



# *Waterfront Action*

*Working for a friendly, thriving and vibrant community*

## **Pilot Project Report**

# **Hard Data Survey Ipswich Waterfront**

**December 2008**

# 1 Introduction

1.1 Earlier this year the Waterfront Community Group held a very successful Waterfront Community Day in April 2008 attracting around 1000 people. The event provided substantial “soft” data on the “likes” and “wants” for the Waterfront. A detailed report was produced which can be downloaded from <http://waterfrontaction.co.uk>

1.2 The report made the following recommendations;

- Commission a survey to obtain hard data about who is living in the area
- Adoption of new boundaries of the Waterfront Area
- Seek funding to employ a Waterfront Co-Ordinator
- Look at promoting the area as a Tourist Attraction
- Address the Pedestrianisation and Traffic Issues including the opening of the dock / lock gates
- Stimulate the development of community / residents groups to own community development
- Create community space
- Improve the environment, clean the water, litter bins and regular clean ups, lighting etc
- Develop cultural and business collaboration and networking

## 2 Pilot Survey

2.1 At the meeting of the Waterfront Community Group held in July 2008 it was felt important that carrying out the survey was a the next step forward. However, someone would need to commission this piece of work at a cost of around £3000.

- 2.2 It was agreed that the most appropriate way of starting this process would be using the limited remaining funding the group held to carry out a pilot survey. The estimated numbers of occupied properties in the boundaries of the Ipswich Waterfront are 2000. There is no official idea of numbers of the residents in these properties.
- 2.3 On the basis of there being 2000 properties, a pilot survey of 10% of the area would be undertaken. A report would be made showing the information that had been obtained.

### 3 Area To Survey

- 3.1 Two different types of developments were chosen for the survey
- Neptune Marina** – this being “perceived” as a wealthy development with a high number of second home accommodation
- Modus Development** – this being “perceived” as an economical development with a lot of buy to let accommodation and a number of first time buyers
- As both developments have secure access and it was needed to see if the Managing Agents would be prepared to assist with this.
- 3.2 The **Neptune Marina** Managing Agents (Heather Swann) were very supportative and not only did they loan a passkey but they circulated a flyer to the residents saying that they supported the survey.
- 3.3 **Modus, which is managed by Crabtree Property (Nadeem Ghous-Chaudary)**, decided they would be unable to help with access on the basis we were “...not a member of the management company...” In response to a follow on request that a representative be allowed to attend the next meeting to explain what was planned, the response was “...our meetings are for members of the company only...” As the layout of the development is many small blocks each with their own security door it was felt that at this time it would not be practical to work on this development as part of the pilot survey.

- 3.4 **Orwell Quay** (specific areas being 51 Patteson Road and Anchor Street), was felt an alternative development with access being available to the group.

## 4 Questions To Ask

- 4.1 A sample survey which was on 1 side of an A4 sheet had been drafted and this was agreed as appropriate.

## 5 Staffing

- 5.1 It was hoped that volunteers could carry out the survey during the daytime and evenings.
- 5.2 However, there would be Project Management costs in organising the event, recruiting and training volunteers, making sure the visits were carried out professionally, collating results and producing a report.
- 5.3 Volunteers who are members of the five “Waterfront Churches” (Holy Trinity, Orwell, St Clement’s Congregational, St Helen’s and St Luke’s) were approached and agreed to be involved with the survey
- 5.4 IBC agreed to produce “Contractor Identity Cards” for volunteers to wear.
- 5.5 By using volunteers from the churches, this made the event a “Waterfront Churches” activity, which meant that
- a) volunteers who were known and suitable could be approached
  - b) the event would be covered by the Waterfront Churches Insurance

c) as a Waterfront Churches piece of research then data gathering and processing would fall within the Data Protection Act Registration already in place.

5.6 Whilst people would work individually, they would be in sight of each other, with a safety rule of not going inside individual apartments.

## **6 The Survey**

6.1 The survey was carried out during September and October by 10 different members of the Waterfront Churches.

6.2 Leaflets were distributed several days beforehand to each post box advising of the survey asking for support with this

6.3 Incentives were given on the questionnaire which were

- a) 2 Family Tickets for the Pantomime (courtesy of IBC)
- b) 2 Vouchers for Meals @ £30 each (courtesy of Loch Fyne)

6.4 IBC provided a list of properties they would be targeting in a "Place Survey" they were commissioning and asked that we avoid these properties (see results)

6.5 A very positive response was received from residents, who were more than willing to provide the information and this was thought to be because the surveyors were from "the church" and therefore not threatening or official.

- 6.6 To ensure that as many people as possible had the opportunity to respond to the survey, visits took place at
- a) Weekdays – during the afternoons (very few people in)
  - b) Evenings – between 6.30pm – 8.30pm
  - c) Weekends – during the day times
- 6.7 Inevitably, some residents were not involved as either the properties were either unoccupied, second homes or they were out. Having said that surveys were carried out at different times, and where no response was received, each property had three further visits at different times of the day.
- 6.8 95% of those residents spoken too, agreed to participate in the survey and information from 277 people from 155 properties was obtained (see results).
- 6.9 After the survey was completed, residents were left with the following;
- a) Thank you letter, which gave details of the group and the website where the results would be published
  - b) A discount voucher from Loch Fyne (printed to thank them for their involvement in the survey)
  - c) A specially produced leaflet from the five Waterfront Churches
- 6.10 Before leaving the resident, they were asked if they would like to go on a database to be informed of specific Waterfront Events and residents from 81 properties signed up to this

## 7 Results

### 7.1 Responses – See Table below

Area	Apartments Visited	Contact Made	Positive Response (apartments)	Positive Response (people)	No Interest	No Response
Neptune Marina	99	73	68 93%	122	5 7%	26
Orwell Quay	171	91	87 98%	155	4 2%	80
<b>Total</b>	<b>270</b>	<b>164</b>	<b>155</b>	<b>277</b>	<b>9</b>	<b>106</b>
<b>%</b>		<b>61%</b>	<b>95%</b>		<b>5%</b>	

It should be noted with the high number unable to be contacted in Orwell Quay that at the time of writing this report there are some 22 apartments being advertised on “Right Move” to let, and another 20 properties being advertised for sale.

7.2 Questions were asked as to the residential status of the occupants. There was a general perception that 80% of the properties had been purchased with a view of buying to let. With Neptune Marina, this is correct, but with Orwell Quay, this figure increases to 90%.

Area	Owner Occupants	Tenants
Neptune Marina	19%	81%
Orwell Quay	10%	90%

7.3 After establishing this status, the length of time people had occupied the premises was requested and the results are shown below differentiating between the owners and tenants.

<b>Neptune Marina</b>	<b>Length of Residency</b>		<b>Expected Tenure</b>	
	Owners	Tenants	Owners	Tenants
Less Than 1 Year	8%	46%	0%	38%
1 – 2 Years	15%	21%	7%	24%
2 – 3 Years	23%	24%	8%	15%
3 - 4 Years	54%	9%	8%	5%
Long Term	-	-	77%	18%

<b>Orwell Quay</b>	<b>Length of Residency</b>		<b>Expected Tenure</b>	
	Owners	Tenants	Owners	Tenants
Less Than 1 Year	34%	56%	11%	37%
1 – 2 Years	22%	27%	11%	27%
2 – 3 Years	44%	17%	33%	26%
3 - 4 Years	-	-	0%	9%
Long Term	-	-	45%	1%

NB The apartments have not been built for a sufficient period to cover all periods of residency

7.4 The number of vehicles per apartment was sought with results below. What needs to be noted is that if apartments are only allocated one space, then there are in these two areas alone some 32+ cars parked on the highway or in car parks during evenings/weekends etc. However, in Neptune Marina, only 83% of residents have a space and indications from Orwell Quay are similar.

Area	1 Car	2 Cars	NO Cars	No of Cars with NO Allocated Space
Neptune Marina	54%	24%	22%	16
Orwell Quay	69%	18%	13%	16

7.5 It was useful to look at the number of pedal cycles that the occupiers could use. Whilst people in a house may have a cycle “in the shed” and perhaps not used, bearing in mind the limited space in the apartments, it is likely that these are much more regularly used.

Area	1 Cycle	2 Cycle	NO Cycles
Neptune Marina	31%	12%	57%
Orwell Quay	28%	9%	63%

7.6 Whilst the number of properties in each area can be accurately calculated using the planning permission, there are currently no records of the number of people occupying each of them. The perception is that there are very few children.

Area	Properties With 1 Person	Properties With 2 People	Properties With Children	Total Numbers of People
Neptune Marina	40%	47%	13%	123
Orwell Quay	45%	45%	10%	155

7.7 Having then established that there are a number of children residing in the properties, a breakdown of the age group was obtained to establish what services may be needed. There were found to be 25 children in the two areas, which is 14% of the total occupancy.

Area	Baby-2 Years	Key Stage 1	Key Stage 2	Key Stage 3	Total
Neptune Marina	7	2	0	1	10
Orwell Quay	9	5	1	0	15

7.8 A breakdown of the ages show that the majority of the residents fall within the 25-39 age group with very few people age over 54 years.

Area	Children	18-24	25-39	40-54	55-64	65+
Neptune Marina	8%	15%	50%	15%	7%	5%
Orwell Quay	10%	19%	63%	6%	1%	1%

7.9 Residents were asked for details of their ethnicity, which is recorded below

Race	Neptune Marina	Orwell Quay
White – British	59%	53%
White – Irish	2%	2%
White – Other	6%	12%
Black – British	-	1%
Black – Caribbean	2%	1%
Black – African	-	3%
Chinese	6%	2%

Indian	21%	21%
Pakistani	0	4%
Bangladeshi	2%	-
Mixed	1%	1%
No Comment	1%	-

### 7.10 Employment

To try to establish details of whether people were employed, and if so where, this information was requested together with details of the salary bracket in which they fell in.

<b>Employment Type</b>	<b>Neptune Marina</b>	<b>Orwell Quay</b>
Full Time	70%	70%
Part Time	2%	3%
Self-Employed	3%	1%
Student	2%	3%
Benefits	6%	3%
Homemaker	7%	6%
Child	8%	10%
Retired	2%	4%

<b>Employment Place</b>	<b>Neptune Marina</b>	<b>Orwell Quay</b>
Ipswich	58%	48%
Suffolk	13%	19%
Essex	2%	5%
London	2%	-

From Home	1%	3%
Elsewhere	3%	5%
Not Applicable	21%	20%

<b>Salary Banding</b>	<b>Neptune Marina</b>	<b>Orwell Quay</b>
Nil - £10K	10%	5%
£10 - £20k	12%	13%
£20 - £30k	17%	20%
£30 - £50k	16%	20%
£50 - £70k	5%	1%
£70 - £100k	4%	4%
Benefits	3%	6%
Not Applicable	14%	17%
No Comment	19%	14%

## 8 Conclusions

- 8.1 The very positive attitude of people to be involved in the survey was noted as people are keen to see any beneficial changes, which can be made to the area. This reflects the strong interest that came from the community day results, and demonstrates a strong desire from people who live in the area to engage, once there is something to engage with.
- 8.2 Whilst 77% of owners at Neptune Marina intend to stay in the apartments on a long-term basis there is only a 45% commitment from Orwell Quay where some 37% expect to move in less than a year making a very transient part of the development. Currently there are some 22 properties to let (plus 5 at Neptune Marina) and 20 for sale.
- 8.3 In the two areas, which were surveyed, there are an additional 32 vehicles, which are parked on the road. If this is consistent with each block there would **be around 100 vehicles**, which have to be parked off, site most likely on local roads. The planning department needs to be made aware of these numbers for planning any future car parks as well as for new developments.
- 8.4 A significant number of children live in the area (25) with 16 being aged under 2 and this may have an impact on services. Whilst figures show that the vast majority of these are tenants and may not be there on a long-term basis, it does show the need for facilities for pre-school / nursery places. Again, looking at the complete area there is likely to be in excess of 50 children aged under 2 years with no pre-school provision.
- 8.5 Work now needs to be carried out looking at how the “hard data” in this report and the “soft data” in this previous report inter-relates and a separate paper will be produced on this.

It should be noted that whilst every effort has been taken to ensure accuracy of this report, no statistical analysis has been carried out and therefore this should be tested further.

This report was produced on behalf of Waterfront Action by

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The comments from questionnaires contained in the report are not necessarily the view of either the Waterfront Action or the author but are representative of the questionnaires and other information received.

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