Appendix A

Have Your Say on the Future of the Borough
Early findings from the Coffee and Conversation survey

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The survey and campaign

Online survey promoted through a summer-long marketing campaign. Including WFN cover-wrap, outdoor advertising and live roadshows at Get Together summer events.
3,315 people completed the survey over three months. Women outnumbered men, and Black and Asian ethnicities were underrepresented.

- **Top ages of respondents:** 35-54
- **75%** were working full or part time
- **71%** had lived in the borough more than 10 years

**Ethnicity**

- **White British:** 55%
- **Other white background:** 11%
- **Asian / Asian British:** 9%
- **Black / African / Caribbean / Black British:** 9%
- **Mixed / Multiple ethnic groups:** 4%
- **Rather not say:** 9%
Support for the three priorities

<table>
<thead>
<tr>
<th>Do you agree that these are the right things to be focusing on?</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep Waltham Forest clean and safe</td>
<td>89%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Ensure everyone has a decent roof over their head</td>
<td>84%</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>Improve our residents’ life chances</td>
<td>86%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Average agreement across all three priorities = 86%
Priority 1. Keep Waltham Forest clean and safe

Pledges:
• Crack down on fly tipping hotspots and prosecute the perpetrators
• Work with the Police to reduce antisocial behaviour and knife crime
• Make sure our town centres are vibrant and welcoming

“I would love for the streets in the borough to be kept rubbish free, for people to take responsibility for their own actions and to respect each other.”

• Respondents seemed unsure about ‘vibrant and welcoming’.
• Relatively few mentions of knife crime, but general crime and ASB mentioned frequently
Priority 2. Ensure everyone has a decent roof over their head

Pledges:
- Prioritise affordable housing for local residents
- Help our young people get a decent home in the borough
- Push for more services such as GP surgeries and schools as part of new developments to benefit all residents
- Improve the quality of housing in the borough

“Don’t just push developers for amenities - insist on them!”

- All Pledgess appeared to resonate with respondents
- Concerns over perceived increase in rough sleeping
- Significant support for increased social housing
Priority 3. Improve our residents’ life chances

Pledges:
- Help residents gain the skills that will get them into work
- Improve access to affordable childcare
- Tackle isolation and loneliness in older people

“Education is the greatest gift you can give a person... Ensure that adults have access to training and education so that they can adapt to the changing economy.”

- Services for older people were the biggest issue for respondents
- Health and wellbeing issues frequently cited under this priority

Top 10 topics mentioned in responses

- Older people
- Childcare
- Young people
- Skills for work
- Health
- Disability and SEN
- Schools
- Mental health
- Mini Holland
- Adult education
One thing that would improve the quality of life in WF

Top 10 topics mentioned in responses

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini Holland</td>
<td>14%</td>
</tr>
<tr>
<td>Air quality</td>
<td>12%</td>
</tr>
<tr>
<td>Police</td>
<td>10%</td>
</tr>
<tr>
<td>Parking</td>
<td>8%</td>
</tr>
<tr>
<td>Schools</td>
<td>6%</td>
</tr>
<tr>
<td>Fly tipping</td>
<td>4%</td>
</tr>
<tr>
<td>Traffic congestion</td>
<td>3%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>3%</td>
</tr>
<tr>
<td>Littering</td>
<td>2%</td>
</tr>
<tr>
<td>Crime</td>
<td>2%</td>
</tr>
</tbody>
</table>

“I am really concerned about the very poor air quality in the borough, caused by the high amount of traffic and air traffic and I would like to see the Council do far more to tackle this.”

“Air quality is huge - a comprehensive plan to measure it, improve it and broadcast how we are doing, day-to-day, so residents can 'see' how clean or dirty our air is.”

- Traffic issues mentioned most frequently, and Mini Holland the biggest issue
- Air quality a major concern,
- Most mentions of schools were commenting on the pressure for places caused by increasing population