

# RESIDENT SATISFACTION SURVEY 2023





# THE RESULTS ARE IN.

In autumn 2023, Ebbsfleet Development Corporation conducted its annual Resident Satisfaction Survey across Ebbsfleet and surrounding areas to find out what residents think about where they live, their local facilities and services and their health and wellbeing / home life.

Firstly, thank you to all the residents who took part in the survey and we're delighted to publish the results.

The survey follows similar projects conducted in 2016 and 2021 but includes a larger number of residents taking part.

Over 2,000 responses were received to the survey which could be completed online, in person or via post.

Results provide an excellent snapshot of local community views and Ebbsfleet Development Corporation will use these results to prioritise investment in order to shape the facilities and services provided.

Data was collected from eight geographical areas, which fall into two categories:

New developments  
and  
Existing communities





# RELOCATION INSIGHT.

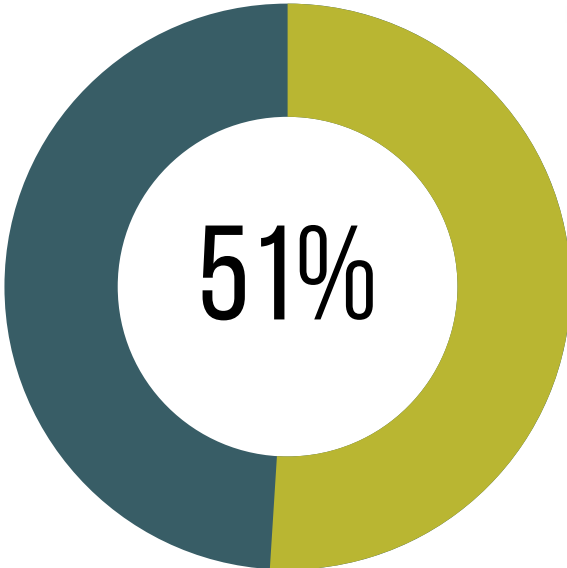
(New developments only)

48% have moved from London Boroughs  
31% have moved from Dartford & Gravesham  
11% Wider Kent  
10% Other areas

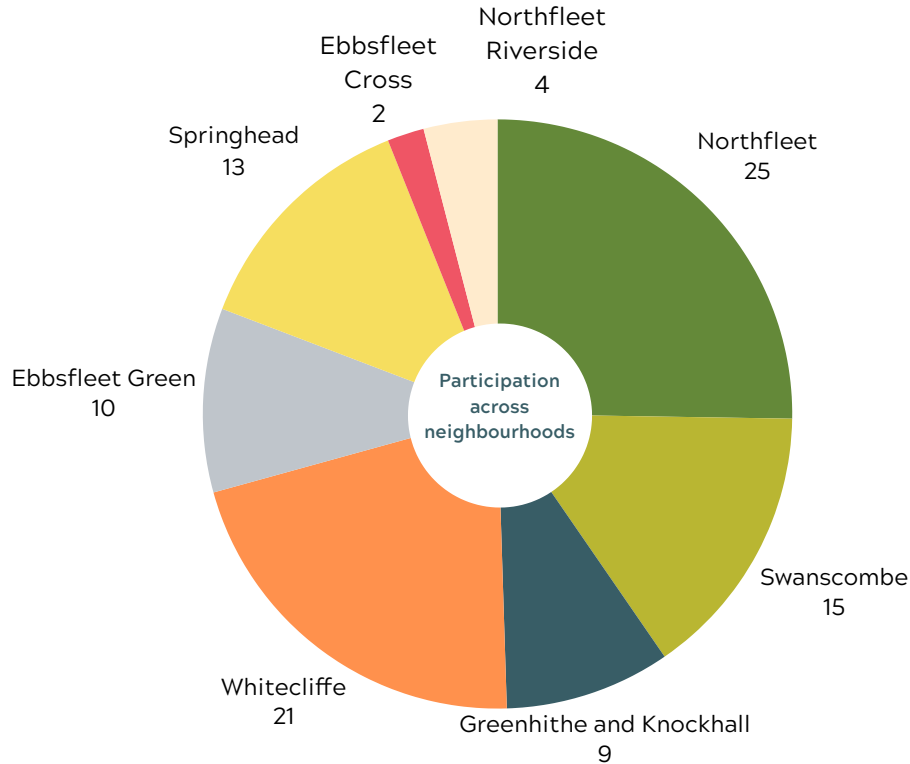
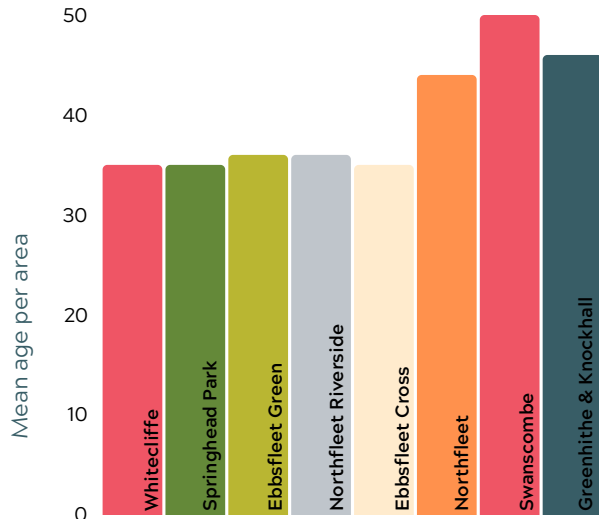
## RESIDENT PROFILE.

43% responses were from those identifying as male.

56% responses were from those identifying as female.



of responses came from new development areas (Whitecliffe, Springhead Park, Ebbsfleet Green, Northfleet Riverside, Ebbsfleet Cross).





# LOCAL AREA PERCEPTIONS.

There is a strong sense of residents feeling satisfied with the local area and feeling safe in the new development areas.

Around half agree they can personally influence decisions affecting their area and are satisfied with travel and transport, green & blue spaces and facilities & services.

Responses said they were satisfied with their neighbourhood\*

80%

Responses said they were satisfied with travel & transport

59%

Responses said they were satisfied with green & blue spaces

70%

Responses said they were satisfied with facilities & services

45%



86% feel satisfied with their local area as a place to live.



89% feel safe in their local area.



55% agree they can personally influence decisions affecting their local area.

\*'Neighbourhood' includes home, broadband access, street cleaning and road & traffic congestion.



# SENSE OF COMMUNITY.

(New developments only)

The vast majority of residents in the new development areas feel a strong sense of belonging and believe that people get on well together.

Over four in ten have attended an event or activity in the Ebbsfleet areas in the past 12 months.



84%

Feel strongly that they belong to a local neighbourhood



86%

Agreed the area is a place where people from different backgrounds get on well together



14%

Volunteered in the past 12 months



41%

Attended an event or activity in the Ebbsfleet area in the past 12 months

# RESIDENT SATISFACTION.

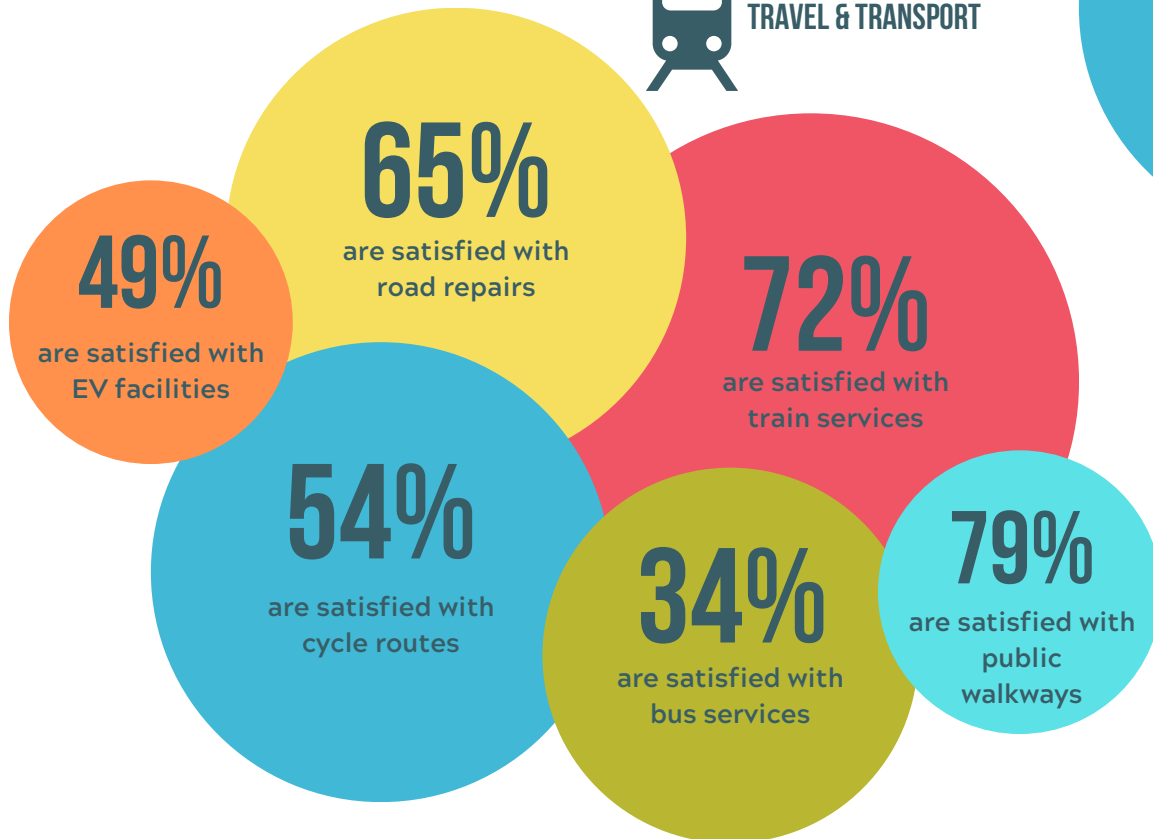
(New developments only)

Residents rated a variety of themes on a 5 point scale of satisfaction.

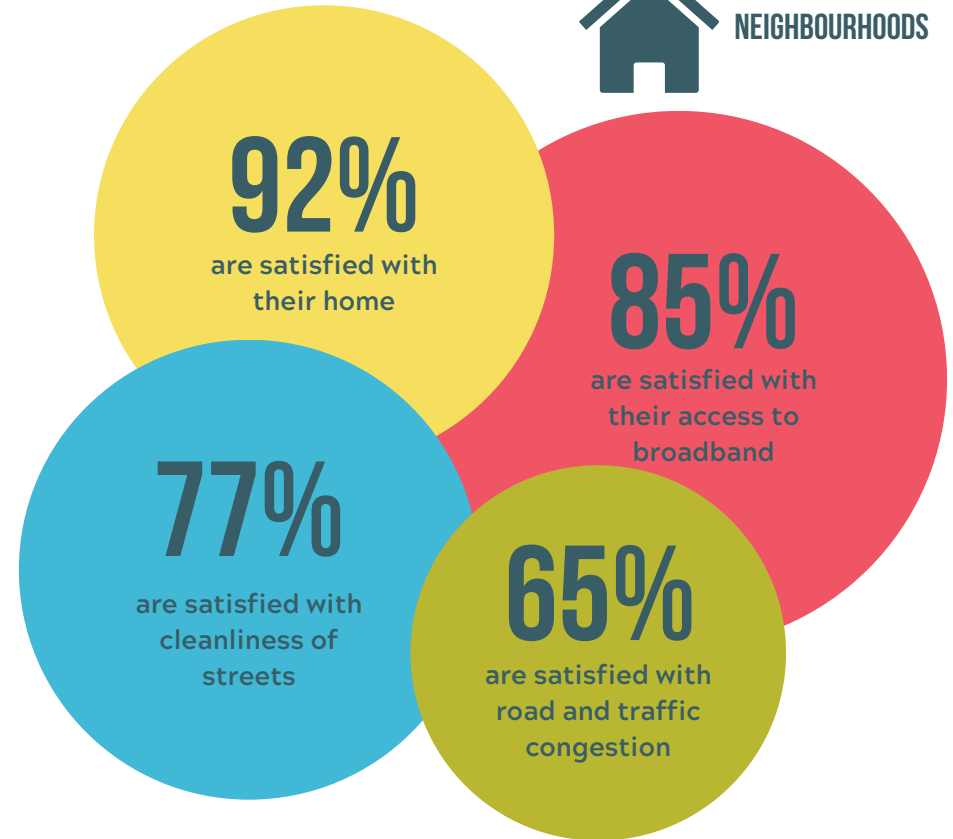
Rates of satisfaction (very / fairly satisfied combined) are shown in percentage format for each theme. It should be noted that few indicated they are dissatisfied.



## TRAVEL & TRANSPORT



## NEIGHBOURHOODS



Residents of the new development areas are particularly satisfied with broadband access, street cleanliness, train services and public walkways.

There is demand for improvements to road congestion / traffic flows, cycle routes, electric vehicle facilities and bus services.

Overall people are least satisfied with travel and transport and facilities and services. Levels of satisfaction with neighbourhoods are exceptionally high.

# GREEN & BLUE SPACES.

Satisfaction levels amongst residents in new development areas are strong across the green and blue spaces elements tested, including amount of trees, shrubs and flowers, quality of footpaths and walkways, parks and playgrounds and places for wildlife.

The majority of residents spend free time in green and natural spaces at least once a week. Just under half believe the quality of these spaces has improved in recent years.

**77%**

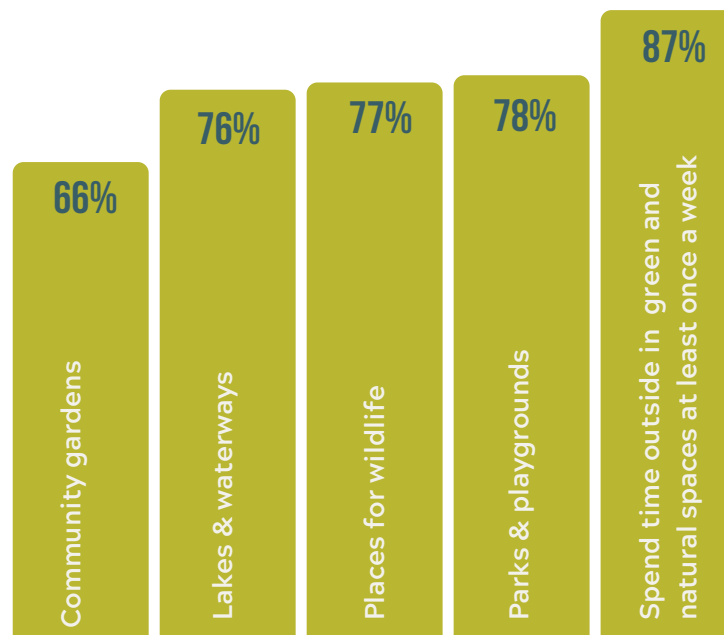
Are satisfied with the quality of footpaths and public walkways

**78%**

Are satisfied with the amount of trees, shrubs and flowers

**78%**

Are satisfied with the character and beauty of the area



Satisfaction rate

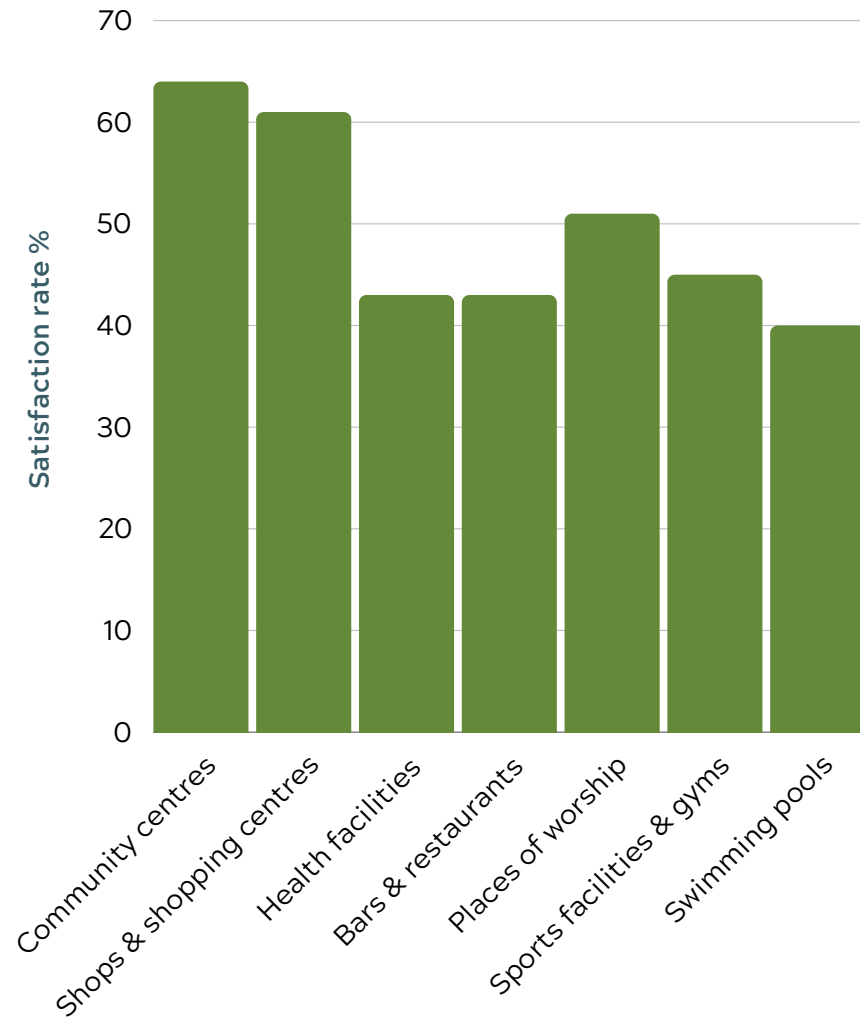
**46%**

Believe that the quality of green and natural spaces has improved



# FACILITIES & SERVICES.

There are reasonable levels of satisfaction with community centres and shops amongst residents in the new development areas. Satisfaction levels are lowest with health facilities, bars and restaurants, sports facilities and gyms.





# NEIGHBOURHOODS IN FOCUS.

## WHITECLIFFE

Satisfied with...	
79%	Neighbourhood
52%	Travel & Transport
68%	Green & Blue Space
32%	Facilities & Services

## SPRINGHEAD PARK

Satisfied with...	
80%	Neighbourhood
73%	Travel & Transport
76%	Green & Blue Space
63%	Facilities & Services

## EBBSFLEET GREEN

Satisfied with...	
81%	Neighbourhood
58%	Travel & Transport
69%	Green & Blue Space
41%	Facilities & Services

## NORTHFLEET RIVERSIDE

Satisfied with...	
82%	Neighbourhood
64%	Travel & Transport
62%	Green & Blue Space
62%	Facilities & Services

## EBBSFLEET CROSS

Satisfied with...	
76%	Neighbourhood
50%	Travel & Transport
58%	Green & Blue Space
51%	Facilities & Services

The average score of residents in new development areas rated their quality of life as 8/10.  
The national average is 6.8/10.

# NEIGHBOURHOODS IN FOCUS.

(CONTINUED).

## GREENHITHE & KNOCKHALL

Satisfied with...	
62%	Neighbourhood
46%	Travel & Transport
54%	Green & Blue Space
48%	Facilities & Services

## NORTHFLEET

Satisfied with...	
51%	Neighbourhood
42%	Travel & Transport
40%	Green & Blue Space
47%	Facilities & Services

## SWANSCOMBE

Satisfied with...	
52%	Neighbourhood
33%	Travel & Transport
54%	Green & Blue Space
46%	Facilities & Services

We collect data from existing communities to inform our future work, provide useful insights to our partners and to monitor the impact of the development on surrounding communities.





# NATIONAL CONTEXT.

75% of people in all neighbourhoods, and 86% in new developments, said they were satisfied with their local area as a place to live. Nationally, the figure is 74%.

80% of people in all neighbourhoods, and 89% in new developments, said they feel safe in the area they lived. Nationally, 78% of people said they feel safe.

74% of people in all neighbourhoods, and 84% in new developments, strongly agree/agree with the statement 'I feel like I belong to this neighbourhood.' Nationally, 56% of people strongly agree/agree.

75% of people in all neighbourhoods, and 86% in new developments, feel their neighbourhood is a place where people of different backgrounds can get on well together. Nationally, 59% of people feel this way.

41% of people in all neighbourhoods, and 55% in new developments, either definitely or tended to agree that they could personally influence decisions affecting their local area. Nationally, only 27% of people agreed.

86% of people in all neighbourhoods, and 92% of new developments, said they were satisfied with their accommodation\*. Nationally, 89% were satisfied with their accommodation.

\*National comparator scores satisfaction on 'accommodation'





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