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creating a community

a study of runcorn new town



by richard berthoud
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social and community
planning research

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Photographs by Roslyn Banish

1. INTRODUCTION & ACKNOWLEDGEMENTS

This report covers the first of three phases of research in Runcorn New Town, supported by grants from the Calouste Gulbenkian Foundation and the Centre for Environmental Studies. It is not intended as a comprehensive analytical report: this will come at the end of the three year programme of research. This summary report is no more than an attempt at keeping up to date. It describes a "baseline" situation against which changes can be measured during phases two and three of the research programme.

The aim of the research is to study the effects of large scale developments on both the incoming and receiving populations, and to use research methods as a means of communication and participation within these developments. Runcorn New Town has been chosen as the location for the research, but it is hoped that the methods used and approach adopted will be equally appropriate elsewhere. A new town setting was important only insofar as it is a situation in which a large number of decisions need to be made over a very short period and the decisions themselves are far-reaching and pervasive enough for their consequences to be measured and transmitted.

This report first sets the context of the research, describing the physical and social characteristics of the study area. It goes on to give details of the broad research strategy and methods, before attempting to draw the most salient conclusions from the first, largely descriptive, phase of our work. The next two phases, it is hoped, will prove more tangible conclusions for the guidance of planners and policy-makers in future new town situations.

The authors' gratitude extends to many people within SCPR and outside who have played a crucial role in the development and conduct of the research: to our advisory committee*, who guided us firmly onto course and prevented us from following peripheral paths in the research design; to the interviewers and other staff from the Centre for Sample Surveys whose dogged work in the study area ensured the co-operation and support of the Runcorn residents; to the residents' advisory group, whose assistance in interpreting the needs and vocabulary of the Runcornian scene provided a much more acute understanding of the problems to be measured and the emphasis required than would otherwise have been possible; to our colleagues within SCPR, whose interference and gratuitous advice always turned out to influence our approach in a constructive direction; to Peter Watson, whose editorial advice and assistance were especially welcome and valuable; and to Roslyn Banish, whose fine photographs punctuate the text.

*Advisory Committee

Professor David Donnison (Chairman)

Norman Dennis
Gerald Hoinville
Des McConachy
Richard Mills
Louis Moss
Peter Smethurst

A special word of gratitude is due both to the Runcorn residents, who have been more helpful and co-operative than we had dared to expect, and to the Development Corporation staff (particularly Madge Collins and Dermot Byrne), who have gone far beyond their brief in facilitating and improving the study whenever they were needed and often at alarmingly short notice. They have always recognised that the study is independent and have sometimes had to abandon their own information needs because they fell outside the scope of the research design. To say that they have been "co-operative" is a serious understatement: they have been enthusiastic throughout the duration of the project to date and have encouraged everyone connected with the survey in Runcorn to be equally enthusiastic. We are very grateful indeed to them.

Finally, we are indebted to James Spence, who joined SCPR just after the first phase had ended and has guided this report through to completion. He takes over from Richard Berthoud as the senior researcher on the project for its second and third phases.

2. THE PLACE, THE PLANS AND THE PEOPLE



Plate 1. Old Runcorn — in a kind of limbo



Plate 2. Bleak waterfront of the canal: Runcorn Old Town

The Old Town - coloured by the canal

At the time of our survey the Old Town of Runcorn was in a kind of limbo - beginning to show shopping gaps as traders started to move across to Shopping City, the centre of the New Town, but the remainder staunchly going on much as before. This division is helped in Runcorn by the geographical layout of the Old and New Towns, which are entirely separate.

The layout of Runcorn is determined by the location of two rivers, the Mersey and Weaver, which join in a sort of T-junction at Runcorn. The top bar of the T is the Mersey (flowing from east to west along a shallow U-curve) and the centre support is the Weaver. Runcorn lies in the corner formed by the southern bank of the Mersey and the east bank of the Weaver on land that steadily rises away from the rivers. There is a huge cantilevered road bridge linking Runcorn with Widnes and Lancashire on the northern bank of the Mersey a quarter of a mile away.

Arrive in Runcorn from the north, crossing the bridge from Widnes, and the steady rise of the town from the waterfront is most pronounced. The bleak waterfront itself is comprised here of the Manchester Ship canal, hollowed out of the southern lip of the Mersey. Its slow moving ships pass right in front of perhaps the dominant feature of Old Runcorn - the ICI works, where most of the people work, and whose tangle of tubes, towers, pipes and vats gives the old town air a definite tang.

Away from the waterfront, terraced houses rise from below the level of the bridge roadway. The old shopping centre is on this level too and consists of three or four streets of shops and offices, and a bus station with a market. This "below bridge" part of Old Runcorn has a nineteenth century feel about it, with its green buses, its non-conformist chapels, the dour offices of numerous building societies, the black-windowed warehouses; a much smaller canal, the Bridgewater canal, winds its way through the Old Town.

The railway station in the Old Town is higher up and set back from the river. Beyond it are rows of terraced houses which give way to semi-detached brick houses with gardens. Here the roads are wider and there is an occasional open space - a park and one huge cemetery - but the houses in Old Runcorn are mostly terraced or semi-detached.

This, briefly, was the setting onto which a new town roughly the same size as the Old Town, had to be grafted within a very short space of time.

Halton Brook 1972

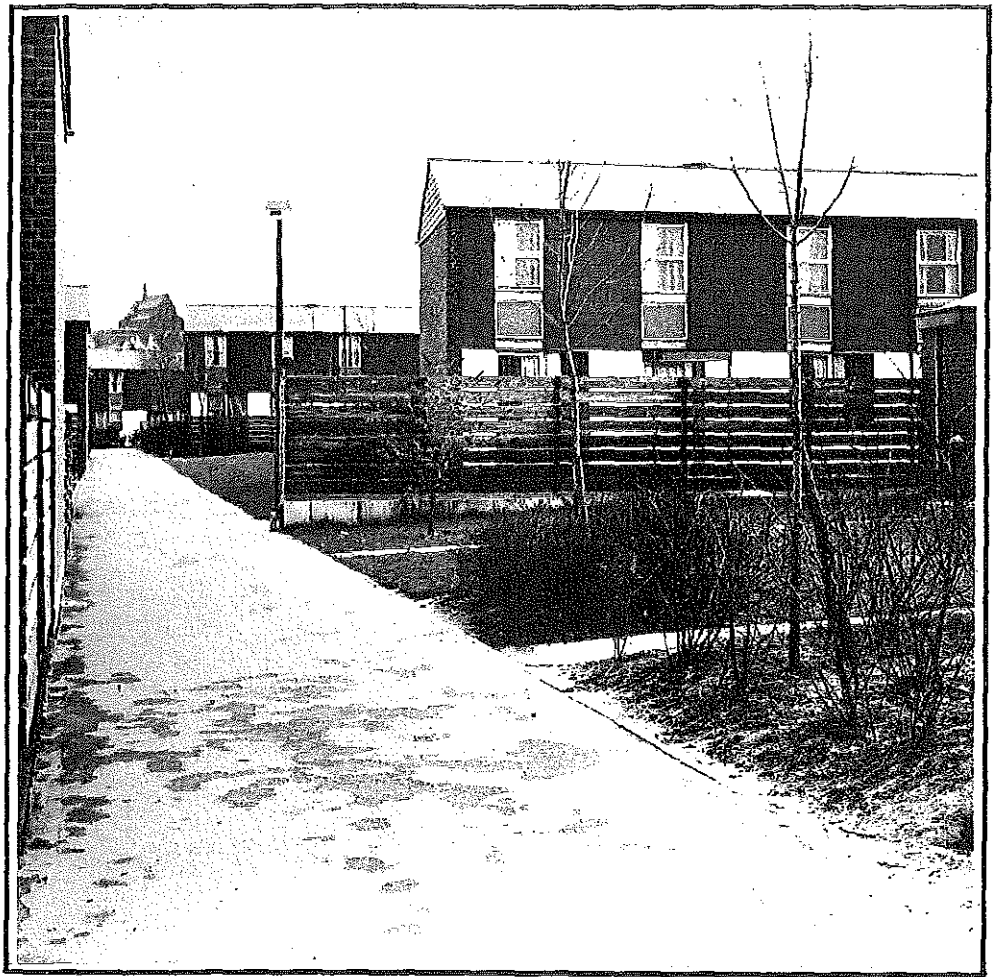


Plate 3. Scraggy trees highlight the straight lines of the quadrangles

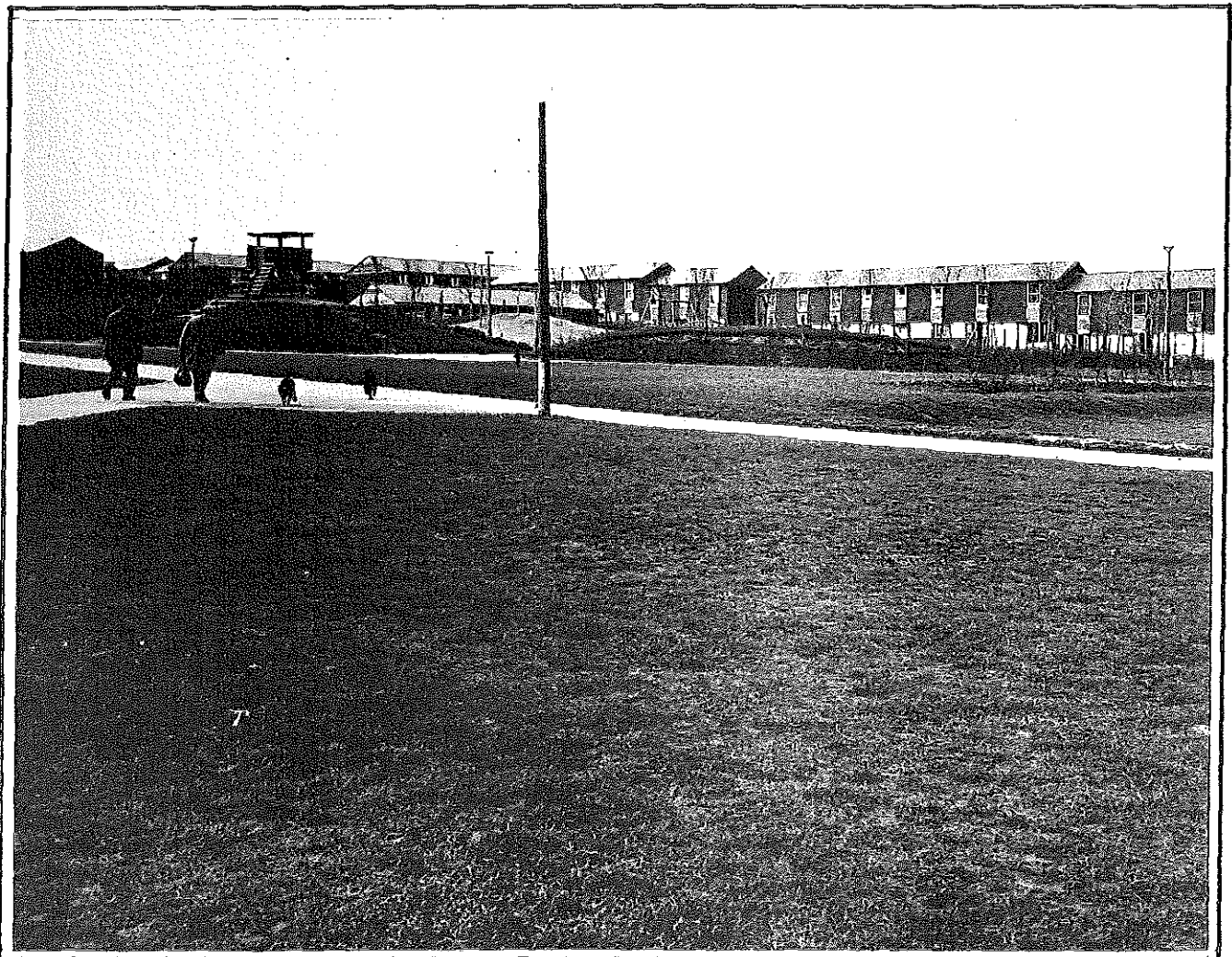


Plate 4. Parade ground proportions for a pedestrian square

The New Town: Quadrangles ...

The Old Town is, as one would expect, more of an entity at the moment than the new one. The three new estates which were completed at the time of our survey, for example, and whose inhabitants feature prominently in it, are quite different from one another. The nearest one to the Old Town, Halton Brook ("the Brook"), was the first to be built and consists mainly of terraced houses, with a few flats and maisonettes for old people. The majority of the houses are double-fronted and flat, with picture windows which enable one to see right through the houses. They are run up in terraces of four or so, but one block is set at right angles to its neighbour with a short space in between so that the effect overall is of several small quadrangles, front and back.

At the front the quads are green (there is no fencing) and access by car is not possible. There are no through roads on any of the estates and in the Brook the access roads serve the backs of the houses, where there are garages and high-fenced back gardens. There has been some landscaping but so far the trees are still fairly scraggy looking: nevertheless evergreen bushes have also been used and, in these early stages, are more successful in breaking up the many straight lines on the estate.

Near the shops is a much larger pedestrian-only square of parade ground proportions, with a children's play space and a small landscaped shrub garden with seats, mainly for the old people.

...cul-de-sacs...

Halton Brow ("the Brow") is just across the main expressway (see map on p.10) and is reached on foot from the Brook by a bridge over the road. This estate is much smaller - the smallest of the three - and nearly all the houses on it are of a radically different design. One could almost call the Brow the Hampstead of Runcorn. The slope of the land away from the Mersey steepens at this point (hence "the Brow") and the houses are discreetly built in a series of cul-de-sacs which in turn lead off what are better described as lanes than as roads which wind their way up the Brow. The lanes are narrow, with no pavements, and there is plenty of cobble about.

Also the white wooden doors of the houses have huge black wrought iron hinges on the outside and these varied features combine to give the area the atmosphere of an urban village. Although there are as yet few trees, there is copious undergrowth in the form of evergreens, rhododendron bushes and so on. The houses, in dull red facing brick, have single sloping roofs, small and slit windows making them in general much more private than any of the other dwellings in the New Town.

...and a campus

If the Brook resembles most of all everyone's traditional idea of a modern housing estate, and the Brow is the Hampstead of Runcorn, the image that comes to mind most in Castlefields, certainly in parts, is that of a modern university campus.

Built on steeper ground below the Brow it commands a fine view of the Old Town, the bridge, Widnes in the distance and the sweep of the Mersey directly below. Moving along the hill in an easterly direction the squat black and bright yellow buildings of the new factories on the industrial estate, Astmoor, separate the estate from the river. We are by now a good three miles from the centre of the Old Town.

The Brow

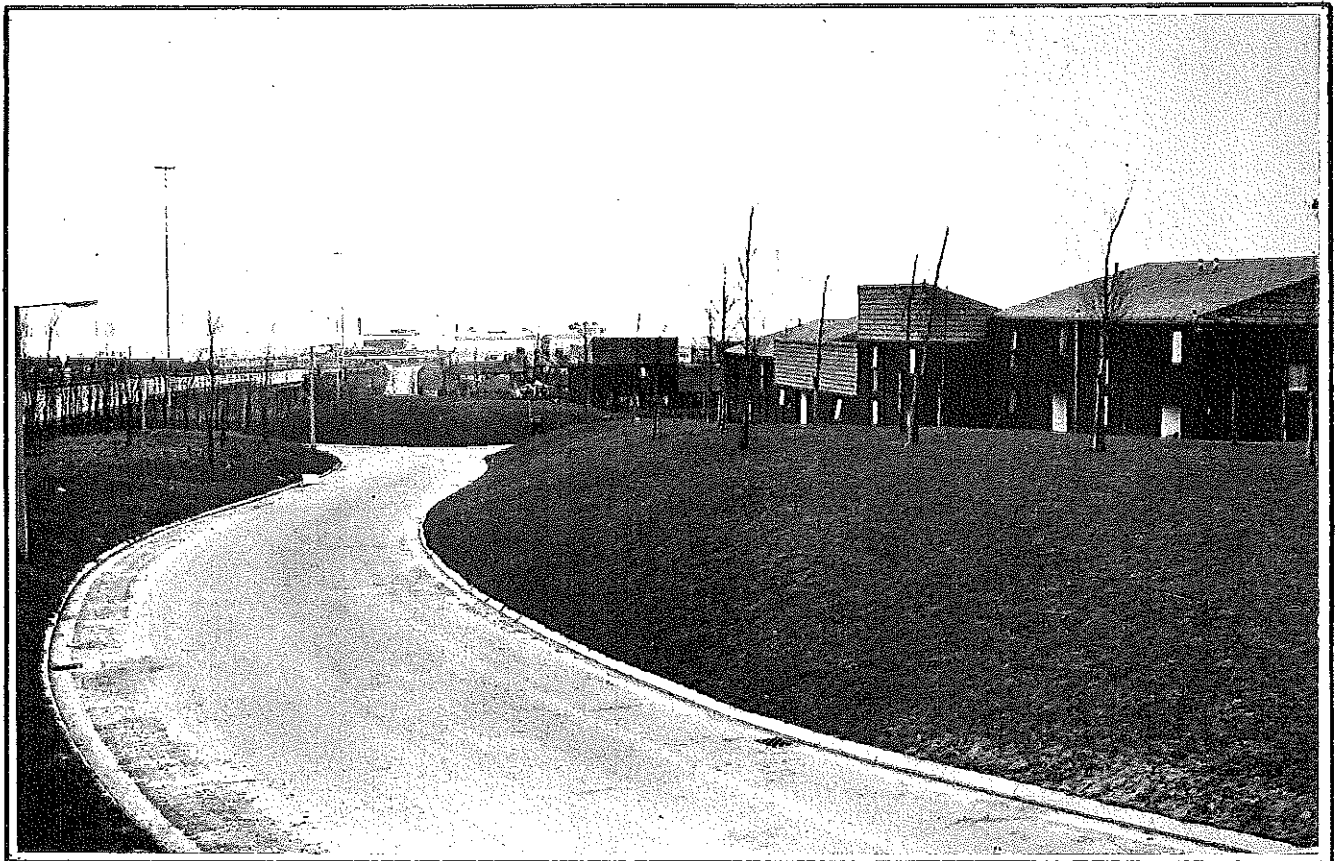


Plate 5. Sculpted semis on Halton Brow. Runcorn New Town looking north east across the Mersey to the cooling towers of Widnes

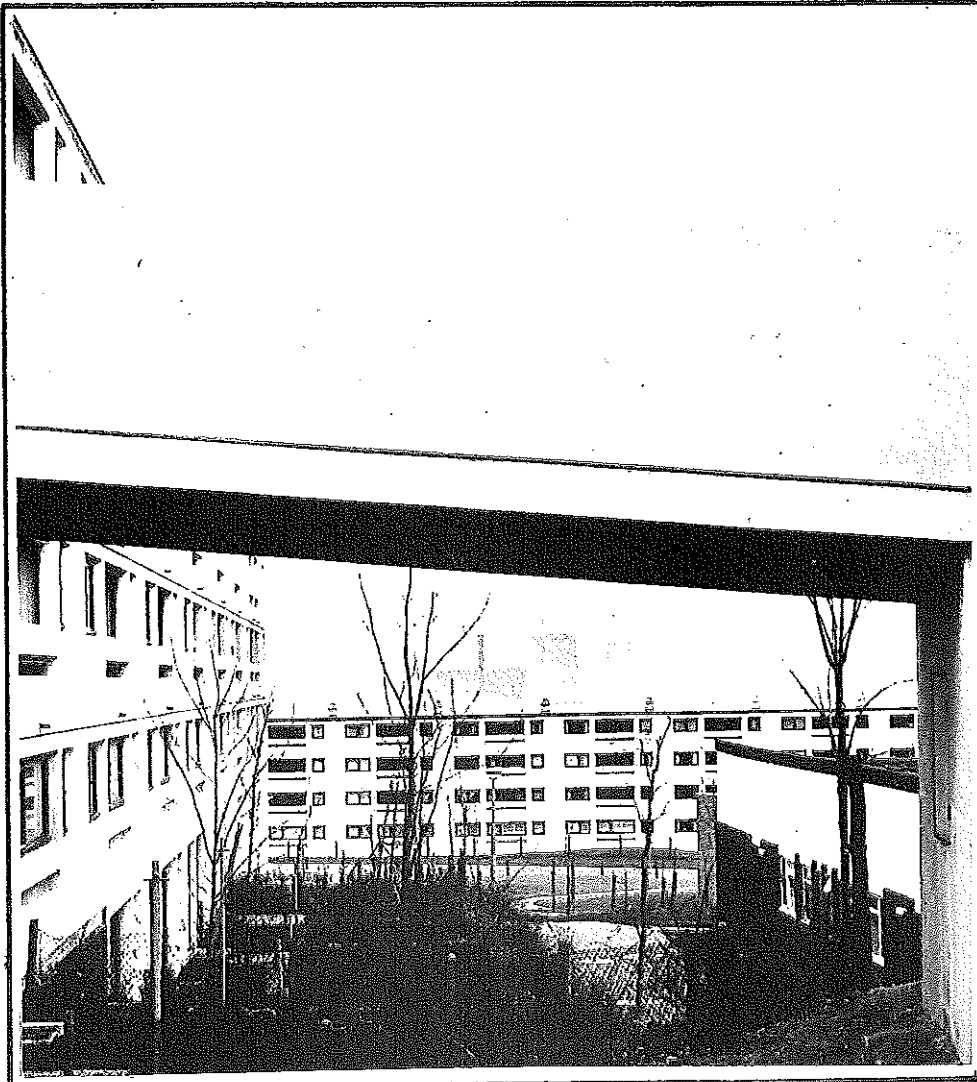


Plate 6. The concrete feel of Castlefields' Campus

Castlefields

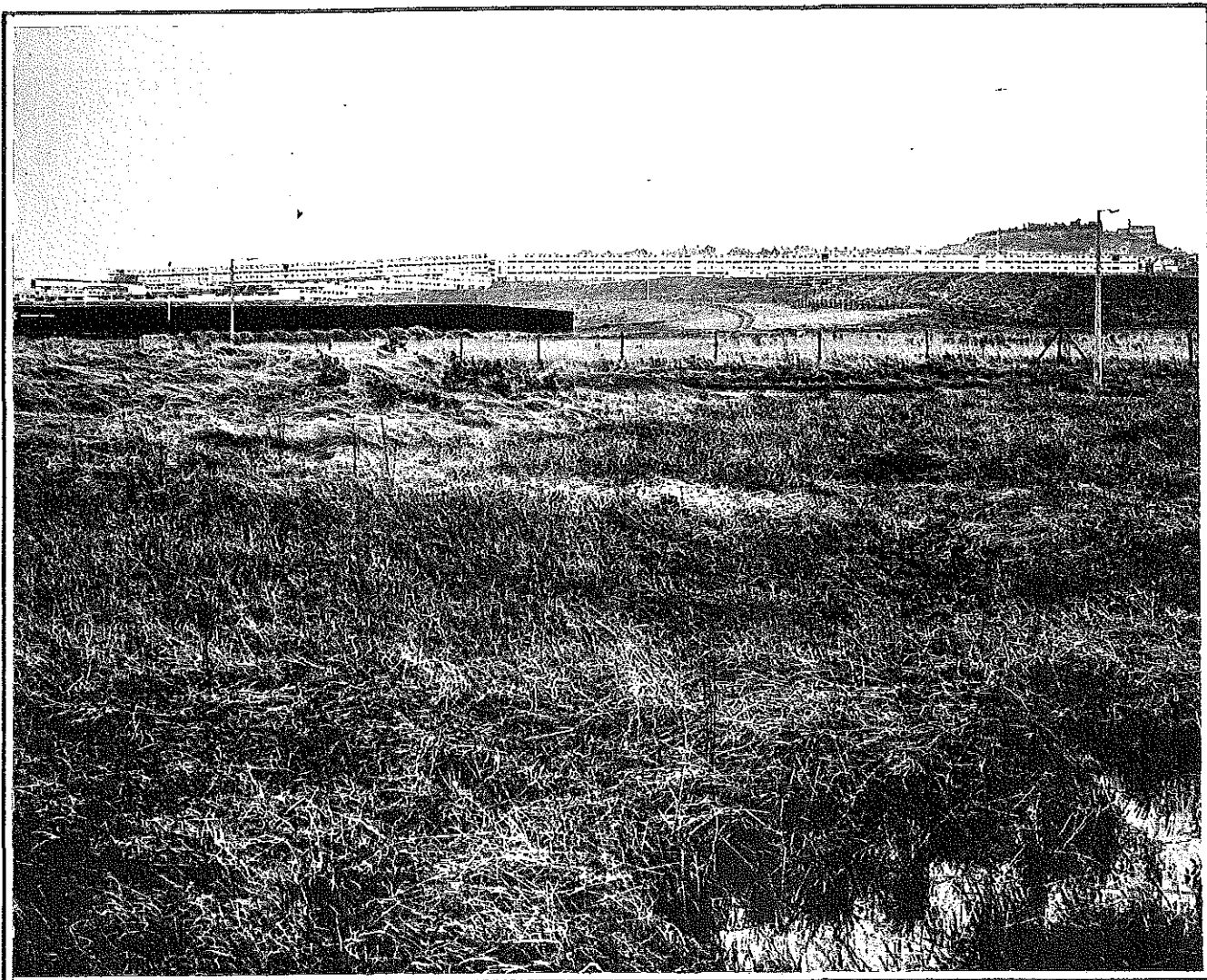


Plate 7. The Castlefields' cliff with black factories of the industrial estate in the foreground, and Halton castle on the right background



Plate 8. Countless yards of dead straight corridors

Castlefields

The campus aspect of Castlefields derives from the fact that the estate consists of much larger units of houses and flats than the other two estates. Castlefields is, in fact, much larger altogether. The blocks, many of which are four or five storeys deep, are sculpted into the hillside so that you can never be sure, once you are in one of the units, just where ground level is. The blocks are joined by numerous ramps and their hard straight lines are softened by many patches of green and dark shrubs. Prowlers would have no difficulty in avoiding detection in this campus.

Some of these blocks are enormous - a huge cliff of a building, with countless yards of dead straight corridors, with flats every few paces. This sort of building gives Castlefields the most "concretey" feel of the estates.

Because it is the largest, this estate also contains, apart from a local shopping centre like the other estates, the health centre for the whole of the New Town as it now is.

Both Castlefields and The Brow are connected to a fourth part of the New Town - a central shopping area called Shopping City - by a rapid bus service (the Busway) making use of special roads carrying only buses. This means that a frequent (5-minute) bus service can be maintained with very few buses. The journey from Castlefields to Shopping City, for example, takes about three minutes and costs 4p.

Shopping City - a sandwich on legs

Designed as the natural centre of the future Runcorn (and indeed as a regional magnet for shoppers), Shopping City is at the moment well out of the way of most local people (see map). It is a huge, squat white-layered structure, looking rather like a sandwich, and appears to stand off the ground on a mass of dark spindly legs. The layers and "legs" are in fact the layers of covered car parks which completely enclose the actual shopping area. When shopping by car one arrives at the city, pays 5p, parks under cover (plenty of room at the moment since it has been designed for the full-size town) and makes one's way to level 4 where the shop fronts are. The Busway comes right into the centre of the city on an elevated road direct to level 5 stopping between the shopping area and a block of offices. After leaving the bus one is covered in entirely.

The "city" is in fact only four streets in a complex double H shape (H-H), though in places it is double-layered. This is mainly right in the centre at the "square" called Town Square, where the city's pub ("The Swinging Sporrán") makes use of the double-layer by providing several levels of drinking space.

Since it is entirely covered in and pedestrianised, the main difference between this centre and many others is the open fronts of most of the shops; there are few window displays: the whole shop is now the display.

The other main difference is the tidiness of the city. All the streets and lines are straight; all the shops are the mainline ones, like Woolworth's, Macfisheries, John Menzies, the shoe chains, the big grocery supermarkets and so on. Though colourful in a primary sense, the overall effect is therefore somewhat cavernous.

At intersections of "streets" (not given any name, so far as one could tell) there are a few chairs on an area of carpet, tough-looking rubber plants and huge sand ashtrays. At the time of the survey the city had no night life whatsoever: everything closed promptly at 5.30p.m. (Now a cinema is open, a Mecca night club and Bingo hall are planned, and another pub is about to open.

The industrial estate and the roads

The two other main features of the New Town are the industrial estate, Astmoor, and the roads.

The estate lies between Castlefields and the river Mersey, and is right on the edge of town. It consists at the moment of relatively small factories, all alike, black bodied with tan-coloured roofs and is also served by the Busway. It is, of course, to provide New Towners with much of their work and is to be a central source of jobs in the area.

If Halton Brow can be compared with Hampstead, Runcorn's roads can be compared with Los Angeles. All the roads in the New Town are naturally new-built, both the access ones and the through-expressways. There are clover-leaf junctions, complicated signs, slipways coming and going, traffic lights apparently in the middle of nowhere, sculpted but as yet bare grass verges. If a stranger to the town misses a turning it can take him ages to retrace his steps.

It takes a day or two to pick up the basically figure-of-eight design of combined Runcorn. This figure-of-eight shape applies both to the new expressways and the Busway and, as the map shows, will eventually leave Shopping City in the middle of the town. The figure-of-eight design is the basic symbol of the Runcorn Development Corporation.

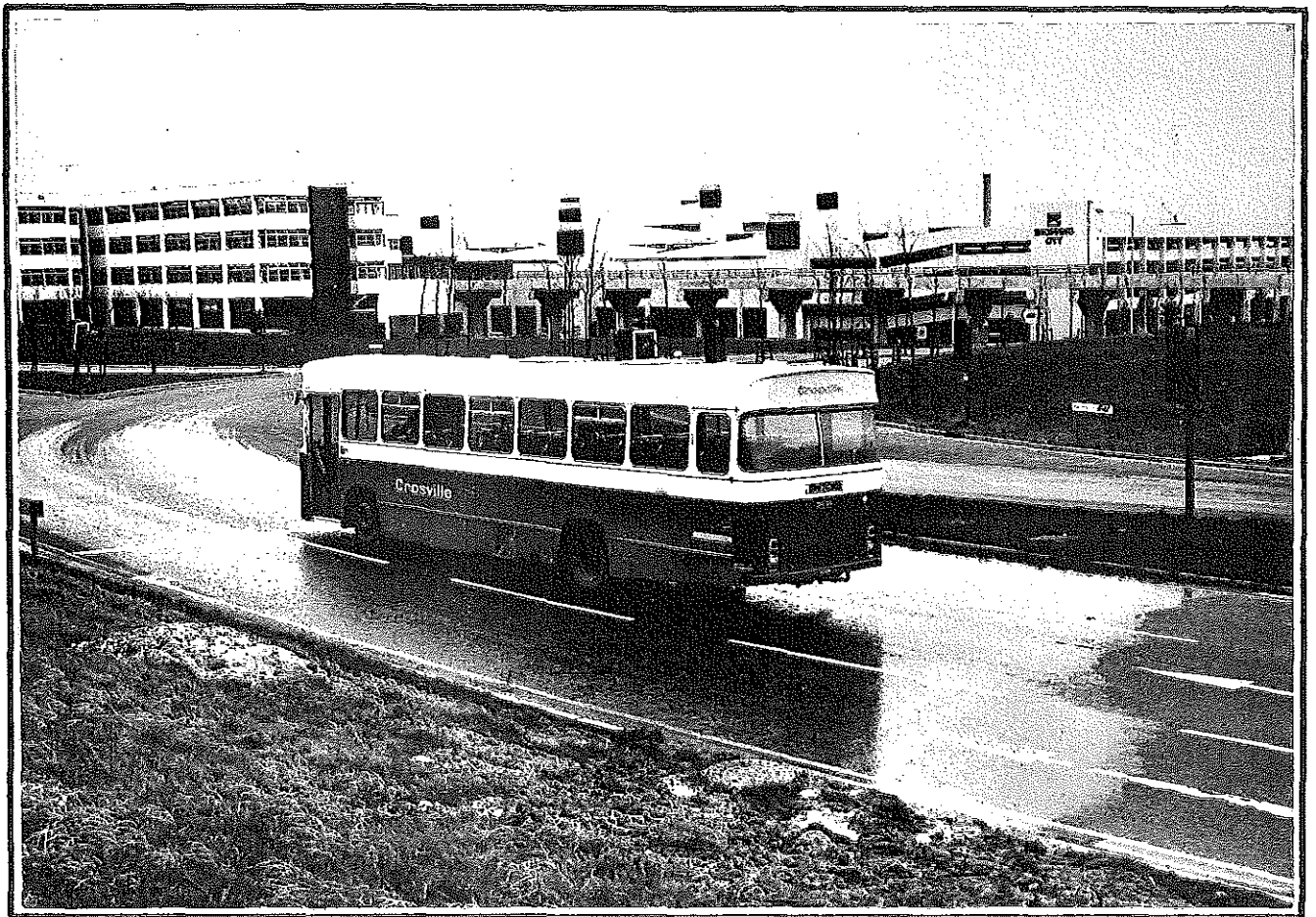


Plate 9. The layers of Shopping City

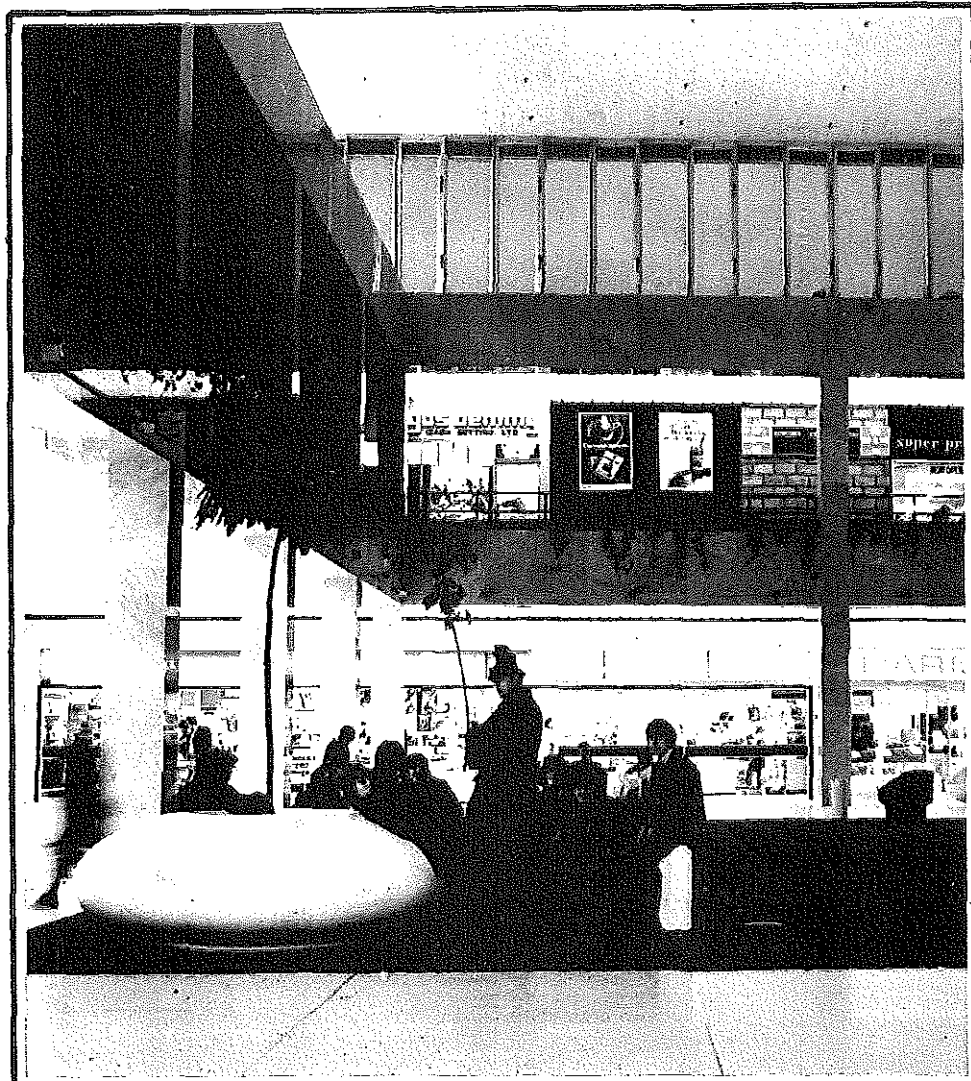


Plate 10. Town Square

Shopping
City



Plate 11. The walkways of Shopping City



Plate 12. On permanent display; open fronted shop in Shopping City

The scope of the task

Designated a New Town in 1964 to take Liverpool's overspill, Runcorn is in the middle of an expansion from a small town of about 30,000 population to a sizeable one of 100,000. It is a Mark II New Town, designated at roughly the same time as Redditch, Telford and Irvine, but before places like Milton Keynes and Peterborough.

Unlike that of many other New Towns, the existing population size is not far below the projected addition to the population. In New Towns like Milton Keynes, for example, the existing population is so small and dispersed that the increase will swamp the present villages. In New Towns like Warrington, however, the opposite is true: here the existing population is old enough and established enough for the New Town to make relatively little impact.

The comparative equality of size between the existing population and the projected 1980 New Town population naturally creates special problems and is of key interest to the research programme. Although there are always problems in grafting new populations onto established ones, they become acute when the populations are of roughly equal size. As will be seen, the problems are already becoming apparent, even at this relatively early stage of Runcorn's development.

The expansion of Runcorn is a process which involves building homes for 70,000 people, providing jobs for them in offices, factories and shops, building a complete road network, all in less than twenty years (till 1990). It includes special features like the Busway we have mentioned - where there is no other traffic whatsoever and which is designed to provide a frequent, fast, safe and uncrowded service - and a major shopping centre completely covered in and traffic-free with ample parking space adjacent to it.

Leaving aside these impressive statistics and ambitious innovations, the status of a New Town demands that decisions are being taken which are rarely taken in other circumstances and which have an immediate but lasting influence over thousands of lives. Added to the problem is the fact that the residents of New Towns, because they are themselves new to the area, do not have many roots or contacts and, being concerned with organising the practical aspects of their new lives, often do not have the time, the knowledge or the energy to muster their complaints or reactions in a systematic or organised way. In other words, New Towns are precisely those places where the opportunity for effective citizen involvement rarely exists and is crucially needed. Because of the speed and multitude of decisions being taken, wrongs could be put right, mistakes could be rectified and inequities could be stopped. Our research was designed to provide a systematic means of incorporating such a process, not necessarily into Runcorn's development - which is probably too far advanced - but into other New Towns and major developments. Over the full period of our research grant, we hope to understand more about the inevitable teething problems of New Towns: are they just teething problems or something more?

The people - pay problems and prams

The hub of Halton Brook housing estate is the grocer's window. Since the first houses and pensioners' flats were completed two years ago, the window has evolved into the unofficial notice board of the residents, a sort of modern parish magazine onto which all sorts of notices are sellotaped, jumbled

Table 1: Some Characteristics of the Samples of Respondents

	New Town	Old Town
	%	%
<u>Socio-economic group of head of household</u>		
Managers, etc.	6	8
Other non-manual	14	12
Skilled manual	33	28
Semi-skilled	23	18
Unskilled	2	5
Other	21	28
<u>Household income</u>		
Up to £19 per week	23	30
£20 - £29 per week	37	22
£30 - £39 per week	24	23
£40+ per week	16	23
<u>Age of head of household</u>		
Up to 39	52	29
40 - 64	37	48
65+	10	21
<u>Religion</u>		
Protestant	66	83
Roman Catholic	31	14
Non-Christian and non-religious	13	8
<u>Household composition</u>		
With children	50	35
With teenagers	28	30
With neither children nor teenagers	37	48
With any old people	19	34
<u>Size of household</u>		
One person	9	16
Two people	28	28
Three people	23	21
Four people	20	20
Five people	20	15
<u>Housing tenure</u>		
Owner-occupied	-	54
Rented from public authority	100	33
Privately rented	-	12
Other	-	-
Sample size	834	794

up with the more familiar array of personal ads for pushchairs, kittens, and even the opportunity to move from one new house on the estate to another. It contains cards inserted by mothers who intend to set up "do-it-yourself" play groups, inviting other mothers to join in; and it contains announcements about football matches between, for example, Shopping City F.C. and Moulded Plastics F.C., listing the positions every player will occupy together with the names of all reserves.

As well as the grocer's, the estate centre contains a bread and cake shop, a fish and chip shop, a launderette, the community hall, a school and the "Burma Star" - which sells Greenall Whitley and draught Guinness. Each of the three estates which so far make up Runcorn New Town has its own centre, much the same. Like the one on the Halton Brook estate, they all tend to perform social functions for which they were not primarily designed. But they also present a few problems that were not anticipated.

For example, the location of the old people's flats bang next to the centre was presumably designed to make it easy for the elderly to shop and never go short of company when they needed it. But that last provision has backfired a bit. What spoils the centre on Halton Brook is the "Burma Star's" acoustics. The pub has two bars, each with its own jukebox, which fight it out to be heard above the other. Unfortunately, for those not actually *in* one of the bars, but living nearby, both jukeboxes can be heard only too well. Those kinds of "trivial" problems in planning terms present real headaches to the people who live there, so much so that it is often very difficult to get a realistic discussion going about the more grandiose planning goals!

The type of card in the grocer's window on the Brook is a good guide to the sort of people coming to live in the New Town: they are the kind of people who play football, need playgroups and pushchairs. In other words, they are youngish and active. This is only a general view, of course, but the master table, opposite, which reveals the first, very basic, details from our survey, confirms the ways in which the people of the New Town differ from the people in Old Runcorn.

Perhaps the most important aspect of the table is the fact that although the two populations have similar "class" compositions, their average incomes appear to be similar, and there are similar household size characteristics. They differ noticeably not on averages but in *range*.

The most important respect where this operates is probably in income. Both groups have an average income of about £27 per week: but New Towners fall much more heavily in the £20 - £29 per week group. In other words, average incomes are misleading in that they mask the fact that the New Towners are much more clustered in a relatively low income group than are the Old Towners, and that they are therefore worse off financially.

Since the New Town population is on average appreciably younger than that of the Old Town, we might expect a higher birth rate in the New Town than in the Old Town. The population of the Old Town is predominantly over 40 and therefore may call on the social services for older people quite heavily in the next 20 years. The demands of the New Towners (half of whose household heads are under 40) are more likely to be heavy on the welfare and child

clinics, maternity wards, schools, etc., provided that the future migrants are similar to them in these respects.

It will also be seen that the New Town and Old Town populations are already widely different in religious composition, with the New Town attracting its intake from Liverpool's predominantly Roman Catholic areas.



Plate 14. The hub of Halton Brook — pensioners flats above the shopping centre



Plate 15. Letters shaken of by the noise?

3. QUESTIONS AND COMMUNITY: THE SURVEY APPROACH

Exploring the range

During the first few months of the project, we tried out various exploratory exercises* designed to give us some idea of the topics that were important to the people we intended to study over the survey period. We had to assume initially that we knew nothing at all about either the Old Towners or the New Towners: we could not know in advance what loomed large in their lives and what did not. Some ideas came to us when we reviewed the reports of the two surveys conducted by the Runcorn Development Corporation**.

But to begin with we talked generally - but at length - with about 50 people, married and single, about a long list of topics concerned with Runcorn's development. These depth interviews, though informal, were long enough for us to probe (even with this relatively small number) broadly what the important issues were and what lay behind them. This was a start but we moved on then to a series of six "group discussions" with six groups of residents, each one comprising about eight people and a researcher in one of the community halls.

People talking in groups - encouraging or provoking contributions from one another - added a further dimension to the information derived from the depth interviews. Together, the two approaches told us something about the *range* of views within the community and the overall perspective on many of the issues raised by Runcorn's development. Our attention was drawn, for instance, to migrants' concern about the fall in their standard of living since the move. Certain members of these discussions mentioned the tensions that existed between Old and New Runcorn. Improved housing, most suggested, was a major motive in their move. These three examples are some of the ideas that arose in this exploratory phase, at least one of which (the income situation) might not have been explored as fully if we had not been given early warning of its existence. But the exploratory research phase told us nothing about the *prevalence* of particular views or opinions, since the sample of residents so far contacted was not intended to be representative of the community as a whole. Like the subject areas covered, it was intended merely to represent the different types of people living in Runcorn, i.e. all age groups, sexes, classes, etc.

On the basis of all this we were able to start on the questionnaire which we intended to use in the main survey. Nevertheless, although it was naturally our responsibility to decide on the phrasing of the questions and - in the event - on what should be included or excluded, we did want the local residents to take an active part in the rest of the procedure, for two reasons. First, since the survey was about community participation it made little sense having no such participation in the design of the survey itself. Second, and more practically, we wanted to discuss various stages of the survey with the people concerned to make sure that we stayed "on target".

*Fuller details of the methods adopted for both the exploratory research and the survey proper are contained in Appendix A: Survey Methodology. This chapter contains only a cursory introduction to the nature of the approach we adopted.

**Runcorn Development Corporation *Social Survey 1969: The First 500 Families*
A full bibliography is given in Appendix E.

Our next step was to ask each of the six groups with whom we had discussed the planning problems to elect two of their members to represent them on a "community advisory group", the function of which was to meet us at critical stages in the development of our project, to analyse how it was going and to act as advisors to the research team throughout the survey period

So far, the advisory group has met four times: the first three times to discuss the design of the survey, and the fourth time to comment on the results, or some of them, from the first phase. Attendance has been consistently good and the group's comments have been extremely helpful in giving us an understanding of and perspective on what was involved in the creation of the New Town and how the measurement approach should be directed. Again the actual contributions of this advisory group are too many to itemise. An example will suffice: in their deliberations on the questionnaire the group members mentioned problems of the employment situation. As a result we extended this section considerably, with most useful results (see chapter 8).

No one would claim, of course - just because we had talked to a hundred or so people - that we had touched on every aspect of New Town life. Nevertheless, we were reasonably confident that the exploratory phase had brought a great deal to light and had covered the range of topics which we could probably include in the survey proper. We therefore felt justified in proceeding to the main phase of the study, described in full in Appendix A.

Three samples of residents

The main phase of the study consisted of fully structured interviews with representative samples of households - selected scientifically at random within Old Runcorn, the New Town and among those people who lived north of the Mersey but who had applied for (and been promised) a house in Runcorn New Town as soon as one was available.

In the event, we interviewed around 800 households in Old Runcorn, about the same number in Runcorn New Town, and around 350 applicants all of whom were still living in the Liverpool area. This was fewer applicants than we had intended to interview, because of the speed at which applicants were (at that time) becoming New Town residents, thereby rendering themselves ineligible as "applicants". It is therefore possible that our generalisations about the applicants are not quite as reliable as the generalisations we make about the other two groups in our sample. Although we interviewed all those we could, it is worth saying that our sample of applicants was, by definition, selected only from *successful* applicants who had been promised homes.

By covering the three groups of residents - New Towners, Old Towners and Applicants - we feel that we were including three of the most important "actors" in the development of the New Town, whose changing views and behaviour we wanted to monitor during the three-year research programme.

The interviews were undertaken by a team of specially selected interviewers all of whom lived in the Runcorn area. They were all trained and briefed on the questionnaire before embarking on their first interview.

The questionnaire itself was split up into three parts: at all the households in the sample either the head or the housewife answered a series of basic questions relating to the household as a whole, covering subjects such as housing, moving, income and expenditure, and so on. (These answers, when referred to in the tables, are entitled "Households'...".)

Then, for one half of the households interviewed, one person was selected from among the adult members of the family (aged sixteen or over) to answer a series of personal attitude questions. The idea behind this was to ensure that every kind of adult had a chance to have his say, not just the heads of households or housewives, as is often the case in survey research, which can give undue weight to the views of older males or housewives. (These answers, when referred to in the tables, are labelled Phase 1 persons.)

For the other half of the sample, the senior household member (who had earlier answered the household questions) answered a series of preference questions that were asked, not by means of a paper and pencil questionnaire, but by means of a special technique developed at SCPR called the priority evaluator. (These answers, when referred to in the tables, are labelled Phase 2 households.)

Playing the planners' game

Most of the interview, up to this point, had been of the traditional social survey type, a structured collection of questions - factual, behavioural and attitudinal - suitable for numerical analysis. The priority evaluator was developed to get at different views not easily tapped in traditional questioning - where, particularly, as is so often the case in planning, there is conflict between competing benefits. Given unlimited resources, community preferences and priorities can be measured and - provided they are clear-cut and not "anti-social" - the planners can cater for the demands expressed. But this is naturally never the case. In the first place resources are limited (often severely) and in the second place, preferences are rarely clear-cut: people tend to want "fast roads", for example, *and* a "quiet environment"; they want to have excellent accessibility and excellent amenity; and so on. So choices need to be made and priorities expressed. Compromises, or "trade-offs", are an essential feature of the planning process and it was in an attempt to measure these trade-offs and to assign weights to the public's preferences that the priority evaluator was developed and has been used in various studies by SCPR over the past few years.

Its purpose then is simple: to enable people to weigh one benefit against another, the cost of this against the convenience of that, in such a way that we can get some idea of their priorities, both ranked and weighted. It enables people, in other words, to play the planners' game.

In this study the priority evaluator consisted of a board divided into eight columns. Each column represented one aspect of the local scene, for example, "traffic around your home" or "recreational facilities within easy reach". Each column was in turn divided into four, and in each of these four spaces was a picture. The pictures were arranged in a scale, those near the top showing poor examples of that particular aspect of the environmental feature, and the bottom picture showing the best. (In Appendix D the pictures used are shown.)

Against each picture was a price - representing the cost per week (or a rough estimate provided by Runcorn Development Corporation) of providing that option to each household.

Finally, each column was provided with a plastic slider which could be moved over the options to show the respondent's answer and thereby to enable him to see both the range of options and the (provisional) choices he had made so that he could arrive at an optimum position on each column - within the constraints placed upon him by the "rules".

Two *types* of question were asked with the priority evaluator (though several versions of each type were used): (1) how does a person's existing situation relate to the scale positions? (2) which option on each scale would someone prefer, bearing in mind the relative costs involved?

In essence then, this approach presents the householder with options which mean something to him, yet at the same time puts him in the same overall position as the planner: every improvement in one direction has to be paid for, either in cash from his pocket or in a reduction in amenities available in other directions. The actual process is described more fully in Appendix A.

4. SOME KEY FINDINGS

This summary of some key findings contained in the remainder of the report is not intended to be comprehensive. On the contrary, it attempts to highlight (somewhat arbitrarily) three of the issues raised by the research which we regard as particularly interesting and important. For the reader who wants to capture the full picture of Runcorn's present situation, this summary will be very inadequate. On the whole it reflects mainly those aspects of the situation which we think require specific further examination and emphasis during phases two and three of the project.

Integration

In any New Town situation, the process of grafting a new community - with all its accompanying facilities - onto an established community presents major problems. There are obvious advantages to be derived by the established community from the scale of expenditure and attention being devoted to their area: better shopping facilities, better public and private transport, more job opportunities, more recreational facilities, and so on. But there are equally obvious disadvantages: major disruption for at least a decade, pervasive change over which they have little or no control, a dramatic and sudden increase in population, and so on. The whole process of integration therefore demands a delicacy of approach of which unfortunately the legislative framework hardly takes account.

The Runcorn situation is fairly typical. The Development Corporation is naturally responsible for the New Town and its residents. It is, of course, not an elected body and, although it has representation from the District Council (which is elected), it is not responsible to the Old Town residential population, not subject to their control, and not even necessarily subject to any influence by them. Instead of treating the Old Town residents as the first half of the total designated population, i.e. by providing for their unmet needs as they do for New Town residents, the framework within which the Corporation has to operate ensures that their resources are devoted to the New Town area and to the preoccupations and problems of its new and potential residents.

The Runcorn situation is complicated further by two additional factors. In the first place, the geographical location of the New Town area is such that it cuts the New Town off from the Old Town (see map). The figure-of-eight design of the New Town also tends to exaggerate this severance effect. In the second place, the social and demographic profile (to date) of the New Town population is very different from that of the Old Town. New Town residents come predominantly from Liverpool: they tend to be young, Catholic and, in many cases, they are emerging from appalling housing stress. The Old Town profile is predictably older, Protestant, and, on the whole, relatively prosperous.

If there were to be a period of adaptation and mutual tension, it would be therefore hardly surprising. But the resentment of some of the Old Town residents is a little more specific and pointed. They are witnessing the growth of a modern, highly organised urban complex on their own door-steps. It has taken the name of the existing town and is planned as an extension to it. Yet, in a very real sense, they are simply witnessing it without any perceived or actual participation in the process and with few perceived short-term benefits arising from it.

Modern, well-planned Corporation housing is being provided in the area but they are not eligible for it simply by virtue of the fact that they live in Old Runcorn; a unique and highly advanced public transport service (the Busway) has been provided, but it is not yet accessible to the Old Town; a splendid new regional shopping precinct (Shopping City) has been built but many of the Old Towners do not yet identify with it and feel it is already wrecking their own local shopping centre; there are thousands of newcomers appearing in the area who seem to regard them as "snobs" and whom some of the Old Towners regard as "roughs"; there is a Development Corporation, complete with Social Development Office, which does fine work in the area, but - within its terms of reference - is seen to be responsible for the New Town residents, not for them; and finally, there is a hospital, run by a regional hospital authority, which is now being put under greatly increased pressure by the growth in population, but is not apparently due for immediate expansion in its facilities.

Nevertheless most New and Old Town residents are optimistic that all will be well within a few years, that integration will come and that the problems are temporary. This process will naturally be monitored during the remainder of the research programme because it seems to us that there are key lessons to be learned here for future New Town developments. The problems in Runcorn - however temporary - are partly a function of the geography of the site, partly a function of the legislative framework, partly a function of the juxtaposition of Runcorn to Liverpool. But they are by no means an inevitable consequence of a New Town designation.

What can be learned here is the need for the terms of reference of future Development Corporations to be expanded right from the start of their operations. It seems not only to be a question of greater public involvement by the local population, but also of a much greater emphasis being given to the timing and nature of the development plans insofar as they affect their local interests. The very absence of local democratic control seems to demand greater local participation in the plans. In the Runcorn situation it is clearly not only the Old Town residents who would benefit from a smoother and quicker process of integration.

Instant growth

The New Town planner, limited as he is by the New Town Acts, has a tricky juggling act to perform in determining his priorities. He is concerned with the creation of a community which - if it is to compare even remotely with the communities from which the New Town residents have come - has to include (from the outset) a great number of supporting facilities and amenities which have taken decades to emerge elsewhere. There are physical aspects, like housing, shopping facilities, roads, recreation facilities, medical facilities, and so on. And there is a wide range of community needs ("quality of life" factors) which are often only tenuously related - if at all - to the physical provision per se.

But the juggling act is also complicated by the necessity for the New Town planners to work in partnership with the private sector. Shopkeepers are reluctant to open shops before there is a sufficient population to support them; cinema-owners do not wish to operate before empty houses, despite the prospect of full houses to come; and even public transport operators will baulk at the idea of running empty buses for any length of time. So the financial factor in determining priorities is crucial. How can the New Town planner so organise the development that his physical provision is in relative harmony with community growth?

The problem here is that both the physical provision and community growth are subject themselves to the interplay of exogenous factors over which the New Town planner has no control. Factors like the housing cost yardstick and the increase in building costs, may have major effects on the type and speed of development; changes in industrial investment in the region are almost certain to affect employment prospects in the New Town, and the housing policies of neighbouring cities or towns in the area may have a critical effect on the rate and type of migration to the New Town: in Runcorn's case, there has been a definite shift in Liverpool's housing policy since 1967, from a positive encouragement of overspill policies (to places like Skelmersdale, Warrington and Runcorn) to what could now be described as a neutral stance.

Given the nature of the task, insofar as it is possible to succeed in satisfying all the conflicting demands, the Runcorn Development Corporation comes in for very little criticism. There are certainly areas of discontent, complaints are frequently made about the inadequacy of particular services, etc., but overall there are few signs of major dissatisfaction within the New Town population. There is little doubt that the policies and priorities to date have been generally acceptable. However, there is equally little doubt that, in the context of a maturing community structure and a more and more complex physical fabric, the maintenance of the present situation will be increasingly difficult.

The major problem from now on will be to cope with the growing disenchantment of those sections of the New Town population which have passed through the euphoria of their initial settlement. Already we find evidence that those residents who formed part of the initial migration to Runcorn (the longest stay residents) are the least satisfied with the present situation. After their initial preoccupation with their new home, with the problems of migration and settling in, they are now becoming more like ordinary residents of an ordinary town: they are becoming critical of their environment, impatient for improvements and no longer as excited as they were initially by the dramatic disappearance of their former housing stress.

"Housing" was, in fact, the primary motive for moving to Runcorn for many of the residents. Almost nothing else was important at that time, and understandably in many cases. But, over time, the new accommodation has become integrated into their lives and - increasingly - their attention is spreading outwards. From the viewpoint of the Corporation, the next stages of Runcorn's growth may well be more turbulent than the past few years have suggested.

Income

Unlike many other New Towns, Runcorn does not pursue a policy of allocating housing only to those with jobs in the town. Residents of Runcorn can work outside the area (or be unemployed) *and* enjoy good housing. One reason for this appears to be the difficulty of attracting sufficient industry to Runcorn and retaining it. So the policy of self-containment practised by other New Towns would not be applicable here.

Continuing migration for those without guaranteed employment in Runcorn appears to be a successful short-term strategy in human terms. But the longer term implications of workers having to travel daily to Liverpool and other major centres could be more serious. In this situation, Runcorn could develop into a suburban dormitory town with little identity of its own. Moreover, commuting is expensive for those who have to do it and - with about one half of the New Town's workforce currently working outside the area - the added costs are being felt.

All this would not matter so much were it not for the real financial problems being faced by many of the New Town residents who apparently felt (or hoped) that their new lives would be freer from problems of this kind. Certainly the lack of job opportunities in the New Town (for men at any rate) has come as a rude shock to many of the residents. Their rents have almost all gone up substantially in comparison with their previous homes, the food prices are reported to be higher in Runcorn than in Liverpool; travel appears to cost more. So that more than half of the New Town residents are apparently worse off financially now than they were before the move.

There is no disputing the fact that many of the residents are better off in other ways, that the housing (though expensive) provides good value for money, that the Busway provides an extremely good public transport service, and so on. But the financial problem remains acute in some cases and worrying in many; particularly so, because it does not appear that many of the current applicants for the New Town are aware that this situation is likely to arise.

The solution for some families appears to be that wives and mothers are now going out to work (though this may be more a function of the greater availability in Runcorn of jobs for women). In any event, this pattern may produce other effects, such as a growth in the need for day nurseries or nursery school rather more quickly than the planners had expected them. In the short term, if working mothers become more prevalent, it may well lead to a growth in the number of latch-key children.

Whereas most of the immediate problems faced by new residents of Runcorn can be solved - some quickly, some rather more slowly - the problem of income and expenditure seems to be much more intractable. New houses and flats demand high rents. So do new shops and entertainment facilities. And the wages offered by local employers do not seem likely to catch up.

Unless other measures are taken, involving either short term or long term subsidies, the situation may well get worse. And, if it does, if more and more families get into substantial debt and rent arrears, many of the social strategies for the New Town could be in serious jeopardy.

5.

THE MOVE: PUSHES & PULLS

Table 2: The Reasons Given by Respondents in 1972 for Moving to Runcorn

	New Town Residents			Applicants		
	Main Reason	Other Reason	All Reasons	Main Reason	Other Reason	All Reasons
	%	%	%	%	%	%
<u>"Push reasons"</u>						
We wanted a house of our own	24	10	34	19	8	27
We wanted a different sized house (flat)	6	14	20	10	26	36
We wanted a house, not a flat	6	14	20	6	13	19
Our home was unfit to live in	5	9	14	2	9	11
Our home was due for demolition	4	6	10	1	4	5
Better accommodation was available	3	14	17	7	25	32
<u>"Pull reasons"</u>						
We wanted a nicer, cleaner, safer area	20	36	56	30	45	75
We wanted to be nearer work	12	14	26	5	16	21
To better ourselves and our family	8	24	32	11	31	42
We wanted to be nearer friends and relatives	4	9	13	5	20	25
<u>Other reasons</u>	7	2	9	6	4	10
Total Push reasons	48	67	115	45	85	130
Total Pull reasons	44	83	127	51	112	163
Sample size (all households)	834	834	834	347	347	347

Respectable housing

"We paid two visits to Runcorn: each time the boys came back with big red cheeks and the second time all the local children knew their names. That's what decided us."

This comment, made by the mother of a New Town family, illustrates the kind of apparently trivial but decisive set of factors which finally persuade some people to pack their bags and make the move to a completely new environment. But behind this persuasive experience, more often than not, a much more deep-seated and longer term set of "pushes" had brought the possibility of migration to mind.

For the most part it was poor housing which finally persuaded people to contemplate moving. In both our pilot study and the survey proper we found that a large number of people who moved into Runcorn had previously been living in buildings that had been condemned, and that many could point to something that was specifically and seriously wrong with their accommodation. It was damp, for instance ("There's a mould like black fur all over the wall"), or there were inadequate toilet facilities (often an outside lavatory only). And there were plenty who were living with their parents or relatives or whose families had seriously outgrown the size of the few rooms they did have.

Nevertheless, there were others who had moved for reasons other than housing. Particularly there was a group of people who had moved to get away from what they thought was an ugly, dirty, squalid and cramped part of the city, "away from the smell of Speke", as one old man put it. And there were parents who wanted simply that their children should be able to play in better, safer surroundings.

Still others wanted to move for social reasons - to be with friends who had already moved, or maybe to get away from their neighbours: "I'm a respectable working man", said one applicant, "and it's difficult to stay a respectable working man in slums, but you *can* be a respectable working man among respectable people".

As we have said, the great dominance of housing as a reason for moving emerged first in our pilot survey; but the precise strength and prevalence of the motive was one of the first things to be confirmed in the survey proper (see table 2, facing). The table clearly shows the importance of housing both in terms of the poor housing in Liverpool (from which most of the applicants come), which "pushes" people south-east to Runcorn, and in terms of the image of the new houses in Runcorn, which "pulls" them towards the New Town. The process is naturally slow and often tortuous. The attachment to an area is often extremely powerful (even if the area is appalling to an outsider) but, over time, factors like inadequate housing weaken the attachment of some people to the area and - in doing so - highlight the opportunities which a nearby New Town can offer.

It is interesting to note that "pull" reasons (as opposed to "push" reasons) for migrating seem to have been increasing over time, as table 3 on page 19 shows.

Table 3: Summary Reasons Given by the Sample of Respondents in 1972 for Moving to Runcorn

	<u>New Town residents who moved into Runcorn in:</u>			<u>Applicants interviewed in 1972</u>
	<u>1967-69</u>	<u>1970</u>	<u>1971-72</u>	
"Push" reasons	53%	50%	44%	45%
"Pull" reasons	40%	39%	47%	51%
"Push" minus "Pull"	13%	11%	-3%	-6%
Sample size	142	241	445	347

Table 4: What Made People Think of Moving to Runcorn: 1967-72

	<u>New Town residents who moved into Runcorn in:</u>			<u>Applicants interviewed in 1972</u>
	<u>1967-69</u>	<u>1970</u>	<u>1971-72</u>	
Friends/relations	29%	31%	36%	47%
TV/Press advertisement	9%	22%	23%	26%
Local Council	12%	12%	5%	3%
Sample size	142	241	445	347

It may be that Liverpool's housing situation has improved (Liverpool's housing *policy* does seem to have changed) over this period. Or possibly identification with Runcorn has - in retrospect - made Liverpool seem less attractive than it was. But a more plausible explanation would seem to be that as Runcorn has become known and has increased in size and in amenity provision, it has "pulled" more and more of the "disaffected" Liverpudlians into its new houses.

But whether a family is pushed or pulled into moving, the idea of migrating to Runcorn, rather than anywhere else, has to start somewhere. And the idea appears to arise quite independently of any knowledge of the regulations about who is qualified to move there. We found that the idea of Runcorn usually arose in our sample through personal contact with someone else who already knew about the New Town, or through the advertisements (in newspapers and elsewhere) placed by the Development Corporation. But neither of these sources seems to spell out to a prospective applicant whether or not his family is eligible; this he has to find out from official sources, either by direct application to Runcorn Development Corporation or through his local council offices. This might not be important. It does mean that we cannot tell how many people do not apply for the New Town, believing (falsely perhaps) that they do not have the right qualifications or that they would have to wait too long, as is the case with Corporation housing, but is not necessarily the case with New Town housing. Judging from the extent of ignorance about the eligibility requirements, there is clearly a case for wider publicity about the nature of the qualifications required for a family to be eligible for new housing.

Of course, there have been changes in this process over time. Personal contact, according to table 4 (opposite), is becoming more effective, as are the adverts, which seem to have a greater effect now that the New Town has become better known. We also found that, as one might expect, migrants who did not come from Merseyside were less likely to have been told about the town by friends, or even to have seen any ads. In their cases it was their firms which had set the ball rolling.

A Corporation interview

One way or another, then, many people find out about Runcorn, decide they want to go there, and seem on the face of it to be eligible. At this point the Social Development Office of Runcorn Development Corporation comes into the picture. Its policy is to have a social worker visit all families who plan a move to the New Town while they are still in their previous home. At this interview the family's eligibility is finally established and its housing requirements are discussed. The social worker also outlines some of the hidden advantages of living in a New Town, and Runcorn in particular, but also warns the family concerned of what problems there are likely to be, for example, the higher rents. This pre-move interview is clearly of the highest importance.

Virtually all the applicants in our sample recalled the interview and only 16 per cent of the New Town residents did not - some simply because they appeared to have forgotten it and others because they had obviously lived too far away for a social worker to have made the visit. In general, people looked back with gratitude on the interview and judged it to have been fair and helpful about the "right things".

In addition, the Social Development Office sets itself the task of visiting every new family *after* its arrival in the New Town - to see if the settling in process needed any smoothing down. More than half of our sample, however, claimed not to have had this second interview (though of those who remembered it, most had found it helpful). It is interesting to speculate on how many of the grumbles or problems detailed in the rest of this report could have been avoided or alleviated had it been possible for this second interview to take place.

Nevertheless, this post-move interview seemed to be the only part of the move that did not go well for most people. True, a few families had been on the waiting list longer than they had anticipated, and the wait had been accompanied by poor communication from the Development Corporation so that they were in a state of limbo; but it was a small number and, in response to this information, the Development Corporation has already begun trying to keep people rather better informed of reasons for delay.

In general, then, there are a few surprises in this pre-move period: knowledge of what has happened in other New Towns led us to expect that housing would be the dominant motivating factor in the decision to move and that local environment would also be important. But, as we shall see, the principal motivating factors for the move are only part of the story. There are many other factors which the applicants do not at the time of their move regard as very important, or which they just do not mention. Some of these emerge into prime importance only later on. And one of the specific initial aspirations and subsequent experience.

6. NEW HOMES, NEW HOPES...

Table 6: Households' Satisfaction with "Your Home"*

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
	%	%	%
Very satisfied	65	62	17
Fairly satisfied	26	29	30
Quite dissatisfied	6	6	19
Very dissatisfied	3	3	34
Mean Score	3.53	3.50	2.30
Sample size	834	792	347

Table 7: Households' Description of Number of Rooms in Home

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
	%	%	%
Too many	3	10	25
Too few	12	14	33
Just right	85	76	42
Sample size	834	792	347

*Each person was shown a card with four options printed on it:

Very satisfied	(score 4)
Fairly satisfied	(3)
Quite dissatisfied	(2)
Very dissatisfied	(1)

and he or she had to choose one in relation to a particular question - in this first case, for example, "How satisfied are you with your home?" Scores were given for each of the answers as in brackets above. An average satisfaction value can be calculated for each sample on any particular aspect. In general, comparisons are more meaningful than "raw" scores but an average score of 3.5 or above can be taken as "good"; 3.00 - 3.49 as "adequate"; 2.5 - 2.99 as "inadequate"; and below 2.49 as "bad".

Spontaneous praise

The very first questions of the interview asked people to say what it was they liked or disliked about living where they did. In the New Town nearly a quarter (23%) spontaneously mentioned their house as one of the things they liked. Housing was praised by more people than any other aspect of the town. And only 5% disliked their house enough to mention it in this context.

Among Applicants for New Town housing, on the other hand, only 8% singled out their present home (in Merseyside) for praise and 31% positively disliked at least some aspect of their house. This applied particularly among Applicants who rent their present house from a private landlord, 43% of whom mentioned dislike for it spontaneously.

In the Old Town feelings appear to be more neutral about housing with 11% praising and 3% condemning their house or flat.

It is, then, immediately apparent that housing is a predictably crucial factor in the planning of the New Town; it is important as a source of discontent among those about to move, and conversely a source of satisfaction once they have moved in.

A more direct question (table 6) confirmed that the standard of housing in the New Town is undoubtedly high, at least as seen by the tenants. Only one in eight failed to allow that his house was at least fairly satisfactory. The houses in "the Brow" estate seemed particularly well liked.

Overall satisfaction with housing is almost identical in the Old Town to that in the New, which is perhaps surprising in view of the much greater average age of the houses there. Either modern houses are intrinsically no better than older ones, or the Old Town housing has other benefits which make up for age (perhaps size: 44% of Old Town houses have five rooms or more, only 17% in the New Town; yet the average 3-up and 2-down fits into this category).

In spite of this parity between the two parts of the town in terms of satisfaction with housing, it should be stressed that a much higher proportion of the New Town households *spontaneously* praised their houses. Evidently a good house is more noteworthy for the recent migrants, in contrast to their previous experience.

This is borne out by the notable difference between the housing satisfaction of the Applicants and of the Runcorn residents. Only one Applicant in six is very satisfied with his house; one in three goes so far as to say he is very dissatisfied with it. On this evidence along, it can be seen that housing dissatisfaction must be a major motive for applying to move to Runcorn; and the New Town is largely successful in providing radically better houses. The contrast is an outstanding one.

Table 8: Households' Description of Size of Living Room

	New Town	Old Town	Applicants
	%	%	%
Too large	2	2	8
Too small	15	13	30
Just right	83	85	62
Sample size	834	792	347

Table 9: Households' Description of Size of Kitchen - Factual

	New Town	Old Town	Applicants
	%	%	%
No separate room for cooking	0	1	2
A small room, just with space for cooking	17	45	56
Room for one or two people to eat	11	26	25
Room for a whole family to eat	71	28	17
Sample size	834	792	347

(0 = less than 0.5%)

Table 10: Households' Attitudes to Size of Kitchen

	New Town	Old Town	Applicants
	%	%	%
Too large	2	1	6
Too small	11	30	52
Just right	88	69	41
% saying "too small" among those with a kitchen which is:			
A small room, just with space for cooking	35	42	66
Room for one or two people to eat	13	31	44
Room for a whole family to eat	5	8	16
Sample size	834	792	347

Table 11: Households' Satisfaction with Specific Aspects of the Home
(Mean Scores*)

	New Town	Old Town	Applicants
	%	%	%
How easy it is to keep clean and tidy	3.71	3.42	2.63
How easy it is to decorate	3.68	3.35	2.57
Convenient layout of the rooms	3.56	3.33	2.68
The amount of repairs necessary	3.30	3.18	2.39
The quality of heating in the house	3.24	3.25	2.49
The amount of storage space	2.95	2.99	2.34
The quality of construction	2.92	3.41	2.64
Whether the heating is cheap to run	2.89	3.00	2.58
How attractive it is from outside	2.74	3.25	2.22
Sample size	834	792	347

New, improved kitchens

An important aspect of housing satisfaction, in Runcorn as elsewhere, is the size of the house in relation to the family and in particular the number of rooms (table 7 on page 24). And in spite of the fact that most of the new homes have fewer rooms than older homes, the New Town has a better fit than the Old in this respect, and can be expected to provide a substantial improvement over the Applicants' current experience. It is not that there is a net shortage of rooms in Liverpool any more than in Runcorn, but the fit of size of house to the size of family is clearly inadequate. In Runcorn, especially in the new estates, there is abundant evidence that people tend to live in a house which is appropriate to their needs. Since all have moved in over the past few years, this is not surprising, but at least we can conclude that the range of home size available in Runcorn is appropriate to the incoming population.

Turning to the size of the "living room", a similar overall pattern emerges, with the New Town accommodation and the Old Town accommodation satisfactory in most cases, and the Merseyside living rooms tending to be the wrong size. But in this case the difference between Applicants and the rest is not so great.

Kitchens, however, are evidently substantially larger in the New Town houses than in the Old Town, where they are in turn somewhat larger than in the homes currently occupied by the Applicants. Evidently the architects of the New Town have used the modern design of a large kitchen, but no dining room; (this is supported by the comparatively small number of rooms per dwelling in the New Town, with no decrease in satisfaction with the number of rooms). In this, they appear to have the support of households of all types, as the increasing satisfaction with increasing size of kitchens indicates (table 10).

House.....

Respondents told us whether or not they were satisfied with each of nine specific aspects of their homes, according to a four-point satisfaction scale*. They are set out in the order of merit indicated in the New Town, not in the order asked (see table 11 opposite).

The New Town housing comes out pretty well on most counts, but towards the lower end of the list the mean scores conceal increasing numbers of households which express themselves as dissatisfied.

In keeping with the general preference expressed for New Town homes, the New Town is certainly rated better than the Applicants' accommodation on all factors, and in only two cases (cost of heating and quality of construction) does the latter come anywhere near the New Town.

Although the Old Town housing fails to reach the New Town's standard over the first three factors listed, it does not suffer on all counts, and on two (quality of construction and attractiveness) the Old Town shows a definite superiority. This is a disturbing result and needs to be checked in the follow-up survey after the estates have "matured". If it is still true then, the success of the design team will be in question, at least as far as the residents are concerned.

*Described under tables 6 and 7, p.24.

Table 12: Phase 2 Households' Experience & Preference: Size of Home

	<u>New Town</u>		<u>Old Town</u>		<u>Applicants</u>	
	<u>Exp.</u>	<u>Pref.</u>	<u>Exp.</u>	<u>Pref.</u>	<u>Exp.</u>	<u>Pref.</u>
	%	%	%	%	%	%
Too small for everyday needs (0 pence)	3	1	5	0	24	1
About right, but no extra space (30 pence)	52	31	53	36	45	25
Some extra living space (40 pence)	30	45	30	46	14	49
An extra room (75 pence)	16	23	13	16	17	25
<u>Mean Value:</u>	<u>39</u> pence	<u>44</u> pence	<u>37</u> pence	<u>41</u> pence	<u>32</u> pence	<u>45</u> pence
Prefer larger than existing	29		31		58	
Prefer smaller than existing	6		10		17	
Prefer same as existing	65		59		25	
<u>Increased value</u>	5 pence		4 pence		13 pence	
Sample size	397		393		170	

Table 13: Households' Attitudes to Size of Garden

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
	%	%	%
No garden	27	23	60
Garden: too large	3	18	11
Garden: too small	17	8	9
Garden: about right	53	51	20
Sample size	834	792	347

Table 14: Phase 2 Households' Existing Situation: Amount of Room Outdoors

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
	%	%	%
No garden (0 Pence)	9	19	54
A balcony (10 Pence)	18	2	10
A small garden (15 Pence)	60	49	25
A large garden (60 Pence)	13	30	12
<u>Mean Value:</u>	18½ pence	25½ pence	12 pence
Sample size	397	393	170

For each of these aspects of housing, we calculated a measure* of the extent to which respondents who were satisfied with one aspect were also satisfied with any of the other aspects; in other words, a measure of the association between every possible pair of variables.

The actual figures resulting from these calculations do not reveal anything of primary interest, and are not shown here. But the general level of the results is more interesting. In the New Town there was very little association between one aspect and another but in the Old Town, particularly among the Applicants, there were fairly high degrees of association between various aspects.

The implication of these figures is that in the Old Town, and especially on Merseyside, housing can be more neatly divided into good, medium and bad; if a house or flat falls into one of these categories, then a whole range of factors will combine towards this verdict. In the New Town, however, although on the average of all types of data it is similar to the Old Town, it is apparent that housing is not so easily classified. Faults in one dimension are not especially likely to be found in the same home as faults in any other dimension, nor even in homes which are generally classified as unsatisfactory. This may well have to do with the "teething troubles" often associated with newly built accommodation.

Table 12 (opposite) shows how people described their current home using the priority evaluator Scale, and also what sort of home they would prefer given certain cost differentials. The Scale itself is illustrated in Appendix D.

The measures of experience (people's existing situation) confirm that many Applicants' homes are seriously too small for their family.

It will be remembered from the general description of the priority evaluator in Chapter 3 that the preferences expressed here are concerned not with people's *ideal* home, but with their choice bearing in mind the increased cost of a larger home. It is clear that on the whole they would like "some extra space", although several go for an extra room in spite of the cost, and others are content merely with a home which is only just about large enough.

In Runcorn, Old and New, this set of preferences includes a slight increase in average rents, but most people express no desire to improve their lot. The Applicants, needing to make greater investment to achieve the same preferences, are prepared to do so. But a number of Applicants feel that their present house is too large, and would prefer a smaller one, with a consequent saving in rent. In fact all the choices tend to the conclusion that "some extra living space" represents the best bargain.

We have already seen that the New Town had an exceptionally good fit between the number of persons in a family and the size of their home; this is confirmed by the fact that the New Town showed an exceptionally low tendency for households of different size to make different changes in their accommodation.

*The measure was Kendall's Tau. See Appendix B.

Table 15: Phase 2 Households' Attitudes to Size of Garden, Analysed by Existing Situation, on Amount of Room Outdoors

	<u>New Town</u>		<u>Old Town</u>	
	<u>Small garden</u>	<u>Large garden</u>	<u>Small garden</u>	<u>Large garden</u>
	%	%	%	%
Too large	1	17	14	36
Too small	28	8	16	3
About right	70	75	70	61
Sample size	236	52	183	117

Table 16: Phase 2 Households' Experience & Preference: A Garden

	<u>New Town</u>		<u>Old Town</u>		<u>Applicants</u>	
	<u>Exp.</u>	<u>Pref.</u>	<u>Exp.</u>	<u>Pref.</u>	<u>Exp.</u>	<u>Pref.</u>
	%	%	%	%	%	%
No garden (0 pence)	9	2	19	3	54	3
Balcony (10 pence)	18	11	2	5	10	8
Small garden (15 pence)	60	63	49	60	25	74
Large garden (60 pence)	13	25	30	30	12	15
Mean Value	19p	25p	25p	27p	12p	21p
	%		%		%	
Prefer larger than existing	29		23		63	
Prefer smaller than existing	4		11		13	
Prefer same as existing	67		67		24	
Increased value	6p		2p		9p	
Sample size	397		393		170	

.....and garden

The majority of people in Runcorn, Old and New, have a garden; in Merseyside, rather less than half have one (table 13).

In the New Town, most gardens appear to an outsider to be hardly larger than a pocket handkerchief, and it is not surprising that few people want to have a smaller one. On the other hand, the average garden in the Old Town seems to be, if anything, rather too large. For Applicants, the range of suitability was wider.

The second factor on the priority evaluator was called Amount of Room Outdoors, and analysis of the points on the scale selected as the Existing Situation (table 14) covers much the same ground as the first.

The differences between the samples appear more marked on this measure. Those without a garden in Runcorn tend to have a balcony in the New Town, nothing at all in the Old Town. But the average Old Town garden is considerably larger than the New Town garden; because of the high cost of the land involved, this makes the Old Town better off overall as measured by the Mean Value.

Households coming to the New Town from Central and South East Liverpool had "large" gardens more than those from elsewhere on Merseyside and other parts of the country. Whether this is because their gardens *seem* large by comparison with their previous experience is not clear.

In all three groups, there was a clear relationship between this score and "overall satisfaction with the environment", which suggests that a garden is seen as connected with the environment, and contributing favourably towards it. In the New Town, to a lesser extent among Applicants, but not at all in the Old Town, a garden makes a significant contribution towards satisfaction with housing as well.

It appears that of the Old Town households with a small garden, nearly as many would prefer it even smaller as would like an increase. The most probable explanation is that the various samples have very different conceptions of what a small or a large garden looks like: to an ex-Liverpudlian, 20' x 40' may seem large; to a Runcornian, 50' x 50' may seem small. This may cast some doubt on the value of analysis of these results *between* samples, though not necessarily within any sample.

What sort of garden would people like, given a choice (table 16)? By comparison with the Existing Situation, the average Old Town household has asked for only a small improvement. The New Town has asked for a fairly substantial improvement to bring it up to the Old Town standards. And Applicants have asked for a larger improvement still, bringing them above the level of the New Town's existing situation, though not as high as the Old Town's. In fact one can conclude that the New Town is not as well supplied with gardens as people would like it to be, though there may be some doubt as to the priority which should be given to this demand, compared with others.

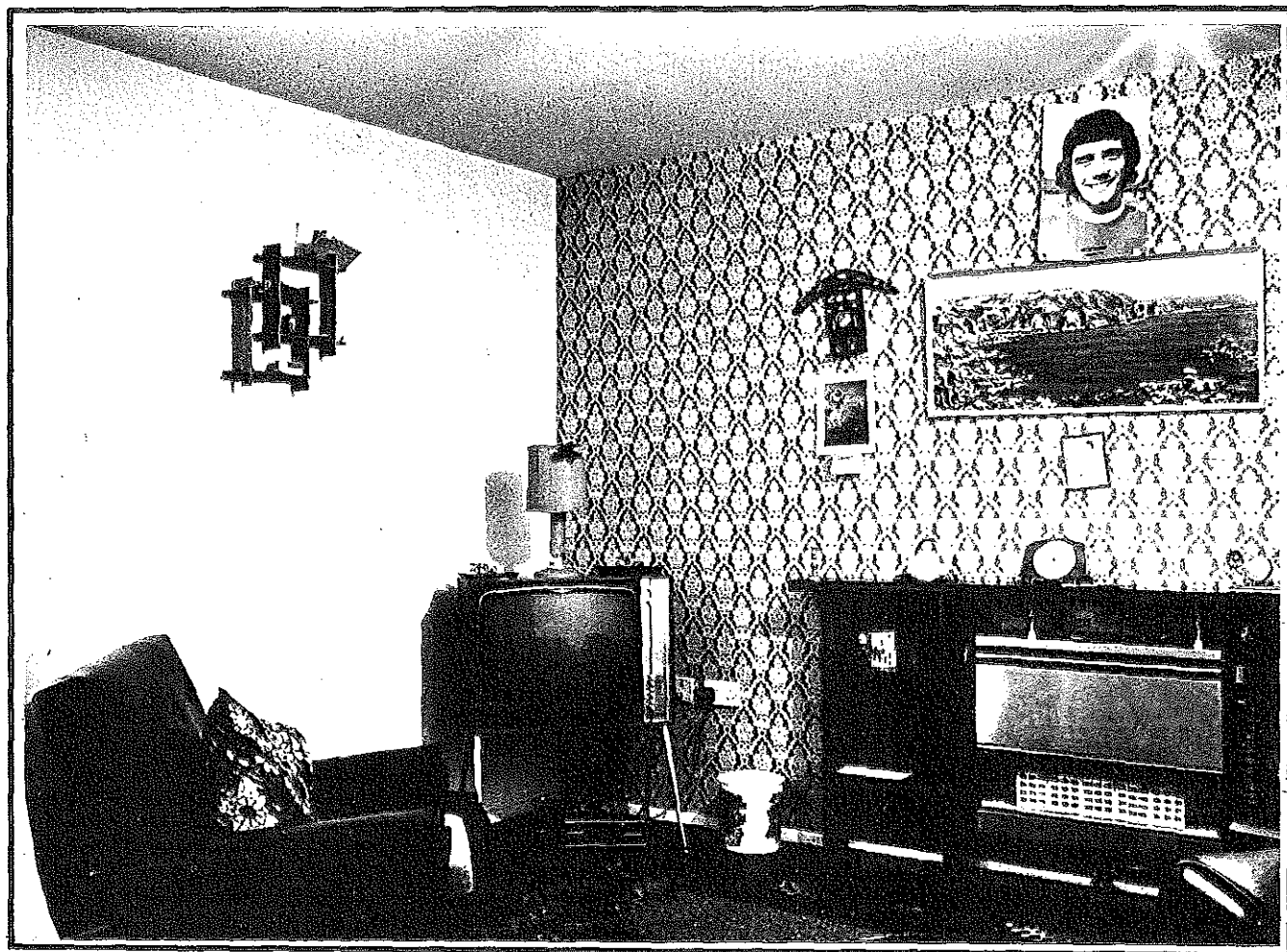
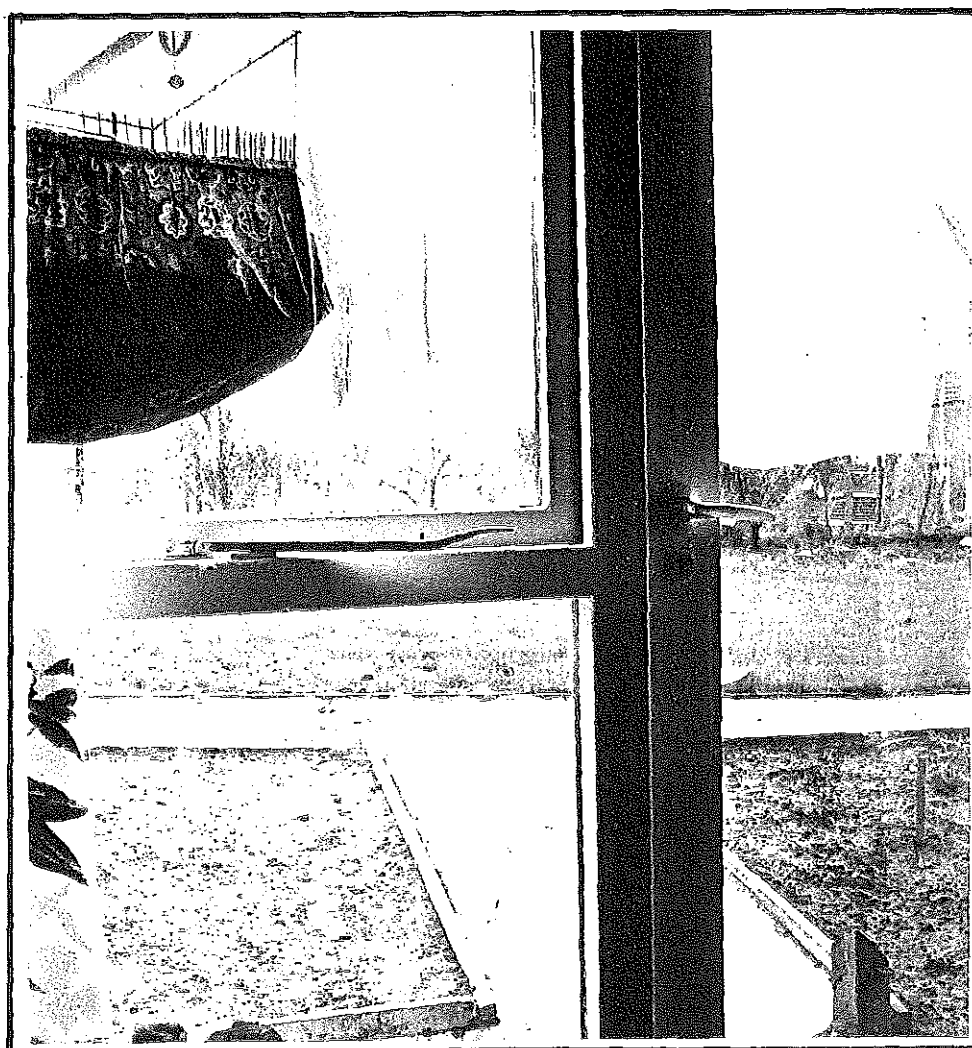


Plate 16. The new living room with mementos of Liverpool over the mantelpiece



House...
...and
Garden

Plate 17. Most houses in Runcorn have garden

In detail, the choices are characterised by a strong wish for a small garden by those who have *no* facilities at present; a fairly strong desire for a small garden among those with a balcony; and a reluctance to sacrifice a large garden by those who have one, in spite of a fairly hefty premium that has to be paid for it. (At 45p per week, the gap between the costs of a small and large garden is the largest gap between neighbouring scale positions of all on the priority evaluator.)

There was, however, one notable exception to the general desire for a garden among those without one. Retired people comparatively rarely wanted one, either because they are too old to cope with them, or because they feel they cannot afford the extra rent to pay for them. Just how important this is both for planning and management we cannot yet say. It is an issue which might well be examined during later phases of the study.

7. ... AND A NEW ENVIRONMENT

Table 17: Households' Spontaneous Remarks About the Environment

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Favourable remarks about:</u>			
Peace and quiet	9	8	5
The estate or neighbourhood	15	22	13
The "surroundings"	17	8	4
Health/fresh air	11	3	2
Total favourable	52	41	24
<u>Unfavourable remarks about:</u>			
The estate or neighbourhood	6	9	35
Surroundings	2	11	4
Vandalism	3	3	13
Total unfavourable	11	23	52
Sample size	834	792	347

Table 18: Households' Satisfaction with the Environment

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Very satisfied	58	48	10
Fairly satisfied	32	40	30
Quite dissatisfied	7	8	20
Very dissatisfied	3	4	40
Mean Score*	3.45	3.32	2.10
Sample size	834	792	347

(*Very satisfied = 4 points; Very dissatisfied = 1 point)

From "filth" to fresh air

The previous chapter considered the housing provided by the Development Corporation which - in general - was applauded by those who had moved in. We were now concerned with its siting, not only in regard to visual aspects such as landscaping, but also in regard to social aspects such as the social mix of neighbourhoods.

Various aspects of the environment were frequently mentioned in response to the preliminary questions when we invited people to say whatever they liked about living in their present situations. In the New Town, and to a lesser extent in the Old Town, most of their remarks were favourable, but among the Applicants, the balance was unfavourable, and suggests an important motive for leaving the Liverpool area (table 17).

So in the New Town, some typical comments were:

"It's lovely here - So much better than where we were before - Everything's clean and modern - I like the open plan and the landscaping - It's nice in the summer when everything is growing - You've got woods, pleasant views and pleasant walks - I like it - I think it's very nice for the children to grow up here - There's no need to worry about the baby playing outside - More the fresh air than anything - You feel it's a healthy sort of place to live - It's quiet and no traffic - very peaceful."

But for the Applicants:

"It's filthy - I don't like the crowded terraced homes for a start - It's more like a dump now - Atrocious - The homes all fall down - Nobody takes a pride in it any more - It's not fair on the children - It's dangerous for the children living so near the road, and there's a canal - The neighbourhood is in very bad condition, a very depressing area - I'll be glad to leave."

It must always be borne in mind that the views of Applicants about Merseyside are naturally coloured by the fact that they have already decided to move. This applies throughout this chapter and the next. They are almost certainly more disenchanted with Merseyside than the general population of the area. They are the ones who have decided to get out.

Later on, people summarised their satisfaction with their environment, in the same way as they had done for their housing satisfaction (table 18). No doubt each person has his own interpretation of what "the environment" means, which will have affected his answer; but in this case many will have had in mind those aspects of the environment which we had asked them about a few minutes previously, which are mentioned later in this chapter.

New Town households are evidently happy with their new environment, if not quite so enthusiastic as about their housing. In the Old Town, as many people say they are satisfied, but rather fewer go so far as to say they are *very* satisfied.

Table 19: Respondents' Satisfaction with Specific Aspects of the Environment
(Mean Scores*)

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
	%	%	%
The number of trees and green areas	3.77	3.03	2.30
Smells and fumes from traffic and factories	3.75	3.08	2.51
The amount of construction work near your home	3.67	3.50	2.94
The amount of traffic near your home	3.63	2.93	2.14
The friendliness of the neighbours	3.58	3.65	3.03
The attractiveness of the area	3.56	3.21	2.07
The type of people living nearby	3.54	3.60	2.84
The cleanliness of the area	3.54	3.30	2.18
Safety for children to play	3.49	2.58	1.84
Peace and quiet in the neighbourhood	3.38	3.23	2.16
How crowded the area is with houses and flats	3.31	3.43	2.32
The amount of damage done by vandals	3.04	3.23	1.99
Sample Size	834	792	347

(*Mean Score: Very satisfied = 4 points; Very dissatisfied = 1 point)

But, as anticipated from the spontaneous remarks quoted previously, the Applicants were not happy with their environment - even less than with their housing. The mean score of 2.10 is one of the greatest demonstrations of dissatisfaction in the entire survey.* It is evident that poor housing itself is not the only aspect of Liverpool that people find unpleasant; and improving the environment may be an important motivating factor in the move.

It will be remembered that migrants from Merseyside were more appreciative of the New Town housing than those from elsewhere. The same applied to the environment, with only 46% of the latter group saying they were very satisfied, compared to 79% of those from Central Liverpool. It seems unlikely that people from different areas are housed in very different situations, so it is probably the *attitude* which is different, in comparison with previous experience.

The three estates' views also differed. The Halton Brow estate was most liked (70% were very satisfied), Halton Brook, the oldest estate, was least liked (43% very satisfied); Castlefields, the concrete campus, came in the middle (60% very satisfied). These are fairly sharp differences, which colour the general picture of satisfaction derived from the average.

What's an environment?

Twelve aspects of the local environment were commented on (table 19). People in the New Town had a pretty high regard for their situations on most counts. In the Old Town, the average was still fairly favourable, although the range of opinions over the various aspects was greater. Among the Applicants, the range was greater still, and the average was considerably less favourable.

Evidently none of these factors is a cause for alarm in the New Town, although there is some problem caused by vandalism.

Of the four factors where the Old Town scores higher than the New Town, three of them (the type of people living nearby, the friendliness of the neighbours, and the amount of damage done by vandals) are the three *social* environmental factors. And in the first two of those cases they are the result of a comparatively high score in the Old Town, not a low score in the New. Thus the difference between two parts of the town is evidently solely a poorer *physical* environment in the Old Town, in spite of the fact that the New Town is seen as more densely populated. Most of the difference appears to be accounted for by the mixture of roads with homes (safety for children to play, the amount of traffic round your home, and smells and fumes from traffic or factories).

Nowhere does the Liverpool environment approach the New Town environment, or, for that matter, the Old Town environment either. The differences between the areas are marked - in particular Liverpool is seen as more dangerous for children, less attractive, with more traffic, greyer, dirtier, smellier, noisier, and even worse off for vandals.

*It is one of the lowest 10% of all the measures calculated.

Table 20: Association between Specific Aspects of the Environment, and Household Overall Satisfaction with the Environment

(Kendall's Tau x 100)

	<u>New Town</u>		<u>Old Town</u>		<u>Applicants</u>	
	<u>Coeff.</u>	<u>Rank</u>	<u>Coeff.</u>	<u>Rank</u>	<u>Coeff.</u>	<u>Rank</u>
The attractiveness of the area	35	(1)	36	(1)	45	(2=)
The cleanliness of the area	28	(4=)	34	(2)	45	(2=)
Peace and quiet in the neighbourhood	25	(6)	30	(4=)	46	(1)
How crowded the area is with houses and flats	32	(2)	30	(4=)	36	(6)
The type of people living nearby	29	(3)	27	(6)	37	(5)
The number of trees and green areas	18	(8)	31	(3)	33	(7)
The amount of damage done by vandals	22	(7)	24	(7)	38	(4)
The friendliness of the neighbours	28	(4=)	22	(9=)	30	(9)
Safety for children to play	16	(9=)	22	(9=)	28	(10=)
The amount of construction work near your home	16	(9=)	23	(8)	27	(12)
The amount of traffic round your home	14	(11)	20	(12)	31	(8)
Smells and fumes from traffic or factories	11	(12)	21	(11)	28	(10=)
Sample size	834		792		347	

This picture of the Merseyside area as a place where Applicants see themselves in a universally poor situation is confirmed when we look at the relationship between the various aspects commented upon. In the New Town, only *one* coefficient* (measuring the extent to which the same people gave the same answer to a pair of questions) was as high as 40. In the Old Town, the number was up to *four*, but among applicants there were as many as *fifteen* coefficients of 40 or over, out of a total of sixty-six possible pairs. In fact three aspects (cleanliness, peace and quiet, and attractiveness) related strongly with a large number of aspects (accounting for over half of the high coefficients) and are evidently typical of the sources of dissatisfaction among Applicants.

What this means is that in the Liverpool area there is some variety between the environments in different neighbourhoods, but that the variation is consistent across a number of aspects of the environment. A neighbourhood will be classified as good, medium or bad, and all, or most, factors will contribute to this judgement - if it is poor on one thing, it will tend to be poor on all the others. And we know from the actual satisfaction scores that most of the Applicants are hoping to leave the neighbourhoods which are poor.

How far does each of these aspects relate to the overall satisfaction with "the environment" which was discussed in the first section of this chapter? The coefficients expressing the strength of this relationship are set out in table 20.

With one or two exceptions, the agreement between the three groups of people as to which aspects are important or unimportant is quite good. Generally, we can say that when people talk of their environment, they are thinking mainly of unmeasurable qualities - attractiveness, cleanliness, and peace and quiet; they are not, it seems, thinking of the usual items such as road traffic or its by-products - road safety or fumes.

Too many cars and people

A distinctive feature of the New Town is the way the housing estates have been laid out to prevent road traffic impinging on the environment. All through traffic by-passes the house; within each estate the layout goes to the extent of limiting access to houses by road.

Thus according to people's opinion of their current experience, expressed on the priority evaluator (table 21 on page 39), most (81%) New Towners said there was "very little" traffic, compared with a third of the Old Towners (33%) and only one Applicant in eight (13%). Clearly the New Town has achieved its aims from this point of view.

Among the established communities, road traffic was noticeably worse for people living in terraced houses than for those in semis or detached houses. Evidently the more desirable residences have been more carefully sited; and of course many old terraced houses front directly onto the pavement, aggravating the effect of any traffic which passes.

*The coefficient is again Kendall's Tau. The maximum value is 100, but in the survey only 5% exceeded the value of 40.

Table 21: Experience and Preference: Traffic Round Phase 2 Households' Homes

	New Town		Old Town		Applicants	
	Exp	Pref.	Exp	Pref.	Ext	Pref.
	%	%	%	%	%	%
A busy street (0 pence)	1	1	15	4	24	4
A street used in rush hour (15 pence)	4	2	17	11	25	7
Light traffic only (30 pence)	14	17	34	34	38	31
Very little traffic (45 pence)	81	80	33	50	13	58
Average value	41p	41p	28p	34p	21p	37p
	%		%		%	
Preference better than experience	5		25		61	
Preference worse than experience	6		1		2	
Preference same as experience	89		73		37	
Increased value	Nil		6p		16p	
Sample Size	397		393		170	

Table 22: Experience and Preference: Type of Area of Phase 2 Households

	New Town		Old Town		Applicants	
	Exp	Pref.	Exp	Pref.	Exp	Pref.
	%	%	%	%	%	%
Very built up (0 pence)	1	1	12	2	41	2
Quite built up (30 pence)	14	12	40	28	41	18
Not very built up (60 pence)	41	42	41	49	17	50
Not at all built up (90 pence)	44	45	8	19	2	30
Average Value	69p	69p	44p	55p	24p	62p
	%		%		%	
Preference better than experience	10		30		74	
Preference worse than experience	9		3		2	
Preference the same as experience	81		67		24	
Increased value	Nil		11p		38p	
Sample Size	397		393		170	

Hardly any of the New Towners were prepared to give up their relative quiet, when given the choice between that and either other advantages or a saving of rent. The Applicants and those in the Old Town, on the other hand, tended to opt for less traffic. This made their preferred situation closer to the New Town, but did not go so far as to close the gap entirely. While the New Town is pleased with its advantage, it might have been almost as pleased with a rather less radical situation.

But virtually no-one accepted a worsening traffic situation: the disadvantaged may seek a moderate rather than a substantial improvement, but those who have obtained the advantage are not prepared to relinquish it.

Comparison on the basis of a scale roughly from high density slums to low density landscaped estates suggests that Runcorn's new estates are far better than the alternatives, and that this is a highly desirable achievement (table 22 opposite). This supports the conclusions earlier in this chapter that the physical and social environments have a major influence on recruitment to the New Town.

In the New Town most people (85%) think their area is not very or not at all built up. In North Merseyside, most Applicants (82%) think their area is quite or very built up.

In Old Town and North Merseyside (but not in the New Town) people in terraced houses feel they are twice as badly off as people in semis or detached houses.

This is no doubt partially a function of the drawings illustrating the various options on the scale, but it was noticeable that no such difference was to be found in the New Town, in spite of the comparatively low score in Halton Brow, which is almost all terraced. Evidently terraced houses as they have traditionally been built are unsatisfactory from the point of view of this scale, but it is not a necessary fault of such a design.

Applicants therefore have a lot of ground to make up on the New Town; and the cost of doing so is high (30 pence for each improvement to the scale). But the importance of obtaining this advantage is shown by the preferences - three-quarters of the Applicants wanted an improvement and the average improvement required is nearly sufficient to achieve the New Town situation. This is a case where Applicants demand improvement when they move; it looks as though they will be satisfied with what they find.

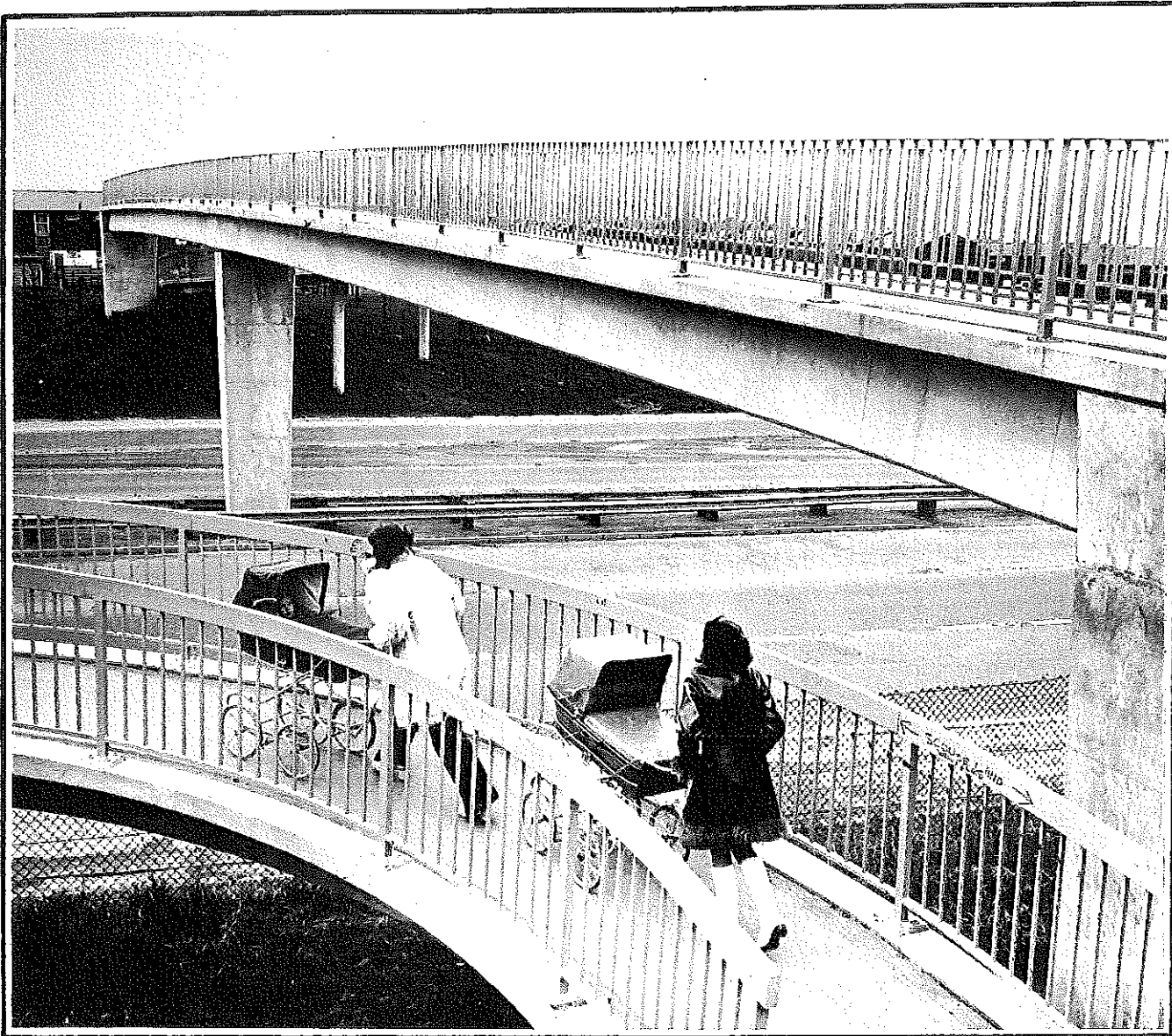


Plate 18. The common pram negotiating the pedestrian walkways across the Expressway

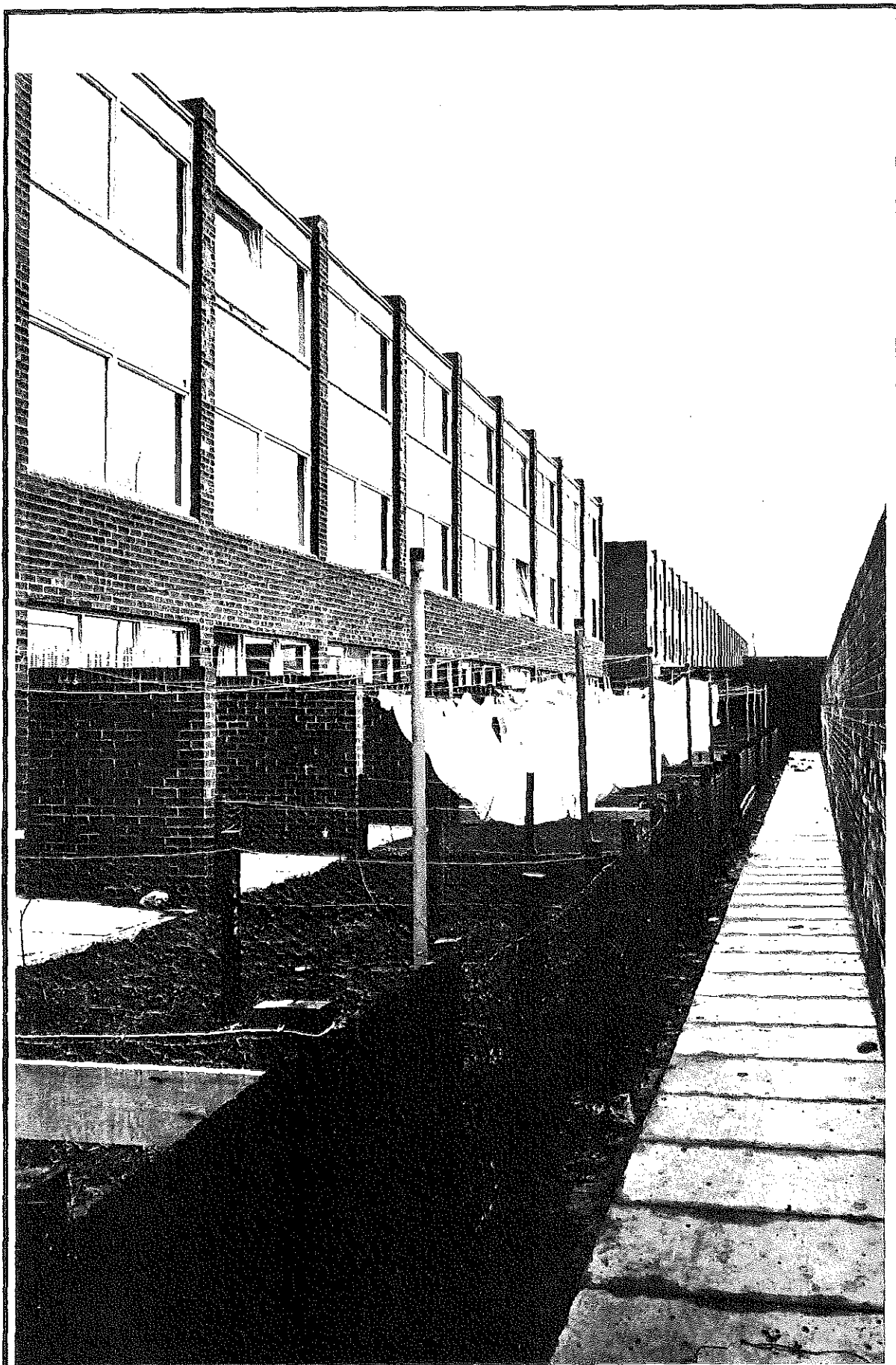


Plate 19. Pedestrian access both front and back.

8. FAMILY FINANCES: BALANCING THE BOOKS

Table 23: People in Employment

	New Town		Old Town		Applicants	
	Heads of house hold	House-wives	Heads of house	House-wives	Heads of house hold	House-wives
	%	%	%	%	%	%
Full time job	79	27	69	18	67	20
Part time job	1	15	3	23	4	16
Seeking work	5	7	3	3	3	2
Not seeking work	15	50	25	56	26	61
Sample Size	839	342	792	308	347	134

Table 24: Place of Work of Employed Heads of Household

	New Town	Old Town	Applicants
	%	%	%
Runcorn New Town	28	6	8
Runcorn Old Town	15	61	5
Another town nearby	16	18	10
Part of Liverpool	34	6	66
Travels from place to place	8	8	9
Sample Size	666	571	244

Table 25: Job Opportunities for "People like yourself" in Runcorn and Liverpool

	New Town	Old Town	Applicants
	%	%	%
Opportunities are better in Runcorn	11	22	50
Opportunities are equal	40	46	41
Opportunities are better in Liverpool	49	32	9
Weighted sample size	941	848	383
Unweighted sample size	409	399	177

Where are the jobs?

"Plenty of work for women. The problem is the work for men. There are more men than ever on the dole."

The accuracy or otherwise of this comment is less important than the abiding impression in the New Town that work is extremely difficult to get and that - when it comes - it is not providing enough income to make ends meet.

Problems of families who find they don't have enough coming in each week to meet their commitments are, of course, by no means confined to Runcorn. And our data as yet come nowhere near a factual appraisal of incomes, unemployment or even a comparison of the Runcorn position with others. On the other hand, the general problem appears acute to many people in Runcorn and even to some of those who have not yet moved there. And the fact that it is not "common" or not "avoidable" does not make it any the less relevant to an assessment of the success of Runcorn as a new community where many migrants look forward to a new life and, however irrationally, have envisaged an alleviation of their old problems. The only difference in Runcorn may be that their disappointment is greater than it would otherwise have been.

The principal employer in Runcorn is ICI but most of the jobs there, we were told, were held down by Old Runcornians. The impression is also given that although quite a few new firms had set up in Runcorn, they had since moved away, for one reason or another.

Table 23 (opposite) shows that the lower age profile of the New Town residents is reflected in the larger proportions at work compared with those in the Old Town or among the applicants on Merseyside. But it also shows an apparently higher proportion of potential workers who are currently seeking work - though the figures are small and so may not reflect an accurate picture. If they do, however, the situation is a serious one.

When we followed this up with further questioning, more interesting facts did emerge. On average, New Towners had been off work for 2.1 weeks in the last year, compared with only 0.7 weeks in Old Runcorn and 1.2 weeks for the applicants. A number of people worked outside Runcorn. Table 24 shows this: new industry provides work for not much more than a quarter of the heads of household in the New Town and a third of them commute to Liverpool. Taking women and younger mothers into account we can see that at least half of the New Towners work beyond the town boundaries - which is exactly double the number which had been intended in the plans for Runcorn.

This must count as a failure of Runcorn, at least in the short term. Later in this chapter, as other problems linked to income are spelled out, this failure will come to seem more important. It shows that Runcorn's policy of going against the self-containment policies of the earlier New Towns has gone further than expected.

In some New Towns the policy has been that in order to get a Corporation house, one first had to get a job in the New Town. This does not always apply in Runcorn and the numbers of those who had a job in Runcorn *before* they moved is very low; only 6% of the current New Town residents moved house and job at the same time.

Poor as the employment situation is in Runcorn, however, the New Towners did not think that they were worse off than almost anywhere else; except Liverpool, that is. We asked our respondents to compare the job opportunities in Runcorn with those in Liverpool. Table 25 shows how disappointed they must be: and it also shows a remarkable euphoria on the part of Applicants about the scope of job opportunities which is likely to greet them, a misapprehension which should certainly be dispelled if disappointment is not to be acute.

Pessimism was greater among the men than among the women, appropriately, it seems, since the job opportunities for women do not appear to be much of a problem at the moment. There was also a general consensus that jobs were more scarce for certain other groups of people, as table 26 below, shows, particularly for men and for school leavers.

Table 26: Job Opportunities for Various Types of People (Mean Scores)*

	New Town	Old Town	Applicants
Young people leaving school	1.64	1.78	1.57
Women	2.53	2.48	2.42
Men	1.80	2.06	1.73
People wanting part-time work	2.14	2.37	2.44
Managers, professionals	2.13	2.27	2.14
Non-manual	2.35	2.56	2.53
Skilled manual	2.27	2.47	2.20
Unskilled manual	2.70	2.25	2.85
(Phase one)			

*Mean score: Very good = 4 points; Poor = 1 point. Low score indicates poor prospects.

Falling Behind on Rents

If the jobs are scarce and wages low then of course the problem of rent becomes crucial. Almost all the tenants we spoke to were paying more in Runcorn than they had done previously, often quite a bit more. Of course, they acknowledged that they were getting better accommodation, better value for their money, all things considered. But the loss of three or four pounds a week from the housekeeping allowance, combined perhaps with lower wages or higher commuting costs, is hard to bear even without chronic inflation. For many people it is not that rents are unfairly high but that they are simply uncomfortably high, so that tension and occasional embarrassment are caused. The Development Corporation had already told us that rent arrears and even moonlight flits are a problem:

"We have to keep a roof over our heads: we can't afford a night out."

"The rents are nothing short of astronomical because our rent is nearly £8 a week."

"The average wage around here is £25 a week. If the rents went down a bit everybody would be a lot happier."

Table 27: Basic Housing Costs for Households Paying a Rent or Repaying a Mortgage

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
	%	%	%
£1 per week	0	12	5
£2	0	16	23
£3	2	30	28
£4	17	16	22
£5	45	10	15
£6	24	4	3
£7	10	4	3
£8	1	3	1
£9	0	2	1
£10 or more	0	2	0
Mean Rent	£5.21	£3.60	£3.55
Sample Size	834	572	267

(0 = less than 0.5%)

Table 28: Receipt of Rent Rebates among Corporation Tenants

	<u>New Town</u>	<u>Old Town</u>	<u>Applicant</u>
	%	%	%
Receives a rebate	20	13	8
Has applied, but does not receive a rebate	25	12	12
Has not applied for a rebate	54	75	80
Sample Size	834	262	143

Table 29: Payments of Rents

	New Town	Old Town	Applicants
	%	%	%
Always, or quiet often behind	2	1	0
Occasionally behind	16	8	7
Never behind	81	91	92
Sample Size	834	335	255

(0 = less than 0.5%)

Table 30: Opinions about Prices

	New Town (Comparing Runcorn with where they lived before)	Old Town (Comparing Runcorn with "Elsewhere")	Applicants (Comparing "Here" with "Elsewhere")	Applicants (Comparing Runcorn with "Here")
	%	%	%	%
<u>FOOD PRICES</u>				
Much higher	17	7	5	14
A bit higher	21	15	15	
About the same	49	69	65	61
A bit lower	10	5	9	20
Much lower	2	0	1	
Don't know	9	3	5	5
Mean Difference*	+0.45	+0.25	+0.15	-0.09
<u>OTHER PRICES</u>				
Much higher	12	5	2	11
A bit higher	15	17	11	
About the same	63	72	73	67
A bit lower	8	3	8	13
Much lower	1	0	1	
Don't know	9	3	5	9
Mean Difference*	+0.32	+0.25	+0.05	-0.03
Sample size	834	792	347	347

(*Mean Difference: Much higher = +2 points; Much lower = -2 points)

All households in the New Town are currently tenants of the Development Corporation. There is so far no owner-occupied housing in the New Town. In contrast only 45% of Old Towners are tenants, while 27% are paying off mortgages and the remaining 28% already owned their houses outright. Among the Applicants, home ownership was very low - 6% were paying off mortgages, 23% were owner-occupiers and the 71% remaining were tenants.

Table 27 on page 44 shows housing expenditure each week and shows that New Town rents are substantially higher than those in either Old Runcorn or Merseyside. This may have put some people off coming to Runcorn, yet the Applicants seemed to accept this higher cost as inevitable - the average rent they *expected* to pay was £5.52, slightly higher than the actual average in the New Town.

Our survey took place before the Housing Finance Act came into force but the old rent rebate scheme was in operation for Development Corporation tenants as well as the others in our sample, so we were able to make the comparisons shown in table 28. This shows that with the higher rents in the New Town, more households were qualifying for rent rebates; on the other hand rents in the New Town were sufficiently high for many more people to apply for rebates than were actually granted them. Most put this refusal down to the fact that their incomes were too high.

As we might expect, most of those who complained about the way that the rent rebate scheme was working out were those whose applications for rebates had been turned down. They had tried to alleviate their situation and had failed. And they were still genuinely worried about rent commitments. In fact we asked all respondents specifically how well they were able to meet their existing commitments: as is seen in table 29 opposite, almost one in every five New Town families admits to arrears in rent and this is almost certainly an underestimate of the true proportions. The proportion of admitted arrears cases amongst both the Old Town tenants and the Applicants was much lower - about one in ten.

The problem of arrears in the New Town is at its most acute for certain subgroups - those who have been living on the estates longest (31% in difficulty), people living in the Brook (33%), though these are some of the same people, those with jobs in the New Town (29%) and households with an income of less than £30 per week (28%), but again there is duplication here. Nevertheless, the overall importance of high rent levels cannot be underestimated. The most common spontaneous reason given for dissatisfaction with life in Runcorn (in response to our initial question about general satisfaction and dissatisfaction) was high rents, 35% singling this out. Nor is it any comfort to know that the picture was pretty much the same whether someone lived in a house or a flat. It seems fair to say, therefore, that it is the general level of rents that is causing dissatisfaction and difficulty rather than the allocation of the particularly costly accommodation to families who cannot afford it.

And with the inflation in building prices, the problem is not likely to be alleviated without major subsidies. It needs to be repeated here that - in general - the rents are not considered to be "unfair" for the accommodation given. They are simply too high for many families to afford.

Table 31: Personal Comments on "The main problem for Runcorn is that wages are too low, and rents and other expenses are too high, compared with the rest of the country".

	<u>New Town</u>	<u>Old Town</u>
	<u>%</u>	<u>%</u>
Very true	58	43
Partly true	21	29
Not really true	14	16
Not true at all	3	6
Don't know	5	7
Sample Size : Weighted	941	848
Unweighted	437	399

Table 32: What New Towners who say they are worse off answer to the question "Is it worth being worse off in Runcorn?"

	<u>All New Town</u>	<u>Very Satisfied with life in Runcorn</u>	<u>Fairly Satisfied with life in Runcorn</u>	<u>Dissatisfied altogether</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Easily worth it	38	57	26	8
Just about worth it	42	39	53	27
Not really worth it	11	3	13	26
Not worth it at all	10	1	7	39
Mean Score	3.20	3.52	2.96	2.04
Sample Size	418	209	135	74

Table 33: Financial effect of moving to Runcorn on households

	<u>All New Town</u>	<u>Unskilled Workers</u>	<u>Halton Brooke</u>	<u>Dissatisfied with "life in Runcorn altogether"</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Much better off (+2)	5	0	3	4
A bit better off (+1)	18	14	24	13
About the same (0)	24	31	16	15
A bit worse off (-1)	27	17	24	29
Much worse off (-2)	24	38	32	38
Mean change	-0.42	-0.79	-0.58	-0.82
Sample Size	834	29	164	114

The push on prices

Table 30 illustrates the differences in the way people felt about prices, broadly according to which side of the Mersey or the Expressway they lived on. Here again, there is a marked discrepancy between the views of the New Town residents and of the Applicants - and a worrying one at that. 38% of the New Towners regarded New Town food prices as higher than their previous area. Only 14% of Applicants thought this to be the case. And the same was true of "other" prices. In Runcorn it appeared to be generally felt that the shops in Shopping City "must" be more expensive than anywhere else; this was not always an objective assessment, but part of some Old Towners' resentment against the positioning of Shopping City (which, because it was further away, had to be more expensive if bus fares were taken into account). We cannot safely conclude, therefore, that people unambiguously think that prices in the New Town are extravagantly higher than elsewhere. The differences between the New Towners and the Applicants are much more important.

In our personal questionnaire, however, we included 18 comments about Runcorn - some of which were favourable and some of which were not, and asked respondents to indicate the extent of their agreement or disagreement with each one. One of them was about expenditure and income (table 31 opposite). Any one statement like this is inadequate as a general measure of anything and tends to attract agreement: nevertheless, agreement with this question was stronger than agreement on most of the other 18 comments. And the extent of agreement (almost 80%) is unusually high.

A picture has been steadily building up in this chapter of a rather gloomy situation financially so far as the New Towners are concerned. But, as we hinted at earlier on the question of rents, it came as no surprise to find from another question (table 32 opposite) that most people thought that the better life in Runcorn made up for the financial straitening they were having to endure. This could, in other words, be looked upon as legitimate sacrifice. The higher prices and rents were intolerable in some senses, but, on balance, were compensated for by the improved housing and environment which were, after all, the main motivations for moving to Runcorn in the first place.

Nevertheless, as table 33 (opposite) shows, more than half the New Town population regards itself as worse off financially than before the move (and particularly so for those on the Brook and for those whose household head is an unskilled worker). Currently, the situation appears, on balance, to be "tolerable" if difficult. But we find it hard to believe that a new life can permanently compensate for financial hardship. It may be much more realistic to think of the New Towners' financial situation as a problem that is largely depressed for the time being, but that will inevitably become more relevant and more often voiced as time goes on. Hardly anyone will return to poor housing in return for lower rents and more disposable income. It is much more likely that they will increasingly regard good housing as a *sine qua non* and that rising rent levels will begin to be regarded as "unfair" rather than simply as "high".

Table 34: Satisfaction with Urban Facilities

(Mean Scores*)

	New Town	Old Town	Applicants
<u>SHOPPING</u>			
Shopping facilities close to home	3.28	3.03	3.31
Availability of large shops	3.59	2.47	3.39
Range of shops in central shopping area	3.57	2.54	3.50
<u>CHILDREN'S PLAY</u>			
Places for infants to play	3.25	2.33	1.67
Areas for older children to play	2.74	2.20	1.76
Leisure activities for teenagers	2.35	1.77	1.79
<u>SCHOOLS</u>			
The number of nursery schools or playgroups	2.32	2.41	2.45
The cost of nursery schools or playgroups	2.46	2.66	2.46
The quality of primary schools	3.40	3.26	3.16
The quality of secondary schools	3.02	3.17	3.22
<u>HEALTH AND SOCIAL SERVICES</u>			
The distance to the doctors surgery			
The quality of local medical facilities	3.18	3.27	3.37
Availability of a hospital	1.54	1.55	3.43
Services for old people and the sick	3.03	2.52	2.74
<u>ENTERTAINMENT</u>			
The number of pubs and clubs locally	3.12	3.38	3.05
Places for having community meetings or local entertainments	3.21	2.51	2.42
Availability of social clubs and organisations	3.06	2.80	2.59
Availability of parks and large open spaces	3.24	2.74	2.91
Facilities for sports and leisure activities	2.69	2.42	2.62
Provision of entertainment in the evening	2.44	2.19	2.63
<u>TRAVEL</u>			
Distance to bus stops	3.44	3.65	3.58
Type of bus service in the town	3.03	2.62	3.18
Cost of bus transport	2.35	1.80	2.25
Arrangements for parking cars	3.25	2.69	1.86
Roads within the town	3.47	3.05	2.72
Sample Size	834	792	347

*Mean Score: Very satisfied = 4 points; very dissatisfied = 1 point. High score shows high satisfaction.

9. URBAN FACILITIES: NOTHING SPECIAL?

Beyond the front door

In chapters 6 and 7 we found that on the whole the New Town has provided fine houses in fine situations - certainly by comparison with the current experience of those on its waiting list, and sometimes better than their future neighbours in the Old Town. There is little to criticise on these scores; and there is evidence that this difference in "homeliness" draws people across the Mersey to Runcorn.

New Town planners cannot, of course, content themselves with building nice housing estates. As well as organising enough jobs to keep the residents in employment they have to think of the whole range of urban facilities - shops, schools, buses, roads, hospitals and so on.

At this point the people's appraisal of their New Town alters considerably. While some urban facilities are well provided, others are not. And for the first time we come across factors where Liverpool is as good as, sometimes better than, Runcorn.

This is not at all surprising. Runcorn is a New Town, and not all its facilities are yet completed; many of those that are completed are running at a loss until the population grows large enough to support them. Even at the end, the town will still be small by Liverpool's standards and will not be capable of supporting a city's range and quality of facilities. Where Liverpool's standards are high, it does not matter if Runcorn's are not higher. Nevertheless, the need for various improvements can be pointed out. The master table (table 34 opposite) shows a "satisfaction score" for each facility asked about. Not all of these receive comment in the following pages.

Every estate in the New Town is provided with at least one shop at its local centre to perform the functions fulfilled in established communities by the corner shop. Although the average distance to this shop was slightly longer in the New Town than elsewhere, these shops seem adequate for their purpose.

The people of the New Town were basically satisfied with their new Shopping City; while the responses did not quite match their enthusiasm for some aspects of their home and their environment, they were higher scores than for any other urban facility, and only two others (primary schools and roads) approached within .50 of their mean scores.

Applicants also felt that their shops in Liverpool were as good as they should be, although for them shopping was not as outstandingly better than other aspects of the city. But it is important to note that the difference in satisfaction between Applicants and the New Town is not so great. Evidently the huge scale and the novel form of the Shopping City does not make for much advantage over the traditional shopping centres in Liverpool.

The shopping centre was designed, in theory, to serve the residents of the Old Town as much as those of the New. It stands at the focus of the transportation networks, between the new estates and the existing population. Yet the same centre, which was so satisfactory for the new tenants, was not satisfactory for residents of the Old Town. At present the New Town residents are all very close to the centre and the Old Town residents are, on average, further away, especially when their less efficient transport systems are taken into account. In time, as new estates are built further away, and Old Town transport is improved, this distance differential will decrease, although many suspect that it will never be eliminated. On the other hand, the Old Town has the compensating advantage of a choice between using the Shopping City, and its own town centre, which, while it will decay, has not done so yet.

Thus the difference in attitudes between the New and Old Towns must be seen mainly as evidence of the resentment felt in the Old Town about the siting of the new shopping area. We were already aware of this resentment from our exploratory research in the Old Town. While residents are prepared for fine facilities to be provided for the migrants, they do not like being forced to do their own shopping in a different place, or in a different manner, from their custom. There is also some feeling of sympathy for the tradesmen in the Old Town centre, who are expected to suffer. In fact, we gather that the siting of the shops was a major bone of contention between the Development Corporation (whose proposal it was) and the Urban District Council (whose members were elected by the citizens of the Old Town).

It will be of vital importance to see whether this attitude persists as the town development continues.

The answer to another question reveals that only 45% of Old Town shoppers usually use the Shopping City, 40% use the Old Town centre, and 15% go elsewhere - perhaps Widnes or Liverpool. And the satisfaction with shopping facilities is substantially higher among patrons of the Shopping City, though still lower than among the New Town residents.

Little more than a first aid post

Although the distance to the Doctor's surgery averaged over the whole New Town does not appear too bad, even though it is not as satisfactory as the other two areas, this conceals an element of severe dissatisfaction. As many as 13% were *very* dissatisfied against 5% in the other towns.

The location of the G.P.'s clinic generated some strength of feeling in our exploratory interviews. This is on the Castlefields estate (where most of the people live, hence the high average level of satisfaction), but residents of Halton Brook and the Brow felt there should be one on each estate - or at least an outpost where surgeries could be held. Halton Brook has no bus service to Castlefields, and since doctors were reluctant to make home visits, this often meant a long walk in spite of poor health.

Their comments are borne out by the remarkable divergence between the estates. Firstly, how long it actually takes to get to the Doctor's surgery by the best available mode:

Table 35 Household's report on time taken to the G.P.'s surgery

	Castlefields	Halton Brow	Halton Brook
	%	%	%
Up to 2 mins.	14	8	1
3 - 4 mins.	21	12	4
5 - 9 mins.	33	28	12
10 - 14 mins.	18	33	13
More than 14 mins.	12	18	69
Mean (of grouped data)	7½ mins.	9¾ mins.	15 mins.
Sample size	527	176	120

While the great majority of Castlefields residents are within 10 minutes of the doctor, the great majority of Halton Brook residents are not. Hence the variation in satisfaction with the distance:

Table 36 Household's satisfaction with the provision of medical services

	Castlefields	Halton Brow	Halton Brook
	%	%	%
Very satisfied	68	50	11
Fairly satisfied	26	33	13
Quite dissatisfied	3	10	22
Very dissatisfied	2	7	53
Mean Score	3.62	3.27	1.81
Sample size	527	176	120

When people reach the health centre, they are not usually dissatisfied with the service they receive. But the refusal to provide any facility for doctors on the smaller estates is often seen as a major instance of the authorities' insensitivity to popular demand - and people do not seem to be aware of why it is that their request is not met.

Lack of a good hospital is not just a question of siting. Considering that the minimum possible mean score is 1.00, the results in Runcorn (1.54) show that poor hospital facilities are a very serious source of discontent. The scores are quite the lowest in either part of the town, for any of the aspects asked about. (Indeed, for the New Town, the mean score is 0.78 lower than for the next worst aspect.) Nor can this be ascribed to any general tendency to dislike hospitals, since the score in Liverpool is one of the highest achieved there.

Although most people are aware of the existence of a hospital in the town, it is considered to be totally inadequate for its purpose. It has been described to us as "little more than a first aid post". Although most people who have attended there are not dissatisfied with their treatment, evidently it is too small to cope with most situations.

At this stage, it should be pointed out that a new district hospital is planned for Runcorn. The dissatisfaction with the present state of affairs should be temporary.

Play, pubs and clubs

The new estates, protected from traffic, and provided with small play areas, are satisfactory for small children, especially in comparison with Liverpool, where many children had apparently to play in the street.

For older children and teenagers the facilities are less satisfactory, although they still seem to be much better than in Liverpool. The latter comparison is important, since bored teenagers are often considered to be one of Runcorn's "problems" and the priority evaluator showed recreation (or at least a park for organised games) as the main factor where the design fell short of the ideal. If Runcorn's teenagers do not have enough to do, they may be better off than before they came.

Nevertheless, table 34 on page 49 shows this to be one of the least satisfactory aspects of the New Town, and there is room for improvement.

This is also true for sports and leisure activities and evening entertainment, about which there is an element of dissatisfaction contributing to the average.

Apart from pubs and clubs, this dissatisfaction applies also to all aspects of the Old Town and Liverpool. A number of people in the New Town would probably claim that their area is particularly poor from these points of view, but there is very little evidence to support this.

Nevertheless, our analysis of priorities for planning (in chapter 11) shows these factors to be the most important shortfall in Runcorn's plans.

Expressways and expense

One of the prides of Runcorn New Town, and certainly the aspect of the plan which has attracted most attention elsewhere, is its unique transportation system. This is not only because of the unusual and easily remembered shape of the network (the figure-of-eight) but because of its qualities: the separation of through traffic from local traffic using expressways, and the segregation of public from private transport using Busways. It is fair to point out that the transportation network cannot yet be judged, since neither the network, nor the population it is to serve, is complete.

At the time of writing, SCPR is involved (with the Transport and Road Research Laboratory) in the final stages of another survey, independent of this one, designed to assess Runcorn's transportation network by analysis of travel behaviour. But a certain amount of understanding can be obtained from the few attitude questions posed as part of this broader study.

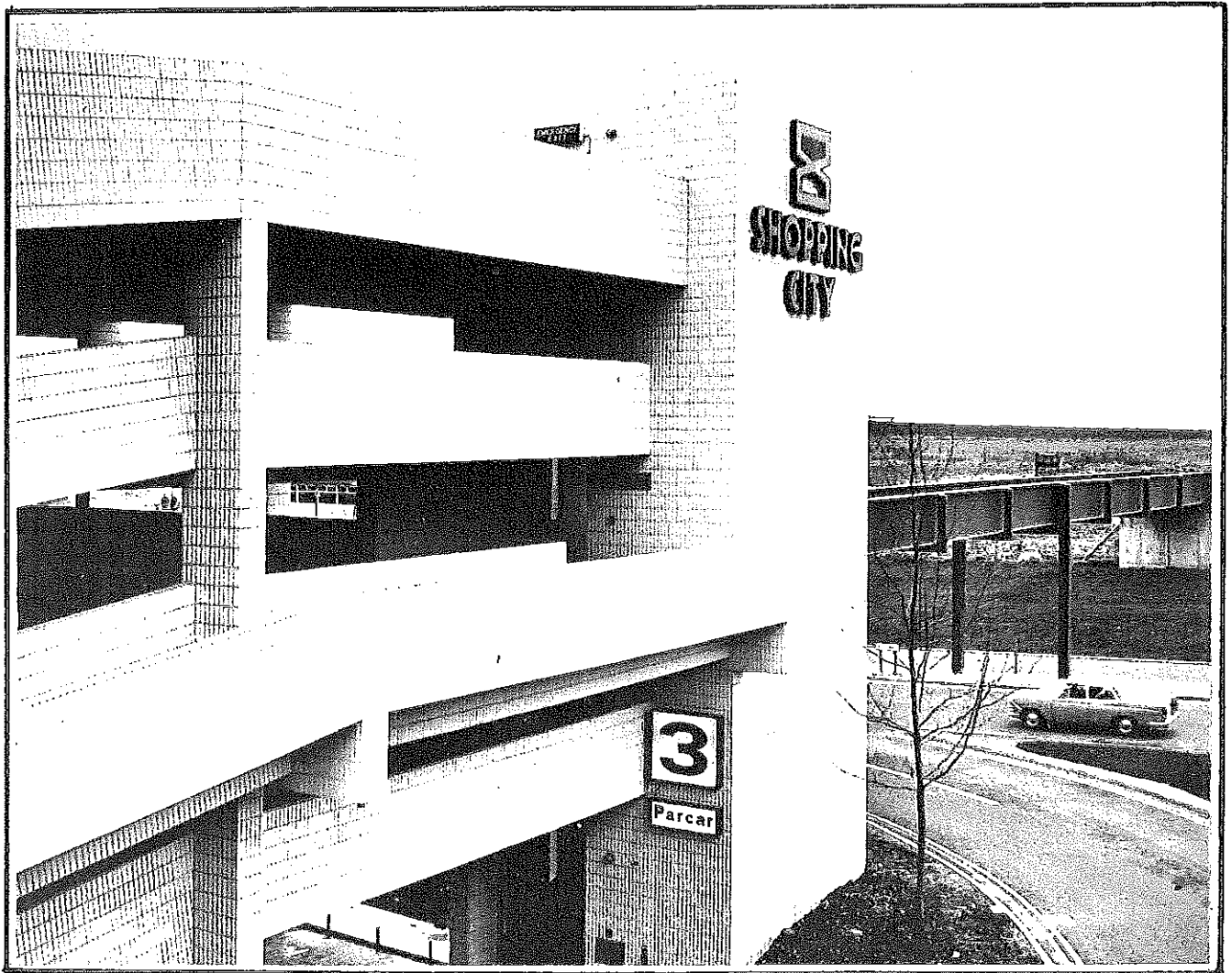


Plate 20. The unfinished Shopping City: extending opportunity towards the Old Town

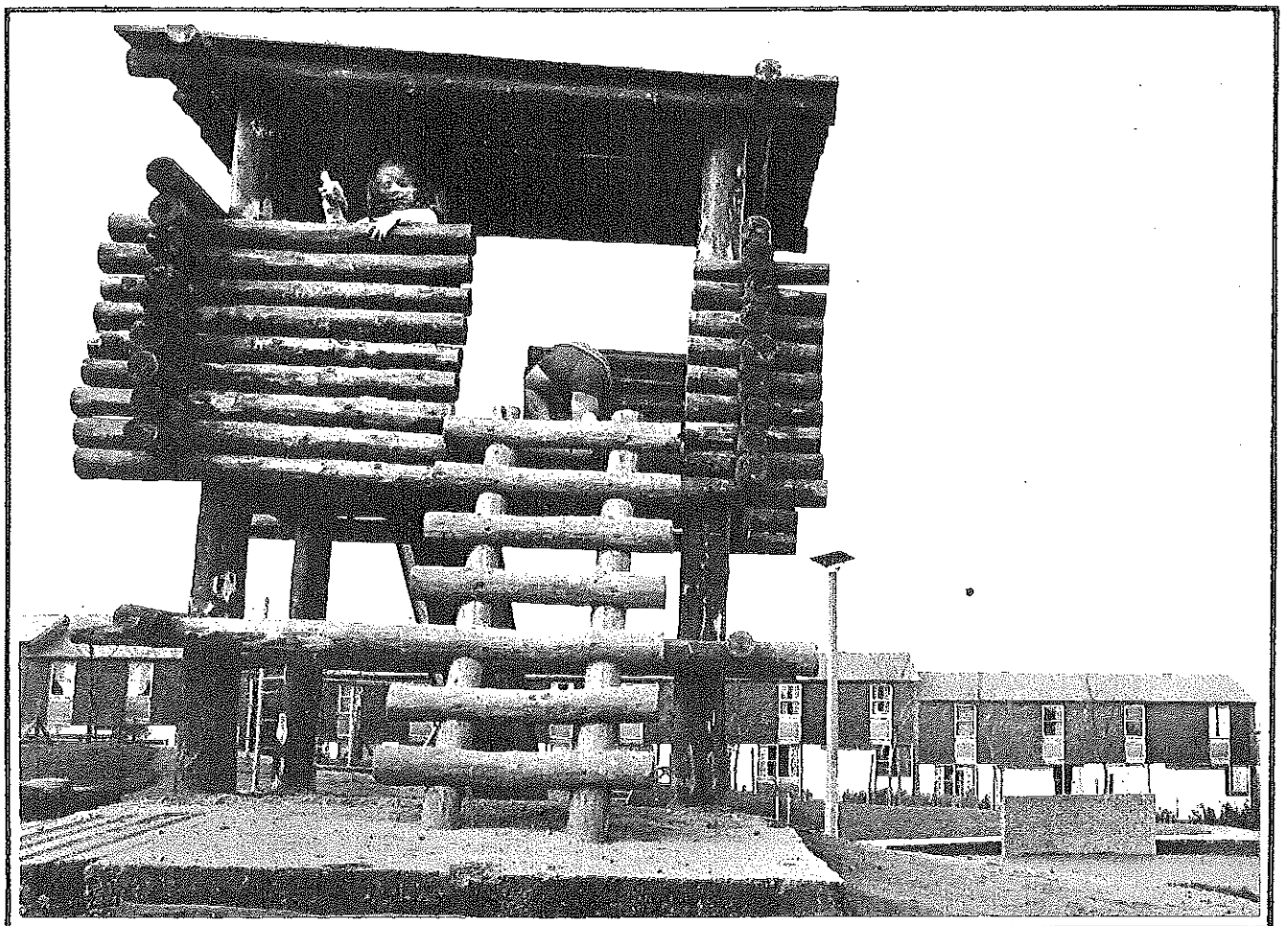


Plate 21. Western outpost in East Runcorn: a youngsters' play area



Plate 22. One form of recreation for the older child in New Runcorn

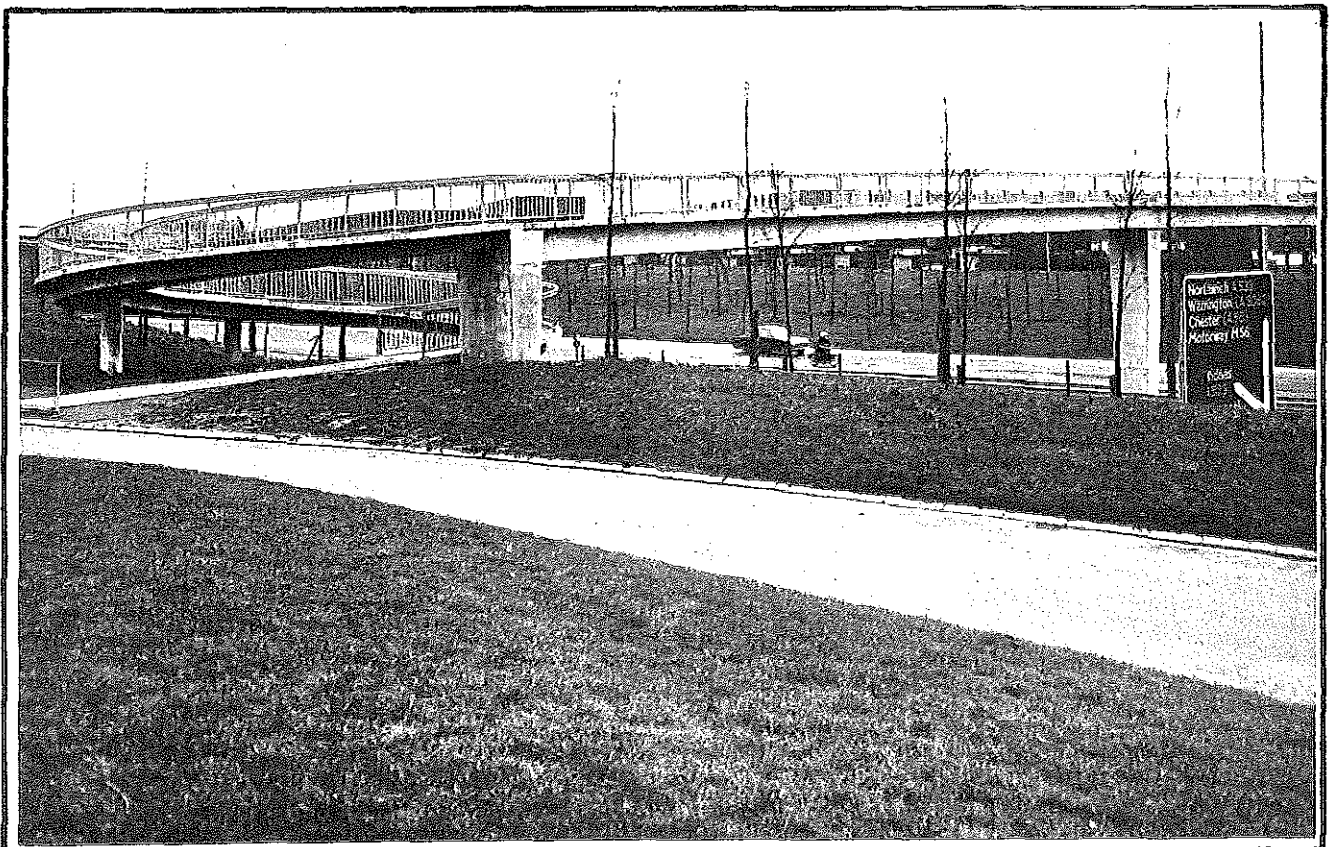


Plate 23. Expressway, pedestrian flyover and estate service road: a fence apart

One of the most clearly stated particular aims of the Runcorn transportation network is that all homes should be within five minutes' walk of the nearest bus stop. Let us just see how long respondents said it actually took:

Table 37 Actual Time Taken to Walk to the Bus Stop

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
	839	792	347
	%	%	%
Up to 2 mins.	32	52	30
3 - 4 mins.	32	32	26
5 - 9 mins.	26	15	34
10 - 14 mins.	8	2	8
15 mins. or more	2	0	2
Mean (of grouped data)	4½ mins.	2¾ mins.	5 mins.
Sample size	834	797	347

It cannot be said that the Corporation has yet succeeded in its aim for households. While many of those in the 5 - 9 minutes category may have said 5 minutes, it seems that 20 - 25% of the New Town respondents claim to live more than five minutes from a bus stop; and 10% of them more than 10 minutes. The New Town residents are only marginally better off than the Applicants. The Old Town residents claim to be much better off.

But, while the Old Town is most satisfied with the location of its bus stops, the New Town is reasonably happy (see table 34). It is disturbing, however, that an aspect of the town on which the Corporation has expended so much attention and well-publicised energy should actually score lower than aspects of the two established communities with which we have made comparison.

While most of the New Town residents are satisfied with the quality of their bus service, and many are very satisfied, there is a core of discontent, and in fact the average score was lower than among the Applicants with their traditional bus services. On the other hand Old Runcorn, which is more comparable in its supporting population to the New Town, is seen as considerably worse off in its bus services, in spite of the lower average distance to the bus stops. The Busways system has not yet extended to the Old Town; when it does it will be less comprehensive, and a long way from many people's homes; there are signs here that the Old Town is not happy with its bus service, and is resentful of the New Town's provision. In fact, as we shall see, there is a fairly substantial body of opinion in the Old Town that thinks that the arrival of the New Town has directly caused a deterioration in the Old Town bus services, however unlikely a hypothesis this may seem to an outsider.

The cost of bus transport understandably receives less praise and more criticism from all groups. Although it appears as a problem for many in New Runcorn it is no worse a problem for many than in Liverpool. But the Busway probably has an odd effect on attitudes towards fares. The bus goes directly to its destination at such a high average speed that the journey time for a given distance is much shorter than in a traditional town. This is in fact providing good value for money, but the passenger, who is accustomed to measure distance in minutes, feels cheated at getting so short a ride for his money!

Old Town residents, however, show positive dissatisfaction with bus fares, and place the blame pretty heavily on the New Town. The New Town may be the scapegoat for general inflationary tendencies, but the complaint may also be concerned with the need to travel a greater distance to the New Town shopping centre.

Turning to road travel, a minor criticism sometimes raised in the New Town concerns the facilities for car parking. We can note that the score here does not give cause for much concern. The situation appears to be better than in the Old Town, and much better than in Liverpool.

The roads in the New Town are clearly pretty satisfactory, better than the Old Town roads, and much better than the Liverpool roads. This is just what one would expect; the main question is whether the current road building programme will lead the Old Town residents to have a better opinion of their roads in a few years' time.

Segregated shopping

The priority evaluator scale on shopping did not concern itself with the quality or range of shops available - in fact, those respondents who looked closely at the illustrations would have noticed that the shops available did not vary at all. The scale concerned itself with the level of traffic disturbance to shoppers. While this is strictly more of an environmental variable, respondents in Runcorn, at least, would have seen it as a choice between a Shopping City and a traditional shopping centre.

Almost everyone in the New Town recognised the traffic-free situation of the Shopping City as applying to them. But the conclusions reached earlier in this chapter are reinforced by the fact that less than two in five Old Town respondents considered their own shopping area to be like this. Meanwhile, those living in Liverpool felt that not only was there traffic, but heavy traffic, passing through their shopping area (see table 38 on page 56).

For the Old Town, moreover, we can report the important result that those who saw the traffic-free precinct as their own situation were considerably more satisfied with "the availability of large shops" (mean score = 3.04) than those who felt that the other situations applied (mean scores of 2.21, 2.36 and 2.20). Thus the lower level of satisfaction in the Old Town is very much tied up with which centre they use.

Overall, then, satisfaction with traffic-free shopping was high and only very few people in the New Town were prepared to sacrifice it for gains in other facilities.

Table 38: Experience and Preferences among Phase 2 Households: A Shopping Centre

	New Town		Old Town		Applicants	
	Exp	Pref.	Exp	Pref.	Exp	Pref.
	%	%	%	%	%	%
Heavy traffic (0 pence)	1	1	8	4	61	8
Medium traffic (5 pence)	1	3	32	23	12	6
Places to cross (10 pence)	1	6	20	17	20	18
No traffic at all (15 pence)	97	90	38	54	7	68
Mean value	15p	14p	9p	11p	4p	12p
Preference better than experience	1		23		76	
Preference worse than experience	8		3		1	
Preference same as experience	91		74		23	
Increased value	-1p		2p		8p	
Sample size	397		393		170	

Table 39: Experience and Preferences among Phase 2 Households: Recreation Facilities

	New Town		Old Town		Applicants	
	Exp	Pref.	Exp	Pref.	Exp	Pref.
	%	%	%	%	%	%
No facilities (0 pence)	10	3	21	7	17	4
Limited space (5 pence)	18	8	23	9	18	4
Small Park (15 pence)	52	47	47	49	42	45
Large Park (30 pence)	19	41	9	33	23	47
Mean value	16p	22p	11p	19p	15p	23p
Preference better than experience	32		41		47	
Preference worse than experience	3		3		6	
Preference the same as experience	65		56		47	
Increased value	6p		8p		8p	
Sample size	397		393		170	

Table 40: Experience and Preferences among Phase 2 Households: Local Facilities

	New Town		Old Town		Applicants	
	Exp	Pref.	Exp	Pref.	Exp	Pref.
	%	%	%	%	%	%
No facilities (0 pence)	2	1	6	3	nil	nil
Just one shop (5 pence)	13	8	17	11	5	4
Two or three facilities (10 pence)	41	32	49	38	23	12
Several facilities (15 pence)	43	59	29	46	72	84
Mean value	11p	12p	10p	11p	13p	14p
Preference better than experience	22		25		21	
Preference worse than experience	4		4		8	
Preference the same as experience	75		71		71	
Increased value	1p		1p		1p	
Sample size	397		393		170	

A park around the corner

"Recreation Facilities within Easy Reach" was another of the scales used on the priority evaluator (table 39). As far as the New Town is concerned, the context for these responses was that, although limited local facilities have been provided in each estate as it was built, the Town Park which is intended to supply most of the demand has not yet been opened. At present it is still mainly agricultural, although some bulldozers are in evidence. It will eventually provide sports grounds, boating, an artificial ski-slope and so on, as well as open space; it is not clear how much the tenants know of what will be provided, or when they expect it.

This is one of only two priority evaluator variables where the New Towners did not see themselves as better off than the Applicants.* In fact on average, they saw themselves in a similar situation, although the range of facilities is slightly different. In the New Town, a high proportion describe their existing facilities as "a small park or recreation area", presumably thinking of the facilities provided on the open areas around the estates.

Because the New Town is no better than Liverpool, and because neither it nor the Old Town has particularly good provision, this was the one priority evaluator variable where the New Town received a fairly sharp increase in "expenditure", compared with the current situation. So there is clearly some demand for the new park to be completed as soon as possible.

Local estate provision

Each housing estate in the New Town has its own local centre, ranging from a shop, a pub, and an empty house for use as a community centre in the Brow, to a small arcade of shops, with health centre, youth centre, etc. in Castlefields. People saw their centres as described by one of the two best options on the priority evaluator (table 40) - "two or three" or "several" facilities in walking distance.

This is the only priority evaluator scale where the Applicants score their existing situation higher than the New Town. The facilities provided on each estate by the Development Corporation are evidently not so extensive as the local shops, pubs and so on that have naturally developed over the years in Merseyside.

Yet it is clearly not simply age or maturity that gives Liverpool better provision than New Runcorn, since the New Town is in turn better off than the Old Town as far as local facilities are concerned. It must be that Old Runcorn was formerly too small to develop the characteristic metropolitan form of a large city centre containing non-food shops, with the day-to-day shopping needs satisfied by numerous sub-centres distributed around the city. It is possible that the town's expansion will lead to more facilities in the Old Town neighbourhoods, to serve those who find the Shopping City too far away, but at present the provision is considerably poorer than in the New Town.

*The other was "Local estate provision" discussed later in this chapter.

Table 41: Existing Situation as far as New Towners are concerned:
"Facilities in Your Neighbourhood," Analysed by Estate

	Castlefields	Halton Brow	Halton Brook
	%	%	%
No facilities	1	0	0
Just one shop	10	23	17
Two or three facilities	38	28	62
Several facilities	51	48	21
Sample size	243	82	60

Table 42: Experience and Preference: Travel About the Town

	New Town		Old Town		Applicants	
	Exp	Pref.	Exp	Pref.	Exp	Pref.
	%	%	%	%	%	%
Heavy congestion (0 pence)	2	1	16	5	62	14
Slow moving traffic (10 pence)	6	6	45	36	32	17
Faster traffic in separate lanes (15 pence)	8	16	11	20	5	25
Special busways and expressways (30 pence)	84	77	29	37	1	45
Mean value	27p	26p	15p	18p	4p	19p
Preference better than experience	4		24		72	
Preference worse than experience	10		3		1	
Preference the same as experience	86		74		27	
Increased value	-1p		3p		15p	
Sample size	397		393		170	

Since this scale is "estate specific", it is important to note the differences between the three New Town estates, which are quite large (table 41).

Castlefields is clearly better provided than Halton Brook as is evident to the visitor. Castlefields is a very much larger estate than the other two, and can therefore support more facilities, although some people in Halton Brook complain that it is being favoured by the Corporation.

The position for Halton Brow is less clear. The actual facilities provided are less than those in Halton Brook. This would account for the high proportion putting themselves in the second lowest category. On the other hand, the estate is, at least for those who do not dislike walking, within walking distance both of Castlefields and of the complete facilities of the Shopping City. The residents are thus divided between those who are dissatisfied with the immediately local facilities and those who are satisfied with the surrounding provision.

Although the New Town is slightly worse off for local facilities than Liverpool, and although improvements were cheap to "buy", there was only a slight desire for improvement. It seems that this situation is adequate, if not ideal.

Are the networks necessary?

It proved surprisingly difficult to design a priority evaluator scale for travel. In the event, we settled for a combined public and private transport scale. At the worse end, two levels of problem were specified; at the better end, two solutions were offered, so that the scale is not truly continuous.

As expected (table 42), most New Town people recognised the segregation of Busways and expressways as applying to their situation; and most Applicants saw that such segregation did not apply to them. But the Old Runcorn residents could not decide between themselves which form of network they experience. Although the segregated network is, in theory, designed for Runcorn as a whole, it has not reached the Old Town yet and will only apply at the perimeter when it does.

Travel facilities are an aspect of town planning where the New Town is most decidedly different, not only from older cities but also from redevelopment areas within older cities; and the policy has been quite deliberate. It is therefore most interesting to observe the reactions of people with various experiences to the possibility of choosing between costed options.

The final preference of the New Town sample was, in fact, slightly lower than their existing situation. This was not surprising, since most of the sample had nowhere to go but down; in the event, some of them reckoned that separate lanes for public and private transport might be as good as separate roads. No doubt this feeling will reduce as the town increases in size.

From the other samples it can be seen that people in poorer existing situations were fairly keen to make improvements, particularly among the Applicants: a quarter of the whole Applicant sample was prepared to pay an extra 30p for improvements, and over a half 15p or more.

Table 43: The Timing of Facilities

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
"They've managed to provide nearly all the facilities in the New Town at the same time as moving the people in"	%	%	%
Very true	40	24	69
Partly true	27	32	17
Not really true	19	24	3
Not true at all	12	10	2
Don't know	1	10	8
Mean score	2.96	2.77	3.67
"It is worth putting up with any inconveniences now, in order to get benefits in the future"	%	%	%
Very true	47	32	84
Partly true	33	37	9
Not really true	13	17	3
Not true at all	6	11	3
Don't know	2	4	1
Mean score	3.24	2.93	3.77
Sample of people: Weighted	941	848	383
Unweighted	436	399	177

In fact, in both groups, a majority favoured some form of segregation of public and private transport, and more favoured total segregation, in spite of its cost, than any other solution. On the other hand, as the average values show, both samples still had a lot of ground to make up on the New Town, before they would be in agreement. Many people think the solution adopted in Runcorn is desirable, but not all of them think it is necessary.

A question of timing

One of the most difficult managerial problems at the start of a major town planning operation must be the decision as to what level of local and urban facilities to provide as the town grows in population. If people are moved into houses without shops, roads, schools and so on, they will be unable to settle properly; if all the facilities are built before the people are there to use them, there is the cost of major capital investment with no return.

In Runcorn, (see chapter 5) those who moved in first seem to be the least happy; we may suppose that this is because of the unsettling effect of moving in too early, before there were enough people to create a society, or enough facilities to provide a "full life". But it may be because newcomers grow less happy for a while after the move, as studies of other migrant groups have indicated.* We also know that recreation facilities are that aspect of Runcorn most in need of improvement; this will certainly be a temporary complaint, since very extensive recreational facilities are in the process of design and construction. Similarly, hospital provision is poor, but will be improved.

We have some evidence, therefore, that the provision of facilities is not always as far in advance as the people might wish it. On the other hand, it is understood that both the Busway and the Shopping City have been introduced in advance of their designed capacity, so that both are expected to run at a financial loss over the first few years.

When we asked about these problems (table 43), the Applicants' answers were characterised by optimism. Most of them do not expect to suffer from any lack of facilities in the New Town; if they do, almost all of them are determined to put up with such temporary inconvenience. It is true that Applicants, arriving in 1972, can truly expect less of this problem than those who arrived earlier in the town's development. But this is not sufficient to account for their lesser fears; and both sets of Applicants' responses seem dictated more by optimism and determination than by knowledge of what to expect.

Even so, most New Towners seem reasonably happy that most things have been provided on time, and are in any event content to wait for those things that are missing. Given the fact that complaints are very much easier to generate than compliments, this represents a very good reflection of the management of resources and priorities by the Development Corporation.

*W.D. Borrie *The Cultural Integration of Immigrants* (UNESCO, Paris) 1959;
M.Gordon *Assimilation in American Life* (OUP, New York) 1964;
C. Price (ed.) *Australian Immigration: a bibliography and digest* (ANU, Canberra) 1966;
C. Price "Studies in Assimilation" in J.A. Jackson (ed.) *Migration* (Cambridge UP Cambridge) 1969.

10. ONE TOWN OR TWO: A GRAFT REJECTED?

Table 44: Overall effect of the New Town on the existing town as seen by Old Town people

	Old Town
	%
Much better	11
A bit better	20
About the same	32
A bit worse	19
Much worse	19
Sample of people: Weighted	848
Unweighted	399

Table 45: The effect of the New Town on the Old Town

(a) Shopping facilities seen by Old Town households

	Availability of Large Shops	Range of Shops in the Shopping Centre
	%	%
Much better	16	15
A bit better	3	4
About the same	32	35
A bit worse	9	9
Much worse	39	36
Mean Shift	-0.51	-0.46
Sample size	792	792

(b) Transportation

	Roads within the Town	Type of Bus Service in the Town	The Cost of Bus Transport
	%	%	%
Much better	15	5	1
A bit better	14	9	0
About the same	56	51	55
A bit worse	7	11	19
Much worse	5	14	17
Mean Shift	+0.29	-0.21	-0.55
Sample size	742	742	292

For better or worse

Even when the planned expansion of Runcorn is completed, Old Runcornians will still make up nearly half of the population of the integrated town. As we said earlier, these proportions of old and new were potentially problematical, so it was extremely important for us to examine the inter-relationship.

Broadly, the people of Old Runcorn do not feel fully involved in the building of the New Town, and most of their opinions are the views of spectators. The majority of the factors that we have considered in this report are not seen as of direct concern to them. They are not eligible for New Town housing (which at any time could become a sore point) but neither are most of them in the kind of urgent need for housing which characterised the Applicants or the previous plight of the New Town residents. The development of communities among the new tenants is as yet far too localised for it to mean anything in Old Runcorn. The same applies to expressways and the Busway at the moment. In any case, integration will never be easy since the geographical location and design will always be separating influences.

So, not surprisingly, the most prevalent reaction to the New Town in Old Runcorn was negative and conservative: nothing like this had happened to them before and they did not see why it should happen now. Some of the flavour of this feeling has already emerged from our results but we did try specifically to tap the reaction in the Old Town.

First, the physical changes: had they been for better or for worse? Table 44 shows that although, on average, the attitude could be described as neutral, this is not because individuals were neutral (only a third were) but because there was a considerable difference of opinion between those who strongly approved of the New Town and those who equally strongly disapproved. There is, in fact, a small hard core of discontent, but no more than that.

On most aspects of their environment, fewer than one in ten old Runcornians felt that things had got much worse since the New Town development had begun. In general, the few who thought things had got worse were cancelled out by others who thought they had improved.

Our explicit questioning did, however, unearth three specific sources of dissatisfaction brought about by the creation of the New Town: the first was the cost of nursery schools, 43% thinking that it had increased; the second was a perceived deterioration in shopping facilities (see table 45a), which may seem curious in the light of the opening of "Shopping City", but it has had consequences on the local facilities in Old Runcorn, with long-established shops closing down or moving; and the third source of dissatisfaction was the cost of bus transport which was felt to have increased (see table 45b), with a sizeable minority thinking that it had simultaneously deteriorated in quality.

All these resentments are understandable in view of the emphasis given by the Development Corporation to the Busway and "Shopping City", both of which are seen as benefits for the New Towners, but largely irrelevant to the Old Town. Moreover, they are seen as producing disadvantageous fall-out as far as the Old Town is concerned.

Table 46: Comments on various aspects of Old Town - New Town relationships

	<u>Very True</u>	<u>Partly True</u>	<u>Not really True</u>	<u>Not true at all</u>	<u>Don't know</u>	<u>Mean Score</u>
(i) The Old and New Town won't be one until the next generation:						
New Town %	47	25	13	8	8	3.20
Old Town %	62	20	8	6	4	3.43
(ii) The Urban District Council has very little say nowadays about what goes on in Runcorn:						
New Town %	21	25	14	9	31	2.88
Old Town %	45	24	11	5	16	3.30
(iii) The people in the Old Town and New Town would come closer together if they met socially						
New Town %	51	28	9	8	6	3.28
Old Town %	49	31	11	8	3	3.24

Table 47: Comments on Old Town - New Town relationships, analysed by friction* between Old and New

	<u>New Town</u>		<u>Old Town</u>	
	<u>High friction</u>	<u>Low friction</u>	<u>High friction</u>	<u>Low friction</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
(i) The Old and New Town won't be one until the next generation	3.52	2.53	3.76	2.69
(ii) The U.D.C. has very little say nowadays about what goes on in Runcorn	2.75	2.93	3.21	3.32
(iii) The people in the Old Town and New Town would come closer together if they met socially	3.40	3.11	3.25	3.10
Sample of people	345	237	384	149

*See Appendix C for full details.

However invalid these fears may be, they need to be counteracted if serious resentment (which does not yet exist) is to be avoided. It may be that to date, most of the publicity effort has been aimed at the Applicants or potential New Towners. Clearly more needs to be aimed at the Old Town to show how they too can benefit from the creation of the New Town.

Roughs v snobs

The population of Runcorn was 30,000 when the New Town development was announced and is now about 40,000; it will be roughly 100,000 by the time the planned migration is complete. As we have said earlier, other New Towns have usually had either much smaller native populations (Peterlee, for example, had only 200, Harlow had 4,500) or much larger (for example, Northampton had 131,000, Warrington had 122,000). Old Runcorn will, therefore, neither dominate the New Town nor be submerged by it, which has usually happened elsewhere. And the situation is exacerbated by the geographical layout, with the New Town alongside the old one, again neither in it nor surrounding it as has usually been the practice elsewhere. The expressway in Runcorn is not only a link between old and new, it is also a divide.

So, how long did people think it would be before any realistic social contact or integration would take place? From table 46 we can see that there is general agreement that there is not yet much in the way of unity between the two communities.

Table 47 (opposite) shows a broad "index of friction" between old and new. The top third on this index (high friction) was separated from the bottom third (low friction) to see what it was that divided them. What is apparent is that the timing of integration is the real issue which divides the top third from the bottom third. In other respects, there are few real differences. But we went on to ask whether people actually knew anyone well from the other part of the town and whether they thought in general the two halves got on well together (tables 48a and b overleaf). The general message from both these tables is an old story: there is a high correlation between low friction and high contact. We cannot, of course, guess at the more likely causal chain, but there is a clear relationship between conciliatory attitudes and personal knowledge of people "across the border".

Underneath all this, of course, the two parts of the town have already formed some general impressions and stereotypes of each other. Table 49 (overleaf) confirmed what our exploratory research had suggested: each group found the other difficult to talk to, and the image each had of the other was distinct. New Towners are "rough" in the eyes of the Old Towners and Old Towners "snobbish" in the eyes of the New Towners. But although these images are clearly formed, what is encouraging is that most people acknowledged freely that the merits were not all on one side. And most people believe that integration will come, even if it proves difficult in some ways and takes time.

Table 48: Acquaintances with the "other half" of the town

	New Town			Old Town		
	Total	High Friction	Low Friction	Total	High Friction	Low Friction
	%	%	%	%	%	%
Several acquaintances	18	18	19	23	19	21
A few acquaintances	33	26	38	31	27	43
None	49	56	44	46	54	36
How the Old and New Town People Get on with Each Other						
	%	%	%	%	%	%
Very well	4	1	10	2	1	7
Quite well	31	13	39	35	22	40
Not very well	30	42	20	28	36	14
Not at all well	21	41	5	16	31	3
Don't know	14	4	27	19	10	36
Mean Score	2.21	1.73	2.74	2.29	1.93	2.80
Sample of people: Weighted	941	345	237	848	384	149
Unweighted	434			399		

Table 49: Opinions about people in the "other half" of the town

	New Town	Old Town
Friendly	.78	1.01
Just like us	.85	.73
Modern	.41	1.41
With a sense of humour	.74	1.24
Reliable	.87	.64
Well-established	1.84	.46
Nosey	1.15	.97
Rough	.79	10.81
Difficult to talk to	3.08	1.48
Snobbish	6.75	.52
Sample of people: Weighted	941	848
Unweighted	434	399

11. THE PEOPLE AS PLANNERS

Table 50: Association of Various Specific Aspects with General Satisfaction
(Kendall's Tau)

	<u>New Town</u>	<u>Applicants</u>
How attractive one's house is from the outside	25	-
The attractiveness of the area	-	26
How crowded the area is with houses and flats	26	25
The cleanliness of the area	-	26
Peace and quiet in the neighbourhood	-	26
The amount of damage done by vandals	-	27
The type of people living nearby	28	29
The friendliness of the neighbours	27	31
The number of pubs and clubs locally	25	-
Provision of entertainment in the evening	30	-

Note: Only scores of 25 or more are recorded

Components of the general mood

Up to this point in this report, we have been concerned with the attitudes of various groups of people to particular aspects of the New Town and its planning. Only occasionally has there been cross-reference between different aspects. Some aspects of Runcorn have been praised and others criticised as is to be expected. Working as they are with limited resources, the New Town planners - in common with all planners - can often improve one aspect only by diverting resources from another. So the planners need an indication of the relative importance of each aspect in the context of the whole.

In the previous chapters we have already had an indication of some problems, and how serious they are. In this chapter we look at the priorities between them. This perhaps is the central theme of this study. We want to know whether research can be used to indicate not only problems for solution, but the order and weighting which the population places on those problems. In addition to the priority evaluator approach, there are other ways of trying to measure the relative importance of various components of the environment.

One such technique is a measure of association* which we could work out from the answers to a whole range of questions we had put in the course of the interview. We had asked respondents to record their satisfaction with each of forty-six specific aspects of the home, the environment and urban facilities, on a four-point scale from "Very satisfied" to "Very dissatisfied". The results of these questions have already been mentioned. Later in the interview, we had also asked for a satisfaction rating (on the same scale) for "Your life in Runcorn altogether" (for the Applicants, "Your life in Liverpool altogether"). The results of this question are naturally not taken to mean very much in themselves (for the record, the mean scores were: New Town 3.36, Old Town 3.39, Applicants 2.63). But they can be used as an indication of the mood of the people living in the three areas, especially for the New Town households, with their previous experience comparatively fresh in their memory.

However, the interesting question is: to what extent can we say that this "mood" is associated with satisfaction or dissatisfaction with particular aspects of life in the town? A measure of association was calculated between overall satisfaction and each of the forty-six specific aspects, for the three samples separately. As one might expect, none of the aspects individually associates very strongly with overall satisfaction; we have taken the value of 25/100 as the arbitrary cut-off between associated variables and unassociated variables.

In the Old Town, not a single variable could be said to associate with general satisfaction, according to this measure. The mood of the established residents of the town is evidently dictated either by factors which we did not measure, or by a combination of so many different factors that none individually stood out.

But among the migrants, past and future, some variables were certainly important and the results are surprising and intriguing (table 50).

*Kendall's Tau - see Appendix B.

Table 51: Household's demands for Increased Corporation Expenditure on Various Items

	<u>New Town</u>	<u>Old Town</u>
Entertainment	+62	+51
Sports and outdoor recreation	+53	+50
Medical facilities	+33	+36
Local shops	+33	+22
Community centres	+32	+26
Bus services	+25	+ 6
Welfare services	+24	+19
Schools	+17	+18
Roads	+ 5	-14
Central shopping	- 3	-14
Landscaping	-15	-14
Sample Size	<u>834</u>	<u>792</u>

(Each person demanding more expenditure on an item is scored + 1; each person demanding less expenditure is scored - 1; the average score is a measure of the general demand for increased expenditure)

Table 52: Willingness to Pay for Various Improvements

	<u>New Town</u>	<u>Old Town</u>
Better entertainment, for higher rates	+40	+45
Better sports facilities, for higher rates	+39	+45
Better medical facilities, for higher rates	+38	+50
Better schools, for higher rates	+22	+31
Better bus services, for higher fares	+18	+ 6
Better houses, for higher rents	+ 8	+11
Better central heating, for higher rents	+ 8	+11
Better local shops for higher prices	+ 7	+13
Better roads, for higher rates	+ 6	+ 5
Better central shops, for higher prices	- 1	+ 7
Better landscaping, for higher rents	-16	+ 8
Sample Size	<u>834</u>	<u>792</u>

(Each person willing to pay more for better facilities is scored + 1; each person wanting poorer facilities, in return for a saving is scored -1; the average score is a measure of the general demand for improvements)

The results indicate three linked factors as important contributions to satisfaction or dissatisfaction. Firstly, the general visual feel of the neighbourhood; secondly, the social situation in the neighbourhood; and thirdly, at least in the New Town, the provision of facilities which might counteract any feeling of loneliness and "nothing-to-do" arising out of the second. What is important here is that all three factors (out of 46 possible factors) are concerned with the environment rather than with the house itself.

The hypothesis put forward following the exploratory phase of this study had been that Applicants considered housing to be the most important aspect of their life, since it was so poor, but that the New Town residents had developed a particular concern for their local environment, and especially their social environment, having already achieved a reasonable home. But it is now shown that what was broadly true for the New Town residents was also broadly true for the Applicants. People's overall attitude to where they live seems to be dictated more by the qualities of the locality than by any of the specific aspects of housing, or by any of the major and expensive facilities with which a town needs to be provided. If the conclusion indicated by these results is correct, it is clearly confirmation not only for Runcorn and other New Towns, but also for most planning situations, that to relieve housing problems *per se* is only part of the story. Overall satisfaction is more a function of the social and visual milieu than it is of the size or comfort of the house itself.

Before too much weight is placed on these conclusions, however, it should be pointed out that the theory that these factors are most important in deciding the mood of people in the New Town or Liverpool is only one hypothesis about how the measured association arose. It is certainly possible that because most of the housing variables we asked about were fairly specific and factually based - for instance the amount of storage space in the home - we were "splitting the vote", whereas on the more general environmental variables we were not. If we had asked people to judge the general aspects of housing, the local area, leisure facilities etc., we might have found that housing *in general* was more important than our specific findings indicate. This theme will be taken up during the remainder of the research programme.

Priorities and values

One interview question asked people whether they felt that the Development Corporation was spending too much or too little on various items, compared with what they were spending on housing. A second question asked whether, in general, they would like to see an item improved (at the expense of higher prices, rents or rates), or whether they would accept a lower standard (if prices, rents or rates were lower). These questions are summarised in tables 51 and 52 opposite.

While there is a general tendency to ask for more of almost everything, even when improvements have to be paid for, the relative demands for change are pretty clear - people want better leisure activities and medical facilities (a hospital); and they would have been happy with less landscaping and a less impressive shopping centre.

Table 53: Current Experience: All Factors

	New Town	Old Town	Applicants
Amount of Room In Home	39	37	32
Amount of Room Outdoors	19	25	12
Local Facilities	11	10	13
Recreation	15	11	15
Travel About the Town	27	15	4
Traffic At Home	41	28	21
Shopping Traffic	15	9	4
Area Round Your Home	69	44	24
TOTAL	236	180	125

(The results are all expressed as the "mean value" (in pence per week) of the scale positions seen as the present situation. Comparison between factors in any area is not possible without checking with the price list, but comparison on each factor between areas is possible)

Table 54: Willingness to Pay

	New Town	Old Town	Applicants
Mean value of current experience	236p	180p	125p
Mean value of preference	254p	217p	233p
Increased value	18p	37p	108p

Table 55: Preferences of the Old Town, New Town and Applicants households

	New Town preferences		Old Town preferences		Applicants preferences	
	Experience (% of budget)	Preference (% of bgt)	Exp. (% bgt)	Pref. (% bgt)	Exp. (% bgt)	Pref. (% bgt)
Room Indoors	16	17	21	19	25	20
Room outdoors	8	10	14	13	9	9
Local Facilities	5	5	6	5	11	6
Recreation	7	9	6	9	12	10
Travel	11	10	8	8	3	8
Traffic at home	17	16	15	16	17	16
Shopping Traffic	6	6	5	5	3	5
Type of area	29	27	24	25	19	27
	100%	100%	100%	100%	100%	100%

These preferences for various improvements in Runcorn are no more than a general indication of the desired direction of change, together with a hint at the relative importance of the various items. The answers could not begin to be used to decide on how to start improving Runcorn, or how to plan another town, since respondents had so far given us no idea of the scale of the changes required; nor had they any idea of the relative or absolute costs of changes to enable them to decide on the combination which would provide the best value for money.

The priority evaluator question sequence was designed to overcome just this difficulty. The degree of change requested is shown by the scale, and the theoretical cost to the respondent of any improvement was real in the sense that the Development Corporation had worked out, roughly, the actual cost of making each improvement.

Thus, if we take due note of the dangers of inferring real preferences from hypothetical answers, it is possible to use the results of these questions to say what proportion of a planner's budget should be devoted to each of the eight aspects under consideration, so far as the residents are concerned. (The final decision will be a compromise between these views and other considerations, such as employment, industry, government policy.)

Let us first remind ourselves of the current experience in each of the three areas under study (table 53). The New Town is clearly better off than the Old Town in terms of these planning variables. The principal areas where greater investment would be required to bring the Old Town up to the level of the New would be the Type of Area, Travel Facilities, and Traffic at Home. These results certainly show that the Old Town is disadvantaged in these respects; but since other indications suggest that life is not much worse in the Old Town than in the New, we must conclude either that the residents do not mind, or that there are other factors, not included in this series of questions, which compensate. It must be admitted that most of the variables studied here were those on which the New Town planners deliberately set out to provide improvement.

Both New and Old Runcorn are in turn markedly better than the areas where the Applicants live, according to these measures. Again, the principal differences are in Type of Area, Travel Facilities and Traffic at Home, the differences in each case being almost double that observed for the Old Town.

When people chose an "ideal" plan, they could not have their improvements for nothing - any improvement on their current experience had to be paid for either by lower levels on other factors, or by increased rent. One indication of a general level of satisfaction is the total increased rent people felt they needed to pay (table 54).

New Towners have the best current experience; and, according to the costing provided, only about 18 pence per week needs to be paid in order for them to be reasonably satisfied. Since they could have opted for the best position on each scale, at a total increased cost of £1.29 per week, they have not asked for much overall improvement and can be said to be fairly satisfied with current provision. The Old Towners, starting from a lower baseline, are prepared to invest more, but not enough to bring them up to New Town standards.

Meanwhile the Applicants, with their poor existing situations, are prepared to make a fairly sizeable investment of about £1.08 per week, which brings them almost up to the New Town's existing situation. We can see that the Applicants approve of the higher quality of provision in the New Town, and say they are prepared to pay higher rents in order to get it. (The average actual rents in the New Town are £1.66 higher than average actual rents paid by Applicants.) Since they say that they are happy to pay £1.08 for improvements on these eight factors, the further 58p can probably be justified by other things, for instance the quality of housing, which was not covered by the priority evaluator. This seems to support the suggestion in chapter 8, that New Town rents may be uncomfortably high, but not unfairly so. But it may also indicate that the change in the level of rents is too abrupt, causing appreciable hardship initially.

Deciding the balance: the New Town view.....

If New Towners want only a slight overall improvement, Old Towners slightly more, and Applicants substantial improvements, what should the balance be between the various aspects of a town?*

The preferred choices of the *New Town residents* are remarkably similar to their existing situation. On only three of the eight variables does the difference between investments reach 2%, representing marginal demand for more gardens and more recreation facilities, at the expense of the "type of area" (see table 55 on page 71). Taken at face value, this means that the New Town residents are satisfied with their new facilities and would make only minor changes if they were given the chance to redesign Runcorn over these eight aspects. This simple conclusion is a very important finding, since it may indicate that the planners have broadly succeeded in providing what the people want. We can raise two suspicions about these answers - firstly that respondents find the priority evaluator difficult for expressing preferences much different from their existing situation; or secondly that their preferences may have been conditioned by what they have - but the fact that the Applicants have been able to suggest major changes in the balance of their budget (see below) suggests that these suspicions are insufficient to explain the general agreement between preferences and provision.

.....The Old Town view.....

The Old Town residents also expressed preferences generally similar to their existing situation (table 55). For only two of the variables does the allocation differ more than 1% - a demand for better recreation facilities (+3%) in return for less spacious accommodation (-2%). Again we can say that the choices indicate a general satisfaction with the existing situation.

*Respondents answered a "preference" question four times, with four different "rules" for the game. The differences between the preferences expressed are negligible, and the results of only one question are quoted. This suggests that the preferences expressed are fairly robust. See Appendix A, pp (iv) - (vi).



Plate 24. A vandals view of New and Old Runcorn

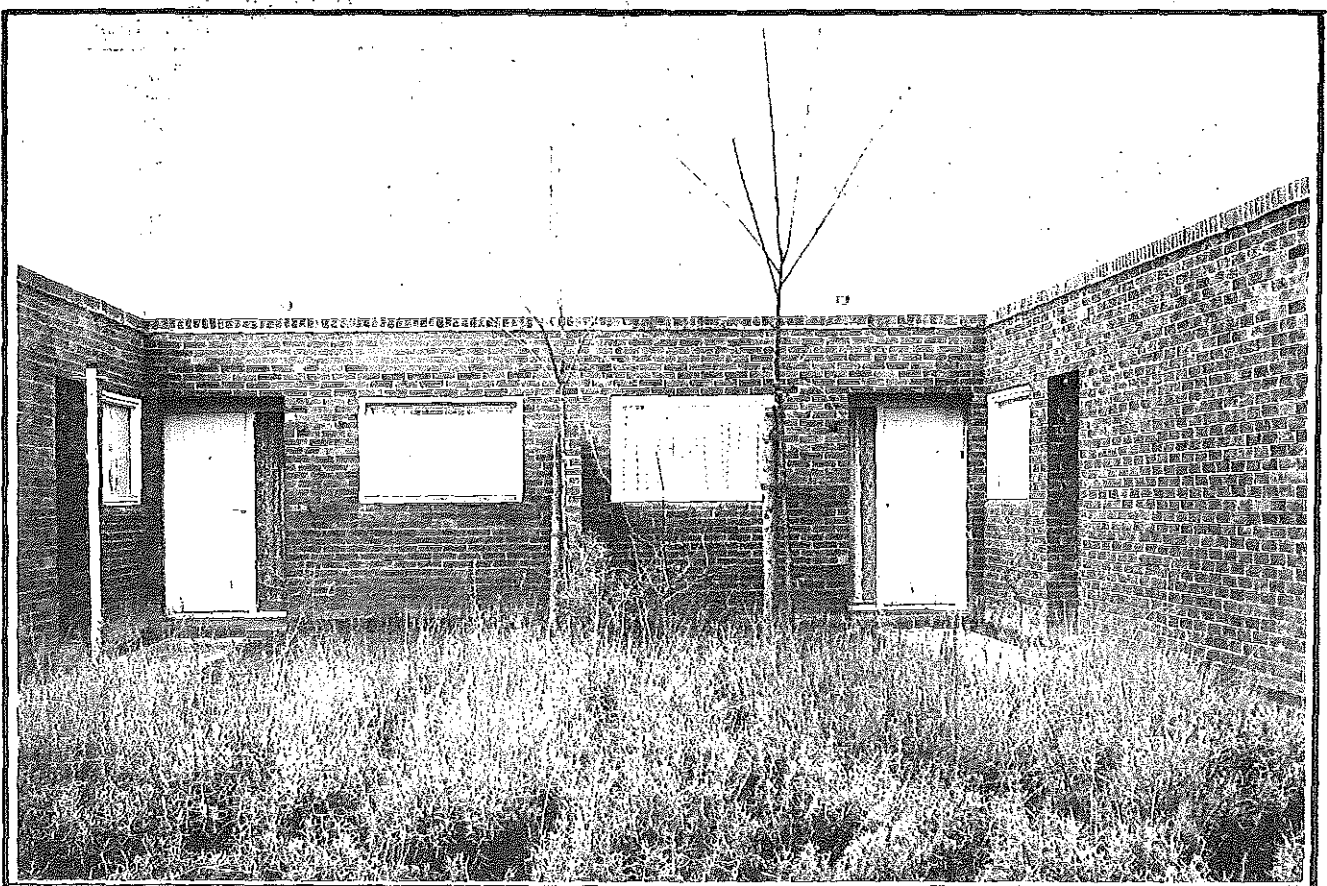


Plate 25. Failure to tend the shrubs; a minor niggle

Table 56: "Opinion Leaders'" Views About the Development Corporation's Expenditure on Various Items.

	<u>Opinion Leaders</u>	<u>MAIN SURVEY</u>	
		<u>New Town</u>	<u>Old Town</u>
	<u>42</u>	<u>834</u>	<u>792</u>
Entertainment	71	62	51
Sports and outdoor recreation	57	53	50
Medical facilities	43	33	36
Local shops	31	33	22
Community centres	31	32	26
Bus services	3	25	6
Welfare services	29	24	19
Schools	7	17	18
Roads	-9	5	-14
Central shopping	-24	-3	-14
Landscaping	-15	-15	-14

Table 57: The Changes that "Opinion Leaders" Would Like to See

	<u>Opinion Leaders</u>	<u>MAIN SAMPLE</u>	
		<u>New Town</u>	<u>Old Town</u>
	<u>42</u>	<u>834</u>	<u>792</u>
Entertainment vs rates	38	40	45
Sports facilities vs rates	43	39	45
Medical facilities vs rates	27	38	50
Schools vs rates	14	22	31
Bus services vs fares	-11	18	6
House vs rent	-10	8	11
Central Heating vs rent	0	8	28
Local shops vs prices	-5	7	13
Roads vs rates	-12	6	5
Central shops vs prices	-17	-1	7
Landscaping vs rents	-29	-16	8

Although the two parts of the town have differing existing situations, and although each set of preferences is similar to the existing situation, the two sets of preferences are also very similar to each other. This is because each pattern of choices lies neatly between the two existing situations; if any change is required, the New Town would like to be more like the Old, and the Old Town would like to be more like the New. Only in the case of Recreation would both populations prefer better facilities, which confirms the findings earlier in this chapter (page 70).

.....The Applicants' view.....

By contrast, the Applicants wish to make substantial changes in the balance between factors, as well as increasing their general level. They certainly want a better Type of Area and Travel Facilities and also less traffic in their Shopping Centre; comparative sacrifices of Local Facilities, Room Indoors and Recreation were nominated in order to pay for this.

.....And the views of "opinion leaders"

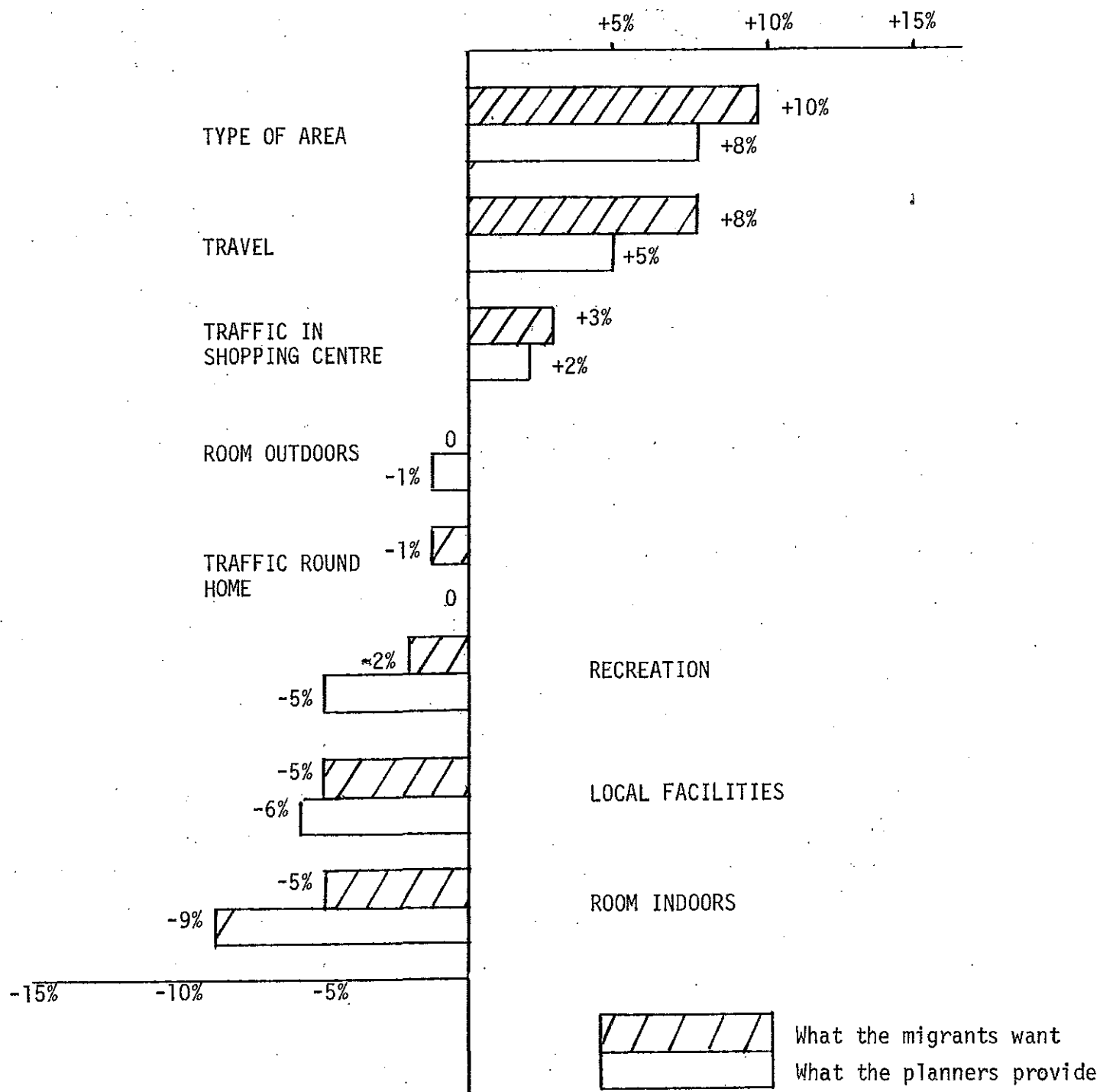
Almost certainly, access to planners and policy-makers is not available equally to everybody. In any planning situation those with most access are likely to have most influence on the planning process. Their views may not be a reliable guide to those of the majority of the population, but they are frequently all that the planner will have to go on. In a new town, this situation is even more likely to exist, since the population being planned for is not yet *in situ*.

As an adjunct to the main study we therefore decided to select (more or less arbitrarily) a group of 42 local "opinion leaders" so that we could compare their views and priorities with those of our representative sample. They consisted of local councillors, officers in community associations, directors of local companies, local trade union leaders, and organisers of local clubs and societies.

The questionnaire administered to them covered most of the topics in the main study but focussed heavily on weighting their priorities. Table 56 shows the "opinion leaders'" priorities for change in relation to those of the New Towners and Old Towners. The broad priorities are similar. But it emerges (table 57) that "opinion leaders" diverge from the general population sample in the importance they attach to the desire for change. On the whole they are more interested than the general population sample in saving money than in bringing about improvements. In particular, they appeared to think that the dwellings being provided were unnecessarily large - a major divergence from the views of most of the public who live in the houses.

On the priority evaluator scale, the divergence of views was again apparent, though not to any marked degree. Whereas the "opinion leaders" appeared to be satisfied with 5 out of the 8 variables we included, the main sample appeared satisfied with only 2 out of the eight. And "opinion leaders" were prepared to justify a rent increase (to gain these improvements) of only 9p overall, compared with 18p (for Old Towners) and 37p (for Applicants).

Table 58: Comparison Between What the Planners Plan and What the Migrants Want



Note: What the planners provide is calculated by comparing (in table 55) the difference between the Liverpool (Applicants') Existing Situation, and Runcorn (New Towners) Existing Situation in percentage of the budget. What the migrants want is calculated by comparing (in table 55) the difference between the Liverpool (Applicants') Existing Situation, or experience, and the Applicants' preferences, again in terms of the percentage of the budget allocated to each variable.

The main conclusion from this small supplementary study is that "opinion leaders" in Runcorn are on the whole, less critical of the New Town than the residents in general. Although their priorities for change are more or less in line with those of the residents, following their advice alone would almost certainly lead to an underestimation of the force of demand for these changes.

Aspirations and reality

Firstly, it seems from these results that respondents were able effectively to use the priority evaluator to indicate the major shifts in emphasis. This suggests that the results in Runcorn itself, where preferences were similar to the existing situation, were a valid expression of satisfaction, not just an artificial inability to choose different budget allocations. The Applicants' answers thus go some way towards validating the choices made by the Runcorn residents.

Secondly, the choices made by the Applicants before moving to Runcorn are remarkably similar to those made by the New Town residents who already live there. There are naturally slight differences in emphasis but, considering the wide differences between the existing situations, the two sets of preferences are basically the same. This means that preference patterns are not necessarily conditioned by the respondents' current experience. Both samples express the same views on what their town should be like: we can infer from this that roughly the same set of preferences would have emerged if we had asked these questions of the target population before the work of designing Runcorn had been started.

In the table opposite we compare what the planners in Runcorn provide with what the migrants want. To calculate what the planners provide, we computed how much the New Towners and Applicants perceived their present situation to be worth, in terms described on the priority evaluator. We standardised these by percentaging each of the items' values on the summed mean values (described in table 54 as "mean value of current experience"). This gave us the 'experience' values in table 55 (columns 1, 3 and 5). The difference between the Applicants' value on any item and New Towners' value on that same item became our measure of what the Runcorn planners provide (in comparison with what Liverpool provides). We calculated what the migrants want in a similar way by looking at the standardised difference between how much the Applicants perceived their Liverpool situation to be worth (table 55, column 5) and how much they would like their situation (in Runcorn) to be worth (table 55, column 6).

The table indicates that in these respects *the planners have probably provided broadly what the migrants are seeking*, in concentrating most on Type of Area, Travel and Shopping Traffic, and least on Room Indoors, Local Facilities and Recreation. In each case, however, the planners have slightly exaggerated the migrants' demands, by providing more than necessary of the important things, and less than necessary of the unimportant things. However, the applicants we spoke to had already been accepted by Runcorn Development Corporation. We must assume that those in similar housing conditions as Applicants who do not want the New Town environment do not apply (or perhaps are not accepted).

The other qualification rests on whether or not the Applicants were rationalising their demands in accordance with the situation which they knew they would find themselves in as soon as they moved. To some extent this may be true: they were on the waiting list; most of them had presumably visited the New Town; and they knew broadly the kind of housing and environment they would be receiving. Nevertheless, the fact that their results are so different from those of the New and Old Town populations suggests at least that the discrepancies between the New Town situation and the "ideal" situation are not nearly as wide as some critics would suggest they might have been.

12. LIFE IN RUNCORN

Table 59: People's Comments on Aspects of the Development Corporations Role
(Mean Scores*)

	<u>New Town</u>	<u>Old Town</u>
(i) The planners have been more concerned with buildings and roads, than with people	2.58	3.39
(ii) The Urban District Council has very little say nowadays, about what goes on in Runcorn	2.85	3.30
(iii) The Corporation would take far more notice of what people want, if we could elect the men who run it	3.28	3.19
(iv) The Corporation is fair to some people, and unfair to others	2.45	2.89
Sample of people: weighted	941	848
unweighted	434	399
(*Mean Scores: Very true = 4 points; Not true at all = 1 point)		

Table 60: Likely Attendance at Community Association Meetings

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
	%	%	%
Yes, definitely	26	22	41
Yes, probably	40	41	35
No, probably not	21	21	16
No, definitely not	13	15	7
Sample of people: weighted	941	847	383
Unweighted	434	398	177

Table 61: People's view on Coverage of Community Associations

	<u>New Town</u>	<u>Old Town</u>
	%	%
One association for all of Runcorn	32	32
Separate associations for old and new towns	19	24
Separate associations for each district/estate	45	42
Sample of people: weighted	941	847
unweighted	434	398

Table 62: People's Comment on "Everyone Is Very Happy with their Life Here"

	<u>New Town</u>	<u>Old Town</u>
	%	%
Very true	22	16
Partly true	32	32
Not really true	21	33
Not true at all	18	14
Don't know	6	5
Mean Score	2.63	2.51
Sample of people: weighted	941	847
Unweighted	434	398

Big Brother?

Runcorn, like all other New Towns in their development phase, has two Authorities responsible for it, although each in turn works with the County Council in Chester and with the Westminster Government. The first is the Urban District Council, the local authority which, as in other Urban Districts throughout the country, is responsible for streets, refuse disposal, council housing and so on. The members of the council are elected in the usual way, and the council collects local taxation in the form of rates.

The second body to be created, though temporarily the first in local importance, is the New Town Development Corporation. This was instituted when the area was designated as a New Town; its officers are responsible for planning the development, and implementing its proposals. (They are appointed to a board of governors by Westminster, without election.) Its only source of income (other than loans) is the rents it recovers from houses, factories and so on.

This split in authority is potentially a source of grievance among the people. The Development Corporation has enormous, seemingly infinite power over the New Town, and to a certain extent over the Old. Yet there is no formal means whereby the local populace can control, or even influence, its decisions. To people in the Old Town, it has this influence, but is seen as a purely New Town body (although the Old Town has members on the board of Governors, and the New Town does not). On the other hand, the Urban District Council is predominantly an Old Town institution, and will remain so until the New Town's population is very much larger. That the two bodies should sometimes be in dispute with each other is natural; but we are concerned here with the public's relationship with the two authorities.

Firstly, we looked into the possibility that the Development Corporation might be regarded as a kind of Big Brother (table 59 opposite).

Bearing in mind that there is usually a tendency for respondents to agree with the interviewer's statement at this type of question, if they have no strong views, there is really very little support for any of these comments in the New Town, except that there is some demand for elections to the Corporation. In the Old Town, there is rather more worry about "inhuman" planning, and about the powers of the Urban District Council.

Cross-analysis between these questions reveals that there is no tendency for people who agree with one complaint to be likely to agree with the others. This suggests that it is not possible to combine these questions to reveal a single problem area; it may also suggest that the answers may not have involved much careful thought, and the results do not seem to represent a very forcible demand for improved institutions.

On the other hand, our informal discussions with Runcorn's residents constantly remind us that the relationship between the Corporation and its tenants is not very smooth. The answers to the formal questions suggest that this is not a deep-based, political demand for better institutions; it is concerned more with the uncomfortable pin-pricks of life on the estates. It is the Corporation in its role of landlord that comes under most criticism - failure to repair homes, to cut the grass; to collect rents *in situ*, and so on; or to think about the little things in life like the walk to the doctor.

If there *were* discontent with political institutions, and their sensitivity to popular requirements, one possible way in which the people could attempt to change it would be to form a Community Association to act as a sort of pressure group. If such an Association was formed, do people think that they would attend its meetings (table 60 on p.79)?

Answers to questions like this are difficult to evaluate - one is tempted to assume that they represent an overestimate of the proportions of people likely to attend meetings of this sort, at least in the long term. Certainly, the answers do not seem to indicate a burning demand for an action group.

If there were such a Community Association, what area should it cover (table 61 on p.79)? There was a lot of support, not just for separate associations for the two parts of the town, but for separate associations for each estate or district. This suggests that the problems for which an Association might be helpful are essentially local problems - like maintenance of the public areas - rather than political problems which would be common to the whole town, or at least to the whole of each half. This supports the suggestion that it is the little things that are the source of grumbles.

The New Town blues?

The success of a New Town will depend on many factors, which can be divided simply into things that money can buy, and things that it cannot buy. The Development Corporation provides houses and shops; it plans schools and roads; it is responsible for employment and so on. All these things can be provided, to help make life in the New Town more successful. But equally important ingredients in the Town's success are less tangible things - "happiness" being as much a matter of personal and social psychology as of physical living conditions.

The development of social relationships in a completely new community has always been a problem both to planners and to social psychologists - the problem, if it exists, has been known journalistically as "New Town blues". One can argue that it is up to the migrants to develop their community - to make friends with each other. But if they fail to do so, the whole policy of solving planning problems by wholesale removal of populations is called into question. No doubt the plans laid by the designers of the town have an effect on social relationships - the layout of the estates, the provision of focal points for meeting people, the decisions as to who should live where. But in the present state of knowledge of how communities develop, the effect of plans on society are as much due to accident as to design; and even where it is by design, it is not so much the level of investment as the *skill* of the planners which will be effective. In short, the planners' role is catalytic in social development; a community cannot be created from outside.

Just as the planner has difficulty in knowing how to foster a "happy society", so the researcher has problems in trying to measure whether such a society exists, and at what points it is failing. We have asked a number of questions which seemed to have a bearing on the subject, but they are recognised as only indications of what the situation might be.

Table 63: New Town residents' Comments on "Everyone is Very Happy with their Life Here", Analysed by Year of Migration

	1967-69	1970	1971-2
	%	%	%
Very true	18	25	22
Partly true	34	27	35
Not really true	19	22	22
Not true at all	24	22	14
Don't know	6	5	8
Mean Score	2.48	2.58	2.70
Sample of people:			
weighted	178	296	458
unweighted			

Table 64: New Town residents' Comments on "Everyone is Very Happy with their Life Here", Analysed by Estate

	Halton Brook	The Brow	Castlefields
	%	%	%
Very true	16	34	22
Partly true	39	23	33
Not really true	13	21	23
Not true at all	26	19	16
Don't know	5	4	6
Mean Score	2.48	2.75	2.63
Sample of people:			
weighted	168	139	621
unweighted	76	59	293

Table 65: New Town residents' Comments on Aspects of New Town Society
(%ages read across the table)

	Very True	Partly True	Not Really True	Not True At All	Mean Score
(i) <i>There's nothing to do here.</i>	% 23	33	29	13	2.67
(ii) <i>Everyone makes a special effort to be friendly</i>	% 44	28	19	9	3.08
(iii) <i>The people round here aren't the same sorts of people as us.</i>	% 13	16	32	37	2.05
(iv) <i>It's difficult to settle down in a place that's so strange</i>	% 13	15	33	38	2.04
(v) <i>There are plenty of ways of meeting people here, to make friends</i>	% 35	27	22	13	2.87

A question was asked about the truth of the suggestion: "Everyone is very happy with their life here". It was assumed that this indirect "projective" question would give a fairly broad impression of how happy the respondent was himself (table 63 on page 82).

The answers cannot be said to show an enthusiastic response to life in the New Town, and there is certainly evidence that many people are unhappy. On the other hand, the New Town answers are, if anything, slightly more favourable than those from the Old Town, which suggests that the problem is not peculiar to the New Town.

The Old Town responses, however, may not be a true indication of what the picture would be in an average established community. The question came right at the end of the interview, and immediately after a series of seven questions specifically about the New Town. The Old Town respondents who, as we know, tended to resent the New Town in many ways, may well have responded unfavourably to this question in summary of their mood of opposition to the development of the town, rather than as a general summary of life in the Old Town itself.

In the New Town, the least favourable responses were from people who had moved from other parts of the country besides Merseyside (mean score of 2.34). Perhaps they are least likely to know other people from their previous areas, and do not feel at home among the new community. Perhaps also they would find it more difficult to move back, if they wished to. Older people and women tend to react more favourably on this score than younger people and men.

But of more importance than these demographic variations are two very interesting differences within the New Town. Firstly, between the three estates (table 64).

Although in all three estates there is a fairly wide spread between satisfied and dissatisfied people, the differences between Halton Brook and Halton Brow - two small estates separated only by the main road - are considerable. It was known in Runcorn that Halton Brook has problems which Halton Brow has not, but this is firm confirmation. Just what it is which causes the difference we cannot yet say with any certainty.

The second important source of variation is the date at which the family moved to Runcorn (table 63).

The theory that time will solve the problems of living in a brand new community is rather shaken by these figures, since they indicate that the longer people have lived in Runcorn, the less happy they seem to be.

There are two explanations for this. It is possible that people are happy when they arrive, and tend to get less happy over the first few years. An alternative hypothesis is that those who arrived first, in a town with no established community, very few people, few facilities and construction work still in progress, were immediately unhappy, and have not yet got over the problem. If this is the case, then it might be advisable to wait until a large number of houses are ready before moving anyone in. And yet the longest standing residents were no less able to agree that "it is worth putting up with any inconveniences now, in order to get benefits in the future" than were the most recent arrivals.

Table 66: New Town residents' Comments on Specific Aspects of New Town Society, Analysed by Overall Success in Settling Down
(Mean Scores)

	Settled In Well	Settled In Poorly	Difference
(i) <i>There's nothing to do here</i>	2.50	2.85	-0.35
(ii) Everyone makes a special effort to be friendly	3.55	2.54	+1.01
(iii) <i>The people round here aren't the same sorts of people as us</i>	1.88	2.44	-0.56
(iv) <i>It's difficult to settle down in a place that's so strange</i>	1.91	2.28	-0.37
(v) There are plenty of ways of meeting people here, to make friends	3.13	2.58	+0.55
Sample of people: Weighted	269	285	

Table 67: New Town residents' Comments on "Everyone Makes a Special Effort to be Friendly", Analysed by Response to Planning Aspects of Runcorn

	Satisfied %	Dissatisfied %
Very true	62	24
Partly true	25	32
Not really true	9	31
Not true at all	4	13
Mean score	3.45	2.66
Sample of people: Weighted	300	337

(The "satisfied" are the third of the sample who made the fewest unfavourable comments on the planning questions; the "Dissatisfied" are the third of the sample who made the most complaints. The index is described fully in Appendix C.)



Plate 26. Planning for friendship.

It is not possible to isolate conclusively the effect of time on the views of individuals from our present data. When the survey is repeated after an interval of two or three years, it may be possible to say whether the situation is improving or deteriorating. We shall therefore see if either of the two hypotheses is substantiated.

A second series of questions probed for attitudes to particular aspects of New Town society; the form of the question was similar - a statement put to respondents for comment. In the table (table 65 on page 83) the *critical* statements are in italics, since in these cases agreement with the statement indicates a negative attitude.

There seems to be some truth in the suggestion that "there is nothing to do here" although it is not clear whether this is an indication of boredom, or more simply a demand for better entertainment facilities.

With the other four points, most people gave a favourable answer, and many gave a very favourable answer. But in each case there was a substantial minority with unfavourable, or even very unfavourable, replies. While it is true that almost every attitude question is bound to find some respondents at the end of the scale, there is certainly less satisfaction here than with many of the physical planning considerations discussed earlier in this report. We are studying an aspect of life where even a small proportion of dissidents would constitute a problem for the New Town - so that it is unfortunate that, for instance, one person in eight finds it very true that "it is difficult to settle down in a place that's so strange", or not true at all that "there are plenty of ways of meeting people here, to make friends."

Planning for "friendship"

To find out which of these problems are important to an individual's overall ability to settle down in the new society, we have constructed an index to divide the sample into those whose answers show that they have settled down well, and those who have settled down comparatively badly. This was done by giving each respondent a score for each of several questions; a high score indicating success, a low score indicating failure. The sample was then divided roughly into three: the third with the highest scores were labelled "settled in well"; the third with the lowest scores were labelled "settled in poorly"* (table 66).

In each case, those who settled in comparatively well show a rather more favourable set of responses to questions on New Town society than those who were less successful. This tendency was clearly greatest for "Everyone makes a special effort to be friendly"; the relationship suggests that *success or failure in settling in depends on the character of one's neighbours, or else on the opinion one forms of that character.*

*A precise description of this index is given in Appendix C.

Table 68: People's Opinions About the People "Round Here"

		New Town	Old Town	Applicants
		%	%	%
Friendly		87	90	75
Just like us		82	91	71
Modern		73	64	50
With a sense of humour		73	76	62
Reliable		54	77	50
Well-established		49	80	58
Nosey		25	23	44
Rough		14	5	42
Difficult to talk to		13	14	25
Snobbish		5	9	12
Sample of people:	Weighted	941	848	387
	Unweighted	439	399	177

Table 69: New Town residents' Opinions About the People "Round Here",
Analysed by Overall Success in Settling Down

		Settled Down Well	Settled Down Poorly	Ratio
		%	%	%
Friendly		98	64	1.5
Just like us		96	58	1.7
Modern		84	63	1.3
With a sense of humour		94	51	1.8
Reliable		83	26	3.2
Well-established		66	31	2.1
Nosey		10	50	0.20
Rough		3	33	0.09
Difficult to talk to		1	33	0.03
Snobbish		1	12	0.08
Sample of people:	Weighted	269	285	
	Unweighted			

Does anything connect planning with this friendliness? Table 67 suggests that there is - those who are most satisfied with the New Town from the planning point of view are much more happy - on average - about the friendliness of the people. We can assume either that there are particular types of people predisposed to give consistently favourable or unfavourable answers to all sorts of questions, or that a favourable view of one aspect of the town predisposes a person to react favourably to another. If the latter hypothesis is correct (which seems more likely) then planning affects friendliness, or friendliness affects reactions to planning; either way, the conclusion reinforces the view that social development and physical planning must go hand in hand.

New Town society does not appear to be much worse than that in the Old Town (table 68). The neighbours are, of course, less "well-established"; in fact they are more "modern". They are less reliable, but they are just as friendly, have as much of a sense of humour, and have nearly as much in common with each other ("just like us") as in the Old Town. Although some of them are nosey, this is no worse than in the Old Town, and they are no more difficult to talk to. They are rather more likely to be rough; on the other hand, they are rather less likely to be snobbish. All in all, the self images of the two societies are not very different from each other, so that the faults that exist in the New Town cannot really be attributed to its sudden formation. (What the New and Old Town communities thought of *each other* is related in chapter 10.) Indeed, if the Applicants' replies are anything to go by, New Town society represents something of an improvement on the migrants' previous experience. Leaving aside the adjectives which are not necessarily either complimentary or pejorative, (modern and well-established) the New Town people are slightly more friendly, have more in common and have more of a sense of humour, and they are substantially less nosey, rough, difficult to talk to and snobbish. The migrants do not appear to have many complaints.

On the other hand, it does not seem that praise or criticism is handed out at random. There is a clear relationship between the New Town's overall feelings about society, and the individual comments about its members (table 69).

Thus, if people settle down poorly, they are likely to have a very much lower opinion of their neighbours, although which is cause and which effect we cannot say.

As a final angle on social aspects of the New Town, we look at what might be called the *mechanics* of friendship (table 71 on page 88). Both the established communities, particularly the Applicants, have the advantage over the New Town of family networks. They also have the advantage (at least in Old Runcorn) of the snowballing effects of a developed society; once one has friends, one meets others through them, or while with them in a pub or at a party.

Table 70: People's Means of Getting to Know Friends

	New Town	Old Town	Applicants
	%	%	%
Just as neighbours	67	74	59
At work	46	65	50
Knew them before we came	26	21	23
In a pub or club	24	41	26
Related to family	22	55	64
Through mutual friends	16	44	37
While shopping etc.	15	20	17
At a party or entertainment	8	25	12
Some other way	11	16	9
Sample of people: Weighted	941	848	387
Unweighted	434	399	177

Table 71: New Town residents' Means of Getting to Know Friends, Analysed by Overall Success in Settling Down

	Settled Down Well	Settled Down Poorly	Difference
	%	%	%
Just as neighbours	77	59	+18%
At work	51	46	+ 5%
Knew them before we came	31	21	+10%
In a pub or club	26	25	+ 1%
Related to family	24	21	+ 3%
Through mutual friends	17	18	- 1%
While shopping etc.	23	6	+11%
At a party or entertainment	12	7	+ 5%
Some other way	12	11	+ 1%
Sample of people: Weighted	269	285	
Unweighted			

Table 72: What People Do Together with Their Friends

	New Town	Old Town	Applicants
	%	%	%
Visit each others' homes	52	63	53
Go out together in the evenings	32	46	31
Go to clubs, pubs, etc.	37	52	41
Play sports together	10	17	11
Just chat when we happen to meet	76	81	84
Go shopping together	31	26	19
Travel to work together	21	19	10
Other activities	3	8	3
Sample of people: Weighted	941	848	387
Unweighted	434	399	177

It is also interesting to note a number of advantages for the Old Town over the Applicants' society, which might be ascribed to its "small town" status. Old Town residents are more neighbourly; they are more likely to make friends with their work-mates (presumably because they live within calling distance of each other); and mutual friendship, pubs and parties are also more productive of further relationships. If it is the size of the town which is responsible for these advantages, we can suppose that the eventual outcome in Runcorn will be a society rather less closely knit than in the present Old Town, but considerably more so than in Liverpool, where most of the migrants come from.

Comparison of the routes to friendship between those defined as having settled in comparatively well and those who have settled in comparatively poorly shows that failure of some of these routes is connected with the problem, but for others there is no relationship (table 71).

Those who did not settle in so well seem to have started with the disadvantage of not knowing people when they arrived, though we do not know whether this is because there was nobody they knew in Runcorn, or because they failed to look up people they knew and continue the acquaintance after the move. But the chief problem was more an inability to make friends out of casual meetings - over the garden fence, or in the shops. It suggests that these people are comparative social failures more because they are not very sociable than because of circumstances outside their control. Inevitably, some people are better at striking up and maintaining a friendship than others; if action is required, it would be to promote those means of making friends where they are least at a disadvantage.

The immaturity of New Town society is shown by the lack of social events where the friendship is at least as important as the activities (compared with the Old Town) and the preponderance of activities where the company of the friend is secondary to the main purpose (compared with the Applicants: see table 72).

A qualified vote of confidence

Two questions almost at the end of the interview were concerned with measuring people's views on Runcorn as a whole. The first asked about the principle of building New Towns at all; the second covered how Runcorn had worked out in practice (table 73 below).

Table 73: People's Opinions of the New Town

	<u>New Town</u>	<u>Old Town</u>	<u>Applicants</u>
"Building a new town is the best way of providing a new life for people who live in a poor environment"	%	%	%
Very true	71	55	85
Partly true	23	30	11
Not really true	4	10	4
Not true at all	1	3	1
Mean Score	3.65	3.39	3.79
"They've really made a big success of Runcorn"	%	%	%
Very true	52	19	79
Partly true	30	33	13
Not really true	11	29	1
Not true at all	4	16	1
Mean Score	3.34	2.57	3.82
Sample of people: Weighted	941	848	383
Unweighted	436	399	177

The Applicants, anticipating their move to Runcorn, can only be described as enthusiastic both about the idea of a New Town, and about Runcorn in particular. There is no sign here that people might be reluctant to make such a change, or that they are going to Runcorn only because there is no alternative.

Those who have already migrated to the New Town are slightly less certain about the theoretical advantages of New Towns, although their overall reaction is still very favourable. As far as Runcorn itself is concerned, however, living in the town has had the effect of introducing a sizeable minority who are doubtful or even critical of its success as a venture. This is only to be expected; it is a nice judgement to decide whether these beginnings of disenchantment are more or less than one would have hoped. Most people are still perfectly happy with Runcorn, which is to the town's credit, but the minority who are not cannot be ignored.

Perhaps surprisingly, most Old Runcornians are in favour of the idea of New Towns, in so far as they provide for the migrants from older areas. But they are certainly less than enthusiastic about the success of Runcorn itself. This is probably in part a slightly jealous criticism of the design of the new half of the town, but our knowledge of their opinions on specific aspects of the town suggests that it is mainly a feeling that the New Town has done little for the established residents, and has had a number of negative effects.

The answers to these questions can be taken as a vote of confidence from the migrants - perhaps a qualified vote from those with experience of the town. But taking the town as a whole, where the established residents currently form a three-to-one majority, the favourable reaction is not so widespread.

THE APPENDICES

APPENDIX A

SURVEY METHODOLOGY

Depth Interviews

The first two phases of the survey were exploratory in their purpose, and no attempt was made to achieve a sample which was either scientifically selected, or large enough, to ensure that the data resulting would be formally representative of the populations under study. For this first phase, 48 interviews were conducted with individuals or couples, covering a range of various types of person. The names and addresses of the respondents were provided by the Social Development Office of the Runcorn Development Corporation.

The 48 depth interviews were broken down as follows:

New Town Residents - 19 interviews

- 11 Interviews with couples
- 8 Interviews with single individuals
- 8 Castlefields residents
- 7 Halton Brook residents
- 4 Brow residents
- 8 Families with children under 15 years
- 11 Families with no young children

Old Town Residents - 17 interviews

- 15 interviews with couples
- 2 Interviews with single individuals
- 7 Families with children under 15 years
- 10 Families with no young children

Applicants - 6 interviews

- 3 Interviews with couples
- 3 Interviews with single individuals
- 3 Families with children under 15 years
- 3 Families with no young children

Ex-New Town Residents - 6 interviews

- 6 Interviews with couples
- 3 Families with children under 15 years
- 3 Families with no young children

The interviews were conducted by members of SCPR's panel of interviewers experienced in specialist interviews of this sort. The interviews were not structured in any way. The interviewer was given a list of topic areas to be introduced at suitable points in the conversation, but the general aim was to encourage respondents to talk freely about aspects of the subject which were of importance to them. The interviewer's task was to probe for a full understanding of the views expressed. The interviews were tape-recorded, and later transcribed by the interviewer.

Group Discussions

Following the depth interviews, six group discussions were undertaken, as a continuation of the exploratory phase of the study. The names and addresses were again supplied by the Development Corporation, except in the Old Town, where interviewers made contact with suitable people in a house-to-house search. The following groups were undertaken:

New Town Residents

1. Women with primary school or younger children
Halton Brook.
2. Men and women with teenage children
The Brow.
3. Men and women aged 45-70 with no dependent children
The Brow.

Old Town Residents

1. Men and women living in Council Estates.

Applicants

1. Women with primary school or younger children
Speke, Liverpool 24.
2. Men and women with teenage or older children
Speke, Liverpool 24.

The group discussions were led by the two SCPR researchers working on the project. Again, the aim was not to impose a structure on the conversation, but to allow a free discussion of the problems. The leader ensured all subjects were covered, probed for a full understanding of the views expressed and invited every member of the group to contribute.

Report on Exploratory Phase

The information from the depth interviews and the group discussions were analysed by the researchers to produce a preliminary report. Because of the nature of the data, this report did not aim at any firm conclusions; rather, the transcripts were read and interpreted to produce hypotheses for later testing in the main survey, and to ensure that all topics of importance were brought to light.

This report (Runcorn Community Study: Report on Exploratory Phase; Roger Jowell, Richard Berthoud and Ellen Johnson; SCPR December 1971) is not included in the current document. It is drawn upon where necessary, in the main text of this report and is available in limited numbers on request from SCPR.

Community Advisory Group

The information from the exploratory phase was to be used to help formulate the details of the questionnaires to be used in the main survey. But because the intention of the study was to enable the Community to voice its opinions on Runcorn, and to "participate", a small group of members of the community was formed to advise the researchers in all stages both of the design and interpretation of the study.

The members of this group were recruited by asking each of the six groups taking part in the group discussion phase (see paragraph 2 above) to appoint two people from among their number to represent them on the Advisory Group. The group members either volunteered to serve, and were approved by the others; or they were nominated and then pressed to accept by "popular acclaim". In two instances, the researcher felt compelled to intervene in order to prevent both of the nominees

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being the same sort of person (i.e. both the men in a group of two men and ten women; and two next-door neighbours from a group covering a whole estate). But in each case, the new nomination came from the group, not the researcher.

The Community Advisory Group has so far met on four occasions, each time with one of the researchers.

- (i) The first occasion was immediately after the production of the report on the exploratory phase. The purpose then was to clarify some of the points raised in that report, and to seek the group's advice on what topics should be covered by the main survey.
- (ii) When the main drafting of the questionnaires (household and personal, see below) had taken place, each member of the group was interviewed at home by an interviewer, as part of the pilot, using the draft schedules the group was then convened to comment on the questionnaire.
- (iii) The next design phase was the construction of the Priority Evaluator (see below) in draft. Each member of the group was again interviewed at home using the new schedule; and the group again met to make comments.
- (iv) After the first draft of this report had been written, the author of the draft met the group to discuss and clarify some of the results of the survey.

As the study enters its second phase, it is intended to ask the Community Advisory Group to meet again, to suggest how the research should be pursued and to comment on its methods of implementation.

The Main Survey Questionnaires

Seven different questionnaires were used for the main survey: three different versions of each of two different basic questionnaires, plus a third basic questionnaire in a single version.

The three basic questionnaires were as follows:

- (i) Household Questionnaire: This questionnaire was asked of either the Head of the Household or the Housewife, at every household in the sample. The questions were either about the household itself, or about factors which affected the household as a whole, although of course the opinions expressed were the personal views of the particular respondent.

The questions covered roughly the following subjects:

- a) Household's moving history
- b) The home
- c) The environment
- d) Local facilities
- e) Major urban facilities
- f) The search and move
- g) Head of Household's occupation
- h) Income and expenditure.

- (ii) Personal Questionnaire: This was asked of an individual member of the household, selected at random from among those aged 16 or more; this person may or may not have been the same as answered the Household questionnaire. One half of the total sample was involved. The questions related mainly to the behaviour or opinions of the individual, roughly under the following headings:

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- a) General attitudes to Runcorn
- b) Entertainment
- c) Friendship and social relationships
- d) Employment
- e) Travel
- f) "Politics" (loosely defined)

(iii) Priority Evaluator*. For that half of the sample of households at which the personal questionnaire was not used, the third "questionnaire" was used instead. The questions were asked of the Head or the Housewife, whichever had answered the Household questions.

The "priority evaluator" is not a traditional questionnaire at all: it consists of a single chart, about which a series of questions was asked. The chart consisted of eight vertical panels, each representing one aspect of town planning. The eight aspects were:

- a) Amount of room inside your home
- b) Amount of room outdoors
- c) Local facilities in your neighbourhood
- d) Recreation facilities in the area
- e) Travel in the town
- f) Traffic round your home
- g) Traffic in the main shopping centre
- h) Type of area round your home

Reduced sized illustrations of the eight panels can be found opposite and overleaf.

Each panel consisted of four labelled illustrations representing various levels of high or low quality planning in the aspect of the town concerned. The worst situation is at the top, and the four pictures form a rising scale to the best situation at the bottom of the panel. Against each picture is a score which represents the cost of providing that situation, over and above the cost of providing the worst situation. (Thus the worst situation is always costed at zero). The costs written in are based on estimates provided by the Runcorn Development Corporation, as to how much the cost per household in new pence per week would be for providing better facilities than the worst depicted on each scale.

Thus we could ask the householders to imagine that the costs might be borne by themselves. In that case, would they prefer to spend extra money (in weekly rent) in order to obtain better facilities; or would they prefer to accept worse facilities, if this meant a decrease in their weekly rent. And by looking at all eight aspects of their housing or environment together, they would begin to appreciate the cumulative effect of demanding several improvements; if the total monetary cost proved too great, they would be able to trade-off the less important improvements, in favour of the more important ones.

*This is not the first SCPR survey to have used this interviewing aid in one form or another, although it is the first time that this precise approach has been used. A report on the methodological development of the Priority Evaluator as a research tool is in the course of production.

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Five questions were asked (not in the words used here).

- a) For each of the eight variables separately, which of the four levels of the scale came closest to their own situation now?
- b) For each of the eight variables separately which of the four levels of the scale would they prefer bearing in mind the cost differential between their own situation and the alternatives.
- c) For all eight variables considered together, which combination of choices would they make, bearing in mind the total cost differential between the existing situation and the preferred situation.
- d) Again for all eight variables considered together, which combination of choices would they prefer, if it was stipulated that the total net cost differential should be zero, i.e. the total rent score for the choices must equal the total rent-score for the situation described at a).
- e) Finally, for all eight considered together, what would be their combination of choices if the total rent-score in the preferred situation must be 200 (pence per week)?

(This last question is difficult to relate to any "real" option, but was included so that - on one occasion - all the respondents would be faced with identical options, regardless of their present circumstances).

Questionnaires (i) and (ii) were printed in three versions each, on different colours of paper, to cater for New Town respondents, Old Town respondents and Applicants respectively. The same questionnaire was used for the Priority Evaluator for all three groups.

For those questionnaires which existed in three versions, the policy was to make them as far as possible identical, and where that was impossible, to make amendments which resulted in compatible questions which could be analysed alongside each other. There were just a few questions to be asked only of one group, without an equivalent in another.

Basically the three "unique" elements were as follows:

New Town: Asking about views on the current situation, and comparing with the respondents' situation before moving to Runcorn.

Old Town: Asking about views on the current situation and comparing with the situation before the New Town was developed.

Applicants: Asking about views on the current situation and comparing with expectations for the New Town.

Questionnaire Piloting

The Household and Personal questionnaires were piloted in a draft form, before being used for the main survey. Experienced interviewers tested the questionnaire in a dummy interview with ten respondents from each of the three groups under study, testing each of the appropriate questionnaires. The members of the Community Advisory Group were among this sample of 30.

Because these questionnaires were "traditional" and similar to many we have used in the past, the pilot was simply used as a dry run, to enable interviewers to spot any difficulties which might arise in the interview, and to assess the likely length of the interview. No detailed analysis of the responses was undertaken. As a

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result of the pilot, a number of modifications was made, and the questionnaires were shortened, but the overall format remained substantially unchanged.

For the Priority Evaluator, a more detailed pilot was involved, although the number of interviews was again 30. In this case, the dry run of the proposed question series came at the end of a longer interview in which the respondent discussed each of the scales, and each of the pictures on the scales, in relation to his own experience. The questionnaires were subjected to some numerical analysis to check that the pictures scales did in fact form a logical scale from worst to best in most people's minds, and that it was clear what each situation meant. As a result, two scales were dropped entirely, and each of the others was modified.

The Sample

(i) The Sample of New Town Households

The universe for the New Town sample was all households resident in Development Corporation property in February 1972. (There were up to a dozen owner-occupiers in the New Town at the time, but these were excluded.) The sampling frame was the list of tenants held by the Development Corporation, and in fact the sample selection was carried out for us by staff of the Social Development Office.

The list of households was first grouped geographically into areas each containing about 60 households. Then, treating the lists as one continuous list, three in every seven households were selected, with equal probability, for inclusion in the survey, (i.e. the sampling interval was 2, 2, 3, 2, 2, 3 in rotation).

At the same time as selecting households for inclusion, the staff of the Social Development Office also selected an individual member of the household for possible personal interview, from the list of adult (aged 16+) persons in their possession. This was done at random, using a list of rotating ordinal numbers within household size category, and the person selected was written onto the Sample Issue Sheet alongside the household address.

The list of selected households remained grouped in the areas of 60 households (in total) to which they had been allocated before selecting began. These groups were now placed in geographical order; the odd numbers were selected as quotas to be issued in phase 1 of the study; the even numbers formed the quotas for phase 2.

Phase 1: In this phase, each household was to provide a household questionnaire (answered by the Head or the Housewife) and a personal questionnaire (answered by an adult). These people were selected at random as follows:

The interviewer first identified the named person who had been selected at random by the Social Development Office. If that person now proved to be the Head or the Housewife, then he or she was interviewed for both parts of the questionnaire. If the named person was not the Head or the Housewife, then the named person was asked the personal questions only, and the household questions were asked of the Head or the Housewife according to whether the serial number of the household was odd or even.

Phase 2: In this phase, each household was asked the household questionnaire and the Priority Evaluator, both of which were asked of the Head or the Housewife. In this case, the Head or Housewife was selected simply according to whether the serial number was odd or even.

(ii) The Sample of Old Town Households

The Development Corporation does not keep any records of households living in the Old Town of Runcorn; we were thus forced back on the traditional method of

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using the electoral registers, compiled in October 1971 and published in February 1972.

Having extracted all addresses relating to New Town developments, every 10th elector in each polling district was marked off. But the name of this person was then examined in relation to his address. If he or she was the first listed person in the register at that address, then the address was included in the sample. If he or she was not the first named elector, the address was rejected.

The principle of this system is that by marking off electors in the first place, one is selecting addresses with probability proportionate to the number of electors listed at the address. But the chances of that elector being the first named on the list is the inverse of that probability, so that in the end we had selected one in 10 of the addresses in Old Runcorn with equal probability.

The result was a sample of addresses. To convert this to a sample of households, interviewers identified the number of households at each address, and if there were more than one, carried out separate interviews with each. (In fact, if there were more than three, only three were to be interviewed, but it is unlikely that this rule was ever needed). In this sample, no procedure was necessary for deleting other addresses to compensate for these extra households.

Selected addresses were grouped geographically into quotas of 24. These were then listed geographically into order; the odd numbers were used for phase 1 and the even numbers for phase 2.

For phase 1 (Household and Personal questionnaires) there was no means of selecting an individual for interview before the interviewer's visit. The interviewer therefore listed all the adult (16+) members of the household on a special form, and selected one at random according to the procedure described by L. Kish* (the "Kish Box"). If that person happened to be the Head or the Housewife, then he or she answered both questionnaires; if not, then the selected individual answered the personal questionnaire and the Head or the Housewife was selected for the household questionnaire according to the household serial number.

For Phase 2 (Household and Priority Evaluator questionnaires) the Head or the Housewife answered both parts, according to the serial number.

(iii) The Sample of Applicants

The Social Development Office supplied us with lists at fortnightly intervals throughout the fieldwork period, of all households which formally applied for residence in the New Town from February through to June 1972, that is just before and during the fieldwork period.

"Applicants" does not include people making enquiries, nor people who definitely wanted to move to Runcorn, but did not qualify under one of the application categories. The system is that all definite enquirers are visited by a Social Worker from the Social Development Office, to discuss the application in detail.

*Survey sampling:

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The lists provided for the survey were taken from the forms completed at this interview.

Once an application has been filed, it takes anything from four weeks to a couple of years for the family to be offered accommodation in Runcorn, with the great majority at the shorter end of this distribution. The main problem from our point of view was to try to get an interviewer to the household before they moved, after which they would no longer qualify as Applicants. As the tabulation of response rates shows (see below) it was possible to do this in by no means all cases, and our coverage of all potential applicants was therefore not complete.

The "sample" of applicants was in fact an attempted census of all those applying in the relevant period. The interviews achieved were not a true "sample" in any sense other than that the time period might be considered a sample of the total time period when applications could be made. The interviews are not strictly speaking representative of any group other than themselves, but in practice we have had to treat them as though they were a valid sample of all applicants.

Secondly, for practical reasons, only applicants living in the North Merseyside Conurbation area could be interviewed; this detracts again from the representativeness of the sample.

Applications in February, March and April were included in Phase 1 (Household and Personal questionnaires). The individual respondents were selected in exactly the same way as for the New Town sample. Phase 2 (Household and Priority Evaluator questionnaires) consisted of applications in May, June and part of July.

(iv) Response Rates

The tables below show how many interviews were achieved among the selected samples of households.

a) New Town

	<u>Both Phases</u>			<u>Phase 1</u>			<u>Phase 2</u>		
	(Household Questionnaire)			(Personal Questionnaire)			(Priority Evaluator)		
<u>Selected Addresses</u>	1010	100%		503	100%		507	100%	
Premises empty etc.	38	4%		16	3%		22	4%	
<u>Valid Households</u>	972	96%	100%	487	97%	100%	485	96%	100%
Refused	52	5%	5%	27	5%	6%	25	5%	5%
No Contact	44	4%	4%	14	3%	3%	30	6%	6%
Other non-response	45	4%	5%	8	2%	2%	37	7%	8%
<u>Completed Interviews</u>	831	82%	86%	438	87%	90%	393	77%	81%

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b) Old Town

	<u>Both Phases</u>			<u>Phase 1</u>			<u>Phase 2</u>		
	(Household Questionnaire)			(Personal Questionnaire)			(Priority Evaluator)		
<u>Selected Addresses</u>	1104	100%		552	100%		552	100%	
Premises empty etc.	49	4%		27	5%		22	4%	
<u>Valid Households</u>	1055	96%	100%	525	95%	100%	530	96%	100%
Refused	143	13%	14%	65	12%	12%	78	14%	15%
No Contact	71	6%	7%	35	6%	7%	36	7%	7%
Other non-response	44	4%	4%	24	4%	5%	20	4%	4%
<u>Completed Interviews</u>	797	72%	76%	401	73%	76%	396	72%	75%

c) Applicants

	<u>Both Phases</u>			<u>Phase 1</u>			<u>Phase 2</u>		
	(Household Questionnaire)			(Personal Questionnaire)			(Priority Evaluator)		
<u>Selected Addresses</u>	580	100%		294	100%		286*	100%	
Household already moved	164	28%		86	29%		78	27%	
Household decided not to move to Runcorn	24	4%		14	5%		10	4%	
<u>Valid Households</u>	392	67%	100%	194	66%	100%	198	69%	100%
Refused	10	2%	3%	3	1%	2%	7	2%	4%
No Contact	31	5%	8%	14	5%	7%	17	6%	9%
Other Non-Response	10	2%	3%	6	2%	3%	4	1%	2%
<u>Completed Interviews</u>	341	59%	87%	171	58%	88%	170	60%	86%

*The actual number of applications was 363, but 77 of these were not attempted because of the close of fieldwork.

The response rate of 86% in the New Town (net, after allowing for empty households who had moved away) is very satisfactory, particularly bearing in mind that the total interview took about an hour and a half.

The lower response rates in the Old Town, (76% net) are less satisfactory, but still reasonable. The difference is mainly made up by an increased refusal rate; this is to be expected when the survey was announced as being concerned with attitudes towards the New Town, which was not always welcomed by existing residents.

Among applicants the response rate among those who were still living in Merseyside when the interviewer called was also good (87% net). It was a pity that over a quarter of the potential respondents had moved, since this

(x)

detracts from the viability of the sample. It had originally been thought that at least six weeks would elapse between application and move, but this period happened to be one when comparatively few applications were received, and many houses or flats became available for occupation. Thus the wait might be only four weeks, during which time the name and address was processed by the Social Development Office (up to two weeks), sent to SCPR, allocated to an interviewer, who then had to try to make contact - at some distance from her home - without interfering too much with her Runcorn schedule. In short, the loss of response was unfortunate, but probably unavoidable.

(v) Weighting the Results

The samples of households in the New and Old Towns, and among Applicants, were selected at random, with equal probability, and were therefore natural unbiased samples of the populations defined by the sampling frames (except for any bias caused by non-response). In analysing the household data, therefore (Household and Priority Evaluator questionnaires) the samples could be allowed to stand, as representing the population.

When we selected an individual within a household for the Personal questionnaire, however, it can be seen that the probability of any person being selected was inversely proportional to the number of adult (16+) persons in the household. A person in a single-person household had four times the chance of a person in a four-person household. At the analysis stage, therefore, the results from the personal questionnaire were weighted by the number of adults in the household, to correct for the bias in sampling.

The three samples (New Town, Old Town and Applicants) were selected quite independently of each other, and have been treated independently in the analysis. If we had wished to base any tables on All Runcorn, it would have been necessary to weight the Old Runcorn data by three, since this was the ratio between the effective sampling fractions. There is simply no way of combining the Applicants with the Runcorn residents for a table of All Respondents, since there is no definable population which this could be said to represent.

Fieldwork

At the time of starting on this study, SCPR's fieldforce within reasonable reach of Runcorn consisted of only three experienced interviewers. It was therefore necessary to recruit and train a team of interviewers more or less from scratch for this survey, using the basic three, plus the SCPR regional supervisor, to accompany the interviewers on their first days work, and to continue to supervise them throughout fieldwork. Interviewers were recruited either by press advertisements, or by re-contacting people whom we knew had worked on previous large-scale interview surveys in Merseyside. Applicants were accepted for work only after a fairly lengthy interview, to assess their probable quality as interviewers. Roughly 30 interviewers worked on the survey, in all.

A one day training and briefing session was held with all interviewers (divided into two groups) at the start of the project. A second half-day session was held (with four smaller groups) at the start of phase 2. At the start of each phase, each interviewer was accompanied by a supervisor before she was allowed to work on her own.

Fieldwork took place from April to June 1972, with a small amount of work being finished in July.

Data Processing

The completed questionnaires were coded and checked in detail by the clerical staff of Centre for Sample Surveys in the normal way. The code list for open-ended questions was devised after an inspection of the types of answers coming up in the first hundred-odd questionnaires.

After the data had been punched onto cards, they were submitted to a detailed computer edit check, and all errors arising were corrected.

The tables quoted in this report were all produced by computer analysis.

"Opinion Leaders" Survey

In an attempt to see whether persons who might put themselves forward as unofficial "representatives" of "the people" tend to have the same opinions as "the people" themselves, forty-six interviews were carried out with respondents who might act as opinion leaders.

The forty-six interviews were made up as follows:

Local councillors	8
Officers in community associations	8
Organisers of clubs, playgroups, etc.	5
Clergymen	2
Companies	15
- of which produced two interviews, one with management, one with union	4
Others	4
	46

A special questionnaire was compiled, consisting of a number of relevant questions from the main survey, so that a detailed comparison could be made. The respondents were asked to give their opinion of the situation in Runcorn as a whole, rather than on their own personal situation.

APPENDIX B

CORRELATION COEFFICIENT

Correlation matrices were calculated for all against each on five sets of questions.

- a) Nine satisfaction scales on housing, plus overall satisfaction with housing and general satisfaction.
- b) Twelve satisfaction scales on the environment, plus overall satisfaction with the environment and general satisfaction.
- c) Eleven satisfaction scales on local facilities, plus overall satisfaction with local facilities and general satisfaction.
- d) Fourteen satisfaction scales on urban facilities, plus overall satisfaction with urban facilities, and general satisfaction.
- e) Eighteen questions (in the personal questionnaire) involving agreement or disagreement with statements of attitude.

Each of these five matrices was calculated separately for the three samples (New, Old, Applicants).

The most commonly used coefficient of correlation is Pearson's Product Moment Correlation Coefficient. This is, however, more suitable for genuine numerical data; in this case we were using only a four point scale. Since there were only 16 possible pairs of answers, a method capable of dealing with many respondents giving the same pair of answers was necessary. The non-parametric Kendall's Rank-Order Correlation Coefficient (τ) was therefore used.

The following description of Kendall's Tau is quoted from the S.P.S.S. handbook*:

Kendall's tau begins by computing a statistic called S. Given that the rankings of one variable are placed in their natural order (i.e., arranged by their ranks in order from 1 to N), S is computed by comparing the number of pairs of rankings of a second variable which are also arranged in their correct or natural order when they are sorted according to the natural order of the rankings of the first variable. S is then computed by beginning with the observation ranked 1 on the first variable and counting the number of ranks on the second variable which are greater than the rank of that case on the second variable. Once this has been done, the number of ranks below this observation which are smaller than its rank on the second variable are subtracted from the first quantity. When this procedure is repeated for all ranks, the sum of these remainders is equal to the statistic S. The computed or actual S is then divided by the maximum possible S which could have been obtained with that number of rankings had the two sets of rankings been in total agreement. This number can be expressed as $\frac{1}{2}N(N - 1)$ where N is the number of observations or cases. The general formula for tau is then

*Statistical Package for the Social Sciences: Nie, Bent and Hull, McGraw Hill, 1970.

(xiii)

$$\tau = \frac{S}{\frac{1}{2}N(N-1)}$$

When the correction for tied ranks is introduced, the formula becomes

$$\tau = \frac{S}{\sqrt{\frac{1}{2}N(N-1) - T_x} \sqrt{\frac{1}{2}N(N-1) - T_y}}$$

where $T_x = \frac{1}{2}\sum(t-1)$, where t is the number of tied observations in each group of ties on the X variable, and where T_y is the same quantity for the Y variable. The significance of tau is determined by comparing tau to a normal distribution with a standard deviation equal to

$$\frac{4N + 10}{9N(N-1)}$$

The computed value of Tau ranges from -1 (total inverse correlation) through 0 (no correlation) to +1 (total correlation). However, when values are quoted in the text, they have been multiplied by 100 (in the same way as proportions are converted to percentages, so that the maximum value is 100, and a value of 0.25 reads as 25.

APPENDIX CCUMULATIVE INDICES

At several stages in the analysis it was desirable to compare views on a particular question between respondents who could be defined as taking a certain point of view on a general issue. In such cases, it is inadvisable to rely on the answer to a single question as an indicator of a point of view, since the response will be sensitive to the particular wording of that question. The combination of answers to several questions can be taken as a more reliable indicator of a general point of view.

Although five such indices were developed, only three were actually used. The general technique was to identify (on the basis of judgement only) those questions which would tend to indicate the point of view. A numerical score was allocated to particular answers. The sum of these scores was calculated for each respondent. Those respondents with the highest scores (about the top third) were considered to hold one point of view. Respondents with the lowest scores (the bottom third) were considered to hold the opposite point of view.

The method is similar to that developed by Thurstone except that his checks on the contribution of each question to the score were not carried out.

The scoring systems were as follows:

The "Settling In" Index

	<u>Very True</u>	<u>Partly True</u>	<u>Not really True</u>	<u>Not true at all</u>
Everyone makes a special effort to be friendly	4pts	3pts	2pts	1pt
It's difficult to settle down in a place that's so strange	1pt	2pts	3pts	4pts
The people round here aren't the same sorts of people as us	1pt	2pts	3pts	4pts
There are plenty of ways of meeting people here, to make friends	4pts	3pts	2pts	1pt
Everyone is very happy with their life here	4pts	3pts	2pts	1pt
The people around here are:	friendly			+1pt
	just like us			+1pt
	with a sense of humour			+1pt
	reliable			+1pt
	snobbish			-1pt
	rough			-1pt
	difficult to talk to			-1pt
	nosey			-1pt
Respondent claimed to know at least 10 families very well in the immediate neighbourhood:				1pt
Respondent claimed to know at least 20 families very well in the immediate neighbourhood:				2pts
Respondent claimed to know at least 30 families very well in the immediate neighbourhood:				3pts

Etc.

(xv)

Respondent claimed to know at least 10 families very well elsewhere in Runcorn:

1pt

Respondent claimed to know at least 20 families very well elsewhere in Runcorn:

2pts

Etc.

RESPONDENTS WITH HIGH SCORES SETTLED IN WELL: LOW SCORES SETTLED IN POORLY.

General Satisfaction with Planning Index

In the household questionnaire, there were forty-six questions on attitudes to particular aspects of housing, the environment and local and urban facilities. For each aspect, respondents were asked if they were satisfied with their current experience, and whether their current experience was better or worse than their previous experience.

One point was allocated for each response that they were "quite" or "very" dissatisfied with their current experience, and one point for each response that their current experience was "A bit" or "Much" worse than their previous experience.

RESPONDENTS WITH HIGH SCORES WERE GENERALLY DISSATISFIED: LOW SCORES WERE GENERALLY SATISFIED.

Friction between Old Town and New Town Index

	<u>Very True</u>	<u>Partly True</u>	<u>Not Really True</u>	<u>Not True at all</u>
The old and new town won't be one until the next generation	4pts	3pts	2pts	1pt
The Urban District Council has very little say nowadays about what goes on in Runcorn	4pts	3pts	2pts	1pt
The people in the Old Town and New Town would come closer together if they met socially	4pts	3pts	2pts	1pt
People in the Old and New towns get on very well together:				1pt
People in the Old and New towns get on quite well together:				2pts
People in the Old and New towns get on not very well together:				3pts
People in the Old and New towns get on not at all well:				4pts
Respondent knows several people in the other part of the town:				1pt
Respondent knows no people at all in the other part of the town:				+1pt
People in the other part of the town are:	friendly			-1
	just like us			-1
	with a sense of humour			-1
	reliable			-1
	snobbish			+1
	rough			+1
	difficult to talk to			+1
	nosey			+1

RESPONDENTS WITH HIGH SCORES INDICATED HIGH FRICTION: LOW SCORES INDICATED LOW FRICTION.

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February 1972

RUNCORN COMMUNITY STUDY

Card 1 1-4 5

New Town Questionnaire

A : HOUSEHOLD

Col./ Code	Skip to
---------------	------------

1. First of all, could you tell me what you think of living here?

(6)

(7)

(8)

2. When exactly did you move here?

(9)

Month _____ 19

(10)

3. Where were you living before you moved to this house?

(11)

IF RUNCORN, OBTAIN STREET NAME

IF LIVERPOOL, OBTAIN POSTAL DISTRICT.

(12)

a) Would you say your present home has too many rooms, too few rooms, or about the right number of rooms to suit your family?

b) And what about your previous home?

(13)

	Too Many	Too Few	Right	D.K.
--	----------	---------	-------	------

Present home

1

2

3

4

Previous home

6

7

8

9

c) Would you say your present living room is too large, too small, or about right for your needs?

d) And your previous living room?

e) Would you say your present kitchen is too large, too small or about right for your needs?

f) And your previous kitchen?

(14-15)

	Too Large	Too Small	Right	D.K.
--	-----------	-----------	-------	------

Present living room

1

2

3

4

Previous living room

6

7

8

9

Present kitchen

1

2

3

4

Previous kitchen

6

7

8

9

5. Can I ask you some details about your present home, and the previous one you lived in?

		Col./ Code	Skip to
a)	Is/Was it a house or a flat?	PRESENT PREVIOUS	
		(16)	
	Detached House	1	7
	Semi-Detached House	2	8
	Terrace House	3	9
	Purpose Built Flat	4	0
	Converted Flat	5	X
b)	Do/Did you own or rent it?		(17)
	Own (or buying)	1	6
	Rent privately unfurnished	2	7
	Rent privately furnished	3	8
	Rent from Council etc.	4	9
c)	How many rooms are/were there, not counting kitchen, hall and bathroom?		(18-19)
d)	What sort of kitchen is/was there? READ OUT		(20)
	No separate room for cooking	1	6
	A small room, just with space for cooking	2	7
	Room for one or two people to eat	3	8
	Room for a whole family to eat	4	9
e)	Was/Is there any heating?		(21)
	No built in facilities	1	7
	Open fireplaces only	2	8
	Fitted electric or gas fires or stoves	3	9
	Central heating on one floor only	4	0
	Complete central heating	5	X
f)	Which of these facilities do/did you have either shared use or exclusive use?	(22) Shared Excl.	(23) Shared Excl.
	Running hot water	1 2	1 2
	Outside toilet	3 4	3 4
	Inside toilet	5 6	5 6
	Bathroom	7 8	7 8
g)	Do/Did you have a garden of your own?		(24)
	Yes	1	4
	No	2	5
	IF A GARDEN NOW AND/OR PREVIOUSLY		(25)
h)	Would you say the garden is/was too large, too small or about right for your needs?		
	Too large	1	5
	Too small	2	6
	About right	3	7

⑥(a) CARD A : I am going to read out some aspects of your home. For each one, could you tell me whether you are satisfied or dissatisfied?

(b) CARD B : And now, for each one again, could you tell me how much your present home is better or worse than your previous home?

	a) Present Home					b) Compared with Previous Home						Col. No.
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	Much Better	A Bit Better	The Same	A Bit Worse	Much Worse	Don't know	
(i) The amount of storage space	1	2	3	4	5	6	7	8	9	0	X	26
(ii) Convenient layout of the rooms	1	2	3	4	5	6	7	8	9	0	X	27
(iii) The quality of heating in the house	1	2	3	4	5	6	7	8	9	0	X	28
(iv) Whether the heating is cheap to run	1	2	3	4	5	6	7	8	9	0	X	29
(v) The amount of repairs necessary	1	2	3	4	5	6	7	8	9	0	X	30
(vi) The quality of construction	1	2	3	4	5	6	7	8	9	0	X	31
(vii) How easy it is to keep clean and tidy	1	2	3	4	5	6	7	8	9	0	X	32
(viii) How easy it is to decorate	1	2	3	4	5	6	7	8	9	0	X	33
(ix) How attractive it is from outside	1	2	3	4	5	6	7	8	9	0	X	34

N.H. - 3 -

7(a) CARD A AGAIN : And now, can we turn to some aspects of your environment here. How satisfied are you with each one?

(b) CARD B AGAIN : And how does each one compare with your previous environment?

Col.
No.

	a) Present Environment					b) Compared with previous environment						
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	Much Better	A Bit Better	The Same	A Bit Worse	Much Worse	Don't know	
(i) The amount of traffic round your home	1	2	3	4	5	6	7	8	9	0	X	35
(ii) Smells and fumes from traffic or factories	1	2	3	4	5	6	7	8	9	0	X	36
(iii) Safety for children to play	1	2	3	4	5	6	7	8	9	0	X	37
(iv) Peace and quiet in the neighbourhood	1	2	3	4	5	6	7	8	9	0	X	38
(v) The type of people living nearby	1	2	3	4	5	6	7	8	9	0	X	39
(vi) The cleanliness of the area	1	2	3	4	5	6	7	8	9	0	X	40
(vii) The amount of construction work near your home	1	2	3	4	5	6	7	8	9	0	X	41
(viii) The attractiveness of the area	1	2	3	4	5	6	7	8	9	0	X	42
(ix) The amount of damage done by vandals	1	2	3	4	5	6	7	8	9	0	X	43
(x) The number of trees and green areas	1	2	3	4	5	6	7	8	9	0	X	44
(xi) The friendliness of the neighbours	1	2	3	4	5	6	7	8	9	0	X	45
(xii) How crowded the area is with houses or flats	1	2	3	4	5	6	7	8	9	0	X	46

N.H. - 4 -

			Col./ Code	Skip to
Now can I ask for some details about the local facilities here, and near your previous home?			SPARE (47-49)	
			PRESENT	PREVIOUS
a)	Do/did you have a garage?	Yes, attached to home	1	(50) 5
		Yes, away from home	2	6
		No	3	7
How many minutes does/did it take to walk to the nearest bus stop?				(51)
		Up to 2 minutes	1	7
		3 - 4 minutes	2	8
		5 - 9 minutes	3	9
		10 -14 minutes	4	0
		15 minutes or more	5	X
c)	How many minutes does/did it take to walk to the nearest grocery shop?	Up to 2 minutes	1	(52) 7
		3 - 4 minutes	2	8
		5 - 9 minutes	3	9
		10 -14 minutes	4	0
		15 minutes or more	5	X
d)	If you wanted to go to the doctors surgery, how do/did you get there?	Walk	1	(53) 5
		Bus	2	6
		Car	3	7
e)	And how long does/did it take to get to the doctor's surgery?	Up to 2 minutes	1	(54) 7
		3 - 4 minutes	2	8
		5 - 9 minutes	3	9
		10 -14 minutes	4	0
		15 minutes or more	5	X
f)	<u>IF CHILDREN UNDER 15 IN HOUSEHOLD</u> Where can/could children play?	On street	1	(55) 6
		Off street	2	7
		In sight of home	3	8
		Out of sight of home	4	9
	How long does/did it take for the head of the household to get to work each day?	0 - 14 minutes	1	(56) 7
		15 - 29 minutes	2	8
		30 - 44 minutes	3	9
		45 - 59 minutes	4	0
		60 minutes or more	5	X
		Does not work	6	Y

9(a) CARD A AGAIN : Now I want to read out some aspects of local facilities here. For each, could you tell me how satisfied you are?

(b) CARD B AGAIN : And how does each compare with your previous local facilities?

Col.
No.

	a) Present local facilities					b) Compared with previous local facilities						
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	Much Better	A Bit Better	The Same	A Bit Worse	Much Worse	Don't know	
(i) The arrangements for parking cars	1	2	3	4	5	6	7	8	9	0	X	57
(ii) Distance to bus stops	1	2	3	4	5	6	7	8	9	0	X	58
(iii) Distance to the Doctor's surgery	1	2	3	4	5	6	7	8	9	0	X	59
(iv) Quality of local medical facilities	1	2	3	4	5	6	7	8	9	0	X	60
(v) Places for infants to play	1	2	3	4	5	6	7	8	9	0	X	61
(vi) Areas for older children to play	1	2	3	4	5	6	7	8	9	0	X	62
(vii) Leisure activities for teenagers	1	2	3	4	5	6	7	8	9	0	X	63
(viii) The number of pubs and clubs locally	1	2	3	4	5	6	7	8	9	0	X	64
(ix) Places for having community meetings or local entertainments	1	2	3	4	5	6	7	8	9	0	X	65
(x) Shopping facilities close to home	1	2	3	4	5	6	7	8	9	0	X	66
(xi) Availability of social clubs and organisations	1	2	3	4	5	6	7	8	9	0	X	67

1. A : ~~nal~~, some aspects of the town's facilities. How satisfied are you?

(b) CARD B AGAIN : And how do these compare with your previous town's facilities?

Col.

No.

	a) Present town facilities					b) Compared with previous town facilities						
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	Much Better	A Bit Better	The Same	A Bit Worse	Much Worse	Don't know	
(i) Availability of large shops	1	2	3	4	5	6	7	8	9	0	X	(68)
(ii) The range of shops in the central shopping area	1	2	3	4	5	6	7	8	9	0	X	(69)
(iii) The availability of a hospital	1	2	3	4	5	6	7	8	9	0	X	(70)
(iv) The number of nursery schools or playgroups for children under 5	1	2	3	4	5	6	7	8	9	0	X	(71)
(v) The cost of nursery schools or playgroups for children under 5	1	2	3	4	5	6	7	8	9	0	X	(72)
(vi) The quality of primary schools for children up to 10	1	2	3	4	5	6	7	8	9	0	X	(73)
(vii) The quality of secondary schools for children over 11	1	2	3	4	5	6	7	8	9	0	X	(74)
(viii) The availability of parks and large open spaces	1	2	3	4	5	6	7	8	9	0	X	(75)
(ix) Facilities for sports and leisure activities	1	2	3	4	5	6	7	8	9	0	X	(76)
(x) Provision of entertainment in the evening	1	2	3	4	5	6	7	8	9	0	X	(77)
(xi) Roads within the New Town	1	2	3	4	5	6	7	8	9	0	X	(6)
(xii) Type of bus service in the New Town	1	2	3	4	5	6	7	8	9	0	X	(7)
(xiii) The cost of bus transport	1	2	3	4	5	6	7	8	9	0	X	(8)
(xiv) Services for old people and the sick	1	2	3	4	5	6	7	8	9	0	X	(9)

N.H. - 7 -

P.217
(78-80).
1-4

Ca. 2-5

- 11a) In building a New Town the planners have to think of all sorts of things beside houses. I am going to read out a list of things; for each one, could you say whether you think they are spending too much or too little compared with what they are spending on homes or is the balance about right? CODE IN GRID BELOW.

SHOW CARD C

- (i) Landscaping
(ii) Roads
(iii) Bus services
(iv) Local shops
(v) Welfare services for tenants
(vi) Central shopping facilities
(vii) Entertainment facilities
(viii) Sports and outdoor recreation
(ix) Schools
(x) Medical facilities
(xi) Community centres and local clubs

SPARE			(10)
Too Much	Too Little	Balance Right	Don't know
1	2	3	(11) 4
5	6	7	8
9	0	X	Y
1	2	3	4(12)
5	6	7	8
9	0	X	Y
1	2	3	4(13)
5	6	7	8
9	0	X	Y
1	2	3	4(14)
5	6	7	8

- b) Supposing you were given the opportunity to choose between having better facilities combined with higher rents or prices, or worse facilities combined with lower rents or prices, which would you choose for each of the following?

SHOW CARDS D(i)-D(xi) IN ORDER

- (i) The size of your house vs rents
(ii) Your central heating vs rents
(iii) Landscaping vs rents
(iv) Bus services vs fares
(v) Local shops vs prices
(vi) Central shops vs prices
(vii) Medical facilities vs rates
(iii) Schools vs rates
(ix) Roads vs rates
(x) Entertainment facilities vs rates
(xi) Sports facilities vs rates

Better for more	Worse for Less	As Now	D.K.
1	2	3	4(15)
6	7	8	9
1	2	3	4(16)
6	7	8	9
1	2	3	4(17)
6	7	8	9
1	2	3	4(18)
6	7	8	9
1	2	3	4(19)
6	7	8	9
1	2	3	4(20)

CARD E

12. On this card is a list of facilities there might be in a town. Would you choose two which you think are most important that there should be in Runcorn?

Youth club
Department store
Sports stadium
Social club

1
2
3
4

Theatre
Cinema
Swimming Bath
Dance Hall

Don't think any are important

Col./
Code

Skip
to

(21)

5
6
7
8
9

CARD F

3. All things considered, how satisfied are you with:
READ OUT EACH IN TURN

	Very Satisfied	Fairly Satisfied	A bit Dissatisfied	Very Dissatisfied	Don't know
Your home	1	2	3	4	5(22)
Your environment	7	8	9	0	X
Your local facilities	1	2	3	4	5(23)
Your major facilities	7	8	9	0	X
Your life in Runcorn altogether	1	2	3	4	5(24)

CARD G

- 14a) Here is a list of reasons some people have given for moving. Going back to the time that you first decided to move to Runcorn, which of these applied at all to you?

PROBE FOR FULL LIST OF REASONS AND RECORD ALL ANSWERED "YES" IN COLUMN a)

- b) And which one of these was the most important of all?
RECORD ONE ONLY IN COLUMN b)

	a) All	b) One
	(25)	(26)
House was due for demolition	1	1
Wanted a home of our own	2	2
The house was unfit to live in	3	3
Better accommodation was available	4	4
Wanted a different size of house or flat	5	5
Wanted a house rather than a flat	6	6
Wanted to be nearer work	7	7
Wanted to be nearer friends or relatives	8	8
Wanted a nicer, cleaner, safer area	9	9
To better ourselves and our family	0	0
Other reason _____	X	X

PROBE FULLY.

		Col./ Code	Skip to
15.	On the whole, would you say it was dissatisfaction with the old place, or the attractions of the new, that was more important? Dissatisfied with old place Attracted by new place Both equally	(27) 1 2 3	
16.	Can you say why you chose Runcorn rather than anywhere else to live? PROBE FULLY AND RECORD VERBATIM	(28)	
17a)	How did you find out about Runcorn? What made you think of it as a place to live? RECORD IN COLUMN a) BELOW: DO NOT PROMPT.		
b)	And how did you find out that you might be eligible to be offered a home in Runcorn. RECORD IN COLUMN b) BELOW: DO NOT PROMPT	(29 - 30)	
		a)	b)
	We just knew about it, always knew	1	1
	Knew people living there, or on waiting list	2	2
	Other friends or relatives	3	3
	The local council	4	4
	Welfare officer or other adviser	5	5
	T.V. or press advertisement	6	6
	T.V. or press coverage (news or feature)	7	7
	Other specific recruitment campaign	8	8
	(Specify) _____		
	Only after applying		0
	Other _____	X	X
18.	There must be quite a lot of families like yours who could have applied to come to Runcorn. Why do you suppose some of them never applied? PROBE FULLY AND RECORD VERBATIM	(31)	

		Col./ Code	Skip to
19 a)	After you applied, did someone from Runcorn come and interview you?	(32)	Q.20
	Yes	1	
	No	2	
<u>IF YES</u>			
b)	Which members of your household were present at this interview?		
	Head of Household	4	
	Housewife	5	
	Other adult	6	
	Child(ren)	7	
<u>IF RESPONDENT WAS PRESENT</u>			
c)	Was this interview helpful to you?	(33)	
	Very helpful	1	
	Quite helpful	2	
	Not very helpful	3	
	Not at all helpful	4	
d)	After the interview did you feel you understood all you wanted to know about Runcorn?		
	Yes, definitely	6	
	Yes, just about	7	
	Not really	8	
	Definitely not	9	
e)	Was the main purpose of the interview for Runcorn to find out about you, or for you to be told about Runcorn?	(34)	
	Runcorn find out about you	1	
	You to be told about Runcorn	2	
	Both equally	3	
2 a)	Once you had made the application to come to Runcorn, how long did you have to wait before actually moving in.	(35-36)	
	ENTER NO. OF MONTHS		
b)	How did this compare with what you hoped and expected? Was it.....READ OUT	(37)	
	Much longer than expected	1	
	A bit longer than expected	2	
	About what was expected	3	
	A bit shorter than expected	4	
	Much shorter than expected?	5	
<u>CARD H</u>			
c)	While you were waiting, what did you think about how Runcorn kept in touch with you, and tried to answer your questions? How satisfied were you?		
	Very satisfied	7	
	Fairly satisfied	8	
	A bit dissatisfied	9	
	Very dissatisfied	0	

- 21a) When you were offered a home in Runcorn, were you given a choice, or just the one possibility?

Col./ Code	Skip to
---------------	------------

(38)

1	c)
2	

Choice

Just the one

IF JUST THE ONE

- b) Were you dissatisfied not to be given a choice? Were you....
READ OUT.

Very dissatisfied

4

Quite dissatisfied

5

Not very dissatisfied

6

Not at all dissatisfied

7

- c) Did you have an opportunity to see round your home before you moved in?

Yes

9

No

0

- 22a) When you moved into your new home, did any representative of the Corporation call on you to help answer your questions.

(39)

Yes, the estate caretaker

1

Yes, a social worker

2

Yes, someone else

3

(Specify) _____

4

No

5

Q.23

IF YES

- b) How helpful did you find this visit?.....READ OUT.

Very helpful

7

Quite helpful

8

Not very helpful

9

Not at all helpful

0

- 23a) Suppose for some reason you decided to move out of this home? Where would you go? PROBE FOR AREA.

(40)

(Specify) _____

- b) How likely is it that you actually will move in the next three years?

Very likely

9

Quite likely

0

Not likely

X

- c) Why do you say that?

(41)

Now can I ask some questions about jobs?

IF THE INFORMANT TO THIS Q'AIRE IS SAME AS FOR PERSONAL Q'AIRE
ASK ABOUT SELF AND HEAD OF HOUSEHOLD

IF NOT, ASK ABOUT H.O.H. ONLY

a)

Do you have a job yourself?

b)

IF INFORMANT NOT H.of H.
Does _____ (H of H) have a job?

Yes - Full Time

Part Time

No - Seeking Work

Not seeking work

INFORMANT

HEAD OF HOUSEHOLD

O.U.O.

(42)

1

6

2

7

3

8

4

9

.....h)

.....next

c)

FOR EACH, ASK c) - g)

What is the job?

PROBE FOR FULL DETAILS OF WORK,
INDUSTRY, RESPONSIBILITY ETC.

(43)

(44)

(45)

(46)

d)

Where do you/does he work? Is it in..

Runcorn New Town

1

7

Runcorn Old Town

2

8

Another town nearby

3

9

Part of Liverpool

4

0

or Travel from place to place?

5

X

(47)

e)

When did you/he get this job?

Was it.....

Sometime before moving to Runcorn

1

5

At the time of moving

2

6

or Since moving to Runcorn?

3

7

(48)

f)

CARD I

What are your/his basic wages,
without overtime or bonuses, before
taking off tax and so on.

ENTER CODE FROM INCOME CARD

D.K. X

D.K. X

(49,50)

g)

And finally what about
opportunities to earn extra on
overtime. Are they.....

Very good

1

6

Quite good

2

7

Not very good

3

8

Not good at all?

4

9

(51)

h)

Have you been out of work at all Yes
since living in Runcorn? No

1

1

2

2

(52)

IF YES

i) How many weeks in total have
you been out of work since you came
to Runcorn?

(53-54)
(55-56)

25. We need to build up a detailed picture of the cost of living in Runcorn, for different types of people. I am going to ask some questions about rent, income and so on. I can assure you again that the answers will be strictly confidential.

		Col./ Code	Skip to
a)	Can you tell me the <u>basic</u> rent you pay on this house/flat per week?	SPARE (57)	
		(58-59)	
	£ _____ per _____ RECORD	£	n.p.
b)	And how much did your household pay for your accommodation per week before moving to Runcorn?	(60-61)	
	£ _____ per _____ RECORD	£	n.p.
c)	Do you get a rent rebate?	Yes 1 No 2	e)
		(63-64)	
	<u>IF GETS A REBATE</u>		
d)	How much is the rent after taking off the rebate?	£	n.p.
	<u>IF DOES NOT GET A REBATE</u>	(65)	
e)	Have you applied for a rebate?	Yes 1 No 2	g)
	<u>IF NOT APPLIED FOR REBATE</u>		
f)	Why didn't you apply for a rebate?		
	Did not know about it	4	
	Don't need to, rent low enough	5	
	Don't qualify, earn too much	6	
	Other reasons _____		
	<u>ALL INFORMANTS</u>	(66)	
g)	Do you think the rent rebate system is fair?	Very fair 1	Q.26
	Is it.....(read out)	Quite fair 2	Q.26
		Not very fair 3	
		Not at all fair? 4	
	<u>IF NOT VERY OR NOT AT ALL FAIR</u>		
h)	In what way is it not fair?		
	PROBE FULLY AND RECORD VERBATIM		
		SPARE (67)	

CARD J

26. Some families get behind with their payments of rent.
Which of these sentences best fits your situation?

We are always behind with the rent
We are quite often behind with the rent
We are occasionally behind with the rent
We are never behind with the rent

Col./
Code

Skip
to

(68)

1

2

3

4

27. If you were offered the chance to buy this home on a mortgage,
would you take the opportunity?

Yes, definitely

Yes, perhaps

No

(69)

1

2

3

- 28 a) Besides the rent, there are other things that have to be paid.
Firstly, can you tell me how much you pay in rates?

£ _____ n.p. _____ per _____

£

(70-71)

n.p.

- b) And taken as an average over the year how much do you
pay in bills like gas, electricity, coal, telephone and
so on?

£ _____ n.p. _____ per _____

£

(72-73)

n.p.

- c) And do you have any regular payments for hire purchase of
furniture or a car or anything else?

£ _____ n.p. _____ per _____

£

(74-75)

n.p.

- 29 a) Finally in this section, what do you think about the prices in
the shops? Thinking just about food prices, are they....READ OUT

- b) And thinking about the prices of other goods are they....READ OUT

(76)

Food

Other
goods

Much higher in Runcorn than where you lived
before

1

7

A bit higher in Runcorn than where you lived
before

2

8

About the same

3

9

A bit lower in Runcorn than where you lived
before

4

0

Much lower in Runcorn than where you lived
before

5

X

30a)

Bearing in mind the costs of housing and other things, compared with your income, would you say you are better off or worse off for spending money than before you came here.

Much better off
A bit better off
About the same
A bit worse off
Much worse off

Col./ Code	Skip to
---------------	------------

(77)

1
2
3
4
5

End
End
End

IF WORSE OFF

b)

And thinking of the difference between your present home and and your previous home, would you say it is worth being somewhat worse off for spending money? Is it.....
READ OUT.

Easily worth it
Just about worth it
Not really worth it
Not worth it at all

7
8
9
0

217

(78-80)

Length of household interview

CLASSIFICATION : TO BE ASKED AT END OF INTERVIEW

a) Household Composition:

Col./
Code

Person	Age								Sex M.F.	H.H. Status			Response		
	0 11	5 10	11 15	16 20	21 25	40 49	60 69	65 +		Head	Wife	Other	H.H. Q'aire	Person Q'aire	Neither
1	1	2	3	4	5	6	7	8(44)	1 2	4	5	6	8	9	0 (52)
2	1	2	3	4	5	6	7	8(45)	1 2	4	5	6	8	9	0 (53)
3	1	2	3	4	5	6	7	8(46)	1 2	4	5	6	8	9	0 (54)
4	1	2	3	4	5	6	7	8(47)	1 2	4	5	6	8	9	0 (55)
5	1	2	3	4	5	6	7	8(48)	1 2	4	5	6	8	9	0 (56)
6	1	2	3	4	5	6	7	8(49)	1 2	4	5	6	8	9	0 (57)
7	1	2	3	4	5	6	7	8(50)	1 2	4	5	6	8	9	0 (58)
8	1	2	3	4	5	6	7	8(51)	1 2	4	5	6	8	9	0 (59)

SPARE

(60)

b) Car:

(61)

Owned 1
Available 2
Neither 3

d) Total Household Income
after tax etc.

(62-63)

£ per

c) Religious Affiliation:

Church of England 5
Roman Catholic 6
Non-conformist 7
Other religion 8
No religion 9

e) Sources of Income:

(64)

Earnings 1
Pension 2
Unemployment Benefit 3
Other social security 4
Rent from lodgers etc. 5
Income from savings or investment 6
Maintenance/Alimony 8

(65-69)

Issued Serial Number

Length of Household Interview _____

Spare

(70-77)

217

78-80

Length of Personal Interview _____

Interviewer _____

Date of Interview ____ / ____ / ____

P.217

February 1972

RUNCORN COMMUNITY STUDY

New Town Questionnaire

Card 3 1-4
5

B : PERSONAL

IF DIFFERENT RESPONDENT THAN ANSWERED HOUSEHOLD QUESTIONNAIRE, ASK:

First of all, could you tell me what you think of living here?

Col./ Code	Skip to
(6)	
(7)	
(8)	

CARD *

Here are some things people have said to us about living in Runcorn. As I read each one out, could you say whether you think it is true or not as far as you are concerned?

READ OUT EACH IN TURN

		Very true	Partly true	Not really true	Not true at all	Don't know
a)	"Runcorn's a town just like any other"	1	2	3	4	(9) 5
b)	"There's nothing to do here"	7	8	9	0	X
c)	"Everyone makes a special effort to be friendly"	1	2	3	4	(10) 5
d)	"The people round here aren't the same sorts of people as us"	7	8	9	0	X
e)	"It's difficult to settle down in a place that's so strange"	1	2	3	4	(11) 5
f)	"There are plenty of ways of meeting people here, to make friends"	7	8	9	0	X
g)	"The planners have been more concerned with buildings and roads than with people"	1	2	3	4	(12) 5
h)	"The Old and New Town won't be one town until the next generation"	7	8	9	0	X
i)	"The Urban District Council has very little say nowadays about what goes on in Runcorn"	1	2	3	4	(13) 5
j)	"The people in the Old Town and New Town and would come closer together if they met socially"	7	8	9	0	X

3a) Could you tell me when was the last time you did each of the following things? READ OUT IN TURN

FOR EACH IN PAST MONTH ASK

b) Where did you do that the last time?

WHEN?			b) WHERE?			
Past week	Past month	Longer ago	Run-corn	Surround-ing area	Liver-pool	Else-where
1	2	3	5	6	7	8
1	2	3	5	6	7	8
1	2	3	5	6	7	8
1	2	3	5	6	7	8
1	2	3	5	6	7	8
1	2	3	5	6	7	8

(i) Went to cinema/theatre

(14)

(ii) Watched or played a sport or game

(15)

(iii) Visited park or countryside

(16)

(iv) Went to a pub or club

(17)

(v) Went to bingo/whist drive etc.

(18)

(vi) Went to a local meeting of any kind

(19)

4a) Do you have a television in your home?

(20)

Yes
No

1
2

Q.5

IF YES

b) How many evenings per week do you watch television for more than one hour?

(21)

NO. OF EVENINGS

5a) Do you ever go back to the district where you lived before, for any reason? for instance.....READ OUT IN TURN

FOR EACH YES:

b) About how often do you go there for that reason?

	(a)		(b)			
	Yes	No	Every day	Once a week	Once a month	Less often
To work?	A	1	2	3	4	5
To visit friends or relatives?	B	7	8	9	0	X
For an evening out?	A	1	2	3	4	5
To shops?	B	7	8	9	0	X
For any other reason?	A	1	2	3	4	5
Specify						

(22)

(23)

(24)

		Col./ Code	Skip to
6 a)	How many people would you say you know very well, in the immediate neighbourhood here?	(25-26)	
	COUNT SEVERAL FROM ONE FAMILY AS ONE : ENTER NUMBER		
b)	And how many other people in Runcorn as a whole would you say you know quite well.	(27-28)	
	COUNT SEVERAL FROM ONE FAMILY AS ONE : ENTER NUMBER		
c)	How did you get to know these people?	(29)	
	Related to Family	1	
	Knew them before we came	2	
	Through mutual friends	3	
	Just as neighbours	4	
	In a pub or club	5	
	At work	6	
	While shopping etc.	7	
	At a party or other entertainment	8	
	Some other way _____ (Specify)	9	
7.	SHOW CARD L Which of these things do you do together with the people you know very well here?	(30)	
	Visit each others home	1	
	Go out together in the evenings	2	
	Just chat when we happen to meet	3	
	Go shopping together	4	
	Go to clubs/pubs/other entertainment	5	
	Play sports together	6	
	Travel to work together	7	
	Other activities (specify) _____	8	
8a)	Do you yourself know any people who live in the Old Town of Runcorn?	(31)	
	Yes, several	1	
	Yes, a few	2	
	No, none at all	3	
b)	Do you think that the people in the Old and New Towns get on well with each other? Do they get on.....READ OUT		
	Very well	5	
	Quite well	6	
	Not very well	7	
	or Not at all well?	8	
	(Don't know)	9	

- 9a) I'm going to read out a list of words and phrases.
For each one can you tell me whether you feel it generally describes
most of the people who live around here.
READ OUT EACH IN TURN

- b) If I read the list again, can you say which apply to the people
living in other estates on the New Town. READ OUT EACH IN TURN.

- c) And which would you say apply to the people in the Old Town?
READ OUT EACH IN TURN

Col./
CodeSkip
to

(32-34)

CODE ALL
WHICH
APPLY

Friendly
Snobbish
Well-established
Modern
Rough
Just like us
Difficult to talk to
With a sense of humour
Nosey
Reliable

Around Here	Other Estates	Old Town
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
0	0	0

- d) Thinking again of the people just round here, are they mostly.....
READ OUT EACH SET OF CODES IN TURN.

- e) And the people living in other estates on the New Town, are
they mostly.....READ OUT

- f) And the people in the Old Town, are they.....READ OUT

i) Better off than you
Worse off than you
or About the same as you
Don't know/Varies

Around Here	Other Estates	Old Town
1	1	1
2	2	2
3	3	3
4	4	4

(35-37)

ii) Older than you
Younger than you
or About the same age as you
Don't know/Varies

Around Here	Other Estates	Old Town
1	1	1
2	2	2
3	3	3
4	4	4

(38-40)

iii) From the same background as you
or From a different background to you
Don't know/Varies

Around Here	Other Estates	Old Town
6	6	6
7	7	7
8	8	8

IF RESPONDENT SAME AS ANSWERED HOUSEHOLD QUESTIONNAIRE,
SKIP TO Q.11

IF DIFFERENT, ASK Q.1Q.

10a)

Do you have a job, yourself?

Yes - Full-time

Yes - Part-time

No - Seeking work

No - not seeking work

IF YES

b) What is the job?

PROBE FOR FULL DETAILS OF WORK INDUSTRY,
 RESPONSIBILITY ETC.

c) Where do you work? Is it.....READ OUT

Runcorn New Town

Runcorn Old Town

Another town nearby

Part of Liverpool

Travel from place to place

d) When did you get this job? Was it.....READ OUT

Some time before moving to Runcorn

At the time of moving

or Since moving to Runcorn

CARD M

e) What are your basic wages, without overtime or bonuses,
before taking off tax and so on

ENTER CODE FROM CARD

D.K.

f) And finally, what about opportunities to earn extra
 on overtime? Are they.....READ OUT

Very good

Quite good

Not very good

Not good at all

g) Have you been unemployed at all since you have lived
 in Runcorn?

Yes

No

IF YES

h) How many weeks in total have you been out of work?

NO. OF WEEKS

Col./ Code	Skip to
(41)	
1	
2	
3	g)
4	Q.11
(42)	
(43)	
(44)	
1	
2	
3	
4	
5	
7	
8	
9	
(45)	
X	
(46)	
1	
2	
3	
4	
6	
7	Q.11
(47-48)	

CARD N

11.

I am going to read out several types of people who might want work. For each one can you tell me whether the opportunities for good jobs round here are very good, quite good, rather poor or very poor?

- a) Young people leaving school
- b) Women
- c) Men
- d) People wanting part-time work
- e) Managers, and people with professional qualifications
- f) Office workers, draughtsmen and so on
- g) Skilled manual workers
- h) Unskilled manual workers
- i) People like yourself
- j) And for people like yourself what do you think the opportunities are like in Liverpool

Very Good	Quite Good	Not very good	Poor	Don't know	
1	2	3	4	5	(49)
7	8	9	0	X	
1	2	3	4	5	(50)
7	8	9	0	X	
1	2	3	4	5	(51)
7	8	9	0	X	
1	2	3	4	5	(52)
7	8	9	0	X	
1	2	3	4	5	(53)
7	8	9	0	X	

Col./
CodeSkip
to

- 13a) Do you belong to any of these clubs or organisations?
 READ OUT EACH IN TURN
 FOR EACH "YES"
 b) Are you a committee member, or an officer of that organisation?
 c) When did you last part in any activities with that organisation?

Col./ Code	Skip to
---------------	------------

a) Member?		b) Committee Member?		c) Take part?	
Yes	No	Yes	No	Last month	Longer ago
1	2	4	5	7	8
1	2	4	5	7	8
1	2	4	5	7	8
1	2	4	5	7	8
1	2	4	5	7	8
1	2	4	5	7	8
1	2	4	5	7	8

- | | | | | | | | | |
|-------|------------------------------------|---|---|---|---|---|---|------|
| (i) | Political Party | 1 | 2 | 4 | 5 | 7 | 8 | (18) |
| (ii) | Tenants or Rate Payers Association | 1 | 2 | 4 | 5 | 7 | 8 | (19) |
| (iii) | Sports club or other leisure club | 1 | 2 | 4 | 5 | 7 | 8 | (20) |
| (iv) | Youth club, Scouts or Guides | 1 | 2 | 4 | 5 | 7 | 8 | (21) |
| (v) | Religious Club or Group | 1 | 2 | 4 | 5 | 7 | 8 | (22) |
| (vi) | Trade Union | 1 | 2 | 4 | 5 | 7 | 8 | (23) |
| (vii) | Any other club or organisation | 1 | 2 | 4 | 5 | 7 | 8 | (24) |

- 14a) Do you remember when was the last local election for members of Runcorn Urban District Council? No

Month _____ Year _____

- b) Were you eligible to vote in that election? Yes No

IF YES

- c) Did you actually vote in the election? Yes No

IF YES

- d) Can you remember which party you voted for?

Tory/Conservative
 Socialist/Labour
 Liberal

Other _____

(25)

1

(26)

1

2

Q.15

(27)

1

2

Q.15

(28)

1

2

3

4

- 15 a) Have you ever tried to get in touch with an officer in the Development Corporation, to complain or ask advice?
- b) Or an officer of the Runcorn Urban District Council?
- c) Or an elected Councillor on the Runcorn Urban District Council?

CARD L

- d) Generally, how helpful do you think each of those types of people are (or would be) at answering complaints or giving advice?

ASK FOR EACH, WHETHER EVER CONTACTED OR NOT.

	Contact?		Very Helpful	Quite Helpful	Not very helpful	Not at all helpful	Don't know	
	Yes	No						
Officer of Development Corporation	1	2	4	5	6	7	8	(29)
Officer of Urban District Council	1	2	4	5	6	7	8	(30)
Councillor on Urban District Council	1	2	4	5	6	7	8	(31)

Col./
CodeSkip
to

16. Some people in other towns have started community associations of residents, not attached to the local council so that ordinary people can have a say in running the town.

CARD p

- a) How useful do you think such an association could be in Runcorn for.....READ OUT EACH IN TURN

	Very useful	Fairly useful	Not very useful	Not at all useful	Don't know	
(i) Arranging social activities?	1	2	3	4	5	(32)
(ii) Dealing with residents' complaints?	7	8	9	0	X	
(iii) Designing new houses?	1	2	3	4	5	(33)
(iv) Presenting residents' views to the Corporation?	7	8	9	0	X	
(v) Planning new facilities?	1	2	3	4	5	(34)
(vi) Caring for the old and needy	7	8	9	0	X	
(vii) Checking the expenditure of the Corporation?	1	2	3	4	5	(35)

- b) Which do you think would be best.....READ OUT

One association for all of Runcorn 1
 Separate associations for old and new towns 2
 Separate associations for each district 3
 (Specify) Other _____ 4

- c) Would you yourself attend meetings of the association?

Yes, definitely 1
 Yes, probably 2
 No, probably not 3
 No, definitely not 4

CARD Q

17. Finally, here are some more things that people have said to us.
Would you say for each one I read out, how true you think it is?

	Very true	Partly true	Not really true	Not true at all	Don't know	
a) "Building a New Town is the best way of providing a new life for people who live in a poor environment"	1	2	3	4	5	(38)
b) "The main problem for Runcorn is that wages are too low, and rents and other expenses are too high, compared with the rest of the country"	7	8	9	0	X	
c) "They've really made a big success of Runcorn"	1	2	3	4	5	(39)
d) "The Corporation would take far more notice of what people want if we could elect the men who run it"	7	8	9	0	X	
e) "They've managed to provide nearly all the facilities in the New Town at the same time as moving the people in"	1	2	3	4	5	(40)
f) "The Corporation is fair to some people and unfair to others"	7	8	9	0	X	
g) "It is worth putting up with any inconveniences now, in order to get benefits in the future"	1	2	3	4	5	(41)
h) "Everyone is very happy with their life here"	7	8	9	0	X	

18. Finally, what one thing do you think should be done, to make Runcorn a better place to live in?

PROBE FOR FULL UNDERSTANDING OF PROBLEM AND SOLUTION.

(42)

(43)

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February 1972

RUNCORN COMMUNITY STUDY

Old Town Questionnaire

A : HOUSEHOLD

1-4

Card 1 5

Col./ Code	Skip to
---------------	------------

1. First of all, could you tell me what you think of living here?

(6)

(7)

(8)

2a) How long ago did you move to this home?
RECORD IN GRID BELOW.

b) And how long ago did you move to Runcorn?

b) Home	a) Runcorn
------------	---------------

Up to 6 months

1

(9-10)

1

7 months to 1 year

2

2

More than 1 year up to 3 years

3

3

More than 3 years up to 5 years

4

4

More than 5 years up to 10 years

5

5

More than 10 years

6

6

All our lives

7

7

IF EVER LIVED OUTSIDE RUNCORN

c) Where did you live before moving to Runcorn?

(11)

(12)

3a) Would you say your present home has too many rooms, too few rooms, or about the right number of rooms to suit your family?

(13)

Too Many	Too Few	Right	D.K.
1	2	3	4

b) And would you say your living room is too large, too small, or about right for your needs?

c) And would you say your kitchen is too large, too small or about right for your needs?

(14-15)

Living room

Kitchen

Too large	Too Small	Right	D.K.
1	2	3	4
1	2	3	4

4. Can I ask you some details about your home?

a) Is it a house or a flat?

- | | |
|---------------------|------|
| | (16) |
| Detached House | 1 |
| Semi-Detached House | 2 |
| Terrace House | 3 |
| Purpose Built Flat | 4 |
| Converted Flat | 5 |

b) Do you own or rent it?

- | | |
|----------------------------|------|
| | (17) |
| Own (or buying) | 1 |
| Rent privately unfurnished | 2 |
| Rent privately furnished | 3 |
| Rent from Council etc. | 4 |

c) How many rooms are there, not counting kitchen, hall and bathroom?

- | | |
|-------|------|
| | (18) |
| | |
| SPARE | (19) |

d) What sort of kitchen is there? READ OUT

- | | |
|---|------|
| | (20) |
| No separate room for cooking | 1 |
| A small room, just with space for cooking | 2 |
| Room for one or two people to eat | 3 |
| Room for a whole family to eat | 4 |

e) Was there any heating?

- | | |
|--|------|
| | (21) |
| No built in facilities | 1 |
| Open fireplaces only | 2 |
| Fitted electric or gas fires or stoves | 3 |
| Central heating on one floor only | 4 |
| Complete central heating | 5 |

f) Which of these facilities do you have either shared use or exclusive use?

- | | | |
|-------------------|--------|-------|
| | (22) | |
| | Shared | Excl. |
| Running hot water | 1 | 2 |
| Outside toilet | 3 | 4 |
| Inside toilet | 5 | 6 |
| Bathroom | 7 | 8 |

g) Do you have a garden of your own?

- | | |
|-----|--------|
| | (23) |
| Yes | (24) 1 |
| No | 2 |

IF A GARDEN

h) Would you say the garden too small or about right for your needs?

- | | |
|-------------|------|
| | (25) |
| Too large | 1 |
| Too small | 2 |
| About right | 3 |

5(a) CARD A : I am going to read out some aspects of your home. For each one, could you tell me whether you are satisfied or dissatisfied?

	a) Present Home					Col. No.
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	
(i) The amount of storage space	1	2	3	4	5	26
(ii) Convenient layout of the rooms	1	2	3	4	5	27
(iii) The quality of heating in the house	1	2	3	4	5	28
(iv) Whether the heating is cheap to run	1	2	3	4	5	29
(v) The amount of repairs necessary	1	2	3	4	5	30
(vi) The quality of construction	1	2	3	4	5	31
(vii) How easy it is to keep clean and tidy	1	2	3	4	5	32
(viii) How easy it is to decorate	1	2	3	4	5	33
(ix) How attractive it is from outside	1	2	3	4	5	34

6(a) CARD A AGAIN: And now, can we turn to some aspects of your environment here. How satisfied are you with each one?

(b) Has the New Town had any effect on your environment?

Yes A

No B.....Skip to Q.7

IF YES

(c) CARD B: As I read out the items, could you say how each one compares with how it was before?

Col.
No.

	a) Present Environment					b) Compared with previous environment						
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	Much Better	A Bit Better	The Same	A Bit Worse	Much Worse	Don't know	
(i) The amount of traffic round your home	1	2	3	4	5	6	7	8	9	0	X	35
(ii) Smells and fumes from traffic or factories	1	2	3	4	5	6	7	8	9	0	X	36
(iii) Safety for children to play	1	2	3	4	5	6	7	8	9	0	X	37
(iv) Peace and quiet in the neighbourhood	1	2	3	4	5	6	7	8	9	0	X	38
(v) The type of people living nearby	1	2	3	4	5	6	7	8	9	0	X	39
(vi) The cleanliness of the area	1	2	3	4	5	6	7	8	9	0	X	40
(vii) The amount of construction work near your home	1	2	3	4	5	6	7	8	9	0	X	41
(viii) The attractiveness of the area	1	2	3	4	5	6	7	8	9	0	X	42
(ix) The amount of damage done by vandals	1	2	3	4	5	6	7	8	9	0	X	43
(x) The number of trees and green areas	1	2	3	4	5	6	7	8	9	0	X	44
(xi) The friendliness of the neighbours	1	2	3	4	5	6	7	8	9	0	X	45
(xii) How crowded the area is with houses or flats	1	2	3	4	5	6	7	8	9	0	X	46

O.H. 4 -

		Col./ Code	Skip to
7.	Now can I ask for some details about the local facilities here, and near your previous home?	SPARE (47-49)	
a)	Do you have a garage?	Yes, attached to home Yes, away from home No	(50) 1 2 3
b)	How many minutes does it take to walk to the nearest bus stop?	Up to 2 minutes 3 - 4 minutes 5 - 9 minutes 10 -14 minutes 15 minutes or more	(51) 1 2 3 4 5
c)	How many minutes does it take to walk to the nearest grocery shop?	Up to 2 minutes 3 - 4 minutes 5 - 9 minutes 10 -14 minutes 15 minutes or more	(52) 1 2 3 4 5
d)	If you wanted to go to the doctors surgery, how do you get there?	Walk Bus Car	(53) 1 2 3
e)	And how long does it take to get to the doctor's surgery?	Up to 2 minutes 3 - 4 minutes 5 - 9 minutes 10 -14 minutes 15 minutes or more	(54) 1 2 3 4 5
f)	<u>IF CHILDREN UNDER 15 IN HOUSEHOLD</u> Where can/could children play?	On street Off street In sight of home Out of sight of home	(55) 1 2 3 4
g)	How long does it take for the head of the household to get to work each day?	0 - 14 minutes 15 - 29 minutes 30 - 44 minutes 45 - 59 minutes 60 minutes or more Does not work	(56) 1 2 3 4 5 6

8(c) CARD A AGAIN : Now I want to read out some aspects of local facilities here. For each, could you tell me how satisfied you are?

(b) Has the New Town had any affect on your local facilities?

Yes A

No B.....Skip to Q.9

IF YES

(c) CARD B AGAIN : As I read out the items again, could you say how each one compares with how it was before?

Col.
No.

	a) Present local facilities					b) Compared with previous local facilities						
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	Much Better	A Bit Better	The Same	A Bit Worse	Much Worse	Don't know	
(i) The arrangements for parking cars	1	2	3	4	5	6	7	8	9	0	X	57
(ii) Distance to bus stops	1	2	3	4	5	6	7	8	9	0	X	58
(iii) Distance to the Doctor's surgery	1	2	3	4	5	6	7	8	9	0	X	59
(iv) Quality of local medical facilities	1	2	3	4	5	6	7	8	9	0	X	60
(v) Places for infants to play	1	2	3	4	5	6	7	8	9	0	X	61
(vi) Areas for older children to play	1	2	3	4	5	6	7	8	9	0	X	62
(vii) Leisure activities for teenagers	1	2	3	4	5	6	7	8	9	0	X	63
(viii) The number of pubs and clubs locally	1	2	3	4	5	6	7	8	9	0	X	64
(ix) Places for having community meetings or local entertainments	1	2	3	4	5	6	7	8	9	0	X	65
(x) Shopping facilities close to home	1	2	3	4	5	6	7	8	9	0	X	66
(xi) Availability of social clubs and organisations	1	2	3	4	5	6	7	8	9	0	X	67

(a) ~~CARD A~~ AGAIN : Finally, some aspects of the town's facilities. How satisfied are you?

(b) Has the New Town had any effect on your town's facilities?

Yes A

No B.....Skip to Q.10

Col.

IF YES

(c) CARD B : As I read out each item, could you say how each one compares with how it was before?

No.

	a) Present town facilities					b) Compared with previous town facilities						
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	Much Better	A Bit Better	The Same	A Bit Worse	Much Worse	Don't know	
(i) Availability of large shops	1	2	3	4	5	6	7	8	9	0	X	(68)
(ii) The range of shops in the central shopping area	1	2	3	4	5	6	7	8	9	0	X	(69)
(iii) The availability of a hospital	1	2	3	4	5	6	7	8	9	0	X	(70)
(iv) The number of nursery schools or playgroups for children under 5	1	2	3	4	5	6	7	8	9	0	X	(71)
(v) The cost of nursery schools or playgroups for children under 5	1	2	3	4	5	6	7	8	9	0	X	(72)
(vi) The quality of primary schools for children up to 10	1	2	3	4	5	6	7	8	9	0	X	(73)
(vii) The quality of secondary schools for children over 11	1	2	3	4	5	6	7	8	9	0	X	(74)
(viii) The availability of parks and large open spaces	1	2	3	4	5	6	7	8	9	0	X	(75)
(ix) Facilities for sports and leisure activities	1	2	3	4	5	6	7	8	9	0	X	(76)
(x) Provision of entertainment in the evening	1	2	3	4	5	6	7	8	9	0	X	(77)
(xi) Roads within the New Town	1	2	3	4	5	6	7	8	9	0	X	(6)
(xii) Type of bus service in the New Town	1	2	3	4	5	6	7	8	9	0	X	(7)
(xiii) The cost of bus transport	1	2	3	4	5	6	7	8	9	0	X	(8)
(xiv) Services for old people and the sick	1	2	3	4	5	6	7	8	9	0	X	(9)

G.H. - 7 -

P.217
(78-80)

1-4

Ca. 2 5
(6)

- 10a) In building a New Town the planners have to think of all sorts of things beside houses. I am going to read out a list of things; for each one, could you say whether you think they are spending too much or too little compared with what they are spending on homes or is the balance about right? CODE IN GRID BELOW.

SHOW CARD C

- (i) Landscaping
(ii) Roads
(iii) Bus services
(iv) Local shops
(v) Welfare services for tenants
(vi) Central shopping facilities
(vii) Entertainment facilities
(viii) Sports and outdoor recreation
(ix) Schools
(x) Medical facilities
(xi) Community centres and local clubs

SPARE			(10)
Too Much	Too Little	Balance Right	Don't know
1	2	3	(11) 4
5	6	7	8
9	0	X	Y
1	2	3	4(12)
5	6	7	8
9	0	X	Y
1	2	3	4(13)
5	6	7	8
9	0	X	Y
1	2	3	4(14)
5	6	7	8

- b) Supposing you were given the opportunity to choose between having better facilities combined with higher rents or prices, or worse facilities combined with lower rents or prices, which would you choose for each of the following?

SHOW CARDS D(i)-D(xi) IN ORDER

		Better for more	Worse for Less	As Now	D.K.
(i)	The size of your house vs rents	1	2	3	4(15)
(ii)	Your central heating vs rents	6	7	8	9
(iii)	Landscaping vs rents	1	2	3	4(16)
(iv)	Bus services vs fares	6	7	8	9
(v)	Local shops vs prices	1	2	3	4(17)
(vi)	Central shops vs prices	6	7	8	9
(vii)	Medical facilities vs rates	1	2	3	4(18)
(viii)	Schools vs rates	6	7	8	9
(ix)	Roads vs rates	1	2	3	4(19)
(x)	Entertainment facilities vs rates	6	7	8	9
(xi)	Sports facilities vs rates	1	2	3	4(20)

CARD E

11. On this card is a list of facilities there might be in a town.
Would you choose two which you think are most important for Runcorn now.

Youth club	1
Department store	2
Sports stadium	3
Social club	4

Theatre	5
Cinema	6
Swimming Bath	7
Dance Hall	8

Don't think any are important

Col./
CodeSkip
to

(21)

5

6

7

8

9

CARD F

12. All things considered, how satisfied are you with:
READ OUT EACH IN TURN

	Very Satisfied	Fairly Satisfied	A bit Dissatisfied	Very Dissatisfied	Don't know
Your home	1	2	3	4	5(22)
Your environment	7	8	9	0	X
Your local facilities	1	2	3	4	5(23)
Your major facilities	7	8	9	0	X
Your life in Runcorn altogether	1	2	3	4	5(24)

Spare

(25-39)

- 13a) Suppose for some reason you decided to move out of this home?
Where would you go? PROBE FOR AREA.

(Specify) _____

(40)

- b) How likely is it that you actually will move in the next three years?

Very likely 1

Quite likely 2

Not likely 3

- c) Why do you say that?

14. Now can I ask some questions about jobs?

IF THE INFORMANT TO THIS Q'AIRE IS SAME AS FOR PERSONAL Q'AIRE
ASK ABOUT SELF AND HEAD OF HOUSEHOLD

IF NOT, ASK ABOUT H.O.H. ONLY

		INFORMANT	HEAD OF HOUSEHOLD	O.U.O.	Col./ Code	Skip to
a)	Do you have a job yourself?					
b)	IF INFORMANT NOT H.of H. Does _____ (H of H) have a job?			(42)		
	Yes - Full Time	1	6			
	Part Time	2	7			
	No - Seeking Work	3	8	h)		
	Not seeking work	4	9	next		
c)	FOR EACH, ASK c) - g) What is the job? PROBE FOR FULL DETAILS OF WORK, INDUSTRY, RESPONSIBILITY ETC.			(43)		
				(44)		
				(45)		
				(46)		
d)	Where do you/does he work? Is it in.. Runcorn New Town Runcorn Old Town Another town nearby Part of Liverpool or Travel from place to place?	1 2 3 4 5	7 8 9 0 X	(47)		
e)	When did you/he get this job? Was it..... Sometime before moving to Runcorn At the time of moving or Since moving to Runcorn?	1 2 3	5 6 7	(48)		
f)	CARD 6 What are your/his basic wages, without overtime or bonuses, before taking off tax and so on. ENTER CODE FROM INCOME CARD	D.K. X	D.K. X	(49,50)		
g)	And finally what about opportunities to earn extra on overtime. Are they..... Very good Quite good Not very good Not good at all?	1 2 3 4	6 7 8 9	(51)		
h)	Have you been out of work at all Yes in the last five years? No	1 2	1 2	(52)		
	IF YES i) How many weeks in total have you been out of work in the last five years?			(53-54) (55-56).		

15.

We need to build up a detailed picture of the cost of living in Runcorn, for different types of people. I am going to ask some questions about rent, income and so on. I can assure you again that the answers will be strictly confidential.

- a) Do you pay rent on your home, or are you repaying a mortgage, or are there no regular payments for your home?

Rent
Mortgage
No payments

Col./ Code	Skip to
(57)	
1	
2	
3	Q.17

- b) Can you tell me the basic rent or mortgage you pay on this house/flat per week?

(58-59)

£ _____ per _____

RECORD _____

MORTGAGE PAYERS NOW SKIP TO Q.17

SPARE (60-61)

IF RENTERS

- c) Do you get a rent rebate?

Yes

(62)

1

No

2

e)

(63-64)

IF GETS A REBATE

- d) How much is the rent after taking off the rebate?

£

n.p.

IF DOES NOT GET A REBATE

- e) Have you applied for a rebate?

Yes

(65)

1

No

2

g)

IF NOT APPLIED FOR REBATE

- f) Why didn't you apply for a rebate?

Did not know about it

4

Don't need to, rent low enough

5

Don't qualify, earn too much

6

Other reasons _____

(66)

ALL RENTERS

- g) Do you think the rent rebate system is fair?
Is it.....(read out)

Very fair

1

Q.17

Quite fair

2

Q.17

Not very fair

3

Not at all fair?

4

IF NOT VERY OR NOT AT ALL FAIR

- h) In what way is it not fair?

PROBE FULLY AND RECORD VERBATIM

SPARE

(67)

CARD H

16.

Some families get behind with their payments of rent.
Which of these sentences best fits your situation?

- We are always behind with the rent
We are quite often behind with the rent
We are occasionally behind with the rent
We are never behind with the rent

Col./
Code Skip
to

(68)

1

2

3

4

17 a)

Besides the house, there are other things that have to be paid. Firstly, can you tell me how much you pay in rates?

Spare

(67)

(70-71)

£ _____ n.p. _____ per _____

£

n.p.

b)

And taken as an average over the year how much do you pay in bills like gas, electricity, coal, telephone and so on?

£ _____ n.p. _____ per _____

£

n.p.

(72-73)

c)

And do you have any regular payments for hire purchase or rent of furniture or a car or anything else?

£ _____ n.p. _____ per _____

£

n.p.

(74-75)

18 a)

Finally in this section, what do you think about the prices in the shops? Thinking just about food prices, are they....READ OUT

b)

And thinking about the prices of other goods are they....READ OUT

(76)

Food

Other
goods

1

7

2

8

3

9

4

0

5

X

Much higher in Runcorn than elsewhere

A bit higher in Runcorn than elsewhere

About the same

A bit lower in Runcorn than elsewhere

Much lower in Runcorn than elsewhere

SPARE

(77)

Length of household interview _____

217

(78-80)

CLASSIFICATION : TO BE ASKED AT END OF INTERVIEW

a) Household Composition:														Col./ Code			
Person	Age								Sex M.F.	H.H. Status			Response				
	0 11	5 10	11 15	16 20	21 25	40 45	60 65	65 +		Head	Wife	Other	H.H. Q'aire	Person Q'aire	Neither		
1	1	2	3	4	5	6	7	8(44)	1	2	4	5	6	8	9	0 (52)	
2	1	2	3	4	5	6	7	8(45)	1	2	4	5	6	8	9	0 (53)	
3	1	2	3	4	5	6	7	8(46)	1	2	4	5	6	8	9	0 (54)	
4	1	2	3	4	5	6	7	8(47)	1	2	4	5	6	8	9	0 (55)	
5	1	2	3	4	5	6	7	8(48)	1	2	4	5	6	8	9	0 (56)	
6	1	2	3	4	5	6	7	8(49)	1	2	4	5	6	8	9	0 (57)	
7	1	2	3	4	5	6	7	8(50)	1	2	4	5	6	8	9	0 (58)	
8	1	2	3	4	5	6	7	8(51)	1	2	4	5	6	8	9	0 (59)	
														SPARE		(60)	
b) Car:										(61)	d) Total Household Income after tax etc.					(62-63)	
Owned										1							
Available										2	£ _____ per _____						
Neither										3							
c) Religious Affiliation:											e) Sources of Income:					(64)	
Church of England										5	Earnings					1	
Roman Catholic										6	Pension					2	
Non-conformist										7	Unemployment Benefit					3	
Other religion										8	Other social security					4	
No religion										9	Rent from lodgers etc.					5	
											Income from savings or investment					6 7	
											Maintenance/Alimony					8	
																(65-69)	
Issued Serial Number																	
Length of Household Interview _____														Spare		(70-77)	
														217		78-80	
Length of Personal Interview _____																	
Interviewer _____																	
Date of Interview ____ / ____ / ____																	

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February 1972

RUNCORN COMMUNITY STUDYOld Town Questionnaire

Card 3

1-4
5

B : PERSONAL

IF DIFFERENT RESPONDENT THAN ANSWERED HOUSEHOLD QUESTIONNAIRE, ASK:

First of all, could you tell me what you think of living here?

Col./ Code	Skip to
(6)	
(7)	
(8)	

CARD K

Here are some things people have said to us about living in Runcorn. As I read each one out, could you say whether you think it is true or not as far as you are concerned?

READ OUT EACH IN TURN

		Very true	Partly true	Not really true	Not true at all	Don't know
a)	"Runcorn's a town just like any other"	1	2	3	4	(9) 5
b)	"There's nothing to do here"	7	8	9	0	X
c)	"Everyone makes a special effort to be friendly"	1	2	3	4	(10) 5
d)	"The people round here aren't the same sorts of people as us"	7	8	9	0	X
e)	"It's difficult to settle down in a place that's so strange"	1	2	3	4	(11) 5
f)	"There are plenty of ways of meeting people here, to make friends"	7	8	9	0	X
g)	"The planners have been more concerned with buildings and roads than with people"	1	2	3	4	(12) 5
h)	"The Old and New Town won't be one town until the next generation"	7	8	9	0	X
i)	"The Urban District Council has very little say nowadays about what goes on in Runcorn"	1	2	3	4	(13) 5
j)	"The people in the Old Town and New Town and would come closer together if they met socially"	7	8	9	0	X

		Col./ Code	Skip to																																																														
3a)	Could you tell me when was the last time you did each of the following things? READ OUT IN TURN FOR EACH IN PAST MONTH ASK b) Where did you do that the last time?																																																																
	<table border="1"> <thead> <tr> <th colspan="3">WHEN?</th> <th colspan="4">b) WHERE?</th> </tr> <tr> <th>Past week</th> <th>Past month</th> <th>Longer ago</th> <th>Runcorn</th> <th>Surrounding area</th> <th>Liverpool</th> <th>Elsewhere</th> </tr> </thead> <tbody> <tr> <td>(i) Went to cinema/theatre</td> <td>1</td> <td>2</td> <td>3</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> </tr> <tr> <td>(ii) Watched or played a sport or game</td> <td>1</td> <td>2</td> <td>3</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> </tr> <tr> <td>(iii) Visited park or countryside</td> <td>1</td> <td>2</td> <td>3</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> </tr> <tr> <td>(iv) Went to a pub or club</td> <td>1</td> <td>2</td> <td>3</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> </tr> <tr> <td>(v) Went to bingo/whist drive etc.</td> <td>1</td> <td>2</td> <td>3</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> </tr> <tr> <td>(vi) Went to a local meeting of any kind</td> <td>1</td> <td>2</td> <td>3</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> </tr> </tbody> </table>	WHEN?			b) WHERE?				Past week	Past month	Longer ago	Runcorn	Surrounding area	Liverpool	Elsewhere	(i) Went to cinema/theatre	1	2	3	5	6	7	8	(ii) Watched or played a sport or game	1	2	3	5	6	7	8	(iii) Visited park or countryside	1	2	3	5	6	7	8	(iv) Went to a pub or club	1	2	3	5	6	7	8	(v) Went to bingo/whist drive etc.	1	2	3	5	6	7	8	(vi) Went to a local meeting of any kind	1	2	3	5	6	7	8	(14) (15) (16) (17) (18) (19)	
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4a)	Do you have a television in your home? Yes No IF YES b) How many evenings per week do you watch television for more than one hour? No. of Evenings	(20) 1 2 (21) 	Q.5																																																														
5a)	Are there any ways in which you think the New Town here has made you worse off? PROBE AND RECORD FULLY	(22)																																																															
b)	And are there any ways the New Town has made you better off? PROBE AND RECORD FULLY	(23)																																																															
c)	On the whole would you say life in Runcorn is better or worse for the New Town? Much better 1 A bit better 2 About the same 3 A bit worse 4 Much worse 5	(24)																																																															

		Col./ Code	Skip to
6 a)	How many people would you say you know very well, in the immediate neighbourhood here?	(25-26)	
	COUNT SEVERAL FROM ONE FAMILY AS ONE : ENTER NUMBER		
b)	And how many other people in Runcorn as a whole would you say you know quite well.	(27-28)	
	COUNT SEVERAL FROM ONE FAMILY AS ONE : ENTER NUMBER		
c)	How did you get to know these people?	(29)	
	Related to Family	1	
	Knew them before we came	2	
	Through mutual friends	3	
	Just as neighbours	4	
	In a pub or club	5	
	At work	6	
	While shopping etc.	7	
	At a party or other entertainment	8	
	Some other way _____ (Specify)	9	
7.	<u>SHOW CARD L</u> Which of these things do you do together with the people you know very well here?	(30)	
	Visit each others home	1	
	Go out together in the evenings	2	
	Just chat when we happen to meet	3	
	Go shopping together	4	
	Go to clubs/pubs/other entertainment	5	
	Play sports together	6	
	Travel to work together	7	
	Other activities (specify) _____	8	
a)	Do you yourself know any people who live in the New Town of Runcorn?	(31)	
	Yes, several	1	
	Yes, a few	2	
	No, none at all	3	
b)	Do you think that the people in the Old and New Towns get on well with each other? Do they get on.....READ OUT		
	Very well	5	
	Quite well	6	
	Not very well	7	
	or Not at all well?	8	
	(Don't know)	9	

- 9a) I'm going to read out a list of words and phrases.
For each one can you tell me whether you feel it generally describes
most of the people who live around here.
READ OUT EACH IN TURN

Col./ Code	Skip to
---------------	------------

- b) If I read the list again, can you say which apply to the people
living in other areas on the Old Town. READ OUT EACH IN TURN.

- c) And which would you say apply to the people in the New Town?
READ OUT EACH IN TURN

(32-34)

CODE ALL
WHICH
APPLY

Friendly	1
Snobbish	2
Well-established	3
Modern	4
Rough	5
Just like us	6
Difficult to talk to	7
With a sense of humour	8
Nosey	9
Reliable	0

Around Here	Other Areas	New Town
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
0	0	0

- d) Thinking again of the people just round here, are they mostly.....
READ OUT EACH SET OF CODES IN TURN.

- e) And the people living in other areas of the Old Town, are
they mostly....READ OUT

- f) And the people in the New Town, are they mostly....READ OUT

Around Here	Other Areas	Old Town
		(35-37)
1	1	1
2	2	2
3	3	3
4	4	4
		(38-40)
1	1	1
2	2	2
3	3	3
4	4	4
6	6	6
7	7	7
8	8	8

i) Better off than you
Worse off than you
or About the same as you?
D.K./Varies

ii) Older than you
Younger than you
or About the same age as you?
D.K./Varies

iii) From the same background as you
From a different background to you
or From all different backgrounds?

IF RESPONDENT SAME AS ANSWERED HOUSEHOLD QUESTIONNAIRE,
SKIP TO Q.11

IF DIFFERENT, ASK Q.10.

10a)

Do you have a job, yourself?

Yes - Full-time

Yes - Part-time

No - Seeking work

No - not seeking work

IF YES

b) What is the job?

PROBE FOR FULL DETAILS OF WORK INDUSTRY,
RESPONSIBILITY ETC.

c) Where do you work? Is it.....READ OUT

Runcorn New Town

Runcorn Old Town

Another town nearby

Part of Liverpool

Travel from place to place

CARD M

d) What are your basic wages, without overtime or bonuses,
before taking off tax and so on

ENTER CODE FROM CARD

D.K.

e) And finally, what about opportunities to earn extra
on overtime? Are they.....READ OUT

Very good

Quite good

Not very good

Not good at all

f) Have you been unemployed at all since in the last
five years?

Yes

No

IF YES

g) How many weeks in total have you been out of work in the
last five years?

NO. OF WEEKS

Col./ Code	Skip to
(41)	
1	
2	
3	f)
4	Q.11
(42)	
(43)	
(44)	
1	
2	
3	
4	
5	
(45)	
X	
(46)	
1	
2	
3	
4	
6	
7	Q.11
(47-48)	

CARD N°

11.

I am going to read out several types of people who might want work. For each one can you tell me whether the opportunities for good jobs round here are very good, quite good, rather poor or very poor?

a) Young people leaving school

b) Women

c) Men

d) People wanting part-time work

e) Managers, and people with professional qualifications

f) Office workers, draughtsmen and so on

g) Skilled manual workers

h) Unskilled manual workers

i) People like yourself

j) And for people like yourself what do you think the opportunities are like in Liverpool

Very Good	Quite Good	Not very good	Poor	Don't know	
1	2	3	4	5	(49)
7	8	9	0	X	
1	2	3	4	5	(50)
7	8	9	0	X	
1	2	3	4	5	(51)
7	8	9	0	X	
1	2	3	4	5	(52)
7	8	9	0	X	
1	2	3	4	5	(53)
7	8	9	0	X	

Now I want to ask about how you get about the place. For each of these reasons for going out, could you tell me:

							Col./ Code	Skip to
a)	Do you ever go out for this reason? IF YES. How often?	Work (54)	School (55)	Local shops (56)	Larger shops (57)	Evening out (58)	Liverpool (59)	
	Never	1	1	1	1	1	1	Next Next Next
	Once a year	2	2	2	2	2	2	
	Once a month	3	3	3	3	3	3	
	Once a week	4	4	4	4	4	4	
	A few times a week	5	5	5	5	5	5	
	Everyday	6	6	6	6	6	6	
FOR EACH ONCE A WEEK OR MORE								
b)	Where do you usually go? Is it in.....							
	Runcorn New Town	7	7		7	7		
	Runcorn Old Town	8	8		8	8		
	Another town nearby	9	9		9	9		
	Part of Liverpool	0	0		0	0		
	or Various places?	X	X		X	X		
c)	How do you get there?	(60)	(61)	(62)	(63)	(64)	(65)	
	Walk	1	1	1	1	1	1	
	Bus	2	2	2	2	2	2	
	Train	3	3	3	3	3	3	
	Car	4	4	4	4	4	4	
IF BUS OR TRAIN								
d)	How much does it cost, each way? WRITE IN (NEW PENCE)	(66-67)	(68-69)	(70-71)	(72-73)	(74-75)	(76-77)	P.217 (78-80) 1-4 Card 4 5
e)	How long does it take? WRITE IN (MINUTES)	(6)	(7)	(8)	(9)	(10)	(11)	
f)	In general, do you think that this is an easy journey? Is it..	(12)	(13)	(14)	(15)	(16)	(17)	
	Very easy	1	1	1	1	1	1	
	Quite easy	2	2	2	2	2	2	
	Not very easy	3	3	3	3	3	3	
	Not at all easy?	4	4	4	4	4	4	

13a) Do you belong to any of these clubs or organisations? READ OUT EACH IN TURN FOR EACH "YES"		Col./ Code	Skip to																																																						
b) Are you a committee member, or an officer of that organisation?																																																									
c) When did you last part in any activities with that organisation?																																																									
	<table border="1"> <thead> <tr> <th colspan="2">a) Member?</th> <th colspan="2">b) Committee Member?</th> <th colspan="2">c) Take part?</th> </tr> <tr> <th>Yes</th> <th>No</th> <th>Yes</th> <th>No</th> <th>Last month</th> <th>Longer ago</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2</td> <td>4</td> <td>5</td> <td>7</td> <td>8</td> </tr> <tr> <td>1</td> <td>2</td> <td>4</td> <td>5</td> <td>7</td> <td>8</td> </tr> <tr> <td>1</td> <td>2</td> <td>4</td> <td>5</td> <td>7</td> <td>8</td> </tr> <tr> <td>1</td> <td>2</td> <td>4</td> <td>5</td> <td>7</td> <td>8</td> </tr> <tr> <td>1</td> <td>2</td> <td>4</td> <td>5</td> <td>7</td> <td>8</td> </tr> <tr> <td>1</td> <td>2</td> <td>4</td> <td>5</td> <td>7</td> <td>8</td> </tr> <tr> <td>1</td> <td>2</td> <td>4</td> <td>5</td> <td>7</td> <td>8</td> </tr> </tbody> </table>	a) Member?		b) Committee Member?		c) Take part?		Yes	No	Yes	No	Last month	Longer ago	1	2	4	5	7	8	1	2	4	5	7	8	1	2	4	5	7	8	1	2	4	5	7	8	1	2	4	5	7	8	1	2	4	5	7	8	1	2	4	5	7	8		
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Yes	No	Yes	No	Last month	Longer ago																																																				
1	2	4	5	7	8																																																				
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1	2	4	5	7	8																																																				
(i)	Political Party	(18)																																																							
(ii)	Tenants or Rate Payers Association	(19)																																																							
(iii)	Sports club or other leisure club	(20)																																																							
(iv)	Youth club, Scouts or Guides	(21)																																																							
(v)	Religious Club or Group	(22)																																																							
(vi)	Trade Union	(23)																																																							
(vii)	Any other club or organisation	(24)																																																							
		(25)																																																							
14a)	Do you remember when was the <u>last</u> local election for members of Runcorn Urban District Council?	1																																																							
Month _____ Year _____		(26)																																																							
b)	Were you eligible to vote in that election?	1	Q.15																																																						
Yes		2																																																							
No		(27)																																																							
IF YES																																																									
c)	Did you actually vote in the election?	1	Q.15																																																						
Yes		2																																																							
No																																																									
IF YES																																																									
d)	Can you remember which party you voted for?	(28)																																																							
Tory/Conservative		1																																																							
Socialist/Labour		2																																																							
Liberal		3																																																							
Other _____		4																																																							

- 15a) Have you ever tried to get in touch with an officer in the Development Corporation, to complain or ask advice?
- b) Or an officer of the Runcorn Urban District Council?
- c) Or an elected Councillor on the Runcorn Urban District Council?

CARD 0

- d) Generally, how helpful do you think each of those types of people are (or would be) at answering complaints or giving advice?

ASK FOR EACH, WHETHER EVER CONTACTED OR NOT.

	Contact?		Very Helpful	Quite Helpful	Not very helpful	Not at all helpful	Don't know	
	Yes	No						
Officer of Development Corporation	1	2	4	5	6	7	8	(29)
Officer of Urban District Council	1	2	4	5	6	7	8	(30)
Councillor on Urban District Council	1	2	4	5	6	7	8	(31)

16. Some people in other towns have started community associations of residents, not attached to the local council so that ordinary people can have a say in running the town.

CARD P

- a) How useful do you think such an association could be in Runcorn for.....READ OUT EACH IN TURN

Col./
CodeSkip
to

	Very useful	Fairly useful	Not very useful	Not at all useful	Don't know	
(i) Arranging social activities?	1	2	3	4	5	(32)
(ii) Dealing with residents' complaints?	7	8	9	0	X	
(iii) Designing new houses?	1	2	3	4	5	(33)
(iv) Presenting residents' views to the Corporation?	7	8	9	0	X	
(v) Planning new facilities?	1	2	3	4	5	(34)
(vi) Caring for the old and needy	7	8	9	0	X	
(vii) Checking the expenditure of the Corporation?	1	2	3	4	5	(35)

- b) Which do you think would be best....READ OUT

(36)

One association for all of Runcorn 1
 Separate associations for old and new towns 2
 Separate associations for each district 3
 (Specify) Other 4

- c) Would you yourself attend meetings of the association?

(37)

Yes, definitely 1
 Yes, probably 2
 No, probably not 3
 No, definitely not 4

CARD Q

17.

Finally, here are some more things that people have said to us.
Would you say for each one I read out, how true you think it is?

a)

"Building a New Town is the best way of providing a new life for people who live in a poor environment"

Very true

Partly true

Not really true

Not true at all

Don't know

1

2

3

4

5

(38)

b)

"The main problem for Runcorn is that wages are too low, and rents and other expenses are too high, compared with the rest of the country"

7

8

9

0

X

c)

"They've really made a big success of Runcorn"

1

2

3

4

5

(39)

d)

"The Corporation would take far more notice of what people want if we could elect the men who run it"

7

8

9

0

X

e)

"They've managed to provide nearly all the facilities in the New Town at the same time as moving the people in"

1

2

3

4

5

(40)

f)

"The Corporation is fair to some people and unfair to others"

7

8

9

0

X

g)

"It is worth putting up with any inconveniences now, in order to get benefits in the future"

1

2

3

4

5

(41)

h)

"Everyone is very happy with their life here"

7

8

9

0

X

18.

Finally, what one thing do you think should be done, to make Runcorn a better place to live in?

(42)

PROBE FOR FULL UNDERSTANDING OF PROBLEM AND SOLUTION.

(43)

CLASSIFICATION : TO BE ASKED AT END OF INTERVIEW

a) Household Composition:

Person	Age								Sex	H.H. Status			Response		
	0 11	5 10	11 15	16 20	21 25	40 45	60 65	65 +		Head	Wife	Other	H.H. Q'aire	Person Q'aire	Neither
1	1	2	3	4	5	6	7	8(44)	1 2	4	5	6	8	9	0 (52)
2	1	2	3	4	5	6	7	8(45)	1 2	4	5	6	8	9	0 (53)
3	1	2	3	4	5	6	7	8(46)	1 2	4	5	6	8	9	0 (54)
4	1	2	3	4	5	6	7	8(47)	1 2	4	5	6	8	9	0 (55)
5	1	2	3	4	5	6	7	8(48)	1 2	4	5	6	8	9	0 (56)
6	1	2	3	4	5	6	7	8(49)	1 2	4	5	6	8	9	0 (57)
7	1	2	3	4	5	6	7	8(50)	1 2	4	5	6	8	9	0 (58)
8	1	2	3	4	5	6	7	8(51)	1 2	4	5	6	8	9	0 (59)

SPARE (60)

b) Car:

Owned
Available
Neither

(61)
1
2
3

d) Total Household Income
after tax etc.

£ _____ per _____

(62-63)

c) Religious Affiliation:

Church of England
Roman Catholic
Non-conformist
Other religion
No religion

5
6
7
8
9

e) Sources of Income:

Earnings
Pension
Unemployment Benefit
Other social security
Rent from lodgers etc.
Income from savings or
investment
Maintenance/Alimony

1
2
3
4
5
6
7
8

(64)

(65-69)

Issued Serial Number

Length of Interview _____

Length of Interview - Pages 8-14 _____

Interviewer _____

Date of Interview _____ / _____ / _____

Spare

217

(70-77)

78-80

P.217

May 1972

RUNCORN COMMUNITY STUDYOpinion Leaders Questionnaire

CARD

1.

First of all, could you tell me what you think of living here?

Col./
CodeSkip
to(5)
1

(6)

(7)

(8)

SPARE

(9-25)

CARD A

I am going to read out some aspects of the homes in Runcorn New Town. For each one, could you tell me whether you think the homes in the New Town are satisfactory or unsatisfactory?

	Very Satis.	Fairly Satis.	Quite Unsatis.	Very Unsatis.	Don't know	
(i) The amount of storage space	1	2	3	4	5	(26)
(ii) Convenient layout of the rooms	1	2	3	4	5	(27)
(iii) The quality of heating in the house	1	2	3	4	5	(28)
(iv) Whether the heating is cheap to run	1	2	3	4	5	(29)
(v) The amount of repairs necessary	1	2	3	4	5	(30)
(vi) The quality of construction	1	2	3	4	5	(31)
(vii) How easy it is to keep clean and tidy	1	2	3	4	5	(32)
(viii) How easy it is to decorate	1	2	3	4	5	(33)
(ix) How attractive it is from outside	1	2	3	4	5	(34)

CARD A AGAIN

3. And now some aspects of the New Town environment. How satisfactory do you think the town is from these points of view?

						Col./ Code	Skip to
		Very Satis.	Fairly Satis.	Quite Unsatis.	Very Unsatis.	Don't know	
(i)	The amount of traffic around the homes	1	2	3	4	5	(35)
(ii)	Smells and fumes from traffic or factories	1	2	3	4	5	(36)
(iii)	Safety for children to play	1	2	3	4	5	(37)
(iv)	Peace and quiet in the neighbourhood	1	2	3	4	5	(38)
(v)	The types of people living nearby	1	2	3	4	5	(39)
(vi)	The cleanliness of the area	1	2	3	4	5	(40)
(vii)	The amount of construction work near the homes	1	2	3	4	5	(41)
(viii)	The attractiveness of the area	1	2	3	4	5	(42)
(ix)	The amount of damage done by vandals	1	2	3	4	5	(43)
(x)	The number of trees and green areas	1	2	3	4	5	(44)
(xi)	The friendliness of the neighbours	1	2	3	4	5	(45)
(xii)	How crowded the area is with houses or flats	1	2	3	4	5	(46)

SPARE (47-56)

4. STILL CARD A

And now, some aspects of local facilities in the New Town. For each could you tell me how satisfactory you think they are?

		Very Satis.	Fairly Satis.	Quite Unsatis.	Very Unsatis.	Don't know	
(i)	The arrangements for parking cars	1	2	3	4	5	(57)
(ii)	Distance to bus stops	1	2	3	4	5	(58)
(iii)	Distance to the Doctor's surgery	1	2	3	4	5	(59)
(iv)	Quality of local medical facilities	1	2	3	4	5	(60)
(v)	Places for infants to play	1	2	3	4	5	(61)
(vi)	Areas for older children to play	1	2	3	4	5	(62)
(vii)	Leisure activities for teenagers	1	2	3	4	5	(63)
(viii)	The number of pubs and clubs locally	1	2	3	4	5	(64)
(ix)	Places for having community meetings or local entertainments	1	2	3	4	5	(65)
(x)	Shopping facilities close to home	1	2	3	4	5	(66)
(xi)	Availability of social clubs and organisations	1	2	3	4	5	(67)

5.

STILL CARD A

Finally, some aspects of the Towns Facilities. How satisfactory are they?

		Very Satis.	Fairly Satis.	Quite Unsatis.	Very Unsatis.	Don't know	
(i)	Availability of large shops	1	2	3	4	5	(68)
(ii)	The range of shops in the central shopping area	1	2	3	4	5	(69)
(iii)	The availability of a hospital	1	2	3	4	5	(70)
(iv)	The number of nursery schools or playgroups for children under 5	1	2	3	4	5	(71)
(v)	The cost of nursery schools or playgroups for children under 5	1	2	3	4	5	(72)
(vi)	The quality of primary schools for children up to 10	1	2	3	4	5	(73)
(vii)	The quality of secondary schools for children over 11	1	2	3	4	5	(74)
(viii)	The availability of parks and large open spaces	1	2	3	4	5	(75)
(ix)	Facilities for sports and leisure activities	1	2	3	4	5	(76)
(x)	Provision of entertainment in the evening	1	2	3	4	5	(77)
						P.217	(78-80)
						CARD 2	(1-4) (5)
(xi)	Roads within the New Town	1	2	3	4	5	(6)
(xii)	Type of bus service in the New Town	1	2	3	4	5	(7)
(xiii)	The cost of bus transport	1	2	3	4	5	(8)
(xiv)	Services for old people and the sick	1	2	3	4	5	(9)

- 6(a) In building a New Town the planners have to think of all sorts of things beside houses. I am going to read out a list of things; for each one, could you say whether you think they are spending too much or too little compared with what they are spending on homes or is the balance about right? CODE IN GRID BELOW.

SHOW CARD B

- (i) Landscaping
- (ii) Roads
- (iii) Bus services
- (iv) Local shops
- (v) Welfare services for tenants
- (vi) Central shopping facilities
- (vii) Entertainment facilities
- (viii) Sports and outdoor recreation
- (ix) Schools
- (x) Medical facilities
- (xi) Community centres and local clubs

SPARE			(10)
Too Much	Too Little	Balance Right	Don't know
1	2	3	(11) 4
5	6	7	8
9	0	x	Y
1	2	3	4 (12)
5	6	7	8
9	0	X	Y
1	2	3	4 (13)
5	6	7	8
9	0	X	Y
1	2	3	4 (14)
5	6	7	8

- (b) Supposing you were given the opportunity to choose between having better facilities combined with higher rents or prices, or worse facilities combined with lower rents or prices, which would you choose for each of the following?

SHOW CARD C(i)-(xi) IN ORDER

- (i) The size of the houses vs rents
- (ii) The central heating vs rents
- (iii) Landscaping vs rents
- (iv) Bus services vs fares
- (v) Local shops vs prices
- (vi) Central shops vs prices
- (vii) Medical facilities vs rates
- (viii) Schools vs rates
- (ix) Roads vs rates
- (x) Entertainment facilities vs rates
- (xi) Sports facilities vs rates

Better for more	Worse for Less	As Now	D.K.
1	2	3	4 (15)
6	7	8	9
1	2	3	4 (16)
6	7	8	9
1	2	3	4 (17)
6	7	8	9
1	2	3	4 (18)
6	7	8	9
1	2	3	4 (19)
6	7	8	9
1	2	3	4 (20)

CARD D

On this card is a list of facilities there might be in a town.
Would you choose two which you think are most important that there should be in Runcorn?

Youth club
Department store
Sports stadium
Social club

1
2
3
4

Theatre
Cinema
Swimming Bath
Dance Hall
Don't think any are important

Col./ Code	Skip to
(21)	
5	
6	
7	
8	
9	

CARD E

All things considered, how satisfactory do you think.....are?
READ OUT EACH IN TURN

	Very Satisfied	Fairly Satisfied	A bit Unsatisfied	Very Unsatisfied	Don't know
The homes	1	2	3	4	5 (22)
The environment	7	8	9	0	X
The local facilities	1	2	3	4	5 (23)
The major facilities	7	8	9	0	X

SPARE (24-76)

9(a) Bearing in mind the costs of housing and other things, compared with their income, do you think the people in the New Town are better off or worse off for spending money, than before they came to Runcorn?

Much better off
A bit better off
About the same
A bit worse off
Much worse off

(77)
1
2
3
4
5

Q.10
Q.10
Q.10

IF WORSE OFF

(b) And thinking of the differences between their present homes and their previous homes, would you think it would be worth being somewhat worse off for money? Wouldn't it be....
READ OUT

Easily worth it
Just about worth it
Not really worth it
Not at all worth it

7
8
9
0

217 (78-80)

10. Here are some things people have said to us about living in Runcorn. As I read each one out, could you say whether you think it is true or not as far as you are concerned?

CARD 3
SPARE

Col./
Code

Skip
to

(1-4)
(8)
(6-8)

READ OUT EACH IN TURN

- (a) "Runcorn's a town just like like any other"
- (b) "There's nothing to do here"
- (c) "Everyone makes a special effort to be friendly"
- (d) "The people round here aren't the same sorts of people as us"
- (e) "It's difficult to settle down in a place that's so strange"
- (f) "There are plenty of ways of meeting people here, to make friends"
- (g) "The planners have been more concerned with buildings and roads than with people"
- (h) "The Old and New Town won't be one town until the next generation"
- (i) "The Urban District Council has very little say nowadays about what goes on in Runcorn"
- (j) "The people in the Old Town and New Town and would come closer together if they met socially"

Very true	Partly true	Not really true	Not true at all	Don't know
1	2	3	4	(9) 5
7	8	9	0	X
1	2	3	4	(10) 5
7	8	9	0	X
1	2	3	4	(11) 5
7	8	9	0	X
1	2	3	4	(12) 5
7	8	9	0	X
1	2	3	4	(13) 5
7	8	9	0	X

SPARE (14-21)

- 11(a) Are there any ways in which you think the New Town here has made the people in the Old Town worse off? PROBE AND RECORD FULLY

(22)

- (b) And are there any ways the New Town has made the people in the Old Town better off? PROBE AND RECORD FULLY

(23)

- (c) On the whole would you say life in Old Runcorn is better or worse for the New Town?

(24)

Much better 1
A bit better 2
About the same 3
A bit worse 4
Much worse 5

2.

Do you think that the people in the Old and New Towns get on well with each other?

Do they get on.....READ OUT

Very well
Quite well
Not very well
or Not at all well?
(Don't know)

Col./ Code	Skip to
(31)	
5	
6	
7	
8	
9	
SPARE	(32)

3(a)

Do you personally feel yourself as belonging to the Old Town or the New Town.

Old Town 1
New Town 2

ASK b) ABOUT THE PART OF TOWN GIVEN AT a):

ASK c) ABOUT THE OTHER PART OF TOWN.

(b)

I'm going to read out a list of words and phrases. For each one can you tell me whether you feel it generally describes most of the people in the _____ Town?

(c)

If I read the list again, can you say which apply to the people in the _____ Town?

(33-34)

	Own Part	Other Part
Friendly	1	1
Snobbish	2	2
Well-established	3	3
Modern	4	4
Rough	5	5
Just like us	6	6
Difficult to talk to	7	7
With a sense of humour	8	8
Nosey	9	9
Reliable	0	0

SPARE (35-48)

CARD G

14. I am going to read out several types of people who might want work. For each one can you tell me whether the opportunities for good jobs round here are very good, quite good, rather poor or very poor?

	Very good	Quite good	Not very good	Poor	Don't know	
(a) Young people leaving school	1	2	3	4	5	(49)
(b) Women	7	8	9	0	X	
(c) Men	1	2	3	4	5	(50)
(d) People wanting part-time work	7	8	9	0	X	
(e) Managers, and people with professional qualifications	1	2	3	4	5	(51)
(f) Office workers, draughtsmen and so on	7	8	9	0	X	
(g) Skilled manual workers	1	2	3	4	5	(52)
(h) Unskilled manual workers	7	8	9	0	X	

- 15(a) Have you ever tried to get in touch with an officer in the Development Corporation, to complain or ask advice?

- (b) Or an officer of the Runcorn Urban District Council?

- (c) Or an elected Councillor on the Runcorn Urban District Council? (DO NOT ASK IF RESPONDENT IS A COUNCILLOR)

SPARE	(53-77)
217	(78-80)
CARD 4	(1-4)
SPARE	(5)
	(6-28)

CARD H

- (d) Generally, how helpful do you think each of those types of people are (or would be) at answering complaints or giving advice?

ASK FOR EACH, WHETHER EVER CONTACTED OR NOT.

	Contact?		Very Helpful	Quite Helpful	Not very helpful	Not at all helpful	Don't know	
	Yes	No						
Officer of Development Corporation	1	2	4	5	6	7	8	(29)
Office of Urban District Council	1	2	4	5	6	7	8	(30)
Councillor on Urban District Council	1	2	4	5	6	7	8	(31)

16. Some people in other towns have started community associations of residents, not attached to the local council, so that ordinary people can have a say in running the town.

CARD I

- (a) How useful do you think such an association could be in Runcorn for.....READ OUT

	Very useful	Fairly useful	Not very useful	Not at all useful	Don't know	
(i) Arranging social activities?	1	2	3	4	5	(32)
(ii) Dealing with residents' complaints?	7	8	9	0	X	
(iii) Designing new houses?	1	2	3	4	5	(33)
(iv) Presenting residents' views to the Corporation?	7	8	9	0	X	
(v) Planning new facilities?	1	2	3	4	5	(34)
(vi) Caring for the old and needy	7	8	9	0	X	
(vii) Checking the expenditure of the Corporation?	1	2	3	4	5	(35)

- (b) Which do you think would be best.....READ OUT

One association for all of Runcorn
 Separate associations for old and new towns
 Separate associations for each district
 (Specify) Other _____

(36)

1
2
3
4

- (c) Would you yourself attend meetings of the association?

Yes, definitely
 Yes, probably
 No, probably not
 No, definitely not

(37)

1
2
3
4

CARD J

17. Finally, here are some more things that people have said to us. Would you say for each one I read out, how true you think it is?

		Very true	Partly true	Not really true	Not true at all	Don't know	Col./ Code	Skip to
(a)	"Building a New Town is the best way of providing a new life for people who live in a poor environment"	1	2	3	4	5		
(b)	"The main problem for Runcorn is that wages are too low, and rents and other expenses are too high, compared with the rest of the country"	7	8	9	0	X		(38)
(c)	"They've really made a big success of Runcorn"	1	2	3	4	5		
(d)	"The Corporation would take far more notice of what people want if we could elect the men who run it"	7	8	9	0	X		(39)
(e)	"They've managed to provide nearly all the facilities in the New Town at the same time as moving the people in"	1	2	3	4	5		
(f)	"The Corporation is fair to some people and unfair to others"	7	8	9	0	X		(40)
(g)	"It is worth putting up with any inconveniences now, in order to get benefits in the future"	1	2	3	4	5		
(h)	"Everyone is very happy with their life here"	7	8	9	0	X		(41)

18. Finally, what one thing do you think should be done, to make Runcorn a better place to live in?

PROBE FOR FULL UNDERSTANDING OF PROBLEM AND SOLUTION

(42)

(43)

NOW COMPLETE PRIORITY EVALUATOR INTERVIEW, EXCLUDING FRONT WHITE PAGE AND CLASSIFICATION.

SPARE

217

(44-77)

(78-80)

P.217

February 1972

RUNCORN COMMUNITY STUDY

Applicants Questionnaire

A : HOUSEHOLD

1-4
Card 1 5

Col./ Code	Skip to
---------------	------------

1. First of all, could you tell me what you think of living here?

(6)

(7)

(8)

2a) How long have you been living at this address?

SPARE

(9)

(10)

Less than 6 months
Over 6 months up to 1 year
Over 1 year up to 3 years
Over 3 years up to 5 years
More than 5 years up to 10 years
More than 10 years

1
2
3
4
5
6

IF LESS THAN 5 YEARS

SPARE

(11)

b) Where were you living before you moved to this address?

(12)

Specify POSTAL DISTRICT _____ Elsewhere in Liverpool

1

Specify COUNTY _____ Elsewhere in U.K.

2

Specify COUNTRY _____ Outside U.K.

3

3a) Would you say your present home has too many rooms, too few rooms, or about the right number of rooms to suit your family?

b) And what would you expect about your new home in Runcorn?

(13)

Too Many	Too Few	Right	D.K.
----------	---------	-------	------

Present home
New home

1	2	3	4
6	7	8	9

c) Would you say your present living room is too large, too small, or about right for your needs?

d) And your living room in your new home in Runcorn?

e) Would you say your present kitchen is too large, too small or about right for your needs?

(14-15)

f) And your future kitchen?

Too Many	Too Few	Right	D.K.
----------	---------	-------	------

Present living room
New living room

1	2	3	4
6	7	8	9

Present kitchen
New Kitchen

1	2	3	4
6	7	8	9

		Col./ Code	Skip to
4.	Can I ask you some details about your present home, what you expect about your new home in Runcorn?		
a)	Is it/will it be a house or a flat?	PRESENT	FUTURE
		(16)	
	Detached House	1	7
	Semi-Detached House	2	8
	Terrace House	3	9
	Purpose Built Flat	4	0
	Converted Flat	5	X
b)	Do/will you own or rent it?		(17)
	Own (or buying)	1	6
	Rent privately unfurnished	2	7
	Rent privately furnished	3	8
	Rent from Council, Corporation, etc.	4	9
c)	How many rooms are there/will there be, not counting kitchen, hall and bathroom?		(18-19)
d)	What sort of kitchen is there/will there be? READ OUT		(20)
	No separate room for cooking	1	6
	A small room, just with space for cooking	2	7
	Room for one or two people to eat	3	8
	Room for a whole family to eat	4	9
e)	Is there/will there be any heating?		(21)
	No built in facilities	1	7
	Open fireplaces only	2	8
	Fitted electric or gas fires or stoves	3	9
	Central heating on one floor only	4	0
	Complete central heating	5	X
f)	Which of these facilities do/will you have either shared use or exclusive use?	(22)	(23)
		Shared	Excl.
	Running hot water	1	2
	Outside toilet	3	4
	Inside toilet	5	6
	Bathroom	7	8
g)	Do/will you have a garden of your own?		(24)
	Yes	1	4
	No	2	5
	IF A GARDEN NOW AND/OR PREVIOUSLY		(25)
h)	Would you say the garden is/will be too large, Too large too small or about right for your needs?		
	Too large	1	5
	Too small	2	6
	About right	3	7

5(a) CARD A : I am going to read out some aspects of your home. For each one, could you tell me whether you are satisfied or dissatisfied?

(b) CARD B : And now, for each one again, could you tell me how much you expect your new home to be better or worse than your present home?

	a) Present Home					b) Compared with Present Home						Col. No.
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	Much Better	A Bit Better	The Same	A Bit Worse	Much Worse	Don't know	
(i) The amount of storage space	1	2	3	4	5	6	7	8	9	0	X	26
(ii) Convenient layout of the rooms	1	2	3	4	5	6	7	8	9	0	X	27
(iii) The quality of heating in the house	1	2	3	4	5	6	7	8	9	0	X	28
(iv) Whether the heating is cheap to run	1	2	3	4	5	6	7	8	9	0	X	29
(v) The amount of repairs necessary	1	2	3	4	5	6	7	8	9	0	X	30
(vi) The quality of construction	1	2	3	4	5	6	7	8	9	0	X	31
(vii) How easy it is to keep clean and tidy	1	2	3	4	5	6	7	8	9	0	X	32
(viii) How easy it is to decorate	1	2	3	4	5	6	7	8	9	0	X	33
(ix) How attractive it is from outside	1	2	3	4	5	6	7	8	9	0	X	34

6(a) CARD A AGAIN : And now, can we turn to some aspects of your environment here. How satisfied are you with each one?

(b) CARD B AGAIN : And how do you expect your new environment to compare with this one?

Col.
No.

	a) Present Environment					b) Compared with present environment						
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	Much Better	A Bit Better	The Same	A Bit Worse	Much Worse	Don't know	
(i) The amount of traffic round your home	1	2	3	4	5	6	7	8	9	0	X	35
(ii) Smells and fumes from traffic or factories	1	2	3	4	5	6	7	8	9	0	X	36
(iii) Safety for children to play	1	2	3	4	5	6	7	8	9	0	X	37
(iv) Peace and quiet in the neighbourhood	1	2	3	4	5	6	7	8	9	0	X	38
(v) The type of people living nearby	1	2	3	4	5	6	7	8	9	0	X	39
(vi) The cleanliness of the area	1	2	3	4	5	6	7	8	9	0	X	40
(vii) The amount of construction work near your home	1	2	3	4	5	6	7	8	9	0	X	41
(viii) The attractiveness of the area	1	2	3	4	5	6	7	8	9	0	X	42
(ix) The amount of damage done by vandals	1	2	3	4	5	6	7	8	9	0	X	43
(x) The number of trees and green areas	1	2	3	4	5	6	7	8	9	0	X	44
(xi) The friendliness of the neighbours	1	2	3	4	5	6	7	8	9	0	X	45
(xii) How crowded the area is with houses or flats	1	2	3	4	5	6	7	8	9	0	X	46

A.H. 4 -

			Col./ Code	Skip to
7.	Now can I ask for some details about the local facilities here, and what you expect in Runcorn?		SPARE (47-49)	
			PRESENT	FUTURE*
a)	Do/will you have a garage?	Yes, attached to home	1	(50) 5
		Yes, away from home	2	6
		No	3	7
b)	How many minutes does/will it take to walk to the nearest bus stop?			(51)
		Up to 2 minutes	1	7
		3 - 4 minutes	2	8
		5 - 9 minutes	3	9
		10 -14 minutes	4	0
		15 minutes or more	5	X
c)	How many minutes does/will it take to walk to the nearest grocery shop?			(52)
		Up to 2 minutes	1	7
		3 - 4 minutes	2	8
		5 - 9 minutes	3	9
		10 -14 minutes	4	0
		15 minutes or more	5	X
d)	If you wanted to go to the doctors surgery, how do/will you get there?			(53)
		Walk	1	5
		Bus	2	6
		Car	3	7
e)	And how long does/will it take to get to the doctor's surgery?			(54)
		Up to 2 minutes	1	7
		3 - 4 minutes	2	8
		5 - 9 minutes	3	9
		10 -14 minutes	4	0
		15 minutes or more	5	X
f)	IF CHILDREN UNDER 15 IN HOUSEHOLD Where can/will children play?			(55)
		On street	1	6
		Off street	2	7
		In sight of home	3	8
		Out of sight of home	4	9
g)	How long does/will it take for the head of the household to get to work each day?			(56)
		0 - 14 minutes	1	7
		15 - 29 minutes	2	8
		30 - 44 minutes	3	9
		45 - 59 minutes	4	0
		60 minutes or more	5	X
		Does not work	6	X

8(a) CARD A AGAIN : Now I want to read out some aspects of local facilities here. For each, could you tell me how satisfied you are?

(b) CARD B AGAIN : And how do you expect your future local facilities to compare with these?

Col.
No.

	a) Present local facilities					b) Compared with present local facilities						
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	Much Better	A Bit Better	The Same	A Bit Worse	Much Worse	Don't know	
(i) The arrangements for parking cars	1	2	3	4	5	6	7	8	9	0	X	57
(ii) Distance to bus stops	1	2	3	4	5	6	7	8	9	0	X	58
(iii) Distance to the Doctor's surgery	1	2	3	4	5	6	7	8	9	0	X	59
(iv) Quality of local medical facilities	1	2	3	4	5	6	7	8	9	0	X	60
(v) Places for infants to play	1	2	3	4	5	6	7	8	9	0	X	61
(vi) Areas for older children to play	1	2	3	4	5	6	7	8	9	0	X	62
(vii) Leisure activities for teenagers	1	2	3	4	5	6	7	8	9	0	X	63
(viii) The number of pubs and clubs locally	1	2	3	4	5	6	7	8	9	0	X	64
(ix) Places for having community meetings or local entertainments	1	2	3	4	5	6	7	8	9	0	X	65
(x) Shopping facilities close to home	1	2	3	4	5	6	7	8	9	0	X	66
(xi) Availability of social clubs and organisations	1	2	3	4	5	6	7	8	9	0	X	67

9(a) CARD A AGAIN : Finally, some aspects of the town's facilities. How satisfied are you?

(b) CARD B AGAIN : And how do you expect Runcorn to compare with these facilities?

Col.

No.

	a) Present town facilities					b) Compared with present town facilities					
	Very Satis.	Fairly Satis.	Quite Dissatis.	Very Dissatis.	Don't know	Much Better	A Bit Better	The Same	A Bit Worse	Much Worse	Don't know
(i) Availability of large shops	1	2	3	4	5	6	7	8	9	0	X
(ii) The range of shops in the central shopping area	1	2	3	4	5	6	7	8	9	0	X
(iii) The availability of a hospital	1	2	3	4	5	6	7	8	9	0	X
(iv) The number of nursery schools or playgroups for children under 5	1	2	3	4	5	6	7	8	9	0	X
(v) The cost of nursery schools or playgroups for children under 5	1	2	3	4	5	6	7	8	9	0	X
(vi) The quality of primary schools for children up to 10	1	2	3	4	5	6	7	8	9	0	X
(vii) The quality of secondary schools for children over 11	1	2	3	4	5	6	7	8	9	0	X
(viii) The availability of parks and large open spaces	1	2	3	4	5	6	7	8	9	0	X
(ix) Facilities for sports and leisure activities	1	2	3	4	5	6	7	8	9	0	X
(x) Provision of entertainment in the evening	1	2	3	4	5	6	7	8	9	0	X
(xi) Roads within the New Town	1	2	3	4	5	6	7	8	9	0	X
(xii) Type of bus service in the New Town	1	2	3	4	5	6	7	8	9	0	X
(xiii) The cost of bus transport	1	2	3	4	5	6	7	8	9	0	X
(xiv) Services for old people and the sick	1	2	3	4	5	6	7	8	9	0	X

(68)

(69)

(70)

(71)

(72)

(73)

(74)

(75)

(76)

(77)

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(78-80)

1-4

ca. 2-5

(6)

(7)

(8)

(9)

A.H. - 7

10(a)

In building a New Town the planners have to think of all sorts of things beside houses. I am going to read out a list of things; for each one, could you say whether you think they are spending too much or too little compared with what they are spending on homes or is the balance about right, from what you know of Runcorn?

SHOW CARD C

- (i) Landscaping
- (ii) Roads
- (iii) Bus services
- (iv) Local shops
- (v) Welfare services for tenants
- (vi) Central shopping facilities
- (vii) Entertainment facilities
- (viii) Sports and outdoor recreation
- (ix) Schools
- (x) Medical facilities
- (xi) Community centres and local clubs

Too Much	Too Little	Balance Right	Don't know
1	2	3	4
5	6	7	8
9	0	X	Y
1	2	3	4(12)
5	6	7	8
9	0	X	Y
1	2	3	4(13)
5	6	7	8
9	0	X	Y
1	2	3	4(14)
5	6	7	8

Col./
CodeSkip
to

SPARE

(10)

(11)

4(12)

4(13)

4(14)

SPARE

(15-20)

CARD E

11.

On this card is a list of facilities there might be in a town.
Would you choose two which you think are most important that there
should be in Runcorn?

Youth club	1
Department store	2
Sports stadium	3
Social club	4

Theatre	5
Cinema	6
Swimming Bath	7
Dance Hall	8
Don't think any are important	9

Col./ Code	Skip to
(21)	

CARD F

12.

All things considered, how satisfied are you with:
READ OUT EACH IN TURN

	Very Satisfied	Fairly Satisfied	A bit Dissatisfied	Very Dissatisfied	Don't know
Your home	1	2	3	4	5(22)
Your environment	7	8	9	0	X
Your local facilities	1	2	3	4	5(23)
Your major facilities	7	8	9	0	X
Your life in Runcorn altogether	1	2	3	4	5(24)

CARD G

13a)

Here is a list of reasons some people have given for moving. Going
back to the time that you first decided to move to Runcorn, which of
these applied at all to you?

PROBE FOR FULL LIST OF REASONS AND RECORD ALL ANSWERED "YES" IN
COLUMN a)

b) And which one of these was the most important of all?
RECORD ONE ONLY IN COLUMN b)

	a) All	b) One
(25)	(26)	
House was due for demolition	1	1
Wanted a home of our own	2	2
The house was unfit to live in	3	3
Better accommodation was available	4	4
Wanted a different size of house or flat	5	5
Wanted a house rather than a flat	6	6
Wanted to be nearer work	7	7
Wanted to be nearer friends or relatives	8	8
Wanted a nicer, cleaner, safer area	9	9
To better ourselves and our family	0	0
Other reason	X	X

PROBE FULLY.

		Col./ Code	Skip to
14.	On the whole, would you say it was dissatisfaction with the old place, or the attractions of the new, that was more important? Dissatisfied with old place 1 Attracted by new place 2 Both equally 3	(27)	
15.	Can you say why you chose Runcorn rather than anywhere else to live? PROBE FULLY AND RECORD VERBATIM	(28)	
16 a)	How did you find out about Runcorn? What made you think of it as a place to live? RECORD IN COLUMN a) BELOW: DO NOT PROMPT.		
b)	And how did you find out that you might be eligible to be offered a home in Runcorn. RECORD IN COLUMN b) BELOW: DO NOT PROMPT	(29 - 30)	
		a)	b)
	We just knew about it, always knew	1	1
	Knew people living there, or on waiting list	2	2
	Other friends or relatives	3	3
	The local council	4	4
	Welfare officer or other adviser	5	5
	T.V. or press advertisement	6	6
	T.V. or press coverage (news or feature)	7	7
	Other specific recruitment campaign	8	8
	(Specify) _____		
	Only after applying		0
	Other _____	X	X
17.	There must be quite a lot of families like yours who could have applied to come to Runcorn. Why do you suppose some of them never applied? PROBE FULLY AND RECORD VERBATIM	(31)	

9a)

After you applied, did someone from Runcorn come and interview you?

Yes

No

Col./
CodeSkip
to

(32)

1

2

Q.19

IF YES

b) Which members of your household were present at this interview?

Head of Household

4

Housewife

5

Other adult

6

Child(ren)

7

IF RESPONDENT WAS PRESENT

c) Was this interview helpful to you?

Very helpful

(33)

1

Quite helpful

2

Not very helpful

3

Not at all helpful

4

d) After the interview did you feel you understood all you wanted to know about Runcorn?

Yes, definitely

6

Yes, just about

7

Not really

8

Definitely not

9

e) Was the main purpose of the interview for Runcorn to find out about you, or for you to be told about Runcorn?

(34)

Runcorn find out about you

1

You to be told about Runcorn

2

Both equally

3

9.

Besides applying to Runcorn, have you done anything else to look for another home?

(35)

Nothing else

1

PROBE FOR DETAILS

Registered on Council housing list

2

Tried to get a mortgage

3

Looked at advertisements

4

Other

9a)

How long do you expect to wait from the time you were accepted for Runcorn, till you get offered a house or flat?

(36-37)

MONTHS

b)

While you are waiting, what do you think about how Runcorn keeps in touch with you, and tries to answer your questions. Are you....READ OUT.

(38)

Very satisfied

1

Quite satisfied

2

Not very satisfied

3

Not at all satisfied

4

21.	Now can I ask some questions about jobs?	Col./ Code	Skip to
	IF THE INFORMANT TO THIS Q'AIRE IS SAME AS FOR PERSONAL Q'AIRE ASK ABOUT SELF AND HEAD OF HOUSEHOLD	Spare (39-41)	
	IF NOT, ASK ABOUT H.O.H. ONLY	INFORMANT	HEAD OF HOUSEHOLD
			O.U.O.
a)	Do you have a job yourself?		
b)	IF INFORMANT NOT H.of H. Does _____ (H of H) have a job?		(42)
	Yes - Full Time	1	6
	Part Time	2	7
	No - Seeking Work	3	8h)
	Not seeking work	4	9next
c)	FOR EACH, ASK c) - h) What is the job? PROBE FOR FULL DETAILS OF WORK, INDUSTRY, RESPONSIBILITY ETC.		(43)
			(44)
			(45)
			(46)
d)	Where do you/does he work? Is it in.. Runcorn New Town Runcorn Old Town SPECIFY.. Another town nearby Part of Liverpool or Travel from place to place?	1 2 3 4 5	7 8 9 0 X
e)	Did you get this job in order to move to Runcorn? Do you plan to change your job when you move to Runcorn? OR Neither of these	1 2 3	5 6 7
f)	CARD H What are your/his <u>basic</u> wages, without overtime or bonuses, before taking off tax and so on. ENTER CODE FROM INCOME CARD	D.K. X	D.K. X
g)	And finally what about opportunities to earn extra on overtime. Are they..... Very good Quite good Not very good Not good at all?	1 2 3 4	6 7 8 9
h)	Have you been out of work at all Yes since living in Runcorn? No	1 2	1 2
	IF YES i) How many weeks in total have you been out of work since you came to Runcorn?		
			(52)
			(53-54) (55-56)

22. We need to build up a detailed picture of the cost of living, for different types of people. I am going to ask some questions about rent, income and so on. I can assure you again that the answers will be strictly confidential.

a) Do you pay rent on your home, or are you repaying a mortgage, or are there no regular payments on your home?

Rent
Mortgage
No payments

Col./
CodeSkip
to

(57)

1

2

3

Q.25

b) Can you tell me the basic rent or mortgage you pay on this house/flat per week?

(58-59)

£ _____ per _____

£

n.p.

c) And how much does your household expect to pay for your accommodation per week after moving to Runcorn?

(60-61)

£ _____ per _____

£

n.p.

MORTGAGE PAYERS NOW SKIP TO Q.25

CURRENT RENTERS

d) Do you get a rent rebate, on your present rent?

Yes

(62)

1

No

2

f)

IF GETS A REBATE

e) How much is the rent after taking off the rebate?

(63-64)

£ _____ per _____

£

n.p.

h)

IF DOES NOT GET A REBATE

f) Have you applied for a rebate?

Yes

(65)

1

No

2

h)

IF NOT APPLIED FOR REBATE

g) Why didn't you apply for a rebate?

Did not know about it

4

Don't need to, rent low enough

5

Don't qualify, earn too much

6

Other reasons _____

23a) Do you know if they operate a rent rebate system in Runcorn?

Yes - definitely
 Yes - probably
 No - probably not
 No - definitely not
 Don't know

Col./
Code Skip
to

1
2
3 24
4 24
5 24

IF YES

b) Do you expect to receive a rebate?

Yes

No

Don't know

(67)

1
2
3

c) Do you think the rebate system will be fair?

Very fair

Quite fair

Not very fair

Not at all fair

Don't know

5
6
7
8
9

CARD I

25. Some families get behind with their payments of rent.
 Which of these sentences best fits your situation?

We are always behind with the rent

We are quite often behind with the rent

We are occasionally behind with the rent

We are never behind with the rent

(68)

1
2
3
4

24. If you had the opportunity to buy your home in Runcorn on mortgage would you take the opportunity?

Yes - definitely

Yes perhaps

No

(69)

1
2
3

- 26a) Besides the house, there are other things that have to be paid. Firstly, can you tell me how much you pay in rates?

£ _____ n.p. _____ per _____

£

(70-71)

n.p.

- b) And taken as an average over the year how much do you pay in bills like gas, electricity, coal, telephone and so on?

£ _____ n.p. _____ per _____

£

(72-73)

n.p.

- c) And do you have any regular payments for hire purchase of furniture or a car or anything else?

£ _____ n.p. _____ per _____

£

(74-75)

n.p.

- 27a) Finally in this section, what do you think of the prices in the shops. Thinking just about food prices are they....(READ OUT)

(76)

Much higher in liverpool than elsewhere

A bit higher in Liverpool than elsewhere

About the same

A bit lower in Liverpool than elsewhere

Much lower in Liverpool than elsewhere

Don't know

Food

Other goods

1

7

2

8

3

9

4

0

5

X

6

Y

- b) And thinking about the prices of other goods, are they.....
(READ OUT - RECORD ABOVE)

- c) Do you expect the prices of food in Runcorn to be rather higher or lower or about the same as you are paying at the moment.

(77)

Food

Other goods

Higher prices

1

5

About the same

2

6

Lower prices

3

7

Don't know

4

8

- d) What about for other goods?
(READ OUT, RECORD ABOVE)

CLASSIFICATION : TO BE ASKED AT END OF INTERVIEW

a) Household Composition:

Household Composition:														Col./ Code	
Person	Age								Sex	H.H. Status			Response		
	0 11	5 10	11 15	16 20	21 39	40 59	60 60	65 +	M.F.	Head	Wife	Other	H.H. Q'aire	Person Q'aire	Neither
1	1	2	3	4	5	6	7	8(44)	1 2	4	5	6	8	9	0 (52)
2	1	2	3	4	5	6	7	8(45)	1 2	4	5	6	8	9	0 (53)
3	1	2	3	4	5	6	7	8(46)	1 2	4	5	6	8	9	0 (54)
4	1	2	3	4	5	6	7	8(47)	1 2	4	5	6	8	9	0 (55)
5	1	2	3	4	5	6	7	8(48)	1 2	4	5	6	8	9	0 (56)
6	1	2	3	4	5	6	7	8(49)	1 2	4	5	6	8	9	0 (57)
7	1	2	3	4	5	6	7	8(50)	1 2	4	5	6	8	9	0 (58)
8	1	2	3	4	5	6	7	8(51)	1 2	4	5	6	8	9	0 (59)

b) Were all these persons, and only there, members of the same household before moving to Runcorn? IF NOT, EXPLAIN. (60)

c) Car: (61)

Owned	1	e) Total Household Income after tax etc.	(62-63)
Available	2	£ _____ per _____	
Neither	3		

d) Religious Affiliation: (64)

Church of England	5	Earnings	1
Roman Catholic	6	Pension	2
Non-conformist	7	Unemployment Benefit	3
Other religion	8	Other social security	4
No religion	9	Rent from lodgers etc.	5
		Income from savings	
		or investment	6
		Maintenance/Alimony	7

(65-69)

Issued Serial Number

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Length of Household Interview _____

Spare (70-77)

Length of Personal Interview _____

217 78-80

Interviewer _____

Date of Interview ____ / ____ / ____

P.217

February 1972

RUNCORN COMMUNITY STUDY

Applicants Questionnaire

Card 3 1-4
5

B : PERSONAL

IF DIFFERENT RESPONDENT THAN ANSWERED HOUSEHOLD QUESTIONNAIRE, ASK:

1. First of all, could you tell me what you think of living here?

Col./ Code	Skip to
(6)	
(7)	
(8)	

CARD K

Here are some things people have said to us about moving to Runcorn. As I read each one out, could you say whether you think it is true or not as far as you are concerned?

READ OUT EACH IN TURN

- a) "Runcorn's a town just like any other"
- b) "There's nothing to do there in Runcorn"
- c) "We can get a better home in Runcorn than anywhere else"
- d) "Runcorn will be wonderful for children"
- e) "It will be difficult to settle down in a place that's so strange"
- f) "There will be plenty of ways of meeting people here, to make friends"
- g) "The planners have been more concerned with buildings and roads than with people"
- h) "We are really looking forward to our new life in Runcorn"

Very true	Partly true	Not really true	Not true at all	Don't know
1	2	3	4	(9) 5
7	8	9	0	X
1	2	3	4	(10) 5
7	8	9	0	X
1	2	3	4	(11) 5
7	8	9	0	X
1	2	3	4	(12) 5
7	8	9	0	X

Spare (13)

3a) Could you tell me when was the last time you did each of the following things? READ OUT IN TURN

FOR EACH IN PAST MONTH ASK

b) Where did you do that the last time?

		a) WHEN?				b) WHERE?			Col./ Code	Skip to
		Past week	Past month	Longer ago	Never	Near here	Elsewhere Liverpool	Else- where		
(i)	Went to cinema/theatre	1	2	3	4	5	6	7	(14)	
(ii)	Watched or played a sport or game	1	2	3	4	5	6	7	(15)	
(iii)	Visited park or countryside	1	2	3	4	5	6	7	(16)	
(iv)	Went to a pub or club	1	2	3	4	5	6	7	(17)	
(v)	Went to bingo/whist drive etc.	1	2	3	4	5	6	7	(18)	
(vi)	Went to a local meeting of any kind	1	2	3	4	5	6	7	(19)	

4a) Do you have a television in your home?

Yes
No

(20)

1
2

Q.5

IF YES

b) How many evenings per week do you watch television for more than one hour?

(21)

NO. OF EVENINGS

5a) Do you ever go back to the district where you lived before, for any reason? for instance.....READ OUT IN TURN

FOR EACH YES:

b) About how often do you go there for that reason?

		(a)		(b)				
		Yes	No	Every day	Once a week	Once a month	Less often	
To work?	A	1		2	3	4	5	(22)
To visit friends or relatives?	B	7		8	9	0	X	
For an evening out?	A	1		2	3	4	5	(23)
To shops?	B	7		8	9	0	X	
For any other reason?	A	1		2	3	4	5	(24)
Specify								

6 a)

How many people would you say you know very well, in the immediate neighbourhood here?

Col./
CodeSkip
to

(25-26)

COUNT SEVERAL FROM ONE FAMILY AS ONE : ENTER NUMBER

b)

And how many other people in Runcorn as a whole would you say you know quite well.

(27-28)

COUNT SEVERAL FROM ONE FAMILY AS ONE : ENTER NUMBER

c)

How did you get to know these people?

Related to Family

Knew them before we came

Through mutual friends

PROBE FOR DIFFERENT
REASONS.
CODE ALL WHICH APPLY

Just as neighbours

In a pub or club

At work

While shopping etc.

At a party or other entertainment

Some other way _____

(Specify)

(29)

1

2

3

4

5

6

7

8

9

SHOW CARD L

7.

Which of these things do you do together with the people you know very well here?

Visit each others home

Go out together in the evenings

Just chat when we happen to meet

Go shopping together

Go to clubs/pubs/other entertainment

Play sports together

Travel to work together

Other activities (specify) _____

(30)

1

2

3

4

5

6

7

8

SPARE

(31)

- ga) I'm going to read out a list of words and phrases.
For each one can you tell me whether you feel it generally describes
most of the people who live around here.
READ OUT EACH IN TURN

- b) If I read the list again, can you say which apply to the people
living in the New Town, from what you know of them. READ OUT EACH IN
TURN.

- c) And which would you say apply to the people in the Old Town?
READ OUT EACH IN TURN

Col./
Code

Skip
to

(32-34)

CODE ALL
WHICH
APPLY

Friendly
Snobbish
Well-established
Modern
Rough
Just like us
Difficult to talk to
With a sense of humour
Nosey
Reliable

Around Here	New Estates	Old Town
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
0	0	0

- d) Thinking again of the people just round here, are they mostly....
READ OUT EACH SET OF CODES IN TURN.

- e) And the people living in the New Town, are they mostly....READ OUT

- f) And the people in the Old Town, are they mostly....READ OUT

Around Here	New Estates	Old Town
		(35-37)
1	1	1
2	2	2
3	3	3
4	4	4
		(38-40)
1	1	1
2	2	2
3	3	3
4	4	4
6	6	6
7	7	7
8	8	8

i) Better off than you
Worse off than you
or About the same as you
D.K./Varies

ii) Older than you
Younger than you
or About the same age as you
D.K./Varies

iii) From the same background as you
or From a different background to you
D.K./Varies

IF RESPONDENT SAME AS ANSWERED HOUSEHOLD QUESTIONNAIRE,
SKIP TO Q.10

IF DIFFERENT, ASK Q.9

9a)

Do you have a job, yourself?

Yes - Full-time

Yes - Part-time

No - Seeking work

No - not seeking work

IF YES

b) What is the job?

PROBE FOR FULL DETAILS OF WORK INDUSTRY,
RESPONSIBILITY ETC.

c) Where do you work? Is it.....READ OUT

Runcorn New Town

Runcorn Old Town

Another town nearby

Part of Liverpool

Travel from place to place

d) Did you get this job in order to move to Runcorn?

OR Do you plan to change your job when you move to Runcorn?

OR Neither of these.....

CARD-M

e) What are your basic wages, without overtime or bonuses,
before taking off tax and so on

ENTER CODE FROM CARD

D.K.

f) And finally, what about opportunities to earn extra
on overtime? Are they.....READ OUT

Very good

Quite good

Not very good

Not good at all

g) Have you been unemployed at all in the past five years? Yes

No

IF YES

h) How many weeks in total have you been out of work?

NO. OF WEEKS

Col./ Code	Skip to
(41)	
1	
2	
3	g)
4	Q.10
(42)	
(43)	
(44)	
1	
2	
3	
4	
5	
7	
8	
9	
(45)	
X	
(46)	
1	
2	
3	
4	
6	
7	Q.10
(47-48)	

CARD N'

10. I am going to read out several types of people who might want work. For each one can you tell me whether the opportunities for good jobs round here are very good, quite good, rather poor or very poor?

- a) Young people leaving school
 b) Women
 c) Men
 d) People wanting part-time work
 e) Managers, and people with professional qualifications
 f) Office workers, draughtsmen and so on
 g) Skilled manual workers
 h) Unskilled manual workers
 i) People like yourself
 j) And for people like yourself what do you think the opportunities are like in Runcorn?

Very Good	Quite Good	Not very good	Poor	Don't know	
1	2	3	4	5	(49)
7	8	9	0	X	
1	2	3	4	5	(50)
7	8	9	0	X	
1	2	3	4	5	(51)
7	8	9	0	X	
1	2	3	4	5	(52)
7	8	9	0	X	
1	2	3	4	5	(53)
7	8	9	0	X	

11. Now I want to ask about how you get about the place. For each of these reasons for going out, could you tell me:

							Col./ Code	Skip to
	Work	School	Local shops	Larger shops	Evening out	Runcorn		
a)	Do you ever go out for this reason? IF YES. How often?	(54)	(55)	(56)	(57)	(58)	(59)	
	Never	1	1	1	1	1	1	Next
	Once a year	2	2	2	2	2	2	Next
	Once a month	3	3	3	3	3	3	Next
	Once a week	4	4	4	4	4	4	
	A few times a week	5	5	5	5	5	5	
	Everyday	6	6	6	6	6	6	
b)	FOR EACH ONCE A WEEK OR MORE Where do you usually go? Is it in.....							
	Runcorn New Town	7	7		7	7		
	Runcorn Old Town	8	8		8	8		
	Another town nearby	9	9		9	9		
	Part of Liverpool or Various places?	0	0		0	0		
		X	X		X	X		
c)	How do you get there?	(60)	(61)	(62)	(63)	(64)	(65)	
	Walk	1	1	1	1	1	1	
	Bus	2	2	2	2	2	2	
	Train	3	3	3	3	3	3	
	Car	4	4	4	4	4	4	
d)	IF BUS OR TRAIN How much does it cost, each way? WRITE IN (NEW PENCE)	(66-67)	(68-69)	(70-71)	(72-73)	(74-75)	(76-77)	P.217 (78-80) 1-4 Card 4 5
e)	How long does it take? WRITE IN (MINUTES)	(6)	(7)	(8)	(9)	(10)	(11)	
f)	In general, do you think that this is an easy journey? Is it..	(12)	(13)	(14)	(15)	(16)	(17)	
	Very easy	1	1	1	1	1	1	
	Quite easy	2	2	2	2	2	2	
	Not very easy	3	3	3	3	3	3	
	Not at all easy?	4	4	4	4	4	4	

- 12a) Do you belong to any of these clubs or organisations?
 READ OUT EACH IN TURN
 FOR EACH "YES"
 b) Are you a committee member, or an officer of that organisation?
 c) When did you last part in any activities with that organisation?

a) Member?		b) Committee Member?		c) Take part?	
Yes	No	Yes	No	Last month	Longer ago
1	2	4	5	7	8
1	2	4	5	7	8
1	2	4	5	7	8
1	2	4	5	7	8
1	2	4	5	7	8
1	2	4	5	7	8
1	2	4	5	7	8

- (i) Political Party (18)
- (ii) Tenants or Rate Payers Association (19)
- (iii) Sports club or other leisure club (20)
- (iv) Youth club, Scouts or Guides (21)
- (v) Religious Club or Group (22)
- (vi) Trade Union (23)
- (vii) Any other club or organisation (24)

- 13a) Do you remember when was the last local election for members of Liverpool Corporation? No

Month _____ Year _____

- b) Were you eligible to vote in that election? Yes 1
 No 2

IF YES

- c) Did you actually vote in the election? Yes 1
 No 2

IF YES

- d) Can you remember which party you voted for?

Tory/Conservative 1

Socialist/Labour 2

Liberal 3

Other _____ 4

Col./
Code

Skip
to

(25)

1

(26)

1

2

Q.14

(27)

1

2

Q.14

(28)

1

2

3

4

14a) Have you ever tried to get in touch with an officer in the Liverpool Borough Council to complain or seek advice?

b) Or an elected Councillor in the Liverpool Borough Council?

c) Or an elected in the Runcorn Development Corporation?

CARD O

d) Generally, how helpful do you think each of those types of people are (or would be) at answering complaints or giving advice?

ASK FOR EACH, WHETHER EVER CONTACTED OR NOT.

Officer of
Borough Council

Councillor op
Borough Council

Officer of
Development
Corporation

Contact?		Very Helpful	Quite Helpful	Not very helpful	Not at all helpful	Don't know	
Yes	No						
1	2	4	5	6	7	8	(29)
1	2	4	5	6	7	8	(30)
1	2	4	5	6	7	8	(31)

Col./
Code

Skip
to

15. Some people in other towns have started community associations of residents, not attached to the local council so that ordinary people can have a say in running the town.

CARD P

- a) How useful do you think such an association could be in Liverpool for.....READ OUT EACH IN TURN

	Very useful	Fairly useful	Not very useful	Not at all useful	Don't know	
(i) Arranging social activities?	1	2	3	4	5	(32)
(ii) Dealing with residents' complaints?	7	8	9	0	X	
(iii) Designing new houses?	1	2	3	4	5	(33)
(iv) Presenting residents' views to the Corporation?	7	8	9	0	X	
(v) Planning new facilities?	1	2	3	4	5	(34)
(vi) Caring for the old and needy	7	8	9	0	X	
(vii) Checking the expenditure of the Corporation?	1	2	3	4	5	(35)

- b) Which do you think would be best.....READ OUT

One association for all of Liverpool	1	(36)
Separate associations for different districts	2	
Separate associations for housing estates	3	
(Specify) Other	4	

- c) Would you yourself attend meetings of the association?

Yes, definitely	1	(37)
Yes, probably	2	
No, probably not	3	
No, definitely not	4	

CARD Q

16. Finally, here are some more things that people have said to us. Would you say for each one I read out, how true you think it is?

	Very true	Partly true	Not really true	Not true	Don't know	
a) "Building a New Town is the best way of providing a new life for people who live in a poor environment"	1	2	3	4	5	(38)
b) "They've really made a big success of Runcorn"	1	2	3	4	5	(39)
c) "They've managed to provide nearly all the facilities in the New Town at the same time as moving the people in"	1	2	3	4	5	(40)
d) "It is worth putting up with any inconveniences now, in order to get benefits in the future"	1	2	3	4	5	(41)

17. Finally, what one thing do you think should be done, to make Runcorn a better place to live in?

PROBE FOR FULL UNDERSTANDING OF PROBLEM AND SOLUTION.

(42)

(43)

P.217

May 1972

RUNCORN COMMUNITY STUDYB : PRIORITY EVALUATOR QUESTIONNAIRE
 CARD 5 5
 Col./ Skip
 Code to

I would like to ask how you get about the place. For each of these reasons for going out, could you tell me:

(a)

Do you ever go out for this reasons?

IF YES: How often?

Never
Once a year
Once a month
Once a week
A few times a week
Everyday

Work	Local shops	Larger shops	Evening out
(6)	(7)	(8)	(9)
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6

NEXT
NEXT
NEXT

FOR EACH ONCE A
WEEK OR MORE

(b)

How do you get there?

Walk
Bus
Train
Car

7	7	7	7
8	8	8	8
9	9	9	9
0	0	0	0

(c)

How long does it take?

WRITE IN (MINUTES)

(10) (11) (12) (13)

Could you tell me when was the last time you did each of the following things? READ OUT IN TURN

i)

went to cinema/theatre

PAST WEEK	PAST MONTH	LONGER AGO	
1	2	3	
5	6	7	
9	0	X	(14)
1	2	3	
5	6	7	(15)

ii)

watched or played a sport or game

iii)

visited park or countryside

iv)

went to a pub or club

v)

went to a local meeting of any kind

INTERVIEWERS INSTRUCTIONS

Runcorn Community Study Priority Evaluator Questionnaire

Background

We have now reached the second phase of the Runcorn Community Study. As you know, the purpose of this project is to understand what the people want in their town, compared with what the planners think they want. SCPR has developed a research method, called the Priority Evaluator which is a simple tool to allow people to express their priorities among a range of alternatives. We are supplying you now with a special questionnaire and the Evaluator which will be used instead of the Personal Questionnaire you were using before.

Selecting Respondents for Interview

Procedures for selection have changed and are simpler than before. We will still be interviewing in the New Town, Old Town and Liverpool. There are the same three different HOUSEHOLD questionnaires:

YELLOW	-	New Town
GREEN	-	Old Town
PINK	-	Liverpool

Section B - Priority Evaluator is the same questionnaire for all three areas. This replaces the Personal Questionnaire.

NOTE: You may in fact have outstanding quotas from the first phase. Make sure you continue to carry out these interviews as we have been doing in the past for selection of respondents and use of the personal questionnaire.

For New Town, Old Town and Applicants the procedure is now the same for selection when we introduce the Priority Evaluator.

(1) For the New Town and Applicants -

Ignore the named individual appearing on your Sample Issue Sheet. Go to the address listed and interview either the HEAD OF HOUSEHOLD if the last digit of serial number of the household is ODD OR interview the HOUSEWIFE if the serial number is EVEN.

In Liverpool make sure you are considering the household which is planning to move to Runcorn, not necessarily the household at the address. The selected individual will then answer A: Household and B: Priority Evaluator sections.

(2) Old Town

You have been given just an address here. As before, identify all households, and carry out an interview with each of them. Since you can only interview Heads or Housewives, ignore the front page of the questionnaire and choose your respondents by the Code Letter.

A B C D E F Code Letter = HEAD OF HOUSEHOLD

G H I J K L Code Letter = HOUSEWIFE

The chosen individual will then answer both sections. A: Household, and B: PRIORITY EVALUATOR.

PREPARATION FOR INTERVIEWS

Make sure you are fully prepared before you go out on your interviews. Read the manual carefully. Try out the Evaluator on a friend or member of your family. We will try to make sure everyone understands how to use the Evaluators at the briefing but you still may not be clear about some things. This is an unusual form of interview and requires careful attention. If you have any further queries that cannot be answered by the supervisors in the area, please call

Ellen Johnson at SCPR
or Richard Berthoud 01-278 6943.

The Questionnaire.

A: Household Questionnaire
Remains exactly as you have been using it.

B: Priority Evaluator.

Question 1 - Is a simplified version of the question which appeared in the Personal Questionnaire.

Question 2 - Also a simplified version of a question in the Personal questionnaire. Read out each activity in turn.

Classification - Last page

As before.

- (a) Household Composition. In the Response section, the respondent who answered the Priority Evaluator should be recorded at code 9 which reads Personal Questionnaire. It should be the same person as the response to the Household Questionnaire.
- (b) Only ask b) of New Town respondents.

The Priority Evaluator

Introduction. The Priority Evaluator is a printed chart which shows eight factors of the home and environment which seem to be important.

Each column of the chart shows one factor, and there are four pictures which form a scale. The top picture shows the worst position on the scale, and they get better and better until the bottom picture shows the best position on the scale.

First of all (game A(i)). We want the respondent to show us which of the four pictures comes closest to illustrating the position he is in at the moment - his existing situation - for each of the eight factors.

After that, we want him to show us which position he would like to be in. Naturally, almost everyone would prefer to be in the best position on each factor - most of us would like a Rolls Royce if we were given the chance. So in order to make the choice more realistic, we say that each position "costs" a certain amount of money in weekly rent. If a respondent wants to be in a better position, he has to "buy" that by supposing he would pay extra rent; or he might prefer to reduce his rent, even though that meant being in a worse position.

So against each picture on the scale, there is a cost in pence per week. These are not "real" costs, but costs compared with the worst position on the scale. The worst position is always costs zero; the other costs show how much each position would cost more than the worst position.

But it is your job to present the costs of each position on each scale as costs compared to his existing position. So, for the first scale, the positions are:

AMOUNT OF ROOM INSIDE YOUR HOME

- | | |
|--|-----|
| 1. Too small for everyday needs | 0 |
| 2. About right but no extra space | 30p |
| 3. Some extra living space | 40p |
| 4. A lot of extra living space, with an extra room | 70p |

Suppose your respondent says his existing situation is position 2. Then his options are:

1. Choose the worst position and save 30p.
2. Choose to stay as he is, and pay the same rent.
3. Choose a slightly better position and pay 10p extra.
4. Choose a much better position and pay 40p extra.

In the first game (A(ii)) he makes this choice separately for each factor. In the second game (B) he can choose considering all factors together - he could be better off on some factors and worse off on others, but any total difference means he either saves rent or pays extra. For game C we say he must be the same as at present in total but he can choose to be better off for some factors, if he will accept being worse off on others. And in game D, he must choose the best combination he can, but limiting the total score of pence to £2.00p.

At the end of the first series of games, you will need to add up the total pence score for the "existing situation" - you will get an answer like "£1.75" or £2.40." This represents the respondent's total existing rent according to this "game". PLEASE NOTE that this figure is not supposed to bear any relationship to the actual real rent that you found out about in the part A of the questionnaire. It is the total supposed rent for this game, and represents the cost of living in his present situation compared with the cost of living in the worst situation, shown by the worst position on all eight scales. So you should not refer to "your rent", but to "your rent-score". If a person's existing rent score is, say 175p, and at the end of game B his preferred rent-score is 225p. you would say:

"So you would prefer to have these positions, and pay 50p more in rent."

You should NOT say:

"So you would prefer to have these positions, and pay 275p in rent"

If the person does not pay rent now, but is an owner-occupier, you should not talk of rent but of "outgoings in rates and mortgage payments".

Emphasize to the respondents that there is no question of any rents going up or down as a direct result of this research.

Games A(i) and A(ii) Existing and Preferred Situation for Each Separately

Show one factor at a time.

On the top of your sample issue sheet you will see the letters LR or RL. If your sample issue sheet is marked LR (Left to Right) start with the first factor on the left of the chart, and work through to the right. On the questionnaire you will moving from top to bottom.

If your sample issue sheet is marked RL (Right to Left) start with the first factor on the right of the chart. On the questionnaire, move from bottom to top.

Always code on the questionnaire whether you moved Left to Right or Right to Left.

Fold the chart so that only the first factor is showing. Ask the respondent to show you which picture and phrase comes closest to describing his existing situation (where he lives now). Ask him to move the slider to show that position. Record the rent-score for that position in the coding box for that factor on the left-hand side of the questionnaire.

Still showing the first factor, go straight on to explain how he can choose his preferred situation bearing in mind that if he chooses a higher rent-score he would have to pay a higher rent than he pays at the moment; but if he chooses a lower rent-score, then he would pay less than at present. Ask him to move the slider to his preferred position. Record the preferred rent-score in the box in the middle; work out the difference in rent-scores and record that on the right. Ring the plus or minus sign to show which you mean. Point out the difference, and check that the respondent accepts this.

Return the first slider to the existing position; fold the first factor out of sight, and show the second factor in the same way. Get the respondent to move the slider.

(i) to his existing situation

(ii) to his preferred position

Continue asking existing and preferred for each of eight factors. Each time, ask him to choose his preferred assuming he had made no previous choices, so that each choice is independent.

EXAMPLE:

	<u>EXISTING</u>	<u>PREFERRED</u>	<u>DIFFERENCE</u>
(i)	30	40	$\oplus$ 10 - 10
(ii)	15	10	+ 5 $\ominus$ 5
(iii)	10	10	+ 0 - 0
(iv)	15	0	+ 15 $\ominus$ 15

When all eight have been chosen add up the total rent-score for his existing situation and for his preferred situations and enter at the foot of the page in the totals box. Tell him what his existing total score is; but DO NOT mention his total preferred score.

B. Preferred Situation All together (Grey)

After the respondent has seen each variable separately you go on to the second game.

As you can see the Existing situation is still visible so you can quickly see what position the respondent was in. Move all sliders back to the existing positions and open up the chart to show all eight factors. Explain that you would like to consider all eight variables together this time. You want to know which positions he would prefer to be in bearing in mind the costs he would have to pay. In considering all 8 together he may want to improve his situation on some variables and accept a worse situation on others.

Again record the PREFERRED SCORE and DIFFERENCE between the preferred and existing scores for each variable. Record TOTALS at the end of the columns.

Now point out the total difference between his existing and his preferred and ask whether that is really his best choice. He may change his mind if he wishes.

C. Preferred Situation All Together - Fixed Total (Green)

Again move sliders back to the existing situation. In this game we are trying to see what people's priorities are given that they could not change these rents at all. Would they pay for a different range of things than they have at present if they could choose how to allocate their rent?

Respondents must be told their Existing Score totals and asked to spend the total choosing which positions they would prefer to be in. The total in the Preferred Score column should equal the Existing Score. The interviewer should help the respondent if he is struggling with the arithmetic; they can see how the Existing Situation was made up as a baseline.

PLEASE DO NOT SUGGEST TO THE RESPONDENT HOW HE CAN CHANGE THE VARIABLES AROUND. IT IS VERY TEMPTING BUT REFRAIN FROM SUGGESTIONS.

When the respondent has allocated his preferences he may find he is over or under the mark by a certain amount. If he scores over he must reduce the amount to stay under the total by making sacrifices. If his only sacrifice that he feels he can make put him 5 or 10 points below the mark that is alright. We do not want the score to go excessively below.

If when he allocates his preferences he is below the set score, you must first suggest that he find some variable to increase his score on. If this is impossible without going over then he must stay where he is. We would like the scores to be equal but we would accept 5 or 10p below the set score.

D. Preferred Situation Fixed £2.00 (Pink)

The same basic concept arises with this final game. We are fixing the total rent-score to allocate at £2.00 - If this equals the existing situation then skip to the classification page.

Depending on the existing situation the respondents will have to either better himself to reach £2.00 - or make sacrifices to reach £2.00. We want to know which variables he is willing to sacrifice on, and which he wants to keep or improve.

Again you may assist with arithmetic if necessary but do not suggest the allocation. Try to reach £2.00 although slightly less will be alright if there are no alternative moves possible.

PRIORITY EVALUATOR 'GAMES'

Ai) EXISTING SITUATION FOR EACH SEPARATELY

We would like you to look at these sets of pictures which show different aspects of the home and community. Could you look at each set and tell me which position comes closest to your existing situation where you live. You can show me your choice by moving the slide.

SHOW ONE FACTOR AT A TIME

Aii) PREFERRED SITUATION FOR EACH SEPARATELY

FREE CHOICE

AFTER EACH EXISTING SELECTION

And thinking of the difference between the costs would you prefer to be in a different position?

POINT OUT AND RECORD THE DIFFERENCE IN RENT COST BETWEEN EXISTING AND PREFERRED CHOICES.

	<u>EXISTING SCORE</u>	<u>PREFERRED SCORE</u>	<u>DIFFERENCE</u>
i) Amount of Room Inside Your Home	(16-17)	(36-37)	+ -
ii) Amount of Room Outdoors	(18-19)	(38-39)	+ -
iii) Local Facilities in Your Neighbourhood	(20-21)	(40-41)	+ -
iv) Recreation Facilities in the Area	(22-23)	(42-43)	+ -
v) Travel in the Town	(24-25)	(44-45)	+ -
vi) Traffic Round Your Home	(26-27)	(46-47)	+ -
vii) Traffic in the Main Shopping Centre	(28-29)	(48-49)	+ -
viii) Type of Area Round Your Home	(30-31)	(50-51)	+ -
TOTAL PENCE	(32-34)	(52-54)	

(35)

Shown Left → Right

1

Right → Left

2

B) PREFERRED SITUATION : ALL TOGETHER

FREE CHOICE

MOVE SLIDERS TO EXISTING SITUATION

Thinking of all these aspects together, which positions would you prefer to be in bearing in mind the amount of rent. The better the situation, the more rent you will have to pay each week. You can pay less rent but you will end up with a worse situation.

RECORD DIFFERENCE BETWEEN EXISTING AND PREFERRED CHOICES.

PREFERRED
SCORE

DIFFERENCE

(55-56) +
-

(57-58) +
-

(59-60) +
-

(61-62) +
-

(63-64) +
-

(65-66) +
-

(67-68) +
-

(69-70) +
-

(71-73) +
-

C) PREFERRED SITUATION : ALL TOGETHER

TOTAL FIXED AS EXISTING

MOVE SLIDERS TO EXISTING SITUATION

Now suppose there was no question of changing the amount of rent. Your total was _____ pence (see Existing Score Total). Which positions would you choose to be in if you could spend this amount as you please.

PREFERRED
SCORE

Preferred Score
and Existing Score
Must be equal.

(6-7)

(8-9)

(10-11)

(12-13)

(14-15)

(16-17)

(18-19)

(20-21)

(22-24)

Spare (74-77)

P.217 (78-80)

Card 6 1-4

D) PREFERRED SITUATION : ALL TOGETHER

TOTAL FIXED AT £2.00

*IF EXISTING TOTAL WAS £2.00
SKIP TO CLASSIFICATION PAGE.

MOVE SLIDER TO EXISTING SITUATION.

Finally, suppose that the rent was fixed at £2.00 which is more/less than you pay in your existing situation. Which positions would you choose to be in now. You may have to make some sacrifices.

PREFERRED
SCORE

(25-26)

(27-28)

(29-30)

(31-32)

(33-34)

(35-36)

(37-38)

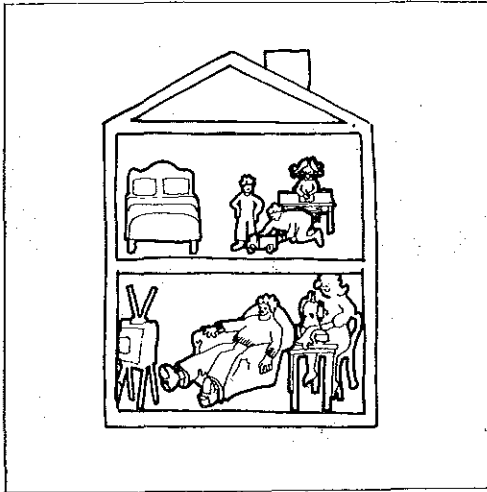
(39-40)

(41-43) TOTAL MUST = £2.00

AMOUNT OF ROOM INSIDE YOUR HOME.

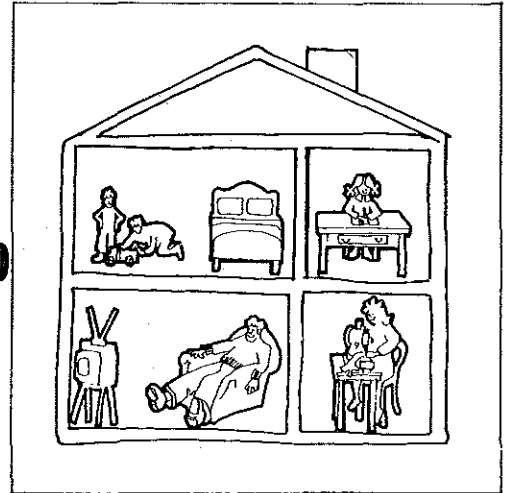
Too small for everyday needs.

0



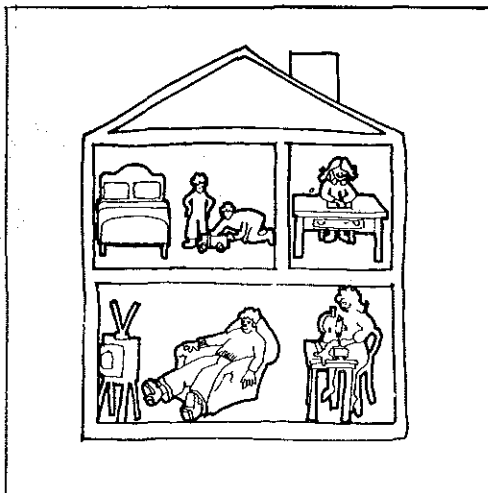
Some extra living space.

40p



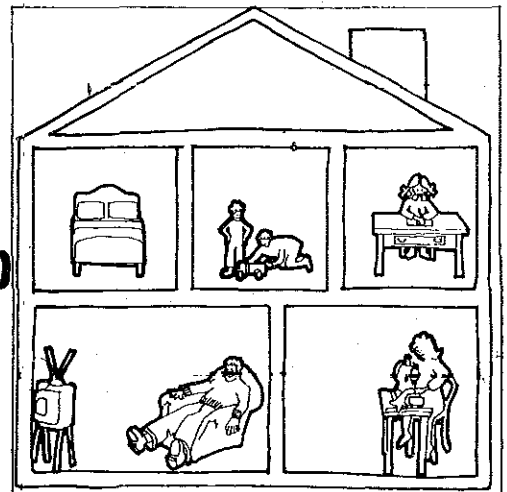
About right, but no extra space.

30p



A lot of extra space, with an extra room.

75p



AMOUNT OF ROOM OUTDOORS.

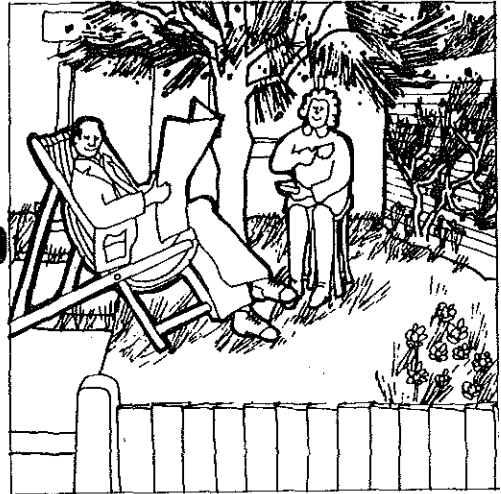
No outdoor space for your own private use.

0



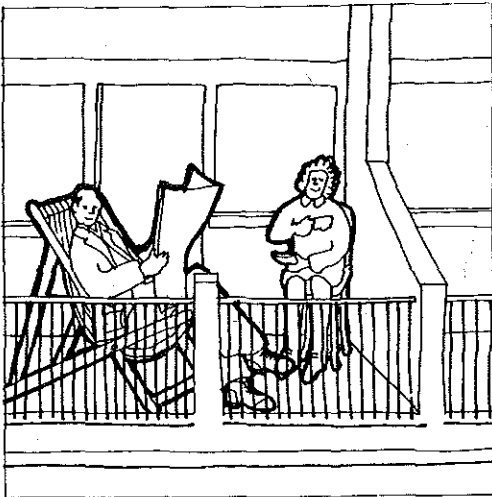
A small private garden.

15p



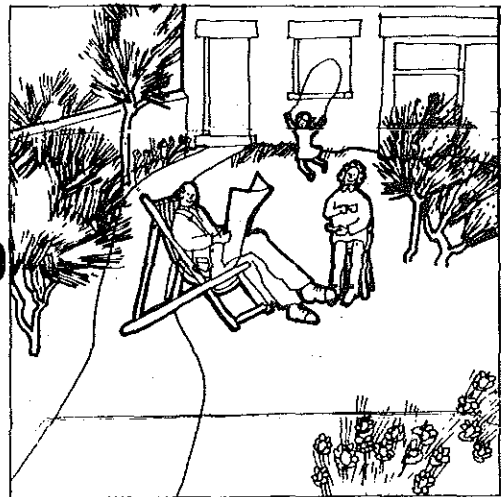
A small private balcony.

10p



A spacious private garden.

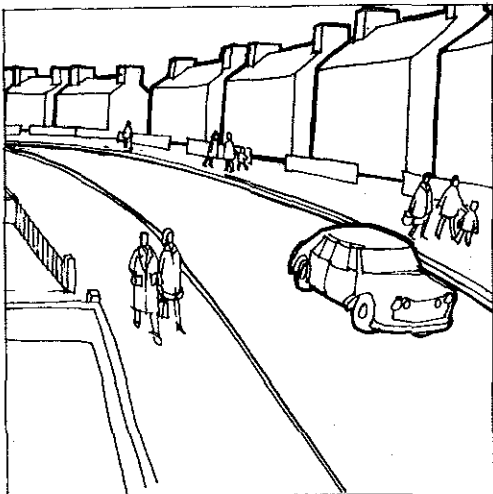
60p



LOCAL FACILITIES IN YOUR NEIGHBOURHOOD

No facilities within walking distance.

0



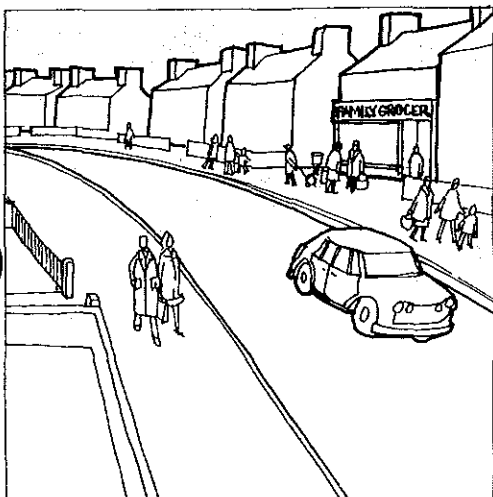
Two or three facilities within walking distance.

10p



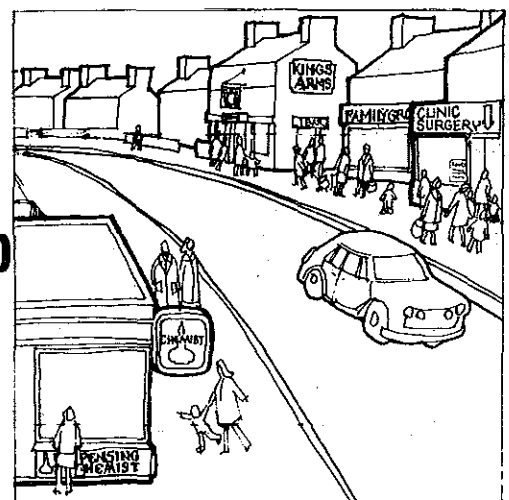
Just one shop within walking distance.

5p



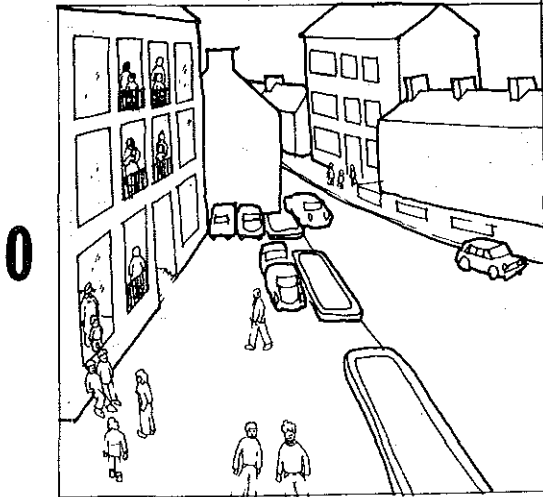
Several facilities within walking distance.

15p

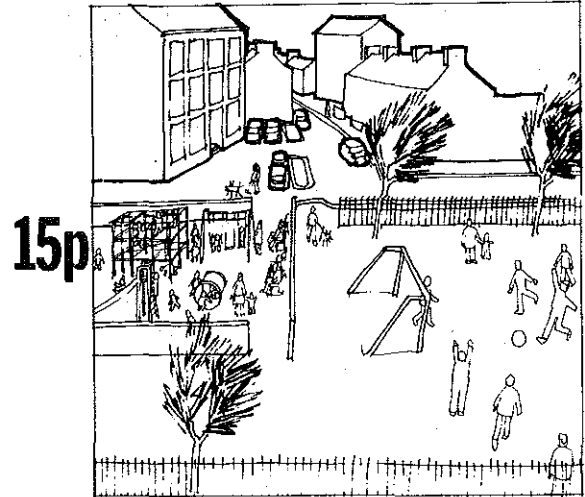


RECREATION FACILITIES IN EASY REACH.

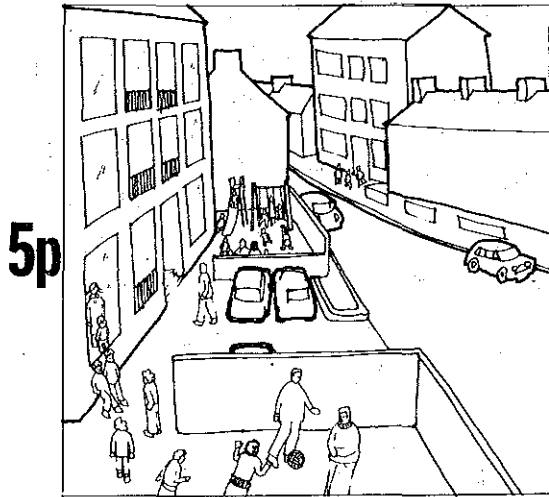
No recreation facilities.



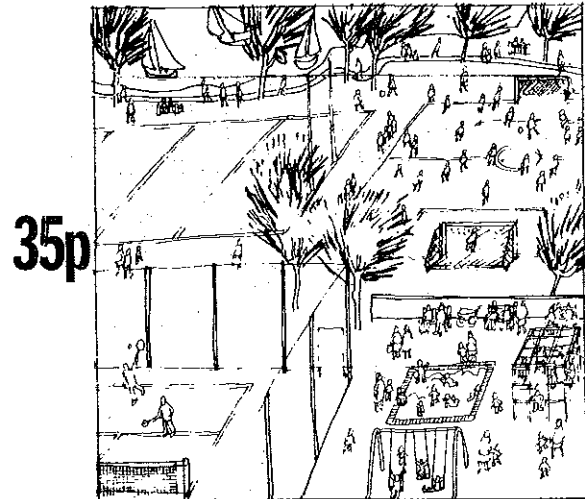
Small park or recreation area.



Limited space for recreation.



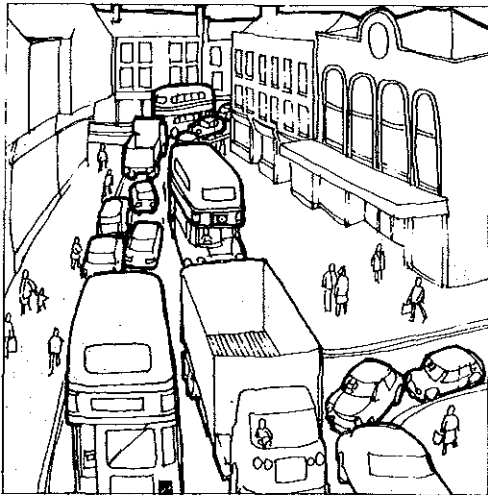
Large park with complete recreation facilities.



TRAVEL ABOUT THE TOWN.

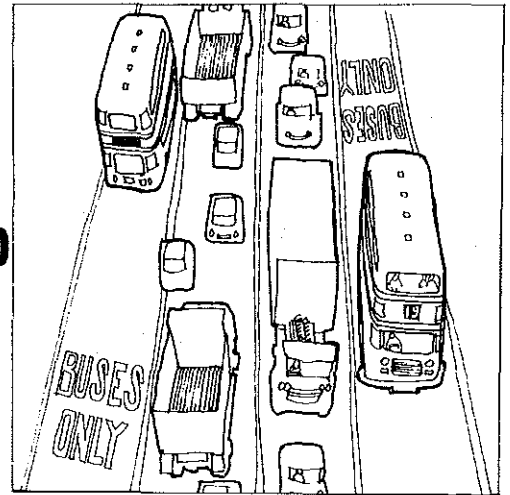
Heavy congestion for cars and buses.

0



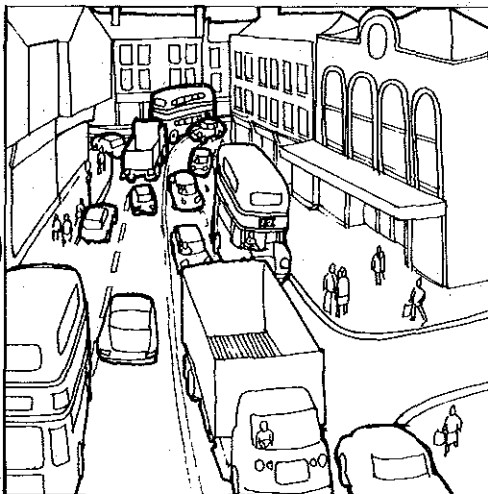
Faster traffic in separate lanes.

15p



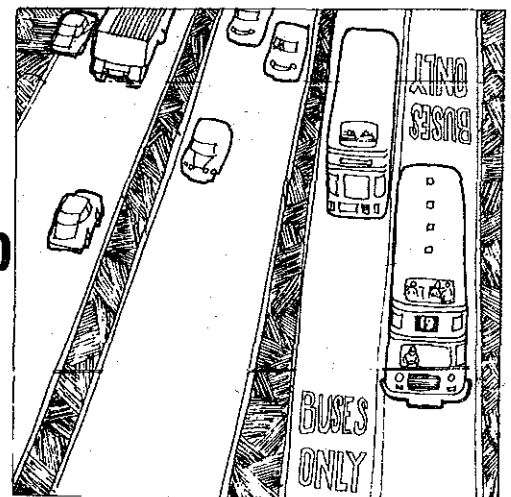
Slow-moving traffic for cars and buses.

10p



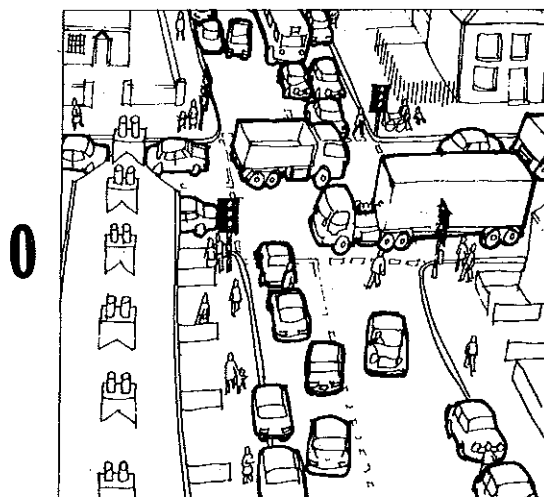
Special busways and expressways.

30p

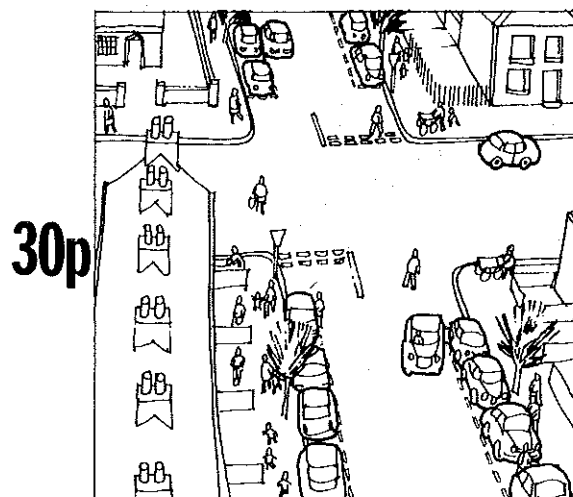


TRAFFIC AROUND YOUR HOME.

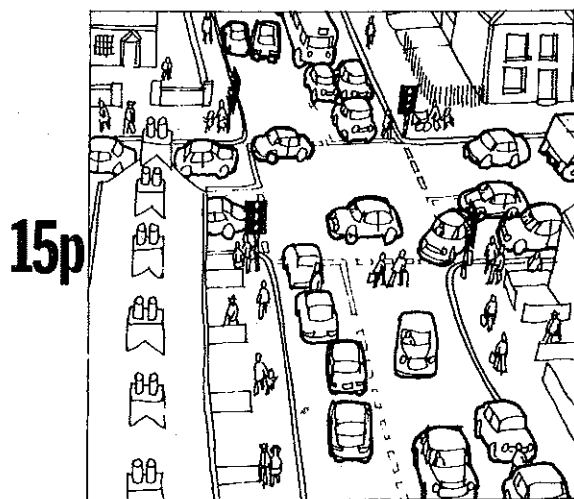
Busy street with heavy traffic.



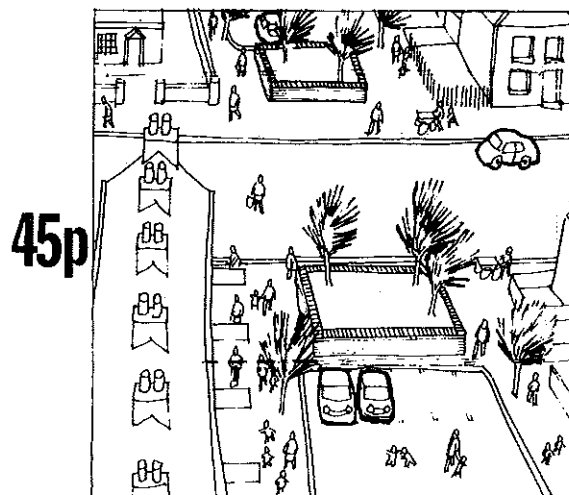
Side street with light traffic.



Side street used a lot in rush hour.

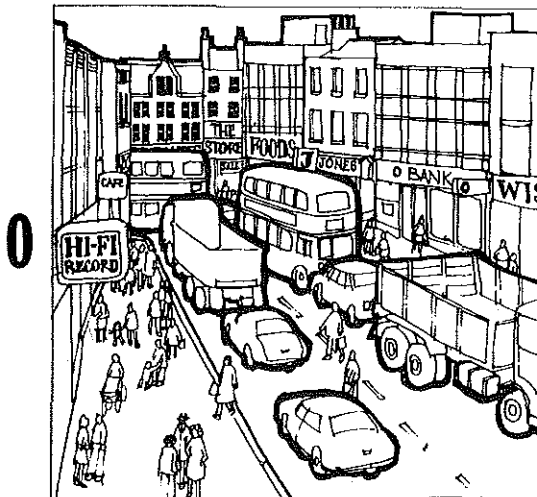


Very little traffic.

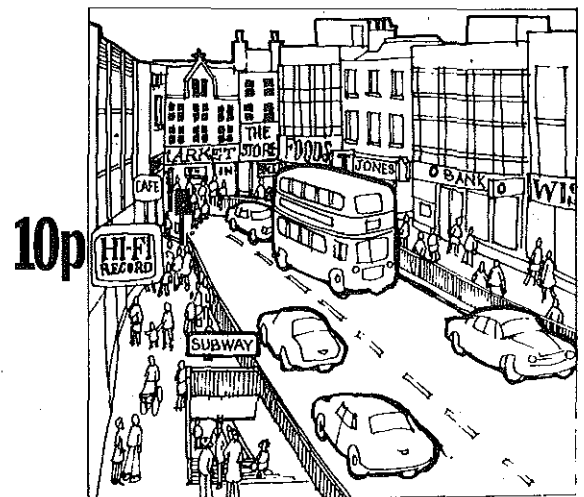


TRAFFIC IN THE MAIN SHOPPING CENTRE

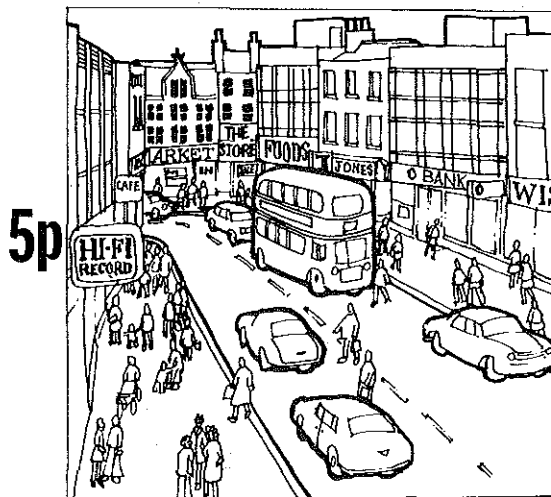
Shops on both sides of main road with heavy traffic.



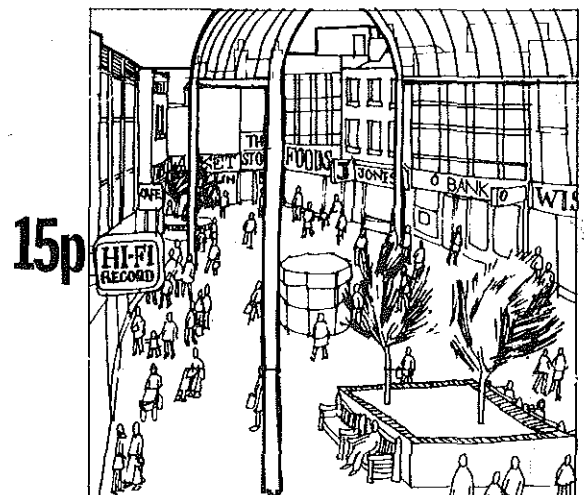
Shops on both sides of road, but places to cross.



Shops on both sides of road with medium traffic.

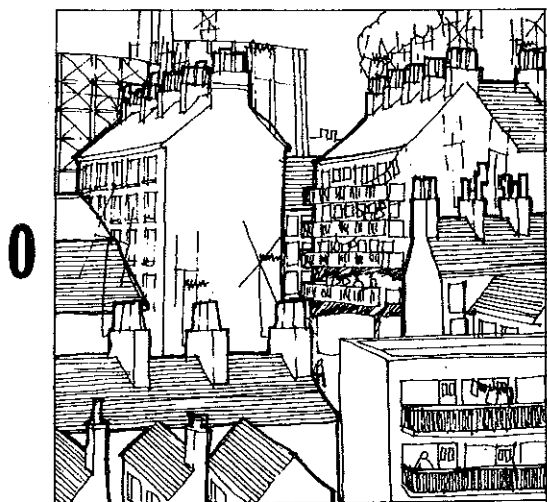


No traffic at all in shopping centre.



THE AREA ROUND YOUR HOME.

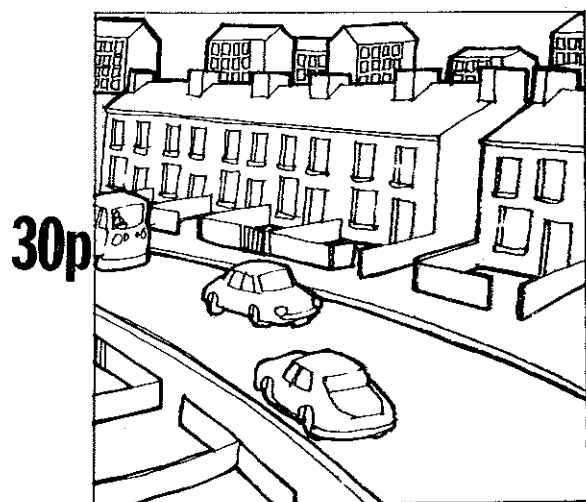
Very built up, with no trees or open spaces.



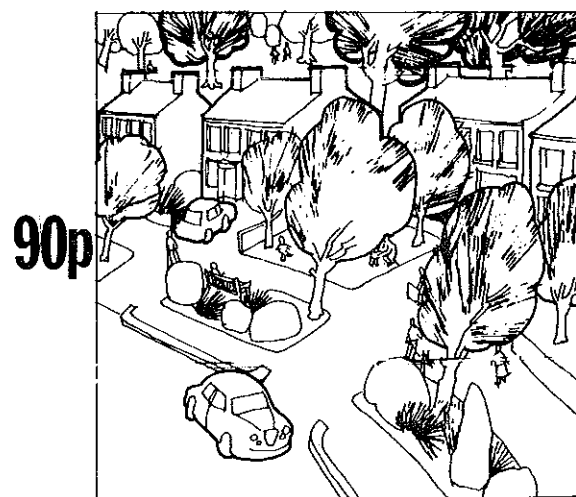
Not very built up, with trees and grassy areas.



Quite built up, with some open space.



Not at all built up, with landscaped open areas.



APPENDIX E

BIBLIOGRAPHY

Books/Reports

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