

# Woodberry Down: Social Impact Assessment 2023

## Social Life

### About the project

Social Life have been commissioned by Notting Hill Genesis to understand the impact of the regeneration programme on people living on Woodberry Down. This will repeat the research we carried out in 2019, when we developed a social impact monitoring framework for the neighbourhood with the regeneration partners. Over this summer, we'll be carrying out a second assessment using the framework – which we have refreshed – to track the impact of the regeneration on residents' wellbeing and on community life, as well as to make recommendations for the regeneration in the future.

To carry out this research, we will be drawing on official data and carrying out research with local stakeholders and community members to give comprehensive and detailed insight into community life.

For more information on Social Life's 2019 impact assessment, you can read the summary report [here](#).

#### WOODBERRY DOWN SOCIAL VALUE FRAMEWORK



**PRIDE IN PLACE:** Residents love their home & are proud of their neighbourhood.

This dimension captures local identity & belonging, satisfaction with local facilities and with home, distinctive character and inclusivity.



**EMPOWERED:** Residents are empowered, skilled & have influence over local decisions

This dimension captures voice & influence, quality & level of education, skills & aspirations, & residents' perceptions of the regeneration.



**BALANCED COMMUNITY:** The community is balanced, integrated & cohesive.

This dimension captures neighbourliness, the provision of social infrastructure, local integration, accessibility and adaptability.



**PROSPERITY:** Residents & businesses prosper economically.

This dimension captures the strength of the local economy, job creation and residents' economic security and employment.



**WELLBEING:** Residents have high wellbeing.

This dimension captures wellbeing, health and feelings of safety.

## What are we planning to do?

Social Life has already convened a workshop with regeneration partners and agencies working on the estate to review the 2019 social impact framework. In this workshop, we reflected on the implications of dramatic changes of the last three years, including the impact of COVID and the current cost of living crisis. From this we have updated our surveys to reflect the current priorities for the estate.

Between May and September 2023, we will be working on Woodberry Down to carry out research using our refreshed social impact framework. We plan to use different methods to capture detailed and wide-ranging views from residents and local stakeholders.

- Working with an external survey company, we will collect **420 door-to-door survey responses** using the updated questionnaire.
- We will conduct **21 in-depth stakeholder interviews**, including with people we spoke to in our previous research and new stakeholders such as incoming businesses and community organisations.
- We are carrying out **10 walking interviews** - inviting residents to act as guides to their neighbourhoods and taking part in conversation about their experiences of local life.
- We will develop a robust **youth engagement strategy** to gather the views of young people on the estate.
- We are working with an independent site surveyor to carry out a **built environment assessment** to understand how the built environment is supporting community life.

## How will we report back?

We will assess the data collected against the Woodberry Down impact framework. Where possible, we will carry out benchmarking against national survey data to see how well the estate is doing compared to other areas. We will also analyse change in perceptions over time.

Based on our findings, we will develop a series of recommendations for the next stage of regeneration on Woodberry Down. All our data and findings will be consolidated in a comprehensive report; we will also produce shorter and accessible community reports aimed at residents and community organisations, highlighting key findings.

For more information, please get in touch with Yasmin Jiang, Researcher at Social Life:

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