Residents Survey 2023

London Borough of Richmond upon Thames

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Methodology

- During September and October 2023 BMG carried out face-to-face surveys with residents aged 16+ in the London Borough of Richmond upon Thames.
- The main aim of this research was to measure resident satisfaction with the Council and their services so improvements could be identified and build upon the previous residents survey undertaken in 2019 by BMG Research.
- The survey took 15 minutes to complete on average.
- In total, 1,004 residents were interviewed. This is subject to a maximum standard error of ±3.1 at the 95% confidence level on an observed statistic of 50%.
- c. 60 interviews were undertaken in each ward with 6 sample points randomly selected within each ward and c. 10 interviews achieved per point. Ward level targets were set for gender and age to ensure the interviews achieved were broadly representative of the population.
- The final data was weighted by ward, gender, age and ethnicity (as per the 2019 survey) to ensure it was representative of the borough population, using the most up to date population statistics available (Census 2021).

Borough context

- The London Borough of Richmond upon Thames, with a population of 195,300 (Census 2021), is the fourth smallest borough in London.
- Notably, according to ONS, it has the lowest level of deprivation in London.
- In terms of demographics, the borough has a higher proportion of white residents and older residents compared to London as a whole, aligning more closely with the overall demographic composition of England.

Analysis and general context

- Results have been compared against the Richmond residents survey conducted in 2019 and the LGA national telephone survey*, where possible. Given the latter is a national survey, results in London may vary from this, so comparisons have also been made to the 2021-2022 online and telephone survey of Londoners, the Tower Hamlets 2023 face-to-face residents survey and the Ealing 2022 face-to-face residents survey, where possible.

- The results have been rounded to the nearest decimal point. This means the data may on occasion add up to 99% or 101% and account for any minor discrepancies between any individual results and summarised results.

- However, the results should be used as a reflection of what the borough looks like now and when comparing to 2019 remember what has happened since the last Richmond residents survey.

- There has been a global pandemic which has had a profound impact on residents and businesses. There has been a particularly acute economic impact, reflected in the sharp increase in the number of people claiming unemployment-related benefits and Universal Credit, alongside the intensification of existing health, social, education and economic inequalities as well as the recent cost of living crisis.

- In addition to this the UK is no longer part of the European Union.

- Statistically significant differences are shown throughout the report and highlight where a group is more likely to have mentioned this response than the borough average. These are shown with red or green arrows or font.

* Please note this is a national telephone survey with approximately 1000 interviews conducted every 4 months and any comparisons should be used with caution.

Driver analysis

- Possible drivers of overall satisfaction with the local area and overall satisfaction with the Council were identified using regression analysis.
- Questions used in each model are detailed overleaf.
- Before performing regression analysis, questions were simplified.
- Likert grids were reduced using a PCA technique, and categorical questions were recoded to only two categories (where possible).
- Each regression has an R-square value, which is the amount of variability within the question of interest, explained by the regression model.
- Relative importance has also been calculated for each predictor in the final model. These can be seen as unique contributions each question makes to the model's predictive power (R-square).

Driver analysis – questions used

Overall satisfaction with local area model
People from different backgrounds get on well together (A04)
Time spent doing something to help improve community/neighbourhood (B01)
I feel isolated living in my local area (B06)
I feel like I belong in my neighbourhood (B06)
Problem in area (F01)
Worried about being a victim (F02)
How safe or unsafe do you feel outside in the local area after dark (F03)
How well household is managing financially (G01)
Worry that young people/key workers won't be able to afford to live/buy house in area/whether there is suitable accommodation for older people (G05)
Air quality in local neighbourhood and Richmond as a whole (I03)
Overall satisfaction with Richmond Council (J01)

Overall satisfaction with Council model
Satisfaction with local area as a place to live (A01)
Residents can work together with Council to make improvements in the local area (B02)
Council takes account of residents' views when making decisions (B05)
How good or poor services are (C01)
Contacted the Council in the last 12 months (D01)
Council is open and transparent when communicating with residents (E12)
Feel informed about the services and benefits Council provides (E14)
Feel informed about ways you can get involved with the Council and your community (E14)
Trust Richmond Council (J02)
Richmond Council provides good value for money (J03)

Executive summary

Perceptions of local area

- The majority of residents are *satisfied with their local area as place to live* (94%) with just 2% dissatisfied. This has remained relatively consistent over time. Satisfaction with local area is higher than that seen in the June LGA national survey (73%) and in comparison to other London resident surveys (survey of Londoners 21-22 65%, Tower Hamlets 2023 78%; Ealing 2022 84%).
- The main drivers of overall satisfaction with local area are agreement that *people from different backgrounds get on well together* and *satisfaction with Richmond Council*. Richmond is performing well with regards to these drivers and should focus on maintaining these to retain overall satisfaction levels with the local area.
- Around three in five residents rate the air quality in their neighbourhood and Richmond borough as a whole as good (63% neighbourhood and 60% Richmond). Air quality by neighbourhood varies significantly by ward, suggesting localised strategies may be beneficial.

Perceptions of community

- The majority of residents agree that *their area is place where people from different backgrounds get on well together* (88%) with just 2% disagreeing. This is positive given this is one of the main drivers of overall satisfaction with the local area. Agreement did vary significantly by ward. Close to four fifths (79%) also agree that *residents can work together with the Council to make improvements in their local area* which has increased since 2019.
- Half of residents (50%) report they spend a fair amount or a great deal of *time helping to improve their community or neighbourhood* which is consistent with 2019.
- Most residents feel positive about their community with 83% agreeing they *feel like they belong to their neighbourhood* and 84% disagreeing that they *feel isolated living in their local area*. In comparison awareness of local community groups is low (55% agree) with 22% disagreeing they are *aware of community groups in their area*.

Executive summary

Perceptions of the Council

- The majority of residents are *satisfied with the way Richmond Council runs things* (71%) with just 7% dissatisfied. Although this has seen a significant decline since 2019, satisfaction still remains higher than the levels seen in the LGA national survey and in Tower Hamlets 2023 residents survey and is consistent with the levels seen in the Ealing 2022 residents survey.
- The main driver of satisfaction with the Council is trust followed by belief that Richmond Council provides good value for money. While trust in the Council is relatively high and compares favourably to benchmark surveys, one area the Council should focus on is the perception that they provide value for money. This has the lowest level of satisfaction of the drivers and is the second largest driver of overall satisfaction of the Council.
- Close to four fifths of *residents trust the Council a great deal or a fair amount* (79%) compared to just 56% for the LGA national survey in June, 65% for the Tower Hamlets 2023 survey and 76% for the Ealing 2022 survey, suggesting a relatively strong foundation of Council trust among residents.
- Just over a half of residents agree that Richmond Council *provides value for money* (54%) with a fifth (19%) disagreeing. Agreement is significantly lower amongst those who are not managing well financially (32%). Agreement has also seen a significant decline since 2019 perhaps a reflection of the current cost of living. However, agreement still remains above the LGA national survey levels seen.

Executive summary

Local services

- ‘Parks, open spaces and play areas’ is the service rated most highly in Richmond (89% rate this as good).
- Residents are balanced in rating ‘road maintenance’ in their area as good and poor (37% vs. 38% respectively). Residents are generally less satisfied by the ‘road maintenance’ in their area than in previous years (‘poor’ +10% points since 2019). This varies significantly by ward and it would be worth the Council exploring this further for those wards with significantly higher ‘poor’ ratings.

Crime and community safety

- Around three quarters of residents (76%) feel safe when outside in their local area after dark. However, this has seen a decline from the 83% who said they felt safe in the 2019 survey.
- Feelings of safety in Richmond are still higher than those reported in the June LGA national survey which has also seen a decline in perceived safety since 2019. Similarly, residents of Richmond also report feeling safer after dark than residents in Tower Hamlets (2023 residents survey 66%) and Ealing (2022 residents survey 67%).
- Fly-tipping is considered the biggest problem in Richmond, though only 30% feel that this is a very or fairly big problem. Perceptions of this as a problem have increased by 12% points since 2019.
- The majority of residents are not worried about being the victim of any crime. Being the victim of burglary causes the most concern of all crimes with two fifths (38%) stating very or fairly worried.
- Perceptions of issues and fear of crime vary significantly by ward.

Executive summary

Resident contact

- Three fifths of residents (60%) feel *the Council takes their views into account* (a great deal or a fair amount) *when making decisions*, consistent with 2019 (63%). Compared to residents in Tower Hamlets (42%), a significantly higher proportion of Richmond residents feel that their Council takes their views into account when making decisions.
- A third of residents (33%) have *contacted the Council in the last 12 months* with 'waste and recycling' being the main reason for contact.

Executive summary

Digital and communications

- Close to two thirds of residents (62%) feel well *informed (very or fairly) by Richmond Council about the services and benefits it provides*. This has declined from 76% in 2019 but still remains above the level seen in the LGA national survey in June. However, social media followers are significantly more likely to feel informed, emphasising the impact of using digital platforms for communication.
- Over half of residents (53%) also feel well *informed about ways to get involved with the Council and their community*, although this has also declined from 71% in 2019.
- While over two thirds of residents (69%) feel that *communication from Richmond Council is open and transparent*, this has declined from 84% in 2019. Of the 15% who feel that communication from the Council is not open and transparent, the primary reason for this is a perceived lack of communication from the Council.
- Nearly all Richmond residents have access to the internet (97%) and 89% say they *would be likely to apply for a Council service online*. For the minority of residents who are unlikely to apply for a Council service online, the biggest barrier to making an online application is the preference to speak to somebody.
- Residents tend to *stay informed about what is going on in their local area* and *the Council's actions* through word of mouth (54% and 42% respectively).
- Residents express a preference for *receiving news and information directly from the Council through* regular email newsletters or letters.

Executive summary

Economy

- Two-fifths of residents (40%) feel they are managing well despite the cost of living crisis. However, half of residents (51%) said they feel their household is just about managing financially.
- Close to two thirds of residents (63%) say their financial circumstances have stayed the same over the last year although over a quarter (28%) state they have got worse with the cost of living being the main cause of this.
- Residents are worried, in particular, about young people being able to afford to live in the area.

Climate

- The majority of residents are concerned about climate change (88% very/fairly concerned), reflecting the high level of awareness and sensitivity to environmental issues within the community.
- Half of residents (51%) would consider buying an electric vehicle, but cost and concerns about recharging/lack of charging points emerge as significant barriers amongst those not likely.

How does Richmond compare?

Richmond is performing well and out performs the LGA national survey, the survey of Londoners and Tower Hamlets on a number of measures. While for Richmond satisfaction with local area and agreement that the area is a place where people get on well together is above the levels seen in the Ealing residents survey. Agreement that Richmond provides value for money and that they keep residents informed about services and benefits is lower than the levels seen in the Ealing residents survey.

Question	Richmond residents survey 2023 (1,004 face-to-face interviews)	LGA national survey June 2023 (1,001 telephone interviews)	Survey of Londoners 2021-2022 (8,630 online and paper interviews)	Tower Hamlets residents survey May 2023 (1,117 face-to-face interviews)	Ealing residents survey Nov/Dec 2022 (1,250 face-to-face interviews)
A01. Satisfaction with local area (% satisfied)	94%	73%	65%	78%	84%
A04. Area is a place where people get on well together (% agree)	88%	-	80%	87%	85%
J01. Satisfaction with the way the Council runs things (% satisfied)	71%	60%	48%	63%	72%
J02. Council trust (% great deal/fair amount)	79%	56%	-	65%	76%
J03. Value for money (% agree)	54%	42%	-	45%*	67%
F03. Safety after dark (% safe)	76%	71%	-	66%	67%
B05. Extent that the Council takes account of residents' views (% a great deal/fair amount)	60%	-	-	42%	63%
E14. Keep residents informed about services and benefits (% very/fairly well informed)	62%	55%	-	57%*	68%
E12. Council openness and transparency (% very/fairly)	69%	-	-	45%*	-

*Question wording and/or scale differ from Richmond residents survey

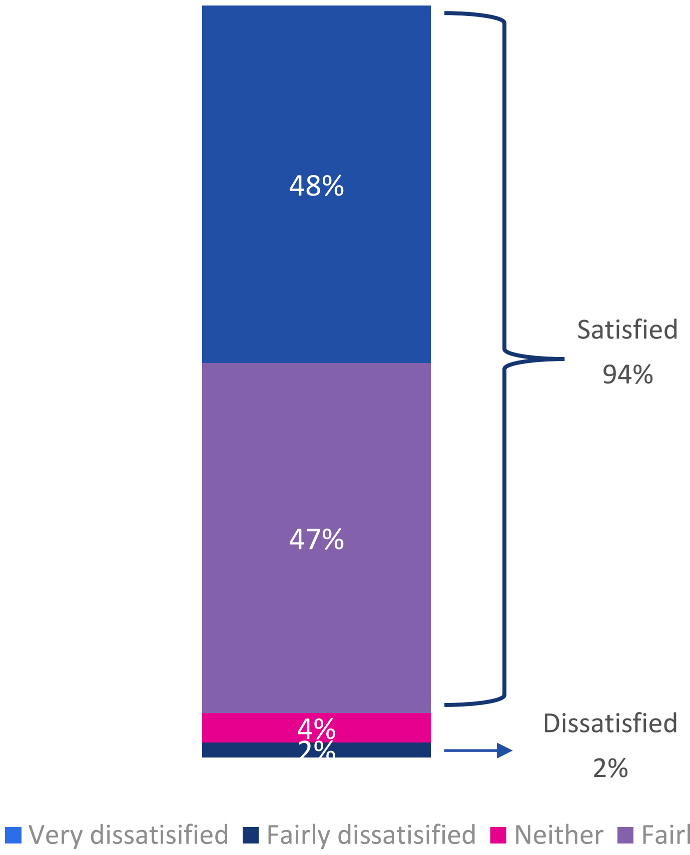
Significantly higher or lower than Richmond

Perceptions of the local area

Satisfaction with local area

94% of residents are satisfied with their local area as a place to live with just 2% dissatisfied. Satisfaction is significantly higher than the levels seen in the survey of Londoners 2021-2022, the Tower Hamlets 2023 residents survey and the Ealing 2022 residents surveys.

Satisfaction with local area



London 21-22 = 65%
Tower Hamlets 2023 = 78%
Ealing 2022 = 84%

Satisfaction with local area is also significantly higher amongst residents who are:

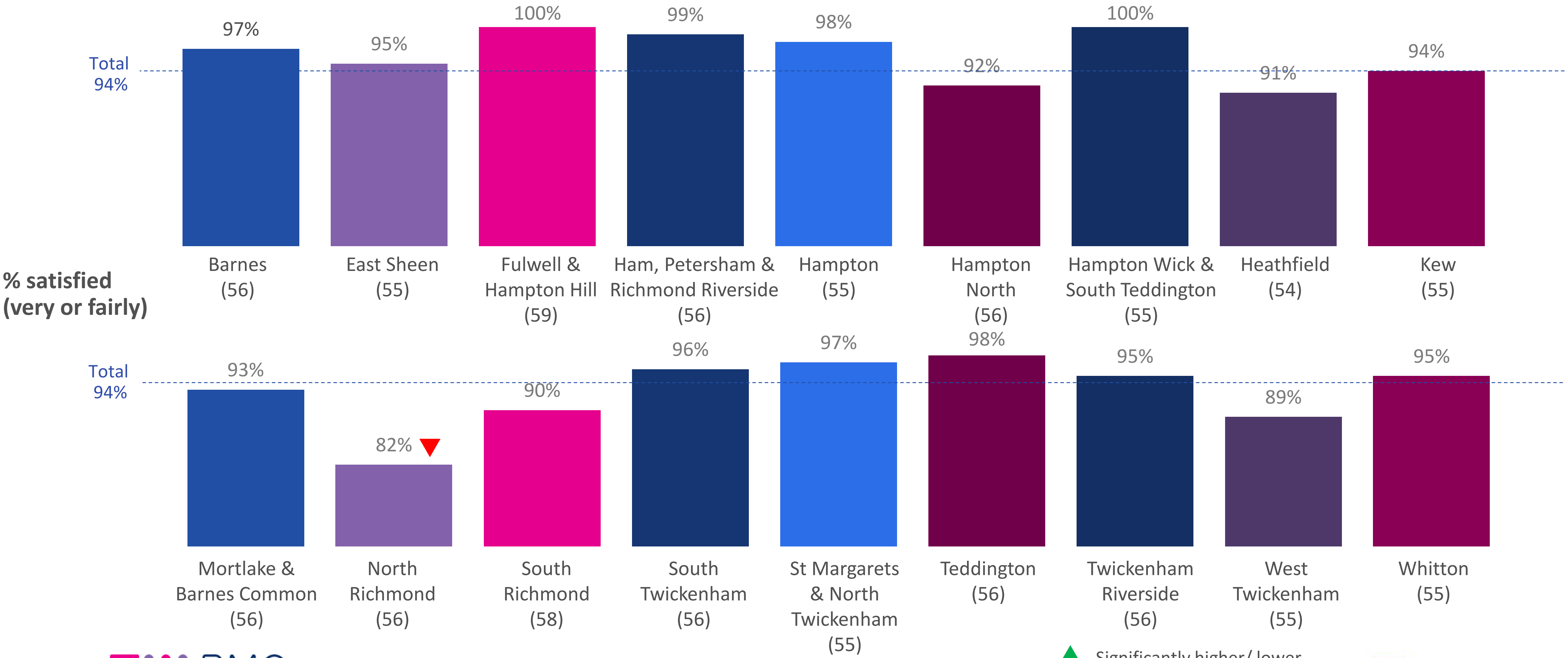
- Satisfied with how the Council runs things (98% vs 76% dissatisfied)
- Agree the Council provides value for money (98% vs 90% disagree)
- Feel informed about services and benefits (97% vs 90% not well informed)
- Trust the Council (97% vs 83% who do not)
- Feel safe after dark (97% vs 88% who feel unsafe)

Also those who are managing well financially generally feel more positive overall and about their local area (97% vs 79% satisfied amongst those not managing well).

A01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? (Unweighted Base Size: All Respondents - 1004)
Local area was defined as the area within a 15 to 20 minute walk from residents home

Satisfaction with local area - by ward

The majority of residents throughout Richmond are generally satisfied with their local area. All residents interviewed in Fulwell & Hampton Hill and Hampton Wick & South Teddington are satisfied (either very or fairly) with their local area. Residents in North Richmond are significantly less satisfied with their local area than the average overall, though this still remains high at 82%.



A01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? (Unweighted base size for each ward)

▲▼ Significantly higher/ lower compared to total at 95% confidence level

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LONDON BOROUGH OF RICHMOND UPON THAMES

Satisfaction with local area – by demographics

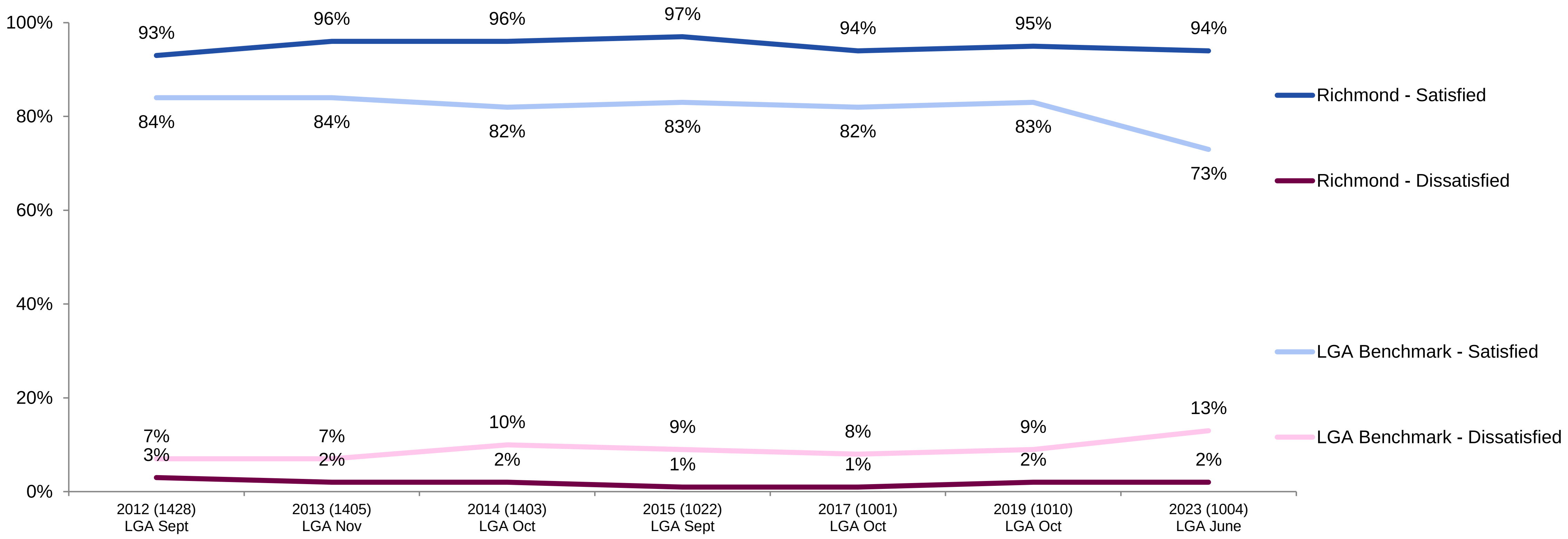
Looking at satisfaction with local area by various demographics, we can see those renting from HA / RSL, those aged 45 to 64 and those who are carers are significantly less satisfied than average.

Significantly higher/ lower compared to total at 95% confidence level

A01. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Satisfaction with local area – compared to LGA

Generally, residents satisfaction with their local area has remained consistent over time and is higher among residents in Richmond compared to the LGA benchmark – as has been the case since 2012. Dissatisfaction is typically higher in the LGA national survey.



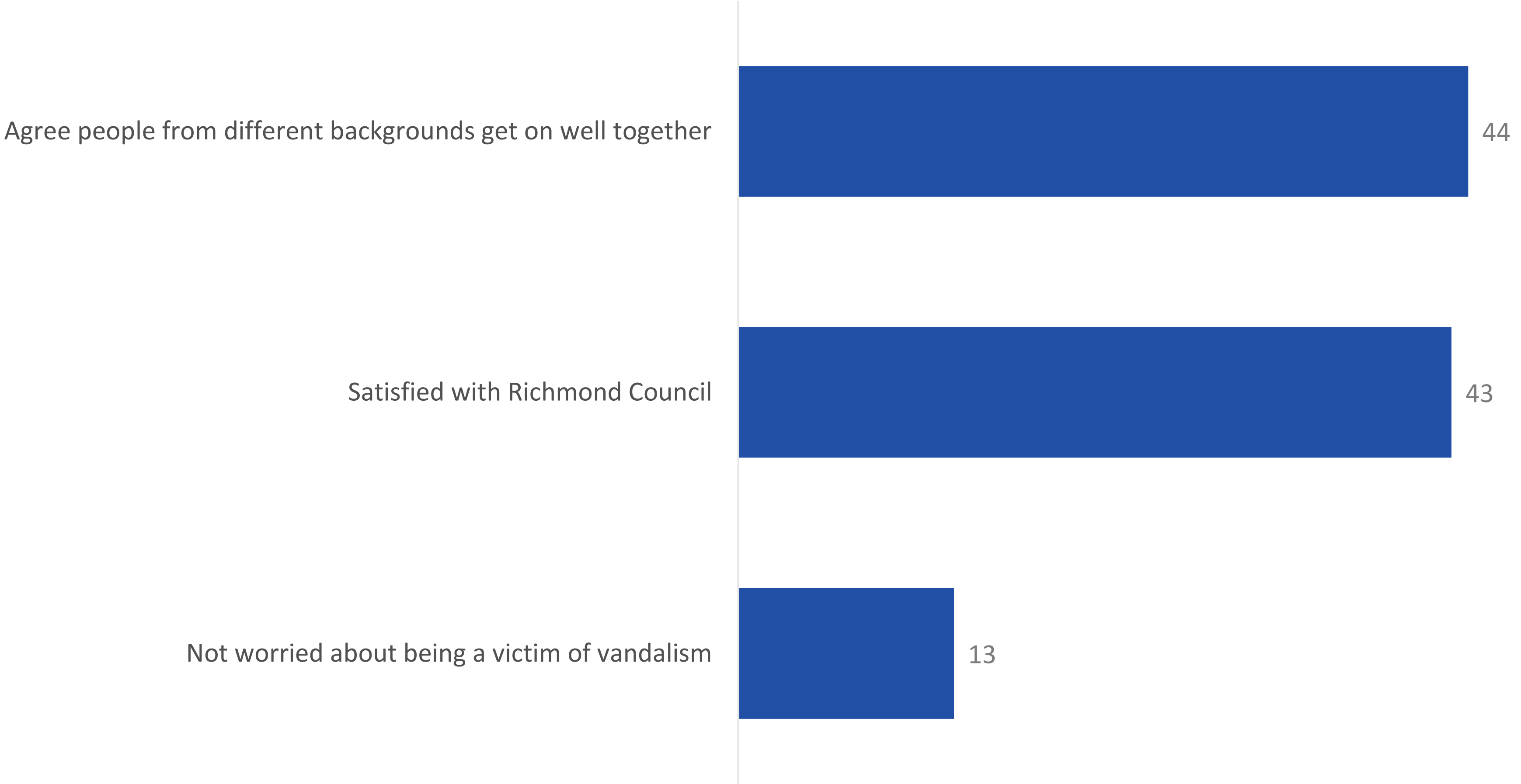
A01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? (Richmond Unweighted Base Size shown)

NB. prior to 2017 the residents' survey was undertaken using a telephone methodology

Significantly higher/ lower than total

Key driver analysis – overall satisfaction with local area

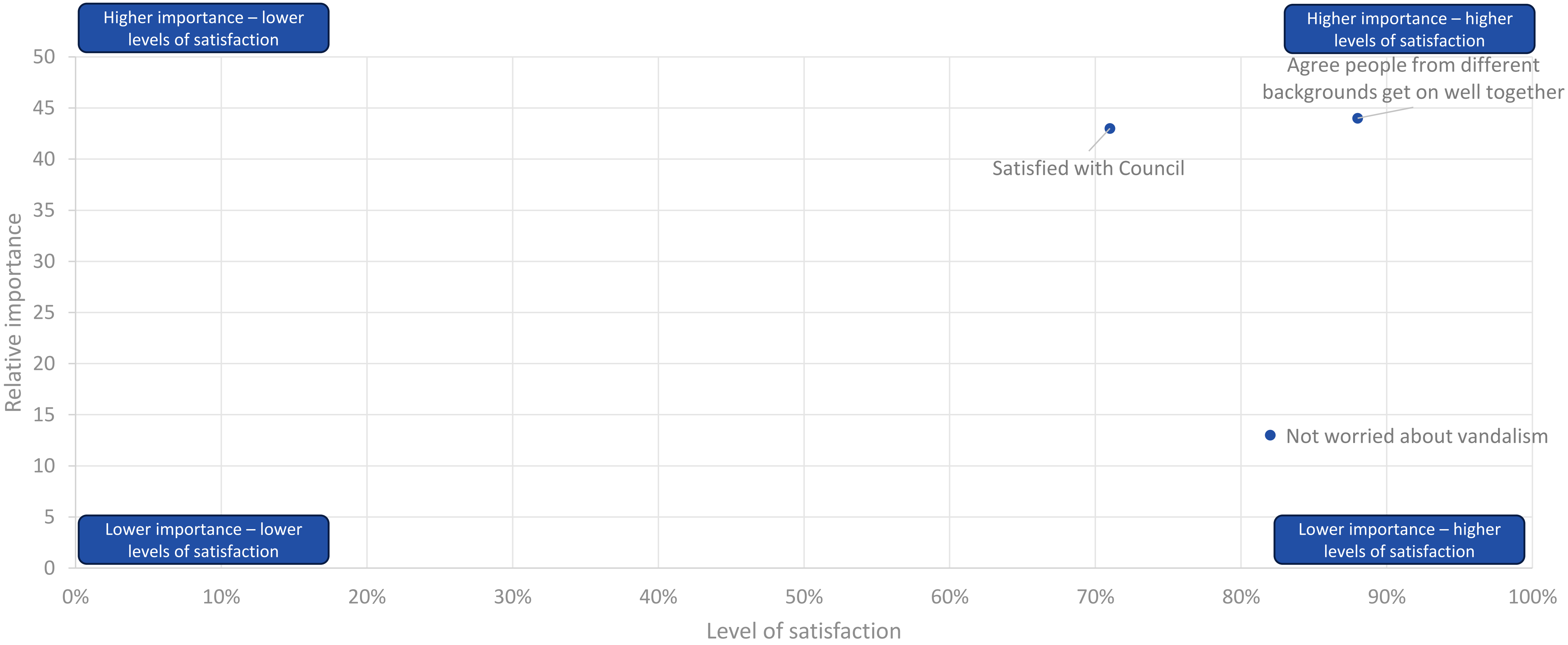
The main driver of satisfaction with local area is agreement that people from different backgrounds get on well together followed by satisfaction with Richmond Council.



A01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? R-square = 31%

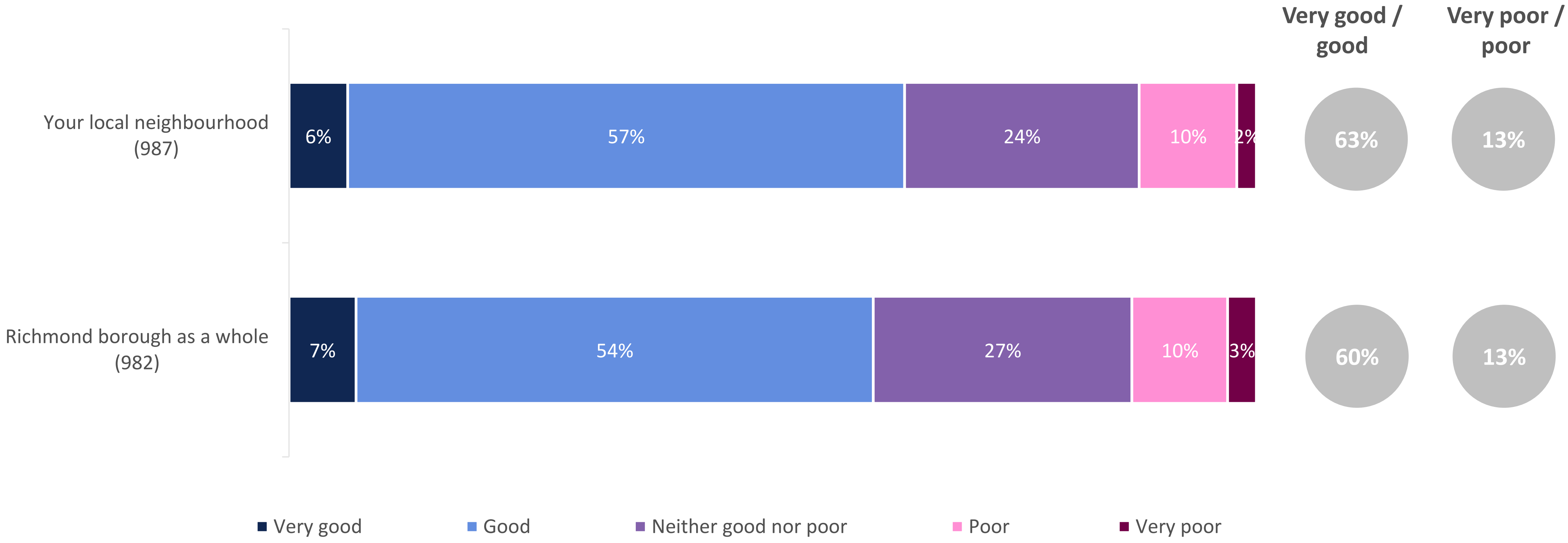
Key driver analysis – overall satisfaction with local area

By plotting the drivers of overall satisfaction with the local area against how they are performing, the Council can see which areas to focus on or which they need to focus on maintaining in order to retain overall satisfaction levels. All drivers of overall satisfaction with local area appear to be performing well and the Council should focus on maintaining these to retain overall satisfaction levels.



Air quality

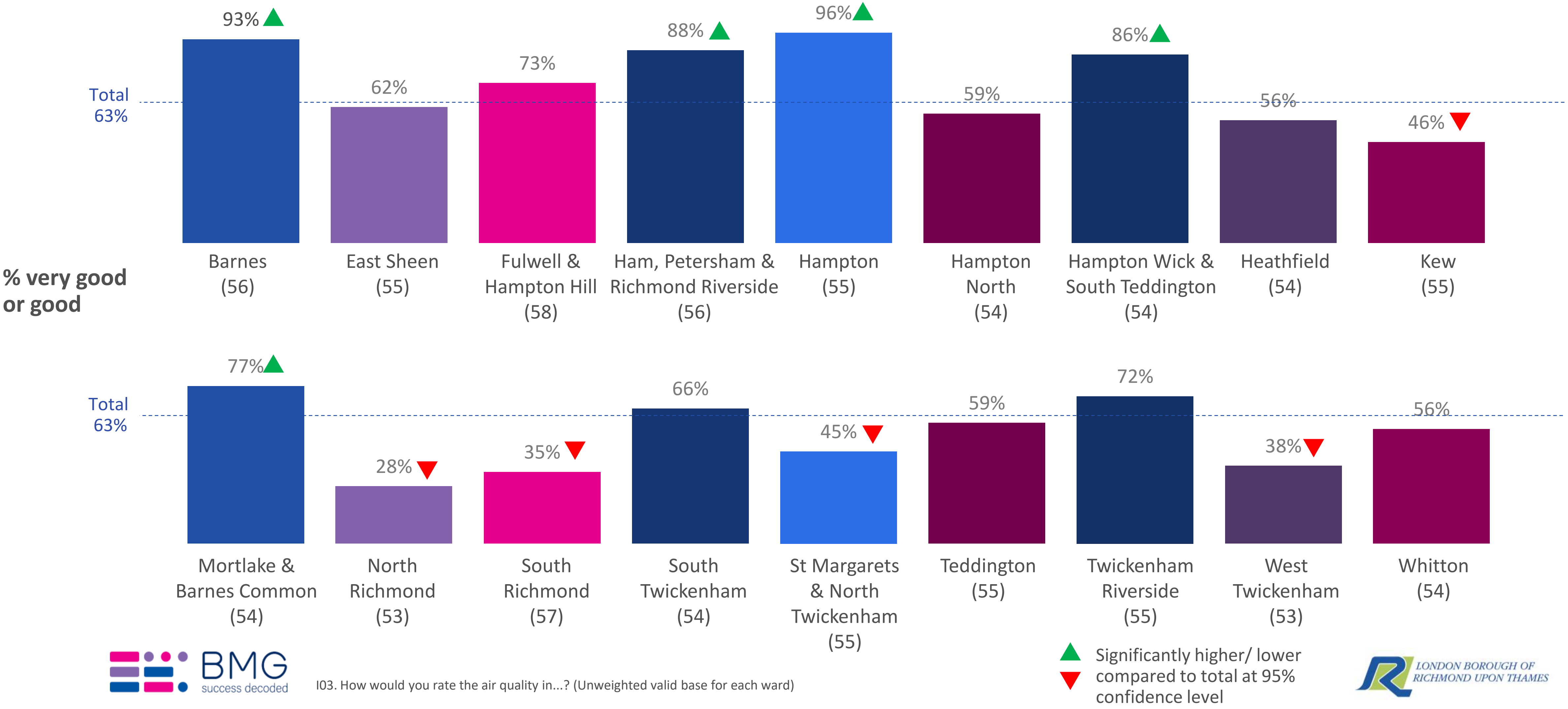
Around three in five residents rate the air quality in their local neighbourhood as good (63%) and in Richmond borough as a whole (60%). Although this has declined from 2019 (66% local neighbourhood and 65% Richmond as a whole), we have not seen an increase in the level reporting the air quality as poor (18% local neighbourhood and 13% Richmond as a whole in 2019).



I03. How would you rate the air quality in...? (Unweighted Base: Valid responses)

Air quality in local neighbourhoods - by ward

Rating of air quality did vary by ward with those in Kew, North Richmond, South Richmond, St Margarets & North Twickenham and West Twickenham significantly less likely to rate the air quality in their neighbourhood as very good or good. For South Richmond this is due to the fact residents are more likely to rate it neither good nor poor rather than poor. It is also worth nothing that residents in East Sheen are also more likely to rate the air quality in their neighbourhood as poor.



I03. How would you rate the air quality in...? (Unweighted valid base for each ward)

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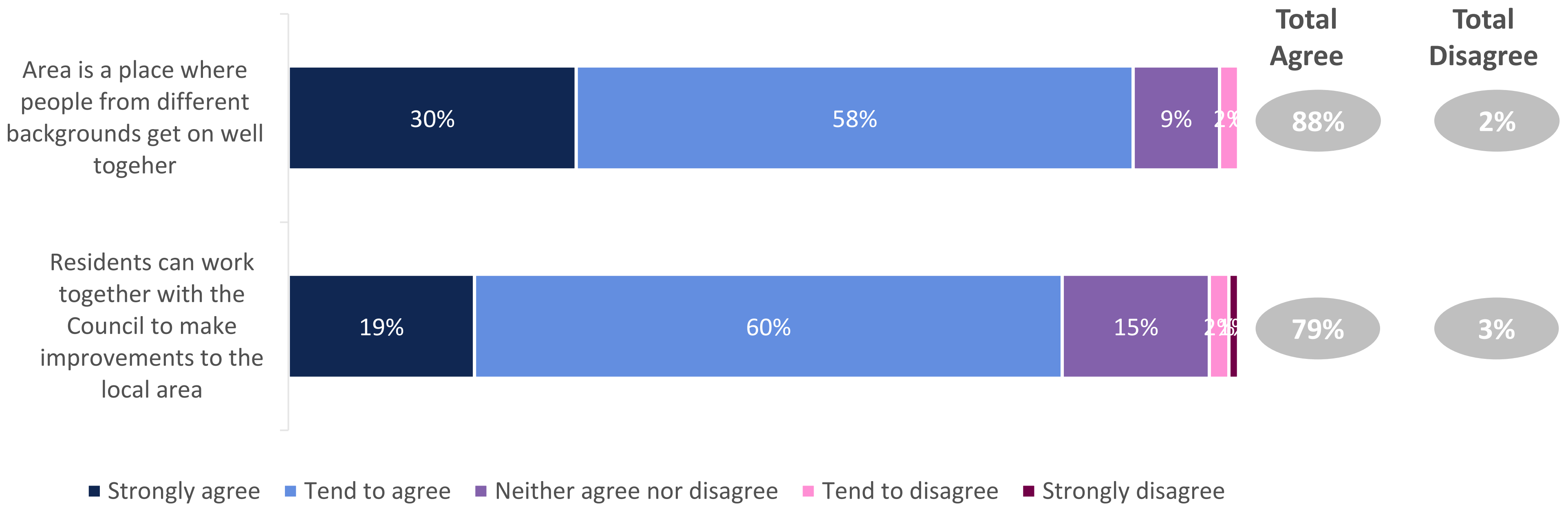
LONDON BOROUGH OF RICHMOND UPON THAMES

Perceptions of community

Community

The majority of residents (88%) agree that their area is a place where people from different backgrounds get on well together and only 2% disagree with this. This is in line with the Tower Hamlets 2023 residents survey and significantly higher than the Ealing 2022 residents survey and the Londoners 21/22 survey.

Just under eight in ten residents (79%) believe that they can work with the Council to make improvements in the local area which has increased from 75% in 2019. Those who are actively involved in the community (83%) and those who have contacted the Council in the last 12 months (84%) are significantly more likely to agree that they can work with the Council to make improvements, while residents newer to the borough – less than 12 months – are less likely to agree (68%).

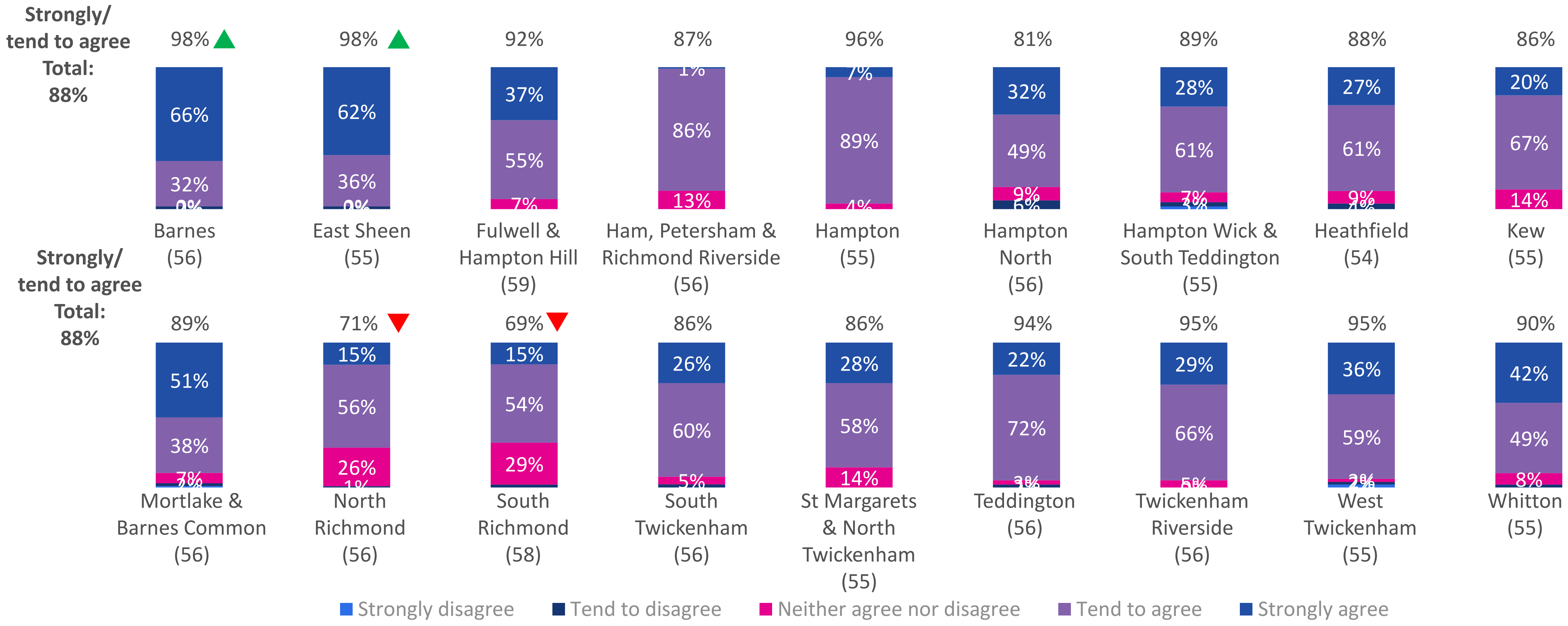


Total Agree
London 21-22 = 80%
Tower Hamlets 2023 = 87%
Ealing 2022 = 85%

A04. To what extent do you agree or disagree that your area is a place where people from different backgrounds get on well together? (Unweighted Base: all respondents 1004)
B02. To what extent do you agree or disagree that residents can work together with the Council to make improvements to the local area? (Unweighted Base: all respondents 1004)

Community beliefs – by ward

There is some variability by ward in agreement that their area is a place where people from different backgrounds get on well together. Almost all in Barnes and East Sheen agree (both 98%), while residents of North Richmond (71%) and South Richmond (69%) are significantly less likely to agree.

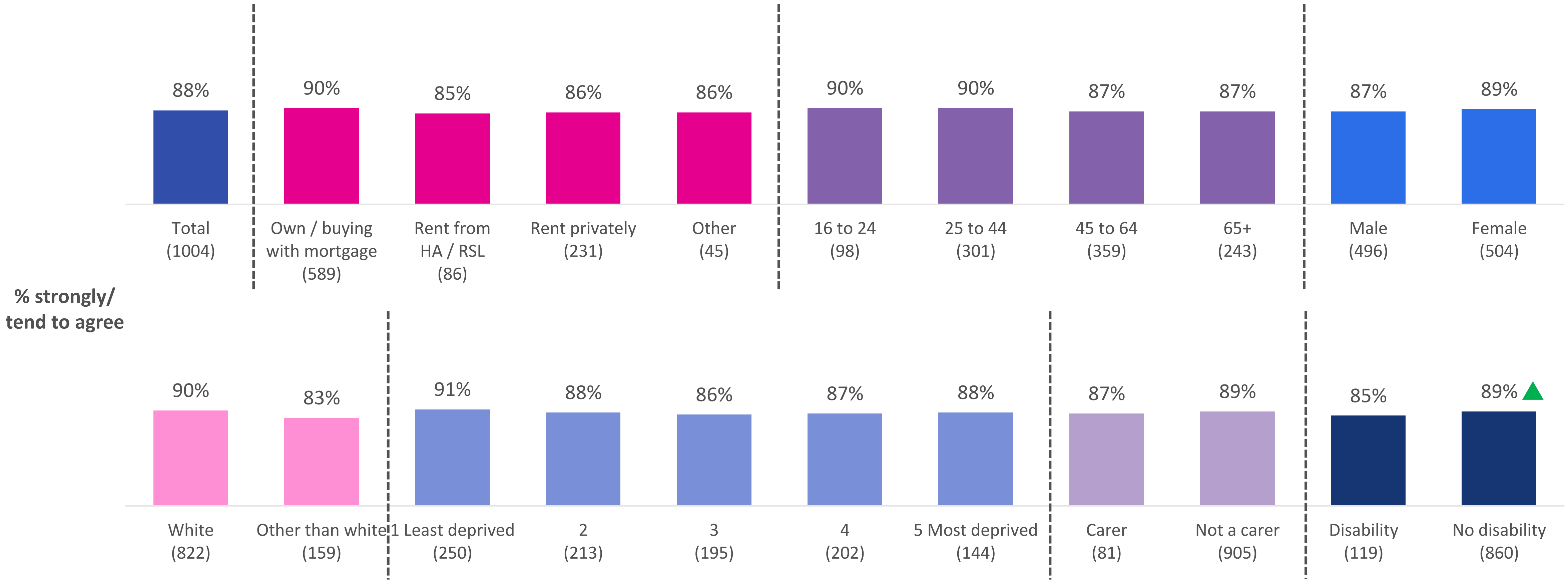


A04. To what extent do you agree or disagree that your area is a place where people from different backgrounds get on well together? (Unweighted Base: all respondents 1004)

Significantly higher/ lower compared to total at 95% confidence level

Community beliefs – by demographics

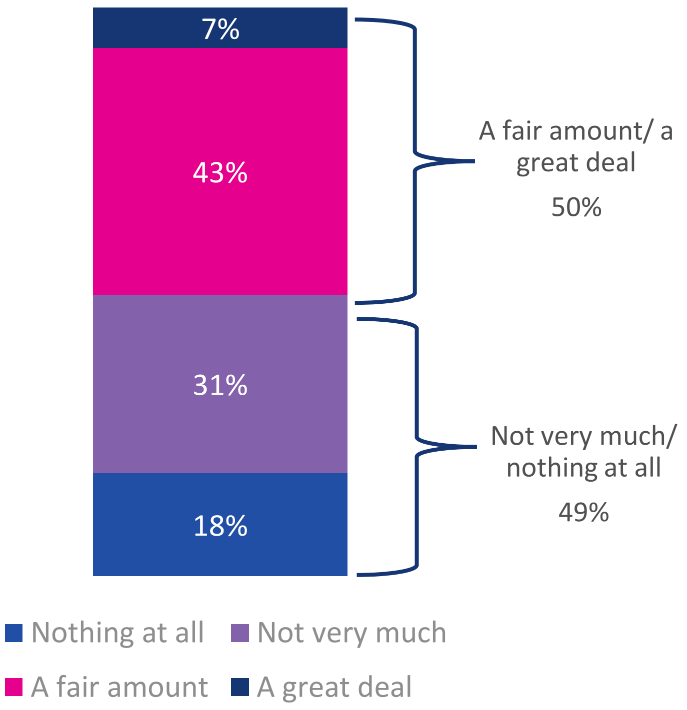
Agreement that the area is a place where people from different backgrounds get on well is relatively stable across demographics, with only a couple of exceptions. Households without a disability are more likely to agree than those with a disability (89% vs. 85%). Also those who are a parent of a child aged 0 to 11 are also more likely (93% vs. 86% with a child 12 to 18 and 87% for those without a child). Although very few residents did not use the internet it is worth noting those who do are more likely to agree with this statement (89% vs. 78% who do not use the internet).

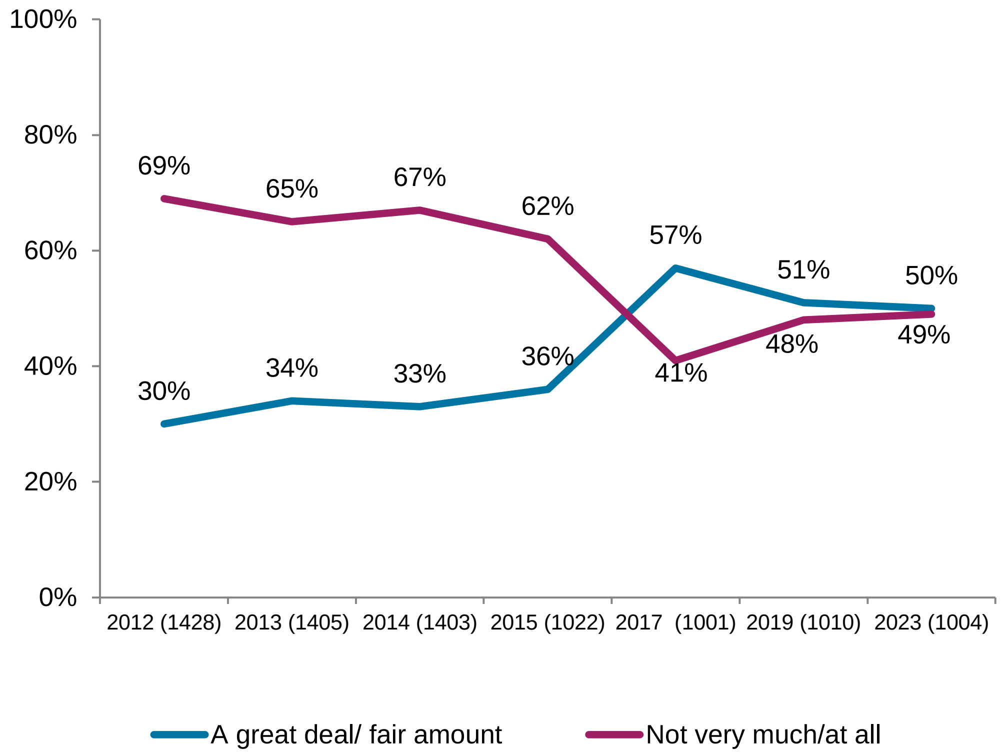


A04. To what extent do you agree or disagree that your area is a place where people from different backgrounds get on well together? (Unweighted Base: all respondents 1004)

Community improvements

Residents report a balanced amount of spending time on improving their community or neighbourhood (50% do vs. 49% do not). This remains consistent with figures reported in 2019 where 51% were engaged compared to 48% who were not. This varied significantly by ward with 98% in Hampton stating a great deal or a fair amount compared to just 23% in Whitton. Over a half of residents (52%) without a disability in the house spend time on improving their community compared to 42% with a disability in the house.





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B01. How much time, if at all, do you personally spend doing something to help improve your community or neighbourhood? (Unweighted Base: all respondents 1004)

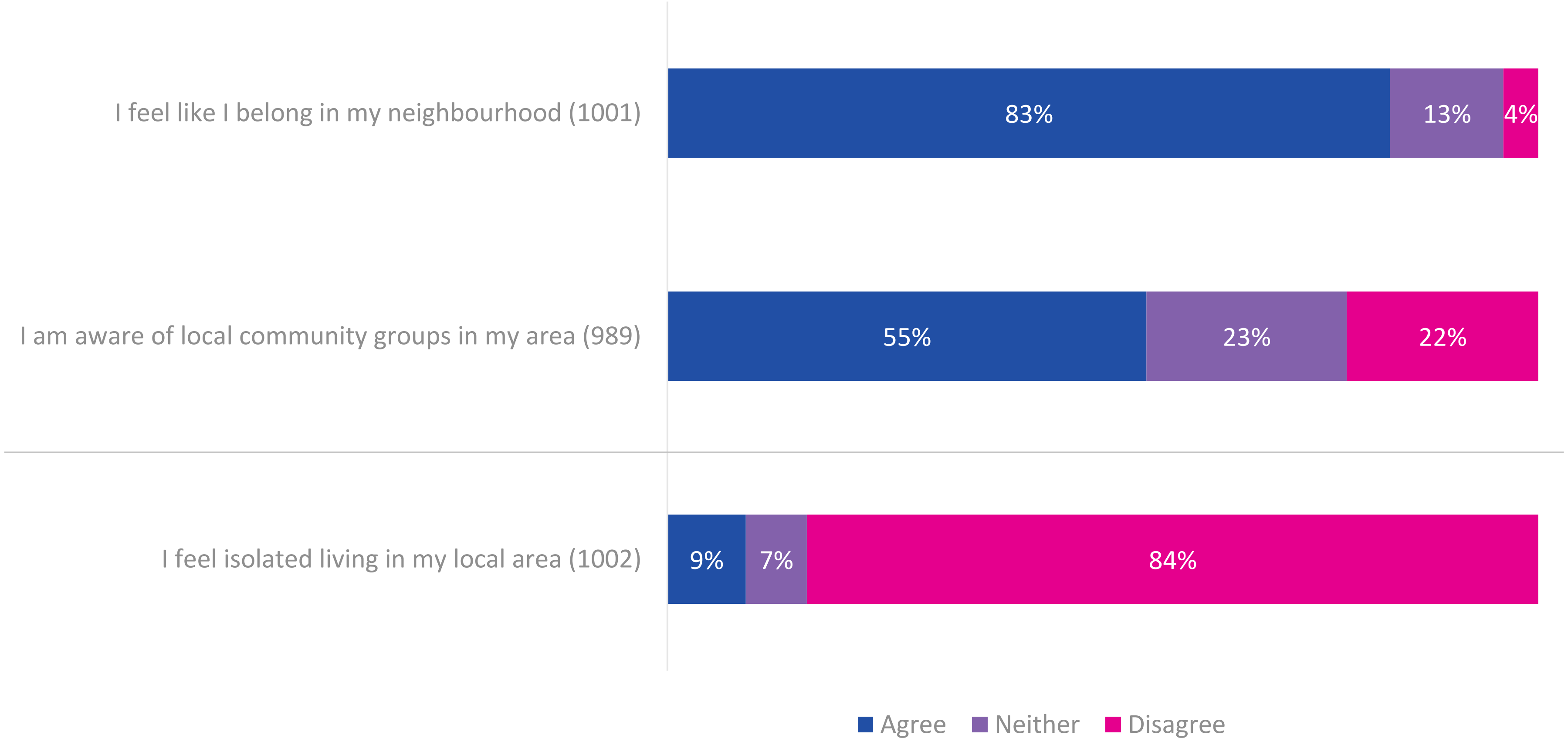
NB. prior to 2017 the residents' survey was undertaken using a telephone methodology

London Borough of Richmond upon Thames

Community belonging

Most residents feel positive about their community, with the same proportion agreeing that they belong in their neighbourhood (83%) as those who do not feel isolated living in their local area (84%). Unsurprisingly, newer residents report feeling isolated significantly more than the total (19% vs. 9%).

Over half of residents (55%) are aware of local community groups in their area, significantly lower amongst other than white residents (47%).

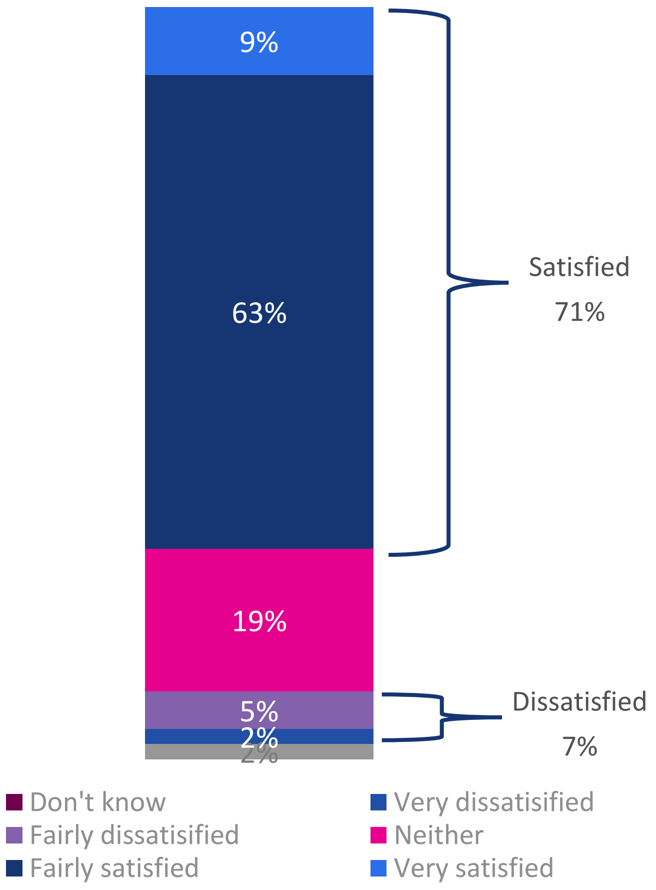


B06. To what extent do you agree or disagree with the following statements? (Unweighted Base: all valid respondents)

The Council

Council satisfaction

The majority of residents (71%) are satisfied with the way Richmond Council runs things with just 7% stating they are dissatisfied. In terms of demographics the most notable difference was those residents that are not carers are significantly more likely to be satisfied than those who are (73% vs. 65%).



London 21-22 = 48%
Tower Hamlets 2023 = 63%
Ealing 2022 = 72%

As to be expected residents who are generally more positive about the Council showed higher levels of satisfaction, with satisfaction higher amongst the following:

- Agree the Council provides value for money (91% vs. 43% disagree)
- Feel informed about services and benefits (83% vs. 57% not well informed)
- Feel Council is open and transparent (84% vs. 36% who do not)
- Trust the Council (84% vs. 23% who do not)
- Feel Council takes residents views into account (84% vs. 52% who do not)

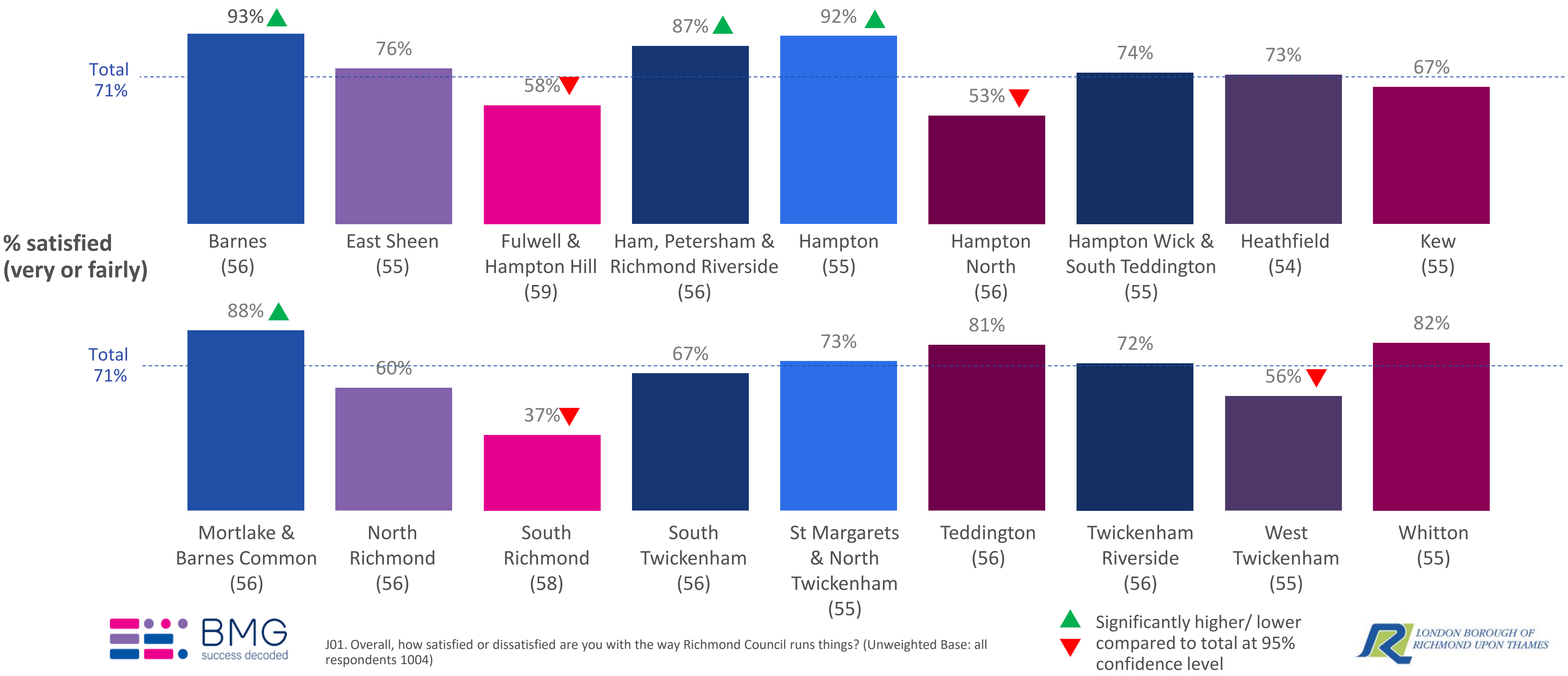
Interestingly whether residents had contacted the Council in the last 12 months had no significant impact on overall satisfaction with the Council.

J01. Overall, how satisfied or dissatisfied are you with the way Richmond Council runs things? (Unweighted Base: all respondents 1004)

NB. prior to 2017 the residents' survey was undertaken using a telephone methodology

Council satisfaction - by ward

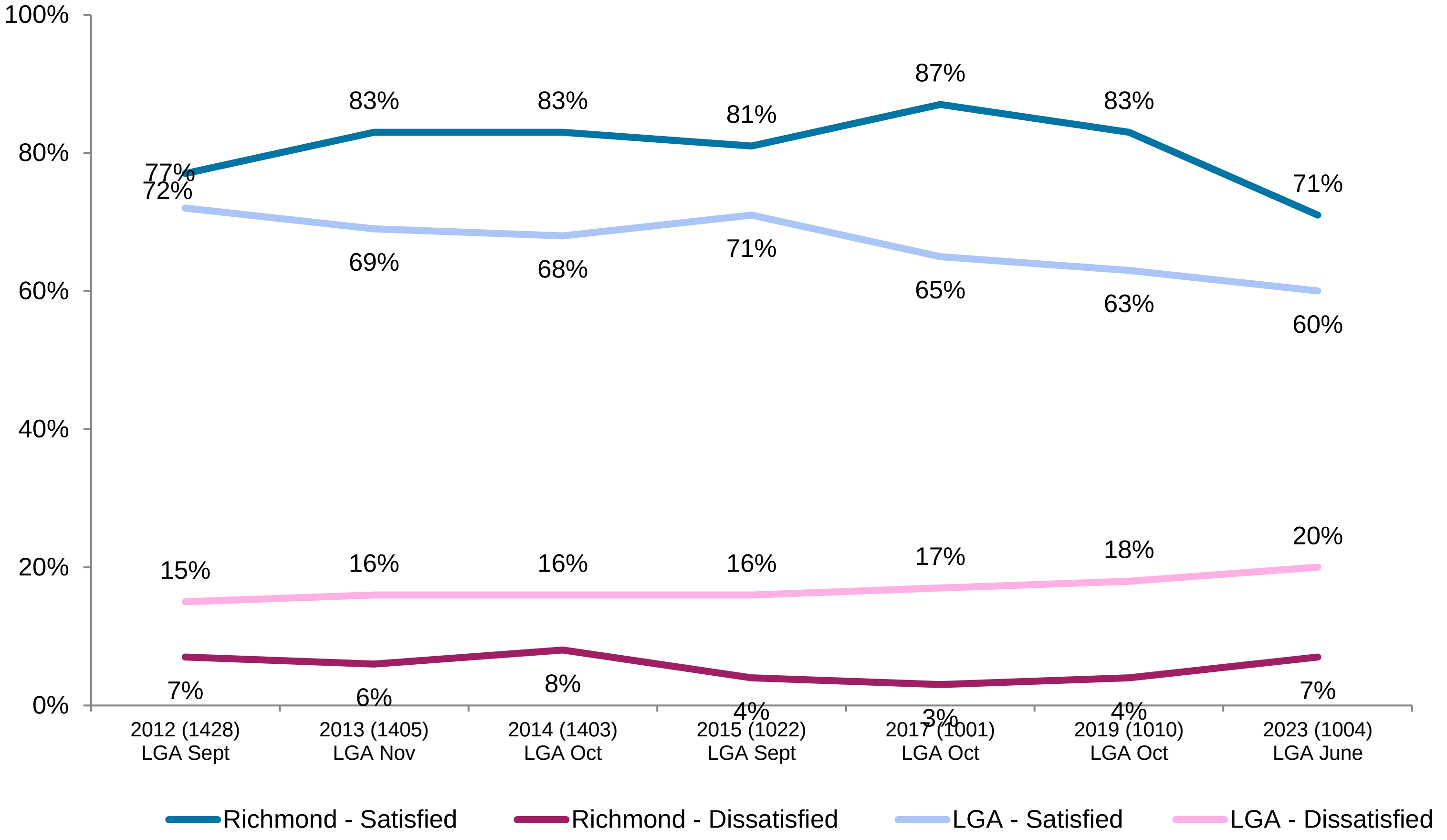
There is a large variation in satisfaction with how Richmond Council runs things by ward, with residents of Barnes (93%) and Hampton (92%) reporting the highest satisfaction and residents of South Richmond (37%) reporting the lowest satisfaction.



J01. Overall, how satisfied or dissatisfied are you with the way Richmond Council runs things? (Unweighted Base: all respondents 1004)

Council satisfaction – compared to LGA national survey

While a majority (71%) of residents express satisfaction with the way Richmond Council runs things, this has seen a decrease from 83% in 2019. Notably, although the current satisfaction level has fallen, it still remains significantly higher than the LGA national survey levels, which have also seen a decrease. Although it is worth noting the decrease in satisfaction for both Richmond residents and the LGA national survey is primarily due to an increase in the level saying neither satisfied nor dissatisfied than specifically an increase in dissatisfaction.



J01. Overall, how satisfied or dissatisfied are you with the way Richmond Council runs things? (Unweighted Base: all respondents)

NB. prior to 2017 the residents' survey was undertaken using a telephone methodology

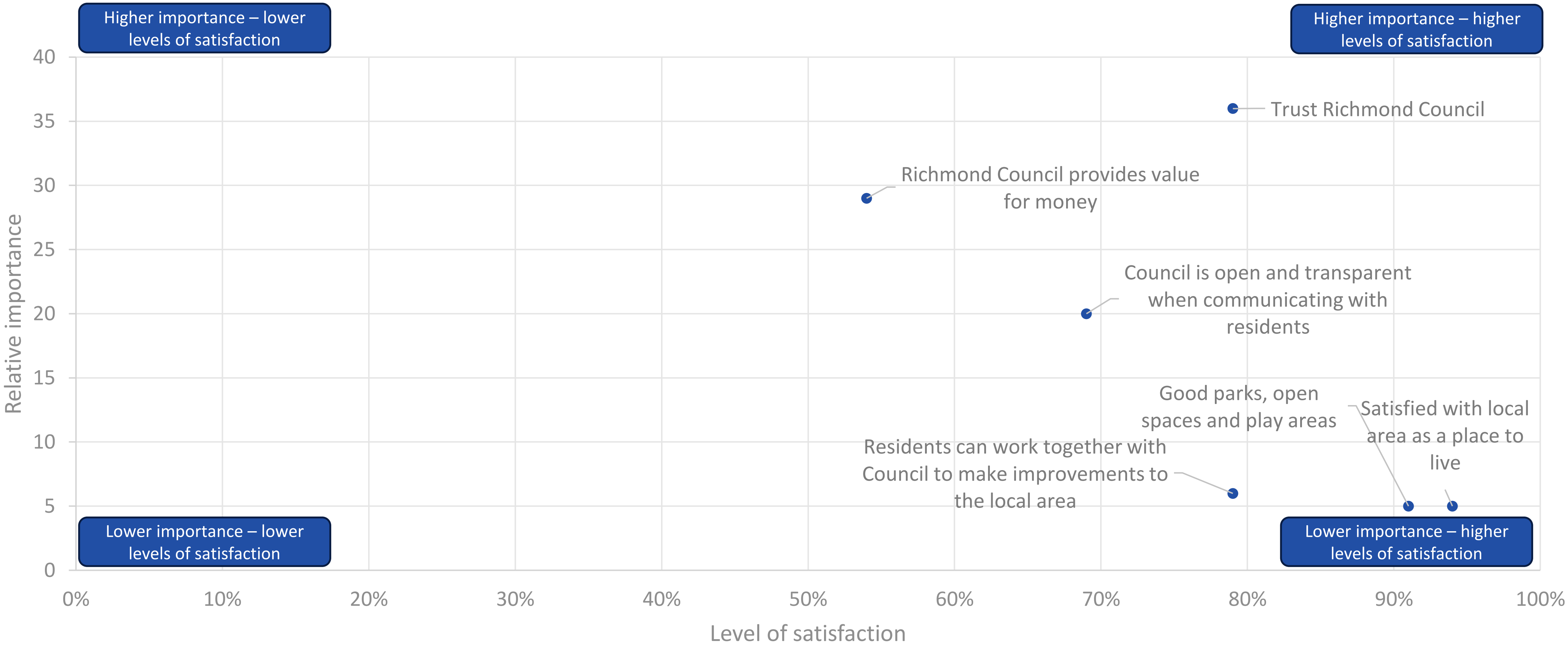
Key Driver Analysis – overall satisfaction with the Council

The main driver of satisfaction with the Council is trust and value for money.

J01. Overall, how satisfied or dissatisfied are you with the way Richmond Council runs things? R-square = 52%

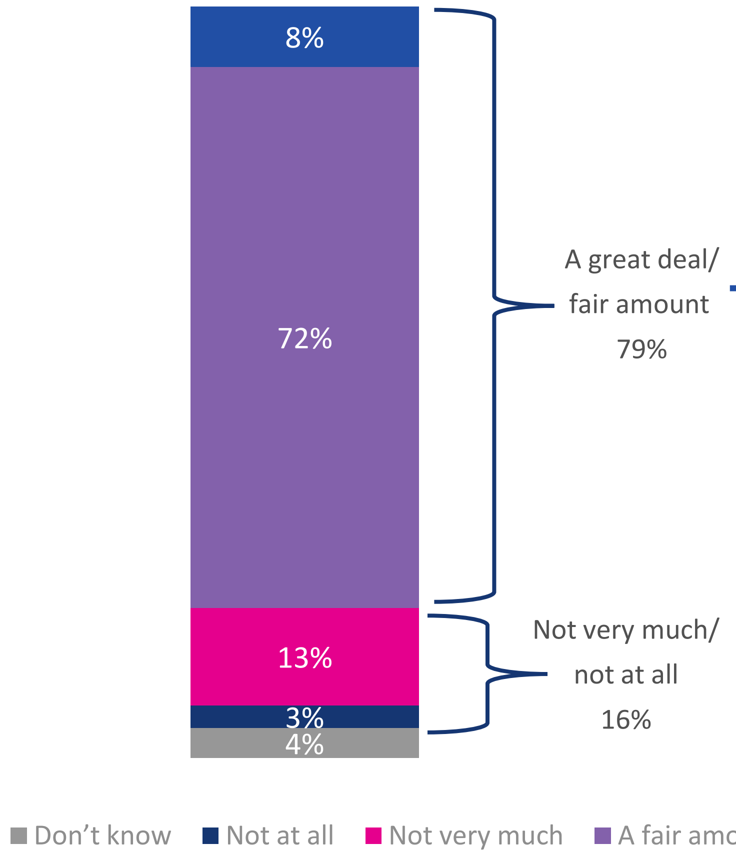
Key driver analysis – overall satisfaction with Council

Again Richmond appears to be performing well on the drivers of overall satisfaction with Council. In particular, trust which is the highest driver of satisfaction shows relatively high levels of satisfaction and compares favourably as we saw earlier against benchmark surveys. One area for the Council to focus on is perception that they provide value for money. This has the lowest level of satisfaction of the drivers, although it is the second largest driver of overall satisfaction with Council.



Trust

The majority of residents trust Richmond Council with 72% stating a fair amount and 8% stating a great deal. This is above the levels seen in the LGA national survey and the Tower Hamlets 2023 residents survey. This is positive, given this is one of the main drivers of overall satisfaction with the Council. Under one in five residents (16%) said they do not trust the Council very much or at all.



LGA national survey June 23 = 56%

Tower Hamlets 2023 = 65%
Ealing 2022 = 76%

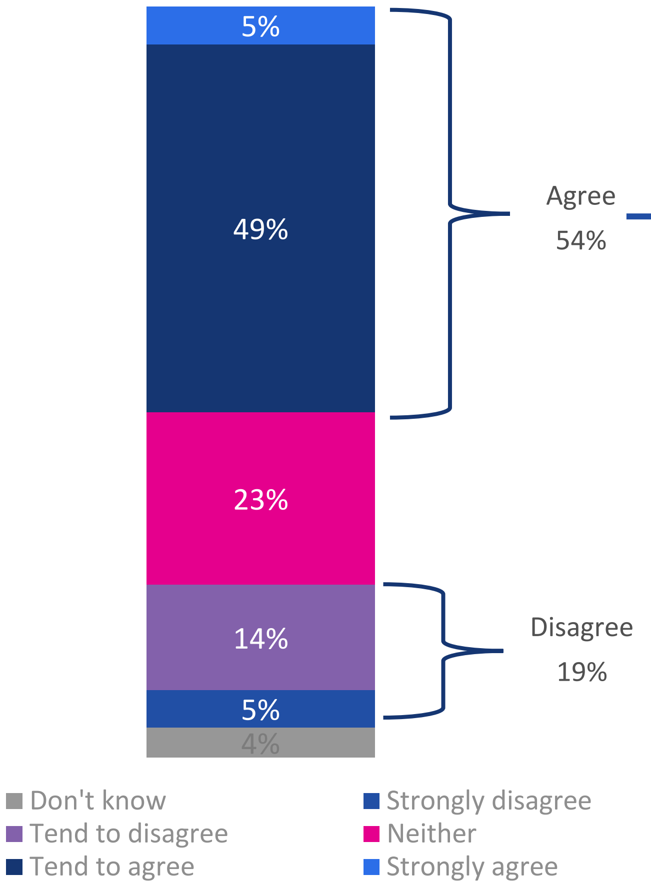
Those more likely to say they do trust the Council (a great deal or fair amount) are Barnes residents (95%) and Whitton residents (95%).

Residents who are satisfied with how the Council runs things are most likely to trust the Council (93% vs. 12% who are dissatisfied) as well as those who agree the Council offers value for money (96% vs. 50% who disagree).

J02. How much do you trust Richmond Council? (Unweighted Base: all respondents 1004)

Value for money

Over a half of residents agree that Richmond Council provides good value for money (54%) with just under one fifth (19%) disagreeing.



Tower Hamlets 2023 = 45%*
Ealing 2022 = 67%

The influence resident engagement has is clear, with 67% of those who feel their views are considered agreeing that Richmond Council provides good value for money (vs. 32% who do not).

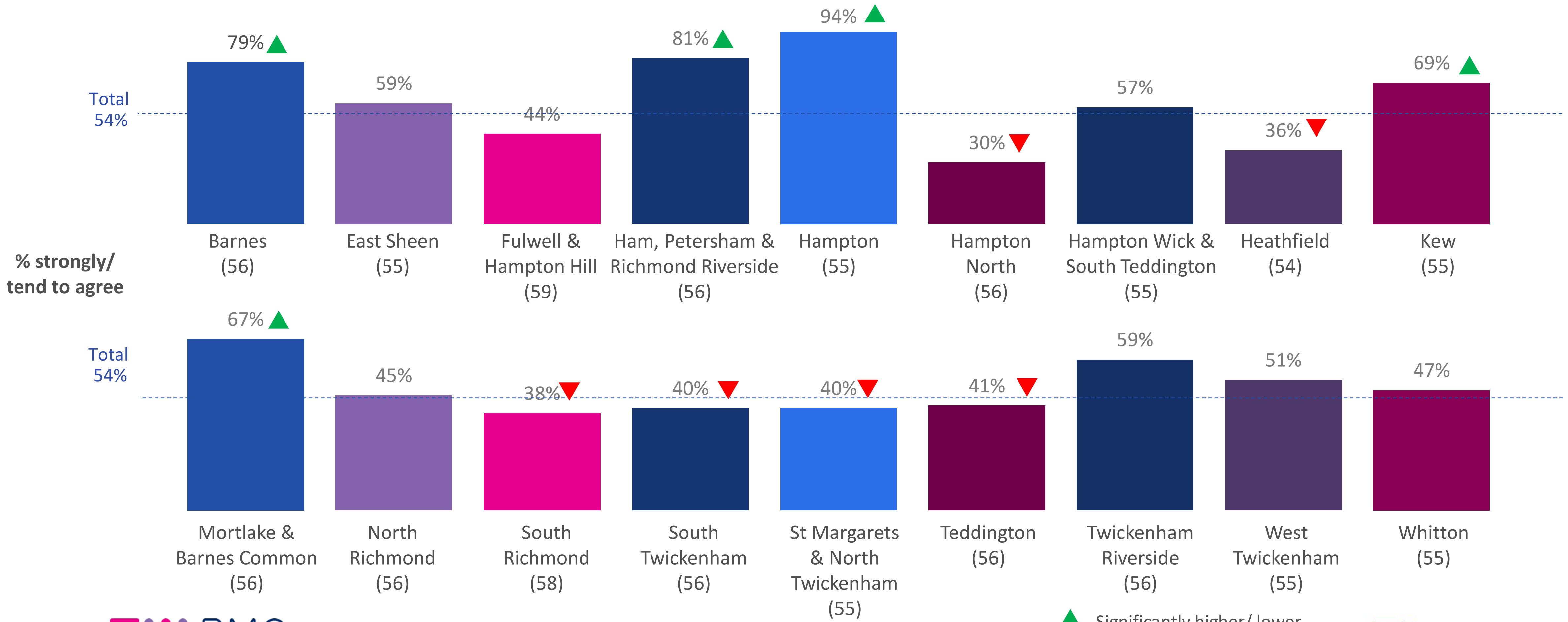
Likewise, the impact of residents being well-informed about their services is evident for perceptions about Richmond Council providing good value for money (66% well-informed vs. 36% who don't feel informed).

It is also worth noting those who consider they are managing well financially are significantly more likely to agree with this (60% vs. just 32% for those who are not managing well).

J03. To what extent do you agree or disagree that Richmond Council provides good value for money? (Unweighted Base: all respondents 1004)
* Question wording – "To what extent do you think these statements apply to your Borough? My Council provides good value for money for the Council tax I pay."

Value for money - by ward

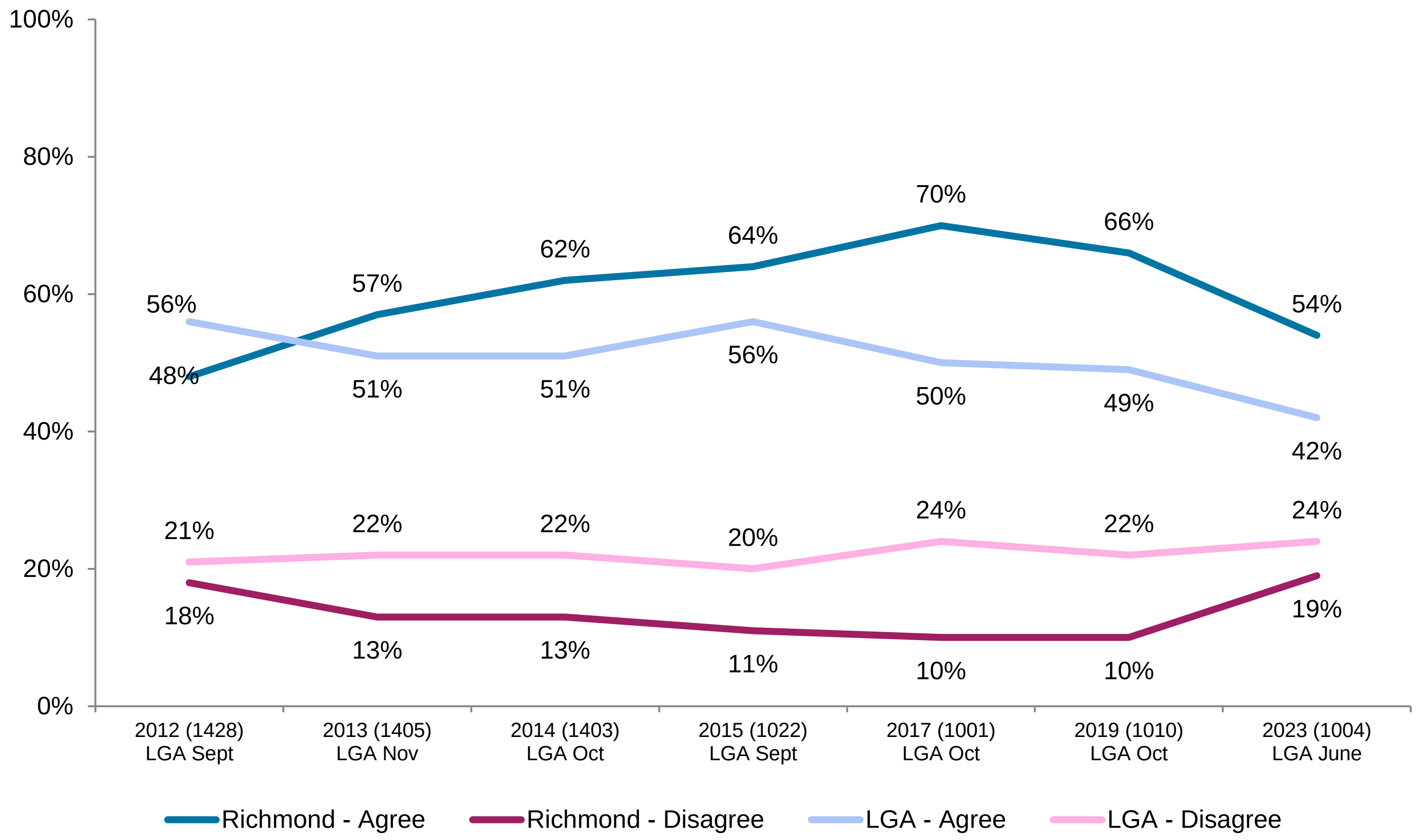
Only 30% of Hampton North residents agree that Richmond Council provides good value for money, a significant contrast to the highest scoring ward, Hampton, in which 94% of residents agree that the Council provides good value for money.



J03. To what extent do you agree or disagree that Richmond Council provides good value for money? (Unweighted Base: all respondents 1004)

Value for money – compared to LGA national survey

The perception that Richmond Council provides good value for money has fallen, with 54% of residents currently in agreement, reflecting a 12% point decrease since 2019. It is worth noting that despite the decline, levels of agreement still remain significantly above the LGA national survey which has also seen a decline in agreement.



J03. To what extent do you agree or disagree that Richmond Council provides good value for money? (Unweighted Base: all respondents 1004)

NB. prior to 2017 the residents' survey was undertaken using a telephone methodology

Local services

Local services

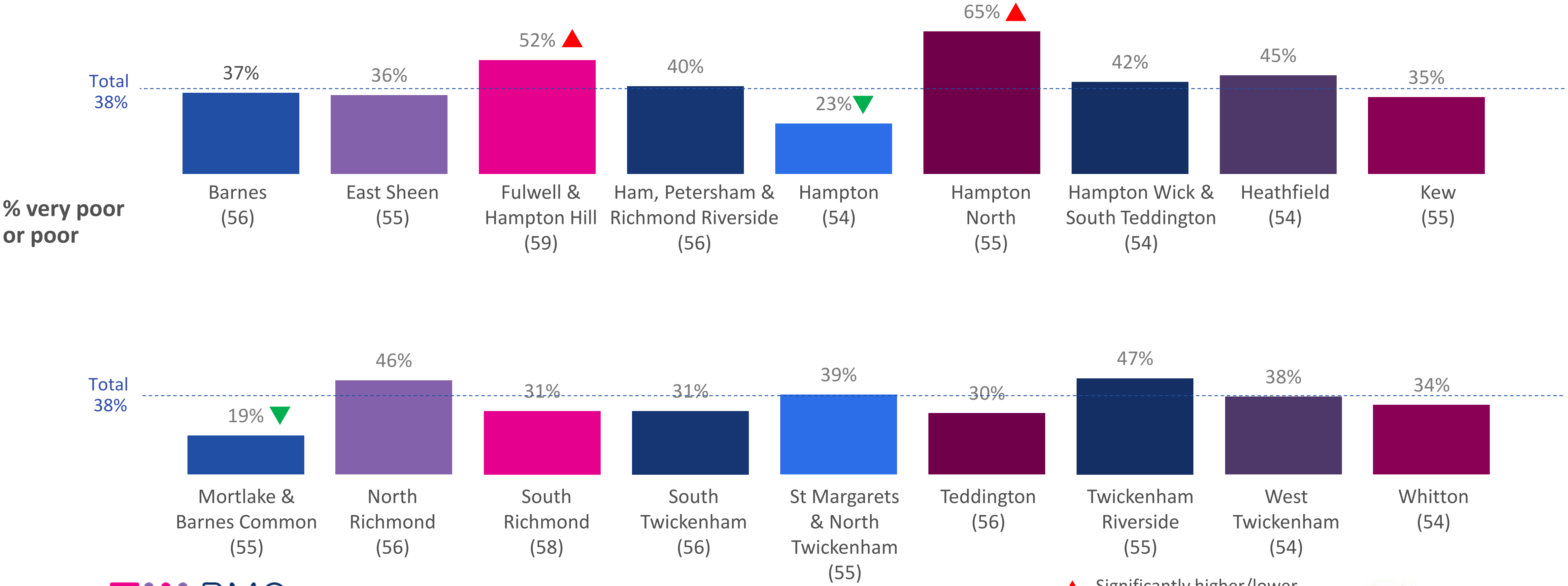
'Parks, open spaces and play areas' are overwhelmingly rated as good in Richmond (89%). There is an even split in perceptions about road maintenance, with 37% rating it good and 38% poor. We have seen a decline in residents rating a number of services as good although this is predominately due to an increase in residents rating the service as neither good nor poor rather than poor. However, road maintenance has seen an increase in residents rating this poor from 28% in 2019 to 38% in 2023.

	Very Good/good			Very Poor/poor		
	2023	2019	Difference	2023	2019	Difference
Parks, open spaces and play areas	89%	91%	-2%	3%	1%	2%
Library services	81%	80%	1%	5%	4%	1%
Primary schools/Secondary schools/Sixth forms	81%	76%	5%	3%	3%	0%
Refuse collection	79%	92%	-13%	9%	4%	5%
Recycling services	79%	89%	-10%	11%	4%	7%
Street cleaning	66%	72%	-6%	17%	14%	3%
Council-run sport and fitness services	59%	72%	-13%	9%	5%	4%
Services and support for children and young people	59%	61%	-2%	9%	10%	-1%
Services and support for older people	53%	57%	-4%	9%	6%	3%
Parking services	47%	52%	-5%	29%	26%	3%
Pavement maintenance	46%	40%	6%	33%	35%	-2%
Social services for vulnerable adults and those with disabilities	46%	54%	-8%	8%	6%	2%
Planning services*	42%	57%	-15%	17%	12%	5%
Road maintenance	37%	47%	-10%	38%	28%	10%

C01. How good or poor do you think the following are in your area? (Unweighted Base: valid responses – 577 to 998) * Planning decisions changed to planning services
Differences in service by 10% or more are highlighted – red for negative change and green for positive change

Road maintenance - by ward

Looking specifically at road maintenance, which has seen the largest increase in residents rating this as poor, we can see this varies by ward with residents in Hampton and Mortlake & Barnes Common the least likely to rate this as poor and those in Fulwell & Hampton Hill and Hampton North the most likely to rate this as poor.



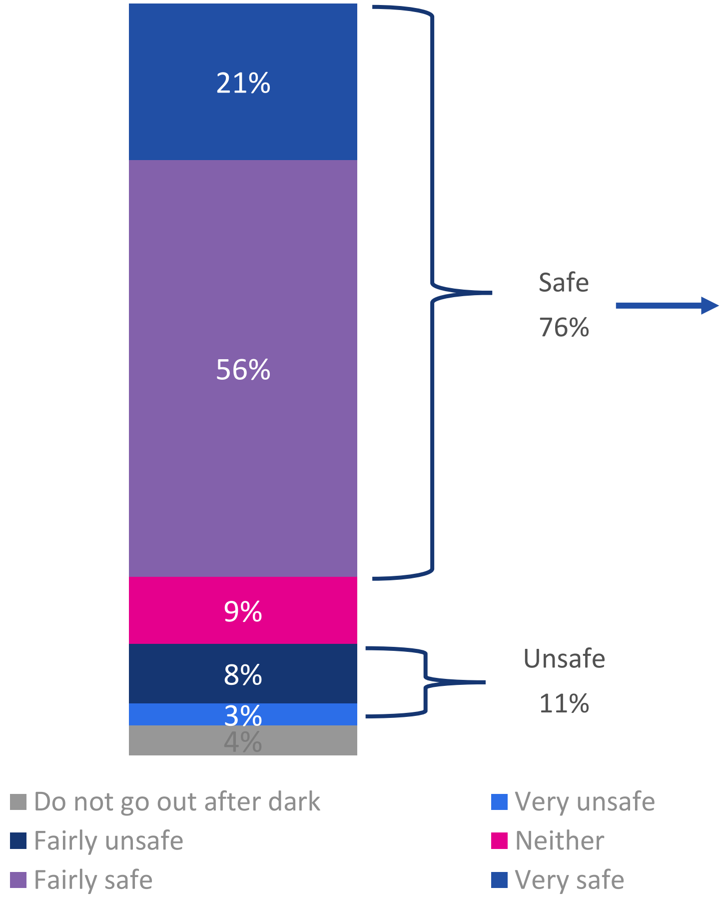
C01. How good or poor do you think the following are in your area? (Unweighted valid base for each ward)

Significantly higher/lower compared to total at 95% confidence level

Crime and community safety

Safety after dark

The majority of residents feel safe when outside in their local area after dark (76%), however this does vary across demographic groups (age, gender, disability in the household). Although feelings of safety have declined from 83% in 2019, they are still above the levels seen in the LGA national survey which have also declined since 2019. In comparison to other boroughs Richmond residents are more likely to report they feel safe in their local area after dark than residents in Tower Hamlets or Ealing.



LGA national survey
June 23 = 71%
Oct 19 = 75%

Tower Hamlets 2023 = **66%**
Ealing 2022 = **67%**

Groups significantly less likely to feel safe after dark:

Women: 66%

Over 65s: 64%

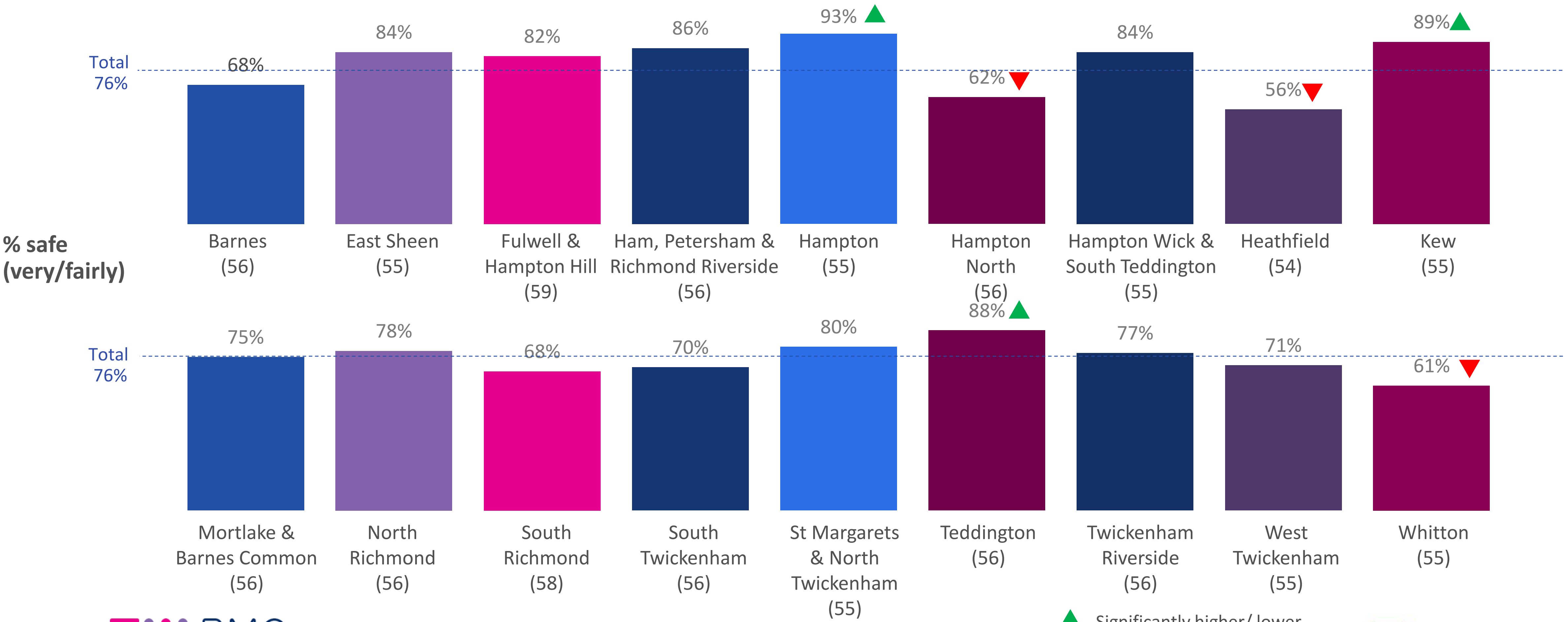
Disability in household: 60%

ONS crime rates (police recorded crimes per 1,000 population) show Richmond has the lowest level of crime for year ending June 2023 at 59.54 (Ealing 91.22, Tower Hamlets 111.23)

F03. Generally speaking, how safe or unsafe do you feel when outside in the local area after dark? (Unweighted Base: all respondents 1004)

Safety after dark - by ward

The majority of residents in Hampton (93%), Kew (89%) and Teddington (88%) feel safe in their local area after dark. Although over half of residents feel safe after dark in Hampton North (62%), Heathfield (56%) and Whitton (61%), results are significantly lower than at a total level.

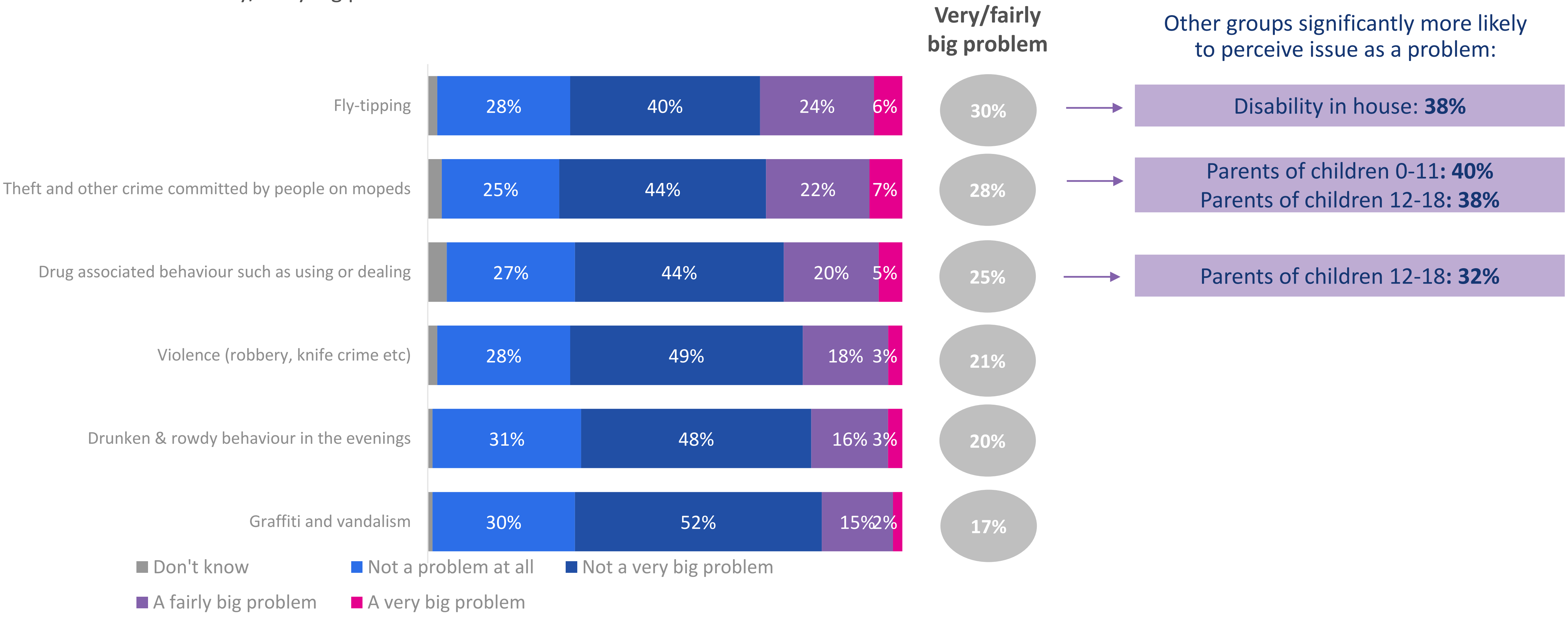


F03. Generally speaking, how safe or unsafe do you feel when outside in the local area after dark? (Unweighted Base: all respondents 1004)

Significantly higher/ lower compared to total at 95% confidence level

Perceptions of problems/issues

Most residents do not think that the listed issues are a big problem in their area, however fly-tipping is now perceived as the biggest problem (30% very/fairly big problem) increasing by 12% points since 2019. Women are more likely than men to perceive all issues but fly-tipping and graffiti & vandalism as a very/fairly big problem.



F01. How much of a problem do you think the following issues are in your area? (Unweighted Base: All respondents 1004)

Perceptions of problems/issues – by ward

Perceptions varied by ward with residents in Hampton more likely to think all issues stated are a very or fairly big problem compared to the total overall.

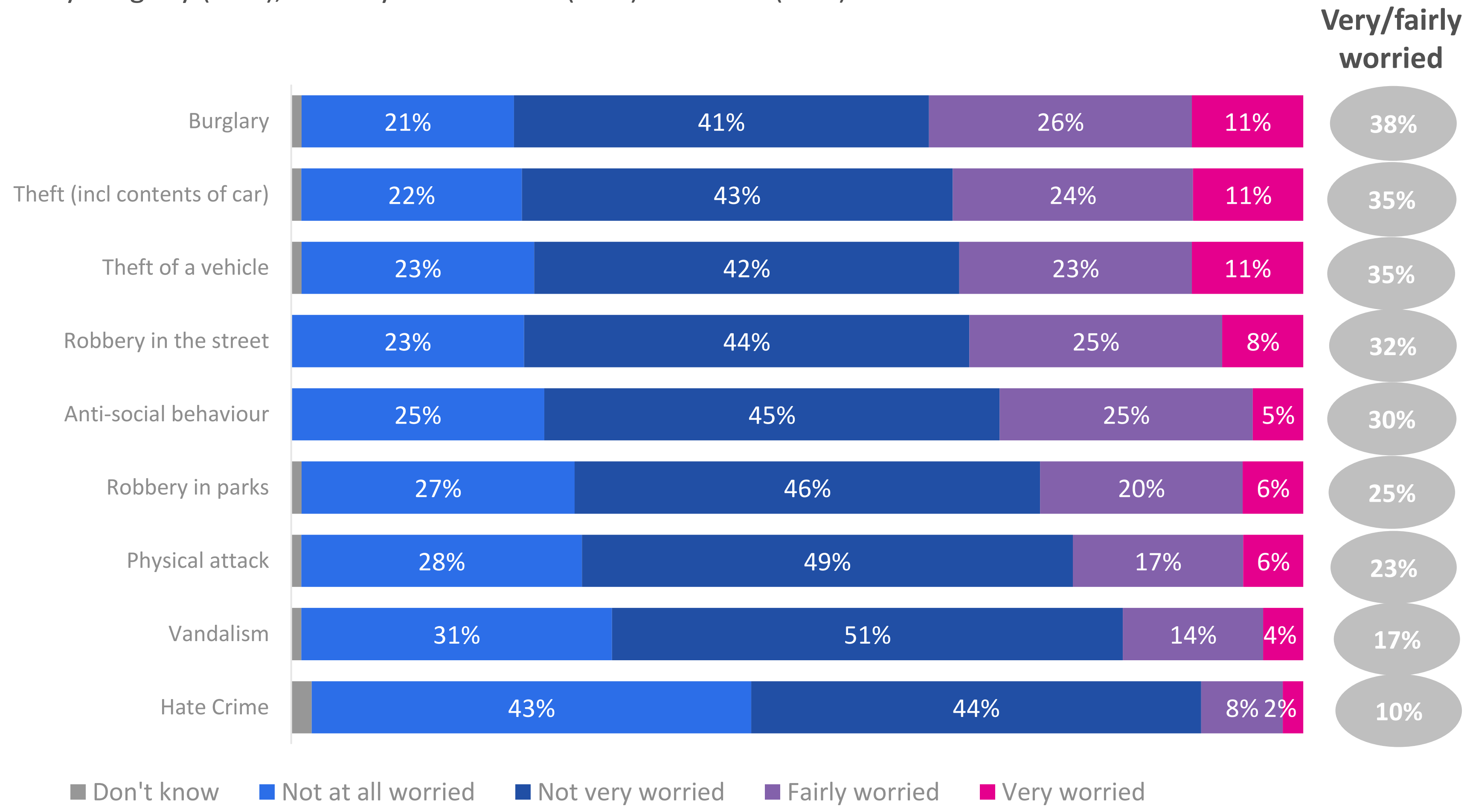
% very/fairly big problem	Drunken & rowdy behaviour in the evenings	Drug associated behaviour such as using or dealing	Theft and other crime committed by people on mopeds	Violence (robbery, knife crime, etc)	Graffiti and vandalism	Fly-tipping
Total	**20%**	**25%**	**28%**	**21%**	**17%**	**30%**
Barnes	23%	**40%**	**75%**	**55%**	22%	29%
East Sheen	15%	**12%**	**16%**	15%	14%	20%
Fulwell & Hampton Hill	12%	16%	22%	12%	9%	27%
Ham, Petersham & Richmond Riverside	**9%**	17%	19%	**8%**	9%	22%
Hampton	**57%**	**57%**	**56%**	**59%**	**59%**	**82%**
Hampton North	18%	36%	**43%**	29%	26%	41%
Hampton Wick & South Teddington	16%	21%	**14%**	8%	8%	19%
Heathfield	30%	**51%**	32%	26%	24%	**44%**
Kew	**0%**	**2%**	**7%**	**0%**	**1%**	4%
Mortlake & Barnes Common	19%	26%	**42%**	24%	**33%**	26%
North Richmond	**7%**	**7%**	**5%**	**4%**	**5%**	35%
South Richmond	**5%**	**11%**	**9%**	**5%**	**0%**	29%
South Twickenham	24%	35%	27%	16%	15%	33%
St Margarets & North Twickenham	**33%**	31%	**40%**	**39%**	14%	31%
Teddington	17%	18%	**12%**	**6%**	8%	**16%**
Twickenham Riverside	**34%**	33%	**50%**	**36%**	**30%**	**16%**
West Twickenham	20%	27%	39%	26%	26%	34%
Whitton	21%	16%	**3%**	12%	**7%**	35%

F01. How much of a problem do you think the following issues are in your area?

Red font significantly higher and **green font** significantly lower compared to total at 95% confidence level

Fear of crime

The majority of residents are not worried about being the victim of these crimes in their areas, with the crime most worried about being burglary (38% stating very or fairly worried). Similar to perceptions of problems or issues, women are significantly more worried about all listed crimes than men, most notably burglary (44%), robbery in the street (40%) and theft (40%).



BMG success decoded

F02. How worried are you about being the victim of each of these crimes in your area? (Unweighted Base: All respondents 1004)

London Borough of Richmond upon Thames

Fear of crime – by ward

Fear of crime also varied by ward and closely followed the variations seen for perceptions of problems/issues.

% worried (very/fairly)	Anti-social behaviour	Burglary	Vandalism	Robbery in the street	Robbery in parks	Theft of a vehicle	Theft (incl contents of car)	Physical attack	Hate crime
Total	**30%**	**38%**	**17%**	**32%**	**25%**	**35%**	**35%**	**23%**	**10%**
Barnes	**49%**	**67%**	19%	**65%**	**44%**	**70%**	**75%**	**44%**	7%
East Sheen	24%	**63%**	17%	26%	22%	44%	41%	20%	10%
Fulwell & Hampton Hill	28%	42%	13%	**15%**	21%	28%	36%	19%	7%
Ham, Petersham & Richmond Riverside	**14%**	**13%**	9%	**18%**	**9%**	31%	26%	**6%**	7%
Hampton	**56%**	40%	**53%**	44%	**40%**	**54%**	42%	32%	**23%**
Hampton North	38%	44%	**30%**	35%	**40%**	40%	38%	25%	14%
Hampton Wick & South Teddington	25%	**25%**	14%	32%	18%	36%	28%	26%	14%
Heathfield	33%	47%	22%	30%	**39%**	43%	43%	22%	12%
Kew	**15%**	**14%**	**3%**	**7%**	**2%**	**13%**	**9%**	**7%**	8%
Mortlake & Barnes Common	31%	**69%**	**28%**	**50%**	26%	**57%**	**60%**	29%	7%
North Richmond	38%	**13%**	**0%**	37%	17%	**7%**	**10%**	15%	8%
South Richmond	34%	**0%**	**0%**	**49%**	**12%**	**5%**	**3%**	11%	**2%**
South Twickenham	27%	33%	17%	19%	24%	25%	27%	20%	11%
St Margarets & North Twickenham	31%	**53%**	14%	42%	34%	42%	45%	33%	13%
Teddington	**17%**	**25%**	11%	**17%**	21%	**21%**	**22%**	15%	6%
Twickenham Riverside	27%	41%	25%	34%	**37%**	39%	44%	22%	9%
West Twickenham	31%	49%	22%	29%	31%	41%	46%	**34%**	**19%**
Whitton	26%	45%	20%	34%	27%	34%	31%	29%	11%

BMG success decoded

F02. How worried are you about being the victim of each of these crimes in your area?

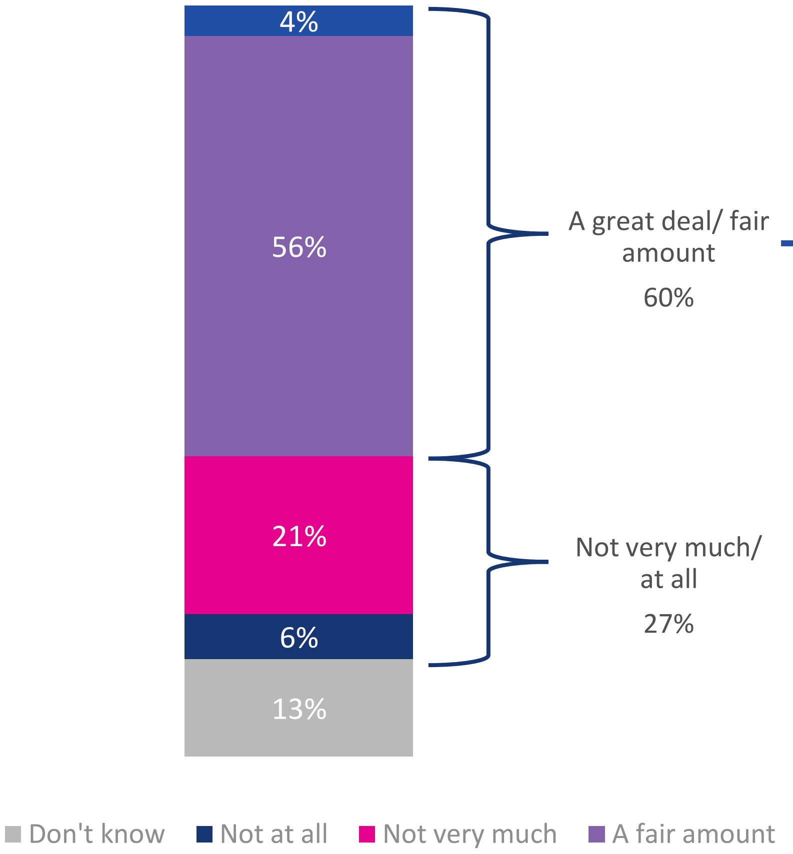
Red font significantly higher and **green font** significantly lower compared to total at 95% confidence level

London Borough of Richmond upon Thames

Resident contact

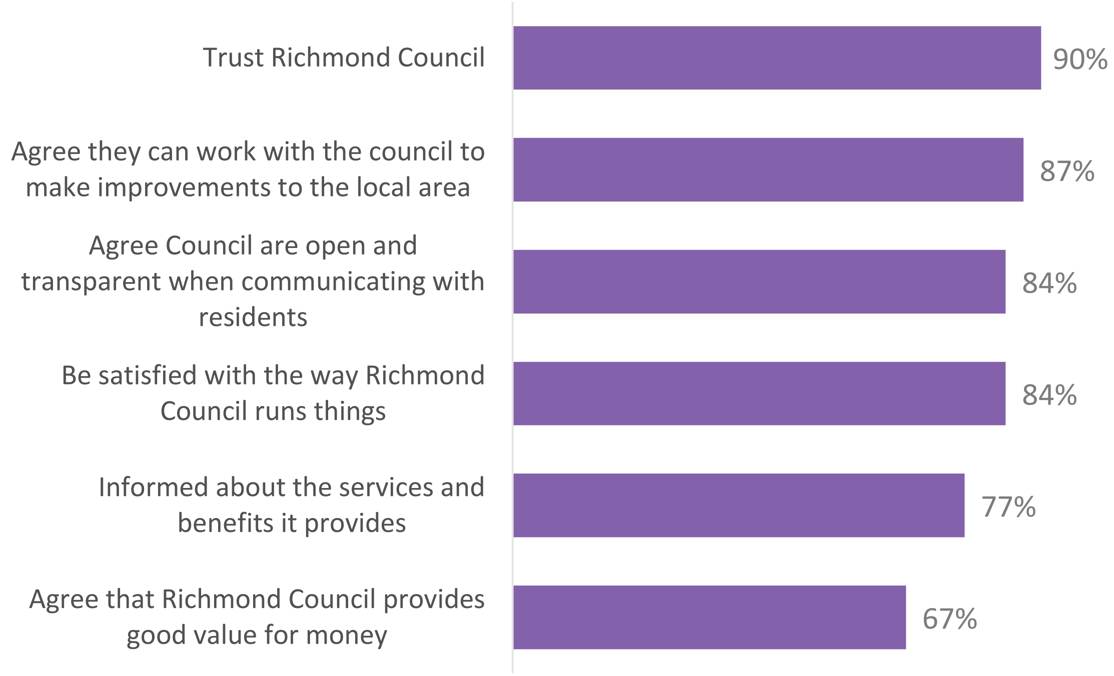
Resident contact

Three-fifths of residents feel that the Council takes their views into account when making decisions, with most believing that this is done a fair amount (56%). Residents who feel views are taken into account generally have more positive feelings about the Council.



Tower Hamlets 2023 = **42%**
Ealing 2022 = **63%**

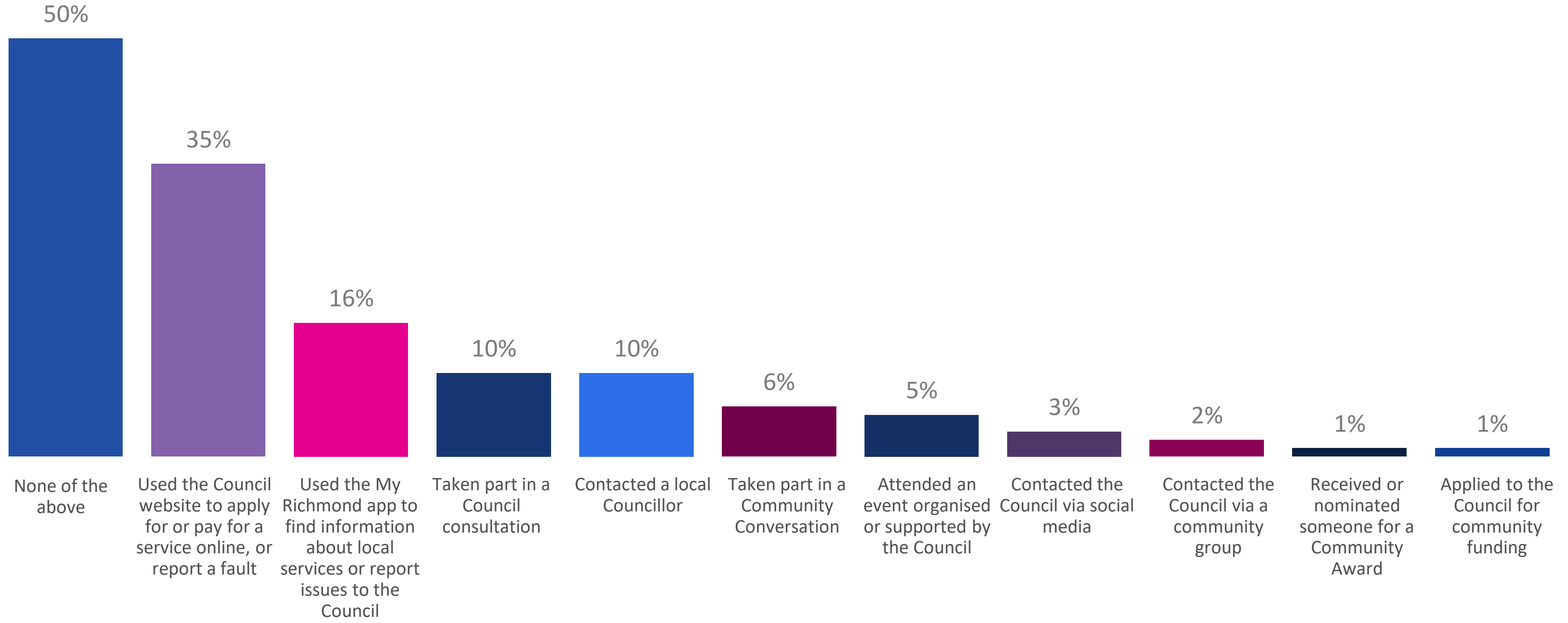
Residents who feel their views are taken into account are more likely to:



B05. To what extent do you think the Council takes account of residents' views when making decisions? (Unweighted Base: all respondents 1004)

Interactions

Half of residents have not been involved in any of the Council or community options listed in the last 12 months. The most common form of contact is using the Council website to apply or pay for a service online or report a fault (35%).



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B03. In the last 12 months which of these have you done? (Unweighted Base: All respondents 1004)

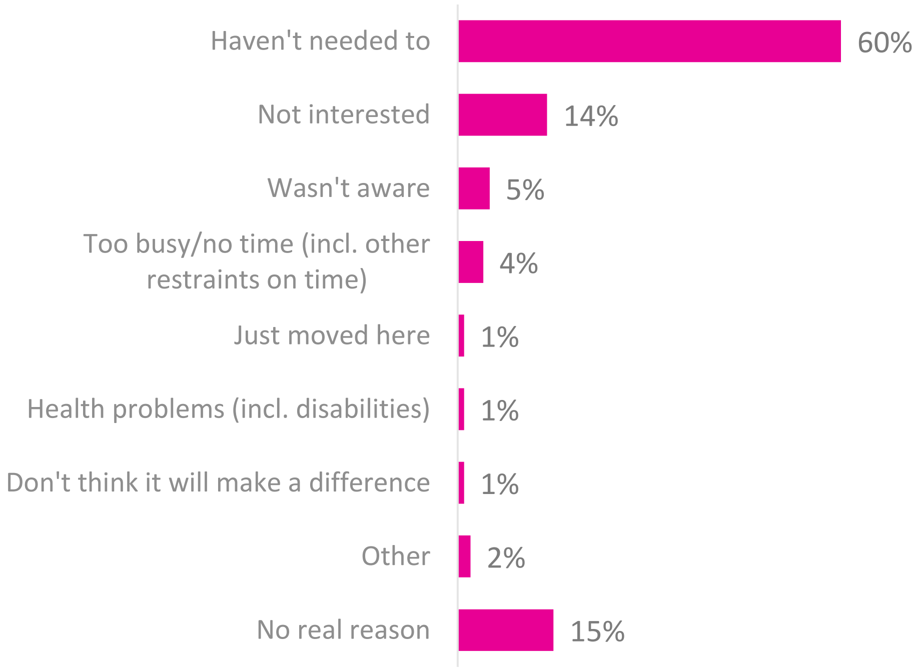
LONDON BOROUGH OF RICHMOND UPON THAMES

Reasons for not interacting

The main reason for not contacting or being involved with the community/Council is because residents haven’t felt they have needed to (60%).

Council and community contact

Top barriers



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B03. In the last 12 months which of these have you done? (Unweighted Base: All respondents 1004)
B04. Is there any particular reason why you have not done any of those things? (Unweighted Base: Where done none of the above 506)

LONDON BOROUGH OF RICHMOND UPON THAMES

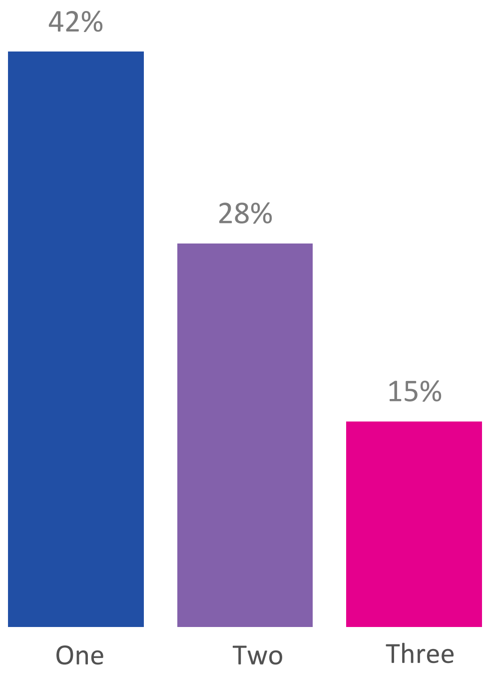
Contacting the Council

A third of residents (33%) actively contacted the Council in the past 12 months with most (42%) only contacting about one issue. The main drivers behind resident outreach are about waste and recycling (39%) followed by parking (27%).

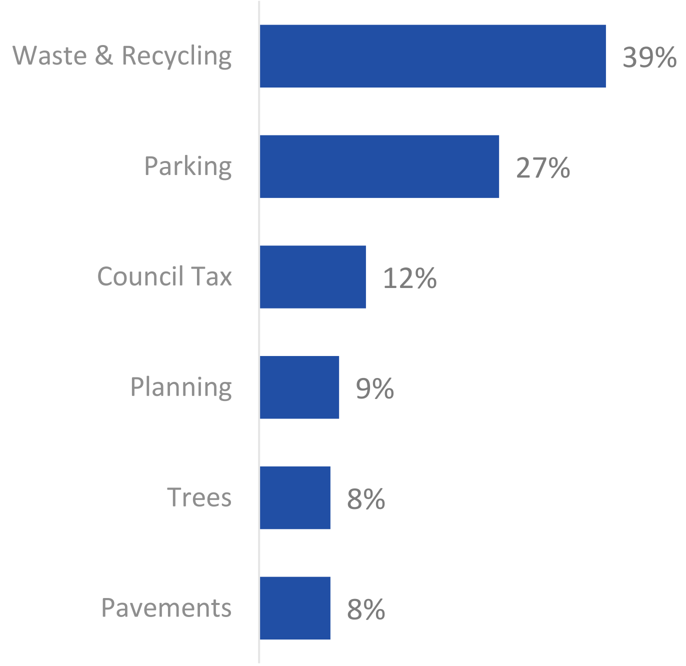
33%

of residents have contacted the Council directly about the services it provides in the last 12 months

Number of issues contacted the Council about in the last 12 months



Top reasons for last contacting the Council



D01. Have you contacted the Council directly about the services it provides in the last 12 months? (Unweighted Base: all respondents 1004)
D02. How many issues have you contacted the Council about in the last 12 months? (Unweighted Base: where contacted Council directly 338)
D03. When you last contacted the Council which service(s) was this about? (Unweighted Base: where contacted Council directly 338)

Method of resident contact

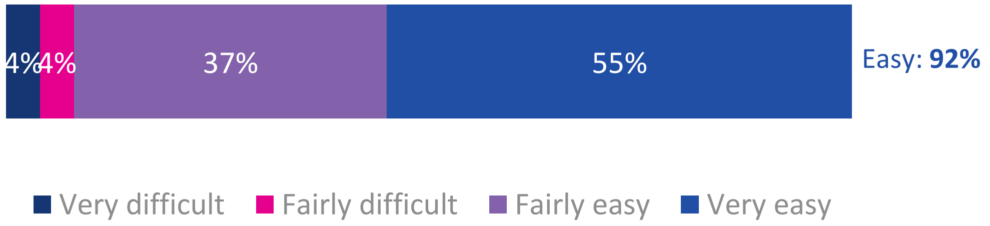
Email, phone and online forms were used most predominantly to contact the Council. Those who didn't use online methods did so out of preference or convenience. Residents found it easy to find appropriate members of staff and information on the website, so it is unsurprising that most residents who contacted the Council directly were satisfied with the way their query was dealt with (68%).

Method of first contacting the Council

Method	%
Emailed	37%
Applied for, paid for or reported something using the online forms on the website (e.g. parking, Council tax)	30%
Phoned	27%
Used the My Richmond app	3%
Other (e.g. via Councillor)	2%
Went to the Civic Centre	1%

Ease of finding an appropriate member of staff to help

Ease of finding information on the website



68%
of residents are satisfied with the way their query was dealt with

D04. Which way of contacting the Council did you use first? (Unweighted Base: where contacted the Council directly 338)
D06. How easy was it to find an appropriate member of staff to respond to your enquiry? (Unweighted base: Where went to the civic centre, wrote a letter or phoned 98)
D07. How easy was it to find the information you needed on the website? (Unweighted base: Base: Where applied for, paid for or reported something using the online forms on the website 98)
D09. How satisfied are you with the way your query was dealt with? (Unweighted Base: where contacted the Council directly 338)

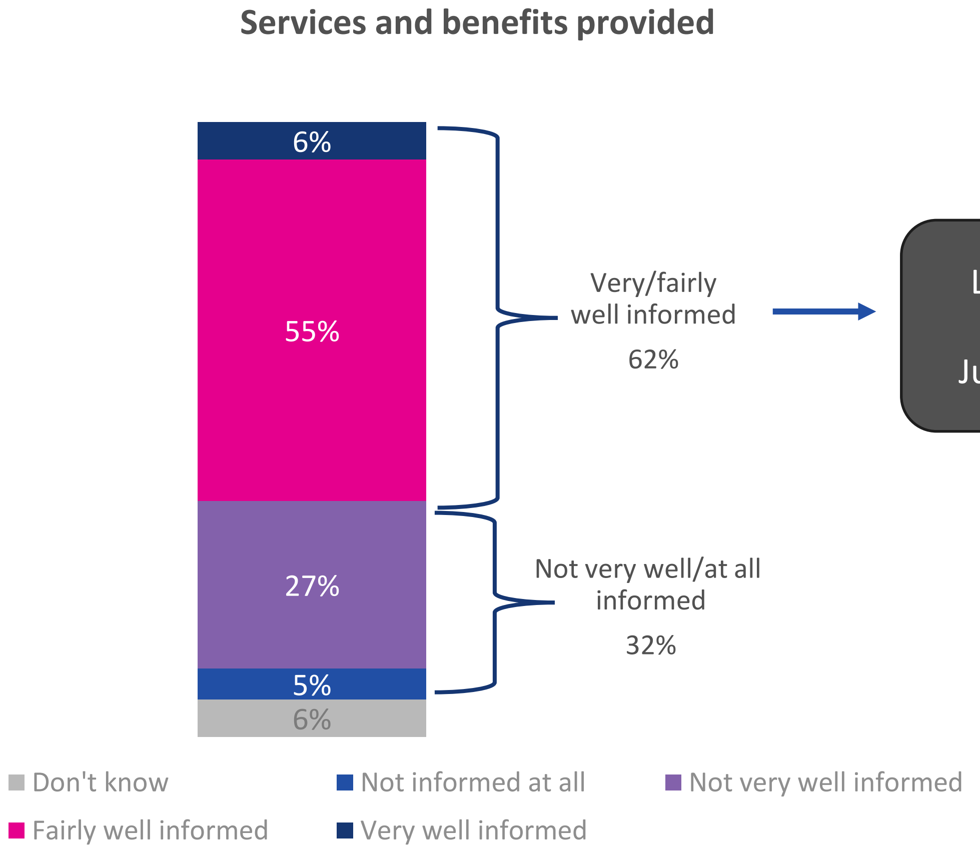
BMG success decoded

LONDON BOROUGH OF RICHMOND UPON THAMES

Digital and communications

Feeling informed

The majority of residents (62%) feel well informed by Richmond Council about the services and benefits provided, although this has declined from 76% in 2019. It still compares favourably to the LGA national survey though where 55% state they feel informed (very or fairly). Residents newer to the borough are less likely to feel well informed about services and benefits provided (51%), while residents who follow the Council on social media are significantly more likely to feel well informed about services and benefits provided (75%).



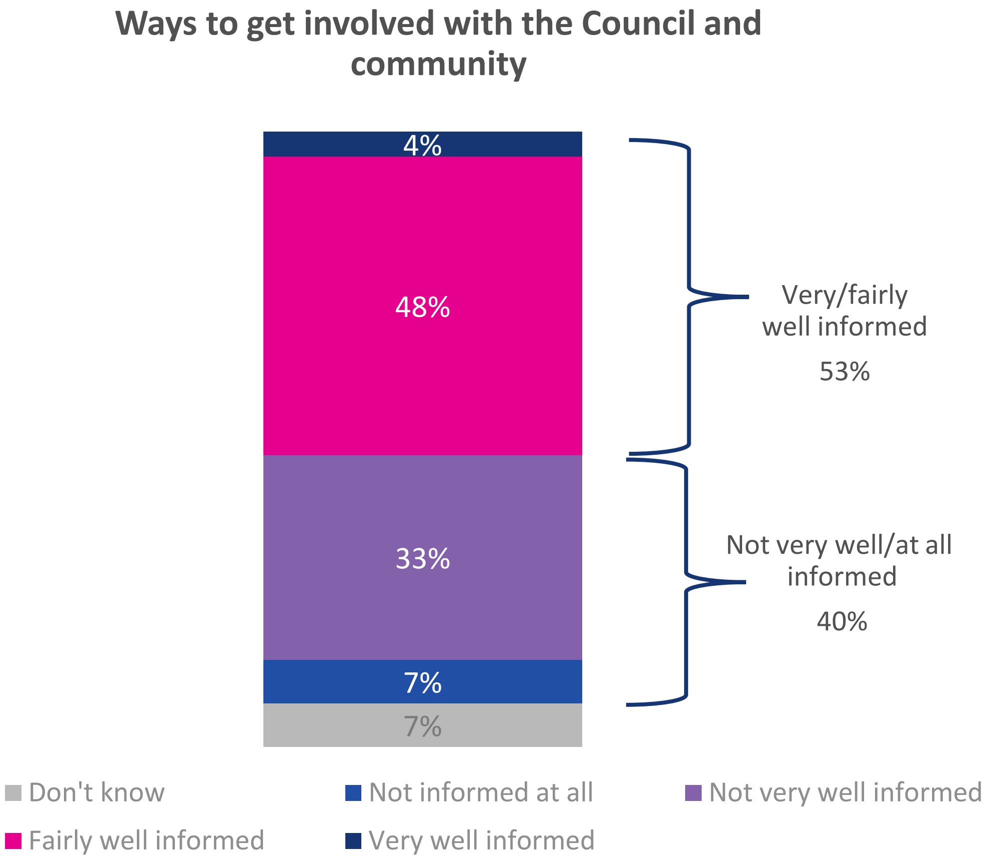
LGA national survey June 23 = 55%

Tower Hamlets 2023 = **57%***
Ealing 2022 = **68%**

E14. How informed do you think Richmond Council keeps residents about the services and benefits it provides? (Unweighted Base: all respondents 1004)
* Question wording – "My council keeps residents informed about what they are doing"

Feeling informed

Over a half of residents also feel informed about ways to get involved with the Council and community (53%). Although this has also declined from 71% in 2019. A similar proportion to those who feel informed about ways to get involved with the Council and community actively get involved in doing something to help improve their community or neighbourhood (50%).

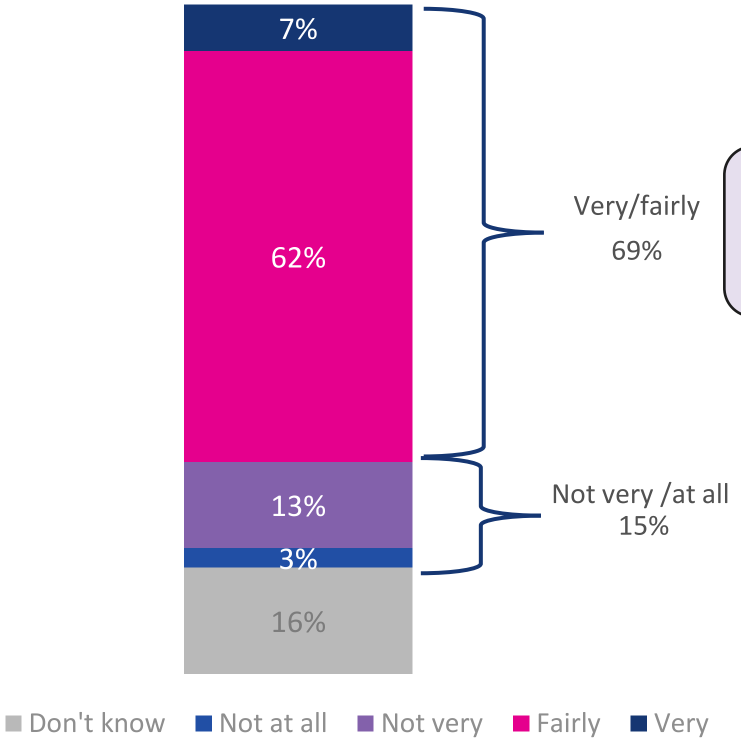


E15. And how informed do you feel about the ways you can get involved with the Council and your community? (Unweighted Base: all respondents 1004)

Council transparency

69% of residents believe that communication from Richmond Council is open and transparent. This has declined from 84% in 2019. Openness and transparency is important in promoting trust among residents (89% amongst very/fairly open vs. 42% not very/at all open). The most cited reason for not believing the Council is open and transparent is a lack of communication, consultation or information.

Council openness and transparency



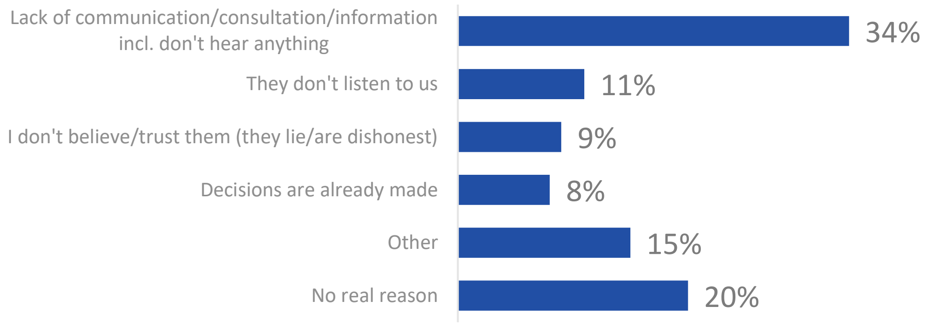
Tower Hamlets
2023 = **45%***

Residents who believe Richmond Council is open and transparent are significantly more likely to trust the Council than those who do not

Very/fairly open and transparent
89%

Not very/at all open and transparent
42%

Reasons for not believing the Council is open and transparent



BMG success decoded

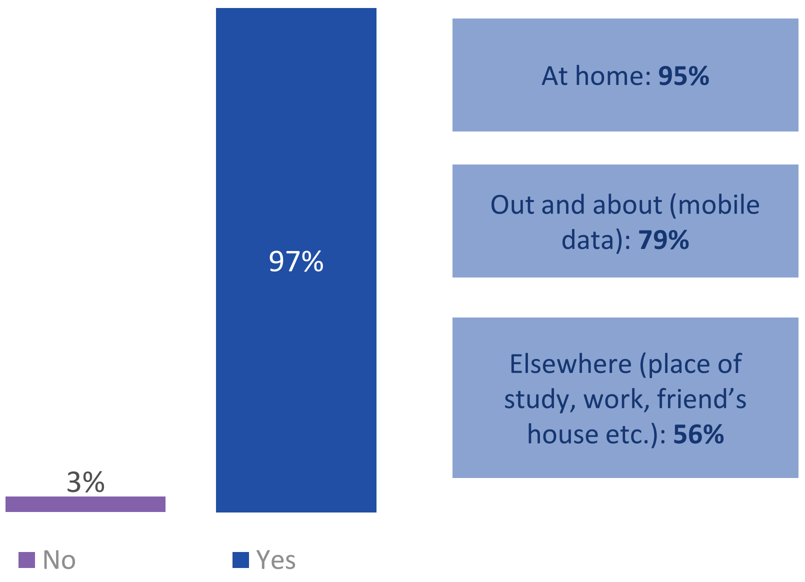
E12. How open and transparent do you think the Council is when communicating with residents?(Unweighted Base: all respondents 1004)
E13. Why do you say that? (Unweighted Base: not very/at all open 158)
* Question wording – "To what extent do you agree or disagree that Tower Hamlets Council is open and transparent about its activities?"

LONDON BOROUGH OF RICHMOND UPON THAMES

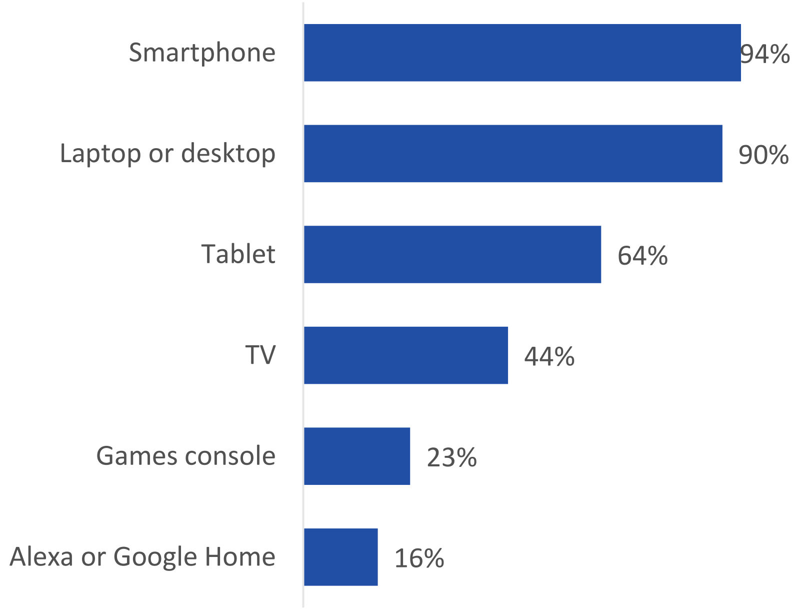
Internet access

Almost all residents in Richmond have access to the internet (97%), with the majority using it at home (95%). Smartphones (94%) and laptops or desktops (90%) are the most used devices to access the internet. Just under three quarters are satisfied with the broadband speed in the borough.

Internet usage



Devices used to access the internet



72%

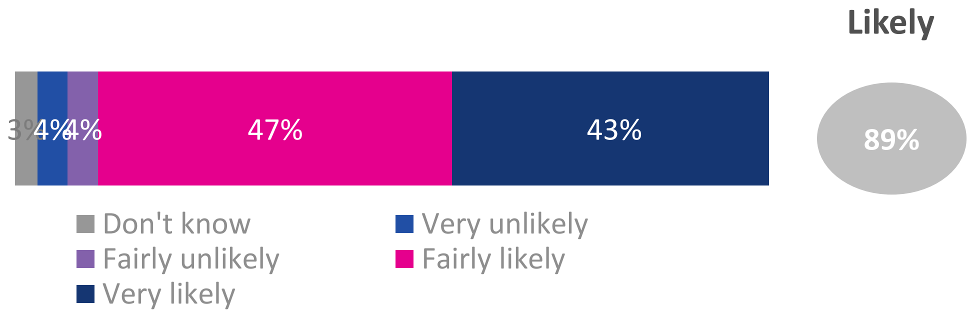
of residents are satisfied with the broadband speed in Richmond borough

E01. Do you use the internet?(Unweighted Base: All respondents 1004)
E03. Which of these devices, do you use to access the internet? (Unweighted Base: where have access to the internet 964)
E04. To what extent are you satisfied with your broadband speed in Richmond borough? (Unweighted Base: where have access to the internet 964)

Online services

Just under nine in ten residents are likely to apply for a Council service online, while unsurprisingly this is lower amongst those aged 65 or over, three quarters (74%) of this age group would still be likely to apply online. The strongest barrier to making an online application is the preference to speak to a person (71%).

Likelihood of applying online



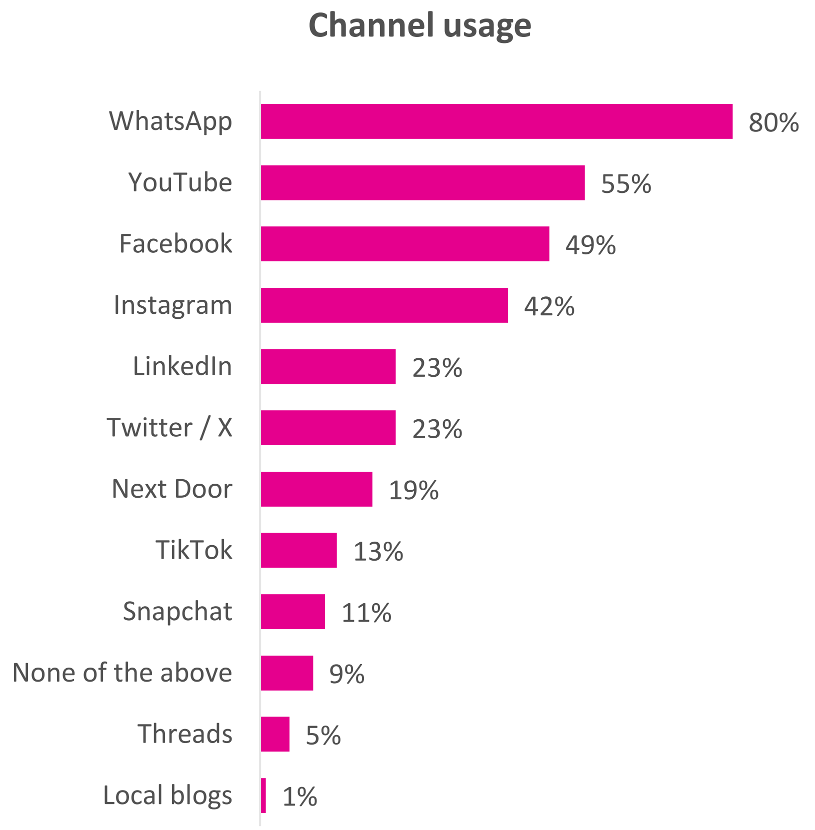
Barriers to applying online

Barrier	%
Prefer to speak to a person	**71%**
Not interested	**13%**
Don’t know how to	**7%**
Don’t trust it	**1%**
Other	**1%**
No real reason	**7%**

E05. If you needed to apply for a service from Richmond Council, how likely would you be to make this application online?(Unweighted Base: have access to the internet 964)
E06. Which of these reasons best explains why you are not likely to apply online? (Unweighted Base: unlikely 84)

Channel usage

WhatsApp is the most used social media channel (80%). However, most residents don't follow the Council on social media (88%), especially the youngest and oldest age groups (16 to 24 94%, 65+ 92% do not follow).



Council social media following

88%

of residents do not follow the Council on social media

Residents follow on:

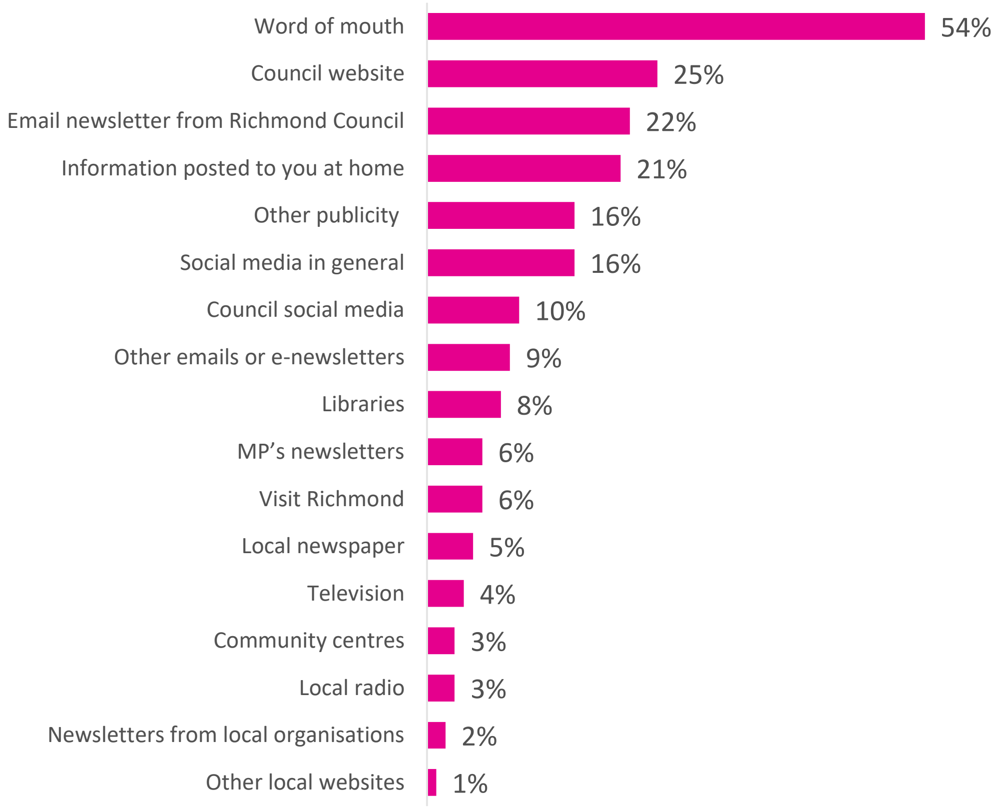
5% Facebook 3% Twitter/X 3% Instagram 2% Next Door

E07. Which of these sources or channels do you use regularly? (Unweighted Base: where have access to the internet 964)
E08. Do you follow the Council on social media? (Unweighted Base: where have access to the internet 964)

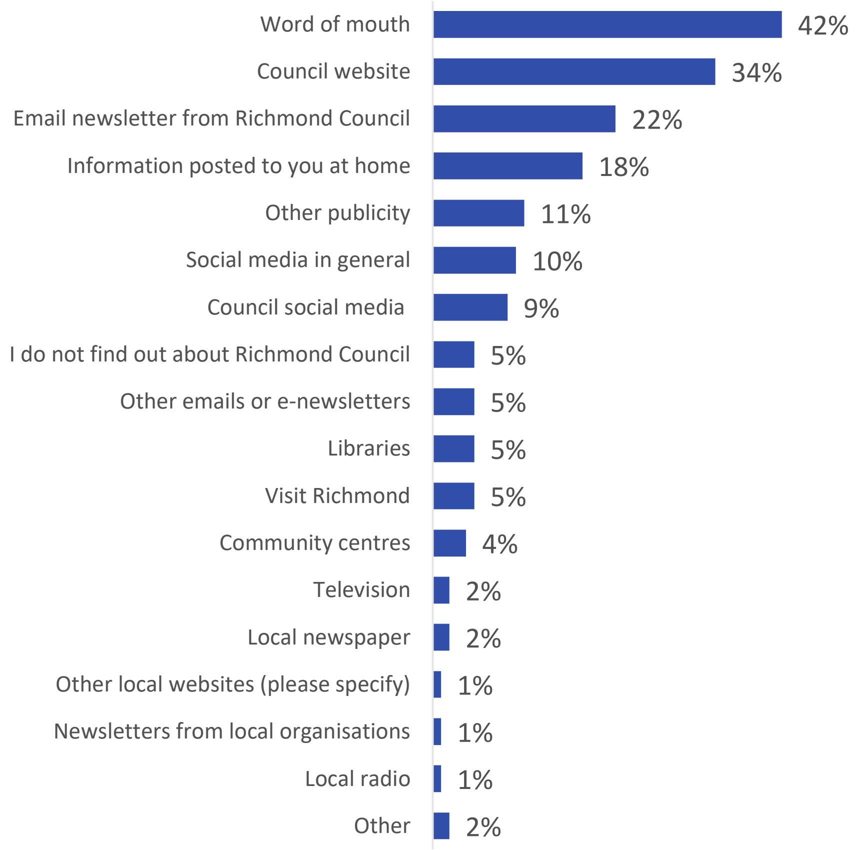
Council information sources

Over a half of residents (54%) say they find out about their local area through word of mouth. Word of mouth is also the most cited source of information for residents to find out what the Council is doing (42%).

Finding out about local area



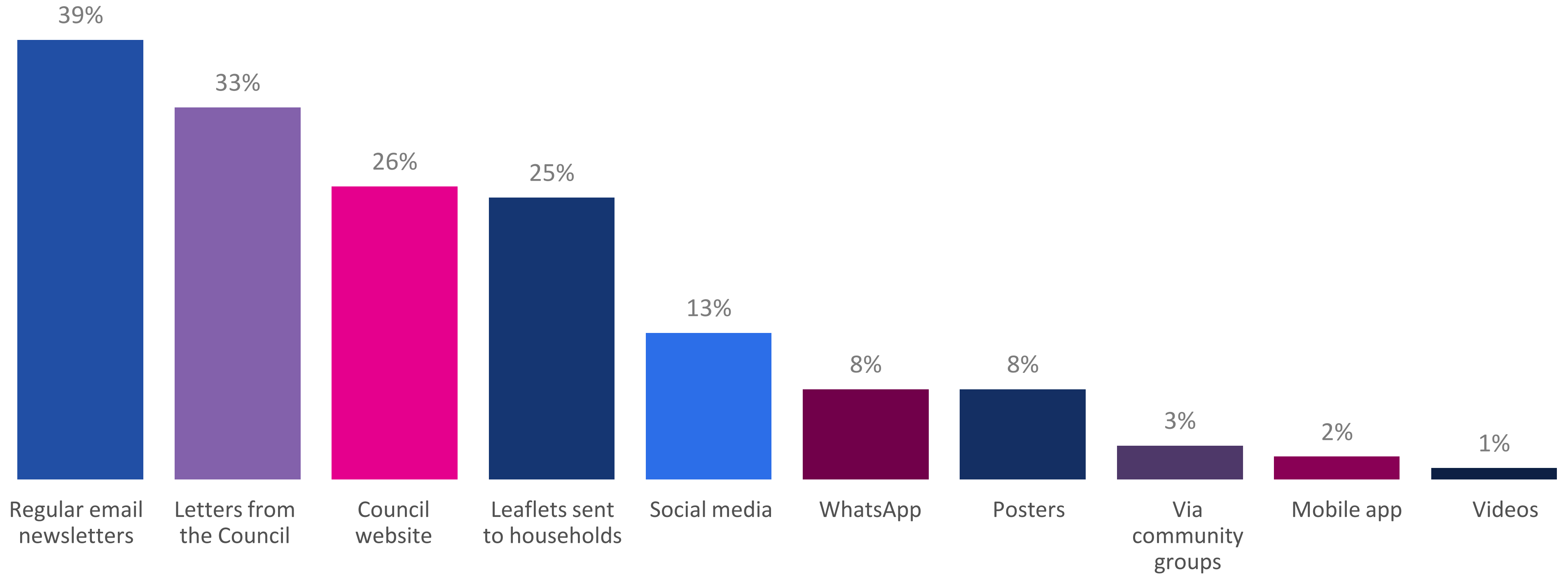
Finding out about what the Council is doing



E09. How do you find out what's going on in your local area?(Unweighted Base: All respondents 1004)
E10. And how do you find out about what Richmond Council is doing? (Unweighted Base: All respondents 1004)

Preferred Council contact

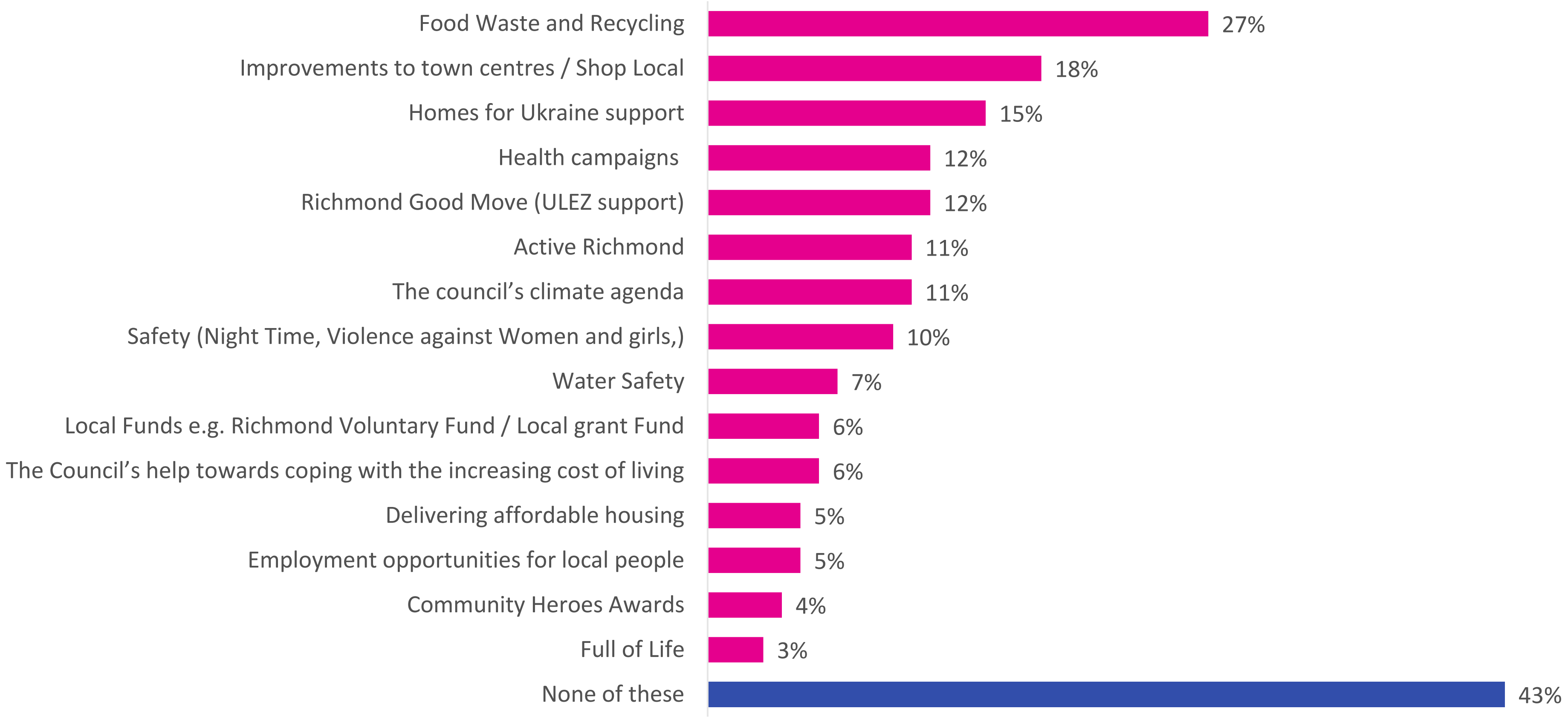
While the most used channel is WhatsApp, preference for news and information from the Council via this channel is low (8%). Residents would prefer to receive regular email newsletters or letters from the Council, indicating the importance of direct and official channels of communication for residents. Among the youngest age group, preference for social media is significantly higher (23%), although as mentioned earlier this group was less likely to currently follow the Council on social media.



E11. How would you prefer to receive news and information about services, etc from the Council? (Unweighted Base: all respondents 1004)

News and campaigns from Richmond

Awareness of news and campaigns from Richmond is relatively low, as 43% say they have not heard of any news about or campaigns from Richmond. Just over a quarter of residents have recently seen or heard news/campaigns about food waste and recycling.

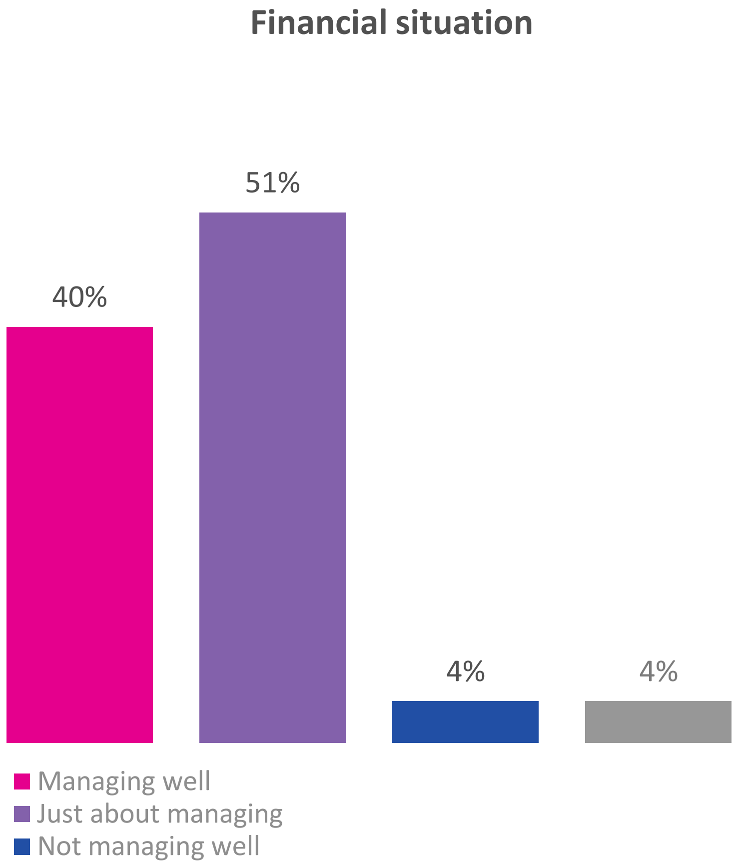


E16. Have you recently seen or heard any of the following news about Richmond upon Thames or campaigns from Richmond upon Thames? (Unweighted Base: All respondents 1004)

Economy

Managing financially

Two-fifths of residents (40%) feel they are managing well despite the cost of living crisis. However, half of Richmond residents (51%) feel their household is just about managing financially, which varies significantly based on demographic factors (age, tenure, ethnicity as well as IMD).



Differences in groups:

Those aged 65 or over are more likely to say they are managing well: **46%**

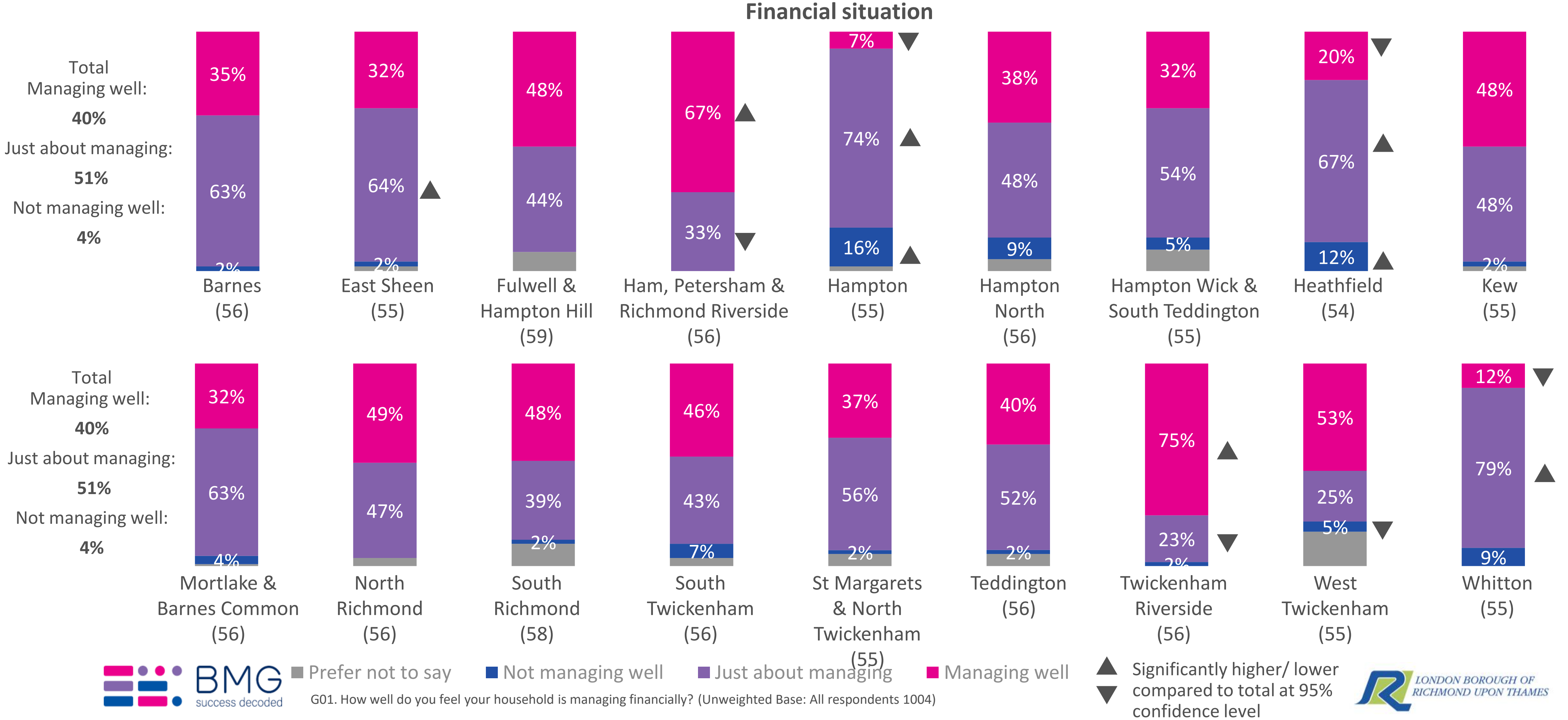
Residents that rent from HA/RSL are less likely to say they are managing well: **14%** and more likely to feel they are just about managing financially **68%** or not managing well **15%**. This is also the case for those in the most deprived areas (IMD 5)

White residents are more likely to say they are managing well compared to other than white residents: **42%** vs. **33%**

G01. How well do you feel your household is managing financially? (Unweighted Base: All respondents 1004)

Financial situation – by ward

Perceptions of financial situations vary greatly by ward. Residents in Hampton, Heathfield and Whitton are significantly less likely to say they are managing well, while residents of Ham, Petersham & Richmond Riverside and Twickenham Riverside are more likely to say they are managing well financially.



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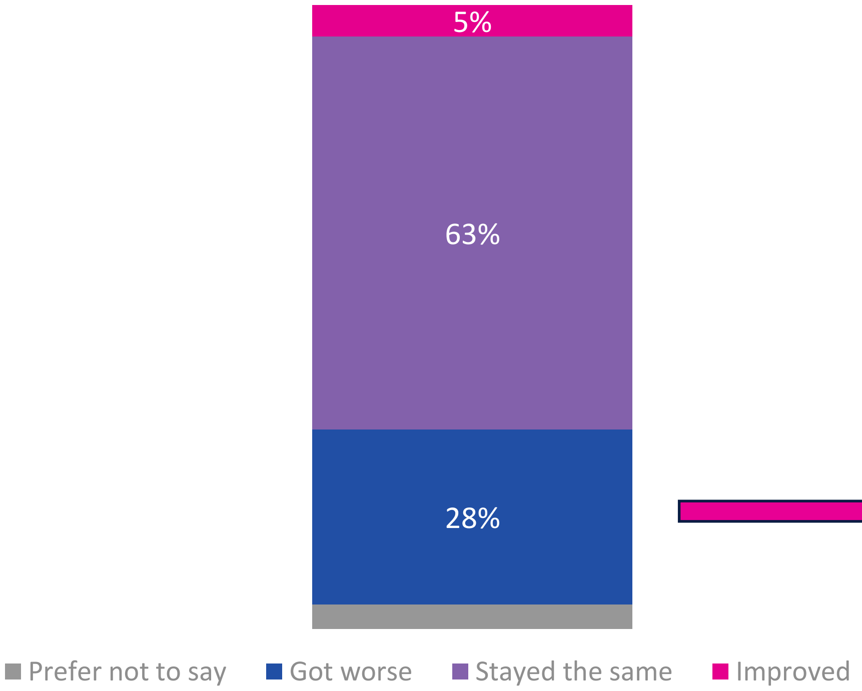
G01. How well do you feel your household is managing financially? (Unweighted Base: All respondents 1004)

London Borough of Richmond upon Thames

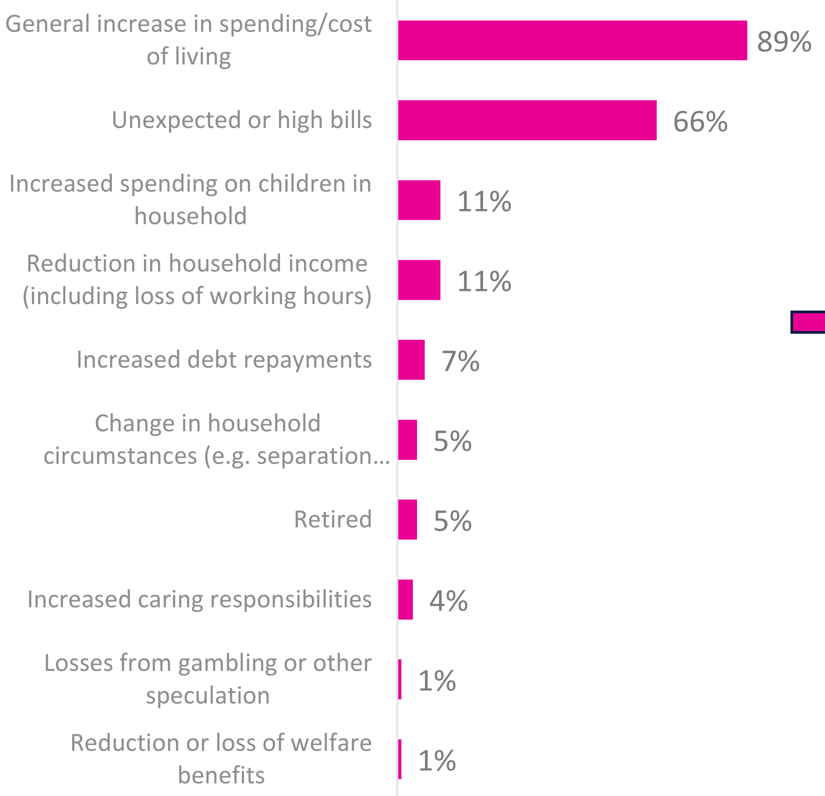
Change in financial circumstances

Financial circumstances have remained the same for the majority of residents (63%). For those who feel that their circumstances have worsened, cost of living (89%) and unexpected or high bills (66%) are the most reported reasons. A significant proportion of residents say they would not know where to go for information and support regarding their financial circumstances.

Change in financial circumstances



Reasons for worsened situation

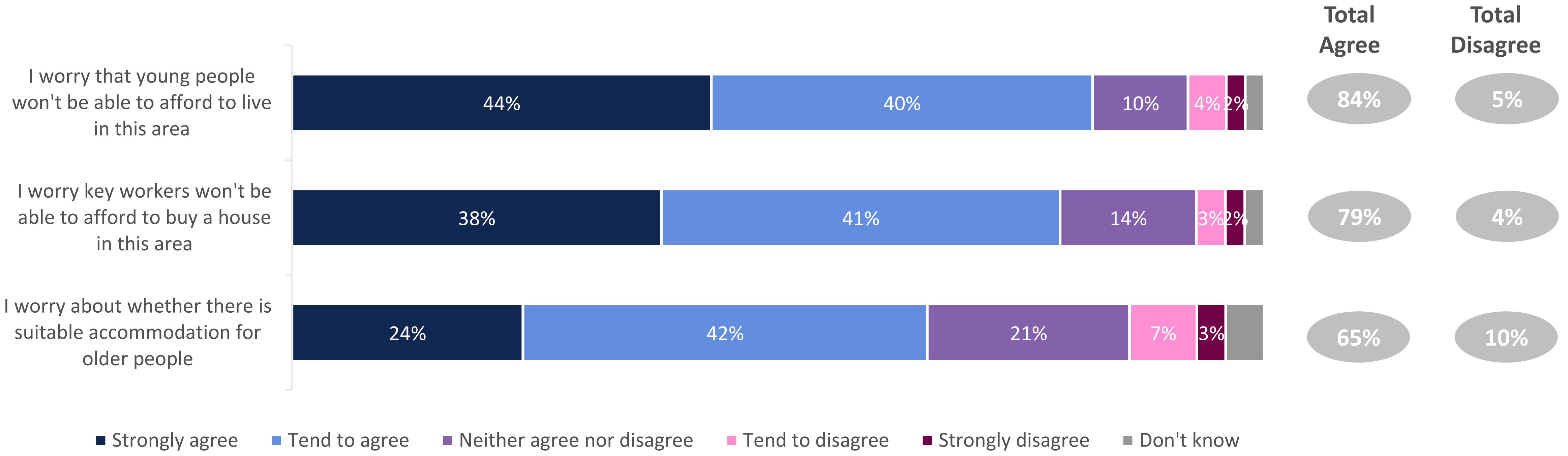


67%
of residents would not know where to go for information and support about their financial circumstances

G02. Compared with last year do you think that your financial circumstances have improved, stayed the same or got worse? (Unweighted Base: All respondents 1004)
G03. What do you think are the main reasons for your household's financial situation getting worse? (Unweighted Base: Where financial circumstances got worse 287)
G04. If you needed information and support about your financial circumstances, would you know where to go? (Unweighted Base: All respondents 1004)

Resident concern for others

Residents are particularly concerned about whether young people will be able to afford to live in Richmond (84% agree), underpinning widespread apprehensions about housing affordability for the younger generation. Worries extend to key workers, as 79% agree they worry key workers won't be able to buy a house in the area.

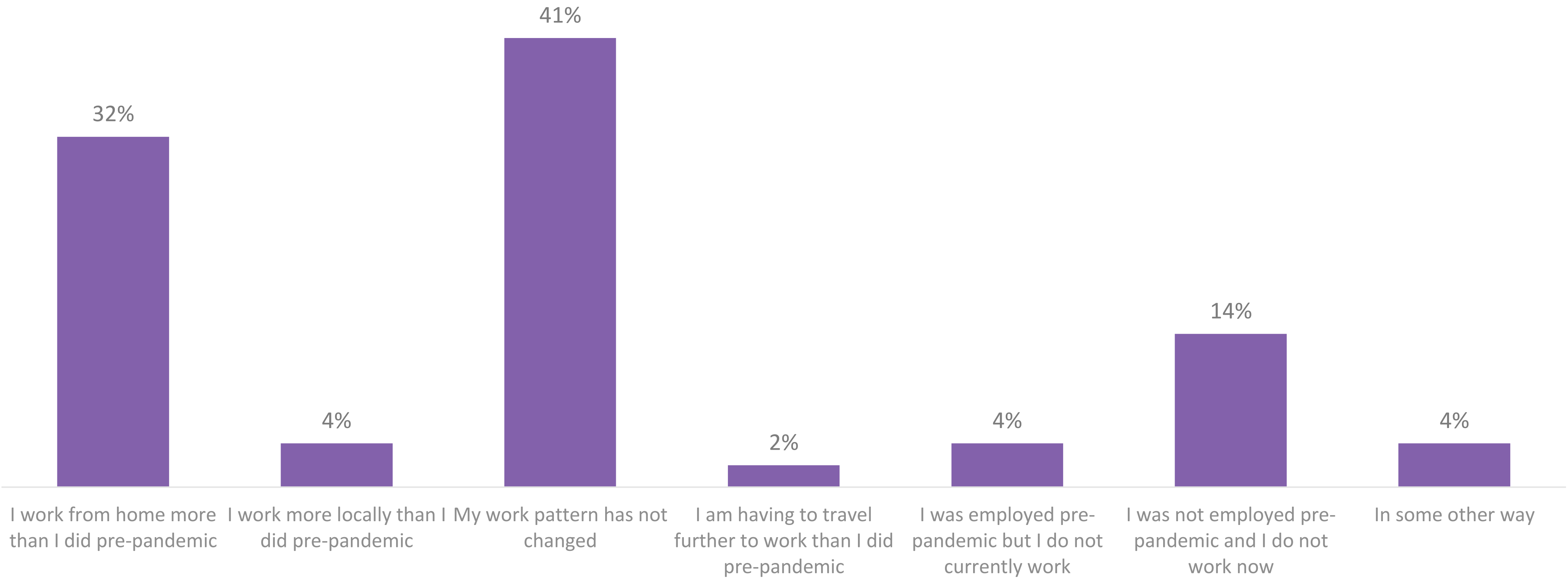


G05. To what extent do you agree or disagree with the following statements? (Unweighted Base: all respondents 1004)

Working since the COVID-19 pandemic

Among residents, for two fifths (41%) work patterns have not changed since the COVID-19 pandemic. For a third (32%) they work from home more now than they did pre-pandemic.

Changes in ways of working since the COVID-19 pandemic

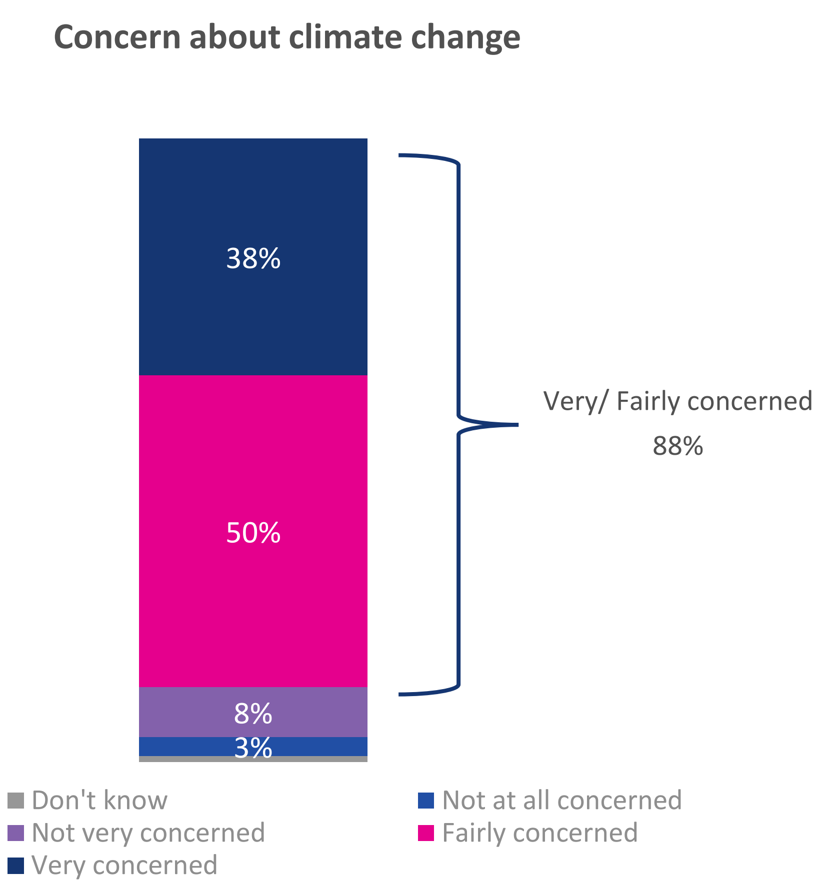


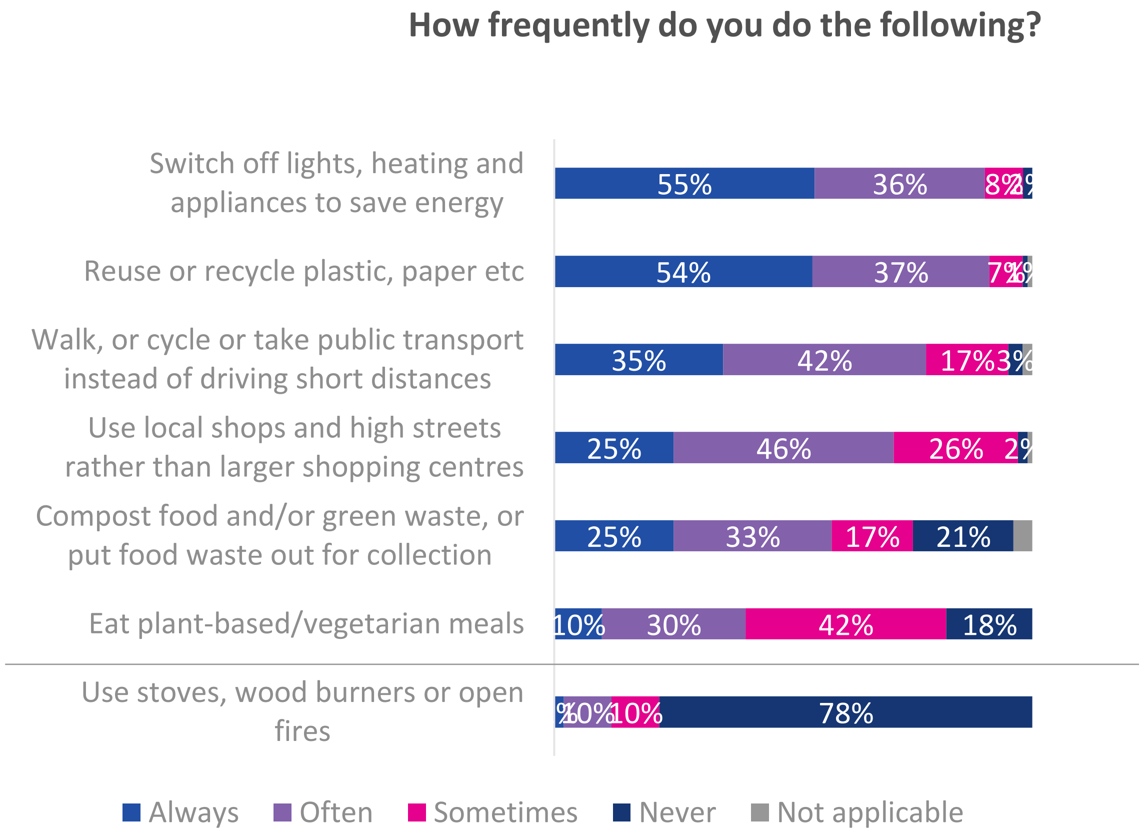
H02. In which of the following ways has the way you work changed since the Covid-19 pandemic? (Unweighted Base: all respondents 1004)

Climate

Climate change concern

Just under nine in ten residents (88%) are concerned about climate change. Switching off lights, heating and appliances to save energy and reusing or recycling are the most reported energy behaviours.

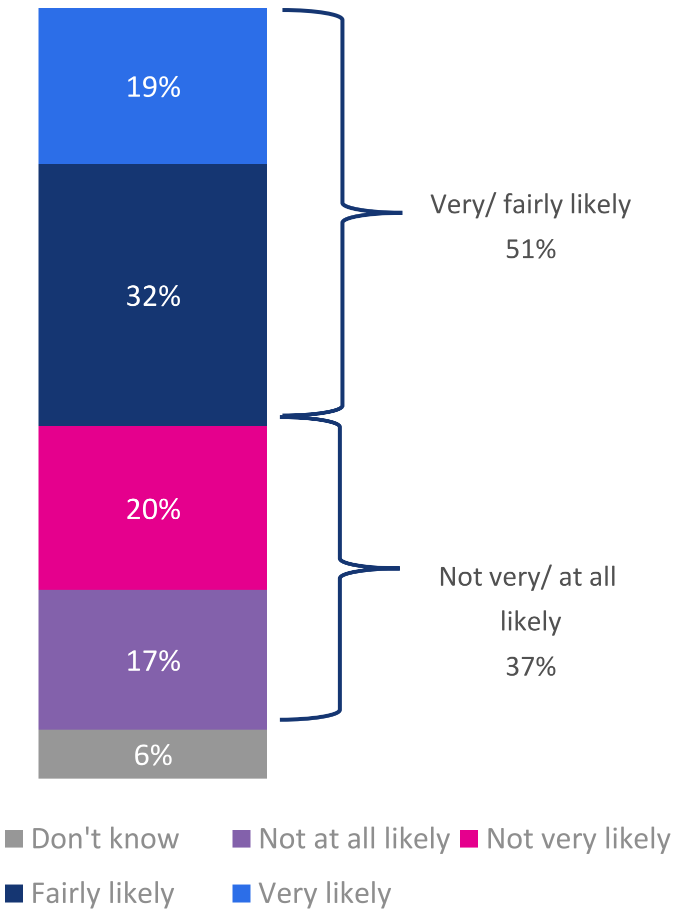




I01. How concerned, if at all, are you about climate change, sometimes referred to as 'global warming'? (Unweighted Base: All respondents 1004)
I02. Thinking about your food, energy and transport use, how frequently do you do the following? (Unweighted Base: All respondents 1004)

Electric vehicles

Half of residents would consider buying an electric vehicle (51%). This is highest amongst those aged 16 to 64 (52% vs. 31% 65+) and unsurprisingly residents concerned about climate change (51% vs. 21% not concerned). Cost and concern about recharging/no charging points in local area are the top barriers for electric vehicle consideration.



Top barriers for purchasing electric vehicles	Cost 60%	Recharging/ lack of charging points 52%	Battery 30%

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I04. If you were to buy a new car or van, how likely would you be to buy an electric vehicle? (Unweighted base: All respondents (valid) 950)
I05. What puts you off buying an electric car or van? (Unweighted base: not likely to by an electric vehicle 359)

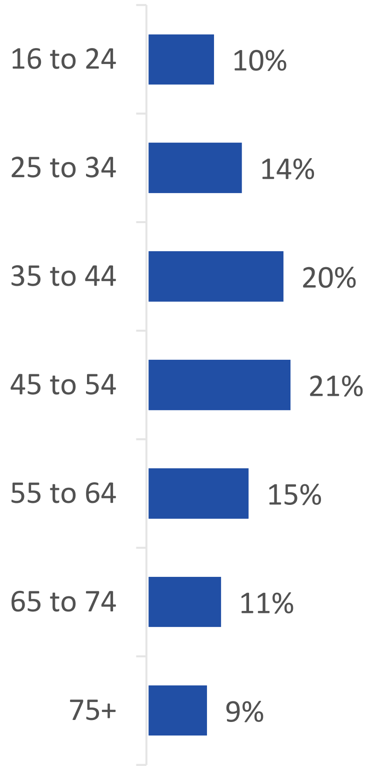
LONDON BOROUGH OF RICHMOND UPON THAMES

Demographic profile

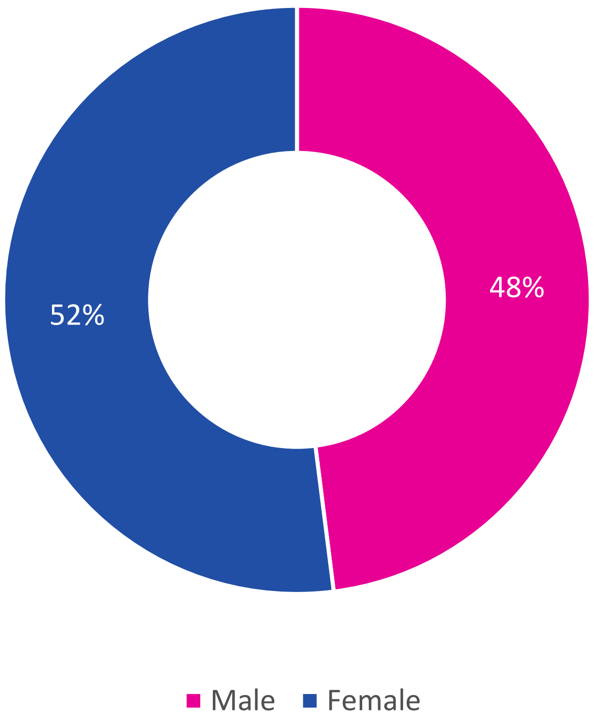
Respondent profile

Residents interviewed were broadly representative of the total Richmond population and weighted by ward, gender, age and ethnicity to correct for any over or under representation of any groups. The demographic profile of the residents once weighted is shown below and over subsequent slides.

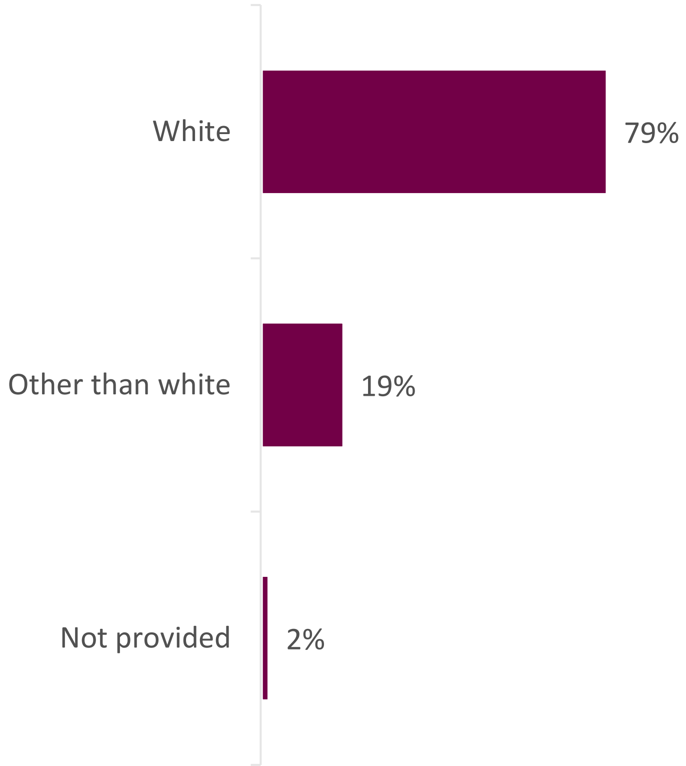
Age



Gender



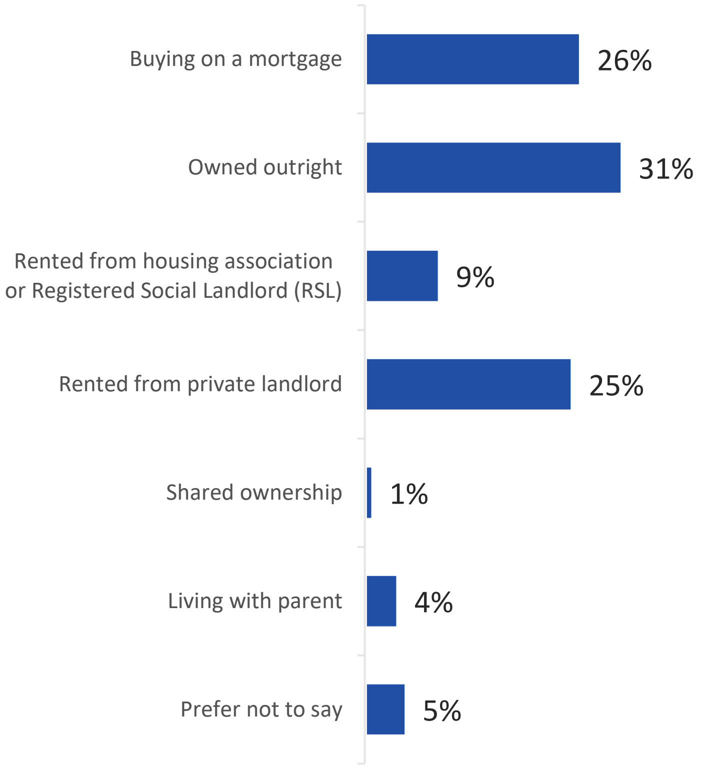
Ethnicity



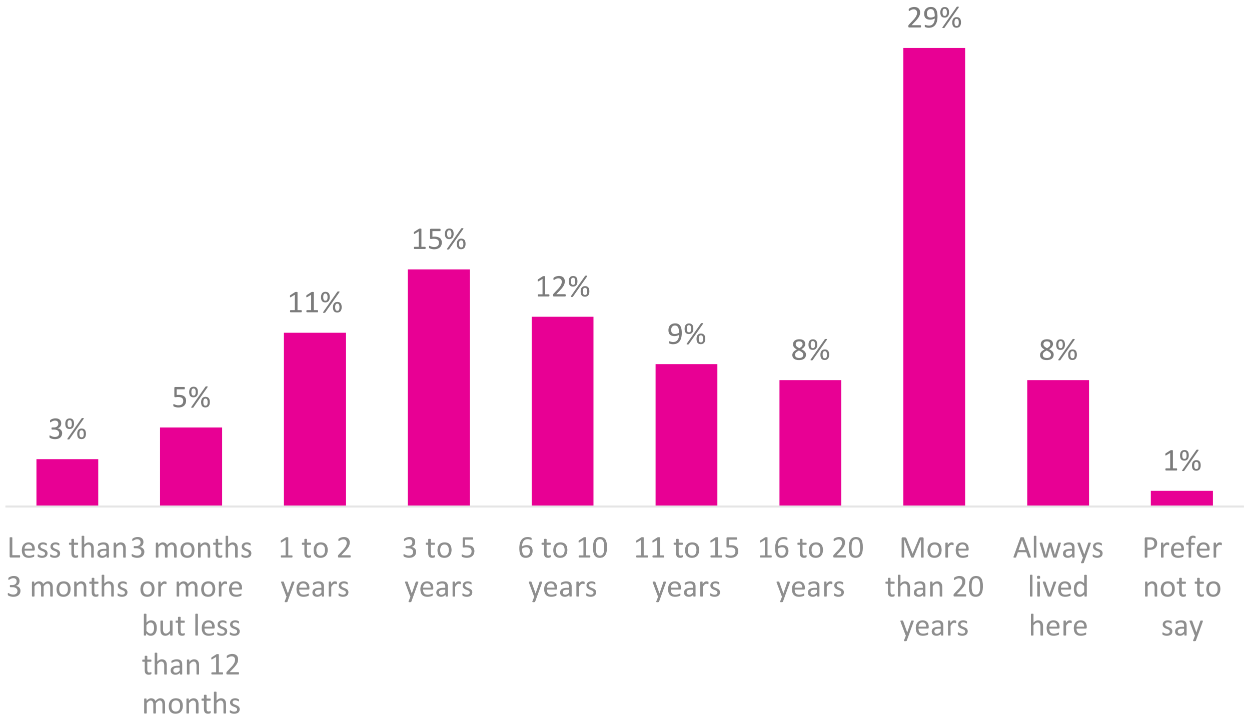
S03. Would you mind telling us which of these age bands you fall into?
S02. Which of the following describes how you think of yourself?
T07. To which of these groups do you consider that you belong?

Respondent profile

Tenure



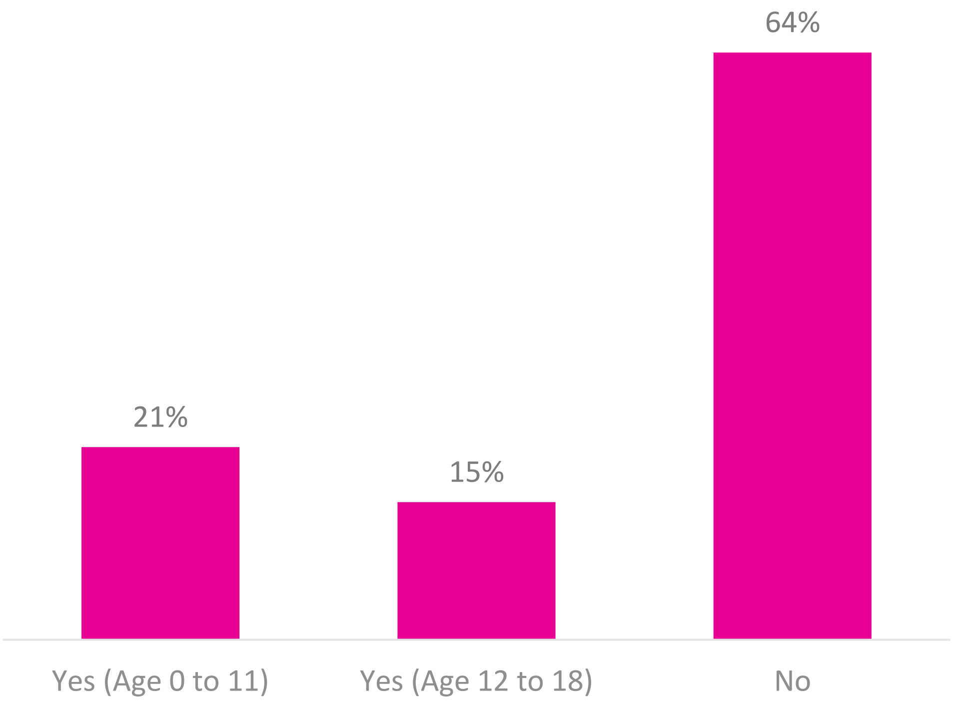
Time in borough



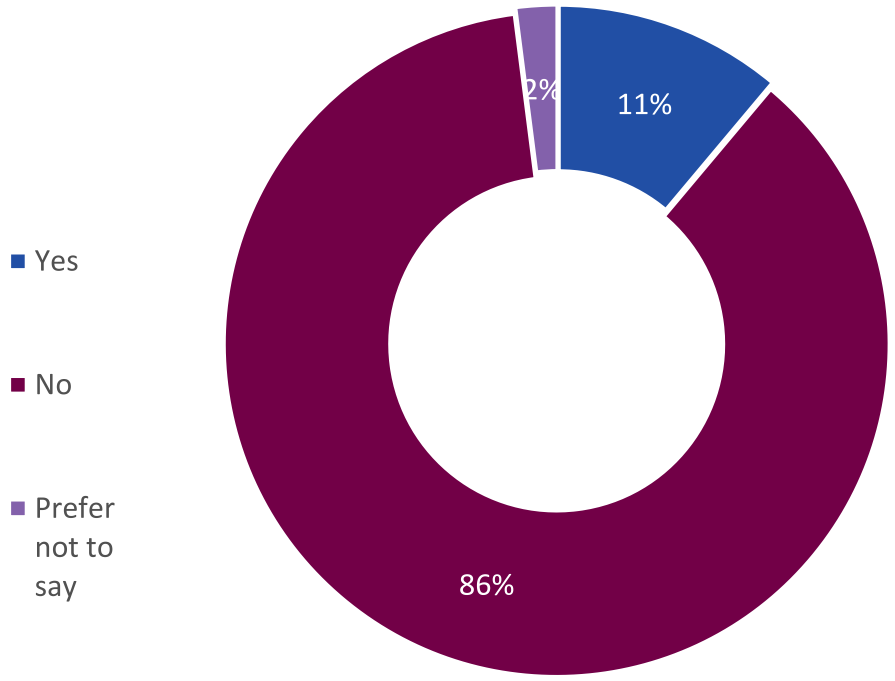
T03. Which of these best describes the ownership of your home?
T02. How long have you lived in the borough of Richmond?

Respondent profile

Parent



Disability



T01. Are you a parent of a child or young person under the age 19?
T05. Do you consider yourself to be a disabled person, or does anyone else in your household?

BMG

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