

**Building  
a Legacy**

**The  
Value of  
Community**

An Evidence Informed  
Development Model

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Poundbury



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The Prince's Foundation, Savills and the Harold Samuel Educational Trust  
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The **Harold Samuel Educational Trust** is a charity for the promotion, advancement and dissemination of knowledge of surveying, auctioneering, estate management and other areas of knowledge associated with the profession of the land.

Thanks are also extended to respondents in Poundbury and Fairford Leys who gave their time to complete the survey questionnaire.

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Fairford Leys





## The Value of Community Survey Analysis

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Note: The appendices to the main report are available separately online.  
 UCEM and The Prince's Foundation (2019) *Building a Legacy: The Value of Community: An Evidence Informed Development Model: Appendices*, Reading: UCEM [online].  
 Available at: [www.ucem.ac.uk/news-events/latest-publications](http://www.ucem.ac.uk/news-events/latest-publications) [accessed 7 September 2019].



ROYAL PAVILION

# Foreword



## CLARENCE HOUSE

When I embarked on the development of Poundbury, an urban extension on the edge of Dorchester, nearly thirty years ago, I could not have imagined just how difficult it would be to deliver my vision. By trying to build a mixed-use, mixed-income settlement that drew on the timeless lessons from successful places built over hundreds of years, I discovered that one had to break almost every rule in the book. This was because modern housebuilding and delivery was based on designing places around cars, rather than people, and creating strictly zoned areas, so that everything was fragmented rather than being integrated. Thanks to some skilful designers, builders and engineers, we persevered and are now in the final stages of completing a vibrant new community, rather than just a standard housing estate.

At about the same time, another new development, Fairford Leys, near Aylesbury, was also being built along similar principles of walkable, mixed-use design, but being delivered by a volume housebuilder using a design code. As one might expect, the results are quite different, but what is important is that there are some common themes that have emerged about what people appreciate about living in these places. It is also interesting to see what values can be created in terms of house sales by doing things more thoughtfully and sympathetically. In other words, people do respond to something called “beauty”, without which nothing is genuinely “sustainable”.

I very much hope that landowners, investors and developers will look at the evidence collected here and see that by creating locally popular places that people value, there is a financial benefit that pays for the better quality design and materials of the streets and homes. After all – we should not just be focussed on boosting housing numbers, but on building homes and places which can become the conservation areas of tomorrow, and that the generations to come will cherish.



## Background

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**In the age of the triple threat of rapid urbanisation, global heating and natural resource depletion, the way in which the human species builds future settlements is of huge significance in terms of the future resilience, prosperity and well-being of communities around the world.**



Over the last 25 years in the UK there has been a general acceptance that building mixed use, mixed income walkable communities is the right thing to do but the dominant industry of 'house building', as opposed to 'place making', is so entrenched that all around the country what is being seen is a sea of monocultural, zoned housing estates with no sense of local character or community.

In 2007 the Prince's Foundation released a report called Valuing Sustainable Urbanism, to show that integrating a mix of uses into new housing developments made financial sense. Three years later in 2010 the Foundation released a follow-on report called Delivering Sustainable Urbanism, where it set out a strategic land investment model showing how longer-term investment, deploying patient capital, could reap better social, economic and environmental returns over the life of a project. Both reports analysed Crown Street in Glasgow, Fairford Leys in Aylesbury and Poundbury in Dorchester, which were in relatively early stages of development at the time. In 2016 the Foundation turned its attention to landowners with the publication of Building a Legacy: A Landowner's Guide to Popular Development in partnership with UCEM. This report pointed out that a landowner was in total control of what happens on their land until they relinquish that control to an agent, promoter or developer. It set out the benefits of staying in control of the development process to achieve higher dividends in the long term.

These findings were well received and stimulated the formation of an annual meeting of Legacy landowners, developers and consultants all interested in building better places. The Prince of Wales hosted a Legacy event in 2018 at Dumfries House in Scotland where it was concluded that further evidence would be valuable in convincing more landowners and their trustees to follow this Legacy development model. It was therefore decided to revisit Poundbury and Fairford Leys 12 years after the first report was published as they had both matured considerably and would provide a robust evidence base for further investigation. In setting out the framework for the research it was decided not just to study the economic value of these two places but to understand better the emerging social value, hence the title of the report, The Value of Community.

This report on the value of community provides an invaluable insight into land and property values and analyses what local communities value about the places in which they live. It does not seek to draw direct conclusions between social and economic capital but the findings are so clear and compelling that the reader can draw their own conclusion from what is presented. The premium that Poundbury and Fairford Leys have achieved, not only over adjacent suburban housing estates, but over their local historical towns is quite staggering. What is also remarkable is not only the retention of value both places have but also the resilience that has been achieved in a market downturn. On the social side it is clear that communities value walkability and accessibility, local identity and a strong sense of community spirit.

Given the robustness of the findings for both the economic and social values, it should equip local authorities, policy makers, landowners and investors with the confidence they need to forcefully resist soulless monocultural housing estates in favour of well-built, diverse and walkable places. We hope the findings speak for themselves and provide the much-needed evidence to improve all new development and ensure that we create places of which future generations will be proud.

**Ben Bolgar MVO**  
Senior Director, Prince's Foundation



## Value in Fairford Leys and Poundbury





## Executive Summary

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**In the 2007 publication ‘Valuing Sustainable Urbanism’, the authors found that building to some or all of the features of sustainable urbanism can enhance total development value.**

This conclusion is further explored in this report, which seeks to determine if there is an increased residential development value in building a mixed-use walkable community (to sustainable urbanism principles), whether these places retain their value over time, and if they are more resilient to market cycles than their local towns. In doing so we assess whether the adoption of the principles of sustainable urbanism add value, compared with the features typically found in suburban residential development. We use Fairford Leys, Aylesbury and Poundbury, Dorchester as the two case studies, which in previous studies<sup>1</sup> have been established to have many features of sustainable urbanism.

<sup>1</sup> The Prince’s Foundation for the Built Environment (2007) *Valuing Sustainable Urbanism, A Report Measuring & Valuing New Approaches to Residentially Led Mixed Use Growth*, London: The Prince’s Foundation [online]. Available at: [www.ads.org.uk/wp-content/uploads/0707vsureport\\_0.pdf](http://www.ads.org.uk/wp-content/uploads/0707vsureport_0.pdf) [accessed 9 July 2019].

# Executive Summary

## Key findings

### 1. Residential development value:

Residential development values per hectare are higher for schemes that have adopted the principles of sustainable urbanism, compared to their neighbouring towns and typical suburban residential development where tested.



### 2. Retention of value:

Value on sustainable urbanism exemplars is retained over time with little erosion of the new build premium.



### 3. Resilience to market cycle:

House prices and transactional activity in Poundbury have been more resilient to the market cycle than in the local town.



Poundbury





## Residential development value premium

In this work we corroborate the results of 'Valuing Sustainable Urbanism'. We find that both Fairford Leys and Poundbury have significantly higher residential development values per hectare than the local towns. Fairford Leys is also found to have higher residential development values per hectare than the nearby typical suburban residential development. Fairford Leys was completed shortly after 'Valuing Sustainable Urbanism' was written, so little has changed since the original analysis. However, Poundbury has continued to be built out and we find it continues to perform in the same way, being valued at 43% higher than Dorchester on a residential development value per hectare basis.

## Retention of value

Additionally, we find that the value of the sustainable urbanism exemplars is retained over time. New build homes typically attract a premium due to the fact that minimal maintenance costs are required for the first ten years. The homes resold in Fairford Leys (whilst it was being built out) achieved the same value per square foot premium as the new homes (27%). The price premium has been eroded over time as would be expected, but homes at Fairford Leys are still 11% more expensive than the local market today, despite being completed over a decade ago.

Poundbury retains its value particularly well. Over the life of the development, the resold homes have achieved a 25% average premium over the local market. There is no erosion of the new build premium in Poundbury and house prices between the first and second sale increase by 0.6% more per year on the scheme compared to growth in the local market.

## Resilience to market cycles

The resilience to market cycles of these sustainable urbanism exemplars is mixed. Whilst Fairford Leys behaves in the same way as Aylesbury, Poundbury is more resilient to market cycles than Dorchester. Poundbury has maintained an active housing market throughout the market cycle, in contrast to the rest of the country where transaction levels are 29% below their pre-Global Financial Crisis (GFC) average.



# 1. Introduction and Methodology

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## 1.1 Purpose

**The purpose of this research is to determine if there is an increased residential development value in building a mixed-use walkable community (to sustainable urbanism principles), whether these places retain their value over time and if they are more resilient to market cycles than their local towns. In doing so we assess whether the adoption of the principles of sustainable urbanism add value, compared with the features typically found in suburban residential development. We use Fairford Leys, Aylesbury, and Poundbury, Dorchester, as the two case studies that in previous studies<sup>2</sup> have been established to have many features of sustainable urbanism.**

This work builds on the 2007 examination of Fairford Leys and Poundbury in The Prince's Foundation's publication 'Valuing Sustainable Urbanism', which proved that building to some or all of the features of sustainable urbanism can enhance total development value. The work compared three exemplar developments, including Poundbury and Fairford Leys, to existing areas in the local towns.

## 1.2 Methodology

In this work we use the gross development value (GDV) per hectare of the residential areas as a major determinant of land value before accounting for build costs. Sustainable urbanism is likely to require higher build costs, but provides the opportunity to create increased land value over the long term. We compare Fairford Leys and Poundbury to their local towns of Aylesbury and Dorchester. In the case of Fairford Leys we also compare it to Berryfields, a more recent, typical suburban residential development on the edge of Aylesbury, with less investment in place and fewer features of sustainable urbanism than in Fairford Leys.

To calculate the value of the residential areas per hectare we multiply the number of private homes in the area by the average size of homes and the average value per square foot, and divide by the net residential area of the site. Net residential area is defined as the area occupied by residential buildings, gardens and service roads.

$$\text{GDV per hectare of residential area} = \frac{\text{number of private homes} \times \text{average size of homes} \times \text{average value per square foot}}{\text{net residential area}}$$

To understand how the exemplars have retained their value we measure the number and value of homes resold on the development. We also look at the erosion of the new build premium on the exemplar sites by comparing the price growth of homes on these sites (between initial purchase and resale) to the house price growth in the local market in the same period.

Finally, to examine how resilient the exemplars are to market cycles we examine how their price and transaction levels changed during the GFC, compared to the local town.

<sup>2</sup> The Prince's Foundation for the Built Environment (2007) *Valuing Sustainable Urbanism, A Report Measuring & Valuing New Approaches to Residentially Led Mixed Use Growth*, London: The Prince's Foundation [online]. Available at: [www.ads.org.uk/wp-content/uploads/0707vsureport\\_0.pdf](http://www.ads.org.uk/wp-content/uploads/0707vsureport_0.pdf) [accessed 9 July 2019].



## 2. Drivers of Value

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**Simply put, if a buyer is prepared to pay a higher price for a home, it is more appealing to the buyer and has greater value. The price buyers are prepared to pay for a home is reflective of many factors including location, affordability, size, how much choice there is, the design of the home and the quality of the surrounding public realm.**

By comparing new build developments to the adjacent town we can, to some degree, control location and affordability factors. Both Fairford Leys and Poundbury are in markets where the house price to earnings ratio is above the national average and therefore a more limited premium above the local market would be expected<sup>3</sup>. The size factor in this analysis is accounted for by comparing both unit values and values per square foot.

The amount of choice buyers have is measured by sales rates on the site itself and by the volume of other supply in the local area. Sales rates and values are closely linked. At slower sales rates, relatively high values can be achieved, but where homes sell faster, values are relatively lower in general<sup>4</sup>. One of the key conclusions of 2018 research on development was that competition has a significant effect on sales rates (and therefore values too as the two are related). The correlation between sales rate and share of the local new build market is found to be 2.5 times stronger than that between sales rates and product variation on a given development.

<sup>3</sup> Savills (2017) Spotlight: *On track to solve the housing crisis?* London: Savills Research [online]. Available at: <https://pdf.euro.savills.co.uk/uk/spotlight-on/spotlight-uk-development-2017.pdf> [accessed 9 July 2019].

<sup>4</sup> Savills (2018) Spotlight: *What next for housebuilding?* London: Savills Research [online] 15 October. Available at: [www.savills.co.uk/research\\_articles/229130/267509-0](http://www.savills.co.uk/research_articles/229130/267509-0) [accessed 9 July 2019].

## 2. Drivers of Value

Finally, the design and public realm features are reflective of the characteristics of sustainable urbanism. Savills research<sup>5</sup> in 2016 highlighted the potential to increase land value via investment in place, which can take the form of additional or early investment in the public realm, public open space, schools, community facilities, retail and leisure provision, together with build quality, design and layout. The graphic shows an indicative view of the scale of land value uplift, estimated at 25%, that could be possible, should investment lead to a 20% house price premium and a 50% increase in rate of sale across the site.



<sup>5</sup> Savills (2016) Spotlight: *Development – The Value of Placemaking*, London: Savills Research [online] 13 October. Available at: [www.savills.co.uk/research\\_articles/229130/208527-0](http://www.savills.co.uk/research_articles/229130/208527-0) [accessed 9 July 2019].

Fairford Leys and Poundbury were chosen as exemplar schemes because of their strong sustainable urbanism qualities as identified in 'Valuing Sustainable Urbanism'<sup>6</sup>.

In 'Valuing Sustainable Urbanism' the qualities of sustainable urbanism are summarised as:

**1. Mixed use**

The schemes are expected to be predominantly residential with a mix of other uses such as retail, business and community uses.

**2. Mixed tenure**

A resident population mixed in terms of income groups and occupations.

**3. Architectural quality**

The scheme's architecture should respond to its context in style, scale and choice of materials.

**4. Mixed housing type**

Provision of a range of housing types to support movement within the neighbourhood and therefore encourage community stability.

**5. Well connected to public transport**

To encourage walking and cycling and therefore reduce car dependency.

**6. Walkable neighbourhoods**

The design of the development to incorporate community and neighbourhood commercial facilities in such a way that they can be accessible by foot. This also means the provision of a street layout that is well interconnected, allowing pedestrians to take a variety of routes throughout the scheme.

**7. High quality urbanism that creates definable streets**

Streets which display a legible hierarchy with appropriate dispersal of building densities/uses/typologies to the nature of the street with building height contributing to street character.

**8. Robust, adaptable urban form**

A permeable grid of streets that avoids cul-de-sacs and encourages a range of option routes for pedestrians and vehicles. The street grid should also be integrated with the existing surrounding area.

**9. Relatively high densities**

Density levels should be distributed across the site with suitable densities to support the viability of mixed-use areas.

**10. Well-integrated open space**

Open space provided should be designed to have a clearly definable use and long-term management regime, as well as being easily accessible.

**11. Sustainable buildings**

There should be some consideration to the provision of sustainable buildings, with an aim of meeting a minimum of BREEAM Ecohomes 'good' standard.

**12. Urban form should support a range of work/life style choices**

The urban form should accommodate economic as well as residential activity, providing the opportunity for home working.

<sup>6</sup> The Prince's Foundation for the Built Environment (2007) *Valuing Sustainable Urbanism, A Report Measuring & Valuing New Approaches to Residentially Led Mixed Use Growth*, London: The Prince's Foundation [online]. Available at: [www.ads.org.uk/wp-content/uploads/0707vsureport\\_0.pdf](http://www.ads.org.uk/wp-content/uploads/0707vsureport_0.pdf) [accessed 9 July 2019].



### 3. Fairford Leys, Aylesbury

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### 3.1 Market context

**Fairford Leys is an urban extension to Aylesbury of 2,100 homes within the district of Aylesbury Vale. The first new homes were sold in 1997 and the last were sold in 2008. They were built in a period of substantial house price growth locally and nationally. Aylesbury Vale was, at the time Fairford Leys was being built, and remains, more affordable than the South East of England and considerably more affordable than London. The latest figures show that house prices are 9.2 times earnings compared to 9.8 in the South East and 13.2 in London.**

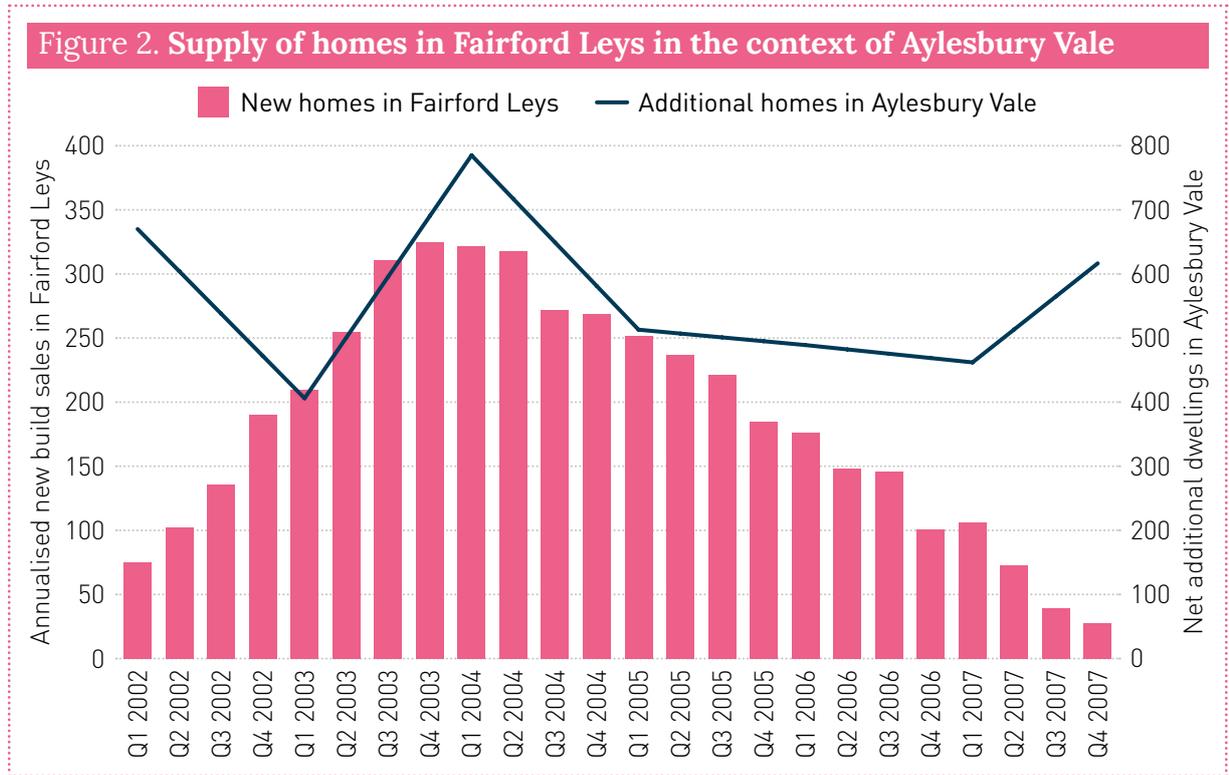
Figure 1. Location of Fairford Leys within Aylesbury Vale



Contains OS data © Crown copyright and database right 2019

### 3. Fairford Leys, Aylesbury

During the sales period in Fairford Leys, there was relatively little competition from other developments in the area. Between 2002 and 2007 an average of 554 additional homes were built per year in Aylesbury Vale. An average of 187 homes per year were sold in Fairford Leys over the same period, which was 34% of the total supply in the district. At its peak in 2003/04, 319 homes were sold per year in Fairford Leys – 45% of the total supply in Aylesbury Vale.



Source: HM Land Registry and Ministry of Housing, Communities and Local Government (MHCLG)

Fairford Leys



### 3.1.1 Comparison to a typical new build scheme

Berryfields is a new build development of 3,000 homes to the north west of Aylesbury. It is a typical consortium-led housing development with over seven house builders delivering a high volume of new homes into the market. In comparison to Fairford Leys there has been less investment in place and fewer features of sustainable urbanism employed. The first homes were sold in 2011 and development is ongoing.

Figure 3. Location of Fairford Leys, Aylesbury and Berryfields



Contains OS data © Crown copyright and database right 2019

### 3. Fairford Leys, Aylesbury

#### 3.2 Value

##### 3.2.1 New build sales values

Examining average unit/individual property values would suggest that Fairford Leys has not performed as well as Berryfields; however, when size and type of home are taken into consideration, the exemplar scheme shows a significant premium over the second hand market and Berryfields.

On a per unit basis new build values in Fairford Leys achieved a **9% premium** over the Aylesbury second hand market, but on the same basis new homes in Berryfields have achieved a higher average **premium of 11%** over the Aylesbury second hand market. This is because the homes in Berryfields are larger. Considering, however, the different types of homes, Fairford Leys has achieved a greater premium over the Aylesbury second hand market than Berryfields for flats, terraces and semi-detached homes, i.e. all types of homes, except detached houses.

Homes in Fairford Leys are similar in size to those in Aylesbury, but significantly smaller than those in Berryfields. Despite being smaller, the price premium for new homes in Fairford Leys over Aylesbury was greater than for new homes in Berryfields for all types, except detached properties. Detached homes in Fairford Leys achieve a significant discount (17%) to the local market; however they are 20% smaller on average. Detached homes in Berryfields are at a 9% discount to the Aylesbury detached average, despite being 13% larger on average.

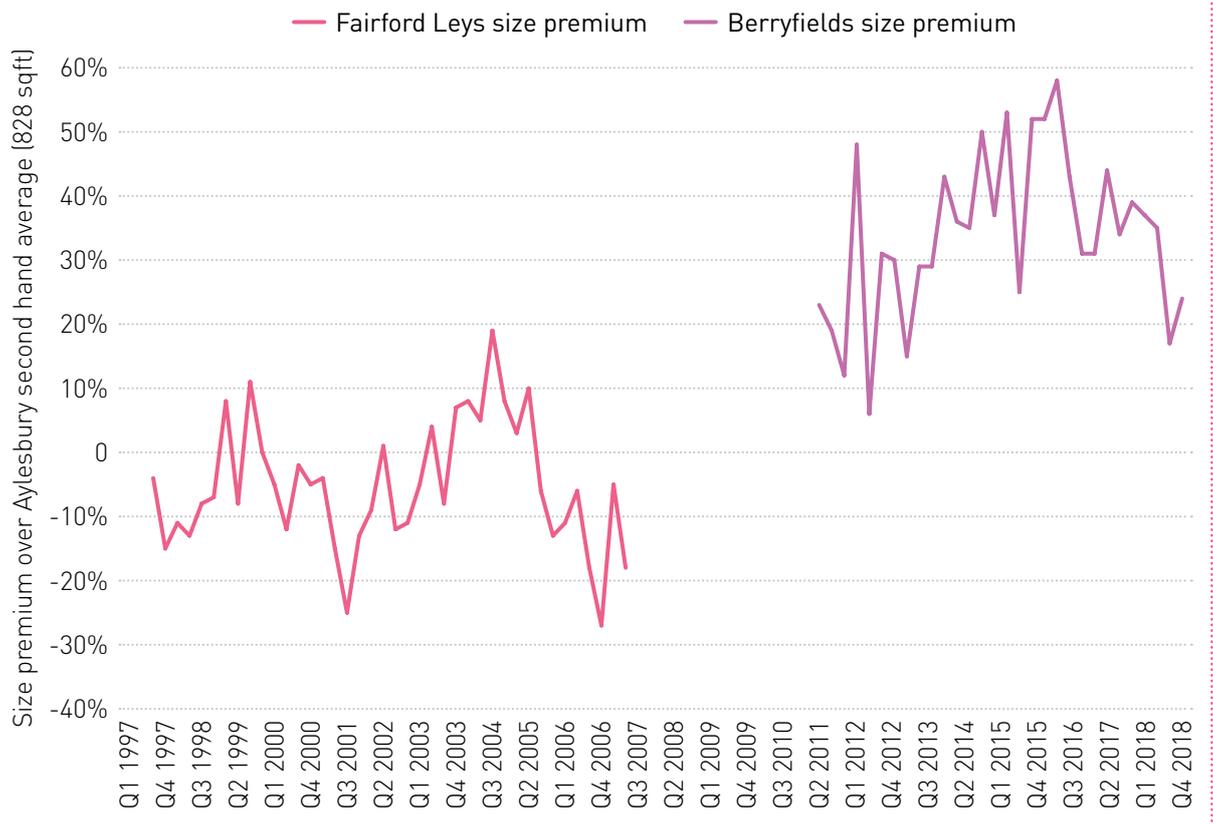
**Table 1. Average, unit value premium, size and size premium of home compared to Aylesbury second hand by type**

	Flat	Terraced	Semi-detached	Detached	All types
Unit value relative to Aylesbury (average over sales period)					
Fairford Leys	41%	27%	13%	-17%	9%
Berryfields	30%	24%	8%	-9%	11%
Size (square foot)					
Fairford Leys	648	761	788	1,005	805
Berryfields	657	1,051	1,051	1,417	1,123
Aylesbury	573	770	899	1,256	828
Size relative to Aylesbury					
Fairford Leys	13%	-1%	-12%	-20%	-3%
Berryfields	15%	36%	17%	13%	36%

Source: HM Land Registry and Ministry of Housing, Communities and Local Government (MHCLG)



**Figure 4. Size of new homes in Fairford Leys and Berryfields compared to those in Aylesbury**



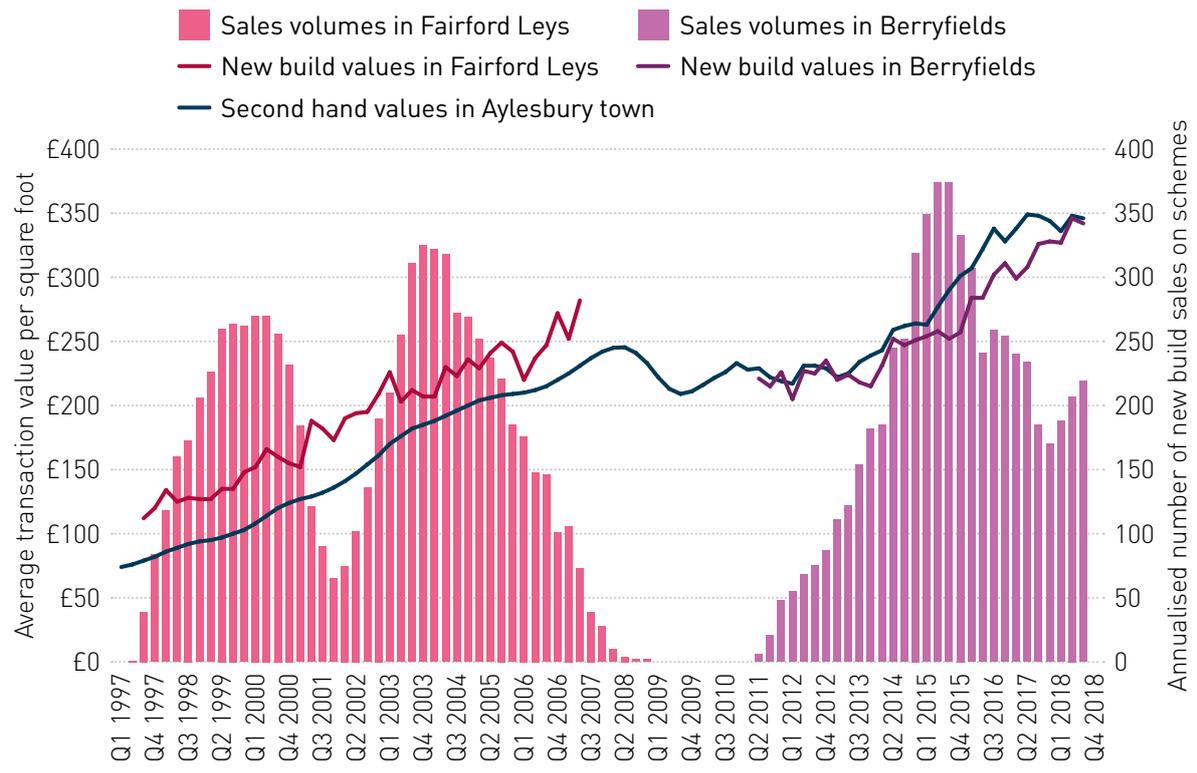
Source: Savills using MHCLG



Fairford Leys

On a per square foot basis, the difference is more stark. New homes in Fairford Leys have achieved an average premium of **27% above** the Aylesbury second hand market, whereas new homes in Berryfields have been **5% below** the average value per square foot for the town (during their sales periods).

Figure 5. Sales volumes and new build values in Fairford Leys and Berryfields compared to Aylesbury



Source: Savills using HM Land Registry and MHCLG

### 3.2.2 Residential development values per hectare

As described in the methodology we calculate residential value per hectare to compare the sites to the town. Development of new homes in Fairford Leys finished over a decade ago and therefore we compare two measures for this exemplar: a) the value of the scheme today as if it were new (assuming it would be achieving values at the same premium to the local market as it did when selling), and b) the value of the scheme today based on recent second hand sales. These are both compared to the town (current second hand values) and Berryfields (current new build values).

Residential development values per hectare (Ha) in Fairford Leys are nearly double those in Aylesbury (96% higher) and 42% higher than those in Berryfields, based on equivalent current new build values<sup>7</sup>. Even at today's second hand values<sup>8</sup>, Fairford Leys achieves a premium over both Aylesbury (70%) and Berryfields (24%), showing it has achieved and maintained a considerable value premium over both the town and typical suburban residential development.

**Table 2. Residential GDV calculation**

	Aylesbury (second hand)	Fairford Leys (new)	Fairford Leys (current second hand)	Berryfields (typical new build development)
Total number of homes	26,723 <sup>9</sup>	2,095 <sup>9</sup>	2,095 <sup>9</sup>	2,219 <sup>10</sup>
Proportion of homes that are privately owned	81% <sup>9</sup>	98% <sup>9</sup>	98% <sup>9</sup>	77% <sup>11</sup>
Number of private homes <sup>12</sup>	21,541	2,053	2,053	1,709
Average size of private homes (sqft)	828	805	805	1,123
Average £psft (year to September 2018)	£344	£437 <sup>7</sup>	£378	£336
Net residential land area (Ha)	783	47	47	60
GDV of residential area per hectare (£/Ha) <sup>13</sup>	£7.8m	£15.3m	£13.3m	£10.8m
<b>GDV per hectare premium over Aylesbury</b>		<b>96%</b>	<b>70%</b>	<b>38%</b>
<b>GDV per hectare premium over Berryfields</b>		<b>42%</b>	<b>23%</b>	

Source: HM Land Registry, Experian, 2011 Census, MHCLG, Planning documents

NB: Net residential area is defined as the area occupied by residential buildings, gardens and service roads.

7 The value of the scheme today as if it were new (assuming it would be achieving values at the same premium to the local market as it did when selling).

8 The value of the scheme today based on recent second hand sales.

9 Based on 2011 Census [online]. Available at: [www.ons.gov.uk/census/2011census](http://www.ons.gov.uk/census/2011census) [accessed 25 July 2019].

10 Calculated from 2011 Census and Experian households at December 2018.

11 Calculated from planning documents from phases completed.

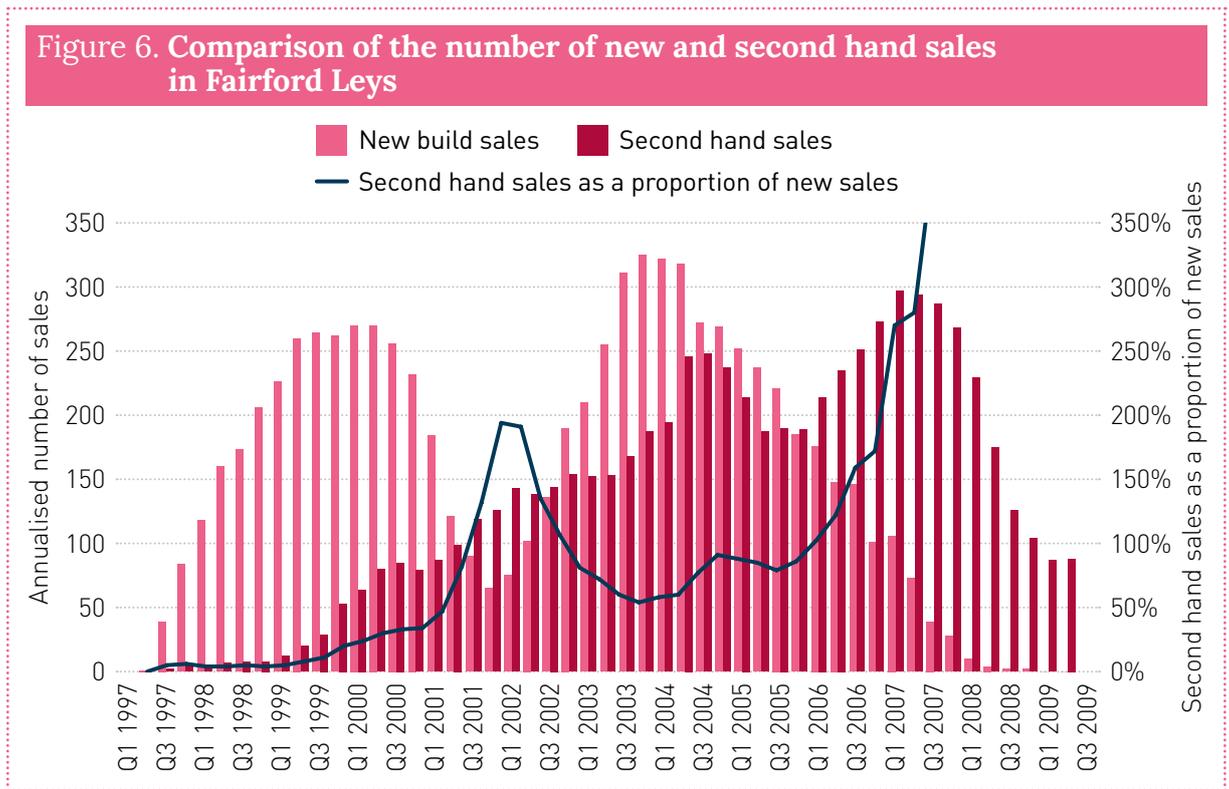
12 Calculated by multiplying the total number of homes by the proportion of private homes.

13 GDV per hectare of residential area =  $\frac{\text{number of private homes} \times \text{average size of homes} \times \text{average value per square foot}}{\text{net residential area}}$



3.3 Retention of value in Fairford Leys

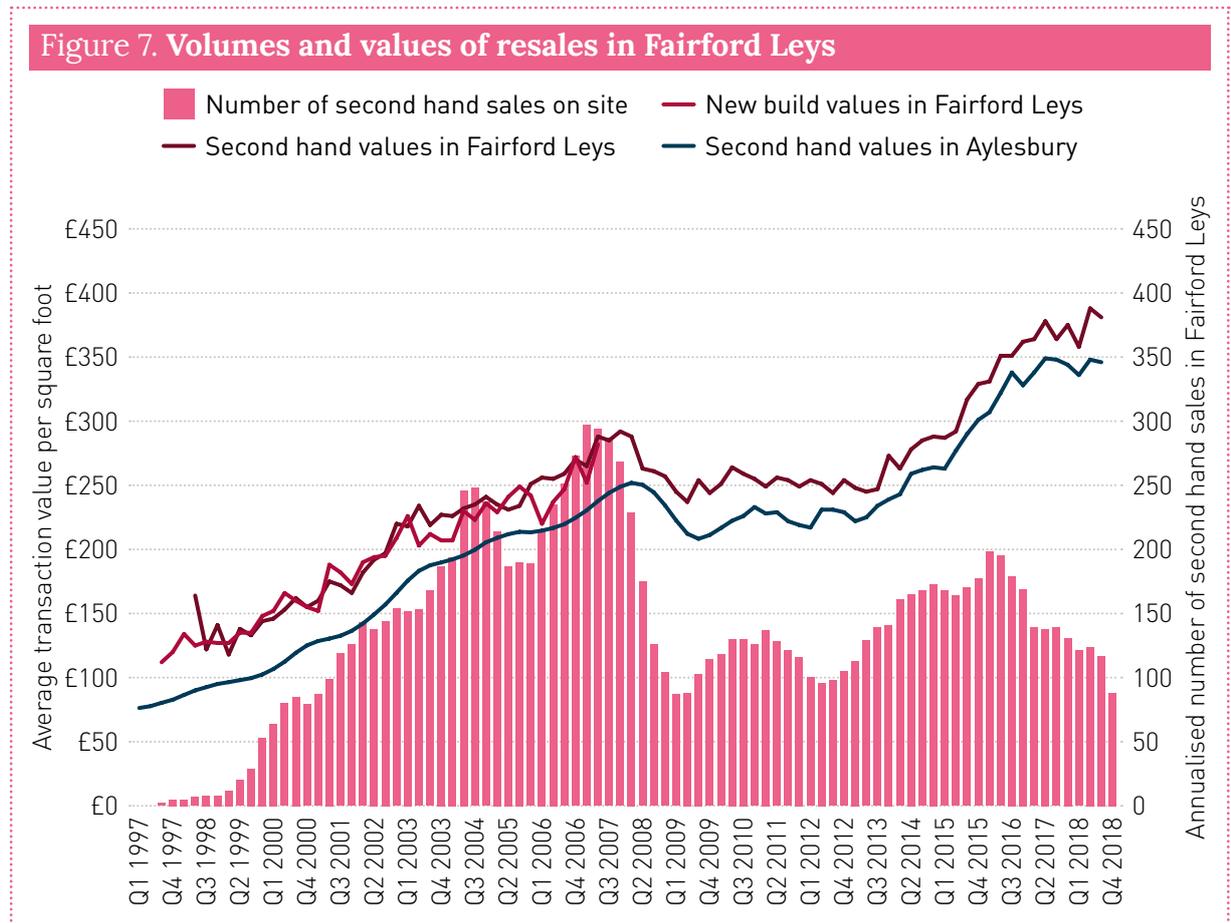
Homes in Fairford Leys have resold well and maintained a premium over Aylesbury. Resales in Fairford Leys were common within two years of new home sales on the site, with the number of resales at 21% of new build sales in years three and four (1999-2000). The number of resales continued to climb and, when new build sales come back to their former highs of over 200 a year in 2003 to 2005, resales averaged 76% of the number of sales of new homes on the site.



Source: HM Land Registry

### 3. Fairford Leys, Aylesbury

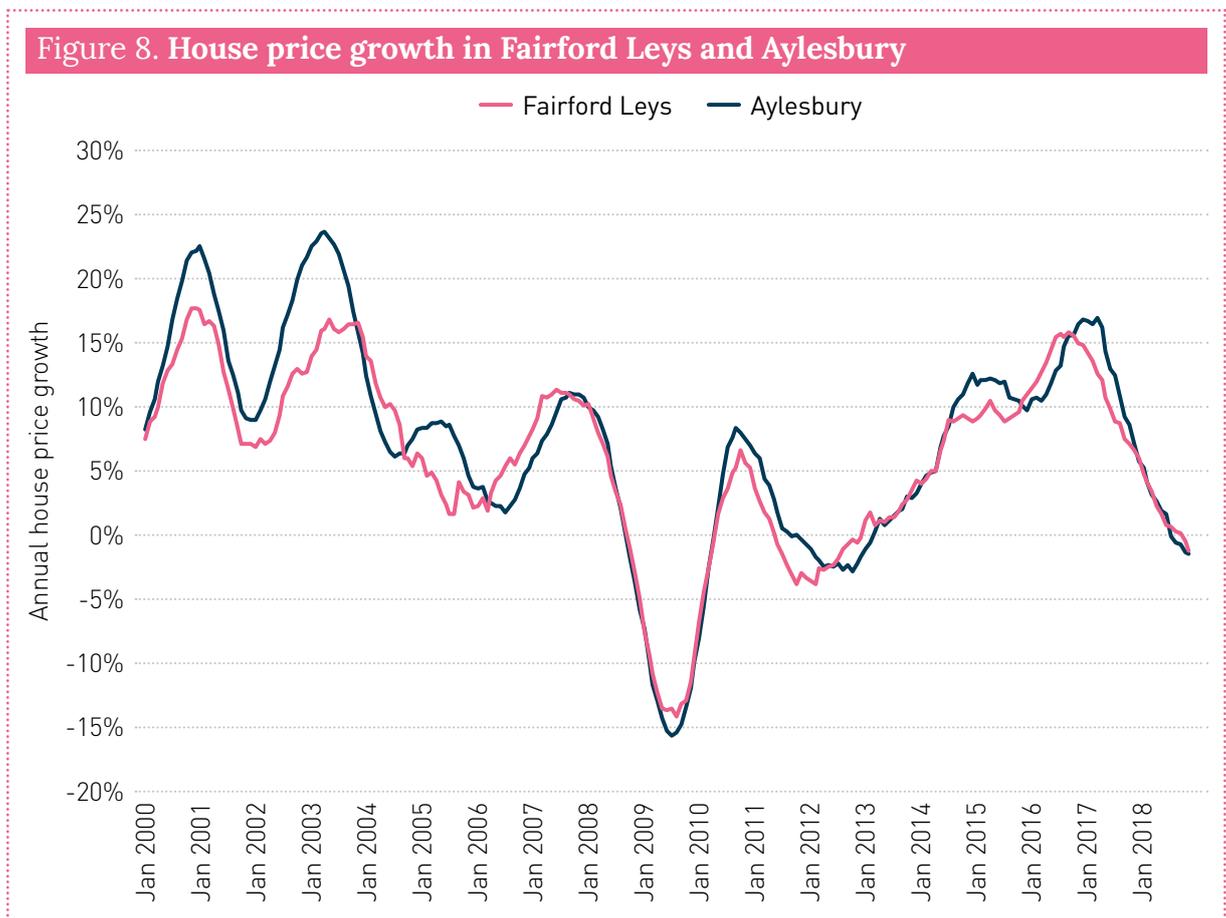
The values achieved on homes resold in Fairford Leys achieved the same value per square foot as the sales value of new homes during the building out of the development, achieving a **27% premium** over the second hand market in Aylesbury. Since then, a lower premium has been achieved for second hand homes in Fairford Leys that still remains **11% above** the second hand market in Aylesbury.



Source: HM Land Registry and MHCLG



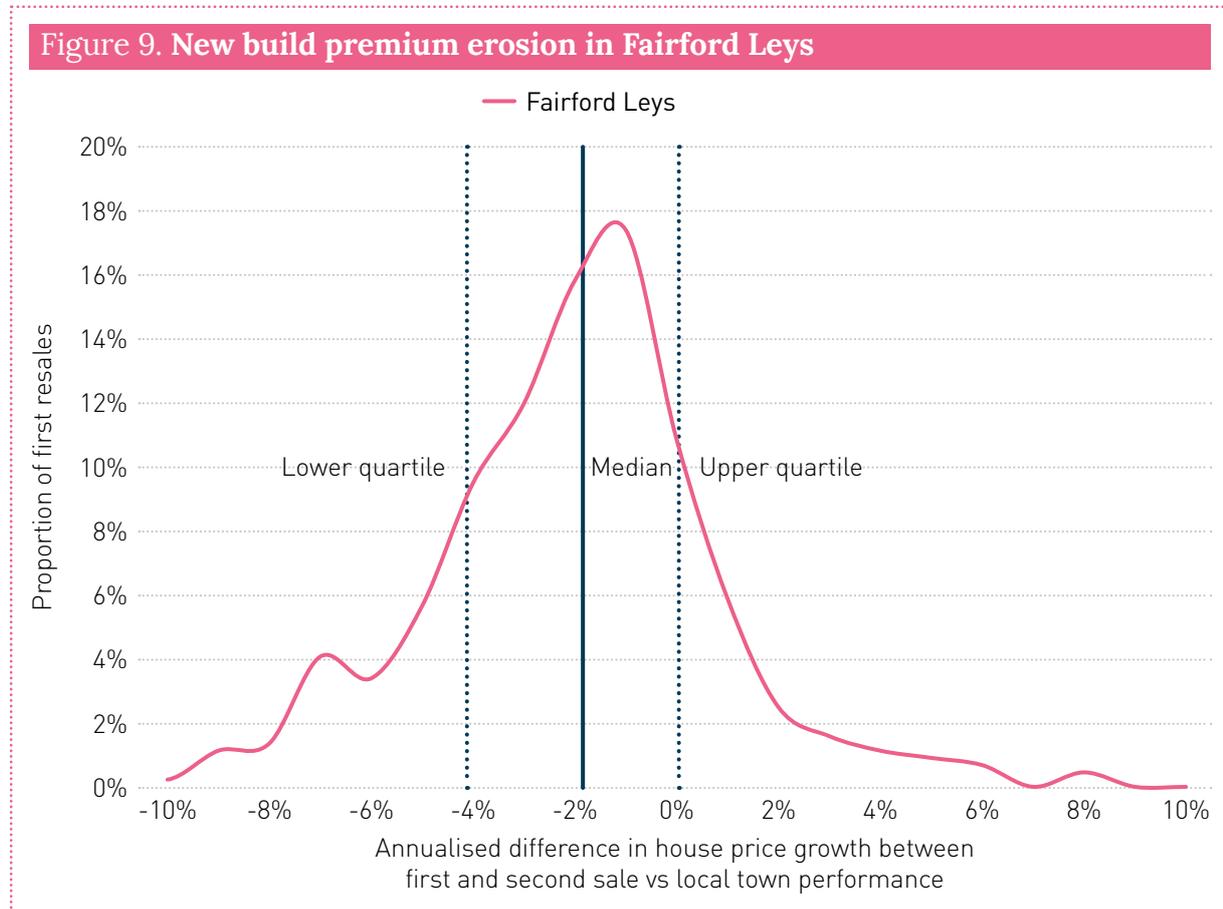
Further analysis of resales value shows that house prices did not grow quite as quickly in Fairford Leys to begin with as they did in Aylesbury, as would be expected. New build homes typically attract a premium due to the fact that minimal maintenance costs are required for the first ten years. However, house price growth in Fairford Leys and Aylesbury has been very similar since 2006 when the site was completed.



Source: Savills using HM Land Registry (repeat sales index, 12 month smoothed)

### 3. Fairford Leys, Aylesbury

We find that the erosion of the new build premium is on average a 1.7% fall in price per year compared to the second hand market. The average time between the first and second sale of the homes in Fairford Leys is 4.8 years.



Source: Savills using HM Land Registry

#### 3.4 Resilience of Fairford Leys

**During the GFC, second hand values and transactional activity in Fairford Leys performed in line with Aylesbury. House prices fell by 16% in the GFC in Fairford Leys compared to 17% in Aylesbury. Transactional activity in Fairford Leys and Aylesbury both fell similarly, by 46% and 43% respectively.**





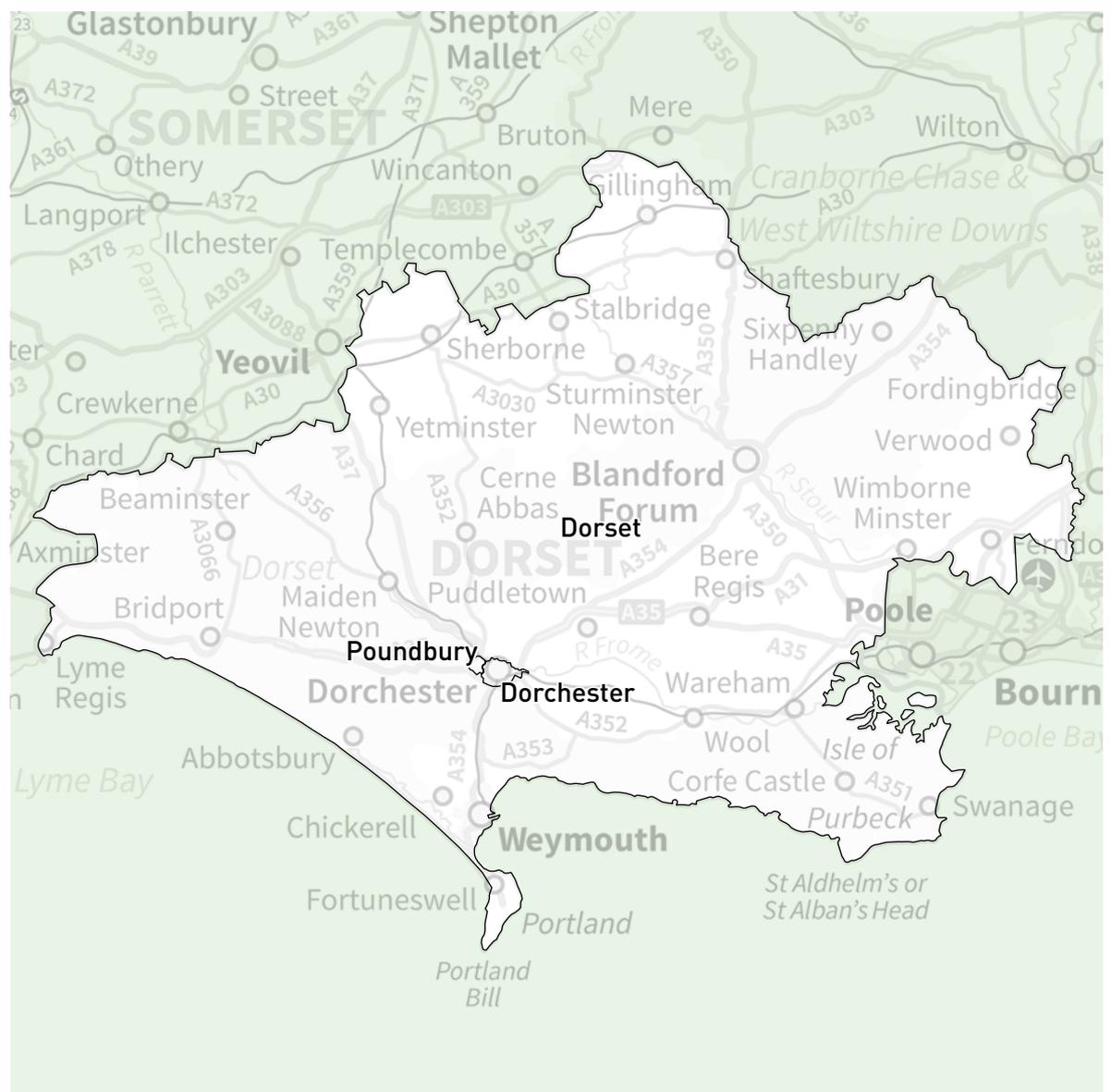
## 4. Poundbury, Dorchester

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#### 4.1 Market context

**Poundbury is an urban extension to Dorchester, which – when complete – will comprise 2,700 homes within Dorset Council (previously within West Dorset District). The first recorded new homes were sold in 1995 and the development continues to be built out. West Dorset is a relatively unaffordable location with house prices 10.9 times earnings on average, compared to 8.7 for the South West of England and 7.8 for England and Wales.**

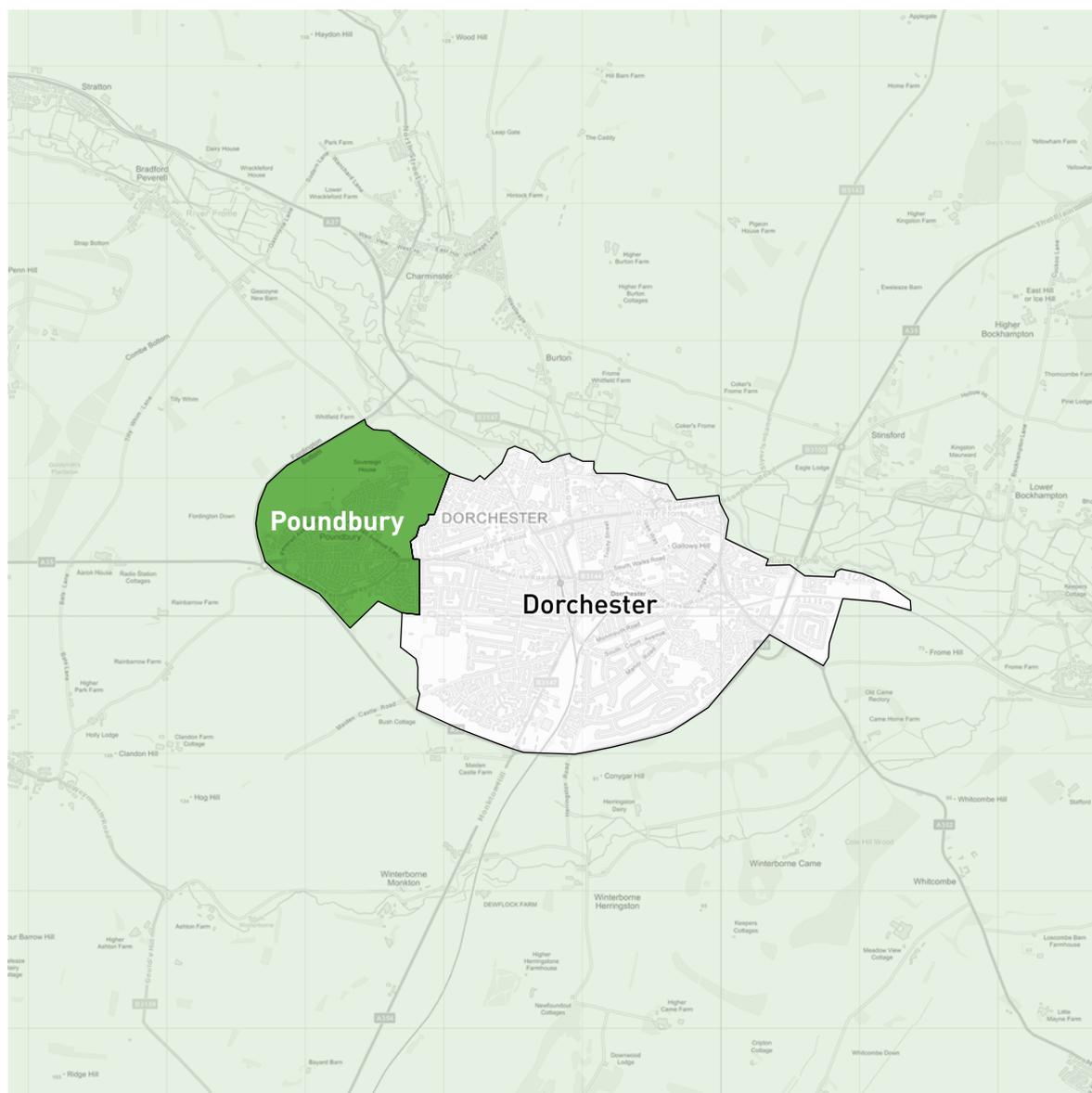
Figure 10. Location of Poundbury within Dorset



Contains OS data © Crown copyright and database right 2019

## 4. Poundbury, Dorchester

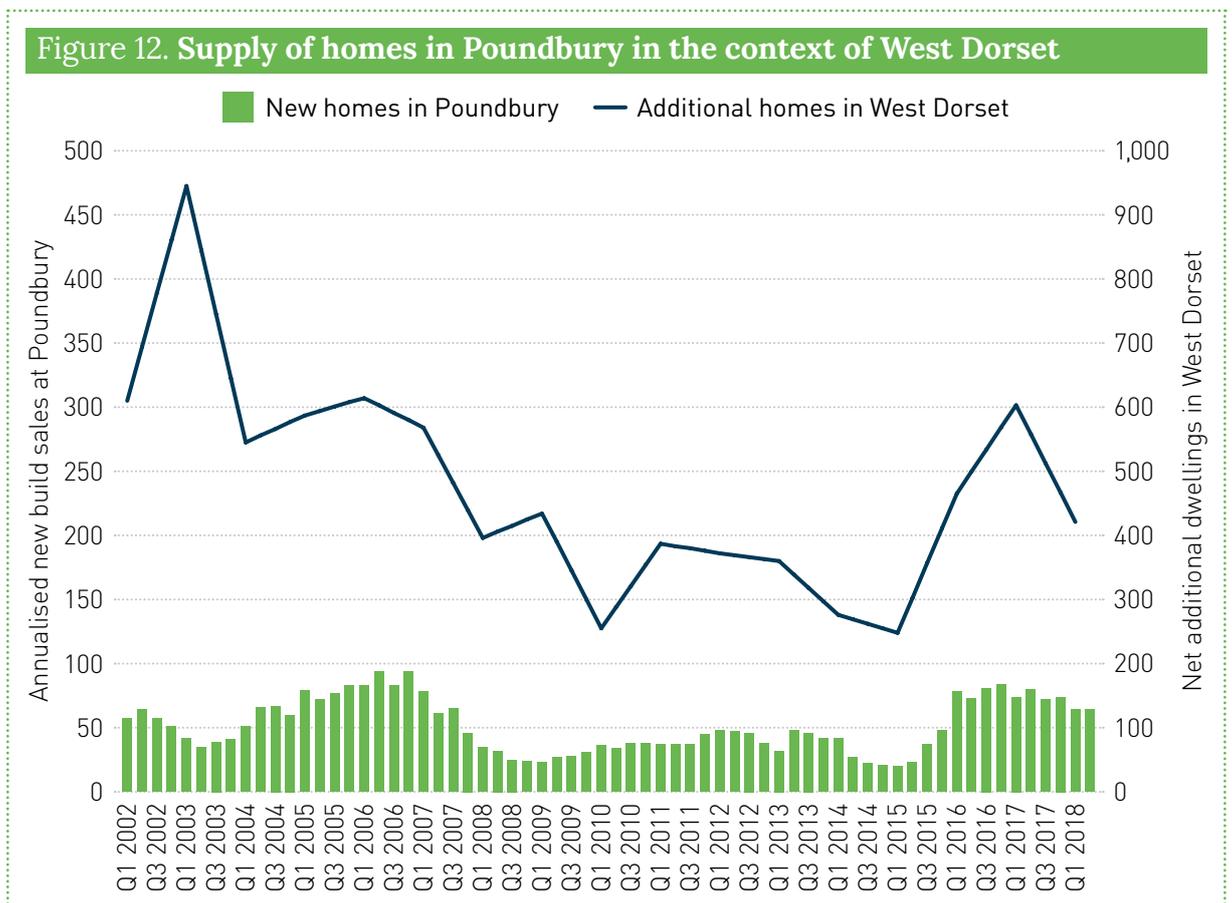
Figure 11. Location of Poundbury relative to Dorchester



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Sales in Poundbury contribute relatively low levels of supply to the district. Just 11% of additional homes built per year in West Dorset have been from new build sales in Poundbury (2002-2018).



Source: HM Land Registry and MHCLG

## 4. Poundbury, Dorchester

### 4.2 Value

#### 4.2.1 New build sales values

On a unit/individual property basis new build values in Poundbury achieved a **34% premium** over the Dorchester second hand market. All types of home in Poundbury achieve a premium over the second hand market for the town. The premium is largest for terraced homes, which achieve an average premium of 63%.

A contributing factor to the unit premium is the larger homes built in Poundbury. Homes are typically 22% larger in Poundbury than in Dorchester. The biggest difference in size is for terraced homes, which are 43% larger in Poundbury than in Dorchester.

**Table 3. Average, unit value premium, size and size premium of home compared to Dorchester second hand by type**

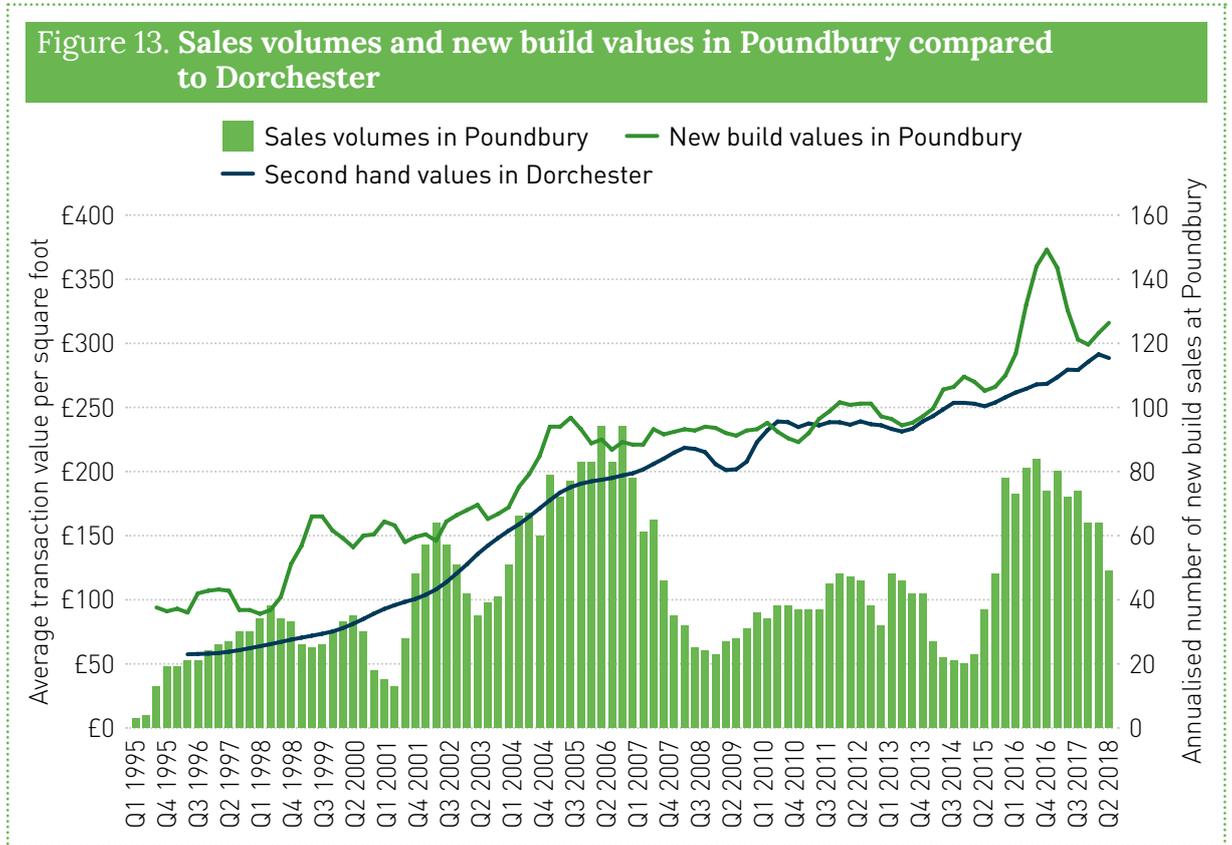
	Flat	Terraced	Semi-detached	Detached	All types
Unit value relative to Dorchester (average over sales period)					
Poundbury	49%	63%	40%	23%	34%
Size (square foot)					
Poundbury	837	1,315	1,346	1,599	1,187
Dorchester	674	920	1,092	1,288	970
Size relative to Dorchester					
Poundbury	24%	43%	23%	24%	22%

Source: HM Land Registry and MHCLG

### Poundbury



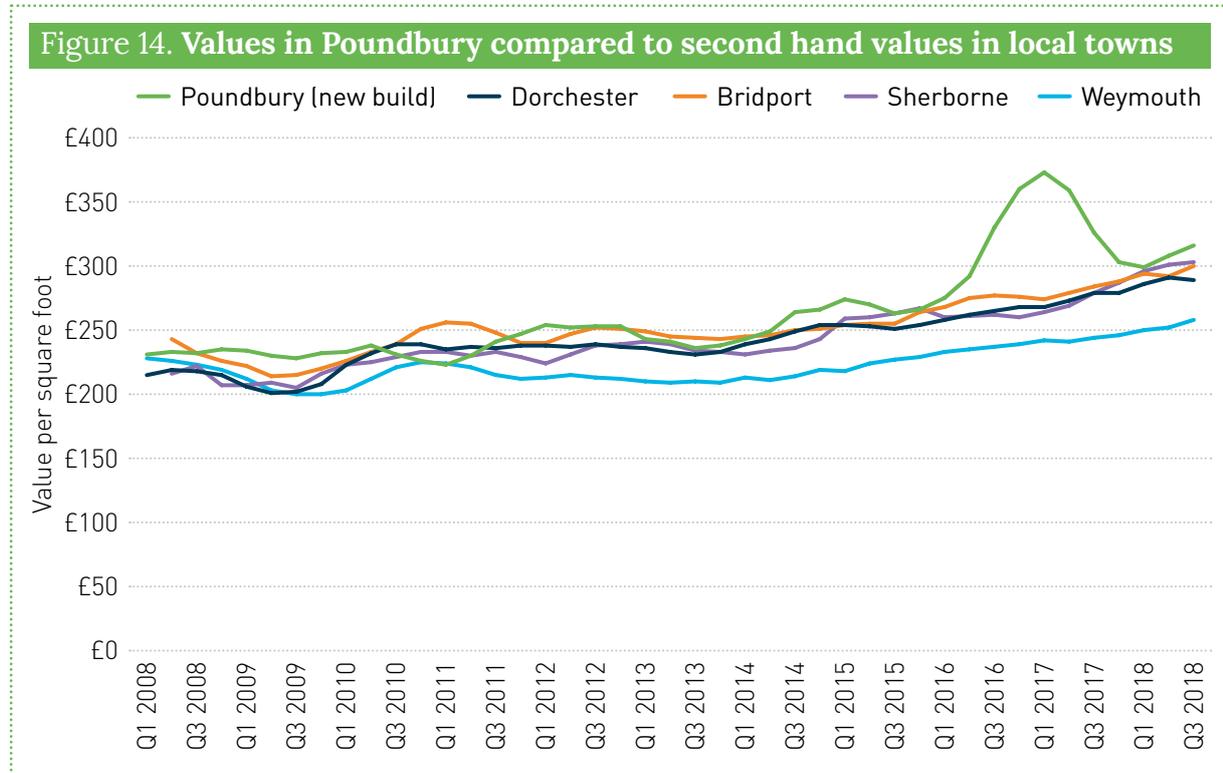
However, even when size is accounted for, on a per square foot basis, there is also a premium in Poundbury. New homes in Poundbury have achieved an average per square foot premium of **27%** since 1996 and **8%** since 2008 above the Dorchester second hand market.



Source: Savills using HM Land Registry and MHCLG

## 4. Poundbury, Dorchester

There are no large typical suburban residential developments in Dorchester to compare to Poundbury; however, we do find that Poundbury achieves a premium to all the other local towns in Dorset. Since 2008 new build values in Poundbury have achieved a premium of 4%, 8% and 18% over second hand values in Bridport, Sherborne and Weymouth respectively.



Source: Savills using HM Land Registry and MHCLG



2



Poundbury

#### 4.2.2 Residential development values per hectare

Residential development values per hectare in Poundbury are 43% higher than those in Dorchester. This shows the scheme has a considerable value premium over the town. It is notable that, unlike Fairford Leys, Poundbury has 33% affordable housing provision<sup>14</sup>, more than the 19% in Dorchester. Therefore, not only does Poundbury provide more social value in the form of affordable homes and a more mixed community, it also achieves a considerable premium on a residential development value per hectare basis.

**Table 4. Residential GDV calculation**

	Dorchester (second hand)	Poundbury (new)
Total number of homes	7,593 <sup>15</sup>	1,462 <sup>16</sup>
Proportion of homes that are privately owned	81% <sup>16</sup>	67% <sup>15</sup>
Number of private homes <sup>17</sup>	6,115	980
Average size of private homes (sqft)	970	1,187
Average Epsft (year to September 2018)	£286	£313
Net residential land area (Ha) <sup>18</sup>	268	40.4
GDV per hectare of residential area (£/Ha)	£6.3m	£9.0m
<b>GDV per hectare premium over Dorchester</b>		<b>43%</b>

Source: HM Land Registry, Experian, Poundbury EIA June 2018, 2011 Census, MHCLG, Planning documents  
 NB: Net residential area is defined as the area occupied by residential buildings, gardens and service roads.

14 Gray A (2018) *Poundbury Economic Impact Assessment Report*, Poundbury Economic Impact Assessment, for the Duchy of Cornwall, Dorset County Council, June 2018 [online]. Available at: [https://duchyofcornwall.org/assets/images/Poundbury\\_Impact\\_June\\_2018\\_update.pdf](https://duchyofcornwall.org/assets/images/Poundbury_Impact_June_2018_update.pdf) [accessed 25 June 2019].

15 Based on 2011 Census [online]. Available at: [www.ons.gov.uk/census/2011census](http://www.ons.gov.uk/census/2011census) [accessed 25 July 2019].

16 Calculated from 2011 Census and Experian households at December 2018.

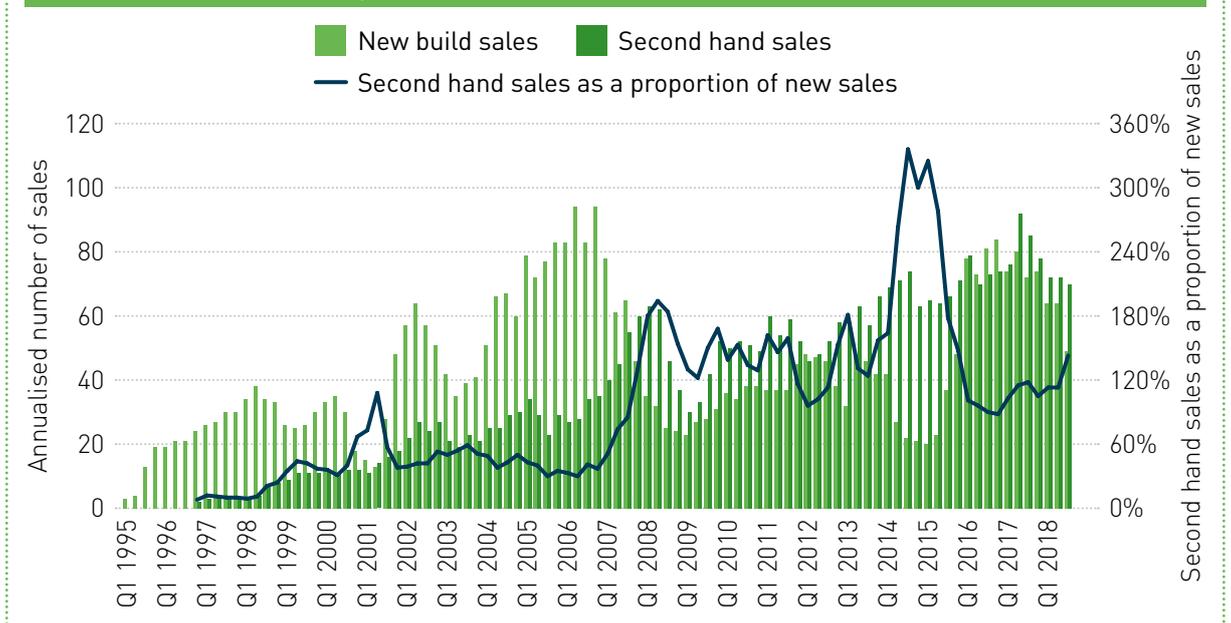
17 Calculated by multiplying the total number of homes by the proportion of private homes.

18 GDV per hectare of residential area =  $\frac{\text{number of private homes} \times \text{average size of homes} \times \text{average value per square foot}}{\text{net residential area}}$

4.3 Retention of value in Poundbury

Homes in Poundbury have resold well and maintained a premium over Dorchester with no erosion of the new build premium. Resales in Poundbury have been steadily increasing. In the first ten years of this rise, resales averaged 39% of the level of new build sales. The number of resales continued to climb and between 2008 and 2018 were an average of 54% above the number of new sales.

Figure 15. Comparison of the number of new and second hand sales in Poundbury

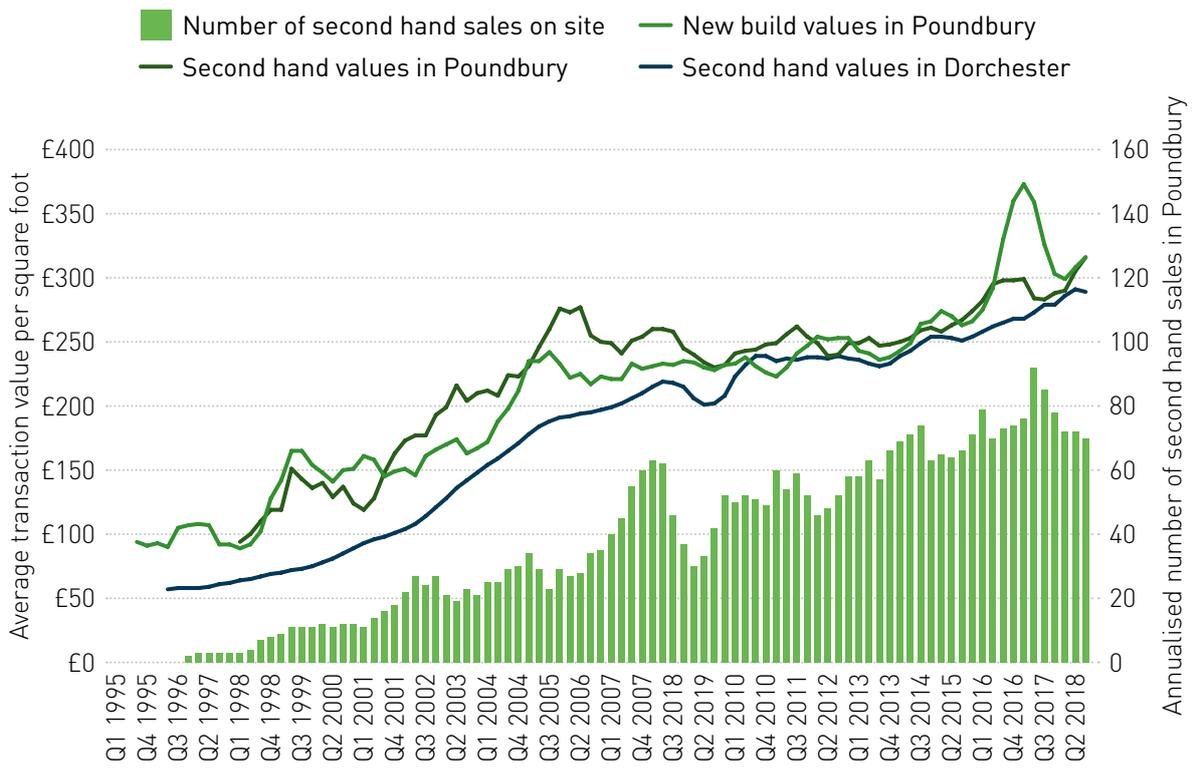


Source: HM Land Registry

## 4. Poundbury, Dorchester

The values achieved on resold homes in Poundbury were the same value per square foot as the sale value of new homes during the life of the development, gaining an average **25% premium** over the second hand market in Dorchester since 1998. A lower premium has been achieved for second hand homes in Poundbury since 2008, however values per square foot still remain **7% above** the Dorchester second hand market.

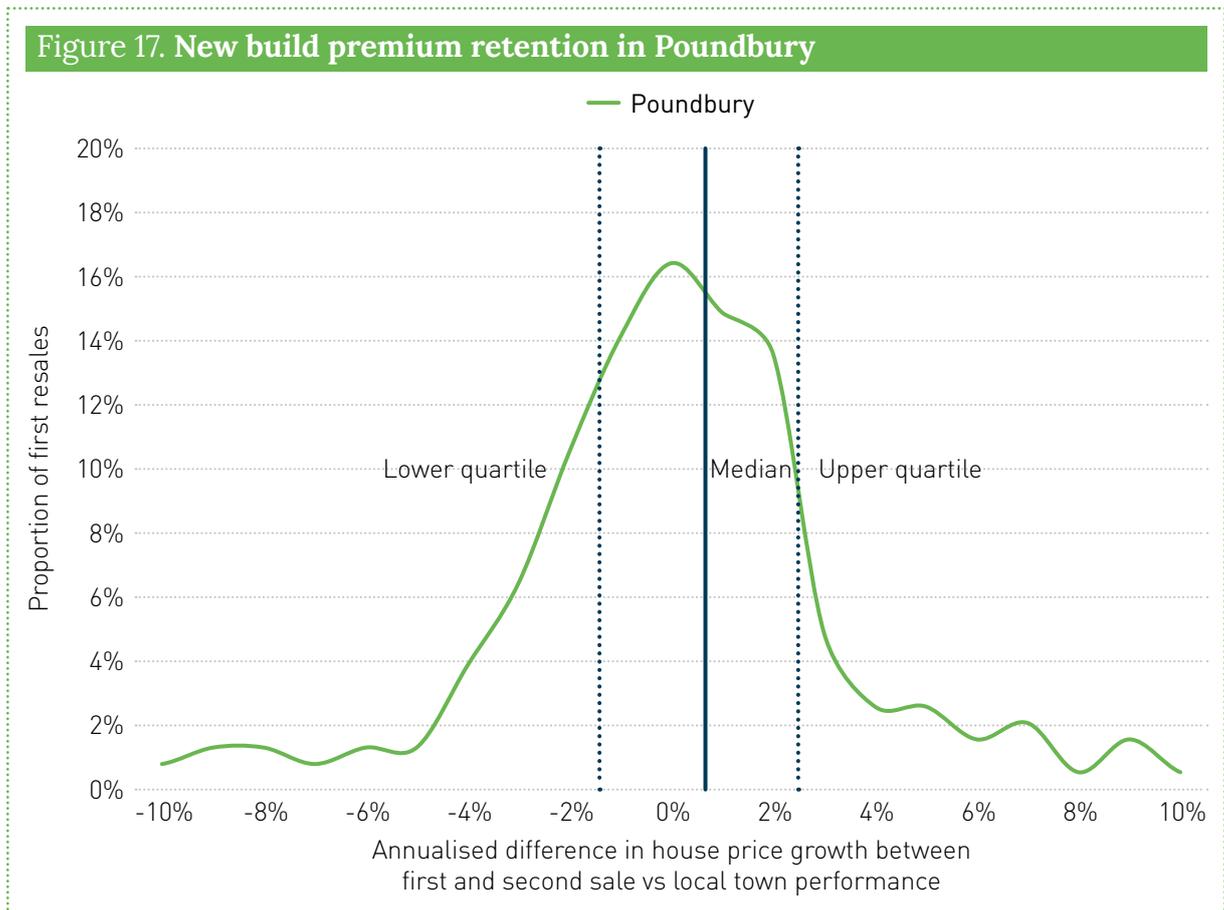
Figure 16. Volumes and values of resales in Poundbury



Source: HM Land Registry and MHCLG



Homes in Poundbury retain their value well. Examining resales of homes in Poundbury we find that there is no erosion of the new build premium in contrast to expectations of most new build developments. In fact, resold new homes in Poundbury increased by 0.6% more per year than the local housing market. The average time between the first and second sale in Poundbury is 5.9 years. This corroborates the finding that new build and second hand values in Poundbury achieve an average premium of 27% and 25% above the local market.



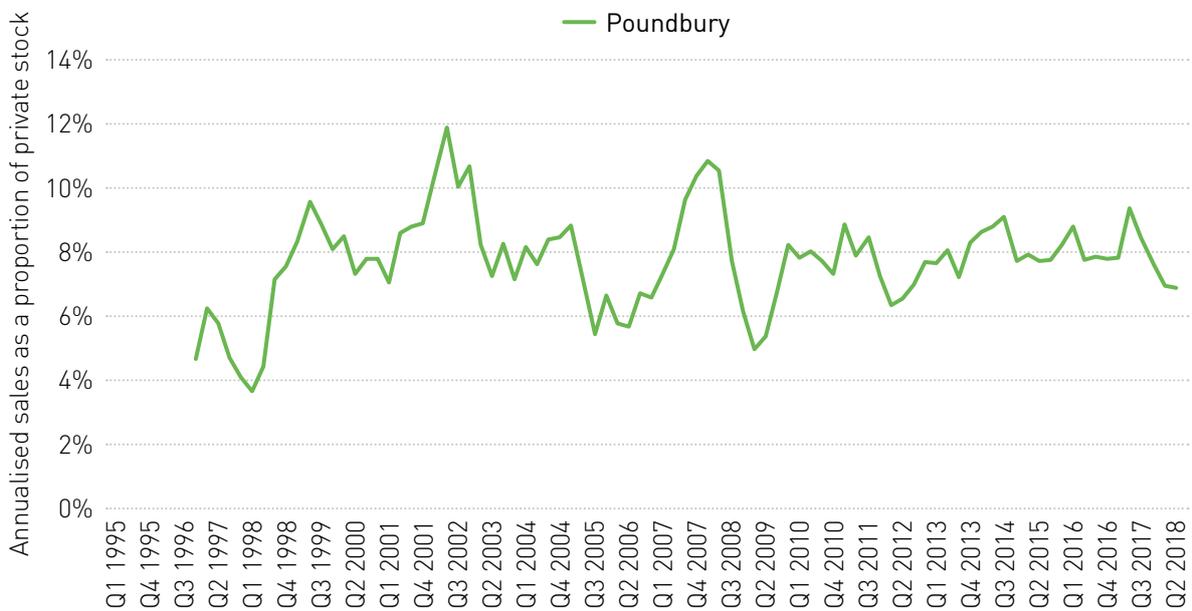
Source: HM Land Registry

## 4. Poundbury, Dorchester

### 4.4 Resilience of Poundbury

New homes have been sold in Poundbury from 1995 and continue to be sold today. Poundbury has maintained an active housing market throughout the market cycle, in contrast to the rest of the country. Although transactional activity for second hand homes in Poundbury fell briefly in 2008 they recovered within 18 months. Since then activity has averaged 7.8% of private stock, the same levels as before the GFC (7.6%). By contrast, national transaction levels are 29% below their pre-GFC average.

Figure 18. Market activity: Second hand sales as a proportion of private stock for Poundbury



Source: HM Land Registry and MHCLG





## 5. Conclusions

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## We identified three key conclusions from this research:

### 1. Residential development value:

Residential development values per hectare are higher for schemes that have adopted the principles of sustainable urbanism compared to their neighbouring towns, and typical suburban residential developments in the case of Fairford Leys.



### 2. Retention of value:

Value on sustainable urbanism exemplars is retained over time with little erosion of the new build premium.



### 3. Resilience to market cycle:

House prices and transactional activity in Poundbury have been more resilient to the market cycle than in the local town.



## Conclusions

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### Residential development value premium

In this work we corroborate the results of 'Valuing Sustainable Urbanism'. We find that both Fairford Leys and Poundbury have significantly higher residential development values per hectare than the local towns. Fairford Leys is also found to have higher residential development values per hectare than the nearby typical suburban residential development. Fairford Leys was completed shortly after 'Valuing Sustainable Urbanism' was written, so little has changed since the original analysis. However, Poundbury has continued to be built out and we find it continues to perform in the same way, being valued at 43% higher than Dorchester on a residential development value per hectare basis.

### Retention of value

Additionally, we find that the value of the sustainable urbanism exemplars is retained over time. New build homes typically attract a premium due to the fact that minimal maintenance costs are required for the first ten years. The homes resold in Fairford Leys (whilst it was being built out) achieved the same value per square foot premium as the new homes (27%). The price premium has been eroded over time as would be expected, but homes at Fairford Leys are still 11% more expensive than the local market today, despite being completed over a decade ago.

Poundbury retains its value particularly well. Over the life of the development, the resold homes have achieved a 25% average premium over the local market. There is no erosion of the new build premium in Poundbury and house prices between the first and second sale increase by 0.6% more per year on the scheme compared to growth in the local market.

### Resilience to market cycles

The resilience to market cycles of these sustainable urbanism exemplars is mixed. Whilst Fairford Leys behaves in the same way as Aylesbury, Poundbury is more resilient to market cycles than Dorchester. Poundbury has maintained an active housing market throughout the market cycle, in contrast to the rest of the country where transaction levels are 29% below their pre-Global Financial Crisis (GFC) average.





# The Value of Community Survey Analysis

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## Executive Summary

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**This evidence informed report demonstrates to the public sector, landowners, developers, house-builders and investors that building more mixed-use walkable settlements is a worthwhile longer-term investment, in order to create a better built environment experience and future liveability. This strand of the research has sought to determine (not just to understand) the key aspects of building a sustainable community, and the presence of a measurable social benefit to those people who live there. The focus is on the concept of ‘value of community’ in the context of the built environment.**

This research presents and discusses the results from a survey carried out on two settlements, Fairford Leys and Poundbury, chosen for this study as the settlements are designed and delivered on the urban village principles. The aim was to evaluate the ‘value of community’ using empirical evidence collected through a qualitative and quantitative survey questionnaire from the people living (and working) in these settlements. Local people are often the strongest advocates of and contributors to the ‘value of community’. Therefore, the sample type for this research was identified as people living (and working) in the settlements.

The postal and online survey was completed by a representative sample of 843 respondents in January 2019. 469 responses came from Poundbury and 374 from Fairford Leys. The survey examined the factors influencing people’s choice before moving to the settlement, and their perspectives on living/working there after moving. Questions focused on the local area, local community and the individual’s home, with a further question on workplace for those that worked in the settlement.

The research findings are applicable to all stakeholders involved in planning, designing, building and managing homes and workplaces. These evidence that a well-planned, attractive and well-built mixed-use settlement, with a core design that enables access and connections, results in a greater sense of community, one that is valued and of key importance to residents.

This demonstrates that building more mixed-use, walkable and thus sustainable settlements is a worthwhile longer-term investment and delivers not just a better built environment experience and future liveability, but also results in a valued and valuable community that benefits from and brings benefit to the settlement in which they live.

## Key findings

### 1. Accessibility and walkability:

People like to live in an area where they feel connected and have convenient ease of access to services and amenities. Walkability is important, as are good transport links.



### 2. Local surroundings:

Attractive building design and layout, with a village feel that incorporates a good mix of homes and types of buildings, and encompasses a clean, tidy and well-maintained local area, is of importance to residents. A well-built and high-quality home that has low maintenance costs needs to be prioritised by builders and developers.



### 3. Community spirit:

A real sense of community is evident in the settlements, which contributes to a friendly, safe and welcoming atmosphere. There is room for improvement by creating options for all age ranges, as well as broader interaction across all demographics and tenure types particularly during evenings and weekends.







## 6. Introduction

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**Creating a better built environment results in more sustainable communities. The research that has informed this chapter has focused on the main elements of building a mixed-use walkable community and the measurable social benefit to residents. The evidence demonstrates that building more sustainable communities is a worthwhile longer-term investment in order to create a better built environment experience and future liveability. This strand of the research has sought to determine (not just to understand) the key aspects of building a mixed-use walkable community, and the presence of a measurable social benefit to those people who live there.**

The chapter focuses on the concept of 'value of community' in the context of the built environment. 'Built environment' is defined as "...the widest interpretation of design, construction, operation and management of man-made structures and the natural environment..."<sup>19</sup>. (UCEM 2017:1).

Successful developments are usually measured by profit alone, but this research asserts that it is possible to generate significant profits, and build better communities. This lays down a challenge to conventional house-building models and provides a blueprint for replication across the country, forming part of a wider conversation that:

*"Consciously designing homes, buildings and infrastructure so that they generate social value for individuals and communities, supports economic prosperity, cultural integration, connectivity and social cohesion. It contributes to fairness in society"<sup>20</sup>.*

Supply Chain Sustainability School 2017: 7

'Value of community' is not a new concept. There is an abundance of literature and research going back to the mid 20th century, summarised neatly by Ray Pahl in 1975:

*"The purpose of planning is to create a more convenient, humane and satisfactory environment in a context which is moving towards greater social and territorial justice"<sup>21</sup>.*

Pahl 1975: 7-8

19 UCEM (2017) *Summary Report: Solutions to the Built Environment Skills Crisis* [online]. Reading: UCEM. Available at: [www.ucem.ac.uk/wp-content/uploads/2018/01/Built-Environment-Skills-Summit-Report-UCEM-4.pdf](http://www.ucem.ac.uk/wp-content/uploads/2018/01/Built-Environment-Skills-Summit-Report-UCEM-4.pdf) [accessed 25 June 2019].

20 Supply Chain Sustainability School (2017) *Social Value and Design of the Built Environment*, London: Supply Chain Sustainability School [online]. Available at: [www.supplychainschool.co.uk/uk/default-home-main.aspx](http://www.supplychainschool.co.uk/uk/default-home-main.aspx) [accessed 9 July 2019]. Registration is required to access the document in full.

21 Pahl, R E (1975) *Whose City and further essays on urban society*, London. Penguin.

## 6. Introduction

This 'justice' or 'value' can be consciously created during the design, construction and operation of built environment assets<sup>22</sup>, with the 'value of community' forming part of what is termed 'social value', meaning:

*"...the direct, positive impacts for people and communities that can be created by going beyond 'fit for purpose' built environment design and creating socially sensitive infrastructure or architecture"<sup>23</sup>.*

Supply Chain Sustainability School 2017: 4

The value of community is created by the social and physical infrastructure that enables people to have the chance to live fuller lives through the provision of a welcoming and affordable physical environment, where less crime is experienced and local amenities are easily accessed and supported. The research explores the extent to which more sustainable settlements benefit and provide value to the people who live in them.

This chapter presents and discusses the results from a survey carried out on two settlements: Poundbury and Fairford Leys. The aim was to evaluate the 'value of community' using empirical evidence collected through a survey questionnaire from the people living (and working) in these settlements.

**Poundbury and Fairford Leys have comparable features<sup>24</sup> and these settlements aim to foster a more efficient and better sense of community by providing opportunities to:**

- Experience social benefits of placemaking to strengthen the value of community
- Enable social and physical infrastructure to meet local needs and contribute towards a good quality of life
- Build more sustainable communities as a worthwhile longer-term investment
- Create a better built environment experience and future liveability

<sup>22</sup> Supply Chain Sustainability School (2017) *Social Value and Design of the Built Environment*, London: Supply Chain Sustainability School [online]. Available at: [www.supplychainschool.co.uk/uk/default-home-main.aspx](http://www.supplychainschool.co.uk/uk/default-home-main.aspx) [accessed 9 July 2019]. Registration is required to access the document in full.

<sup>23</sup> The Prince's Foundation for the Built Environment (2007) *Valuing Sustainable Urbanism, A Report Measuring & Valuing New Approaches to Residentially Led Mixed Use Growth*, London: The Prince's Foundation [online]. Available at: [www.ads.org.uk/wp-content/uploads/0707vsureport\\_0.pdf](http://www.ads.org.uk/wp-content/uploads/0707vsureport_0.pdf) [accessed 9 July 2019].

## The specific objectives of this survey were:

- To know why people have chosen to live (and work) where they do
- To understand how people can benefit from living (and working) in a settlement (i.e. Poundbury/Fairford Leys) and how this contributes to community sustainability.

Poundbury and Fairford Leys were chosen for this study as these settlements are designed and delivered on the urban village principles. A definition of 'sustainable urbanism' and the qualities it embraces has been developed by The Princes Foundation for the Built Environment<sup>24</sup>.

However, Poundbury was built using a consortium of medium-sized house builders, building under licence for the landowner and Fairford Leys was delivered in a more standard model through a volume house builder.

This research adopts a mixed methods approach (quantitative and qualitative). The survey was distributed mainly through the post, complemented through launch events and an online survey. A representative sample of 843 respondents living (and working) in the two settlements completed this survey in January 2019. There were 469 responses from Poundbury and 374 responses from Fairford Leys – a 28% response rate for the former and 18% for the latter.

The purpose of the questionnaire was to evaluate the 'value of community' through several associated variables. These variables were operationalised in questions using the Likert scale. Some factual data about the respondents was collected using a range of questions, including multiple-choice and open questions to understand their responses.

The responses received through the survey were analysed using descriptive, factorial and qualitative analysis. The data was coded and analysed using Excel, SPSS (Statistical Package for the Social Sciences)<sup>25</sup> and NVivo<sup>26</sup> software.

## The chapter is arranged as follows:

- **Section 7** explains the methodology for the research and reports on participation and engagement levels by the residents
- **Section 8** offers a detailed explanation of the survey responses
- **Section 9** discusses the key findings and reflects on the implications
- **Section 10** offers conclusions emerging from the research and considers how the emerging knowledge may be deployed across a wide range of built environment contexts.

**Note:** The appendices to the main report are available separately online.

UCEM and The Prince's Foundation (2019) *Building a Legacy: The Value of Community: An Evidence Informed Development Model: Appendices*, Reading: UCEM [online].

Available at: [www.ucem.ac.uk/news-events/latest-publications](http://www.ucem.ac.uk/news-events/latest-publications) [accessed 7 September 2019].

<sup>24</sup> The Prince's Foundation for the Built Environment (2007) *Valuing Sustainable Urbanism, A Report Measuring & Valuing New Approaches to Residentially Led Mixed Use Growth*, London: The Prince's Foundation [online].

Available at: [www.ads.org.uk/wp-content/uploads/0707vsureport\\_0.pdf](http://www.ads.org.uk/wp-content/uploads/0707vsureport_0.pdf) [accessed 9 July 2019].

<sup>25</sup> IBM Corp. Released 2017. IBM SPSS Statistics for Windows, Version 25. Armonk, NY: IBM Corp [online].

Available at: [www.ibm.com/uk-en/products/spss-statistics](http://www.ibm.com/uk-en/products/spss-statistics) [accessed 9 July 2019].

<sup>26</sup> NVivo qualitative data analysis software; QSR International Pty Ltd. Version 12, 2018 [online].

Available at: [www.qsrinternational.com/nvivo/what-is-nvivo](http://www.qsrinternational.com/nvivo/what-is-nvivo) [accessed 9 July 2019].



## 7. Overview of Engagement and Consultation Activity

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## 7.1 Methodology

**Understanding the ‘value of community’ and its relevant factors can be useful to many stakeholders associated with the built environment, including the public sector, landowners, developers, house-builders and investors. These advocates are in a position to maximise further integration of ‘value of community’ into decision-making, which could result in developing more sustainable communities.**

A literature review (Appendix A) exploring both the concept and applicability of value of community was developed into a survey questionnaire, with the aim of collecting data from a broad spectrum of individuals in an efficient manner<sup>27</sup>. Underpinning themes included social and cultural life (what it is like to live there) and voice and influence (how people affect what goes on). It must be acknowledged, however, that measuring value of community is challenging because there is no standard measurement tool and it is likely to vary between community settings. Although there has been some national and international research on the issue of societal values linked to the quality of a development, this remains an area lacking in sufficient exploration<sup>28</sup>.

A pilot questionnaire was designed and tested and the results from this fed-forward to develop the final survey. The final questionnaire mixed a quantitative and qualitative approach to collect both facts about the respondents and their perceptions. This data was mainly obtained in the form of answers to a range of question types including Likert scale<sup>29</sup>.

Everyone living and working at a place, regardless of ‘sector’ (referred to as ‘Community’<sup>30</sup>) has a significant impact on their local area, local community and home. Local people are often the strongest advocates of and contributors to the ‘value of community’. Therefore, the sample type for this research was identified as people living (and working) in the settlements.

The questionnaire was administered and distributed through the post (Appendix B). To foster engagement open ‘drop in’ launch events were organised at both Poundbury and Fairford Leys, taking place at the same time as the postal surveys were delivered to individual households, to bring together interested parties and highlight the survey work. The initial intention was that each household was given the opportunity to complete the survey. An online survey, using the same questions/approach as the postal survey, was distributed on the web-based Jisc ‘Online surveys’<sup>31</sup> tool to provide an alternative way of responding to the questionnaire for those who missed out completing a postal survey (or for additional members within each household). The postal mode of survey was the most successful in obtaining over 90% of the response rate respondents in both settlements.

The submission of the questionnaire was deemed to be confirmation of participation. Whatever mode the participant took part in the survey all responses were treated confidentially, and the respondents’ details were kept anonymous. Appropriate ethical review due process was undertaken by the lead investigator to gain University College of Estate Management research ethics approval, including compliance against the General Data Protection Regulations (GDPR) and Data Protection Act 2018.

27 Corbin J & Strauss A (2014) *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory*. Fourth Edition. SAGE publications.

28 Be/nCRISP Value Task Group (2005) *Be Valuable - A guide to creating value in the built environment*, London: Constructing Excellence [online]. Available at: <http://constructingexcellence.org.uk/be-valuable-a-guide-to-creating-value-in-the-built-environment> [accessed 9 July 2019].

29 Norman G (2010) *Likert scales, levels of measurement and the “laws” of statistics*. *Advances in Health Sciences Education*, 15(5), pp. 625-632.

30 Trafford Partnership (2015) *Strategy for Building Strong Communities 2015-2018* [online]. Available at: [www.traffordpartnership.org/locality-working/locality-working.aspx](http://www.traffordpartnership.org/locality-working/locality-working.aspx) [accessed 9 July 2019].

31 Jisc, Online surveys. Bristol: Jisc [online]. Available at: [www.onlinesurveys.ac.uk](http://www.onlinesurveys.ac.uk) [accessed 9 July 2019].

## 7. Overview of Engagement and Consultation Activity

### The questionnaire was divided into 3 parts:

#### Welcome

'Welcome' introduced the research objectives and provided information on anonymity and confidentiality. Additionally, it asked respondents to tell if they 'lived' or 'lived and worked' in the settlement to direct the participants to the right survey.

#### Live and Live and work

'Live' and 'Live and work' surveys mainly used qualitative factors to measure 'value of community'. These factors were asked in the form of a series of questions. 'Live' survey had three main sections: the local area, local community and home. The 'Live and work' survey had an additional fourth 'workplace' section. Each section had two sets of questions: firstly, examining the factors influencing people's choice before moving to the settlement; and secondly, considering their perspectives on living (and working) after moving to the settlement.

A 5-point Likert scale<sup>32,33</sup> was designed to measure respondents' opinions based on their experiences. Responses were collected using a level of agreement scale (strongly disagree, disagree, neither disagree or agree, agree and strongly agree). For coding purposes, numbers were assigned to the Likert scale [for example, strongly disagree = 1, disagree = 2, neither disagree or agree = 3, agree = 4 and strongly agree = 5], so that when these numbers (representing responses) were analysed, trusted and consistent results were produced.

At the end of each section, open-ended questions asked participants to make further qualitative comments about what they liked and what they would change about their local area, local community and home (and workplace).

#### More about you

The 'More about you' survey asked a series of standard demographic questions. These were posed to understand the perceptions of different groups within the respondents.

Responses to each question were reviewed individually and coded. Detailed coding was used for this survey and each question was analysed using spreadsheets (Excel), Statistical Package for the Social Sciences (SPSS) and NVivo software. SPSS was used for descriptive statistics and factorial analysis. NVivo supported the conceptualisation and organisation of qualitative survey questions which enabled the categorisation of emerging themes. This was also used to support the research findings from the quantitative data analysis. Prior to Principal Component Analysis (PCA), tests showed that the data was highly consistent and reliable (Appendix C).

32 Carifio J & Perla R (2008) Resolving the 50-year debate around using and misusing Likert scales, *Medical education*, 42(12), pp. 1150-1152.

33 Norman G (2010) Likert scales, levels of measurement and the "laws" of statistics. *Advances in Health Sciences Education*, 15(5), pp. 625-632.

## 7.2 Respondents

**In order to increase engagement in the value of community survey a range of stakeholders, organisations and interested parties were formally approached. This resulted in obtaining agreement to use their social media and related cascade networks for publicity. An information leaflet and separate survey launch event flyer were developed, providing foreground information to advertise the survey (including timing and rationale).**

This supported socialising the value of community survey to raise awareness and aimed to increase participation from a representative cross-section of the community. Postal surveys were distributed to coincide with open staffed 'drop-in' community launch events that were held at accessible and inclusive locations in order to highlight the survey work:

- To raise awareness and elicit support for the value of community survey
- To provide the opportunity to residents to have their say about their settlement

This provided the opportunity for residents (and businesses) within the wider community to come and find out more about the research.

### 7.2.1 Participation levels

The estimated total number of households (and businesses) for Fairford Leys was 2,106 and 1,700 for Poundbury. The recommended sample size for Fairford Leys was 326 and Poundbury was 314<sup>34</sup> (sample size determined by a Raosoft<sup>35</sup> online calculator). The survey was completed by a total of 843 respondents living (and working) in Fairford Leys and Poundbury in January 2019 making it a representative sample. The response rate is detailed in Table 5.

	Population size (number of households)	Total responses	Response rate	Paper submission	Online submission
Fairford Leys	2,106	374	18%	319	55
Poundbury	1,700	469	28%	450	19
Total	3,806	843	23%	769	74

<sup>34</sup> 95% confidence level and a 5% error margin assumed.

<sup>35</sup> Raosoft (2004) Sample size calculator [online]. Available at: [www.raosoft.com/samplesize.html](http://www.raosoft.com/samplesize.html) [accessed 6 March 2019].

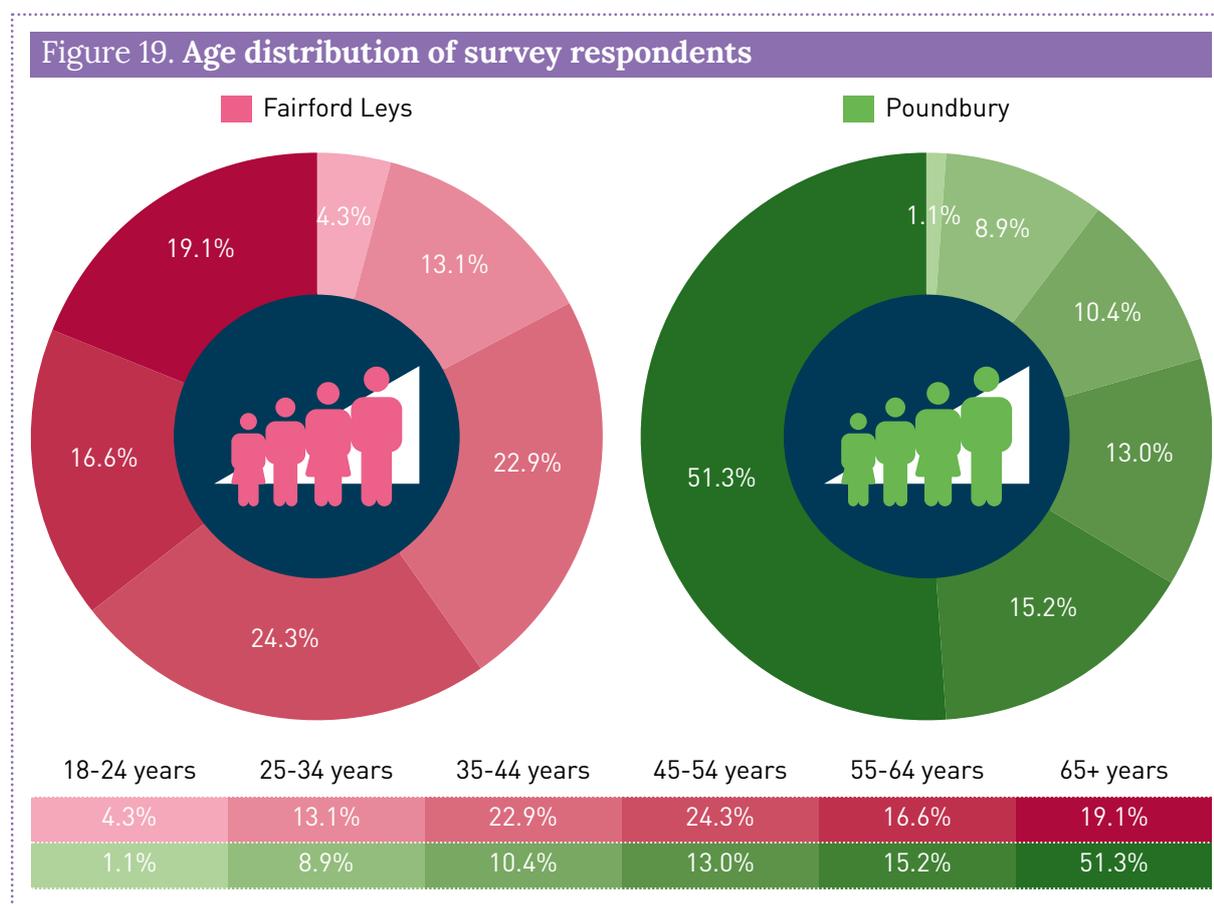
## 7. Overview of Engagement and Consultation Activity

This exceeded the expectation level, which shows that there is a high participation level for both Fairford Leys and Poundbury. More than 1 in 4 households (28%) from Poundbury responded to this survey, which is slightly greater than the 23.3% from Poundbury responding to another survey carried out in 2013<sup>36</sup>.

The headline profile of residents and households responding to the survey is shown in this section. A more detailed profile can be found in Appendix D.

### 7.2.2 Age mix

Respondents from Poundbury were primarily over 65 years of age (51.3%). Adults aged over 65 years form a quarter (25% and 24%) of the Poundbury and Dorset area population<sup>37</sup>, meaning that respondents over 65 years are high in this survey sample demographic. Additionally, generally Poundbury has higher than the national average numbers of residents aged 50 or above<sup>38</sup>. The Office for National Statistics reports that that the UK population aged 65+ is 18.2% whilst the West Dorset population aged 65+ is 30%. This is reflected in the responses to the Poundbury survey questionnaire.



36 Oxford Brookes University (2013) *Poundbury Residential Survey, Follow-up Questionnaire Results*, Independent survey for The Duchy of Cornwall.

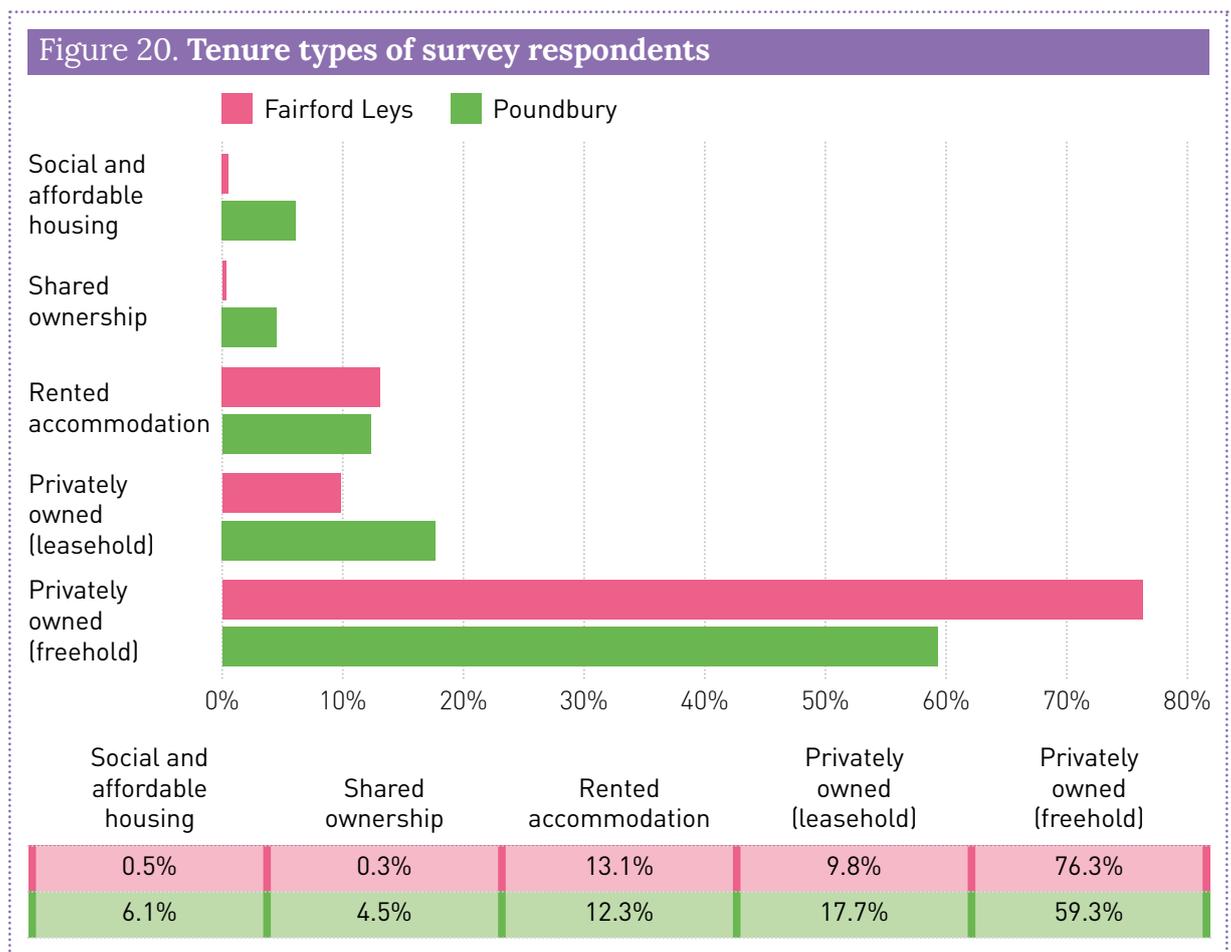
37 Gray A (2018) *Poundbury Economic Impact Assessment for The Duchy of Cornwall*, Policy and Research Dorset County Council, June 2018 [online]. Available at: [https://duchyofcornwall.org/assets/images/Poundbury\\_Impact\\_June\\_2018\\_update.pdf](https://duchyofcornwall.org/assets/images/Poundbury_Impact_June_2018_update.pdf) [accessed 25 June 2019].

38 Office for National Statistics (2018) *Overview of the UK population: November 2018* [online]. Available at: [www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/overviewoftheukpopulation/november2018#the-uk-population-is-ageing](http://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/overviewoftheukpopulation/november2018#the-uk-population-is-ageing) [accessed 25 June 2019].



### 7.2.3 Tenure type

Respondents living in privately owned (freehold) properties are prominent in this survey sample. However, whilst respondents from social and affordable housing and shared ownership are lower, this sample is broadly representative for both settlements. In 2018 the Poundbury Economic Impact Assessment<sup>39</sup> stated that there were 1,410 completed dwellings, with about 33% affordable housing, which equates to 470 of the dwellings built to date.



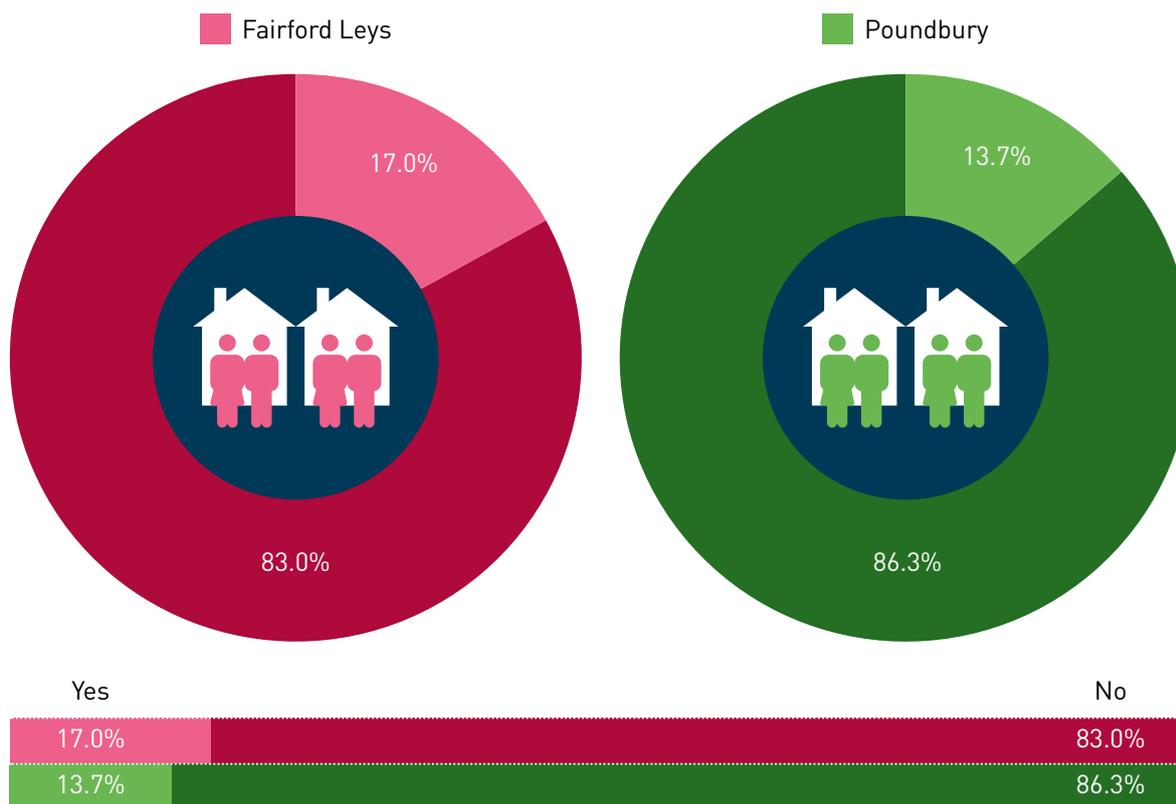
<sup>39</sup> Gray A (2018) *Poundbury Economic Impact Assessment for The Duchy of Cornwall*, Policy and Research Dorset County Council, June 2018 [online]. Available at: [https://duchyofcornwall.org/assets/images/Poundbury\\_Impact\\_June\\_2018\\_update.pdf](https://duchyofcornwall.org/assets/images/Poundbury_Impact_June_2018_update.pdf) [accessed 25 June 2019].

## 7. Overview of Engagement and Consultation Activity

### 7.2.4 Other family members in the development

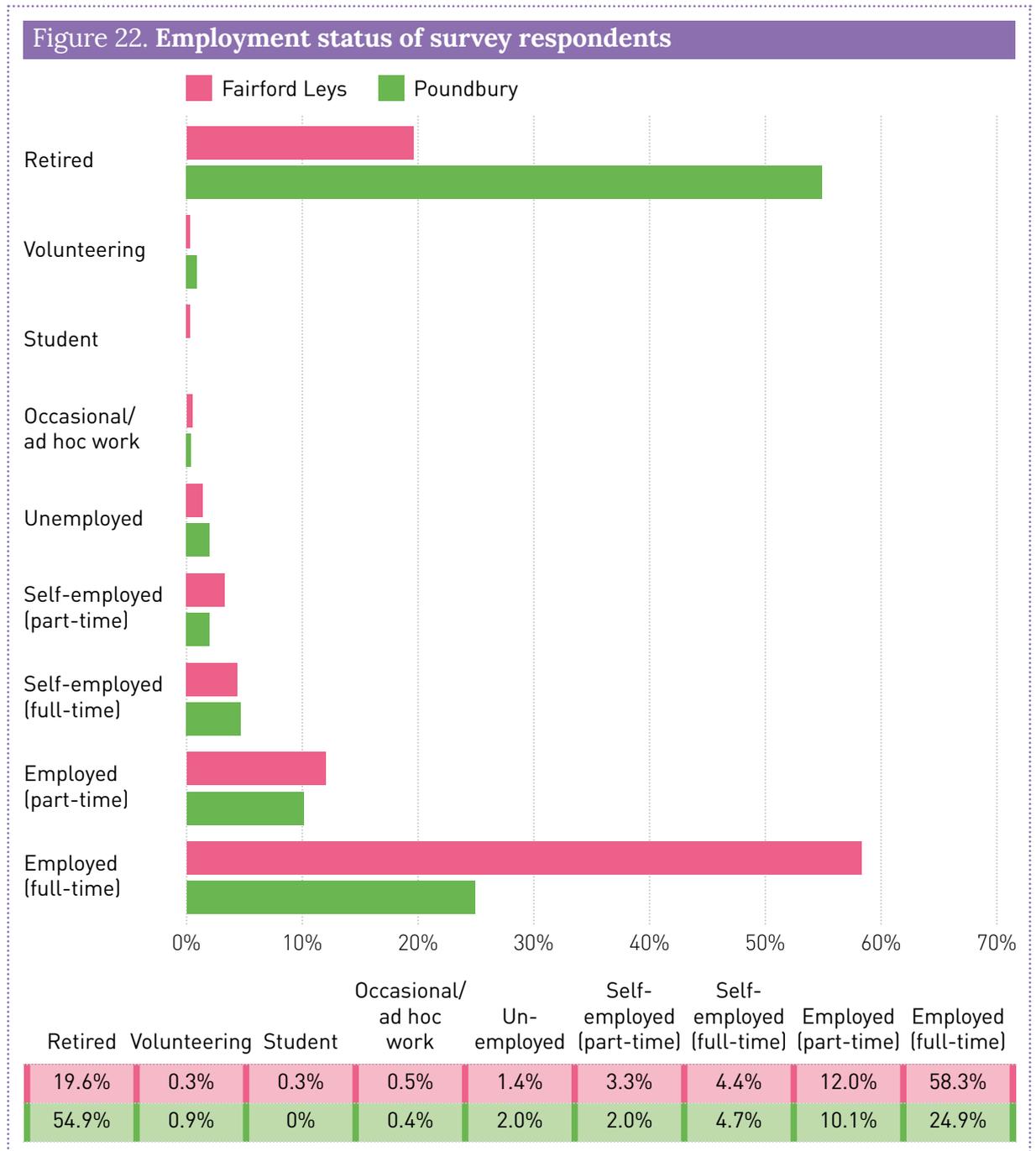
The clear majority of respondents in both Poundbury and Fairford Leys did not have other family members living in the same settlement. Notwithstanding, in Poundbury (13.7%) and Fairford Leys (17.0%) other family members were shown to be living in the settlement. This is interesting considering that these settlements are relatively new places.

Figure 21. Other family members living in the same settlement of survey respondents



### 7.2.5 Employment status

The distribution of type of employment between two settlements was found to be quite different to one another. Primarily, Poundbury has a higher representation from retired people (54.9%) while most Fairford Leys respondents were in full time employment (58.3%). Only 24.9% of Poundbury respondents were in full time employment, while nearly one-fifth (19.6%) of Fairford Leys respondents were retired.

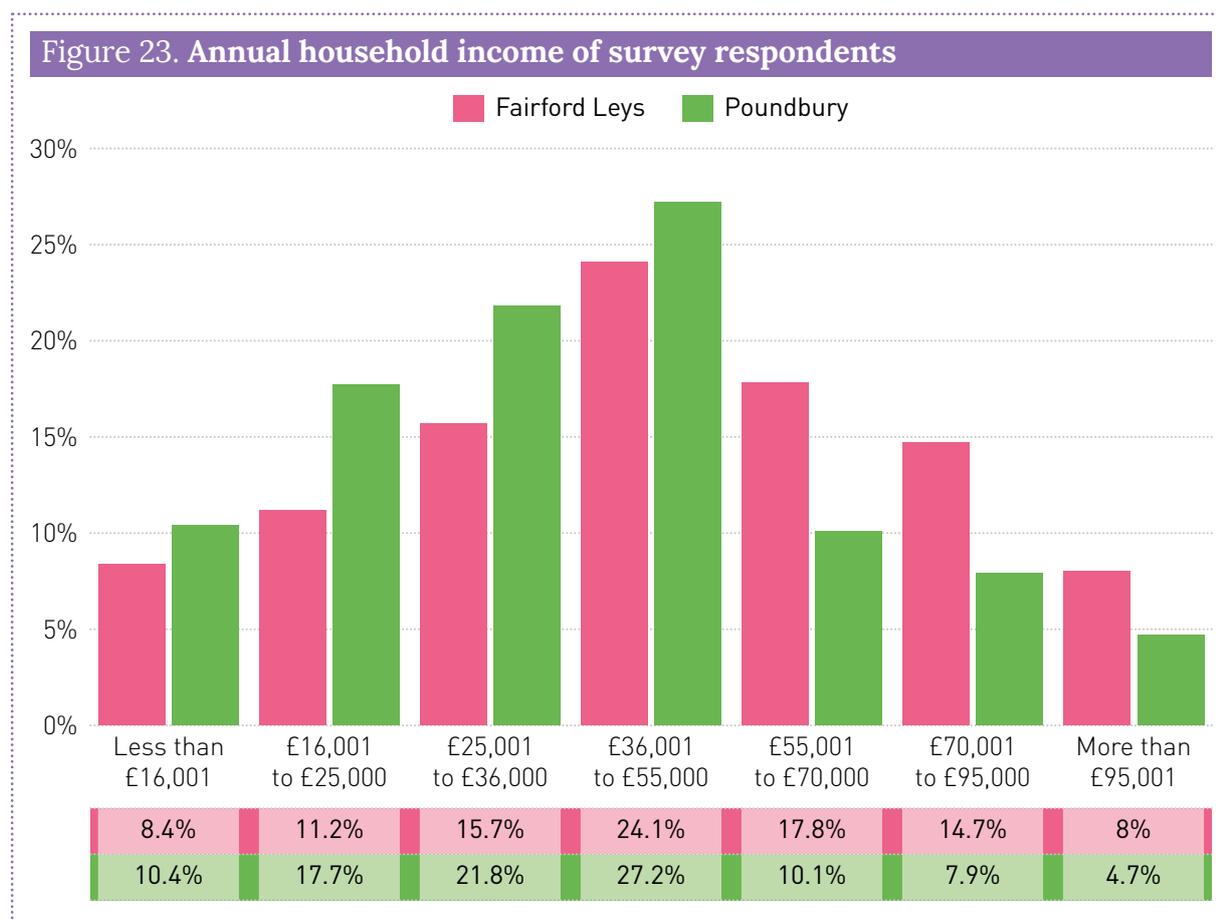


## 7. Overview of Engagement and Consultation Activity

### 7.2.6 Annual household income

The most frequent annual household income for around a quarter of respondents was in the range of £36,000 to £55,000 (27.2% from Poundbury and 24.1% from Fairford Leys). Approximately 50% of Poundbury households have an income of more than £36,000 (and slightly more in Fairford Leys, which could be due in part to the significant number of retired people in Poundbury responding to the survey).

The Office for National Statistics reports that, the 2018 (provisional) gross annual median pay for full-time employee jobs by local authority is £27,791 West Dorset (Poundbury) and £33,163 Aylesbury Vale (Fairford Leys)<sup>40</sup>. The pattern found in both settlements follows the national pattern according to geographical area.



<sup>40</sup> Office for National Statistics (2018) *Earnings and hours worked, place of residence by local authority*: ASHE Table 8 (8.7a), provisional dataset. Release date 25 October 2018 [online]. Available at: [www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofresidencebylocalauthorityshetable8](http://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofresidencebylocalauthorityshetable8) [accessed 25 June 2019].





## 8. Survey Feedback Analysis

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**A number of analytical methods were used to identify the level of agreement among the respondents. These include:**

#### **Quantitative analysis:**

The questionnaire elicited perspectives on the 'value of community' using a five-point Likert scale ('Strongly agree' to 'Strongly disagree'). The 'mean' of the responses for each factor and significant responses were expressed as well as a percentage.

#### **Qualitative analysis:**

This consisted of 'content analysis' of extensive comments gathered through open ended survey questions to gauge the perceptions of respondents. Issues were clustered and coded thematically using NVivo iteratively to structure, organise and analyse the data.

#### **Principal component analysis (PCA):**

The survey collected data on many individual questions. PCA<sup>41</sup> was applied to reduce the number of factors to a few, interpretable components. It sought to establish which of these factors were most highly correlated – representing principal components. Identified factors were subjectively deemed more important where the positive correlation was at (or above) 0.55 combined average.

41 The Pennsylvania State University (2018) *Lesson 11: Principal Components Analysis (PCA), STAT 505 Applied Multivariate Statistical Analysis* [online]. Available at: <https://newonlinecourses.science.psu.edu/stat505/lesson/11> [accessed 9 July 2019].

## 8. Survey Feedback Analysis

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### 8.1 Analysis by question

The survey feedback forms were broken down into several sections, with multiple questions to gain an understanding from the local community of their views of different aspects of their life. The following sections provide a breakdown of responses to questions in each section. The individual charts for each question (also illustrating the number and percentage of responses) can be found in Appendix E (i.e. ‘Strongly agree’ to ‘Strongly disagree’).

#### **A** (i) About your local area – Quantitative analysis:

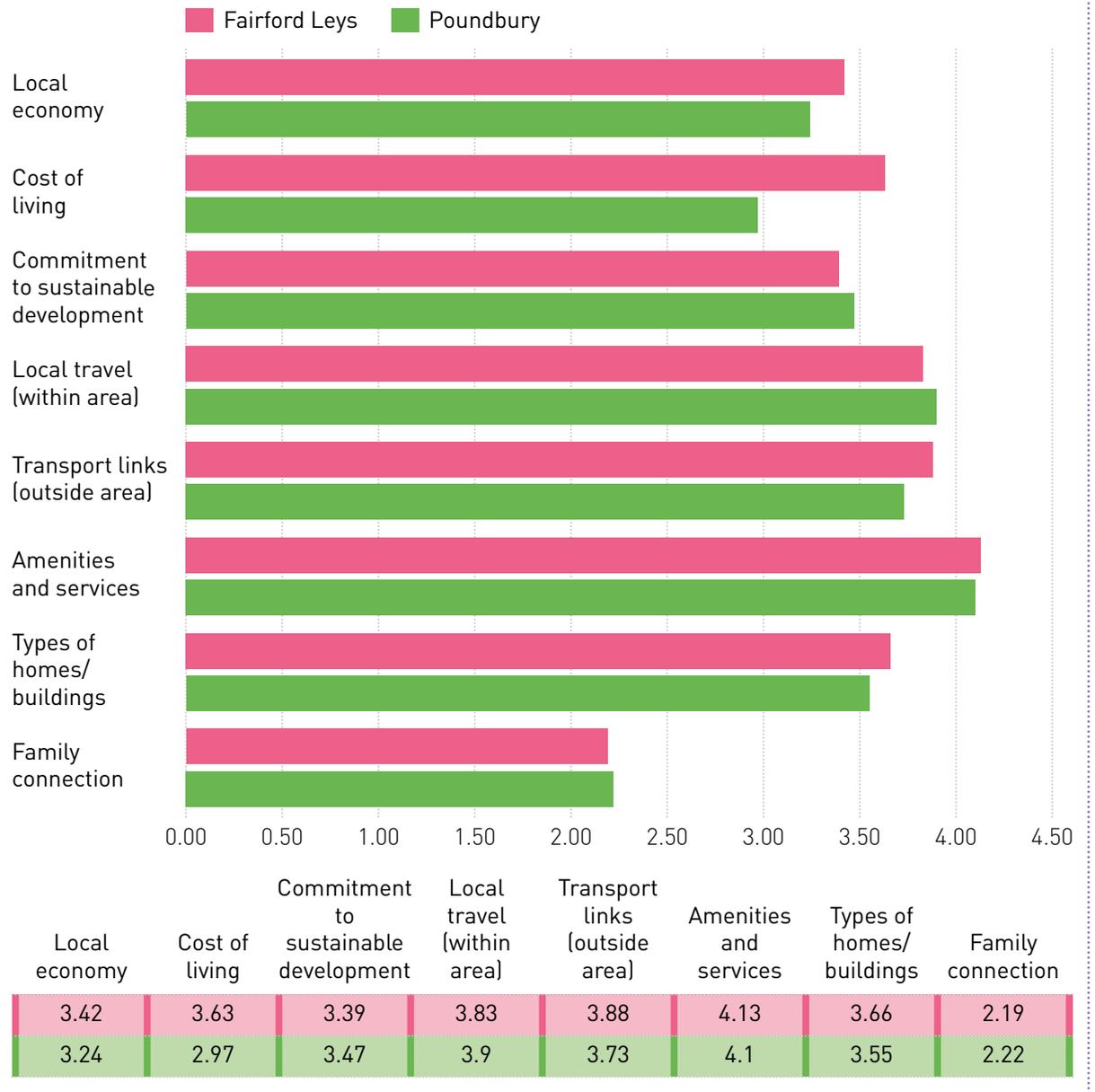
This section consists of four questions and aims to explore the local area in which respondents live. Two questions allowed the respondents to express their answers using an agreement scale with a choice of options:

1. Why did you move to Fairford Leys/Poundbury?
2. Overall, how do you feel about living in Fairford Leys/ Poundbury now?

Poundbury



Figure 24. Reasons for moving to local area



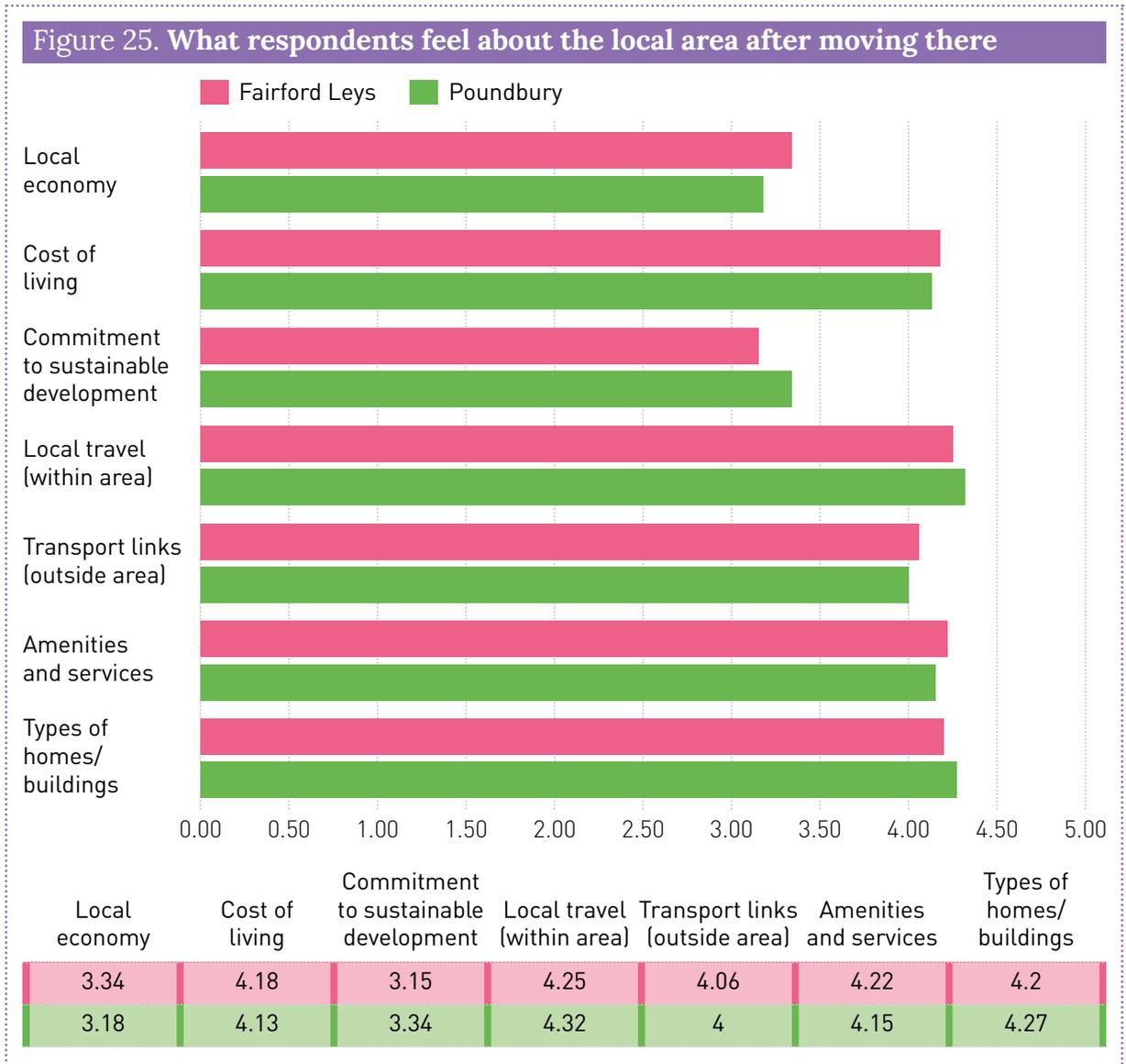
The reasons given for moving to the local area were similar for both settlements. The main trends are identified in Figure 24 above.



Fairford Leys

- ‘Amenities and services’ (being able to get what I need locally) are considered the **most important reason** for moving in both settlements. It is clearly considered advantageous to have the convenient amenities and services on your doorstep; this may be influenced by the other important factors.
- **Other important factors** were ‘transport links’ (connections to areas outside the settlement), ‘local travel’ (being able to get around the local area within the settlement) and ‘types of homes/buildings’ (the mix of homes providing variety, opportunity and balance) with very slight difference in agreement levels between the Poundbury/Fairford Leys respondents. In Poundbury, ‘local travel’ is more important for retired people than for those in full time employment.
- The importance of ‘cost of living’ (it is affordable to live here) had the **biggest division** between the two settlements. It is of greater importance in Fairford Leys. Prior to moving, Fairford Leys respondents placed less importance on the ‘cost of living’ as they got older, with the exception of 65+ years. In contrast, the importance of the ‘cost of living’ in Poundbury increases with age.
- The ‘family connections’ (grew up in settlement or mostly because family is here) in both settlements were seen as the **least important** reason for moving into the area, with both settlements consistent in their responses. This may be due to the fact that the settlements are relatively recent developments (therefore families may not yet be established in the area). Overall, this was the lowest ranked mean and the highest ranked of the 52 variables for ‘strongly disagree’.

The number of social and affordable housing residents agreeing that they ‘moved to Poundbury because of .....’ was generally scored lower than all other tenure types for the majority of the questions. This is likely due to the allocation process for social and affordable housing, with options limited by the current availability of homes in the area rather than active decision to (re)locate.



The residents’ feelings for living in the local area now were similar for both settlements. The main trends are identified in Figure 25 above.

- There was **strong agreement** on the most important variables in both settlements including: the ‘cost of living’ (maintain and enjoy my standard of living), ‘amenities and services’ (easy to get what I need locally) ‘local travel within the area’ (easy to get around the local area), ‘transport links outside the area’ (good transport links for travel outside settlement), and ‘different types of homes/buildings’ (good mix of homes and different types of buildings). Overall, these were among the highest ranked of the 52 variables for ‘strongly agree’ / ‘agree’ responses. In addition, these were deemed one of the top-ranking average mean variables, being in the highest quartile. This suggests that mixed-use developments may encourage a sense of an integrated community. This broadly resonates with the reasons for ‘moving-in’ suggesting that residents are comfortable with their decision.

## 8. Survey Feedback Analysis

- The **other two variables** – ‘commitment to sustainable development’ (reducing my environmental impact) and ‘local economy’ (enough work and business opportunities here) – were in the lower quartile for ‘strongly agree’ and ‘agree’ (and mean). This may be due to an emphasis on ‘neutral’ responses, suggesting that residents may have already been in local employment outside of the settlement before purchasing their homes. In Poundbury, the demographic is that more than half of the respondents are retired, so they would not necessarily be prioritising employment opportunities. Surprisingly, commitment to sustainable development increases with age in Poundbury before moving. The younger residents in Fairford Leys also placed less importance than any other age range on this (albeit with a limited respondent sample size).



Figure 26 above compares the reasons for moving to the local area with living in the settlement now. There is a correlation for all variables within both settlements that broadly follow the same pattern.

- 
- **After respondents have moved** to each settlement there is an **increase** in affordable 'cost of living', different 'types of homes/buildings' and 'local travel within the area'. A lesser increase is evident in both 'transport links outside the area' and 'amenities and services'. This suggests that respondents' expectations have been met (and sometimes been exceeded) after living in each settlement.
  - In Poundbury, people aged 65+ years valued 'amenities and services' when moving to the local area more than any other age group (although it is seen as relatively important by all ages). After moving to the local area, 'amenities and services' are seen as higher for all age categories with the exception of 65+, which has a marginal decrease, although is still seen as highly important. This contrasts with respondents of Fairford Leys where all age groups placed a similar high importance on amenities and services. After moving, residents' views have broadly remained static.
  - Local travel (within area) and transport links (outside area) for Poundbury generally became more important as residents increased in age, with those aged 65+ years placing the most importance on this variable. In Fairford Leys, before moving, respondents aged 65+ years had the same viewpoint, although the importance of travel for all age ranges was very similar after moving.
  - However, the 'commitment to sustainable development' and the 'local economy' (having enough opportunities for work) have both **decreased slightly** after moving to each settlement.
  - The **largest gap** between the two settlements after moving occurs in 'cost of living', where it can be seen that Poundbury expectations have increased and been exceeded at more than twice the amount of Fairford Leys. Hence, respondents in both settlements have experienced a more affordable 'cost of living' than they had anticipated before moving.



## 8. Survey Feedback Analysis

### **A** (ii) About your local area – Qualitative analysis

Further comments were gathered through two open-ended survey questions:

3. **What do you like most about your local area?**
4. **What would you change about your local area?**

The common themes that emerged from the feedback included:

#### **What people like about the local area:**

- **Accessibility and walkability**
- **Local area being attractive**
- **Sense of community**

### **Accessibility and walkability**

In Poundbury, a significant theme revealed is accessibility and walkability within the local area. A high proportion of responses highlighted the convenient ease of access to services and amenities within the settlement:

*“Ability to walk to shops, schools, doctors etc – not dependent on car as were before move”.*

*“All the facilities I need are within walking distance, or a short bus ride away”.*

Additionally, Poundbury’s geographical location provided easy access to wider services and amenities outside the settlement with good transport links:

*“Most amenities within walking distance. Good public transport availability. Easy access to beautiful countryside and coast”.*

*“Facilities becoming increasingly available within development backed up by established services within easy reach (e.g. old Dorchester, Weymouth, Blandford and Poole)”.*

This resonates with Fairford Leys respondents who also report good transport local links into Aylesbury (and surrounding towns), as well as having many essential amenities and services within walking distance of their homes:

*“The tranquillity – being on the edge of town, only a few minutes’ walk to be in the countryside”.*

*“... can access vet, pharmacy, surgery, co-op, hairdressers, community hall, restaurants, pubs, all I need to live a balanced lifestyle in a safe environment”.*

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In both settlements, this suggests that well-considered urban design positively impacts accessibility within a mixed-use settlement, as well as connectivity with wider local services and amenities outside the area.

### **Local area being attractive**

In Poundbury, residents placed a high importance on the attractiveness of local area, which is clean, tidy and well maintained. Its integrated layout and diversity of building types contribute to its uniqueness. The wide variety of styles creates more interesting architectural aspects and a respondent stated that 'each street holds a surprising delight to the eyes'. Allied to this, the open feel of the settlement with wide roads and outside green space is supported by wider amenities, with many commenting on the village feel.

*“Beautiful architecture, visually the homes (social, private etc.) have been designed to work/co-exist cohesively. Poundbury is a very attractive place to live and I believe the majority of people are proud of where they live and contribute in keeping it free of litter and vandalism.”*

These sentiments are echoed by residents in Fairford Leys, who also commented positively on the attractiveness, style and appearance of the buildings. Again, the layout and surroundings being complemented by a variety of local amenities all contributed to the friendly village feel.

*“The architecture and street layout. The sightlines give views of elegantly designed homes whenever I turn a corner. There is rarely a disagreeable view”.*

### **Sense of community**

In Poundbury, the community spirit evident within the settlement contributes to its friendly, safe environment and welcoming atmosphere. According to the respondents, this is supported by the active number of people within the community enabling a support structure and social activities, which develops a strong sense of neighbourliness.

*“I have always felt very welcome here. My neighbours have become great friends and the social events are excellent”.*

This was also of significance to residents in Fairford Leys, with people commenting on the real sense of community. This has contributed to a friendly area and safe neighbourhood with local events developing a strong feeling of community spirit. In both areas residents commented on feeling safe living in their settlements, which contributes to creating social capital.

*“The community feel with all residents respecting each other. Always saying ‘morning’ or ‘afternoon’ when passing”.*

## 8. Survey Feedback Analysis

### What people would change about the local area:

- Parking and traffic controls
- Enhancing local environment
- Shops and amenities

### Parking and traffic controls

Parking was the most significant concern for the residents within Poundbury. This is centred on a number of on-going issues, primarily associated with the need for controls with some restrictions on parking. Whilst there is allocated parking on business premises, residents commented on the need for enforcing designated parking (to support residents and businesses). A major issue highlighted was that non-residents are parking in Poundbury, which restricts available space.

*“Currently local streets are used for free parking before catching buses into Dorchester ...This is accentuated by the policy of no road markings/signage”.*

Suggestions include better control of parking through residents' permits, signage and restrictions in residential streets to free up designated spaces for residents and businesses. Additionally, more road markings together with considered vehicular planning around some specific choke points, such as around the school 'drop-off' and Queen Mother Square.

*“...There are no restrictions on parking cars ... on Poundbury whereas parking in Dorchester is expensive almost everywhere. The result is that during the working week people who work in Dorchester park in Poundbury ...The proof of this is that at weekends the streets are relatively clear save for residents and their bona fide visitors.... It would be simple to devise a system to restrict parking to residents and others who have bona fide business on Poundbury...”*

To some extent there are similar issues experienced in Fairford Leys; although there are some parking restrictions, these are not strictly enforced. Issues raised include irresponsible 'on-road' parking (pavements, corners and turning points) causing access problems for pedestrians and cars alike:

*“Parking availability, main car park almost filled each work day by commuters...”*

*“There needs to be more parking spaces, with less parking on the roads. The village square, car park needs double yellow lines in certain parts to prevent dangerous parking”.*



Residents in both settlements stated a need for more attention to traffic calming measures and speed restrictions to ensure the safety of pedestrians. In order to address the availability of parking, further design consideration and (re)development is desired such as: a larger car park; more off-street parking and better designed larger driveways that would allow increased accessibility.

## Enhancing local environment

In Poundbury, the intention of the loose gravel surface dressing on pavements and courtyard areas was to enhance the local environment. However, there were many comments suggesting its removal due to being considered unpractical by the respondents:

*“The grit on the footpaths is a nightmare – it gets everywhere. The plain tarmac had been very well done and it was such a shame to spoil it”*

Comments highlighted that it causes problems for those with limited mobility, wheelchair users and prams/pushchairs. Many suggested it should be replaced with a long-term ‘maintainable’ solution that is both practical and aesthetically pleasing.

Whilst many residents were broadly positive about the transport there were additional suggestions: extended cycling lanes, routes and bicycle parking (both within and around the settlement); more frequent ‘eco-friendly’ bus services (earlier and later), together with additional bus shelters.

In Fairford Leys, the local environment was also seen as important, although needing enhanced and more regular grounds maintenance, including walkways, waterways and bridges. A concern expressed by several residents was the proximity and route of the proposed High Speed Two (HS2) rail network together with its effect on Fairford Leys.

For both settlements, further addition of more green open spaces, larger allotments and soft lighting, subject to being well maintained, would be welcomed. However, residents stated that the management of cleanliness and litter needs attention, such as adherence to leaving bins within the curtilage of properties, with more bin stores, public litter and dog mess bins, and provision of designated dog walking areas. It was felt that this should be supported with increased management, as well as formal enforcement (and policing) in dealing with irresponsible and anti-social behaviour.

## 8. Survey Feedback Analysis

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### Shops and amenities

In Poundbury, whilst the residents were broadly positive, they stated the need to increase the number and variety of shops, grouping complementary amenities together to increase visibility and footfall (as they are currently scattered). Residents felt that any business activities should be sustainable; there were anxieties regarding unoccupied shops and churn of businesses.

*“We need to develop an ethos of supporting our local shops. As they are scattered throughout the development, sometimes there is not an awareness of their presence”.*

*“I don’t like the shops being so spread out. Queen Mother Square is busy but the shops that are spread throughout don’t seem to get much business”.*

Suggestions included more opportunities for amenities in the evenings such as restaurants and leisure facilities, as well as shops that cater for everyday needs, including 24 hour cashpoint and chemist. These sentiments are echoed in Fairford Leys where residents also want to increase the diversity and range of local shops, including butchers and bakers, as well as having an extended general practice surgery, larger dentist, sub-post office and more regular markets held in the main square.

In both settlements, a lack of amenities for older children and teenagers was highlighted, with suggestions including refreshing, extending and maintaining play areas to include a broader range of equipment and ‘all-weather’ pitches. It was perceived that this could also attract more families to live in the local area.

*“More for young people of all ages. More parks and more green spaces. More amenities”.*



Poundbury

## B (i) About your local community – Quantitative analysis

This section explores what was important to respondents about their local community when they decided to move to the settlement, and what they think about the local community now. Two questions allowed the respondents to express their answers using an agreement scale with a choice of options:

1. Thinking about Poundbury/ Fairford Leys local community, what aspects of the community encouraged you to move here?
2. Overall, how do you feel about Poundbury/Fairford Leys community now?

Figure 27. Reasons for moving to local community



The reasons given for moving to the local community were similar for both settlements. The main trends are identified in Figure 27 above.



Fairford Leys

- The 'recreational spaces' responses (places to exercise, relax and have fun), 'quality of life' (opportunities to improve my health and wellbeing) and 'low crime rate' (feeling safe here) for both settlements were consistent, being considered the **most important** reason for moving. Overall, these were around the middle of the 52 variables for mean.
- **Other important factors** were 'people' (friends, family, neighbours, general public) and 'community spirit' (opportunities to get involved and participate), with very slight difference in agreement levels between the respondents of the two settlements. Overall, these variables were placed around the lower quartile for mean. Clearly, respondents see the need to experience and engage in the local community.
- 'Uniqueness' had the **biggest division** between the two settlements; where it was of greater importance in Poundbury. This is reflected in 62% of respondents stating 'strongly agree' or 'agree', against Fairford Leys which was 33% 'strongly agree' or 'agree', with 24% additional 'neutral' responses. This is due to the perception of Poundbury being part of something more experimental in terms of the nature, types and range of building designs in developing a mixed-use community.
- 'Ethical shopping' (buying local and fair-trade products) and the 'local political environment' in both settlements were seen as the **least important reason** for moving into the area, with both settlements consistent in their responses.



The reasons given for feelings about the local community now were similar for both settlements. The main trends are identified in Figure 28 above.

- There was **strong agreement** on the most important variables in both settlements including: the quality of life, low crime rate, recreational spaces, community spirit and people. Additionally, there was a marginal increase in uniqueness.
- The other two variables – ‘ethical shopping’ and ‘local political environment’ were in the lowest quartile for mean. Clearly, politics is something that would not easily surface until residents had moved into the settlement, receiving the highest level of combined ‘neutral’ responses.

## 8. Survey Feedback Analysis



Figure 29 above compares the reasons for moving to the local community with those for living in the community now. There is a correlation within both settlements where there is a noticeable increase across all variables. This demonstrates that residents' expectations have been met (or exceeded) in all variables, suggesting an alignment between both settlements.

- 
- **After respondents have moved** to each settlement there is a **significant increase** in 'people', 'community spirit', 'quality of life' and 'local political environment'. After living in the area, 'community spirit' (involvement with activities and community life) broadly increases with age in Poundbury. There is a more consistent pattern of residents' views between groups in Fairford Leys (with the exception of 18-24 year olds which are lower).
  - A **lesser increase** is evident in 'recreational spaces', 'ethical shopping' and 'low crime rate'. An uplift has occurred once respondents have settlement into their community, which would be expected.
  - However, the **only exception** is 'uniqueness' which has the lowest increase in Poundbury and is the only variable that has a negligible decrease only in Fairford Leys.
  - The **largest gap** between the two settlements after moving and living in the community occurs for 'people', although there is a larger increase in Poundbury. In Poundbury and Fairford Leys, respondents aged 65+ years valued 'people' (friends and people to talk to) after living in the local community more than any other age group; this is because they are more likely to be retired or working part-time and therefore have more opportunity to engage. In both settlements it was least important for the 18-24 and 25-34 age groups before and after moving, which could be due to work commitments and opportunities for activities in the evening.

Poundbury



## 8. Survey Feedback Analysis

### **B** (ii) About your local community – Qualitative analysis

Further comments were gathered through one open-ended question:

#### **3. What do you like most/needs developing in your local community?**

Many of the common themes (in terms of what people liked most 'about the local community') echoed those in 'about the local area' such as: 'accessibility and walkability', 'local area being attractive' and the 'sense of community'. Also, 'parking and traffic controls', 'enhancing local environment' and 'shops and retail' were seen as areas that needed further development.

The complementary themes that emerged from the feedback included:

#### **What do you like most/needs developing in your local community?**

- Extending the 'spirit of community'
- Communication
- Affordable and occupied homes

### **Extending the spirit of community**

Many residents were again positive about the spirit of community evident within Poundbury and Fairford Leys. However, it was perceived that there was room for improvement through attempting to be more inclusive for all age ranges to increase opportunities to get involved.

In Poundbury, there were suggestions to further develop the 'spirit of community' through a hub/public space as a focal point for residents (and visitors). Some residents thought that a village hall could also serve as a social – as well as a multifunctional – space to allow for other clubs and activities (leisure activities such as dancing, fitness classes or larger private events).

Residents in both settlements stated that there should be more opportunities to get involved through broader interaction across all demographics and tenure types, with activities during evenings and weekends.

*“Social and community life to involve all ages and backgrounds. We have a diverse people living here it would be good to encourage more opportunities for them to mix”.*

*“Local community classes/clubs are very much aimed at people who do not work and therefore available during the day”.*

In Poundbury, increasing the number of outdoor events and activities would also be welcomed (e.g. concerts, family days) to complement existing affordances such as the local farmers markets, summer food festival and Christmas market. Additionally, the extended use of the great field development in Poundbury is an opportunity to bring the community together.

Fairford Leys village centre is located around a square with shops and amenities. Staged events such as 'Music in the square' and 'Fair in the square' involve the local community and are valued by residents. The Fairford Leys Centre is seen as a village hub and community centre.

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*“I like the strong sense of community and the events which take place and draw people together”.*

*“It is a good area to live whether you are young; with or without family and many opportunities to meet and join in whatever your age or gender”.*

## **Communication**

In both communities, the use of social media channels was recognised as a useful tool to notify the community of events and activities. The feeling was that this was still to be supplemented by existing informative communications such as Celebrating Poundbury and Coldharbour News (Fairford Leys), as well as networks including a residents' association (Poundbury) and, where relevant, the local parish council (Fairford Leys).

*“.. communication through Facebook/web sites extremely useful, [allowing] many shared experiences and support”.*

*“I quite like we receive a magazine just for Fairford Leys informing us what is happening around the area”.*

It was still felt that activities and events could not be over-communicated in order to ensure maximum reach to all residents.

## **Affordable and occupied homes**

In Poundbury only, some residents stated that the houses for families could be more affordable, together with increased availability, which would serve to grow diversity. In addition, more affordable ownership schemes, including low cost housing for first time buyers and young local people, would be seen as a positive development:

*“.. provision of affordable housing for families on moderate incomes (i.e. not social housing or housing that is only attainable by those with existing property wealth)”.*

There were comments around investment properties that could be perceived as affecting the Poundbury living experience. Examples included empty homes, short-term lets and second (weekend or holiday) homes, resulting in less opportunity or reason to engage or interact with the local community.

*“There are empty properties and short-term lets around us with people coming and going which leaves us feeling at times isolated from community”.*

As this was only highlighted as an issue at Poundbury it should be picked-up through future research, so as to gain a full understanding of how buildings are used within the settlement. This problem has since been addressed as The Duchy of Cornwall estate has more recently brought in rules in an attempt to mitigate these issues in future developments. This may be a wider issue within settlements for policymakers and developers.

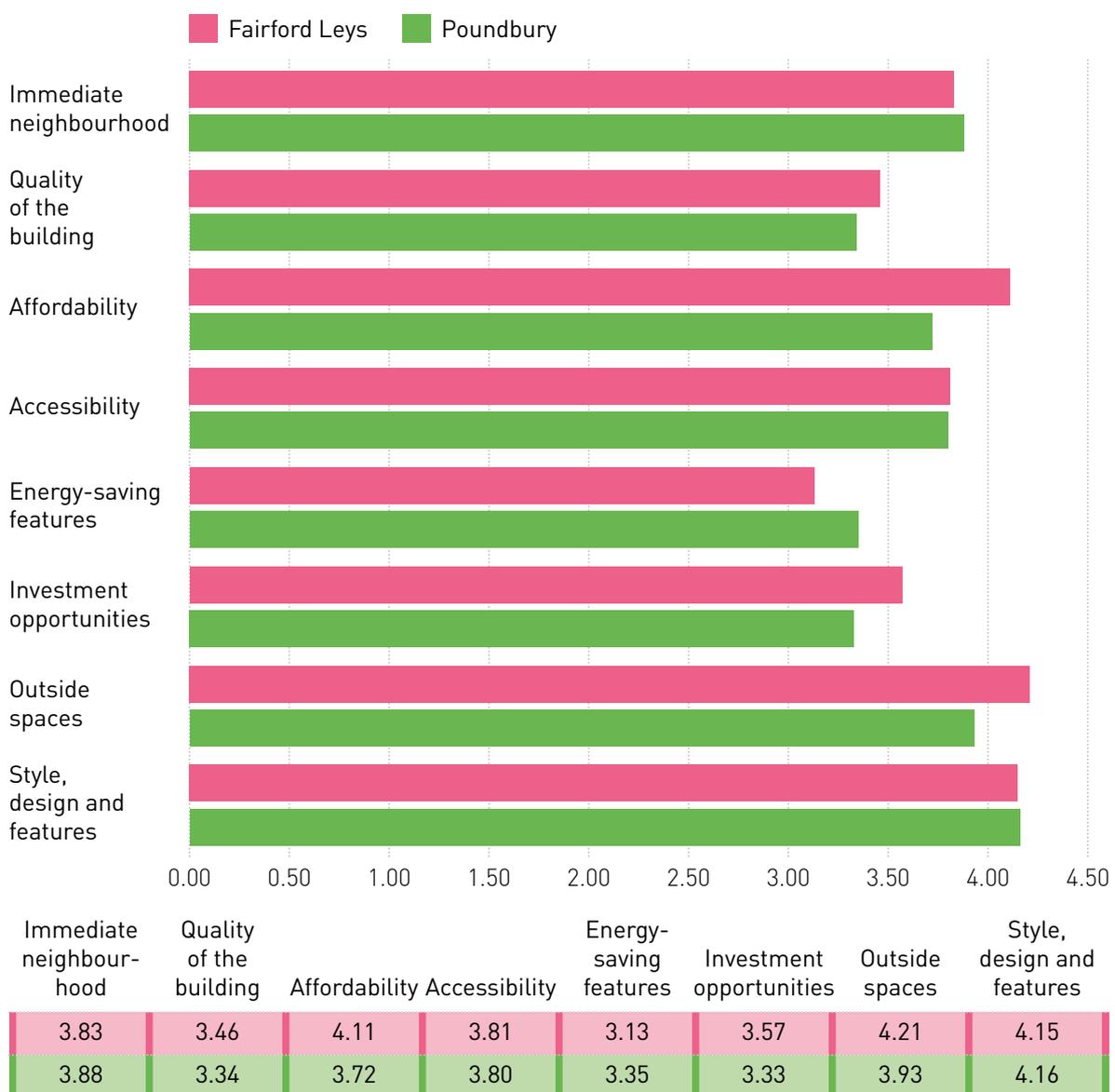
## 8. Survey Feedback Analysis

### C (i) About your home – Quantitative analysis

This section looks at the building in which respondents live and aims to explore what was important about their choice of home, and what they think about their home now. Two questions allowed the respondents to express their answers using an agreement scale with a choice of options:

1. Why did you move to your home?
2. Overall, how do you feel about living in your home now?

Figure 30. Reasons for moving to local community



The residents' reasons given for moving into their home were similar for both settlements. The main trends are identified in Figure 30 above.

- 
- The 'style, design and features' responses (how my home looked inside and out), 'outside spaces' (having a garden, a place to park, and/or outside buildings), 'affordability' (a home that I can pay for), 'immediate neighbourhood' (the unique character of the area) and accessibility (being able to easily enter, leave and move around my home), for both settlements were consistent being considered the **most important** reasons for moving. Overall, 'style, design and features' together with 'outside spaces' were in the top quartile of the 52 variables for 'strongly agree' and 'agree'.
  - **Other important factors** were 'investment opportunities' (a property that gives me a good return on investment), 'energy saving features' (helping the environment and my pocket), and 'quality of the building' (how well the building work was completed). Overall, the investment opportunities and energy saving features variables were in the lower quartile for mean.
  - 'Affordability' and 'Outside spaces' had the **biggest divisions** between the two settlements; both were of greater importance in Fairford Leys, which could be due to the age of respondents from Poundbury being largely over 65 years.



Fairford Leys

## 8. Survey Feedback Analysis



Respondents' feelings about living in their homes were broadly similar in both settlements. The main trends are identified in Figure 31 above.

- There was **strong agreement** on the most important variables in both settlements including: 'Style, design and features'; 'outside spaces'; 'accessibility'; and 'immediate neighbourhood'.
- In Fairford Leys, residents stated slightly better 'affordability' and 'investment opportunities'. This suggests that it is more affordable to live in Fairford Leys, which could be due to the location, larger size of the settlement together with the availability and price of houses (whilst Poundbury is still growing with ongoing further development).
- The other two variables, 'energy saving features' and 'quality of building', were seen as **less important**. This could be due to the perception that, as a relatively recent development, buildings already comply with building regulations that support energy efficiency and a lower carbon footprint.

**Figure 32. Respondents' perspectives on factors affecting their homes**

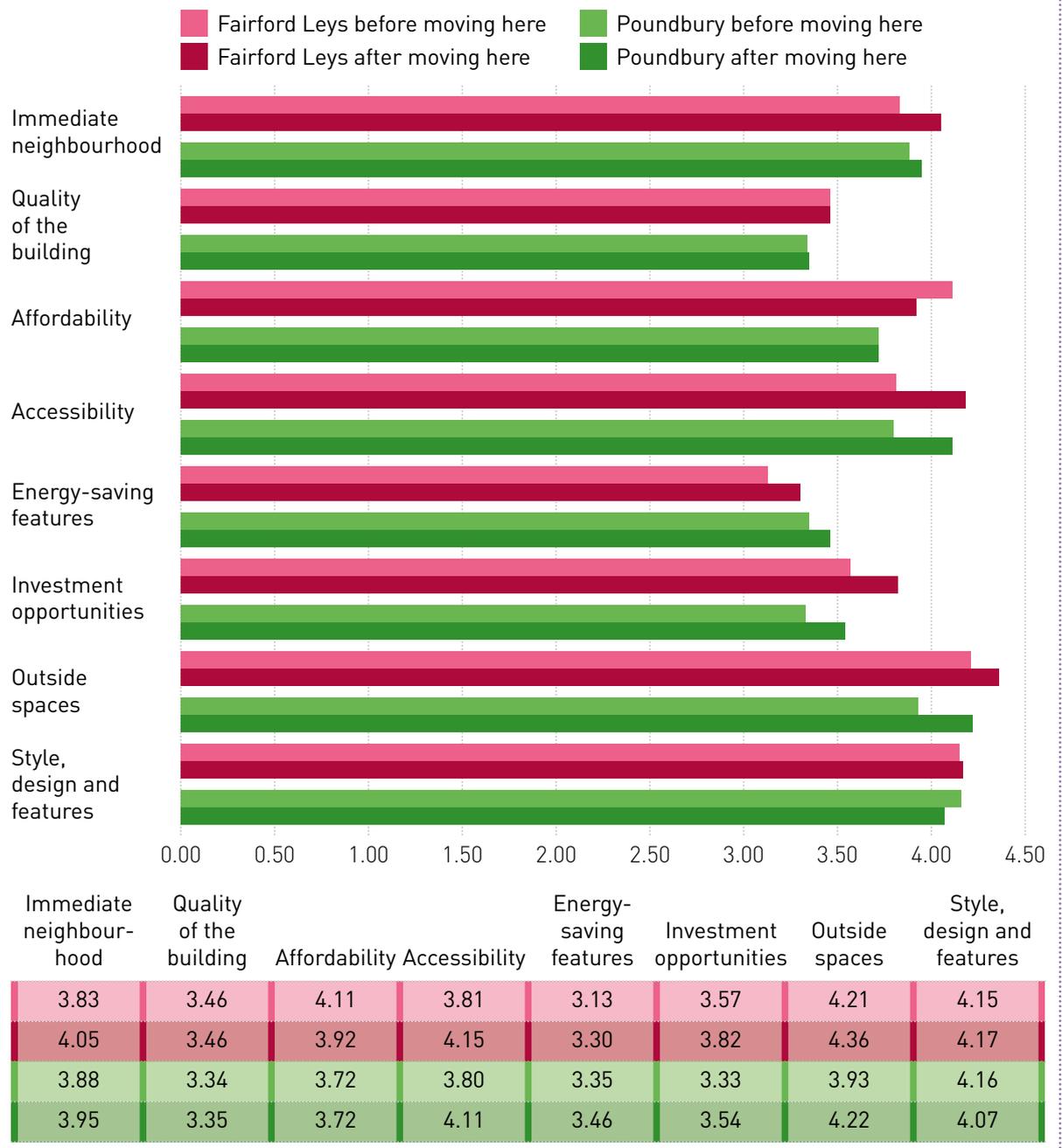


Figure 32 above compares respondents feelings about their home (before and after). There is a correlation for all variables within both settlements that broadly follow the same pattern.

- **After respondents have moved** to each settlement there is an **increase** in the following variables: 'outside space', 'investment opportunities', 'energy-saving features', 'accessibility' and 'immediate neighbourhood'. In both settlements, accessibility was generally important for all age categories after moving-in and it would have been expected that this would be more important as people became older.
- Overall, a **lesser increase** is evident in 'quality of building' with Fairford Leys remaining static.

## 8. Survey Feedback Analysis

- However, there are **variances** between the settlements on 'style, design and features', together with 'affordability'. The former, which looks at how respondents' homes looked inside and out, has decreased importance in Poundbury (with a marginal increase in Fairford Leys). However, the mean score still indicates that respondents are still highly satisfied with their homes. Conversely, 'affordability' has decreased for respondents in Fairford Leys after moving into their house.

### **C** (ii) About your local community – Qualitative analysis

Further comments were gathered through two open-ended survey questions:

3. **What do you like most about the building you live-in?**
4. **What would you change about the building you live-in?**

The common themes that emerged from the feedback included:

#### **What do you like most about the building you live-in?**

- **Style, design and features**
- **Energy saving and environment**
- **Outside spaces**

### **Style, design and features**

In Poundbury, many residents commented that their properties were well-planned and built, adding that they were happy with the internal and external style, design and features of their home. These included: being well -lit by natural light from large windows; good internal layout; largely well-proportioned spacious rooms; property character and elegant variety of designs which enhances kerbside appeal; as well as residents feeling safe and secure in their properties.

*“We love the European design with large downstairs windows, roof windows, and high ceilings – really quirky”.*

*“The house is an average sized house. The rooms are well proportioned and even the smallest of the three bedrooms can accommodate a double bed for guests. We love the high ceilings which makes the house feel spacious”.*

*“Design and layout – variety of housing, good quality, and careful layout to avoid being unduly overlooked by other properties”.*



Again, in Fairford Leys, many residents commented positively on the attractive design style, practical size and layout of space together with properties being well-built with a feeling of security. Many residents stated that they have already re-modelled or extended their houses.

*“Internal layout has been quite flexible and adaptable to the changing needs of the family over the years”.*

*“The quality of the build. The kerb appeal. The fact most houses are well looked after and have continuity in the way they look”.*

Once more, the location of properties and their convenient proximity to amenities and connectivity was seen as significant to residents echoed in those ‘about the local area’.

### **Energy saving and environment**

The properties were perceived to be warm, well-insulated, energy efficient, affordable to run, easily heated and a comfortable place to live.

*“Easy to maintain with low energy costs, but energy efficiency could always be increased and improved”.*

### **Outside spaces**

In both settlements, outside spaces were seen as important with many stating they liked having a space for car parking and/or a garage, as well as a good sized manageable garden.

*“... manageable sized garden, plenty of space to park cars”.*

*“Sufficient outside space but easy to maintain...”.*

## 8. Survey Feedback Analysis

### What people would change about the building they lived-in?

Whilst a significant number of respondents stated 'nothing', in both settlements there were others with contradictory perspectives that highlighted areas for improvement:

#### What would you change about the building you live-in?

- Style, design and features
- Quality
- Maintenance
- Energy saving and environment
- Outside spaces

### Style, design and features

In Poundbury, there were many comments reflecting on the style, design and features of their properties including: internal rooms need more character; more storage space; toilet on each level (in some properties). This is broadly echoed in Fairford Leys, where residents wanted the following improvements: slightly larger space internally; more storage space; larger (or more) windows for natural light; downstairs toilet; larger kitchen, bathroom and bedrooms.

*“Viewing the house, it appears to have everything you need. Living in it you realise the kitchens are too small, not enough storage around the house. Sold as a 3 bed family friendly home, only suitable for families with small children (depends on style of house)”*

In both settlements, there were some comments around the digital infrastructure and the need for improved broadband speed and mobile network signals.

### Quality

In Poundbury, some residents of specific properties felt that the quality of the build needed improvement, as it did not meet the anticipated high standards. It was felt that some improvements were needed including: increased sound insulation within floors, partitions and between properties; quality of internal fixtures, fittings and finishes; standard of plumbing installation; quality of windows and external joinery. Residents wanted better support to ensure that 'signing-off', snagging problems and faults were rectified in a timely manner. They wanted more active management of any 'build' issues to provide more responsive resolution to their problems.

*“Better support from builders over problems?..’too many snagging issues”*

To a lesser extent, some of these 'build quality' sentiments were evident in Fairford Leys which has not had any recent new build development. These relate mainly to quality of windows, fixtures and fittings, together with increased sound insulation.

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## Maintenance

In Poundbury, many residents suggested that higher quality, more durable and lower maintenance materials should have been used for the exterior of their properties. In particular, the wooden windows were deemed of inferior quality, being of softwood materials and finishes and thus requiring high maintenance and resulting in lower durability and inadequate insulation (thermal and sound).

*“Wooden windows need to be changed out to high quality UPVC (or similar) to avoid painting. Quite happy for a prescriptive standard”*

*“I would like it to be lower maintenance, if that were possible without compromising the architectural values”*

This maintenance liability also extended to other exterior woodwork, such as doors, gutter boards and soffits. Residents wanted greater flexibility about replacing external doors and windows due to some of the Duchy of Cornwall constraints. In both settlements, external rendering upkeep was seen as a problem on some properties due to discolouration. This requires planned periodic maintenance in order to preserve condition and continue to be aesthetically appealing.

## Energy saving and environment

In both settlements, increased energy saving features were suggested by residents, with the view that more ‘built-in’ environmental features should be used such as water recycling, solar panels, greater levels of insulation, together with higher specification windows and doors (which should exceed modern regulatory standards). It is clear from this statement that currently the extent of these features appears to need addressing:

*“I believe Poundbury should be a shining example of renewable energy in new build England, as laid out in ‘A Vision of Britain’...”*

As a response to this, residents are keen to further contribute to a better environment through enhancing their homes and local area by additions such as: retrofit of solar panels; wind power; higher specification windows and doors; water recycling; washing lines and more electric car charging points.

*“... much more environmentally friendly features ... relatively cheap to build in but expensive to retrofit”*

## 8. Survey Feedback Analysis

### Outside spaces

In both settlements, residents suggested larger gardens as well as increasing the amount of shared and communal garden areas. In Fairford Leys, it was perceived that some gardens were situated too close together resulting in less privacy. Garages with clear openings, which can easily accommodate larger cars whilst still providing ancillary storage, should be considered, as well as more built-in 'off-road' parking.

*“A larger garage – the first house we had on Fairford Leys I could park a large family car in. The new house whilst bigger has a smaller garage...”*

#### **D** About your travel – Quantitative analysis

This section analyses two questions and aims to explore travel both for work and socially. The questions allowed the respondents to express their answers using an agreement scale with a choice of options:

1. **How far do you travel to work?**
2. **How do you usually travel socially? ('within' and 'outside' settlement)**

**Table 6. Travel to work mileage**

	Fairford Leys	Poundbury
1-2 miles	26.7%	33%
3-5 miles	12%	1.3%
More than 5 miles	44.7%	20.7%
Other	16.5%	45%

Table 6 above compares the current travel to work distance of residents and it is evident that other than '1-2 miles' there is no correlation between the settlements.

In Poundbury, the most common group 'Other' (45%) is mainly residents where it is not applicable as they may be retired, work from home or do not travel. In total, 78% of residents within Poundbury travel 2 miles or less for their working travel, which contrasts with 43.2% for Fairford Leys. The number of residents travelling '3-5' and 'more than 5 miles' is substantially higher in Fairford Leys. This is likely due to the number of retired people living within Poundbury and the significant scale of these respondents within the survey sample.



**Table 7. How do you usually travel socially 'within' settlement**

	Fairford Leys	Poundbury
I borrow or share a vehicle	0.44%	
I use my own vehicle	11.95%	13.11%
I use my own vehicle, I borrow or share a vehicle, I walk or cycle	0.66%	0.55%
I use my own vehicle, I rent a vehicle		0.27%
I use my own vehicle, I use public transport	3.76%	5.19%
I use my own vehicle, I use public transport, I borrow or share a vehicle, I walk or cycle	0.22%	0.82%
I use my own vehicle, I use public transport, I rent a vehicle		0.27%
I use my own vehicle, I use public transport, I walk or cycle	10.62%	8.20%
I use my own vehicle, I use public transport, I walk or cycle, I rent a vehicle		0.27%
I use my own vehicle, I walk or cycle	21.02%	24.04%
I use public transport	1.77%	3.28%
I use public transport, I borrow or share a vehicle		0.27%
I use public transport, I borrow or share a vehicle, I walk or cycle	0.22%	0.27%
I use public transport, I rent a vehicle	0.22%	
I use public transport, I walk or cycle	3.98%	1.64%
I walk or cycle	45.14%	41.82%

In terms of travelling socially 'within developments', the intention of these settlements was to increase walkability and decrease car use. The results demonstrate that at least 41% of residents who live (and work) in both settlements either walk or cycle which signifies a walkable community. In some cases this is supplemented by sharing a vehicle or using public transport for at least a part of their journey.

## 8. Survey Feedback Analysis

**Table 8. How do you usually travel socially 'outside' settlement**

	Fairford Leys	Poundbury
I borrow or share a vehicle	0.69%	
I use my own vehicle	38.61%	40.46%
I use my own vehicle, I borrow or share a vehicle	0.46%	1.16%
I use my own vehicle, I borrow or share a vehicle, I walk or cycle	0.69%	
I use my own vehicle, I rent a vehicle	0.46%	
I use my own vehicle, I use public transport	21.84%	21.68%
I use my own vehicle, I use public transport, I borrow or share a vehicle	0.69%	0.29%
I use my own vehicle, I use public transport, I borrow or share a vehicle, I walk or cycle	0.46%	1.16%
I use my own vehicle, I use public transport, I rent a vehicle		0.87%
I use my own vehicle, I use public transport, I walk or cycle	19.08%	19.08%
I use my own vehicle, I walk or cycle	8.28%	7.51%
I use my own vehicle, I walk or cycle, I rent a vehicle		0.29%
I use public transport	4.60%	5.78%
I use public transport, I borrow or share a vehicle		0.87%
I use public transport, I borrow or share a vehicle, I walk or cycle	0.23%	
I use public transport, I rent a vehicle	0.23%	
I use public transport, I walk or cycle	2.30%	0.29%
I walk or cycle	1.38%	0.58%

At least 38% of residents use their own vehicle for travelling socially 'outside developments'. This is complemented by more than 19%, who use their own vehicle in conjunction with public transport and walking or cycling. The results demonstrate that both settlements could be considered becoming more sustainable over time.

### **E** A summary of your feelings about living in the settlement – Quantitative Analysis

This section consists of one question and aims to explore residents' feelings about living in each settlement:

#### 1. What are your feelings about living in this area?

Figure 33. A summary of feelings about living in each settlement

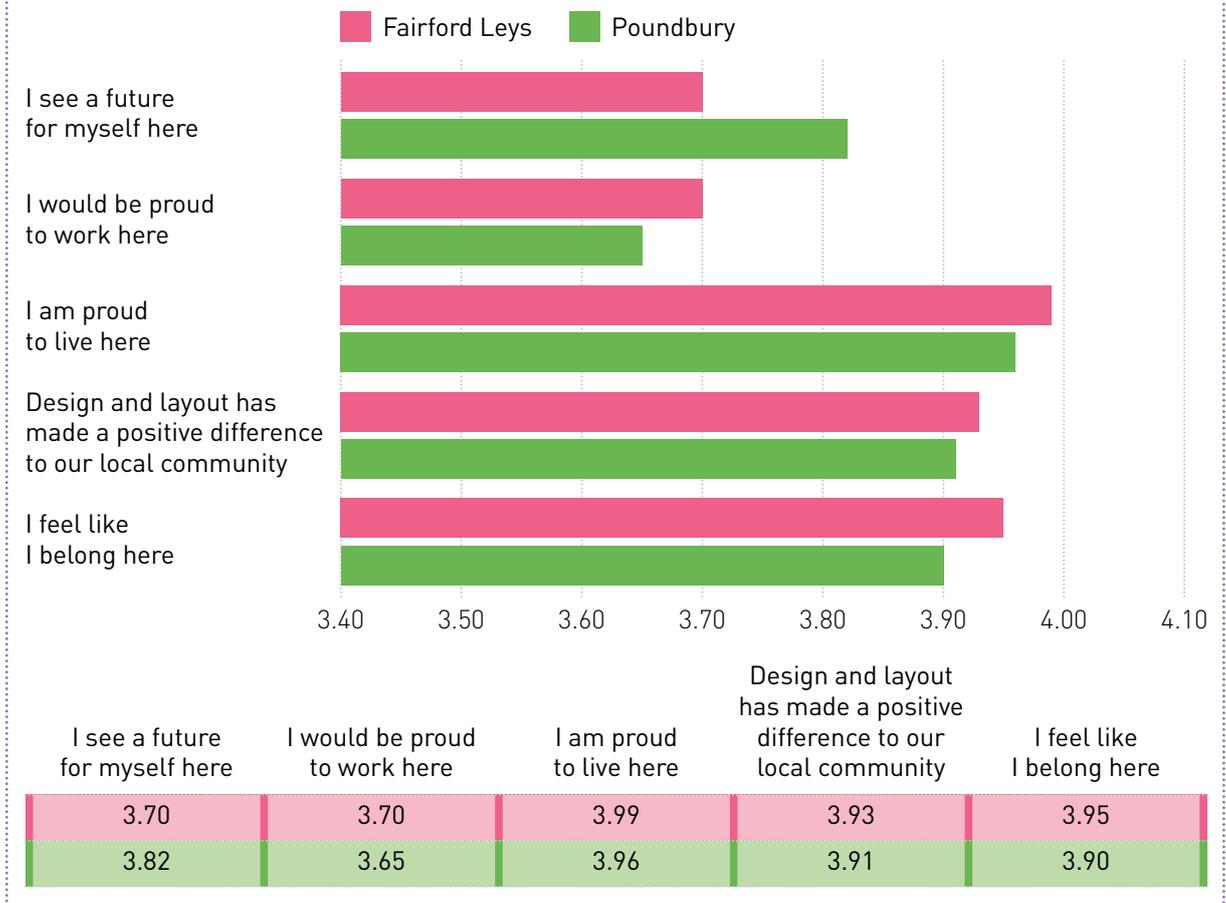


Figure 33 above illustrates that there is a strong correlation between all variables from residents about living in each settlement which broadly follow the same pattern.

- The responses to 'I feel that I belong here', 'design & layout has made a difference to our local community' and 'I am proud to live here' were consistently considered the **most important**. Overall, aggregated responses reflect that on average 7.4% of respondents 'strongly disagree' or disagree' with these combined statements in Poundbury (and only 3.6% in Fairford Leys).
- **Other important factors** were 'I would be proud to work here' and 'I see a future for myself here' with a marginal difference between responses. Once again, the trend for 'strongly disagree' and 'disagree' percentage responses was low.
- Overall, a **difference** between variables was that residents felt marginally more strongly about being 'proud to live' as against 'proud to work' in both settlements. However, only a small minority of respondents 'strongly disagree' or 'disagree' with these statements.

Although there was a broadly representative response rate, across all questions for both Poundbury and Fairford Leys, respondents from social and affordable housing placed a lower mean value, which is largely due to having no choice and being allocated an area in which to live. This tenure type is 'pepper-potted' across Poundbury which aims to increase community integration. This begs the question as to whether there is a need to have more inclusive engagement across all tenure types, in order to further foster a strong sense of community.



Poundbury

## F (i) About your place of work (for residents who work in each settlement) – Quantitative Analysis

This section consists of three questions and aims to explore why residents work within each settlement. One tenth of respondents both live and work in each settlement (11.6% Poundbury and 10.5% Fairford Leys).

The questions allowed respondents to express their answers using tick boxes and an agreement scale with a choice of options:

1. How long have you worked in Poundbury/Fairford Leys
2. Why did you choose to work in Poundbury/Fairford Leys?
3. Overall, how do you feel about working here now?

Table 9. How long respondents have lived and worked in the settlement

	Fairford Leys	Poundbury
Less than 1 year	12.8%	19.6%
1-2 years	12.8%	17.9%
3-4 years	12.8%	17.9%
5-6 years	5.2%	8.9%
More than 6 years	43.6%	32.1%
Don't know / Not sure	12.8%	3.6%

For both settlements, a high proportion of those living and working there have done so for over 6 years (32% in Poundbury and 43% in Fairford Leys).



The main trends for the reasons given for choosing to work in both settlements are identified in Figure 34 above:

- The 'location' (a workplace that is near to where I need to be and easy to get to) and 'travel affordability' were considered the **most important** reasons for choosing to work for both settlements.
- Other **less important factors** were 'building design' (and features of my workplace), 'local economy', 'local community' (the people who live and/or work near my workplace), 'services and facilities' (how my workplace is managed including car and bike parking). The least important combined reasons for moving were 'environment' (energy-saving features within my workplace) and 'smart infrastructure' (internet connection, phone and TV signals).

## 8. Survey Feedback Analysis

- The **biggest divisions** between the two settlements were 'smart infrastructure' and 'environment' together with 'services and facilities', which was higher in Fairford Leys before moving. The only factor higher in Poundbury prior to moving was 'location', although it was still important for both settlements.



Respondents' feelings about working in each settlement now were broadly similar in both settlements. The main trends are identified in Figure 35 above.

- There was **strong agreement** on the most important variables in both settlements, including 'location' (of my work), 'local economy' (business and work opportunities), 'local community' (friendly local community); 'travel affordability' (to and from work) and 'environment' (reducing environmental impact). However, in Fairford Leys residents stated slightly better scores for 'local economy' and 'local community'.

- The **other three variables**: 'building design' (supporting productivity), 'services and facilities' and 'smart infrastructure' were seen as less important (although again scored slightly higher in Fairford Leys).



Figure 36 above compares respondents' feelings about working in each settlement (before and after). There is a correlation for all variables within both settlements that broadly follows the same pattern.

## 8. Survey Feedback Analysis

- **After respondents have moved** to their place of work there is an **increase** in the following variables: Convenient 'location' (near where I need to be and easy to get to); 'local economy' (opportunities for work and for business); 'local community' (friendly people who live and/or work near my workplace); 'travel affordability' (cost of my journey to and from work); 'environment' (energy-saving features within my workplace).
- Overall, the 'building design' (how my workplace looks inside and out) has remained reasonably static. However, there are **variances** between the settlements. There is at least a double increase for 'environment' in Fairford Leys, as well as for 'location' (as against Poundbury). 'Services and facilities' and 'smart infrastructure' in Fairford Leys has marginally decreased (whilst it has increased slightly in Poundbury).

### **F** (ii) About your place of work (for residents who work in each settlement) – Qualitative Analysis

Further comments were gathered through two open-ended questions:

4. **What do you like most about working in Poundbury/Fairford Leys?**
5. **What would you change about working in Poundbury/Fairford Leys?**

The common themes that emerged from the feedback included:

### **What do you like most about working in Poundbury/Fairford Leys?**

- **Location (Proximity of home to work)**
- **Work-life balance**

### **Location (Proximity of home to work)**

In Poundbury, residents who lived and worked in the settlement liked the location of their workplace as it was conveniently situated close at hand, with plenty of places to walk to (and visit at lunchtimes). Also, in many cases, residents worked from their homes 'Work is my home, and home is my workplace'. This sentiment was echoed in Fairford Leys, with other observations around working in a pleasant environment and being more environmentally friendly through walking. In both settlements, there were some comments around workplace location enabling a better work-life balance:

*“Walking to work! Making full use of the ethos that Poundbury was built on a live/work/play community”.*

*“My husband and I do jobs that we established whilst living [elsewhere]. We are lucky to be able to work remotely. Working at home gives us flexibility around children and better quality of life”.*

In terms of the local economy in Poundbury, businesses perceived there to be opportunities for work as local residents are all within walking distance.

*“It is a place that really nurtures independent business...we are creating a community where we are all providing something for each other...”*

### What would you change about working in Poundbury/Fairford Leys?

Whilst many respondents stated 'nothing' in both settlements there were others that highlighted areas for improvement:

#### What would you change about working in Poundbury/Fairford Leys?

- Improved TV, phone signal and internet
- Traffic control
- Better signage for businesses

In both settlements there were a few comments on changes needed, with several commenting on the need for improved TV, phone signal and internet. There were a few comments already covered in detail in 'About your local area' (*What people would change about the local area*) including: parking and traffic control together with better signage for businesses.

In Poundbury, some residents specifically commented on traffic congestion at the end of the day, when outside workers are leaving and accessing the nearby 'Monkey's Jump' roundabout (suggestions included traffic lights being put in place).



## 8. Survey Feedback Analysis

### 8.2 Principal Component Analysis

**PCA identified four principal components that can be associated with 'value of community'. The results showing four components and corresponding factors (contributing to these components) for both Poundbury and Fairford Leys are provided in Appendix F.**

**The four principal components for both settlements are as follows:**

- Personal social value
- Community social value
- Economic value
- Accessibility value

The value of community grows with increasing scores of these factors associated with the components. The overall combined perceptions in both settlements are illustrated in Tables 10-13.



Poundbury

**Table 10. Overall combined perceptions in both settlements:  
'Personal social value' component**

Factors	Corresponding survey question(s)
<b>Quality of life</b>	I have a good quality of life here, and feel healthy and well
<b>Feeling proud</b>	I am proud to live here
	I would be proud to work here
<b>Design, layout and mix of buildings</b>	I feel that the design and layout of the settlement has made a positive difference to our local community
	The local buildings look good and work well together in my neighbourhood
	There is a good mix of homes and different types of buildings
<b>Feeling of belonging</b>	I feel that I belong here
<b>Feeling safe</b>	I feel safe living in (my settlement)
<b>See a future for myself here</b>	I see a future for myself here
<b>Standard of living</b>	I can maintain and enjoy my standard of living

The '**Personal social value**' component is strongly correlated with the value of community. Based on the ranking of highest correlation, this component is primarily a measure of the 'good quality of life', 'standard of living' and 'feeling proud of living/working here'. These communities have a physical infrastructure that is suitably designed and laid out, which can create a social infrastructure and 'make a positive difference to the local community'. This makes people 'feel safe', 'feel that they belong to the place' and 'see a future for themselves'.

**Table 11. Overall combined perceptions in both settlements:  
'Community social value' component**

Factors	Corresponding survey question(s)
<b>Ethical shopping</b>	Ethical Shopping: Buying local and fair-trade products
<b>Local political environment</b>	Politics: Local political environment
<b>Community spirit</b>	Community Spirit: Opportunities to get involved and participate

The '**Community social value**' component is strongly correlated with the value of community. Based on the ranking of higher scores, this component is primarily a measure of the 'ethical shopping' opportunities and 'local political environment'. Communities with high ethical values support local people to shop ethically and have a vibrant local political environment. These communities also have a friendly and welcoming atmosphere where people feel that they have friends, resulting in a higher community spirit.

## 8. Survey Feedback Analysis

**Table 12. Overall combined perceptions in both settlements:  
'Economic value' component**

Factors	Corresponding survey question(s)
<b>Affordability</b>	Affordability (A home that I can pay for)
	I can easily afford to live in my home
<b>Investment</b>	I live in a property that is a good financial investment
	Investment: A property that gives me a good return on investment
<b>Energy-saving features</b>	Energy saving features: Helping the environment and my pocket
	It is easy to help the environment because my home is energy-efficient
<b>Quality of the building</b>	Quality: How well the building work was completed

The **'Economic value'** component is strongly correlated with the value of community. Based on the ranking of higher scores, this component is primarily a measure of the 'affordability (or easily afford to live)' and 'quality of the building'. Communities with high economic values support local people to be able to afford to live in good quality buildings. These settlements have properties that have good financial returns, as well as energy-efficient features.

**Table 13. Overall combined perceptions in both settlements:  
'Accessibility value' component**

Factors	Corresponding survey question(s)
<b>External transport links</b>	Transport Links: Connections to areas outside (the settlement)
	There are good transport links for travel outside (the settlement)
<b>Local travel</b>	Local Travel: Being able to get around the local area within the settlement

The **'Accessibility value'** component is strongly correlated with the value of community. Based on the ranking of higher scores, this component is primarily a measure of 'good transport links for travel outside the settlement' and easy 'local travel'. Communities with high values for supporting local people's travel have well planned amenities and services that allow people to get what they need locally.

This resonates with the 'Summary of feelings' about living in each settlement that is positive and reflects a longer-term commitment. It can be seen through the PCA 'personal social value' components, that the same factors are highlighted: 'a feeling of belonging'; 'design and layout making a positive difference to the local community' and 'being proud to live (and work)' in each settlement. Additionally, 'I see a future for myself here' was amongst the highly rated factors for personal social value.





## 9. Analysis of Key Findings

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## Three key findings have emerged from this research:

### 1. Accessibility and walkability:

People like to live in an area where they feel connected and have convenient ease of access to services and amenities. Walkability is important, as are good transport links.



### 2. Local surroundings:

Attractive building design and layout, with a village feel that incorporates a good mix of homes and types of buildings, and encompasses a clean, tidy and well-maintained local area, is of importance to residents.

### 3. Community spirit:

A real sense of community is evident in the settlements, and this community feel contributes to a friendly, safe and welcoming atmosphere where people feel a sense of pride and belonging.





Fairford Leys

## 9.1 Accessibility and walkability

**When moving to a new area, ‘being able to get what I need locally’ and having good transport links, both to connections outside the settlement and internally within the settlement, are hugely important for residents. Having the convenience of accessing essential amenities and services within walking distance of homes and workplaces supports residents to live “a balanced life in a safe environment”.**

This commitment to local living maintains upon moving to the settlement, with agreement that ‘design and layout has made a difference to our local community’. Parking and traffic controls, however, is an issue for residents and is the priority concern that they would seek to change in the local area. Enhancing the local environment is also important, along with increasing the number and variety of shops. More green spaces would be welcomed, together with a greater emphasis on cleanliness and management of shared spaces.

The research findings demonstrate that accessibility is positively impacted by well-considered urban design within a mixed-use settlement, as is connectivity with wider local services and amenities outside the area.

## 9.2 Local surroundings

**An attractive mix of diverse building types that provide variety, opportunity and balance is an important factor for local residents. This is both at the ‘village feel’ level, but also at the level of the individual where the style, design and features of a home were a priority, along with outside spaces, such as a garden, garage or outside buildings. Having a well-planned, high-quality and well-built home is important to residents. Improvements could be made with regard to quality, maintenance and increased energy-saving features.**

Green and recreational spaces are important, as are having amenities for all types of resident, with older children and teenagers felt to be lacking in options. This can impact on the attractiveness of the settlement to potential families seeking to move to the area.

A desire for a friendly village feel was identified by the research findings, where the layout and surroundings are complemented by a variety of local amenities and services. The attractiveness, style and appearance of quality buildings provide a sense of cohesion that forms a vital part of the local surroundings.

### 9.3 Community spirit

**People feel proud to live in the settlements, with a sense of belonging and pride: ‘I feel that I belong here’ and ‘I am proud to live here’. It is these residents (that feel safe and engaged in their homes and settlements) that are key to a community that provides a welcoming and friendly atmosphere, and thus contributes to creating social capital and placemaking.**

People chose to move to the settlements for the recreational spaces, quality of life and low crime rate. These drivers maintained upon living in the settlements, with factors such as ‘community spirit’ and ‘people’ increasing in importance, as well as ‘local political environment’. Some respondents have other family living in the same settlement and their views suggest that a sense of community is not inextricably bound up with family ties. Communication plays an important role and there would be benefit from a central hub, as well as ensuring that homes are lived in and do not remain empty.

Residents agree that quality of life and a low crime rate are important, as are opportunities (across all demographics and tenure types) to get involved with activities that should be available not just in the day, but also at weekends and in the evenings. A more affordable ‘cost of living’ than anticipated before moving to the settlement was a factor for residents identified in the surveys.

The research findings show that a sense of community within a mixed-use settlement is positively impacted by thoughtful urban design, resulting in feelings of pride and belonging.



A pair of black rubber boots is placed on a black metal boot rack. The rack is positioned against a brick wall. The boots are arranged in a row, with the left boot slightly behind the right one. The rack has four vertical posts and decorative curved feet. The ground is covered with brown leaves and a purple mulch area is visible in the foreground.

## 10. Conclusions and Emerging Opportunities

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**The research evidences that a well-planned, attractive, well-built and walkable mixed-use development, with a core design that enables access and connections, results in a greater sense of community; one that is valued and of key importance to residents.**

People like to live in a connected, walkable and accessible settlement, where attractive, well-designed and well-built homes, workplaces and local surroundings are of high importance, and where a real sense of community results from living (and working) in a place that engenders safety, happiness and cohesion. The importance of accessibility and walkability, local surroundings and community spirit are the key findings from the surveys.

The first two of these are attributable to careful master-planning in the design stage with a clear commitment to walkability and ease of movement within and across the settlements. Defining sense of community is, however, far less tangible. Some elements of course can be measured, for example crime, and the availability of social activities, but a sense of community spirit and welcoming atmosphere are not so easy to define.

Some of the residents acknowledged that there are certain sections of the community who might be marginalised. Whilst respondents from social and affordable housing and shared ownership are lower, this sample is broadly representative for both settlements. However, the lack of responses from those in affordable/social rented housing is evident; is this silence because they feel they have no choice? Further research could explore the relationship between tenure and perceptions of the value of community. This could help inform decisions about the design and placement of different tenures within future schemes.

Of central importance to any mixed-use settlement is how the various components are put together and used by residents: in Poundbury and Fairford Leys design and layout is of fundamental importance. Understanding this key point and that 'design and layout has made a difference to our local community' enables a correlation to be drawn between where people live, how people live and their levels of satisfaction or happiness in living (and/or working) where they do. A sense of belonging is a key indicator that there is a strong community to engage with and – more importantly – to feel a part of and pride in.

Communities that have more equally shared economic capacities and resources are considered to have strong social capital<sup>42</sup> and evidence from the surveys shows that the connectivity between the physical and social realms of Poundbury and Fairford Leys has enabled a greater sense of community. Feeling safe, having opportunities to improve health and wellbeing and having places to exercise, relax and have fun all contribute to a having a home, rather than living in a building, to belonging and to being part of a community.

We know that places people prefer to live tend to become more valuable over time<sup>43 44</sup>. Building places in which people and communities thrive is increasingly recognised as a valuable means of creating societal value that also brings financial returns at a community level<sup>45</sup>. This approach can be adopted to improve health and wellbeing, reduce environmental impact and enhance social value<sup>46</sup>.

42 Mulgan G (2010) *Measuring social value*, Stanford Social Innovation Review, 8(3), pp. 38-43.

43 JTP architects, masterplanners, placemakers (2018) *Healthy Streets for London, Co-design Charrette Processes: a toolkit for participatory urban planning & placemaking*, London: JTP.

44 Boys Smith N, Venerandi A and Toms K (2017) *Beyond Location, A study into the links between specific components of the built environment and value*. Create Streets.

45 The Royal Institution of Chartered Surveyors (RICS) (2016) *Placemaking and Value*, London: RICS.

46 NHS England (2015) *Sustainable, Resilient, Healthy People & Places Module: Creating Social Value*, Cambridge: The Sustainable Development Unit.

## 10. Conclusions and Emerging Opportunities

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While respondents did not cite matters relating to sustainable development as being significant drivers for moving into the settlements, the response is reflected in increasing awareness of environmental issues. Many of the things that they felt could be improved in their location relate directly or indirectly to sustainability. The evidence could be used to encourage developers to build in a wider range of features to mitigate climate change and reduce emissions. The appreciation by residents of open space and the enjoyment of communal activities provides more opportunities for working across boundaries and exploring matters such as sustainable food for example. These accessible settlements with provision of communal space lend themselves to be role models here.

The greatest opportunity is the Government's target for 300,000 homes to be built every year in England by the mid-2020s. Lessons from Poundbury and Fairford Leys show that new homes should be built to a high quality and harmonise with their surroundings, they should take into consideration the perspective of the local population and seek to create an accessible and connected, attractive and walkable, mixed-use community that enables a valued and valuable community.

Fairford Leys







## Overall Conclusions

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**Placemaking, sustainable urbanism and investment in place are all terms to describe the generation of successful walkable mixed-use communities where people want to live. The value of such places is not straightforward to assess and there has been considerable research into the area.**



A review of previous research in this report demonstrates the importance of ensuring that social value is embedded across all elements of the built environment, and also that it is integrated within every activity that forms part of how we plan, design, build and use the buildings in which we live and work.

In this report we study both the social and residential development value of sustainable urbanism using two case studies; Fairford Leys in Aylesbury and Poundbury in Dorchester. Both schemes have adopted many of the principles of sustainable urbanism and this research shows they achieve higher residential development value than local comparators and have a high social value.

Residential development value is used to reflect how much purchasers value the home and place they live. If a buyer is prepared to pay a higher price for a home, it is more appealing to them and therefore has greater value.

We find that residential development values are higher for Fairford Leys and Poundbury compared to their neighbouring towns and typical suburban residential development. Additionally we find that value can be retained over time and house prices and transactional activity can be more resilient to a downturn in the housing market.

However, the value of sustainable urbanism goes beyond the monetary value. It also leads to high social value (i.e. how people think and feel about the place they live in).

We find that residents of Fairford Leys and Poundbury feel connected and have convenient ease of access to services and amenities. They value their attractive, well-built and well-maintained local surroundings. They also value the real sense of community that has been generated in the settlements, which contributes to a friendly, safe and welcoming atmosphere.

Therefore, building a mixed-use walkable community is shown to be of value both socially and financially. The challenge is being able to incorporate the principles of sustainable urbanism on more new developments in a variety of different markets as well as delivering homes fast enough to meet the Government's housebuilding target of 300,000 homes per year in England by the mid 2020s.

**Ashley Wheaton**

Principal, University College of Estate Management



## Next Steps / Further Research

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**In undertaking this research, we have identified several areas of further research and investigation to future our understanding of the value of mixed-use walkable communities.**

### **Assessment of more developments**

In this report we assess two settlements, Fairford Leys and Poundbury. Analysing more developments, that have incorporated the principles of sustainable urbanism using the same methods, would allow us to understand how robust our findings are and how they vary in different parts of the country.

### **Comparison of social value to other typical new build developments**

Surveying residents on relevant typical new build developments would enable us to compare and contrast the social value of different types of sites. It would enable a greater understanding of the similarities and differences of how residents feel about new build developments that have varying degrees of sustainable urbanism.

### **The cost of investing in place**

In this research we have assessed the residential development value of the settlements. However, we have not considered the cost implications of providing the principles of sustainable urbanism in order to achieve this additional value. To fully understand the financial benefits, more work needs to be done to identify and measure any additional costs involved and the timing of those costs in the evolution of the development.



## Next Steps / Further Research

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### Additional measures of value

This report assesses the social value of the settlements through the surveys. Further assessment of value of the development in terms of health, wellbeing, safety and economic benefits would give further insight into the wider value of sustainable urbanism. It may also give insights into possible savings on public services, such as health and policing, through the design of the place.

### Creation of value from sustainable urbanization

A further study on the economic benefits of mixed-use settlements compared to monocultural housing estates could be carried out to understand the economic implications of allowing housing only settlements.

### Impact on commercial value

We have focused on the benefit to residents and the residential development value of the settlements in this research. However, as mixed-use communities, further work could also be done to understand the benefits to the commercial sector in these settlements.

Fairford Leys



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*'The only thing you take with you when  
you're gone is what you leave behind'*

John Allston

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