Research Report

Richmond Residents' Survey 2013

Prepared for: London Borough of Richmond-Upon-Thames

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Prepared for: London Borough of Richmond-Upon-Thames

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1 Introduction

1.1 Survey aims and objectives

This report summarises the results of a bespoke piece of research into the perceptions Richmond borough residents hold in relation to their Council and the local area. A representative sample of 1,405 residents aged 16 and over were interviewed by telephone during September and October 2013 in order to provide fresh data on Council performance and priorities.

The objectives of this research were as follows:

- To measure overall perceptions of Richmond Council's performance and the value for money it provides.
- To record the perceived quality of the services that are experienced by all residents such as refuse and recycling collections, street cleaning and road and pavement maintenance.
- To examine the customer experience provided when residents contact the Council.
- To record how engaged residents are with Richmond Council and with their wider community.
- To explore how residents perceive the condition of their local high streets.
- To benchmark the perceptions of Richmond residents where possible using national data collected by the Local Government Association.

1.2 Methodology

1,405 interviews were completed by BMG Research between the 13th September and the 27th October 2013. Randomly generated telephone numbers (RDD sample) were used in combination with mobile numbers attributable to the Richmond area in order to ensure that a good cross section of residents took part in the research. All survey participants were asked to provide their postcode so that they could be attributed to one of the 14 villages that make up the borough. Interviewing targets were set by village and also by age and gender at the borough level so that a full cross section of the population took part in the research. After fieldwork, weights were applied to the data by village, gender and age to correct any differences in the profile of the sample relative to the borough's population.

1.3 Questionnaire

A bespoke questionnaire was used for this survey. The questionnaire replicated one used in an equivalent piece of research in 2012. Several questions were asked in such a way to allow the responses to be benchmarked against polling conducted nationally by the Local Government Association.

1.4 Report contents

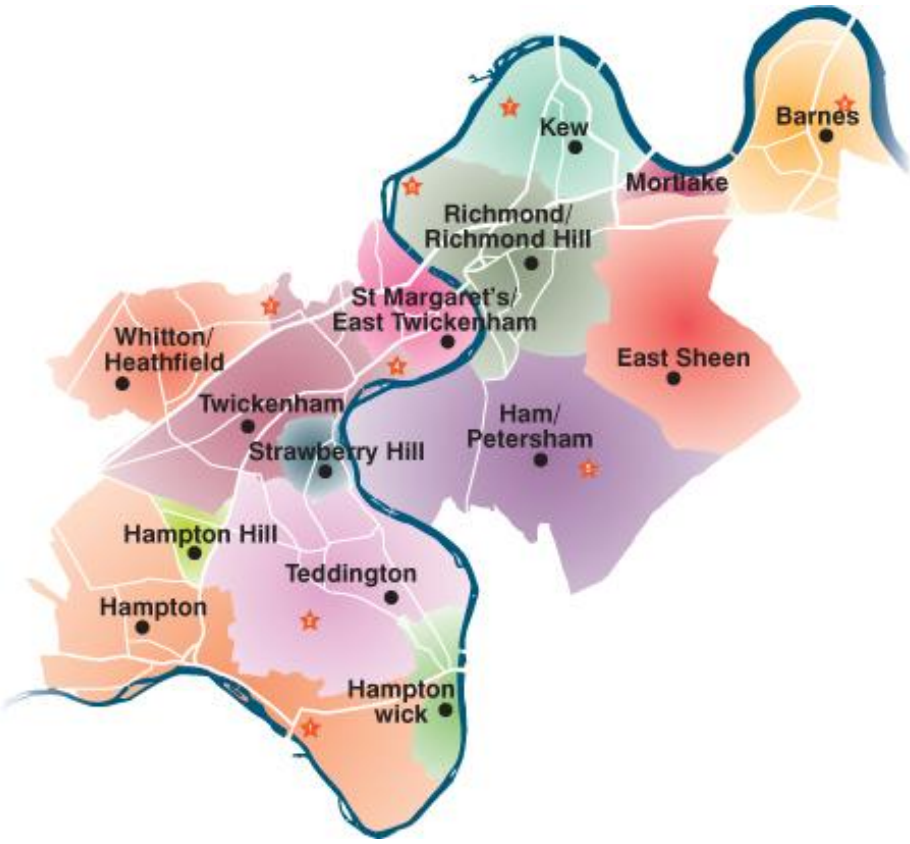
This document contains a concise summary of the key findings to emerge from this survey. It aims to highlight the positive messages in the data, plus any areas of concern that require further consideration.

The data used in this report is rounded up or down to the nearest whole percentage point. It is for this reason that, on occasions, tables or charts may add up to 99% or 101%. Where tables and graphics do not match exactly to the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined. Results that differ in this way should not have a variance that is any larger than 1%.

When a figure is shown in bold and underlined within a table this denotes that this figure is significantly different (determined by the t-test) to one or more opposing figures. The t-test is a statistical method used to evaluate the differences between two opposing groups. Results described as significant in this report will have been identified by this test as substantial variations in opinion.

Throughout the report reference will be made to villages. The boundaries of these village catchments are shown by the map below.

Figure 1: Definition of geographical units used in analysis



2 Key Findings

2.1 Perceptions of Richmond Council

The results of the 2013 Richmond residents' survey show improving perceptions amongst residents. Satisfaction with the local area has increased by three percentage points from the already high 93%, while eight in ten residents (83%) are satisfied with the way the Council is running the area (up 5 percentage points).

The most notable change in this wave has been a 9 percentage point rise in the proportion of residents who feel that their Council provides good value for money, which is particularly encouraging to see given the declines recorded for this measure nationally by the Local Government Association. Alongside this there has been a 5 percentage point rise in those who feel informed about the Council's services and benefits. However, it should be noted that the 62% of residents who feel informed is still just below the national benchmark of 65%, suggesting that further activity in this area may be required. This is the only example of where the views of Richmond residents are less positive than the national norm.

Table 1: Summary of key survey indicators

Question	2012 (%)	2013 (%)	Change from 2012 (% points)	LGA April 2013 national benchmark - (%)	LGA Jan 2013 benchmark - London (%)
% residents satisfied with the local area	93%	96%	+3	82%	79%
% residents satisfied with the way the Council runs things	77%	83%	+6	70%	71%
% residents agree who agree the Council provides value for money	48%	57%	+9	51%	53%
% residents informed about Council services and benefits	57%	62%	+5	65%	64%
Acts on concerns - a great deal / a fair amount	67%	70%	+3	61%	61%
Trust Council - a great deal / a fair amount	74%	79%	+5	60%	60%

2.2 Service satisfaction and priorities

More than eight in ten residents are satisfied with refuse services (88%), recycling services (86%) and street cleaning (83%), with satisfaction having risen over the last 12 months. While satisfaction has also risen for road and pavement maintenance, satisfaction with these areas of Council activity remain comparatively low at 55% for each.

Looking forward, the top three priorities for the Council to improve are all related to highways and car use. Firstly, 27% of residents state that road maintenance needs to be a priority, with a further 24% selecting pavement maintenance. Parking services is the third highest priority with 20% stating this should be a priority. Notably, all three of these issues also made up the top three priorities in 2012, and therefore these issues are consistently perceived by Richmond residents as requiring attention.

2.3 Perceptions of the local area

When considering the area within 15–20 minutes walking distance from their home, the vast majority of residents (96%) indicate that they are satisfied with their local area as a place to live (93% in 2012).

Congestion (54%) is the issue most likely to be described as either a 'very big' or a 'fairly big' problem in the local area. This response is most common among residents of the villages of East Sheen (72%), Twickenham (67%), St Margarets (66%) and Barnes (60%).

Seven in ten (72%) Richmond residents agree that the police and other local public services are successfully dealing with crime and anti-social behaviour issues in the local area. The proportion of residents who hold this opinion has risen by 5-percentage points.

When asked to indicate whether they feel that people from different ethnic backgrounds get on well together in their local area almost eight in ten (79%) residents agree, up marginally from 77% in 2012.

Despite the ongoing economic challenges for the retail sector more residents feel that their local high street has got better (26%) than worse (12%). However, the most common response was that that they had stayed the same (59%). This balance of opinion largely replicates that seen in 2012.

Approximately three quarters are satisfied with their local high street overall (74%) and with its appearance (75%). The safety of high streets does not seem to be a barrier to their use as 87% of residents express satisfaction with high street safety, but only 65% are satisfied with the range of shops available.

2.4 Communications and engagement

When considering how they would prefer to contact Richmond Council in the future, the highest proportion would prefer to use the telephone (41%). A further third (33%) would like to contact Richmond Council by sending an e-mail, while 12% would prefer to make contact via the Council's website. These preferences have not changed in the last year. Combining the preferences for e-mail and website contact shows that roughly equal proportions have a preference for electronic contact and telephone contact (45% compared to 41%). Ensuring that each contact channel is suitably resourced so that customer preferences can be accommodated will be important.

Of those who made contact with the Council a higher proportion were satisfied than dissatisfied with how their enquiry was handled (67% compared to 24%) and with the final outcome that was achieved (60% compared to 23%). Within these results it is encouraging to see that the single most common response in relation to both enquiry handling and the outcome achieved is 'very satisfied' (40% and 37% respectively).

There is a clear interaction between those who received a satisfactory outcome and those who expressed satisfaction with the way their contact was handled.

More than six in ten residents (62%) currently feel informed about Richmond Council's services and benefits. However, 36% of residents feel that they only receive a limited amount of information from the Council or indeed that it doesn't tell them much at all about what it does. Those who feel that Richmond Council keeps them very or fairly well informed more commonly:

- Are satisfied with the way Richmond Council runs things than those who don't feel they are kept informed (89% compared to 72%);
- Agree Richmond Council provides value for money (66% compared to 42%);
- Feel that the Council acts on the concerns of residents (78% compared to. 57%); and,
- Trust the Council (87% compared to 66%).

When considering some of the key communication messages provided by Richmond Council only a minority recall seeing or hearing about each message. In total:

- 18% recall seeing or hearing about budget cuts at the Council;
- 13% recall seeing or hearing about how it offers value for money; and
- 20% recall seeing or hearing about how it is trying to be more efficient.

Overall, seven in ten residents (69%) do not recall seeing or hearing about any of these Council related topics. The fact that only a minority of around one in five residents appear to be engaged with the current Council financial position and resources should be recognised when communicating or consulting about any future changes in service delivery, with the financial context fully explained.

Just over half of residents (51%) feel that the Council takes account of residents' views when making decisions. Comparing these views to those seen a year ago shows a notable uplift (+11 percentage points) in the proportion of residents who agree that the Council takes account of residents' views when making decisions. Whether this rise corresponds to a heightened level of consultation before or during the period of this research, or corresponds with engagement activity with a particularly high profile should be considered.

2.5 Budget issues

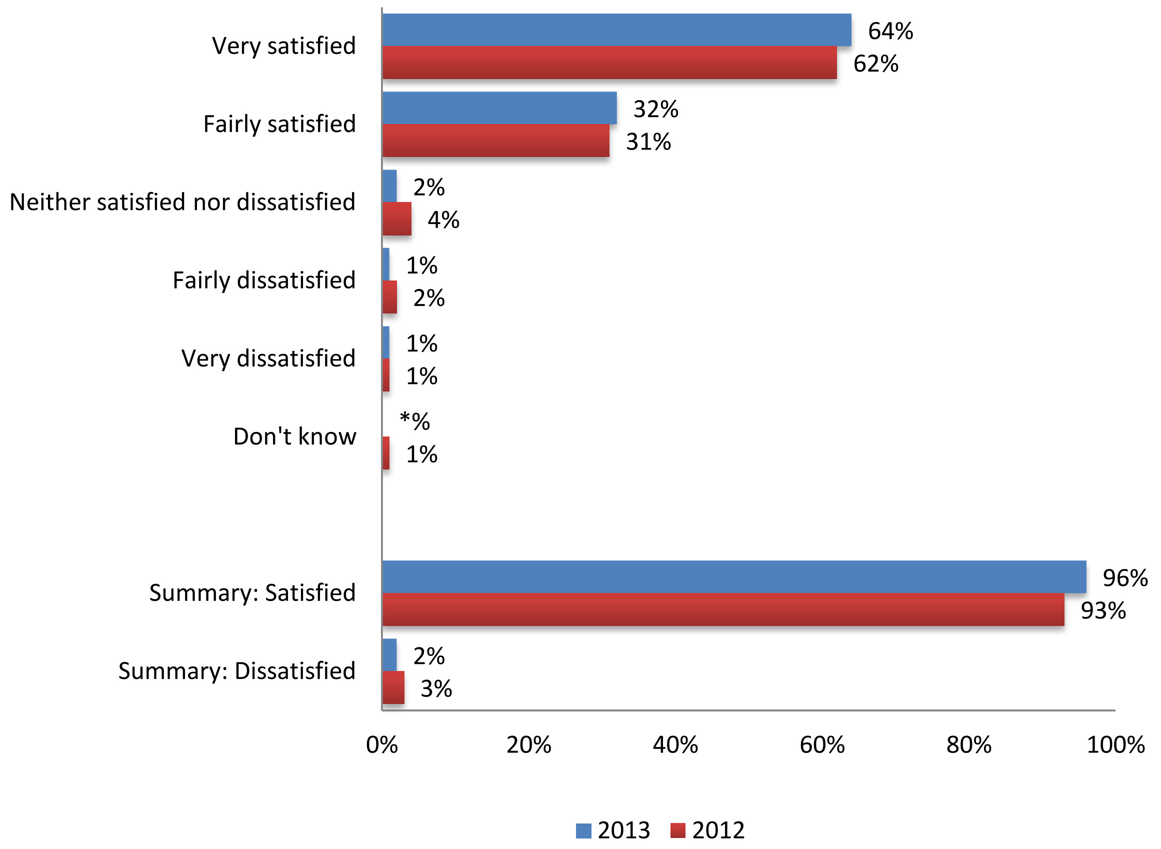
When considering how Richmond should manage its budget in difficult economic times the approach of freezing Council Tax is supported by 75% of residents. No information on the budgetary implications of this decision was provided to respondents. Alongside this effective freeze on Council income, 72% of residents feel that spending should be reduced by seeking greater efficiency in service delivery and 48% would support reduced spending on some non-essential services. Views on whether charges for some services should be increased are more polarised, with equal proportions (36%) agreeing and disagreeing with this proposition.

3 Perceptions of the local area

3.1 Local area as a place to live

When considering the area within 15–20 minutes walking distance from their home, the vast majority of residents (96%) indicate that they are satisfied with their local area as a place to live. This includes 64% who give the most positive response of 'very satisfied.' Just 2% of residents have a neutral opinion of their local area, while a further 2% state that they are dissatisfied with their local area as a place to live.

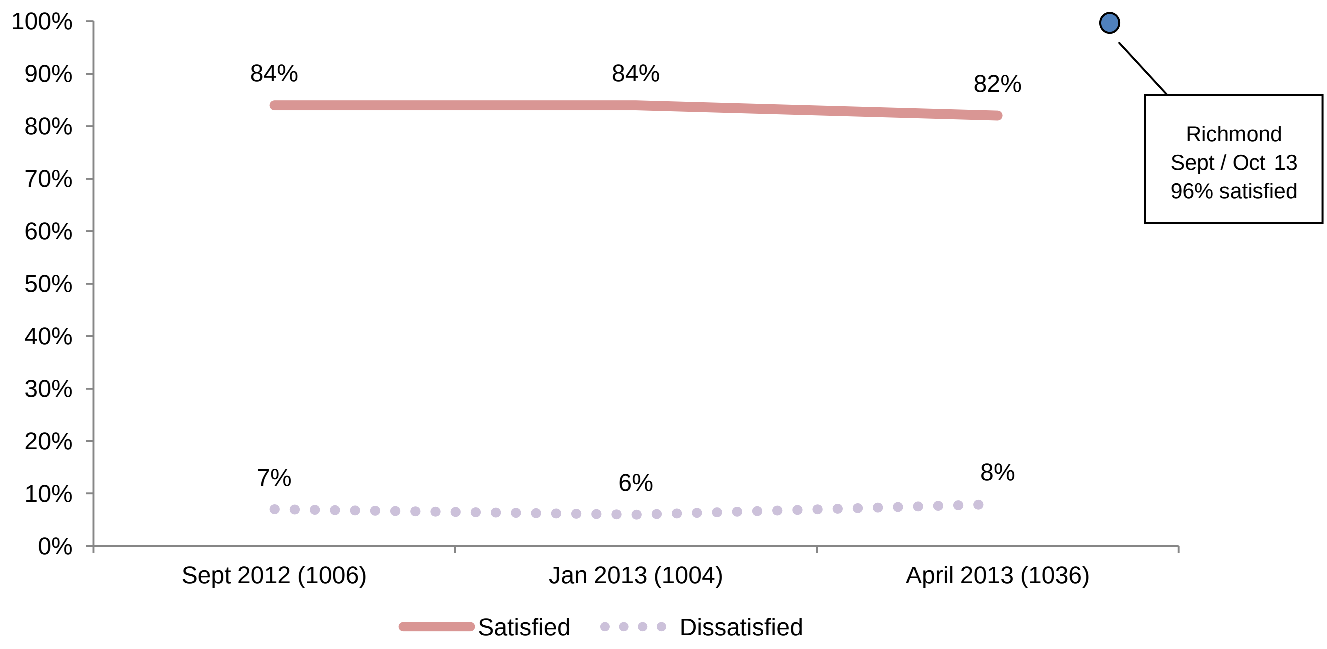
Figure 2: Overall, how satisfied or dissatisfied are you with your local area as a place to live? (All responses)



Unweighted sample base: 2013: 1405 2012: 1428

The fact that more than nine in ten Richmond residents are satisfied with their local area clearly demonstrates the desirability of the borough as a place to live. This is further emphasised by the fact that this figure of 96% is above the national benchmark for this question. Three recent waves of polling have been completed by the Local Government Association (LGA) nationally using a comparable telephone methodology as the one used in this research. The data produced in this polling can therefore be used to benchmark the Richmond results. LGA data from April 2013 shows 82% of respondents nationally being either very or fairly satisfied with their local area as a place to live, meaning that the autumn 2013 figure of 96% for Richmond is considerably above the norm. The 93% satisfaction recorded among Richmond residents in autumn 2012 was also above the benchmark figure of 84% recorded at that time.

Figure 3: National trend in satisfaction with the local area as a place to live– LGA Polling



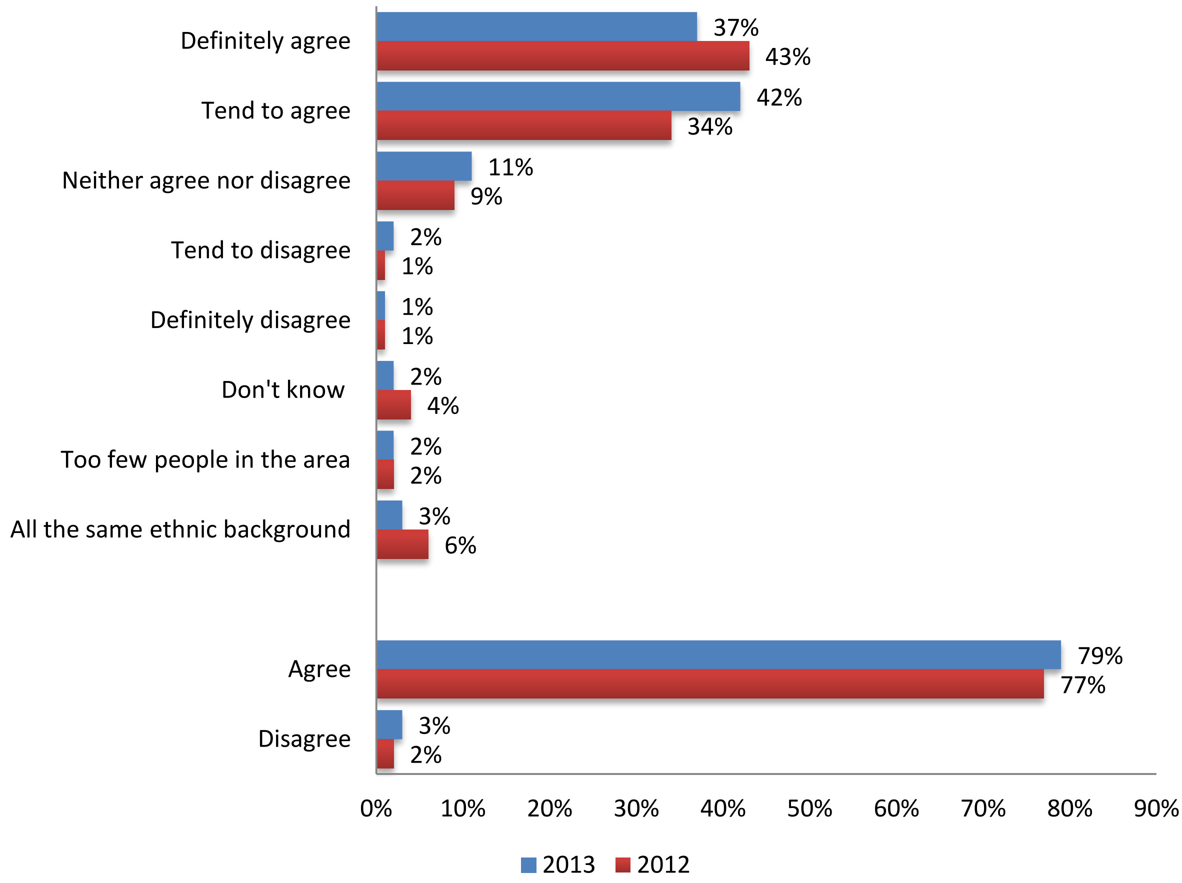
Looking at responses by village shows that in all but one of the 14 villages within the borough at least nine in ten residents express satisfaction with their local area as a place to live. The exception is Whitton in which 88% express satisfaction with the local area. Although the 6% of residents living in Whitton who are dissatisfied is significantly higher than elsewhere in the borough, it must be recognised that even here the balance of public opinion is still highly positive and is better than the national average.

3.2 Community cohesion

In order to understand the sense of community cohesion felt among Richmond borough residents, respondents to the survey were asked to indicate whether they feel that people from different ethnic backgrounds get on well together in their local area. In response, almost eight in ten (79%) agree that people from different ethnic backgrounds do get on well together locally. This is comprised of 37% who give the most positive response of 'definitely agree' and 42% who 'tend to agree'.

Comparing the 2013 results to those observed in 2012 shows that agreement that there is community cohesion in the local area has risen marginally from 77% to 79%. However, it should be noted that within this there has been a 6 percentage point decline in the proportion who gave the most positive response of definitely agree (37% compared to 43%).

Figure 4: To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together? By getting on well together, we mean living alongside each other with respect. (All responses)

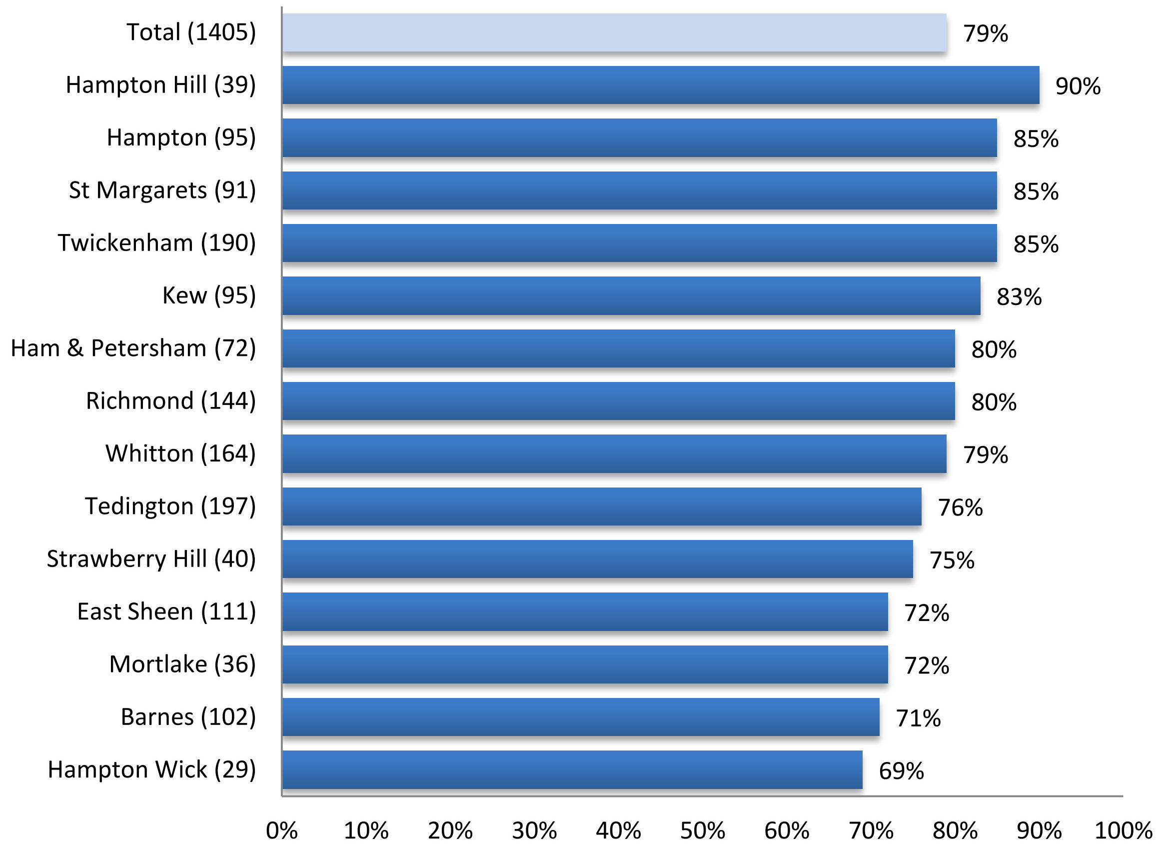


Unweighted sample base: 2013: 1405 2012: 1428

Given that the focus of this question is the level of cohesion between different ethnic groups it is important to examine whether perceptions of this issue vary by ethnicity. Looking at responses by ethnic group, no statistically significant variations are apparent, although it should be noted that white residents make up the majority of the sample.

The proportion of residents who agree that people of different ethnic backgrounds get on well together in the local area ranges from 90% in Hampton Hill to 69% in Hampton Wick although the base sizes in both of these villages are relatively small. Agreement per village is shown in the figure below. This illustrates that in every other instance either seven or eight out of ten residents feel that people of different backgrounds get on well together in the local area.

Figure 5: Agreement that people of different ethnic backgrounds get on well together by village (All responses)



Unweighted sample bases in parentheses

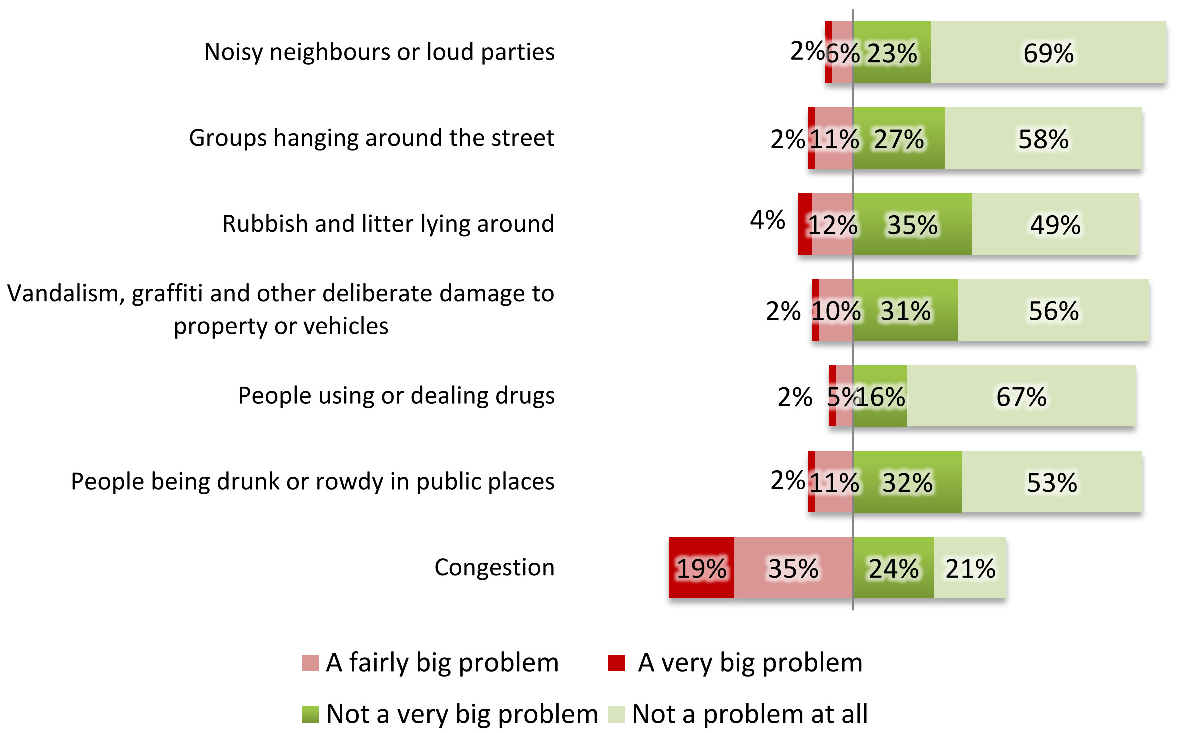
3.3 Crime and anti-social behaviour

On the basis that concerns about crime and anti-social behaviour can be detrimental to quality of life, all residents were asked to indicate how serious they feel six key issues are in the local area. In response, with the exception of traffic congestion, each of these issues is described as a problem by a minority of residents. In total the following proportions describe each issue as either a 'very big' or a 'fairly big' problem:

- Congestion (54%);
- Rubbish and litter lying around (16%);
- Groups hanging around the street (14%);
- People being drunk or rowdy in public places (13%);
- Vandalism, graffiti and other deliberate damage to property or vehicles (13%);
- Noisy neighbours or loud parties (8%); and,
- People using or dealing drugs (6%).

The full breakdown of responses is shown by the figure below. This shows that 19% of residents go as far as to say congestion is a very big problem in their area.

Figure 6: Seriousness of crime and anti-social behaviour issues in the local area (All responses)



Unweighted sample base: 1405

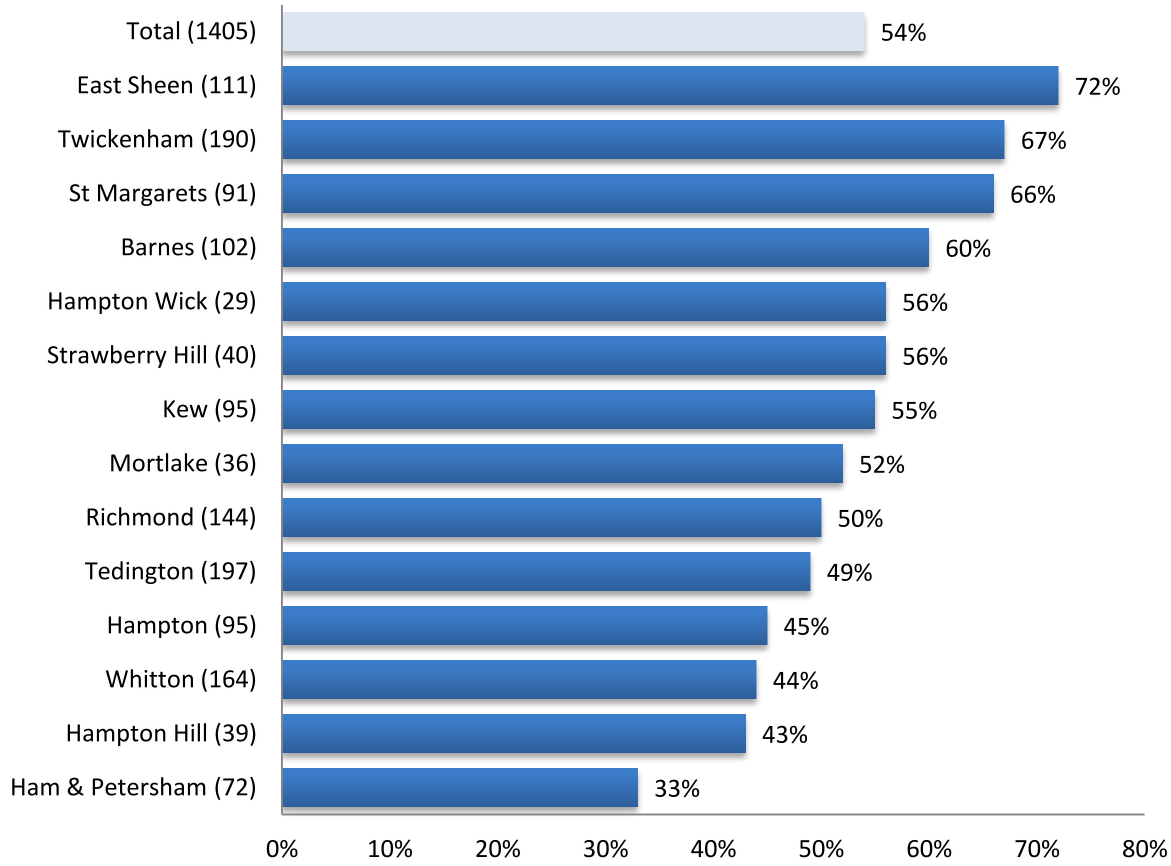
The proportion of Richmond residents who feel these featured issues are a problem has generally decreased since 2012, with congestion being the notable exception (up 2-percentage points). The largest fall has been in the proportion of residents who feel rubbish and litter lying around is a problem which has fallen by 5-percentage points from 21% to 16%.

Table 2: Issues perceived as problems locally 2012-13 (All responses)

	% a problem 2012	% a problem 2013	% point change
Noisy neighbours or loud parties	10%	8%	-2
Groups hanging around the street	17%	14%	-3
Rubbish and litter lying around	21%	16%	-5
Vandalism, graffiti and other deliberate damage to property or vehicles	16%	13%	-3
People using or dealing drugs	8%	6%	-2
People being drunk or rowdy in public places	16%	13%	-3
Congestion	52%	54%	+2
Unweighted sample base:	**1428**	**1405**	

Given that a majority of residents express concern about the issue of congestion it is important to analyse further which residents in particular cite this as an issue. Looking at responses by village shows than those who reside in East Sheen (72%), Twickenham (67%), St Margarets (66%) and Barnes (60%) are significantly more likely to cite this issue as a problem. Full responses by village are shown overleaf.

Figure 7: Congestion as a problem by village (All responses)



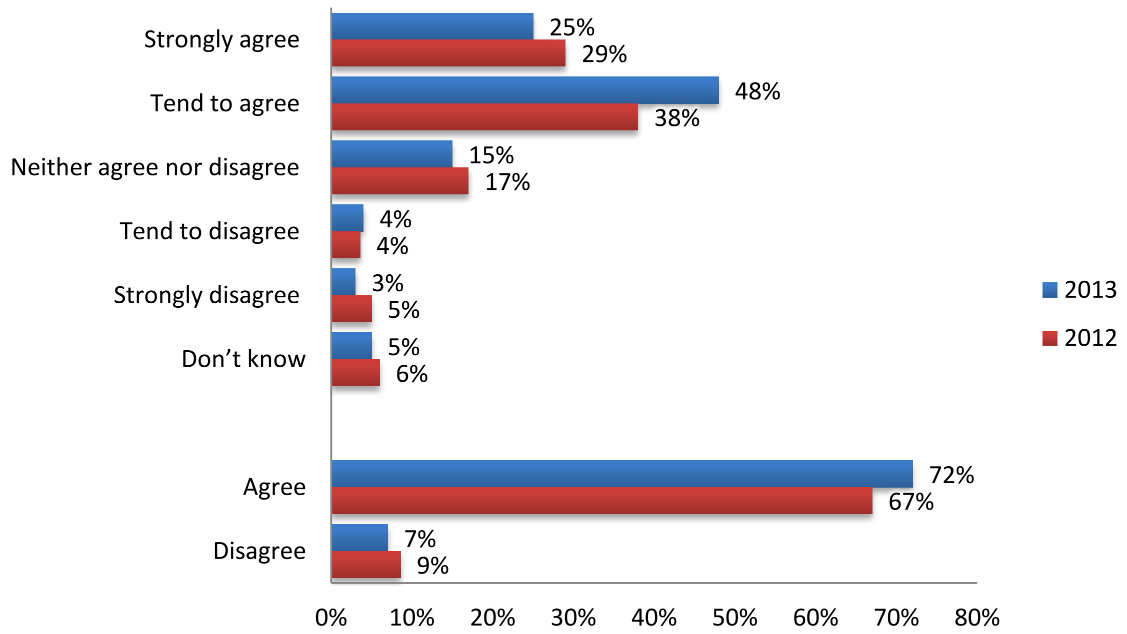
Unweighted sample bases in parentheses

3.4 Incidence of crime and anti-social behaviour

To put above results into context just 5% of Richmond residents state that they have been a victim of crime and anti-social behaviour in the last month. This is consistent with the 6% who gave the same response in 2012. Analysis by village suggests that residents of Hampton have most commonly experienced crime or anti-social behaviour during the last month (15%). This significant variation warrants further investigation. Whether a higher incidence of crime and ASB is evident for this village in police data of reported incidents would be a useful next step in understanding this issue.

Generally, seven in ten (72%) Richmond residents agree that the police and other local public services are successfully dealing with crime and anti-social behaviour issues in the local area. Reflecting the aforementioned individual drops in ASB issues being perceived as a problem, the proportion who hold this opinion has risen by 5-percentage points. However, within this headline improvement, the proportion who give the most positive response of 'strongly agree' has fallen back slightly from 29% in 2012 to 25% in 2013.

How much would you agree or disagree that the police and other local public services are successfully dealing with crime/anti-social behaviour issues in your local area? (All responses)



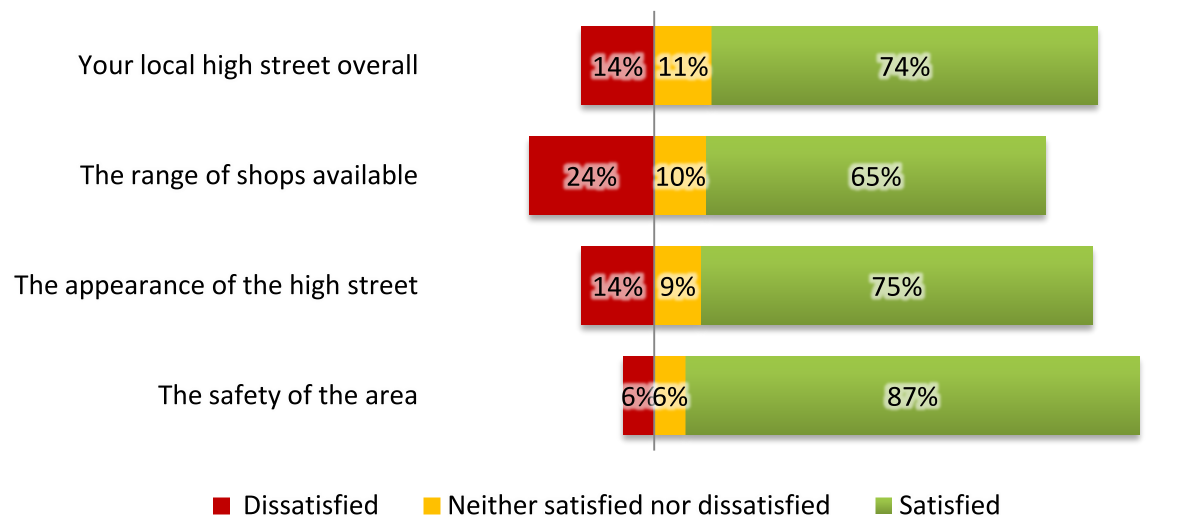
Unweighted sample base: 2013: 1405 2012: 1428

As might be anticipated, those who have recently experienced criminal or anti-social behaviour less commonly agree that the police and local authorities are successfully dealing with these issues. Among the former, 58% agree this is the case compared to 73% of those with no recent experience of crime or ASB.

3.5 Perceptions of local high streets

The current economic situation continues to provide a significant challenge to retailers of all sizes. The state of the economy coupled with changing consumer habits has led to considerable media and political consideration of the future of high streets across the country. In this context Richmond residents were asked to provide their views on their local high street. As shown by the figure below, the majority of Richmond residents continue to view their high streets in a positive manner. Approximately three quarters are satisfied with their local high street overall (74%) and with its appearance (75%). The safety of high streets does not seem to be a barrier to their use as 87% of residents express satisfaction with high street safety, but only 65% are satisfied with the range of shops available.

Figure 8: Thinking about your local high street, how satisfied or dissatisfied are you with the following...? (All responses)



Unweighted sample base: 1405

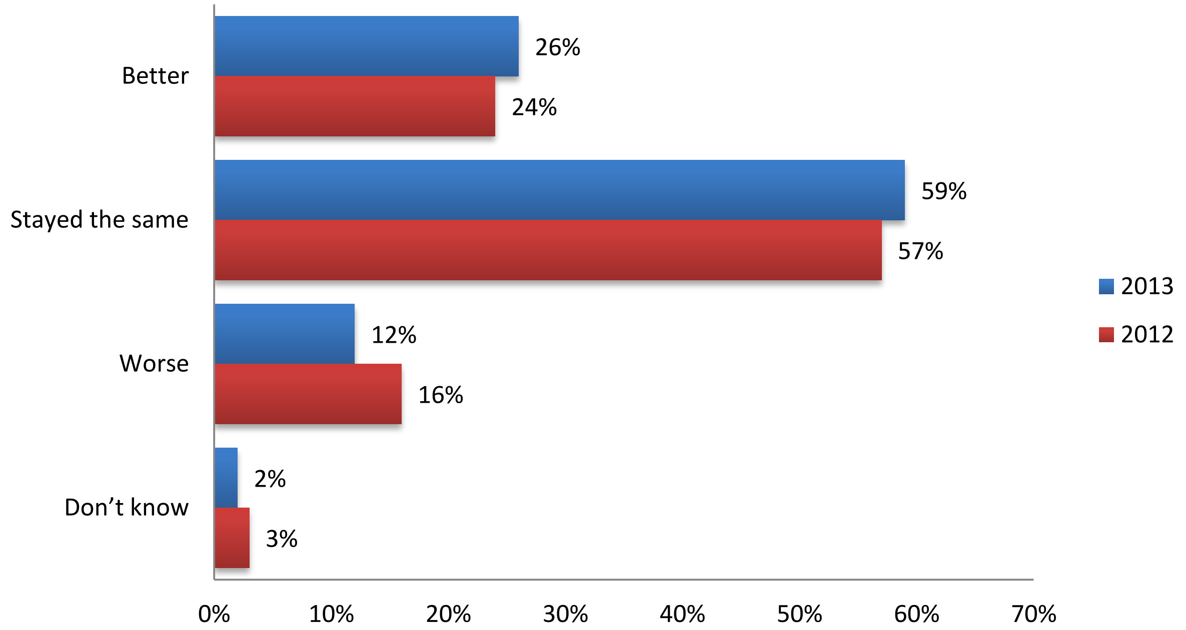
While these views are largely positive it should be noted that satisfaction levels have fallen since 2012. Most notably there has been a 4-percentage point decrease in satisfaction with the range of shops available and with their local high street overall.

Table 3: Satisfaction with elements of local high street 2012-13 (All responses)

	% satisfied 2012	% satisfied 2013	% point change
Your local high street overall	78%	74%	-4
The range of shops available	69%	65%	-4
The appearance of the high street	77%	75%	-2
The safety of the area	88%	87%	-1
Unweighted sample base:	**1428**	**1405**	

In contrast to the shifts seen in Table 3, when residents were asked directly whether they feel that their local high street has improved, got worse or has stayed the same the balance of opinion is positive. While the most common response given was that their local high street has stayed the same (59%) more residents feel that high streets have got better (26%) than worse (12%). This balance of opinion largely replicates that seen in 2012.

Figure 9: Overall, do you think that your local high street has become a better or worse place to visit in the last 12 months, or has it stayed the same? (All responses)



Unweighted sample base: 2013: 1405 2012: 1428

To provide greater depth to these findings all residents were asked to state the name of their local high street with an extensive list of 38 options provided in the survey script for interviewers to refer to. In the following table views on the changes perceived to local high streets are shown per high street where there is a sample base of at least 20 to use for analysis. Some of these sample bases are small and therefore the results should be treated with caution, but in the majority of cases each high street is more likely to be perceived to have got better rather than worse. The two exceptions to this are Kingston Road (net balance of -5) and Sheen Road (net balance of -7). However, the small base size of residents answering in relation to these locations does suggest that these opinions should be viewed as indicative rather than statistically robust.

Table 4: Perceived change in local high streets by high street (where sample base is 20 or higher)

	Unweighted Bases	Better	Stayed the same	Worse	Don't know	Net balance score*
Total	**1405**	26%	59%	12%	2%	+14%
Richmond (major)	**212**	32%	55%	11%	2%	+21%
Twickenham (district)	**184**	23%	53%	23%	1%	0%
East Sheen (district)	**70**	13%	72%	13%	2%	0%
Teddington (district)	**165**	16%	75%	8%	2%	+8%
Whitton (district)	**114**	59%	27%	14%	0%	+45%
Barnes	**76**	33%	61%	6%	0%	+27%
Hampton Hill	**107**	19%	60%	17%	4%	+2%
Hampton Village	**27**	26%	69%	4%	0%	+22%
Hampton Wick	**22**	18%	57%	20%	5%	-2%
Kew Gardens Station	**24**	26%	74%	0%	0%	+26%
Kew Road	**10**	9%	91%	0%	0%	+9%
Kingston Road	**21**	15%	65%	20%	0%	-5%
Sheen Road	**25**	8%	74%	15%	4%	-7%
St Margarets	**23**	34%	66%	0%	0%	+34%
Whitton Road	**48**	57%	32%	12%	0%	+45%
Upper Richmond Road inc West	**34**	16%	78%	6%	0%	+10%

*The net balance score is calculated by subtracting the proportion who feel local high streets have got worse from those who feel that they have got better. A positive net balance score indicates a positive balance in public option, while a negative balance score shows the opposite.

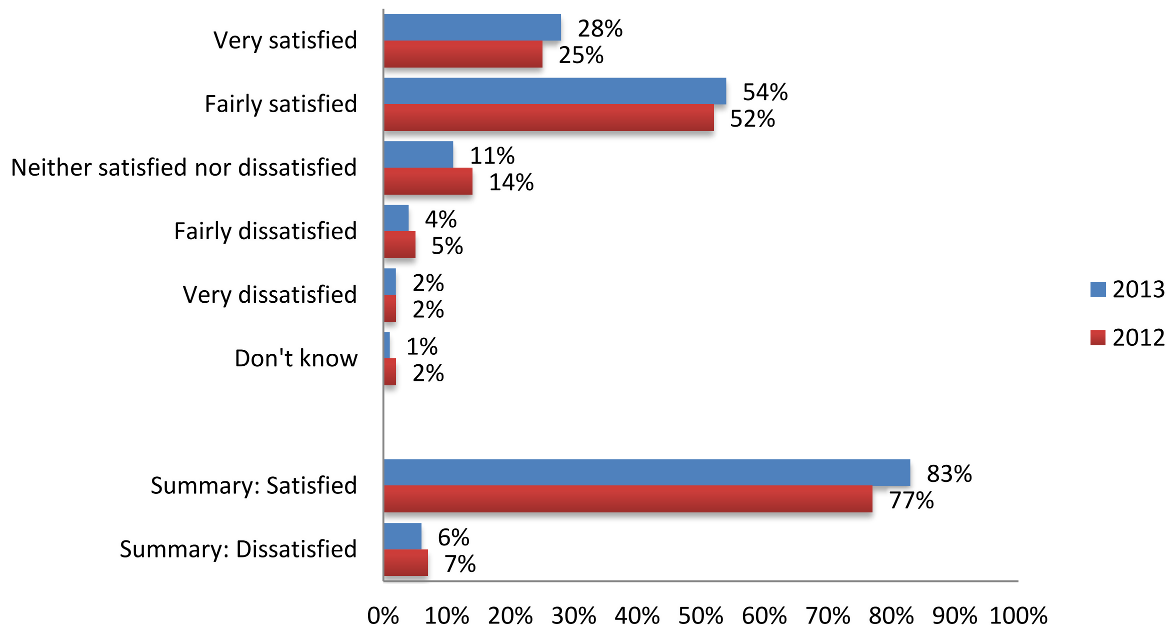
4 Perceptions of Richmond Council

4.1 Overall satisfaction

The survey questionnaire reminded residents that Richmond Council is responsible for a range of services such as refuse collection, street cleaning, planning, schools, social care services and road maintenance.

When considering their satisfaction with how Richmond Council run things, 83% respond positively suggesting that they are satisfied. Within this, almost three in ten (28%) residents are very satisfied, while more than half (54%) of residents are fairly satisfied. Just one in twenty (6%) residents indicate that they are dissatisfied with how Richmond Council run things, with a similar proportion (4%) giving a neutral response.

Figure 10: Overall, how satisfied or dissatisfied are you with the way Richmond Council runs things? (All responses)



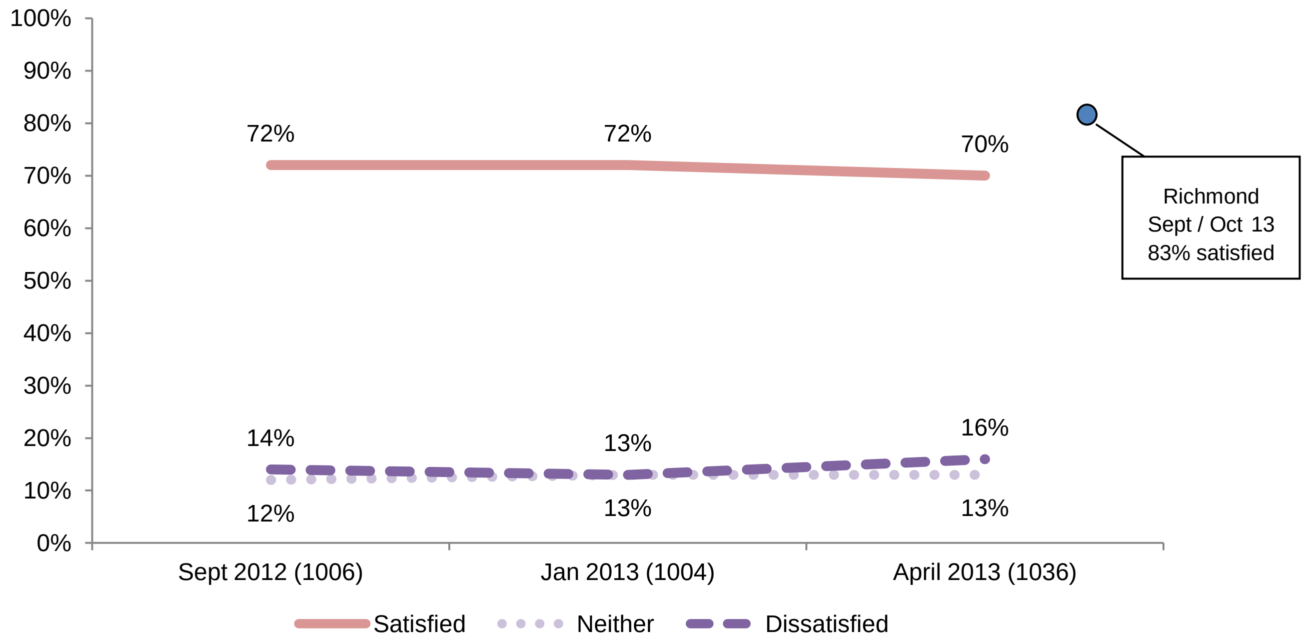
Unweighted sample base: 2013: 1405 2012: 1428

Comparing these results to those recorded in 2012 shows that satisfaction with the Council has risen from the already high levels seen a year ago. The 83% level of satisfaction represents a 6 percentage point rise from the 77% seen in 2012, with this improvement due to increases in the number of residents both fairly and very satisfied.

The wording of this question is consistent with that used in recent polling undertaken by the Local Government Association (LGA) into perceptions of local authorities. The level of satisfaction with the way Richmond Council runs things seen in this research (83%) is 13 percentage points above the latest national benchmark of 70% (LGA April 2013) and 12 percentage points above the latest London benchmark of 71% (LGA January 2013).

The national trend on this key measure is shown by the figure below. This suggests that seven in ten residents being satisfied with their local authority is the norm over 2012/13. As already noted, back in autumn 2012 77% of Richmond residents expressed satisfaction with the way their Council was running things suggesting consistently above average perceptions of the authority and its performance.

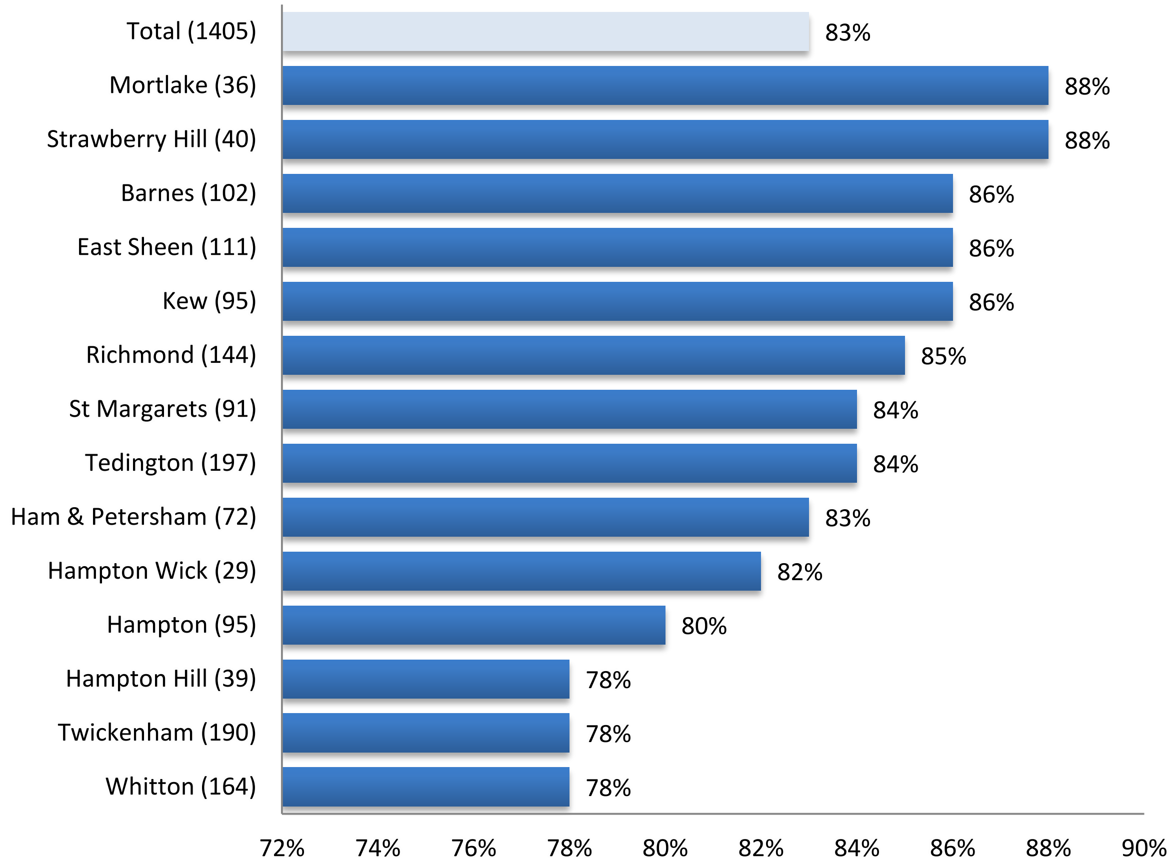
Figure 11: National trend in satisfaction with the way Councils run things – LGA Polling



Unweighted sample bases in parentheses

Looking at responses by village shows consistently high levels of satisfaction with the way Richmond Council runs things. Dissatisfaction peaks at 11% among residents of Whitton village. No significant variations in opinion are evident by age, gender or time in the borough.

Figure 12: Satisfaction with the way Richmond Council runs things by village (All responses)

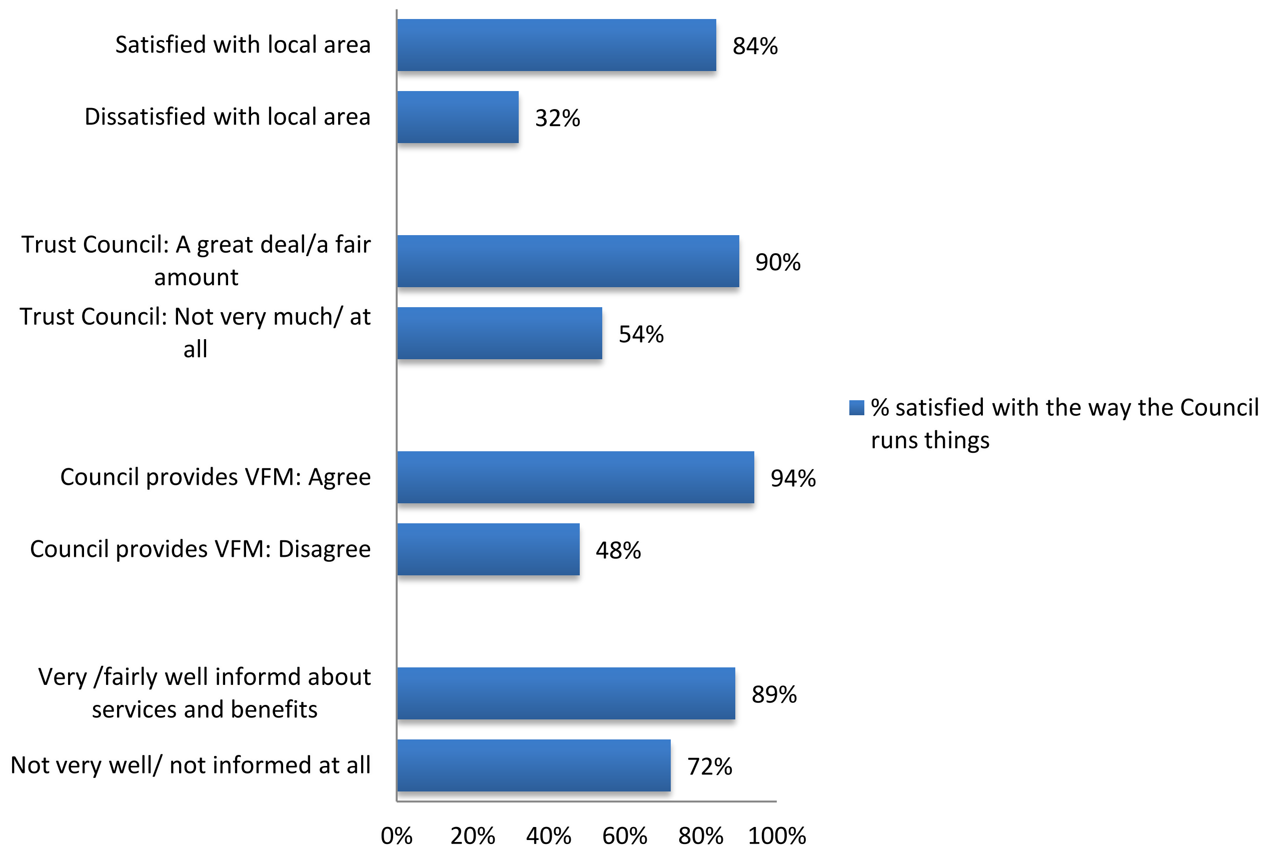


Unweighted sample bases in parentheses

Further analysis also shows clear interactions between satisfaction with the way the Council runs things and other views captured in the survey. Among those who feel that Richmond Council offers value for money, 94% are satisfied with the authority. Among those who disagree value for money is provided the proportion expressing satisfaction with the way the Council is running things drops significantly to 48%. A significant interaction is also evident between how informed residents feel and satisfaction with the Council. Among those who feel either fairly or very well informed about Council services and benefits 89% are satisfied with how the Council runs things compared to 72% of those who do not feel well informed.

These interactions in opinion are summarised in the figure below. All of the percentages shown are those expressing satisfaction with the way that Richmond Council run things.

Figure 13: Interaction of perceptions of the Council and other views (All responses)



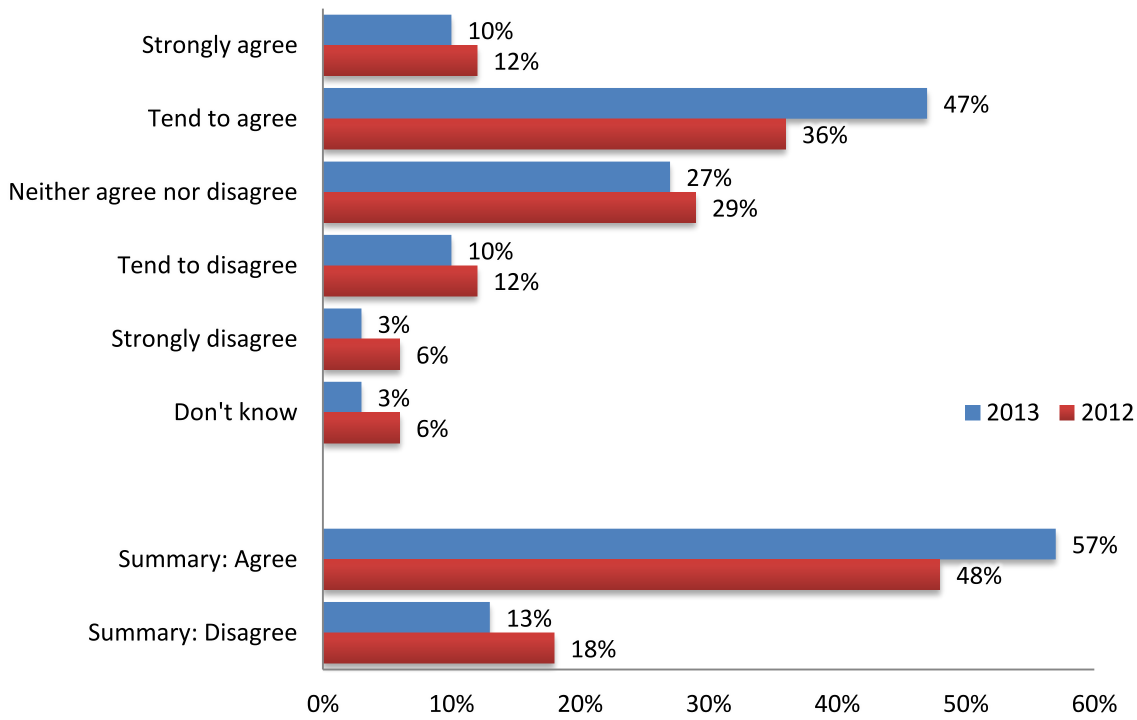
Further analysis also shows that those residents who have contacted Richmond Council during the last 3 months are less likely to express satisfaction with the way the Council runs things than those who have not had such contact (77% compared to 85%). Ideally the opposite would be the case. The views of residents on how Richmond Council performs when contacted will examined in a later section of this report.

4.2 Value for money

Residents were also asked to comment on the value for money Richmond Council provides. In doing so respondents were asked to think about the range of services the Council provides to the community as a whole, as well as the services their household uses. Residents were told that it did not matter if they do not know all of the services Richmond Council provides to the community and that general opinions were welcome.

In response, 57% of residents agree that Richmond Council provides good value for money. A further 27% give a neutral response on this matter while 13% disagree. Comparing the 2013 results to those recorded in 2012 shows a notable 9 percentage point rise in those who agree value for money is provided, accompanied by a 5 percentage point fall in disagreement.

Figure 14: To what extent do you agree or disagree that Richmond Council provides good value for money? (All responses)



Unweighted sample base: 2013: 1405 2012: 1428

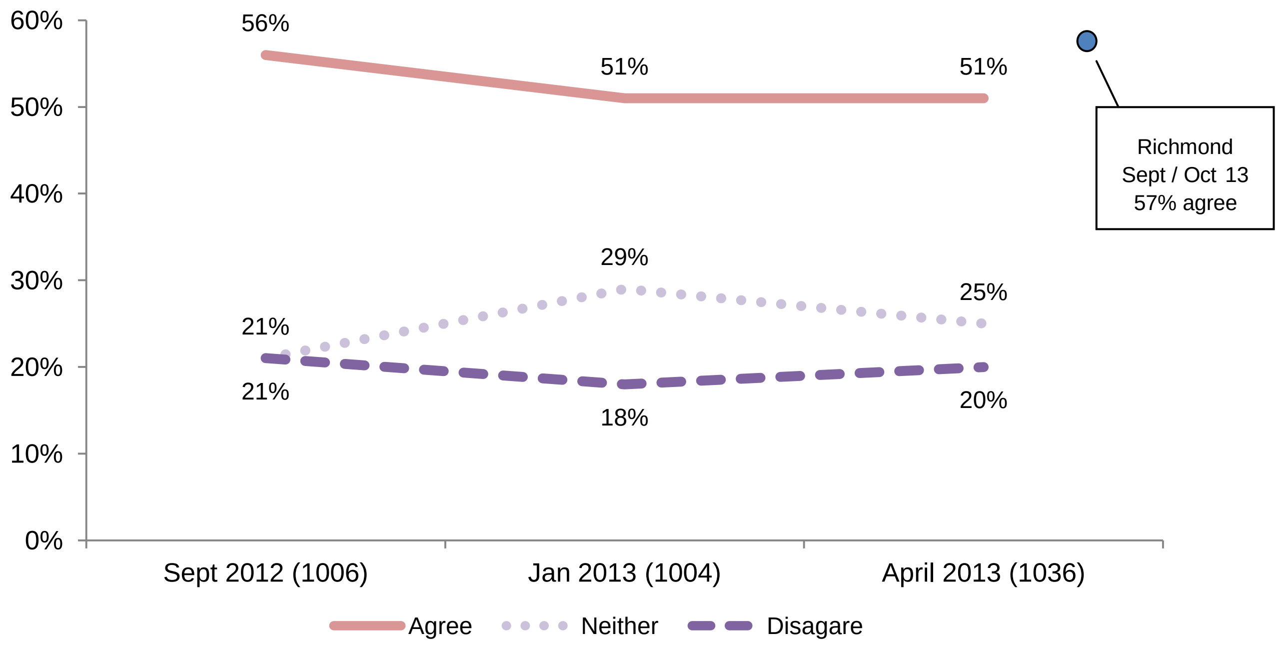
Agreement that the Council provides value for money shows significant variation by age. The proportion who agree that Richmond Council provides value for money is significantly higher among those aged 65 and over (68%) compared with those aged between 16 and 64 (55%).

At village level there is no significant variation in agreement that Richmond Council provides value for money. Furthermore, no significant variations are evident by factors such as household tenure, time in the area and whether children are present in the household.

The current level of agreement that Richmond Council gives local people good value for money is 6 percentage points above the latest national benchmark of 51% (LGA April 13) and 4 percentage points above the latest London benchmark of 53% (LGA Jan 13).

Nationally, perceptions regarding whether Councils provide value for money have been static over the period January-April 2013 (51%), having fallen from 56% in September 2012.

Figure 15: National trends in perceptions of Councils providing value for money– LGA Polling



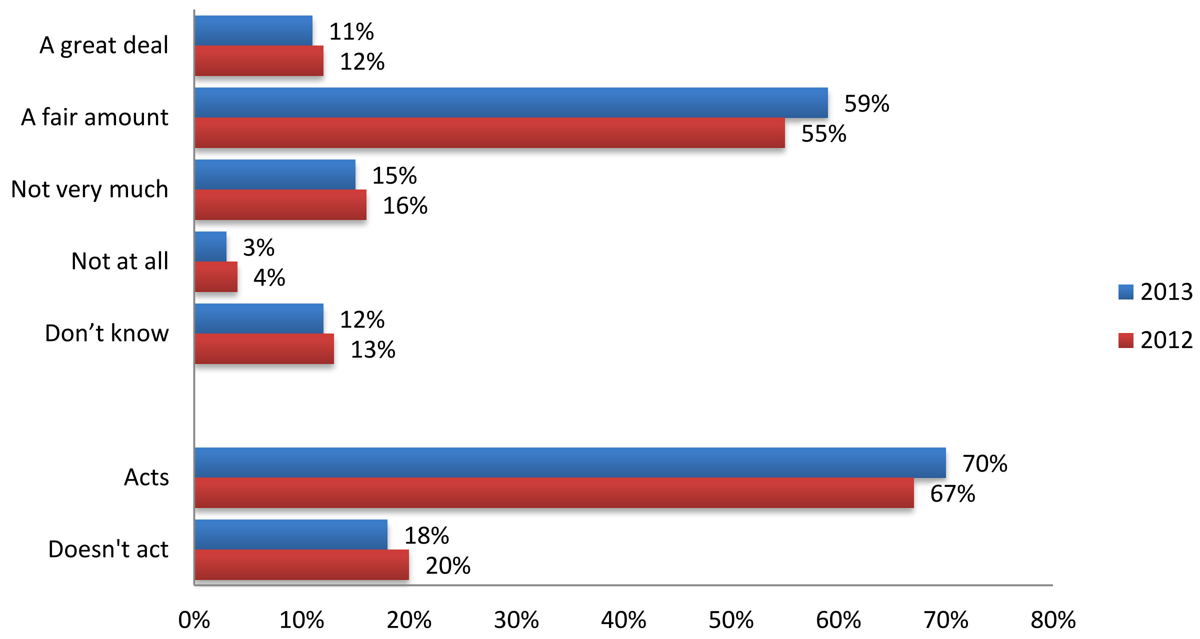
Unweighted bases in parentheses

The fact that the proportion of residents who agree Richmond Council provides good value for money has increased from 48% (8 percentage points below the national average in autumn 2012) to 57% (6 percentage points above the latest national benchmark) is a key finding.

4.3 Acting on local concerns

Probing perceptions of Richmond Council further shows that seven in ten residents (70%) believe that Richmond Council acts on the concerns of local residents either a great deal (11%) or a fair amount (59%). In 2012, 67% gave the same response. While these results are again highly positive there would appear to be scope to further enhance public perceptions on this measure given that 12% are unsure about how responsive the Council is to residents' concerns.

Figure 16: To what extent do you think Richmond Council acts on the concerns of local residents? (All responses)

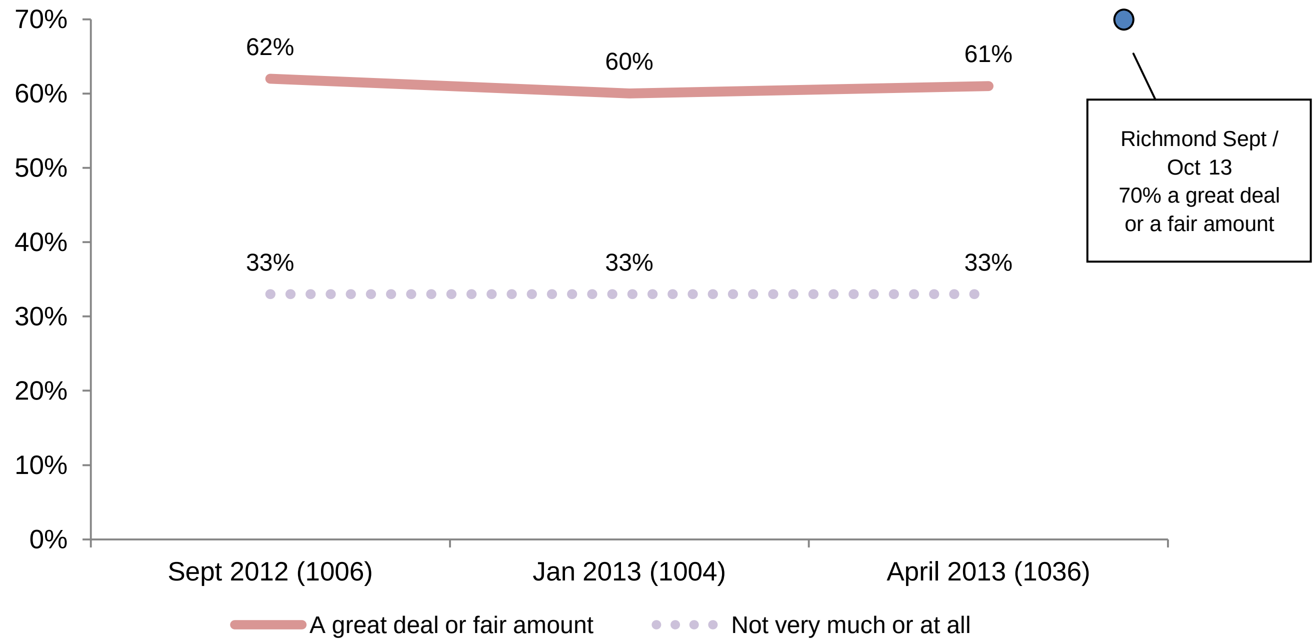


Unweighted sample base: 2013: 1405 2012: 1428

Interestingly, in terms of age it is younger residents, i.e. those aged 16-34 who most commonly feel that Richmond Council acts on the concerns of local residents. Among this group 74% feel this is the case to some extent, compared to 70% among those aged 35-54, 64% of those aged 55 to 64 and 69% of those aged 65 and over.

To put these results into context, LGA polling using the same question shows that nationally 61% of respondents in April 2013 felt that their Council was acting on the concerns of residents. Indeed, six in ten also gave the same response in January 2013 and September 2012. With the latest figure from Richmond residents being 70%, this clearly illustrates above average perceptions of the authority.

Figure 17: National trends in perceptions of Councils acting on the concerns of residents – LGA Polling



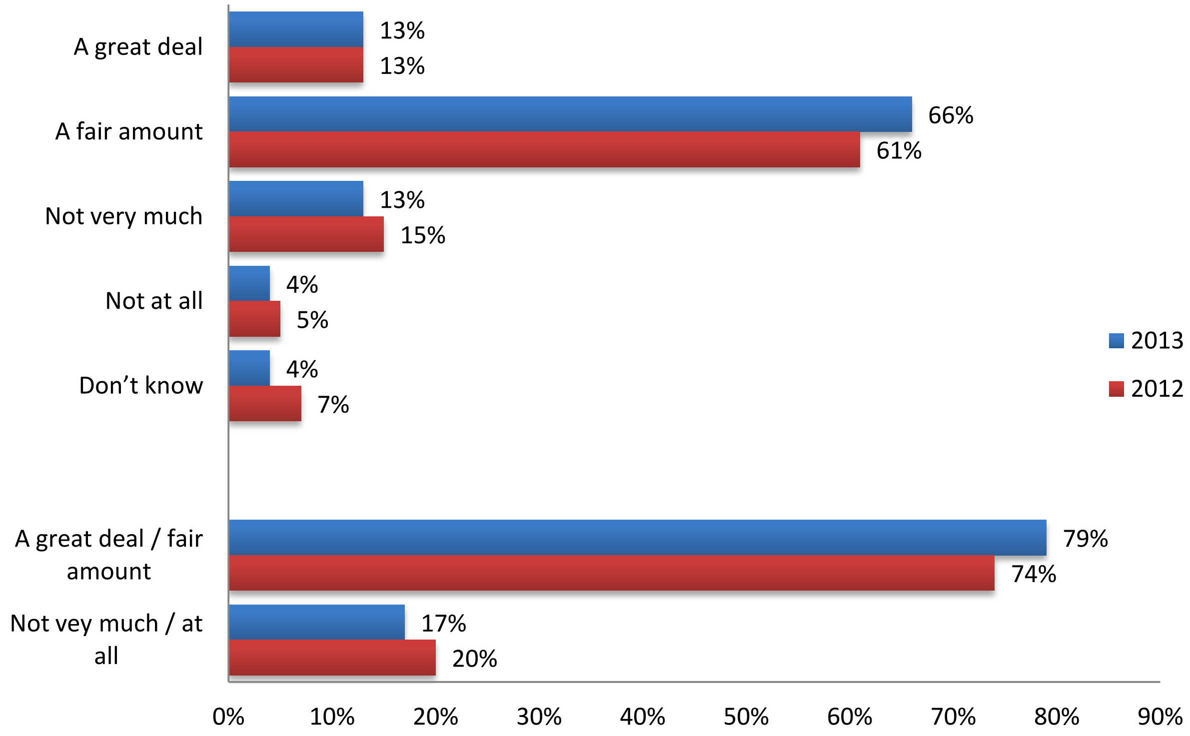
However, it should again be noted that recent contact with the Council is associated with less positive perceptions. While 74% of those who have not contacted the Council during the last three months feel that the Council acts on the concerns of local residents a great deal or a fair amount, this proportion drops significantly to 62% among those who have made contact.

4.4 Trust

In order to further understand the relationship between Richmond Council and its residents, all survey respondents were asked to indicate the extent to which they trust their Council. In response, one in eight (13%) residents indicate that they trust Richmond Council a great deal, and a further 66% state that they trust the Council a fair amount. One in eight (13%) residents indicate that they don't trust the Council very much, while 4% state that they don't trust the Council at all.

Trust in the Council appears to have strengthened given that 79% of residents indicate that they trust Richmond Council a great deal or fair amount compared to 74% in 2012. All of this gain has been in those giving the response a fair amount, as the proportion who feel that they trust Richmond Council a great deal is unchanged at 13%.

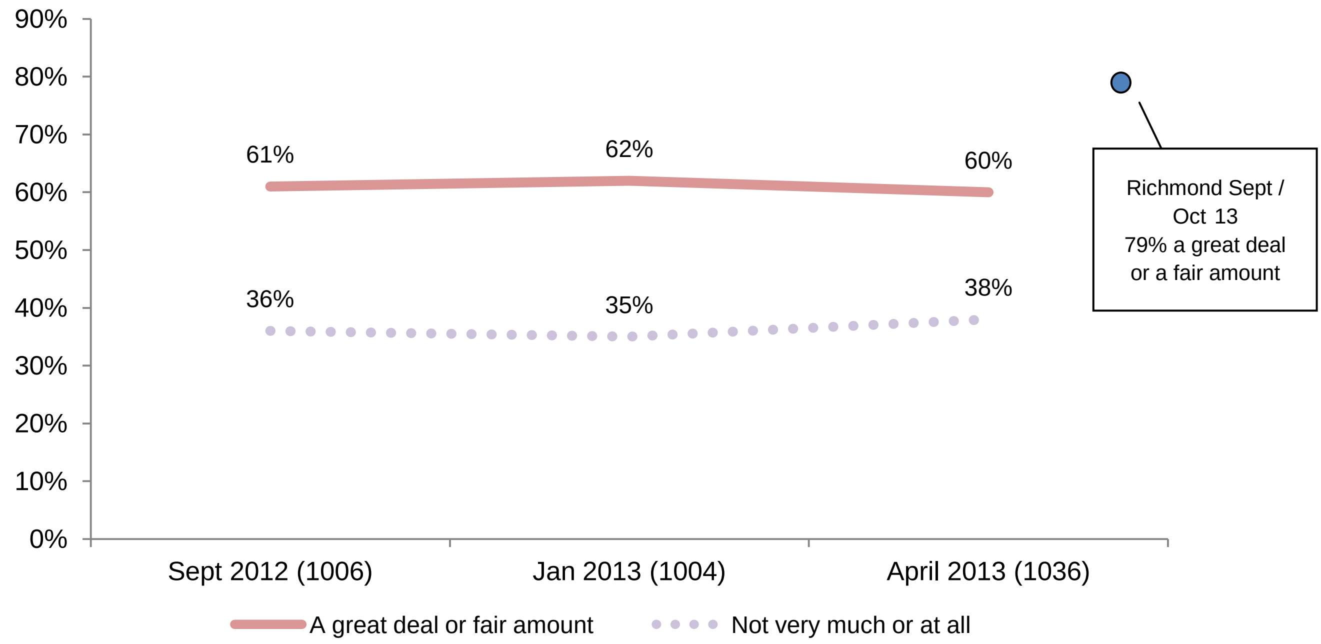
Figure 18: How much do you trust Richmond Council? (All responses)



Unweighted sample base: 2013: 1405 2012: 1428

Again comparing these results to the national average as provided by the LGA shows that perceptions of Richmond residents are above the norm. The current 79% of residents who trust the Council either a great deal or a fair amount is 19 percentage points above the April 2013 benchmark of 60%.

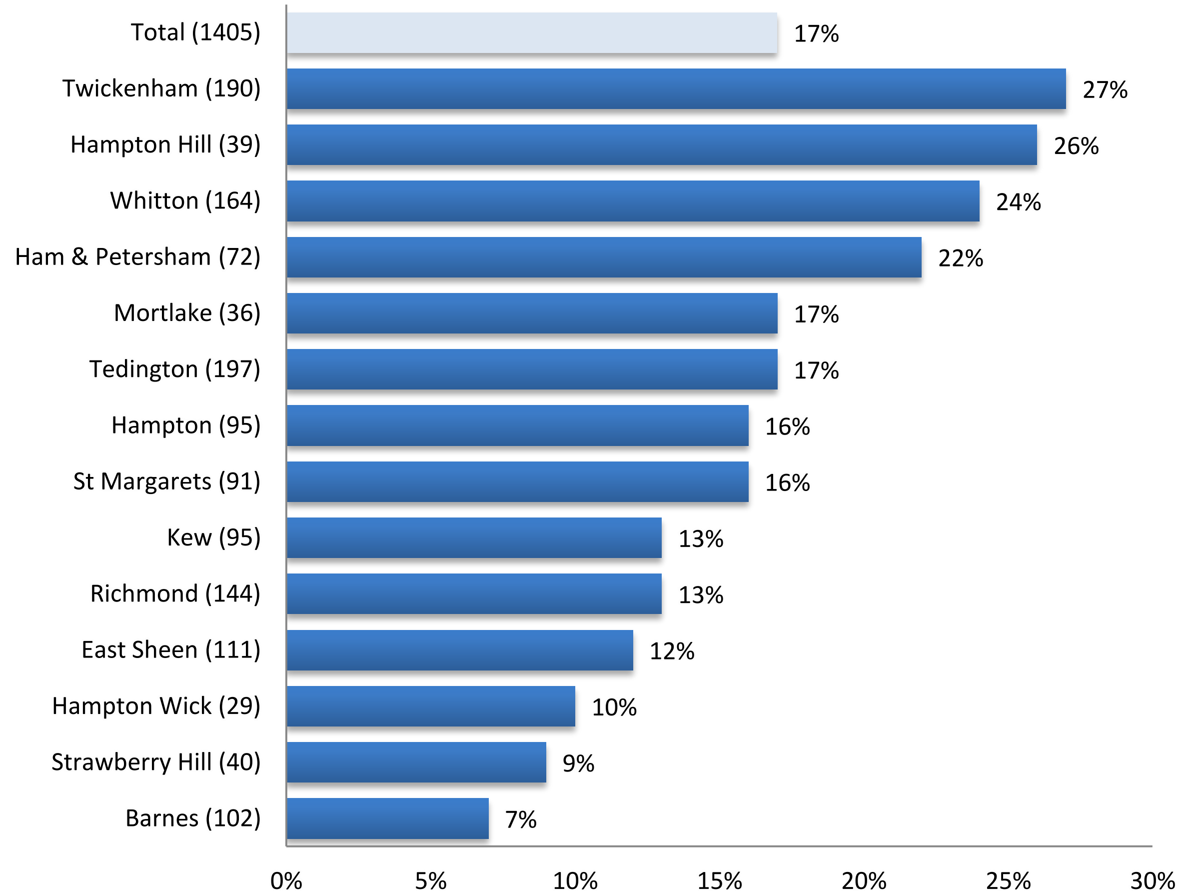
Figure 19: National trends in trusting local Councils – LGA Polling



Among those who believe that they are kept very or fairly well informed about the Council's services and benefits 87% trust the Council either a great deal or a fair amount. Among those who do not feel informed just 66% trust the Council, a significant variation. This finding suggests that Council communications are likely to play a role in enhancing public trust, although it must be noted that service experiences and how they compare to individual expectations will also be key.

Looking at responses in more detail shows that the proportion of residents who state that they do not trust Richmond Council is significantly higher among the villages of Twickenham (27%), Hampton Hill (26%) and Whitton (24%). Future research may be needed to explain these particular local variations.

Figure 20: Proportion of residents who trust Richmond Council 'not very much' or 'not at all' (All responses)



Unweighted sample bases in parentheses

5 Service satisfaction and priorities

5.1 Satisfaction with local services

In order to further probe the current level of satisfaction with Richmond Council, all residents were invited to comment on a variety of Council services. For each service residents were asked to state how satisfied or dissatisfied they were with it either based on their general perceptions or based on their use of the service.

The first set of services residents were asked to consider were those that are visible to all, i.e. waste collection, street cleaning and highway and pavement maintenance. As shown by the table below more than eight in ten residents are satisfied with refuse collection (88%), recycling services (86%) and street cleaning (83%), with satisfaction having risen over the last 12 months. While satisfaction has also risen for road and pavement maintenance, satisfaction with these areas of Council activity remain comparatively low at 55% for each.

Table 5: How satisfied or dissatisfied, if at all, are you overall with the following services in your local area…? – universal services (All responses)

	% satisfied 2012	% satisfied 2013	% point change
Universal services			
Refuse collection	84%	88%	+4
Recycling services	81%	86%	+5
Street cleaning	75%	83%	+8
Road maintenance	47%	55%	+8
Pavement maintenance	46%	55%	+9
Unweighted sample base:	**1428**	**1405**	

National polling by the LGA has collected data on a small selection of Council services. In April 2013 76% of residents nationally expressed satisfaction with street cleaning in their local area and 40% were satisfied with road maintenance. Therefore the views of Richmond residents are in both instances more positive than the national average.

In the table below satisfaction with the other services covered in this research are shown based on the views of those who have used these services. While comparisons with the user satisfaction recorded in 2012 are shown, the percentage point changes should be viewed as indicative due to the likelihood of different user sample sizes in each data set.

Table 6: Service satisfaction among service users (All users)

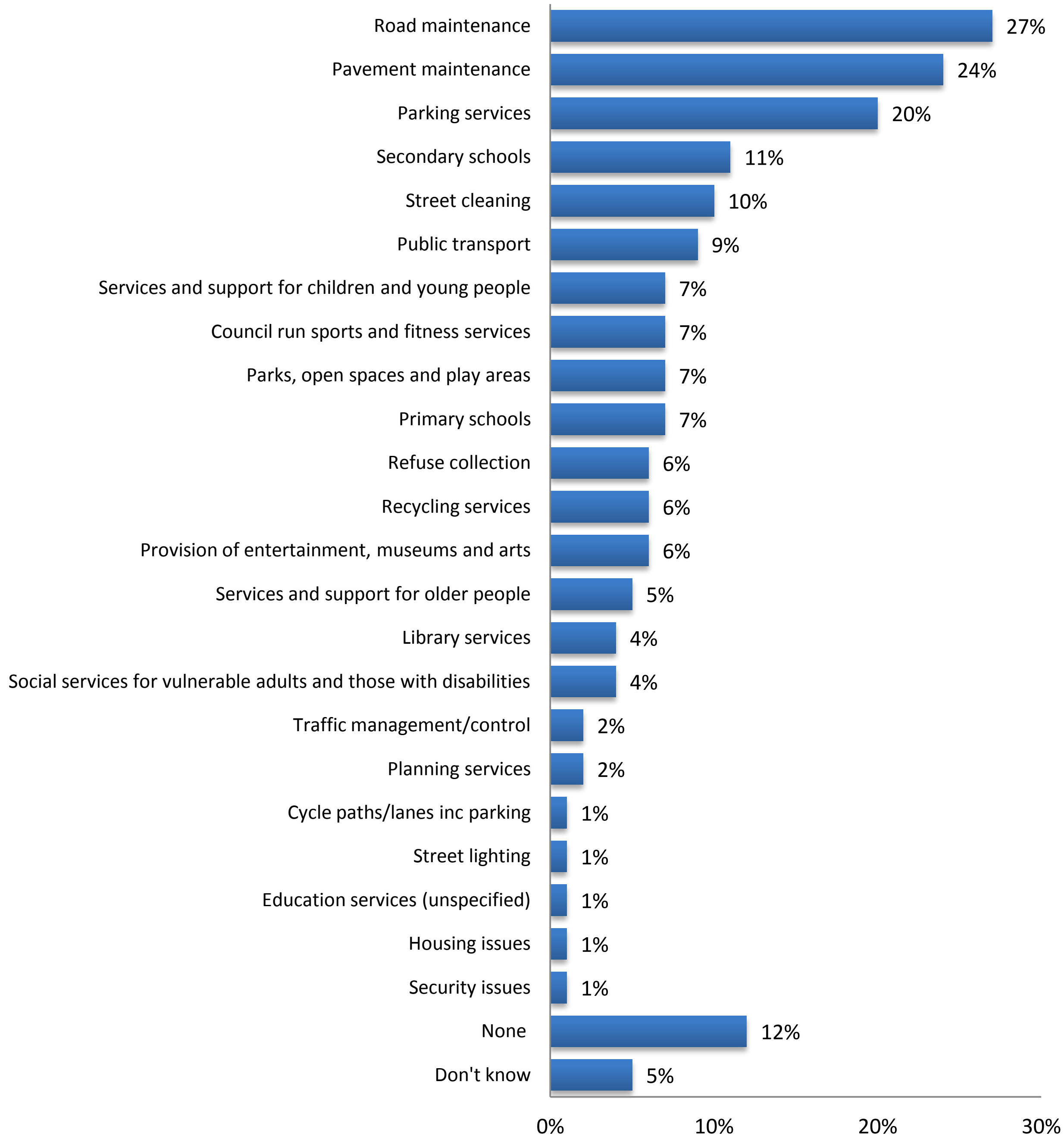
	% satisfied 2012	% satisfied 2013	% point change
Parking services (1125)	40%	50%	+10
Library services (892)	79%	87%	+8
Social services for vulnerable adults and those with disabilities (124)	56%	54%	-2
Services and support for children and young people (310)	65%	71%	+6
Services and support for older people (145)	57%	61%	+4
Council run sports and fitness services (488)	66%	73%	+7
Provision of entertainment, museums and arts (742)	71%	75%	+4
Parks, open spaces and play areas (1307)	90%	93%	+3
Primary schools (391)	84%	86%	+2
Secondary schools (208)	67%	72%	+5
Public transport (1313)	83%	88%	+5
Unweighted sample bases in parentheses			

Priorities for service improvements

Looking forward to the next 12 months all residents were asked to state which services if any they feel that it is most important for Richmond Council to improve. Respondents answered in their own words with interviewers allocating their responses to a pre-prepared list. As is illustrated in the following figure the top three priorities among residents are all related to highways and car use. Firstly, 27% of residents state that road maintenance needs to be a priority, with a further 24% selecting pavement maintenance. Parking services is the third highest priority with 20% stating this should be a priority. Notably all three of these issues also made up the top three priorities in 2012, and therefore these issues are consistently perceived by Richmond residents as requiring attention.

Due to a mix of recent harsh winters and budget constraints the condition of roads and pavements is an increasingly common concern in research of this type. Indeed, a BBC/ICM poll published at the start of October 2013 showed that road maintenance was the service most commonly identified as having got worse during the past five years (66%)[1]

Figure 21: Thinking about your local area, which services, if any, are the most important for the Council to improve in the next 12 months? (All responses given by at least 1% of respondents)



Unweighted sample base: 1405

[1] http://www.bbc.co.uk/news/uk-24454006

In order to focus action on key issues it should be noted that:

- Calls for road maintenance to be prioritised are most common in the villages of East Sheen (32%), Tedington (31%) and Whitton (31%);
- Pavement maintenance is most commonly prioritised in Barnes village (34%) followed by those living in Hampton Hill (31%), East Sheen (29%) and Kew (29%);
- Parking is most commonly chosen as a priority issue by residents of Hampton Wick (31%), East Sheen (25%), Hampton Hill (25%) and St Margarets (25%) villages.

Table 7: Top three priorities for the Council to improve in the next 12 months? (All responses)

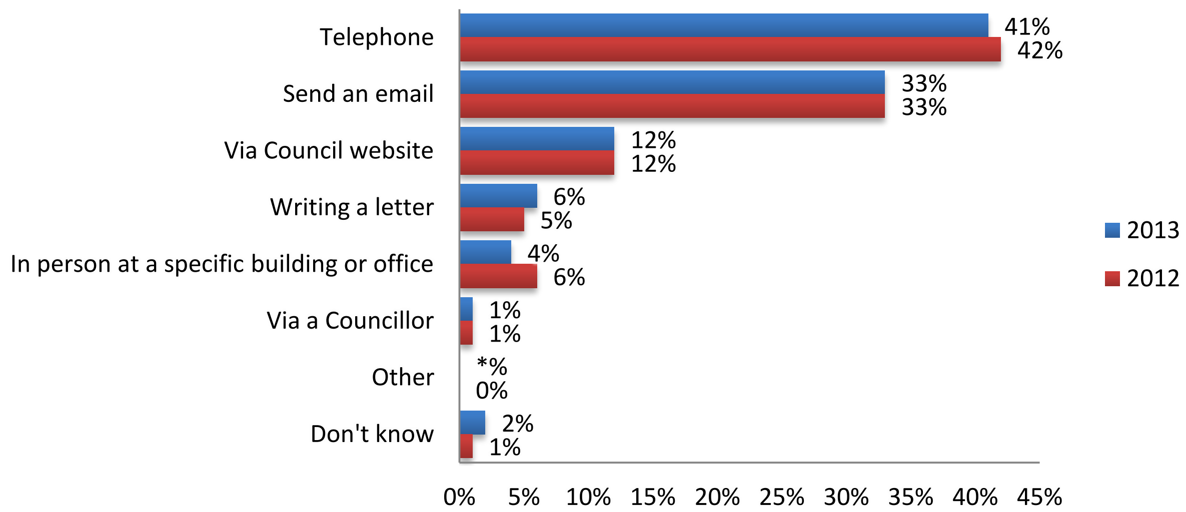
Village	Top three priorities
Barnes (102)	Pavement maintenance (34%), Road maintenance (30%), Parking services (17%).
East Sheen (111)	Road maintenance (32%), Pavement maintenance (29%), Parking services (25%).
Ham & Petersham (72)	Road maintenance (26%), Pavement maintenance (20%), Public transport (11%).
Hampton (95)	Road maintenance (27%), Pavement maintenance (24%), Parking services (18%).
Hampton Hill (39)	Pavement maintenance (31%), Road maintenance (25%), Parking services (25%).
Hampton Wick (29)	Parking services (31%), Road maintenance (31%), Pavement maintenance (24%).
Kew (95)	Pavement maintenance (29%), Road maintenance (27%), Parking services (21%).
Mortlake (36)	Pavement maintenance (24%), Road maintenance (19%), Parking services (17%).
Richmond (144)	Pavement maintenance (22%), Road maintenance (20%), Parking services (18%).
St Margarets (91)	Road maintenance (27%), Parking services (25%), Pavement maintenance (19%).
Strawberry Hill (40)	Road maintenance (16%), Secondary schools (15%), Provision of entertainment, museums and arts (14%), Parking services (14%).
Tedington (197)	Road maintenance (31%), Pavement maintenance (25%), Parking services (17%).
Twickenham (190)	Road maintenance (20%), Parking services (20%), Pavement maintenance (19%).
Whitton (164)	Road maintenance (31%), Pavement maintenance (25%), Parking services (22%).

6 Communications and engagement

6.1 Customer contact

When considering how they would prefer to contact Richmond Council, the highest proportion of residents would prefer to use the telephone (41%). A further third (33%) would like to contact Richmond Council by sending an e-mail, while 12% would prefer to make contact via the Council's website. These preferences have not changed in the last year. Combining the preferences for e-mail and website contact shows that roughly equal proportions have a preference for electronic contact and telephone contact (45% compared to 41%). Ensuring that each contact channel is suitably resourced so that customer preferences can be accommodated will be important.

Figure 22: What is your preferred method of contacting the Council? (All responses)



Unweighted sample base: 2013: 1405 2012: 1428 * denotes less than 0.5%

Further analysis by age shows that a preference for telephone contact rises with age peaking at 55% among those aged 65 and over. This age group also most commonly expresses a preference for making contact with Richmond Council in person (7%).

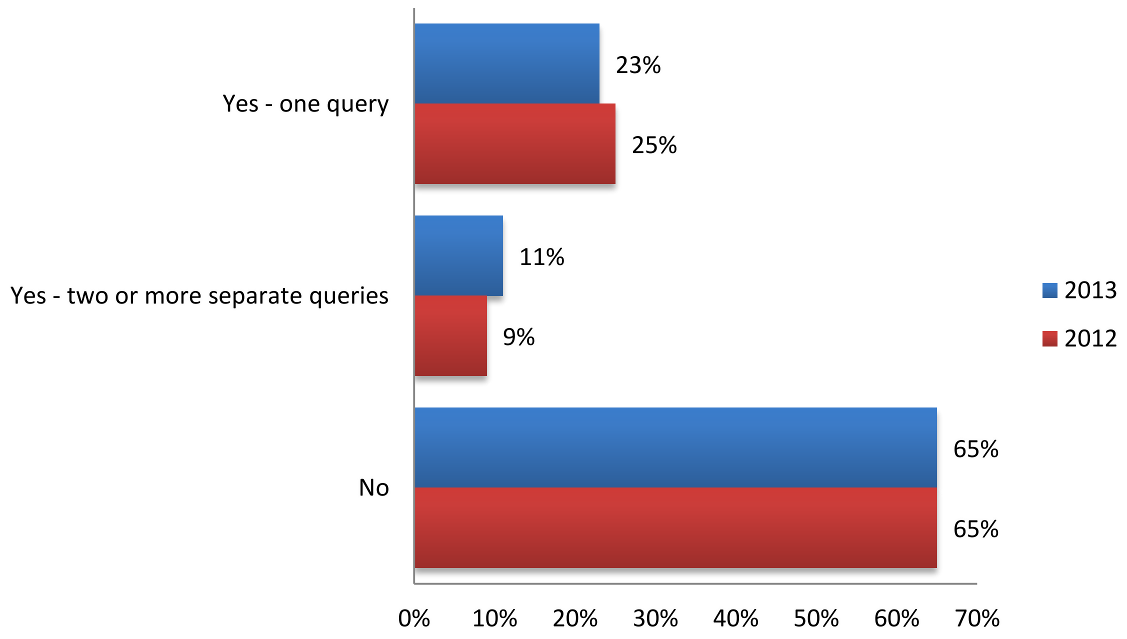
Table 8: Contact preferences by age (All responses)

	16 to 34	35 to 54	55 to 64	65+
Writing a letter	9%	4%	3%	8%
Telephone	35%	36%	**49%**	**55%**
In person at a specific building or office	4%	3%	5%	**7%**
Via a Councillor	1%	*%	2%	2%
Via Council website	**15%**	**16%**	7%	5%
Send an email	**35%**	**39%**	**32%**	16%
Other	*%	*%	*%	1%
Don't know	1%	1%	2%	5%
Unweighted Bases	**303**	**632**	**230**	**237**

These age variations are likely to be the dominant factor in determining contact preferences. However, these preferences do also manifest themselves spatially and it is notable that those living in the Twickenham village are significantly more likely than those living elsewhere to state a preference for making contact in person at a specific building or office (12%).

A set of questions were also included in the survey in order to provide concise measures of the customer contact experience provided by Richmond Council. In total, 34% of residents indicated that they had been in contact with the Council during the last three months. This is comprised of 23% who made contact in this period with one query and 11% who had two or more separate queries. As shown by the figure below the volume of contact being made with Richmond Council is consistent with that observed a year ago.

Figure 23: Have you contacted Richmond Council with an enquiry or about a problem in the last three months? (All responses)

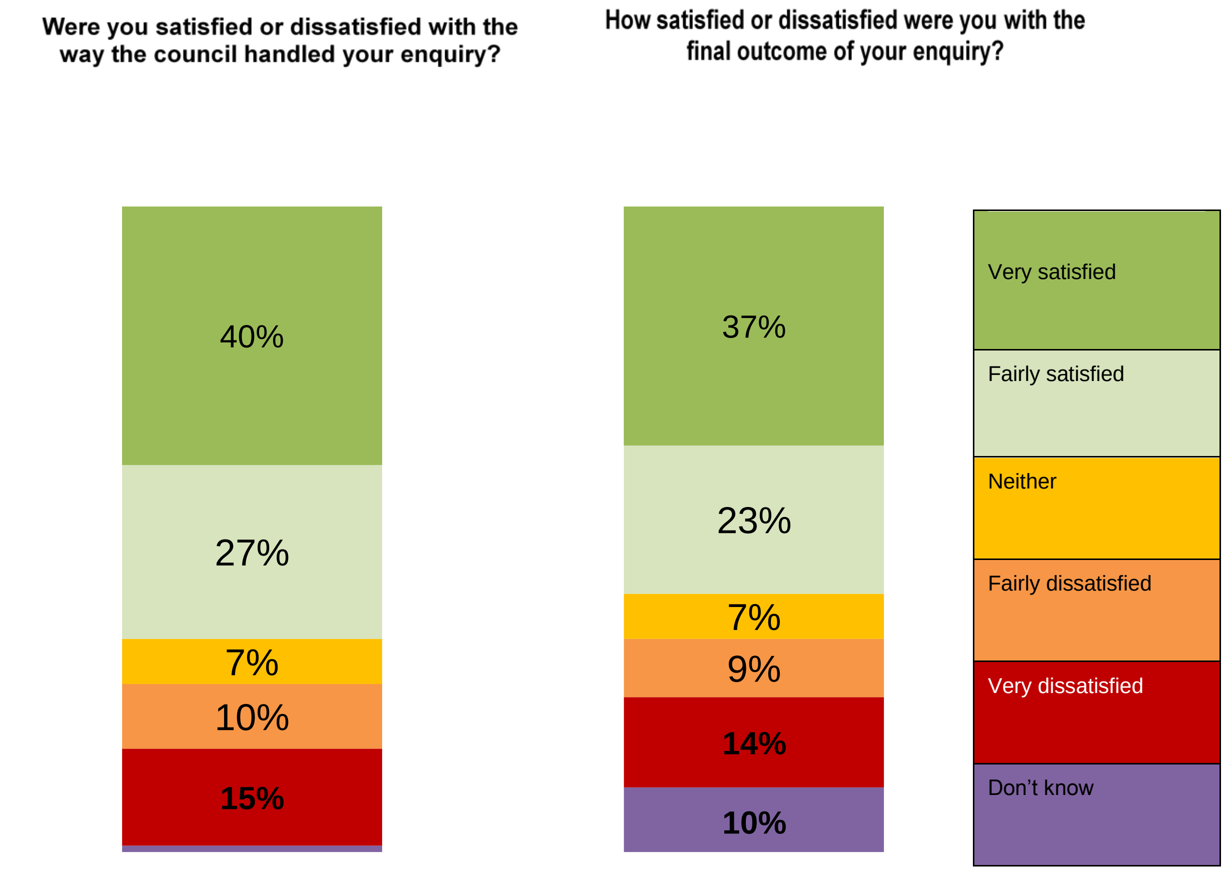


Unweighted sample base: 2013: 1405 2012: 1428

Those who have made contact with Richmond Council in the past three months are most commonly from the 35-54 and 55-64 age groups with 43% and 41% respectively having made contact. Those with children under 19 in their household have also more commonly made contact with the Council than those who do not have children (45% compared to 30%).

Of those who made contact with the Council a higher proportion were satisfied than dissatisfied with how their enquiry was handled (67% compared to 24%) and with the final outcome that was achieved (60% compared to 23%). Within these results it is encouraging to see that the single most common response in relation to both enquiry handling and the outcome achieved is 'very satisfied' (40% and 37% respectively).

Figure 24: Views on contact handling – (Where contacted the Council)



Unweighted base: 501

Comparing these results to those from 2012 shows a marginal 2-percentage point increase in those who were satisfied with the way the Council handled their enquiry, but no change in outcome satisfaction.

Table 9: Satisfaction with Council contact 2012-13 (All those who have made contact in the last 12 months)

	% satisfied 2012	% satisfied 2013	% point change
The way the Council handled your enquiry?	65%	67%	+2
The final outcome of your enquiry?	60%	60%	0
Unweighted sample base:	**504**	**501**	

Given the diverse range of enquiries and customer expectations that Richmond Council deals with it is not always within its remit to deliver the outcomes desired by residents. Given that a failure to achieve a desired outcome may cloud previous perceptions of how an enquiry was handled, it is important to examine the interaction of these variables. Among those who were satisfied with the outcome they received from their Council contact, 93% also express satisfaction with the way that their enquiry was handled. In contrast, among those dissatisfied with the outcome received just 18% gave the same response, with 75% dissatisfied with how their enquiry was handled. On this basis only a minority are likely to view their contact experience as positive if they do not get the outcome they anticipate.

Table 10: Interaction of satisfaction with enquiry outcome and enquiry handling (those who have made contact during the last three months)

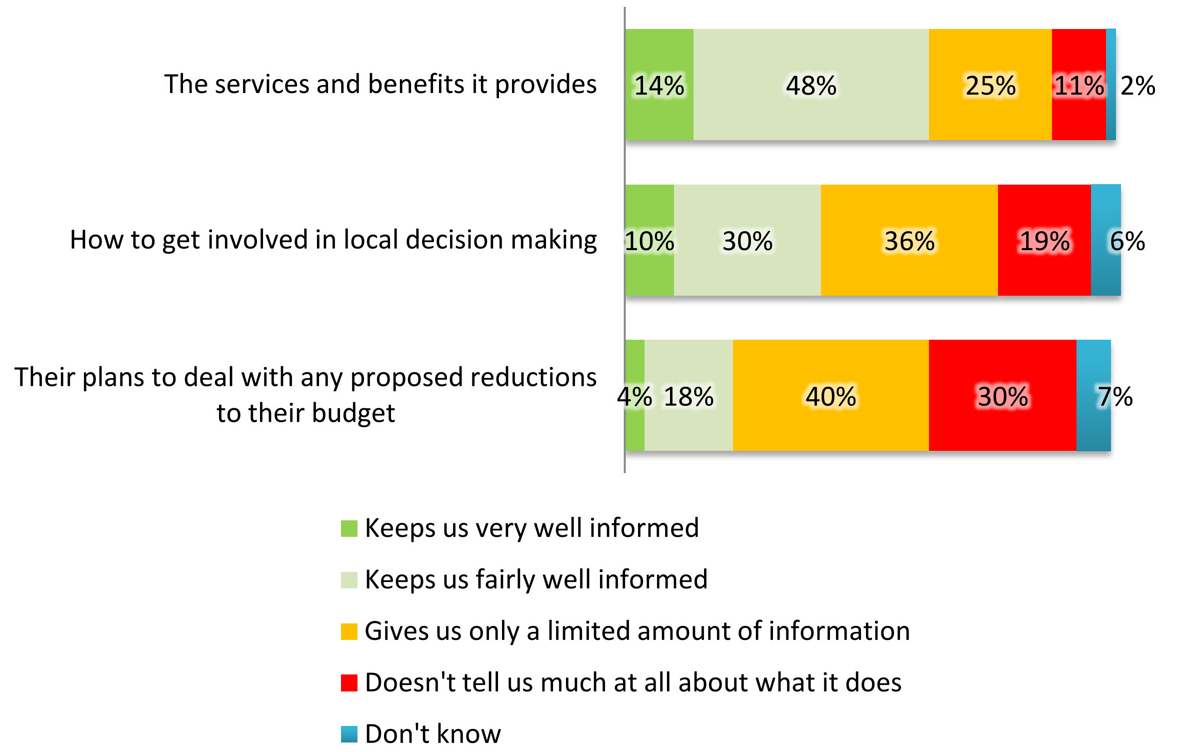
	Outcome		
Handling of enquiry	**Satisfied**	**Neither**	**Dissatisfied**
Satisfied	**93%**	29%	18%
Neither satisfied nor dissatisfied	2%	53%	7%
Dissatisfied	4%	17%	**75%**
Don't know	0%	0%	0%
Unweighted Bases	**300**	**33**	**117**

6.2 Feeling informed

Analysis of the 2008 Place Survey national data set confirmed the long-held belief that well informed residents are more likely to be satisfied with their Council. More than six in ten residents (62%) currently feel informed about Richmond Council's services and benefits. However, 36% of residents feel that they only receive a limited amount of information from the Council or indeed that it doesn't tell them much at all about what it does.

The proportion of residents who feel informed about how to get involved in local decision is 39%. It is a common finding for fewer residents to feel informed about this relative to Council services and benefits. The final aspect of this question asked residents how informed they feel about Council plans to deal with any proposed reductions to their budget. In response, just over one in five (22%) residents feel that they are kept informed about this issue.

Figure 25: Overall, how well informed do you think Richmond Council keeps residents about...? (All responses)



Unweighted sample base: 1405

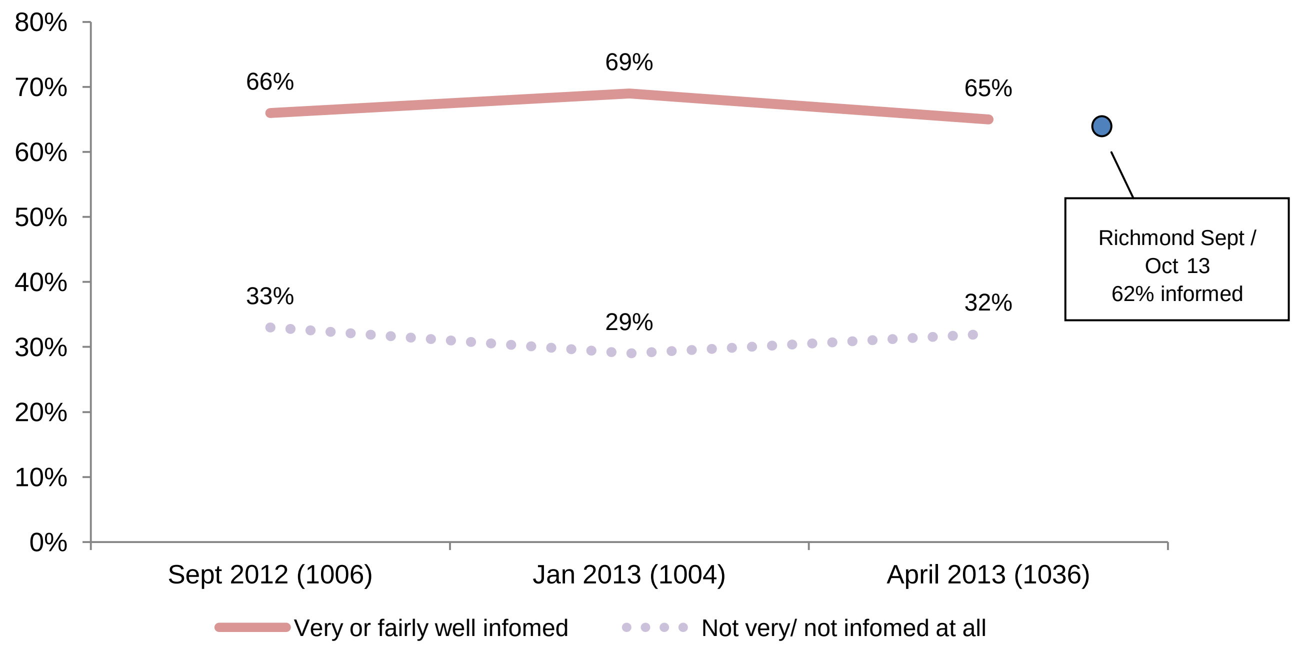
Comparing these results to those recorded in 2012 shows that the proportion of informed residents has risen during the last year, most notably in the area of how to get involved in local decision making (+6 percentage points).

Table 11: Extent to which residents feel informed about Richmond Council 2012-13 (All responses)

	% informed 2012	% informed 2013	% point change
… the services and benefits it provides?	57%	62%	+5
… how to get involved in local decision making?	33%	39%	+6
… their plans to deal with any proposed reductions to their budget?	20%	22%	+2
Unweighted sample base:	**1428**	**1405**	

The proportion of residents who feel informed about Richmond Council's services and benefits can be benchmarked against figures from the most recent waves of LGA polling. In April 2013 nationally 65% of residents felt informed about their Council's services and benefits. The latest Richmond Council figure of 62% is therefore marginally below this benchmark, although as shown by the figure below, the benchmark in question has shown some degree of variability over time.

Figure 26: National trends in being kept informed about Council service and benefits – LGA Polling



Unweighted bases in parenthesis

The wider benefit of keeping residents informed about Council service and benefits is shown by the more positive perceptions held by informed residents. Those who feel that Richmond Council keeps them very or fairly well informed more commonly:

- Are more commonly satisfied with the way Richmond Council runs things than those who don't feel they are kept informed (89% compared to 72%);
- Agree Richmond Council provides value for money (66% compared to 42%);
- Feel that the Council acts on the concerns of residents (78% compared to 57%); and,
- Trust the Council (87% compared to 66%).

In the current context where the Department for Communities and Local Government have expressed an appetite to limit the frequency of published Council communications these findings provide evidence of the value of keeping residents informed.

Future efforts to increase awareness of the Council's services and benefits should note that those aged 55-64 (43%) most commonly believe that they are not kept informed on this topic.

6.3 Media and communications

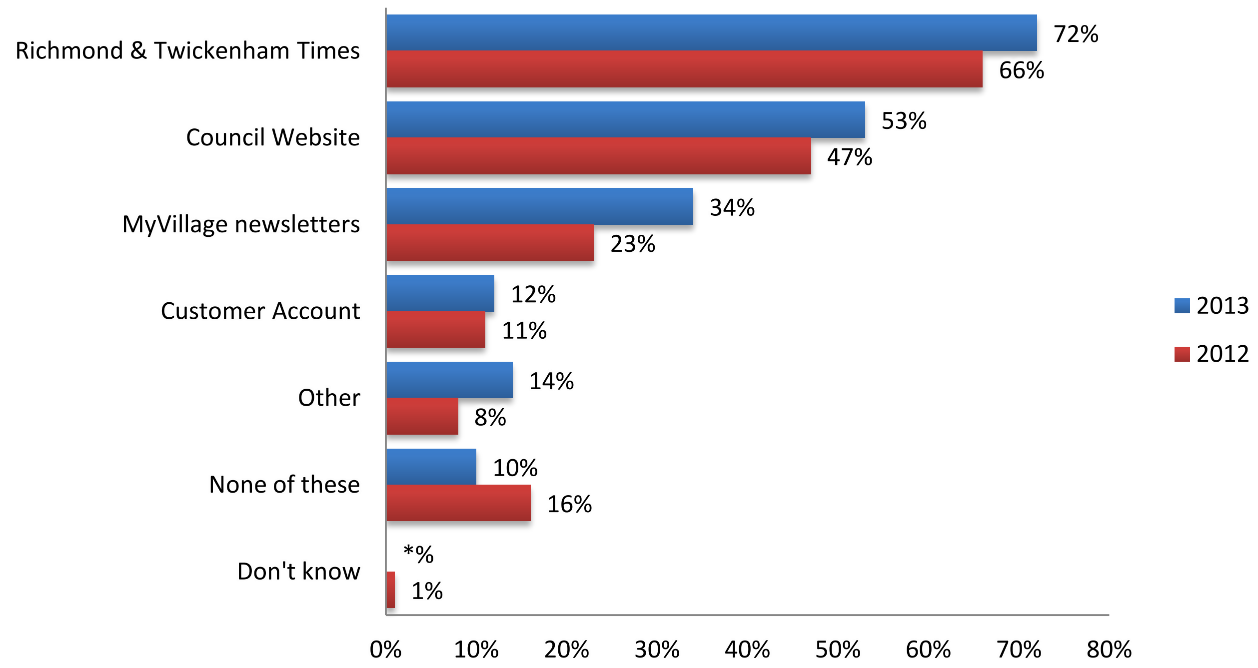
When considering some of the key communication messages provided by Richmond Council only a minority recall seeing or hearing about each message. In total:

- 18% recall seeing or hearing about budget cuts at the Council;
- 13% recall seeing or hearing about how it offers value for money; and
- 20% recall seeing or hearing about how it is trying to be more efficient.

Overall, seven in ten residents (69%) do not recall seeing or hearing about any of these Council related topics. The fact that only a minority of around one in five residents appear to be engaged with the current Council financial position and resources should be recognised when communicating or consulting about any future changes in service delivery, with the financial context fully explained.

When asked if they have seen any of four local information sources, seven in ten residents (72%) indicated that they had seen the Richmond & Twickenham Times during the past 6 months. In the same period 53% had seen the Richmond Council website and 34% had seen MyVillage newsletters.

Figure 27: Which, if any, of the following produced by Richmond Council or available locally such as local newspapers have you seen in the last six months? (All responses)



Unweighted sample base: 2013: 1405 2012: 1428

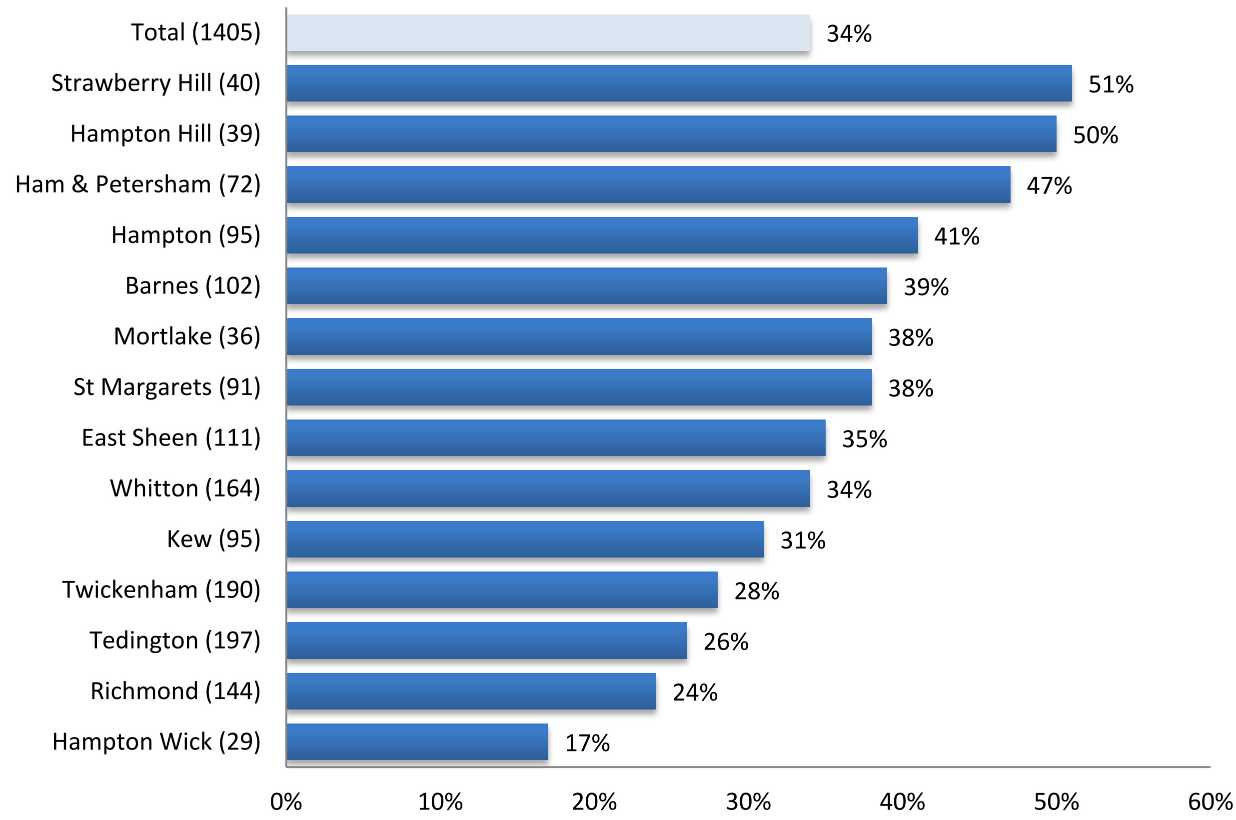
In order to understand the extent of which these information channels reach different segments of the population, exposure to each channel by age group is shown in the table below. While there is no significant variation in terms of which age groups have seen the Richmond & Twickenham Times in the last six months, a Customer Account and the Council website have most common been seen by those aged 35-54 and 55-64.

Table 12: Information channels seen in the last six months by age (All responses)

	16 to 34	35 to 54	55 to 64	65+
Council website	**48%**	**66%**	**52%**	29%
Customer Account	8%	**16%**	**13%**	6%
MyVillage newsletters	30%	**38%**	27%	35%
Richmond & Twickenham Times	76%	73%	70%	68%
Other	6%	11%	20%	24%
None of these	12%	6%	12%	15%
Don't know	0%	0%	0%	*%
Unweighted Bases	**303**	**632**	**230**	**237**

Geographically, recall of the MyVillage Newsletters ranges from 51% in the Strawberry Hill village to 17% in Hampton Wick village. This is a difference of 34 percentage points.

Figure 28: Recall of MyVillage newsletters by village (All responses)



Unweighted sample bases in parentheses

In assessing the value of each of the contact channels it should be noted that those who feel the Council keeps them either very or fairly well informed about its services and benefits are significantly more likely than those who say the opposite to have recently seen the Council website (58% compared to 46%), a My Village newsletter (40% compared to 23%) and a customer account (15% compared to 8%). However, the informed cohort are also more likely to have seen the Richmond & Twickenham Times compared to those who do not feel informed (75% compared to 68%) so the relative influence of Council channels and the local media are not easy to identify from this data.

6.4 Internet use

To provide an updated indication of the potential for Council services and communications to be migrated online, two questions about personal internet use were included in this section of questions. Firstly, residents were asked whether they use the internet. Internet penetration in the borough is extremely high with 91% of residents being internet users. Among those aged 16-34 and 35-54 internet use is nearly universal with 99% and 98% stating that they are users. In comparison, just six in ten (60%) of those aged 65 and over use the internet.

Table 13: Internet users by age (All responses)

	Total	16 to 34	35 to 54	55 to 64	65+
Yes	**91%**	**99%**	**98%**	**91%**	60%
No	9%	1%	2%	9%	**40%**
Unweighted Bases	**1405**	**303**	**632**	**230**	**237**

More than nine in ten internet users (96%) use the internet at home or elsewhere via a computer or laptop. Alongside this 62% go online via a smartphone and 50% do so via an iPad. More than one response was possible at this question. As illustrated by the table below, internet access via a smartphone or iPad is most common among those under the age of 65.

Table 14: Type of internet access used by age (All internet users)

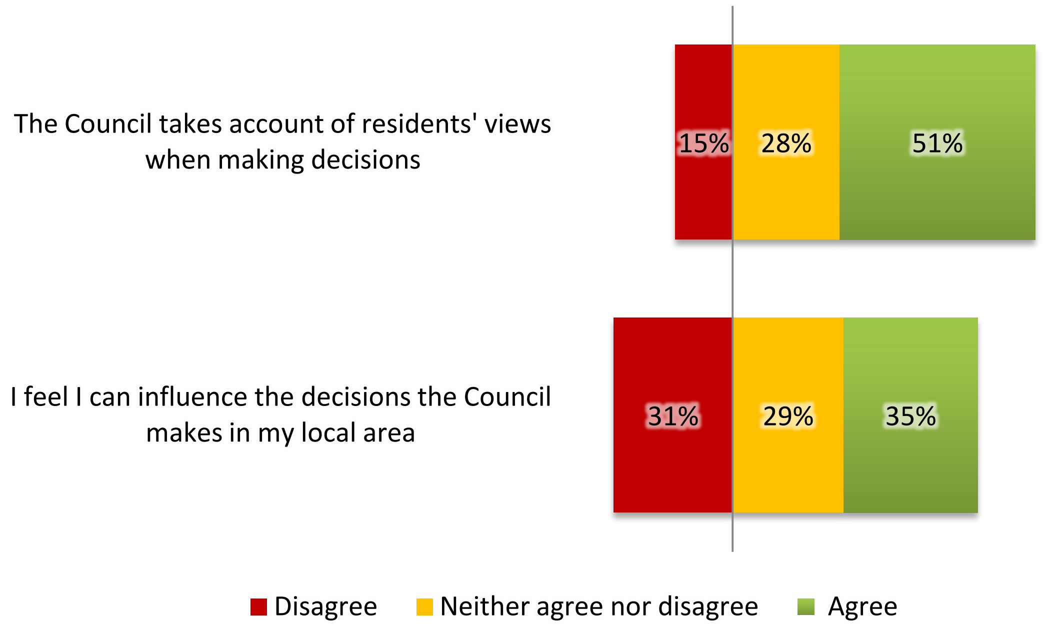
	Total	16 to 34	35 to 54	55 to 64	65+
Internet via computer/laptop	96%	96%	96%	96%	97%
Internet via a smart phone	62%	**83%**	**67%**	**43%**	25%
Internet via an iPad	50%	**53%**	**59%**	**38%**	24%
Other	1%	2%	1%	0%	1%
None of these	*%	0%	*%	0%	0%
Don't know	0%	0%	0%	0%	0%
Unweighted Bases	**1274**	**301**	**620**	**210**	**141**

* Denotes less than 0.5%

6.5 Involvement and engagement

Richmond Council regularly engages and consults with its residents, with a calendar of its consultation activity published on its website. To determine whether residents recognise this activity all were asked how strongly they agree or disagree that their Council takes into account the views of residents when making decisions and whether residents feel they have a personal influence on the decisions made which affect their local area. In response, just over half of residents (51%) feel that the Council takes account of residents' views when making decisions. Among the remainder, 28% neither agree nor disagree, 15% disagree and 6% don't know. Views on whether residents actually can influence local decision are more balanced with almost equal proportions agreeing (35%) and disagreeing this is the case (31%).

Figure 29: To what extent do you agree or disagree with the following statements about Richmond Council? (All responses)



Unweighted sample base: 1405

Comparing these views to those seen a year ago shows a notable uplift (+11 percentage points) in the proportion of residents who agree that the Council takes account of residents' when making decisions. Whether this rise corresponds to a heightened level of consultation before or during the period of this research, or corresponds with engagement activity with a particularly high profile should be considered.

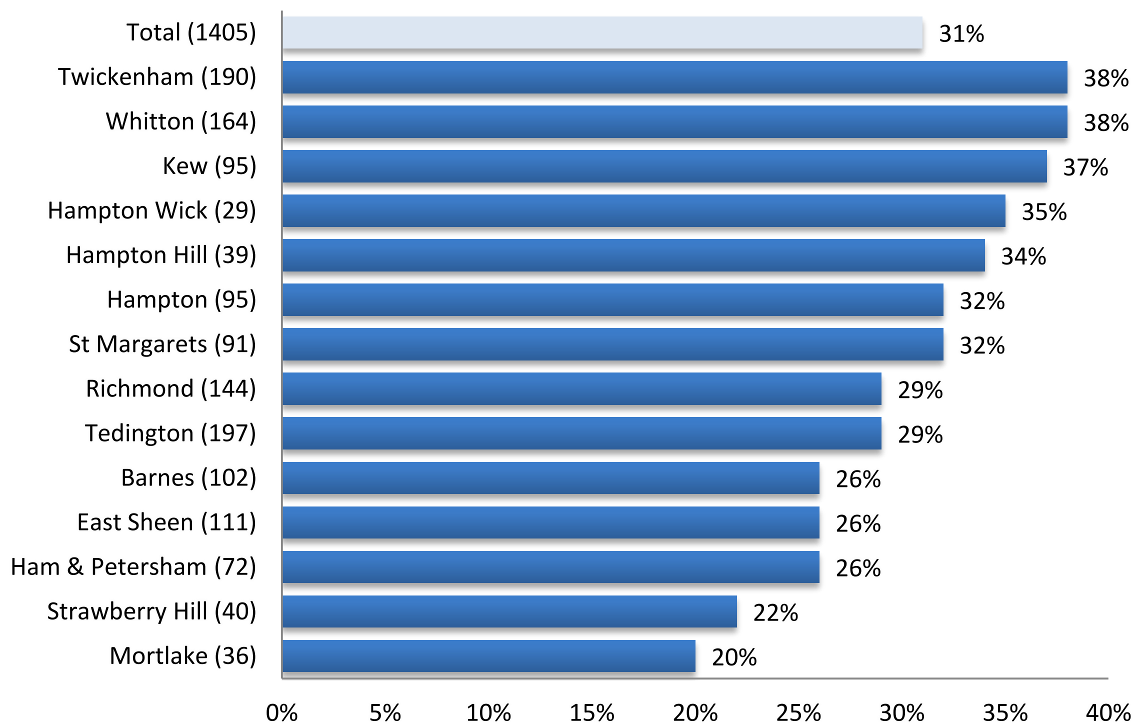
Table 15: Views on engagement and influence 2012-2013 (All responses)

	% agree 2012	% agree 2013	% point change
The Council takes account of residents' views when making decisions	40%	51%	+11
I feel I can influence the decisions the Council makes in my local area	31%	35%	+4
Unweighted sample base:	**1428**	**1405**	

To understand these responses further it should be noted that the following resident groups most commonly disagree that they can influence the decisions the Council makes in their local area:

- Residents in the Twickenham (38%) and Whitton villages (38%);
- Those who have lived in the borough for six years or more (33%) or all their life (37%).

Figure 30: Disagreement by village that residents can influence the decisions the Council makes in their local area (All responses)

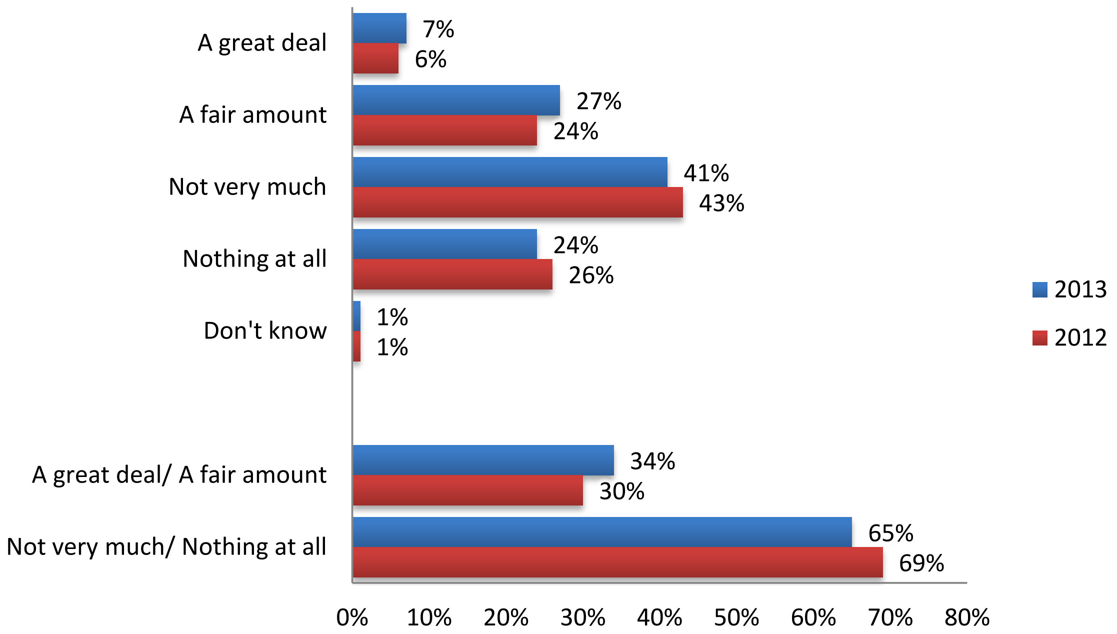


Unweighted bases in parentheses

6.6 Volunteering

Currently, a third of Richmond residents (34%) give either 'a great deal' or 'a fair amount' of time doing something to help improve their community or neighbourhood. This proportion has risen by 4 percentage points from the 30% seen in 2012.

Figure 31: How much time, if at all, do you personally spend doing something to help improve your community or neighbourhood? (All responses)

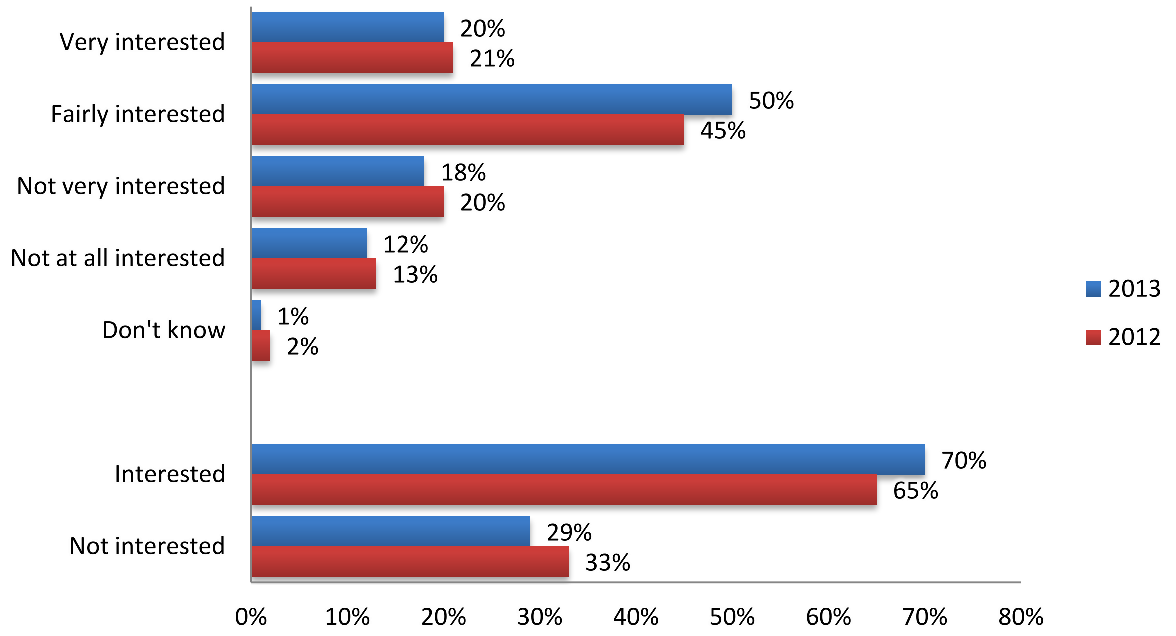


Unweighted sample base: 2013: 1405 2012: 1428

The exact motivations for offering their time in this way and the nature of the help provided was beyond the scope of this survey. However, further analysis of the survey data does show that those who give their time currently are more commonly aged 35-54 (37%) and have children in the household (40% compared to. 31% those who do not).

Among all Richmond residents 70% express a level of interest in receiving more information to help them do more to help improve their community or neighbourhood. This suggests that there is potential to raise the level of voluntary activity in the borough yet further. Indeed, the proportion of residents expressing interest in further information on this topic has risen by 5 percentage points since 2012.

Figure 32: And how interested, if at all, are you in receiving more information to help you do more to help improve your community or neighbourhood? (All responses)



Unweighted sample base: 2013: 1405 2012: 1428

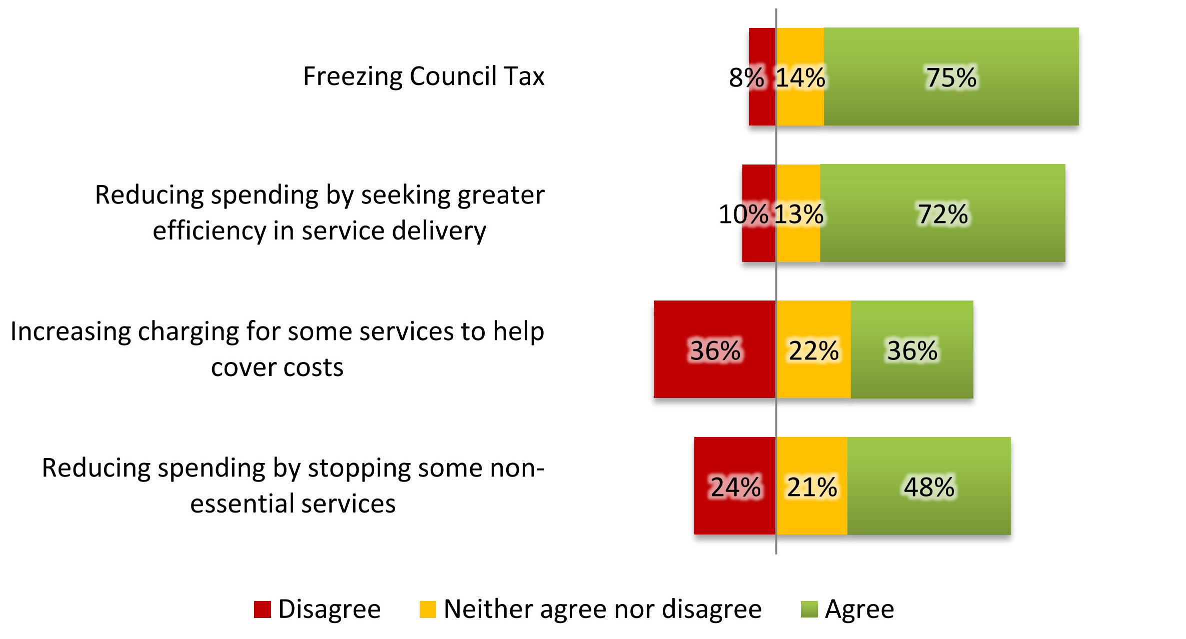
Interest in such information is consistent by age group and by gender. The presence of children in the household also does not have a significant influence on the level of interest expressed. At the village level, interest in receiving more information about how to improve the community or local neighbourhood is significantly higher at 91% in the Strawberry Hill village. On this basis, information provision in this location should be reviewed.

7 Budget issues

Like all local authorities, Richmond Council is faced with an increasingly challenging budget. The 2013 Comprehensive Spending Review announcement that the Council Tax freeze, due to come to an end next April, would be extended for the next two years means the size of this challenge has increased yet further. In this context a question was included in the survey to gather up to date information on what residents perceive to be the optimum approach for Richmond Council to take in difficult economic times.

The responses given by Richmond residents suggest that the approach of freezing Council Tax is supported by 75% of residents. No information on the budgetary implications of this decision was provided to respondents. Only 8% of residents disagree with a Council Tax freeze. Alongside this effective freeze on Council income, 72% of residents feel that spending should be reduced by seeking greater efficiency in service delivery and 48% would support reduced spending on some non-essential services. Views on whether charges for some services should be increased are more polarised, with equal proportions (36%) agreeing and disagreeing with this proposition.

Figure 33: Do you agree or disagree with the following potential elements of the Council's approach to managing its budget during the current difficult economic times? (All responses)



Unweighted sample base: 1405

The options in this question were reworded slightly in 2013, meaning only limited comparisons with 2012 are possible. As shown by the table below the levels of support for freezing Council Tax and for increasing charges for particular services at the point of delivery are unchanged.

Table 16: Approach to Council budget 2012-2013 (All responses)

	% agree 2012	% agree 2013	% point change
Freezing Council Tax	74%	75%	+1
Increasing charging for some services to help cover costs	37%	36%	-1
Unweighted sample base:	**1428**	**1405**	

Looking at responses in more detail shows that those aged 65 and over most commonly agree with the strategy of freezing Council Tax (79%). However, there is no evidence of a high resistance to service charge changes among this age group. This approach is most commonly disagreed with by those who rent from the Council or a housing association (48%). As questions on income were not included in this survey, tenure is the best (if not perfect) proxy measure to identify lower income households in the data.

To understand the views expressed it is also interesting to examine residents' current views on the value for money Richmond Council provide. Views on this issue have no significant influence on the proportion who agree that Council Tax should be frozen. However, those who agree that the Council currently provides good value for money are more likely to support further service efficiencies (75%) and increasing service charges than those who have a less positive view of the Council's value at present.

Table 17: Interaction of views on Council budget approach and current views on Council value for money (All responses)

	Richmond Council provides value for money		
% who agree with each approach to budget management	Agree	Neither	Disagree
Freezing Council Tax	76%	72%	79%
Reducing spending by seeking greater efficiency in service delivery	**75%**	71%	65%
Increasing charging for some services to help cover costs	**41%**	30%	25%
Reducing spending by stopping some non-essential services	49%	46%	46%
Unweighted base	**805**	**374**	**185**

8 Respondent profile

The table below shows the composition of the survey sample prior to the application of weights.

Demographic	Proportion (Unweighted %)	Sample base (Unweighted)
Gender		
Male	46%	650
Female	54%	755
Age		
16 – 24	8%	109
25 – 34	14%	194
35 – 44	30%	426
45 – 54	15%	206
55 – 59	7%	101
60 – 64	9%	129
65 – 74	9%	123
75 +	8%	114
Not provided	<0.5%	3
Tenure		
Owned outright	35%	497
Buying on mortgage	34%	472
Rent from Council	3%	48
Rent from Housing Association/RSL	5%	76
Rent from private landlord	13%	177
Shared ownership	1%	9
Student accommodation	<0.5%	1
Living with parent	6%	82
Other	1%	6
Don't know	<0.5%	6
Not provided	2%	29
Parent of child under 19		
Yes – 0-3 years old	11%	150
Yes – 4-7 years old	15%	208
Yes – 8-11 years old	14%	189
Yes – 12-14 years old	8%	114
Yes – 15-18 years old	9%	125
No	62%	876

Prefer not to say	1%	18
Time in borough		
Less than 3 months	<0.5%	6
3-12 months	2%	26
1 to 2 years	4%	49
3 to 5 years	8%	115
6 to 10 years	18%	255
11 to 15 years	13%	178
16 to 20 years	10%	136
More than 20 years	36%	507
Always lived here	9%	127
Prefer not to say	<0.5%	6
Ethnicity		
White – British	75%	1055
White Irish	2%	23
White other	11%	155
Black or Black British Caribbean	<0.5%	7
Black or Black British African	<0.5%	6
Black other	0%	0
Mixed – white and black Caribbean	<0.5%	1
Mixed – white and black African	<0.5%	2
Mixed- white and Asian	1%	15
Mixed - other	1%	8
Asian – Indian	3%	38
Asian –Pakistani	1%	7
Asian – Bangladeshi	1%	10
Asian -other	2%	29
Arab	<0.5%	3
Chinese	<0.5%	4
Other ethnic group	1%	12
Prefer not to say	2%	30
Long standing illness, disability or infirmity		
Yes - respondent	7%	98
Yes –other household member	6%	79
No	87%	1224
Not provided	1%	10

Appendix : Statement of Compliance

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012).

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not be publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 20 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the social public sector and the commercial private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most recent technologies and information systems to ensure that market and customer intelligence is widely shared.