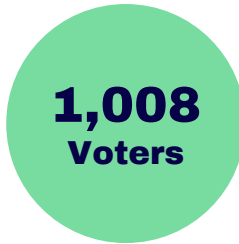
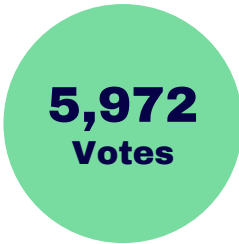
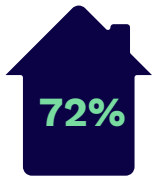


Stevenage Council: Give My View Executive Summary

Dunn Close Phase 1 09.07.21



Voter Segmentation



Stevenage resident



Bedwell ward resident



Dunn Close resident



Visitor



Local worker



Community group

Key Insights

61% of the community support the housing scheme, especially regarding sustainable features which gained 97% positive reactions



Traffic and noise are the major concerns for local residents during construction

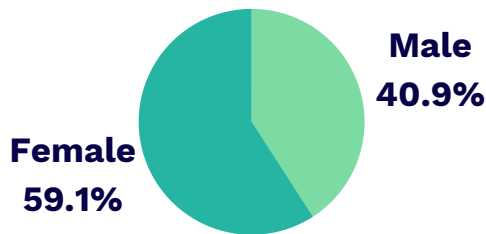
People are also worried about parking availability in the new development

In order to bring locals and new residents together, participants picked neighbourhood events as their ideal community initiative



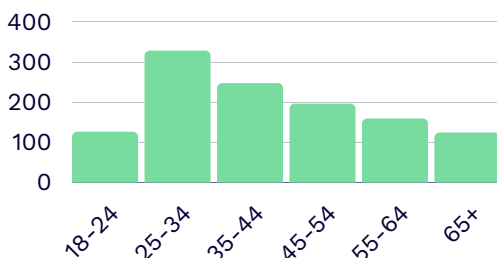
Gender breakdown

Data from Google Analytics

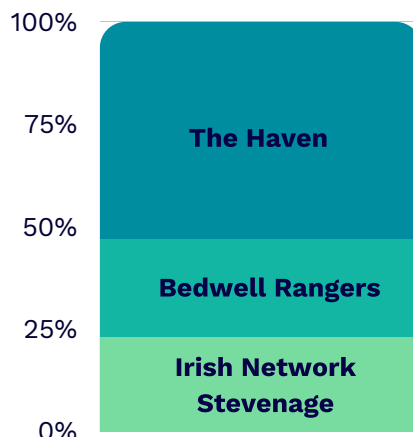


Age Breakdown

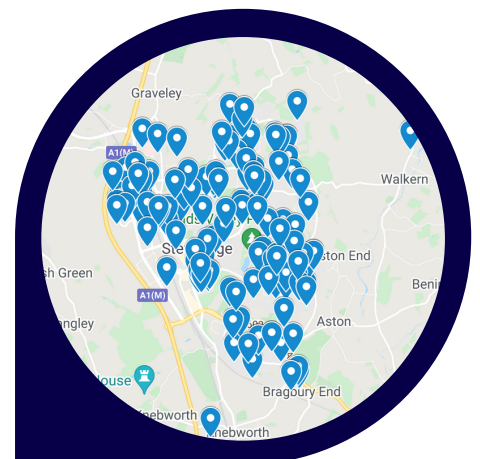
Data from Google Analytics



Charity Breakdown



Voter locations



Quantitative Data Snapshot



Traffic & Parking

57% of the community believe that resident parking availability is an important concern if building works happened near them. Particularly among the Dunn Close residents, parking is crucial during and after the construction phase.

38% said that traffic management during construction would also be an important issue to them.

Building Design

Out of the 812 people who voted, 88% voted positively on the proposed materials being in-keeping with the local area. The average emoji response was the 'happy' emoji, which equates to 66% on the sliding scale.

32% of participants prefer the silver grey colour for the weatherboards in the building design. 29% voted for grey, while 21% wanted the grey brown. The top choice for Dunn Close residents was silver grey.

97% reacted positively towards sustainable features within the scheme. The average result was the 'very happy' emoji (81% on the sliding scale).

Construction Phase

39% of Dunn Close residents felt concerned about security features during building works.

50% of voters overall said noise control is important to them during this phase.

Community Initiatives

Neighbourhood events was picked as the top initiative among the 764 people who voted. The overall result was agreed upon by all parts of the community, from Stevenage, Bedwell and Dunn Close residents, to workers, visitors, and community groups.

Qualitative Data Snapshot & Quotes

Mixed commentary about the housing scheme - 51 comments

Always supportive of housing that's going to help those who need it most. Having been in temporary accommodation myself, I know what it's like to feel like you have nowhere. I'm lucky now as I'm back on my feet and I will always support new housing for those most vulnerable providing it is affordable for them and truly has their best interests at heart.

I agree the garage site was underused and a problem. So a nice housing scheme is welcomed. Supported housing is also a good thing, but please do ensure it is well maintained and the residents are encouraged to look after the building.

I would like to know exactly who this scheme is aimed at as supported housing doesn't define it clearly who this scheme is aimed at.

Parking & transport - 35 comments

Including secure facility for bicycle storage would assist residents, as would installing vehicle charging points as standard for each property with associated vehicle parking. (Ideally, I'd like to see all new developments discouraging individual car ownership and instead promoting car-pooling schemes using electronic vehicles.)

I think that building housing for this purpose is excellent. However there is already parking issues for the existing residents. You need to incorporate parking for both existing and new residents in order to enhance the living conditions in the area.

Community support and integration - 33 comments

Make sure it is a home for those residents and not just units. Space and comfort above numbers. Ensure all neighbours are included and feel involved.

"Supported" housing can bring about its own problems which I have personal experience of. Due to my occupation and others in the street I would be concerned for my own families safety as well as others based on the type of residents that can be placed in this type of housing.



1

Construction Management

2

Community Events

3

Building Design & Aesthetics

4

Sustainability

The Data-Driven Decisions

1

Noise and traffic control during construction are top priorities for the community. Security features in addition to noise and traffic control were particularly important to Dunn Close residents. What are ways the Council could alleviate traffic and noise, also ensure local residents feel safe during building works?

2

Neighbourhood events are a big win for all parts of the community. Stevenage Council could further expand on this in the next phase of consultation or engagement. What types of events are feasible for this development? Potential activities could range from outdoor markets, open-air film screenings, festivals, live performances, book swaps, etc.

3

Will the scheme incorporate parking in the designs? If not, how will the Council address the parking query, which was also a top theme from the open feedback? Alternatively, will the Council focus on sustainable or active transport in the development designs and the broader council neighbourhood plan?

Silver grey weatherboards were the top choice and are a great community-influenced decision.

There was unanimous support among the community for the proposed materials to be in-keeping with the nearby properties, another strong community-led decision.

4

Big support for sustainable features being integrated into the scheme. The council could further survey residents on what types of sustainability initiatives the development could adopt. The council could explore 'green' building designs like solar panels, green walls, or biodiverse planting and bug hotels. There's social aspect of delivering sustainable features as well, e.g. through community activities that encourage sustainability like clean-up days or gardening for children.

Digital Marketing Results



6,637

Link Clicks

from the digital advertising

94,948

Reach

The amount of people who were shown the ads at least once

641,492

Impressions

The number of times that adverts were viewed in total

Voter devices

82%

Mobile

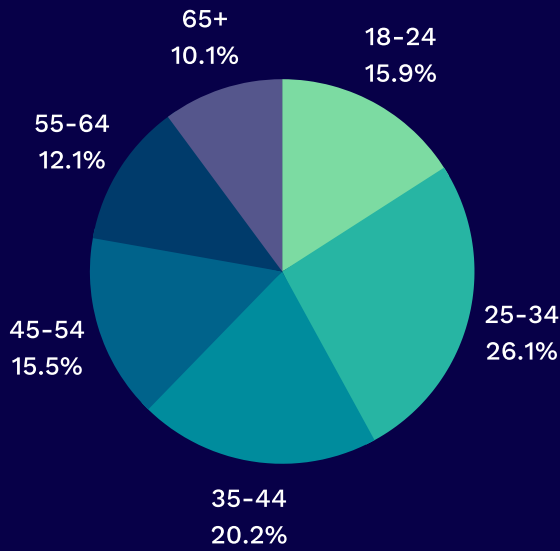
12%

Tablet

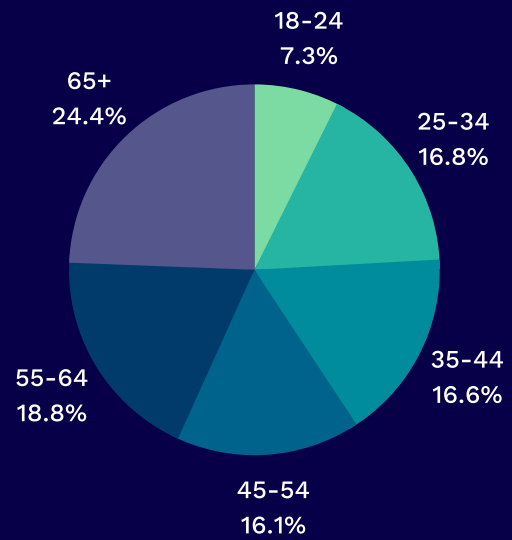
6%

Desktop

Ages Targeted

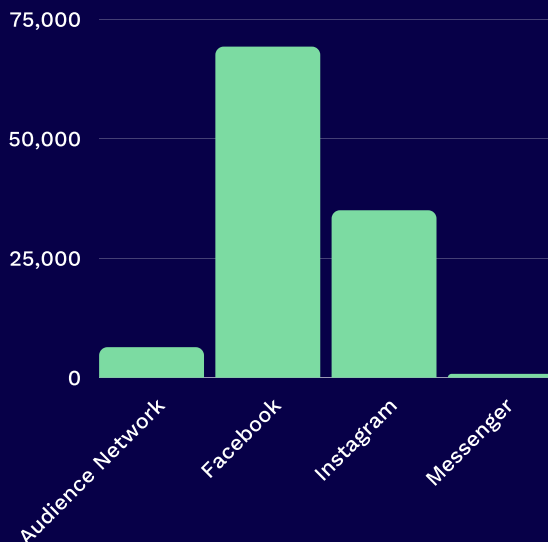


Reach

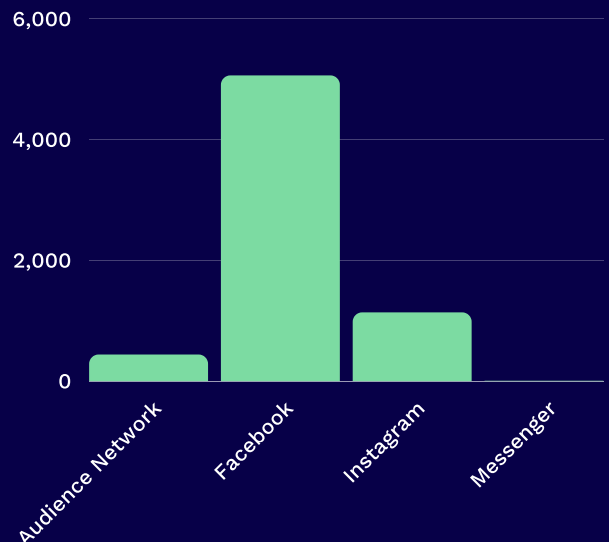


Link Clicks

Ad Placement



Reach



Link Clicks

Audience Network is part of Facebook Inc. It allows us to target voters via web browsers and apps, therefore reaching people who don't have social media.