

# Life on Hilgrove: Better Living Together

## *Headline Finding Report*



Nov 2021

## Executive Summary

### About the survey

*Life on Hilgrove: Better Living Together* Survey investigates people's lived experiences on the Hilgrove Estate, focusing on residents' experience of living on the estate, where they have lived before and why they moved to Camden. Our findings may help to develop a stronger, more connected community in the long term and help improve our understanding of what it's like to live in Camden and London today.

This report provides data from the *Life on Hilgrove: Better Living Together* Survey. It is part of the *Open City* project, funded by the Economic and Social Research Council (grant reference ES/T009454/1), and organised by a team of researchers from the Universities of Warwick, Oxford, West London, and the Open University.

The survey took place online and in person between August and October 2021. 111 households (c.30%) took part in the survey. Survey design was informed by conversations with residents and organisations active in the local community.

### Key findings

- People generally like living on the Hilgrove estate. More than half said the estate has a good reputation and spoke highly of the close relationships among Hilgrove residents.
- More than half of residents on Hilgrove estate often chat to their neighbours and help each other out.
- More than one quarter of respondents reported that they have done something to respond to a neighbourhood issue over the past year.
- Around 20% of residents have moved house in the past year.
- Around 70% of residents who have moved house in the past five years have moved to Hilgrove from other parts of Camden, London, or other parts of the UK.
- Younger residents and private tenants are more likely to move house.
- People who have lived on the estate for a long time and are securely housed, think that people on the estate move houses a lot.
- People who have lived on the estate for less time, think that people on the estate move houses less often.
- Relatively positive perceptions/experience of living on Hilgrove are more likely to be reported by less mobile groups, especially those who perceive lower levels of churn.

The survey findings have implications for policy makers wishing to plan resource provision and allocation. It also provides up-to-date information on the demographic make-up of the estate. Third sector practitioners may also wish to draw on these findings for their own research and to inform planning community activities.

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To understand how respondents live their lives on Hilgrove, we asked survey respondents questions about their perceptions and experiences of living on the Hilgrove Estate, perceptions of churn, relationships with neighbours, responses to neighbourhood issues and usage of different types of places in/around the neighbourhood.

Most words entered by survey respondents regarding their perceptions of Hilgrove are positive. The five most frequently mentioned words/phases are good (n=24), nice (n=24), quiet (n=17), friendly (n=16) and peaceful (n=13).

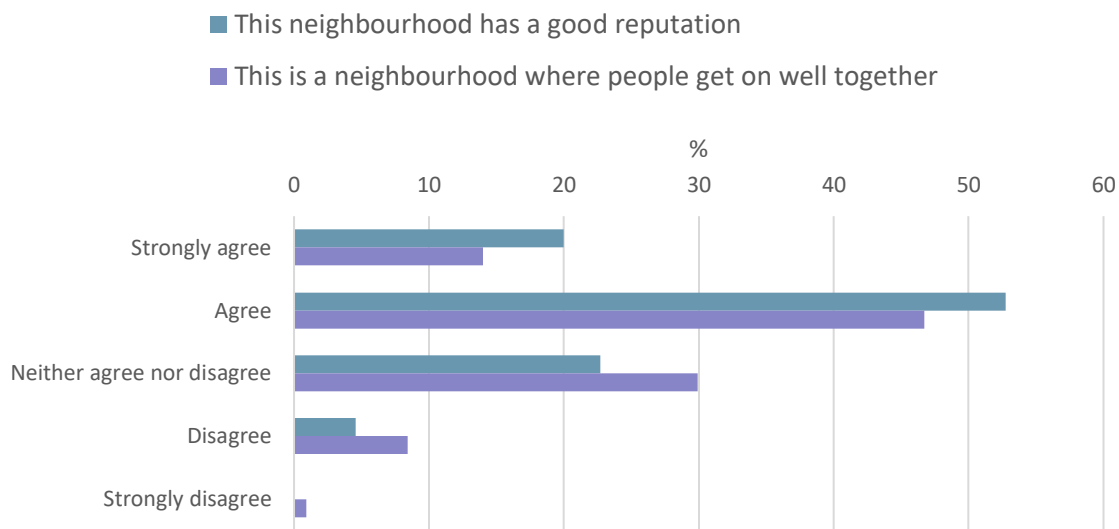
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Figure 1 Word cloud of residents' perceptions of Hilgrove



Positive answers ('strongly agree' or 'agree') are provided by more than 70% of respondents to the first statement and more than 60% of respondents to the second statement. It is worth noting that 22.73% respondents said they 'neither agree nor disagree' with the first statement and 29.91% with the second statement. Such a neutral attitude, as pointed out by one survey participant, is possibly due to the fact that she 'keeps to herself' and has no knowledge of how others get on together on the estate.

Figure 2 How much do you agree or disagree with the following statements?



### Getting along with neighbours

When asked about how often they cross paths and get along with neighbours, opinions are divided. Of our respondents, about one quarter answered 'daily' to the question of 'how often do you cross paths with neighbours' (the first two categories in Fig 3), and more than 75% did so at least once a week. On this basis, more than one quarter of our sample says he/she chats to his/her neighbours every time he/she sees them, and 44.55% does so 'sometimes'. However, more than 20% of our respondents rarely chat and 8.18% never chat to neighbours when meet, indicating a relative low level of neighbourhood interaction among these groups.



Figure 3 Frequencies of cross paths with neighbours in communal areas

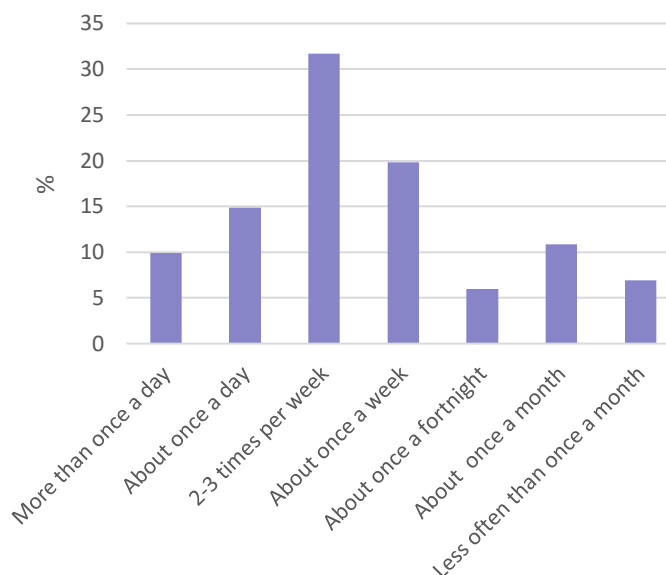
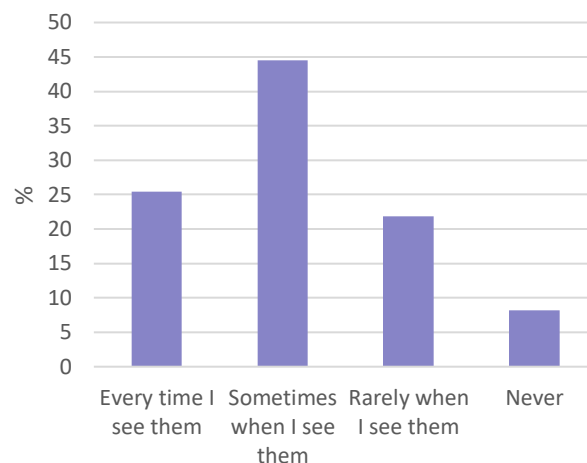
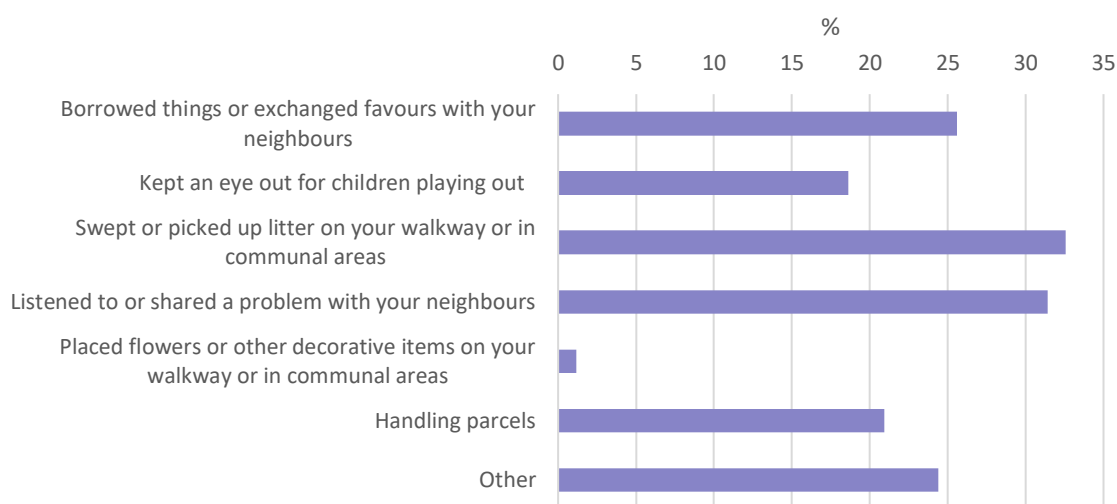


Figure 4 Frequencies of chatting to neighbours



Respondents listed a variety of approaches in which they helped each other out in the past three months (June-August 2021). The three most common approaches include 'swept or picked litter' (32.56%), 'listened to or shared a problem' (30.40%), and 'borrowed things or exchanged favours with your neighbours' (25.58%).

Figure 5 Approaches of neighbourhood help



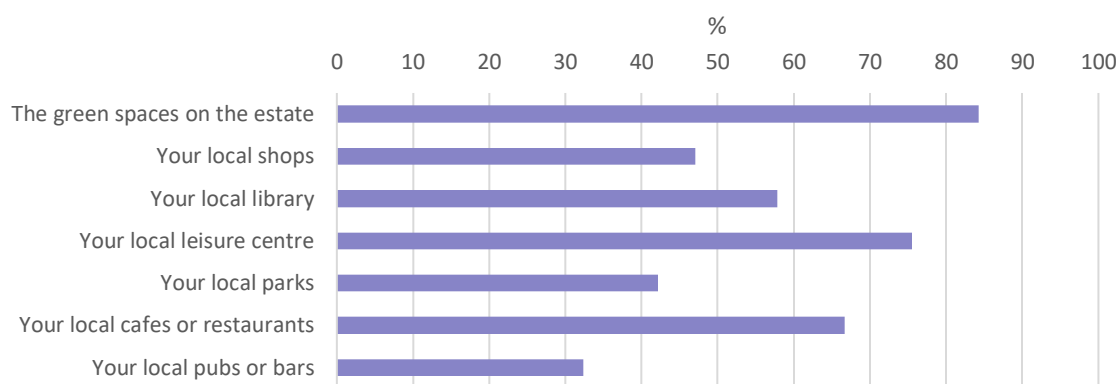
*Note:* this is a multiple-choice question, so the total response percentage exceeds 100%.

In addition to offering mutual aid and neighbourhood support, more than one quarter of our respondents reported that they have done something to a neighbourhood issue during the past year (27.27%). The areas that most actions happened are property management (n=9), neighbourhood environment (n=7) and neighbourhood safety (n=6).

### Use of neighbourhood space

Respondents were asked to select from a list of places/spaces that they used in the past month in/around Hilgrove. The most popular destination is green spaces on the estate (84.31%), followed by leisure centre (75.49%) and local cafes/restaurants (66.67%). Local library also attracted more than half of our respondents in the month before the survey (August 2021).

Figure 6 Use of neighbourhood space/place



*Note:* this is a multiple-choice question, so the total response percentage exceeds 100%.

### About where you live

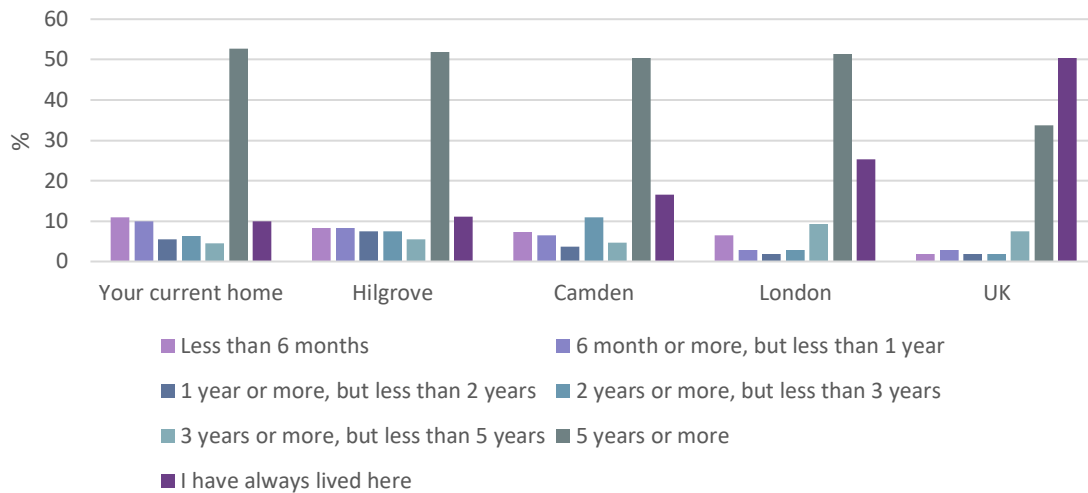
In this section, participants were asked about their previous address (if any) and why they decided to move to Hilgrove. They were also encouraged to talk about geographical relationships beyond Hilgrove, such as those in Camden, in London, in other parts of the UK and internationally.

### Residential mobility and churn

Respondents were asked how long they have lived in their current home, in Hilgrove, in Camden, in London and in the UK, respectively. If one-year is used as a cut-off point for measuring a relatively high level of residential mobility, 20.91% of our respondents reported a relatively high mobility rate at the household level since they spent less than one year at their current address. The mobility rate drops to 16.67% at the estate level, 13.76% at the borough

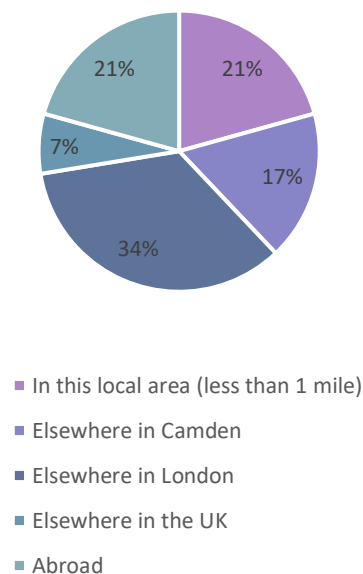
level, and 9.35% at the city level. When thinking back over the last three years, 32.73% of our respondents have moved house and 31.48% have moved to Hilgrove. When thinking back over the last five years, the corresponding mobility rate is 37.27% at the household level, 37.04% at the estate level, 33.03% at the borough level, and 23.36% at the city level.

Figure 7 Length of residence



For those who have ever moved home in the past 5 years, we asked for their most recent address (n=29). In this sample, 20.69% moved to Hilgrove from abroad (international movement), 6.90% from other parts of the UK (inter-regional movement), 34.48% from elsewhere in London (inter-borough movement), 17.24% from elsewhere in Camden (intra-borough movement), and 20.69% moved within the 1-mile radius (local movement). Inter-regional movement play much smaller role in Hilgrove's population change, compared to inter-borough, international and local movement.

Figure 8 The most recent address





### Perceptions of churn

Perceptions of neighbourhood churn are relatively low amongst our sample: more than 60% of residents said 'none' or only 'a few' of their neighbours have changed during the past three years and more than 35% report their neighbours stay for a long time. Only 27.93% experienced relatively high levels of churning as expressed by 'my neighbours move homes a lot'. When asked to recall experience during the past three years, 6.31% thought most of their neighbours have changed and 16.22% assumed some of their neighbours have changed. The perceived churn rate is relatively lower than the actual churn rate discussed on p.7.

Figure 9 Perception of neighbours' moving home

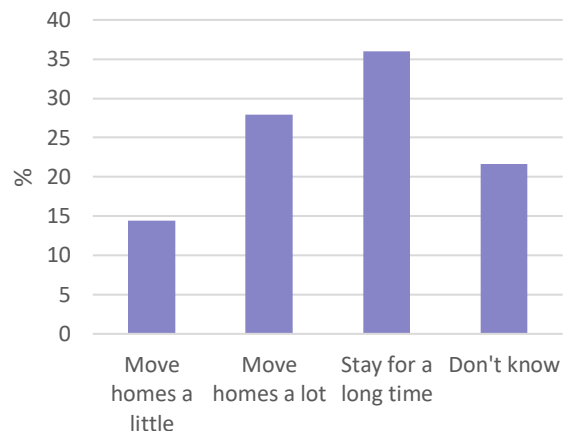
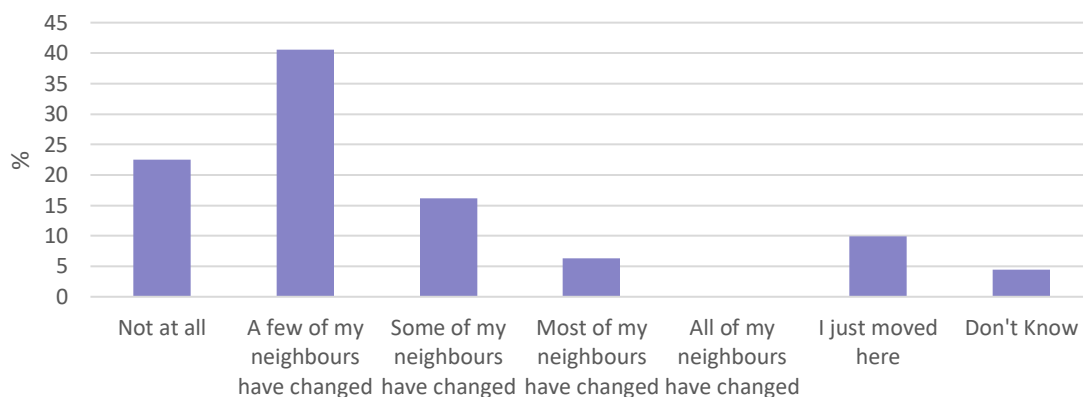
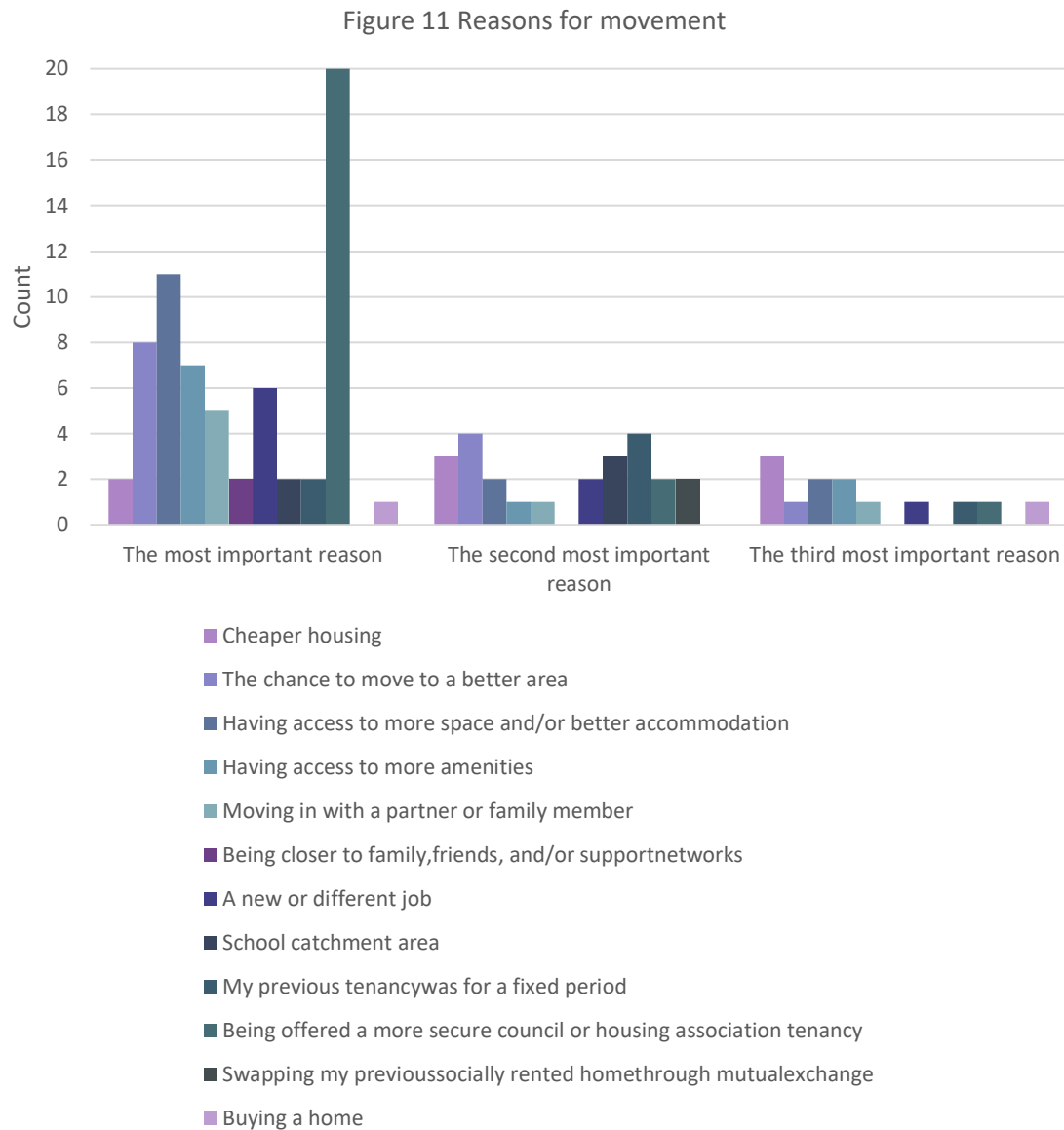


Figure 10 Perception of neighbourhood change



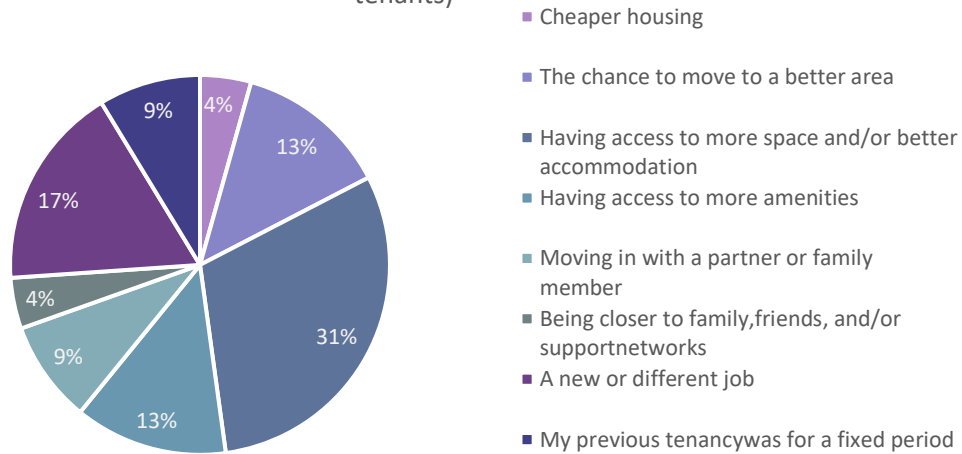
### Reasons for movement

Respondents were asked to list and rank the reasons why they decided to move to their current home in Hilgrove. A diverse range of reasons were selected. The most important reason that was mentioned the most times was 'being offered a more secure council or housing association tenancy' (n=20), followed by 'having access to more space and/or better accommodation' (n=11) and 'the chance to move to a better area' (n=8).



Among respondents who are leaseholders or private tenants, the top three most important reasons for movement include 'more space' (n=7), 'new job' (n=4) and 'better area and/or more amenities' (n=3).

Figure 12 Most important reason for movement (leaseholders and private tenants)



## Appendix

### Survey methods

*Life on Hilgrove: Better Living Together* is a cross-sectional study of people's lived experience on the Hilgrove Estate, especially their experience of togetherness and movement, and what they think about their local area. In compliance with Covid-19 guidelines, we adopted a mixed-mode design to elicit higher response rates and access hard-to-reach groups. We blend online data collection and targeted door-knocking. We distributed the survey through a variety of channels, including social media, postcards delivered to each address, poster on the estate, targeted door-knocking and postal surveys delivered to a sample of addresses.

This report presents data from the 11 weeks of data collection (16/8/2021- 31/10/2021) which took place both online and in person. We provided a £5 voucher incentive for each complete survey response. To ensure that responses were valid and completed by genuine Hilgrove Estate residents, we introduced a number of verification measures. These included a captcha question and a question where respondents were asked to correctly identify an image of the Hilgrove Estate. We excluded a portion of responses that did not provide a name and valid postal address, were completed outside the UK, or provided incoherent or nonsensical text responses.

### Profiles of respondents included in this report

	Life on Hilgrove Survey (2021)		Census (2011)	
	No. of observations	%	No. of observations	%
<b>Age</b>				
18-29	39	37.50	373	29.82
30-44	25	24.04	387	30.94
45-59	20	19.23	252	20.14
60+	20	19.23	239	19.1
<b>Gender</b>				
Female	61	57.01	739	46.68
Male	40	42.99	844	53.32
<b>Ethnicity<sup>1</sup></b>				
White	57	51.35	831	52.50
Ethnic minority	34	30.63	752	47.50
Black / African / Caribbean / Black British	12	10.81	159	10.00
Asian / Asian British	14	12.61	420	26.50
Mixed / Multiple ethnic groups	6	5.41	64	4.00
Other ethnic groups	2	1.80	109	6.90
<b>Educational levels<sup>2</sup></b>				

GCSE or below	16	15.84	-	-
A-levels or equivalent	29	28.71	-	-
University degree or higher	56	55.45	551	44.00
<b>Economic activity</b>				
Economically active	63	58.88	741	64.04
Full time employees	43	40.19	408	35.26
Part time employees	15	14.02	101	8.73
Self employed	5	4.67	122	10.54
Economically inactive	41	38.32	416	35.96
<b>Tenure<sup>3</sup></b>				
Owned/ part owned	25	22.52	206	31.40
Social rented	53	47.75	226	34.60
From the Council	43	37.84	215	32.80
Other social rented	10	9.01	11	1.70
Private rented	28	25.23	197	20.00
Living rent free	0	0.00	27	4.10
<b>Household composition</b>				
One person	29	26.36	197	30.00
One family and no others	61	55.45	344	52.40
Other	20	18.18	115	17.50

*Note:* 1. This includes 20 participants who answered 'don't know' or 'prefer not to answer' for the ethnicity question. 2. This includes 3 participants who answered 'prefer not to answer' for the educational attainment question. 3. This includes 5 participants who answered 'don't know' or 'prefer not to answer' for the tenure question.