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Liveability – where are we now?

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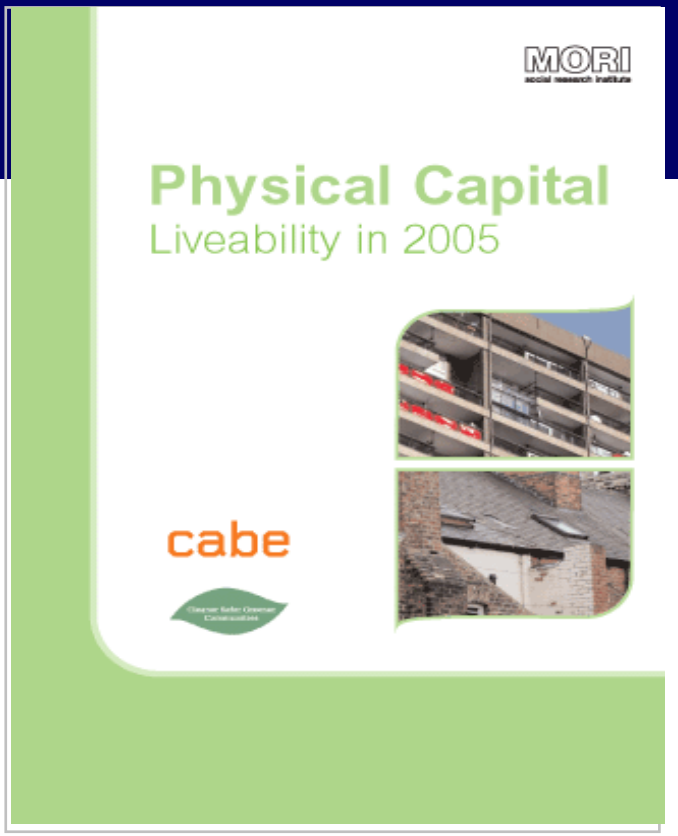
Background



- Three years ago MORI reported on the prominence of Liveability issues right across Britain – importance of safe, clean, green local areas
- Falling satisfaction with local environments, rising concern about teenagers hanging around, graffiti etc
- In 2005, our new report on Physical Capital shows the picture looks better
- Focus, investment and innovation have made a difference?

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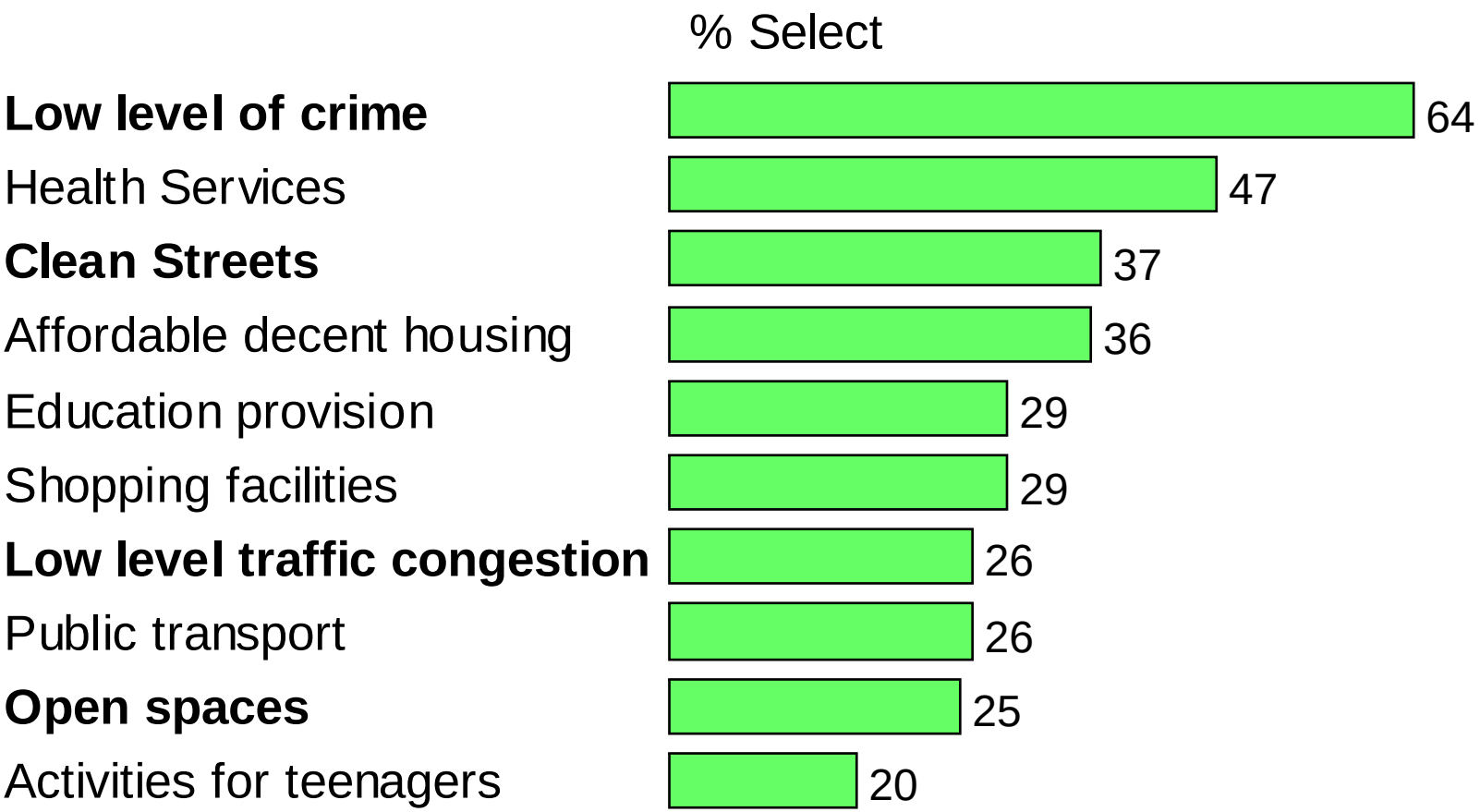
It still matters more than most public services at a local level

What Makes Somewhere a Good Place to Live?

Q Thinking generally, which of the items on this list would you say are most important in making somewhere a good place to live? You can choose up to five



Base: 596,000 BVPI survey responses 2003/4

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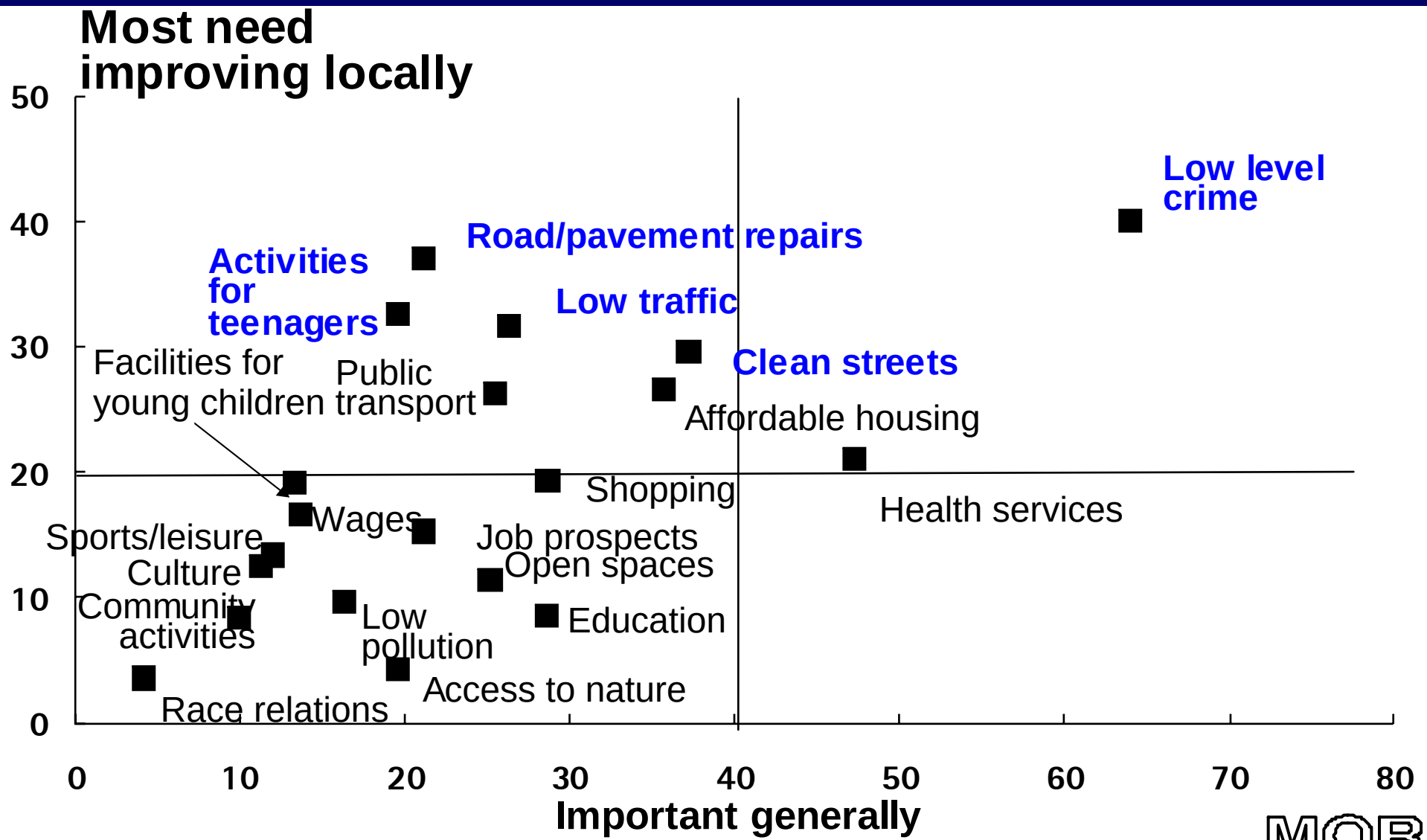
And, despite progress, remains a key priority for improvement

Quality of Life – Ideal vs Needs Improving



Base: valid BVPI responses

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Liveability clearly affects quality of life...

...the role of "Physical Capital"

Importance of physical capital

- **Much talk of Social Capital, Cultural Capital, Human Capital in relation to quality of life since 2000**
- **… but also need to consider *Physical Capital***
- **New analysis in report suggests that appearance of area has a clear relationship with quality of life**
  - **link to depression in UK**
  - **and Ulrich's "visual envelope" for US hospital patients "View through a window may influence recovery from surgery"**
- **Complex interaction with other factors – seen in discussion groups from New Deal for Communities Evaluation…**

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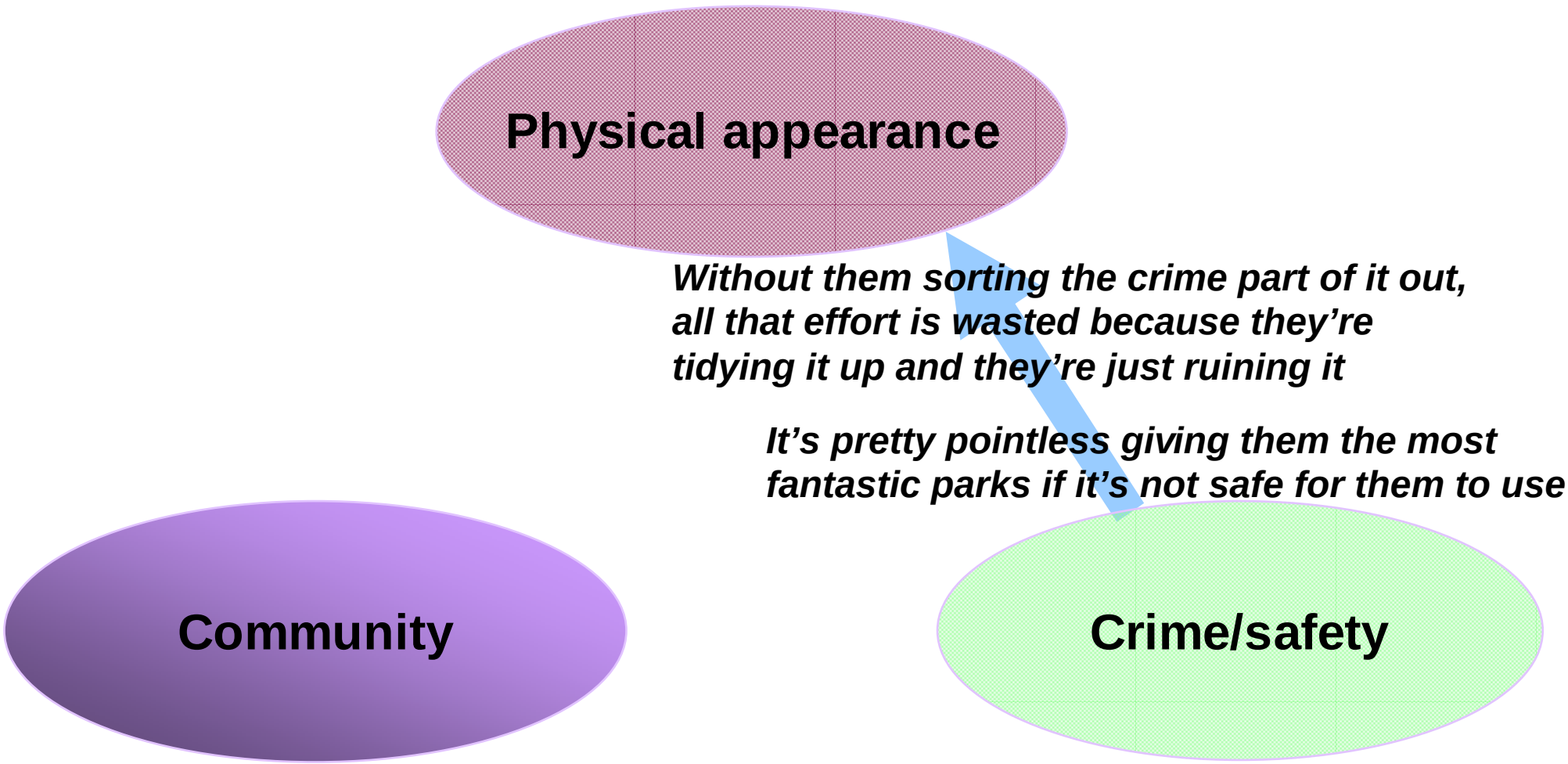
Vicious and virtuous circles



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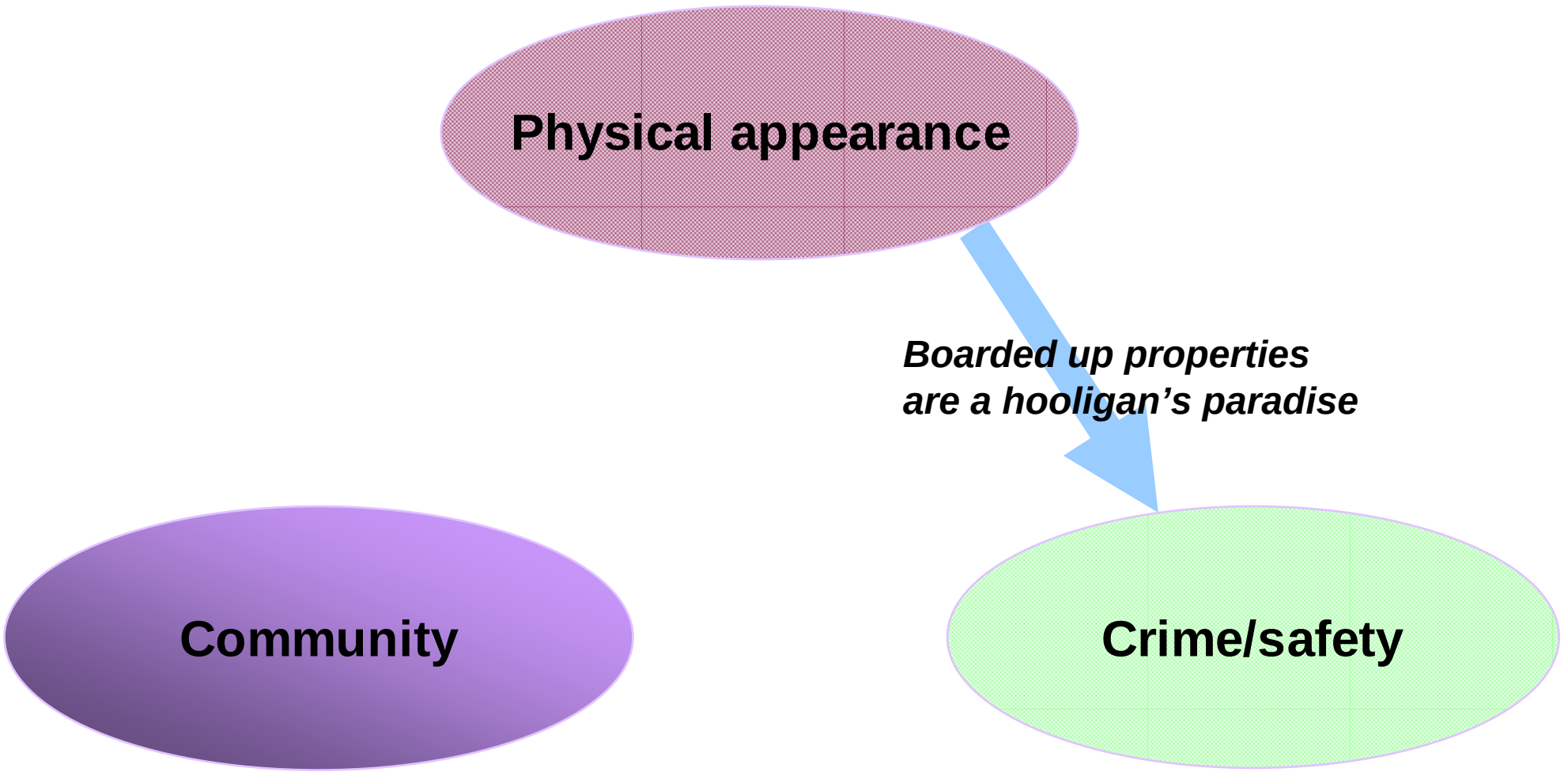
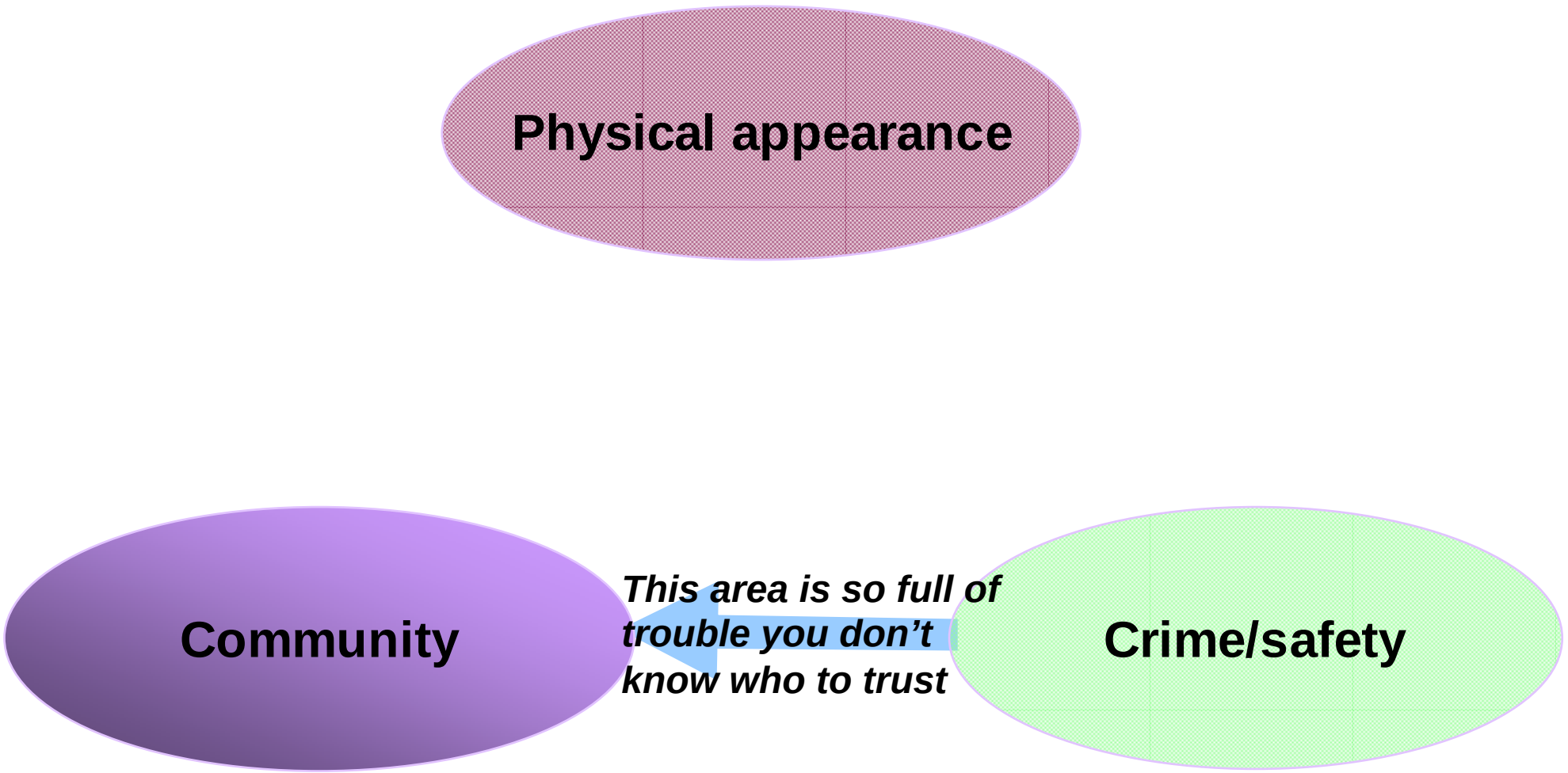
Vicious and virtuous circles



Vicious and virtuous circles



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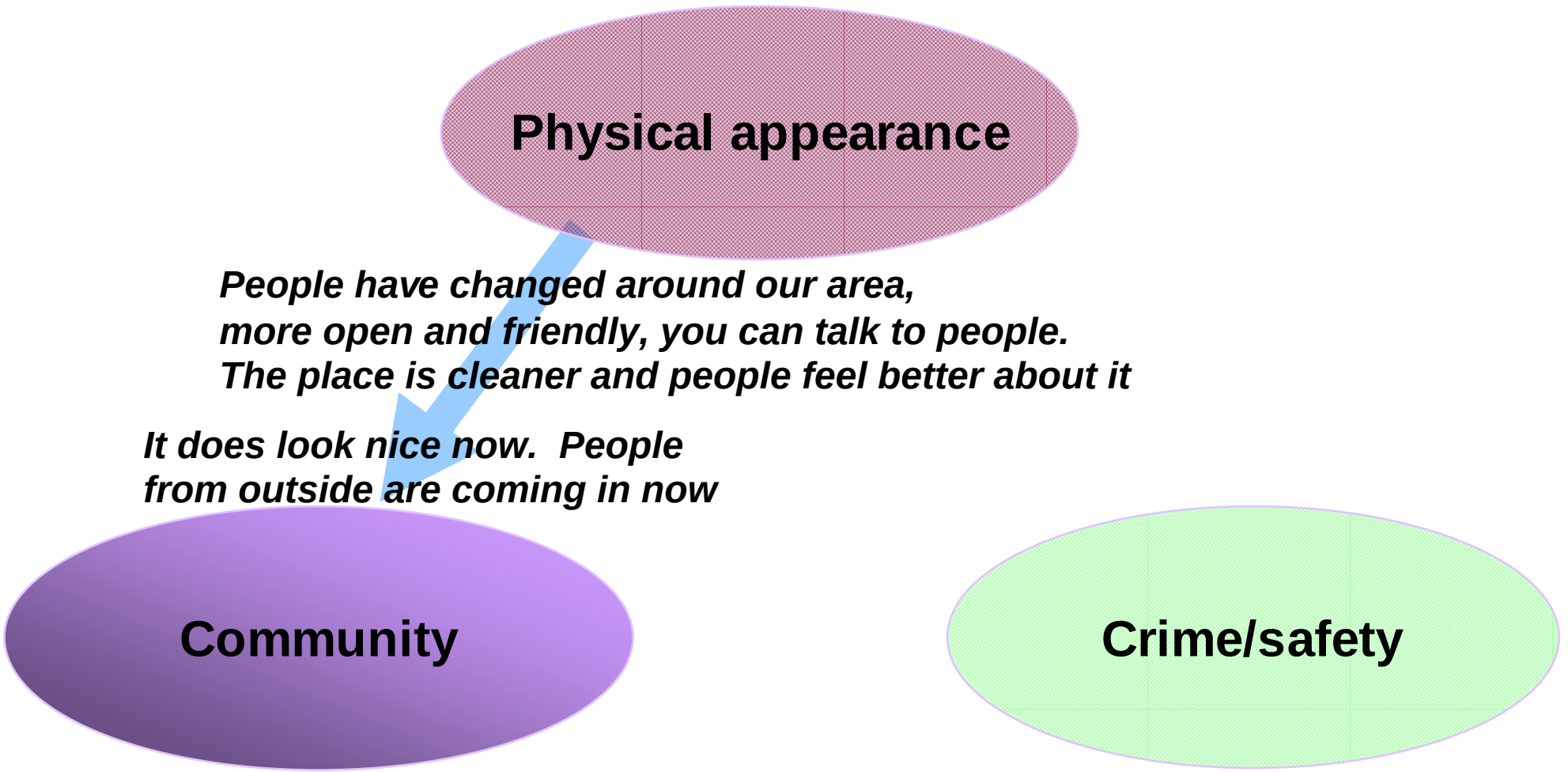
Vicious and virtuous circles



Importance of visual appearance seen nationally

- In data from major government survey
- Around 11,000 observations throughout the country by trained surveyors
- Applying consistent rating of overall visual quality of areas - design, maintenance, traffic etc
- Closely linked to satisfaction with area

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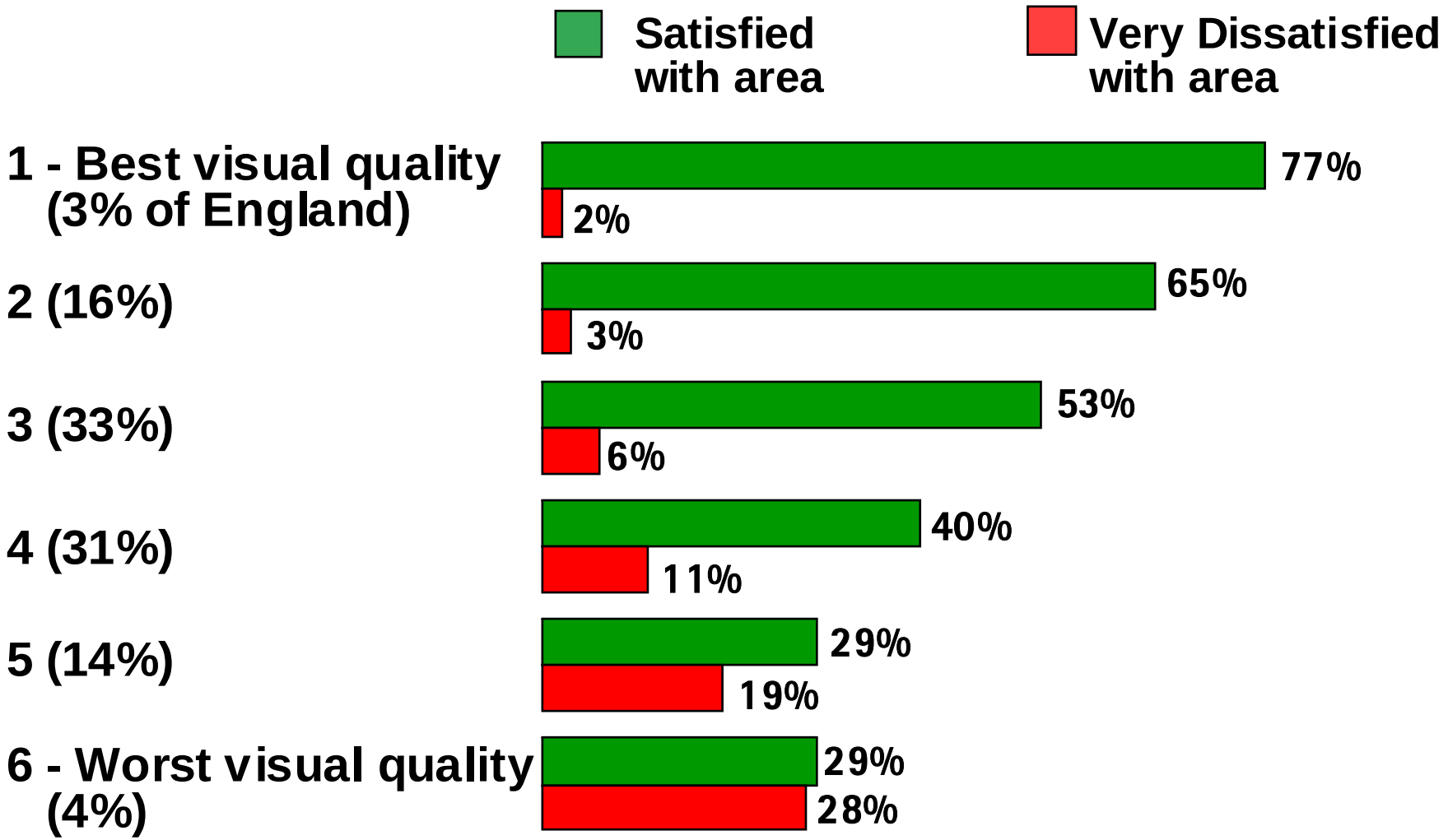
Satisfaction with area versus visual appearance



Source: EHCS 2001 – unweighted data

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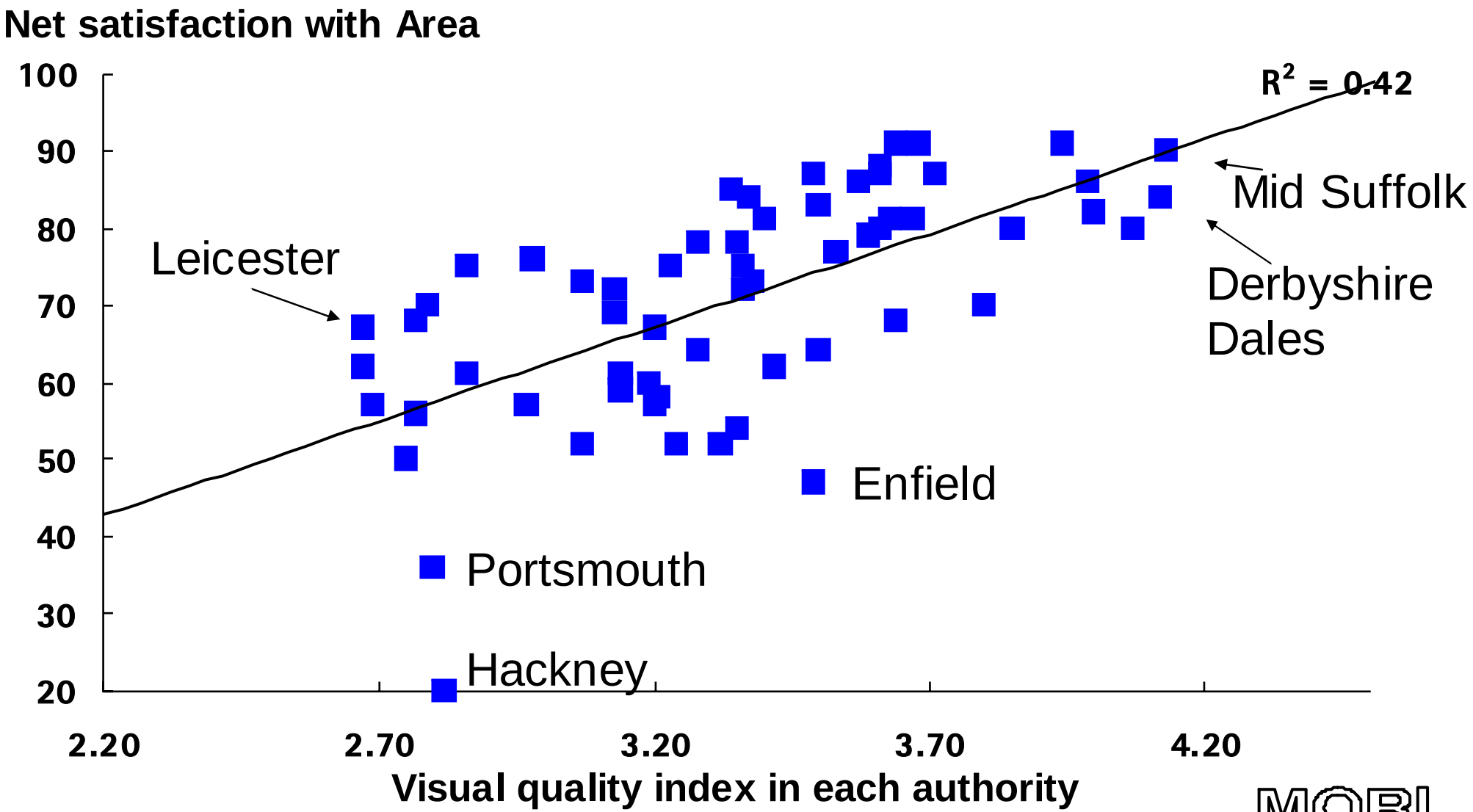
Satisfaction with area versus visual quality



Base: All

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Defining physical capital

- But other physical factors could influence satisfaction
- eg property type, vacant property etc
  - added to dataset for each of c65 LA areas surveyed – and ran regression to identify most related factors
- Three factors significant
  - our visual quality scores (positively related)
  - proportion of households living above fifth storey (negatively related)
  - and proportion of terraced housing stock (negative)
- Explains 67% of all variation in satisfaction with area
  - not saying causes, but can predict satisfaction knowing only this “physical capital” score

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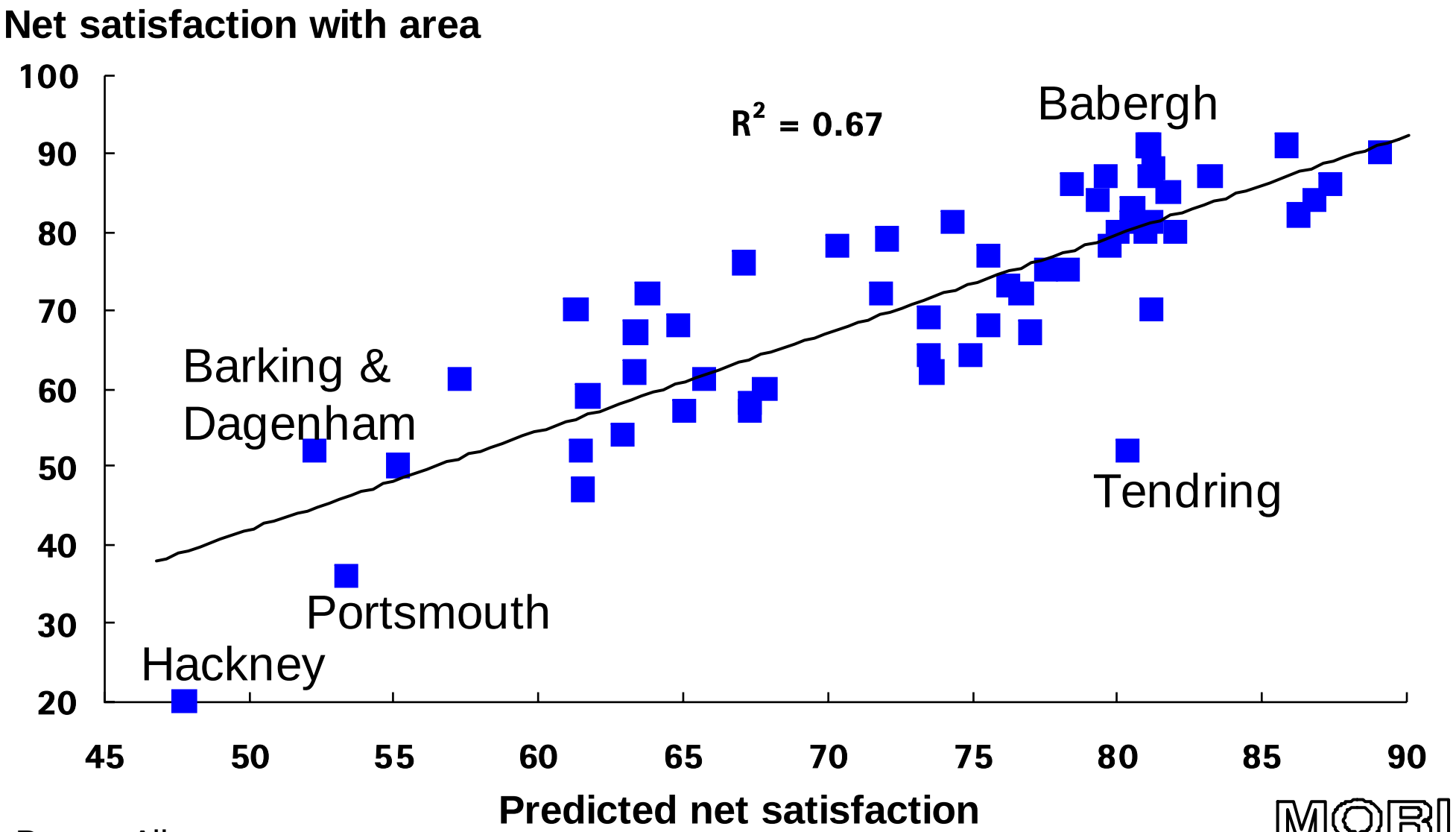
Satisfaction with area versus predicted satisfaction



Base: All

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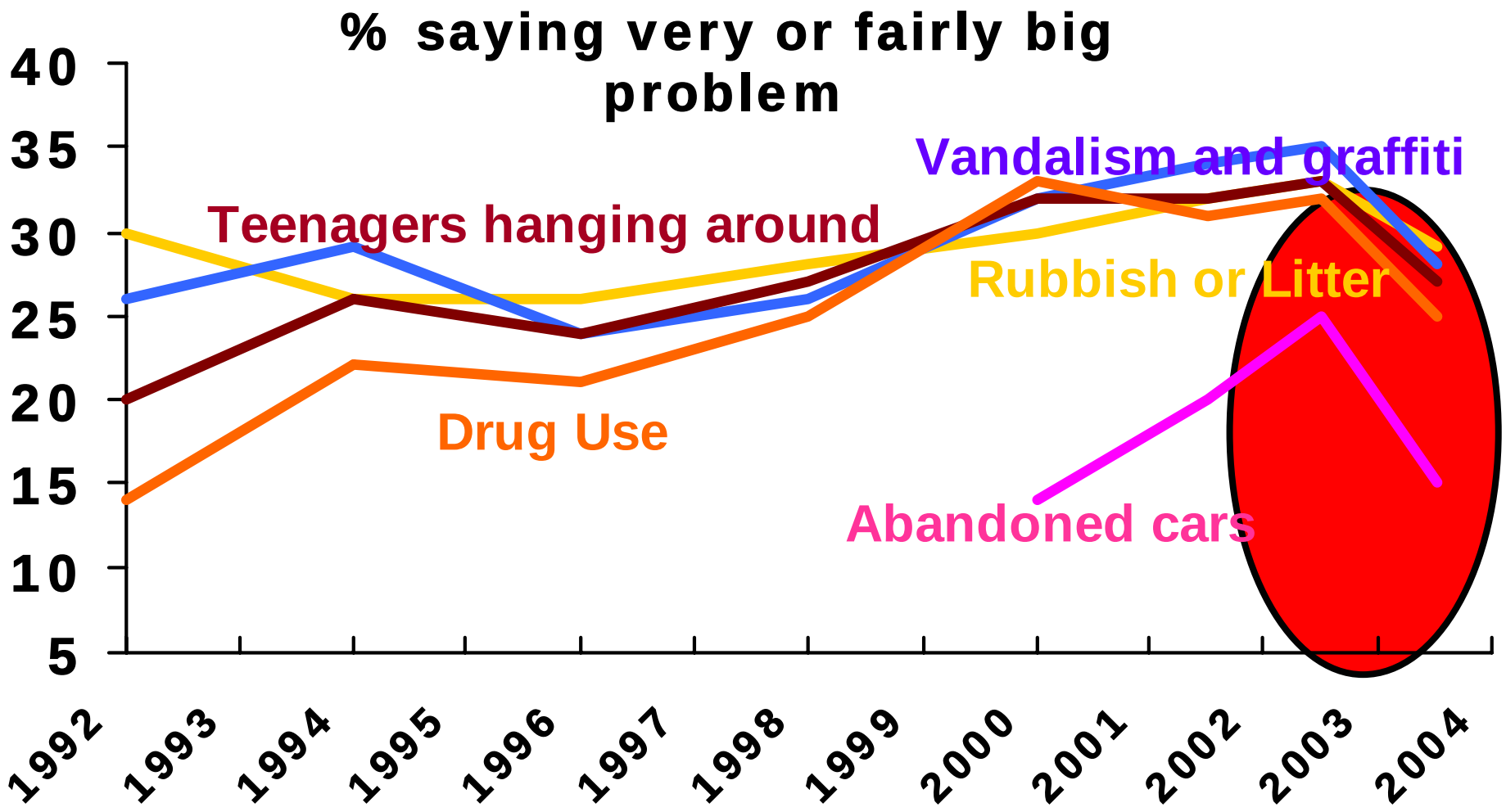
But things are getting better....

Concern about Liveability is now falling



Source: British Crime Survey

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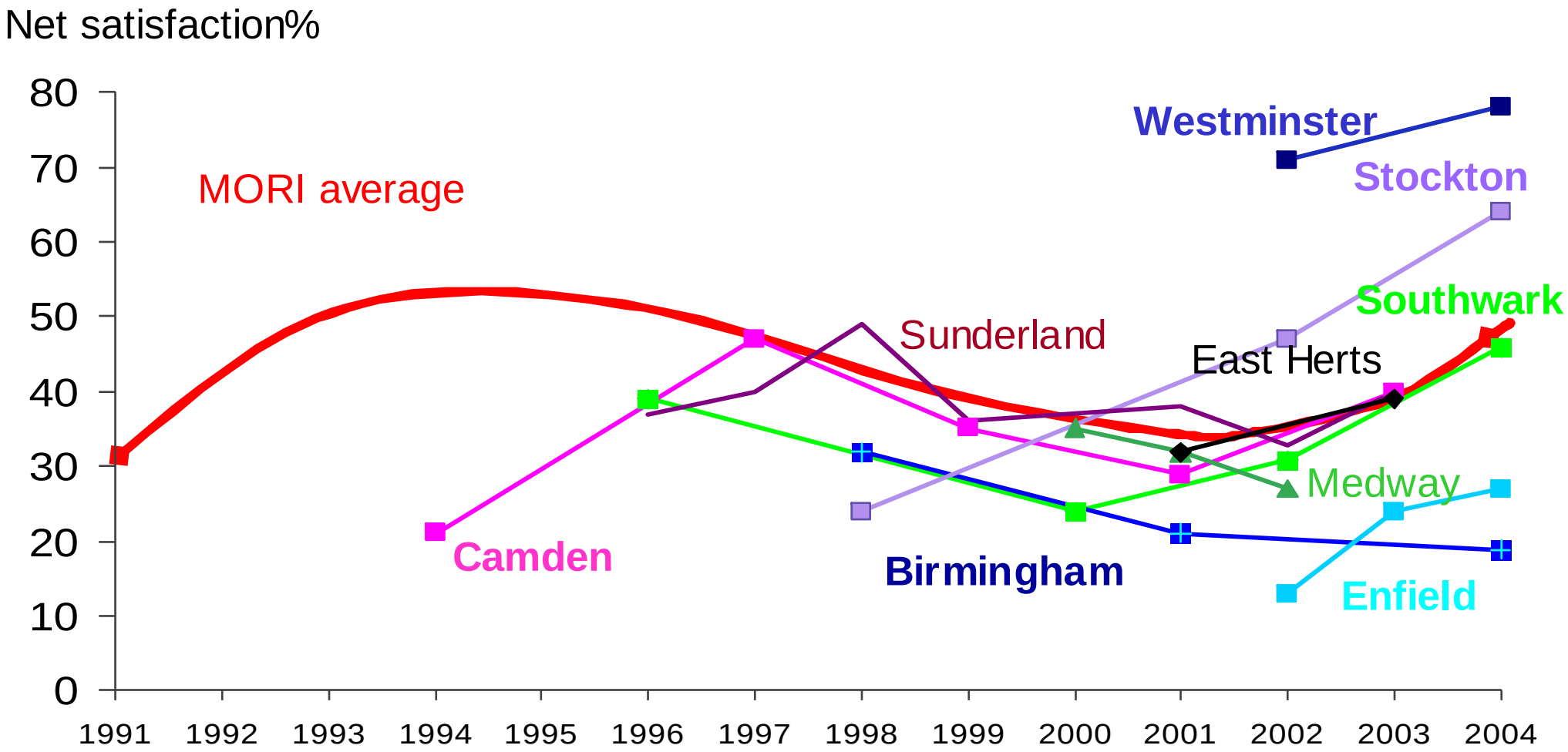
A reversal of falling satisfaction with street cleaning



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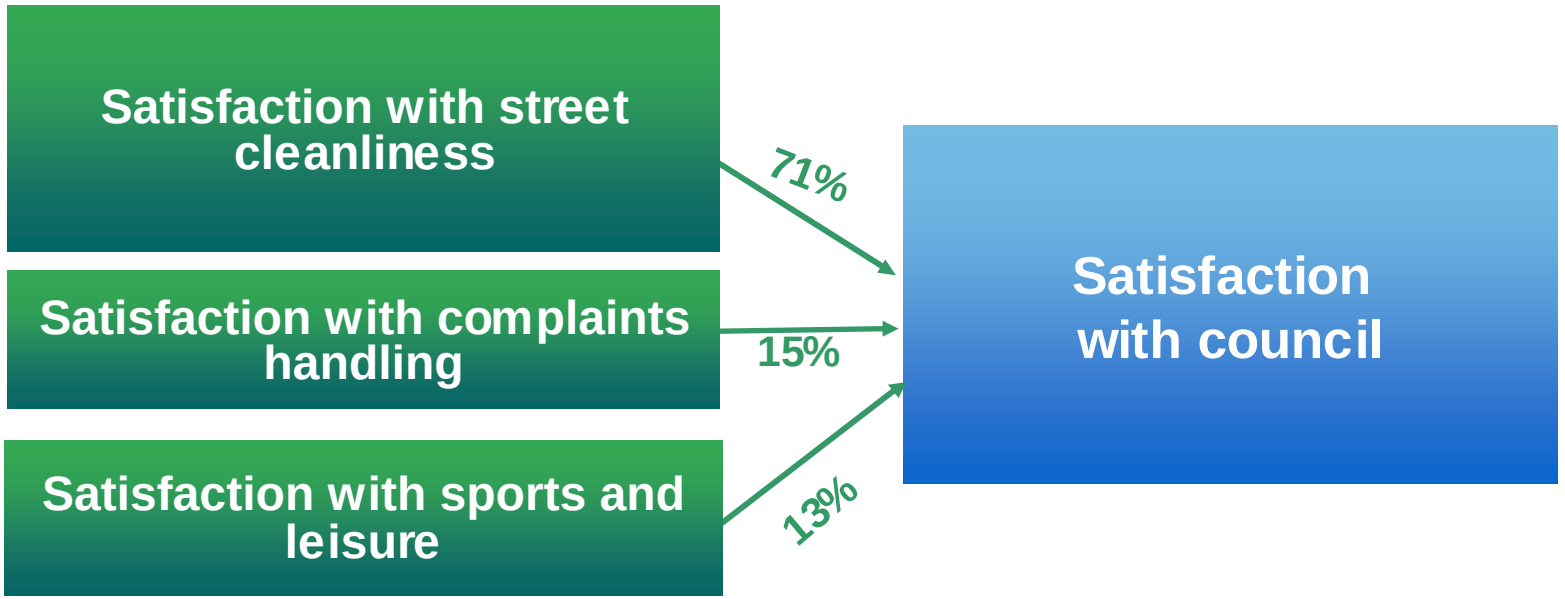
Why?

- More coordination, innovation, focus and money
- Wardens, rangers, watchers, more visible street teams
- Comprehensive “street services”, dedicated teams/champions and area management
- Citizen involvement – cleaner-less days in Manchester to highlight resident responsibility, local fora to control priorities
- Telling people what’s been achieved

And this really matters for councils...

Positive drivers



55% of variation in satisfaction with council explained by model (BVPI surveys)

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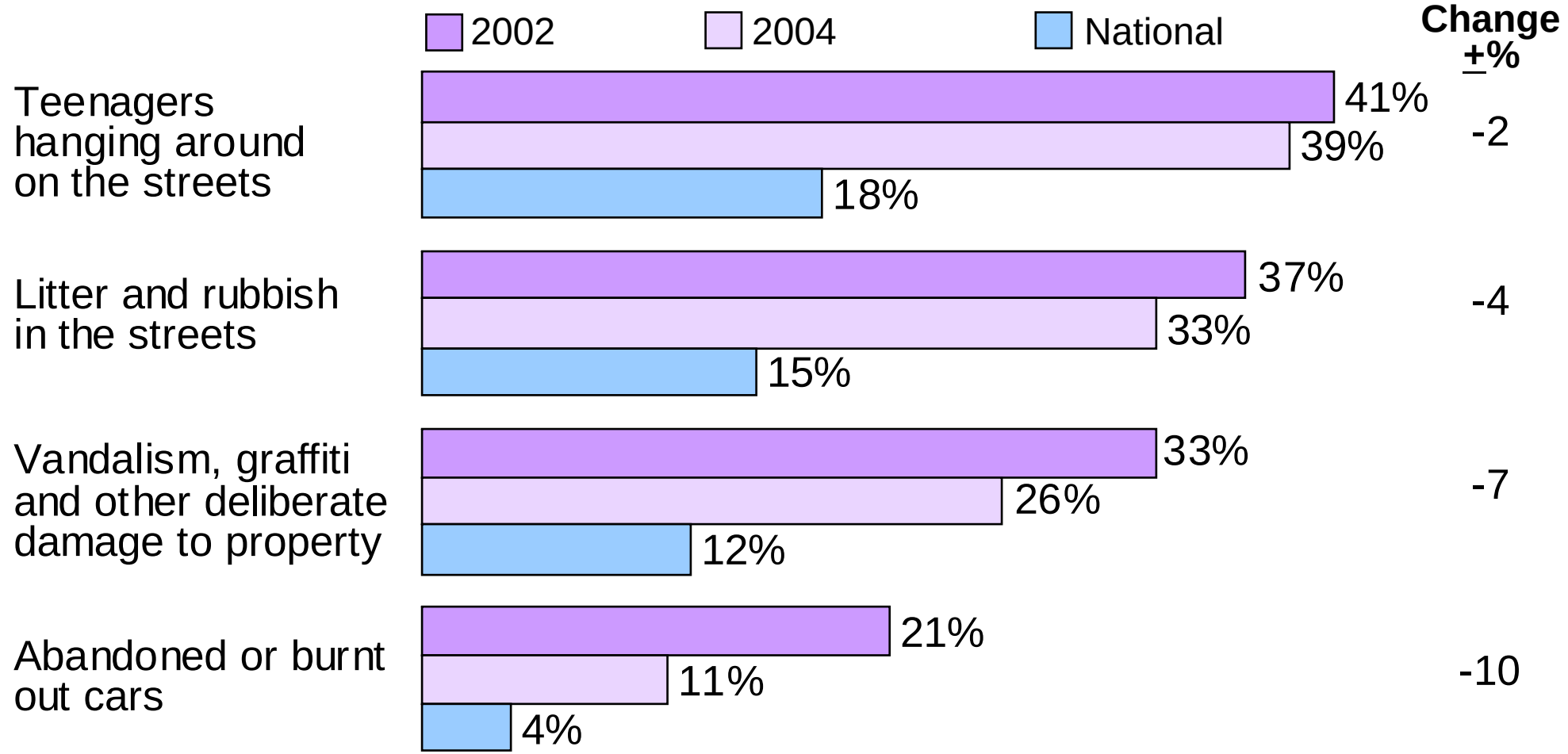
Improvement across country... including deprived areas

NDC areas – local environment

% serious problem in area



Base: All respondents: 19,574 (2002) & 19,633 (2004)
National: Survey of English Housing 02/03 and MORI Omnibus 2004 (2,032 adults aged 16+)

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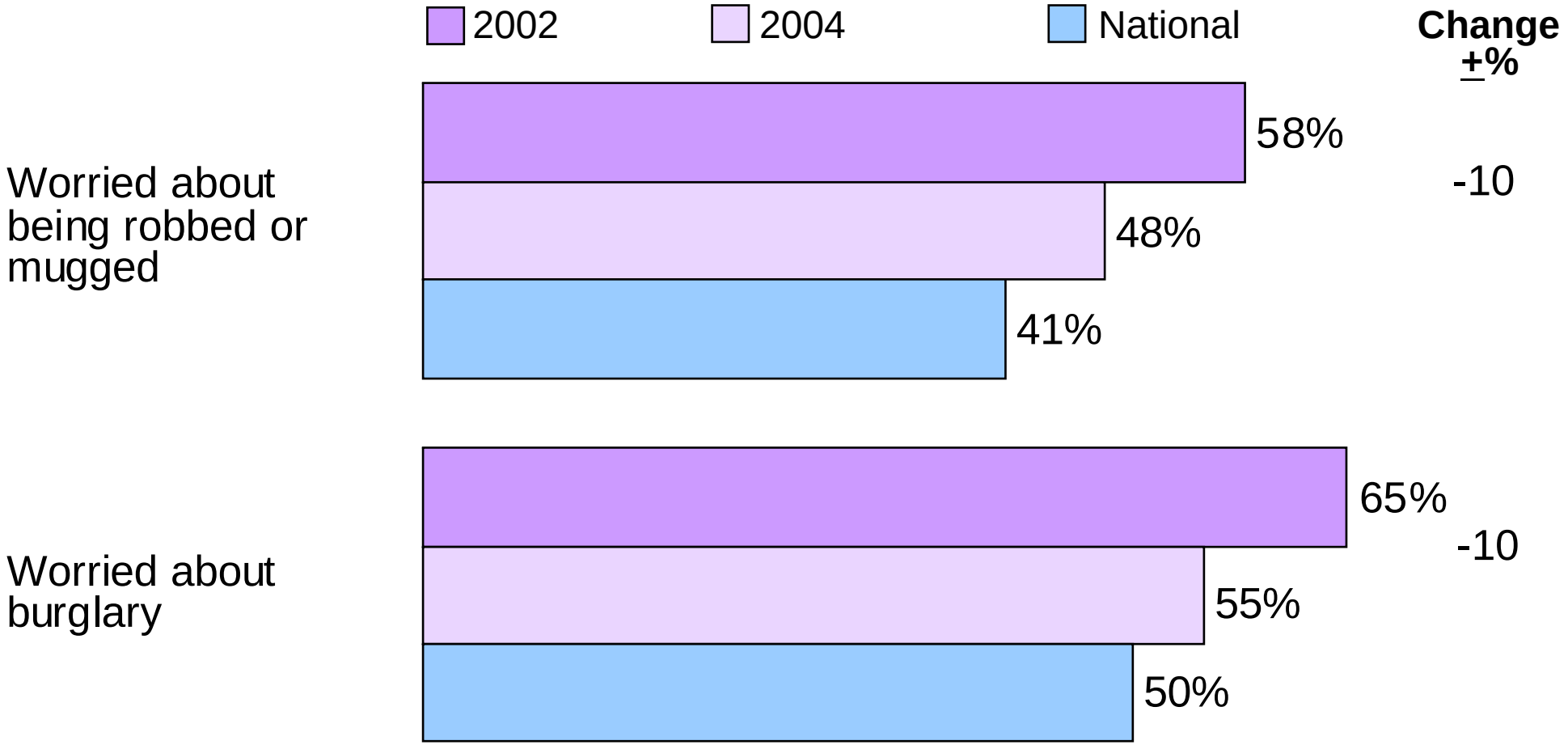
NDC areas – fear of crime

% very/fairly worried



Base: All respondents: 19,574 (2002) & 19,633 (2004)
National: British Crime Survey 2002/03

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Conclusions

- These issues are seen as vital for local quality of life
- Recent negative trends have been reversed by concerted cross-government and local action – across range of areas
- But can we embed improvements made so far?
- We need further work to fully understand how physical capital interacts with social capital and quality of life…but clearly something here
- Should we take physical capital into account when making funding decisions, like deprivation?

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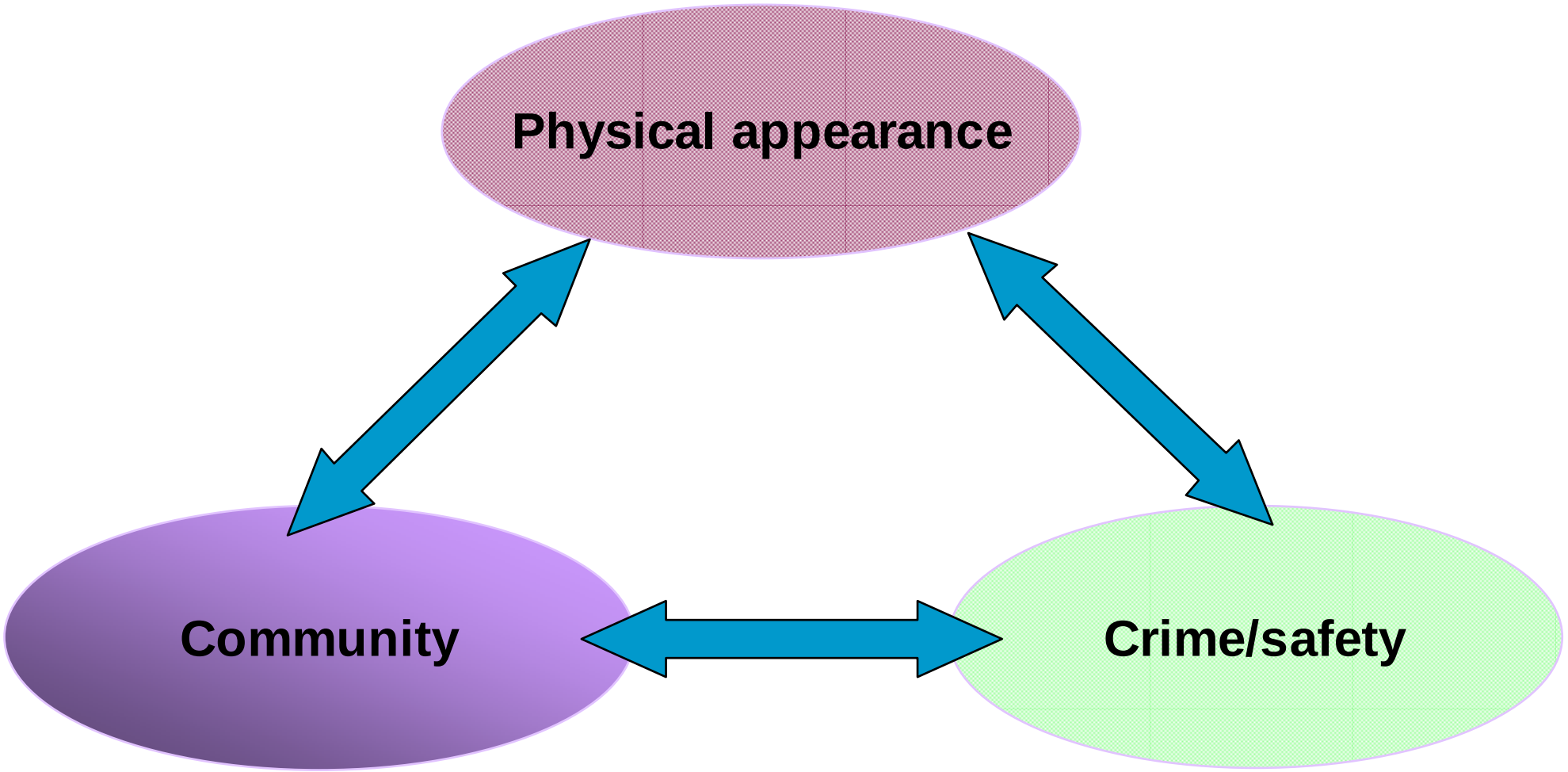

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