

Appendix A: Resident Experience

Methodology

The Redbridge Resident Experience Survey was undertaken to capture the viewpoints of permanent residents of the Borough from a cross section of user groups and socio-economic status. We aim to return to each of these households every two years from 2018 to understand changes in their experience of public services and living in Redbridge.

The residents were selected from a list of persons permanently resident in Redbridge in different wards and dwelling types (e.g. private rented, owner occupied, council tenant etc). Residents living in each of the following types of housing were selected proportionate to their representation across the borough:

- Social rented (1)
- Council tenant (1)
- Private rented (2)
- Home owner (2)

A further selection criterion was used to identify households selected from each of the following groups proportionate to their representation across Redbridge:

- Household only uses universal services (2)
e.g. waste collection, street cleaning, community protection;
- Household occasionally accesses of specialist services (2)
e.g. Children Services, Adult Social Care;
- Household has regular contact with multiple services (2)
e.g. Children Services, Adult Social Care.

We have provided below a synopsis of the 6 respondents.

A summary of the individuals' responses follows that.

Synopsis

We interviewed six residents individually who range in age from 21 to 65. Their individual life experiences vary greatly and so give us a picture of life here and the different perspectives. They shared with us their experiences of living in Redbridge, perspectives on how they feel about the area and whether they would like to be more involved in Redbridge life.

We asked about our high streets and views are evenly split on them. Barbara, 61, from Hainault told us that across Redbridge the high streets are vibrant though she has seen little investment. Zachary, 21, from Clayhall, while he uses them daily, finds them dirty and uninspiring. There is a general view that there has been little investment in local areas in recent years.

Redbridge is a diverse borough and we were keen to learn about the lived experience of diversity. All expressed the view that diversity had a positive impact on life here – though views differed in important details. Liz, in her 50s, has three children including one still in school. She has lived in the borough for 8 years. When she first moved here she found the borough diverse and inclusive of a wide range of ethnic groups. However, in her opinion over the last six years or so this has changed significantly. Liz would like to see more mixing in our public areas.

Barbara noticed it is increasingly difficult for new people moving into the area, and this has the impact of disrupting people already settled here. Ashraf, 65, in Cranbrook, felt that diversity had a strong, positive impact on his area and cites the availability of a range of foods, increased opportunities to meet people of different backgrounds at social events and the well-attended places of worship. In his view our diversity is simply something to celebrate.

Rubina, 64, from Ilford Town, plays an active role in volunteering. She expressed the view that “diversity has inspired an integration of different cultures into the British way of life allowing



us to grow closer together as a people.” Zachary expressed a similar view regarding the different cultures present in schools and how this mixing has led to cultural sensitivities amongst young people.

There is broad agreement that people in Redbridge start with equal opportunities in life, however residents do not enjoy equal outcomes. Several of those interviewed expressed views on the need for more investment to regenerate the area to support people in enjoying equal outcomes. These include attracting large retailers such as John Lewis or industry that could provide permanent jobs locally as Rubina suggested. Zachary felt the borough would benefit from developing a tech hub for start-ups. This was in keeping with findings from our wider consultation: regeneration is wanted but it must be inclusive.

Many felt that pride of place was tied up with regeneration, cleanliness, green spaces and safety in the community. Ashraf and Barbara, both older, spend most of their free time in Redbridge. However, Liz, a parent, and Zachary choose to spend their free time outside of the borough. These residents are proud of the parks however, the streets and high streets cause concern because they are seen as dirty and/or unsafe. Zachary felt that traffic was a particular concern in making the area unsafe.

Respondents differed on views as to whether Redbridge is a family or child-friendly place. Overall, they were positive but some felt more could be done for children and others felt more could be done for older people. In sum, they are satisfied while aspiring for more. Emma – a mother of three - felt young people are given support to fulfil their potential. However, there was a general view that more needs to be done in this area.

The extent to which individuals feel included in making decisions in the borough varied substantially. Both Barbara and Rubina feel they are involved or could be. However, Ashraf and Emma felt their voice isn't heard but are keen to be involved. Zachary said he hadn't made any efforts to be involved – though he would like to be more involved in future.



Individual stories

Resident Story One Name: **Barbara** | Ward: **Hainault**

Barbara is 64 and a long-term Redbridge Council tenant. She has lived here for more than eight years and downsized from a larger Council property when her children left home. "I was a full-time carer for my husband until he passed away two years ago. I currently receive social services from the Council and benefits which mean I don't have to work now."

While Barbara is not working full-time currently she realises she'll need to look for work as a condition of her benefits. While she feels that high streets across Redbridge are vibrant, she hasn't noticed too many new investments in her locality or hardly any across Redbridge.

Barbara pointed out that there are families who recently moved into the area who have found it difficult to adjust to the local way of life and this has adversely affected the quality of life for long term residents. However, she feels her locality is diverse and this has had a generally positive impact on the area. In Barbara's view everyone in her locality has similar opportunities in life though she doesn't think they have similar life outcomes.

Most of Barbara's spare time is spent in Redbridge. She is proud of the high streets, parks and children play areas. She thinks streets in her locality and the borough are clean. However, she doesn't always feel safe living in Redbridge.

Barbara thinks Redbridge is both family and child-friendly. She strongly believes older people are supported and that they play a full part in the life of the Borough. She feels that Redbridge provides a supportive base for young people to reach their potential but recognises a young person's background is still a factor in their ability to reaching their full potential.

Barbara agrees that Redbridge is part of her identity and feels the Borough has active and caring communities. She believes she can play a part in local decision-making and feels that public services are designed around the needs of the public.

Resident Story Two Name: **Liz** | Ward: **Ilford**

Liz is in her 50s and has lived in Redbridge for more than eight years with her three children (two adults, one at school) in a council-owned property in Ilford.

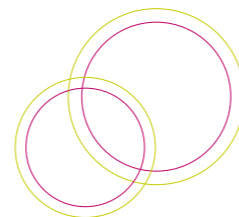
She works full-time for a public-sector organisation based in the borough with a 30-minute commute each way. In Liz's view diversity has not positively affected her locality. When she first moved to Redbridge she found her locality and the borough diverse and inclusive of a wide range of ethnic groups, however, in the last 6-7 years this has changed significantly.

Liz strongly disagrees that high streets across Redbridge are vibrant. She hasn't noticed new investments in her locality. However, she has noticed new investments in other localities of Redbridge. She would like employers like British Telecom and John Lewis to return to Redbridge. Historically, she felt, the borough never had a strong employment base unless it was the public sector. She encourages her children to look for work outside of Redbridge.

She spends very little free time in Redbridge, but Liz is highly satisfied with the available green spaces in the borough and, overall, she's proud of our high streets, parks and children's play areas. She strongly disagrees the streets in her locality are clean however streets across the rest of Redbridge are clean.

Liz strongly believes Redbridge is a safe place to live and she feels safe travelling in the borough. She thinks we have good bus and taxi services in the borough ensuring improved safety for all residents although she feels we should have a stronger train network.

Liz thinks although Redbridge is a family-friendly borough we could do more to become a child-friendly borough. She also thinks older people play a full part in the life of the borough, due to their active participation in Redbridge Local Forums and consultations, however, localities could do more to support their older people.



Individual stories

Resident Story Two Name: Liz | Ward: Ilford

Liz believes that Redbridge would be great place to live if we enlivened our high streets, invested in young people, child development and created an attractive offer for young people. She moved to Redbridge because it was once the 'Chelsea of East London' – reflecting a high-level of desirability and upward mobility.

Liz would like to see peoples of different cultures come together in the public realm and more invested in older people especially the new generation of older people who can share their wisdom with the younger generation.



Resident Story Three Name: Emma | Ward: Bridge

Emma is under 50, and has lived in her own home with her adult children for just under eight years. She commutes for under two hours every day to her place of work, outside Redbridge. She somewhat disagrees that diversity has positively affected her locality. She hasn't noticed any investments in her locality or across Redbridge and strongly disagrees that everyone in her locality has similar opportunities in life.

She spends some of her free time in Redbridge but doesn't feel the high streets in Redbridge are vibrant, however, she is proud of our parks and children play areas. Emma thinks the streets in her locality are not clean and she strongly disagree streets in Redbridge in general are clean. She feels somewhat safe travelling in Redbridge.

She thinks our localities in Redbridge are family and child-friendly and supportive of older people and agrees that young people have a supportive base to reach their potential in Redbridge. However, Emma doesn't feel older people play a full part in the life of our borough.

Emma doesn't feel that she is heard in local decision-making but would be interested in helping to co-design public services.

Resident Story 4 Name: Ashraf | Ward: Cranbrook

Ashraf, 65, is retired and lives in an ex-Council leasehold property with his wife and child.

He has lived in Redbridge over 14 years. He strongly agrees that diversity has positively affected his locality as evidenced by the availability of a variety of food in the locality, well-attended places of worship and increased opportunity to meet people of different background at social events. He strongly agrees that high streets in Redbridge are vibrant. Ashraf hasn't noticed new investment in his locality although he's noticed more new investment across Redbridge. He thinks that everyone in his locality has similar opportunities in life but not similar life outcomes. He would like to see high-paying employers return and establish their offices in Redbridge. Whereas in the past we had British Telecom and Bodgers providing employment and good pay, he only sees new build residential properties replacing service-based jobs.

Ashraf is happy with the available green spaces in Redbridge and spends most of his free time in the borough using our high streets, parks and children's play areas. However, he doesn't always feel that the borough is clean or safe.

Ashraf thinks our neighbourhoods are child-friendly and supportive of older people, but not sufficiently family-friendly. He doesn't feel older people play a full part in the life of our borough and thinks public services need to do more to provide support so that young people can reach their full potential.

Ashraf would like to see more action to tackle rogue landlords, dishonest tenants and antisocial behaviour, especially regarding drugs and public consumption of alcohol.

He feels Redbridge is part of his identity and strongly agrees that the borough has active and caring communities. However, he doesn't feel heard in local decision-making and is somewhat interested in helping to co-design public services.

Resident Story 5 Name: Rubina | Ward: Ilford Town

Rubina is 64 and a long-term Redbridge Council property tenant. She is a full-time carer for her sister living with her for many years.

She spends some of her time volunteering in Redbridge and feels high streets across the borough are vibrant. Rubina has noticed quite a lot of new investment in her locality and indeed across Redbridge.

Rubina sees her locality as diverse and believes this has generally had a positive impact on the area. The diversity has inspired an integration of different cultures into the British way of life allowing us to grow closer as people. However, she doesn't think everyone in her locality has similar opportunities in life or similar life outcomes. She would like to see more industries brought back to Redbridge in a bid to get jobs for people from all walks of life and improve opportunities for the younger generation. Whether that is through internships, apprenticeships or permanent job offers, there needs to be more locally.

Rubina is concerned about the cleanliness and safety of the borough. She has witnessed various crimes in Redbridge and thinks more needs to be done to reduce the crime rate and retain the family-friendly perception the borough has had for years.

She feels Redbridge is quite family and child-friendly and agrees with the idea that older people are supported. However, she would like to see more done to create opportunities for young people and include older people in all aspects of community life.

Rubina says that Redbridge forms part of her identity and that the borough has active and caring communities. She feels she can play a part in local decision-making and is keen on getting more involved.

Individual stories

Resident Story 6 Name: Zachary | Location: Clayhall

Zachary is 21 and a long-term Redbridge Council resident, living with his parents who own their home. He is a graduate, working full-time in the Redbridge. A regular visitor to the local high street, Zachary spends up to two hours of his day there but doesn't feel the Redbridge high streets are vibrant. He finds them dirty and they don't inspire pride. Zachary hasn't seen much investment in his locality or across Redbridge.

He sees his locality is diverse and believes that this has had a positive impact on the area. Diversity has inspired an integration of different cultures at school level which in turn has created an understanding of cultural sensitivities among the youth. Zachary doesn't think everyone in his locality has similar opportunities in life or similar life outcomes. To improve this, he believes we need to become a tech hub for new start-ups and give the younger generation opportunities through new companies to learn a variety of skills.

Zachary feels relatively safe living and travelling in Redbridge. He does feel that one of the main safety threats that goes under the radar is how the roads in Redbridge are built and believes more needs to be done to make the roads safer as they can be dangerous for pedestrians, drivers and public transport at times.

Zachary feels Redbridge isn't very family- and child-friendly but believes older people are supported in the borough and feel Redbridge gives older people the capacity to play a full part in the life of the Borough. Moreover, he doesn't believe Redbridge provides a supportive base for young people to reach their full potential and believe a young person's background is a factor in their ability to reach their potential.

Zachary disagrees with the idea that Redbridge is a part of his identity however he does believe the borough has active and caring communities. He hasn't played a part in local decision-making and/or designing public services, although he's keen on participating in co-designing public services in future. Currently, he is relatively satisfied with the quality of services delivered by Redbridge Council.

Zachary believes the Council can help to create a strong, active and caring community by supporting volunteering.