



SOUTHSIDE HOUSING ASSOCIATION

QUEENSLAND COMMUNITY PARK ENDLINE RESEARCH

July 2024

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Southside Housing Association

Queensland Community Park – Endline Research


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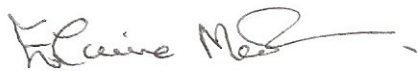
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Date: 10th July 2024

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Date: 10th July 2024

EXECUTIVE SUMMARY

INTRODUCTION

This report summarises the key findings to emerge from a household survey carried out by Research Resource on behalf of Southside Housing Association.

In late 2020, an initial study was carried out to understand household views on their neighbourhood and local greenspace to create a baseline picture of resident views, behaviour and experience of the green space within the grounds of Queensland Court and Gardens in the Cardonald area.

After the development of Queensland Community Park, an endline study was carried out in June 2024 in order to understand their views on their neighbourhood and local greenspace. Questions were kept the same as the baseline in order to allow comparison of views and experiences after development of the park compared to before.

A total of 100 interviews were undertaken with households living in the Queensland Court and Queensland Gardens in the baseline study. A total of 97 interviews were carried out in the endline study. One interview per household was carried out with an adult representative of that household. For the baseline study, 100 interviews is a response rate of 53% from the household population in scope for the survey of 189¹. For the endline study, 97 is a 51% response rate.

KEY FINDINGS

The neighbourhood

Satisfaction with the neighbourhood as a place to live has increased significantly from 68% stating they think their neighbourhood is either a very good or good place to live in the baseline study to 90% stating this in the endline study.

When asked spontaneously what the best thing about their neighbourhood was, the most common responses were:

¹ The total household population was 224. Vulnerable tenants were excluded from the survey sample.

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

- Good amenities/ central to amenities (42%)
- Friendly people/ neighbours/ community (17%)
- Quiet area/ neighbourhood (17%)

The least liked aspect about living in the neighbourhood was anti-social neighbours (18%), although notably this has decreased from 31% stating this in the baseline study to 18% in the endline study.

Satisfaction with different aspects of the neighbourhood has increased with satisfaction being greatest with regard to the play facilities (97%), bike storage facilities (94%) and their feeling of safety (91%).

Compared to the baseline study, there have been significant positive changes with most aspects of the neighbourhood. This can be seen most with play facilities where satisfaction has increased by 41% points, rising from 58% satisfaction to 99% satisfaction. Satisfaction with bike storage facilities has increased by 33% points, increasing from 61% to 94%.

When asked if they agreed or disagreed that their neighbourhood is a place where people from different backgrounds can get on well together, the vast majority of respondents agreed, with 94% either strongly agreeing or agreeing to this question. This is the same as the baseline study.

Queensland Community Park

A series of questions were asked about respondents' usage of the Queensland Community Park area. 35% of respondents said that they used the greenspace at Queensland Court and Gardens before the changes to the area. In terms of current usage, this has increased to 64% stating that they use this area now.

Where respondents use this area now but didn't before, the main reasons given were that it is a good area for the kids (40%), that it is a nice place to sit (20%) and that it is pleasant/ looks much better (15%).

Where respondents said they had used the space before the changes to the areas, they were asked if they are using the space any differently to how they did before it was developed. Half of respondents (50%) said that they are using the space differently with 22% saying they spend longer there and 22% said they go more frequently.

All that use the area were asked how they currently use the area. The most common usage was passing through on the way to somewhere else (77%). This is followed by taking children to play (47%), sitting and relaxing (39%) and going for a walk (31%). Compared to the baseline study there is an increase in the range of activities being done at the area with taking children to play increasing from 28% in the baseline study up to 47%.

Respondents were then asked the same set of questions about their local greenspace, Queensland Community Park. They were most likely to strongly agree that their local greenspace:

- My local greenspace is a good place for children to play (96% strongly agree/ agree)
- is an attractive space (95% strongly agree/ agree)
- makes the area a great place to live (92% strongly agree/ agree).

Comparison between the baseline perception of the greenspace and the endline perception shows significant positive change, most so with regard to the extent to which respondents strongly agree with greenspace being a good place for children to play with 29% strongly agreeing in the baseline compared to 81% in the endline study.

Overall, 79% of respondents were either very or fairly satisfied with their local greenspace in the baseline study. This has increased to 91% satisfied with the area in the endline study. Moreover, the extent to which respondents were very satisfied has increased from 23% to 68%.

Access to outdoor space and health

In terms of access to outdoor space and health, positive changes are noted with a significant increase in the proportion of respondents stating they get outdoors in their local area to get fresh air between 4 and 7 times a week, increasing from 10% in the baseline study to 30% in the endline study.

Just under half of respondents said that they see others out and about in their local area on a daily basis (43%). This has decreased from 54% in the baseline study. However, seeing others out and about regularly on multiple occasions per week has increased with seeing others out and about between 4 and 7 times a week increasing from 11% in the baseline study to 23% in the endline study.

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

In terms of speaking to people other than those that live with them, 38% do this on a daily basis, a significant increase from 15% in the baseline study.

When asked how good their health is in general, 62% of respondents said that their health is either very good or good. This is a positive change from the baseline study when 56% rated their health as either very good or good. Moreover, the proportion of respondents rating their health as poor has decreased from 24% in the baseline study to 12% in the endline study.

1. BACKGROUND, OBJECTIVES AND METHODOLOGY

1.1 Introduction

This report presents and discusses the findings to emerge from a household survey carried out by Research Resource on behalf of Southside Housing Association in order to understand household views on their neighbourhood and local greenspace.

1.2 Background

Southside Housing Association (SHA) had ambitious plans to redevelop under used green space amongst their stock in Cardonald.

The project was a partnership between Southside Housing Association and Glasgow City Council and aimed to create improved green space within the grounds of Queensland Court and Gardens within the Cardonald area.

It sought to manage flood risk for the wider Cardonald and Hillington area and improve/make better underused open space through the introduction of adventure/natural play facilities, tree and shrub planting, and improved parking / access to the site.

SHA commissioned a study which considered the views and experiences of those living locally in order to provide a baseline and then subsequently an endline study on the impact of the development of the green space.

1.3 Objectives

The survey provides both baseline and endline understanding of:

- Resident satisfaction with the neighbourhood
- Their views on their local greenspace
- Resident behaviour regarding their use of local greenspace
- Community interaction and involvement
- Perception of health
- The profile of residents in the area around the Queensland Community Park area.

1.4 Research Methodology

The initial baseline survey was undertaken utilising a telephone survey methodology with households living in immediate proximity of the park area. This was done due to the Covid-19 pandemic for the safety of both residents and researchers.

In that context it is worth noting that the behaviour and attitudes may be influenced by the pandemic and may be different to residents' 'normal' behaviour.

A total of 100 interviews were undertaken with households living in the immediate proximity of the greenspace. These were carried out with residents of Queensland Court and Gardens. One interview per household was carried out with an adult representative of that household. 100 interviews is a response rate of 53% from a potential household population of 189². Fieldwork took place between 10th and 30th November 2020.

For the endline study, the survey was undertaken using a face to face, door to door methodology with households living in Queensland Court and Queensland Gardens. A total of 97 interviews were completed with an adult representative of the household. This represents a 51% response rate from the household population. Fieldwork took place between 11th and 25th June 2024.

All interviewing was undertaken by Research Resource's highly trained and experienced field force, all of whom are highly experienced in undertaking surveys for Housing Associations and Local Authorities. 4 interviewers worked on the household survey and **the quality of their work was validated in accordance with our ISO20252 accredited policies and procedures.**

1.5 Survey Analysis and Reporting

This survey summarises the key findings of the research, reporting on a question by question basis the findings from all respondents.

The results of the research are based upon a sample survey, therefore all figures quoted are estimates rather than precise percentages. The reader should interpret the data with statistical significance in mind. It should be

² The total household population was 224. Vulnerable tenants were excluded from the survey sample.

noted that analysis is statistically robust at the overall level to +/-6.7% (based upon a confidence level of 95% and an estimate of 50%).

When reporting the data in this document, in general, percentages in tables have been rounded to the nearest whole number. Columns may not add to 100% because of rounding or where multiple responses to a question are possible. The total number of respondents to each question is shown either as 'Base' or 'n=xxx' in the tables or charts. Where the base or 'n' is less than the total number of respondents, this is because respondents may be 'routed' past some questions if they are not applicable.

1.6 Report Structure

The report is structured as follows:

- Chapter 1 The Neighbourhood
- Chapter 2 Queensland Community Park
- Chapter 3 Perceptions and expectations of greenspace
- Chapter 4 Access to outdoor space, health and community involvement
- Chapter 5 Household profile

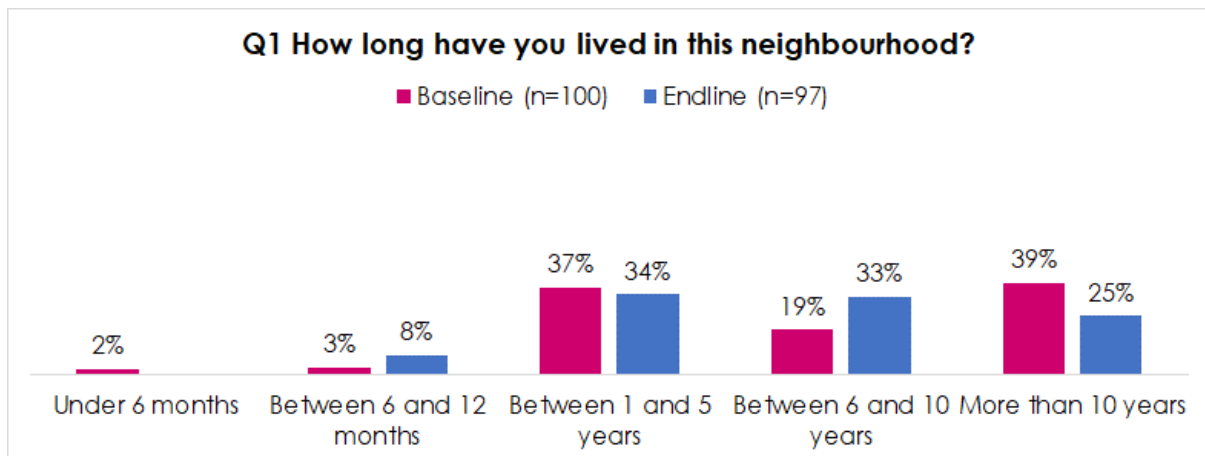
Appendix 1 - Survey questionnaire – baseline and endline

Appendix 2 – Technical report summary

2. THE NEIGHBOURHOOD

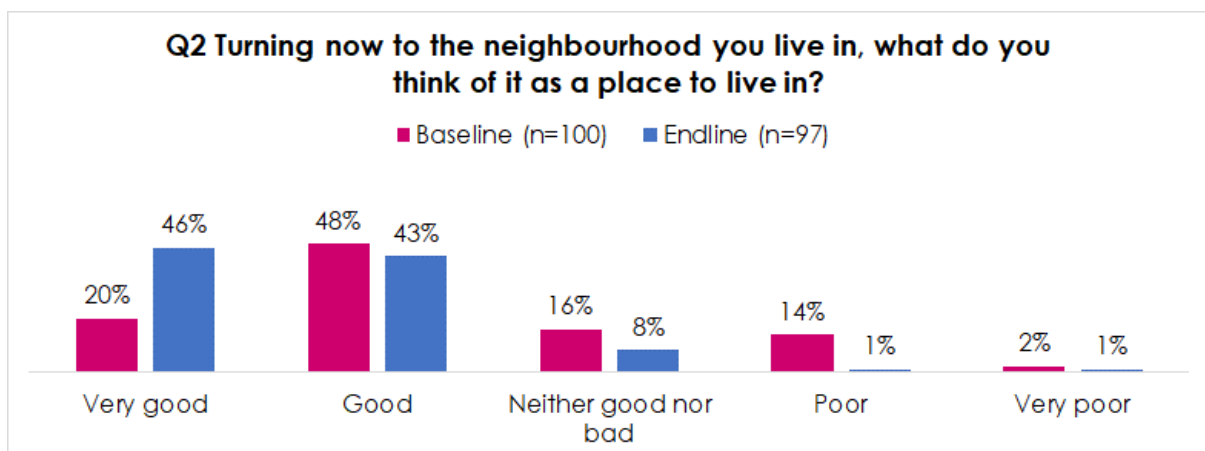
2.1 Length of time in the neighbourhood (Q1)

The survey opened by asking respondents about the length of time they have lived in the neighbourhood. As shown in the table below, a number of the residents have been there for a significant period of time with 58% of respondents in both the baseline and endline studies having lived there for 6 or more years.



2.2 Neighbourhood as a place to live (Q2/Q3)

Satisfaction with the neighbourhood as a place to live has improved significantly since the baseline study. The endline study showed that 90% of respondents rated their neighbourhood as a very good or good place to live. This is compared to 68% stating they think their neighbourhood is either a very good or good place to live in the baseline study.



QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

When asked why they said that, positive responses were that the area is quiet (27%), that they like the neighbourhood (20%) or that the area is friendly or they have good neighbours (17%). The proportion of respondents stating all of these things has increased since the baseline study.

Where respondents were not as positive about the neighbourhood, this was due to anti-social issues, which was the case in the baseline study also however noting of anti-social behaviour issues has reduced significantly from 27% in the baseline study to 4% in the endline study.

Q3 Why do you say that?		
	Baseline (n=100)	Endline (n=97)
Quiet area	13%	27%
I like the area/ neighbourhood	14%	20%
Friendly area/ good neighbours/ close to friends	15%	17%
Have no complaints about the area/ no problems	11%	17%
Central/ convenient location/ close to amenities	15%	9%
It is okay	13%	7%
Have always lived here/ lived here a long time	4%	7%
Anti social behaviour issues	27%	4%
Area has gone downhill/ changed	8%	3%
Other	3%	3%
The park has made a difference/ improving the area	5%	2%
Love my house/ flat	3%	1%

2.3 Best thing about the neighbourhood (Q4)

All respondents were asked an open question about what they like best about living in the neighbourhood. They could answer in any way they wanted. These questions have been grouped thematically to allow analysis of this. The most commonly mentioned aspects of the neighbourhood that respondents liked best were:

- Good amenities (42%)
- Friendly people/ neighbours/ community (17%)
- Quiet area/ neighbourhood (17%).

These were also the most common responses in the baseline study.

Q4 What do you like best about living in this neighbourhood?		
	Baseline (n=100)	Endline (n=97)
Good amenities/ central to amenities	40%	42%
Friendly people/ neighbours/ community	22%	17%
Nice area/ neighbourhood	16%	4%
Quiet area/ neighbourhood	15%	17%
I feel safe	10%	2%
Like my home/ spacious home	8%	2%
Nothing/ nothing much	8%	1%
Family live close by	5%	2%
Always lived here/ lived here a long time	4%	6%
Never had any problems/ trouble	3%	4%
Don't know	2%	6%
Other	2%	
Good area/ neighbourhood	1%	
The Park		4%

2.4 Least liked aspect of the neighbourhood (Q5)

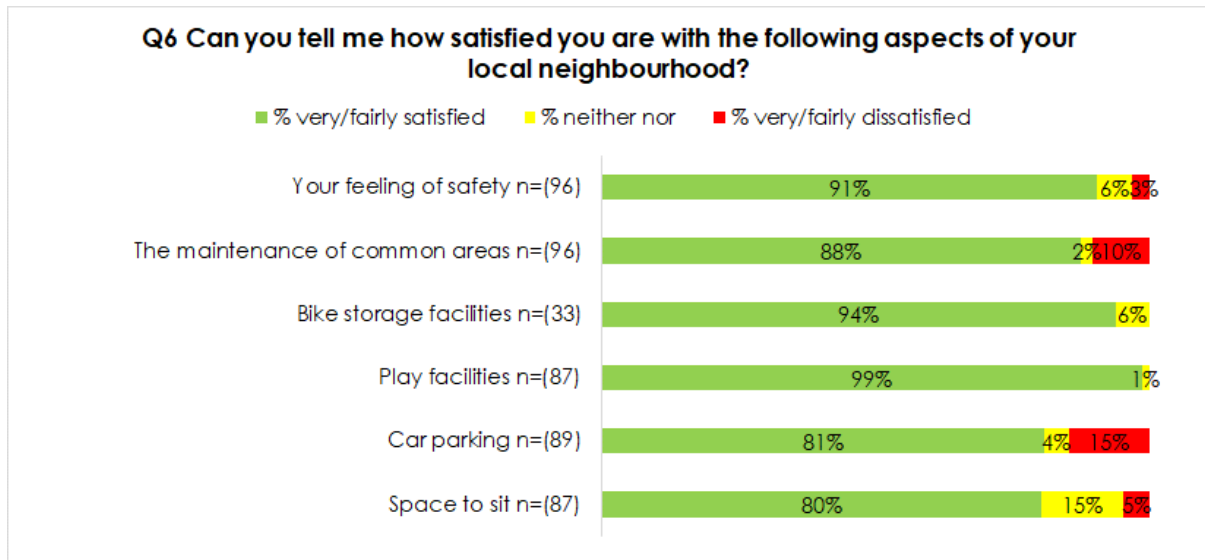
When asked a similar question about what they liked least about living in the neighbourhood, over half of respondents (53%) stated either nothing or don't know to this. This is an increase from 37% in the baseline study in 2020.

The most commonly mentioned issue was anti social neighbours, which was noted by 18% of respondents, although this has decreased from 31% in the baseline study.

Q5 What do you like least about living in this neighbourhood?		
	Baseline (n=100)	Endline (n=97)
Nothing/ happy with the area	37%	53%
Anti social neighbours	31%	18%
Change of tenants who have moved in	10%	3%
Problems with drugs/ alcohol	9%	1%
Cleanliness of the area e.g. fly tipping, overgrown grass,	5%	
Don't know	5%	14%
Other	5%	5%
Problems with youths/ loitering/ people hanging about the blocks	3%	
Issues with roads e.g. pot holes, car parking, speeding, traffic	3%	
Nothing for kids	1%	
Don't feel safe	1%	1%
Would prefer a different type of property/ issues with property e.g. soundproofing, maintenance		6%

2.5 Satisfaction with aspects of the neighbourhood (Q6)

Moving on to satisfaction with different aspects of the neighbourhood, respondents were most satisfied about the play facilities (97%), bike storage facilities (94%) and their feeling of safety (91%).



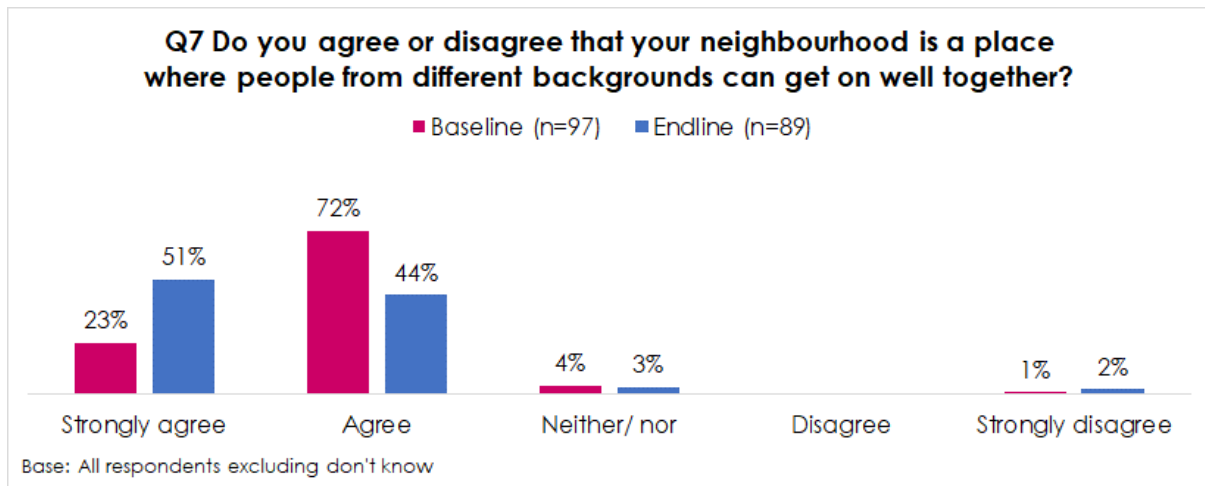
Compared to the baseline study, there have been significant positive changes with most aspects of the neighbourhood. This can be seen most with play facilities where satisfaction has increased by 41% points, rising from 58% satisfaction to 99% satisfaction. Satisfaction with bike storage facilities has increased by 33% points, increasing from 61% to 94%.

The only aspect where satisfaction has decreased is with respect to the maintenance of common areas where satisfaction has fallen from 93% to 88%.

Q6 Can you tell me how satisfied you are with the following aspects of your local neighbourhood?			
	% very/ fairly satisfied Baseline survey	% very/ satisfied Endline survey	Change
Your feeling of safety	84%	91%	7%
The maintenance of common areas	93%	88%	-5%
Bike storage facilities	61%	94%	33%
Play facilities	58%	99%	41%
Car parking	73%	81%	8%
Space to sit		80%	80%

2.6 Neighbourhood is a place where people from different backgrounds can get on well together (Q7)

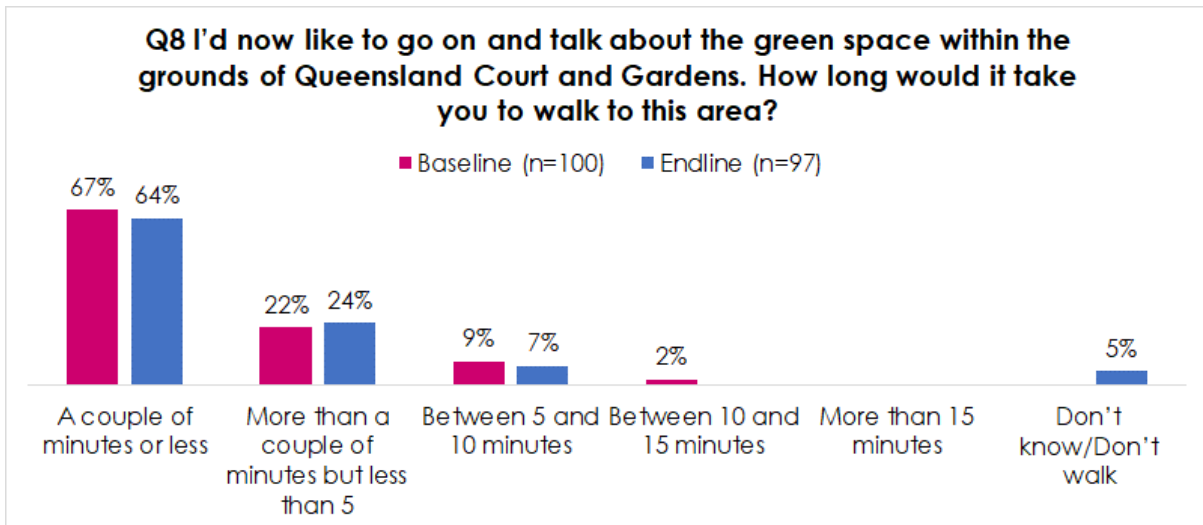
When asked if they agreed or disagreed that their neighbourhood is a place where people from different backgrounds can get on well together, the vast majority of respondents agreed, with 94% either strongly agreeing or agreeing to this question. This has not changed significantly compared to the baseline study where 94% either strongly agreed or agreed with this statement.



3. QUEENSLAND COMMUNITY PARK

3.1 Proximity to park (Q8)

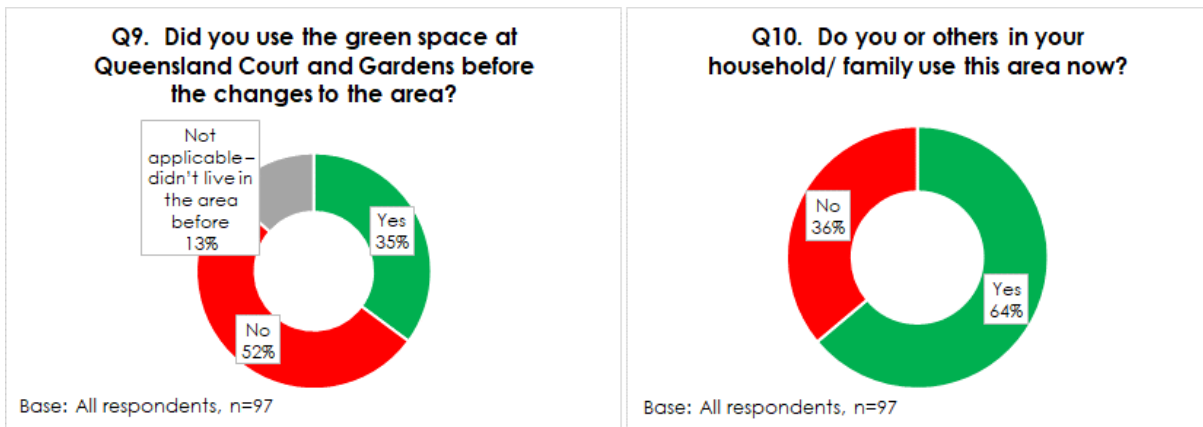
Respondents were then asked about the green space within the grounds of Queensland Court and Gardens and asked how long it would take them to walk to this area. Almost two thirds of respondents (64%) said it would take just a couple of minutes or less, 24% more than a couple but less than 5 minutes, 7% stating that it would take between 5 and 10 minutes. This is a similar profile to the baseline study.



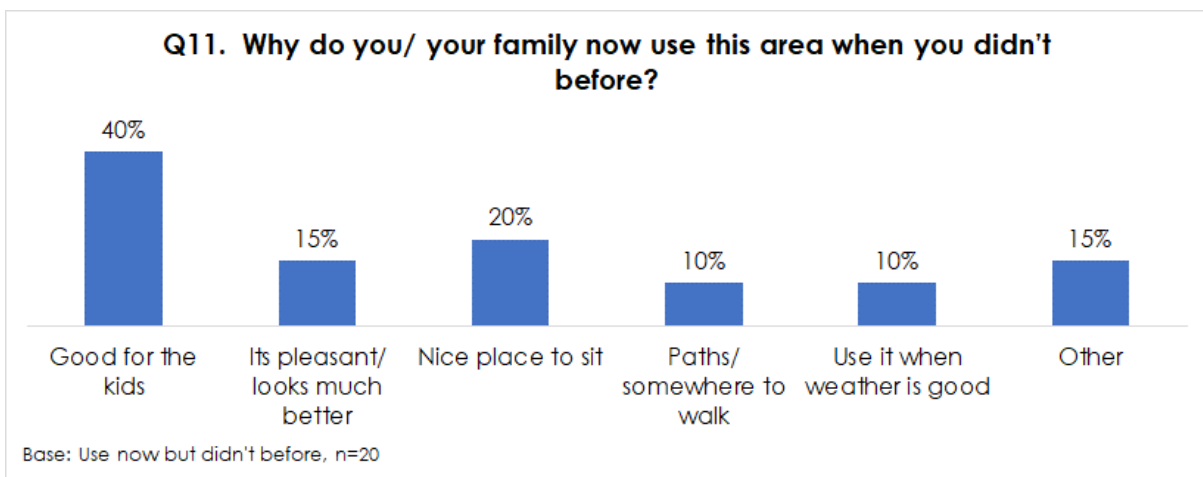
3.2 Use of Queensland Community Park (Q9 to Q15)

A series of questions were asked about respondents' usage of the Queensland Community Park area.

As shown below, 35% of respondents said that they used the greenspace at Queensland Court and Gardens before the changes to the area. In terms of current usage, this has increased to 64% stating that they use this area now.

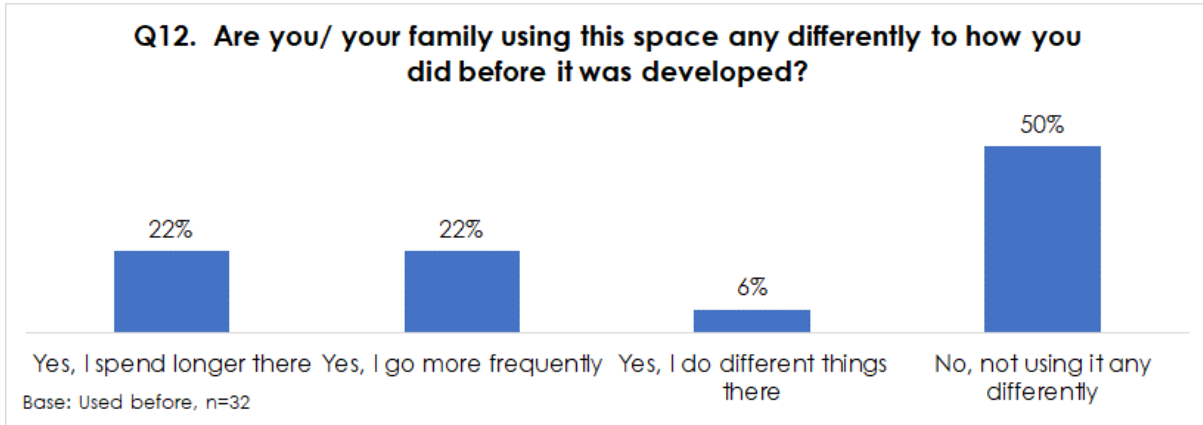


Where respondents use this area now but didn't before, the main reasons given were that it is a good area for the kids (40%), that it is a nice place to sit (20%) and that it is pleasant/ looks much better (15%).

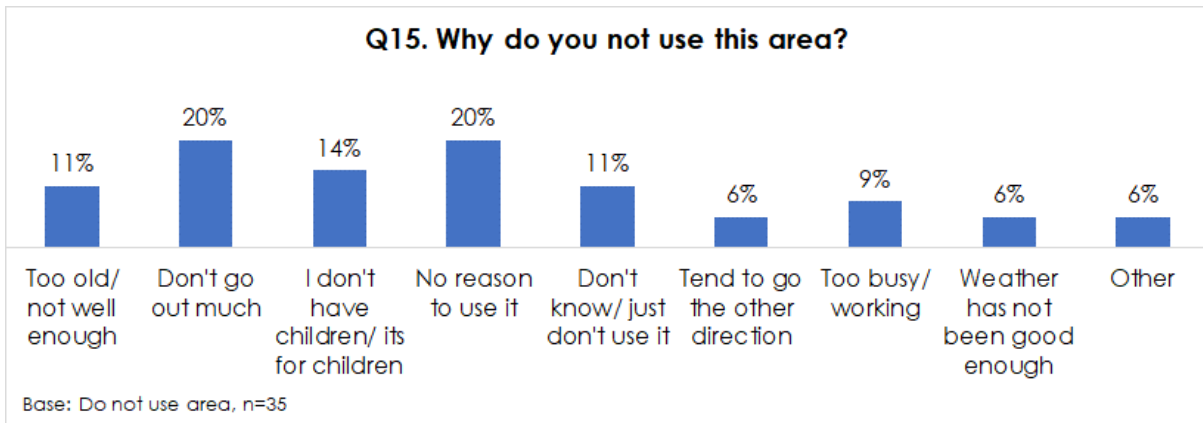


QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

Where respondents said they had used the space before the changes to the areas, they were asked if they are using the space any differently to how they did before it was developed. Half of respondents (50%) said that they are using the space differently with 22% saying they spend longer there and 22% said they go more frequently.

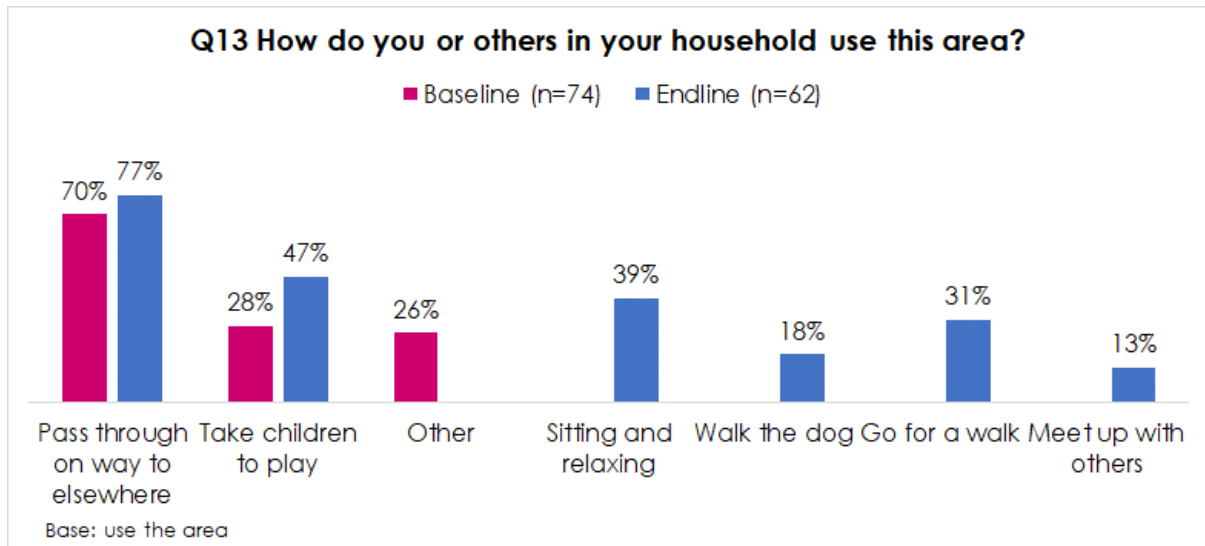


Those that don't use the area were asked why they don't use the area. The main reasons given were that they don't go out much (20%), that they have no reason to use it (20%) or that they don't have children/ it's for children (14%).

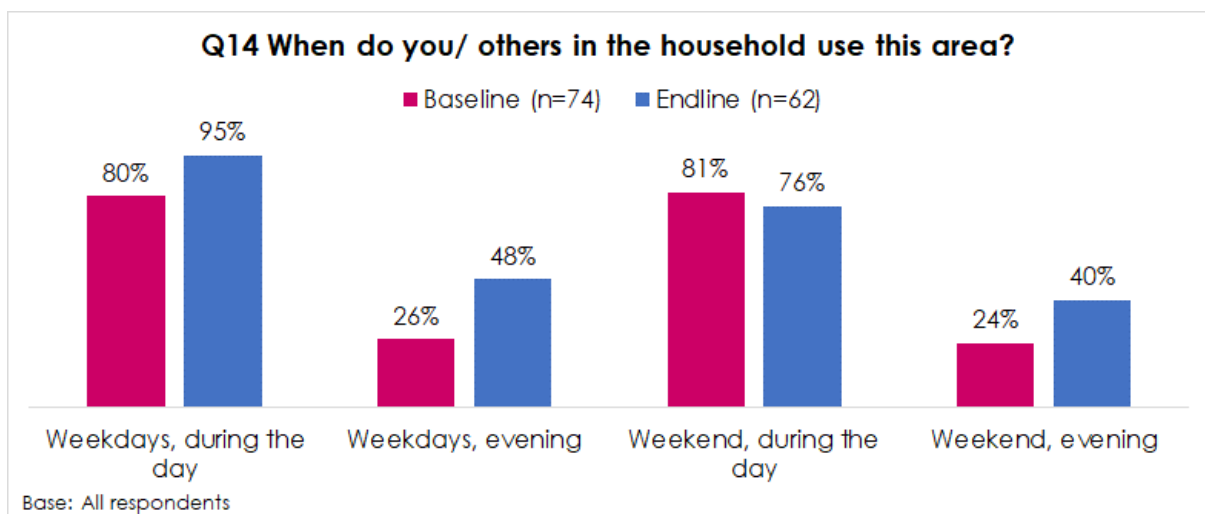


QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

All that use the area were asked how they currently use the area. The most common usage was passing through on the way to somewhere else (77%). This is followed by taking children to play (47%), sitting and relaxing (39%) and going for a walk (31%). Compared to the baseline study there is an increase in the range of activities being done at the area with taking children to play increasing from 28% up to 47%. In the baseline study, 26% of respondents used the area in some other way whereas now a much larger proportion use the space in other ways.



When asked when they or others in the household use the area, there is an increase in usage in weekdays in particular with weekdays, during the day increasing from 80% of usage to 95% in the endline study. Usage at weekday evenings has increased from 26% to 48% and usage at weekend evenings has increased from 24% to 40%.



3.3 Suggested improvements to the greenspace (Q16)

All respondents, whether or not they currently use the area, were asked what would make them use the area or make them use it more often. This question was asked as an open question and respondents could answer in any way they liked. The answers given have been grouped thematically for analysis purposes.

For the baseline study, one in five respondents (20%) were unsure and a further 23% had no suggestions for improvement or were happy with the area as it is. The most common suggestion made was a playpark or activities for children (28%).

Q13 What improvements would make you use this area/ use it more often?		
Base: n=100	No.	%
Play park/ activities for children	28	28%
No improvements suggested/ fine the way it is/ like the area	23	23%
Nice seating area	22	22%
Don't know	20	20%
If it were safer/ safety improvements/ keep kids under control	7	7%
Cleaner/ no litter	5	5%
Other	4	4%
Don't want to use it/ need to use it	3	3%
Fence the area off	3	3%
Sports facilities e.g. basketball park/ tennis court	2	2%

For the endline study, 64% said they don't know or had no suggestions. The most common suggestion was for more play equipment for kids (19%).

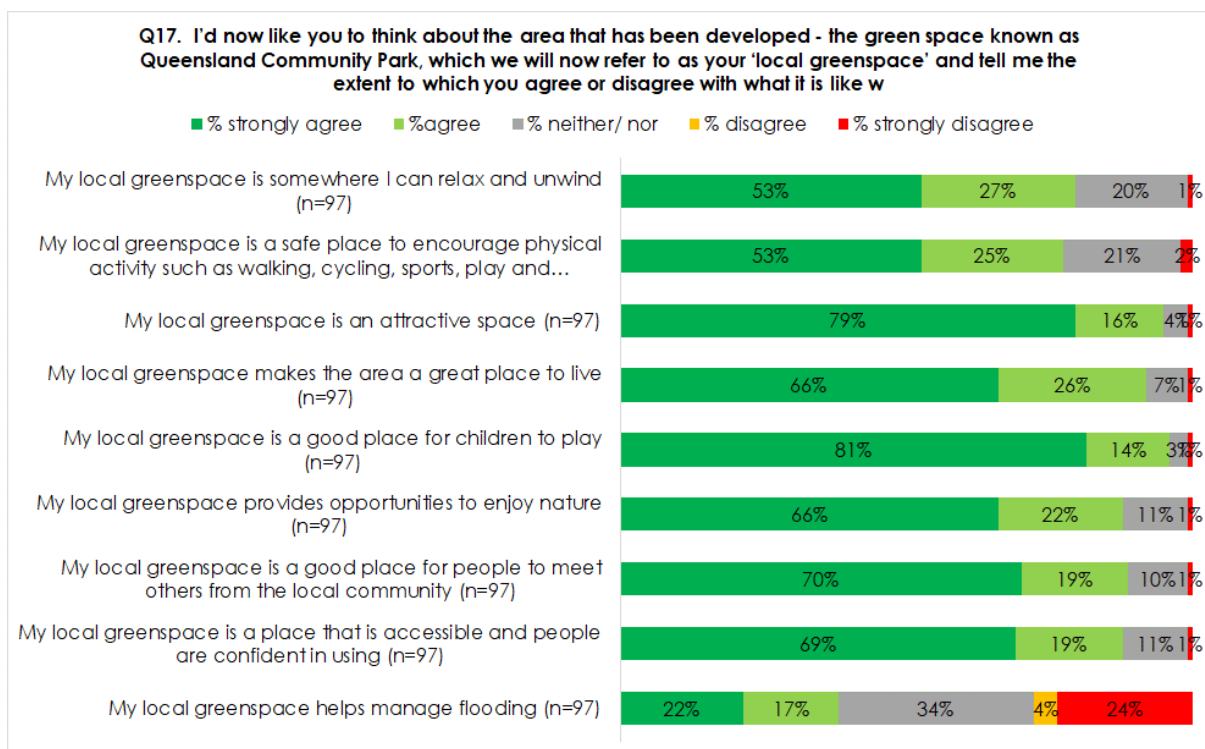
Q16 What improvements would make you use this area/ use it more often?		
Base: n=100	No.	%
Nothing/ none	39	40%
Don't know/ can't think of any	23	24%
More play equipment for kids	18	19%
Area gets waterlogged and needs fenced off	6	6%
Seating/ tables	6	6%
CCTV	2	2%
Car parking issues	3	3%
Other	4	4%

4. PERCEPTIONS AND EXPECTATIONS OF GREENSPACE

4.1 Perceptions of 'local greenspace' (Q17)

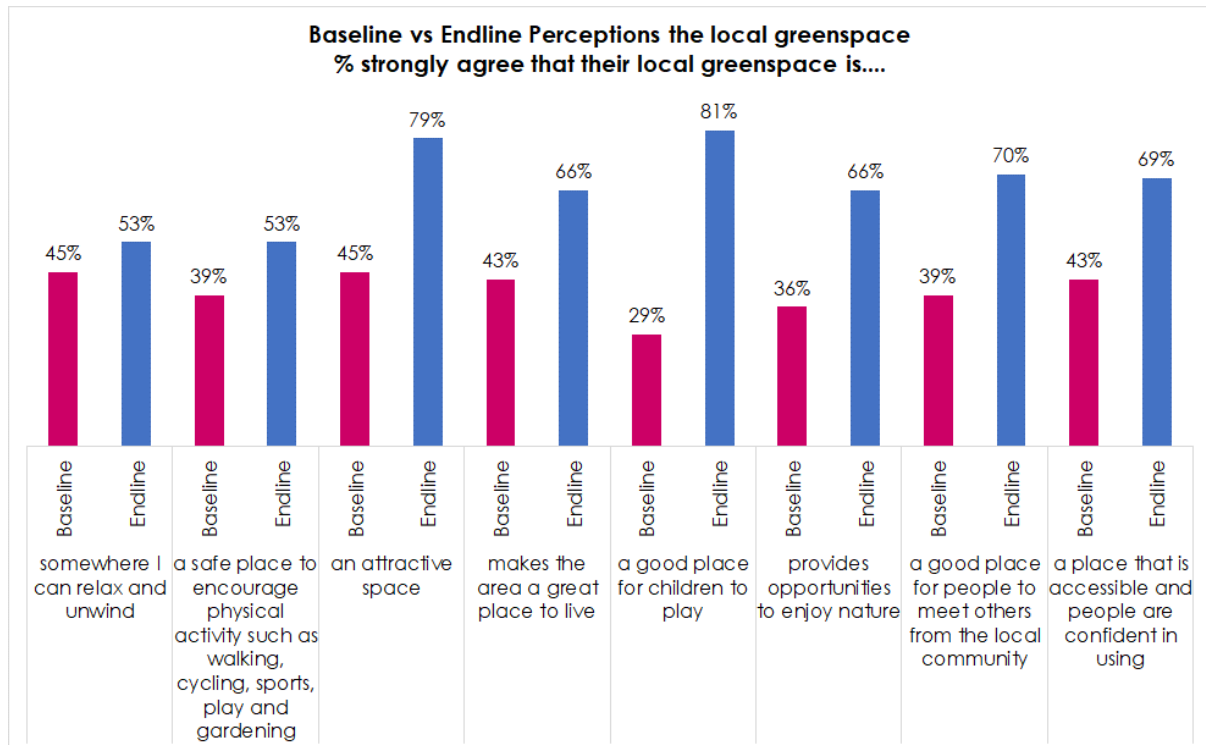
Respondents were then asked the same set of questions about their local greenspace, Queensland Community Park. They were most likely to strongly agree that their local greenspace:

- My local greenspace is a good place for children to play (96% strongly agree/ agree)
- is an attractive space (95% strongly agree/ agree)
- makes the area a great place to live (92% strongly agree/ agree)



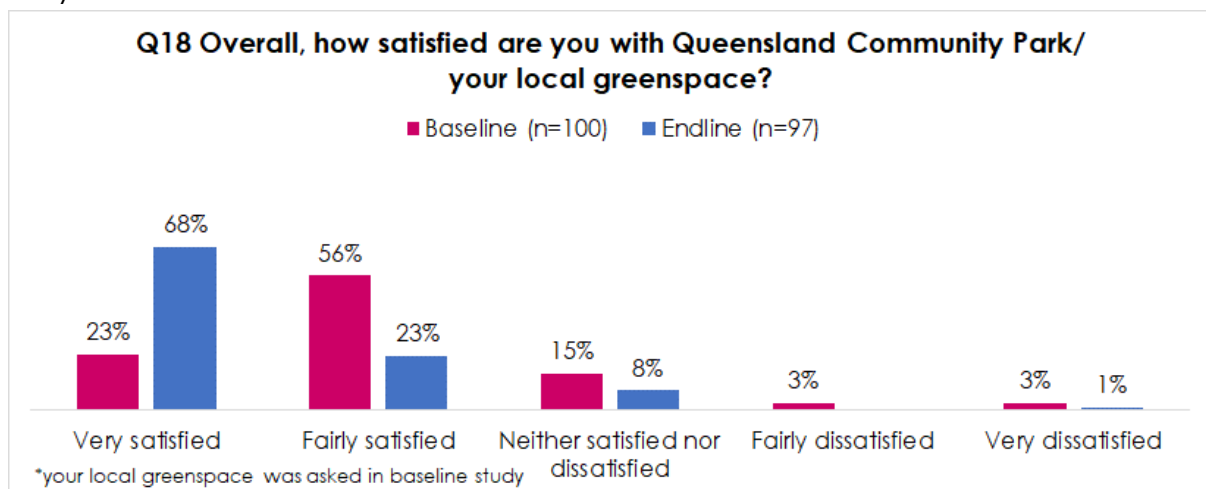
QUEENSLAND COMMUNITY PARK
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Comparison between the baseline perception of the greenspace and the endline perception shows significant positive change, most so with regard to the extent to which respondents strongly agree with greenspace being a good place for children to play with 29% strongly agreeing in the baseline compared to 81% in the endline study.



4.2 Overall satisfaction with local greenspace (Q18/Q19)

Overall, 79% of respondents were either very or fairly satisfied with their local greenspace in the baseline study. This has increased to 91% satisfied with the area in the endline study. Moreover the extent to which respondents were very satisfied has increased from 23% to 68%.



QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

The main reasons given for being satisfied with the local greenspace were:

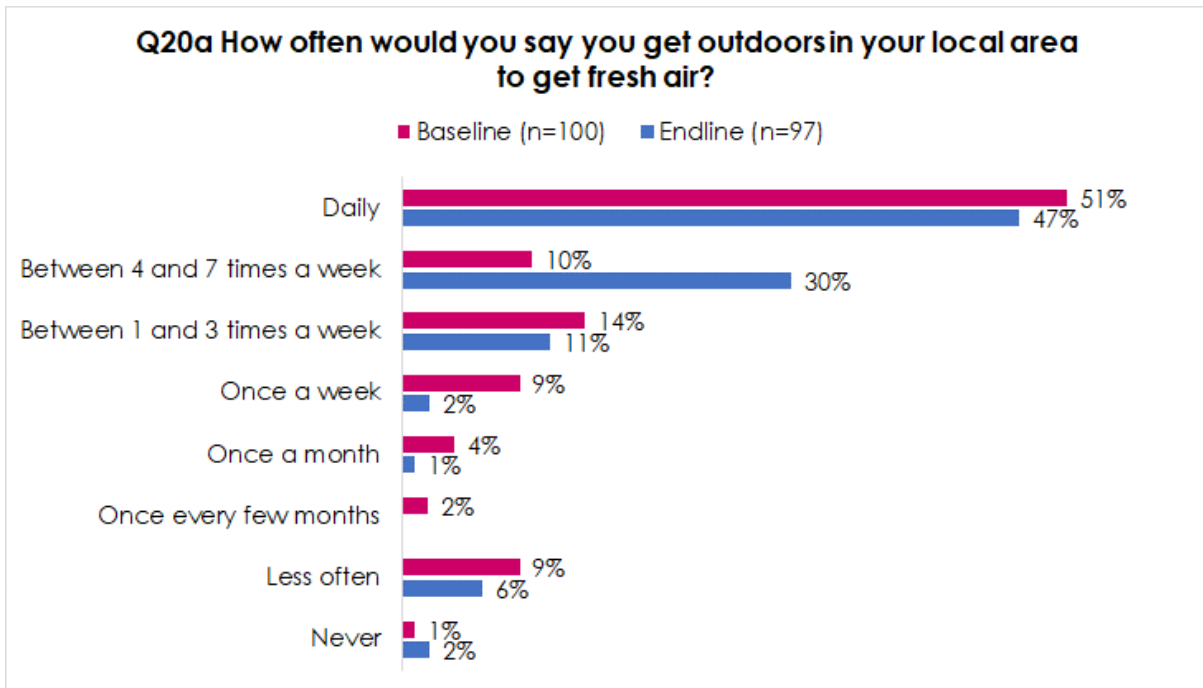
- It's a great area/ looks good (47%)
- Good area for kids to play/ kids love it (31%)
- Nice place for adults/ all ages/ the community (19%).

Q19 Why do you say that?		
Base: n=97	No.	%
It's a great area/ looks good	46	47%
Good area for kids to play/ kids love it	30	31%
Nice place for adults/ all ages/ the community	18	19%
Don't use it	6	6%
Flooding is still an issue	5	5%
Can sit and relax/ quiet/ clear head	4	4%
Other	4	4%
Nice place to walk/ be outside	2	2%
Its attracting teenagers	1	1%

5. ACCESS TO OUTDOOR SPACE, HEALTH AND COMMUNITY INVOLVEMENT

5.1 Getting outdoors (Q20)

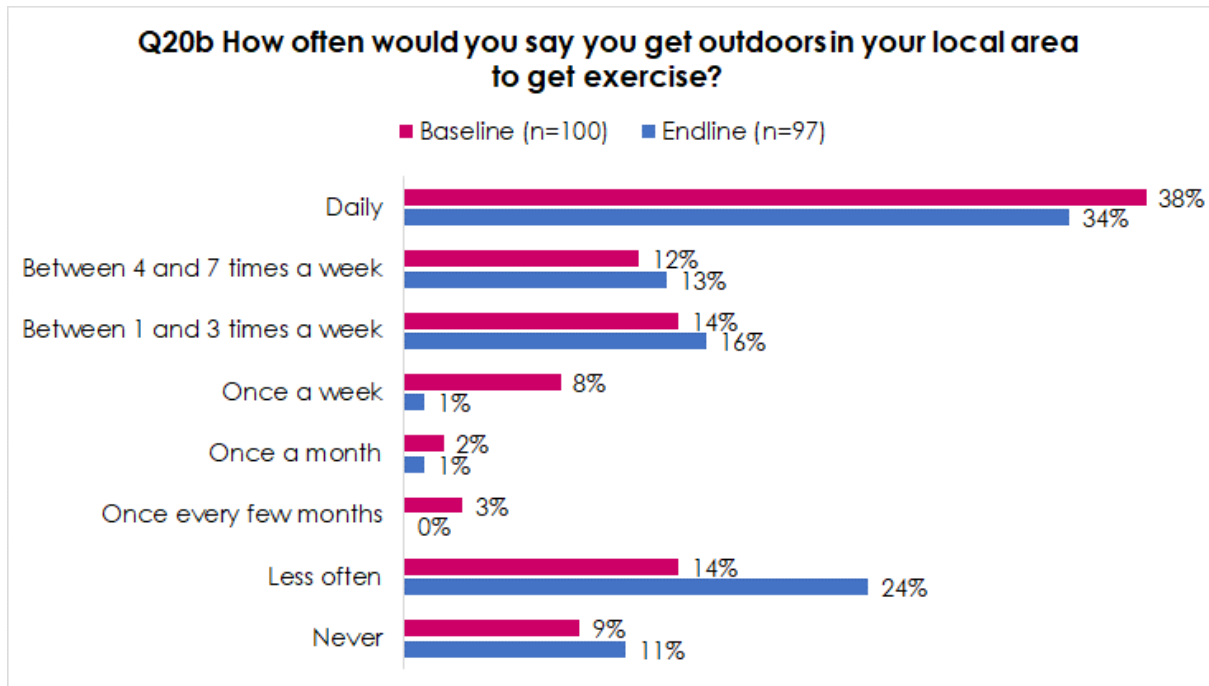
The survey then went on to ask about resident behaviour in relation to getting outdoors. Firstly, in terms of getting outdoors in their local area to get fresh air, 47% said that they do this on a daily basis (51% in the baseline study). There has been a significant increase in the proportion of respondents stating they do this between 4 and 7 times a week, increasing from 10% in the baseline study to 30% in the endline study.



QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

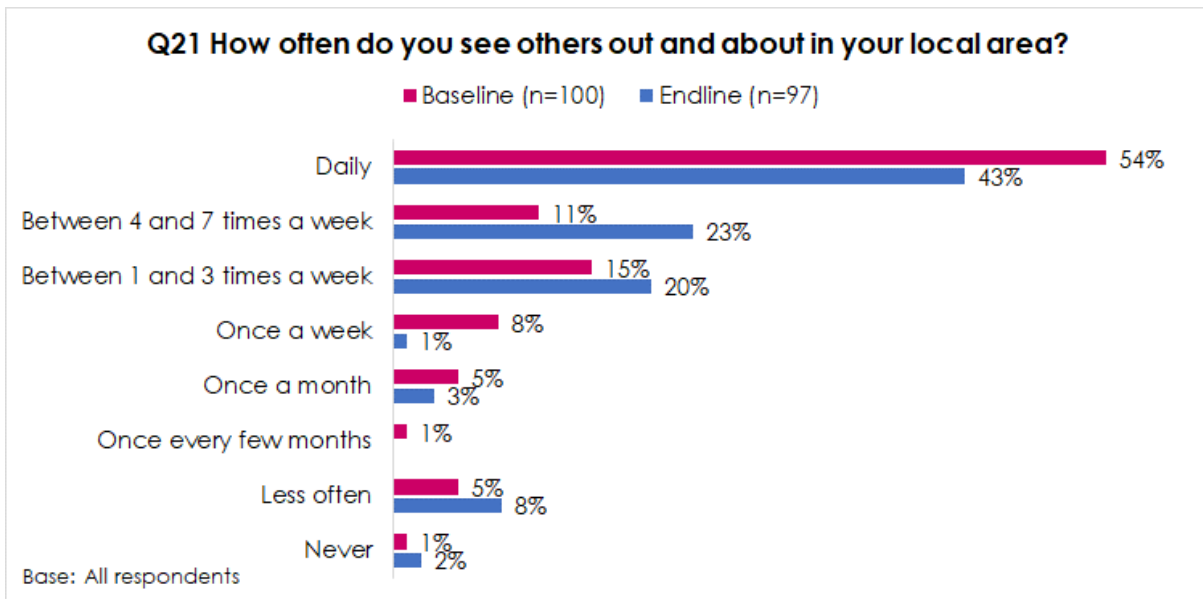
When it comes to getting exercise, 34% do this on a daily basis (38% in the baseline study). Similar proportions stated that they do this between 4 and 7 times per week (12% in the baseline study and 13% in the endline) and between 1 and 3 times a week (14% in the baseline and 16% in the endline study).

24% said they do exercise outdoors in their local area less often than every few months. 14% said this in the baseline study.

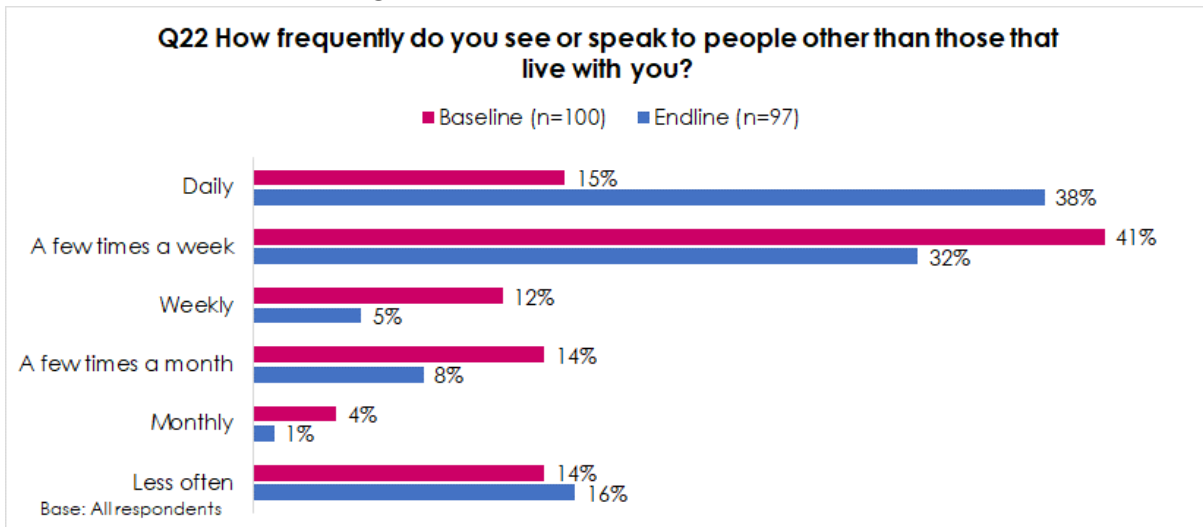


5.2 Interaction with others in the local area (Q21/ Q22)

Just under half of respondents said that they see others out and about in their local area on a daily basis (43%). This has decreased from 54% in the baseline study. However, seeing others out and about regularly on multiple occasions per week has increased with seeing others out and about between 4 and 7 times a week increasing from 11% in the baseline study to 23% in the endline study. Seeing people out and about between 1 and 3 times a week has increased from 15% in the baseline study to 20% in the endline study.

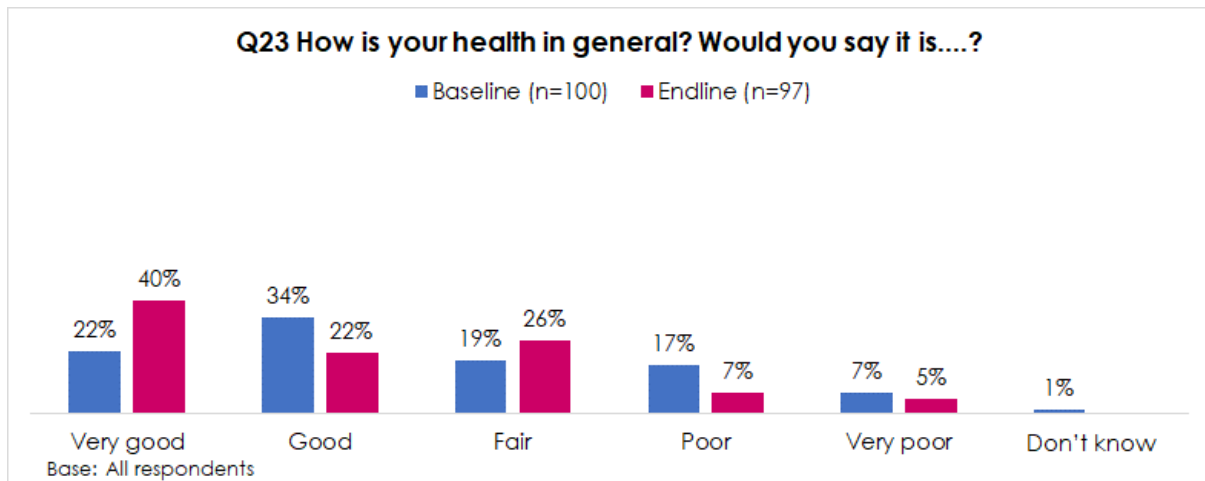


In terms of speaking to people other than those that live with them, 38% do this on a daily basis, a significant increase from 15% in the baseline study.



5.3 Health (Q21)

When asked how good their health is in general, 62% of respondents said that their health is either very good or good. This is a positive change from the baseline study when 56% rated their health as either very good or good. Moreover, the proportion of respondents rating their health as poor has decreased from 24% in the baseline study to 12% in the endline study.



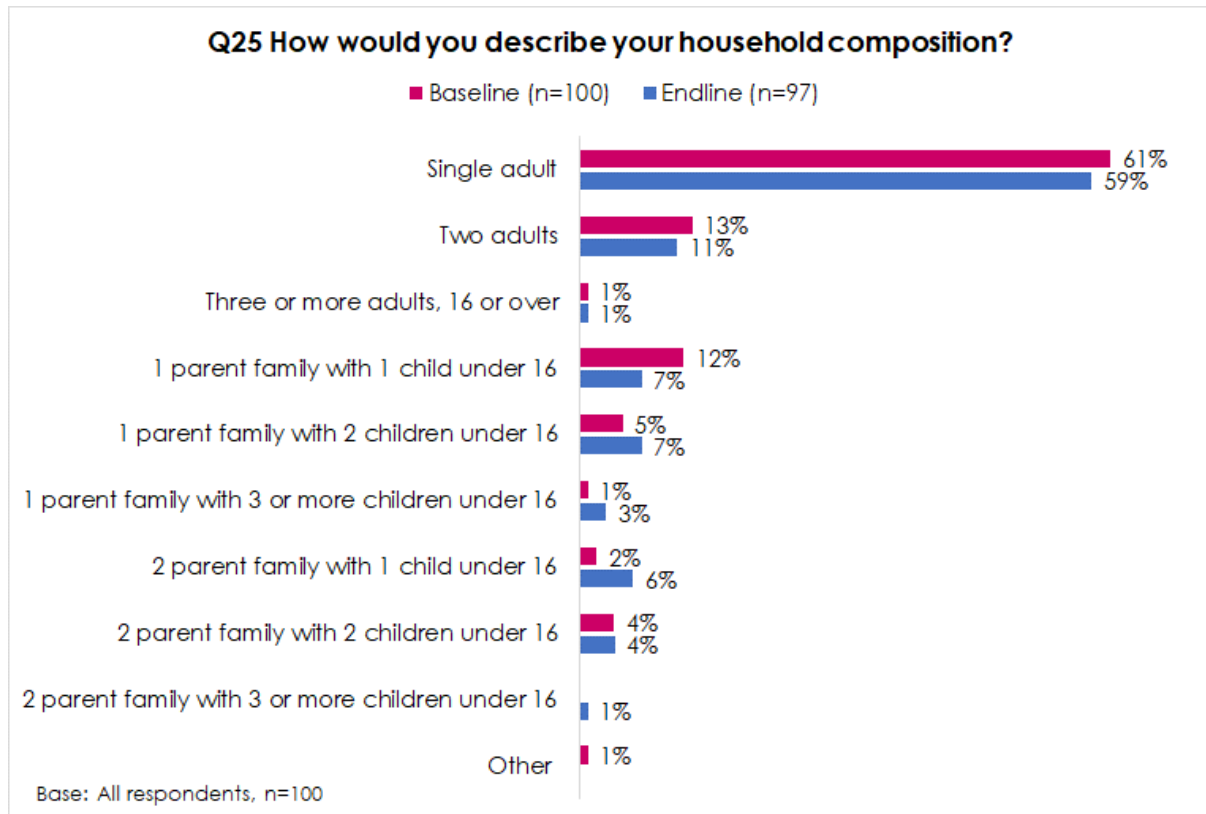
5.4 Interest in getting involved in Queensland residents group (Q24)

Just 8 individuals said that they would be interested in getting involved in the Queensland Residents Group which would help plan activities within the greenspace.

6. HOUSEHOLD INFORMATION

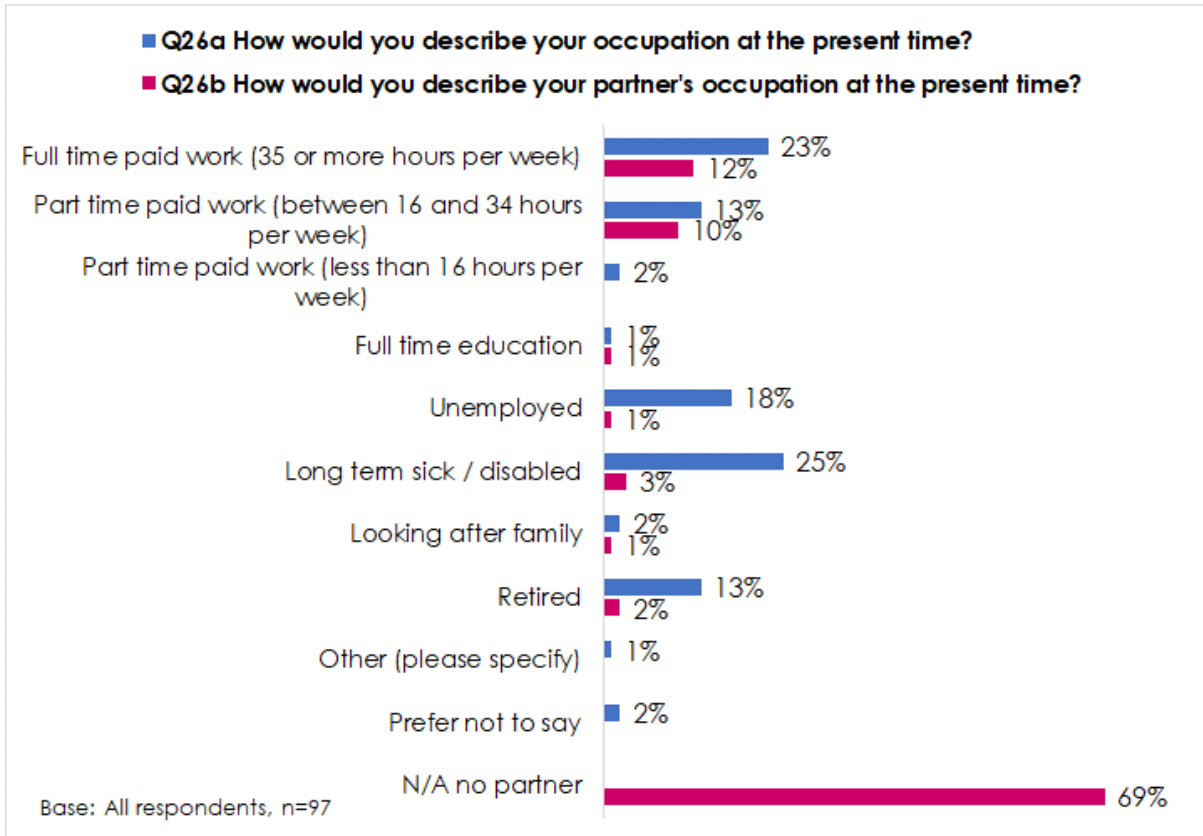
6.1 Household profile (Q25)

The final section of the survey sought to understand the profile of residents living in the vicinity of Queensland Community Park. As shown in the chart below, the majority of respondents were living in single person households (59%). 17% of households were single parent families and 11% two parent families. This is a similar profile to the baseline study.



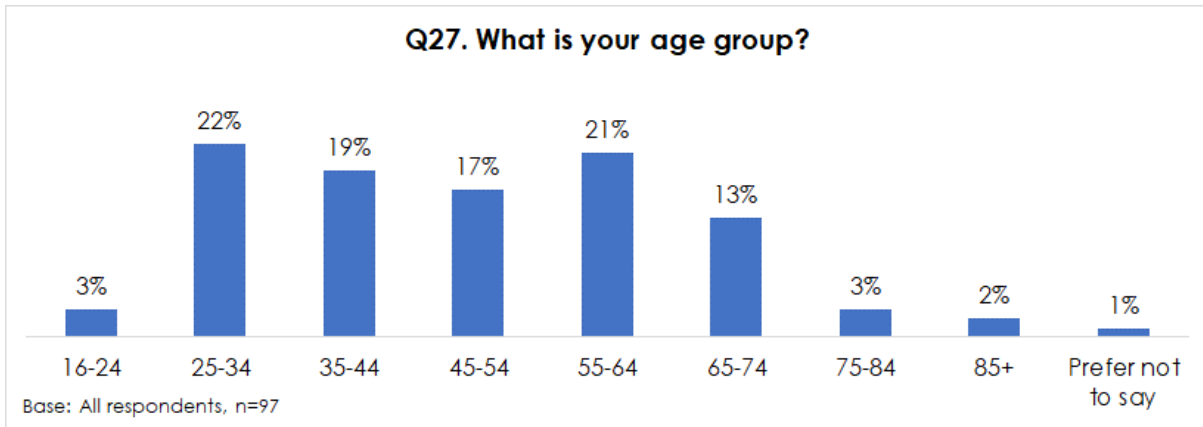
6.2 Occupational status (Q26)

In terms of occupational status, 38% of respondents stated that they were in full or part time paid work, 25% were long term sick or disabled and 13% retired.



6.3 Age and sex (Q27/ Q28)

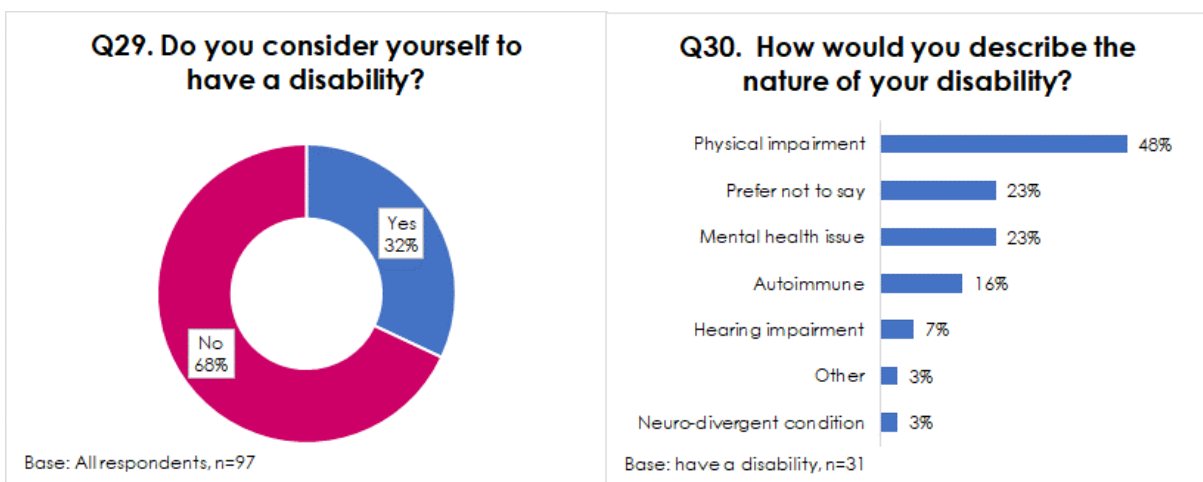
One quarter of respondents (25%) were aged under 35, 57% were aged between 35 and 64 and 18% said they were aged 65 or over.



Just over half of respondents were male (53%), 46% female and 1% intersex.

6.4 Disability or health condition (Q29/ Q30)

In terms of having a disability, 32% considered themselves to have a disability. Of those, 48% stated that it was a physical impairment and 23% said that they had mental health issues.

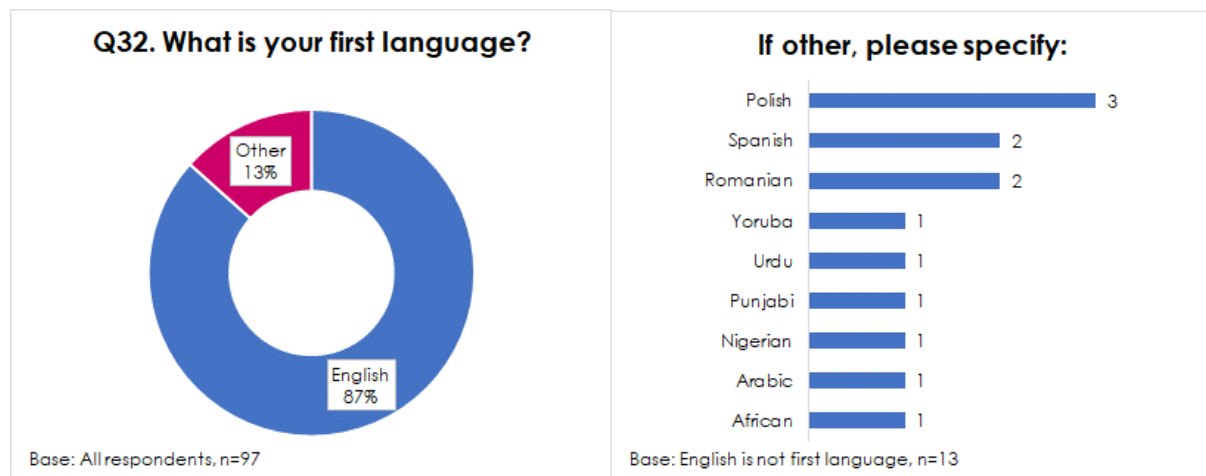


6.5 Ethnicity and language (Q31/ Q32)

The majority of respondents were of White Scottish ethnic origin (79%). In terms of other ethnic origins, the most common were African, African Scottish or African British (7%), White Polish (3%) and Pakistani, Scottish Pakistani or British Pakistani (3%).

Q31 What is your ethnic group?		
Base: n=97	No.	%
White Scottish	77	79.4%
African, Scottish African or British African	7	7.2%
White Polish	3	3.1%
Pakistani, Scottish Pakistani or British Pakistani	3	3.1%
Other,	3	3.1%
Any mixed or multiple ethnic groups	2	2.1%
White English	1	1.0%
Other African background	1	1.0%

87% of respondents said that English was their first language. A total of 13 respondents said they spoke other languages and these are shown in the chart below.



APPENDIX 1: SURVEY QUESTIONNAIRE

Project number	P1128
Project name	Queensland Community Park – Household Survey Baseline – Autumn 2020

INTRODUCTION (Read out) 'Hello, my name is _____. I am undertaking a short survey for **Southside Housing Association** to find out tenants' views on the local neighbourhood and also your views on the green space within the grounds of Queensland Court and Gardens within the Cardonald area. Southside Housing Association and Glasgow City Council aim to improve this space through the introduction of adventure/natural play facilities, tree and shrub planting, and improved parking / access to the site. We'd like to know what you think about this space at the moment.

The survey also asks some demographic questions such as age, gender and ethnicity. This information is only used to create an overall picture of the type of residents housed by the Association and using the park area. The survey will take about 10 minutes to complete. Can you spare the time to speak me just now?

Can I assure you that all your answers will remain totally confidential and anonymous. Nobody at **Southside** will know your individual answers without your permission. You do not need to answer any questions you don't want to and you have the right to end the interview at any time. Interviews will be recorded for training and monitoring purposes. Can I confirm that you are happy to take part in the survey?

INTERVIEWER: IF RESPONDENT IS HAPPY TO PARTICIPATE IN THE RESEARCH RECORD RESPONDENT RRID - ENSURE RRID MATCHES SAMPLE DATABASE

RRID:

INTERVIEWER RECORD FROM DATABASE:

INTERVIEWER DECLARATION:

I declare that this interview was carried out according to instructions, within the Market Research Society's Code of Conduct, and that the respondent consented to participate in the research.

THE NEIGHBOURHOOD

I'd like to begin by asking about your neighbourhood. This is the street in which you live and the immediate surrounding area.

1. How long have you lived in this neighbourhood?

Under 6 months	1
Between 6 and 12 months	2
Between 1 and 5 years	3
Between 6 and 10 years	4
More than 10 years	5

2. Turning now to the neighbourhood you live in, what do you think of it as a place to live in?

Very good	1
Good	2
Neither good nor bad	3
Poor	4
Very poor	5

3. Why do you say that?

4. What do you like best about living in this neighbourhood? [INTERVIEWER: PROBE FULLY]

5. What do you like least about living in this neighbourhood? [INTERVIEWER: PROBE FULLY]

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

6. Can you tell me how satisfied you are with the following aspects of your local neighbourhood?

	Very Satisfied	Fairly Satisfied	Neither / Nor	Fairly Dissatisfied	Very Dissatisfied	Don't know/no opinion
Your feeling of safety	1	2	3	4	5	6
The maintenance of common areas	1	2	3	4	5	6
Bike storage facilities	1	2	3	4	5	6
Play facilities	1	2	3	4	5	6
Car parking	1	2	3	4	5	6

7. Do you agree or disagree that your neighbourhood is a place where people from different backgrounds can get on well together?

Strongly agree	1
Agree	2
Neither/ nor	3
Disagree	4
Strongly disagree	5
Don't know	6

HALFWAY COMMUNITY PARK

8. I'd now like to go on and talk about this area [SHOW PICTURE]. How long would it take you to walk to this area?

A couple of minutes or less	1
More than a couple of minutes but less than 5	2
Between 5 and 10 minutes	3
Between 10 and 15 minutes	4
More than 15 minutes	5
Don't know/Don't walk	6

9. Do you or others in your household use this area? By use, it might just mean passing through?

Yes	1	Go to Q10
No	2	Go to Q12

10. How do you or others in your household use this area? [ALL THAT APPLY]

Pass through on way to elsewhere	1
Take children to play	2
Other (please describe)	3

11. When do you/ others in the household use this area?

Weekdays, during the day	1
Weekdays, evening	2
Weekend, during the day	3
Weekend, evening	4

GO TO Q13

12. Why do you not use this area?

--

13. [ASK ALL] What improvements would make you use this area/ use it more often?

PERCEPTIONS AND EXPECTATIONS OF GREENSPACE

14. We call local parks or areas like this 'greenspace'. I'd like you to think about how you think greenspaces should be. I'm going to read out a range of statements and I'd like you to look at this card and tell me the extent to which you agree or disagree that this is how greenspaces should be.

	Strongly agree	Agree slightly	Neither agree nor disagree	Disagree slightly	Strongly disagree
Greenspaces should be places where you can relax and unwind	1	2	3	4	5
Greenspaces should be safe places to encourage physical activity such as walking, cycling, sports, play and gardening	1	2	3	4	5
Greenspaces should be attractive spaces	1	2	3	4	5
Good quality Greenspaces make an area a great place to live	1	2	3	4	5
Greenspaces should be good places for children to play	1	2	3	4	5
Greenspaces should provide opportunities to enjoy nature	1	2	3	4	5
Greenspaces should be good places for people to meet others from the local community	1	2	3	4	5
Greenspaces should be places that people feel are accessible and that they can use with confidence	1	2	3	4	5

15. I'd now like you to think about the area that will be developed - the green space within the grounds of Queensland Court and Gardens, which we will now refer to as your 'local greenspace' and tell me the extent to which you agree or disagree with what it is like with respect to these statements.

	Strongly agree	Agree slightly	Neither agree nor disagree	Disagree slightly	Strongly disagree
My local greenspace is somewhere I can relax and unwind	1	2	3	4	5
My local greenspace is a safe place to encourage physical activity such as walking, cycling, sports, play and gardening	1	2	3	4	5
My local greenspace is an attractive space	1	2	3	4	5
My local greenspace makes the area a great place to live	1	2	3	4	5
My local greenspace is a good place for children to play	1	2	3	4	5
My local greenspace provides opportunities to enjoy nature	1	2	3	4	5

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

My local greenspace is a good place for people to meet others from the local community	1	2	3	4	5
My local greenspace is a place that is accessible and people are confident in using	1	2	3	4	5

16. Overall, how satisfied are you with your local greenspace?

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5

17. Why do you say that?

ACCESS TO OUTDOOR SPACE, HEALTH AND COMMUNITY INVOLVEMENT

18. SHOWCARD How often would you say you get outdoors in your local area a) to get fresh air and b) to get exercise? **ONE IN EACH COLUMN**

	a) get outdoors in your local area to get fresh air	b) get outdoors in your local area to exercise
Daily	1	1
Between 4 and 7 times a week	2	2
Between 1 and 3 times a week	3	3
Once a week	4	4
Once a month	5	5
Once every few months	6	6
Less often	7	7
Never	8	8

19. SHOWCARD How often do you see others out and about in your local area?

Daily	1
Between 4 and 7 times a week	2
Between 1 and 3 times a week	3
Once a week	4
Once a month	5
Once every few months	6
Less often	7
Never	8

20. How frequently do you speak to people in your local area other than those that live with you?

Daily	1
A few times a week	2
Weekly	3
A few times a month	4

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

Monthly	5
Less often	6

21. How is your health in general? Would you say it is....?

Very good	1
Good	2
Fair	3
Poor	4
Very poor	5
Don't know (don't read out)	6

22. Would you be interested in getting more involved in the a Queensland Residents Group which would have input into the plans for the park? If you say yes, we will pass your contact detail over to Southside Housing Association so they can get in touch and tell you more about these opportunities. Is that ok?

Yes (confirm that we will pass their name and address to Southside in this respect to that they can get in touch)	1
No	2

HOUSEHOLD INFORMATION TASK ALL1

This final section is about you and your household. It will be used only to allow us to develop an understanding of who lives in the local area and to analyse survey results. All your answers will be completely anonymous.

23. How many people usually live in this house [FULL TIME MEMBERS OF THE HOUSEHOLD]?

24. Could you provide me with some information about the people who live in your house including any carers or lodgers?

		Gender (M/F)	Age
1	Resident (i.e. yourself)		
	<u>Write in relationship to resident (e.g. wife, husband)</u>		
2			
3			
4			
5			
6			
7			

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

25. SHOWCARD How would you describe your household composition?

One adult under 60	1
One adult aged 60 or over	2
Two adults both under 60	3
Two adults both over 60	4
Two adults, at least one 60 or over	5
Three or more adults, 16 or over	6
1 parent family with 1 child under 16	7
1 parent family with 2 children under 16	8
1 parent family with 3 or more children under 16	9
2 parent family with 1 child under 16	10
2 parent family with 2 children under 16	11
2 parent family with 3 or more children under 16	12
Other (please specify)	13

26. Does anyone living in this household have any long term illness, health problem or disability which limits their daily activities or the work they can do (including problems due to old age)?

Mental ill health	1
Mobility/ physical disabilities	2
Learning difficulties	3
Difficulties with sight	4
Difficulties with hearing	5
Dementia	6
Being frail due to old age	7
HIV/ AIDS	8
Drug/ Alcohol dependency	9
Other (please write in)	10
Don't know	11
None	12

27. [SHOWCARD] How would you describe your and your partner's occupation at the present time?

	a) Your	b) partner
Full time paid work (35 or more hours per week)	1	1
Part time paid work (between 16 and 34 hours per week)	2	2
Part time paid work (less than 16 hours per week)	3	3
Full time education	4	4
Government training programme	5	5
Unemployed	6	6
Long term sick / disabled	7	7
Looking after family	8	8
Retired	9	9
Other (please specify)	10	10
N/A no partner		11

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

28. SHOWCARD: Southside monitors the ethnic composition of its residents to ensure it provides a quality service to all members of the community who require it. Can you tell me which of the following groups you consider you belong to?

WHITE	
Scottish	1
Other British	2
Irish	3
Gypsy/ Traveller	4
Polish	5
Other white ethnic group, please write in	6
MIXED OR MULTIPLE ETHNIC GROUPS	
Any mixed or multiple ethnic groups, please write in	7
ASIAN, ASIAN SCOTTISH OR ASIAN BRITISH	
Pakistani, Pakistani Scottish or Pakistani British	8
Indian, Indian Scottish or Indian British	9
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	10
Chinese, Chinese Scottish or Chinese British	11
Other Asian background, please write in	12
BLACK, BLACK SCOTTISH OR BLACK BRITISH	
Caribbean, Caribbean Scottish or Caribbean British	13
African, African Scottish or African British	14
Other Black background, please write in	15
OTHER ETHNIC GROUP	
Arab, Arab Scottish or Arab British	16
Other group, please write in	17

29. What is your first language?

English	1
Other (please specify)	2

Thank and close statement

- Thank you very much for completing the questionnaire.

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

Project number	P1359
Project name	Queensland Community Park – Household Survey Endline – Spring 2024

INTRODUCTION (Read out) 'Hello, my name is _____. I am undertaking a short survey for **Southside Housing Association** to find out resident views on the redeveloped green space within the grounds of Queensland Court and Gardens within the Cardonald area, which is known as Queensland Community Park.

The survey also asks some demographic questions such as age, gender and ethnicity. This information is only used to create an overall picture of the type of residents living in the area and using the park. The survey will take about 10 minutes to complete. Can you spare the time to speak me just now?

Can I assure you that all your answers will remain totally confidential and anonymous. Nobody at **Southside** will know your individual answers without your permission. You do not need to answer any questions you don't want to and you have the right to end the interview at any time. Interviews will be recorded for training and monitoring purposes. Can I confirm that you are happy to take part in the survey?

INTERVIEWER: IF RESPONDENT IS HAPPY TO PARTICIPATE IN THE RESEARCH RECORD RESPONDENT RRID AND SURNAME - ENSURE RRID MATCHES SAMPLE DATABASE

RRID:

INTERVIEWER RECORD FROM DATABASE:

SURNAME:

INTERVIEWER DECLARATION:

I declare that this interview was carried out according to instructions, within the Market Research Society's Code of Conduct, and that the respondent consented to participate in the research.

THE NEIGHBOURHOOD

I'd like to begin by asking about your neighbourhood. This is the street in which you live and the immediate surrounding area.

1. How long have you lived in this neighbourhood?

Under 6 months	1
Between 6 and 12 months	2
Between 1 and 5 years	3
Between 6 and 10 years	4
More than 10 years	5

2. Turning now to the neighbourhood you live in, what do you think of it as a place to live in?

Very good	1
Good	2
Neither good nor bad	3
Poor	4
Very poor	5

3. Why do you say that?

4. What do you like best about living in this neighbourhood? [INTERVIEWER: PROBE FULLY]

5. What do you like least about living in this neighbourhood? [INTERVIEWER: PROBE FULLY]

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

6. Can you tell me how satisfied you are with the following aspects of your local neighbourhood?

	Very Satisfied	Fairly Satisfied	Neither / Nor	Fairly Dissatisfied	Very Dissatisfied	Don't know/no opinion
Your feeling of safety	1	2	3	4	5	6
The maintenance of common areas	1	2	3	4	5	6
Bike storage facilities	1	2	3	4	5	6
Play facilities	1	2	3	4	5	6
Car parking	1	2	3	4	5	6
Space to sit	1	2	3	4	5	6

7. Do you agree or disagree that your neighbourhood is a place where people from different backgrounds can get on well together?

Strongly agree	1
Agree	2
Neither/ nor	3
Disagree	4
Strongly disagree	5
Don't know	6

QUEENSLAND COMMUNITY PARK

8. I'd now like to go on and talk about this area [SHOW PICTURE]. How long would it take you to walk to this area?

A couple of minutes or less	1
More than a couple of minutes but less than 5	2
Between 5 and 10 minutes	3
Between 10 and 15 minutes	4
More than 15 minutes	5
Don't know/Don't walk	6

9. Did you use the green space at Queensland Court and Gardens before the changes to the area?

Yes	1	Go to Q10
No	2	
Not applicable – didn't live in the area before	3	

10. Do you or others in your household/ family use this area? By use, it might just mean passing through?

Yes	1	<ul style="list-style-type: none"> • IF NO AT Q9 AND YES AT Q10 GO TO Q11 • IF YES AT Q9 AND YES AT Q10 GO TO Q12
No	2	Go to Q15

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

11. Why do you/ your family now use this area when you didn't before?

--

NOW GO TO Q13

12. Are you/ your family using this space any differently to how you did before it was developed? ALL THAT APPLY

Yes, I spend longer there	1
Yes, I go more frequently	2
Yes, I do different things there	3
Yes, using it differently in some other way) (please describe)	4
No, not using it any differently	5

13. How do you or others in your household/ family use this area? [ALL THAT APPLY]

Pass through on way to elsewhere	1
Take children/ grandchildren to play	2
Sitting and relaxing	3
Walk the dog	4
Cycle / scooter	5
Go for a walk	6
Meet up with others	7
Other (please describe)	8

14. When do you/ others in the household use this area? MULTI

Weekdays, during the day	1	Go to Q16
Weekdays, evening	2	
Weekend, during the day	3	
Weekend, evening	4	

15. Why do you not use this area?

--

16. [ASK ALL] What improvements would make you use this area/ use it more often?

--

PERCEPTIONS AND EXPECTATIONS OF QUEENSLAND COMMUNITY PARK

17. I'd now like you to think about the area that has been developed - the green space known as Queensland Community Park, which we will now refer to as your 'local greenspace' and tell me the extent to which you agree or disagree with what it is like with respect to these statements.

	Strongly agree	Agree slightly	Neither agree nor disagree	Disagree slightly	Strongly disagree
My local greenspace is somewhere I can relax and unwind	1	2	3	4	5
My local greenspace is a safe place to encourage physical activity such as walking, cycling, sports, play and gardening	1	2	3	4	5
My local greenspace is an attractive space	1	2	3	4	5
My local greenspace makes the area a great place to live	1	2	3	4	5
My local greenspace is a good place for children to play	1	2	3	4	5
My local greenspace provides opportunities to enjoy nature	1	2	3	4	5
My local greenspace is a good place for people to meet others from the local community	1	2	3	4	5
My local greenspace is a place that is accessible and people are confident in using	1	2	3	4	5
My local greenspace is a place that helps manage flooding	1	2	3	4	5

18. Overall, how satisfied are you with Queensland Community Park?

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5

19. Why do you say that?

ACCESS TO OUTDOOR SPACE, HEALTH AND COMMUNITY INVOLVEMENT

20. SHOWCARD How often would you say you get outdoors in your local area a) to get fresh air and b) to get exercise? ONE IN EACH COLUMN

	a) get outdoors in your local area to get fresh air	b) get outdoors in your local area to exercise
Daily	1	1
Between 4 and 7 times a week	2	2
Between 1 and 3 times a week	3	3
Once a week	4	4
Once a month	5	5
Once every few months	6	6
Less often	7	7
Never	8	8

21. SHOWCARD How often do you see others out and about in your local area?

Daily	1
Between 4 and 7 times a week	2
Between 1 and 3 times a week	3
Once a week	4
Once a month	5
Once every few months	6
Less often	7
Never	8

22. How frequently do you speak to people in your local area other than those that live with you?

Daily	1
A few times a week	2
Weekly	3
A few times a month	4
Monthly	5
Less often	6

23. How is your health in general? Would you say it is....?

Very good	1
Good	2
Fair	3
Poor	4
Very poor	5
Don't know (don't read out)	6

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

24. Would you be interested in getting more involved in a Queensland Residents Group which would help plan activities within the greenspace? If you say yes, we will pass your contact detail over to Southside Housing Association so they can get in touch and tell you more about these opportunities. Is that ok?

Yes (confirm that we will pass their name and address to Southside in this respect to that they can get in touch)	1
No	2

HOUSEHOLD INFORMATION TASK ALL1

This final section is about you and your household. It will be used only to allow us to develop an understanding of who lives in the local area and to analyse survey results. All your answers will be completely anonymous.

25. How would you describe the composition of your household?

Single adult	1
Two adults	2
Three or more adults, 16 or over	3
1 parent family with 1 child under 16	4
1 parent family with 2 children under 16	5
1 parent family with 3 or more children under 16	6
2 parent family with 1 child under 16	7
2 parent family with 2 children under 16	8
2 parent family with 3 or more children under 16	9
Other – specify	10

26. SHOWCARD] How would you describe your and your partner's occupation at the present time?

	c) Your	d) partner
Full time paid work (35 or more hours per week)	1	1
Part time paid work (between 16 and 34 hours per week)	2	2
Part time paid work (less than 16 hours per week)	3	3
Full time education	4	4
Government training programme	5	5
Unemployed	6	6
Long term sick / disabled	7	7
Looking after family	8	8
Retired	9	9
Other (please specify)	10	10
N/A no partner		11

27. What is your age group?

16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75-84	7
85+	8

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

Prefer not to say	9
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28. What is your sex?

Male	1
Female	2
Intersex	3
Prefer not to say	4

29. Do you consider yourself to have a disability?

Yes	1	Go to Q30
No	2	Go to Q31

30. How would you describe the nature of your disability from the following list?

Autoimmune: (e.g. multiple sclerosis, HIV, Crohn's/ulcerative colitis)	1
Learning difficulties: (e.g. Down's Syndrome)	2
Mental health issue: (e.g. depression, bi-polar)	3
Neuro-divergent condition: (e.g. autistic spectrum, Dyslexia, dyspraxia)	4
Physical impairment: (e.g. wheelchair-user, cerebral palsy)	5
Hearing impairment)	6
Visual impairment	7
Other (please specify)	8
Prefer not to say	9

31. What is your ethnic group? Choose ONE section from A-F, then tick ONE box which best describes your ethnic group or background.

A White

Scottish	1
English	2
Welsh	3
Irish	4
Other British	5
Polish	6
Gypsy / Traveller	7
Roma	8

B Mixed or multiple ethnic groups

Any mixed or multiple ethnic groups, please write in:	9
---	---

C Asian

Pakistani, Scottish Pakistani or British Pakistani	10
Indian, Scottish Indian or British Indian	11
Bangladeshi, Scottish Bangladeshi or British Bangladeshi	12
Chinese, Scottish Chinese or British Chinese	13
Other Asian background, please write in:	14

D African

African, Scottish African or British African	15
Other African background, please write in	16

E Caribbean or Black

Caribbean, Caribbean Scottish or Caribbean British	17
Black, Black Scottish or Black British	18

QUEENSLAND COMMUNITY PARK
ENDLINE HOUSEHOLD SURVEY

Other Caribbean or Black background, please write in	19
--	----

F Other ethnic group

Other, please write in	20
------------------------	----

32. What is your first language?

English	• 1
Other (please specify)	• 2

- Thank you very much for completing the questionnaire.
- Would you like to take a note of our web address where you will be able to find out more about Research Resource and how we use the information you give us?
www.researchresource.co.uk

APPENDIX 2: TECHNICAL REPORT SUMMARY



TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

Project name	Southside Housing Association – Queensland Community Park Endline Household Survey
Project number	P1359
Objectives of the research	To carry out a household survey of residents living in immediate proximity of Queensland Community Park in order to establish a baseline and then endline of perceptions and usage of the area
Target group	Residents living in immediate proximity to Queensland Community Park
Target sample size	100
Achieved sample size	97
Date of fieldwork	11 th to 25 th June 2024
Sampling method	The aim was to achieve 100 interviews from a resident population of 189. Given the response rate desired, no sampling was carried out
Data collection method	Face to face
Response rate and definition and method of how calculated	97 residents were interviewed from a resident population of 189. This represents a 51% response rate.
Any incentives?	None
Number of interviewers	4
Interview validation methods	Respondent recontact
Showcards or any other materials used?	Yes
Weighting procedures (if applicable)	Not applicable
Estimating and imputation procedures (if applicable)	Not applicable
Reliability of findings	The achieved level of accuracy was +/-6.7% (based upon a 50% estimate at the 95% level of confidence).