

Glasgow City Council Residents' Experiences of Greater Govan as a Thriving Place

Final Report
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Executive Summary

Background

Greater Govan is a Thriving Place under Glasgow's Single Outcome Agreement (SOA). This is a long-term approach to Community Planning that means that Community Planning partners (including Glasgow City Council, NHS, Glasgow Life, Third Sector organisations) will work alongside communities to make better use of existing resources (funding, people, etc.) and local assets (buildings, land etc.).

This research gathered information about the experiences, concerns and feelings of social connection of Greater Govan residents. These research findings will contribute to a wider range of work aimed at involving the community, identifying assets and agreeing priorities for action for the Thriving Place approach.

Method and Sampling

We interviewed 390 adults living in five neighbourhoods in Greater Govan. These neighbourhoods were Ibrox, Linthouse, Central Govan, Elderpark and East Govan. The interviews were distributed evenly across these neighbourhoods. We made sure our interviews represented the Greater Govan community in relation to gender, age and employment status.

Summary of Findings

Family Ties

The Greater Govan community is long-established: 60% of the people we interviewed had been living in the Greater Govan area for over ten years and 52% had parents or grandparents who also lived or had lived in the area. 48% had no previous link to the area.

Govan as a Place to Live

In total, 86% of people were either 'quite' or 'very' satisfied with Govan as a place to live. Just over one third of residents (37%) stated that they were 'very' satisfied with Govan as a place to live.

When people were asked to state, in their own words, the best things about living in Govan, the most common answer was Govan's people (28%). Good transport links (18%) and nearness to the city centre (16%) were also mentioned a lot.

A sizable minority (40%) of people felt that there were things about living in Govan that they disliked. Just under one third (32%) of these people said there was too much litter in the area, 13% mentioned anti-social behaviour, 12% talked about drug problems, 11% thought there was a lack of local facilities, 10% said dog fouling, and immigration/lack of integration was mentioned by about 10% of people.

Govan as a Community

People feel Govan has a strong sense of Community; 80% of people agreed that people living in Govan have a strong community spirit and 79% agreed that people in Govan have a sense of pride in the area and its history.

Govan is also seen as an inclusive place; 81% agreed that it is a place where people from different backgrounds can get on well together.

Govan scored well as an area for families, although not quite as highly as the previous statements. Two thirds (67%) of people agreed that Govan is a good place to bring up a family and 63% agreed that the area is a place that they would like their children or grandchildren to grow up in.

People have a strong personal attachment to the Govan community; 77% of people agreed that they felt part of the Govan community and 76% agreed that they had a sense of pride in belonging to Govan.

However, people were less inclined to feel that Govan is a place where local people are listened to, with only 53% agreeing. People were more likely to answer 'neither agree nor disagree' (23%) or 'don't know' (9%) than to disagree with this statement (15%).

Govan as an Area

People were most positive about the facilities (e.g. doctors, dentists, shops, post offices etc.), parks and green spaces, quality of housing and community centres in the Govan area. They were least positive about the amount of dog fouling, litter, graffiti and things for young people to do in the Govan area. People had similar views of their own local neighbourhood.

People were concerned about the levels of alcohol and drug consumption in the wider Govan area. However, these issues did not score highly as priorities for improving quality of life in the area. Instead, street cleaning (including clearing dogs' dirt and litter) was the top priority (21%). More jobs (15%) and more for young people to do (14%) were the next highest priorities after this. 26% of people said they did not know what their top priorities were.

People felt safe using public transport; with 89% agreeing that they felt safe using it in the area. There was a lower level of agreement with the statement 'I feel safe walking alone around this area even after dark' (68% agreed.)

Contributing to Thriving Places

25% of people were interested in being involved in the Thriving Place initiative; 8% were 'very' interested and a further 17% were 'quite' interested.

The most common ways in which those who were interested in participating in the initiative wished to participate were; attending a public meeting (44%), social media (32%) and by email or letter (31%).

Health and Well-being in Govan

Over three quarters (77%) of people rated themselves as close to family and friends (eight or above on a scale of 1-10; 1 being very isolated and 10 being very close).

Using the same scale, 51% felt close to their local community, with a further 38% rating themselves as in the middle of the scale (4-7), i.e. neither very close nor very isolated.

The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) uses a series of statements to assess a person's mental wellbeing. This research used a short version of this scale to get a broad measure of the mental wellbeing of the people we interviewed. The minimum score on the scale was 7 and the maximum score was 35. The higher the score, the more positive people feel.

The average score for the people we interviewed was 28.1, so most people generally have positive mental wellbeing, with most people saying they have positive emotions most of the time.

Differences between local Neighbourhoods

Throughout the research findings, people living in Central Govan tended to be the most positive about their neighbourhood, and feeling part of the community, and those living in Ibrox were the least positive.

Possible factors behind these differences could include being close to the centre of the area (Ibrox is on the edge of Greater Govan), length of time living in the area (Ibrox had the highest proportion of newcomers and Central Govan had the highest proportion of long term residents) and family ties in the area (Ibrox residents were the most likely to be first generation and Central Govan were the most likely to have had parents or grandparents living in the area).

Conclusions

Most parts of Greater Govan appear to have a strong sense of pride and community spirit. Most residents have lived there a long time and have local family ties going back to previous generations. People are generally happy with their area and the facilities available – however there is some differences between local neighbourhoods; for example, Central Govan residents are very happy with facilities and Ibrox residents much less so. Satisfaction with Govan as a place to live generally increases with the length of time living there.

However, Ibrox residents tend to be less satisfied across a range of measures. These residents are more critical of their local environment, report lower levels of wellbeing and feel less connected to the community. By contrast, Central Govan residents appear to enjoy their area and the community more.

Some aspects of the environment and community safety were concerning to people. These concerns were mainly about the quality of the surroundings. Issues like litter and dog fouling were mentioned by many people. There were also lesser but still significant concerns about anti-social behaviour, alcohol and drug use. Many of these issues appeared to be localised. For example, environmental concerns were particularly prevalent in Ibrox and East Govan.

1. Introduction and Objectives

Glasgow's 2014 Single Outcome Agreement (SOA) is a joint agreement between Glasgow Community Planning Partnership and the Scottish Government. The agreement outlines a 10 year strategy for improving outcomes for Glasgow's residents, especially those in designated 'Thriving Place' areas. The strategy will run until 2024.

The SOA is underpinned by three principles that are expected to support the effective implementation of the strategy. These are¹:

- **Prevention** – *“actions which prevent problems and ease demand on services by intervening early”*. In terms of public sector spending, the *post hoc* correction of issues is believed to cost five times that of addressing issues before they arise. This leads to more effective strategy and more efficient expenditure.
- **Equality** – *“the creation of a fairer Glasgow for all and reducing any disadvantage or discrimination experienced by local residents, and promoting equal opportunity”*. Glasgow has a the most diverse population in Scotland and, as such, equality is a core aspect of the City's community planning approach. It is noted that barriers still exist for those in minority groups and the SOA should seek to provide *“clear and co-ordinated approaches to reduce these inequalities wherever they exist.”*
- **Sustainable change** – *“achieve transformational and lasting change by developing services that are planned and resourced appropriately, and can be delivered and maintained for as long as is required”*. The SOA is committed to establishing a new level of mainstream practices, rather than a time limited use of intensive resources.

The plan document² itself sets out the following priorities for community planning within Glasgow.

- **Alcohol** – Glasgow has the highest level of alcohol related hospital admissions and alcohol related deaths in Scotland. The Glasgow SOA seeks to reduce the accessibility of alcohol to communities and reduce the acceptability of alcohol misuse.
- **Youth employment** – Youth unemployment in Glasgow lies above the Scottish and UK average figures. It has a particularly disproportionate impact on the most deprived communities in Glasgow. The Glasgow SOA seeks to increase the number of employers recruiting young people in Glasgow, help develop the skills, attitudes and resilience for gainful employment with this group and ensure that key employability partners use the same agreed information hub for this issue.
- **Vulnerable people** – The level of child poverty in Glasgow lies substantially higher than the Scottish average (one third in Glasgow compared to one fifth nationally). The SOA seeks to work to prevent homelessness through early intervention and reduce the number of Glaswegians affected by in-work poverty.

Through prioritising these issues as part of the formal Glasgow SOA, the partnership aims to support Glasgow's development as a *“thriving, inclusive and resilient city”*³.

Due to the well documented regional inequalities that exist across Glasgow, the Glasgow SOA includes a commitment to identify and support those areas and neighbourhoods in which issues are more acute

¹ <https://www.glasgowcpp.org.uk/CHttpHandler.ashx?id=15989&p=0>

² Ibid.

³ Ibid.

and, often, more complex. These areas have been designated **Thriving Places** status within the strategy.

The SOA identifies nine Thriving Place neighbourhoods, of which Greater Govan is one, that will be closely monitored across the life of the strategy. The success of the Thriving Neighbourhoods initiative will be measured through increased satisfaction, community engagement, prosperity, confidence and influence among those who live there.

This report presents the findings of a survey of residents of the Greater Govan Thriving Place neighbourhood. Commissioned by Glasgow Community Planning and NHS Greater Glasgow and Clyde Glasgow City Health and Social Care Partnership, the survey aimed to gather **information regarding residents' experiences of living in Greater Govan and their feelings of personal connection to the community. The research findings will contribute to a wider range of work aimed at involving the community, identifying assets and agreeing priorities for action for the Thriving Places approach in Govan.**

2. Method and Sample

2.1 Survey method

The survey was conducted using a face-to-face, in-home Computer Aided Personal Interviewing (CAPI) method. Interviews were undertaken between 23rd March to 3rd April, and took place during the daytime, evenings (before 8pm) and on weekends. Each interview lasted approximately 10 minutes.

Individual researchers were each given specific streets on which to sample to ensure a good geographic spread of interviews within each neighbourhood.

Prior to the research taking place, residents within the areas to be sampled were sent notice by post, informing them of the research, confirming its veracity and encouraging them to participate. The letter also provided residents with an opportunity to opt-out of the research, if they wished. Only one resident opted out of the research after receiving the letter.

All research was undertaken in compliance with the MRS Code of Conduct and in-line with ISO 20252.

2.2 Sample

The research sought to engage with adult residents of Greater Govan. A total sample size of 390 residents was achieved across the course of fieldwork, from an approximate population of 13,500 Greater Govan residents. The overall sample size of 390, provides a dataset with an approximate margin of error of between $\pm 0.97\%$ and $\pm 4.89\%$, calculated at the 95% confidence level (market research industry standard)⁴. Each neighbourhood sample size of approximately 78 provides a dataset with an approximate margin of error of between $\pm 2.21\%$ and $\pm 11.1\%$.

Interviews were distributed approximately equally across five pre-selected neighbourhoods within the Greater Govan area: Ibrox, Linthouse, Central Govan, Elderpark and East Govan. Interviews were not conducted in the Shieldhall, Drumoyne and Fairfield neighbourhoods of Greater Govan.

Table 1: Location of Interview

Location	
Ibrox	19%
Linthouse	22%
Central Govan	20%
Elderpark	19%
East Govan	20%
Base (All)	390

Quotas were implemented on gender, age and employment status to ensure that the overall sample file was representative⁵ of the population of Greater Govan according to these three key demographics. The quota targets and the proportions of the final sample for each of these are detailed in Table 2 below.

⁴ Quota controls were used to guide sample selection for this study. This means that we cannot provide statistically precise margins of error or significance testing as the sampling type is non-probability. The margins of error outlined below should therefore be treated as indicative, based on an equivalent probability sample.

⁵ Source: Understanding Glasgow Neighbourhood Profiles and Census 2011

Table 2: Population Targets and Achieved Sample

	Achieved Sample	Govan Population
Gender		
Male	51%	50%
Female	49%	50%
Age		
16-29	28%	29%
30-44	27%	27%
45-64	27%	28%
65+	18%	16%
Employment Status		
Employed (incl. PT & self-emp.)	52%	53%
Unemployed	8%	9%
Retired	18%	16%
Full time education	8%	9%
Other	15%	13%
Base (All)	390	-

The sample, therefore, included an approximately even split of males and females, and a good spread of people across the age ranges. The largest proportion (52%) were in employment, whilst 18% were retired, 8% were unemployed and 8% were in education.

Other demographic data was gathered in order to provide an accurate profile of respondents. These variables included socio-economic group, marital status, disability and presence of children in the household.

Table 3: Socio-economic Group and Marital Status

Socio-economic Grade	Sample %	Marital Status	Sample %
AB	6%	Single/widowed/divorced	58%
C1	21%	Married/co-habiting	42%
C2	14%	Other	-
D	28%	Refused	-
E	30%		
Refused	1%		
Base (All)	390	Base (All)	390

Respondents from across the socio-economic spectrum were included in the survey, with the highest proportion coming from D or E social grades. Respondents were slightly more likely to be single than living as part of a couple.

Table 4: Children in Household

Children in household	Sample %	Ages of children	Sample %
Yes	28%	0-4 years	47%
No	72%	5-11 years	52%
		12-15 years	32%
Base (All)	390	Base (with children)	109

Just under one third of respondents (28%) surveyed had children living in their household. The sample included a good spread of households with pre-school, primary and secondary age children.

Table 5: Disability

Disability	Sample %	Nature of disability	Sample %
Yes	21%	Reduced physical capacity	48%
No	79%	Physical coordination	37%
		Mental illness	22%
		Visual impairment	4%
		Hearing impairment	1%
		Severe disfigurement	1%
Base (All)	390	Base (with a disability)	81

One in five (21%) identified themselves as having a long-standing illness, disability or infirmity. The most common mentioned were reduced physical capacity and difficulties with physical coordination.

2.3 Notes on Reporting

This report includes top line analysis on the total sample of 390 respondents, as well as sub-sample analysis on variables such as location, demographics and length of residency in Govan. All differences in findings noted are statistically significant at the 95% confidence interval.

It is important to note, however, that some areas had slightly different demographic profiles and also differed in terms of the length of residency of respondents. These differences may, in some cases, be partially responsible for driving differences in findings. Full tabulations of locations by demographics are included in the appendices.

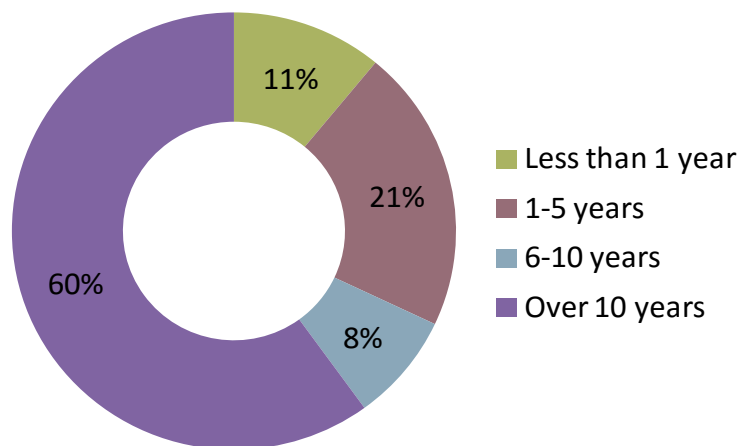
In charts where figures equal 1% or less the actual figure has been omitted for ease of reading.

3. Research Findings

3.1 Family Ties and Length of Time Living in Govan

Respondents were asked about how long they had lived in Govan, and whether their parents and/or grandparents had also lived in the area.

Q3: How long have you lived in Govan?



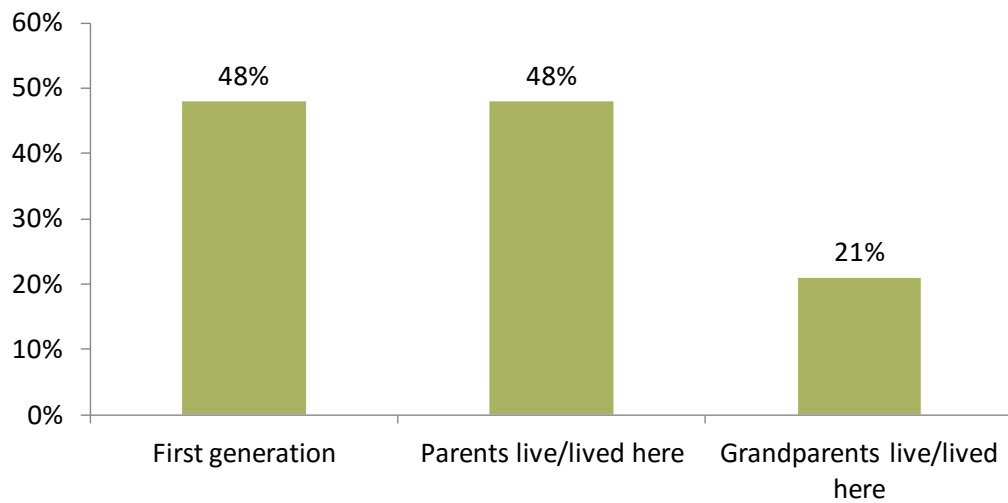
Base: All (390)

Respondents tended to have lived in the local area for a number of years: one third of respondents were relative newcomers (people who had arrived in the last 5 years). Three in five (60%) overall had lived in Govan for over 10 years (31% for more than 30 years), with a further 8% having lived there for six to 10 years.

Central Govan had the most long-established group of respondents, with 79% resident in Govan for over 10 years. Ibrox and East Govan had the smallest proportions of respondents resident for over 10 years (48% and 51% respectively).

Residents who had lived in the area longer tended to be older and from lower social grades. For example, 28% of those who had lived in Govan for over 10 years were aged 65 or over compared with 18% of respondents overall, and 65% of people in social grades C2DE had lived in Govan for over 10 years compared with 44% in social grades ABC1.

Q4: Are you the first generation of your family to live in Govan, or did/do your parents or grandparents live here too?



Base: All (390)

Family connections to Govan were also fairly prevalent. Whilst nearly half (48%) of respondents were first generation, the same proportion had parents who live or had lived in Govan, and one in five (21%) had grandparents who live or had lived there.

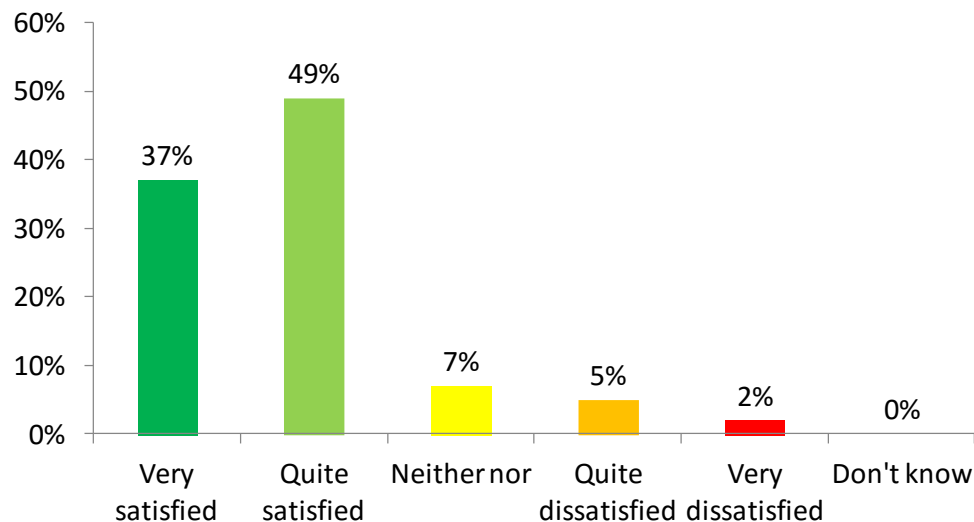
Ibroy had the highest proportion of first generation respondents (68%), and Central Govan (35%) and Linthouse (37%) the lowest.

Again, family connections were linked to social grade: for example 52% of respondents in social grades C2DE had parents who live or lived there compared with 39% in ABC1. One quarter (24%) in C2DE had grandparents who live or had lived there compared with just 12% in ABC1.

3.2 Satisfaction with Govan as a Place to Live

Respondents were asked to state how satisfied they were with Govan as a place to live in general, and what they liked most and least about living in the area.

Q5: Thinking about Govan as a whole, how satisfied or dissatisfied are you with it as a place to live?



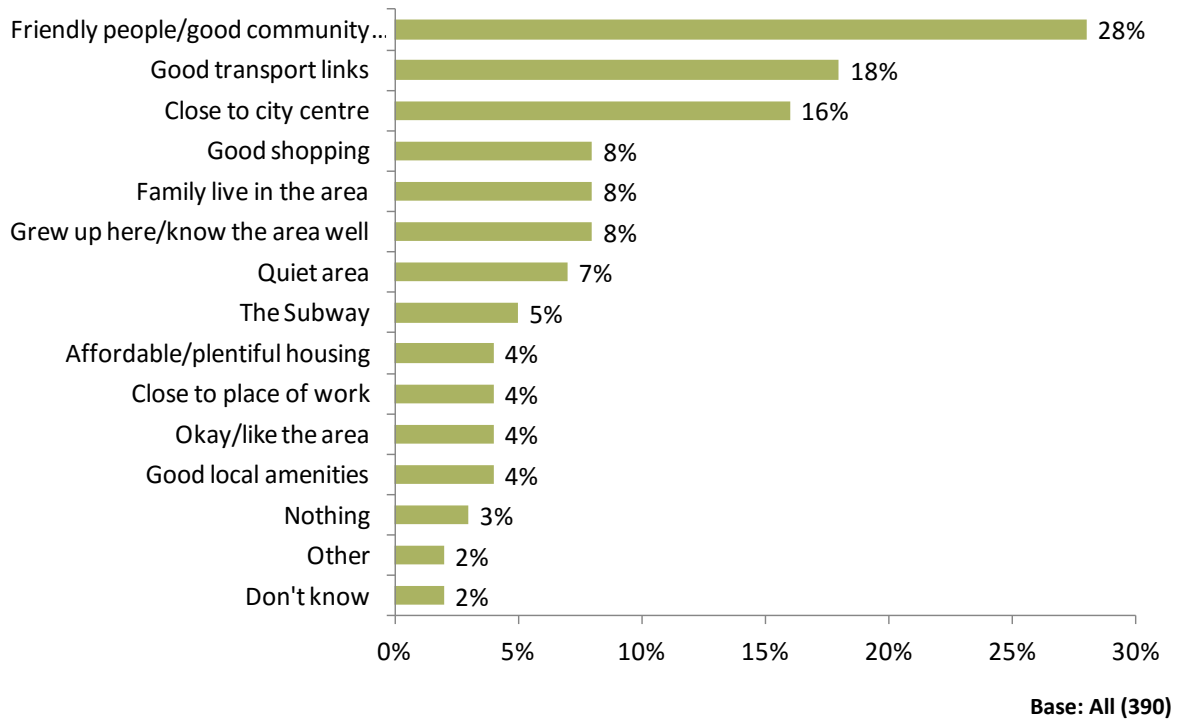
Base: All (390)

Residents are overwhelmingly satisfied with Govan as a place to live, with 86% satisfied overall. Nevertheless, some do have concerns, with more stating 'quite' rather than 'very' satisfied (49% vs. 37%).

Satisfaction is strongest in Central Govan, where 63% are very satisfied. Active dissatisfaction tends to be low; however Ibrox stands out as an area with relatively high levels of dissatisfaction (16% in Ibrox very or quite dissatisfied vs. 7% overall). Ibrox residents are also most likely to say there are things they dislike about living in Govan (see Q7 chart over).

Looking at demographic differences, social grade appears to have an impact on satisfaction overall, and strength of satisfaction. Nine in ten (90%) in social grades C2DE are satisfied (very or fairly) compared with 79% in ABC1. Looking at strength of satisfaction, the difference is even greater, with 42% in C2DE very satisfied compared with just one quarter (26%) in ABC1. However, this is not an unusual finding or unique to Govan, as it is well known that people in higher social grades are more likely to be vocal, articulate, and to be critical about things they are not happy about.

Q6: What would you say are the best things about living in Govan?

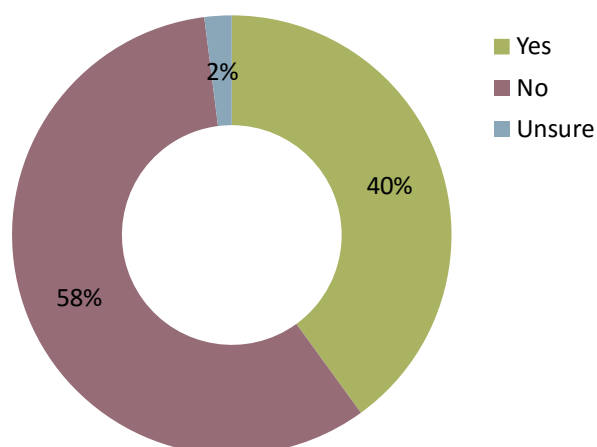


Respondents were asked to state in their own words the most positive aspects of living in Govan. This was an open-ended question, and a summary of the most frequent response is summarised above.

Community factors emerged as the most important things that residents liked about living in Govan. Over one quarter (28%) cited the friendly people or good community. Some (8%) also mentioned that they grew up in the area and/or knew it well, and 8% also said they had family living in the area.

Location was also a major positive. Good transport links were mentioned by 18%, with 5% mentioning the Subway. Proximity to the city centre was mentioned by 16%, and 4% said it was close to their place of work.

Q7: Is there anything you dislike about living in Govan?



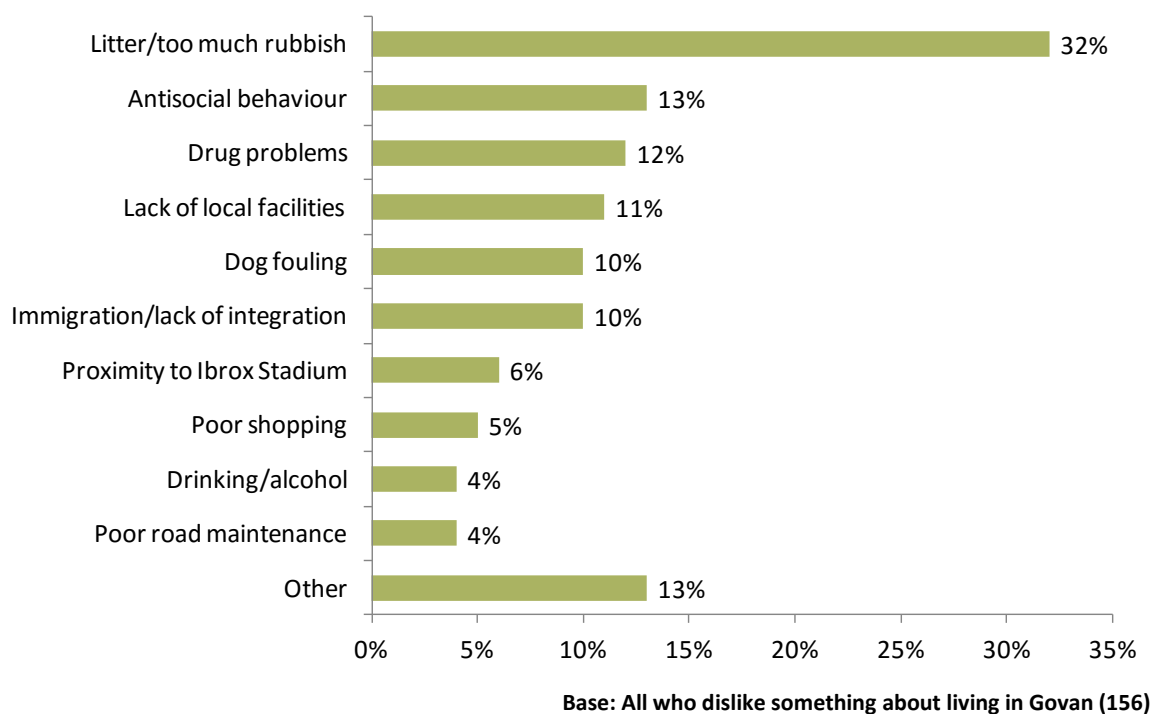
Base: All (390)

A large minority of residents (40%) say there are things they dislike about living in Govan, indicating that there is room for improvement in the area. Residents in Ibrox (53%) are most likely to say there are things they dislike.

Disliking aspects of living in Govan is linked to length of time living there; that is, the longer people have been resident in the area, the more likely they are to say there are things they dislike about living there. Forty three per cent of those who have lived in Govan for over 10 years say there are things they dislike compared with 25% who have lived there less than a year. This probably reflects a deeper knowledge, understanding and experience of the area amongst those who have lived there longer.

Residents in higher social grades are also more likely to say there are things they dislike about living in Govan (54% in social grades ABC1 vs. 35% in C2DE). This links in with the earlier finding that those in ABC1 show weaker levels of satisfaction than people in C2DE.

Q8: What do you dislike about living in Govan?



Respondents who had said that there were aspects of living in Govan that they did not like were asked to state, in their own words, what these were. Again, this was an open-ended question, with the most frequent responses summarised above.

Environmental factors were the most often cited negative aspects of living in Govan – especially litter and rubbish, mentioned by 32%. Dog fouling (10%) and poor road maintenance (4%) also emerged as issues concerning some residents.

The other significant negatives were around the behaviour of others in the area. Antisocial behaviour was mentioned by 13%, drug problems by 12%, and problems with alcohol and drinking by 4%. Linked to this was the proximity to Ibrox Stadium, an issue for some (6%) who mentioned litter and antisocial behaviour from football supporters on match days. A lack of local facilities and issues surrounding immigration and integration were mentioned by around 1 in 10 respondents.

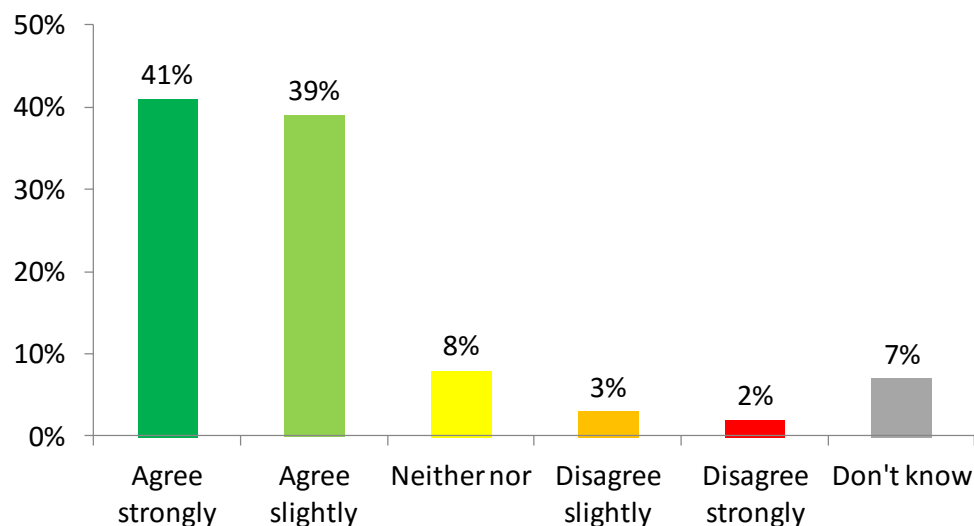
3.3 Perceptions of Govan as a Community

A series of statements was put to respondents to ascertain in more detail their perceptions of Govan as a community. Respondents were asked to what extent they agreed or disagreed with each statement. Overall, perceptions were positive across these measures, with the strongest agreement for Govan having a good community spirit and people having a sense of pride in the area. Ibrox residents however tended to be less positive than their counterparts in other areas of Greater Govan. This may be influenced in part by the position of Ibrox slightly outside the main Govan community.

Looking across subgroups, residents in lower social grades tended to agree more strongly with the positive statements about the community, as did those who had lived in the area for a longer time, especially over 10 years. Not surprisingly, newer residents were more likely to be unsure.

Residents overall tended to be less convinced that Govan was a good place for family, both in terms of bringing up children and as a place for children or grandchildren to settle, although results were still broadly positive.

Q9a: People living in Govan have a strong community spirit



Base: All (390)

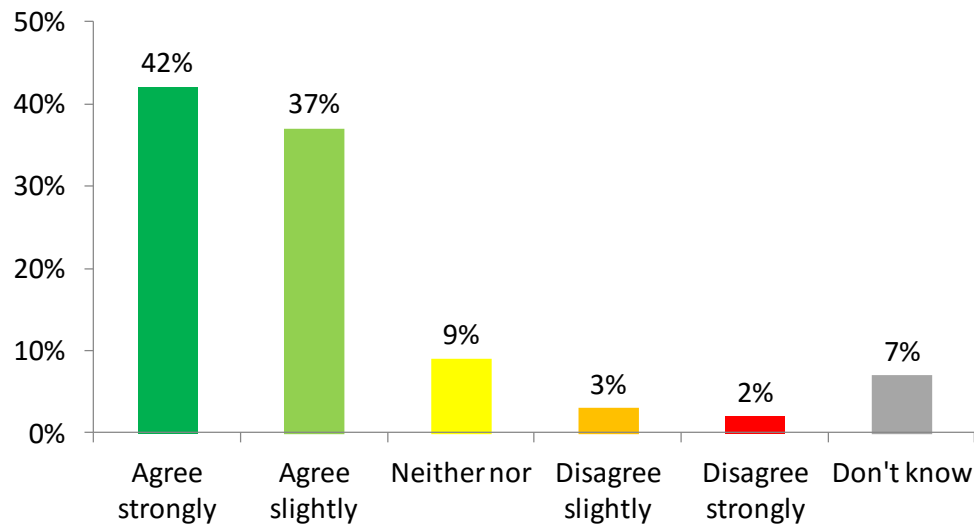
Govan is widely seen as having a strong community spirit, with four in five (80%) agreeing overall, and 41% agreeing strongly. Ibrox residents, however, were less likely to agree slightly or strongly (63%) compared to each of the other areas. Only one quarter (24%) of Ibrox residents agreed strongly that people living in Govan have a strong community spirit. Disagreement was also significantly higher in Ibrox than elsewhere (13% strongly or slightly disagreed), with again a significantly higher proportion than elsewhere saying they didn't know (17% vs. 7% overall). It is important to remember, however, that the Ibrox sample had a relatively high proportion of residents who had moved to the area in the last 5 years (36%) compared to some other areas, which could have impacted the proportion stating 'don't know'.

Whilst overall agreement did not differ significantly based on social grade, those in lower social grades tended to agree more strongly (45% in C2DE agreed strongly vs. 28% in ABC1).

Agreement also increased with the length of time respondents had lived in Govan: 86% of people resident for over 10 years agreed, compared with 72% resident for one to five years and 64% resident for less than one year. Over one quarter (27%) resident for less than a year said they didn't know compared with only 2% resident for more than 10 years.

Aligned to this, respondents in the middle and older age groups were more likely to agree that people living in Govan have a community spirit than younger respondents. For example, 48% of 35 to 64 year olds and 52% of over 65 year olds agreed strongly with this statement, compared to 27% of under 35 year olds.

Q9b: People living in Govan have a sense of pride in the area and its history

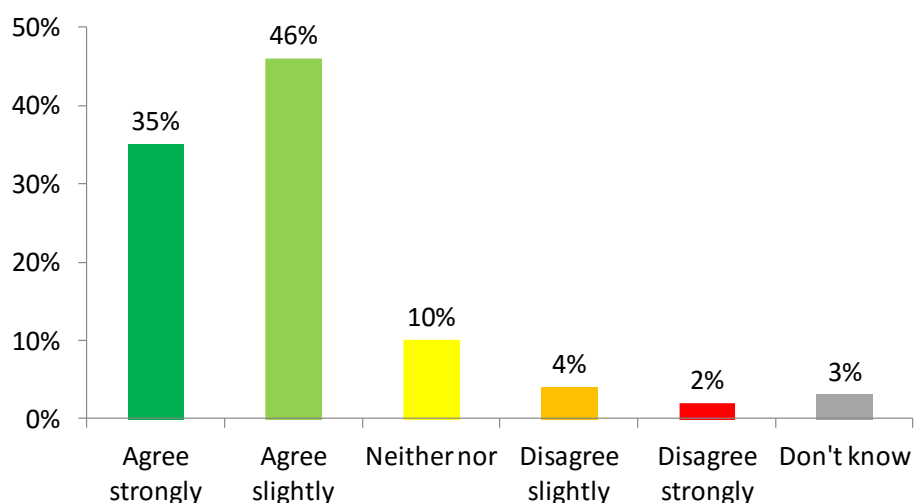


Base: All (390)

Again, residents overwhelmingly agreed with this positive statement, with 79% agreeing overall that people living in Govan have a sense of pride in the area and its history. Most strikingly, in Central Govan nearly three quarters (74%) strongly agreed. Elsewhere, patterns of agreement were similar. Ibrox residents were the least likely of all areas to agree overall (61% vs. 79% overall).

The same patterns emerged amongst subgroups, with longer-term residents more likely to agree (e.g. 87% resident for more than 10 years agree vs. 69% resident for 1 to 5 years). Those in the lower socio-economic groups were also more likely to agree strongly with this statement (48% in C2DE agree vs. 26% in ABC1). Further, 35 to 64 year olds (46%) and over 64 year olds (55%) were more likely to agree strongly than 18 to 34 year olds (30%).

Q9c: Govan is a place where people from different backgrounds can get on well together



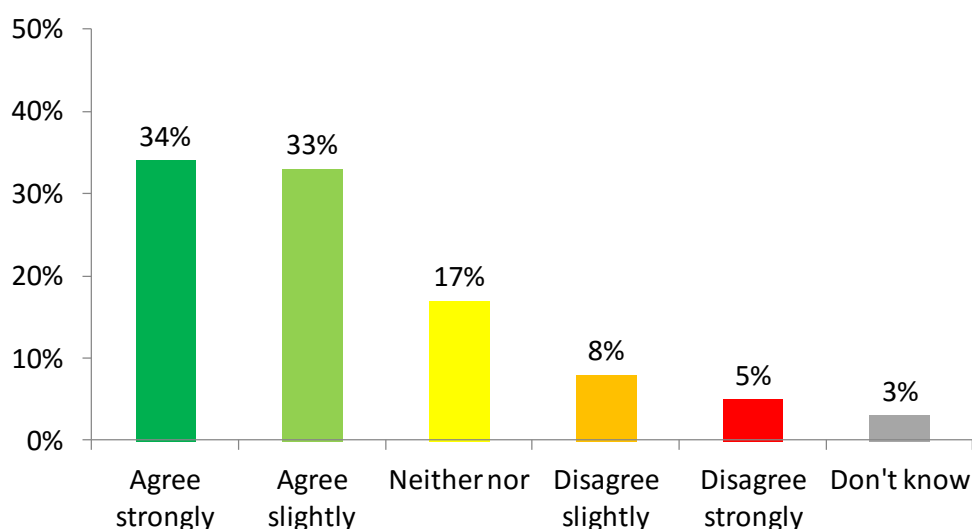
Base: All (390)

Respondents were also asked whether they would agree or disagree that Govan is a place where people from different backgrounds can get on well together. The findings paint a positive picture of community cohesion in Govan, with 81% overall agreeing with the statement, albeit with more agreeing slightly than strongly. Again, agreement was weaker in Ibrox; although two thirds of Ibrox residents did agree, only 17% agreed strongly.

Whilst agreement overall did not differ significantly depending on length of residency, those who had lived in the area for 10 years or more tended to agree much more strongly (e.g. 42% agreed strongly vs. 27% resident for one to five years).

There were no significant differences on this measure in terms of social grade, age or ethnicity.

Q9d: Govan is a good place to bring up a family



Base: All (390)

Results here were relatively less convincing, though still generally positive. Two thirds (67%) overall agreed that Govan is a good place to bring up a family, with one third (34%) agreeing strongly. Once again Central Govan residents were much more positive than elsewhere, with 68% agreeing strongly.

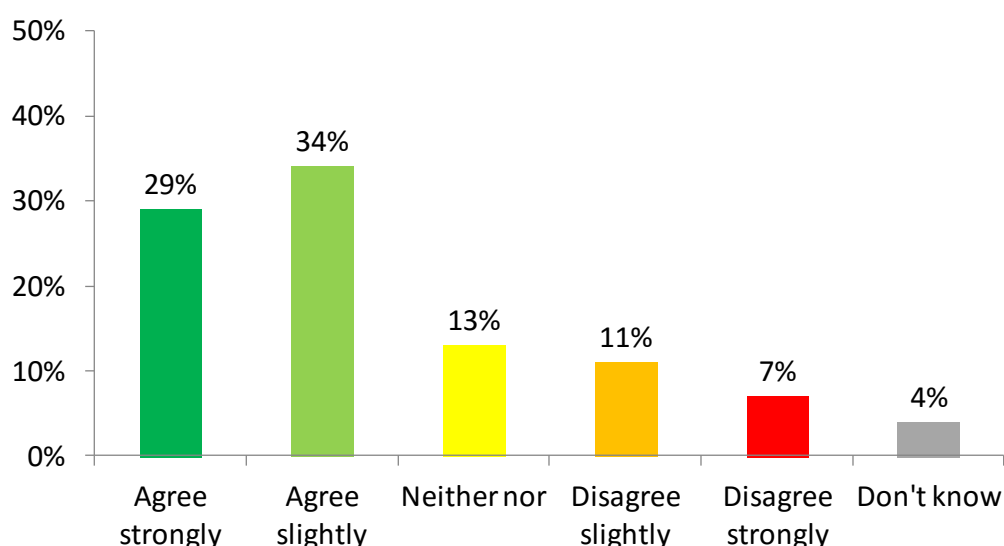
However, Ibrox performed especially poorly. Only 41% agreed (16% strongly), and 29% actively disagreed, reflecting concerns about the area expressed throughout the survey.

It is perhaps most interesting here to compare the perceptions of those with and without children. Although overall agreement does not differ significantly between them, those with children are more likely to agree strongly than those with no children in the household (37% vs. 26%).

Social grade is again a factor, with 73% in C2DE agreeing overall, compared with 51% in ABC1. Length of residency also matters; three quarters (76%) resident for 10 years or more agreed that Govan is a good place to bring up a family, compared with 57% resident for 1 to 5 years. The latter group are more likely to be neutral (23% neither agree nor disagree) than those resident for 10 years or more (13%), perhaps reflecting differences in knowledge and experience of the area.

Similarly, people aged 35 to 64 years old (38%) and those aged over 64 years old (49%) were more likely to agree strongly with this statement than respondents aged under 35 years old (22%).

Q9e: Govan is a place that I'd like my children and/or grandchildren to still live in when they are grown up



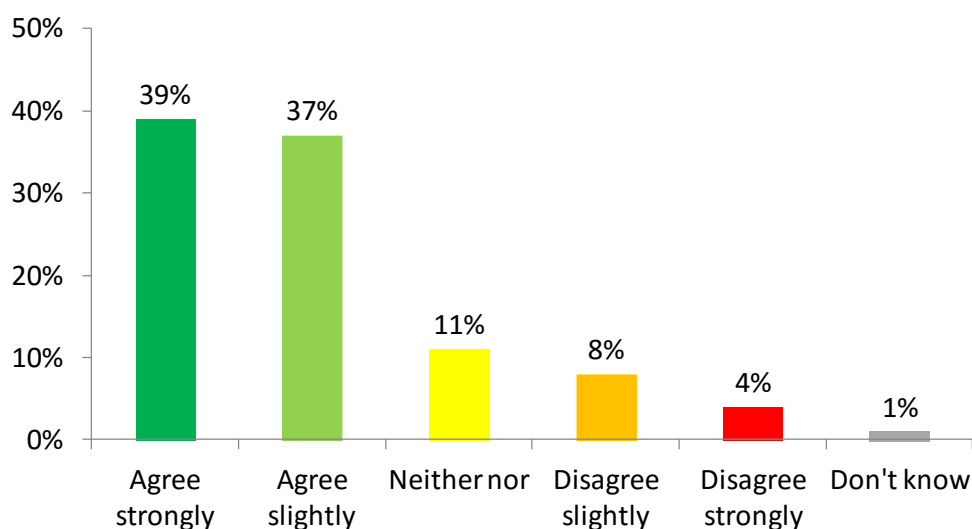
Base: All (390)

The same patterns and similar results emerged regarding whether people agreed that Govan is a place they'd like their children or grandchildren to live in when they grow up. Just under two thirds (63%) agreed overall, with 13% neutral and 18% disagreeing.

Residents living in Central Govan, Linthouse and Elderspark tended to be the most positive. Indeed, over half (51%) of Central Govan residents agreed strongly, compared with 29% overall. Ibrox residents were especially negative – over one third (35%) disagreed.

Length of residency was linked to higher levels of agreement (72% resident for 10 or more years agreed slightly or strongly compared with, for example, 54% resident for 1 to 5 years). Residents in lower social grades were also more likely to agree (68% in C2DE vs. 49% in ABC1). Again, the findings indicate higher levels of agreement on the older age group - 35% of over 35 year olds agreed strongly compared to 20% of under 35 year olds.

Q9f: I personally feel part of the Govan community



Base: All (390)

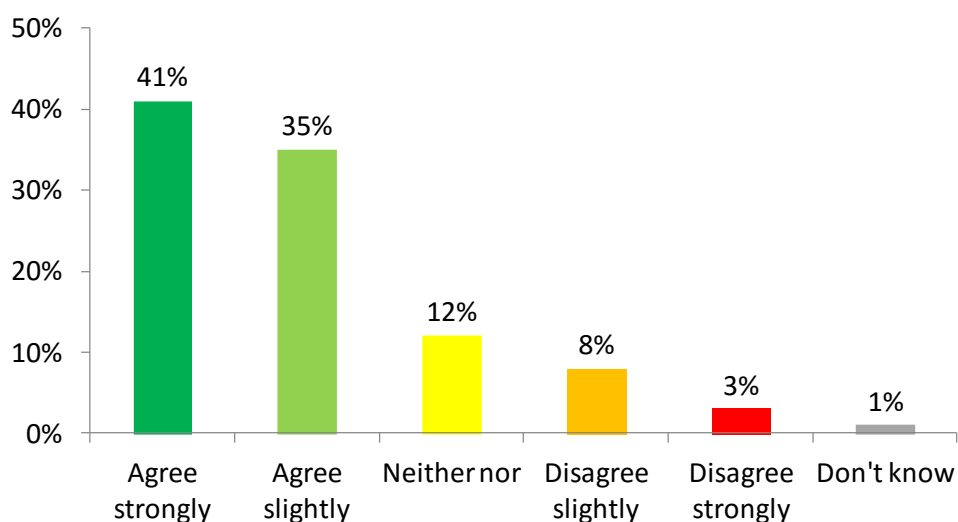
Residents tended to feel a sense of belonging to the Govan community (77% agreed overall). This feeling was especially strong in Central Govan where three quarters (76%) agreed strongly. In keeping with the pattern throughout these statements, the sense of community belonging was weakest in Ibrox where 60% agreed, and only 21% agreed strongly, compared with 39% overall. This finding may be influenced by Ibrox's location slightly outside the main area of Govan.

Once again social grade emerged as a factor, with 81% in C2DE agreeing overall, compared with 66% in ABC1, a difference driven mainly by the difference in strength of agreement (44% in C2DE agreed strongly, compared with 29% in ABC1).

Newcomers, unsurprisingly, were least likely personally to feel part of the Govan community, with one third (32%) of those living in Govan for less than 1 year either strongly or slightly disagreeing. A sense of belonging increased with length of residency – 88% resident for 10 years or more agreed compared with 64% resident for 1 to 5 years, for example. These findings are also reflected in the age of the respondent - 44% of 35 to 64 year olds and 56% of over 65 year olds agreed strongly, compared to 27% of under 35s.

It was also noted that people from ethnic minorities were less likely to strong agree with this statement (19%) than average (39%).

Q9g: I personally feel a sense of pride in belonging to Govan



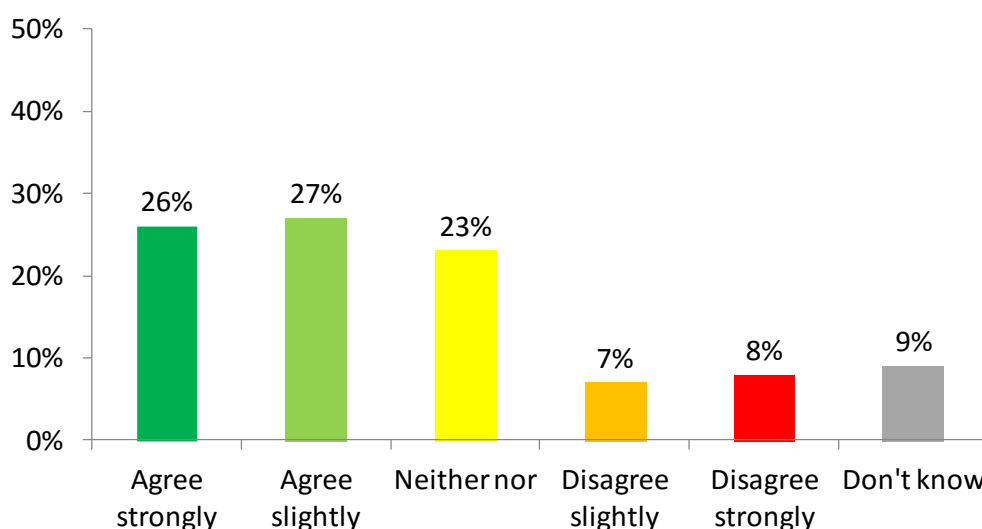
Base: All (390)

When asked whether they would agree or disagree that they personally feel a sense of pride in belonging to Govan, three quarters (76%) of respondents agreed overall and 41% agreed strongly.

Again, the strength of agreement was notable in Central Govan (73% agreed strongly), and relatively weak in Ibrox (24% agreed strongly, and 57% agreed overall). Indeed, one third of respondents interviewed in Ibrox disagreed with this statement, however, this finding may be influenced by Ibrox residents feeling less connected to Govan than those living closer to central Govan.

Longer term residents and those in lower social grades were again more likely to agree (e.g. 90% resident for 10 or more years agreed vs. 66% resident for one to five years; and 82% in C2DE agreed vs. 61% in ABC1). Similarly, the over 65 year olds felt the strongest sense of pride - 61% agreed strongly with this statement.

Q9h: Govan is a place where local people are listened to



Base: All (390)

Respondents were asked to state their agreement as to whether they felt local people are listened to in Govan. Results here are less overwhelmingly positive than for other statements, however this may

partly be due to a lack of knowledge. Active disagreement was still low and agreement high (15% disagreed overall vs. 53% who agreed); rather, relatively high proportions offered a neutral response (23% neither agreed nor disagreed) or were unsure (9%).

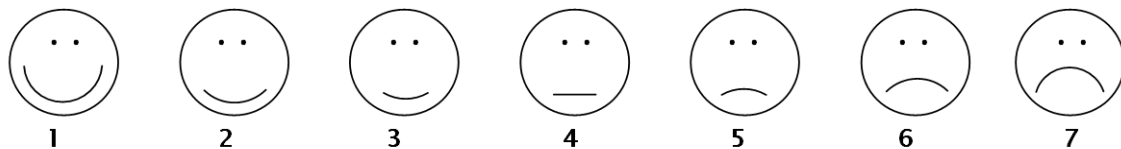
Those who felt most positively about local people being engaged in discussion about the area with authorities were living in Central Govan (62% agree) and East Govan (61% agree). Disagreement is significantly higher in Ibrox than elsewhere (24% strongly or slightly disagree).

Agreement increased with length of residency (61% resident for 10 years or more agreed vs. 44% resident for 1 to 5 years). Those in lower social grades were also more likely to agree (57% in C2DE vs. 43% in ABC1). Agreement was also linked to age, with over 65s the most likely to agree strongly (38%) and under 35s the least likely to agree strongly (19%).

3.4 Perceptions of Govan as a Neighbourhood

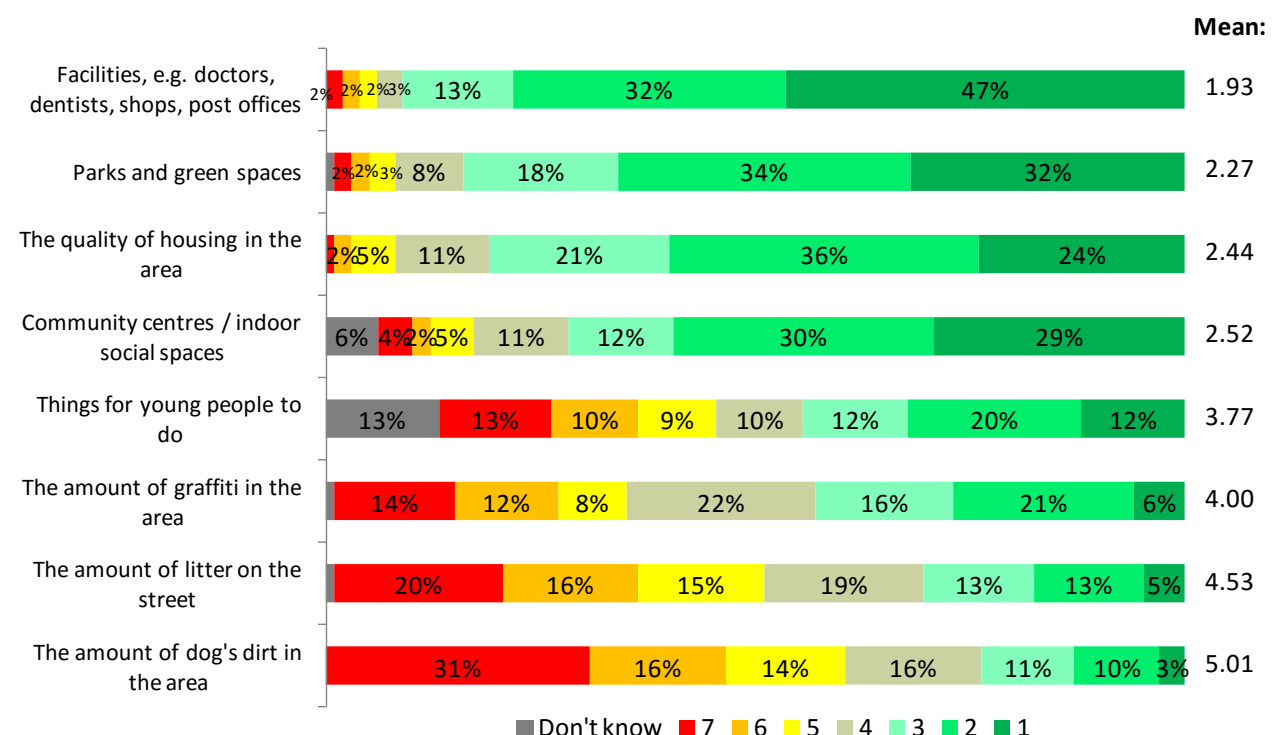
The survey gathered detailed information on how residents felt about Govan as a neighbourhood, in terms of the quality of the environment and local facilities. They were also asked about their perceptions of the area in terms of crime, safety and security.

Respondents were asked about how they felt about these factors, firstly in Govan as a whole, and then in their own local area. For these banks of statements (Q10 and Q11), respondents were shown the following showcard and asked to select the number underneath the face that best represented how they felt:



The following charts show the proportions for respondents scoring each of the aspects of the Govan community, alongside overall mean scores. The closer the mean score was to 1, the more positively respondents felt about that aspect of Govan, and the closer the score was to 7 the more negatively they felt.

Q10: Which face best describes how you feel about each of the following in Govan?



Base: All (390)

Firstly respondents were asked to consider how happy they are with the above listed facilities and environmental variables thinking about Govan as a whole. Environmental issues emerged as key areas of concern relating to Govan as a whole, especially dog fouling (47% selected 6 or 7), litter (36%) and graffiti (26%). Nearly one quarter (23%) were unhappy about the availability of things to do for young people. On the positive side, parks and green spaces received good ratings (67% selected 1 or 2), as did housing (60%). The level of satisfaction with facilities, such as doctors and shops, was especially

good (79% selected 1 or 2), and community and indoor social spaces also scored highly (60% selected 1 or 2).

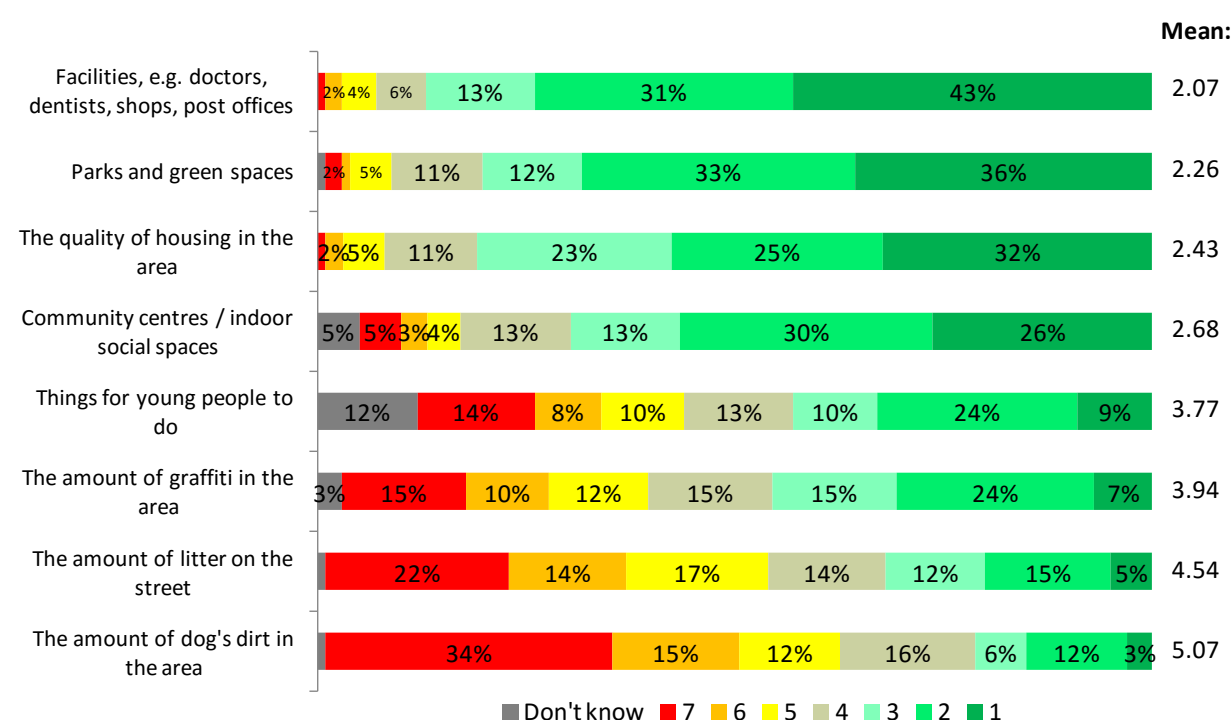
Scores were broadly similar across social grades. The exceptions were on two measures where residents in C2DE gave significantly higher scores: parks and green spaces (70% 1 or 2 vs. 58% in ABC1) and housing (65% vs. 47% in ABC1). Analysis by age also revealed very little variation in findings. The only exception was that older respondents tended to be more satisfied with the quality of housing than younger respondents. Findings were also generally very consistent between males and females, however, females were more concerned about dog fouling; 53% scored this aspect with 6 or 7, compared to 41% of males.

Satisfaction was also higher amongst the longest term residents on a range of statements:

- Facilities (84% resident for more than 10 years scored 1 or 2 vs. 59% resident for less than one year)
- Community centres/indoor social spaces (64% vs. 41% resident for less than one year)
- Things for young people to do (34% vs. 18% resident for less than one year)
- Parks and green spaces (73% vs. 48% resident for less than one year)
- Housing (65% vs. 43% resident for less than one year)

These are mostly things where knowledge and strength of feeling could be expected to grow with time as familiarity with the area increases, therefore, these results are not unexpected.

Q11: Which face best describes how you feel about each of the following in your local area?



Base: All (390)

The same statements were then asked about in relation to the respondent's local area (i.e. Ibrox, Linthouse, Central Govan, Elderspark, and East Govan). The findings relating to the total sample are detailed above, whilst figures split by each local area are detailed over in Table 6.

Overall, the results for each statement mirrored those for perceptions relating to Govan as a whole, with facilities well regarded and concerns about the environment. Again, the highest score were awarded to facilities, such as doctors, dentists, shops and post offices, parks and green spaces and the

quality of housing. Community centres and indoor social spaces were also generally well regarded with 69% giving a score of 1 to 3 - all within the happy range.

As previously, the key areas where significant proportions of people did not feel happy locally were the amount of dog fouling (49% 6 or 7), the amount of litter (36% 6 or 7), the amount of graffiti (25% 6 or 7) and things for young people to do (22% 6 or 7).

Table 6: Q11 (feeling towards local facilities and area) by area

	Ibrox	Linthouse	Central Govan	Elderpark	East Govan
Facilities, e.g. doctors, shops, etc.					
Most positive 1-2	67%	82%	92%	75%	52%
3-5	27%	18%	6%	22%	44%
Most negative 6-7	7%	-	1%	3%	4%
Mean score*	2.32	1.94	1.35	2.26	2.49
Community / indoor social spaces					
Most positive 1-2	28%	62%	79%	70%	43%
3-5	51%	20%	14%	28%	36%
Most negative 6-7	5%	17%	1%	3%	17%
Mean score*	3.21	2.99	1.70	2.43	3.12
Things for young people to do					
Most positive 1-2	12%	39%	53%	43%	21%
3-5	56%	27%	15%	33%	34%
Most negative 6-7	19%	27%	15%	13%	34%
Mean score*	4.15	3.89	3.00	3.35	4.41
Parks and green spaces					
Most positive 1-2	47%	83%	96%	79%	38%
3-5	45%	15%	4%	20%	55%
Most negative 6-7	7%	1%	-	1%	6%
Mean score*	2.93	2.05	1.29	2.16	2.92
The quality of housing in the area					
Most positive 1-2	32%	70%	71%	68%	43%
3-5	60%	27%	29%	29%	52%
Most negative 6-7	7%	2%	-	3%	5%
Mean score*	3.24	2.14	1.78	2.36	2.68
The amount of litter on the street					
Most positive 1-2	7%	24%	23%	32%	14%
3-5	49%	50%	40%	33%	45%
Most negative 6-7	43%	26%	36%	34%	40%
Mean score*	5.07	4.17	4.60	4.17	4.73
The amount of graffiti in the area					
Most positive 1-2	8%	45%	37%	34%	26%
3-5	52%	35%	36%	33%	56%
Most negative 6-7	31%	20%	24%	32%	18%
Mean score*	4.78	3.45	3.83	4.04	3.75
The amount of dog's dirt in the area					
Most positive 1-2	7%	14%	24%	20%	10%
3-5	45%	29%	22%	30%	47%
Most negative 6-7	45%	57%	53%	49%	43%
Mean score*	5.18	5.35	5.01	4.92	4.88
Base (All)	75	84	78	76	77

*The closer the mean score is to 1 the more satisfied people were with that aspect of their local area

When looking at satisfaction with local environmental factors and facilities across areas, a number of notable differences emerged. Most significantly, Ibrox residents tended to be more likely to be unhappy and less likely to be happy than those living in other areas. There were also some poorer than average scores in East Govan where residents were less impressed by the range of facilities in particular.

Looking firstly at facilities, residents of Central Govan gave the most positive scores for doctors, dentists, shops etc. (92% scored 1 or 2). East Govan residents were least likely to score 1 or 2 (52%) followed by Ibrox (67% 1 or 2). This pattern was repeated for other facilities, with Central Govan tending to score highest and Ibrox and East Govan tending to score lower. For example, Central Govan scored highest and Ibrox lowest for community centres (79% and 28% respectively awarded 1 or 2) and things for young people to do (53% and 12% respectively). The availability of parks and green spaces were an issue in East Govan – only 38% awarded 1 or 2 compared with 96% in Central Govan.

As with Govan as a whole, environmental issues were of much more concern than other issues in each area. Again, however, Ibrox residents especially were less likely to be very happy with these issues. For example, only 7% in Ibrox and 10% in East Govan scored 1 or 2 for the amount of dog fouling, compared with 24% in Central Govan. That said, Linthouse residents were most likely to express strong unhappiness (6 or 7) with dog fouling (57%, compared with 45% in Ibrox). Litter was of most concern in Ibrox (43% awarded 6 or 7 and only 7% awarded 1 or 2); in contrast, only 26% of Linthouse residents awarded 6 or 7 for litter. Graffiti was of particular concern in Ibrox (31% awarded 6 or 7 and 52% awarded 3 to 5).

A summary of the key findings in each area is detailed below.

Central Govan:

- These residents were the most positive across almost all aspects of local area.
- Residents were particularly happy with parks and green spaces, facilities such as doctors and shops, community and indoor spaces and housing.
- They were most concerned about dog fouling, litter and graffiti.

Linthouse:

- These residents were also generally positive about aspects of their local area.
- They were particularly positive about parks and green spaces, facilities such as doctors and shops, community and indoor spaces and housing.
- They were most concerned about dog fouling, things for young people to do, litter and graffiti.

Elderpark:

- Residents of Elderpark gave similar scores to Linthouse residents across many measures and were also positive about many aspects of their local area.
- Again, respondents were most positive about parks and green spaces, facilities, community and indoor spaces and housing.
- They were also most concerned about dog fouling, litter and graffiti.

East Govan:

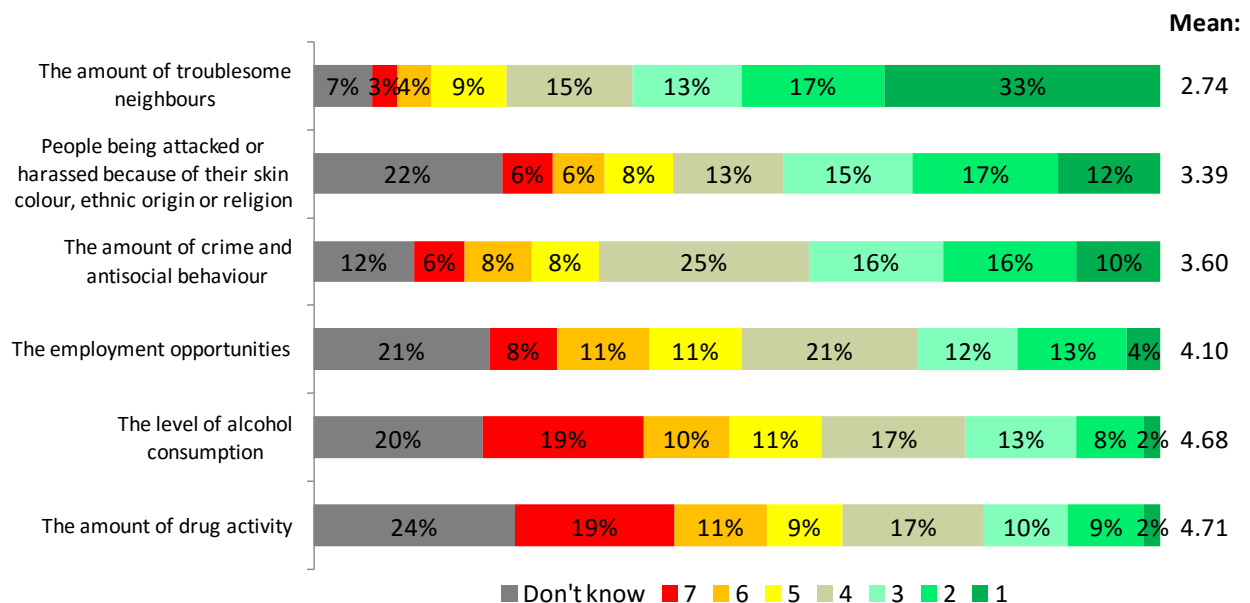
- Scores in East Govan were generally far less positive. Only just over half gave a score of 1 or 2 for facilities (which was the lowest for all areas), while lower than average proportions gave similar scores for parks, community spaces and housing.
- They were most concerned about dog fouling, litter, things for young people to do and graffiti.

Ibroy:

- Similar to the East Govan sample, scores provided by Ibroy residents tended to be lower than for other areas. However, two thirds did rate facilities with a positive score of 1 or 2.
- Respondents often tended to give middling scores of 3 to 5 for aspects such as community spaces, things for young people to do, housing and parks.
- The lowest scores in Ibroy were for dog fouling, litter and graffiti.

The next few questions looked at perceptions of community safety and social problems locally.

Q12: I'm going to ask you some questions about things that may or may not be a problem in Govan. Which face best describes how you feel about...?



Base: All (390)

When asked how they feel about community safety and social issues, drugs and alcohol were found to be of particular concern; these were rated 6 or 7 by 30% and 29% of respondents respectively. Although negative scores were similar across all of the areas covered by the research, respondents living in Ibroy were less likely to provide a score of 1 or 2 than those in other areas. In fact, no respondents gave a score of 1 or 2 for either levels of alcohol consumption or the amount of drug activity.

Employment opportunities were also a concern for 19% overall, though this masks considerable differences between areas, with 31% in Ibroy giving a rating of 6 or 7, compared with just 9% in Central Govan and 12% in Linthouse.

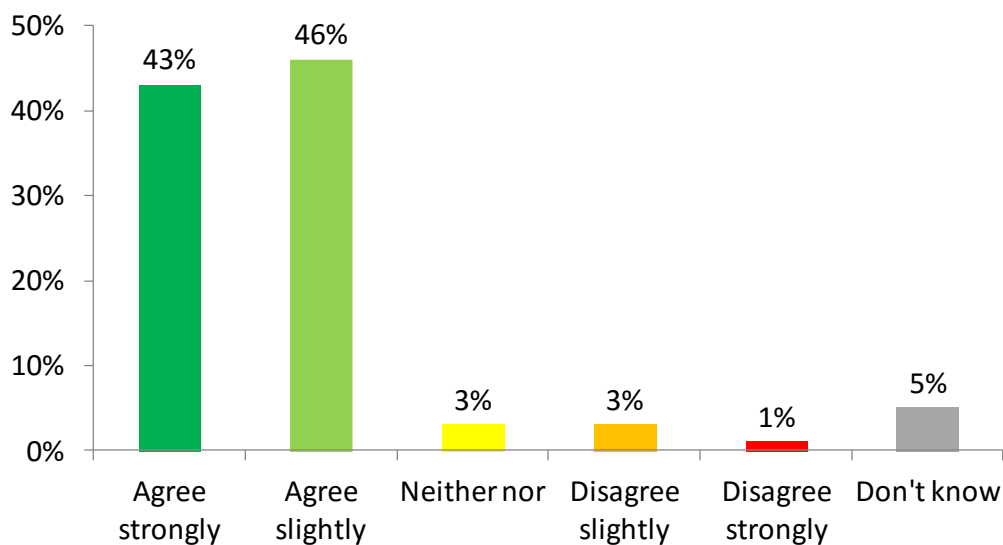
Regarding troublesome neighbours, relatively few (7%) gave the poorest ratings. However, it was clear that Ibroy residents were significantly less happy than elsewhere; 12% rated the area 1 or 2 on this

measure, compared with scores ranging from 43% in Elderpark to 83% in Central Govan. Ibrox residents were not, however, more likely to give the lowest scores for troublesome neighbours, instead a higher proportion than average gave a score of 3 to 5 (64%).

Ibrox residents were also less happy than residents elsewhere about the amount of crime and antisocial behaviour in their area. Just 1% gave a rating of 1 or 2, compared with scores ranging from 22% in East Govan to 43% in Linthouse.

In total, 12% of respondents gave a negative score of 6 or 7 for people being attacked or harassed because of their skin colour, ethnic origin or religion. There were no differences in responses to this question between people within ethnic minorities and those who were not.

Q13a: I feel safe using public transport in this local area



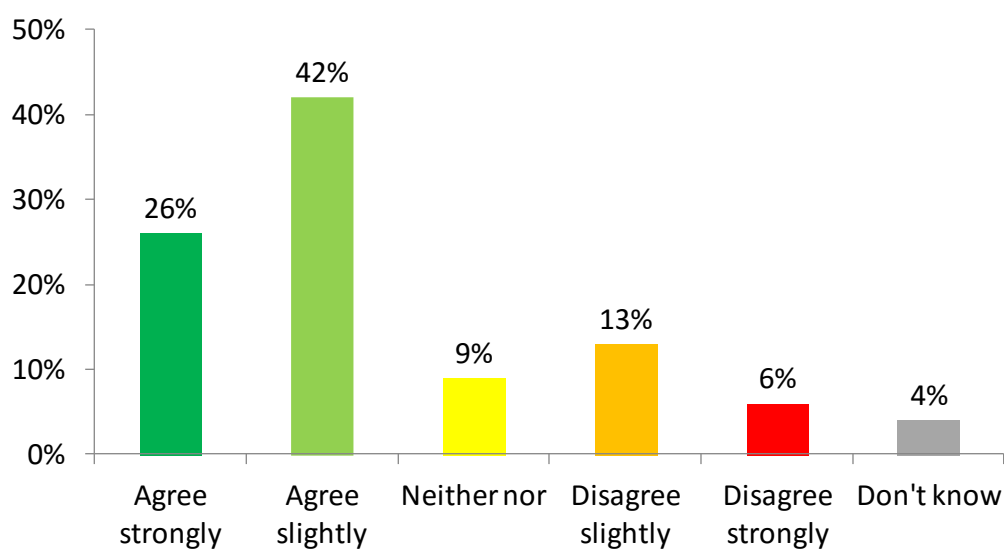
Base: All (390)

Respondents were also asked to state how safe they feel using public transport in their local area. Encouragingly, the vast majority of residents feel safe using public transport, with 89% agreeing overall – although fewer than half (43%) agree strongly.

This positive perception was broadly consistent across areas, however, those living in Central Govan were significantly more likely to agree strongly than residents in all other areas.

Residents in social grades C2DE are more likely to agree than those in ABC1 (91% vs. 83%). There was also a correlation with age; over 65 year olds were less likely to agree that they feel safe on public transport (79%) than those in the 18 to 34 (95%) and 35 to 64 (87%) age groups. However, it was not the case that older respondents were more likely to disagree, instead they showed higher levels of 'don't know' responses, suggesting that some in this age group do not use public transport.

Q13b: I feel safe walking alone around this local area even after dark



Base: All (390)

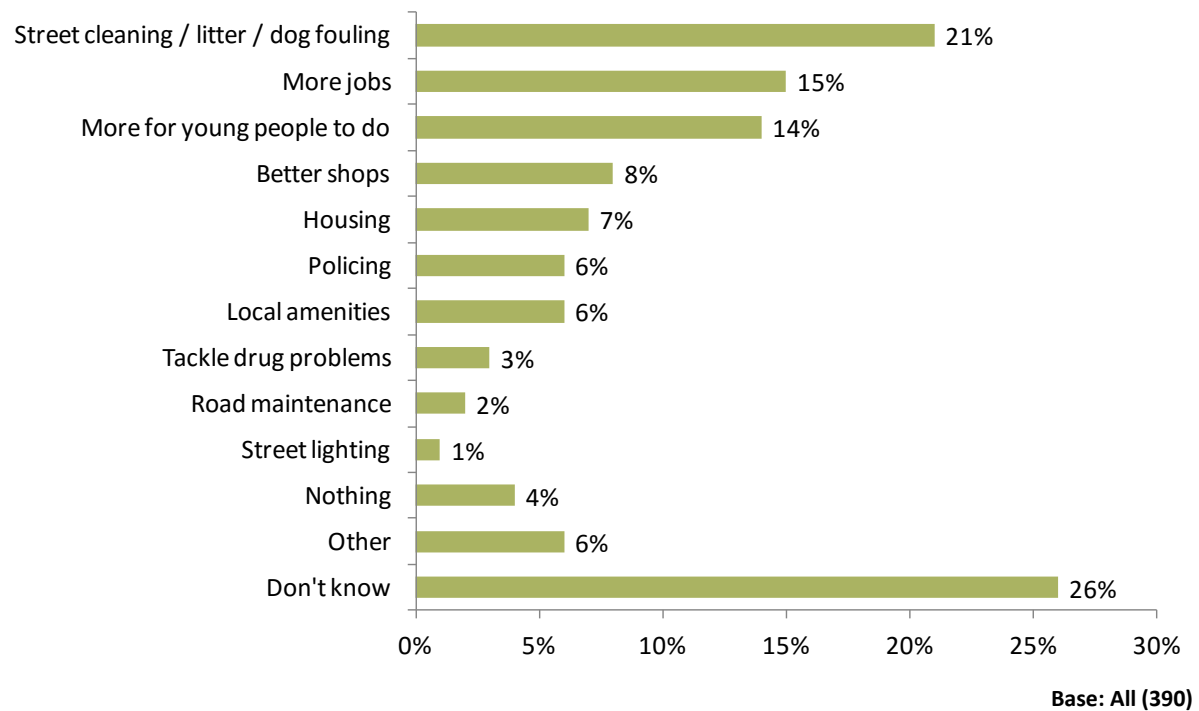
When asked whether they would agree that they feel safe when out walking locally after dark, most residents agreed that they do (68% overall), although more agree slightly than strongly. Furthermore, a significant minority (19%) stated that they don't feel safe.

Between one fifth and one quarter of respondents had concerns about walking locally after dark in most areas, however, Linthouse residents are significantly less concerned than others; only 7% disagree either strongly or slightly.

The older the respondent the more likely they were to disagree rather than agree. In total, only 44% of over 65 year olds agreed that feel safe walking in the area, even after dark, compared to 76% of 18 to 34 year olds and 70% of 35 to 64 year olds. Almost one third of over 65 year olds (31%) disagreed that they feel safe walking locally after dark.

There were also some marked differences in findings between male and females. Females were more likely to disagree that they feel safe walking locally even after dark (28%), compared to males (10%). Indeed, only 54% of females agreed with this statement.

Q14: What should be the top priorities for improving the quality of life in Govan?



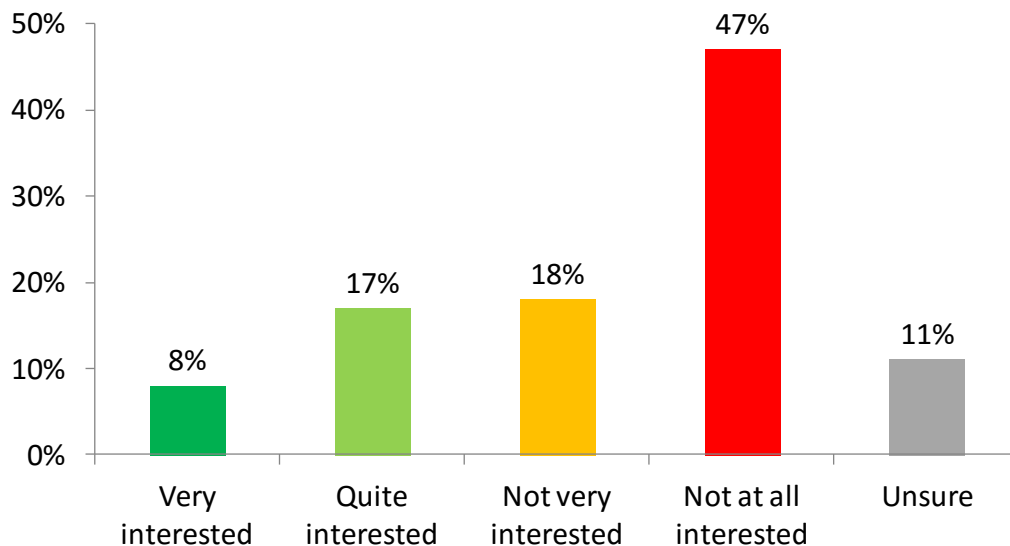
Respondents were asked an open ended question to determine what they see as the top priorities for improving Govan. The most prevalent responses are presented in the chart above. Addressing environmental issues was the most often mentioned type of improvement, with 21% suggesting street cleaning, litter, and/or dog fouling as things that could be addressed to improve quality of life in Govan.

A number of respondents also mentioned a lack of things for young people to do (14%) and the need for better employment opportunities (15%).

3.5 Interest in Contributing to Thriving Places

Residents were introduced to the Thriving Places Initiative. After it was explained to them, they were asked if and how they would like to contribute to it.

Q15: How interested would you be in contributing your ideas or being involved in the Thriving Places initiative to improve the quality of life in Govan?



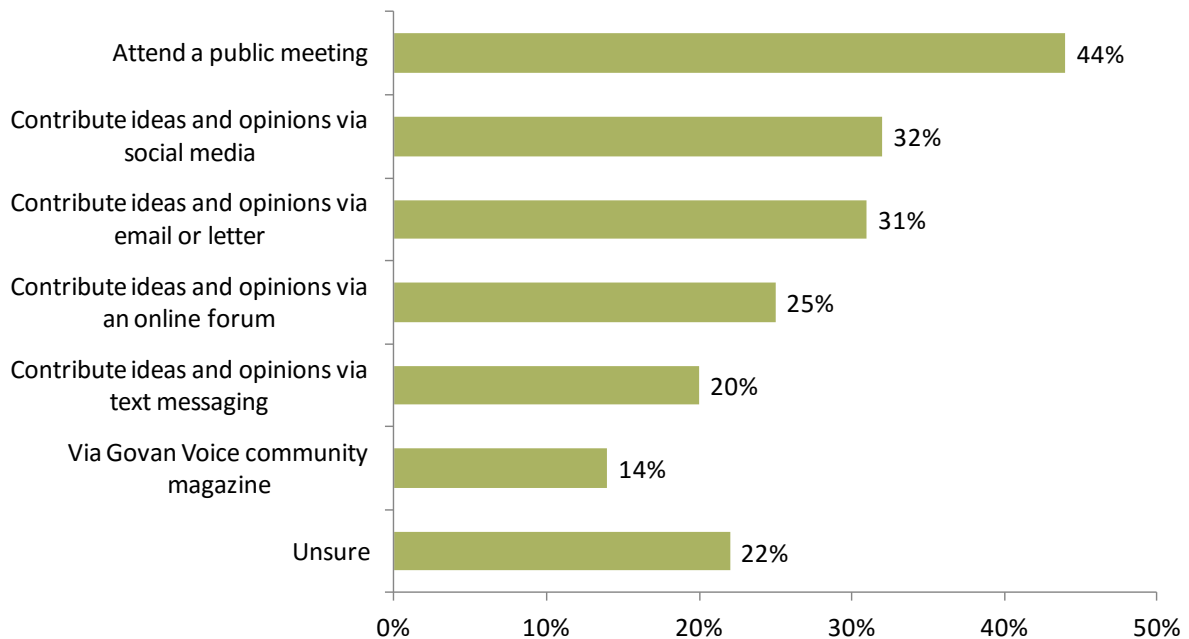
Base: All (390)

In total, one quarter of respondents expressed interest in contributing to the Thriving Places initiative.

Interest in contributing was fairly consistent across locations, ranging from 18% very or quite interested in Central Govan to around one third in Elderspark and Ibrox. A very high proportion (69%) of residents in Central Govan are not at all interested, possibly reflecting higher levels of satisfaction with the area.

Residents in higher social grades were significantly more likely to be interested than those in the lower grades (38% ABC1 Vs. 20% C2DE). Getting a representative balance of contributors in terms of social grade, as well as area, is therefore likely to be a challenge. In terms of age groups, the 35 to 64 year olds were the most interested in contributing (32% interested).

Q16: In which of the following ways would you consider contributing ideas and opinions for the Govan Thriving Places initiative?



Base: All interested in contributing (96)

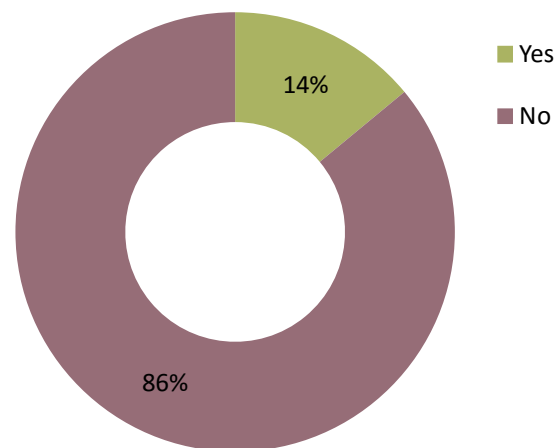
Those who had expressed an interest in contributing to the Thriving Places initiative were asked to state the ways in which they might engage. Whilst various methods of contributing digitally were mentioned, face-to-face contribution via attending a public meeting was the single most popular form of possible contribution.

In total, 32% of respondents who were interested in contributing to Thriving Places mentioned that they would like to engage via social media. Almost all (97%) of these respondents would be most likely to use Facebook, with one in five (19%) also interested in Twitter.

3.6 Health and Well-being in Govan

The survey inquired about aspects of residents' health and well-being, especially relating to their feelings of belonging and their experience or otherwise of being isolated.

Q20: Do you belong to any social clubs, associations, church groups or anything similar within the Govan area?



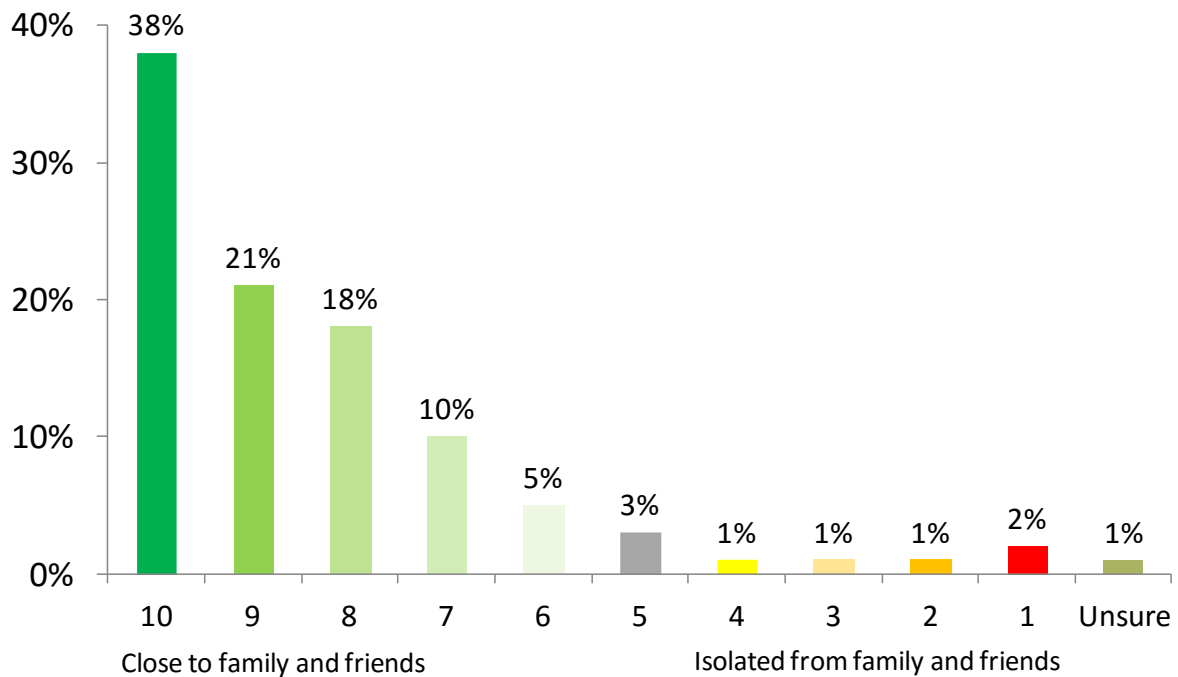
Base: All (390)

Firstly respondents were asked whether they belonged to any social clubs, associations, church groups, etc. Across the total sample, 14% reported belonging to a club or association in Govan. This finding was broadly consistent across all of the areas surveyed (differences in findings not significantly significant).

A higher proportion of respondents in the older age groups were member of clubs or associations (23% of over 65 year olds). There were no significant differences by socio-economic group or gender.

Those who did belong to clubs or associations were most likely to belong to sports (30%), church (20%) or older people's groups (20%).

Q22: Do you personally feel very close to or isolated from people such as family and friends?



Base: All (390)

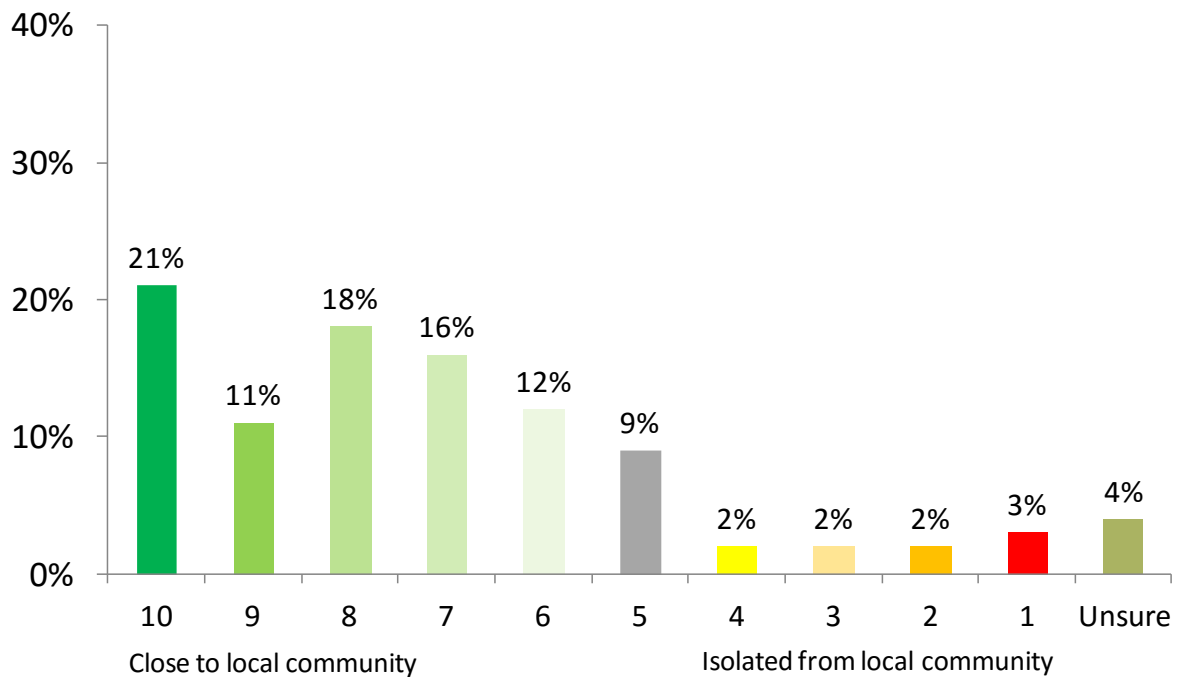
Respondents were then asked to rate their feelings of closeness or isolation to family and friends on a scale of 1 to 10, where 1 means very isolated and 10 means very close. Overall, most people (77%) feel close to others, giving a score of 8 to 10, however, a significant minority (22%) gave a lower score indicating some level of social isolation in their community.

Ibrix residents appear to experience less closeness than elsewhere, with only 55% giving a rating of 8 to 10, and 43% scoring 1 to 7.

Feelings of closeness are significantly stronger amongst those resident locally for over 10 years, with 87% giving scores of 8 to 10, compared with 63% resident for less 10 years.

It is also interesting to note that the older the respondent the higher the score they gave, indicating that older people tend to feel more connected to family friends than some in the younger age groups.

Q23: How close do you feel to people in your local community?



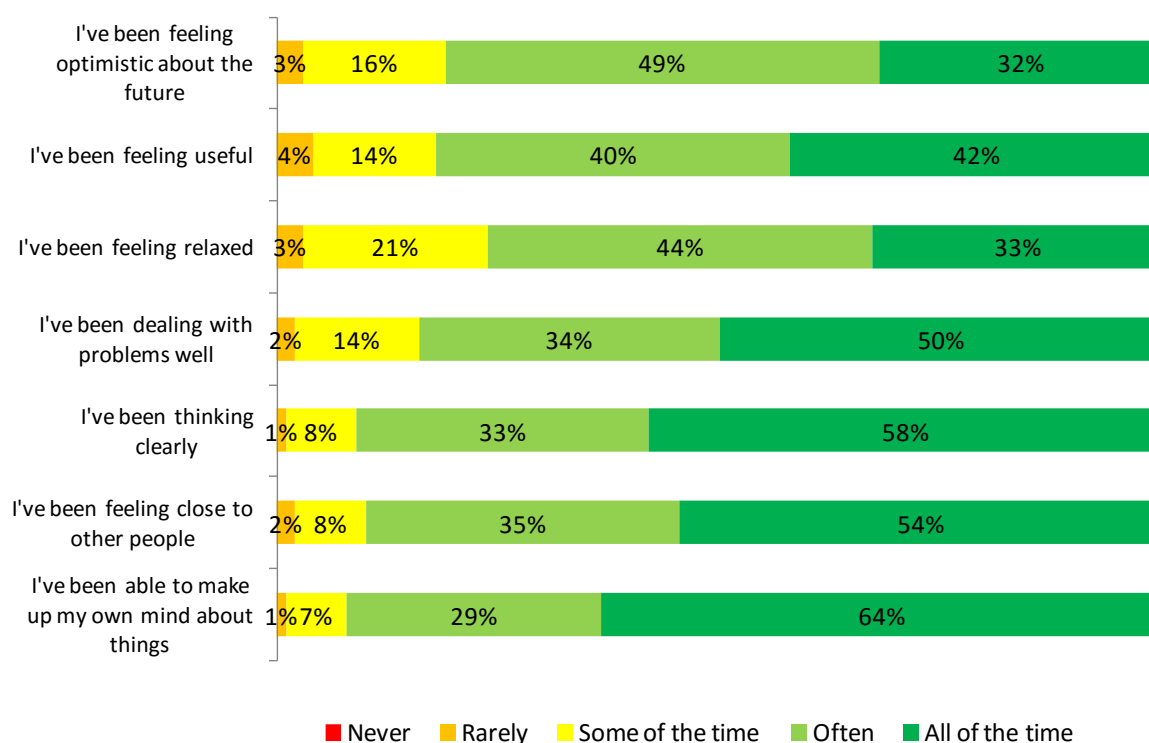
Base: All (390)

The results regarding feelings of closeness to people in the local community are more chequered. Overall, just over half (51%) give very positive scores of 8 to 10. However, whilst scores are especially good in Linthouse (74% 8 to 10) and East Govan (66% 8 to 10), Ibrox scores poorly, perhaps reflecting dissatisfaction with the neighbourhood across other measures in the survey. Only 29% of respondents in Ibrox gave scores of 8 to 10, whilst 16% gave the lowest scores of 1 to 3, indicating significant feelings of isolation from the community.

Again, length of residency is a factor, with those resident for over 10 years more likely than others to give a score of 8 to 10 (e.g. 61% resident for over 10 years, compared with 40% resident for 1 to 5 years).

Age was also correlated to responses, with older respondents more likely to provide higher scores than younger respondents.

Q24: Please tell me how often you have felt like this over the last two weeks



Base: All (390)

This question was included in the survey in order to provide a broad measure of mental wellbeing across the sample. The question is based on the Warwick-Edinburgh Mental Well Being Scale (WEMWBS), which is widely used in the health sector as a measure of the population's mental wellbeing. The scale used for this survey uses 7 of the 14 statements that appear in WEMWBS. This shorter version (SWEMWBS) is widely used in surveys and has been rigorously tested for internal consistency. A final overall score for each respondent was calculated by using the WEMWBS scoring system, and then weighting the data according to the shortened version, SWEMWBS.

As the findings in the above chart show, respondents generally have positive mental well being, with most agreeing that they experienced positive emotions all or most of the time.

In order to provide a single measurement of well being, scores for each of the statements are totalled together. As we have 7 statements and 5 response categories on the scale, the minimum score is 7 and the maximum score is 35 (scores were weighted in line with the SWEMWBS scoring system). Therefore, the higher the score, the more positively people feel. When the scores for this question were averaged across the population, the overall average score was 28.1, confirming a high level of mental wellbeing. There were no statistically significant differences across demographics, however, older age groups and lower socio-economic groups tended to have slightly lower scores. Similarly, differences across areas were not statistically significant, although residents living in Linthouse and Central Govan had slightly higher average scores than those living elsewhere, particularly Ibrox.

This finding is confirmed when analysing the percentages of residents stating that they experience positive feelings all of the time or often (as tabulated above). Comparing the five areas in Greater Govan, Ibrox tended to score significantly less well than the other areas across all the measures above, whilst Linthouse residents were generally the most positive.

4. Summary and Conclusions

The key findings and themes to emerge from the study are detailed below:

Respondents are overwhelmingly positive about their area and community

A strong sense of pride and community spirit appears to prevail in most parts of Greater Govan. The greater proportion of residents have lived there a long time and have local family ties going back to previous generations. People are generally happy with their area and the facilities available – however there is some local variation here, with for example Central Govan residents very happy with facilities and Ibrox residents much less so. Feelings of satisfaction with Govan as a place to live generally increase with the length of time living there.

Ibrox residents tend to be less satisfied across a range of measures

These residents are more critical of their local environment, report lower levels of wellbeing and feel less connected to the community. By contrast, Central Govan residents appear to enjoy their area and the community more. These findings may be driven in part by location, with Central Govan being at the heart of the Govan community and Ibrox closer to the outskirts. Interestingly, however, Central Govan residents are largely less interested in contributing to Thriving Places.

Aspects of the environment and community safety give some concern

Residents' concerns centred largely on the quality of the surroundings. Issues like litter and dog fouling gave cause for concern. There were also lesser but still significant concerns about anti-social behaviour, alcohol and drug use. Many of these issues appeared to be localised. For example, environmental concerns were particularly prevalent in Ibrox and East Govan. Employment opportunities and having more for young people to do were also issues which concerned some respondents.

Appendices

Appendix 1: Demographics

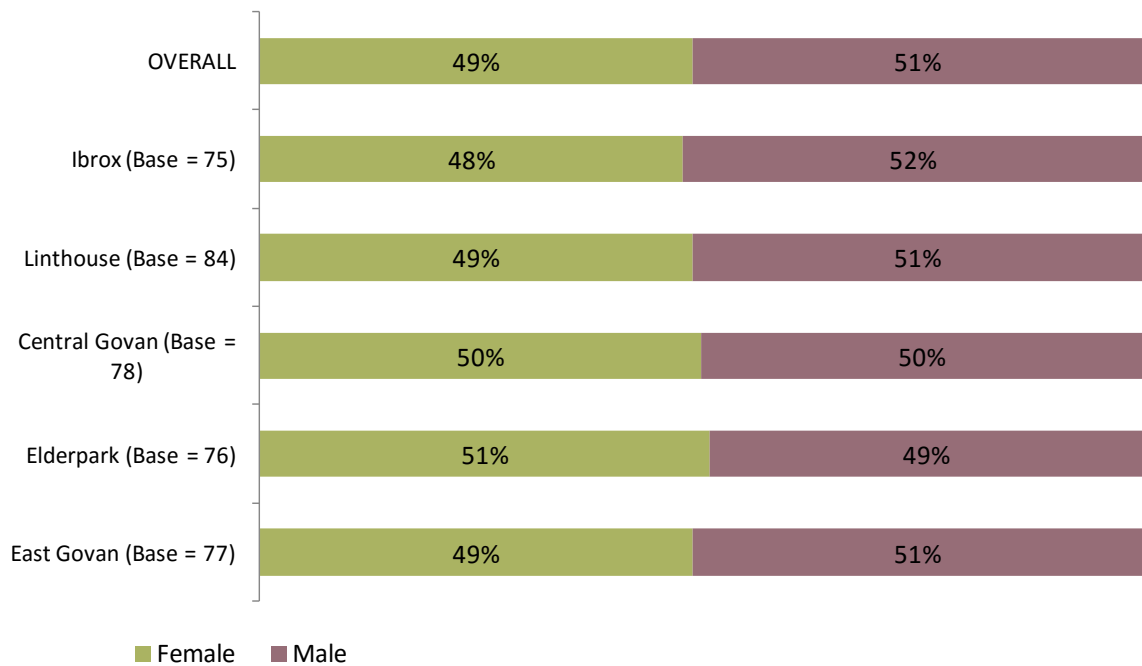
Q1: Age of respondents by location

	OVERALL	Ibrox	Linthouse	Central Govan	Elderpark	East Govan
16-29	28%	28%	30%	23%	29%	31%
30-34	11%	15%	12%	9%	11%	8%
35-44	16%	20%	15%	14%	17%	14%
45-54	16%	13%	18%	14%	13%	21%
55-64	11%	8%	10%	17%	11%	9%
65-74	11%	11%	12%	12%	12%	9%
75+	7%	5%	4%	12%	8%	8%
Base	390	75	84	78	76	77

Q2: Working status by location

	OVERALL	Ibrox	Linthouse	Central Govan	Elderpark	East Govan
Full time paid work	41%	45%	38%	42%	37%	42%
Part time paid work	11%	11%	14%	6%	13%	9%
Government or other training scheme	-	-	-	-	-	-
Unemployed	8%	9%	10%	5%	9%	6%
Retired	18%	13%	14%	24%	20%	17%
Temporary sick	<1%	-	-	-	1%	-
Long term sick/disabled without a job	10%	8%	10%	10%	9%	14%
Looking after the home/family	5%	11%	6%	5%	-	1%
Full time education	8%	3%	8%	6%	11%	10%
Base	390	75	84	78	76	77

Q25: Gender by location

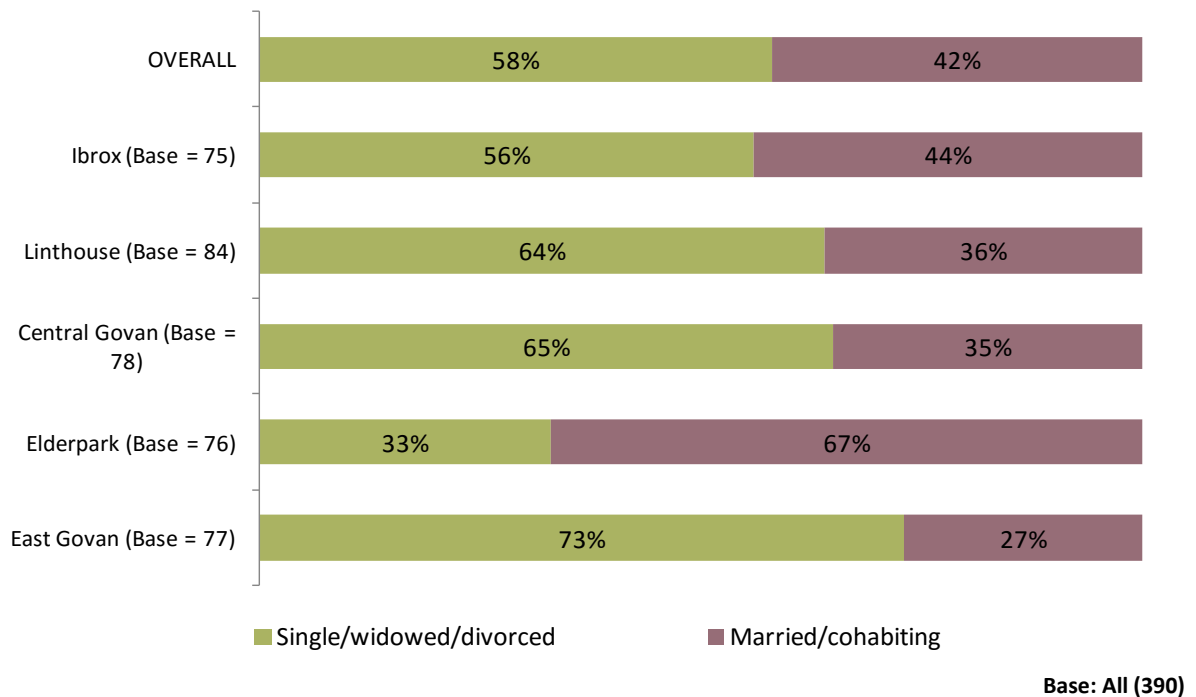


Base: All (390)

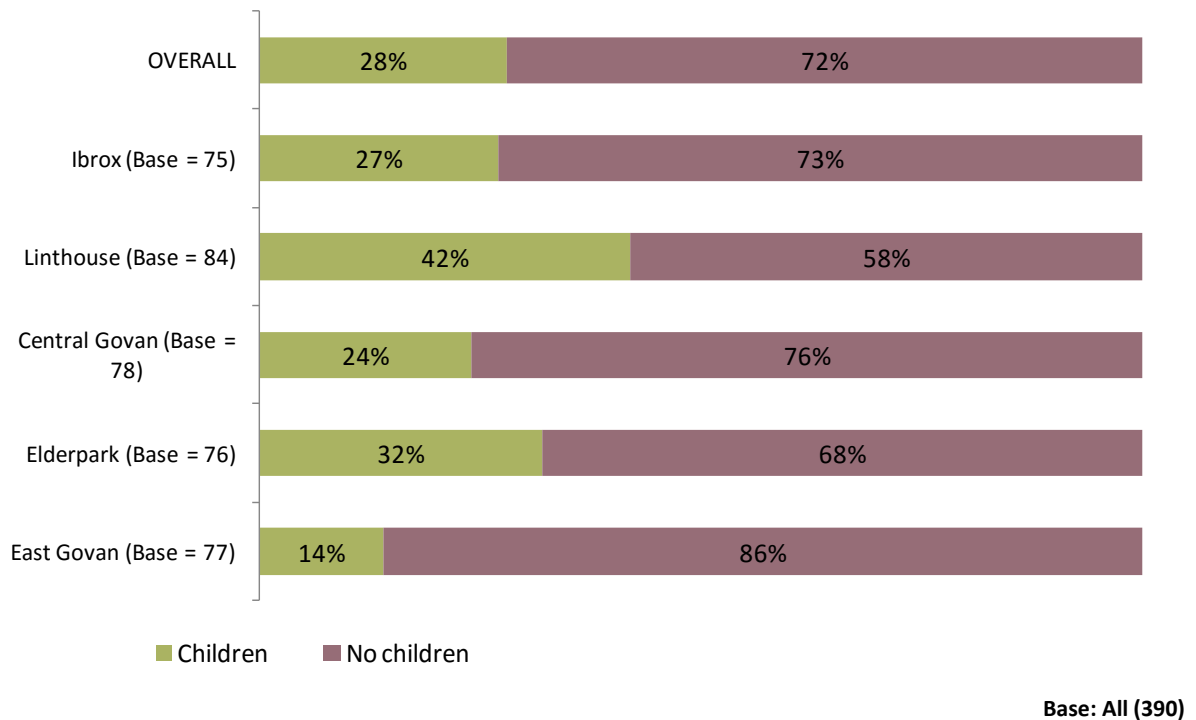
Q27: Social grade by location

	OVERALL	Ibrox	Linthouse	Central Govan	Elderpark	East Govan
AB	6%	20%	1%	1%	8%	1%
C1	21%	17%	23%	12%	22%	29%
C2	14%	17%	14%	6%	12%	18%
D	28%	20%	29%	42%	24%	27%
E	30%	25%	32%	37%	33%	23%
ABC1	27%	37%	24%	13%	30%	30%
C2DE	72%	63%	75%	86%	68%	69%
Refused	1%	-	1%	1%	1%	1%
Base	390	75	84	78	76	77

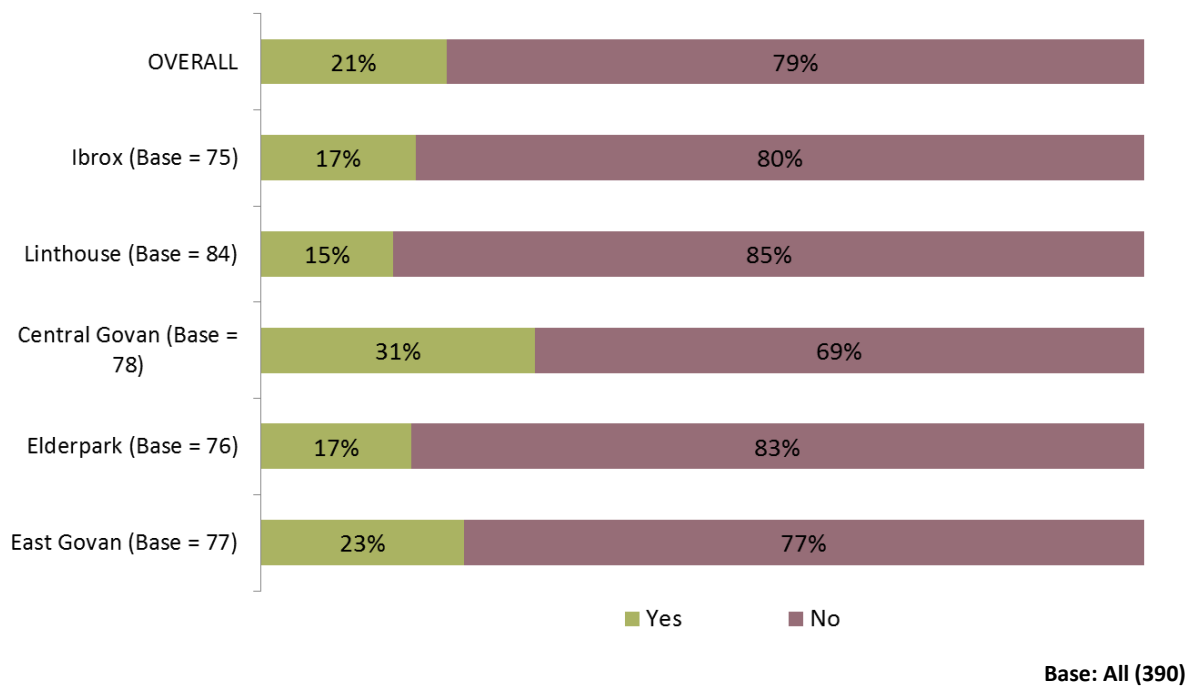
Q28: Marital status by location



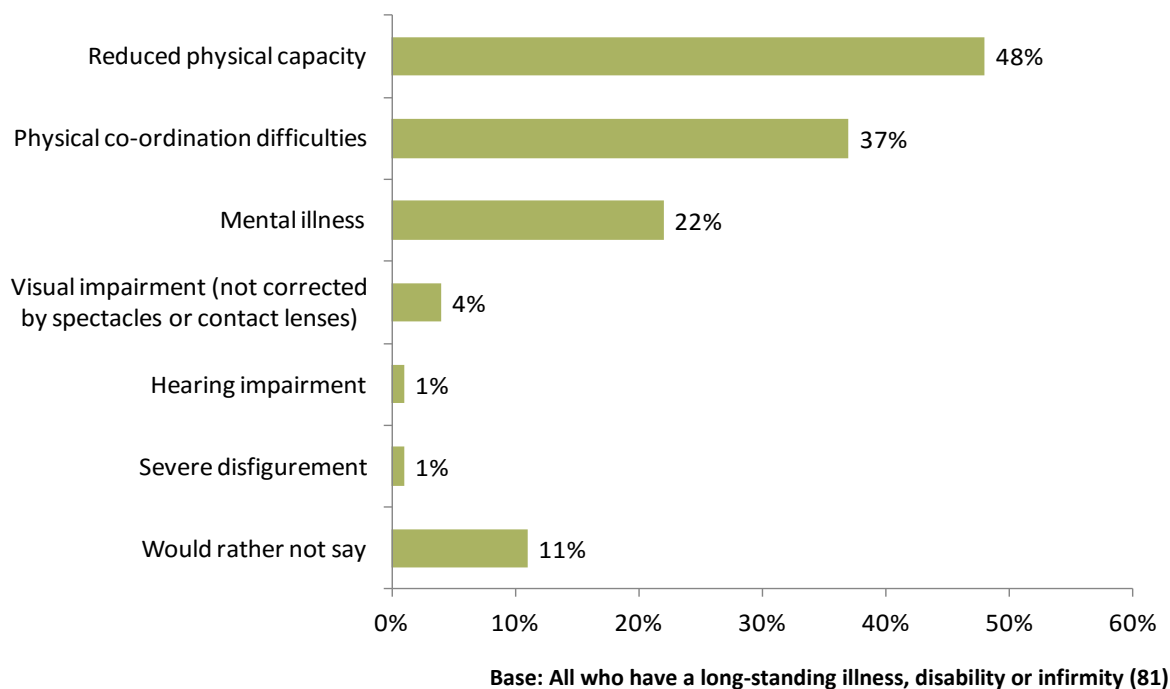
Q29: Presence of children aged 16 years or younger within household by location



Q31: Do you have a long-standing illness, disability or infirmity? By location



Q32: How would you describe your illness, disability or infirmity? By location



Q33: Ethnicity by location

	OVERALL	Ibrox	Linthouse	Central Govan	Elderpark	East Govan
White	90%	79%	92%	95%	92%	94%

Mixed	-	-	-	-	-	-
Asian, Asian Scottish or Asian British	7%	21%	5%	1%	5%	3%
African	2%	-	-	4%	1%	4%
Caribbean or Black	1%	-	1%	-	1%	-
Other ethnic group	<1%	-	1%	-	-	-
Refused	<1%	-	1%	-	-	-
Base	390	75	84	78	76	77

Appendix 2: Questionnaire



**Glasgow City Council
Greater Govan Thriving Places Baseline Research
Questionnaire - FINAL
15th March 2016**

Introduction

Good morning/afternoon, I am _____ from Progressive, an independent market research company who are carrying out a survey on behalf of Glasgow City Council. The survey is about how you feel about Greater Govan as a place to live and how it could be improved. You may have received a letter about the survey. It will take about 12 minutes to complete.

Interviewer - please show letter of authority and resident letter if asked.

Location - Interviewer to code

	Code
Ibroy	1
Linthouse	2
Central Govan	3
Elderpark	4
East Govan	5

Q1. Firstly I just need to ask you some questions about yourself for analysis purposes. What age group are you in?

	Code
18 - 29 years	1
30 - 34 years	2
35 - 44 years	3
45 - 54 years	4
55 - 64 years	5
65 - 74 years	6
75 + years	7
Would rather not say	8

CHECK QUOTA

Q2. Which of these best describes your current working status? Show Screen

	Code
Full-time paid work (including self-employed)	1
Part-time paid work (including self-employed)	2
Government or other training scheme	3
Unemployed	4
Retired	5
Temporary sick	6
Long-term sick/disabled without a job	7
Looking after the home/family	8
Full-time education	9
Other, specify _____	10
Refused	11

CHECK QUOTA

I'd now like to ask you a little about what life is like living in Govan.

Q3. Firstly, how long have you lived in Govan?

	Code
Less than 1 year	1
1 - 3 years	2
4 - 5 years	3
6 - 10 years	4
11 - 20 years	5
21 - 30 years	6
More than 30 years	7

Q4. Are you the first generation of your family to live in Govan, or did/do your parents or grandparents live here too?

	Code
First generation	1
Parents live/lived here	2
Grandparents live/lived here	3
Other (specify)	4

Q5. Thinking about Govan as a whole. How satisfied or dissatisfied are you with it as a place to live?

	Code
Very satisfied	1
Quite satisfied	2
Neither satisfied nor dissatisfied	3
Quite dissatisfied	4
Very dissatisfied	5
Unsure	6

Q6. What would you say are the best things about living in Govan?

Q7. Is there anything you dislike about living in Govan?

	Code
Yes	1
No	2
Unsure	3

If Q7=1 ask Q8

Q8. What do you dislike about living in Govan?

Q9. I'm going to read out a number of statements about life and the community in Govan as a whole, and for each one I'd like you to tell me how much you agree or disagree with that statement. That is, agree strongly, agree slightly, neither agree nor disagree, disagree slightly or disagree strongly.

	Agree strongly	Agree slightly	Neither nor	Disagree slightly	Disagree strongly	Don't know	Not applicable
People living in Govan have a strong community spirit.	1	2	3	4	5	6	
People living in Govan have a sense of pride in the area and its history.	1	2	3	4	5	6	
Govan is a place where people from different backgrounds can get on well together.	1	2	3	4	5	6	
Govan is a good place to bring up a family.	1	2	3	4	5	6	

Govan is a place that I'd like my children and/or grandchildren to still live in when they are grown up	1	2	3	4	5	6	7
I personally feel part of the Govan community.	1	2	3	4	5	6	
I personally feel a sense of pride in belonging to Govan.	1	2	3	4	5	6	
Govan is a place where local people are listened to	1	2	3	4	5	6	

Q10. I'm now going to ask you some questions about facilities and the physical environment in Govan as a whole. Which face best describes how you feel about each of the following in Govan?

	1	2	3	4	5	6	7	Don't know
Facilities, such as doctors, dentists, shops and post offices	1	2	3	4	5	6	7	8
Community centres/indoor social spaces	1	2	3	4	5	6	7	8
Things for young people to do	1	2	3	4	5	6	7	8
Parks and green spaces	1	2	3	4	5	6	7	8
The quality of housing in the area	1	2	3	4	5	6	7	8
The amount of litter on the street	1	2	3	4	5	6	7	8
The amount of graffiti in the area	1	2	3	4	5	6	7	8
The amount of dog's dirt in the area	1	2	3	4	5	6	7	8

Q11. I would now like you to think more about this local area, i.e. [insert area coded at Location]. I'm now going to ask you some questions about facilities and the physical environment in [Location]. Which face best describes how you feel about each of the following in [Location]?

	1	2	3	4	5	6	7	Don't know
Facilities, such as doctors, dentists, shops and post offices	1	2	3	4	5	6	7	8
Community centres/indoor social spaces	1	2	3	4	5	6	7	8

Things for young people to do	1	2	3	4	5	6	7	8
Parks and green spaces	1	2	3	4	5	6	7	8
The quality of housing in the area	1	2	3	4	5	6	7	8
The amount of litter on the street	1	2	3	4	5	6	7	8
The amount of graffiti in the area	1	2	3	4	5	6	7	8
The amount of dog's dirt in the area	1	2	3	4	5	6	7	8

Q12. I'm going to ask you some questions about things that may or may not be a problem in Govan. Which face best describes how you feel about?

	1	2	3	4	5	6	7	Don't know
The employment opportunities	1	2	3	4	5	6	7	8
The amount of drug activity	1	2	3	4	5	6	7	8
The level of alcohol consumption	1	2	3	4	5	6	7	8
People being attacked or harassed because of their skin colour, ethnic origin or religion.	1	2	3	4	5	6	7	8
The amount of troublesome neighbours	1	2	3	4	5	6	7	8
The amount of crime and antisocial behaviour	1	2	3	4	5	6	7	8

Q13. How much do you agree or disagree with the following statements about safety in your local area? SHOWCARD

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
I feel safe using public transport in this local area	1	2	3	4	5	8
I feel safe walking alone around this local area even after dark	1	2	3	4	5	8

Q14. What should be the top priorities for improving the quality of life in Govan?

Glasgow Community Planning Partnership and its partners in NHS Greater Glasgow and Clyde will be supporting certain communities across Glasgow over the next 10 years to improve the quality of life for residents. The initiative is called 'Thriving Places' and Greater Govan is one of 9 communities in Glasgow that will benefit from the initiative.

An important part of Thriving Places is to involve people living in the local community in identifying improvements that need to be made, and in working with the Community Planning Partnership to put improvements in place.

Q15. How interested would you be in contributing your ideas, or being involved in the Thriving Places initiative to improve the quality of life in Govan? Interviewer note: we are not asking respondents to sign up to being involved, we are just measuring the overall level of interest across the community.

	Code
Very interested	1
Quite interested	2
Not very interested	3
Not at all interested	4
Unsure	5

If Q15=1,2, Ask Q16

Q16. In which of the following ways would you consider contributing ideas and opinions for the Govan Thriving Places initiative?

Q17. Are there any other ways that you would consider contributing ideas or opinions? Interviewer: Please type in under 'other'.

	Code
Attend a public meeting to discuss with other people living in the community	1
Contribute ideas and opinions via email or letter	2
Contribute ideas and opinions via an online forum	3
Contribute ideas and opinions via text messaging	4
Contribute ideas and opinions via social media, such as Twitter or Facebook	5
Via Govan Voice community magazine	6
Other (specify)	7
Unsure	8

Ask Q18 if Q16>1 response. Mask Q18 by Q16 responses.

Q18. Which of these would you be most likely to use?

	Code
Attend a public meeting to discuss with other people living in the community	1
Contribute ideas and opinions via email or letter	2
Contribute ideas and opinions via an online forum	3
Contribute ideas and opinions via text messaging	4
Contribute ideas and opinions via social media, such as a Twitter or Facebook	5
Via Govan Voice community magazine	6
Other – As stated in Q16/17	7
Unsure	8

If Q16=5, ask Q19

Q19. Which social media sites would you be most likely to use?

	Code
Twitter	1
Facebook	2
Instagram	3
LinkedIn	4
YouTube	5
Google Plus	6
Other (specify)	7
Unsure	8

Q20. Do you belong to any social clubs, associations, church groups or anything similar within the Govan area?

	Code
Yes	1
No	2
Refused	3

If Q20=1, Ask Q21

Q21. What types of clubs and associations do you belong to?

	Code
Church groups	1
Sports club	2
Mother and toddlers, or children's play groups	3
School parent associations	4
Volunteer for Cubs, Brownies, Guides, Scouts, BB or similar	5
Older people social clubs	6
Other (specify)	7

Q22. I would now like to ask you about whether you personally feel very close to or isolated from people, such as family and friends. On a scale of 1 to 10 how close do you feel to family and friends generally, where 1 means you feel very isolated from family and friends and 10 means you feel very close to family and friends?

	Code
1 - very isolated	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 - very close	10
Unsure	11
Refused	12

Q23. Now thinking about people in your local community, on a scale of 1 to 10 how close do you feel to people in your local community, where 1 means you feel very isolated and 10 means you feel very close to people in the community?

	Code
1 - very isolated	1
2	2
3	3
4	4
5	5
6	6
7	7

8	8
9	9
10 - very close	10
Unsure	11
Refused	12

Q24. I would now like to ask you a little about your feelings of health and well being. On this card are some statements about feelings and thoughts. Please tell me how often you have felt like this over the last two weeks. Read out

Response	All of the time	Often	Some of the time	Rarely	Never	Refused
I've been feeling optimistic about the future	1	2	3	4	5	6
I've been feeling useful	1	2	3	4	5	6
I've been feeling relaxed	1	2	3	4	5	6
I've been dealing with problems well	1	2	3	4	5	6
I've been thinking clearly	1	2	3	4	5	6
I've been feeling close to other people	1	2	3	4	5	6
I've been able to make up my own mind about things	1	2	3	4	5	6

The final few questions are for classification purposes.

Q25. Gender (interviewer code)

	Code
Male	1
Female	2

Q26. Occupation of chief wage earner in household

Q27. SEG

	Code
AB	1
C1	2
C2	3
D	4
E	5
Refused	6

Q28. What is your current marital status?

	Code
Single/widowed/divorced	1
Married / co-habiting	2
Other (specify)	3
Refused	4

Q29. How many children aged 15 years or younger live within your household?

_____ (type quantity)

If Q29>=1, ask Q30

Q30. How old are the children living within your household?

	Code
0 - 4 years	1
5 - 11 years	2
12 - 15 years	3
Refused	4

Q31. Do you have a long-standing illness, disability or infirmity? Longstanding means anything that has troubled you or is likely to affect you over a period of time.

	Code
Yes	1
No	2
Refused	3

Q32. How would you describe your illness, disability or infirmity?

	Code
Hearing impairment	1
Visual impairment (not corrected by spectacles or contact lenses)	2
Speech impairment	3
Physical co-ordination difficulties (includes problems of manual dexterity and of muscular control e.g. incontinence, epilepsy)	4
Reduced physical capacity (includes debilitating pain and lack of strength, breath, energy or stamina e.g. from asthma, angina or diabetes)	5
Severe disfigurement	6
Learning disabilities	7
Mental illness	8
Other (specify)	9
Would rather not say	10

Q33. Which of the groups on this card best describe you?

	Response	Code
	White	
A	Scottish	1
B	Other British	2
C	Irish	3
D	Gypsy/Traveller	4
E	Polish	5
F	Other White ethnic group, please specify	6
	Mixed	
G	Any mixed or multiple ethnic background, please specify	7
	Asian, Asian Scottish, or Asian British	
H	Indian, Indian Scottish or Indian British	8
I	Pakistani, Pakistani Scottish or Pakistani British	9
J	Bangladeshi, Bangladeshi Scottish or Bangladeshi British	10

K	Chinese, Chinese Scottish or Chinese British	11
L	Other, please specify	12
	African	
M	African, African Scottish or African British	13
N	Other, please specify	14
	Caribbean or Black	
O	Caribbean, Caribbean Scottish or Caribbean British	15
P	Black, Black Scottish or Black British	16
Q	Other, please specify	17
	Other Ethnic group	
R	Arab, Arab Scottish or Arab British	18
S	Other, please specify	19
T	Refused	20

Appendix 3: Technical Appendix

Methodology:

Methodology:

- The data was collected by face-to-face (CAPI) interviewing
- The target group for this research study was Greater Govan residents.
- The target sample size was 390, and the final achieved sample size was 390.
- Fieldwork was undertaken between 23rd March and 3rd April 2016.
- Respondents were selected using a stratified random sampling technique, whereby interviewers worked to specified quota controls on key sample criteria, and selected respondents randomly within these quotas,
- Due to limited information regarding localised demographics, the overall sample was representative of the wider Govan region according to gender, age and working status only.
- In total, 3 interviewers worked on data collection.
- Each interviewer's work is validated as per the requirements of the international standard ISO 20252.
 - Validation was achieved by re-contacting (by telephone) a minimum of 10% of the sample to check profiling details and to re-ask key questions from the survey. Where telephone details were not available re-contact may have been made by post. All interviewers working on the study were subject to validation on their work.
- All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

Data Processing and Analysis:

- Quota controls were used to guide sample selection for this study. This means that we cannot provide statistically precise margins of error or significance testing as the sampling type is non-probability. The margins of error outlined below should therefore be treated as indicative, based on an equivalent probability sample.
 - The overall sample size of 390 provides a dataset with an approximate margin of error of between $\pm 0.97\%$ and $\pm 4.89\%$, calculated at the 95% confidence level (market research industry standard). Each sub sample of 78 provides a dataset with an approximate margin of error of between $\pm 2.21\%$ and $\pm 11.1\%$.
- Our data processing department undertakes a number of quality checks on the data to ensure its validity and integrity.
 - For **CAPI Questionnaires** these checks include:
 - Responses are checked to ensure that interviewer and location are identifiable. Any errors or omissions detected at this stage are referred back to the field department, who are required to re-contact interviewers to check.
 - Using our analysis package, SNAP, data is imported from email responses received in a dedicated email inbox.
- A computer edit of the data was carried out prior to analysis, involving both range and inter-field checks. Any further inconsistencies identified at this stage would have been investigated by reference back to the raw data on the questionnaire.
- Where "other" type questions are used, the responses to these were checked against the parent question for possible up-coding.
- Responses to open-ended questions were spell and sense checked. Where required these responses were grouped using a code-frame which can be used in analysis.
- Our analysis package is used and a programme set up with the aim of providing the client with useable and comprehensive data. Cross breaks to be imposed on the data are discussed with the client in order to ensure that all information needs are being met.