**Richmond Residents Survey 2023**

**Frequently Asked Questions**

**Why is this survey being run?**

The survey is being run to capture the views of Richmond residents about the Council, the

community and the local area. This research will help inform the Council in its decision

making and its plans for improving local and community services.

**How/why has my address been selected to take part?**

Interviews are being completed at home addresses in every ward in the borough. Within

each ward addresses have been selected at random for the interviewing team to visit.

**When might interviewers call?**

Calls could be made from 9am to 9pm Monday-Saturday and 10am to 9pm on Sundays.

**How do I know the research is genuine?**

The interviewers will carry ID and a letter on headed paper from the Council’s Head of

Resident Engagement. The letter will also provide contact details for the Council and for the

research company if you would like to phone and check the validity of the research.

**Do I have to take part?**

The survey is voluntary, so no one is obliged to take part. However, taking the time to

complete the survey will help the Council to better understand the views of its residents and

what improvements might be needed in the future.

**What will you do with my responses?**

Survey responses will always remain confidential and secure. This means the individuals’

views will never be identified. Residents’ views will be grouped together in order to see how

the Council and the local area are perceived by residents.

**Who are BMG Research?**

BMG Research are an independent research company and have been chosen by the

London Borough of Richmond upon Thames to run this survey. BMG will run the survey

and provide the Council with confidential results. BMG fully abides by the Market Research

Society Code of Conduct.

**When is the survey taking place?**

The survey starts in the week commencing 18th September and will run until the end of

October.