

A photograph of a red brick building with two arched windows. The windows have dark frames and are set into the brick wall. The brickwork is a mix of red and brown tones. A large, light blue diagonal shape covers the right side of the image, serving as a background for the text.

# Rebuilding Trust

---

Research findings summary

July 2019



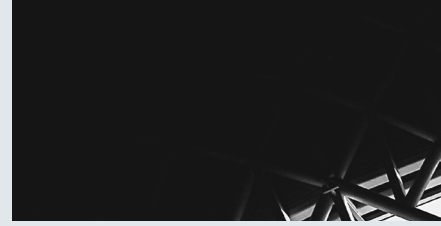
GROSVENOR

# Research scope

*To conduct the largest ever canvassing of the public's views on trust, 'placemaking' and developers - what is the problem, what are the solutions?*

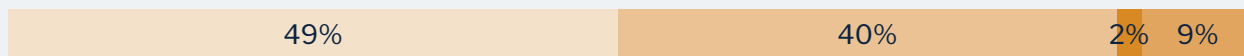


# Summary findings



# Trust in planning is very low; apathy and distrust in both developers and councils is widespread

Trust in private developers to act in an honest way (% respondents)



Trust in local council to make decisions in best interests of the area (% respondents)



■ Distrust (net score 1-3) ■ Neither / nor (net score 4-7) ■ Trust (net score 8-10) ■ Don't know

These findings confirm that public trust in planning is low and suggest that it will take a significantly different approach to cut through the lack of interest and likely scepticism that any new initiatives will face.

Q3. On a scale of 1 to 10, where 1 is "don't trust at all" and 10 is "trust completely", to what extent, if at all, do you trust your local council to make decisions about a large scale development that are in the best interests of the area? Q6. On a scale of 1 to 10, where 1 is "don't trust at all" and 10 is "trust completely", to what extent, if at all, do you trust private developers to act in an honest way when it comes to large-scale development? Base: all 2,183 respondents

# The people who engage in planning are more likely to think that development has had a negative impact on their local area

Experience of development / perceived impact on local area (% respondents)

I have shared my view with the council about a specific project



I went to a consultation meeting about a specific project



■ Negative ■ No difference ■ Positive ■ Don't know

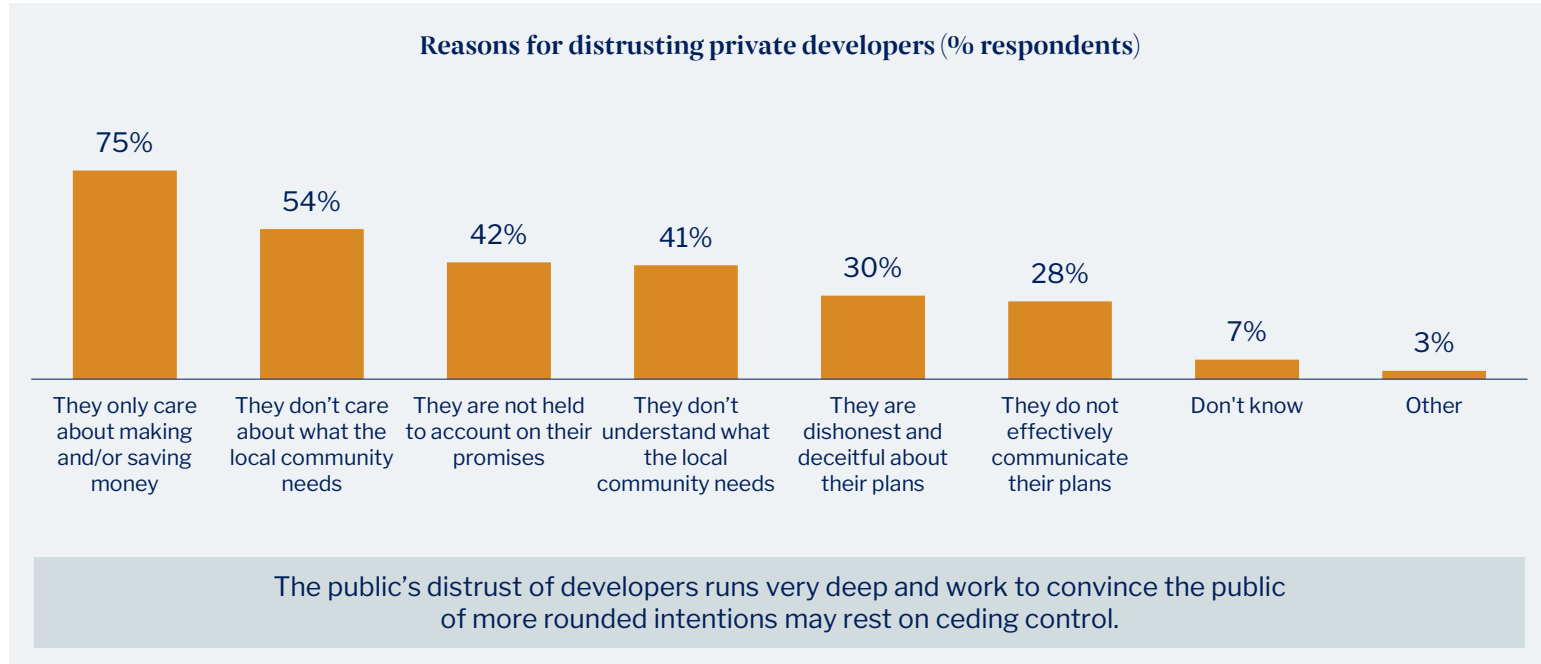
This demonstrates the current approach to consulting the public on planning is either only reaching the disgruntled or souring perceptions, or both. More is needed to incentivise and positively engage a wider audience.

Q: Which, if any, of the following experiences have you had of large scale development in your local area? (Please select all that apply)

Q: Overall, to what extent has the large scale development has a positive or negative impact on your area, or has it made no difference at all?

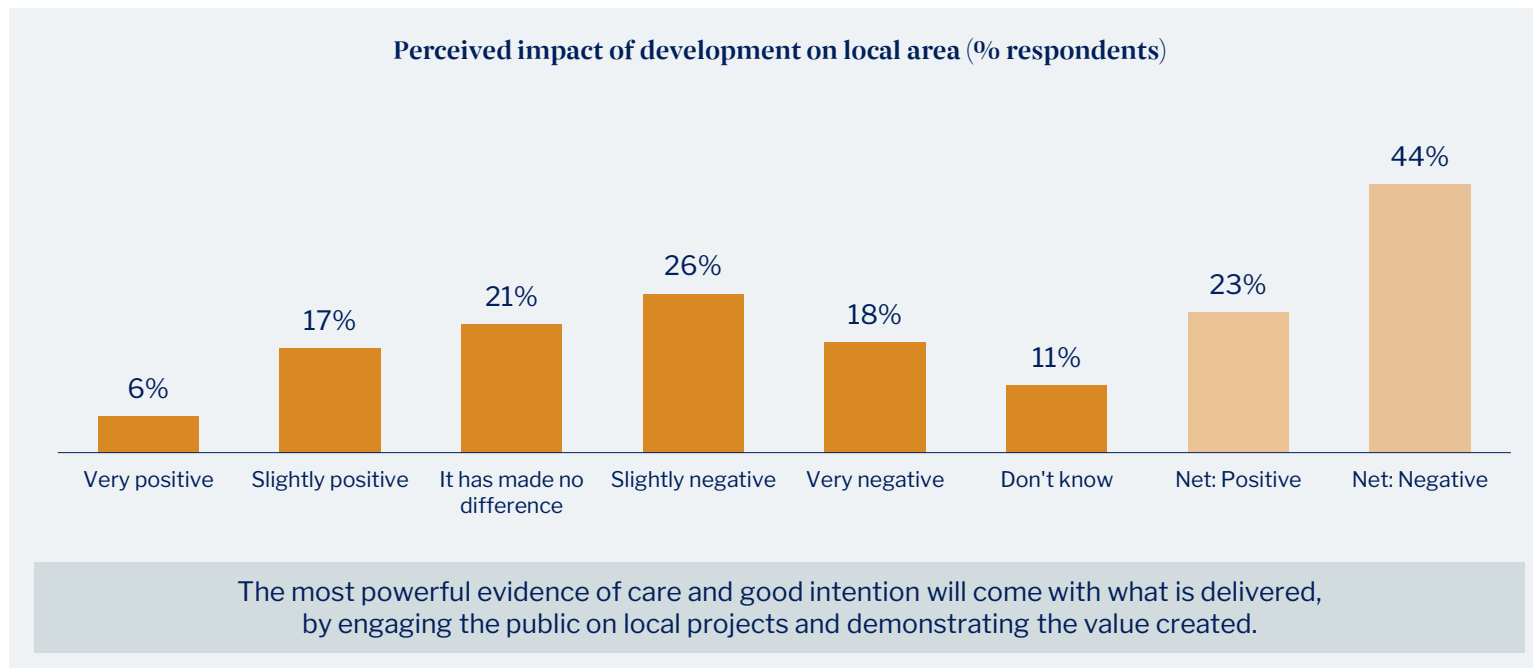
Base: all 2,183 respondents

# Distrust in developers is driven by the perception that they only care about making and / or saving money



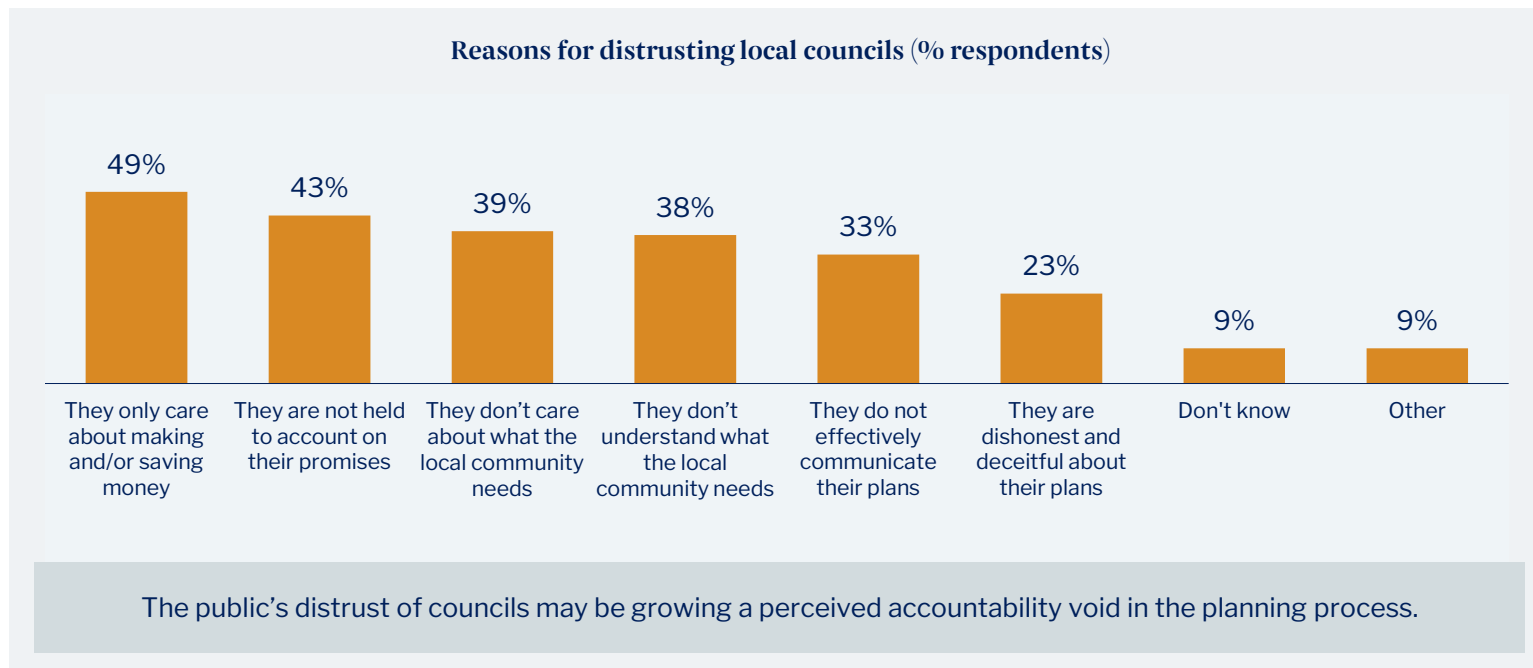
Q: Which, if any, of the following are reasons that stop you from trusting private developers to act in an honest way? (Please select all that apply)  
Base: all 1,944 respondents who did not trust private developers

## This perception is reinforced by the belief that development has had a negative impact on local communities



Q: Overall, to what extent has the large scale development has a positive or negative impact on your area, or has it made no difference at all?  
Base: all 2,183 respondents

## Distrust in local councils is more multifaceted, driven by poorly perceived intentions and lack of accountability



Q: Which, if any, of the following are reasons that stop you from trusting your local council? (Please select all that apply).  
Base: all 1,892 respondents who did not trust their local council



## This results in demands for better ways to hold developers and the local council to account

Ways to increase trust in development (% respondents – net increase)



Q: To what extent, if at all, would each of the following increase or decrease your current feelings of trust when it comes to a large scale development?  
Base: all 2,183 respondents

# There is no single solution to increase trust; a range of initiatives are likely to be needed, especially those focussing on the value package

Ways to increase trust in large-scale development	% public
The local council publishing both the costs and benefits of large-scale developments	45%
The local council publishing how tax from a development is spent locally	45%
A cap on the profit a private developer can make, above which the local council shares in the profit for local investment	45%
My local council explaining the choices available from a large scale development (eg increased low-cost housing, a new medical centre etc)	42%
My local council speaking more openly about the costs and benefits of large-scale development	41%
The local council & the private developer publishing their own financial assessment of large-scale developments (eg viability assessments)	41%
A simple way to vote on a private developer's planning application, with that vote taken into account by the local council	40%
The early involvement of the local community so that people have a chance to co-design proposals for a place	38%
A simple way to discuss and vote on the local council's vision for a place or neighbourhood	34%
A simple way to discuss and vote on the private developer's proposals for a place or neighbourhood	34%
Private developers communicating with the local community throughout the large-scale development	33%
An independent journalist being given access to all meetings and reports	33%
Increased publication of private developers' proposals for a large scale development	32%

SUMMARY OF FOLLOWING QUESTIONS: Q: Thinking about communication from local councils and private developers during a large scale development... Q: Thinking about your influence over decisions and how places change... Q: Thinking about transparency and how local councils and private developers are held to account on their promises... Q: Thinking about the taxes that local councils collect from large-scale development and the profits that private developers make... Which, if any, of the following would increase your current feelings of trust when it comes to a large scale development? (Please select the option that best applies). Base: all 2,183 respondents

# Some possible areas of focus to increase public trust

1

## Profits / value package

Show that developers deliver much more than just profit, that they consider local needs and deliver long term value to the community

2

## Accountability

Show that there are effective mechanisms to hold developers (and the local council) to account on their promises

3

## Public influence

Give the public meaningful input on development decisions, involving them early with limited barriers to entry and actual influence on decisions that matter

# Methodology

Approach	Sample
<b>Qualitative research (Jan – Feb 2019)</b>	
<b>Internal interviews</b> 45 min semi-structured individual telephone interviews	<b>8</b>
<b>Councillor interviews</b> 45 min semi-structured individual telephone interviews	<b>10</b>
<b>Resident focus group</b> 90 min semi-structured focus group	<b>10</b>
<b>Displaced / business leader interviews</b> 45 min semi-structured individual telephone interviews	<b>6</b>
<b>Quantitative research (01<sup>st</sup> – 04<sup>th</sup> March)</b>	
<b>General public survey</b> 15 question closed question survey run by YouGov	<b>2,183</b>



70 Grosvenor Street  
London, W1K 3JP  
England

+44 (0) 20 7408 0988

Twitter: @Grosvenor\_GBI  
[britainandireland@grosvenor.com](mailto:britainandireland@grosvenor.com)

[www.grosvenor.com](http://www.grosvenor.com)



GROSVENOR