



London Borough of Richmond upon Thames Residents Survey 2019

November 2019

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Methodology

Methodology

- In October and early November 2019 BMG carried out a face-to-face survey with 1,010 residents in the London Borough of Richmond upon Thames.
- The aim of this research was to better understand residents' perceptions of their local area and community issues such as crime and cohesion. The survey also sought to explore perceptions of Richmond Council, alongside service satisfaction and Council interactions
- This research builds upon previous residents surveys administered by BMG in Richmond, with the most recent having taken place in 2017. The data produced has also been compared to LGA polling benchmarks (the most recent dataset being from June 2019).
- It should also be highlighted that prior to 2017 residents surveys in Richmond were carried out using a telephone methodology.
- Sampling points were randomly selected for each ward, and interviewers were tasked with achieving 10 interviews per sampling point, with ward level quotas for gender and age. *(A full explanation of the sampling is provided in the blue box.)* All respondents needed to be aged 16+. Following the fieldwork, weights were applied to age, gender, ethnicity, and ward to ensure that the data is fully representative of the borough population.

Sampling

Deprivation scores (IMD) at Super Output Area (SOA) level were ranked from high to low, then segmented into quintiles within each ward. This reflected the relative deprivation within Richmond upon Thames and provided the basis for a stratified random sampling of Census Output Areas (COAs).

Sampling points (COAs) were selected randomly per ward and all addresses were identified from the postcode address file. Proportional interviewing targets were set per ward, with a target of 10 interviews per sampling point.

Whilst the interviewers were able to approach any address within a sampling point, quotas were set by age and gender within each ward to ensure a representative spread by demographic profile.

Understanding this report



The results have been rounded to the nearest decimal point. This means the data may on occasion add up to 99% or 101%.



Highlighting has been used throughout the results to denote where the score is significantly better or worse than the comparator (unless specified).

%*

Denotes where a slightly different question wording has been used

Cf.

Denotes the term 'confer', which is to compare. This is used where two or more figures are compared against each other

***%**

Denotes where a figure is less than 0.5%



Summary

Summary (1)

Overall views of Richmond Council

Satisfaction is high in Richmond, both with the way the Council runs things (83%) and with the local area as a place to live (95%). Both of these measures are significantly above the LGA benchmark (by 20%-points and 15%-points respectively), and have remained consistent with previous survey findings. This pattern of high survey results, significantly above the LGA benchmark and in line with previous findings is common throughout the data. Where declines are evident between 2017 and 2019, the scores are generally still consistent with the historical dataset (2015 and earlier).

When considering universal services there is high satisfaction with waste collection (92%) and recycling services (89%). Two thirds of residents feel that Richmond Council offers value for money (66%), 18%-points above the LGA benchmark. This is slightly down on 2017 (-4%-points) but still in line with other previous findings. This is in the context of high levels of awareness about the savings that have had to be made by Richmond Council (73%) and general trust that the Council is reducing their spending effectively (58%). However, fewer than half of all residents believe spending cuts will not impact upon service quality (46%) and one in five are concerned about the impact Council savings will have on them and their family (20%).

Environmental perceptions

Residents recognise the greenness of Richmond and view it very favourably, with 42% saying it is the best aspect about living in their local area. Additionally, 91% of residents feel that the parks, open spaces and play areas of Richmond are good. Conversely, traffic related issues are an annoyance for residents and traffic congestion is most commonly mentioned as the worst thing about residents' local area (17%). Furthermore, reducing traffic is how many residents feel air quality can be improved (40%). This is particularly notable as the proportion of residents who feel air quality is good in their local area is down significantly since 2017 (66% cf. 79%). Moreover, traffic-related services are amongst the poorest scoring, with more than a quarter of residents saying parking (26%) and road maintenance (28%) are poor. The service that is most commonly described as poor is pavement maintenance (35%).

Community cohesion

Community cohesion is very high in Richmond. Residents generally feel a sense of belonging (76%) and that they have good friendships in their local area (88%). Moreover, this is consistent across all demographic groups. The proportion of residents who spend time doing something to improve their community is down 6%-points on 2017, with just over half saying they do (51%).

Summary (2)

Crime and community safety

Crime and community safety was a new topic for the 2019 survey. Most residents feel safe in their local area after dark (83%), and yet again this is above the LGA benchmark (76%). Only a minority have either been a victim of crime in the past year or state a family member has (9% in total, with 7% overall indicating that this experience was within Richmond).

Only a minority of residents feel that six listed crimes listed are a big problem in their local area. Theft by people on mopeds is the crime residents feel is the biggest problem (27%), but this is still a minority view. Theft, robbery and burglary are the crimes residents most commonly worry about.

Contact and communications

Three quarters of residents have a Richmond Card (78%) up 12%-points from 2017. Richmond account incidence has doubled since 2017 to 55%. There is a positive association between Richmond Card holders/ Richmond Account access and feeling informed about the Council's services and benefits. More than seven in ten residents feel informed about the services and benefits Richmond Council provides (76%) This is a 9%-point improvement on 2017 and is considerably above the LGA benchmark of 59%. Feeling informed in turn, has a positive association with Council satisfaction and views regarding whether it provides value for money to residents.

Just over a quarter of all residents have contacted the Council in the last 12 months (27%), mostly about waste and recycling (25%) or parking (23%). Almost half of those who contacted the Council phoned (48%), with a similar proportion using the internet (46%, either by email or the website). The proportion of residents making contact by phone is actually up year on year, (even in the context of near universal internet access: 94%), so resourcing this channel to sustain good customer service remains important. Of the 52% who chose to telephone or visit in person, the vast majority say it was easy to find the right person (87%) and two thirds say they are satisfied with how their query was dealt with (61%) and this is consistent with 2017 (90% and 60% respectively) Almost all residents who use the internet say they would be likely to apply for a service using an online application in the future (94%) and this is up significantly on both 2017 and 2015. Therefore further channel shift in resident contact may still be possible.



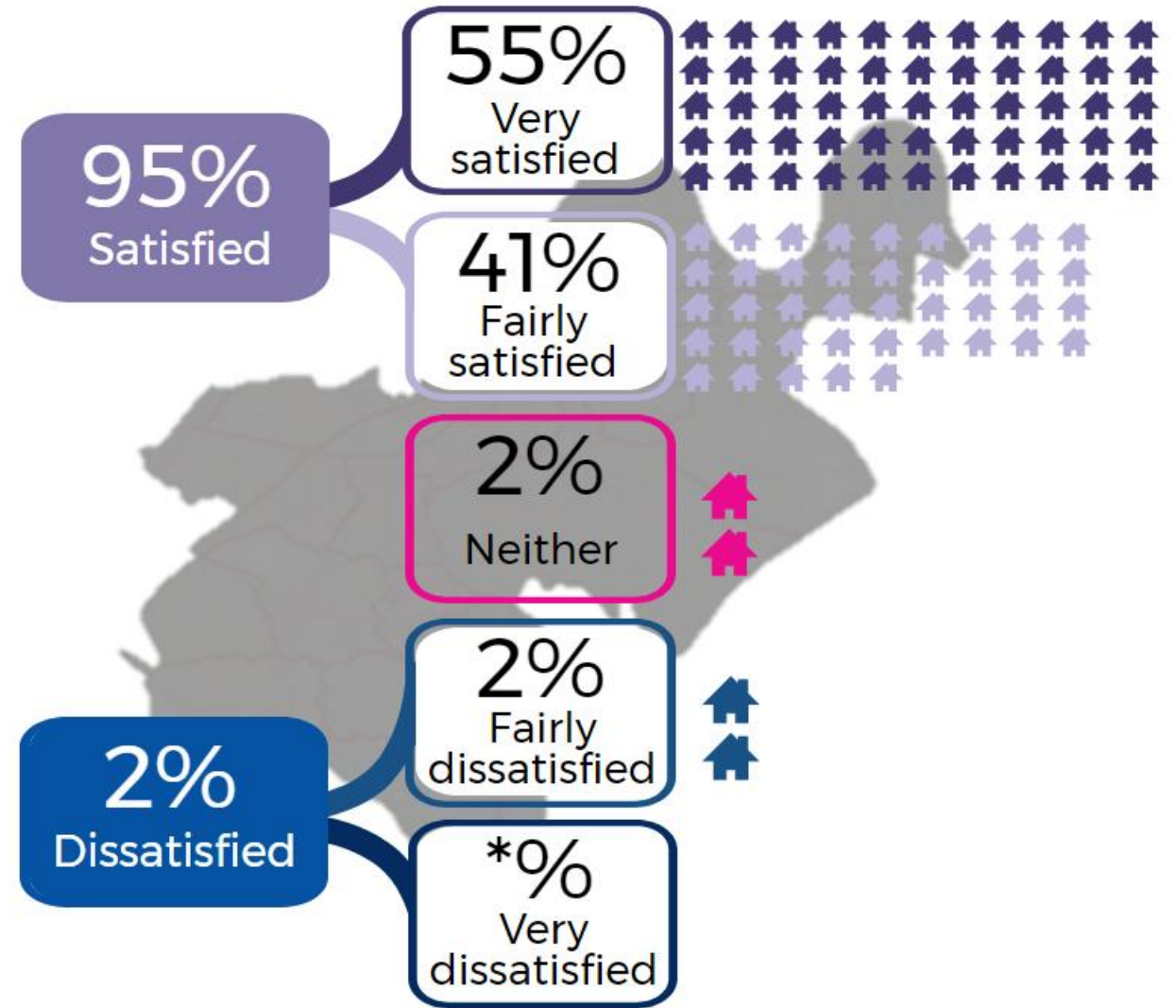
Perceptions of the local area

Satisfaction with local area

Almost every resident is satisfied with their local area as a place to live (95%), with more than half very satisfied (55%).

This high level of satisfaction is consistent across all age groups and does not vary between newer residents and those who have lived in Richmond for longer.

There is variation by IMD quintile, with residents in the most deprived locations significantly less likely to be satisfied than others living Richmond. However, it is important to recognise that even in the most deprived IMD quintile, the overwhelming majority of residents are satisfied (90%).



Satisfaction with local area – by ward

At least four in five residents are satisfied with their local area in every ward, although Kew, North Richmond and Heathfield residents are the least positive. Every resident in St Margarets & North Twickenham, Teddington, Twickenham Riverside and Whitton is satisfied with their local area.

Barnes Ward	East Sheen Ward	Fulwell & Hampton Hill Ward	Ham, Petersham & Richmond Riverside Ward	Hampton North Ward	Hampton Ward	Hampton Wick Ward	Heathfield Ward	Kew Ward
96%	98%	98%	96%	94%	94%	99%	86%	90%

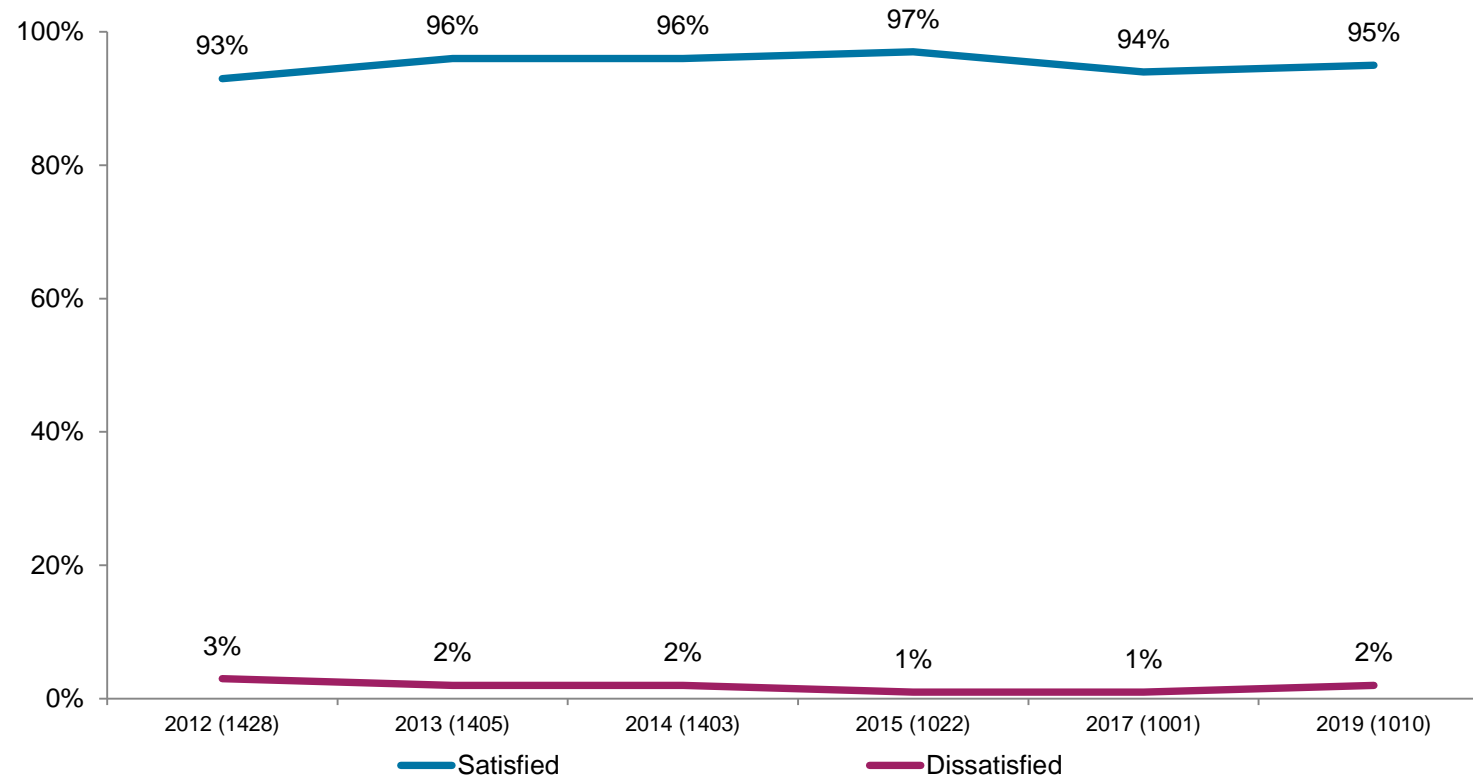
Mortlake & Barnes Common Ward	North Richmond Ward	South Richmond Ward	South Twickenham Ward	St Margarets & North Twickenham Ward	Teddington Ward	Twickenham Riverside Ward	West Twickenham Ward	Whitton Ward
97%	80%	94%	99%	100%	100%	100%	97%	100%

Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live? (All responses, Unweighted base: 1010)

Red and green highlighting is used to denote where scores are significantly below or above the Richmond total

Satisfaction with the local area

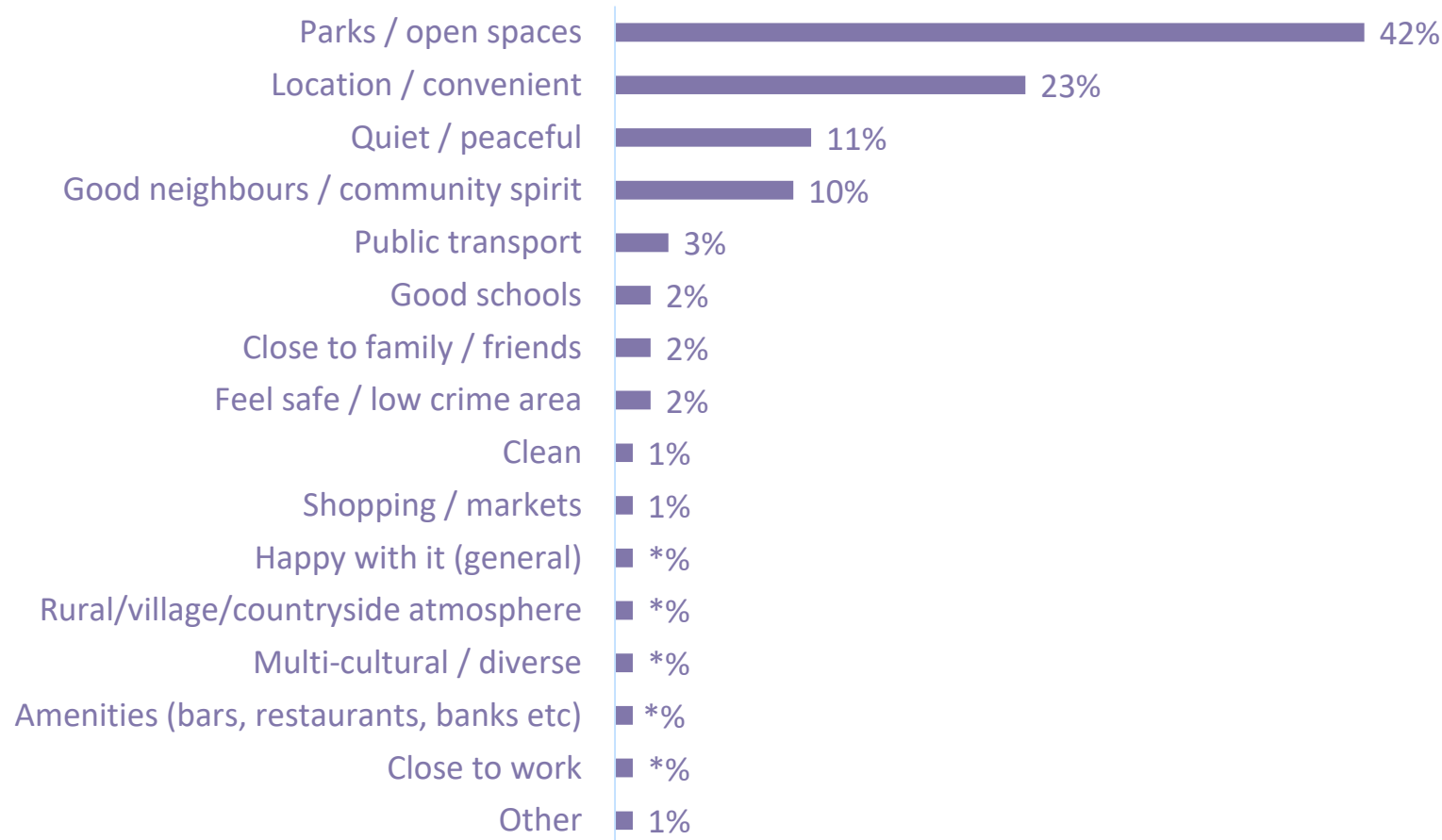
Satisfaction with the local area is in line with previous survey results, as is dissatisfaction. When comparing to LGA polling, local area satisfaction in Richmond upon Thames is significantly above the most recent benchmark (80%).



LGA Benchmark
(June 2019)
80%

Best thing about the local area

Parks/open spaces is the aspect most residents like about their local area (42%), whilst a quarter of residents reference the location/convenience of where they live (23%). All age groups most commonly selected these factors. Furthermore, the top three most liked aspects are the same as those in 2017.



Parks/Open spaces



Location/
Convenient



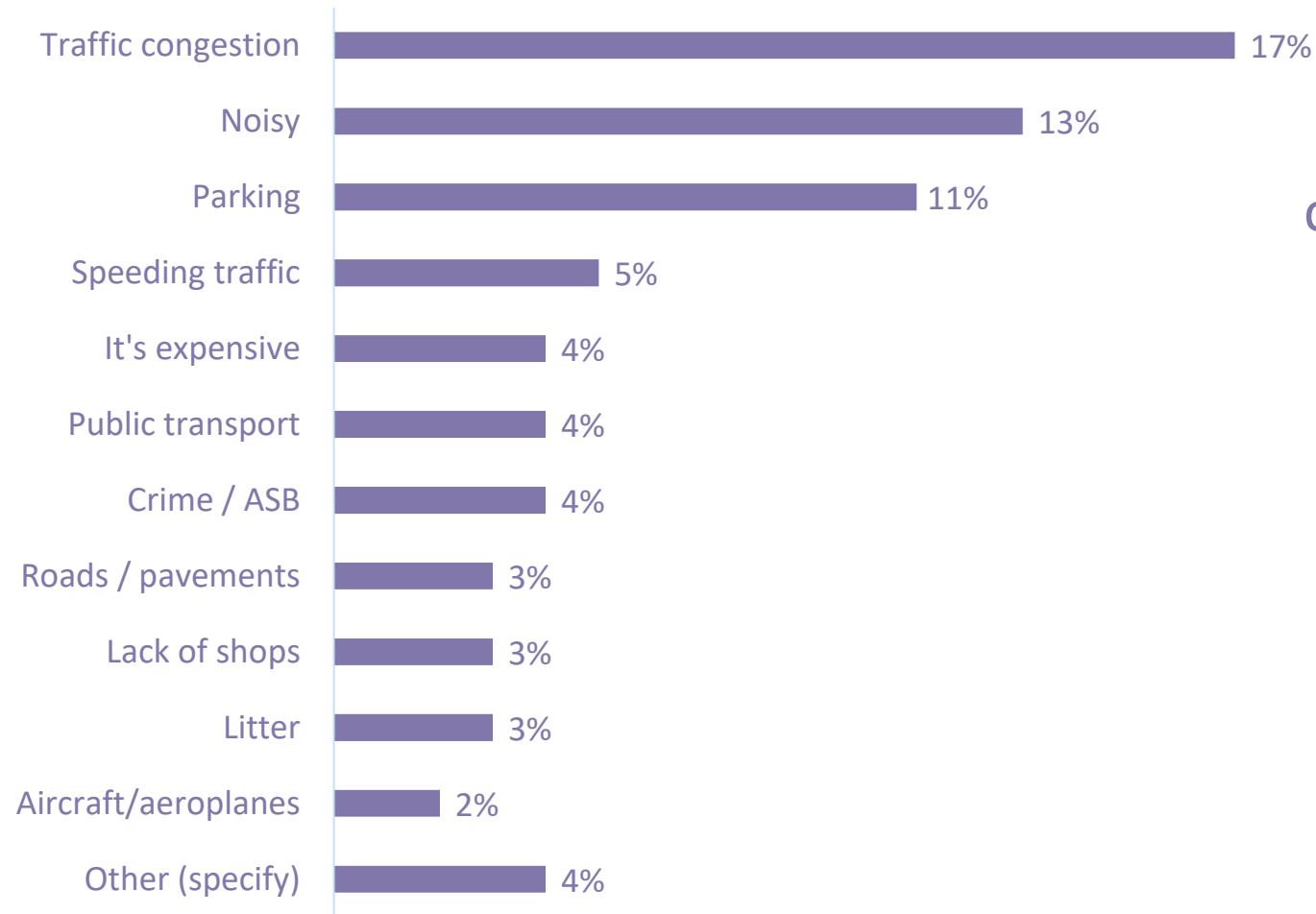
Quiet/
Peaceful

Good neighbours/
Community spirit



Worst thing about the local area

Traffic congestion features most prominently among local area 'dislikes' (17%), with a further 11% of residents unhappy about parking. Noise is also a common dislike of residents (13%), although it is not specified if this noise is traffic related. These are consistent with 2017.



Traffic congestion



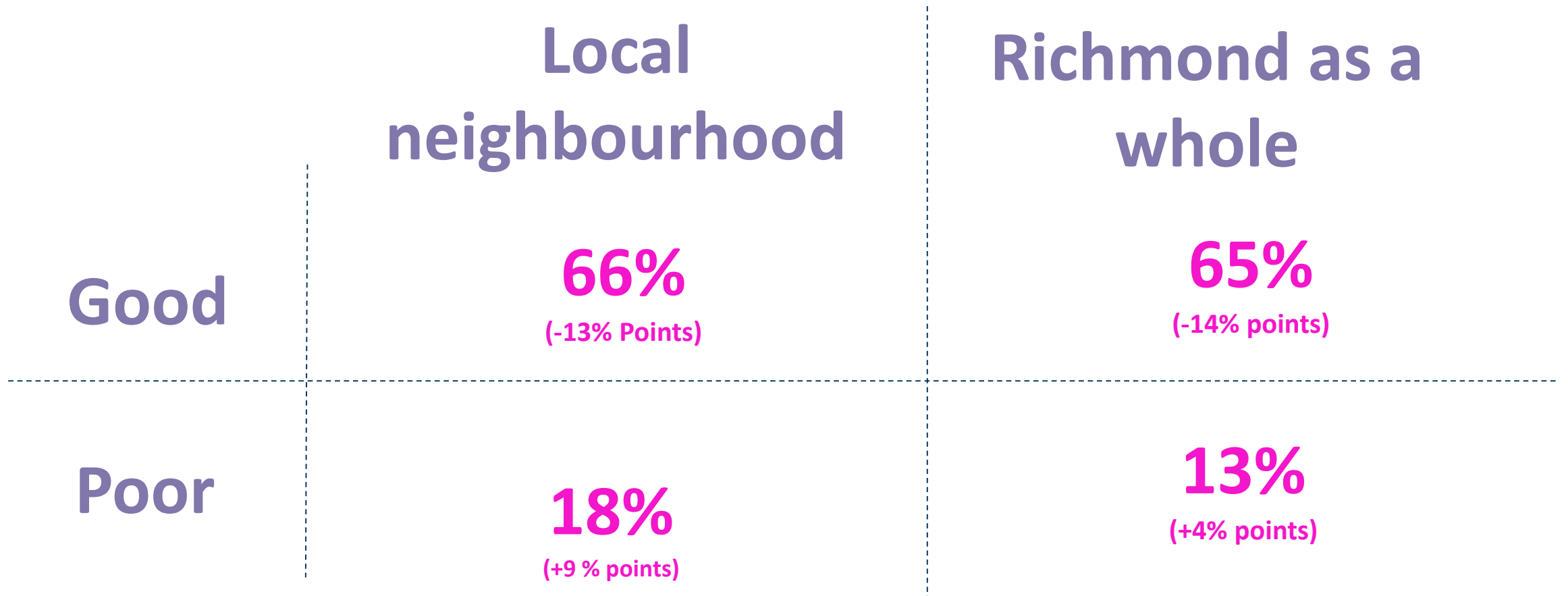
Noisy

Parking



Air quality

Around two thirds of residents think the air quality in their local neighbourhood and within Richmond as a whole is good. When compared to 2017, far fewer residents feel the air quality of their local area is good (66% cf. 79%), with twice as many saying it is poor (18% cf. 9%). Residents who feel the air quality in their local area is not good were asked what could be done to improve this; two clear themes emerged: less cars/traffic (40%) and reduce aircraft/aeroplanes (29%).



Local area air quality– by ward

Perceptions that the local area’s air quality is good varies substantially by ward. Less than a third of Kew residents believe their air quality is good, compared to almost nine in ten residents living in St Margarets & North Twickenham.

Barnes Ward	East Sheen Ward	Fulwell & Hampton Hill Ward	Ham, Petersham & Richmond Riverside Ward	Hampton North Ward	Hampton Ward	Hampton Wick Ward	Heathfield Ward	Kew Ward
56%	51%	55%	79%	63%	78%	86%	61%	28%

Mortlake & Barnes Common Ward	North Richmond Ward	South Richmond Ward	South Twickenham Ward	St Margarets & North Twickenham Ward	Teddington Ward	Twickenham Riverside Ward	West Twickenham Ward	Whitton Ward
77%	78%	62%	55%	89%	62%	58%	65%	77%

Q5/1. How would you rate the air quality in your local neighbourhood? (Valid responses, Unweighted base: 994)

Red and green highlighting is used to denote where scores are significantly below or above the Richmond total

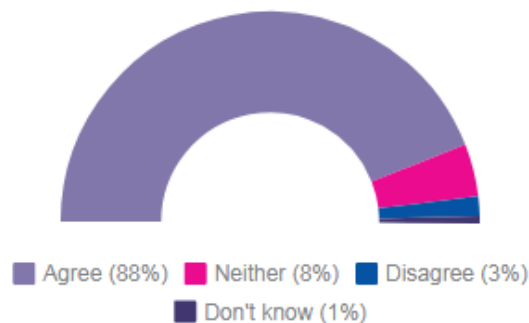


Perceptions of community

Community

Almost nine in ten residents feel their area is a place where people of different backgrounds get on well together (88%), with only 3% of residents disagreeing with this statement. Moreover, there is no particular demographic group (gender, ethnicity, tenure or disability) significantly less likely to agree this is the case.

Three quarters of residents believe they can work with the Council to make improvements in the local area. Whilst this is down significantly on 2017, it is still above the 2015 result. Residents least likely to agree this is the case rent from a housing association or registered social landlord (68%) or rent privately (69%), have a disability in the household (68%), or have lived in the borough for less than a year (67%). Moreover, those residents who are currently involved in the community are more likely to agree than those who are not currently involved (87% cf. 63%).

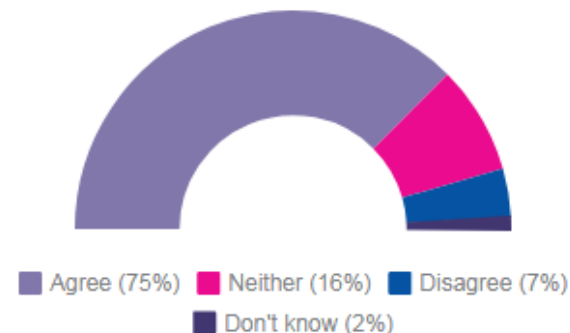


88%

agree their area is a place where people from different backgrounds get on well together

75%

agree residents can work together with the Council to make improvements to the local area



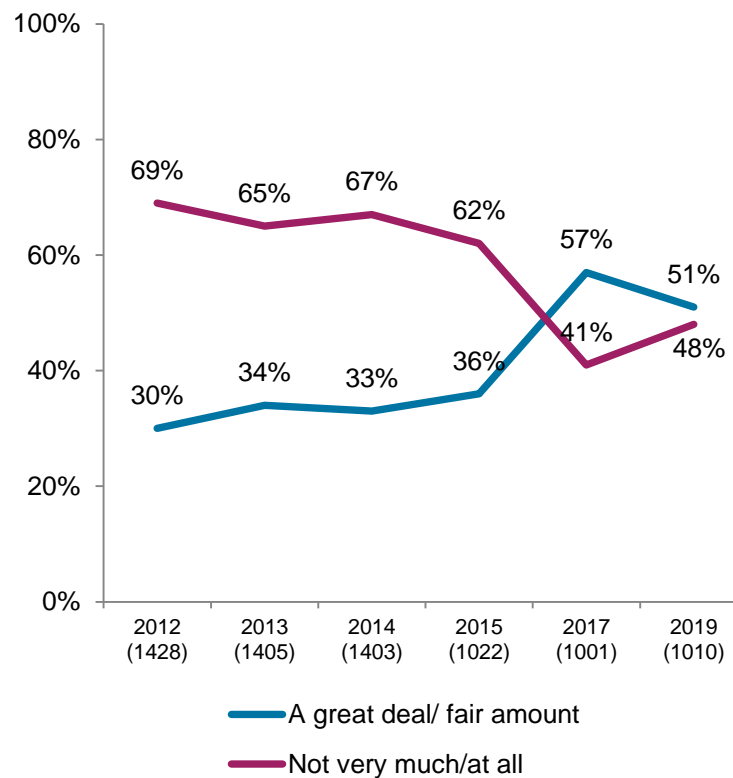
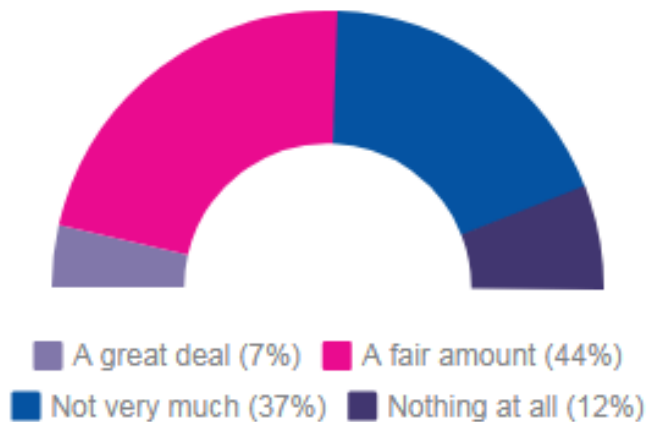
2017
83%

2015
70%

Community

There is a fairly even split amongst residents regarding whether they spend time doing something to improve the community (51% do cf. 48% do not). Although the gap between residents who do a great deal/fair amount and residents who do nothing/not very much has narrowed, the proportion who state that they give community help is higher than in four of the five last survey waves.

51% spend time doing something to help improve their community or neighbourhood



Most likely to do a great deal/fair amount...

- Female residents (56%)
- Over 65s (61%)
- Have a disability in the household (61%)
- Have a child (58%)

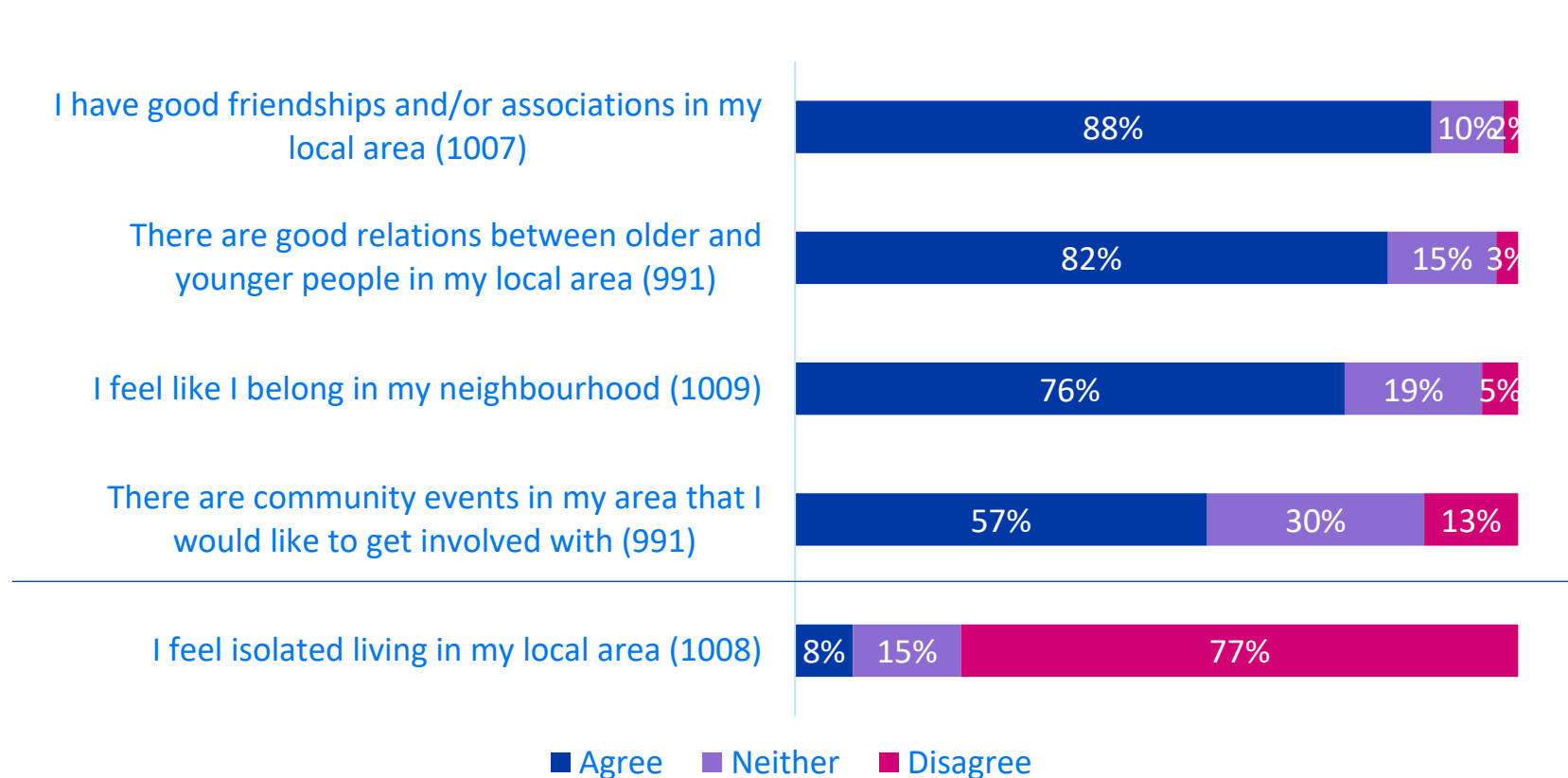
Q7. How much time, if at all, do you personally spend doing something to help improve your community or neighbourhood?
(All responses, Unweighted base: 1010)

Community

The majority of residents are positive about the community they live in, with nine in ten having good friendships (88%), three in four feeling they belong (76%) and a similar proportion saying they do not feel isolated (77%). Fewer residents agree there are community events that they would like to get involved in (57%), although a substantial proportion (30%) chose not to agree nor disagree. This suggests uncertainty, particularly as 39% of those who do not feel informed about what the Council provides neither agree nor disagree that there are events they would like to get involved in.

The wards where the fewest residents agree that there are events in their local area for them include: North Richmond (38%), Ham, Petersham & Richmond Riverside (27%), Heathfield (27%) and Hampton North (27%).

Analysis by age shows that the group most likely to agree they have good friendships in the area are the over 65s (92%). Those least likely to agree are those aged 16-24 (84%) and this age group are also more likely to say they feel isolated in their local area (10%).



Ideas for improving the sense of community

More events/activities (13%)

Funfairs/street parties (7%)

Don't know (21%)

No suggestion (30%)

Q12. To what extent do you agree or disagree with the following statements?
(Valid responses, Unweighted bases in brackets)

Q13. What one thing would help to improve the sense of community in your local area?
(All responses, Unweighted base: 1010)

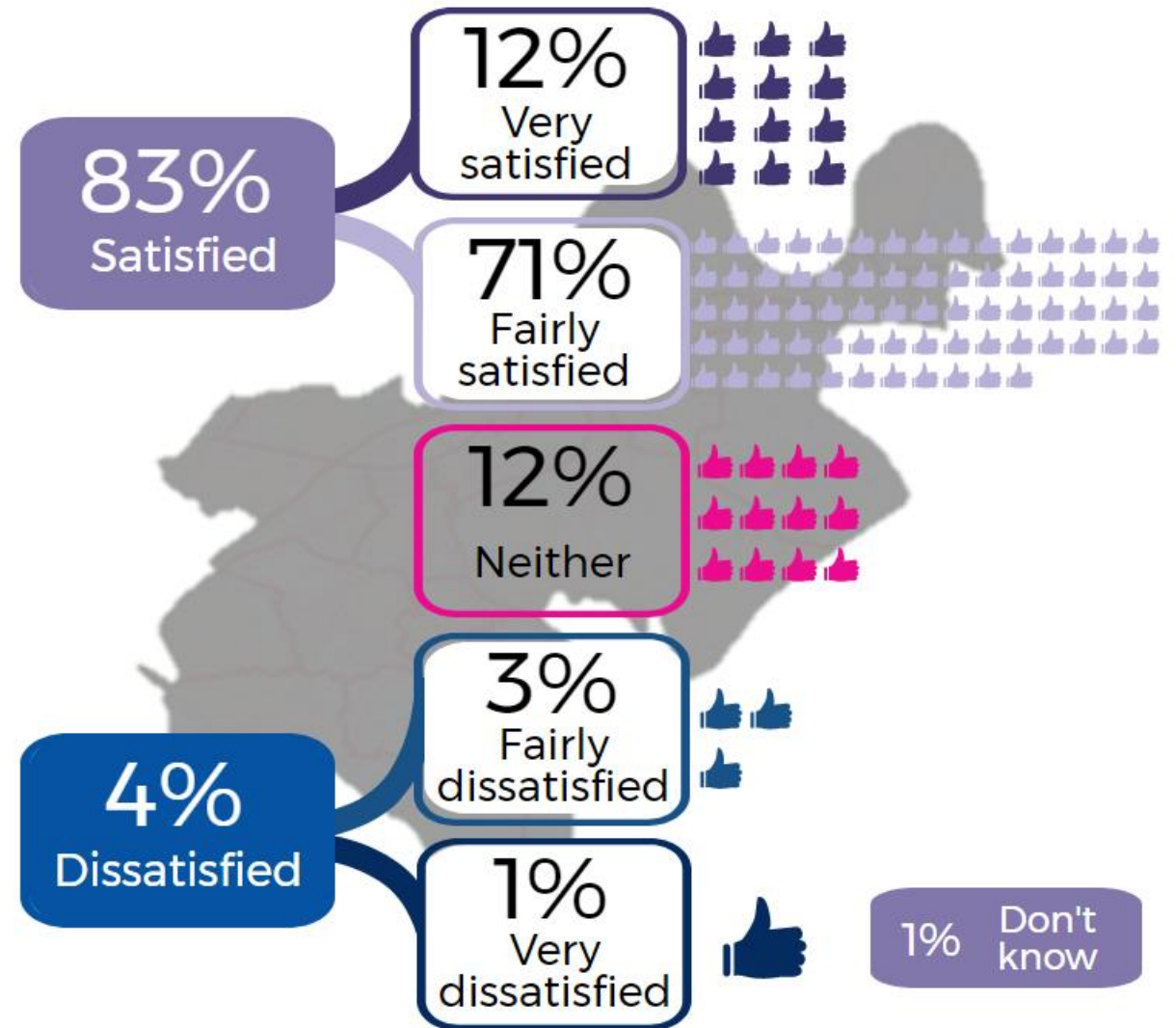


The Council and its budget

Council satisfaction

More than four in five residents are satisfied with the way Richmond Council runs things (83%), with the majority fairly satisfied (71%). Only 4% of residents say they are dissatisfied.

This satisfaction is consistent across all demographic groups, although like satisfaction with the local area, those in the most deprived IMD quintile are the least satisfied (77%).



Satisfaction with the Council – by ward

There is significant variation between wards over satisfaction with the Council, with a 33%-point gap between the highest and lowest scoring wards. Those in South Richmond are the least positive (64%), whilst satisfaction is almost universal in Mortlake & Barnes Common ward (97%). The small sample sizes for ward level should be acknowledged here.

Barnes Ward	East Sheen Ward	Fulwell & Hampton Hill Ward	Ham, Petersham & Richmond Riverside Ward	Hampton North Ward	Hampton Ward	Hampton Wick Ward	Heathfield Ward	Kew Ward
79%	90%	84%	84%	70%	82%	94%	70%	72%

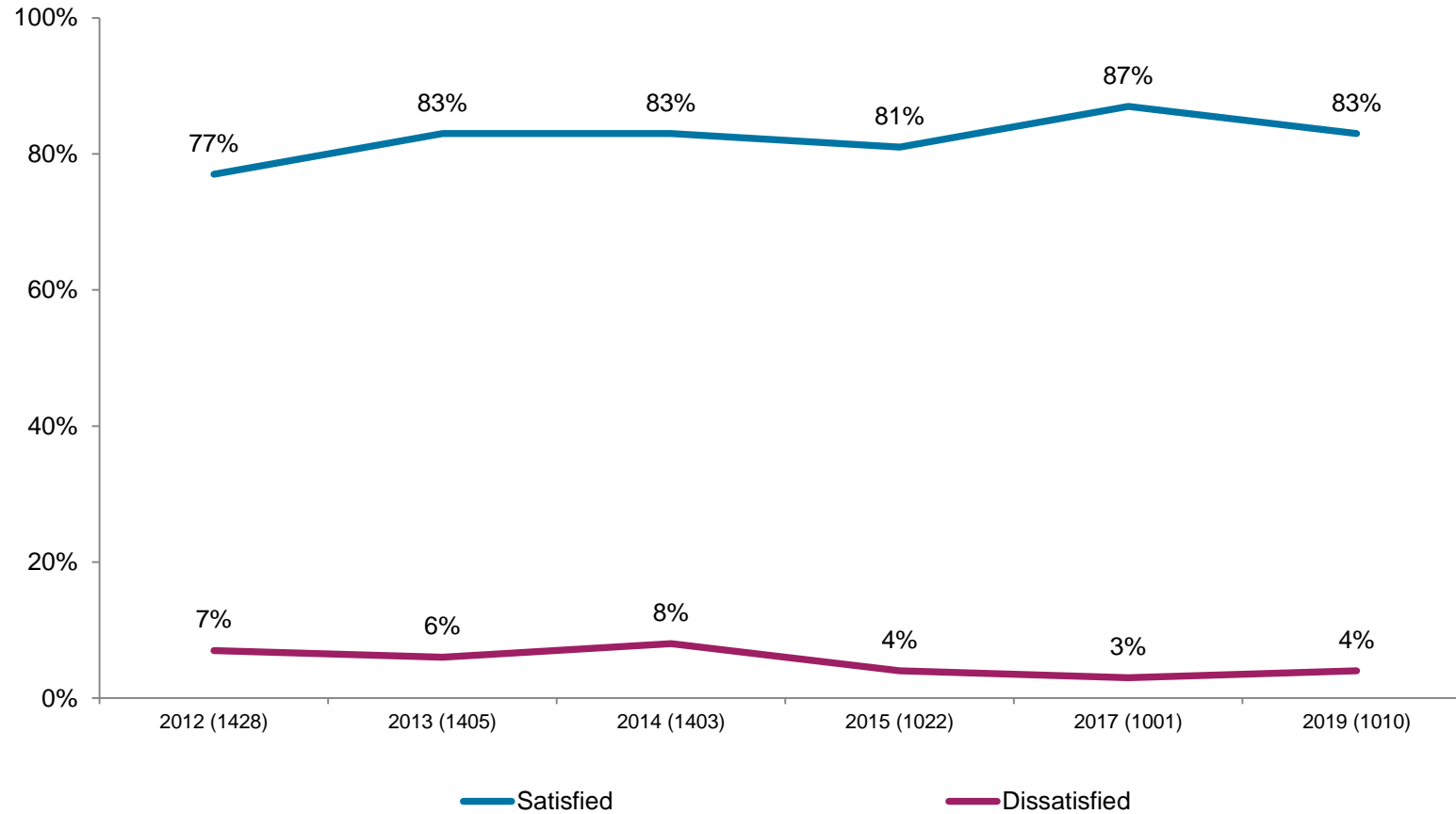
Mortlake & Barnes Common Ward	North Richmond Ward	South Richmond Ward	South Twickenham Ward	St Margarets & North Twickenham Ward	Teddington Ward	Twickenham Riverside Ward	West Twickenham Ward	Whitton Ward
97%	78%	64%	80%	96%	84%	88%	90%	92%

Q46. Overall, how satisfied or dissatisfied are you with the way Richmond Council runs things? (All responses, Unweighted base: 1010)

Red and green highlighting is used to denote where scores are significantly below or above the Richmond total

Council satisfaction

Whilst Council satisfaction has dipped significantly since 2017, the proportion of satisfied residents remains consistent with previous residents' surveys. Furthermore, satisfaction with Richmond Council is significantly above the most recent LGA benchmark by 20%-points.



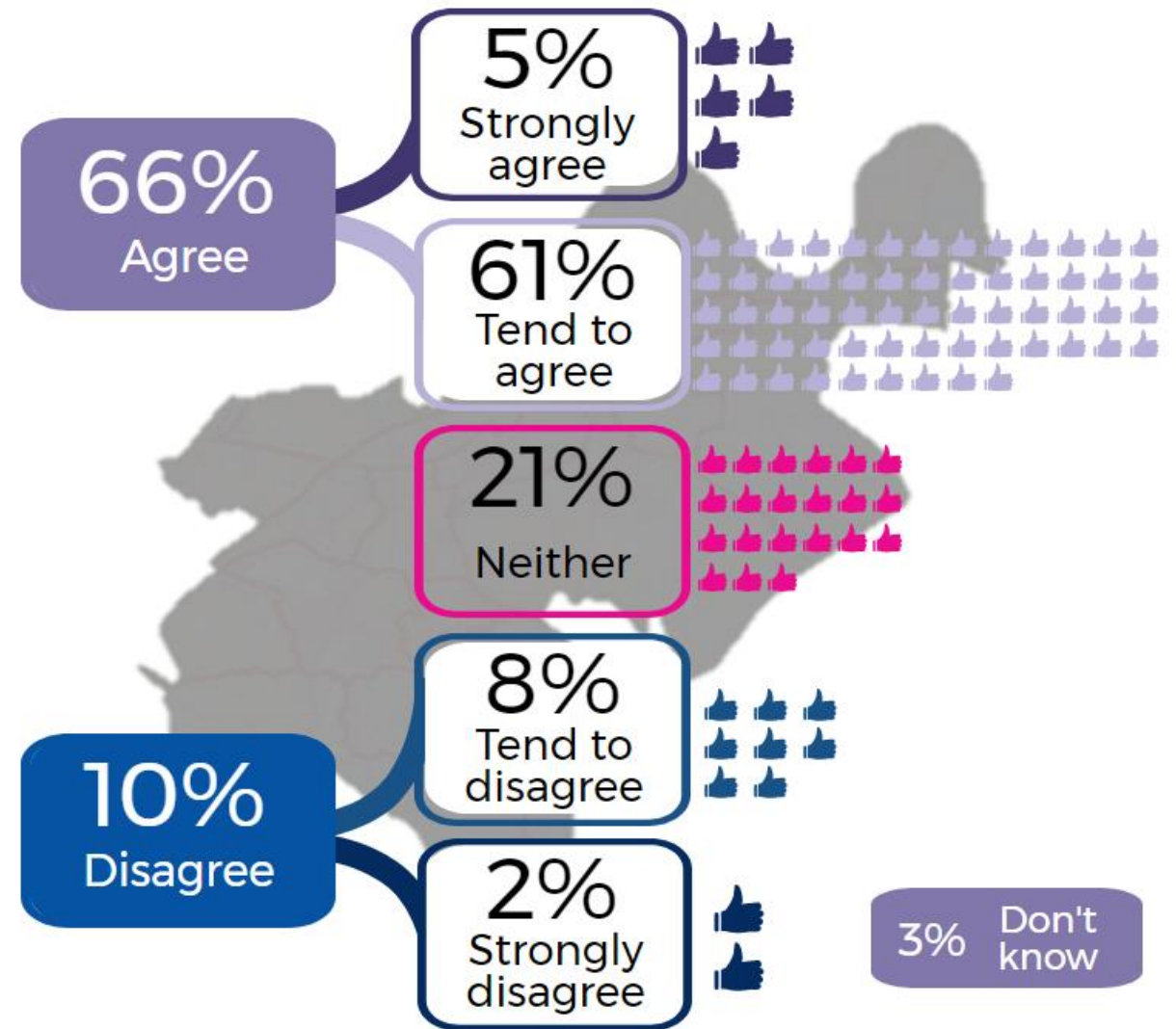
LGA Benchmark
(June 2019)
63%

Value for money

Two in three residents agree that Richmond Council provides value for money (66%), with one in ten disagreeing this is the case (10%). Almost a quarter of residents either don't know or feel they neither agree nor disagree (24%).

There is a clear divide in opinion by age, with residents under 25 20%-points less likely to agree than those over 65 (55% cf. 75%). Moreover, those who have always lived in Richmond are also less likely to feel the Council offers value for money (55%). There are no significant differences by tenure or IMD.

Unsurprisingly, it is those residents who feel well informed about the services and benefits of the Council who are more likely to say it offers value for money (73%).



Value for money – by ward

Only 44% of South Richmond residents feel the Council offers value for money, this is less than half the proportion of the two highest scoring wards (Mortlake & Barnes Common and St Margarets & North Twickenham).

Barnes Ward	East Sheen Ward	Fulwell & Hampton Hill Ward	Ham, Petersham & Richmond Riverside Ward	Hampton North Ward	Hampton Ward	Hampton Wick Ward	Heathfield Ward	Kew Ward
61%	66%	69%	61%	70%	61%	87%	52%	55%

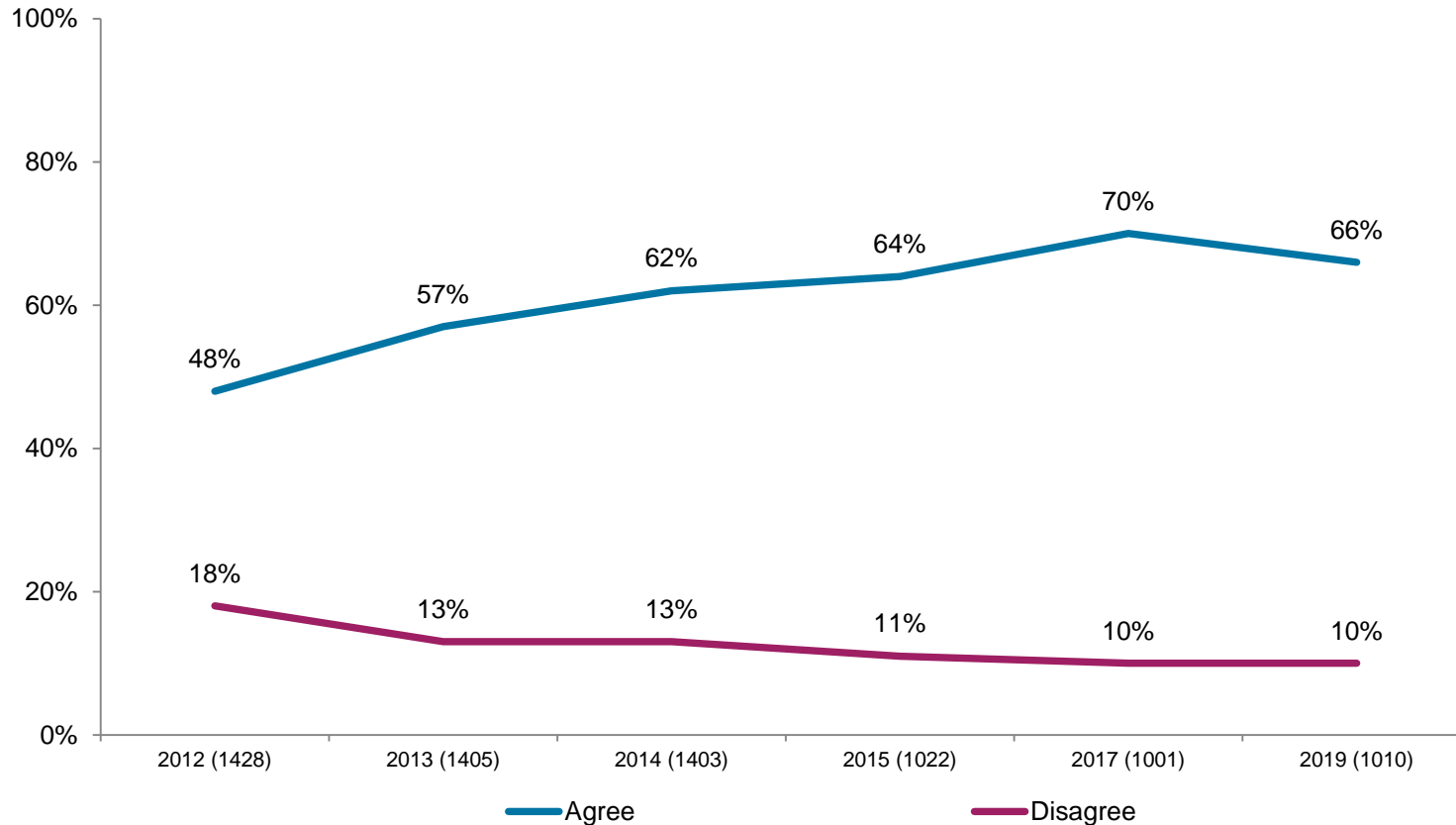
Mortlake & Barnes Common Ward	North Richmond Ward	South Richmond Ward	South Twickenham Ward	St Margarets & North Twickenham Ward	Teddington Ward	Twickenham Riverside Ward	West Twickenham Ward	Whitton Ward
92%	51%	44%	57%	93%	54%	58%	70%	84%

Q47. To what extent do you agree or disagree that Richmond Council provides good value for money? (All responses, Unweighted base: 1010)

Red and green highlighting is used to denote where scores are significantly below or above the Richmond total

Value for money

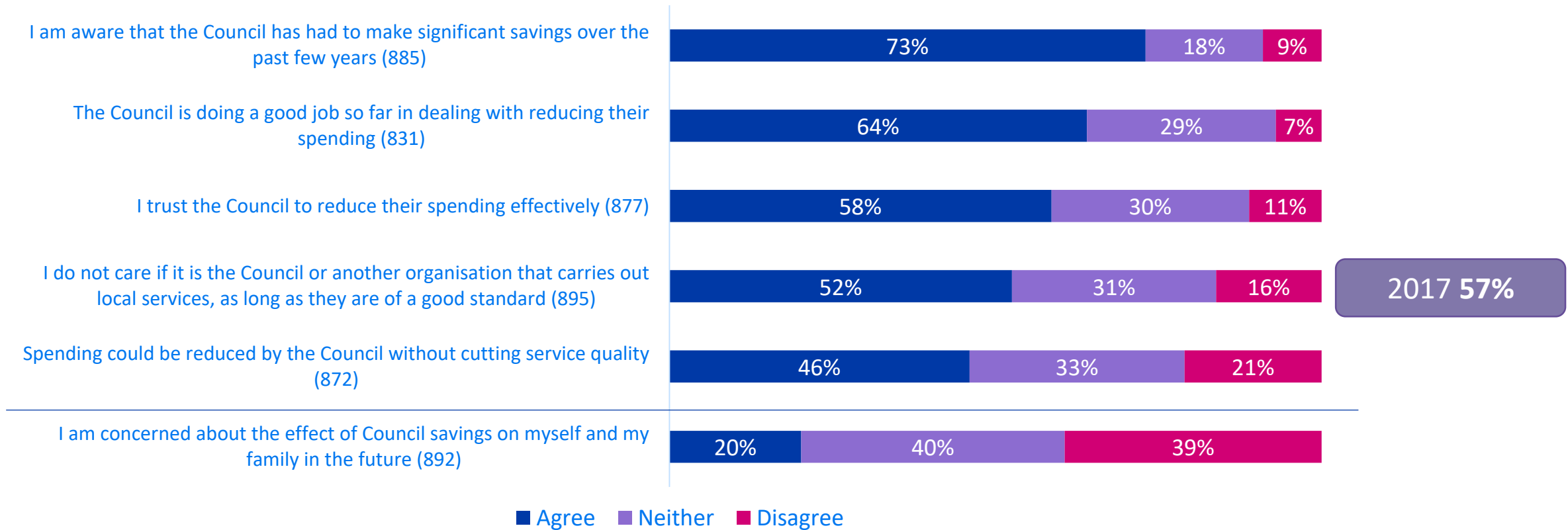
As with all other comparable LGA measures, value for money is significantly above the benchmark. Whilst disagreement has remained consistent since 2017, the proportion of residents agreeing that Richmond Council provides value for money has dipped by 4%-points.



LGA Benchmark
(June 2019)
48%

Council budgets

Three quarters of residents are aware that the Council has had to make significant savings (73%) and two in three think the Council is doing a good job at reducing its spending (64%). Around a fifth of residents do not believe spending can be reduced without cutting service quality (21%) and a similar proportion express concern about the effects future Council savings may have on them / their family.



Council budgets

Awareness of the Council's savings is consistent across Richmond, although newer younger residents are less likely to be aware (60% of under 45s and 50% of those who've lived here for less than a year).

Furthermore, residents aged between 16-24 are the only demographic group significantly less likely to trust the Council to reduce the savings (41%), however concern about the impact of the savings is much wider.

Those with a disability in the household (34%), carers (37%), and parents/guardians of children aged up to 11 (29%) are the groups where concern is highest.



Residents who did have concerns that the Council savings could affect them and their family's future were asked what these concerns were. Responses were very varied, but the two most common concerns are general worry about budget cuts (16%) and concern for the quality of services (16%). The most common individual service to be cited is the effect of savings on schools/education (15%).

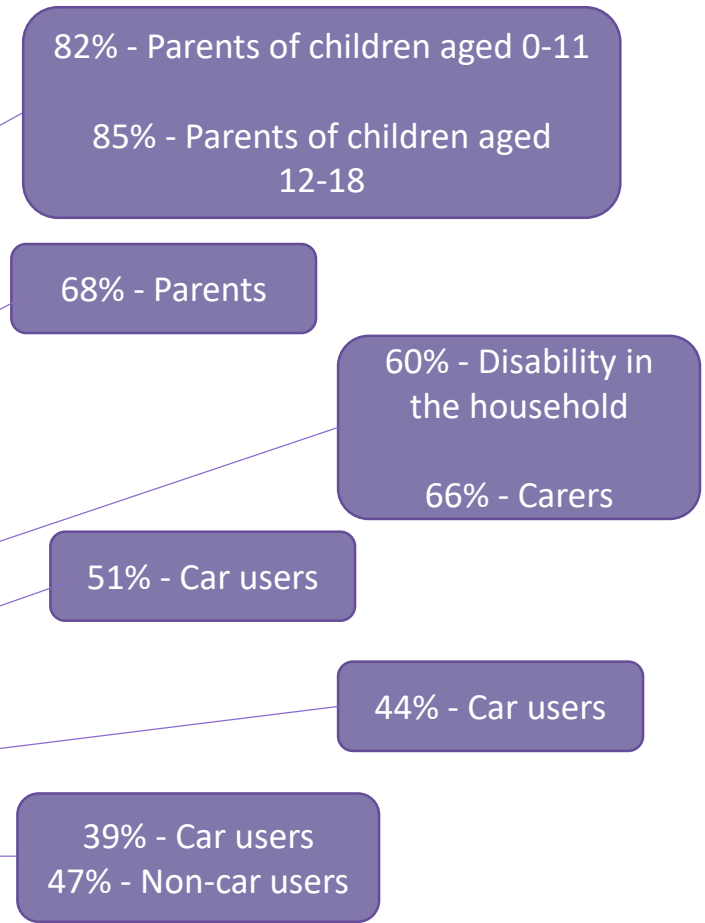


Local services

Local services

With the exception of pavement and road maintenance, the majority of residents feel the services provided by Richmond Council are good. Refuse collection (92%), recycling (89%), and parks and open spaces (91%) are the top rated services, with around nine in ten residents saying these are good. Conversely, those services with the largest proportion of residents saying they are poor are pavement maintenance (35%), road maintenance (28%), and parking services (26%).

	Good	Poor
Refuse collection	92%	4%
Parks, open spaces and play areas	91%	1%
Recycling services	89%	4%
Library services	80%	4%
Primary schools/Secondary schools/Sixth forms	76%	3%
Street cleaning	72%	14%
Council-run sport and fitness services	72%	5%
Services and support for children and young people	61%	10%
Services and support for older people	57%	6%
Planning decisions	57%	12%
Social services for vulnerable adults and those with disabilities	54%	6%
Parking services	52%	26%
Road maintenance	47%	28%
Pavement maintenance	40%	35%





Crime and community safety

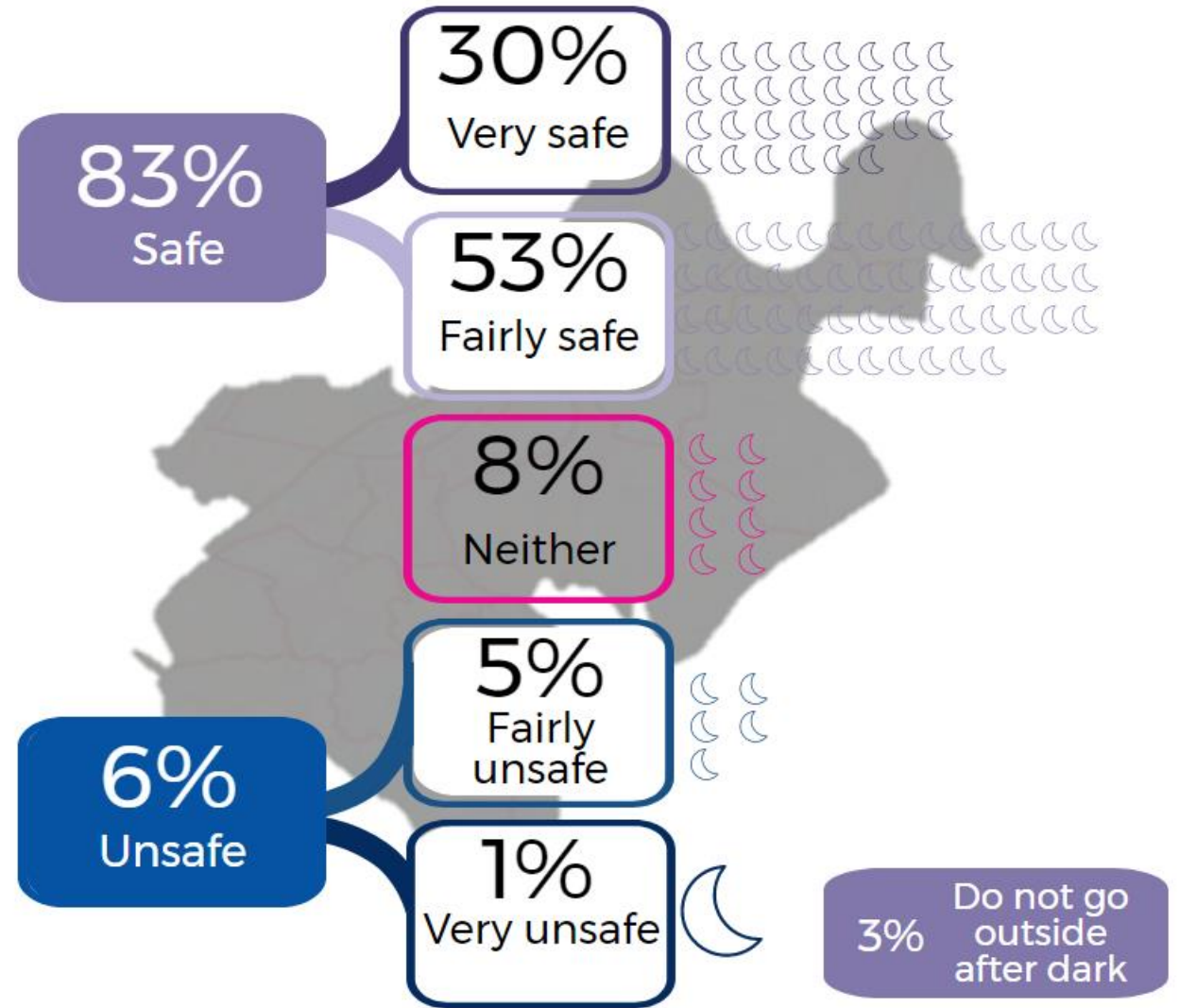
Safety after dark

Four fifths of Richmond residents feel safe in their local area after dark (83%), and this is 7% points above the LGA benchmark (76%).

Groups who are less likely to say they feel safe include:

- women (76%)
- those over 65 (74%)
- Asian residents (71%)
- residents with a disability (57%)

Those who have experienced crime in the past 12 months are also significantly less likely to feel safe outside after dark (64%).



Safety after dark– by ward

The majority of residents in every ward feel safe in their local area after dark. However, this does range from 68% in North Richmond to 100% in Twickenham Riverside. North Richmond, Hampton, Hampton North, Kew and Heathfield all fall below the LGA benchmark (76%).

Barnes Ward	East Sheen Ward	Fulwell & Hampton Hill Ward	Ham, Petersham & Richmond Riverside Ward	Hampton North Ward	Hampton Ward	Hampton Wick Ward	Heathfield Ward	Kew Ward
84%	98%	94%	80%	73%	71%	81%	69%	75%

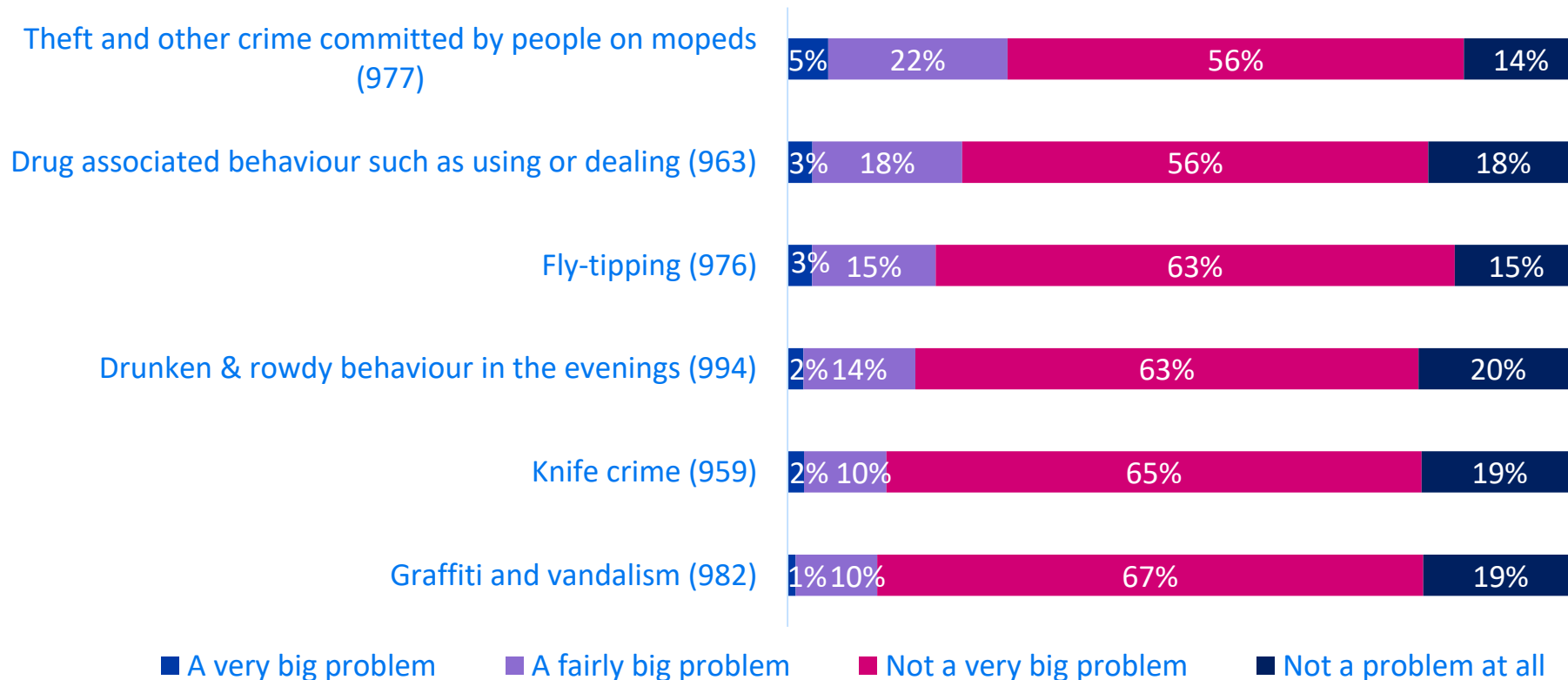
Mortlake & Barnes Common Ward	North Richmond Ward	South Richmond Ward	South Twickenham Ward	St Margarets & North Twickenham Ward	Teddington Ward	Twickenham Riverside Ward	West Twickenham Ward	Whitton Ward
87%	68%	79%	94%	82%	95%	100%	78%	80%

Q40. Generally speaking, how safe or unsafe do you feel when outside in the local area after dark?
(All responses, Unweighted base: 1010)

Red and green highlighting is used to denote where scores are significantly below or above the Richmond total

Perceptions of crime

Only a minority of residents feel that the crimes listed below are a big problem in their local area. Theft by people on mopeds is the crime residents feel is the biggest problem (27%), but this is still a minority view. By key demographic splits, there is no consistent pattern across the crimes, although female residents are more likely to feel drunken and rowdy behaviour (19%) and drug associated behaviour (25%) are big problems. Also, residents with an experience of crime are significantly more likely to say each of these crimes is a problem. Lastly, over 65s are less likely to feel these crimes are a problem compared to younger residents.



Perceptions of crime – by ward

Perceptions of crime vary considerably by ward. Noticeably, Hampton and North Richmond residents are considerably more likely to perceive crimes as a problem, and more than half of all Kew residents feel theft by people on mopeds is a problem (52%).

(% A problem)	Barnes Ward	East Sheen Ward	Fulwell & Hampton Hill Ward	Ham, Petersham & Richmond Riverside Ward	Hampton North Ward	Hampton Ward	Hampton Wick Ward	Heathfield Ward	Kew Ward
Drunken & rowdy behaviour in the evenings	12%	14%	2%	20%	10%	42%	8%	11%	18%
Drug associated behaviour such as using or dealing	21%	23%	4%	13%	6%	46%	26%	12%	6%
Theft and other crime committed by people on mopeds	41%	32%	3%	10%	4%	43%	19%	7%	52%
Knife crime	8%	30%	2%	2%	2%	10%	3%	7%	22%
Graffiti and vandalism	7%	5%	2%	2%	0%	27%	13%	3%	14%
Fly-tipping	16%	5%	23%	20%	21%	51%	17%	24%	6%

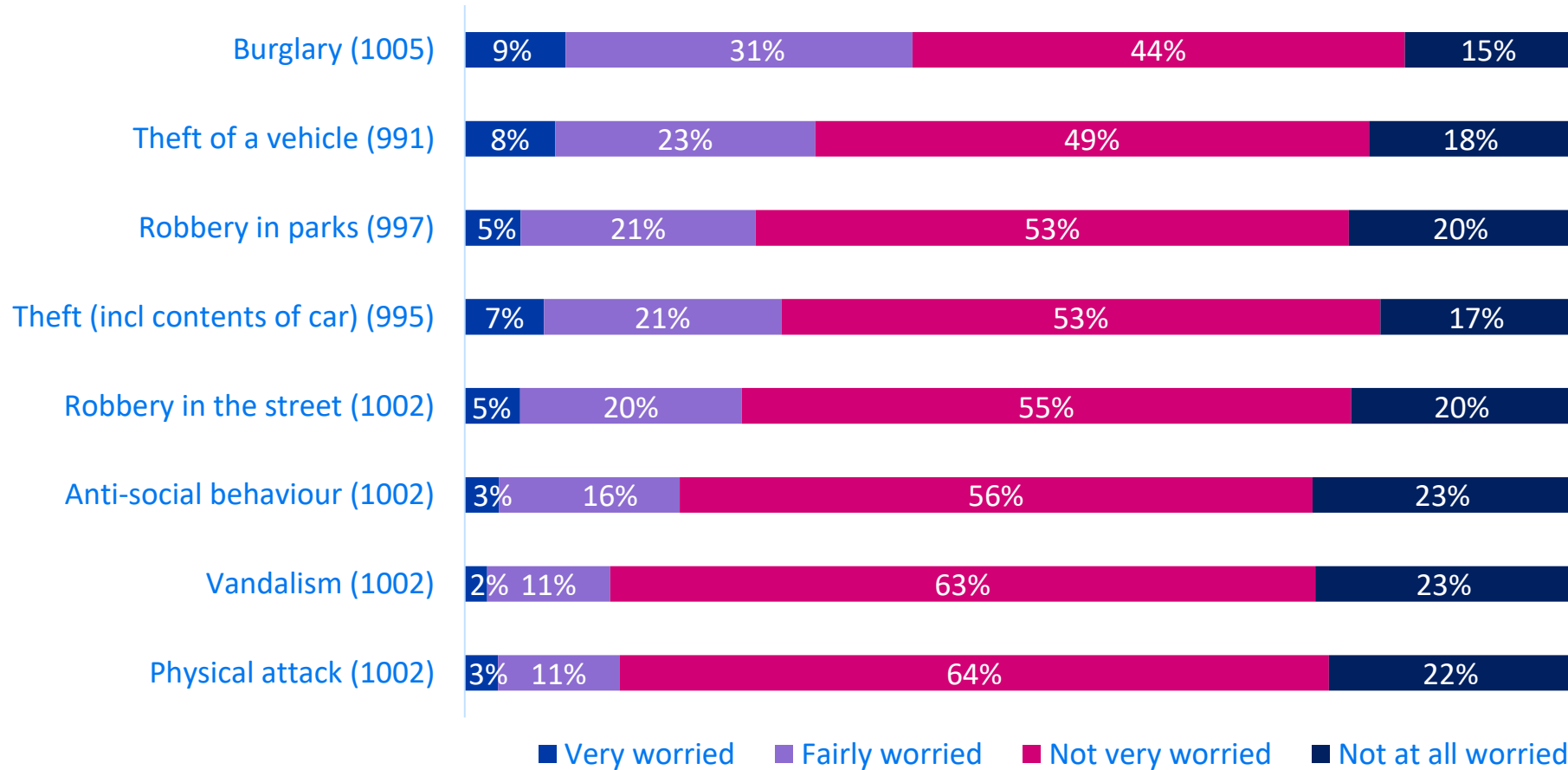
(% A problem)	Mortlake & Barnes Common Ward	North Richmond Ward	South Richmond Ward	South Twickenham Ward	St Margarets & North Twickenham Ward	Teddington Ward	Twickenham Riverside Ward	West Twickenham Ward	Whitton Ward
Drunken & rowdy behaviour in the evenings	7%	26%	23%	15%	22%	11%	13%	25%	10%
Drug associated behaviour such as using or dealing	15%	29%	26%	15%	35%	10%	44%	28%	28%
Theft and other crime committed by people on mopeds	17%	44%	43%	35%	9%	15%	45%	40%	12%
Knife crime	1%	27%	22%	12%	8%	6%	22%	12%	7%
Graffiti and vandalism	13%	29%	16%	16%	12%	7%	1%	25%	13%
Fly-tipping	7%	36%	20%	16%	15%	12%	3%	36%	4%

Q38. How much of a problem do you think the following issues are in your area?
(All responses, Unweighted base: 1010)

Red and green highlighting is used to denote where scores are significantly below or above the Richmond total

Fear of crime

Only a minority of residents are worried about the crimes listed below, with theft, robbery and burglary the crimes residents worry most about. As with perceptions of crime, there are no clear demographic patterns. Those with an experience of crime are more likely to be worried about each of the crimes listed below, and female residents are significantly more likely to be worried about physical attack (16%), anti-social behaviour (23%), burglary (44%), and robbery in the street (29%). Again, over 65s are less likely to worry about becoming a victim to one of these crimes when compared to younger residents.



Fear of crime – by ward

There is a clear divide between wards with fear of crime significantly below the Richmond average in several wards but significantly above in many others.

(% Worried)	Barnes Ward	East Sheen Ward	Fulwell & Hampton Hill Ward	Ham, Petersham & Richmond Riverside Ward	Hampton North Ward	Hampton Ward	Hampton Wick Ward	Heathfield Ward	Kew Ward
Anti-social behaviour	17%	17%	2%	5%	6%	44%	20%	6%	29%
Burglary	42%	62%	7%	8%	8%	60%	28%	9%	61%
Vandalism	12%	15%	3%	9%	0%	20%	13%	1%	28%
Robbery in the street	28%	56%	2%	9%	2%	39%	11%	6%	45%
Robbery in parks	23%	67%	0%	9%	2%	48%	7%	4%	41%
Theft of a vehicle	35%	71%	7%	13%	8%	34%	15%	19%	52%
Theft (incl contents of car)	40%	63%	3%	7%	9%	39%	6%	21%	57%
Physical attack	14%	22%	0%	5%	0%	28%	3%	3%	29%

(% Worried)	Mortlake & Barnes Common Ward	North Richmond Ward	South Richmond Ward	South Twickenham Ward	St Margarets & North Twickenham Ward	Teddington Ward	Twickenham Riverside Ward	West Twickenham Ward	Whitton Ward
Anti-social behaviour	8%	48%	15%	23%	25%	8%	19%	32%	26%
Burglary	40%	51%	59%	57%	48%	29%	38%	59%	55%
Vandalism	4%	34%	19%	22%	5%	8%	5%	27%	8%
Robbery in the street	6%	53%	32%	37%	8%	7%	43%	40%	14%
Robbery in parks	6%	51%	36%	47%	7%	7%	44%	52%	18%
Theft of a vehicle	20%	41%	36%	33%	22%	12%	56%	44%	29%
Theft (incl contents of car)	6%	47%	35%	35%	4%	20%	57%	46%	12%
Physical attack	1%	33%	30%	20%	4%	4%	13%	28%	7%

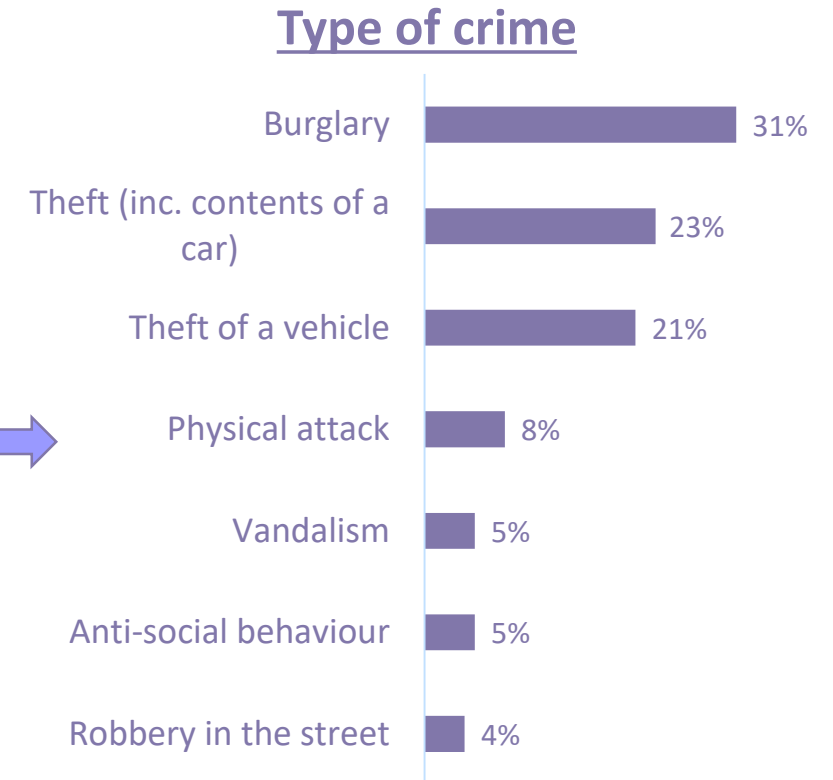
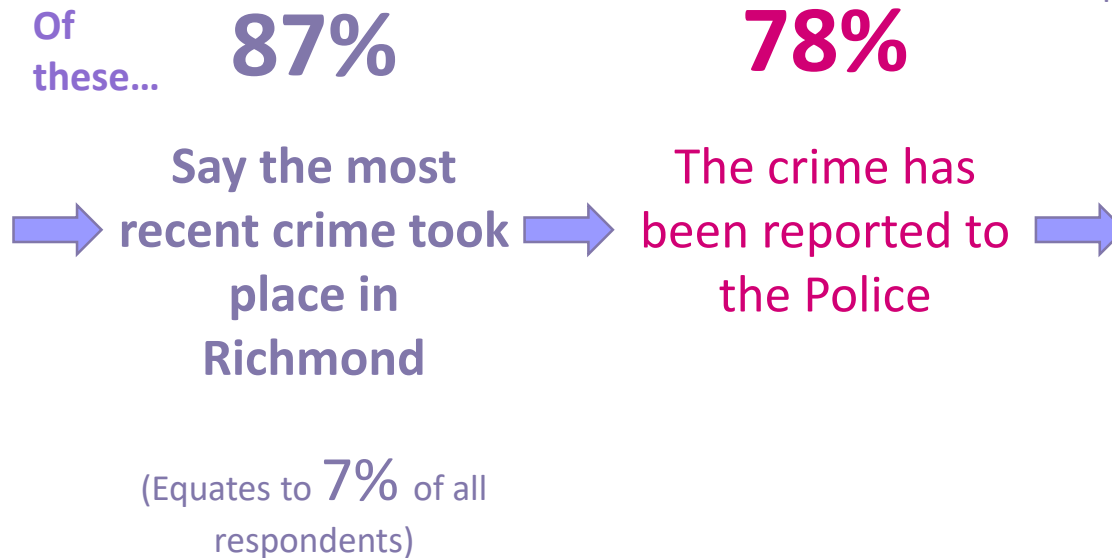
Q39. How worried are you about being the victim of each of these crimes in your area?
(Valid responses, Unweighted bases in brackets)

Red and green highlighting is used to denote where scores are significantly below or above the Richmond total

Experience of crime

9% of residents have had an experience of crime in the past 12 months. Most commonly this has been burglary (31%), theft (23%) or theft of a vehicle (21%). Notably, within the survey questions concerning the fear of crime or biggest crime problems, theft and burglary feature most prominently, suggesting that the experience of the minority is reflected in the perceptions of crime in the wider borough.

9%
Have or a member of their family has been a victim of crime in the past year



Q41. Have you or a member of your family been a victim of crime over the past year?
(All responses, Unweighted base: 1010)

Q42. Did the crime take place in Richmond borough? If you or your family were a victim of more than one crime, please think about the most recent.

Q43. What type of crime was this?

Q43a. Was the crime reported to the Police?

(All responses, Unweighted bases: 89 (where been/family member been a victim of crime))



Resident contact

Resident contact

Two in three residents feel the Council takes residents' views into account when making decisions (63%), including 58% who agree this is done a fair amount. When compared to 2017 (73%) there has been a 10%-point decline, although overall it is still in line with 2015 (63% cf. 61%).



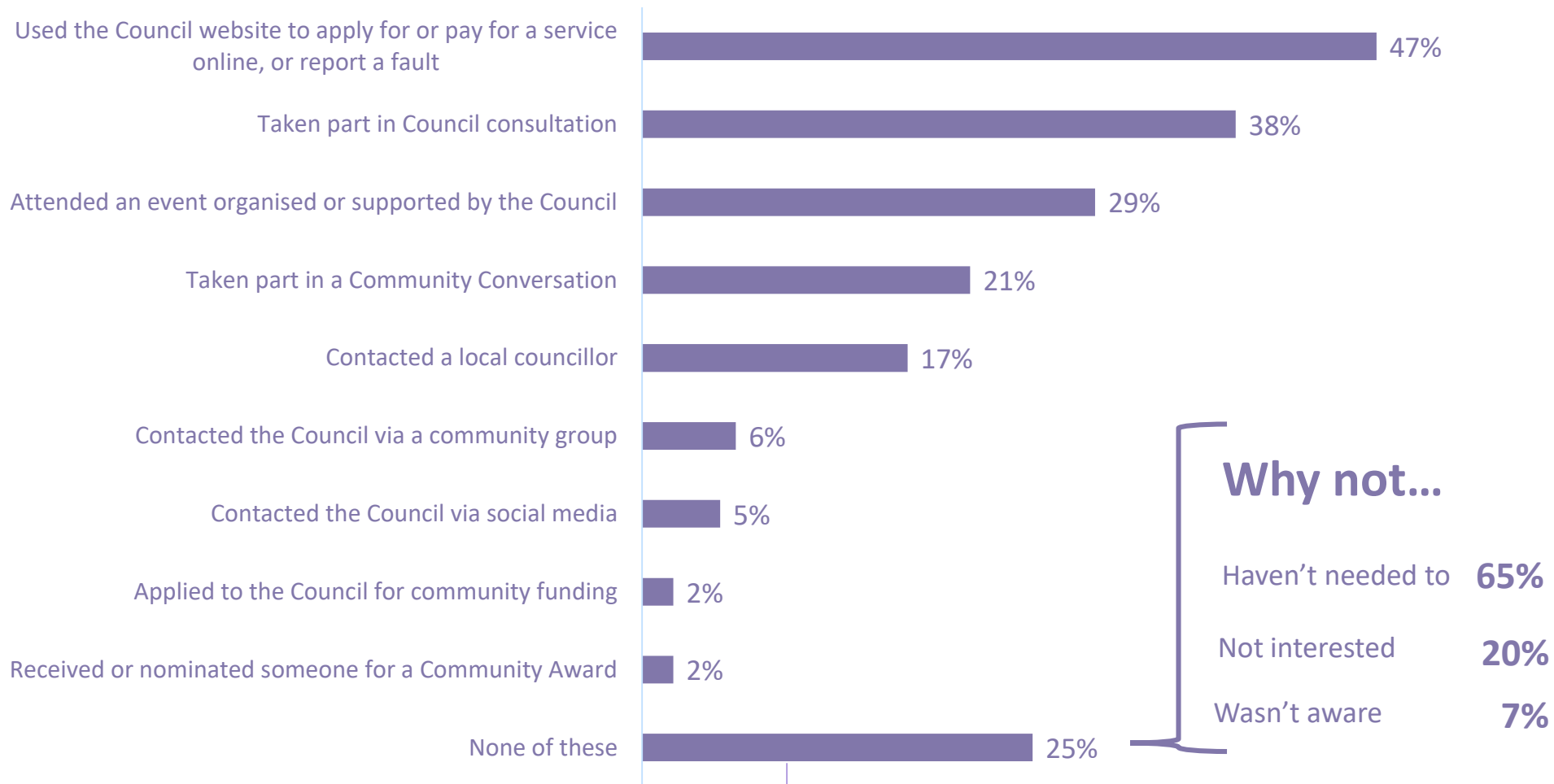
63% feel the Council takes residents' views into account when making decisions

Residents who feel their views are taken into account are more likely to:

- Be satisfied with the way Richmond Council runs things (91%)
- Feel Richmond Council provides good value for money (76%)
- Be satisfied with their local area (97%)

Interaction

Just under half of residents have used the Council website in the last 12 months (47%), while almost four in ten have taken part in a Council consultation (38%). A quarter of residents have not done any of the below in the last 12 months, with most saying this is because they haven't needed to.

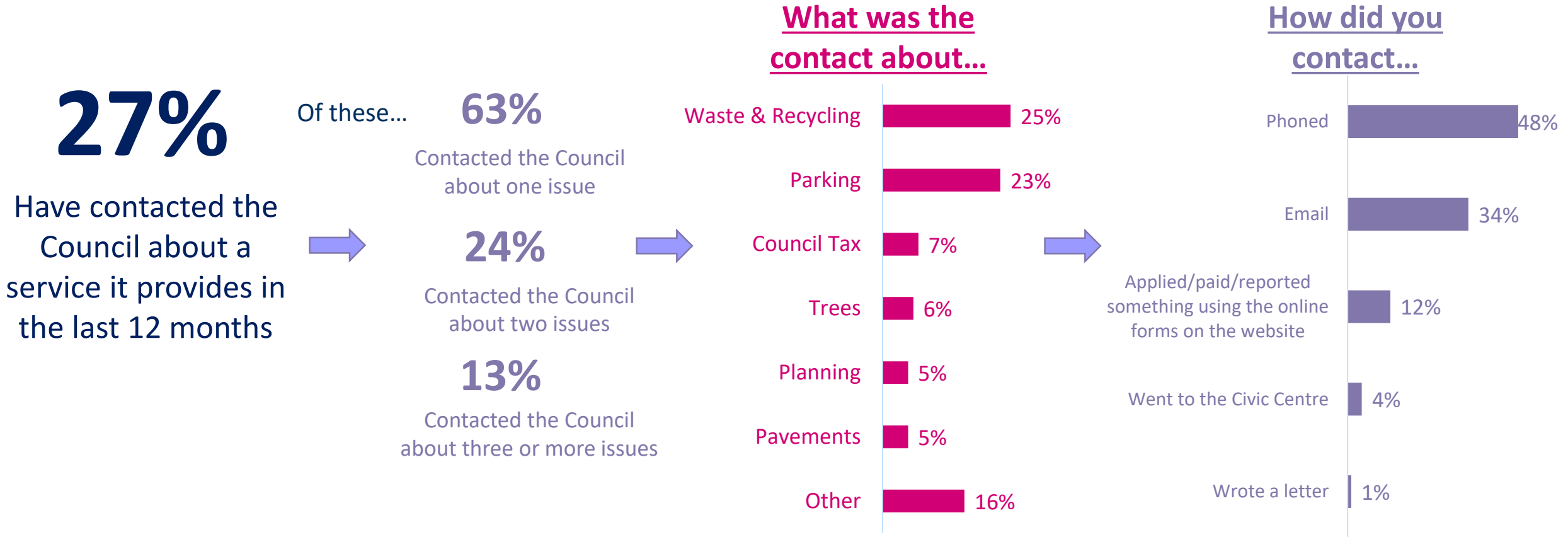


This percentage peaks at 60% among those aged 16-24. It is also higher among those without children (30%)

Q9. In the last 12 months have you ...? (All responses, Unweighted base: 1010)
Q10. Is there any particular reason why you have not done any of those things? (All responses, Unweighted base: 254 (where not interacted))

Contacting the Council

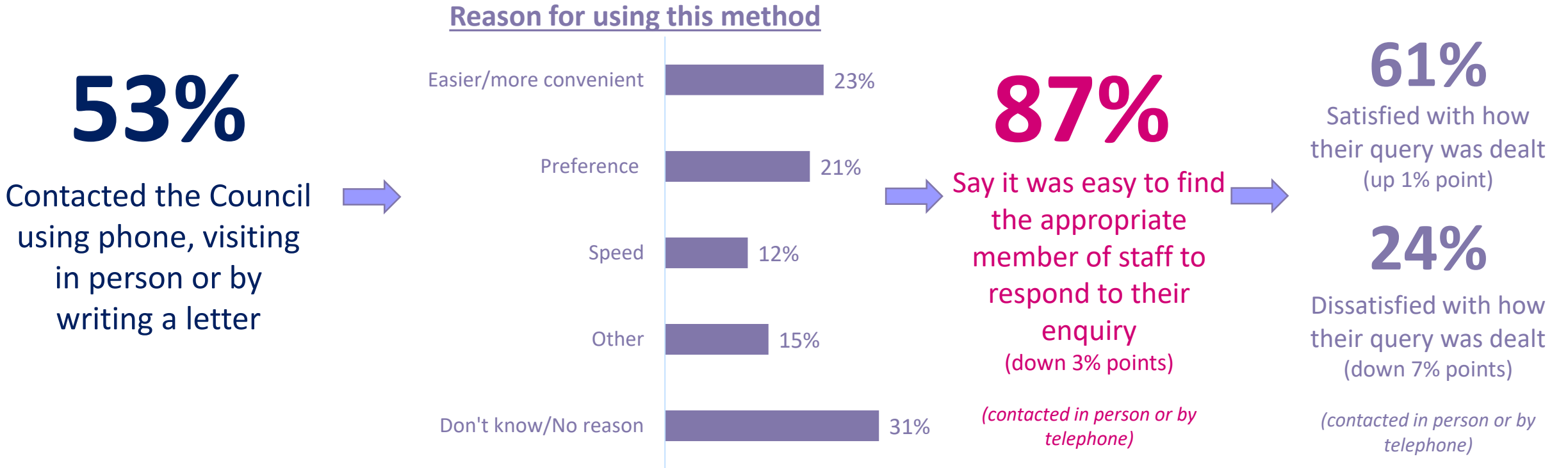
Just over a quarter of all residents have contacted the Council in the last 12 months (27%), mostly about waste and recycling (25%) or parking (23%). Almost half of those who contacted the Council phoned (48%), with a similar proportion using the internet (46%, either by email or the website). Overall this is similar to 2017, when 28% of residents contacted the council mostly about parking (22%). The proportion of residents choosing to do this via email is down 7%-points, with an identical increase in the number of residents phoning, up from 41% to 48%.



Q15. Have you contacted the Council directly about the services it provides in the last 12 months?
(All responses, Unweighted base: 1010)
Q16. How many issues have you contacted the Council about in the last 12 months?
Q17. When you last contacted the Council which service(s) was this about? (Where 5% or more)
Q18. Which way of contacting the Council did you use first?
(All responses, Unweighted bases: 277 (where contacted the Council))

Contacting the Council

Traditional methods of communication are more popular amongst the over 65s (71%), with ease/convenience or preference being the main reasons for choosing this form of contact. Of the 52% who chose to telephone or visit in person, the vast majority say it was easy to find the right person (87%) and nearly two thirds say they are satisfied with how their query was dealt with (61%). This is consistent with 2017 (90% and 60% respectively).



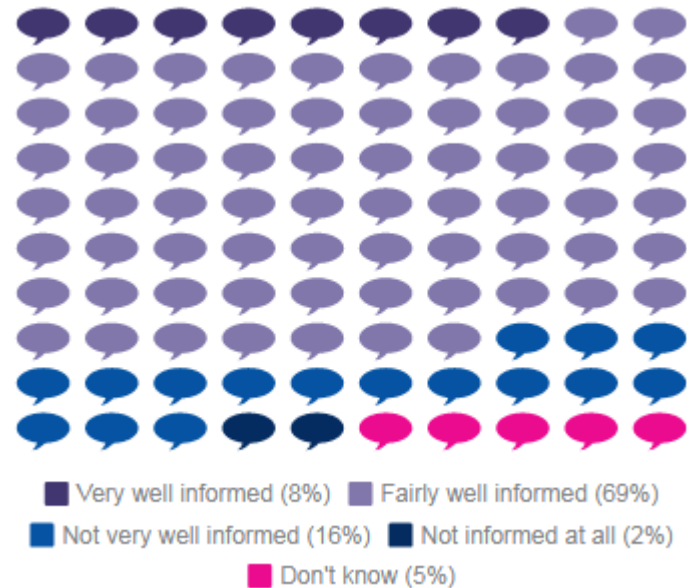


Digital and communications

Feeling informed (1)

More than seven in ten residents feel informed about the services and benefits Richmond Council provides (76%). This is a 9%-point improvement on 2017 and is considerably above the LGA benchmark of 59%. Residents who feel informed about the services provided are more likely to feel the Council provides value for money (73% cf. 66%) and be satisfied with Richmond Council overall (90% cf. 83%).

Services and benefits



76%

2017
67%

LGA benchmark June 19:
59% well informed

The proportion of residents who feel well informed about Council services and benefits does not vary significantly by age or gender.

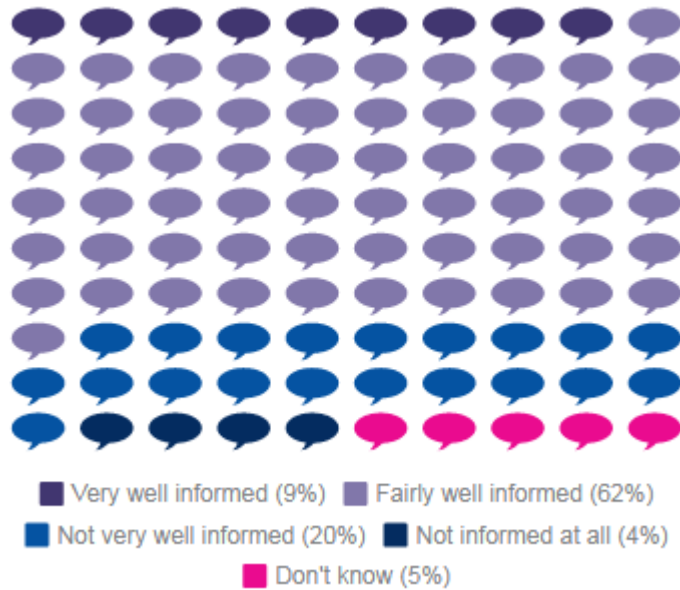
Those with a Richmond Card or Richmond Account more commonly feel informed than those who do not.

Q36. How informed do you think Richmond Council keeps residents about the services and benefits it provides?

Feeling informed (2)

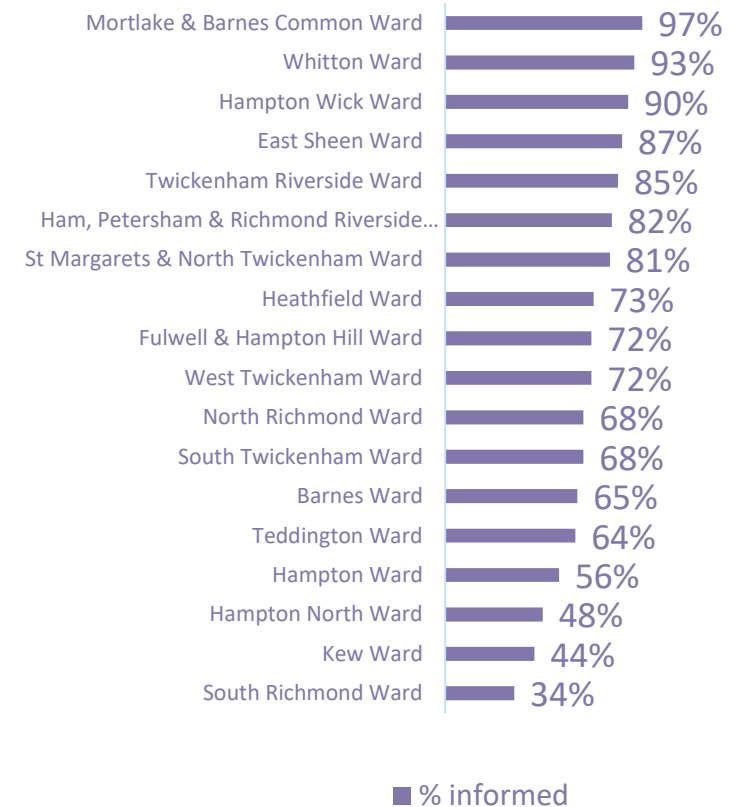
Seven in ten residents (71%) also feel informed about how they can get involved with the Council and their community. This is in line with the 73% recorded in 2017.

Ways to get involved with the Council and the community



71% 2017
73%

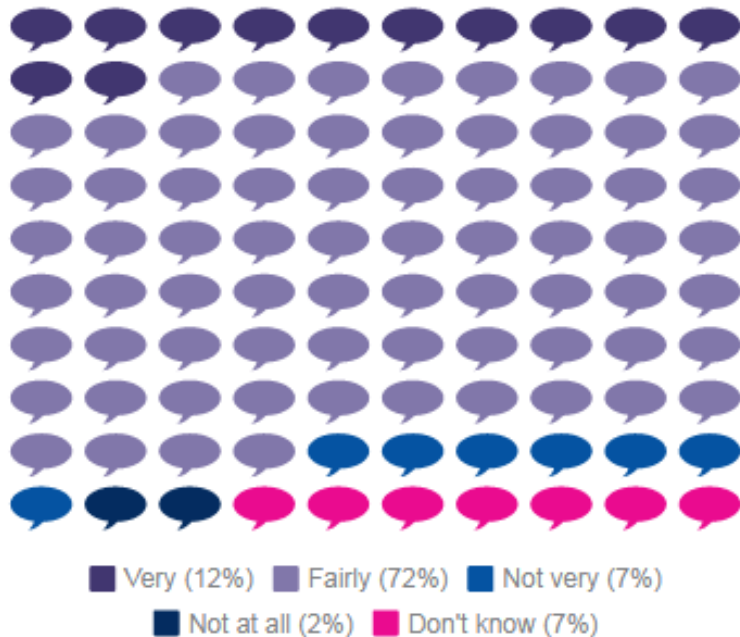
77% - Residents who are already involved
64% - Residents who are not involved



Q37. And how informed do you feel about the ways you can get involved with the Council and your community?

Open and transparent communications

More than four fifths of residents feel Richmond Council is open and transparent in their communication (84%), but only a minority feel they are very open and transparent (12%). Less than a tenth of residents disagree (9%), mostly saying this is due to a lack of consultation or communication.



84%

Agree Richmond Council is open and transparent in its communications

9% disagree

Why...

Lack of consultation or communication **31%**

They don't listen to us **19%**

I don't believe/trust them **10%**

Q34. How open and transparent do you think the Council is when communicating with residents? (All responses, Unweighted base: 1010)

Q35 Why do you say that the Council is not open and transparent when communicating with residents? (All responses, Unweighted base: 91 (those who do not think the Council is open and transparent))

Internet access

Almost every resident has internet access in their home (94%). The majority have a laptop/desktop (94%), smartphone (89%), and/or a tablet (59%). Residents are also embracing newer technologies, with 6% having an Amazon Alexa or Google Home smart speaker device.

97% Internet access

94% At home

59% Out and about

39% Elsewhere
(e.g. Work/place of study/friend's)

94% Laptop/Desktop

89% Smartphone

59% Tablet

49% TV

23% Games console

6% Alexa/Google Home

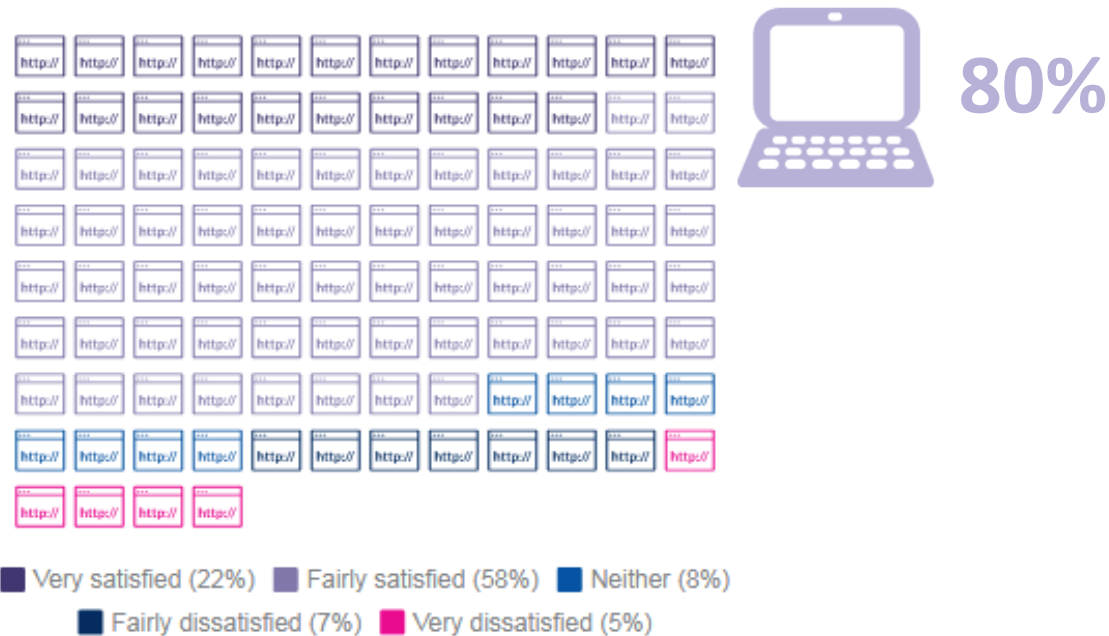
Means of access

3% of residents do not have internet access, most of whom say this is because they have no means of accessing the internet (46%) or are not interested (29%). The proportion of non-internet users is much higher amongst over 65s (12%). Everybody aged 16-24 has access. There is no difference by deprivation quintile.

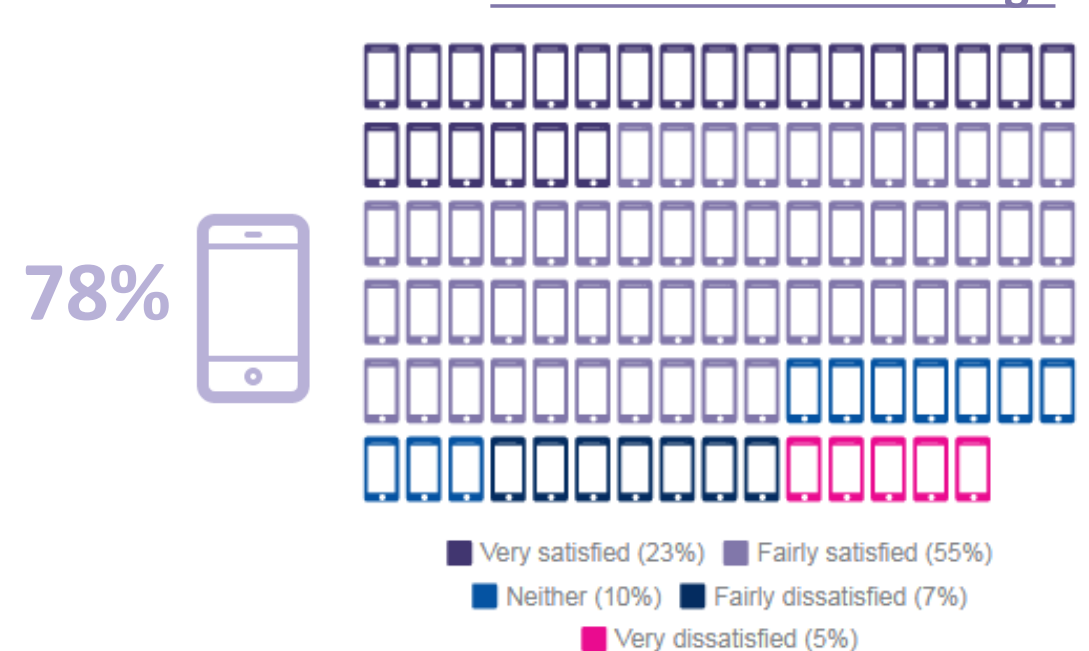
Communications infrastructure

Residents with internet access were asked how satisfied they are with the broadband speed and mobile network coverage in Richmond. Four fifths are satisfied with the broadband speed or mobile network coverage, and this is consistent across all age groups. There are variations by ward with satisfaction of both broadband speed and mobile network coverage significantly lower for both Kew (59% and 40%) and North Richmond (68% and 64%).

Broadband speed



Mobile network coverage



Council services online

Almost all residents who use the internet say they would be likely to apply for a service using an online application in the future (93%), and this is up significantly on both 2017 and 2015. However, this proportion is less for those over 65 (89%) or with a disability in the household (79%). Most of the 4% of residents who would not do this in the future say this is because they would like to speak to a person (56%).

2017

86%

2015

88%



Very likely (37%) Quite likely (56%) Quite unlikely (3%)
Very unlikely (2%) Don't know (2%)

93% Likely to apply for a council service online

4%

Unlikely to apply for Council Services online



56%

As they want to speak to a person

23%

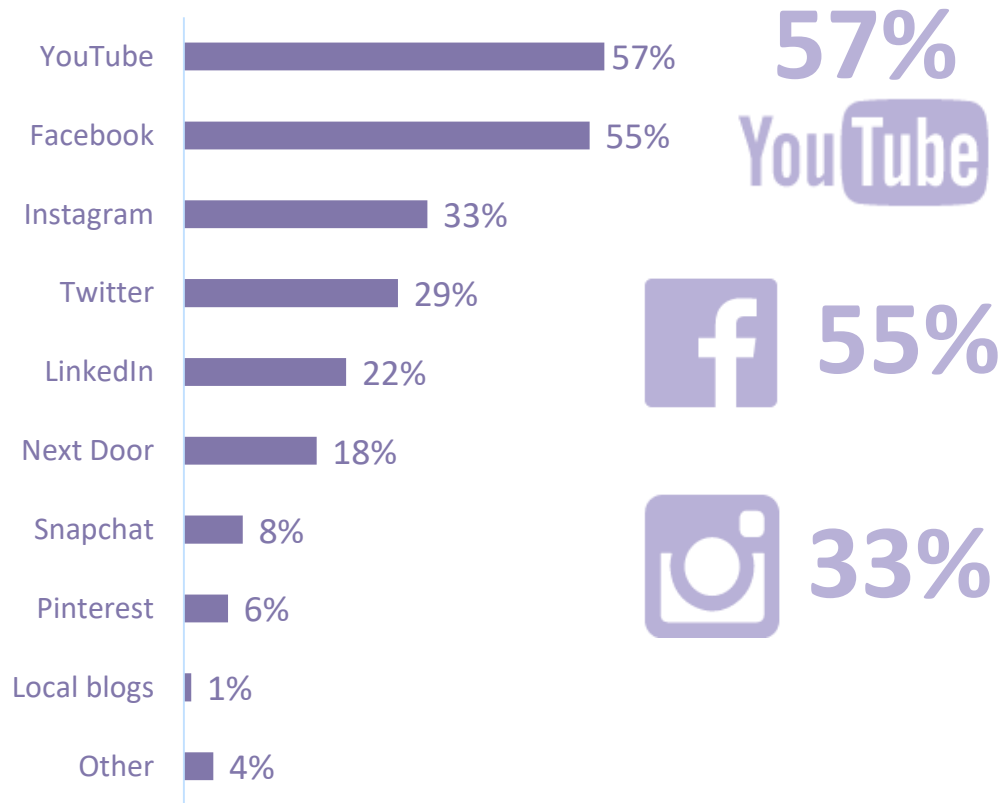
As they don't know how to apply for services online

Q27. The next time you need to apply for a service from Richmond Council how likely are you make this application online?
(All responses, Unweighted base: 976 (where have internet access))
Q28. Which of these reasons best explains why you are not likely to apply online?
(All responses, Unweighted base: 45 (where have internet access but do not wish to apply for Council Services online))

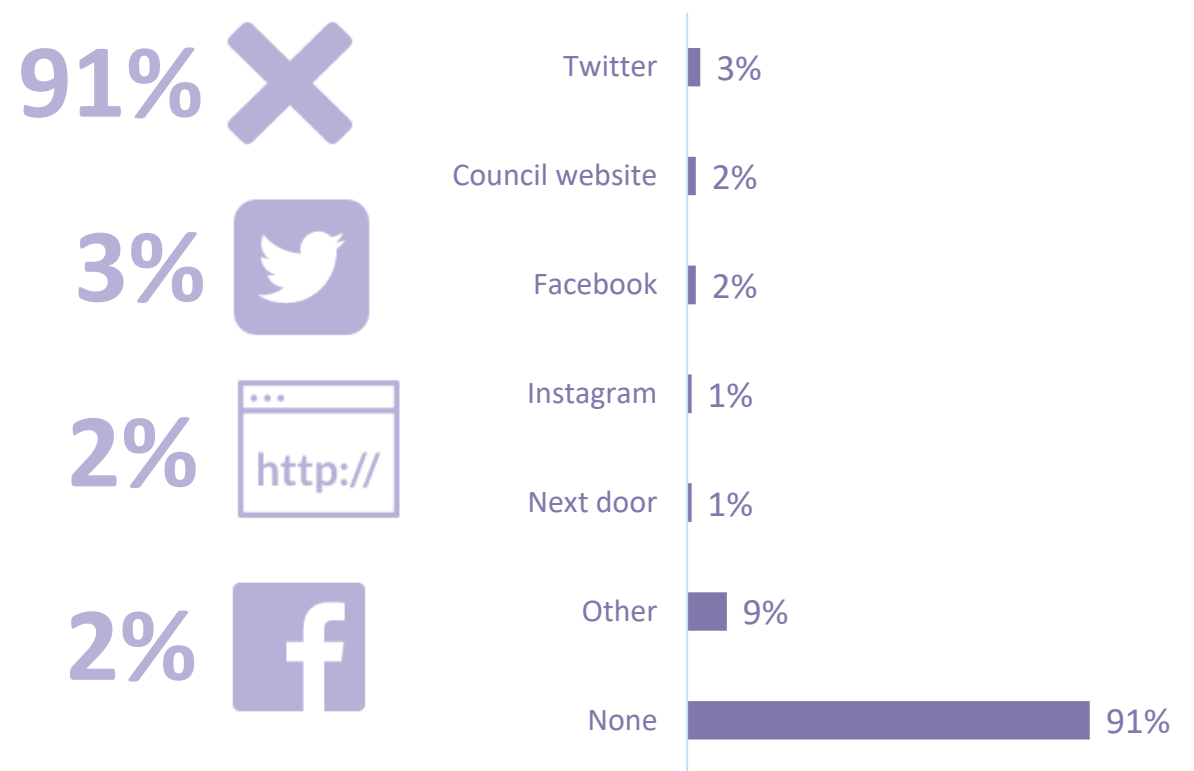
Social media usage

More than half of residents with internet access use YouTube (57%) or Facebook (55%), while around a third use Instagram (33%) or Twitter (29%). Whilst the majority of residents use YouTube regardless of age, it is residents under 45 who are significantly more likely to use Facebook, Twitter and Instagram. There is no age group significantly more or less likely to follow the Council on social media.

Social media sites used regularly



Social media used to follow Council



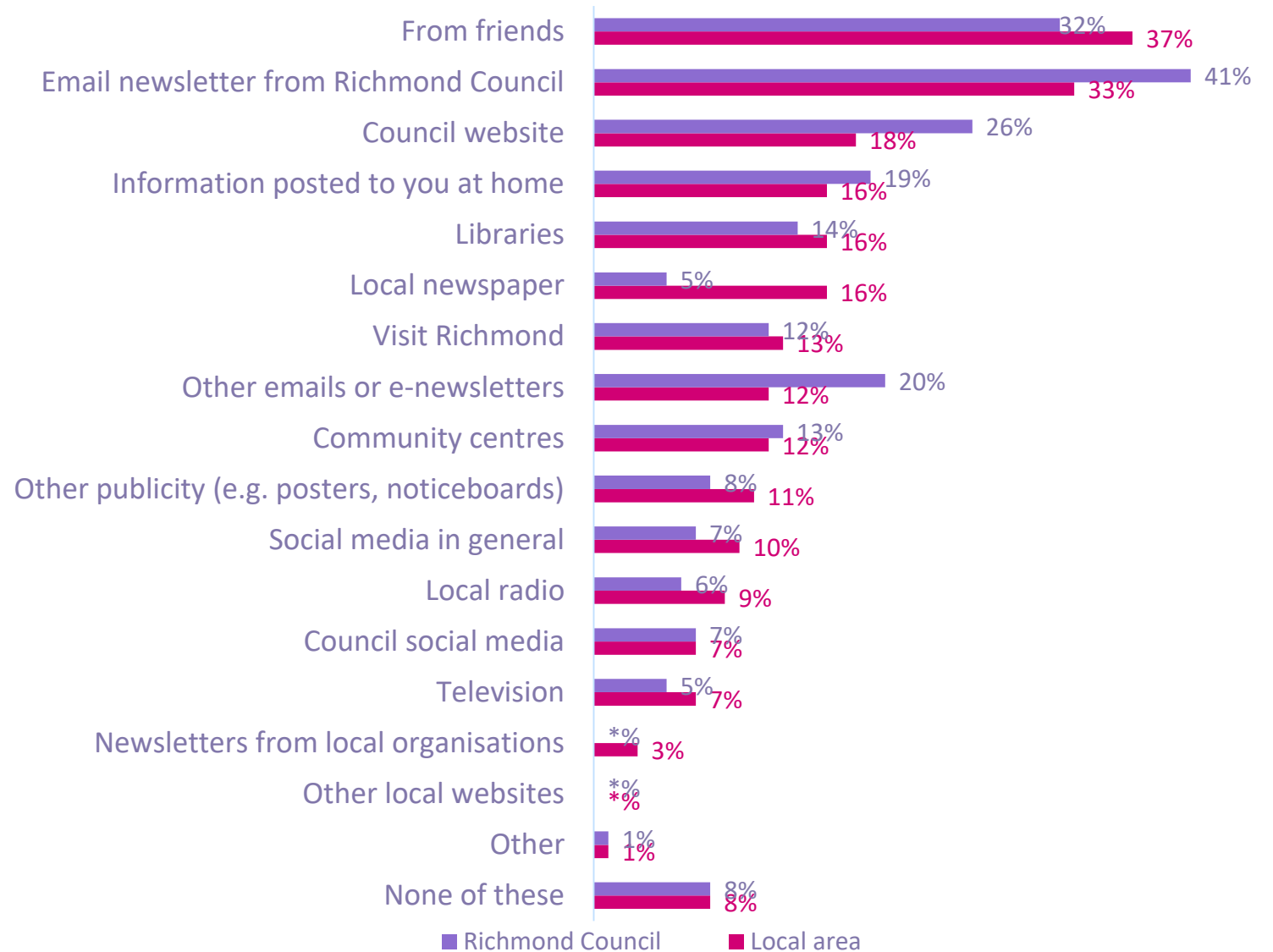
Q29. Which social media sites do you use regularly?
 Q30. Do you follow the Council on social media?
 (All responses, Unweighted bases: 976 (where have internet access))

Communications

Similar methods of communication are used by residents to find out what is going on in their local area and with the Council.

A large proportion use communications from the Council (website or email newsletter), particularly when wanting to know more about the Council. Via friends is also a common source of information, especially when finding out about the local area.

It should be highlighted that those aged 16-24 are significantly more likely to say they find out through none of these ways (23% local area and 25% Council).



Future communications

Three in five residents would like the Council to communicate using letters (58%) or regular email newsletters (58%). Unsurprisingly, those without internet access are significantly less likely to want the Council to use internet communications, with 91% of these saying they would like to receive letters from the Council. Other significant differences are apparent by age; 45% of residents aged 16-24 would prefer social media and 58% of residents over 65 would like to receive leaflets. Despite YouTube being the most commonly used social media, only 2% of residents would like the Council to use videos.



How should the Council communicate...



Richmond card and account

Three quarters of residents have a Richmond Card (78%), up 12%-points from 2017. Less than half of those aged 16-24 (43%) and only 51% of residents who have moved to the borough in the past 12 months have a Richmond card. Fewer residents (55%) have an online Richmond account, with the youngest (27% of those aged 16-24) and oldest (43% of over 65s) residents significantly less likely to have one. Richmond account incidence has doubled since 2017 to 55%.

78%

(up 12%-points from 2017)

Have a Richmond card



55%

(up 27%-points from 2017)

Have an online Richmond account



36% of residents who did not have a Richmond card or an online Richmond account requested extra information on these. They were then provided with an information leaflet.



Demographic profile

Demographic profile

	Unweighted base	Unweighted %	Weighted %
Gender			
Male	476	47%	48%
Female	534	53%	52%
Age			
16-24	83	8%	10%
25-34	108	11%	12%
35-44	220	22%	25%
45-54	190	19%	17%
55-64	184	18%	17%
65+	224	22%	20%
Not provided	1	*%	*%

Demographic profile

	Unweighted base	Unweighted %	Weighted %
Ethnicity			
Non BME	872	86%	87%
BME	120	12%	10%
Other	9	1%	2%
Not provided	9	1%	1%
Disability status			
With disability (respondent)	56	6%	5%
With disability (other household member)	17	2%	2%
No disability	934	93%	93%
Not provided	5	*%	1%

Demographic profile

	Unweighted base	Unweighted %	Weighted %
Length of time lived in borough			
Up to 1 year	63	6%	6%
1-2 years	59	6%	6%
3-5 years	102	10%	11%
Over 5 years	722	71%	69%
Always	62	6%	6%
No provided	2	*%	*%
Tenure			
Owned/buying on mortgage	721	71%	70%
Rented from Housing Association/Registered Social Landlord	73	7%	7%
Rented privately	153	15%	16%
Other	43	4%	5%
Not provided	20	2%	2%



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