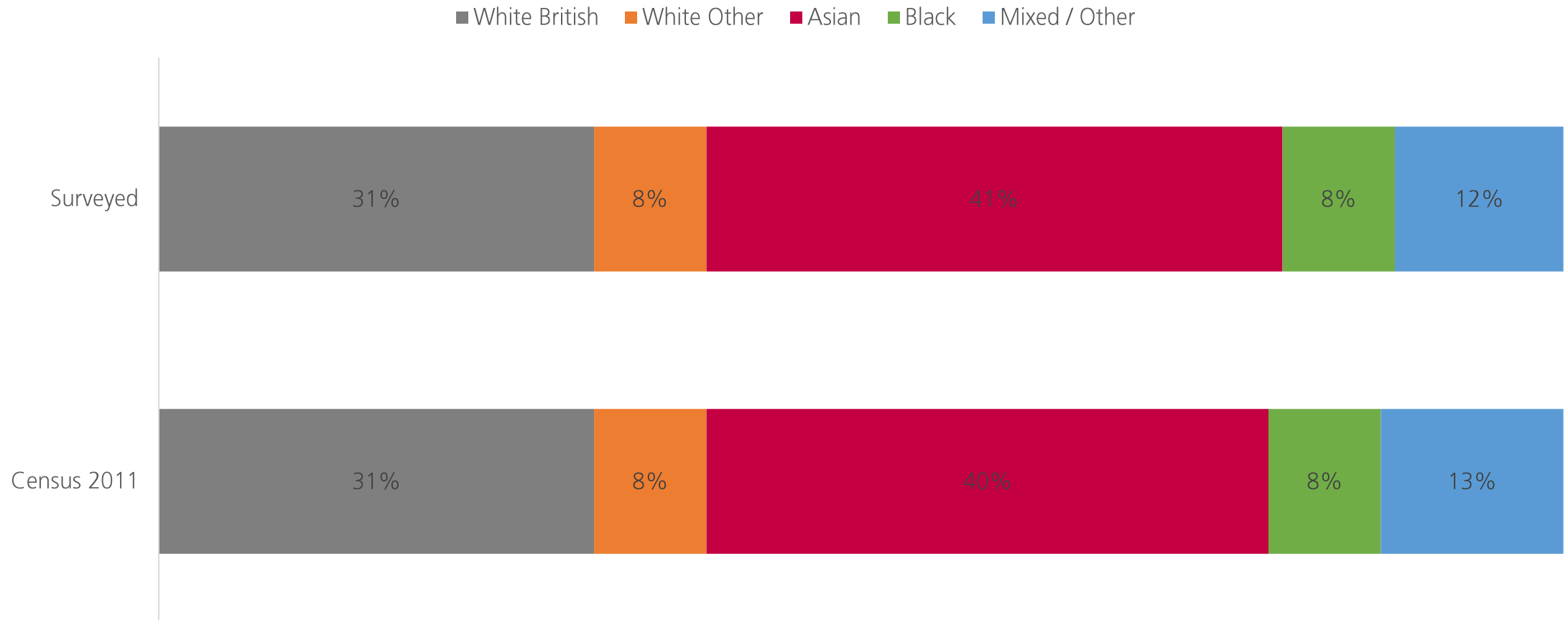
Total sample; Weight: Weight; base n = 795; total n = 1017; 222 missing; effective sample size = 650 (82%)

Q24. What is your working status at the moment?



Total sample; Weight: Weight; base n = 889; total n = 1017; 128 missing; effective sample size = 709 (80%)

Ethnicity



Total sample; Weight: Weight; base n = 893; total n = 1017; 124 missing; effective sample size = 706 (79%)