

White House Community Centre Survey

Results Report

1. Introduction

This report sets out the key findings from the White House Community Centre Survey which was conducted from 2nd October to 13th November 2018.

2. Background

The White House Community Centre is at a crossroads in its development. To help make it a vibrant, attractive resource that is fit for purpose in the future and secure its long-term viability, improvements to facilities and services are needed.

The purpose of this consultation was to help the Hampton on Thames Community Association, the YMCA St Paul's Group and the Council to understand how the centre is currently used and how the local community would prefer to see it develop.

3. Methodology

Data was gathered using an online survey hosted on the Richmond Council website. Paper copies were available at the White House Community Centre and at Hampton Library.

The consultation was promoted via a press release, social media, newsletters and posters. The Community Engagement Team also held a number of drop-ins in the local area to assist people with completing the questionnaire.

The responses were analysed and reported by the Council's Consultation Team on an anonymous basis under the guidelines of the Data Protection Act.

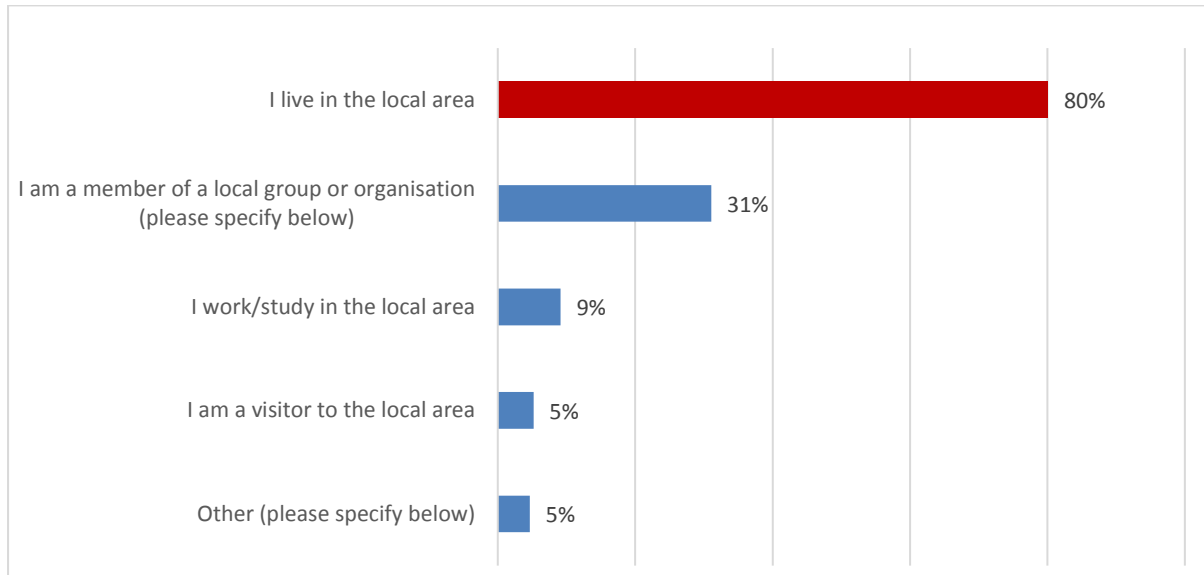
Please note that percentages in this report may not add up to 100 due to rounding.

4. Response

In total, the Council received 565 responses to this consultation. A demographic profile of respondents can be found in Section 6.

5. Results

Question 1: In what capacity are you responding to this consultation?



There were 557 responses to this question.

Eight in ten respondents indicated that they live in the local area.

In what capacity are you responding to this consultation?		
Response	Number of respondents to this question	Percentage of respondents to this question
I live in the local area	446	80.1%
A member of a local group or organisation (please specify below)	173	31.1%
I work/study in the local area	51	9.2%
I am a visitor to the local area	29	5.2%
Other (please specify below)	26	4.7%

NB Respondents were able to select more than one option, so percentages add up to more than 100.

Those who selected 'Other' in response to this question were provided with a free-text box to specify. 152 people responded, and their answers fall into the following categories:

- Member of a group which uses the White House Community Centre
- A local group or society

Question 2: What is your postcode?

The postcodes provided were used to create a map illustrating where people were responding from. The map below shows a higher concentration of responses from those near the White House Community Centre in Hampton. The Centre is shown in yellow below.



The table below also shows that two thirds of responses came from TW12 postcodes (67%).

What is your postcode?		
Response	Number of respondents to this question	Percentage of respondents to this question
TW12	365	66.6%
TW13	46	8.4%
TW2	26	4.7%
TW11	20	3.6%
TW1	12	2.2%
TW16	7	1.3%
TW17	7	1.3%
KT12	5	0.9%
TW14	5	0.9%
Other	55	10.0%
This single response question was answered by 548 respondents.		

Question 3: Do you use the White House Community Centre?

There were 563 responses to this question.

As illustrated in the table below, 67% of respondents use the centre.

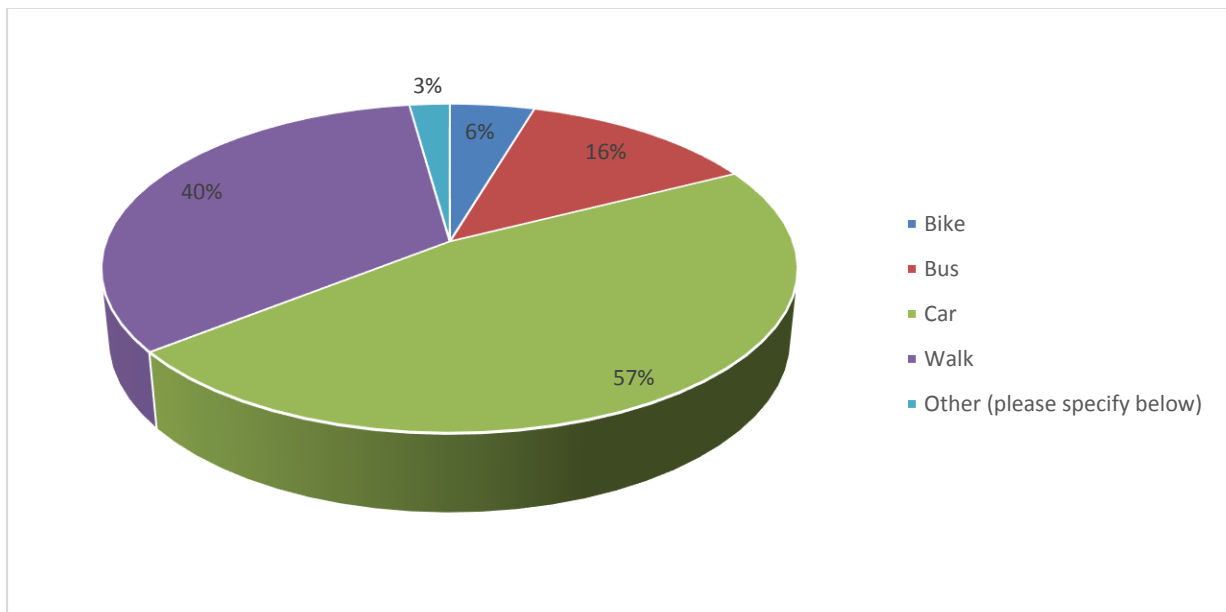
Do you use the White House Community Centre? Response	Number of respondents to this question	Percentage of respondents to this question
Yes	379	67.3%
No	110	19.5%
I used to use it	74	13.1%

As there was question routing used in this survey, users of the Community Centre were asked question 4 (how do you travel to the Community Centre?). However, non-users and former users were directed to questions 5 to state the reasons why they do not use the centre.

All respondents were then asked questions 6 to the end of the survey.

Users of the Community Centre

Question 4: How do you travel to the Community Centre?



There were 378 responses to this question. As illustrated in the table below, the most common modes of transport are car (57%) and walking (41%).

How do you travel to the Community Centre?

Response	Number of respondents to this question	Percentage of respondents to this question
Car	214	56.6%
Walk	153	40.5%
Bus	59	15.6%
Bike	21	5.6%
Other (please specify below)	10	2.6%

NB Respondents were able to select more than one option, so percentages add up to more than 100.

Those who selected 'Other' in response to this question were provided with a free-text box to specify. In all, 19 people responded, and most answers fall into the following categories:

- Train
- Mobility scooter
- Mix of transport options used
- Lift / dial-a-ride

Non-users / former users of the Community Centre

Question 5: Please tick the reasons why you do not use the Community Centre.

There were 179 responses to this question.

As illustrated in the table below, the most common reasons for not using the centre were 'I don't know what activities are going on at the centre' (41%), and 'Activities not on at a suitable time' (25%).

Please tick the reasons why you do not use the Community Centre.		
Response	Number of respondents to this question	Percentage of respondents to this question
I don't know what activities are going on at the centre	73	40.8%
Activities not on at a suitable time	45	25.1%
No suitable activities	39	21.8%
Not welcoming	20	11.2%
Poor reputation	13	7.3%
Facilities in poor condition	11	6.1%
I attend a different community centre	11	6.1%
Too expensive	11	6.1%
Centre not open at a suitable time	10	5.6%
Location of the centre	7	3.9%

I did not know there was one in my area	6	3.4%
Other (please specify below)	32	17.9%

NB Respondents were able to select more than one option, so percentages add up to more than 100.

Those who selected 'Other' in response to this question were provided with a free-text box to specify. 44 people responded, and the most common reasons for not using the centre included not having enough time, not currently interested in the centre, using the centre in the past as a child / with children who are now older, and health / mobility reasons.

Questions asked to all respondents

Question 6: The White House requires additional income and needs to expand its offering to do this. Which of the following options would you make use of and be happy to pay an additional charge for?

There were 490 responses to this question. As illustrated in the table below, the most popular options selected were a community café (65%) and a music venue (41%).

The White House requires additional income and needs to expand its offering to do this. Which of the following options would you make use of and be happy to pay an additional charge for?		
Response	Number of respondents to this question	Percentage of respondents to this question
Community café	316	64.5%
Music venue	199	40.6%
Hall hire e.g. parties	185	37.8%
Performing arts activities	167	34.1%
Catering and hospitality for functions	146	29.8%
Soft play	55	11.2%
Under-fives drop-in sessions e.g. messy play	49	10.0%
Out of school childcare	47	9.6%
Wedding venue hire	32	6.5%
Extended early years childcare	31	6.3%
Crèche	25	5.1%
Other (please specify below)	82	16.7%

NB Respondents were able to select more than one option, so percentages add up to more than 100.

Those who selected 'Other' in response to this question were provided with a free-text box to specify. 120 people responded, and common responses were:

- Cultural / educational exhibitions or events

- Fitness activities
- Dance / ballroom classes
- None of the above appeal
- Room hire / office space
- Board / card games (chess, scrabble, bridge etc.)
- Film club / cinema
- Art classes / projects
- Social club / bar
- Quiz / bingo
- Bowls
- Gym
- Childcare activities
- More for young people
- More for older people
- WI meetings

Question 7: Do you have any other comments that you would like to make or ideas about how we could improve the Community Centre? If so, please tell us using the space below.

266 respondents provided an answer to this question.

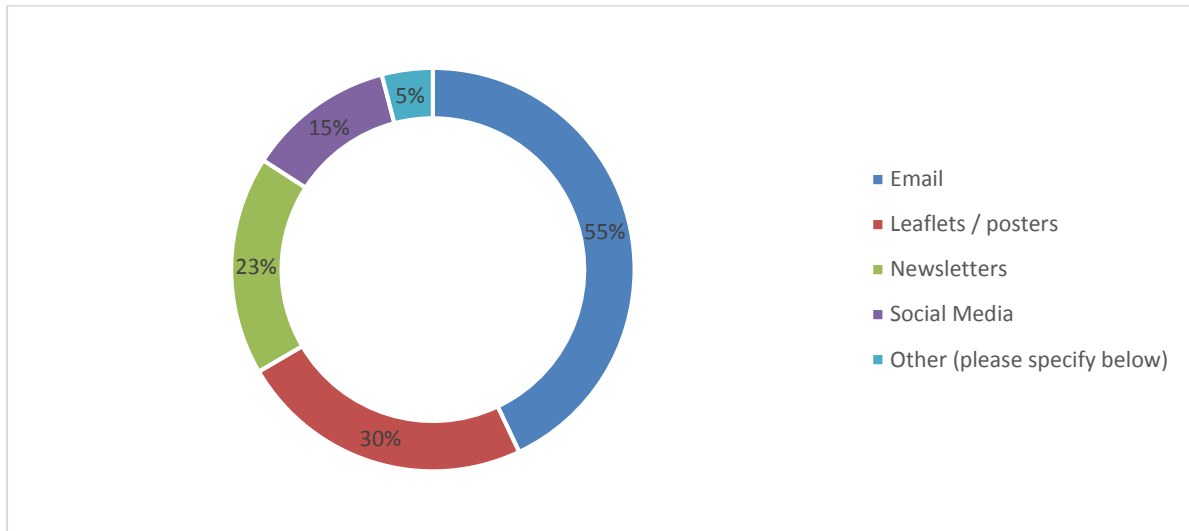
When the comments were analysed, 13 themes were identified. These are illustrated in the table below.

Do you have any other comments that you would like to make or ideas about how we could improve the Community Centre? If so, please tell us using the space below.		
Themes	Number of respondents to this question	Percentage of respondents to this question
Theme 1 - Respondents who suggest ideas for new activities the Centre could provide	81	30.5%
Theme 2 - Respondents who make a general positive comment about the Centre / café / activities provided	56	21.1%
Theme 3 - Respondents who mention that the promotion / marketing / communications of the Centre activities needs to improve	55	20.7%
Theme 4 - Respondents who mention improving the café / catering (offer, facilities available, better value, expanding it, food quality etc.)	20	7.5%

Theme 5 - Respondents who suggest (more) activities for children / young people / families	18	6.8%
Theme 6 - Respondents who make a comment about improving / maintaining the Centre building	17	6.4%
Theme 7 Respondents who make a comment about improving the Centre's outdoor areas / sports facilities	14	5.3%
Theme 8 - Respondents who would not be supportive of room hire / activity price increases (want affordable rates, too expensive at the moment)	13	4.9%
Theme 9 - Respondents who mention offering activities on evenings and / or weekends)	12	4.5%
Theme 10 - Respondents who suggest the toilet facilities (particularly ladies) should be improved	10	3.8%
Theme 11 - Respondents who mention that staff are friendly / welcoming (general positive comment about staff)	9	3.4%
Theme 12 - Respondents who would be supportive of room hire / activity price increases / think current rates might be too cheap	6	2.3%
Theme 13 - Respondents who suggest introducing a membership card / easier membership options / offers	5	1.9%

NB Respondents may make comments under several themes, so percentages will not add up to 100.

Question 8: How would you like to stay informed about what is going on in the Centre?



There were 512 responses to this multiple-choice question. Over half of responses (56%) selected staying in touch via email.

How would you like to stay informed about what is going on in the Centre?		
Themes	Number of respondents to this question	Percentage of respondents to this question
Email	284	55.5%
Leaflets / posters	156	30.5%
Newsletters	116	22.7%
Social Media	78	15.2%
Other (please specify below)	27	5.3%

NB Respondents were able to select more than one option, so percentages add up to more than 100.

Those who selected 'Other' in response to this question were provided with a free-text box to specify. 53 people responded, and most answers fall into the following categories:

- All of the above / more than one option
- Noticeboards
- Nextdoor community website
- Website

A number of respondents also provided their email address.

6. Demographic Profile

The table below shows the composition of the White House Community Centre Survey sample.

Demographic	Sample base (Unweighted)	Proportion (Unweighted %)
Gender		
Male	169	30.5%
Female	371	66.8%
Prefer not to say	15	2.7%
<i>Base: 555 respondents</i>		
What was your age last birthday?		
19 and under	31	5.6%
20 – 24	5	0.9%
25 – 34	17	3.1%
35 – 44	44	7.9%
45 – 54	61	11.0%
55 – 64	95	17.1%
65 – 74	166	29.9%
75+	110	19.8%
Prefer not to say	26	4.7%
<i>Base: 555 respondents</i>		
Do you consider yourself to have a disability?		
Yes	60	10.9%
No	466	84.6%
Prefer not to say	25	4.5%
<i>Base: 551 respondents</i>		
How would you describe your ethnic group?		
White	476	87.2%
Mixed/multiple ethnic groups	10	1.8%
Asian or Asian British	9	1.6%
Black/ African/ Caribbean/ Black British	5	0.9%
Prefer not to say	35	6.4%
Any other ethnic group	11	2.0%
<i>Base: 546 respondents</i>		
Please indicate your sexual orientation:		
Heterosexual / straight	432	81.2%

Gay man	3	0.6%
Gay woman / lesbian	1	0.2%
Bisexual	3	0.6%
Prefer not to say	85	16.0%
Prefer to self-describe:	8	1.5%
<i>Base: 532 respondents</i>		
Do you belong to a religion or faith group?		
No	234	42.5%
Yes, Christian	244	44.4%
Yes, Buddhist	4	0.7%
Yes, Hindu	3	0.5%
Yes, Jewish	2	0.4%
Yes. Muslim	3	0.5%
Yes, Sikh	0	0.0%
Prefer not to say	53	9.6%
Yes, other (please specify):	7	1.3%
<i>Base: 550 respondents</i>		



Appendix A – Consultation overview and questionnaire

White House, Hampton Community Centre Survey

The White House Community Centre is at a crossroads in its development. To help make it a vibrant, attractive resource that is fit for purpose in the future and secure its long-term viability, improvements to facilities and services are needed.

Hampton on Thames Community Association and YMCA St Paul's Group are working to understand how the Community Centre is used now and how the community at large would prefer to see it develop.

Thank you for completing this survey which will help us to determine what is practical, feasible and deliverable.

How to respond

Please complete the questionnaire below and return to us by the closing date of 13/11/2018. Alternatively, you can respond online at: <https://haveyoursay.citizenspace.com/chief-executives-office/white-house-18>

Confidentiality

All the information you provide will be treated in strict confidence and will not be used to identify you personally. The analysis will be carried out by the Richmond Council consultation team on an anonymous basis under the guidelines of the Data Protection Act. The Council will only share information with the Hampton on Thames Community Association, YMCA St. Paul's Group and Hampton Fuel Allotment Charity for the purposes of improving services. It will not be passed on to anyone else and will only be used for the purposes of this consultation. Anonymised comments may be published on the Council website.

Your Details

1. In what capacity are you responding to this consultation?

Please tick all that apply

- ☐ I live in the local area
- ☐ I work/study in the local area
- ☐ Other (please specify below)

- ☐ I am a visitor to the local area
- ☐ I am a member of a local group or organisation (please specify below)

2. What is your postcode?

This information will not be used to identify you personally but to ensure we are consulting widely across the area.

Postcode	
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Your Views

3. Do you use the White House Community Centre?

- ☐ Yes - *please go to question 4*
- ☐ No - *please go to question 5*
- ☐ I used to use it - *please go to question 5*

4. If you answered 'yes' to Q3, how do you travel to the Community Centre?

Please tick all that apply.

- | | |
|-------------------------------|---|
| <input type="checkbox"/> Bike | <input type="checkbox"/> Walk |
| <input type="checkbox"/> Bus | <input type="checkbox"/> Other (please specify below) |
| <input type="checkbox"/> Car | |

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5. If you answered 'no' or 'I used to use it' to Q3, please tick the reasons why you do not use the Community Centre.

Please tick all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Activities not on at a suitable time | <input type="checkbox"/> Location of the centre |
| <input type="checkbox"/> Centre not open at a suitable time | <input type="checkbox"/> No suitable activities |
| <input type="checkbox"/> Facilities in poor condition | <input type="checkbox"/> Not welcoming |
| <input type="checkbox"/> I attend a different community centre | <input type="checkbox"/> Poor reputation |
| <input type="checkbox"/> I did not know there was one in my area | <input type="checkbox"/> Too expensive |
| <input type="checkbox"/> I don't know what activities are going on at the centre | <input type="checkbox"/> Other (please specify below) |

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- 6. The White House requires additional income and needs to expand its offering to do this. Which of the following options would you make use of and be happy to pay an additional charge for?**

Please tick all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Catering and hospitality for functions | <input type="checkbox"/> Out of school childcare |
| <input type="checkbox"/> Community café | <input type="checkbox"/> Performing arts activities |
| <input type="checkbox"/> Crèche | <input type="checkbox"/> Soft play |
| <input type="checkbox"/> Extended early years childcare | <input type="checkbox"/> Under-fives drop-in sessions e.g. messy play |
| <input type="checkbox"/> Hall hire e.g. parties | <input type="checkbox"/> Wedding venue hire |
| <input type="checkbox"/> Music venue | <input type="checkbox"/> Other (please specify below) |

- 7. Do you have any other comments that you would like to make or ideas about how we could improve the Community Centre? If so, please tell us using the space below.**

- 8. How would you like to stay informed about what is going on in the Centre?**

Please tick all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Email | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Leaflets / posters | <input type="checkbox"/> Other (please specify below) |
| <input type="checkbox"/> Newsletters | |

About You

- 9. Are you:**

- ☐ Male
☐ Female
☐ Prefer not to say

10. What was your age last birthday

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> 19 and under | <input type="checkbox"/> 55-64 |
| <input type="checkbox"/> 20-24 | <input type="checkbox"/> 65-74 |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 75+ |
| <input type="checkbox"/> 35-44 | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> 45-54 | |

11. Do you consider yourself to have a disability?

- ☐ Yes
☐ No
☐ Prefer not to say

12. How would you describe your ethnic group?

- | | |
|---|--|
| <input type="checkbox"/> White | <input type="checkbox"/> Black/African/Caribbean/Black British |
| <input type="checkbox"/> Mixed/multiple ethnic groups | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Asian or Asian British | <input type="checkbox"/> Other ethnic group, please specify: |

13. Please indicate your sexual orientation:

- | | |
|--|--|
| <input type="checkbox"/> Heterosexual / straight | <input type="checkbox"/> Bisexual |
| <input type="checkbox"/> Gay man | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Gay woman / lesbian | <input type="checkbox"/> Prefer to self-describe |

14. Do you belong to a religion or faith group?

- | | |
|---|---|
| <input type="checkbox"/> No | <input type="checkbox"/> Yes, Muslim |
| <input type="checkbox"/> Yes, Christian | <input type="checkbox"/> Yes, Sikh |
| <input type="checkbox"/> Yes, Buddhist | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Yes, Hindu | <input type="checkbox"/> Yes, other (please specify): |
| <input type="checkbox"/> Yes, Jewish | |

Thank you once again for completing this survey. Your input will help us to determine what is practical, feasible and deliverable.

Please return the completed survey to:

Consultation Team
London Borough of Richmond upon Thames
Ground Floor, Civic Centre
44 York Street
Twickenham
TW1 3BZ

Alternatively, please drop-in completed surveys to the White House Community Centre, The Avenue, Hampton TW12 3RN or Hampton Library, TW12 2AB. **This consultation closes on Tuesday, 13th Nov 2018**