

Ekin Road Community Survey Report

Cambridge City Council

November 2023

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1 EXECUTIVE SUMMARY

1.1 Introduction and Project Background

The Ekin Road Estate is situated within the area of East Barnwell in Cambridge where residential, retail, educational and industrial uses are all within proximity of the site. The site comprises of 122 existing homes in the form of flats, bungalows, maisonettes and houses.

In 2021, Cambridge City Council informed residents of a review into the condition of the Ekin Road Estate to understand the issues affecting residents following which in September 2021, it was concluded Ekin Road was identified as an estate to be considered for redevelopment. The Council has since been exploring potential options for the estate and in June 2022 began a resident engagement process.

JLL was appointed as a third-party advisor to Cambridge City Council to undertake technical work to assess potential options for the estate. Stage 1 consisted of evaluating a long list of options ranging from refurbishment through to full redevelopment which was ultimately shortlisted three options:

- Refurbishment;
- Partial Redevelopment; and
- Full Redevelopment.

To support JLL's technical work, Marengo Communications was engaged to undertake an independent consultation to gather resident feedback regarding the future of the Ekin Road Estate and the three shortlisted options.

1.2 The Resident Survey

A key part of the resident consultation is a community survey and associated door knocking sessions. The aim is to engage with residents to understand their needs, experiences, and sentiment in relation to the current and future state of the Ekin Road Estate. This will support JLL in refining to a preferred option that is properly inform by resident feedback, so the final outcome is aligned with their needs.

The Council's Code of Best Practice on Consultation and the Local Government Association's Gunning Principles were maintained throughout by:

- Using appropriate consultation methods such as online and paper versions of the survey and door knocking sessions;
- Ensuring the survey was well publicized and accessible to all resident so they can voice their thoughts;
- Ensuring the residents are provided with sufficient and accessible information regarding the shortlisted options;

- Allowing a reasonable and appropriate amount of time to complete the survey;
- Providing the opportunity for follow-up one-to-one sessions for residents if required.

The survey went live from 24th October 2023 to 20th November 2023, bolstered by four door knocking sessions running during this period. By conducting simultaneous door knocking sessions alongside the survey, the team was able to increase awareness and response rate as well as gather both formal and informal feedback from the residents in order to gain a full perspective of their thoughts and experiences.

1.3 Survey Results

In total, completed surveys were received from 63 households, representing a total response rate of 52% of the 122 households. Response rates for the tenure types were as follows:

- 56% of Council tenants,
- 60% of leaseholders, and
- 70% of freeholders.

From Marengo Communication's professional experience this is a high response rate for a survey of this nature. For comparison, the turnout for the Cambridge City Council election in 2023 in Abbey Ward, which contains Ekin Road was 35%.

The survey produced several key findings relating to the current state of the estate including:

- Many residents are experiencing issues relating to the condition of their homes;
- Some residents are having accessibility and overcrowding problems;
- There are differing personal experiences living on the estate with some enjoying living there while others have experienced instances of conflict with neighbours and anti-social behaviour; and
- A minority of residents have family/support networks in the area.

Based on their current experiences living on the estate, residents indicated "improving the quality and sustainability of council accommodation" and "reducing crime" as their top priorities for the future of the Ekin Road Estate.

However, in relation to what the future of the Ekin Road Estate looks like, there are dispersed views among the residents. 57% of residents expressed support for redevelopment on the estate with a minority in opposition (41%). 49% of residents voiced a preference for complete redevelopment, while only 24% preferred partial redevelopment. This support for redevelopment mostly originates from Council tenants and leasehold flat residents. Among the freehold house residents, there is a high level of opposition to redevelopment (72%). This demonstrates a significant difference in opinion between freeholders, leaseholders and council tenants.

1.4 Informal Feedback

In addition to the survey results, 57 individual conversations were held with residents as part of the canvassing, with the sentiments expressed broadly mirroring the survey responses. There is a clear split in opinion on whether redevelopment is the best course of action, with many residents, particularly those in the houses, wanting to preserve their homes and the community. However, it is clear from conversations, that the current state of many of the buildings is poor with cracks, mould, condensation, and limited accessibility for those with mobility issues being the primary issues that need resolving.

1.5 Conclusion

The independent community survey was a successful, open, and inclusive consultation in relation to the proposals for the future of the Ekin Road Estate. With a high response rate of 52%, we believe there is sufficient feedback to provide the required insights to inform our technical work. The results showcase the sub-standard conditions many residents are living in, highlighting the need for these to be properly addressed by the Council either through refurbishment or redevelopment. Though it is clear there is a strong desire to preserve the community, especially from those in the houses who in particular, do not wish to move.

The outcomes of this survey will be considered as part of the broader evaluation process conducted by JLL.

2 CONTEXT

2.1 Introduction

As part of JLL's work to assess the shortlisted options for the future of the Ekin Road Estate, an independent resident consultation was required to engage with residents and understand their views. This feedback is an important factor, however it is only one of a number of considerations that will be incorporated into the overall evaluation process when recommending the preferred option.

The consultation included a community survey accompanied by a door knocking exercise, providing a range of accessible options for residents to engage.

2.2 The Estate

For context, the Ekin Road Estate is located in Cambridge, a major regional centre with good road and rail access into London, the Midlands and the North and is within proximity of Stansted Airport. Cambridge is best known for its university and colleges with approximately 25,000 students forming part of the 145,700 population. Cambridge is continuing to grow rapidly, and housing is in high demand.

The Ekin Road Estate is situated within the area of East Barnwell with residential, retail, educational and industrial uses all within proximity of the site. The existing estate comprises of six flat blocks each containing 12 flats as well as 32 semi-detached houses, 10 bungalows and 8 maisonettes. In total there are 122 units built in the typical 1950s-1970s style. The flat blocks are all purpose-built three-storey blocks with four flats on each level. Vehicle access to the estate is via Keynes Road to the north of the estate. The current estate configuration provides several designated parking areas and private gardens.

In 2021, Cambridge City Council informed residents of a review into the condition of the Ekin Road Estate to understand the issues affecting residents. In a report presented at the City Council's Housing Scrutiny Committee in September 2021, it was concluded that Ekin Road Estate be considered for redevelopment. Since then, the Council has been exploring potential options for the estate and in June 2022 began a resident engagement process.

2.3 Options Summary

JLL was appointed as a third-party advisor to Cambridge City Council to undertake technical work to assess potential options for the estate. Stage 1 consisted of a long list of options ranging from refurbishment through to full redevelopment which was evaluated from a strategic, economic, and financial perspective.

Three options were shortlisted and taken forward for further assessment in stage 2. The three shortlisted options are:

- Refurbishment

This option would keep all the buildings as they are, but the Council would carry out improvements and repairs to the buildings in order to bring them up to modern day standards. Repairs could include fire safety improvements, ventilation, pipe maintenance, and the removal of asbestos. Improvements could include upgrading insulation, which should help reduce energy bills, installing solar panels, and accessibility features such as lifts where possible. It is highly likely that residents will have to be relocated during refurbishments works.

- Partial Redevelopment

This option would look to demolish the flats, bungalows and maisonettes and retain some of the houses in order to provide new high-quality homes consisting of flats and stacked maisonettes. This option also provides new additional parking and amenities such as a central green space with areas to play. Those residents who must move out of their homes would be supported with relocation. The total number of homes on the estate would increase from 122 to between 209 and 217.

- Total Redevelopment

This option demolishes all buildings on the estate to provide new buildings of various heights including houses and flats. The road will be realigned to provide new green routes and a potential central green space with areas for play. It would require all residents of the Ekin Road Estate to leave their homes during the redevelopment. Homeowners would have their homes bought by the Council at a better price than they would achieve on the market, so that they could buy a new house elsewhere. Those living in Council-owned rented homes would be moved to other Council properties. Overall, total redevelopment would increase the number of homes on the estate from 122 to 239 homes.

2.4 Resident Consultation Context

To support the technical work being carried out by JLL and to develop a fully informed decision, Marengo Communications, an independent specialist public consultation company, was appointed to undertake an independent resident consultation to engage with residents about the shortlisted options and gather feedback from households on the future of the estate.

Marengo Communications is an independent consultancy providing guidance and support to the built environment sector. They work to understand local communities and the issues that affect and matter to them through honest and genuine dialogue. Marengo has decades of experience working with local communities to help put the public at the heart of development and make sure their voices are heard.

Marengo has extensive experience working with and for local councils, helping to support projects, including:

- Working on a number of projects across Cambridge and specifically in Abbey Ward;
- Helping Hertfordshire Council consult on a school's programme across the county;
- Helping Bristol City Council ensure that regeneration projects reflect community priorities and let local residents have a say on them, and
- Helping Surrey County Council consult on the future of various fire stations across the county.

3 THE SURVEY

3.1 Rationale

As defined by the Cambridge City Council Code of Best Practice on Consultation, the resident consultation is the active participation of local residents and community groups in the decisions that affect their lives. It gives residents an opportunity to voice their thoughts about the shortlisted options for the estate. As part of the consultation, a community survey was conducted with subsequent door knocking sessions. The aim of the survey is to listen and learn by engaging in meaningful dialogue with residents including those people who have already attended liaison groups and drop-in events and those who have not. This ensures all residents' voices are listened to and in doing so, it allows JLL and the Council to understand the needs of the residents which will help ensure the preferred option selected through the technical work is providing the outcome that residents need.

In engaging with residents via the survey and door knocking sessions, Marengo Communications maintained alignment with the Council's guiding principles and the Local Government Association's Gunning Principles for undertaking consultation and community engagement. Openness, accessibility and inclusivity, and transparency and accountability were adhered to throughout by ensuring:

- The shortlisted options are still in the formative stage so no final decision on the preferred option has been made.
- All residents were made aware of the survey through sufficient publication through four door knocking sessions (held at different times of the day and week), the Ekin Road website (www.EkinRoad.co.uk) and three letters sent from the Council (see Appendices A, B and C for the details of the Council letters).
- Sufficient and accessible information for all residents was provided via a paper and online information sheet (Appendix D) so residents understood how they can get involved and have their say as well as make an informed response regarding the shortlisted options. Additionally, a community helpline telephone number was provided so residents could speak to a member of Marengo Communications staff to provide further information to residents, businesses, and stakeholders on request. It allowed those without internet access to make contact, either for further information or to request hard copies of the consultation materials. The Council also maintained its own telephone line and email address.
- The survey was made accessible to all residents via the online version that was access via a link on the Ekin Road website (Appendix F) as well as a paper version posted during the canvassing sessions (Appendix E)
- Reasonable and adequate time was provided for residents to complete a survey with the deadline for submission being extended from Friday 17th November to Monday 20th November to provide more time to collect their feedback.

- Conscientious consideration has been given to the survey results before a decision on the preferred option is made. Feedback from the surveys will be taken into consideration during JLL's technical work.

By maintaining these principles, Marengo Communications ensured a legitimate consultation was conducted that provided results that accurately represented the views of the residents.

3.2 The Approach

The community survey ran from the 24th October 2023 to the 17th November 2023 and then subsequently the 20th November 2023 following the extension. At the time of the survey, there were 4 void and 11 temporary accommodation units out of the 122 units on the estate.

Prior to the release of the survey there was sufficient publication. Cambridge City Council issued a letter (Appendix A) on 18th October 2023 to all 122 resident addresses on the Ekin Road Estate. The letter intended to make all residents aware of the survey, and flag canvassers, wearing hi-vis tabards, who would be knocking doors during the period. The survey was also announced with a press release (available at: <https://www.cambridge.gov.uk/news/2023/10/23/canvassing-begins-on-proposals-for-possible-changes-to-ekin-road-housing>) (Appendix G). Furthermore, there was two more subsequent resident letters issued by Cambridge City Council during the canvassing period providing a reminder of the survey and the extension of the submission deadline (Appendices B and C).

The survey was created to allow residents to provide their genuine feedback regarding the future of the Ekin Road Estate. There were opportunities in the survey to voice their current experiences living on the estate as well as their views on the future in relation to the shortlisted options. By including both current state and future questions, it will allow JLL to gain a full understanding of the current conditions from a resident perspective to determine the requirement for refurbishment/redevelopment. Additionally, by gaining the residents' opinion on redevelopment, JLL will be able to factor this into the evaluation process to ensure the outcome aligns with resident needs.

The team's approach to the survey questions was to include both multiple choice and open questions to allow residents to expand on their answers in more detail. However, for the purposes of question 8 and 9 which relate to the proposed options, only one survey per household has been counted to ensure every household is treated equally and larger households are not given an outsized voice as part of the consultation. Where multiple surveys have been received from the same household, only the first survey received will be counted for question 8 and 9. For all other question, the qualitative data from all surveys has been captured and analysed to ensure their thoughts are still considered. There was only one case where multiple surveys were received from the same household with differing views, so canvassers subsequently knocked on their door to understand both positions. To date, this household has not been reached to understand the reason for the

disagreement and who holds which position. Efforts are still ongoing and, if such a conversation can be had, this will further help inform the decision-making process.

While the survey was live, Marengo Communications also conducted canvassing in the form of four door knocking sessions on the 26th October 2023, 7th November 2023, 11th November 2023, and 15th November 2023. The aim of the door knocking sessions was to promote the survey, gather informal feedback, answer any resident questions, and identify households in need of further support through one-to-one meetings with the Council. The sessions were intentionally chosen to include a range of days of the week and times to maximise the opportunities for residents to speak to the team. Across the four canvassing sessions, every household received an information sheet and paper copy of the survey, including a freepost envelope, on or before 11th November 2023.

During the door knocking session, canvassers had a total of 57 individual doorstep conversations with residents of Council rent, leasehold, and freehold properties about the future of the estate. Canvassers were also available to assist residents in completing the survey if they were unable to do so by themselves. Canvassers entered spoken responses on behalf of the resident, of which the resident confirmed the filled-in survey was an accurate record.

Every household was knocked at least once during the canvassing period, and those who did not answer or had not already returned a survey were knocked subsequent times. This was done to maximise awareness and encourage residents to complete the survey or provide informal feedback.

4 SURVEY FINDINGS

4.2 Survey Overview

All feedback collected from the survey has been analysed to draw out key insights regarding the thoughts of the residents on the shortlisted options. Feedback both from the formal survey and informal door knocking responses have been taken into consideration.

In total, responses were received from 63 households, including 70% of freeholders, 60% of leaseholders and 56% of Council tenants on the estate. Survey responses were received in the following ways:

Surveys completed in person	6
Surveys returned by post	10
Surveys submitted online	56
Total surveys completed	72
Surveys returned missing addresses	3
Duplicate surveys completed	6
Valid surveys returned	63

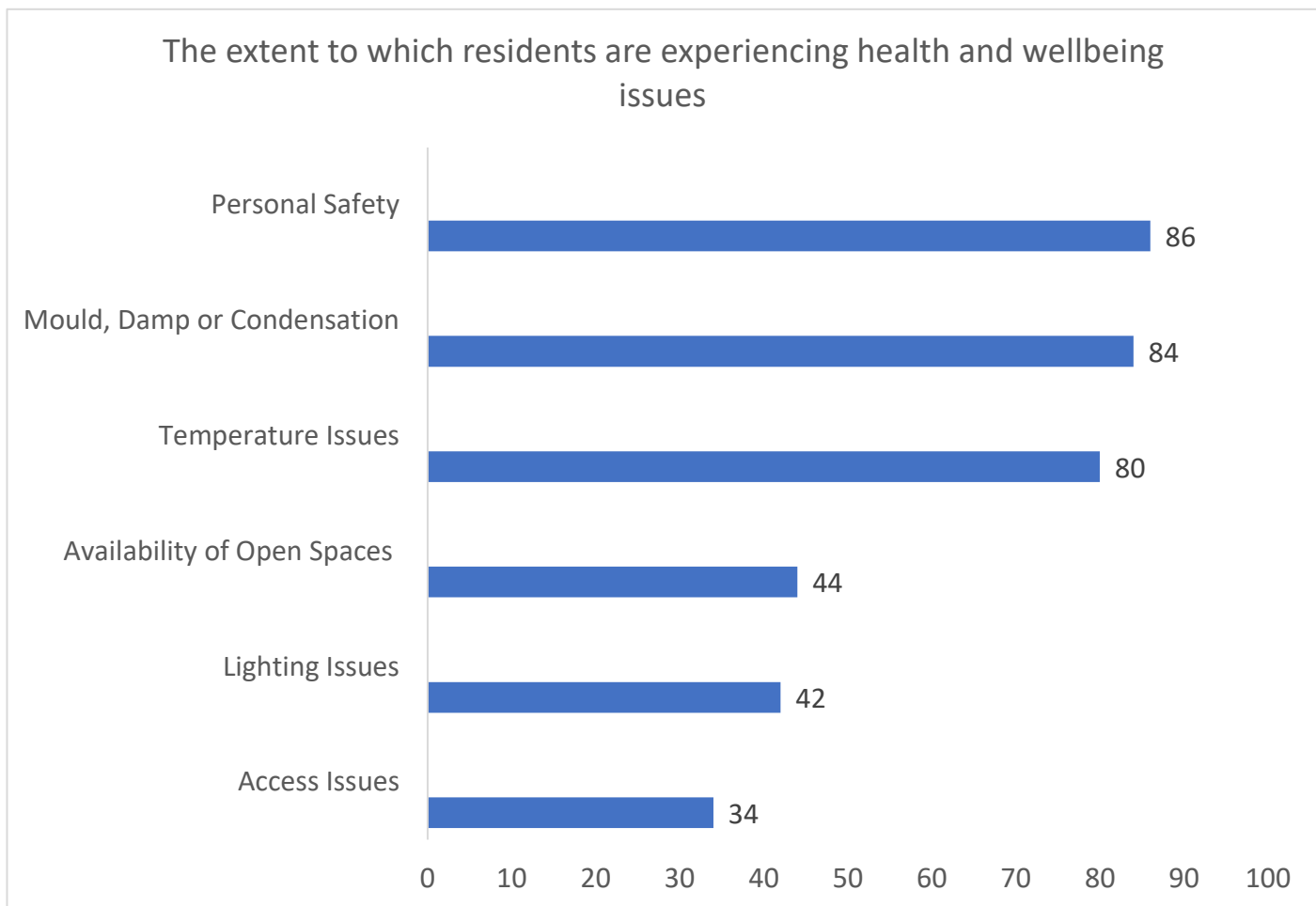
4.3 Survey Results

Question 1 required the address of the respondent.

Addresses of the residents who completed the survey have been kept confidential in accordance with GDPR policies.

Question 2: Do you experience any of the following issues with your home to the extent that it affects your health and wellbeing?

Residents' health and wellbeing is clearly being impacted by the conditions on the estate with issues relating to personal safety, mould, damp and condensation and temperature issues being the most significant issues. The below figure shows there are a variety of other issues also affecting resident health and wellbeing that require addressing through one of the shortlisted options.



Question 3: If you answered “yes” to any of the above questions or if there is anything else about the condition of your home that you think we should know?

Based on the number of responses to this question, it is clear many of the issues in their homes relate to the buildings no longer being fit for purpose with key issues being:

- Condensation, mould and damp
- Heat loss and draughts, likely through poor insulation
- Broken fixtures and fittings

Other, wider issues have also been identified relating to the residents’ experiences living on the estate.

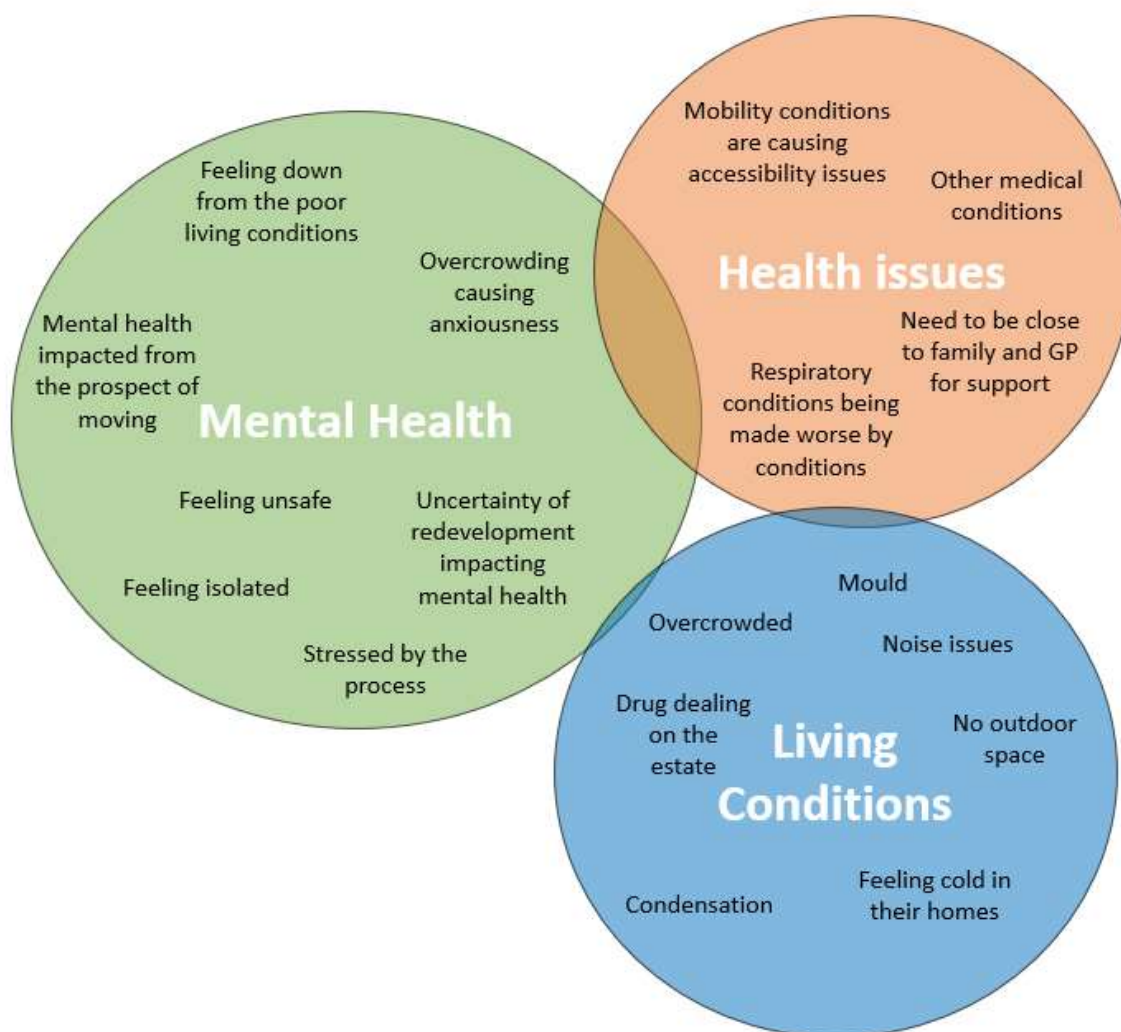
Overall, there is a mixed sentiment on the estate in terms of living conditions with some happy with the condition of their homes while many others are experiencing continual issues with the standard of their homes as well as the presence of anti-social behaviour around the estate.

Responses have been categorized and summarized in table below.

Issue Raised	Number of Responses
Poor building condition	49
Anti-social behaviour (such as noise disturbance, conflicts, drug dealing, burglary)	14
Accessibility	5
Lack of open spaces and poorly designed communal areas	5
Home is in excellent condition	2
Overcrowding	1

Question 4: Is there anything else about your health and wellbeing that you think we should know?

Overall, 28 respondents noted their health and wellbeing is being impacted from living on the estate with key issues outlined in the diagram below. All the issues listed in the diagram are directly impacting the health and wellbeing of residents.



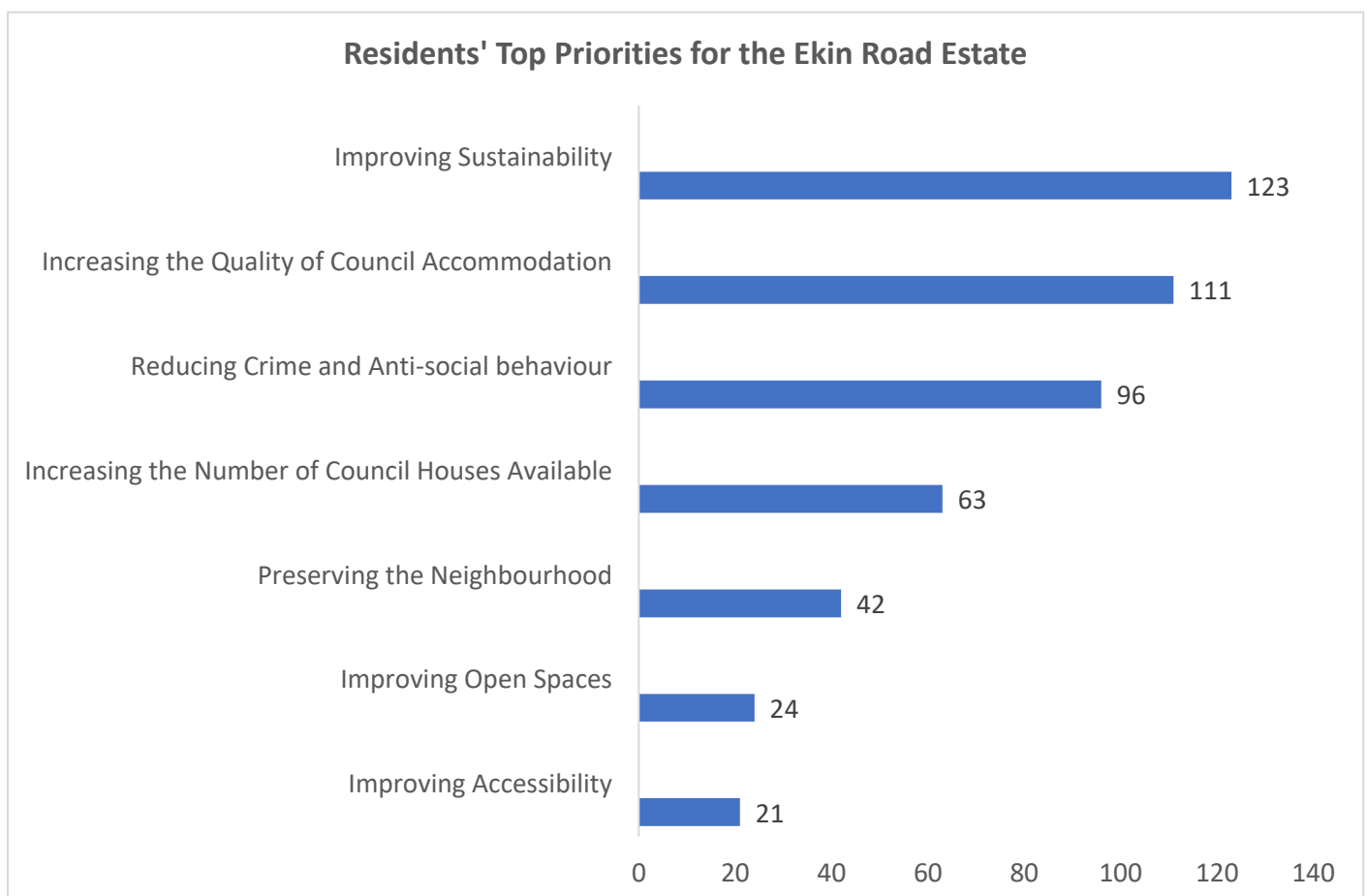
Question 5: What are your top 3 priorities for the Ekin Road Estate

Question 5 successfully provided insights into the needs of residents living on the estate which will be able to inform the evaluation process of the shortlisted options to ensure the preferred option aligns with the priorities outlined in this question.

While all options for this question are important to resolve, three top priorities emerged. The top three priorities for residents are:

1. Improving sustainability and help with heating/energy bills
2. Increasing the quality of council accommodation
3. Reducing crime and anti-social behaviour

All results have been presented below to show the range of priorities.



Question 6: If you answered other, please write your answers below.

While not all those who selected other, specified their priorities, 'other' was selected 42 times by eleven respondents as a top priority with a key theme being the need to preserve the houses and community on the estate by making improvements to the accommodation instead of redevelopment. This was a common theme across those living in the houses. Please see below the text in italics which has been taken verbatim from the residents' responses:

- *“Need knocking down”*
- *“Warm home”*
- *“Keeping all houses and upgrading not destroying”*
- *“Damp and mould should be removed from flat properly not only for temporary. Also kitchen should be changed and the windows.”*
- *“Staying in my old home with my neighbours I have grew up with and have support from them”*
- *“The council is dealing here with a variety of situations - while the list of stated aims is very worthy and noble, the required improvements should not be done at the expense of the houses a number of which are privately owned and have been maintained in good order by the owner occupier. The flats (where the problems are) can be rebuilt or improved.”*
- *“Preservation of all of the 3 bedroom homes, both council owned and privately owned.”*
- *“I wanted to preserve the community and neighbourhood. Preferably, maintaining roads, lighting and pavements.”*
- *“Preserving our houses, and the houses of those around us who also want to stay...”*
- *“Preserving the neighbourhood and community. Many of our neighbours are lovely, friendly people, and we have grown to adore this community...”*
- *Proper maintenance and upkeep of the Estate, both within council-owned properties, and on the general surrounds...”*

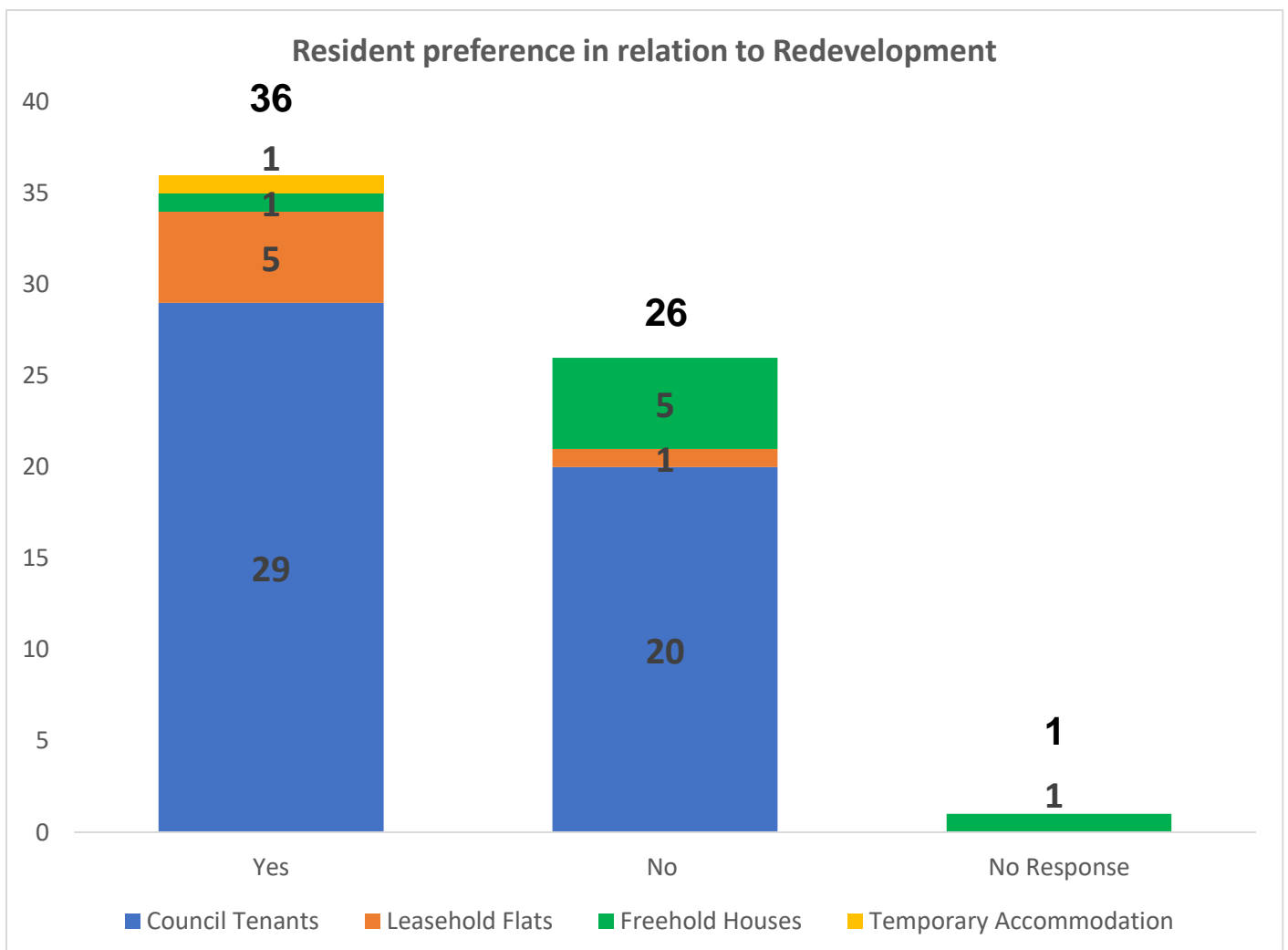
Question 7: Is there anything else about your future needs that you think we should know?

Residents listed a number of key needs they believe are vital for the future of the Ekin Road Estate. The common themes throughout were the ability to stay in the local area and the need for improving the current accommodation on the estate to be suitable for all to enjoy through improvements such as lifts, other adaptations, and outdoor space.

Below is a word cloud showing the key themes from residents' future requirements.



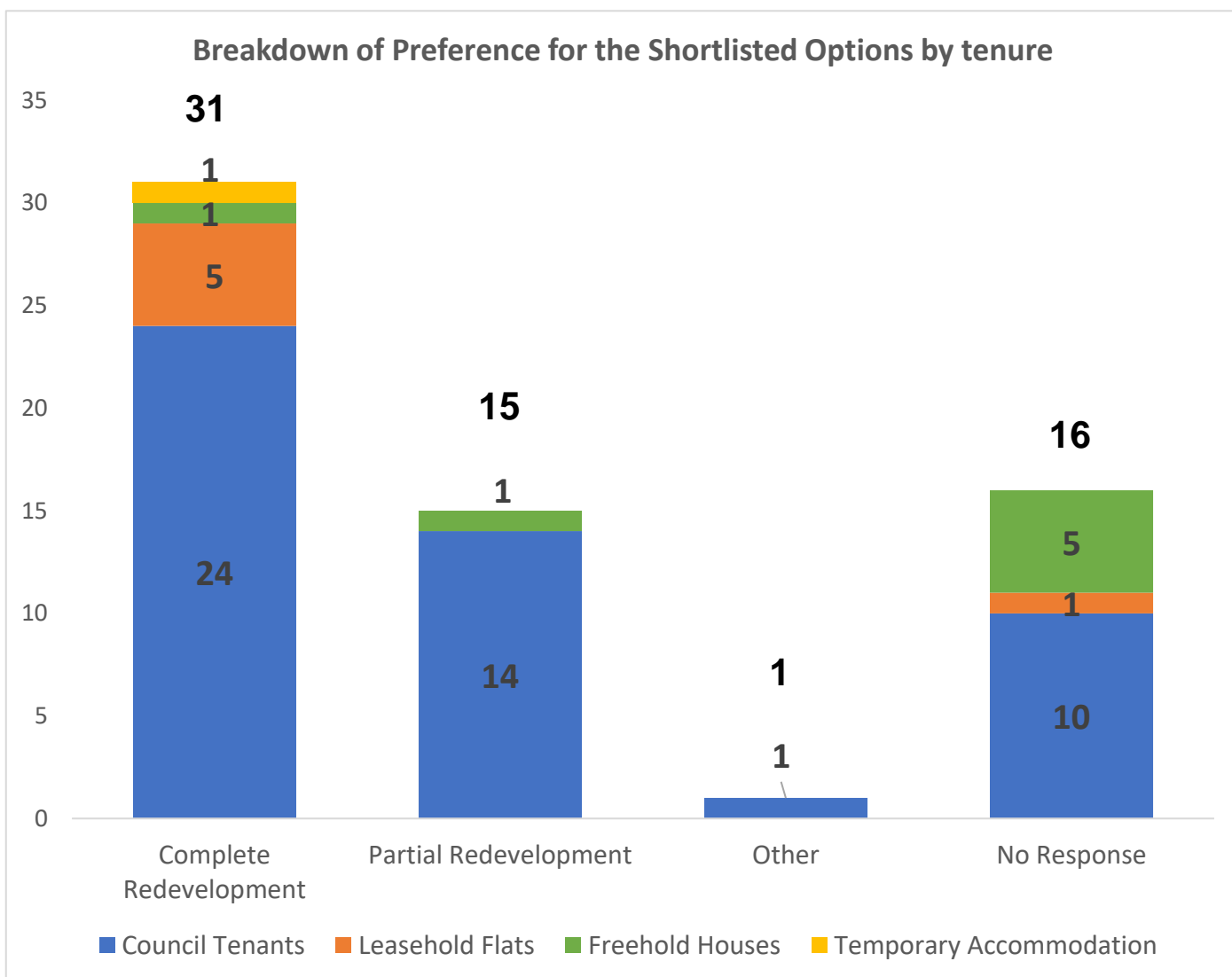
Question 8: Would you support proposals to redevelop the Ekin Road Estate?



Overall, on the estate there is a majority in favour of some form of redevelopment with 57% of all respondents supporting redevelopment and only 41% opposed. The breakdown in tenure is reflected in the above graph.

The majority of respondents in favour of redevelopment were council tenants. More freehold homes were opposed to redevelopment. There is a clear tenure and building divide in terms of support, but it is worth noting one survey commented *“You have been greatly misled by the residents of the houses”* regarding the future of the Ekin Road Estate. The graphs below show the detailed breakdown by preference and tenure in relation to redevelopment.

Question 9: Of the redevelopment options, which would you prefer to see? Complete redevelopment or partial redevelopment.

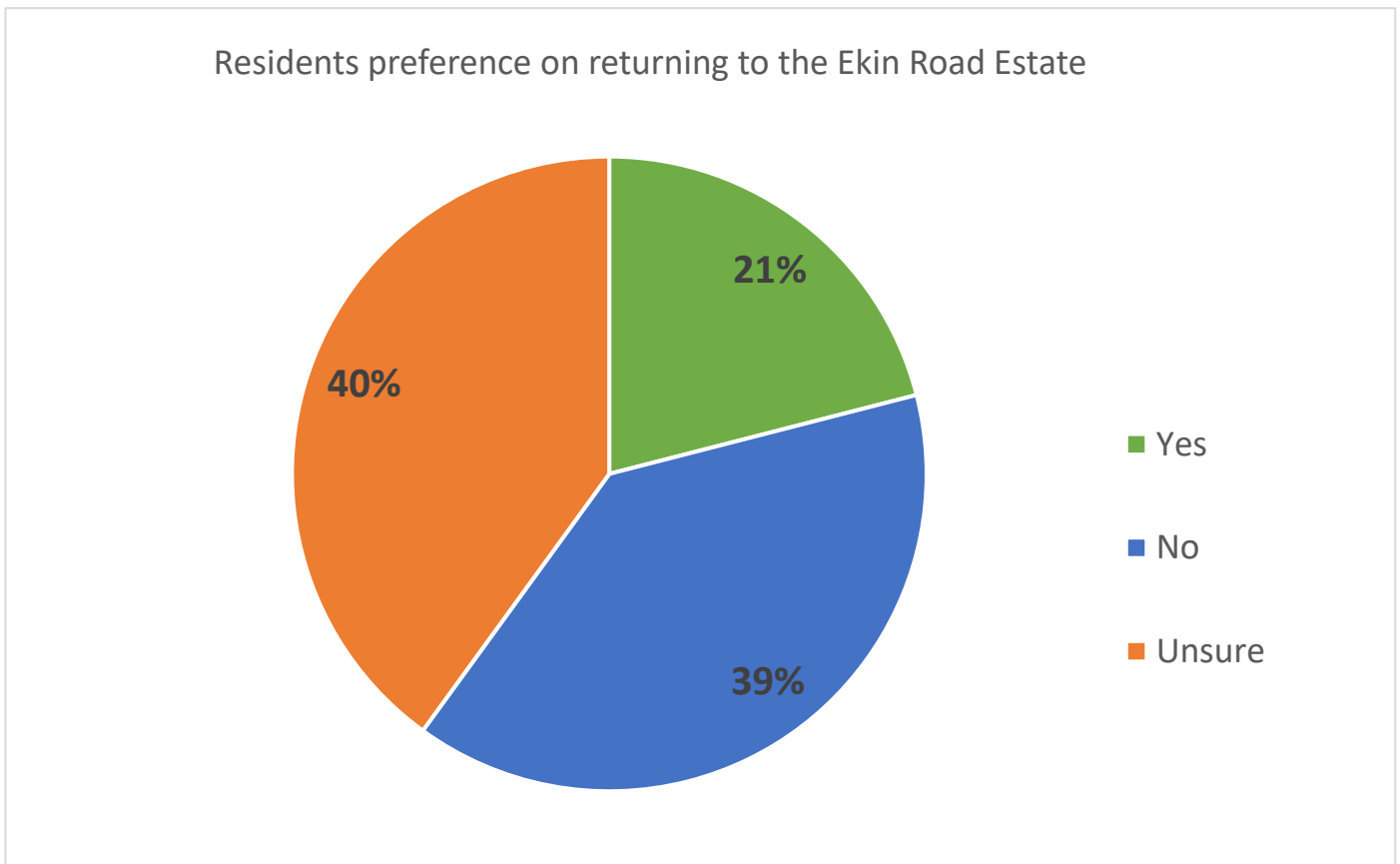


When posed with the question on their preference on the shortlisted options, nearly half of residents were more in favour of complete redevelopment (49%). It is clear complete and partial redevelopment are favoured by council tenants. There was one response categorised as ‘other’, where a respondent wrote

'refurbishment', thus showing their preference against any form of redevelopment. The graph below indicates the high-level breakdown of residents' preferences for the redevelopment options by tenure breakdown.

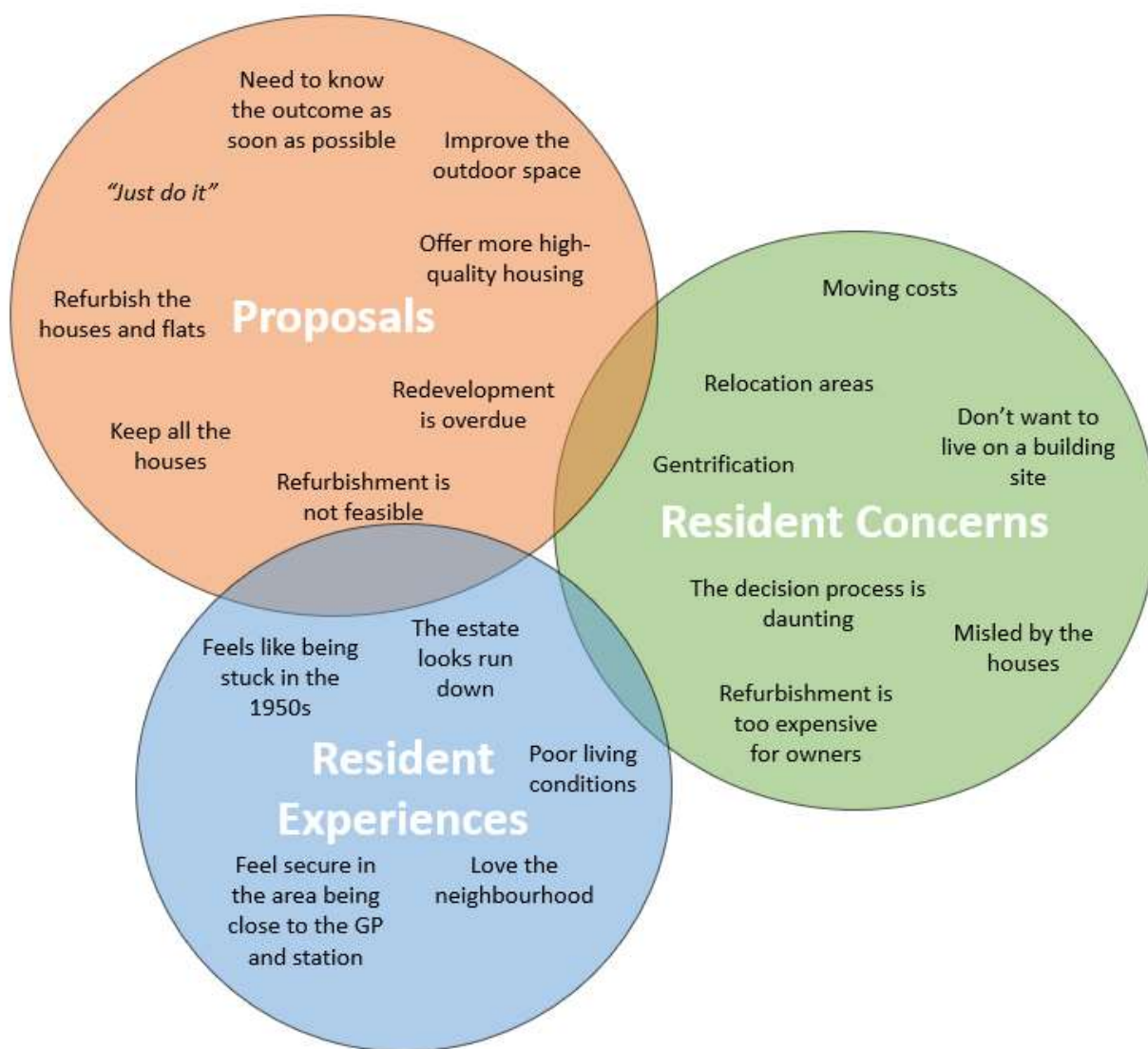
Question 10: If you have to leave your present home for refurbishment or redevelopment, would you want to return to the Ekin Road Estate?

From this question, it is clear there is a strong sense of uncertainty in terms of if residents would want to return to the Ekin Road Estate following refurbishment or redevelopment. There is a strong majority for either not returning or unsure. 40% of residents are unsure as to whether they would return to Ekin Road while 39% would not return. Only 21% of residents would like to return to the estate following refurbishment or redevelopment.



Question 11: Is there anything else you would like to say about the proposals to refurbish or redevelop the Ekin Road Estate?

From examining the responses for this question, there is a strong sense of many residents feeling “redevelopment is overdue” as the flats in particular being in a “poor condition”, but refurbishment is not perceived as feasible. However, there are those who “do not want to leave their homes” so “want the refurbishment option”. In general, no matter the tenure, there is a majority consensus that a decision needs to be made as residents are experiencing uncertainty. The diagram below summarises the thoughts of the residents in relation to the proposals.



4.4 Informal Feedback

As well as formal responses received through surveys returned online, in person, and by freepost, canvassers had a total of 57 individual conversations with residents on the estate, some of whom have also filled in surveys, and others who have declined to do so. These conversations provided further insights regarding the experiences living on the estate and resident's wishes for the future. Canvassers were also on hand to answer any resident queries and offer follow-up one-to-one sessions with the Council.

Informal feedback has been captured below and will be used alongside the survey feedback to inform JLL's technical work. Key themes that emerged from the conversations have been detailed below.

Issue Raised	Number of Responses
Issues with the current living conditions	21
Health and wellbeing concerns relating to the current living conditions and the prospective of moving	13
Residents to want move, so support redevelopment	11
Residents want to stay in the local area and close to family	11
Residents don't want to move, so oppose redevelopment	9
Concerns about the relocation and CPO process	8
Issues with antisocial behaviour	5
Redevelopment should have been done years ago	4
Mobility issues	4
Overcrowding	3
The Council has already made their decision	3

5 CONCLUSION

In conclusion, to properly inform JLL's technical work so it is aligned with the residents' need, an independent community survey as part of the wider resident consultation work was required. The resident consultation was conducted in alignment with the Council's Code of Best Practice on Consultation as well as the Local Government Association's Gunning Principles. The survey ensured openness, accessibility, inclusivity, transparency, and accountability. The survey was well publicized through a press release, website, three direct letters, and four canvassing sessions. It was also accessible to all resident through the online and paper versions as well as the aid of canvassers to complete survey on behalf of tenants if required.

Overall, surveys were returned from 63 households, representing a total response rate of 52% of Council Rent, leasehold, and freehold properties, including 56% of Council Rent, 60% of leaseholders, and 70% of freeholders on the estate. In addition, 57 individual conversations were held with residents as part of the canvassing, some of whom filled in surveys, and others who declined to do so. It should be noted that from Marengo Communications' professional experience, this represents a high response rate. By comparison, the turnout for the Cambridge City Council election in 2023 in Abbey Ward, which contains Ekin Road, was 35%.

Based on the findings from the survey, there are a number of key themes that emerged. It can be concluded many residents particularly those in the flat blocks are currently not happy with their living conditions, living in buildings that are not fit for purpose. Many are experiencing issues with mould, condensation, damp as well as accessibility issues and overcrowding. Around the estate, residents are also discontent with the anti-social behaviour occurring on the estate as well as the lack of open spaces. This is impacting residents' health and wellbeing.

For the future of the estate, residents believe there is a need to prioritise increasing the quality of Council accommodation, improving sustainability to assist in decreasing energy bills and reducing crime. In relation to the shortlisted options, there is a dispersed sentiment among residents. 57% of resident expressed support for redevelopment on the estate and only a minority in opposition (41%). 49% of residents voiced a preference for complete redevelopment, while only 24% preferred partial redevelopment. However, it must be noted the strong preference for redevelopment originates from the leasehold flats and council tenants. Among the freehold houses, there is a high level of opposition to redevelopment (72%). This group of residents want to preserve their homes and community. Despite the split in preferences, there is a majority consensus feeling a sense of uncertainty with residents wanting a decision urgently that is of the best interest for the residents and the wider community.

Ultimately, it is clear for many there are sub-standard living conditions on the estate from a health and wellbeing perspective which highlights the need for these issues to be properly addressed either through

refurbishment or redevelopment. Though, it is clear there a strong community feeling among resident especially those in the house who do not wish to move. Therefore, this must be considered during the evaluation process conducted by JLL.

6 APPENDIX A – SURVEY LETTER 1

Cambridge City Council
Housing Services



Name
Address 1
Address 2
Address 3

18th October 2023

Dear Resident,

Ekin Road Independent Survey

As per our previous letter to you, an independent survey will be carried out to gather feedback from all households on the three options for the future of the estate details of which will be included in an information sheet which will accompany the survey. This survey will go live on Tuesday 24th October and will close on Friday 17th November. It can be completed online at www.ekinroad.co.uk or via paper copy which will be posted through every door.

Door knocking will be conducted by canvassers across the entire estate while the survey is live, to ensure that all households have equal opportunity to take part. The canvassers will be wearing yellow tabards and will be happy assist with any queries you may have. The council is interested in your opinion on the future of the estate, but you are not obliged to complete the survey. If you have any concerns about somebody knocking at your door, please get in touch with us.

Please treat the canvassers with the same respect and dignity that will be offered to you when they call at your home. The Council will not tolerate harassment, intimidation, violence, threats of violence or abusive language towards the independent canvassers as they are carrying out their work.

Independent phone line

If you would prefer to speak to somebody independently of the Council with concerns or questions about the future of Ekin Road, please feel free to call the following number. Marengo have been appointed directly by JLL (Jones Lang LaSalle) who are the consultants working on the Options Appraisal. They would be happy to hold a confidential phone call with you and will only pass on the details to JLL or the Council with your permission.

0800 689 5209

PO Box 700, Cambridge, CB1 0JH
www.cambridge.gov.uk • Switchboard: 01223 457000



Individual appointments

Sessions offering confidential appointments are available on the following dates and times at a local venue which will be confirmed at point of booking:

Tuesday 24th October 4pm to 7pm

Tuesday 14th November 10am to 1pm

Tuesday 15th December 10am to 1pm

Please contact us as soon as possible to arrange an appointment on these dates. If these dates are not suitable, then we will seek to offer you another appointment at a mutually agreeable time either in person, at your home or by telephone.

Liaison Group Meeting

The next Liaison Group meetings are scheduled to take place on the following dates and all residents are welcome to join:

- **Wednesday 6th December 2023**
at The Barnwell Baptist Church at 5.30pm to 6.30pm
- **Monday 4th March 2024**
Location and time to be [confirmed](#)
- **Monday 3rd June 2024**
Location and time to be [confirmed](#)

Please contact Andrew Johnson if you have any questions, concerns or would like to arrange to meet us in person on 07563 421031, ekinroad@cambridge.gov.uk or in writing to Cambridge City Council, PO Box 700, Cambridge, CB1 0JH. Your elected Tenant and Leaseholder Representatives have been involved throughout this process and represent residents' interests. They can be contacted via email at hsc.residents@gmail.com.

Yours sincerely,



Samantha Shimmon
Assistant Director, Housing and Homelessness
Cambridge City Council

7 APPENDIX B – SURVEY LETTER 2

Cambridge City Council
Housing Services



Name
Address 1
Address 2
Address 3

1st November 2023

Dear Resident,

Ekin Road Independent Survey

Thank you to those that have already completed the Ekin Road Survey which is being led by Marengo on behalf of JLL. Some of you may have also spoken with the canvassers during their recent door knocking on the estate.

This survey will run until Friday 17th November and can be completed online at www.ekinroad.co.uk or via paper copy which will be posted through every door. If you would like to speak to the canvassers, they will be wearing yellow tabards and will be happy assist with any queries you may have. If you have any concerns about somebody knocking at your door, please get in touch with us.

Please note that only one survey should be completed per household. When completing the survey online, please ensure that you enter your full postal address, otherwise your feedback cannot be counted.

Independent phone line

If you would prefer to speak to somebody independently of the Council with concerns or questions about the future of Ekin Road, please feel free to call Marengo on the following number. They would be happy to hold a confidential phone call with you and will only pass on the details to JLL or the Council with your permission.

0800 689 5209

Individual appointments

Sessions offering confidential appointments with the Council are available on:

Tuesday 14th November 10am to 1pm

Tuesday 15th December 10am to 1pm

Please contact us as soon as possible to arrange an appointment on these dates. If these dates are not suitable, then we will seek to offer you another appointment at a mutually agreeable time either in person, at your home or by telephone.

PO Box 700, Cambridge, CB1 0JH
www.cambridge.gov.uk • Switchboard: 01223 457000



Please contact Andrew Johnson if you have any questions, concerns or would like to arrange to meet us in person on 07563 421031, ekinroad@cambridge.gov.uk or in writing to Cambridge City Council, PO Box 700, Cambridge, CB1 0JH. Your elected Tenant and Leaseholder Representatives have been involved throughout this process and represent residents' interests. They can be contacted via email at hsc.residents@gmail.com.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'S. Shimmon', written in a cursive style.

Samantha Shimmon
Assistant Director, Housing and Homelessness
Cambridge City Council

8 APPENDIX C – SURVEY LETTER 3

Cambridge City Council
Housing Services



Name
Address 1
Address 2
Address 3

14th November 2023

Dear Resident,

Ekin Road Survey - Extended

Thank you to the many people that have already completed the independent Ekin Road Survey. Some of you may have also spoken with the canvassers during their recent door knocking on the estate.

A decision has been made to extend the online survey until **9am Monday 20th November** which can be completed at www.ekinroad.co.uk. If you would prefer to post your copy back to Marengo using the pre-paid envelope provided, please do so by Friday 17th November.

Please note that only one survey should be completed per household. When completing the survey online, please ensure that you enter your full postal address, otherwise your feedback cannot be counted.

Independent phone line

If you would prefer to speak to somebody independently of the Council with concerns or questions about the future of Ekin Road, please feel free to call Marengo on the following number. They would be happy to hold a confidential phone call with you and will only pass on the details to JLL or the Council with your permission.

0800 689 5209

Yours sincerely,

Samantha Shimmon
Assistant Director, Housing and Homelessness
Cambridge City Council

PO Box 700, Cambridge, CB1 0JH
www.cambridge.gov.uk • Switchboard: 01223 457000



9 APPENDIX D – SURVEY INFORMATION SHEET

EKIN ROAD

Estate Information Sheet

Over the past two years, we have been talking to you about how we can best deliver improvements to the Ekin Road Estate. During this time, we have heard from many residents on the estate about problems with their properties including condition and damp, mould, and condensation. We also heard about issues with crime and anti-social behaviour which you told us were having an impact on your quality of life.

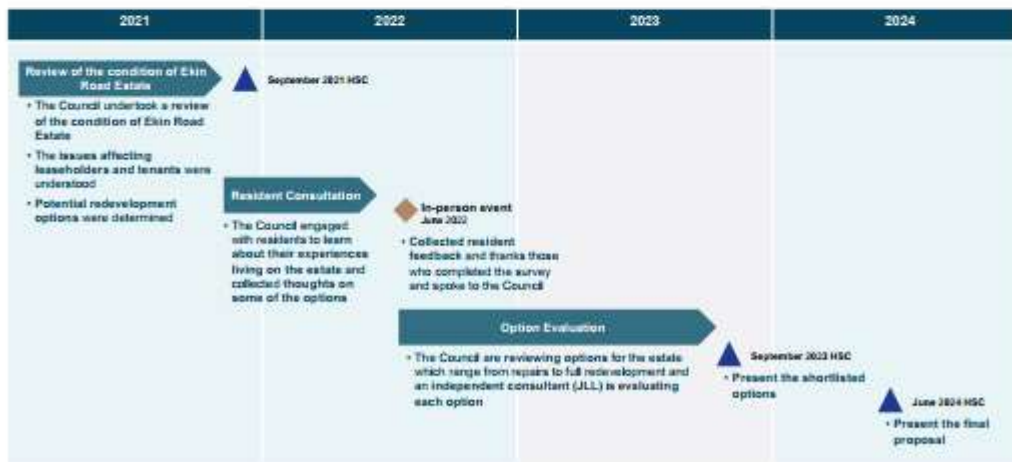
We are also aware that some residents have concerns with our proposals to date, and so we are now looking to speak to residents from every household to find out your views on the three potential options for the Ekin Road Estate, as well as your experience of living on the estate.

Please don't worry if you have not taken part in any of the conversations to date, this pack includes lots of information to help you respond to the survey, including an overview of the three potential options for the estate and answers to the key questions about the project that residents from the estate have raised.

If you would like to complete the survey online, you can do so at www.ekinroad.co.uk.

We are committed to engaging with you as the residents of the Ekin Road Estate and want to make sure your voices are heard at every step of the way. To help us achieve this, Liaison Group meetings are being held quarterly to give residents a collective voice and a place to share their opinions. If you would like to be a part of this group, please get in touch.

Resident Engagement to date



Your details are being collected by Marengo Communications Limited, on behalf of JLL, solely in regard to the above review. Your feedback will be shared with JLL and Cambridge City Council for the purpose of this Options Appraisal, who will not publish your personal data or share it with any other party. To opt out from receiving updates, either do not supply your contact information, or email us at hello@marengo.com. To find out more about how we will handle your information please read our Privacy Notice at www.marengo.com/privacy. A hard copy is available upon request.



Summary of the proposed options

The Council is considering three options for the future of the Ekin Road Estate. The properties no longer meet new build standards required for health and safety, accessibility, and sustainability. For people like you, who live in them, this means you could be experiencing more issues in your homes.

The options being considered are:

Refurbishment

This option would keep all the buildings as they are, but the Council would carry out improvements and repairs to the buildings. Repairs could include fire safety improvements, ventilation, pipe maintenance, and the removal of asbestos. Improvements could include upgrading insulation, which should help reduce energy bills, installing solar panels, and accessibility features, such as lifts where possible. It is highly likely that residents will have to be relocated during refurbishments works.

Partial Redevelopment

This option would look to demolish the flats, bungalows, and maisonettes and retain some of the houses. Those residents would have to move out and would be supported with relocation. New, high-quality homes would be built in their place with a percentage being offered as Council housing, increasing the total number of homes from 122 to between 209 to 217.

Total Redevelopment

This option would require all residents of the Ekin Road Estate to leave their homes. Homeowners would have their homes bought by the Council at a better price than they would achieve on the market, so that they could buy new homes elsewhere. Those living in Council-owned rented homes would be moved to other Council properties and given support.

The homes on the Ekin Road Estate would be demolished, and new homes would be built in their place, increasing the total number of homes from 122 to around 239. The existing roads would be redesigned with new roads and pedestrian routes that are clear, direct, and overlooked by houses for security and to discourage anti-social behaviour. There is also the potential for a new central green area, which could be used for walking, playing, and enjoying nature.

In both the partial and total redevelopment options, new homes would be high-quality, built to modern standards and a percentage of the properties would be offered as Council housing. Residents will have the choice to return although this depends on the timescale and tenure. The new buildings would be of various heights, including houses on the east side of Ekin Road, rising up to flats in the west.

For more information about any of the options, please go to www.ekinroad.co.uk.

Consultation Details

A final decision on the future of the Ekin Road Estate will be taken at the Housing Scrutiny Committee meeting in June 2024. We are asking your opinions now to help that Committee make this decision.

The timeline below has been prepared to explain how we will ensure the final decision is informed by you and the other people who live on the Ekin Road Estate.

Resident Engagement Plan



Get In Touch

- ☎ 0800 689 5209 (this is Marengo's community helpline number)
- ✉ ekinroad@cambridge.co.uk
- 🌐 www.ekinroad.co.uk

Your details are being collected by Marengo Communications Limited, on behalf of JLL, solely in regard to the above review. Your feedback will be shared with JLL and Cambridge City Council for the purpose of this Options Appraisal, who will not publish your personal data or share it with any other party. To opt out from receiving updates, either do not supply your contact information, or email us at hello@marengo.com. To find out more about how we will handle your information please read our Privacy Notice at www.marengo.com/privacy. A hard copy is available upon request.



10 APPENDIX E – PAPER SURVEY

EKIN ROAD

Estate Survey

Cambridge City Council is looking at how it can best deliver improvements to the Ekin Road Estate. Jones Lang LaSalle (JLL) has been asked to carry out an assessment of the shortlisted options, taking into account a range of social and economic factors.

JLL and its partner, Marengo Communications, are carrying out this survey to ensure the final recommendation is informed by you and the other people who live on the Ekin Road Estate. It will be helpful if every household can complete the survey to ensure we have a complete view. Our preference is for the lead tenant, or the person named on the mortgage, to fill out this survey.

Your survey results will remain confidential, so please feel confident in giving your full and honest opinions. Survey results will be consolidated, and key findings will be included in our final report.

About Your Home

1. What is your address?

2. Do you experience any of the following issues with your home to the extent that it affects your health and wellbeing? (Respond "Yes" or "No" to each of the following.)

	Yes	No
1. Access issues (too many stairs, difficulty getting through front door etc.).....	<input type="checkbox"/>	<input type="checkbox"/>
2. Temperature issues (difficulty keeping your home warm).....	<input type="checkbox"/>	<input type="checkbox"/>
3. Mould, damp, or condensation issues.....	<input type="checkbox"/>	<input type="checkbox"/>
4. Lighting issues (lack of natural light etc.).....	<input type="checkbox"/>	<input type="checkbox"/>
5. Availability of open spaces (places to walk, play outside, walk dogs etc.).....	<input type="checkbox"/>	<input type="checkbox"/>
6. Personal safety (security against burglary, concern about antisocial behaviour etc.).....	<input type="checkbox"/>	<input type="checkbox"/>

3. If you answered yes to any of the above questions or if there is anything else about the condition of your home that you think we should know, please provide details.

Your details are being collected by Marengo Communications Limited, on behalf of JLL, solely in regard to the above review. Your feedback will be shared with JLL and Cambridge City Council for the purpose of this Options Appraisal, who will not publish your personal data or share it with any other party. To opt out from receiving updates, either do not supply your contact information, or email us at hello@marengocomms.com. To find out more about how we will handle your information please read our Privacy Notice at www.marengocomms.com/privacy. A hard copy is available upon request.



4. Is there anything else about your health and wellbeing that you think we should know?
Please provide details.

About The Future

5. What are your top 3 priorities for the Ekin Road Estate?
(Please only select your top 3.)

- | | |
|---|--------------------------|
| 1. Improving accessibility..... | <input type="checkbox"/> |
| 2. Improving open spaces..... | <input type="checkbox"/> |
| 3. Improving sustainability and help with heating/energy bills..... | <input type="checkbox"/> |
| 4. Reducing crime and antisocial behaviour..... | <input type="checkbox"/> |
| 5. Increasing the number of council houses available..... | <input type="checkbox"/> |
| 6. Increasing the quality of council accommodation..... | <input type="checkbox"/> |
| 7. Preserving the neighbourhood..... | <input type="checkbox"/> |
| 8. Other..... | <input type="checkbox"/> |

6. If you answered other, please write your answers below.

7. Is there anything else about your future needs that you think we should know?
If yes, please provide details.

JLL is assessing three shortlisted options for the future of the Ekin Road Estate. These options include refurbishing, partially redeveloping, or completely redeveloping the estate. The assessment includes further work to understand if any of these options is viable.

1. **Refurbishing:** This option will involve updating the current estate to better meet modern building and planning standards, improve energy efficiency and update the open spaces.
2. **Partially redeveloping:** This option will involve demolishing the flats, maisonettes, bungalows and some of the houses to rebuild flats, maisonettes and houses to modern design and sustainability standards, increasing number of homes from 122 to between 209 to 217.
3. **Completely redeveloping:** This option will involve demolishing the flats, maisonettes, bungalows and houses to rebuild flats, and houses to modern design and sustainability standards, increasing the number of homes from 122 to around 239.

8. Would you support proposals to redevelop the Ekin Road estate? Yes No

9. Of the redevelopment options, which would you prefer to see?

1. Partial redevelopment.....
2. Complete redevelopment.....

10. If you have to leave your present home for refurbishment or redevelopment, would you want to return to the Ekin Road Estate? Yes No Unsure

11. Is there anything else you would like to say about the proposals to refurbish or redevelop the Ekin Road Estate?

Thank you for taking the time to fill in our Estate Survey.

Please return your completed form via post to **"Freepost Consultation Reply"**. No additional address details, postcodes or postage stamps are required.

Your details are being collected by Marengo Communications Limited, on behalf of JLL, solely in regard to the above review. Your feedback will be shared with JLL and Cambridge City Council for the purpose of this Options Appraisal, who will not publish your personal data or share it with any other party. To opt out from receiving updates, either do not supply your contact information, or email us at hello@marengocomms.com. To find out more about how we will handle your information please read our Privacy Notice at www.marengocomms.com/privacy. A hard copy is available upon request.



11 APPENDIX F – ONLINE SURVEY (SCREENSHOTS)



Ekin Road Estate Survey

Cambridge City Council is looking at how it can best deliver improvements to the Ekin Road Estate. Jones Lang LaSalle (JLL) has been asked to carry out an assessment of the shortlisted options, taking into account a range of social and economic factors.

JLL and its partner, Marengo Communications, are carrying out this survey to ensure the final recommendation is informed by you and the other people who live on the Ekin Road Estate. It will be helpful if every household can complete the survey to ensure we have a complete view. Our preference is for the lead tenant, or the person named on the mortgage, to fill out this survey. **Please only submit one response per household.**

Your survey results will remain confidential, and nobody will be able to identify you from the answers that you give, so please feel confident in giving your full and honest opinions. Survey results will be consolidated, and key findings will be included in our final report.

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Next

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Ekin Road Estate Survey

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* Indicates required question

About You

Q1. What is your address? *

Your answer

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About Your Home

Q2. Do you experience any of the following issues with your home to the extent that it affects your health and wellbeing? (Respond "Yes" or "No" to each of the following.)

	Yes	No
Access issues (too many stairs, difficulty getting through front door etc.)	<input type="radio"/>	<input type="radio"/>
Temperature issues (difficulty keeping your home warm)	<input type="radio"/>	<input type="radio"/>
Mould, damp, or condensation issues	<input type="radio"/>	<input type="radio"/>
Lighting issues (lack of natural light etc.)	<input type="radio"/>	<input type="radio"/>
Availability of open spaces (places to walk, play outside, walk dogs etc.)	<input type="radio"/>	<input type="radio"/>
Personal safety (security against burglary, concern about antisocial behaviour etc.)	<input type="radio"/>	<input type="radio"/>

Q3. If you answered yes to any of the above questions or if there is anything else about the condition of your home that you think we should know, please provide details.

Your answer

Q4. Is there anything else about your health and wellbeing that you think we should know? Please provide details.

Your answer

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Ekin Road Estate Survey

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About the Future

Q5. What are your top 3 priorities for the Ekin Road Estate?

- Improving accessibility
- Improving open spaces
- Improving sustainability and help with heating/energy bills
- Reducing crime and antisocial behaviour
- Increasing the number of council houses available
- Increasing the quality of council accommodation
- Preserving the neighbourhood
- Other

Q6. If you answered "Other", please write your answers below.

Your answer

Q7. Is there anything else about your future needs that you think we should know?
If yes, please provide details.

Your answer

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JLL is assessing three shortlisted options for the future of the Ekin Road Estate. These options include refurbishing, partially redeveloping, or completely redeveloping the estate. The assessment includes further work to understand if any of these options is viable.

1. **Refurbishing the estate** will involve updating the current estate to better meet modern building and planning standards, improve energy efficiency and update the open spaces.
2. **Partially redeveloping the estate** will involve demolishing the flats, maisonettes, bungalows and some of the houses to rebuild flats, maisonettes and houses to modern design and sustainability standards, increasing number of homes from 122 to between 209 to 217.
3. **Completely redeveloping the estate** will involve demolishing the flats, maisonettes, bungalows and houses to rebuild flats, and houses to modern design and sustainability standards, increasing the number of homes from 122 to around 239.

Q8. Would you support proposals to redevelop the Ekin Road Estate?

- Yes
- No

Q9. Of the redevelopment options, which would you prefer to see?

- Partial redevelopment
- Complete redevelopment

Q10. If you have to leave your present home for refurbishment or redevelopment, would you want to return to the Ekin Road Estate?

- Yes
- No
- Unsure

Q11. Is there anything else you would like to say about the proposals to refurbish or redevelop the Ekin Road Estate?

Your answer

Back

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Google Forms

Canvassing begins on proposals for possible changes to Ekin Road housing

23 October 2023

Residents of the Ekin Road estate in Abbey ward are getting another chance to have their say on possible changes to their housing, as door-to-door canvassing gets under way there.

Independent canvassers are aiming to visit each household on the estate between 24 October and 17 November to carry out a confidential survey. They will be asking residents for their detailed views on three potential options for the estate which were approved for further review by Cambridge City Council's Housing Scrutiny Committee in September:

- Retain the buildings in existing form and undertake essential repairs and retrofitting
- Partial redevelopment involving retention of houses to the south and east of the estate
- Full redevelopment of the estate

Residents will have the opportunity to complete the independent survey either using a paper copy to be delivered by canvassers to each household, or online at www.ekinroad.co.uk from 24 October.

Canvassing will be carried out by the company Marengo Communications, who have been taken on by Jones Lang LaSalle (JLL) who are the council's independent advisors appointed to assess a number of potential options for the estate.

Canvassers will be recognisable by yellow tabards and will be happy to address any queries residents may have.

Ekin Road residents will also be able to give their views confidentially to Marengo over the phone, or book a confidential in-person appointment with council officers to take place at a local venue. Letters outlining the variety of ways people can take part in this survey are being delivered to all households potentially affected.

The continuing analysis work and the results from the residents' survey will enable JLL to develop a draft report, scheduled for publication in February 2024. There are then due to be two public consultation events, giving people the chance to comment on and ask questions about the draft report and the recommended options, before a final report is due to be submitted for approval to the council's Housing Scrutiny Committee in June 2024.

During this period, further regular meetings of the Ekin Road Liaison Group, open to all residents, are due to take place in December, March and June. Residents will be contacted with full details about these meetings before they take place.

The Ekin Road estate currently has more than 120 flats, maisonettes and houses built in the 1950s-60s, including many council homes. Many of the properties there have ongoing maintenance issues and do not meet current standards for sustainability. Ekin Road was identified as an estate to be considered for possible redevelopment in a report presented at the council's Housing Scrutiny Committee in September 2021.

Since then, the council has started to explore potential options for the estate and in June 2022 began an engagement process with residents to collect feedback from the community. More information on the project so far can be found at www.ekinroad.co.uk

Cllr Gerri Bird, Executive Councillor for Housing and Homelessness, said: "I'd encourage all residents to look out for the independent canvassers visiting in the coming days, and to take part in this survey so they can confidentially state their views on the three potential options for the future of the Ekin Road estate.

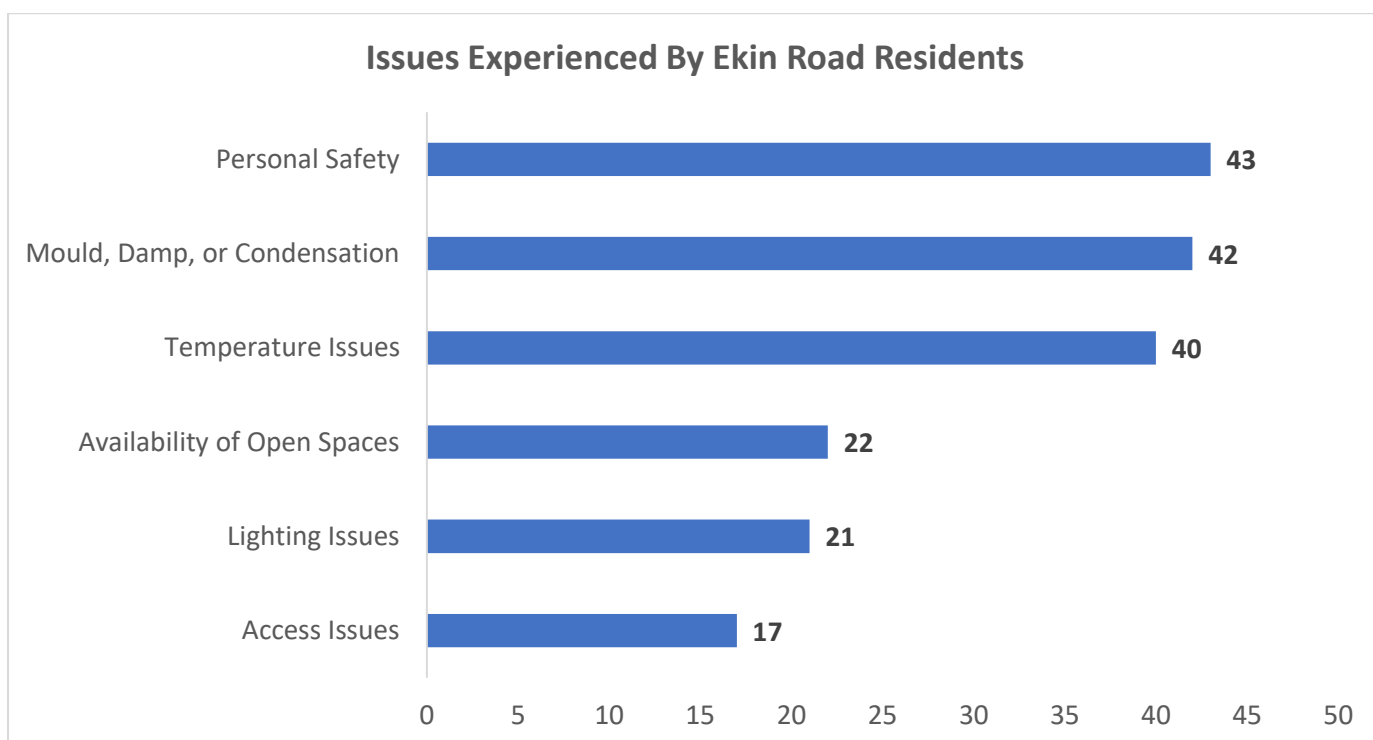
"At every stage of our work so far on this project we have striven to be open and honest with residents, and understanding of concerns and issues people have raised. This survey is another great opportunity for people to have their say on the three options, and will help provide a fully rounded picture of residents' views before next steps are taken."

Residents can contact the council at any time with questions or concerns at ekinroad@cambridge.gov.uk or by phoning 07563 421031. They can also contact their elected Tenant and Leaseholder representatives at hsc.residents@gmail.com

13 ADDENDUM 1 – UPDATED GRAPHS FOR QUESTIONS 2 AND 5

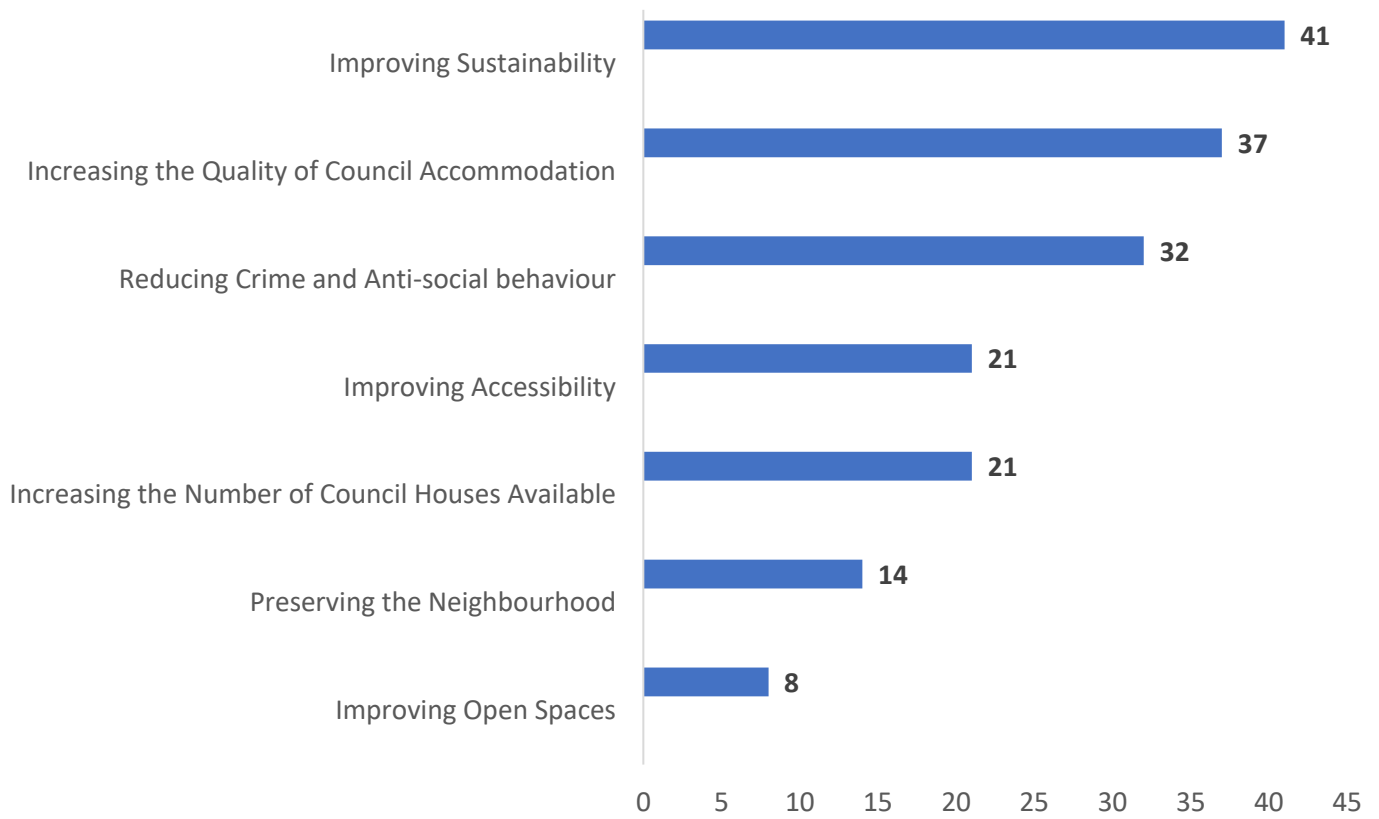
This appendix contains updated graphs detailing the results for questions 2 and 5 of the resident survey. These graphs required updating following the report's publication. It must be noted while the figures have been corrected, the proportions of residents expressing these concerns and the priorities identified remain unchanged as the error of double counting was consistent across all options..

Question 2: Do you experience any of the following issues with your home to the extent that it affects your health and wellbeing?



Question 5: What are your top 3 priorities for the Ekin Road Estate

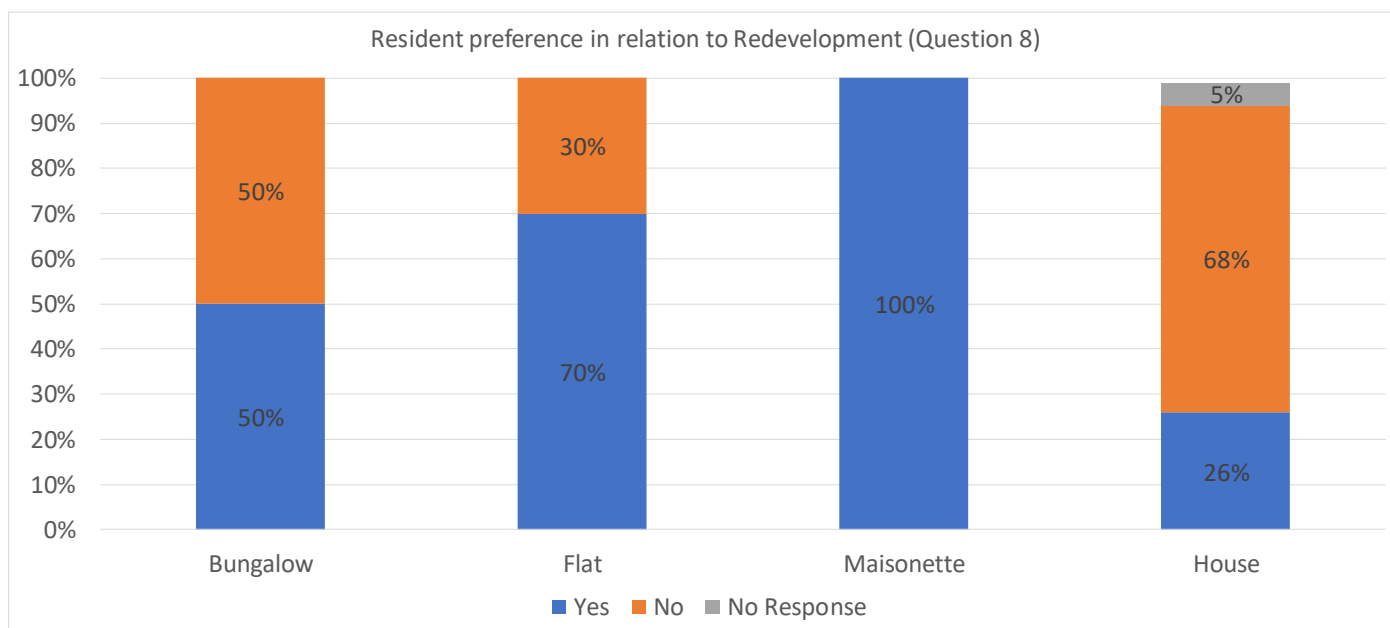
Residents' Top Priorities for the Ekin Road Estate



14 ADDENDUM 2 – ADDITIONAL GRAPHS FOR QUESTIONS 8 AND 9

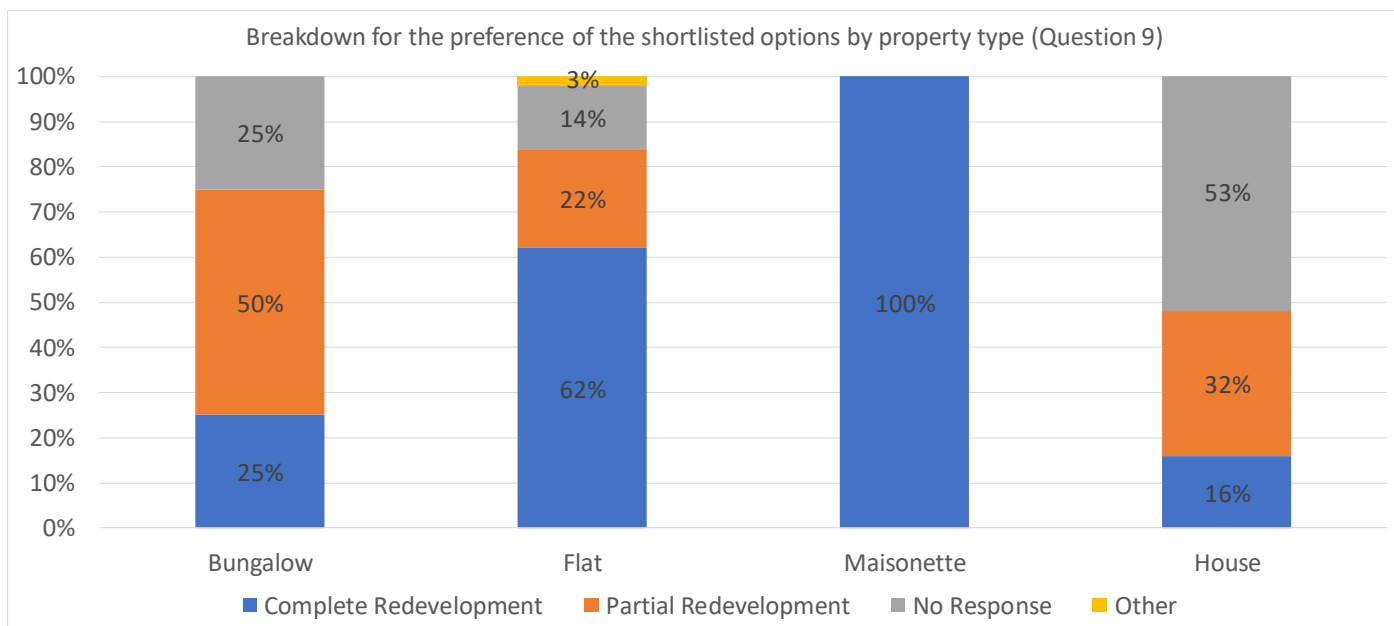
In response to resident requests, the responses to questions 8 and 9, which were originally broken down by tenure type in the report, are presented below by property type (bungalow, flat, maisonette, and house). In order to comply with GDPR regulations, the data has been presented as percentages, rather than as the number of properties. By producing these graphs, the aim is to provide additional insight for residents, the Council and JLL as to various desires on the estate in relation to the shortlisted options.

Question 8: Would you support proposals to redevelop the Ekin Road Estate?



Based on the graph, it is clear the majority of respondents in flats and maisonettes are in support for some form of redevelopment. Half of bungalow respondents also support the redevelopment of the Ekin Road Estate. It was only those in the houses who were in majority opposition to some form of redevelopment with over 60% responding 'No'.

Question 9: Of the redevelopment options, which would you prefer to see? Complete redevelopment or partial redevelopment.



Based on the graph, it is clear those in the flats and maisonettes are more in favour of complete redevelopment out of the shortlisted options. Over half of flat respondents prefer complete redevelopment while half of those in the bungalows support partial redevelopment. In the houses over half of respondents chose 'no response' with only a small minority indicating a preference for the complete or partial redevelopment options.