

<sup>c</sup>**Runcorn: A Second Look**

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339

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## CONTENTS

	<u>Page</u>
SUMMARY	1
INTRODUCTION	3
The qualitative study	4
The survey of Runcorn Movers	5
The report	6
THE GROUP DISCUSSIONS WITH RESIDENTS	7
Facilities in Runcorn:	
<i>Health</i>	9
<i>Child minding</i>	10
<i>Recreation</i>	10
<i>Shopping</i>	12
<i>Public transport</i>	13
Tension between Old and New Towners	14
Jobs and Money:	
<i>Lack of job opportunities</i>	17
<i>Low wages</i>	18
The newest newcomers	19
General impressions of Runcorn	22
A STUDY OF RUNCORN MOVERS	24
Survey method	24
Who are the movers?	25
Movers within Runcorn	26
Movers out of Runcorn	28
Why move from Runcorn?	30
The people who move:	33
<i>Widows and pensioners</i>	33
<i>Young single men</i>	34
<i>Older couples</i>	34
<i>Young couples</i>	35
APPENDICES	
A Group Discussion composition	
B Group discussion subjects	
C Sample Design and Response Rate	
D Questionnaires	

## SUMMARY

In 1972 SCPR undertook a social survey to examine the views of residents of Runcorn on Runcorn New Town and its facilities. Since that time, the New Town has increased considerably in size, and the community has come closer to establishing an identity of its own. As part of a review of the New Town's development, SCPR conducted two further studies during 1974. The first was a qualitative study involving seven group discussions with selected residents of the Old and New Towns, and the second a quantitative study of 61 residents planning to move house either within or out of Runcorn. This report describes the findings of both studies.

The aims of the qualitative study were to probe the areas that had emerged as being of most concern to Runcorn residents in the 1972 survey, and to determine whether new problems were emerging as the town developed.

The overall feeling of the residents who took part in the research exercise was that, while some aspects of Runcorn were decidedly unsatisfactory, the future held great hope for change. Residents were aware that they were living in a changing society, but they felt that most changes were likely to be for the better. For instance, the tensions between the Old and New Towns that had existed since the New Town's inception were seen to be lessening, although the two were still quite separate societies.

The two main areas of concern were employment problems and the perceived deterioration of the transport services. Limited local job opportunities and poor wage rates made employment a problem; low wages made it difficult to meet the costs of housing and services in Runcorn, which were high in comparison to those most people had been used to before. People claimed that transport services, and particularly the service provided by the New Town Busway, had deteriorated. The Busway's reputation for reliability had taken a downward turning and there were complaints about how expensive it was.

The lack of facilities - from hospital services to night life for teenagers - aroused much comment. People said that although more services had been provided since 1972, the pressure on them was increasing. Services for elderly people in the New Town, however, received nothing but praise.

All the respondents interviewed in the survey of Runcorn residents about to move house were tenants of the Development Corporation: 22 were about to move elsewhere in Runcorn, Old or New, and 39 were about to move outside, though not always any great distance.

Our 1972 research suggested that most people had moved to Runcorn to obtain better housing and a better environment - in short a better standard of living - than they had had in the past. To nearly everyone the original move had been a step up, but to several it had been only a first step towards home ownership. The majority were moving primarily in order to buy their own homes. Most said that the reason was the investment value.

Those now planning to leave Runcorn had in the main been **satisfied** with the quality of the housing they were leaving behind and with Runcorn itself. The main complaints were the noise that they had heard, all too clearly, in the flats, the lack of recreation facilities and the poor bus service.

Very few people were moving because of their jobs. Some were moving away, mostly back where they had come from, because Runcorn had not lived up to expectation. For most, however, the limited range of houses for sale locally was the motivation for going elsewhere.

## INTRODUCTION

Runcorn New Town is the subject of a long-term research project conducted by Social and Community Planning Research (SCPR). It has been supported throughout by grants from the Calouste Gulbenkian Foundation and the Centre for Environmental Studies. The project has two overall objectives, the first of which is to review the New Town's progress as seen by the residents of both the Old and the New parts of the town (the two were designed to have populations roughly comparable). The second objective is to provide a medium of communication between the residents and the planners, and a means by which residents can participate in the New Town's development - an attempt to incorporate public participation into the planning process in a systematic way.

The research project, now in its fourth year, was designed in three phases. Phase 1 was seen as fulfilling a 'consumer' research role in the New Town, enabling residents to state their preferences and priorities, and as providing a baseline against which phases 2 and 3 could be examined. An initial period of group discussions and depth interviews explored the range of problems of residents in the New and Old towns and provided the backcloth to the Phase 1 study - a fully structured interview survey with a representative sample of households: some 800 households in the Old Town, about the same number in the New Town, and some 350 residents of the Liverpool area who had applied for a house in Runcorn.\*

Phase 3 is intended to duplicate Phase 1, after a few years, to provide measures of changing attitudes in the developing community.

Phase 2 was seen as an opportunity to follow up in more depth key issues pinpointed in Phase 1 and to explore techniques for involving the community more directly in the research programme.

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\*The findings of Phase 1 of the study have been published in *Creating a Community: a study of Runcorn New Town*: Richard Berthoud and Roger Jowell - SCPR 1973.

## THE QUALITATIVE STUDY

A major consideration in Phase 2 was to determine whether the problems highlighted by the first phase were the teething problems that any large-scale development might encounter or something more. Qualitative research, in the form of a series of group discussions that took place in the autumn of 1974, was used for this purpose.

The prime areas of concern seemed to be:

- Tension between "Old" and "New" Towners
- Employment and income problems
- Leisure and recreation problems
- Instant growth for New Towners
- Instant change for Old Towners

The groups chosen for discussion were made up of people for whom at least one of the problems was thought to be of particular significance. Seven discussions were held, one each with:

- Elderly men and women from the Old Town
- Elderly men and women from Halton Brook
- Mothers with young children from Halton Lodge
- Housewives from Brookvale and Palacefields
- Working men from Palacefields and Southgate
- Teenage girls from Castlefields
- Teenage boys from The Brow and Castlefields

Each of the group discussions was led by an SCPR researcher who guided the discussion within a broad framework while allowing for views and topics to arise spontaneously. Details of those who attended the discussions are given in Appendix A.

The main assets of the informal research approach in this study were that it allowed views on "problems" that had been pinpointed by the researchers to be discussed, and allowed other problems that emerged in the discussion to be followed up.

The qualitative approach does, however, have limitations that need to be borne in mind in this report: the study is small in scale and its findings cannot be said to be representative of the population as a whole; it can establish only a range of attitudes and the reasons for them.

## THE SURVEY OF RUNCORN MOVERS

From the beginning of the project those engaged in the research design felt that valuable insight into the problems of the transition for New Towners could be gained from talking to those people who, having moved into the town, had decided after a short time to move again. A small-scale quantitative study of movers therefore formed part of Phase 2.

In this survey, using a structured questionnaire, we interviewed tenants of the Development Corporation who had given their notice to move. The Development Corporation supplied weekly lists of all households that had notified the office in the previous 7 days of their intention to move out of their present home.

As our main aim was to understand why people of the New Town should have chosen to move out of the New Town within a short time of moving in, we concentrated on people moving out of the New Town. We felt, however, that it would be useful to obtain some information on the reasons for movement within Runcorn, and therefore asked movers within the New Town, and movers from the New to the Old Town, to answer a very much shortened version of the structured questionnaire.

Interviews were conducted with one member of each household - wherever possible the head of household, otherwise the housewife - that had notified the Development Corporation of an intended move. Interviews were conducted before the move took place.

The questionnaire had two parts. All movers were asked to answer the first section, which obtained basic classificatory details including length of time resident in Runcorn and location of future home. Those moving within Runcorn were then asked why they were moving and the interview closed. Those moving out of Runcorn were asked about their reasons for moving in much greater depth. This second part of the interview also explored their housing history and general attitudes to Runcorn.

Copies of both questionnaires are appended to this report.

After a small-scale pilot study in September 1975, main fieldwork ran from October 1974 to March 1975. Interviews were conducted with households notifying the Corporation of their intended move between October 18, 1974 and March 13, 1975.

In considering the results of this survey the deficiencies in the sample must be borne in mind. Since not everyone in Corporation housing notified the Corporation before moving out, the sample universe is limited.

Figures for August 1973 to July 1974 show that 36% of households moving out of Development Corporation property did so without giving notice. Comparable figures for the fieldwork period of the survey are not currently available, but it is likely that our sample represents less than two-thirds of all movers. Further, although the Development Corporation requires 4 weeks notice of a move, many households move out within days of giving notice. As a result, although the interviewer's first call at an address was made within 10 days of its giving notice, many households could not be contacted for interview. Of the 127 names given to SCPR only 54% were contactable. In most cases where no-one was contactable the move had already been made.

The success rate of completed interviews to households still in residence at initial contact was however high - a response rate of 91% being achieved.

61 interviews were completed, 39 with households about to move away from Runcorn and 22 with households about to move within the town. The achieved sample is small, but since the population of movers from which it is drawn is also small we believe it to be big enough for useful analysis. Nonetheless, three points must be remembered. First, the 61 respondents are a possibly biased subset of 127 households initially listed. Second, the 127 households constitute only two-thirds of all mover households. Third, households that were planning to move in the survey period may have been different from those planning to move at other times, and we cannot be sure that the same percentage would be moving, or moving for the same reasons, at another period. We would judge the percentages likely to be roughly the same, but where the numbers involved are small, considerable fluctuation is possible. Any conclusions from this survey must be tentative.

Details of the sample design and response rate are given in Appendix B.

## THE REPORT

The report is in two sections. Chapter 2 covers the findings of the qualitative study and Chapter 3 the findings of the structured survey of movers.

## THE GROUP DISCUSSIONS WITH RESIDENTS

In group discussions there is a tendency for participants to spend more time talking about things that they feel are wrong with their situation than about things that they are satisfied with, perhaps because they feel that their complaints are what the group leader wants to hear. This tendency was evident in the Runcorn groups, but in spite of the fairly long list of dissatisfactions that emerged, the prevailing impression was of optimism.

Except in the teenage and pensioner groups, the great majority of residents said that they were glad that they had moved to Runcorn and wanted to stay. Complaints were often strongly felt, and some people were beginning to realise that Runcorn would never offer the opportunities available in a city like Liverpool, but there was a general feeling that, with time, Runcorn would improve as a place to live. An example of an improvement that was already taking place was the lessening tension between residents of the Old and New parts of the Town.

Nevertheless, respondents felt that few major improvements to life in Runcorn had occurred in the 2 years since our initial study. Many of the problems that emerged in discussion then were still being experienced in 1974. There was felt to be an overall lack of facilities - of schools, day nurseries and hospital provision, of recreation facilities for all ages - and residents considered that pressures on schools and health facilities particularly were getting worse. The design and construction of some of the estates also came in for a lot of criticism, not least from newcomers to the recently built estates.

Time has somewhat dimmed the New Towners' early enthusiasm for two features of New Runcorn, Shopping City and the Busway. Overall, Shopping City still seems to be highly regarded by a large number of New Towners, but dissatisfaction with the range and price of goods that it can offer is widespread. Many residents recognised, however, that some of Shopping City's limitations stem from Runcorn's being a town rather than a major city.

The Busway and the out-of-town bus services were a frequent source of complaint in the group discussions. Potentially this complaint is serious, since the design of Runcorn's travel system centres on the Busway. At the time of our first study Runcorn had come a long way towards its aim of housing everyone within 5 minutes' walk of a bus stop, and most complaints then were about the cost of travel. Fares were still criticised in the 1974 group discussions, but all the groups gave most attention to the allegedly poor service. People said that the bus service had deteriorated greatly, and bus travel was now one of the major problems of life in Runcorn. Many of those we spoke to said it was the main problem. Few felt that the bus company's claim that the poor service was due, at least in part, to a countrywide difficulty in getting spare parts was a valid excuse.

The concern that Runcorn residents expressed about the deteriorating bus service was matched only by their concern about jobs; in some cases, indeed, concern about employment had turned into anger. Dissatisfaction with the buses and with local employment were to some extent interwoven, in that Runcorn does not have the common New Town policy of self-containment, and does not provide many jobs for its residents. As a result, a large number of people depend on buses to get to work, sometimes quite a distance away.

Lack of job opportunities, uncertainty of employment in many of the smaller industrial concerns and low local wage rates together make employment a major worry. For most residents, this had not been the case where they lived before. Many men felt that they were now forced into a choice between unattractive alternatives - accepting poor wages in Runcorn, or making the long and expensive daily journey to Liverpool. Job opportunities for Runcorn women were limited, at least for those who did not want to work in a factory, and lack of child-minding facilities made it difficult for mothers to work anyway. The increased costs of rent, fares and prices that New Town living brings meant that the household income was often lower than respondents had been used to.

There was vehement criticism in the group discussions about a fairly new feature of the employment pattern in Runcorn. It was claimed that a number of firms had come to the Astmoor industrial estate with government aid only to leave shortly afterwards.

Somewhat ironically, the two groups we spoke to who were most disenchanted with Runcorn New Town - Old Town residents and New Town teenagers - complained least of the bus service and of employment difficulties. Some of the general disenchantment that these two groups feel with Runcorn may have been caused by their having had no say in the decision that made them part of the enlarged Runcorn. Old Town residents, particularly the elderly, had not welcomed the designation of the New Town, and had found little so far to alter their opinions. Most of the teenagers, particularly the teenage boys, had not wanted to make the move to Runcorn in the first place, and had not changed their minds since they arrived.

### Child-minding

The lack of child-minding facilities worried mothers with young children. Removal from the typical inner-city network of appropriate services - relations and particularly parents, neighbours and (often illegal) child-minders - undoubtedly had a great deal to do with the mothers' worries. The lack of jobs for women that could be fitted in with school hours and holidays, and the general need to increase family earnings to pay for high rents, travel and new furniture and fittings added to the pressure on the limited child-minding facilities that did exist in the New Town. In one group of 9 mothers only two were able to work, and then only in the evenings, although all would have liked to work if child-minding facilities had been available.

*I'd like to get a job but there's no nursery up here.  
We'd all like to work, but finding a job to fit in with  
the child is impossible. (Recent arrival, Brookvale Estate)*

*There is a factory on Astmoor where the mothers work only  
school hours and when the kids are off they are off too,  
but it's very hard to get in there. (Mother of 2 children,  
Halton Lodge Estate)*

### Recreation

The major demand at a number of the group discussions was for more recreational and entertainment facilities. The SCPR report *Creating a Community* described recreational facilities as being 'that aspect of Runcorn most in need of improvement', but suggested that complaints would be temporary, since extensive facilities were under construction or planned.

Some 2 years later residents are ready to admit that recreation facilities are now more extensive and that the New Town is not lacking as much as was previously the case. However, it is clear that even a town of the size that Runcorn will eventually become will never have enough people to sustain the number and variety of commercial facilities available in Liverpool. Community facilities such as youth clubs and residents' associations will almost certainly develop in Runcorn as they have done elsewhere, but they can never hope to match those available in the city.

At the moment, Runcorn is certainly not seen by most of its younger residents as a place to spend an evening out.

*The violence is bad up here. Some of it is sheer vandalism. We used to pinch trucks from Palacefields and put them in Castlefields. That's the only thing you could do for a laugh. If you wanted a laugh you would get into trouble for your enjoyment. (Teenage boy, Castlefields Estate)*

Of all groups of Runcorn residents we spoke to, teenagers were the one group who had had little say in the decision to move to Runcorn. The New Town was thought to be better in many ways that where they used to live, but few of the teenage boys had wanted to come to live in Runcorn and fewer still wanted to remain. The lack of facilities did not help.

*My ambition when I came to Runcorn was to get out, and it's still the same. I hope to go down to London.*

*Am I going to leave? You're not kidding. As soon as I get the chance I'm getting out. There's nowhere to go and nothing to do.*

*Our kid, he writes home and calls it Rio de Runcorn, the hot-spot of the north, but it's a load of bloody rubbish. I call it Runcorn-by-the-Saltworks.*

The teenage girls also had had little say in the decision to move to the New Town but few had thought of leaving Runcorn. Among them too, however, the general complaint was that there was nothing to do.

Most of the pensioners we spoke to, on the other hand, were very pleased with their new life in Runcorn.

*I've been here 5 years and the first thing I noticed when I came to Runcorn was that we (pensioners) were wanted. People do more for us and there's more social life. (Pensioner, Halton Brook Estate)*

*I wouldn't go back to Liverpool if it was rent free. This was the only place that wanted to give me a house and I'll be forever grateful. I'd like to give Runcorn the years I gave to Liverpool. (Pensioner, Halton Brook Estate)*

### Shopping

The incipient dissatisfaction with the range of goods in Shopping City that we saw in 1972 seemed to have increased. The main cause for dissatisfaction was the feeling that traders had established a virtual monopoly within Runcorn.

*Prices are very high here. We have only one chemist and it's very bad. And the prices - oh! We've asked if we can have a chemist on this estate but we've been turned down. You have to make a special journey to the chemist and then wait hours for a prescription. (Palacefields resident)*

*I resent the fact that there's only Shopping City. There should be local shops. There's no shops for clothes. Once you've got a Littlewoods jumper, that's it. Everyone else has got a Littlewood's jumper. We all dress identical.*  
(Housewife, Brookvale Estate)

*I think Shopping City is great, but I have a car and so don't have to wait for buses. And I can go into Warrington or Widnes, if I want to. I think it's like a lot of things, if you don't have to go there, you quite like it.*  
(Housewife, Palacefields Estate)

Not being able to "pop out" to the corner shops is one of the aspects of estate living in Runcorn that is noticed and commented upon by many ex-large town dwellers. The shopping centre of a community, like the local parade of shops, fulfils an important social function in the forming and maintaining of friendships. Having moved away from friends, in many cases the friends of a lifetime, the newcomer to Runcorn is often very aware of the need to build a new circle.

*A lot of us are lonely. I thought, as everyone else will be new, it would be easy to get to know people. You really need a shopping centre to bring people together.*  
(Housewife, Brookvale Estate)

*You can't get to know people in Shopping City, it's too big. They won't put local shops here until the estate is complete. People say 'if only we had a little shop on the corner'.* (Pensioner, Palacefields Estate)

The small local shopping centres that do exist are criticised for their pricing policy, although it is usually recognised that local shopping is bound to be slightly more expensive than in a main centre.

### Public Transport

This feature of New Runcorn provoked a large number of complaints. Many Old Town residents felt that the building of the New Town had led to the decline of their own local buses. Both Old and New Towners felt that fares were too high. And the Busway was getting a reputation among New Town residents for bad service.

*The bus service to Chester or Liverpool is spot on. The expressway buses are a bit better, but within Runcorn you can wait an hour.* (Pensioner, Walton Brook Estate)

*I've never come across a bus service so badly organised and the company that you work for doesn't take it into consideration. You get a bad working record and it costs you 10p.* (Car worker, Southgate Estate)

Many complaints had been made to the bus company (Crossville) which, it was said, was 'using the excuse' that parts were difficult to obtain. Residents, however, believed that Runcorn was being disregarded in favour of Warrington. They felt that the problem was getting worse now that the buses had to go farther out as the town developed. The solution, one group said, was the creation of an enlarged authority to run the bus service.

*Crossville have got too much sway up here. They can do what they want to, run when they want to. The fare to Shopping City is ridiculous. Why don't we have a Runcorn-Widnes Authority?* (Housewife, Brookvale Estate)

The problem was mentioned in every group discussion and affected all residents. Since the Runcorn Busway was built as an integral part of the New Town, the seriousness of the transport problem, which is of a type found in many other towns and cities, is very much magnified. The Development Corporation's policy of housing everyone within 5 minutes' walking distance can mean little without a regular bus service.

*There's men due to start at 6.00 a.m. still at the bus stop at 7.00 a.m. and children due at school at 9.00 a.m. still there at 10.00 a.m. I've been to newspapers and everything about this. In 40 years I was late 3 times. Since coming here 18 months ago, I've lost £50-odd in wages due to the bus service.* (Security guard, Southgate Estate)

The cost of travelling by bus, whether measured in direct costs or in the indirect costs of time and money lost in a job, was of considerable concern to very many residents, in the context of the expenses of life in a New Town.

*How can a man with a large family pay £9 rent out of £20 and bus fares, and school meals? We're having a battle at the moment for free bus passes for children who have to travel to certain schools. They measure distance by foot through bluebell woods which are always flooded in winter.* (Builder, Southgate Estate)

*I've got 10p a day for one child, 14p for another and when I complained to the school they said, had I applied for free dinners? Well, my husband works at Fords and there's no chance of getting anything once you say that. My children walk to school now.* (Mother of 3 children, Brookvale Estate)

#### TENSION BETWEEN OLD AND NEW TOWNERS

The extent to which antagonism between Old and New Town residents was felt to be a feature of life in Runcorn was shown by the way it dominated discussions and the number of times the subject was returned to despite efforts to change it. We have quoted both sets of residents to show the range and depth of feelings.

The New Town residents knew how the Old Town residents felt, and there was often considerable sympathy for them.

*If you live in the Old Town you can't get a Runcorn Development Corporation house and they don't like this. They are as overcrowded down there as we were. We were lucky to get a house, and other people deserve to be just as lucky. You can see their point of view. (Housewife, Brookvale Estate)*

*I've got sympathy for them, but is it our fault we had to come up here? (Ex-Liverpool resident, Brookvale Estate)*

In most of the groups there was a very strong feeling that residents of the Old Town should have been allocated some of the new houses. Much of the antagonism between the two committees would thus have been avoided. As it was, there was very little mixing, social or otherwise, between Old and New Runcorn.

Perhaps most important of all to the residents of Old Runcorn was the rapid deterioration of their shopping centre. Residents of the Old Town who did not use Shopping City were being forced into travelling to do their everyday shopping. Many Old Town residents feared that Church Street would eventually almost close down.

*The Runcorn Old Town people have had a raw deal. They have lost the Old Town bit by bit. Now they've to come up to the 'Holy City' to do their shopping. They take the bus - and it's not cheap - and they get there and find the escalators are not working and they've got to take the bus right back again. This happens time and time again. (Pensioner, Halton Brook Estate)*

The problems faced by many Old Towners, particularly the more elderly, could no longer be seen as simply teething problems. A large number felt that co-existing with the New Town was impossible, and that they were being 'taken over' by the New Town.

The views of many in Runcorn Old Town were summed up by the group of pensioners with whom we talked:

*There used to be lovely walks. It was called Runcone but we had fields and fields of corn so the name was changed to Runcorn.*

*All the buses go to Shopping City. We don't have our local buses any more.*

*We didn't want a Shopping City here. It shouldn't be called Runcorn Shopping City, it should be called Liverpool Shopping Centre.*

*We didn't mind going to Liverpool, but we don't like Liverpool coming to us.*

*Our old local paper nowadays should be called a Liverpool paper. It's not about Runcorn people now. The paper is hardly worth getting.*

People pointed out that youngsters who had nothing else to do often took part in fights, and fights between New and Old Town children reflected the dislike and distrust of many of the older residents for each other.

*When we first came here there was near gang warfare. One hundred Scousers would line up to fight one hundred Woollybacks (Old Runcornians). Half of us hate Runcorn but we'd still fight for it. (Teenage boy, Castlefields Estate)*

*They (The Old Towners) still don't accept us. Some of them are okay and it's just an excuse for trouble. The fighting has stopped now but you still get dirty looks in the Old Town. If there's six Woollybacks they'll still ask you the time to hear how you talk and if you have a Scouse accent they will jump on you. Or a Woollyback talks with a posh accent and he gets beaten up. (Teenage boy, The Brow Estate)*

*At Balfour School you had the Woollybacks in the same class as the Scousers. The Scousers were picked on by the teachers. At the end we had classes 5N meaning 5 'New Town', and 5O meaning 5 'Old Town'. (Teenage boy, Castlefields Estate)*

Although some events were no doubt exaggerated in the telling, there was evidently some concern among the boys about the level of violence that they had encountered. The teenage boys would not be the only ones to agree with one young lad who believed Runcorn had got better since he had moved in because "There's more Scousers come up", but it was the teenagers, of the Old and New Towns, who had had to face the physical danger.

In contrast, some of the adults we spoke to believed that the young were now showing the way, learning to live with each other, far more than some parents were willing to do.

*My daughter went to a friend's home and her mother said 'Oh, I don't like Scousers, but I suppose you'll have to come in. (Mother, Brookvale Estate)*

*Two of us from Liverpool went to work and we were blamed for bringing bad language up here, as if they'd never heard bad language before. They (people in the Old Town) dislike us that much. And I hate being referred to as a 'Scouser'. (Part-time worker, Palacefields Estate)*

## JOBS AND MONEY

Two of the major problems that emerged in the group discussions were closely linked - lack of job opportunities and low local wages.

### Lack of job opportunities

Runcorn differs from many new towns in not requiring applicants for housing to have jobs within the town, and a large number of Runcorn men still look to Liverpool for employment. The kinds of jobs that are available there are not yet available in Runcorn:

*We'd all prefer to work in Runcorn, but unemployment is terrible here. (30 year old warehouse manager)*

*I'm a skilled man and was laid off. I went to Runcorn. Employment and they could offer me nothing, so I took a labouring job, just to get off the dole. So now I've got my own kind of work but I have to travel to Liverpool. It adds 3 hours to my day. (25 year old fitter)*

*I get woken up every morning on my estate at 5.30 a.m. It's the men off to work in Liverpool. (Housewife, Brookvale Estate)*

Residents see the lack of employment opportunities in Runcorn as largely the result of the New Town's failure to attract industry to the area, but also as a result of government policy.

*You don't know in Runcorn how long your job is going to last. Firms close down and move away with their government grant machinery and you are on the dole. (Working man, Southgate Estate)*

*Industries come to Runcorn and they start up and in a short time they pack up and go. (Woman, Halton Brook Estate)*

*The smaller firms on the Astmoor (trading estate) come for the government grant, stop a couple of years, and move out again. They get the money and machinery, then move the machinery elsewhere. (Pensioner, Halton Brook Estate)*

These quotations, from speakers in three different groups, confirm the feeling that the local employment is distinctly unsatisfactory.

Those industries that remain in the Runcorn area are not seen as offering much choice.

*There's not much. Littlewoods for the girls, and Bass Charrington for the boys. There's not much in the way of careers. Let's face it, you want a bit more for your kids than just factories. In Liverpool at least you have the choice of going into an office. (Mother of 2 teenagers, Brookvale Estate)*

A woman in another group pointed out that her husband, a state registered nurse, was unable to find work locally and he too had to travel into Liverpool.

Opportunities for women to work in Runcorn were reputed to be even more limited than those for men. Lack of opportunity, added to lack of child-minding facilities, meant that very few women in our groups did work, although many would have liked to.

Difficulties in finding employment and limited job opportunities were also problems for Runcorn's teenagers, though to most these were not yet major problems. Some dissatisfaction was, however, fairly strongly felt:

*You get your exams at school, but what for, to work in a factory. There's nothing but shops and factories here. If you want to work in Woollies you're alright.*  
(Teenage girl, studying at technical college)

#### Low wages

The problem of job opportunities is partly a problem of the opportunity to get a job that pays adequately. Where jobs were available in Runcorn, wages were low. Of all the complaints about the New Town, low wages were singled out at the most important, since they have a bearing on so many aspects of life.

*For a decent standard of living you have got to work over the 40 hours here. (Labourer, Southgate Estate)*

*You can work 4 nights a week here, 15 hours a night, for £24 a week. How can a man manage on that?*  
(Working man, Southgate)

*My husband gets more on the dole than in a factory in Astmoor. What fellow's going to work when he can get more on the dole, but it's degrading for the man. It's wrong that.*  
(Woman, Halton Lodge Estate)

*My husband has just been made redundant on Friday. He was earning £18. He can get £22 on the dole. Now nobody likes that but it's stupid. (Mother of 2 children, Brookvale Estate)*

The most frequent remark made was that in Runcorn "women earn as much as men". This was often felt by men and women alike to be sufficient comment on the unsatisfactory situation.

Those women who worked felt that it was only by their labours that the family was able to live comfortably.

*To survive, a wife has to go out. (Mother with one child, Halton Lodge Estate)*

But some women felt that the money that they got was hardly worth the effort:

*I went for a cleaning job once, I'm not proud. But it was £6.30 a week. It's ridiculous. (Part-time working woman, Palacefields Estate)*

Some women, respondents said, were forced out to work as a result of the higher cost of life in Runcorn and the inadequacy of their husbands' wages.

*You can see the ones left to be looked after - little tots running about seeing who can beat the cars across the road, and their mothers have just got to work. (Woman, Brookvale Estate)*

For the teenagers, the money earned was felt to be adequate for the present, and good in comparison to the pocket money they had got while at school. It was recognised, however, that it was unlikely to remain adequate for long.

*I can earn about 32p an hour, and take home £13. It's enough, it just does me, but there's no chance of getting married and having a place on our money. (Teenage boy, semi-skilled factory worker)*

### THE NEWEST NEWCOMERS

For one group of residents we spoke to Runcorn was still very much a new experience. They were the newest arrivals, still finding their way around the estates. In the main the latest immigrants to the New Town reacted very much as their predecessors have been reported as reacting - with the same optimism, the same hopes, similar difficulties in getting to know people, the initial sense of loneliness slowly being overcome. The journeys home to Liverpool, initially made two, three or even four times a week, were becoming less frequent. A circle of friends was being built up as not just a new town, but a new community began to emerge on the new estates.

Most of the problems identified by this group tend to be similar in nature to those expressed by earlier new arrivals, and indeed are likely to be found on most newly built estates. Complaints still centred on the local environs: worries about house and estate design; although these were problems of some significance because the estates were new, they were considered to be minor in comparison to the problems with the housing most had left to come to Runcorn.

The new estate of Brookvale was the subject of one group discussion, with seven of its residents being joined by three residents from the nearby, and slightly older, Palacefields estate (the length of residence of the Brookvale residents varied from 3 to 6 months and that of the Palacefields residents from 1 to 3 years).

Respondents claimed that the houses on Brookvale were too uniform in appearance and that the brown paint on the outside timber was too drab. The main complaint, however, was of the cold:

*They're terrible cold houses on Brookvale. They should have had double glazing. I've got a four-bedroom house and only one radiator, it's not enough. (Housewife, Brookvale Estate)*

Runcorn was thought noticeably colder than Liverpool - people said that this was because of its position on the Cheshire Plain.

The large window space in houses on Brookvale made heating an important problem. Views were divided, however, a few regarding the large windows as a pleasant change from those in their old housing. For one resident the feeling of openness and space that large windows gave only added to the slight feeling of fear that she and other new residents of the near countryside experienced.

*I don't feel safe at night. I was used to a small kitchen window in the door, opening up on to a back yard, surrounded by brick walls, and I felt secure. (Housewife, Brookvale Estate, formerly from Liverpool)*

On the other hand, another respondent said:

*We are right on to the woods, and it's great, I was more nervous in the last house. (Housewife, Brookvale Estate, also from Liverpool)*

Some people had mixed feelings about the open country near their estates being built upon.

The bungalows on Brookvale received high praise from a resident and were generally thought of as highly suitable for the old people for whom they are built.

The houses elsewhere on the estate, however, did not receive such widespread approval, as the following remarks from housewives on Brookvale indicate. The houses were generally considered of poor construction, built for a limited life, and very much inferior to those on the adjoining Palacefields estate.

*There's no walls between the houses. That annoys me, it's only plasterboard.*

*If the lady next door sneezes, I say 'Bless you'.*

*They're just glorified prefabs really. I don't think they expect more than 25 years out of them. I heard someone say, I don't know how true it is, that in 25 years enough people will have moved out of the permanent estates and there will be room for the people of Brookvale and Murdishaw.*

Palacefields, with which comparisons were often made, was said to be very different. The houses were described as only "fairly well built", but were thought to be of sounder construction and better design. That all of them had garages was not viewed by everyone as an advantage. People who had to pay for a facility for which they had little use were, understandably, not enthusiastic.

All the Brookvale residents in our group maintained that they had stated a preference in their application to the New Town for a house on Palacefields, but had been told that the latter estate was reserved for people who had jobs in Runcorn. One or two Brookvale residents felt that they had had rather a raw deal in this respect, and this may have caused some of the disappointment felt about Brookvale. More discontent stemmed from Palacefields's being at a later stage of development, more settled, beginning to form a recognisable community, while Brookvale had still to pass through the stage of tidying up as the builders departed.

*The major bone of contention on this estate (Brookvale), the major cause of unhappiness, is the mud.  
(Mother of 3 young children)*

The problems of keeping the house and the children clean were said to be accentuated by the house design on Brookvale, where living rooms open out on to the back gardens.

*The houses all seem back to front; the front room is out the back. You come straight out of the garden into the living room. I would tear a house like that down rather than live in it. (Pensioner, Palacefields Estate)*

The problem was aggravated by the lack of pathways: people had to plough through the mud straight into the houses. There was some worry that no paths were going to be built.

*We looked into this at the (Palacefields) residents' association and we were told that the paths at Palacefields - made of a sort of sandy stuff - were not suitable..... they didn't want to tarmac it to make it look like a public footpath. (Housewife, Palacefields Estate)*

Abundant, though perhaps not very reliable, communications systems have already been built up among residents. Residents of only some 3 or 4 months standing could all report on development plans for Runcorn. Frequently, however, these conflicted from person to person and indeed in some cases the same person knew of several conflicting schemes.

### General impressions of Runcorn

The speedy completion of the development plans was of major concern to all Runcornians; it was by no means confined to those areas where house building was still taking place.

It was on the new estates, however, that the half-completed development was having its greatest effect on day-to-day life. In addition to the general inconvenience, the absence of facilities that people had taken for granted in their previous home area caused problems that had not been fully expected when the move to the New Town was contemplated.

*It's worse than I expected. It's like a building site and it's going to be like this for two more years at least. And they will not put shops in until the estate is complete. People say 'If only we had a little shop on the corner'.  
(Brookvale resident)*

*The bungalows on Brookvale are beautiful with every facility, but we've only just got in (public) telephones and mobile library. Before that we had nothing. Even the dustman had given up. (Housewife, Brookvale Estate)*

Most new residents recognise the planners' dilemma in having to provide facilities that will be underutilised for some time. But the problems created by the lack of facilities, added to the difficulties of settling in to a new environment, place considerable stress on them.

Undoubtedly the newcomers of 1974 are better placed than were the 'pioneers' for whom essential shopping and travel facilities were incomplete. However, our discussions with the tenants of Brookvale and Palacefields suggest that the recent newcomers may have come with higher expectations than their predecessors. Many had visited Runcorn before deciding to make the move, had seen finished and fully occupied estates, and had assumed that their own estate would be similar.

*Castlefields and The Brow were finished before the people moved in, landscaped and all and that was lovely. But now they throw the houses up and throw the people in, and they have to get on with it. (New resident, Brookvale Estate)*

In addition, many seem to have expected a town in a later stage of development, with full facilities and a developed community life and to have been disappointed that this was not the case. While hoping for the creation of greater amenities and facilities in advance of housing development, many residents held the view that house building should not cease and were alarmed each time a new housing estate was begun.

*I think they started off quite well. When I first came up there was only The Brow and the Brook and it was marvellous. Then Castlefields was put up and I thought that was quite nice, but now they seem to have gone berserk.*

There was some nostalgia for Liverpool, but mostly memories of bad housing, overcrowded conditions and a deteriorating environment.

*I think Runcorn will improve. People have a pride in their estate. A lot of people have moved from bad districts and they don't want to slip back. (Housewife, Halton Lodge Estate)*

*I've heard a lot of people complain on our estate that outside it's a rubbish heap, with old bikes and mattresses, and they've come from Liverpool to get away from all this. (New resident, Brookvale Estate)*

All of the new residents were looking forward to the time when the building programme was complete and the promised shops, schools and recreational facilities were built. Although disappointed at the low rate of progress they were unanimous in believing that their life elsewhere had become intolerable and that temporary discomfort was therefore bearable.

Rents, perhaps surprisingly, as the major item in the budget, were not considered unduly high. The lack of complaints here may be the result of the incentive that residents had had to move out of slum housing with the consequent high level of satisfaction with present housing conditions.

*We'd have moved to Central America for a house of our own. (Working man, Southgate Estate)*

*I find the rents reasonable. I was paying £7 a week for 2 rooms in Liverpool in which you couldn't swing a cat. I'm paying £2 more now for full central heating and a nice house. (Working man, Southgate Estate)*

In addition, it was said that rent rebates cushioned people against high rents if wages were very low.

## A STUDY OF RUNCORN MOVERS

The other component of SCPR's Phase 2 study of Runcorn New Town was a survey of people about to move home either within or out of Runcorn. Its objectives were to discover what made people decide to change homes within a fairly short time of moving into a New Town and what determined whether the move was made within Runcorn or out of the town.

The groups of New Town residents discussed in the first section of this report expressed a general optimism, tempered by varying degrees of dissatisfaction with specific features. Few expressed any wish to move away from Runcorn, although some thought that they might move within the town. Considerable sympathy was felt in the groups for those who had not settled down in the New Town, particularly those homesick for Liverpool, but the general tone of the discussions was set by the majority for whom, at least for the foreseeable future, Runcorn was home.

### SURVEY METHOD

In this survey, using a largely structured questionnaire rather than group discussion technique, we interviewed tenants of the Development Corporation, who had given in their notice to move. The names of those tenants were passed to us by the Development Corporation and those households contacted and interviewed. Interviewing was conducted by members of the regular interviewing panel of the Centre for Sample Surveys, a specialist organisation that carries out fieldwork for SCPR.

A questionnaire was designed on the basis of information collected at Phase 1, and our discussions at that time with residents of the New Town. The questionnaire was then administered as a pilot exercise to a small number of residents about to move, after which its final form was agreed.

WHO ARE THE MOVERS?

Not surprisingly, since people under 40 form over half of the Runcorn population, the majority of households among the sample of movers are young, with a head of household aged under 40. Nevertheless, these young movers form a larger proportion of all movers than they do of the population of Runcorn as a whole.

Table 1. Runcorn movers by age of head of household

		<u>1972 Survey</u> <u>(New Town)</u>
Base: All movers	61	
<u>Age of Head of Household</u>	<u>%</u>	<u>%</u>
Under 30	54	52
30 - 39	23	
40 - 49	11	37
50 - 64	5	
65 or over	5	10
Not known	2	-

The household composition of movers does not vary a great deal from that of the sample of respondents interviewed at Phase I. A similar proportion of households have children, although family size is slightly smaller among movers. This is probably largely a reflection of the greater youthfulness of the movers' households, in many cases yet to complete, or start, their family.

Table 2. Runcorn movers by size of household

		<u>1972 Survey</u> <u>(New Town)</u>
Base: All movers:	61	
<u>Size of household</u>	<u>%</u>	<u>%</u>
One person	10	9
Two persons	34	28
3 persons	26	23
4 persons	13	20
5 persons or more	16	20

Those now moving had lived varying times in the New Town (for five it was not their first home in Runcorn), and as many had lived locally less than 2 years as had lived at the address 2 years or more. There would appear to be little evidence that time was leading to disillusionment among these residents, and hence a decision to move.

Possibly a higher income was a factor in the decision of those about to move, with most households earning close on the average wage, and certainly more amongst the very low earnings levels. Unfortunately, direct comparisons with the earnings of all Runcorn households in the 1972 study are rendered meaningless by the rate of inflation in the intervening period.

#### MOVERS WITHIN RUNCORN

Earlier stages of our research into Runcorn New Town showed that housing was the major factor that persuaded people to move to the New Town. Since many of the New Town residents had previously lived in poor or overcrowded accommodation, most viewed the move to Runcorn as an opportunity to live in "respectable housing" and to have a "house of our own" in a "newer, cleaner, safer area". The majority had been in rented accommodation previously; none had been owner occupiers forced by the demolition of their property to move. All, were now tenants of the Development Corporation.

The people we spoke to who were planning to make a move within Runcorn had been living in the New Town for varying lengths of time. Three had already moved since coming to Runcorn; for the large majority, however, this was the first move - hardly surprising as most had lived in the New Town for less than 2 years.

All but one of the households were moving out of the rented sector to become home owners. For most it appears that the attraction of home ownership rather than dissatisfaction with their particular area of Runcorn was the major reason for moving. A typical reason for moving was given by one young couple with one child, about to move into a house in Old Runcorn:

*We want to buy a house of our own. Basically it's the present economic situation. If you can buy it's a tremendous investment. Otherwise your money goes down the drain.*

Investment and security were the most frequently mentioned advantages of owner occupation:

*A home is security and something to leave my daughter.  
Rent is dead money.*

The sample of households moving within Runcorn presented a uniform picture of mainly young people, some with young children, who saw their move from their present rented accommodation into home ownership as a positive step and an improvement in their situation.

It is perhaps to be expected that dissatisfaction with Runcorn would be very limited among this group, since they intended to remain within Runcorn, even though the majority (13 of the 22) were moving to the old part of the town. A few had first come to the New Town seeing a Development Corporation home solely as a stepping stone. Others, finding that their new accommodation no longer fitted their needs, possibly because of an expanding family, saw owner occupation as the most appropriate form of tenure for the future.

*We want somewhere bigger, with a garden, and property we can actually buy. It's difficult here with a baby. We went to the Development Corporation, but got no joy as to when we could have a bigger home. We intend to have more family and couldn't manage here.*

Respondents who gave buying a house as their main reason for moving were asked to say what other reasons were involved in the decision. Some mentioned the need for larger accommodation, and for them the possibility of having a garden, or a larger garden, enhanced the value of home ownership. Moving to a quieter neighbourhood was further motivation for some of the prospective movers who now lived in flats and found noise a serious problem, particularly where a member of the household was a shift worker.

*We are buying our own property. These flats are badly designed; there's no privacy. There are people overhead and you can't sit out in the back because people are passing. The decks are hopeless for anyone on shifts because there's no sound proofing. It's like a train passing when people pass your door.*

A few respondents were more critical of the New Town, describing it as a deteriorating environment, even "slummy". This criticism was in marked contrast to the prevailing mood of optimism that earlier reports have mentioned. Whether this is the beginning of a trend towards dissatisfaction is impossible to say, although the comments of other movers that "we were quite happy in Runcorn" suggest that this may not be the case.

Not surprisingly, the majority of households making the move were young, usually with no children or with very young children. Two-thirds of the heads of household were under 30 and for the most part, earning as a household a gross income of more than £40 per week. None had to support anyone aged 65 or over, and there were no single parent families among those moving.

MOVERS OUT OF RUNCORN

The demographic profile of the sample of movers out of Runcorn is very similar to that for movers within the town: young couples in the main, with in most cases one or two young children in the family. Our sample also included, however, a small number of older couples with grown-up children, some of whom had left the parental home, and a small group of young single men employed locally in the construction industry.

Total	39
Young couples with children	20
Young couples without children	7
Older couples with or without grown-up children	6
Young single men	3
Single widows/pensioners	3

The large majority of movers had been satisfied with the quality of the housing they were leaving behind in Runcorn, although a few mentioned their annoyance at the noise all too clearly heard in the flats.

Generally, people considered that the size of their accommodation in terms of rooms, had been about right. Likewise most felt the amount they had paid in rent for their home was about right.

While the amount of storage space, the cost of heating and the quality of construction received a good deal of criticism, only the unattractiveness of the accommodation from the outside bothered a majority. In contrast the way the rooms were laid out and their size both received large votes of confidence. The houses were also viewed as being 'easy to decorate and keep clean'.

Although half these potential movers had lived in Runcorn for under 2 years, well over half of them had been considering and making plans for a move for more than 6 months and a quarter had spent over a year planning to move, house hunting, applying for jobs elsewhere or putting the household's name on a housing list.

Of those who had found permanent accommodation, the majority (63%) were moving into owner occupation. The remainder were renting from the local authority (13%), renting from a private landlord (10%) or, in four cases, moving to live with relations where the question of renting or owning did not apply.

The accommodation that those movers who had found permanent accommodation were going to was considered by most to be better than their present Runcorn accommodation. For most their new homes had the same or more rooms than they had had in Runcorn. The five who were moving to fewer rooms were all moving in to rented accommodation.

Table 3. A comparison of present and future accommodation

<u>Base: movers out of Runcorn</u>	39
	%
Moving to a home with more rooms	33
Moving to a home with less rooms	13
Moving to a home with the same number of rooms	28
Not found permanent accommodation	18
Don't know	8

The new homes of all but four of those who had found permanent accommodation had separate kitchens and bathrooms. These four were moving into rented accommodation and were apparently prepared to tolerate a lower standard of housing amenity in order to leave Runcorn. All tenants of Development Corporation housing enjoyed both amenities while in Runcorn.

More than half of this sample had the use of a garden or their own while in Runcorn but a quarter were moving to a place without a garden of its own.

Most were about to pay, in mortgage repayments or rent, more than they had been paying in Runcorn.

Table 4. A comparison of rent and rates or mortgage of present and future accommodation

<u>Base: all movers out of Runcorn who had found permanent accommodation</u>	32
	%
About to pay more	59
About to pay less	16
About to pay the same	19
No rent to be paid	6

For the most part movers were moving into semi-detached or terraced housing, and only two were returning to a flat or bedsitter, in both cases these were single men employed in the construction industry.

Ten of the thirty-nine intended to return to Liverpool once they left Runcorn; some of them indeed to the area of Liverpool they had left to come to the New Town. Of a further eleven moving within the immediate Merseyside area, only one was similarly returning 'home'. For most Runcorn was the reason for their moving into the Merseyside region and it is probable that nearby Liverpool held no attraction for them when a new house was being sought.

#### WHY MOVE FROM RUNCORN?

Many reasons were given by respondents for wanting to move from their present accommodation in Runcorn. A number wanted to get away from the town, principally to return to their home area. Others, who were now planning to buy a house of their own, would have liked to stay in Runcorn but had been unable to find a suitable house, or one that they could afford.

Some residents had never intended to stay for long. For them Runcorn had been a stepping stone to a 'better' place. Others had found that the New Town had not lived up to their expectations. The view of the large majority of the sample was that, all in all, Runcorn was at least a 'fairly good place' to live in.

Table 5. How good a place is Runcorn - movers' views

<u>Base: movers out of Runcorn</u>	39
	%
A very good place to live in	27
A fairly good place to live in	62
Not a very good place to live in	8
Not at all a good place to live in	3

Few aspects of the town itself were positive encouragements to our sample to leave Runcorn, and some aspects were an enticement to stay. The general safety and cleanliness of the town, for instance, were seen as weighing in favour of staying put, as was the quality of shopping facilities. On the other hand, the lack of recreation facilities was an encouragement to moving away, and an even greater encouragement was the poor bus service.

Table 6. The factors affecting the decision to move

Base: All movers out of Runcorn: 39

When you thought of leaving Runcorn, there must have been things about Runcorn that made you want to stay here and other things that made you want to leave. I have here a list of some such things. For each, can you tell me how it affected your decision?

	<u>Want to stay</u>	<u>Want to move</u>	<u>Doesn't matter/ Don't know</u>
	%	%	%
The general appearance of the area where you live	21	33	46
The type of people living around you	23	36	41
The numbers of trees and open spaces	38	15	46
The quality of the shops in Shopping City	38	23	38
The quality of local shops	8	15	77
The bus service	10	44	46
The healthiness of the air	33	21	46
The amount of safe play places for children	26	15	56
The sort of education children in Runcorn are getting	17	25	58
The choice of things for adults to do in the evenings or weekends	13	33	51
The choice of things for teenagers to do in the evenings or weekends	7	17	76
The choice of jobs for men	3	15	82
The choice of jobs for women	10	13	77
The general safety and cleanliness of Runcorn	41	23	36
The friendliness of those who live here	38	36	26
The cost of accommodation	44	5	51

The general satisfaction with Runcorn suggests that the perceived benefits of owner occupation primarily motivate the intention to move. That the move takes a household out of Runcorn is to do with the availability of homes to buy rather than with a positive desire to live elsewhere.

Employment is always a consideration in plans for moving house, but it does not seem to have been a deciding factor for the majority of our sample.

Less than half of those who had come to Runcorn from Liverpool and had kept their Liverpool jobs were going back to live in Liverpool.

For most finding a job elsewhere was a consequence of the proposed move, not the reason for it. Most had found jobs to go to before making their move. Only two respondents, who were moving to Widnes and Chester respectively, were planning to go on working in Runcorn. Otherwise, those who had been working in Runcorn were even more likely than the other movers to be changing their jobs; several were moving away from Merseyside altogether.

Most of those leaving Runcorn had found permanent accommodation elsewhere. Two-thirds of them were buying their own homes. The main reason, by far, for this change was investment. Acquiring 'a bigger garden' and 'a better-built house' were subordinate reasons, and a few people could only get the bigger house they wanted by buying rather than renting.

While home ownership is the single most important reason for some, a variety of other factors are regarded by others as the main reason. The opportunity to own one's house may explain the timing of a move, but much of the stimulus would appear to come from other reasons - loneliness in Runcorn, homesickness or the desire for a better job, a better environment for the children or to be close to relatives.

Table 7. Main reason for moving out of Runcorn

Base: all movers out of Runcorn	39
To own a house of our own	9
To be near relatives	4
For a better environment for the children	4
Lonely/depressed in Runcorn	4
Homesick	3
Contract ended	3
To find suitable work	3
To be closer to work	3
Unhappy in present job	2
For promotion	1
To save money	1
For a garden	1
To be in the countryside	1

## THE PEOPLE WHO MOVE.

Since, to a large extent, the family situation determines the household's reason for moving, we look at each of these small groups in turn.

### Widows and pensioners

None of the three people in this category had lived more than 2 years in the New Town and their comparatively new association with Runcorn is reflected in the reasons they gave for moving. Two had moved down from Liverpool, the other from Scotland, and it was to these places that they were returning. Lonely in Runcorn and missing friends and relatives, they were seeking escape from a town that two of them criticised strongly. For one pensioner the high cost of shopping (and the poor range of goods) in Shopping City, and cost of bus fares and of gas and electricity, and for another the excessive noise of building and of children and young people were added reasons for their decision to move away. Very few features of their present home satisfied them and most features of Runcorn discouraged them from staying.

The third member of this group had originally made her home in Runcorn to be near relatives and now that they were moving again, she was too. Generally, however, she found much in Runcorn's favour. For instance, she had been 'very satisfied' with her flat; her reaction was in direct contrast to those of the other two, who were 'not at all satisfied' and, summing up the New Town, saw it as not a good place to live in.

### Young single men

The three single men we spoke to had come to Runcorn (and to Merseyside, as all had previously lived outside the region) for employment; they had moved with their firms or had come seeking work. Their reason for now moving out of the New Town reflects the reason for coming there in the first place.

*I have completed my present assignment and I'm being transferred to another contract. (Construction worker)*

*There's only one reason (for moving), for promotion with my job. (Shop manager)*

*I'm moving for a change of job.....It's a matter of moving to a different town for work. (Local Government worker)*

All three had lived in one of the purpose-built flats and had been on the whole fairly satisfied with their accommodation. They had little to say in favour of the standard of construction and the appearance of the flats on the outside, but, taking everything into account, none of the three was less than 'fairly satisfied' with his flat. The lack of a garden and the rent (which all three described as 'about right') caused no worry.

Their satisfaction with accommodation was not matched by enthusiasm for other features of Runcorn. The poor environment - its appearance, the small number of trees and open spaces, the low level of general safety and cleanliness - had encouraged two of them to move. The three were unanimous that there was insufficient choice of things for adults to do in the evenings or weekends; for single men this may well have contributed importantly to the desire to move.

All in all, however, the three men saw Runcorn as 'a fairly good place to live in'.

### Older couples

The third group of Runcorn movers we spoke to had settled in the New Town somewhat earlier than the two groups just mentioned. Most had lived at their present address for 3 years or more and none had moved within the last 2 years. No pattern emerges from their housing history. Two households, one originating from Kirkby and one from Huddersfield, were going back 'home', but the others were moving to 'new' parts of the country.

For the two who were moving back the main reason for the move was that the ties with their town had proved too strong.

*We've had nothing but bad luck since we came. All our friends live in Kirkby - we lived there 28 years. We can't get back to Kirkby to see them because we can't afford the fares. We've nothing against Runcorn at all. Our roots are in Kirkby. (Retired store manager)*

*I've never adapted to Runcorn, and my contract has finished. My firm is a Huddersfield firm and that's why I'm going back. I've never looked on it (Runcorn) as other than a transit camp.*

Employment and a better standard of housing had been the two attractions that brought this group of residents to the New Town in the first place. In the main the reasons given as being uppermost in their decision to move out of Runcorn were the same. Thus, for three households whose motive for going to Runcorn was employment, the end of contracts or the transfer of engagements determined that they should now move away.

Two households whose decision to go to Runcorn was prompted by a desire for better accommodation and environment were now moving for similar reasons. Both were seeking improvement, one having moved from Central Liverpool to Runcorn was now moving "back to country life"; the other having achieved "a home of our own" by moving to Runcorn now sought home ownership. The houses for sale within Runcorn were considered unsuitable and too expensive.

The move to owner-occupation was seldom the sole motive for leaving Runcorn among people in this group. The decision by one household to return to Kirkby was encouraged when the head of household got angina and the hilly ground in Runcorn became a problem: the household returning to Huddersfield was "not impressed by the developments"; a household who said that they would have stayed in the area had it not been for the husband being transferred with his job nonetheless were very dissatisfied with the education their children were receiving.

Although some criticised features of their accommodation - the quality of construction, the amount of storage space and the appearance of the houses from the outside - none of them were less than "fairly satisfied" overall with their house or flat, and the majority claimed to be "very satisfied". Only the bus service was a big enough source of dissatisfaction to encourage people to want to move, although the general safety and cleanliness and (perhaps surprisingly) the healthiness of the air also encouraged others to move. In contrast the number of trees and open spaces, the quality of shops in Shopping City, the friendliness of Runcorn people and the cost of accommodation were, for a majority at least, arguments in favour of staying. The general impression of a group of people fairly satisfied with Runcorn, but prompted by external factors to move away is reinforced by the fact that three-quarters of them thought of the New Town as "a fairly good place", taking everything into account.

### Young couples

Combined, these form by far the largest number of households we spoke to. In general the reasons they gave for moving away from Runcorn can be divided into three categories: home ownership; loneliness, homesickness or the pull of friends and relatives; and better employment opportunities.

The desire for home ownership was the most commonly expressed reason for wanting to move, but among this group of young couples it was often associated with a general dissatisfaction with Runcorn. Just under half of the new home owners, however, said that they were quite satisfied with Runcorn and were moving away only because of the prohibitively high house prices within the designated New Town area. All considered that they had been "very satisfied" with their accommodation (all bar one lived in the flats).

Asked to say how various features of the New Town had affected their decision to move they chose more features as having encouraged them to remain than otherwise. Only the bus service (again) was a significant factor in favour of moving.

Those who said that a general dislike of Runcorn was a major factor in their decision to buy their own property expressed dissatisfaction with their present accommodation and with a number of features of the New Town.

SCPR established at an earlier phase of the study that most people had moved originally to Runcorn to benefit from the better housing. The level of present dissatisfaction with housing after, in many cases, only 2 or 3 years there is therefore important. The quality of house construction in particular was criticised, with none ranking it higher than "not very satisfactory". The unattractiveness of the accommodation from the outside was similarly criticised. The amount of storage space, and the amount of repairs necessary, also received some criticism.

The appearance of the area in general was criticised as well. However, among this group two aspects of Runcorn stand out as encouraging respondents in their decision to move; firstly the type and unfriendliness of neighbours (a couple had mentioned spontaneously at earlier questions difficulties they had had with neighbours); secondly, the lack of facilities, both educational and play, for their children. Only the quality of shops in Shopping City was selected from the list as an argument in favour of remaining in Runcorn.

Nonetheless, it seems that for some at least Runcorn has fulfilled its promise as a rung in the ladder up from previous poor living conditions, the next step of which is home ownership. Thus, although many criticisms of the New Town were made by this group, the overall assessment by the majority was that Runcorn was a fairly good place to live in.

As many young couples were leaving Runcorn to return "home" to relations because of loneliness or ill health as were leaving to buy a house. In the first category were two households having to return overseas to care for a sick mother or sick mother-in-law. Both said that they had been very happy in Runcorn, expressed complete satisfaction with their accommodation and had no criticisms of other features of life in the New Town. Runcorn was "a very good place to live in".

A similar level of satisfaction was not evident among those in the group for whom loneliness and homesickness were the main motivating forces. Satisfaction with the present accommodation was muted; the unattractiveness of the houses from the outside (once again) and the cost of heating were considered unsatisfactory. Most felt, however, that the accommodation was easy to decorate and keep clean and that the rooms were large enough and well laid out.

Those of this group who had found accommodation to move to (half had not at the time of the interview) were moving into either rented or owner-occupied accommodation - not in every case a better place than their present house or flat.

The general appearance of the area and its safety and cleanliness were encouragements to this group to stay rather than leave. Although recreational facilities were not considered satisfactory, and the standard of education was also seen as a weakness, the common verdict in this group was that Runcorn was a "fairly good place" in which to live.

In the third group of young couples, for whom the head of household's work was the decisive factor in the decision to move, the general satisfaction level was similar. It is perhaps significant (the numbers are too small to tell with any certainty), that four of the five households were returning to find work in the town from which they had originally come to Runcorn; for three households this meant going back to Liverpool.

For two respondents the long journey every day to work in Liverpool was the motivation for moving away. They otherwise seemed quite happy to live in Runcorn, both being "very satisfied" with their accommodation and both believing Runcorn to be a good place to live in.

*It's too far to go to work in Liverpool and it costs me £9 a week in petrol. (Skilled worker, 2 children)*

Another household complained that they were being evicted for non-payment of rent, since no work was available for either husband or wife. "Nobody seems to want to be friendly or bother with you" was the lament, and they were returning to Liverpool to "be among friends". They found most features of Runcorn unsatisfactory and were thankful to be able to move to a better place. Another couple were seeking a transfer away from Runcorn because they had not liked living there. Accommodation had not been a problem for them but, like others we spoke to, they had not enjoyed estate living and the countryside had not lived up to their expectations. Accordingly they were planning to move into the "real" countryside.

APPENDIX A. GROUP DISCUSSION COMPOSITION

Total number attending	65		
Number of groups	7		
<u>Sex</u>		<u>Age</u>	
Male	28	16-19	17
Female	37	20-29	12
		30-45	15
<u>Marital status</u>		46-60	1
Single	19	60-64	1
Married	36	65+	19
Separated/widowed/divorced	10		
		<u>Number of children aged less than</u>	
<u>Area of residence</u>		<u>16 living at home</u>	
Runcorn Old Town	10	None	28
Castlefields Estate	11	One	11
Halton Lodge Estate	10	Two	13
Halton Brook Estate	9	Three	6
Palacefields	9	Four or more	7
Southgate	4		
Brookvale	7	<u>Occupation</u>	
The Brow	5	Full-time working man	16
		Full-time working woman	4
<u>Length of residence in Runcorn</u>		Part-time working man	1
Less than 6 months	12	Part-time working woman	3
6 months but less than 1 year	3	Housewife	16
1 year but less than 2 years	9	OAP	19
2 years but less than 4 years	16	In full-time education	6
4 years and over	25		
<u>Tenure group</u>			
Owner occupier	7		
Renting	58		

## APPENDIX B. GROUPS DISCUSSION SUBJECTS

### Group 1: Elderly Old Towners

Problems of being elderly in changing environment.

Loss of identity.

Shopping changes.

Transport.

Medical facilities and welfare.

Housing

Tension between Old and New Town.

### Group 2: Teenage girls living in New Town

Employment prospects.

Leisure and recreation facilities.

Intention of staying in New Town.

Education - did they go to school in Runcorn? Was it a "good" school, etc.

Tension between Old and New Town.

Vandalism.

### Group 3: Mothers with young children living in New Town

Tension between Old and New Town.

Need for and opportunities for employment.

Income and costs of housing, heating.

Facilities for day-care.

Medical, welfare facilities.

Education of children.

Prospects for children.

Vandalism.

### Group 4: Elderly New Towners

Why came to New Town.

What it is like living among so many young people.

Facilities for old people - medical, welfare, entertainment, convenience for shopping. Problems with things changing so quickly.

Group 5: Working men in New Town

Employment opportunities, income compared to elsewhere.

Future employment for them and their children.

Need for wives to work.

Type of people they live with, what they expected.

Vandalism, damage to open-spaces, etc.

Education of children.

Tension between Old and New Town.

Attitude to open space - e.g. Town Park.

Does instant growth create problems.

Group 6: Housewives on very new estates

What they think of their housing/environment.

Shopping, transport.

Distance to facilities such as medical, welfare.

Do they mind inconvenience, etc.

Tension between Old and New Town.

Vandalism.

Attitudes to open space - e.g. Town Park

What should be built first.

Group 7: Teenage boys in New Town (Recruit from this group)

Employment prospects, income.

Education.

Leisure and recreation.

Intention of staying in Runcorn.

Tension between Old and New Town.

Vandalism.

## A STUDY OF RUNCORN MOVERS

### APPENDIX C. SAMPLE DESIGN AND RESPONSE RATE

<u>Sample Design:</u>	list of names and address of people reporting that they are about to move from Runcorn New Town, supplied by Runcorn Development Corporation
<u>Sample size:</u>	127 issued addresses
<u>Sample composition:</u>	heads of households about to move or (if heads were not available) housewives
<u>Interview type:</u>	virtually wholly structured, with a short contact questionnaire for those who were moving to elsewhere in Runcorn, plus a longer questionnaire for those moving outside Runcorn
<u>Interview length:</u>	between 5 and 30 minutes, depending on whether Part II was administered
<u>Fieldwork dates:</u>	27th October 1974 to 22nd March 1975

#### RESPONSE

A reliable statement of response is difficult to present when the population under study is of people about to move house. There is not clear dividing line between out of scope individuals (those who have already moved) and unproductive addresses (where no contact was made with anyone in the household). In the response summary presented below, all available evidence (information from neighbours, report from interviewers of no furniture in the house) has been taken into account; but some allowance must be made for inadequate information from these sources.

	No.	%
Total no of addresses issued	127	
No of addresses assumed to be out of scope		
- because reported as empty	35	
No of addresses assumed to be in scope	92	
No of persons at in scope addresses	92	
No of persons found to be out of scope		
- because reported as already moved	10	
- because dead	1	
No of persons assumed to be in scope	81	100
No of successful interviews	61	75.4
- Part I only (movers within Runcorn)	22	27.2
- Part I and Part II (movers elsewhere)	39	48.2
No of contacts found or assumed to be unprod.	20	24.7
- no contact with anyone at address	14	17.3
- selected person refused	2	2.5
- questionnaires lost in post	2	2.5
- selected person away	1	1.2
- no record of result of call	1	1.2

Thus the best estimate of the final effective response rate is 75.4%.



16, Duncan Terrace, London, N1 8BZ

Telephone: 01-278 2061/6943

P.339

A STUDY OF RUNCORN NEW TOWN

October 1974

Movers Questionnaire Part I

Card 1 (1-3)  
(4)Week Code (5) (6)  
 Serial Number (7) (8) (9)  
  Time interview started 

		Col./ Code	Skip to
1a)	How long have you lived at this address?	(10)	
	Less than 6 months	1	
	6 months, but less than 1 year	2	
	1 year, but less than 2 years	3	
	2 years, but less than 3 years	4	
	3 years, but less than 4 years	5	
	4 or more years	6	
b)	Is this your first home in Runcorn or did you move here from somewhere else in Runcorn?	(11)	Q.2
	First home in Runcorn	1	
	Moved here from somewhere else in Runcorn	2	
	IF "MOVED HERE FROM SOMEWHERE ELSE IN RUNCORN" - CODE 2 AT b)	(12)	
c)	How long have you lived in Runcorn altogether?		
	Less than 2 years	1	
	2 years, but less than 3 years	2	
	3 years, but less than 4 years	3	
	4 years, but less than 6 years	4	
	6 years, but less than 10 years	5	
	10 years or more	6	
2.	When are you moving out? CODE MONTH ONLY	(13)	
	October/November 1974	1	
	December 1974	2	
	January 1975	3	
	February 1975	4	
	March 1975	5	
	April 1975	6	
	Other (write in month) _____	7	
3a)	Where are you moving to? <u>RECORD DETAILS AS INSTRUCTED:</u>	(14-15)	
	If <u>New Runcorn</u> , give estate name _____		
	If <u>Old Runcorn</u> , give street name _____	(16-17)	
	If <u>Liverpool</u> , give postal district _____		
	If in <u>Britain</u> , give town and county _____		
	If <u>abroad</u> , give name of country _____	(18)	
b)	<u>SUMMARY CODE:</u>		
	New Runcorn	1 →	c)
	Old Runcorn	2 →	c)
	Elsewhere in Britain	3 →	d)
	Abroad	4 →	d)
c)	IF RUNCORN (CODES 1 OR 2): Continue this Questionnaire and then close interview.		
d)	IF ELSEWHERE (CODES 3 OR 4): Go now to Questionnaire II. Complete Classification at <u>end</u> of interview.		

4.	<p>ASK ONLY IF MOVING WITHIN RUNCORN - CODES 1 OR 2 AT Q.3b)</p> <p>Why are you moving? PROBE: "Are there any other reasons which helped you to decide to move?" REPEAT PROBE UNTIL "NO".</p> <p>ALSO PROBE TO ASCERTAIN UNDERLYING REASONS:</p>	Col./ Code	Skip to
		(19)	
		(20)	

5a)	<p>ASK ONLY IF MOVING WITHIN RUNCORN - CODES 1 OR 2 AT Q.3b)</p> <p>Are you renting or buying your new home? Renting Buying</p> <p>IF BUYING - CODE 2 AT a)</p> <p>b) What has made you decide to start buying your home rather than renting it? PROBE FULLY</p>	<p>(21)</p> <p>1 → 2</p> <p>(22)</p>	Classification
-----	--	--	----------------

CLASSIFICATION - ALL HOUSEHOLDS			
28a)	Total no. in household: <input type="text"/> (23)	30.	Sex of Respondent: Male <input type="text"/> 1 (30)
	b) No. aged 0-4: <input type="text"/> (24)		Female <input type="text"/> 2
	c) No. aged 5-10: <input type="text"/> (25)	31.	Age last birthday of Head of Household: Under 20 <input type="text"/> 1 (31)
	d) No. aged 11-15: <input type="text"/> (26)		20-29 <input type="text"/> 2
	e) No. aged 16-64: <input type="text"/> (27)		30-39 <input type="text"/> 3
	f) No. aged 65 or over: <input type="text"/> (28)		40-49 <input type="text"/> 4
29.	Household status of Respondent:		50-59 <input type="text"/> 5
	Head of Household <input type="text"/> 1 (29)		60-64 <input type="text"/> 6
	Housewife <input type="text"/> 2		65 or over <input type="text"/> 7
	Both Head & Housewife <input type="text"/> 3	32.	Gross Income of Head of Household: SHOW CARD A <input type="text"/> (32)

INTERVIEW DETAILS			
Time Interview Finished <input type="text"/>	Length of Interview <input type="text"/> <input type="text"/> - minutes	(33-34)	
Date of Interview _____			
Interviewer's Name _____	Number <input type="text"/> <input type="text"/> <input type="text"/>	(35-37)	
			See Q'naire II
			Project <input type="text"/> 339 (78-80)



16, Duncan Terrace, London, N1 8BZ

Tel: 01-278-2061/6943

P.339

A STUDY OF RUNCORN NEW TOWN

October 1974

Movers Questionnaire Part II

Week Code

Serial Number

Continue with card 1

		Col./ Code	Skip to
6.	Where were you living before you moved to this house/flat?  New Runcorn Old Runcorn Liverpool (give postal district/name _____) Elsewhere (give town and county _____)	(38) 1 2 3 4	
7a)	SHOW CARD B. Here is a list of reasons people have given to us for deciding to live in Runcorn New Town. Going back to when you decided to move here, which of these applied at all to you? PROBE: "Any other reasons?"	O.U.O. (40)	(39) (41)
		a) All	b) One
	House was due for demolition	0	0
	Wanted a home on our own	1	1
	The house was unfit to live in	2	2
	It was a chance to get modern accommodation	3	3
	Wanted a different size of house or flat	4	4
	Wanted a house rather than a flat	5	5
	Wanted to be nearer work	6	6
	Wanted to be nearer friends or relatives	7	7
	Wanted a nicer, cleaner, safer area	8	8
	Wanted a healthier place for children	9	9
	To better ourselves and our family	X	X
	Other reason _____	Y	Y
b)	And which one of these was the <u>most</u> important of all? RECORD <u>ONE</u> ONLY IN COLUMN b)	O.U.O.	(42) (43)
8a)	Did you rent or own your previous accommodation?  Owned by self or spouse Rented privately unfurnished Rented privately furnished Rented from local authority Lived in accommodation owned or rented by another household/parents	(44) 1 2 3 4 5	
b)	Was it a house or flat you lived in?  Detached house Semi-detached house Terrace house Purpose built flat Converted self-contained flat Rooms or bedsitter  Other (specify) _____	(45) 1 2 3 4 5 6 7	

		Col./ Code	Skip to
9.	RECORD PRESENT TYPE OF ACCOMMODATION HOUSEHOLD LIVES IN:  Detached house Semi-detached house Terrace house/maisonette Purpose built flat  Other (specify) _____	(46) 1 2 3 4 5	
10a)	I would now like to talk about your present home. How many rooms do you have here? That is, not including the kitchen, bathroom, toilet or halls?  NUMBER	(47)	
b)	Is this <u>number</u> of rooms too many, too few or about <u>right</u> for your present needs? IF "TOO MANY" OR "TOO FEW" - CODES 1 OR 2 AT b)	Too many 1 Too few 2 About right 3 →	Q.11
c)	Is this because your needs have changed since you moved here or because you couldn't get the right sized place then? Needs changed Couldn't get right sized place	(49) 1 2	
11a)	Do you have a garden of your own?  IF YES - CODE 1 AT a)	Yes 1 No 2 →	c)
b)	Have you found this garden too large, too small or about right for you?  IF NO GARDEN - CODE 2 AT a)	Too large 1 → Too small 2 → About right 3 →	Q.12 Q.12 Q.12
c)	Does not having your own garden bother you at all? IF YES - CODE 1 AT c)	Yes A No 1 →	Q.12
d)	Does not having your own garden bother you...(READ OUT) very much quite a lot or, not all that much?	4 3 2	
12.	Do you have central heating in any part of your accommodation?  No Yes - full central heating Yes - partly centrally heated	(53) 1 2 3	
13a)	How much rent and rates do you pay <u>a week</u> , after taking off any rebates?  RECORD	(54) (55) (56) (57) £      n.p.	
b)	Do you think this is too much, too little or about right to pay for a house/flat like this?	(58) Too much 1 Too little 2 About right 3	



(1-3)  
Card 2 (4)

		Col./ Code	Skip to
17.	<p>How long ago did you <u>first really start to make plans to move?</u></p> <p style="text-align: right;">Less than 1 month ago 1 month, but less than 2 months ago 2 months, but less than 3 months ago 3 months, but less than 6 months ago 6 months, but less than 1 year ago 1 year or more ago</p>	(5) 1 2 3 4 5 6	
18.	<p>What were the first steps you took towards making it possible to move - to find a job, a new home or what? <u>PROBE AND RECORD FULLY.</u></p>	(6)	
19.	<p>What was the main reason why you decided you wanted to move from here? <u>PROBE TO ENSURE IT IS THE REAL UNDERLYING REASON THAT PROMPTED HOUSEHOLD TO TAKE STEPS TOWARDS MOVING.</u></p>	(7)	
20a)	<p>You have told me you are moving to..... Have you found permanent accommodation there or are you waiting until you are there to look around?</p> <p style="text-align: right;">Found permanent accommodation Waiting to look around</p> <p><u>IF "FOUND PERMANENT ACCOMMODATION" - CODE 1 AT a)</u></p> <p>b) What sort of accommodation is it, a flat, a house, or what?</p> <p style="text-align: right;">Detached house Semi-detached house Terrace house Purpose-built flat Converted self-contained flat Rooms or bedsitter Institution</p> <p>Other (describe) _____</p>	(8) 1 2 →	Q.23
		(9)	
	c) How many rooms will you have, apart from a kitchen, bathroom, toilet or halls?		(10)
		NUMBER	(11)
	d) Will you have a separate kitchen of your own?	Yes No	1 2
			(12)
	e) Will you have a proper bathroom of your own?	Yes No	1 2
			(13)
	f) Will you have your own garden?	Yes No	1 2
			(14)
	g) Thinking of the rates and the rent or mortgage you will be paying in your new home, will this be more, less or about the same as your rent and rates here?	More Less About the same	1 2 3

21. ASK ONLY IF "FOUND PERMANENT ACCOMMODATION" - CODE 1 AT Q.20a)

- a) Will you be renting or owning your new home? Renting from local authority  
Renting from private landlord  
Owning
- Other (describe) \_\_\_\_\_

Col./Code	Skip to
(15)	
1 →	Q.22
2 →	Q.22
3	
4 →	Q.22

IF "OWNING" - CODE 3 AT a)

- b) Which of these reasons made you decide to own your home rather than to rent it?

FOR EACH ITEM ASK:

Did you decide to buy your new home because...  
RING CODE IF REPLY IS "YES"

- we couldn't find anywhere suitable to rent?
- property is a good way of investing money?
- we can live in a better neighbourhood than if we rented?
- homes are cheap to buy in that area?
- a better class of people own their homes?
- we can get a home with more rooms than if we rented?
- we can get a home with bigger rooms than if we rented?
- homes you buy are better built than those you rent?
- we can have a bigger garden than if we rented?

(16) (b) All reasons	(17) (d) Most important
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

- c) Were there any other reasons why you decided to buy your home? (Describe) \_\_\_\_\_

- d) Which one of these reasons was the most important in your decision to buy rather than to rent? READ OUT ALL ITEMS CODED IN COLUMN b), IF NECESSARY. RING ONE CODE ONLY IN COLUMN c) ABOVE.

(18-19)

22. ASK ONLY IF "FOUND PERMANENT ACCOMMODATION" - CODE 1 AT Q.20a)

Taking everything into account and trying to compare your new accommodation with your present one, do you think the new one will be better to live in, not as nice to live in, or about the same as the present one?

- Better to live in
- Not as nice to live in
- About the same

(20)
1
2
3

23a)

ASK ALL

HEAD OF HOUSEHOLD'S WORKING STATUS:

- Working full-time (31+ hrs. per week)
- Working part-time (8-30 hrs. per week)
- Seeking work
- Retired
- Sick
- Full-time student
- Non-working housewife
- Other unemployed

Col./ Code	Skip to
(21)	
1	
2	
3	
4	
5 →	Q.24
6 →	Q.24
7 →	Q.24
8 →	Q.24

IF CODES 1-4 AT a)

b) OCCUPATION OF HEAD OF HOUSEHOLD:

*If codes 3 or 4, record last main job.*

Job Title:

Job Description:

Qualifications for Job:

Management Responsibility:

Industry:

Employment Status:

Self-employed  
Employee

A
B

(22-23)	

IF CURRENTLY WORKING - CODES 1 OR 2 AT a) - OTHERWISE SKIP TO Q.24

c) WORKPLACE OF HEAD OF HOUSEHOLD:

- Runcorn New Town
- Runcorn Old Town
- Widnes
- Another town nearby
- Part of Liverpool
- Travels from place to place

(24)	
1	
2	
3	
4	
5	
6	

QUESTIONS d)-g) RELATE TO H/H'S JOB. USE APPROPRIATE WORDING

d) Are you) staying at your) present job after your move from Runcorn?  
Is he) staying at his)

(25)	
Yes	1 → Q.24
No	2
Has already made change	3 → f)

IF NO AT d) - CODE 2

e) Have you) a new job fixed up to move to?  
Has he)

(26)	
Yes	1
No	2 → Q.24

IF YES AT e) OR CODE 3 AT d)

f) Which of these two statements applies to you: READ EACH SLOWLY

● I) wanted a much better job and the one I) liked meant leaving  
He) he) Runcorn

(27)	
1	

● We wanted to leave Runcorn for other reasons but I) had to find a  
he) job first

2 →	Q.24
-----	------

IF CODE 1 AT f)

g) Were you actively looking around for a better job or did you hear  
by chance of one which seemed too good to miss?

- Actively looking around
- By chance, too good to miss

(28)	
1	
2	

24.

ASK ALL

When you thought of leaving Runcorn, there must have been things about Runcorn that made you want to stay here and other things that made you want to leave. I have here a list of some such things. For each, can you tell me how it affected your decision?

SHOW CARD D

	Want to stay	Want to move	Doesn't matter/ Don't know	Col./ Code	Skip to
The general appearance of the area where you live	1	2	3	(29)	
The type of people living around you	1	2	3	(30)	
The numbers of trees and open spaces	1	2	3	(31)	
The quality of the shops in Shopping City	1	2	3	(32)	
The quality of local shops	1	2	3	(33)	
The bus service	1	2	3	(34)	
The healthiness of the air	1	2	3	(35)	
The amount of safe play places for children	1	2	3	(36)	
The sort of education children in Runcorn are getting	1	2	3	(37)	
The choice of things for adults to do in the evenings or weekends	1	2	3	(38)	
The choice of things for teenagers to do in the evenings or weekends	1	2	3	(39)	
The choice of jobs for men	1	2	3	(40)	
The choice of jobs for women	1	2	3	(41)	
The general safety and cleanliness of Runcorn	1	2	3	(42)	
The friendliness of those who live here	1	2	3	(43)	
The cost of accommodation	1	2	3	(44)	

5a)

When you first talked about leaving Runcorn, was one person in your household much keener than the rest to leave?

Yes

(45)

1

No

2 →

Q,26

IF YES AT a)

b) Who was this? ENTER RELATIONSHIP TO HEAD OF HOUSEHOLD.

(46)

c) Why were they the keenest to move? PROBE AND RECORD FULLY

(47)

	Col./ Code	Skip to
<p>26a) Is there anyone in your household who, even now, doesn't really want to leave Runcorn?</p> <p style="text-align: right;">Yes No</p> <p><u>IF YES AT a)</u></p> <p>b) Who is this? ENTER RELATIONSHIP TO HEAD OF HOUSEHOLD.</p> <p>c) Why do they want to stay here? PROBE AND RECORD FULLY</p>	<p>(48)</p> <p>1</p> <p>2 →</p> <p>(49)</p> <p>(50)</p>	<p>Q.27</p>
<p>27. Now that you are about to leave Runcorn, taking everything into account, how good a place to live in is Runcorn? Do you think it is...(READ OUT)</p> <p style="padding-left: 100px;">a very good place to live in</p> <p style="padding-left: 100px;">a fairly good place</p> <p style="padding-left: 100px;">not a very good place</p> <p style="padding-left: 100px;">or, not at all a good place to live in?</p>	<p>(51)</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p>	
<p style="text-align: center;"><u>NOW GO TO CLASSIFICATION - QUESTIONNAIRE I</u></p>	<p style="text-align: right; border: 1px solid black; padding: 2px;">P.339 (78-80)</p>	