OPDC Quantitative Tracking Survey
May 2018

1.1 OPDC will be undertaking a Quantitative Tracking Survey, to understand perceptions of the area and the development over time.

1.2 The Quantitative Tracking Survey will initially set a baseline for OPDC. Over time, it will enable the Corporation to measure, monitor and assess uplifts and shifts in corporate metrics and sentiments and perceptions in and around the OPDC boundary area.

1.3 A separate survey has been developed for residents and businesses. Both surveys ask questions about perceptions of the area, satisfaction or dissatisfaction about local facilities, such as schools, health facilities, shops and open spaces, and matters such as sense of safety, attractiveness of the area and ability to influence decisions. The survey also asks questions about the development project and knowledge of OPDC and the role of the Mayoral Development Corporation.

1.4 The survey will be used over time to monitor perceptions of the development and by consequence, the survey is being used to monitor the successful delivery of OPDC's policies within its Local Plan, specifically the strategic policies. The Quantitative Tracking Survey has been identified as a metric against a number of these policies within OPDC's Key Performance Indicators and outputs from the survey will be provided within OPDC's Authority Monitoring Report.

1.5 the pages overleaf provide a high level summary of the results from some of the questions asked within the first year of surveying, which was undertaken early in 2018.

Summary of Results from the Residents Survey

Over the next 20 to 30 years Old Oak and Park Royal Development Corporation (OPDC) will be investing in homes and jobs in the Old Oak and Park Royal area to facilitate growth in the future. In order to measure the impact of their work, OPDC has commissioned research with residents in the area. A face-to-face survey was held with 297 residents living in the development area and 210 living just outside the area.

Living in the area

Currently, **residents tend to be satisfied with the area they live in** (87% living inside the area are satisfied, 90% outside the area). Transport links are considered one of the best things about the area. Residents living inside the development area tend to be less satisfied with things such as shopping, open spaces, and leisure activities compared to those living outside. **Residents are generally optimistic about the future of living in the area** too, with those living inside the area and those aware of the development more likely to feel things will get better or at least stay as they are.

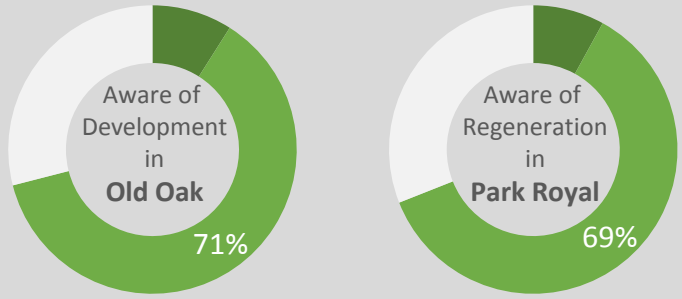
Awareness of the development

Overall, **71% of residents are aware of the development of Old Oak** and **69% are aware of regeneration work in Park Royal**. However, the level of knowledge about the project generally tends to be low; fewer than one in ten feel *very* informed about the work in either area. A **quarter of residents were unable to say what they felt the development will involve**. Those able to answer were most likely to associate the developments with **building homes** and **rail projects** (HS2 and the Elizabeth line). More than two thirds of residents feel the activity will have **a positive impact on the local area**.

Awareness of OPDC and other organisations involved

Slightly fewer than three in ten name OPDC from the top of their head as being involved in the development and regeneration (28%), many also name HS2 (34%), Crossrail (27%) and the Mayor of London (24%). Nearly four in ten residents said they had previously heard about OPDC when prompted (39%), however many residents are unable to describe its aims (56%). Less than half of those aware of OPDC are not aware that it is a Mayoral Development Corporation (44%).

Awareness of development and regeneration (%)



Q4.1: How would you describe your current level of knowledge about this activity on a scale of 1-5, where 1 means you had no knowledge of this before today and 5 means that you feel you are very well informed?
Base: All residents (507)

Anticipated impact of the development on the area (%)



Q4.3: What impact do you feel this activity will have on the local area?
Base: All residents (507)

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Summary of Results from the Business Survey

Over the next 20 to 30 years Old Oak and Park Royal Development Corporation (OPDC) will be investing in homes and jobs in the Old Oak and Park Royal area to facilitate growth in the future. In order to measure the impact of their work OPDC has commissioned research with businesses in the area. A telephone survey was carried out with 60 businesses based in the development area and 40 based just outside the area.

Doing business in the area

Currently, **businesses based in the development area tend to be satisfied with the area as a place to do business** (68% inside the area are satisfied, 43% outside the area). Transport links are considered one of the best things about doing business in the area, although the roads and traffic conditions are one of the most poorly rated features. Access to both customers and suppliers is also highly rated. **Businesses are generally optimistic about the future of the local area**.

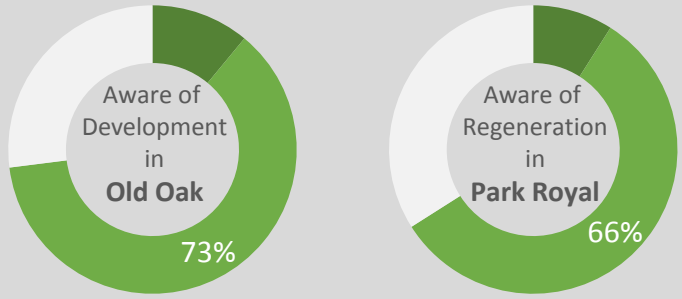
Awareness of the development

Overall, **73% of businesses are aware of the development of Old Oak** and **66% are aware of regeneration work in Park Royal**. However, the level of knowledge generally tends to be low; around one in ten feel *very* informed about work in either area. Businesses associate the developments with **HS2**, **general improvements**, and **creation of office space**. More than two thirds of businesses feel it will have **a positive impact on the local area**.

Awareness of OPDC and other organisations involved

Nearly two thirds of business representatives were unable to name any organisations involved in the development work despite more than half saying they have previously heard about OPDC when prompted (56%). Despite the limited association of the Corporation with the development, one in five felt OPDC's aim is to regenerate the area. Just a third are aware that OPDC is a Mayoral Development Corporation (34%).

Awareness of development and regeneration (%)



Q4.1: How would you describe your current level of knowledge about this activity on a scale of 1-5, where 1 means you had no knowledge of this before today and 5 means that you feel you are very well informed?
Base: All businesses (100)

Anticipated impact of the development on the area (%)



Q4.3: What impact do you feel this activity will have on the local area?
Base: All businesses (100)

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