

## POSTAL SURVEY SUMMARY

The East End Quality of Life Initiative carried out a representative survey of 1500 residents in the Darnall, Handsworth and Tinsley area of Sheffield in November-December 2000. Part of the questionnaire asked people how they thought Objective One funding should be used the Lower Don Valley.

Table showing ethnic/geographical distribution of replies:

	Male	Female	Total	Sample	RespRate
White	184	231	415		
Asian	12	14	26		
Other	10	14	24		
<b>All</b>	<b>206</b>	<b>259</b>	<b>465</b>	<b>1500</b>	<b>31.00%</b>
S13	74	98	172	469	36.67%
S9 1	20	43	63	258	24.42%
S9 3	5	6	11	104	10.58%
S9 4	63	73	136	383	35.51%
S9 5	39	44	83	285	29.12%

Replies were received from 465 people, and 65 questionnaires were returned undelivered, giving a response rate of 31%. 23% of those who replied strongly agreed and 31% agreed with the statement *"People in Darnall and Tinsley have not benefited from past developments in the area"*.

### Traffic Problems

Local residents generally agreed that *"Improvements to the road network are needed to relieve congestion and help traffic flow more easily around and through the area"* (26% strongly agree; 60% agree).

Many residents recognised that development of the area would not be without problems, as 24% strongly agreed, and 40% agreed with the statement that *"The proposed developments will bring more traffic, making air pollution and noise problems worse"*. More people disagreed than agreed with the idea that *"newer engines and fuels will solve the air pollution problems"* (22% agreed, 26% neither agreed nor disagreed, 29% disagreed, 10% strongly disagreed).

Proposals to build the new link road are not new to local residents, and their response in the survey was general agreement that it *"will increase traffic and make air pollution and noise problems worse for local residents"* (19% strongly agreed; 37% agreed).

### Public Transport

Current proposals stress that improvements in public transport provision should take place before further development of the area, as it is widely recognised that it is much harder to persuade people to change their route to work once this has been established. The survey found general agreement with the statement that *"Development of sites in the area should be delayed until an efficient public transport system is in place (including the extension of Supertram)"* (20% strongly agreed; 41% agreed). The improved public transport system would also enable people living in the East End of Sheffield to access job opportunities in other parts of the city and region.

The government has set a target of a 10% shift from cars to other forms of transport in urban areas over the period 2000-5. Local residents agreed (26% strongly agreed, 42% agreed) that *"Green travel plans should be adopted by existing and new businesses to encourage their workers to use cars less and travel to work by other means – bus, tram, cycle, or on foot"*.

No specific proposals have been made to improve pedestrian and cycle routes in the area, although these measures would be welcomed by local residents, 29% of whom strongly agreed and 45% agreed with this idea in the recent survey. There was also general agreement (23% strongly agreed, 40% agreed) that *"Strict car parking limits should be placed on existing and new developments to reduce traffic and prevent further traffic increases in the area"*.

### Jobs

The high level of unemployment in the area (30% all male unemployment in Darnall ward, compared to 16% city-wide) is perhaps reflected in local residents' agreement that more economic development is desirable. In the survey, 22% strongly agreed, and 54% agreed with the statement *"We need jobs in the area so funding should be used to provide whatever developers need."* 47% of

respondents also agreed that *"If too many restrictions are placed upon developers, they will not come into the area."*

Local people would very much welcome the opportunity to access good quality jobs (31% strongly agreed, and 47% agreed with the statement *"Developments should only be allowed to go ahead if they offer good quality jobs to local people"*). Highly qualified people in the area have been unable to find work suited to their skills, and an effective local labour market strategy would help overcome this problem. 29% strongly agreed, and 50% agreed with the idea that *"Local labour agreements, to ensure local people gain employment, should be negotiated for all new developments"*.

In the survey, the suggestion that *"A local team of workers should be recruited to encourage developers to employ and train local people, and help local people to find jobs in the area"* received good local support, with 38% strongly in favour, and 49% in agreement. The important aspect for local people is that this should be a local agency, rather than a distant, centralised service which has no distinct connection with the area.

### **Environment**

The IDP proposes improvements to the area to welcome travellers from the M1, and enhance the image of the area. Whilst local people thoroughly agree that environmental improvements in the area are needed, they would, not surprisingly, like to see some benefits for themselves. In the survey, environmental improvements received the strongest support and were seen as the highest priority for the area.

37% of residents strongly agreed, and 48% agreed that *"Environmental measures, such as noise barriers and tree planting, are needed to reduce the impact of noise and air pollution on local residents."* There was also overwhelming support for the improvement of existing parks and play areas, along with *"derelict land converted into attractive areas for recreational and community use by local people"* (59% strongly agreed, 36% agreed). If environmental improvements are made solely to enhance development sites, this will exacerbate feelings of social exclusion and not improve the quality of life of local people. An earlier survey in Darnall in February-May 2000 also found that the lack of accessible and affordable community and leisure facilities in the area were serious problems for many local residents. Another use for derelict land in the area could be for housing, and 40% of local residents strongly agree, and 47% agree, that *"Some derelict land should be used to develop new housing, and improvements should be made to existing housing."*

### **Social capital**

In order to give the required step-change to the local and regional economy, a commitment to support capacity building within the local communities is needed. Social capital has been recognised by the World Bank and other researchers as the 'missing link' in many economic development proposals. Enabling and supporting local people to become involved in the development of their area is not only a matter of social justice and individual well-being, but also brings a sustained commitment to the economic developments, maximising the long-term benefits to the locality and the region as a whole. Involvement in community organisations helps overcome isolation and social division, and allows people to build new skills and try out new tasks and responsibilities in non-threatening situations, thus increasing an individual's employability.

Dedicated resources are needed to support and engage local communities as active partners in the development, implementation, monitoring and review of a sustainable regeneration strategy for the East End. People in the survey agree that *"a local team of workers to support local communities and to find ways for them to have more say in decisions that affect the area should be recruited"* (24% strongly agree; 52% agree).

### **Hopes for the future**

Many people saw the potential benefits of developments, provided the money was used to help local people. One local resident eloquently captured many peoples' hopes and fears:

*"There is a great deal of potential within the areas specified in this paper. The opportunity that we have to achieve something positive for the long-term benefit of the community should not be underestimated. It is a fear that such a large scale development could be mishandled simply to satisfy a few, or, in an attempt to be too politically correct. This is a good area of Sheffield which does not always receive the respect it deserves. Let's hope there is some good fortune coming this way."*