Research Report

Richmond Residents Survey 2015

Prepared for: London Borough of Richmond-Upon-Thames

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Prepared for: London Borough of Richmond-Upon-Thames

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1 Background and methodology

1.1 Survey aims and objectives

This report summarises the results of a bespoke piece of research into the perceptions Richmond borough residents hold in relation to their Council and the local area. A representative sample of 1,022 residents aged 16 and over were interviewed face to face at randomly selected sampling points between 16th November and 16th December 2015 in order to provide fresh data on Council performance and priorities.

The objectives of this research were as follows:

- To measure overall perceptions of Richmond Council's performance and the value for money it provides
- To examine support for possible approaches to service delivery and cost savings ahead of the setting of the 2016/17 budget
- To record how engaged residents are with Richmond Council and with their wider community
- To explore how residents perceive the condition of their local high streets
- To explore preferences for particular contact channels and customer experiences when contacting the Council
- To benchmark the perceptions of Richmond residents where possible using national data collected by the Local Government Association

1.2 Methodology

Within the borough, deprivation scores at Super Output Area (SOA) level were ranked from high to low. These were then segmented into quartiles within each ward to ensure that the bands reflected the relative deprivation within Richmond-Upon-Thames. This provided the basis for a stratified random sampling of Census Output Areas (COAs) as sampling points, ensuring that the sampling points selected covered relatively high and relatively low levels of deprivation.

Sampling points (COAs) were selected randomly per ward and all addresses were identified from the postcode address file within each COA to form the sample. Proportional interviewing targets were set per ward, with at least 6 sampling points selected in each of the 18 wards that make up the borough. A target of 8-10 interviews was set per sampling point depending on the overall ward target.

Whilst the interviewers were able to approach any address within a sampling point quotas were set by age, gender and tenure within each ward to ensure a representative spread by demographic profile. The survey was administered on a face-to-face basis, using a tablet computer.

Post fieldwork the data was weighted by village population and by age, gender and ethnicity for the resident population aged 16+. The 2011 census was used as the basis for the demographic weights to provide sufficient level of granularity for the 16+ population.

It should be noted that previous iterations of this research were carried out by telephone, rather than face to face interviewing. This change in methodology means that caution should be exercised in comparing the 2015 results with previous findings, although the data has been weighted in the same way to help ensure continuity.

1.3 Questionnaire

A bespoke questionnaire was used for this survey with considerable revisions made for 2015. However, several questions were retained to allow perceptions of the Council to be monitored year on year and to allow benchmarking against polling conducted nationally by the Local Government Association.

1.4 Report contents

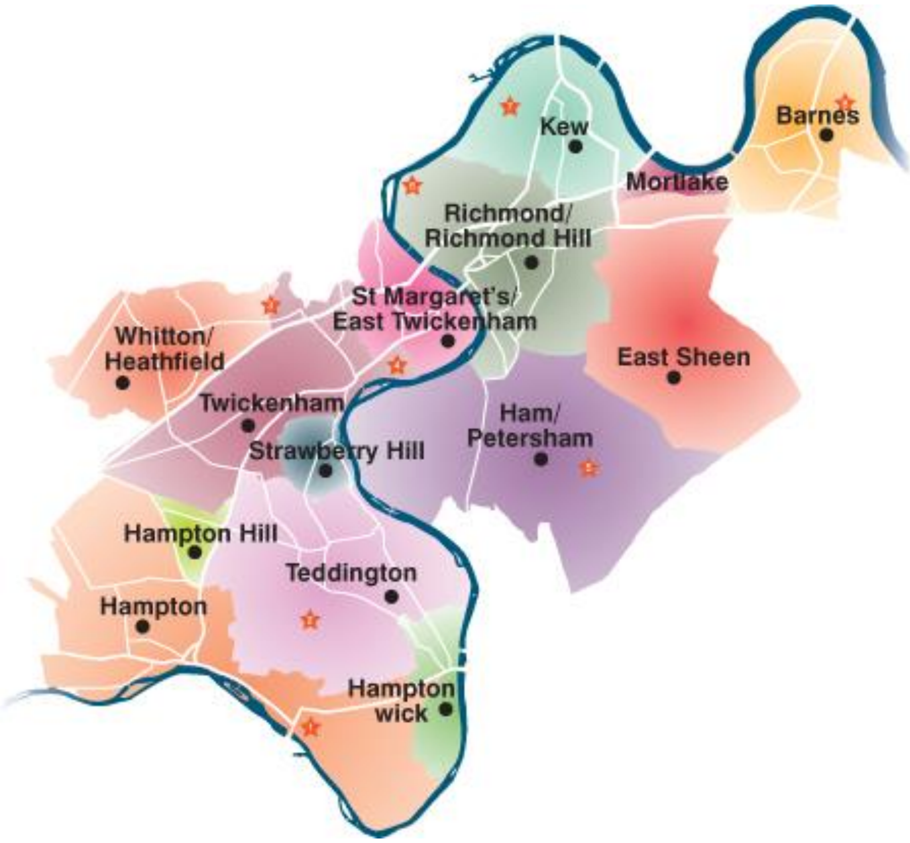
This document contains a concise summary of the key findings to emerge from this survey. It aims to highlight the positive messages in the data, plus any areas of concern that require further consideration.

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

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

Throughout the report reference will be made to villages. The boundaries of these village catchments are shown by the map on the following page. Although the sampling was done by ward, sampling points were selected to ensure coverage of all villages and this was the geographical unit by which the data was weighted.

Figure 1: Definition of geographical units used in analysis



2 Key findings

2.1 Perceptions of Richmond Council

Four in five Richmond residents (81%) are satisfied with the way the Council runs things, broadly in line with the 2014 findings.

On almost all the measures shown below, perceptions are more positive compared to the LGA national benchmark polling. The only exception to this is the measure relating to keeping residents informed about Council services and benefits, where the proportion of Richmond residents who believe the Council keeps them well informed remains slightly behind the national average (58% cf. 61%).

Benchmarked against the 2014 findings, perceptions are broadly in line with those seen a year ago with the following exceptions:

- Keeping residents informed about services and benefits, where the proportion of residents feeling informed has fallen by 5 percentage points;
- Acting on the concerns of local residents, where the proportion feeling the Council does this has also fallen by 5 percentage points. However, this is entirely driven by an increase in the proportion who gave a 'don't know' response, rather than an increase in negative perceptions of the Council on this measure.

Table 1: Summary of key survey indicators

Question	2012 (%)	2013 (%)	2014 (%)	2015 (%)	Change from 2014 (% points)	LGA June 15 national benchmark - (%)
% residents satisfied with the local area	93%	96%	96%	97%	+1	82%
% residents satisfied with the way the Council runs things	77%	83%	83%	81%	-2	67%
% residents agree who agree the Council provides value for money	48%	57%	62%	64%	+2	51%
% residents informed about Council services and benefits	57%	62%	63%	58%	-5	61%
Acts on concerns - a great deal / a fair amount	67%	70%	70%	65%	-5	59%
Trust Council - a great deal / a fair amount	74%	79%	75%	77%	+2	58%

2.2 Perceptions of the local area

As indicated above, almost all Richmond residents (97%) are satisfied with their local area as a place to live.

When asked what they like the most about their area, 28% cite parks/open spaces, 24% cite location/convenience and 19% say the area is quiet/peaceful.

When asked what they *dislike* the most about their area, the concerns most cited are all linked at least in part to traffic and cars: parking (mentioned by 18%), traffic congestion (15%) and noise (10%).

When asked to rate their local high street on the following measures: overall, range of shops available, appearance, and safety, perceptions are all at the highest level recorded to date (from the 2012 research onwards). Perceptions are most positive for safety (91% are satisfied their local high street is safe); and least positive for the range of shops available (77% satisfied but 16% dissatisfied). Notably satisfaction with the range of shops available has increased by 10 percentage points in the last year.

2.3 Service strengths and weaknesses

As is typical in residents surveys, perceptions are most positive in relation to the universal services of refuse collection (64% mention this as one of the three best services the Council provides) and recycling (54%). Around three in ten mention parking services, road maintenance and pavement maintenance as being amongst the three services most requiring improvement. The relatively high proportion naming parking services as requiring improvement is in line with the fact (discussed above) that residents are most likely to name parking as an aspect of their local area that they dislike. Encouragingly, 21% did not name any of the given services as requiring improvement.

2.4 Resident involvement

At a time when there is continuing need for councils to involve their residents in decision making to ensure that residents' priorities help to shape future services, a series of questions was included to establish whether residents feel they can work together with Richmond Council and the extent to which they do this currently.

Seven in ten (70%) agree that residents can work together with the Council to make improvements to the local area. Just 6% disagree. However, current interaction with the Council via a range of given activities is limited. Between 13% and 16% have taken part in each of the following activities in the past 12 months: taking part in Council consultation, attending a Council-organised/supported event, taking part in Village Planning activity, contacting a councillor, or making a complaint.

More broadly, over one in three Richmond residents (36%) state that they either give 'a great deal' or 'a fair amount' of time doing something to help improve their community or neighbourhood.

In terms of how well informed residents feel about the ways they can get involved with the Council and their community, whilst 64% feel well informed, over one in three (36%) do not feel well informed.

Six in ten (61%) residents believe that Richmond Council takes account of residents' views when making decisions. However, only 5% believe that the Council does this a great deal, and similarly 5% believe the Council does not do this at all. Given that 17% also don't know, this suggests there is a high degree of ambivalence or lack of engagement on the question of whether the Council does take account of residents' views.

2.5 Council contact

Those contacting the Council in the past 12 months are most likely to have done so via email (51%), followed by telephone (40%). E-mail being the leading channel of Council contact remains unusual in surveys of this type so this may suggest a level of success in channel shift strategies.

Over six in ten (63%) of those who contacted the Council - by any means - are satisfied with the way their query was dealt with. Over one in four (28%) are dissatisfied. Most (88%) of those telephoning the Council or visiting in person also found it easy to find an appropriate member of staff to deal with their enquiry.

2.6 Communications and information

The proportion of residents feeling that they are kept informed about the Council's plans to deal with budget reductions has increased significantly (by 19 percentage points). However, it is still the case that fewer than half (42%) feel well informed on this issue, and just 5% feel very well informed. Just 13% say they have recently heard or seen anything about the Council's need to make £30 million savings in the next 4 years. Whilst general awareness that major savings are required may be higher than awareness of these specific figures, these findings suggest that further work may be required to make residents more informed about this issue.

When presented with a series of key Council messages (including the need to make £30 million savings), the majority (64%) have not recently seen or heard anything about the Council in this context.

Two-thirds (65%) could not think of anything that had recently given them a positive impression of the Council; however, 72% could not think of anything in the negative category, suggesting, again, a degree of disengagement with news or information relating to the Council.

When asked how they find out about what's going on in their local area, the most popular response is 'From friends' (38%), followed by the Council website (32%).

2.7 Internet use

Most Richmond residents (94%) use the internet to some extent, including 87% who use the internet every day. Most (88%) agree that when they next apply for a service from the Council they are likely to do this online. This is encouraging given the Council's efforts to promote the use of its online resources; however, one in three (34%) of residents aged 65+ say they are unlikely to do this. Consequently, the Council will need to consider providing targeted support and signposting in promoting channel shift.

2.8 Budget issues

Given the difficult financial climate faced by councils, Richmond included, residents were asked to evaluate a series of options designed to help the Council manage its budget. A majority of Richmond residents agree with each of the options given, with the exception of increasing charges for services. The highest level of agreement is with the proposition that the Council should reduced spending by making services more efficient (75% agree with this, 8% disagree).

On the issue of increasing charges for services, over half (52%) disagree with this proposition, with just 22% agreeing. It should be noted that a significantly higher proportion (41%) agreed with this proposition in 2014, when the question was framed in terms of helping to cover the costs of the service. This may indicate that if the Council is to achieve higher levels of support for increased charges, it should be made clear that the increase will help to pay for that service as opposed to being ploughed back into Council coffers.

The Council is working closely with Wandsworth Borough Council on sharing staffing to achieve efficiencies in spending. Positively, given this arrangement, two-thirds (67%) agree that they do not care if the Council or another organisation carries out local services, providing that standards are maintained. Approaching one in five (18%) disagree.

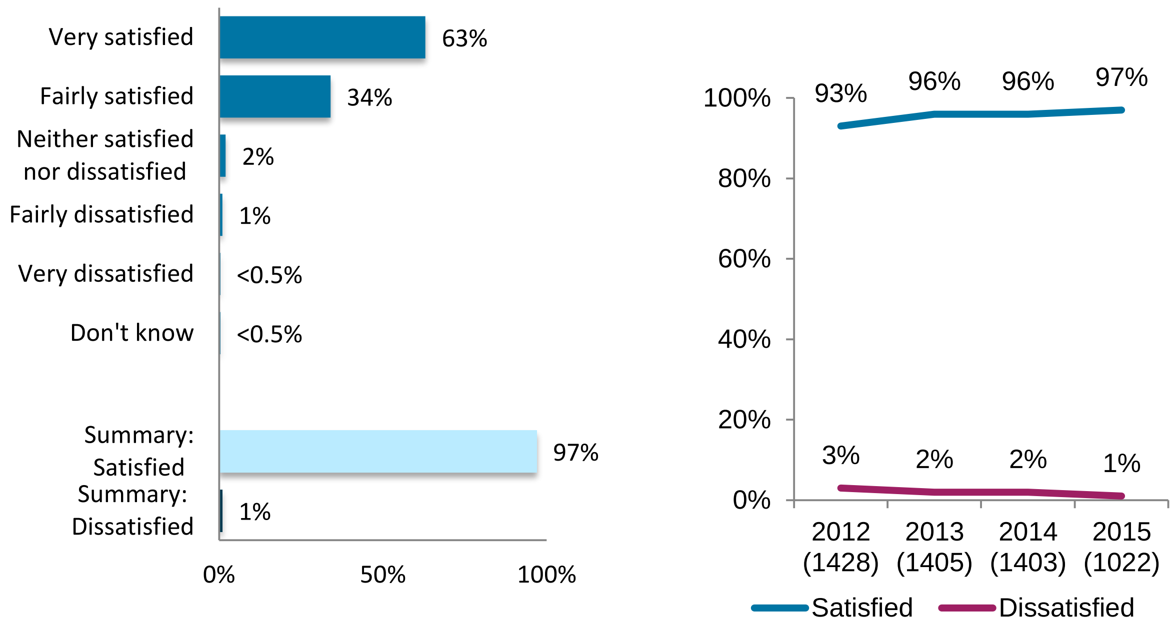
Another option for managing limited financial resources is to let residents themselves spend the money allocated to them to buy services. Just over half (53%) agree that the Council should extend this approach to other services where possible, whilst 21% disagree. Responses for this question are frequently ‘neutral’, with just 8% strongly agreeing and 6% strongly disagreeing. A further 10% don’t know. This may indicate that residents, whilst on balance positive about the idea, may need more information about how this would work in practice and for which services before fully committing to it.

3 Perceptions of the local area

3.1 Local area as a place to live

The vast majority of Richmond residents are satisfied with their local area as a place to live (97%). Of these, approaching two-thirds are very satisfied (63%). Just 1% are dissatisfied with their local area as a place to live. This finding is in line with the 2013/14 results but represents a significant improvement compared to the 2012 results. Year on year results are shown in the figure below.

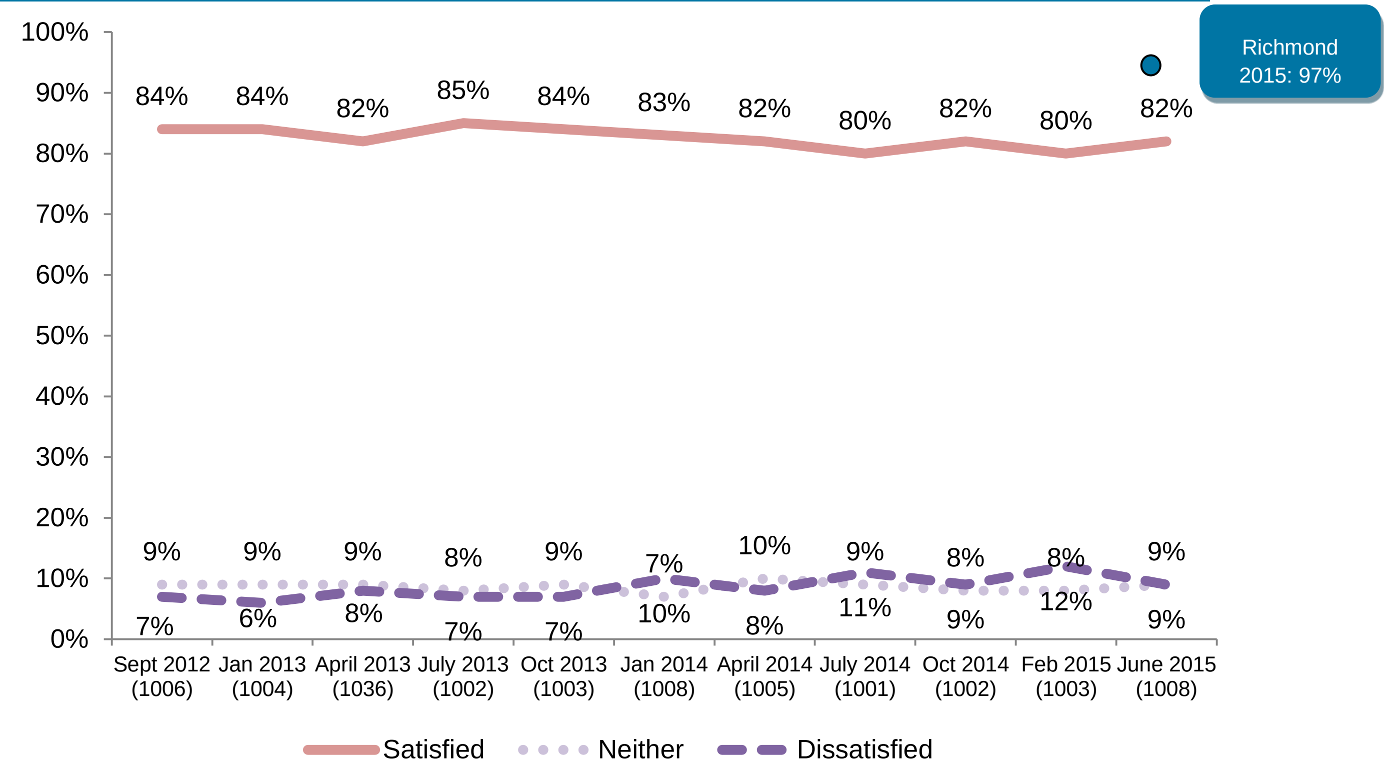
Figure 2: Overall, how satisfied or dissatisfied are you with your local area as a place to live? (All responses)



Unweighted sample bases in parenthesis

As with previous findings, Richmond residents' satisfaction with their local area is above the national benchmark for this question. On the most recent wave of national polling completed by the Local Government Association (LGA), in June 2015, 82% were satisfied on this measure and 9% dissatisfied.

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

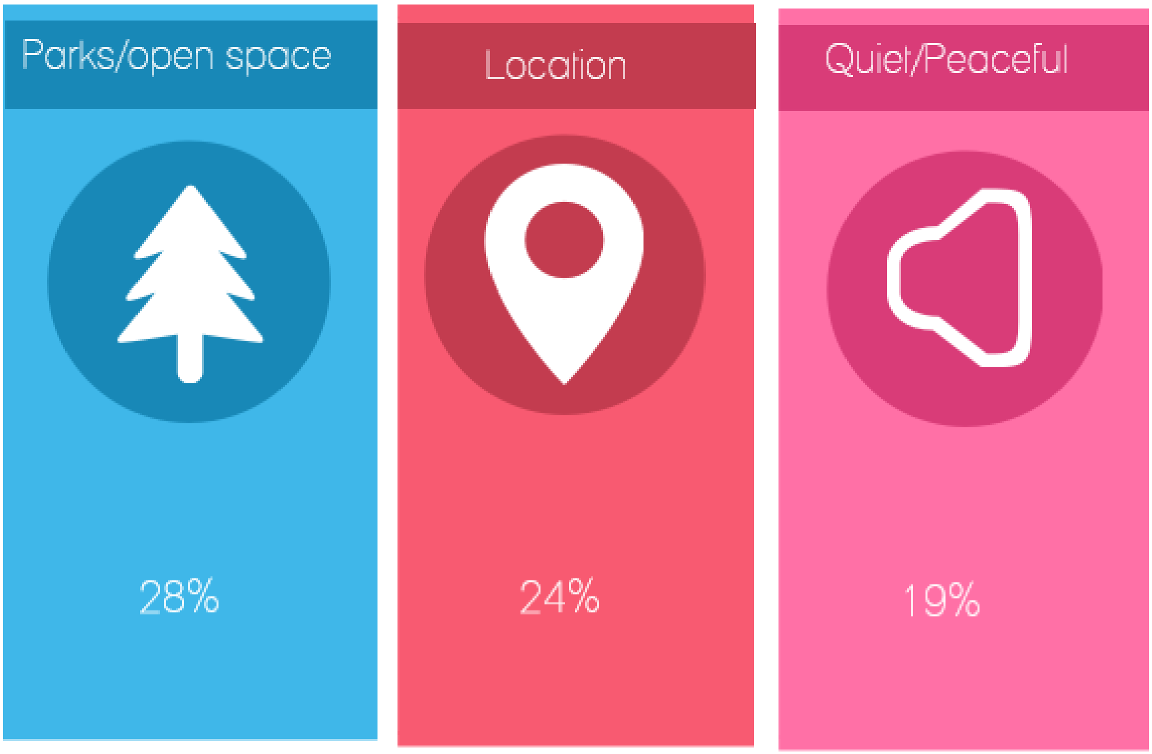


Looking at responses by village, at least 94% of the residents of each village are satisfied with their local area as a place to live. (The exception to this is Hampton Wick, where 87% are satisfied - however, this result should be treated with great caution as it is based on just 8 responses).

The only significant difference in the proportion satisfied by village is that residents of Teddington Village are significantly more likely to be satisfied compared to Barnes Village (99% satisfied cf. 95%).

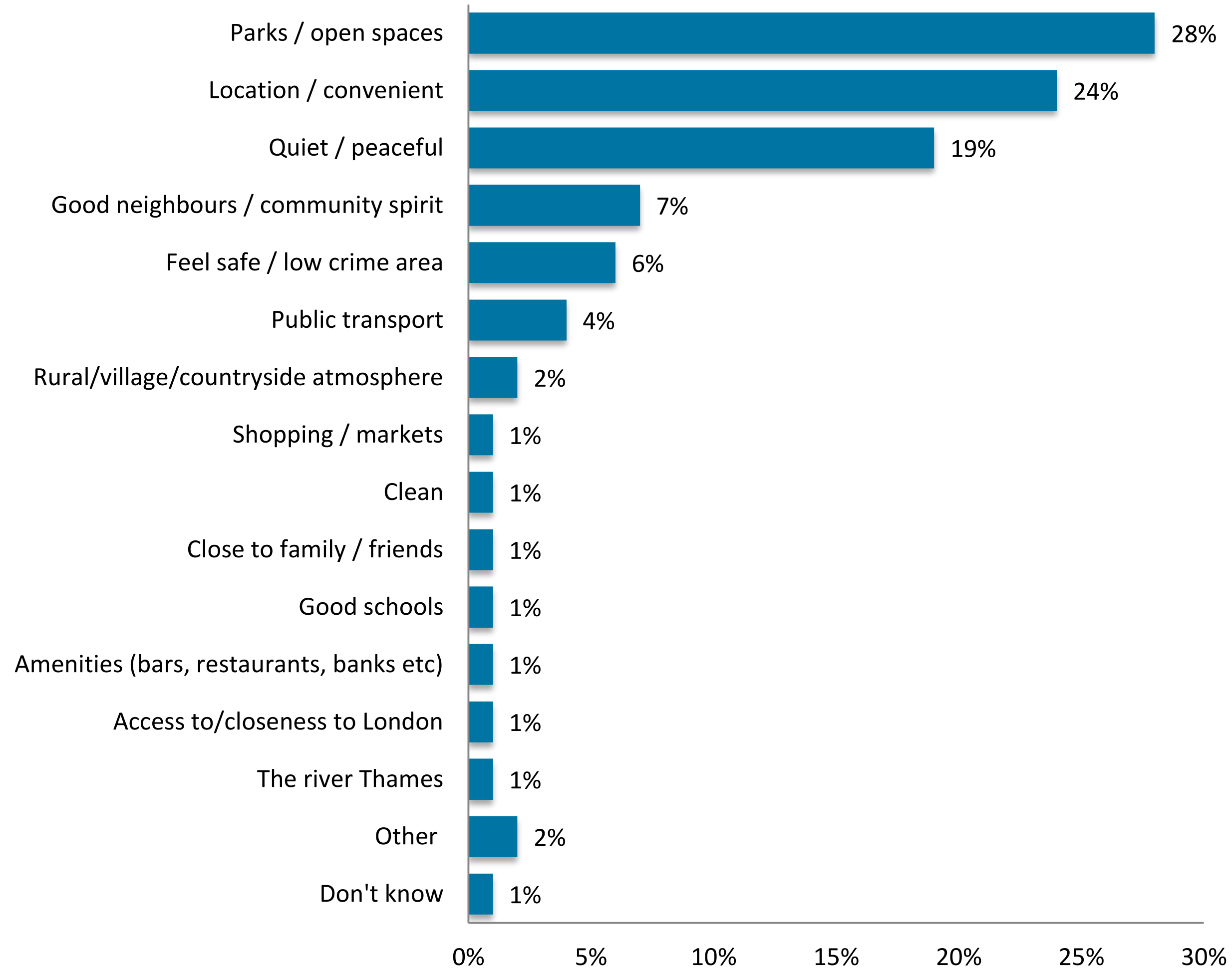
3.2 Likes and dislikes of the local area

To probe further into residents' perceptions of their local area, all were asked to state in their own words what they like most about living in their area (a new question on this iteration of the research). Responses were recorded by interviewers onto a pre-coded list (one response per respondent). As illustrated below, the responses most commonly given are parks/open spaces (mentioned by 28%); location/convenience (24%), and the area being quiet/peaceful (19%).



The full range of responses given at this question by residents is shown in the figure below.

Figure 4: What do you MOST like about living in this area? (All responses given by 1% or more)



Unweighted sample base: 1,022

The table below breaks down the main 'likes' mentioned by village. The findings for Hampton Hill, Hampton Wick and Mortlake are included below but should be treated with caution as the sample size for these villages is below 30. The sample size for Strawberry Hill is also relatively low at 33. Figures highlighted in green are significantly higher compared to at least one other village (and not significantly lower compared to any other village); those highlighted in red are significantly lower compared to at least one village.

Parks and open spaces are most mentioned by residents of East Sheen and Ham and Petersham; location/convenience by residents of Hampton and Teddington[1]; and the area being quiet and peaceful by residents of St Margarets and Whitton. No respondents living in East Sheen mentioned their area being quiet or peaceful; correspondingly, East Sheen residents are, as discussed later in this section, more likely than the average to complain of noise, and the most likely to mention traffic congestion.

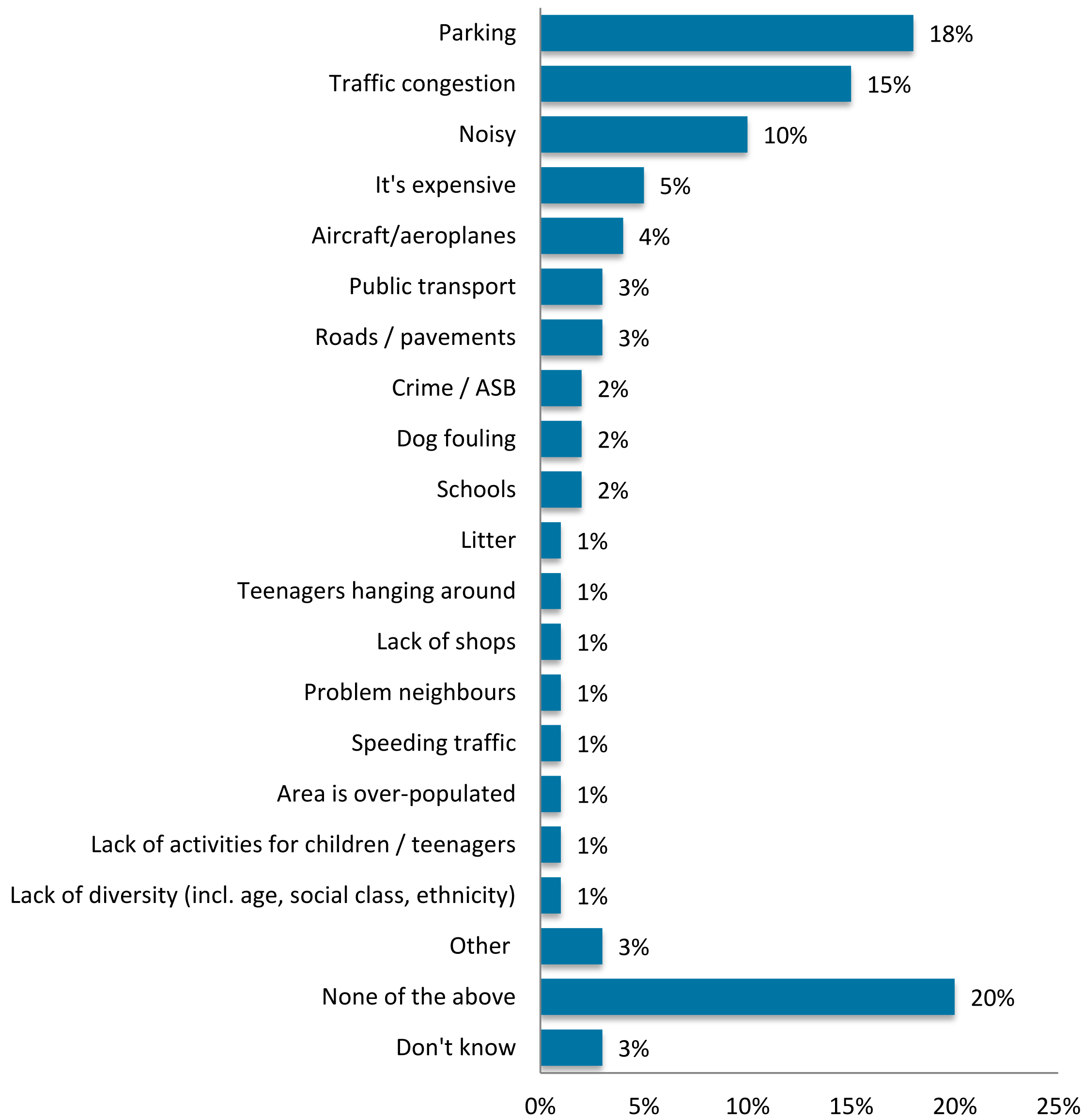
Table 2: Main issues liked - By village (All responses)

	Unweighted sample base	Parks/open spaces	Location/convenient	Quiet/peaceful
Total	**1,022**	28%	24%	19%
Barnes	110	21%	23%	8%
East Sheen	55	61%	27%	0%
Ham & Petersham	57	57%	27%	11%
Hampton	106	26%	30%	26%
Hampton Hill	27	47%	25%	13%
Hampton Wick	8	37%	37%	0%
Kew	64	21%	18%	8%
Mortlake	18	20%	20%	14%
Richmond	104	31%	21%	19%
St Margarets	88	12%	17%	34%
Strawberry Hill	33	38%	26%	0%
Teddington	138	31%	33%	14%
Twickenham	107	21%	17%	19%
Whitton	107	9%	16%	48%

[1] Excluding Hampton Wick due to low sample size

Using the same style of question, residents were also asked to state what they *dislike* most about living in their local area. The responses given to this question will provide Richmond Council with an indication of which issues are priorities in the eyes of residents. The concerns most cited are all linked at least in part to traffic and cars: parking is mentioned by 18%, traffic congestion by 15% and noise by 10%. Notably, 23% of residents were unable to think of anything they dislike about their local area (20% none of the above, 3% don't know).

Figure 5: What do you MOST dislike about living in this area? (All responses given by 1% or more)



Unweighted sample base: 1,022

The table below breaks down the 'dislikes' mentioned by village. Figures highlighted in green are significantly lower compared to at least one other village (and not significantly higher compared to any other village); those highlighted in red are significantly higher compared to at least one village.

Parking is most likely to be seen as an issue by residents of the St Margarets village (35%). Traffic congestion is most commonly selected by East Sheen residents (34%), while noise is most commonly mentioned by those within the Richmond village (20%).

Table 3: Main issues disliked - By village (All responses)

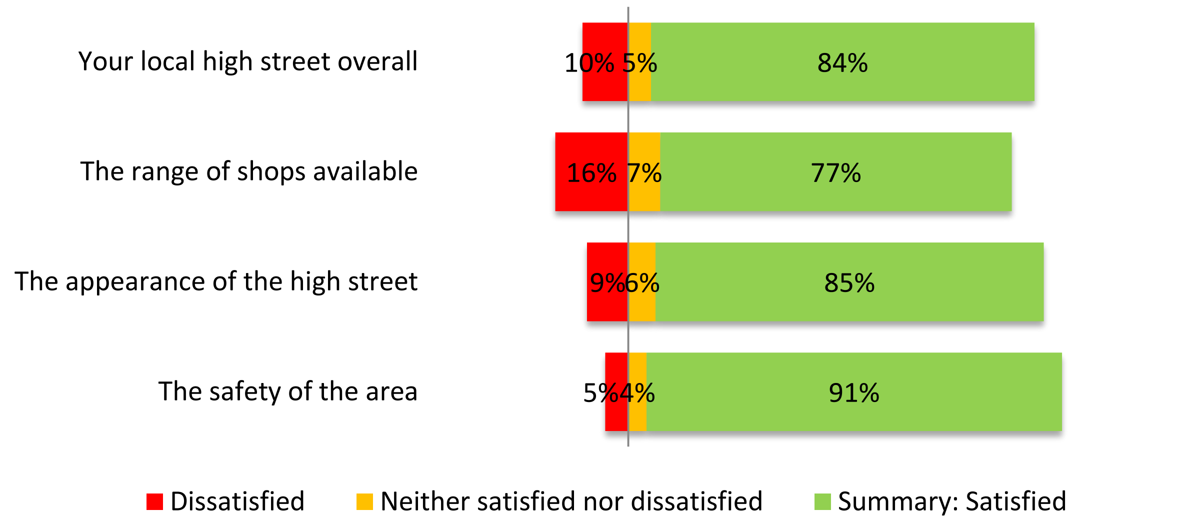
	Unweighted sample base	Parking	Traffic congestion	Noisy
Total	**1,022**	18%	15%	10%
Barnes	110	6%	8%	2%
East Sheen	55	17%	34%	19%
Ham & Petersham	57	10%	12%	5%
Hampton	106	20%	21%	4%
Hampton Hill	27	14%	33%	4%
Hampton Wick	8	13%	12%	13%
Kew	64	9%	15%	4%
Mortlake	18	5%	31%	11%
Richmond	104	13%	19%	20%
St Margarets	88	35%	5%	8%
Strawberry Hill	33	14%	19%	16%
Teddington	138	26%	11%	4%
Twickenham	107	15%	12%	11%
Whitton	107	28%	3%	17%

3.3 Perceptions of local high streets

The current economic situation remains challenging for retailers of all sizes. The pressure on household incomes coupled with changing consumer habits has led to considerable media and political consideration of the future of high streets across the country. In this context Richmond residents were asked to provide their views on their local high street. Most residents (84%) are satisfied with their high street overall, and with the other aspects of their high street shown below. Perceptions are least positive on the range of shops available, with 77% satisfied but almost one in six (16%) dissatisfied.

A 'don't know' option was also included, but this was selected by no more than 1% at any of the statements.

Figure 6: Thinking about your local high street, how satisfied or dissatisfied are you with the following...? (All responses)



Unweighted sample base: 1,022

Encouragingly, satisfaction on all measures is at the highest level recorded to date. Satisfaction with the local high street overall, the range of shops and appearance of the high street has increased significantly compared to three years ago whilst over nine in ten (91%) are now satisfied with the safety of the area. In the last year there has been a 10 percentage point increase in satisfaction with the range of shops available.

Table 4: Satisfaction with elements of local high street 2012-15 (All responses)

	% satisfied 2012	% satisfied 2013	% satisfied 2014	% satisfied 2015	% point change 2014-15
Your local high street overall	78%	74%	76%	84%	+8
The range of shops available	69%	65%	67%	77%	+10
The appearance of the high street	77%	75%	79%	85%	+6
The safety of the area	88%	87%	89%	91%	+2
Unweighted sample base	**1,428**	**1,405**	**1,403**	**1,022**	

The table below breaks down the proportion satisfied with their local high street by village.

With the exception of the villages mentioned above with a low sample base, it is notable that that residents of Twickenham village give relatively low ratings to their local high street on all the measures shown. In particular, there is net dissatisfaction amongst Twickenham village residents in relation to the range of shops available (43% satisfied, 47% dissatisfied). However, with 96% of Twickenham residents satisfied with their local area as a place to live, it appears that this does not have a major impact on the perceived quality of life in this area.

By contrast, residents of the Teddington and Whitton villages record satisfaction levels at above 90% on all high street related measures.

Table 5: High street ratings by village (All responses)

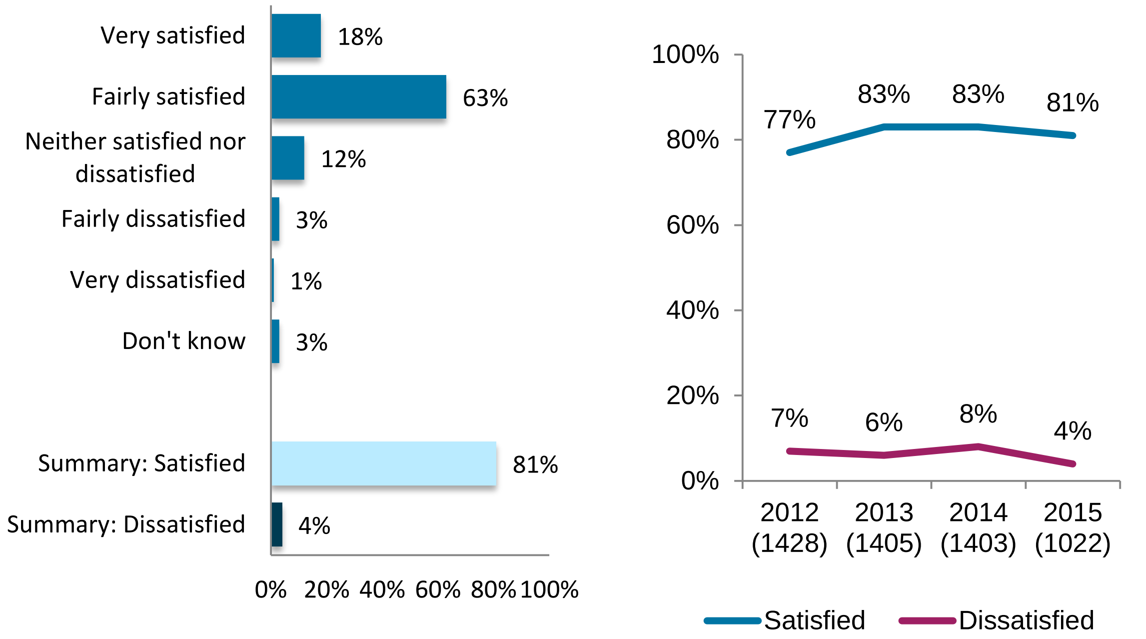
	Unweighted sample base	Your local high street overall -% satisfied	The range of shops available -% satisfied	The appearance of the high street -% satisfied	The safety of the area -% satisfied
Total	**1,022**	84%	77%	85%	91%
Teddington	138	96%	93%	91%	96%
Whitton	107	95%	92%	95%	94%
Richmond	104	91%	85%	93%	92%
Kew	64	90%	77%	86%	90%
Hampton	106	89%	77%	85%	91%
Hampton Hill	27	89%	83%	78%	85%
East Sheen	55	87%	84%	92%	97%
St Margarets	88	87%	87%	89%	92%
Ham & Petersham	57	84%	81%	84%	90%
Mortlake	18	81%	72%	78%	95%
Barnes	110	76%	69%	80%	89%
Hampton Wick	8	63%	63%	63%	75%
Twickenham	107	63%	43%	69%	80%
Strawberry Hill	33	55%	47%	67%	97%

4 Perceptions of Richmond Council

4.1 Overall satisfaction

All residents were then to rate their satisfaction with Richmond Council on a series of measures. Firstly, eight in ten (81%) residents are satisfied with the way the Council runs things. As the figure below indicates this is broadly in line with the 2013 and 2014 findings and is significantly higher compared to 2012, when 77% were satisfied. Just 4% are dissatisfied with the way the Council runs things in 2015 and this represents a significant fall in dissatisfaction compared to previous waves.

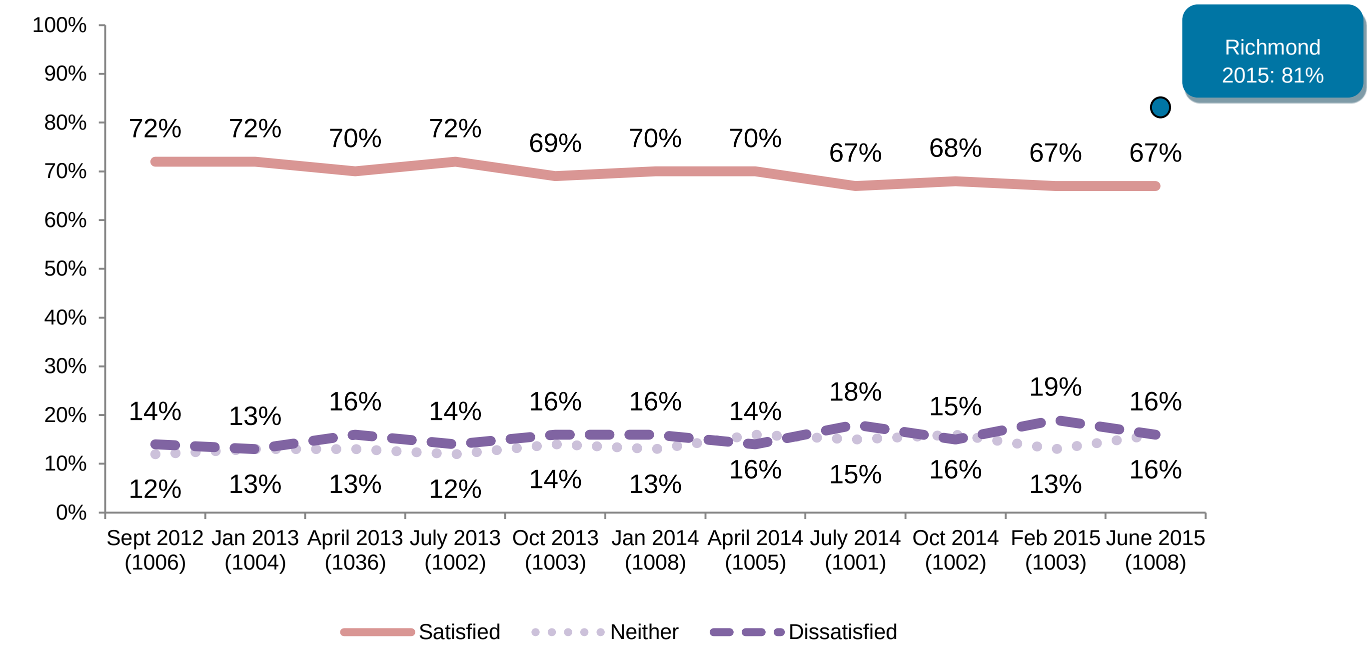
Figure 7: Overall, how satisfied or dissatisfied are you with the way Richmond Council runs things? (All responses)



Unweighted sample bases in parentheses

The wording of this question is consistent with that used in recent polling undertaken by the Local Government Association (LGA) into perceptions of local authorities. The level of satisfaction with the way Richmond Council runs things seen in this research (81%) is 14 percentage points above the latest national benchmark of 67% (LGA June 2015), continuing the pattern of previous years.

Figure 8: National trend in satisfaction with the way Councils run things – LGA Polling

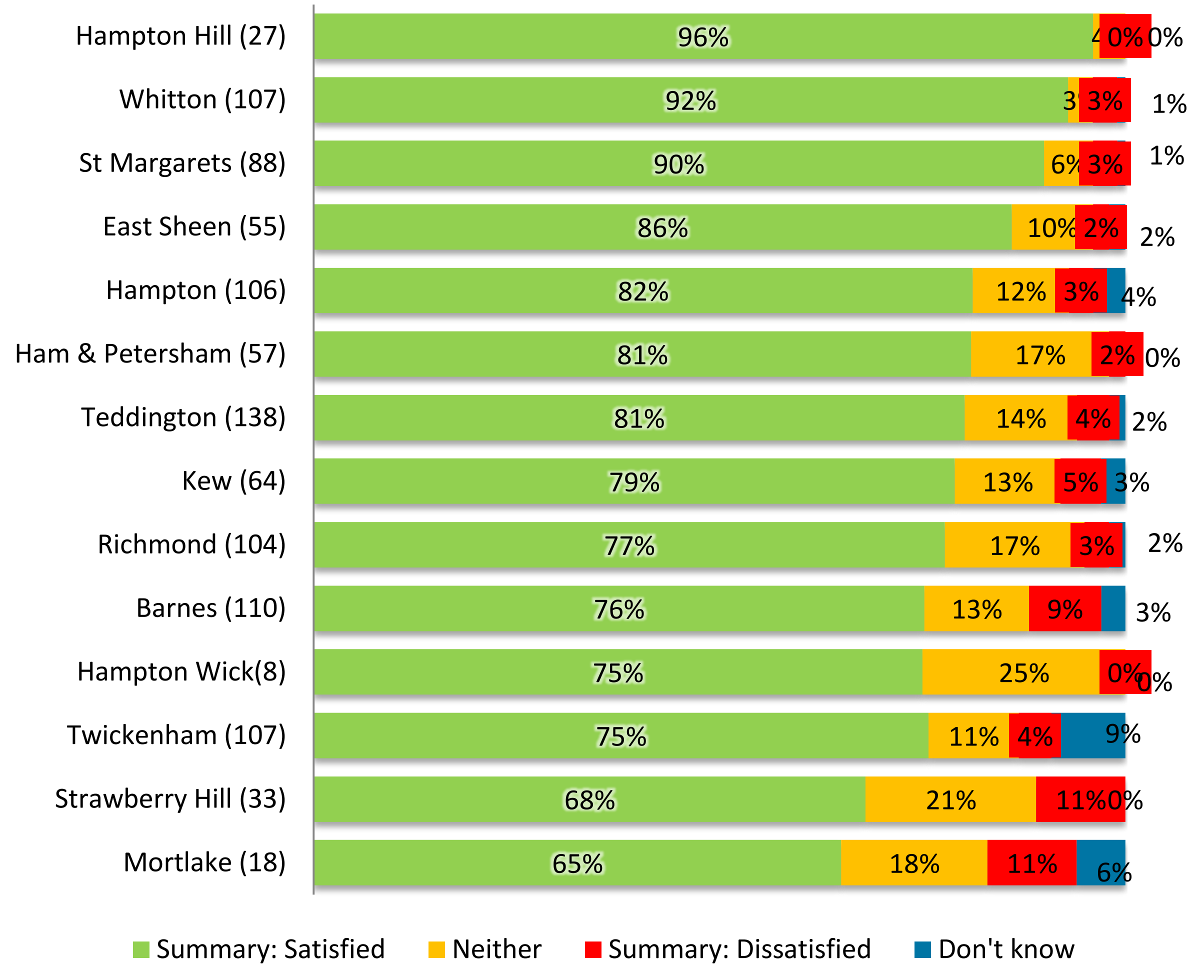


Unweighted sample bases in parentheses

The figure below breaks down satisfaction with the Council by **village**. Again, the figures for Hampton Hill and Mortlake, which record relatively high/low satisfaction levels, should be treated with caution due to low sample sizes, as should the results for Hampton Wick and Strawberry Hill.

Other than Strawberry Hill and Mortlake, three quarters or more in each village are satisfied with the way the Council runs things. Dissatisfaction peaks at 11% for Strawberry Hill.

Figure 9: Overall, how satisfied or dissatisfied are you with the way Richmond Council runs things? - By village (All responses)



Unweighted sample bases in parentheses

Looking at responses by **age**, satisfaction with the Council peaks at 87% amongst 25-44 year olds. 16-24 year olds are significantly more likely than any other age group to feel unable to express an opinion (18% don't know). None of the 16-24 year olds interviewed were dissatisfied on this measure. Dissatisfaction peaks amongst those aged 65 and over; however, even amongst this age group fewer than one in ten (8%) are dissatisfied with how the Council runs things.

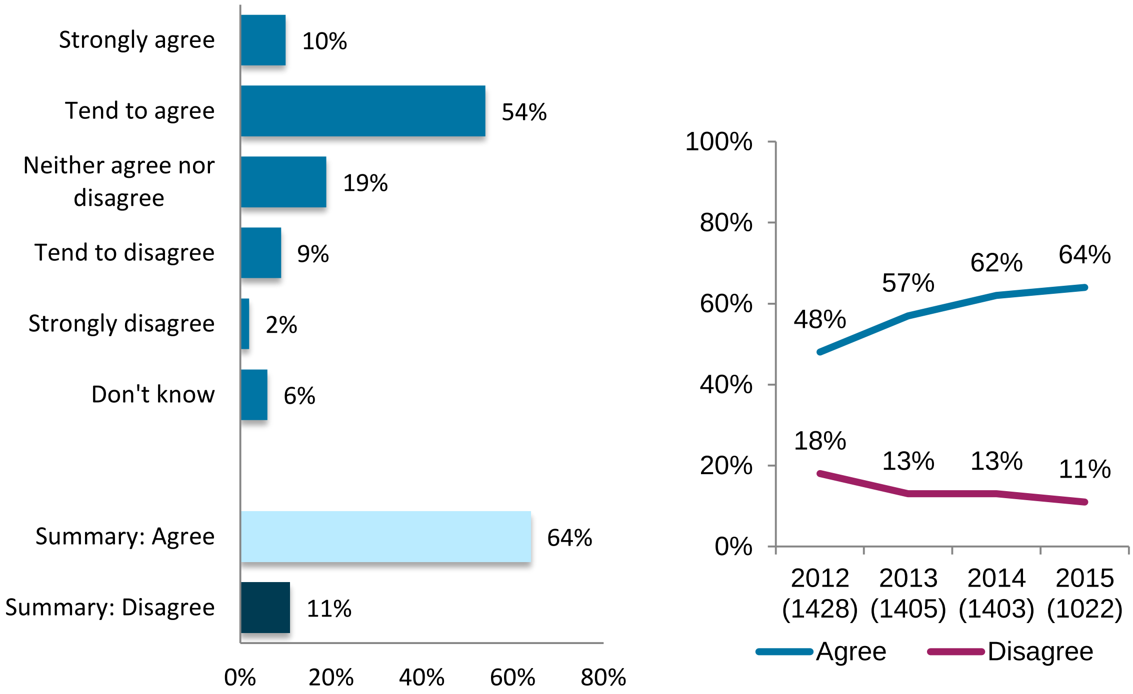
Table 6: Satisfaction with the way Richmond Council runs things - By age (All responses)

	16-24	25-44	45-64	65+
Satisfied	73%	**87%**	76%	82%
Neither satisfied nor dissatisfied	9%	10%	**17%**	8%
Dissatisfied	0%	2%	**6%**	**8%**
Don't know	**18%**	1%	1%	2%
Unweighted sample base	66	469	342	139

4.2 Value for money

Residents were also asked to comment on the value for money Richmond Council provides. In response, 64% of residents agree that Richmond Council provides good value for money, whilst 11% disagree. Whilst these findings are broadly in line with those recorded in 2014, over a longer period (2012-15) an improvement in agreement (and fall in disagreement) is apparent.

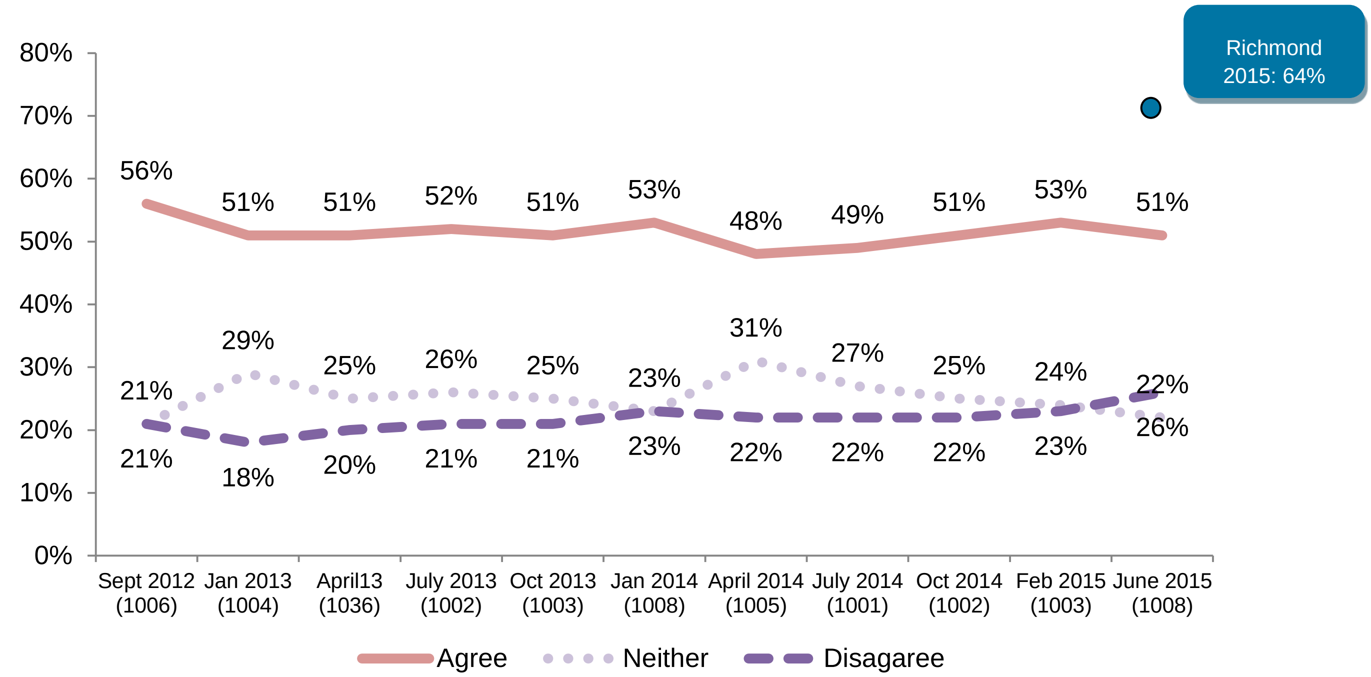
Figure 10: To what extent do you agree or disagree that Richmond Council provides good value for money? (All responses)



Unweighted sample bases in parentheses

Whilst agreement that the Council provides value for money has increased over time, the chart below demonstrates that at a national level (according to LGA polling), value for money perceptions have remained broadly stable over this period. Agreement that Richmond Council provides value for money now stands at 13 percentage points above the latest national benchmark.

Figure 11: National trends in perceptions of Councils providing value for money– LGA Polling

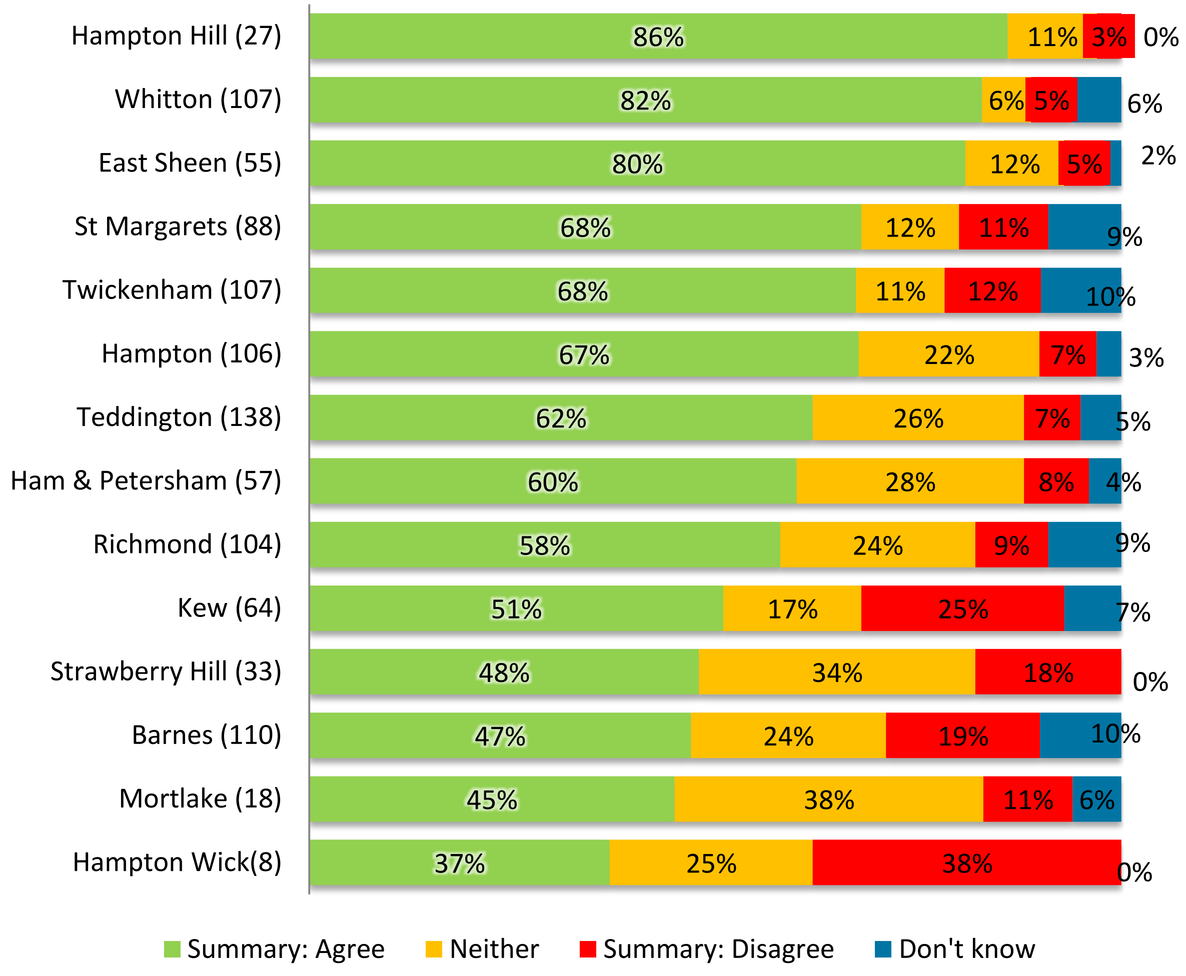


Unweighted bases in parentheses

By **village**, a wide divergence in opinion is apparent compared to the overall Council performance measure, as the figure below indicates. As with overall perceptions of how the Council runs things, perceptions are least positive amongst residents of Strawberry Hill and Barnes. Negativity is also highest amongst residents of Kew (25% disagree that the Council provides value for money).

Again, Hampton Hill, Mortlake and Hampton Wick are excluded from these comments due to low sample sizes, and the findings for Strawberry Hill should be treated with caution for the same reason.

Table 7: To what extent do you agree or disagree that Richmond Council provides good value for money? - By village (All responses)



Unweighted sample bases in parentheses

By **age**, 16-24 year olds are again significantly more likely to say that they don't know (32%) if their Council provides value for money. The proportion agreeing that the Council provides good value for money is similar across age groups. However, older residents are more likely to give the most positive single response of 'strongly agree,' with 17% of residents aged 65 and over answering in this way. This proportion is significantly higher compared to among 16-24 year olds (3%) and 25-44 year olds (8%).

Table 8: Agreement with whether Richmond Council provides good value for money - By age (All responses)

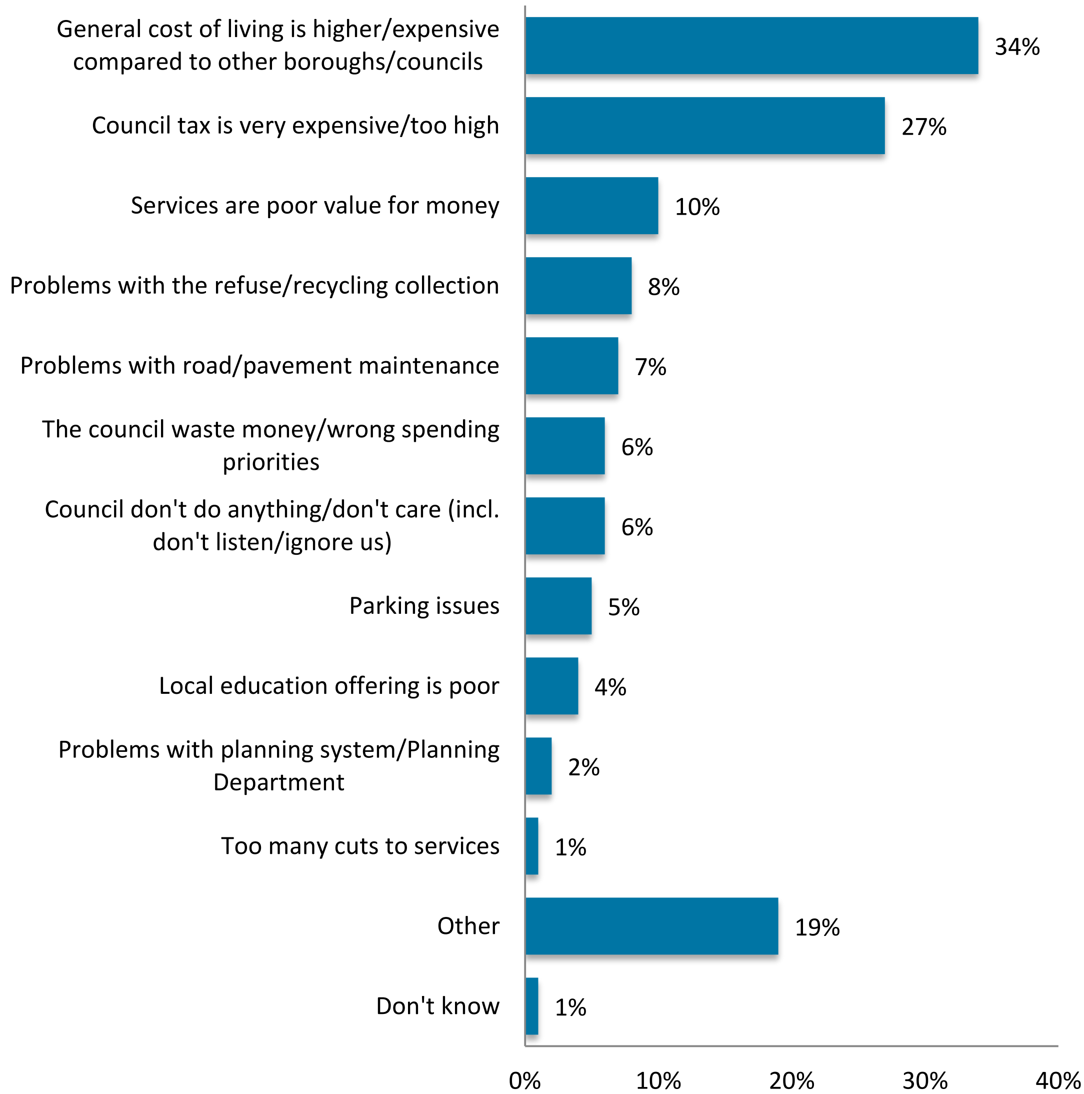
	16-24	25-44	45-64	65+
Agree	59%	67%	61%	65%
Neither agree nor disagree	7%	**20%**	**22%**	**18%**
Disagree	1%	**11%**	**14%**	**12%**
Don't know	**32%**	3%	2%	5%
Unweighted sample base	66	469	342	139

4.2.1 Reasons for disagreeing that the Council provides good value for money

Whilst 64% of residents currently agree Richmond Council provide good value for money, there clearly remains scope to raise this proportion further. To understand how this might best be achieved, those disagreeing that the Council provides value for money were asked to indicate in their own words why this is. The responses given were grouped into themes after the completion of fieldwork so that responses could be quantified.

One in three (34%) mention the general cost of living in the Borough, suggesting that much of the dissatisfaction with the Council in relation to value for money may be outside the Council's direct control. One in four (27%) believe that Council Tax is too high. Whilst 10% refer to poor value for money of services, mentions of issues with specific services are low, with 8% referring to issues with refuse/recycling and 7% road/pavement maintenance.

Figure 12: Reasons given for disagreeing that Richmond Council provides good value for money (All those who disagree)



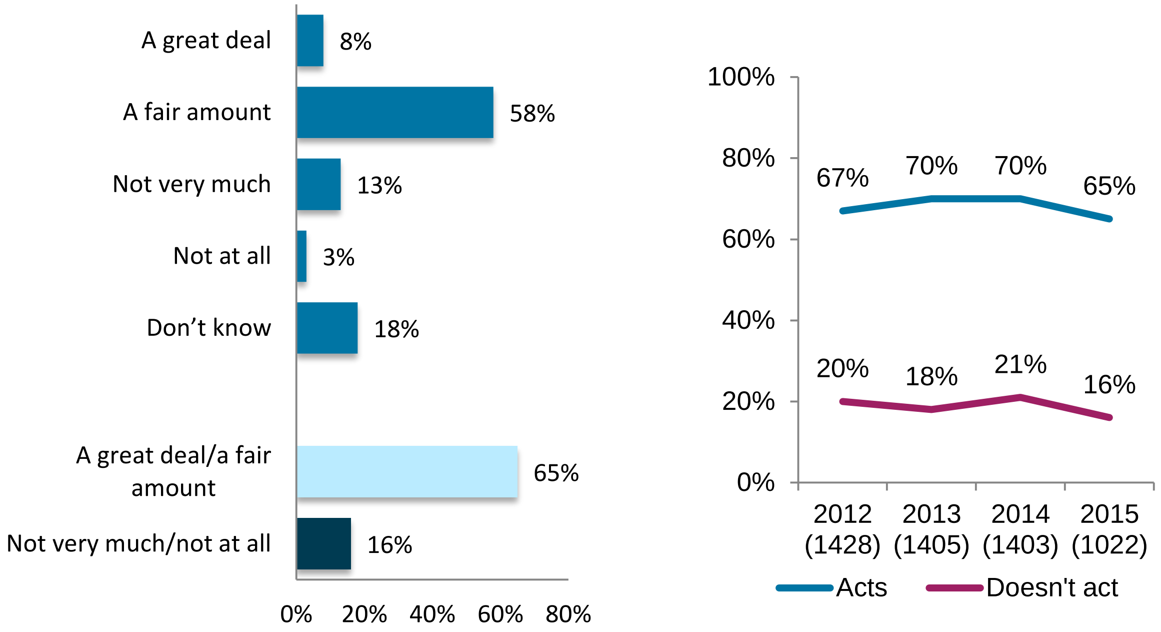
Unweighted sample base: 115

4.3 Acting on local concerns

Probing perceptions of Richmond Council further shows that two thirds (65%) believe that Richmond Council acts on the concerns of local residents either a great deal or a fair amount. There appears to be a high level of ambivalence or uncertainty on this question, with few residents giving the most positive/negative responses (8% a great deal, 3% not at all), and 18% saying that they don't know.

Whilst the proportion believing that the Council acts on concerns has fallen compared to previous findings, the same is true of the proportion who believe the Council does not do this.

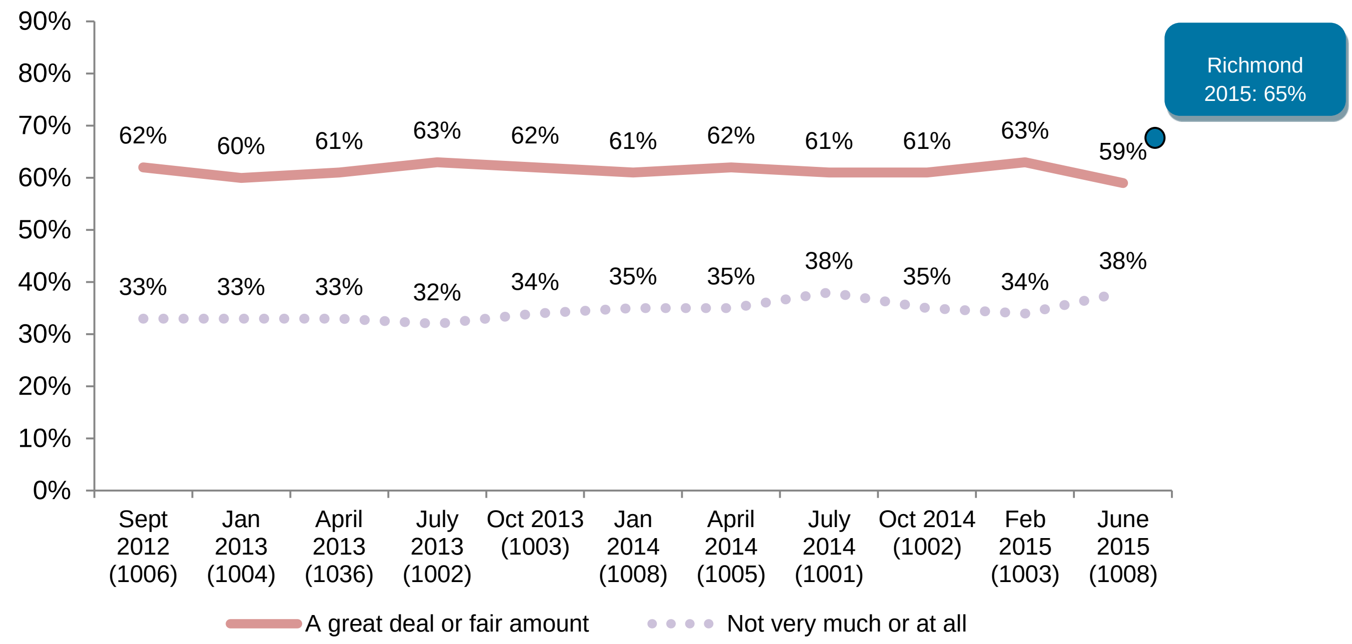
Figure 13: To what extent do you think Richmond Council acts on the concerns of local residents? (All responses)



Unweighted sample bases in parenthesis

Perceptions of Richmond Council on this measure are, again, more positive than the national average according to LGA polling (65% of Richmond residents believe the Council acts on concerns compared to 59% on the latest national measure).

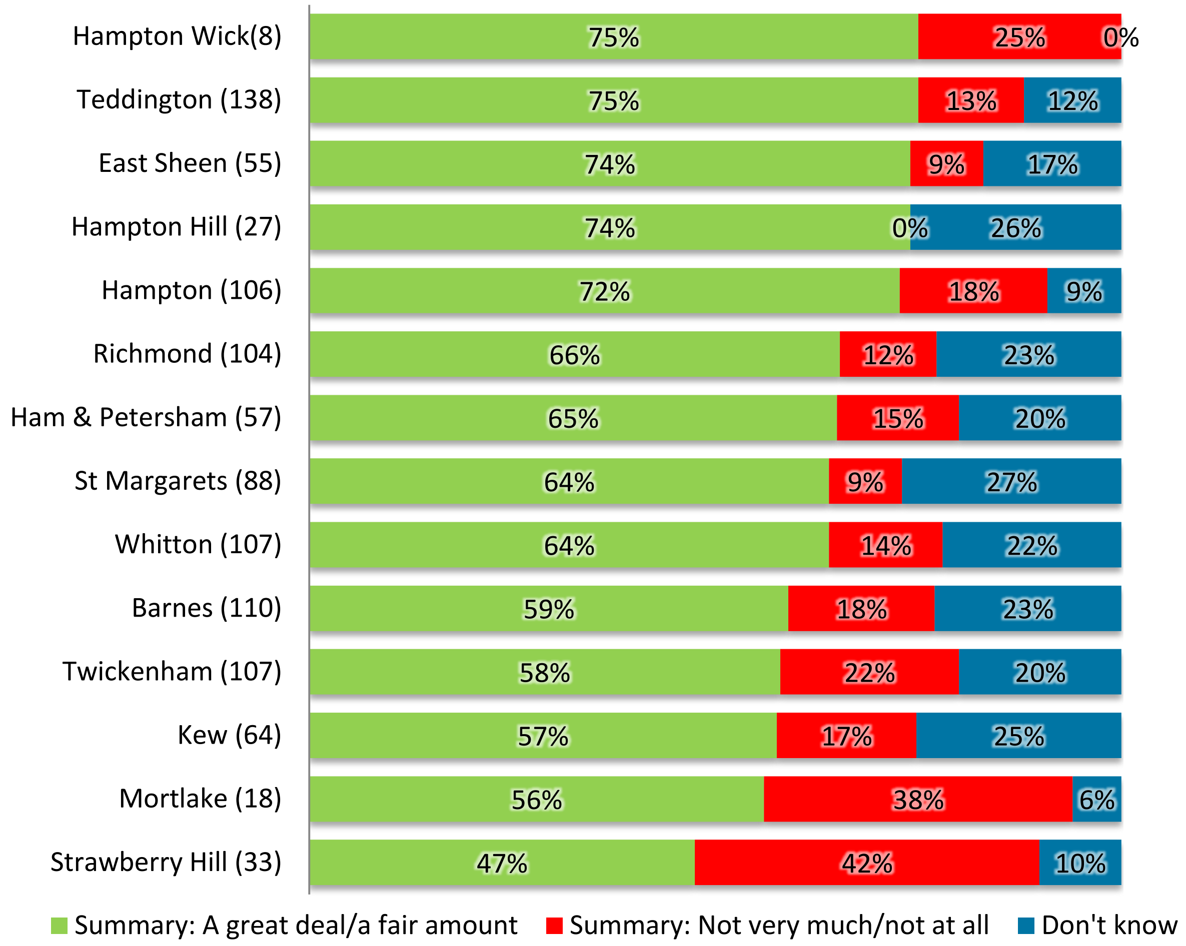
Figure 14: National trends in perceptions of Councils acting on the concerns of residents – LGA Polling



By village, perceptions are least positive amongst residents of Strawberry Hill, Kew, Twickenham, and Barnes. In the case of Kew and Barnes, this is driven largely by a particularly high proportion who don't know.

Again, Hampton Hill, Mortlake and Hampton Wick are excluded from these comments due to low sample sizes, and the findings for Strawberry Hill should be treated with caution for the same reason.

Figure 15: To what extent do you think Richmond Council acts on the concerns of local residents? - By village (All responses)



Unweighted sample bases in parentheses

By age, residents aged 25-44 are (as with the other measures covered in this section) the most likely to rate the Council positively, as the table below indicates. By contrast, 25% of residents aged 65+ say they think the Council acts on their concerns not very much/not at all. Again, residents aged 16-24 are significantly more likely than other groups not to have a view (32%); however, of the remainder of this group, just 2% rate the Council negatively.

Table 9: Extent to which residents feel the Council acts on their concerns – By age (All responses)

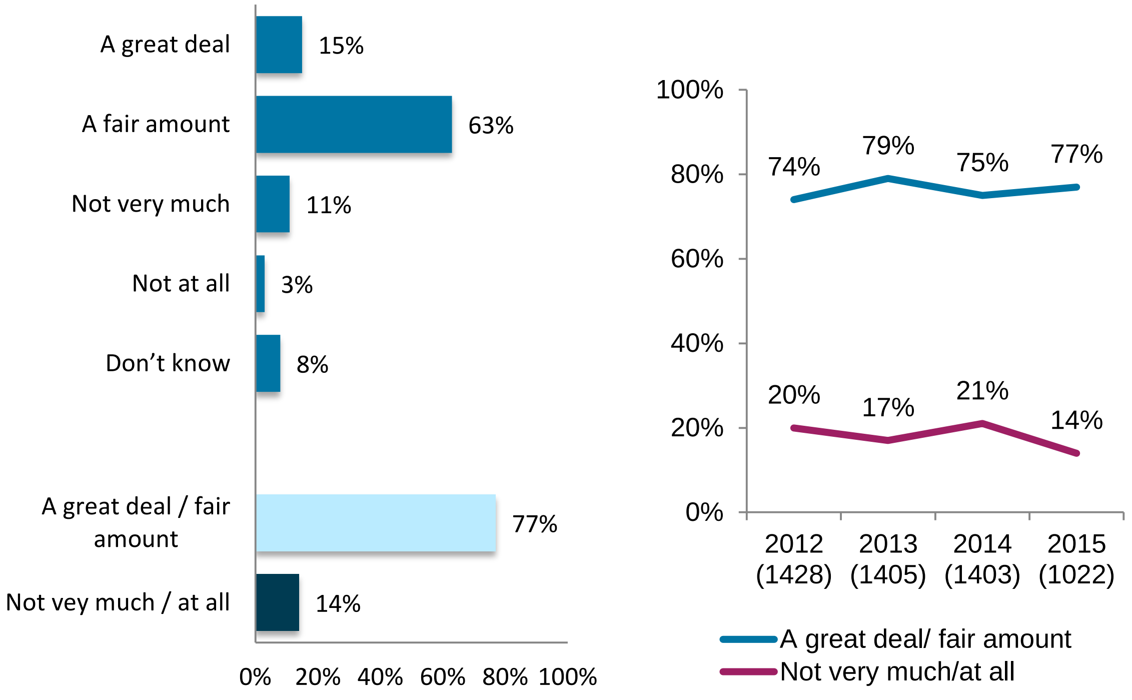
	16-24	25-44	45-64	65+
A great deal/a fair amount	67%	**70%**	63%	59%
Not very much/not at all	2%	**12%**	**22%**	**25%**
Don't know	**32%**	18%	15%	16%
Unweighted sample base	66	469	342	139

4.4 Trust

In order to further understand the relationship between Richmond Council and its residents, all survey respondents were asked to indicate the extent to which they trust their Council. In response, over three quarters (77%) state that they trust the Council a great deal or a fair amount, and 14% do not trust the Council very much or do not trust the Council at all. A further 8% don't know.

As the figure below indicates, the proportion who say that they trust the Council (a great deal or a fair amount) is broadly in line with previous years; however, the proportion saying that they trust the Council not very much/at all has fallen significantly.

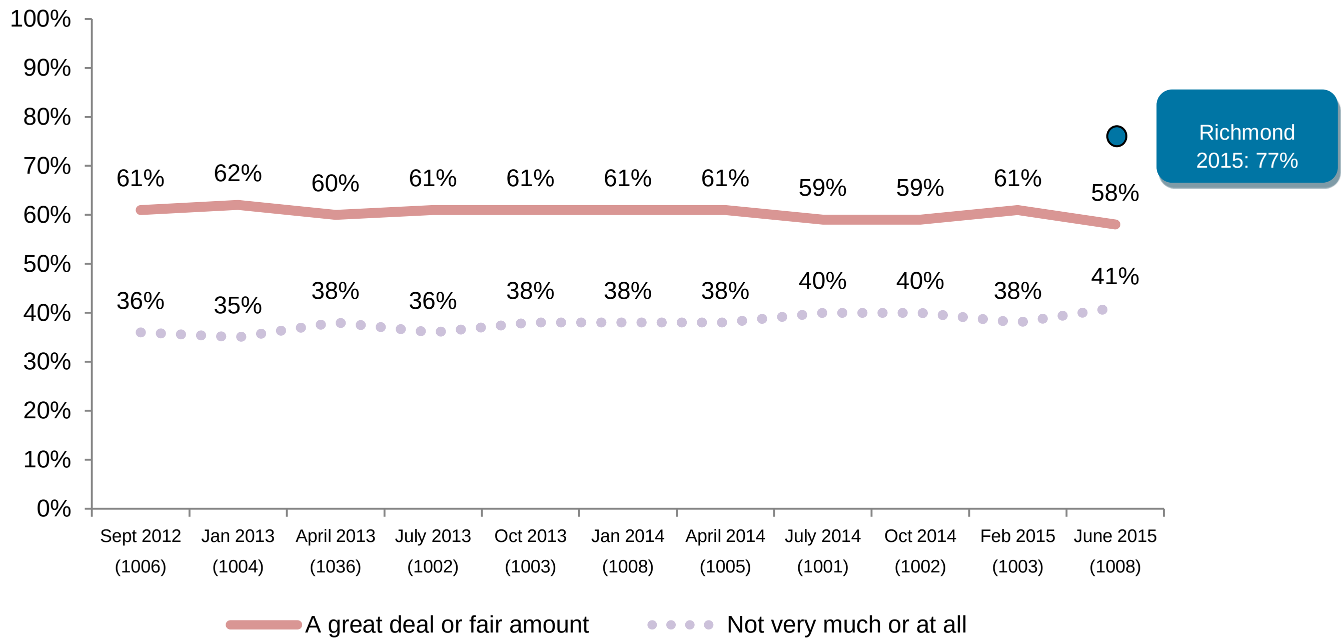
Figure 16: How much do you trust Richmond Council? (All responses)



Unweighted sample bases in parenthesis

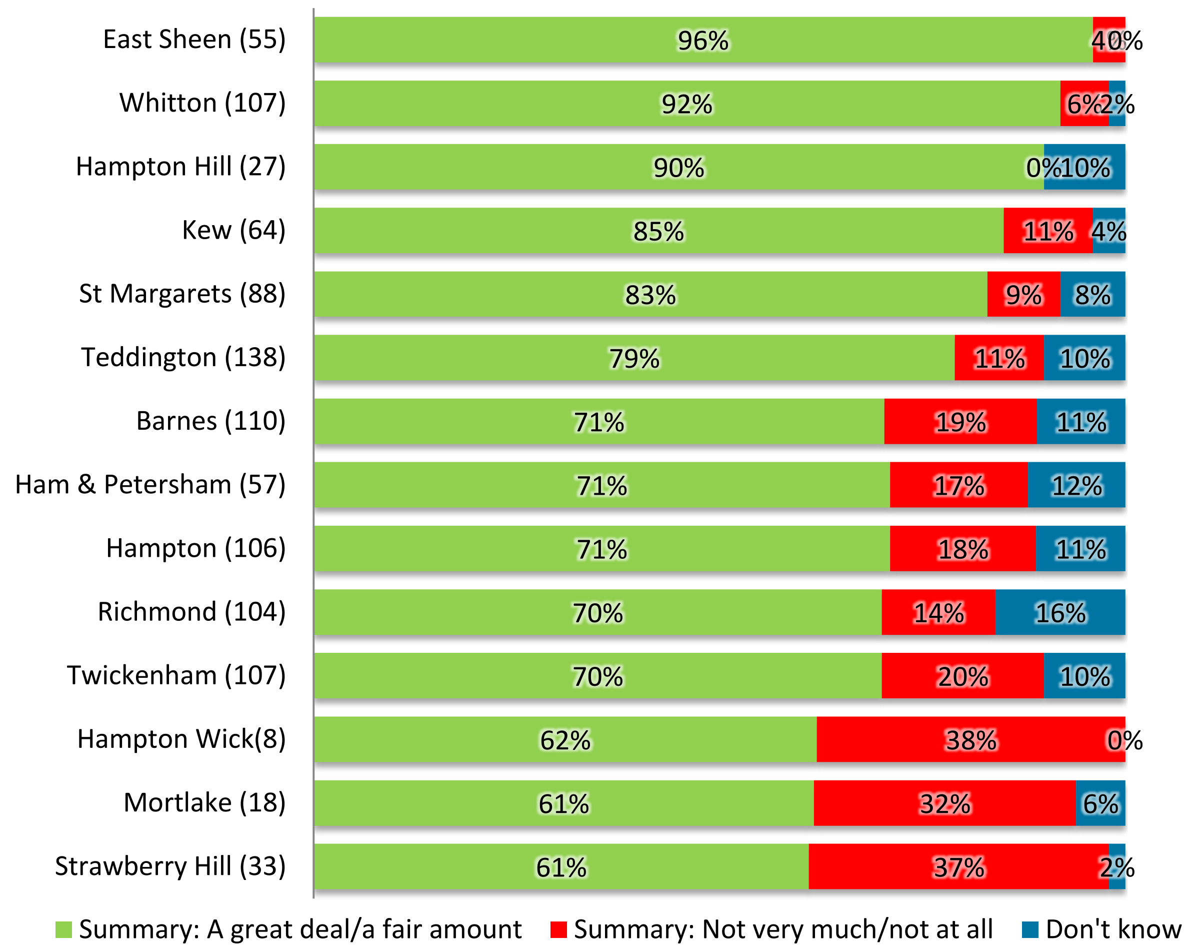
Comparing these results to the national average as provided by the LGA shows that levels of trust among Richmond residents remain above the norm. The current 77% of residents who trust the Council either a great deal or a fair amount is 19 percentage points above the June 2015 benchmark of 58%.

Figure 17: National trends in trusting local Councils – LGA Polling



By village, there is a wide variance in trust in the Council, as the figure below indicates - ranging from 96% trusting the Council in East Sheen to 61% in Strawberry Hill.

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



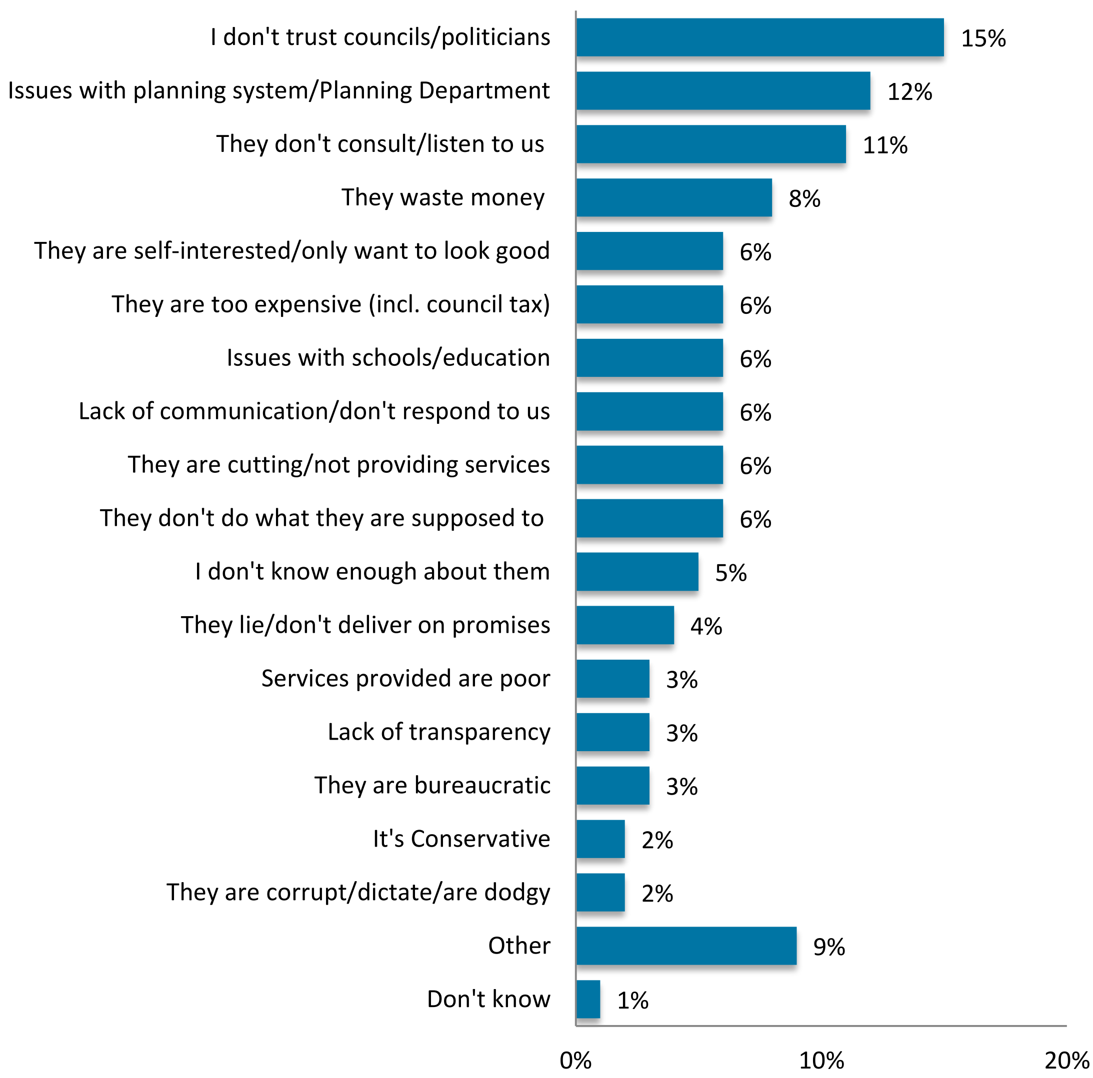
Unweighted sample bases in parentheses

4.4.1 Reasons for distrusting Richmond Council

A further open-ended question was included in the 2015 research in order to probe the views of those who trust the Council not very much/not at all. These responses were grouped into themes once the data collection period had been completed. As shown by the figure below the leading category of responses was generic (not trusting councils/politicians - 15%). However, 12% mention the planning department/planning system in this context. Whilst planning decisions will inevitably disappoint some residents, this emphasises the importance of transparency in the planning decision-making process.

One in ten (11%) believe the Council does not consult/listen. Other responses on the theme of lack of responsiveness to residents' concerns include 'Lack of communication/don't respond to us' (6%).

Figure 19: Why do you not trust Richmond Council very much/at all? (All those who do not trust Richmond Council very much/at all)



Unweighted sample base: 147

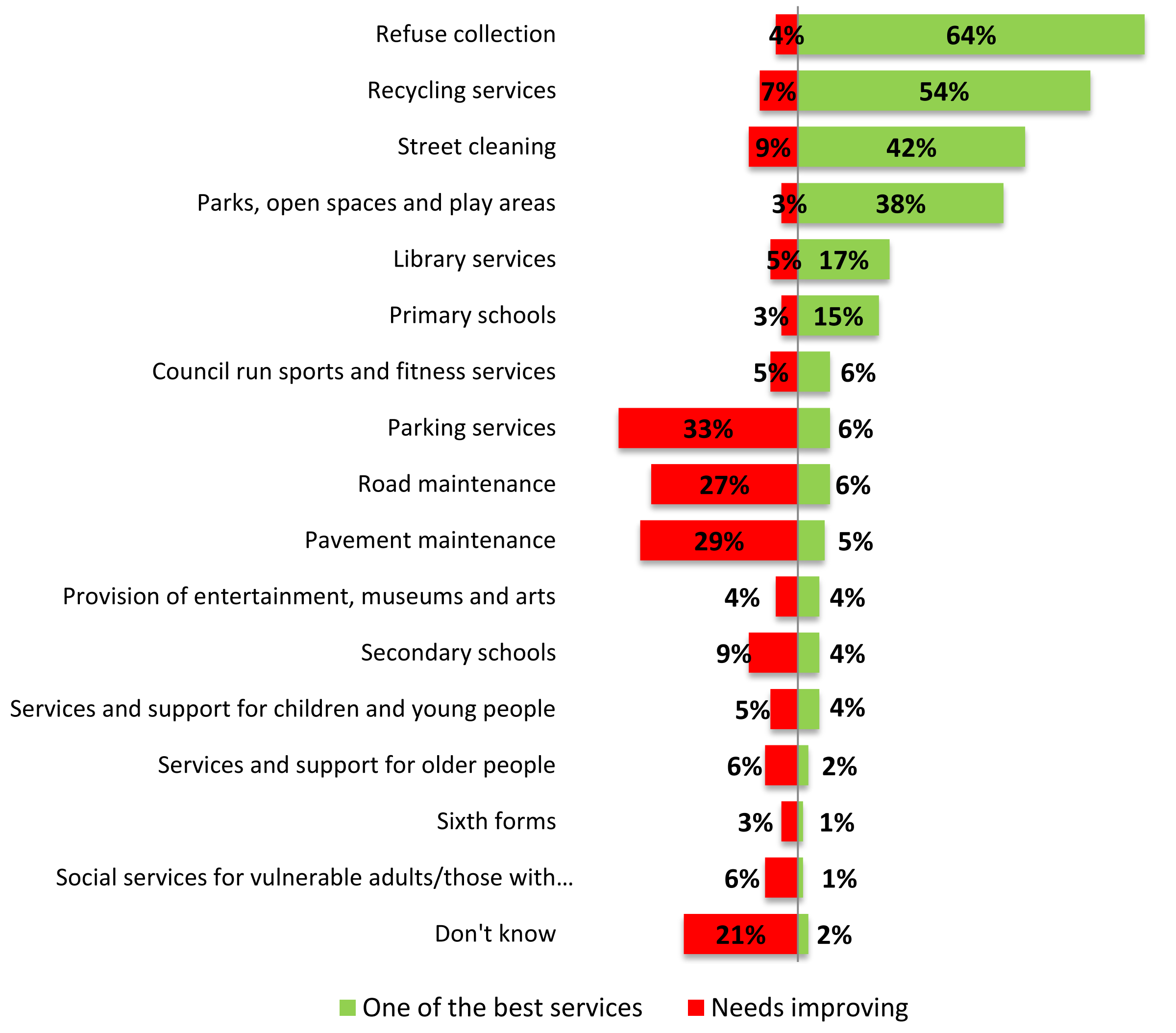
5 Service strengths and weaknesses

In a question that was added to this wave of the research, residents were asked to select the three best services the Council provides from a given list; and the three that most need improving.

As is typical in residents surveys, perceptions are most positive in relation to refuse collection and recycling. These are services which almost all residents will have direct experience of. Four in ten (42%) also mention street cleaning in the context of the best services, and 38% mention parks, open spaces and play areas. Around three in ten mention parking services, road maintenance and pavement maintenance as services requiring improvement.

Encouragingly, 21% did not select any of the given services as requiring improvement.

Figure 20: What do you think are the 3 best services the Council provides? / What do you think are the 3 services that most need improving? (All responses)



Unweighted sample base: 1,022

Further analysis of responses shows that:

- Parents of children aged 0-11 are more likely to consider **primary schools** as one of the Council's best services, rather than one of the services needing improvement (25% cf. 6%);
- However, parents of children aged 12-18 are more likely to consider **secondary schools** as one of the services requiring improvement (21%) rather than as one of the best services (11%);
- Those residents who are disabled (or have a disabled household member) are more likely to name **social services for vulnerable adults/those with disabilities** as requiring improvement (16%) than as one of the best services. (4%).

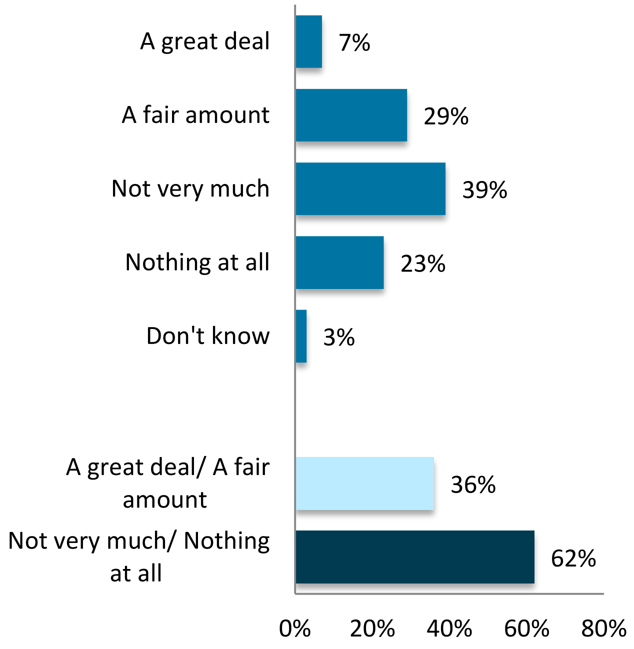
Please note that although the question wording referred to Council services, respondents may have answered about school provision overall, i.e. not just those under direct Council control.

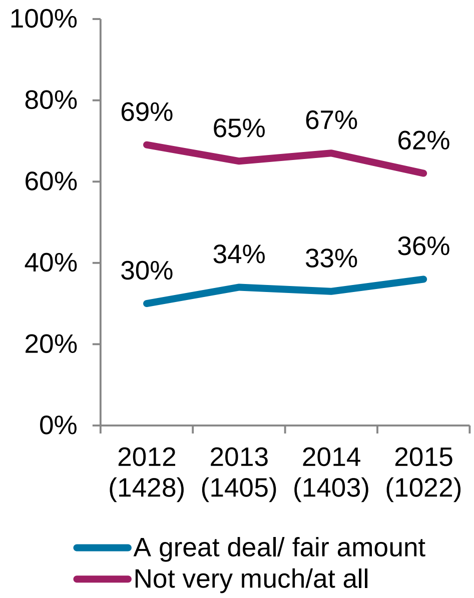
6 Resident involvement and Council contact

6.1 Volunteering

Currently, over one in three Richmond residents (36%) give either ‘a great deal’ or ‘a fair amount’ of time doing something to help improve their community or neighbourhood. This is up slightly compared to previous years, and up significantly compared to 2012 when 30% gave one of these responses.

Figure 21: How much time, if at all, do you personally spend doing something to help improve your community or neighbourhood? (All responses)





Unweighted sample base in parenthesis

* denotes less than 0.5%

By age, residents aged 45-64 are the most likely to spend a great deal, or a fair amount, of their time on this (40%, a significantly higher proportion than 16-24 year olds - 26%). Those aged 65+ are the most likely to spend a great deal of their time on doing something to help improve their community/neighbourhood (13%).

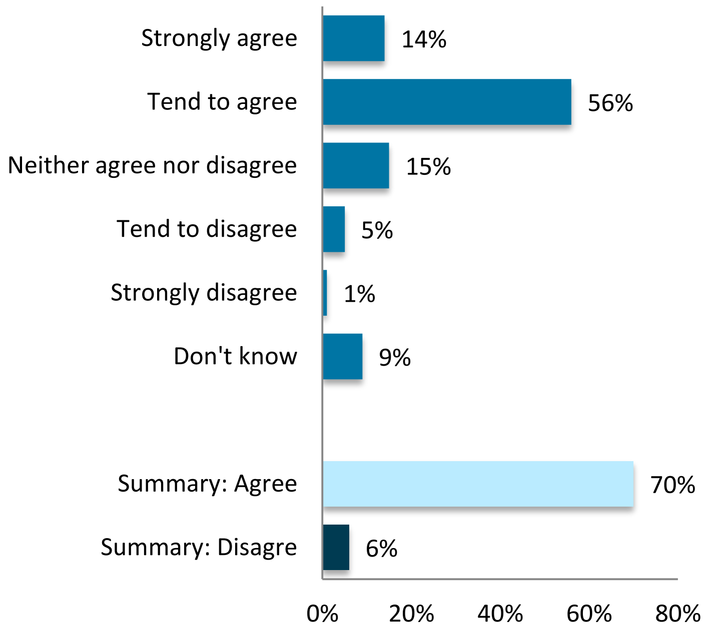
6.2 Resident involvement in decision making

At a time when difficult financial choices need to be made, there is a need for councils to involve their residents in decision making to ensure that residents' priorities help to shape future services. With this in mind, a series of new questions was included in the latest research to establish whether residents think they can work together with the Council, and the extent to which they do this currently.

6.2.1 Working with the Council to make improvements

Asked whether they believe that residents can work together with the Council to make improvements to the local area, 70% agree that this is the case and 6% disagree. Encouragingly, just 1% strongly disagree, suggesting that there is very little strong resistance to the idea that residents can work together with the Council.

Figure 22: To what extent do you agree or disagree that residents can work together with the Council to make improvements to the local area? (All responses)

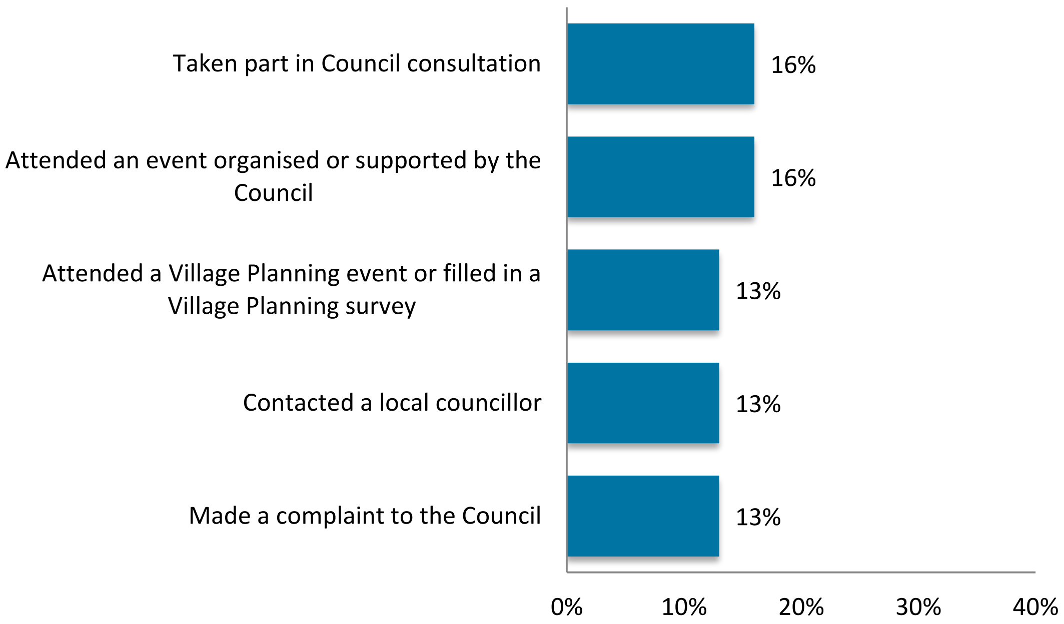


Unweighted sample base: 1,022

6.2.2 Interaction with the Council in the last 12 months

Respondents were then presented with a list of ways in which they may have interacted with the Council, and for each option asked if they had done this in the last 12 months. For each option, between 13% and 16% said they had engaged in the activity shown in the last 12 months.

Figure 23: Proportion interacting with the Council in the last 12 months by... (All responses)



Unweighted sample base: 1,022

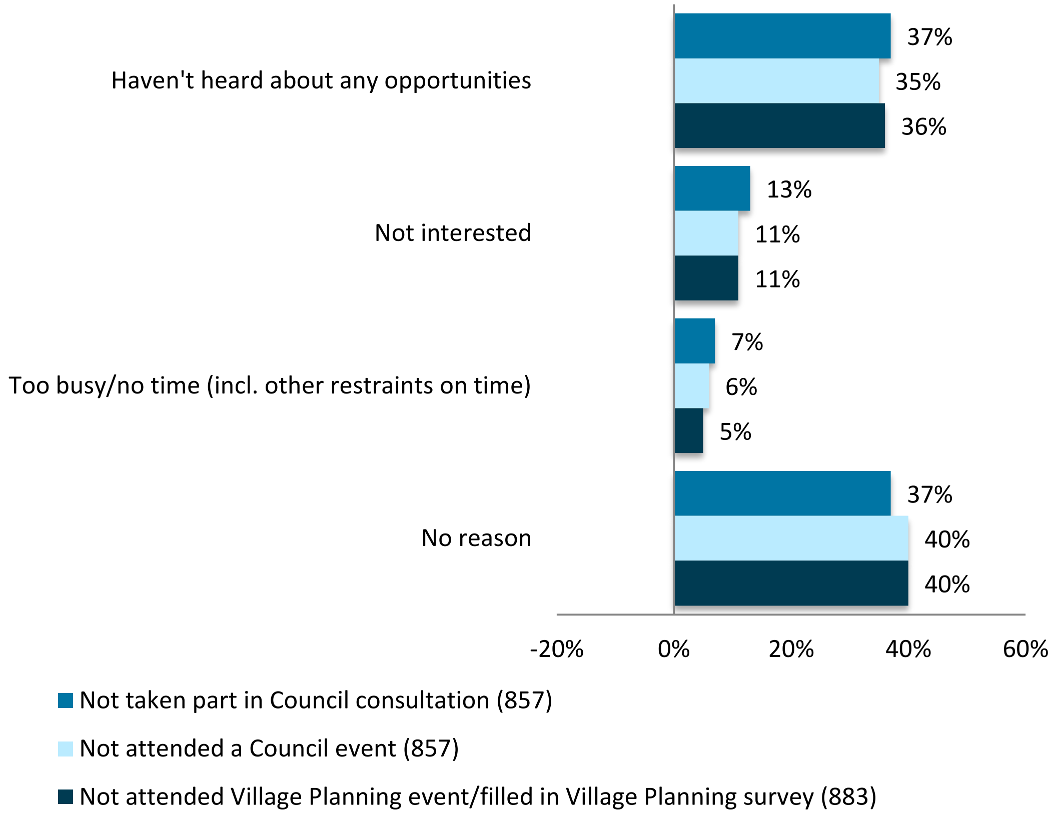
By age, very few 16-24 year olds have interacted with the Council recently in the given ways, reflecting the higher proportion of this group giving 'don't know' responses to questions about how they perceive the Council and suggesting that younger residents are less engaged with Council activity.

Table 10: Proportion interacting with the Council in the last 12 months by... - By age (All responses)

	16-24	25-44	45-64	65+
Taken part in Council consultation	0%	**12%**	**23%**	**24%**
Attended an event organised or supported by the Council	4%	**15%**	**21%**	**14%**
Attended a Village Planning event or filled in a Village Planning survey	0%	**10%**	**19%**	**16%**
Contacted a local councillor	2%	**10%**	**18%**	**17%**
Made a complaint to the Council	0%	**11%**	**17%**	**18%**
Unweighted sample base	**66**	**469**	**342**	**139**

Those *not* interacting with the Council via consultation, an event or a Village Planning event or survey were asked why. The main answers given in each case are shown below. For all three activities, 35%-37% say they were not aware of such opportunities, suggesting that there is potential scope to increase participation if the activities are promoted more widely; the remaining two-thirds (approximately) give other answers that suggest they have heard about the opportunities available. However, many of these other responses indicate a lack of engagement/interest (Not interested and No reason).

Figure 24: Reasons for non-participation, split by activity (All not participating in activities shown) - All responses above 2%

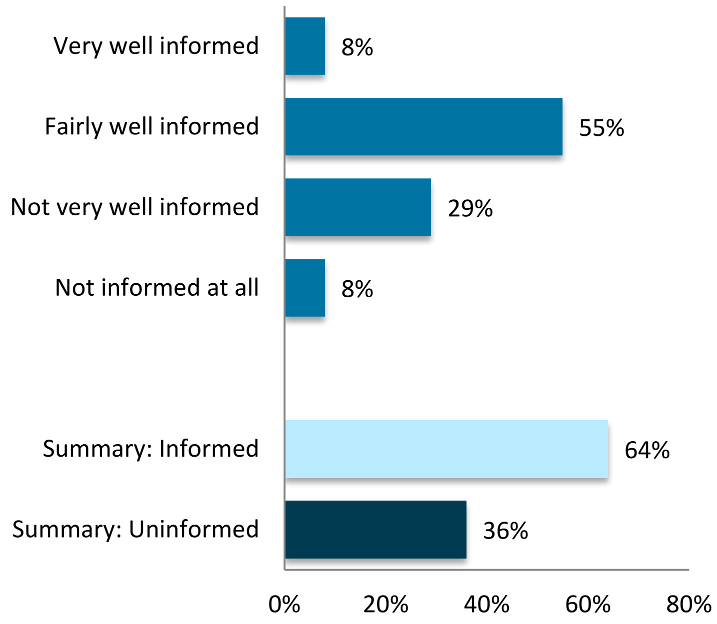


Unweighted sample bases in parentheses

6.2.3 Feeling informed about involvement with the Council and the community

Generally, approaching two-thirds (64%) of residents feel well informed about the ways they can get involved with the Council and their community. By contrast, 36% do not feel well informed.

Figure 25: And how informed do you feel about the ways you can get involved with the Council and your community? (All responses)



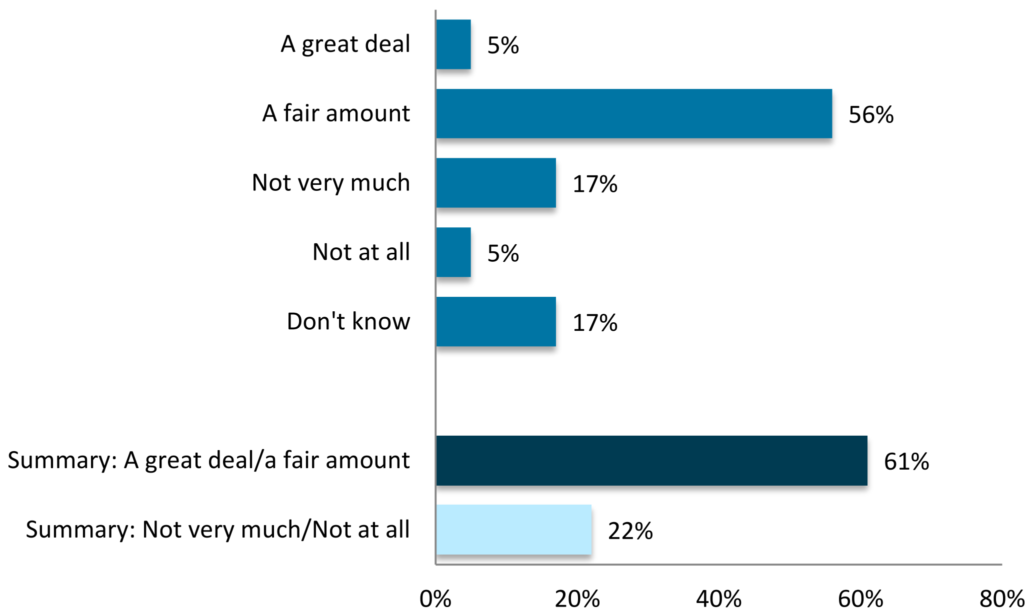
Unweighted sample base: 1,022

By age, 51% of 16-24 year olds feel well informed on this measure, a significantly lower proportion compared to those aged 45-64/65+ (64% cf. 72%). This again is likely to reflect lower engagement levels amongst younger residents.

6.2.4 Taking account of residents' views in Council decision-making

Six in ten (61%) residents believe the Council takes account of residents' views when making decisions. However, only 5% believe that the Council does this a great deal, and similarly 5% believe the Council does not do this at all. Given that 17% also don't know, this suggests there is a high degree of ambivalence or lack of engagement in the question of whether the Council does take account of residents' views.

Figure 26: To what extent do you think the Council takes account of residents' views when making decisions? (All responses)

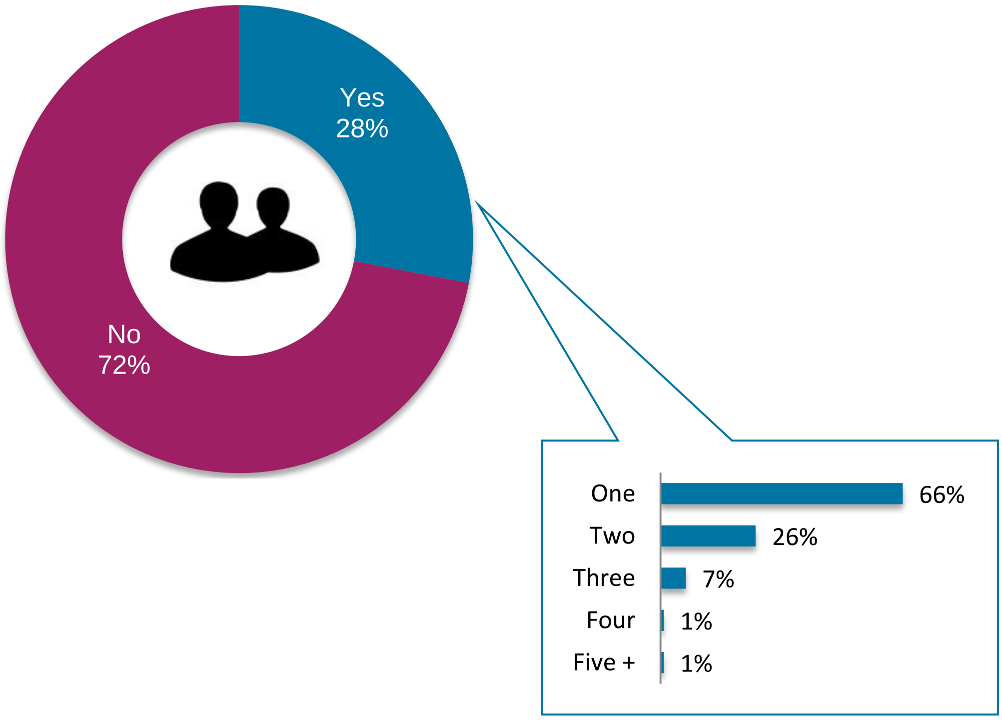


Unweighted sample base: 1,022

6.3 Contact with the Council

Approaching three in ten (28%) residents have contacted the Council directly, about Council services, in the last 12 months. Those making contact were asked to consider the number of issues they had made contact about in the last 12 months (not the number of times they made contact about a single issue). The majority (66%) have only contacted the Council about one issue.

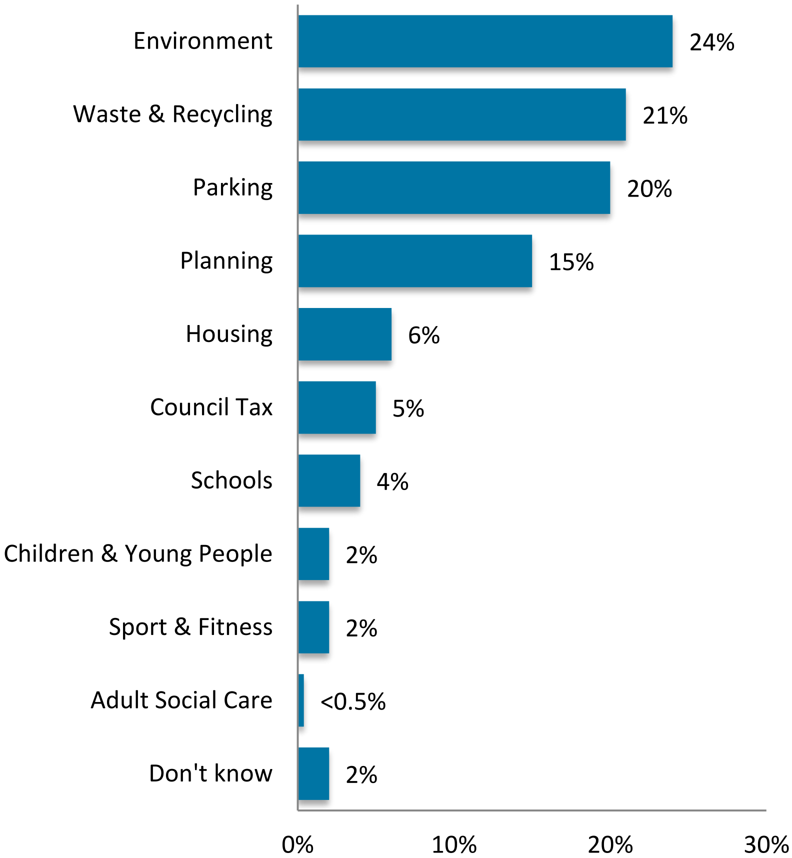
Figure 27: Have you contacted the Council directly about the services it provides in the last 12 months? (All responses) / How many issues have you contacted the Council about in the last 12 months? (All contacting the Council in the last 12 months)



Unweighted sample base: 1,022/300

Those contacting the Council in the last 12 months were asked which service (from a given list) they had made contact about when they last contacted the Council. A full breakdown of the responses given is shown in the figure below.

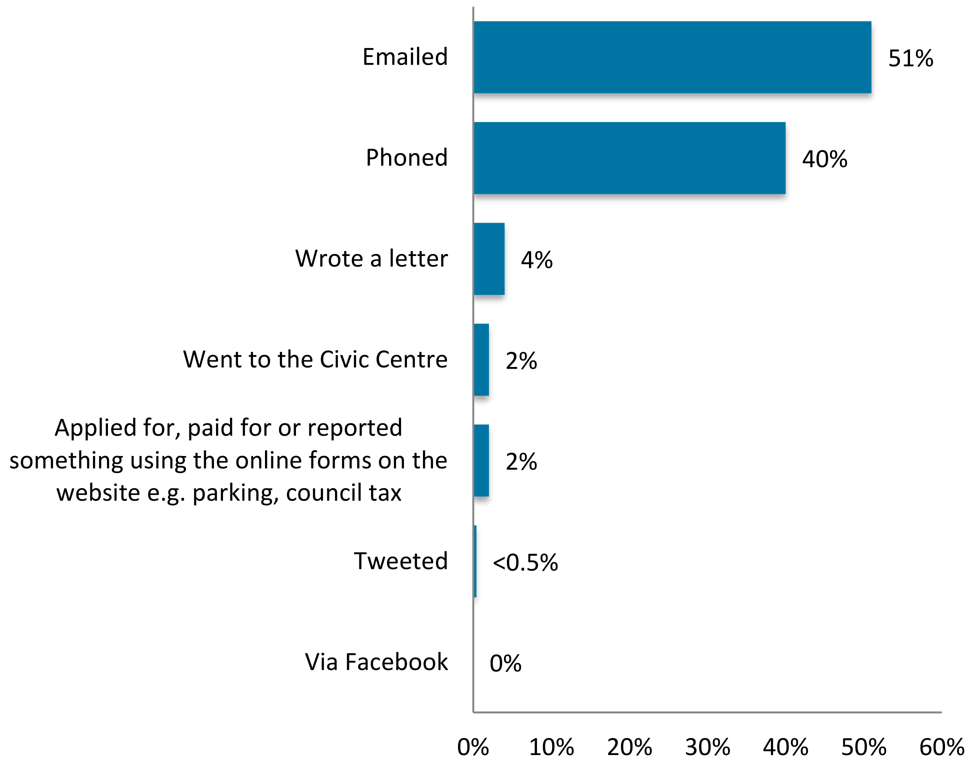
Figure 28: When you last contacted the Council which service was this about? (All contacting the Council in the last 12 months)



Unweighted sample base: 300

The majority of those contacting the Council did so initially via email (51%); a further 40% telephoned. Very few used the other methods listed (e.g. forms on the website, Council social media), as the figure below indicates. E-mail being the leading channel of Council contact remains unusual in surveys of this type so this may suggest a level of success in channel shift strategies.

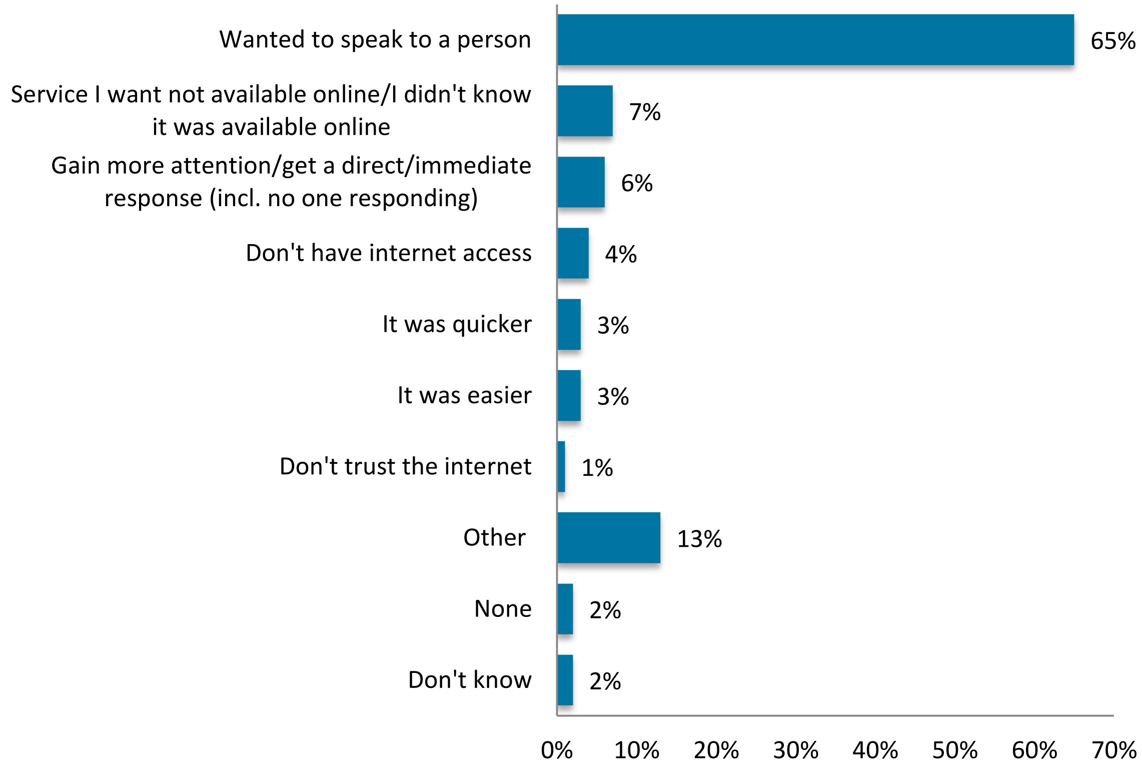
Figure 29: Which way of contacting the Council did you use first? (All contacting the Council in the last 12 months)



Unweighted sample base: 300

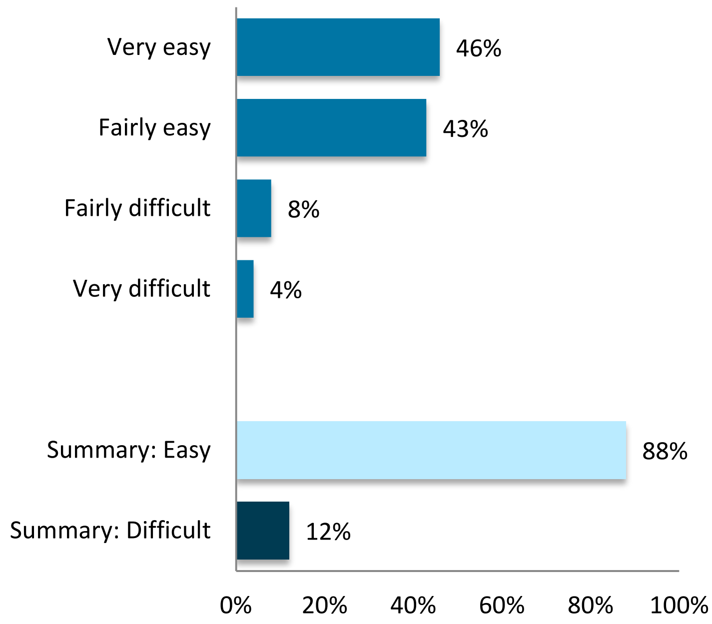
Of those who made contact 'offline' (that is, in person, by telephone, or by letter) were asked to say, in their own words, why they had chosen this mode of contact. The majority (65%) did this because they wanted to speak to a person. Given that most do not cite a lack of internet access, or a lack of online access to the services they required, there may be potential to encourage more channel shift towards self-service by providing additional support and signposting. Approaching nine in ten (88%) of those who telephoned or visited the Civic Centre say it was easy to find the appropriate staff member, suggesting that this group is happy with the process of contacting the Council.

Figure 30: Why did you choose this way of contacting the Council rather than emailing or using the website? (All contacting the Council in the last 12 months who did so initially via telephone, letter, or visiting the Civic Centre)



Unweighted sample base: 135

Figure 31: How easy was it to find an appropriate member of staff to respond to your enquiry? (All contacting the Council in the last 12 months who did so initially via telephone or by visiting the Civic Centre)

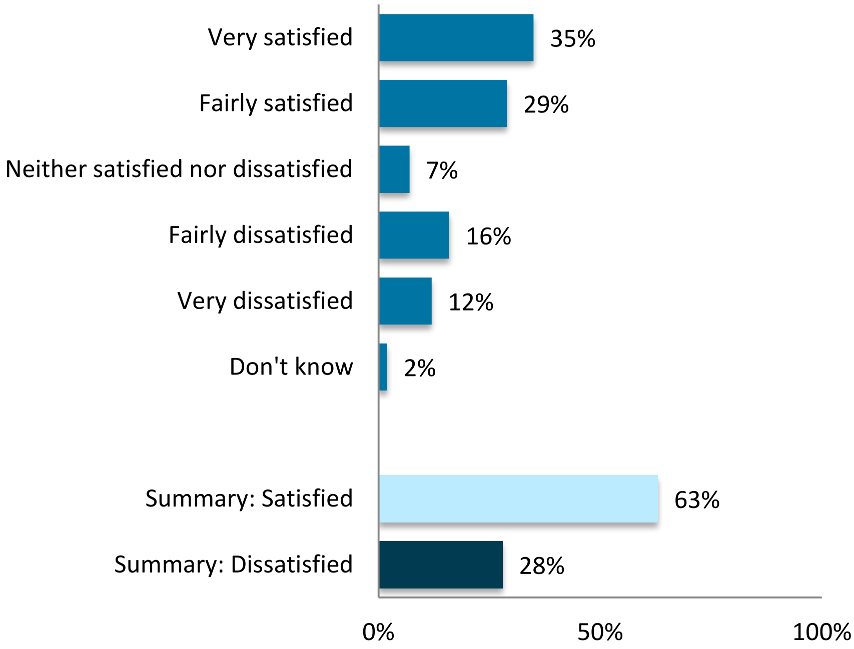


Unweighted sample base: 125

Over six in ten (63%) of those who contacted the Council - by any means - are satisfied with the way their query was dealt with. Over one in four (28%) are dissatisfied.

Three quarters (74%) of those contacting the Council by telephone are satisfied on this measure, a higher proportion than those making contact by email (56%).

Figure 32: How satisfied are you with the way your query was dealt with? (All contacting the Council in the last 12 months)



Unweighted sample base: 300

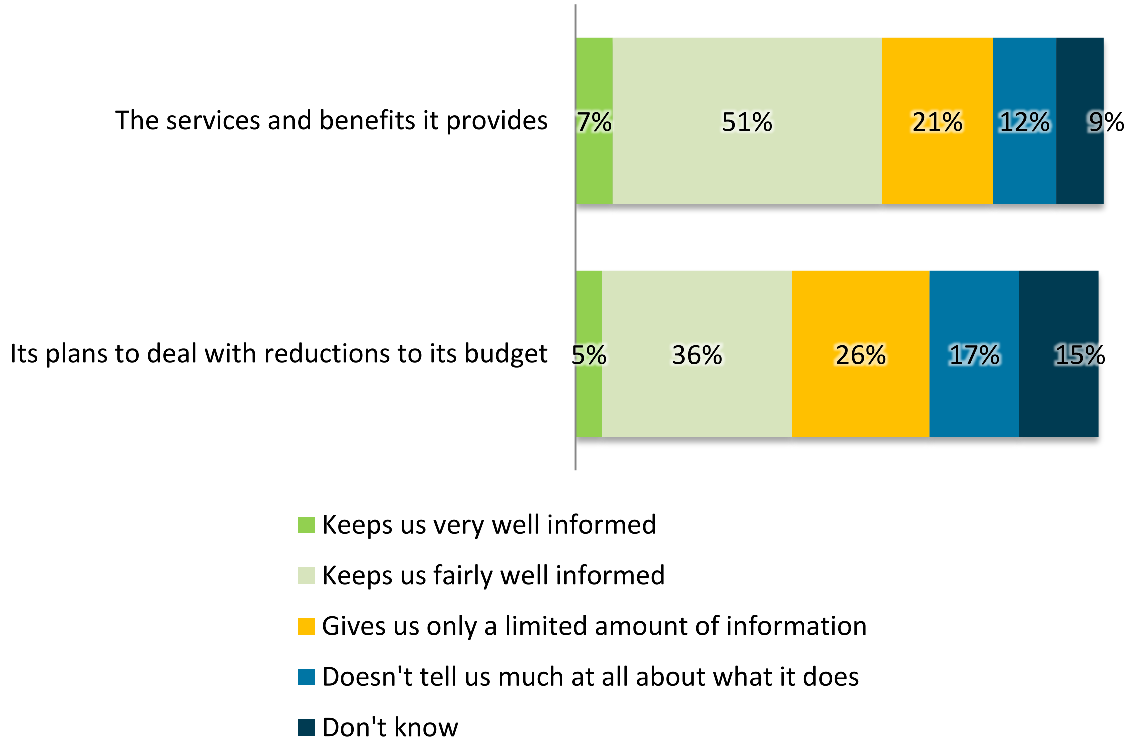
7 Communications and information

7.1 Feeling informed

Analysis of the 2008 Place Survey national data set confirmed the long-held belief that well informed residents are more likely to be satisfied with their Council. Approaching six in ten residents (58%) currently feel well informed about Richmond Council's services and benefits.

Residents were also asked how informed they feel about Council plans to deal with reductions to its budget. In response, fewer than half (42%) of residents feel that they are kept well informed about this issue.

Figure 33: Overall, how well informed do you think Richmond Council keeps residents about...? (All responses)



Unweighted sample base: 1022

Comparing these results to those recorded previously shows that the proportion feeling informed about the services and benefits the Council provides has fallen significantly compared to 2014 (58% cf. 63%).

The proportion feeling that they are kept well informed about Council plans to deal with budget reductions has increased sharply, by 19 percentage points compared to 2014, suggesting that Richmond residents are now more aware of the budget challenges facing local services. However, on this metric it should also be noted that:

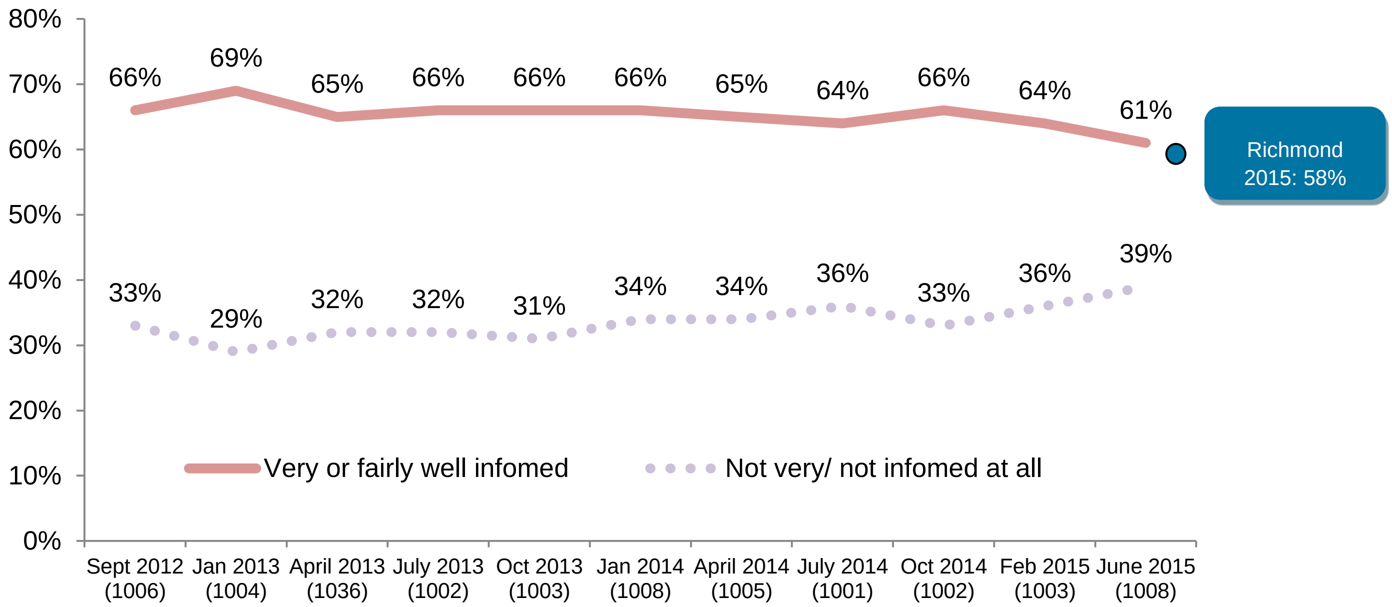
- Just 5% feel very well informed on this issue;
- A slightly higher number still do not feel well informed on this issue compared to those who do (44% say the Council gives them only a limited amount of information/doesn't tell them much at all, compared to 42% feeling well informed);
- As discussed later in this report, just 13% say they have recently seen or heard anything about the Council's need to make £30 million savings in the next 4 years. Whilst general awareness that major savings are required may be higher than awareness of these specific figures, this finding again suggests that further work is required to make residents more informed about this issue.

Table 11: Extent to which residents feel informed about Richmond Council 2012-15 (All responses)

	% informed 2012	% informed 2013	% informed 2014	% informed 2015	% point change 2014-15
… the services and benefits it provides?	57%	62%	63%	58%	-5%
… its plans to deal with reductions to its budget?	20%	22%	23%	42%	+19%
Unweighted sample base:	**1428**	**1405**	**1403**	**1022**	

The proportion of residents who feel informed about Richmond Council's services and benefits remains slightly below the figures from LGA polling (58% of Richmond residents feel well informed on this compared to 61%).

Figure 34: National trends in being kept informed about Council service and benefits – LGA Polling

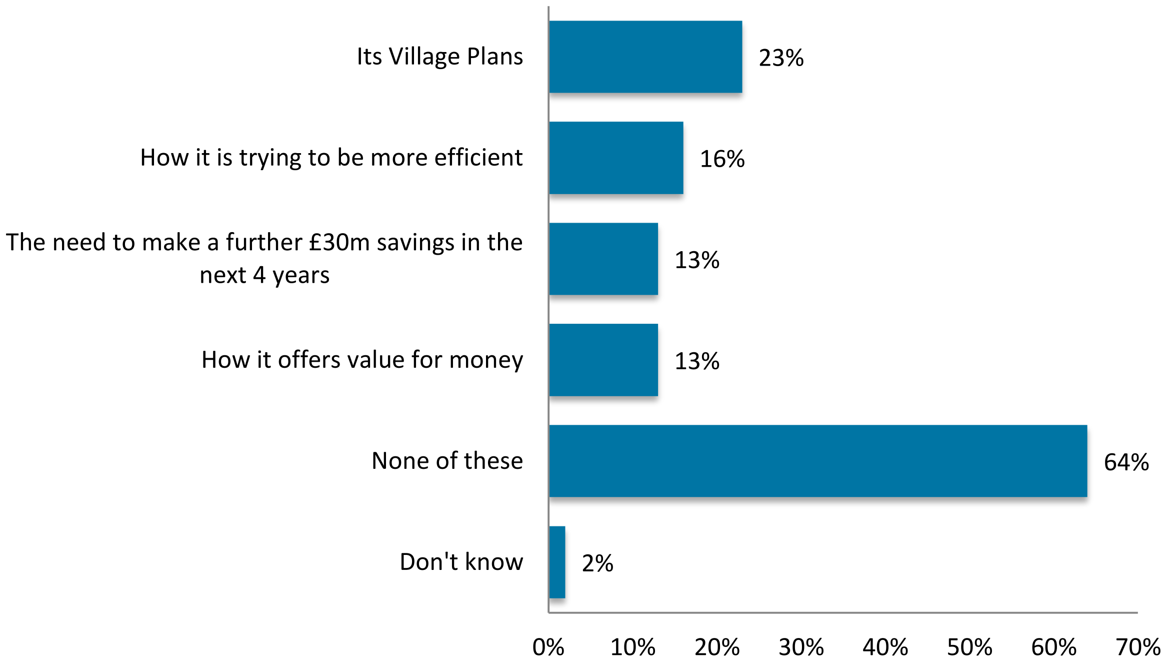


Unweighted bases in parenthesis

7.2 Awareness of key Council messages

On the theme of being kept informed by the Council, residents were shown a series of key Council messages and asked if they had seen or heard anything relating to them. Two-thirds (64%) are not aware of any of the messages (a further 2% responded 'don't know'). Awareness is highest in relation to Village Plans, with 23% saying they have recently seen or heard about this.

Figure 35: Have you recently seen or heard any of the following about Richmond Council? (All responses)



Unweighted sample base: 1,022

7.3 What residents are most interested in finding out about Richmond Council

Moving away from awareness of existing Council messages, residents were also asked to state, in their own words, whether there is anything that they are interested in finding out about the Council or Council services. Just 272 respondents, or 27% of the total, were able to think of something they are interested in finding out in this context. Among this group, no one theme dominates the comments given, suggesting that there is no major gap in the Council's current communications as far as residents are concerned.

Around 10% of those leaving a comment refer to planning; this is the specific service that receives the most mentions. Given the mention of planning in the context of lack of trust in the Council, discussed earlier in this report, this suggests that some residents would value greater information about planning issues. Comments made refer to planning in general; planning issues relating to basements; noise from Heathrow; etc.

Away from specific services, a number of those making a comment say they would like to find out more about the Council budget and how Council revenues are spent, for example:

> *"Publish how taxes are spent."*

> *"More info on the budget and how council tax is done."*

> *"A bit clearer about how the money is being spent."*

> *"Interesting to know where the money goes."*

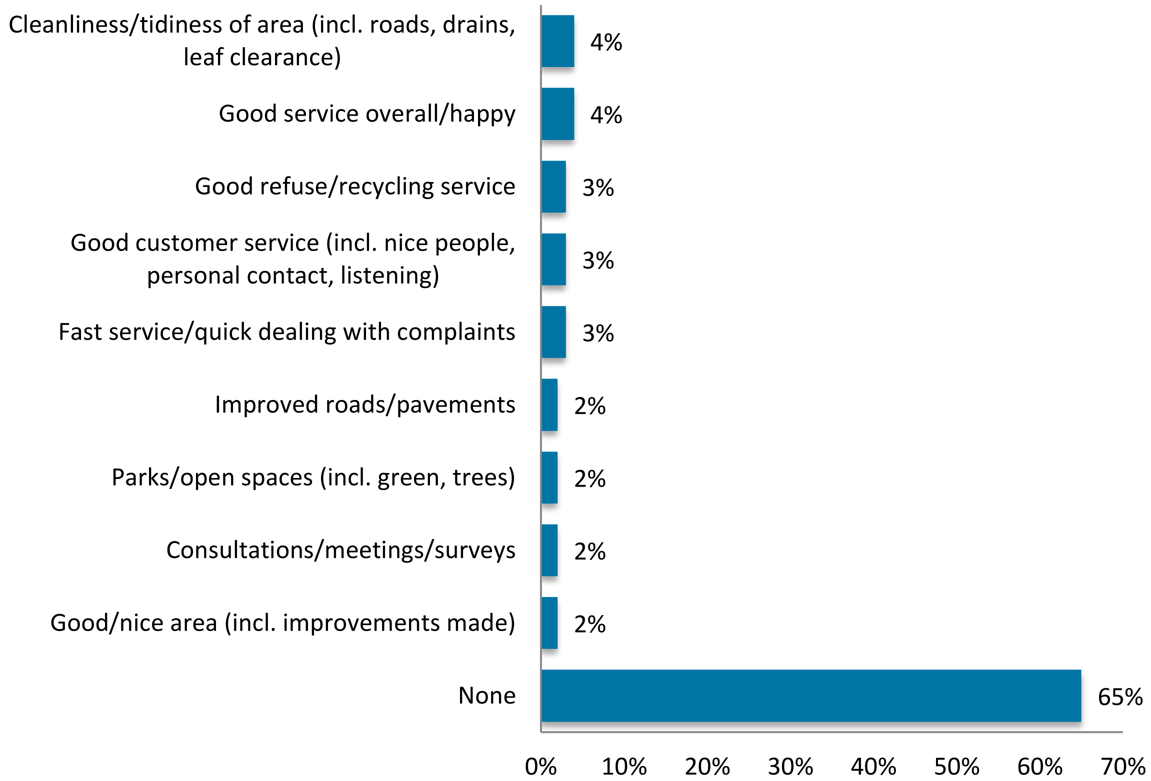
7.4 Recent impressions of the Council

Respondents were also asked if they could think of anything that had recently given them a positive impression of the Council, and correspondingly if there was anything that had recently given them a negative impression of the Council.

Two-thirds (65%) could not think of anything in the positive category; however, 72% could not think of anything in the negative category, suggesting a degree of disengagement with news or information relating to the Council.

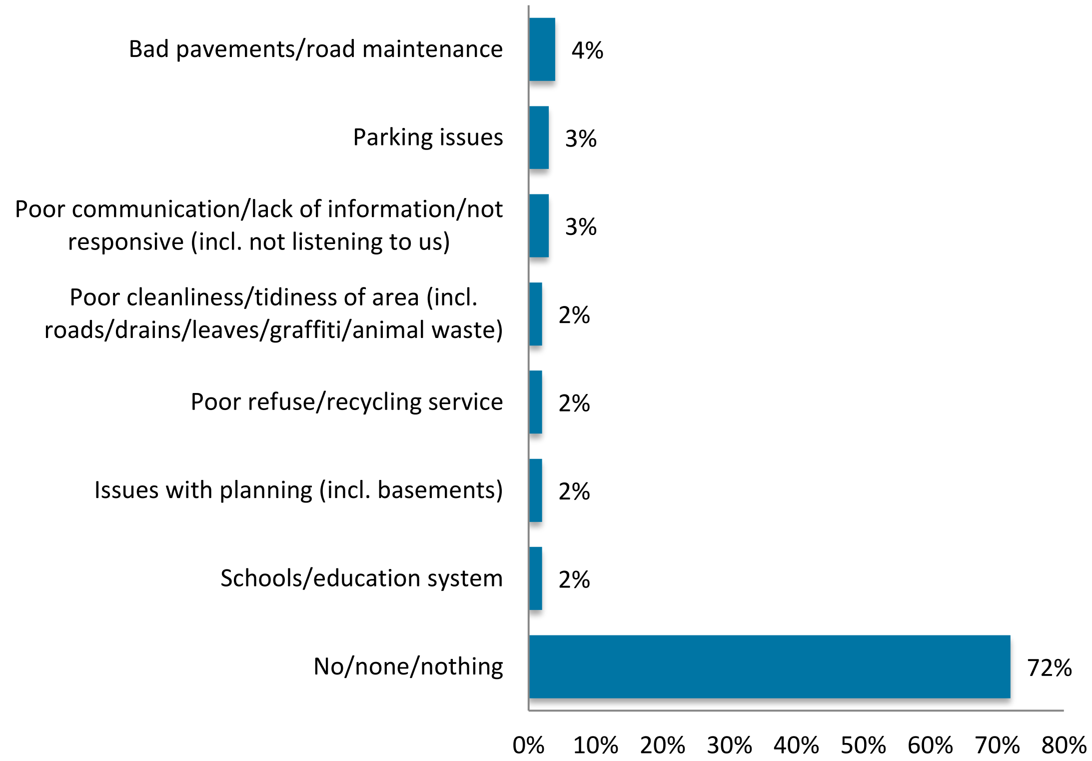
As the figure below indicates there is no clear theme in either the positive or negative categories. Of the comments made, the main categories mentioned relate to residents' experience of specific services such as cleanliness of streets, refuse and recycling, etc; as well as to experience of the Council's customer service.

Figure 36: Can you tell us something that has recently given you a POSITIVE impression of the Council? (All responses) - All mentions of 2% or more



Unweighted sample base: 1,022

Figure 37: Can you tell us something that has recently given you a NEGATIVE impression of the Council? (All responses) - All mentions of 2% or more

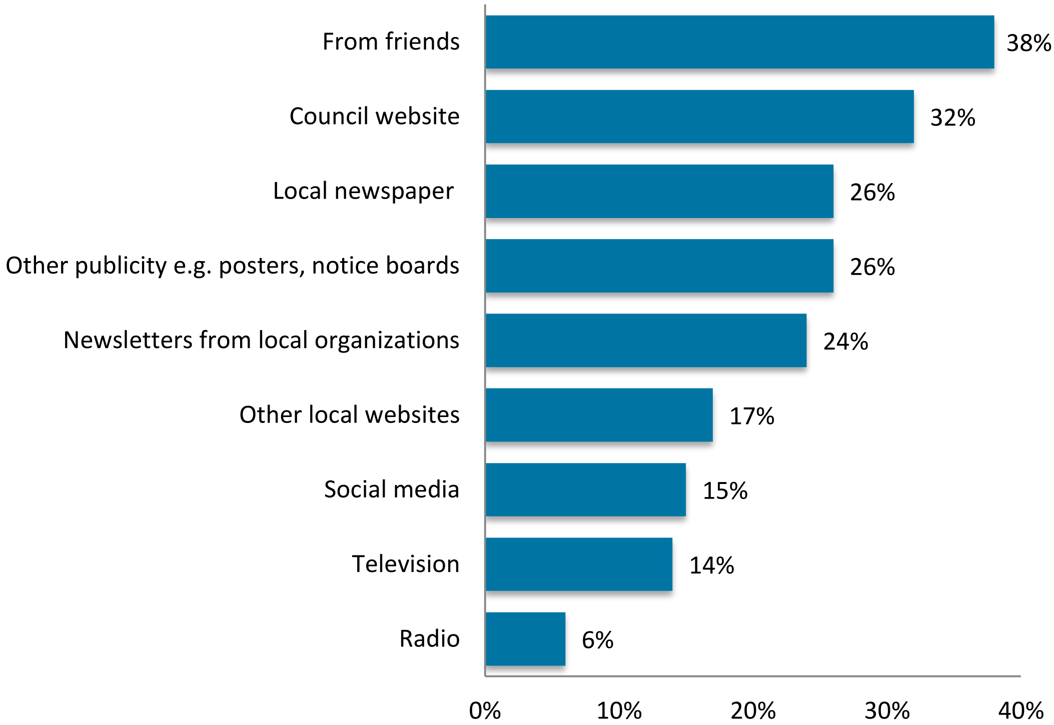


Unweighted sample base: 1,022

7.5 Ways residents find out about what is going on in their local area

Residents were asked how they find out about what is going on in their local area. The most popular response is 'From friends' (mentioned by 38%), followed by the Council website (32%). By contrast, broadcast media (television and radio) receives the fewest mentions from the list provided (14% cf. 6%).

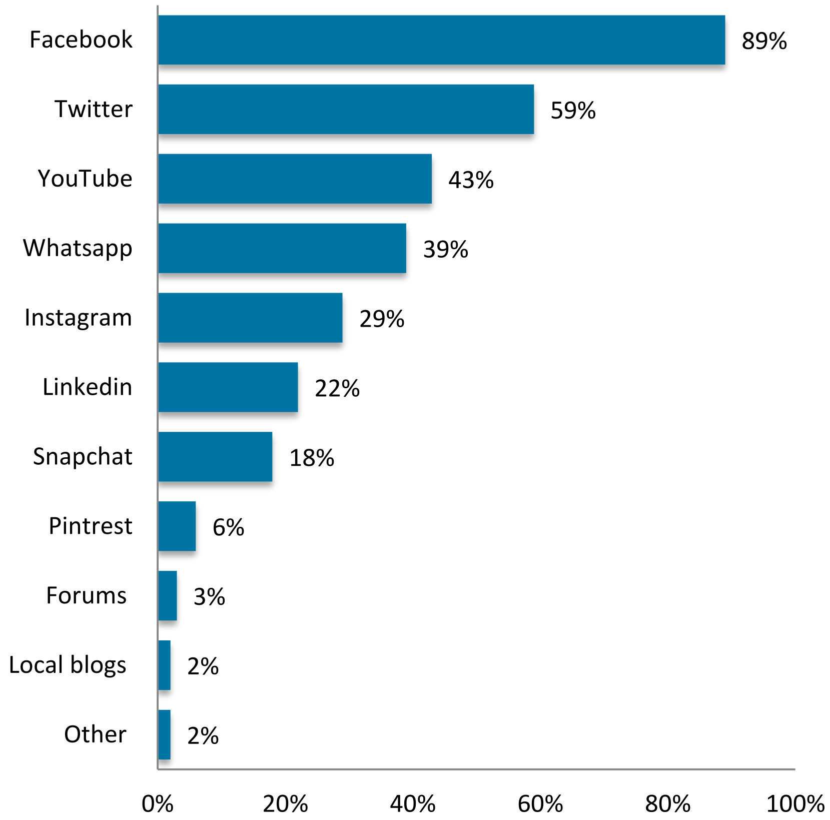
Figure 38: How do you find out what's going on in your local area? (All responses)



Unweighted sample base: 1,022

Residents who mention using social media in the context of finding out about their local area were asked which, of a list of social media types, they use at least monthly [for any purpose]. Nine in ten (89%) of this group use Facebook at least monthly, followed by 59% who mention Twitter.

Figure 39: Which social media sites do you use at least monthly? (All using social media to find out what's going on in their local area)



Unweighted sample base: 151

8 Internet use

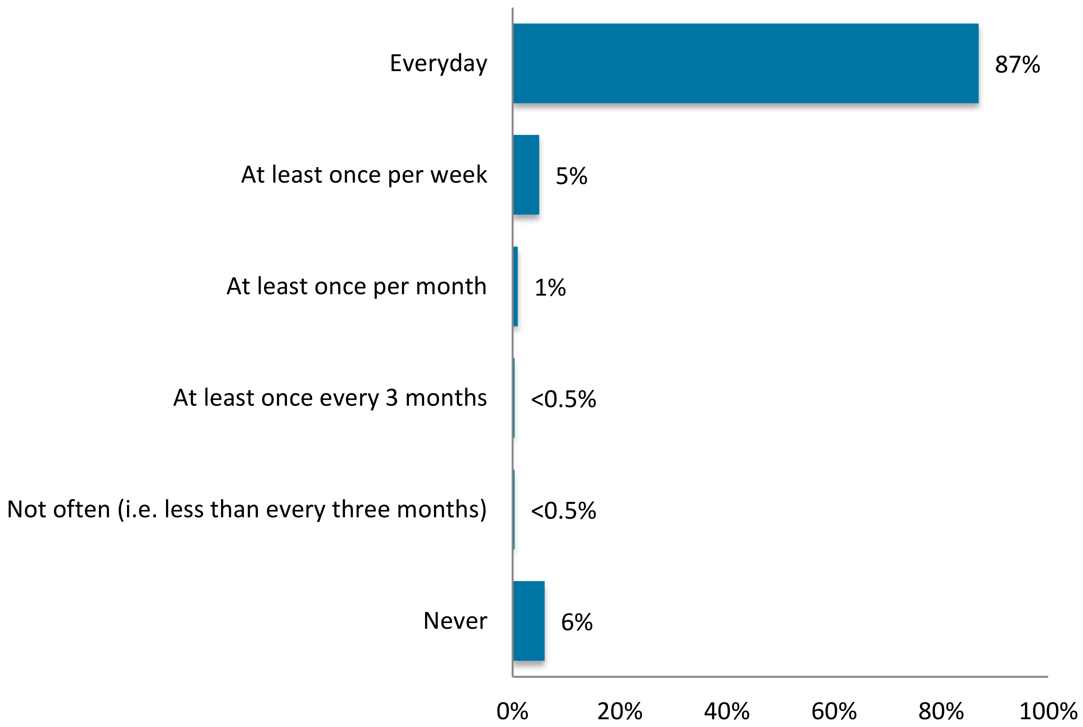
To establish residents' capacity to use more Council services online rather than through traditional methods, a series of questions were included on this wave of the research to establish current usage of the internet in the Borough, as well as residents' openness in principle to applying for Council services online.

8.1 General internet use

Asked first of all how often they use the internet, 94% of residents use the internet to some extent, with just 6% saying they never do so. Most (87%) use it every day, and a further 5% less often but at least once a week.

Internet use is, unsurprisingly, heavily correlated with age. A quarter (26%) of residents aged 65+ never use the internet, compared to 3% of those aged 45-64, and 1% of 25-44 year olds. None of the 16-24 year olds interviewed said they never use the internet.

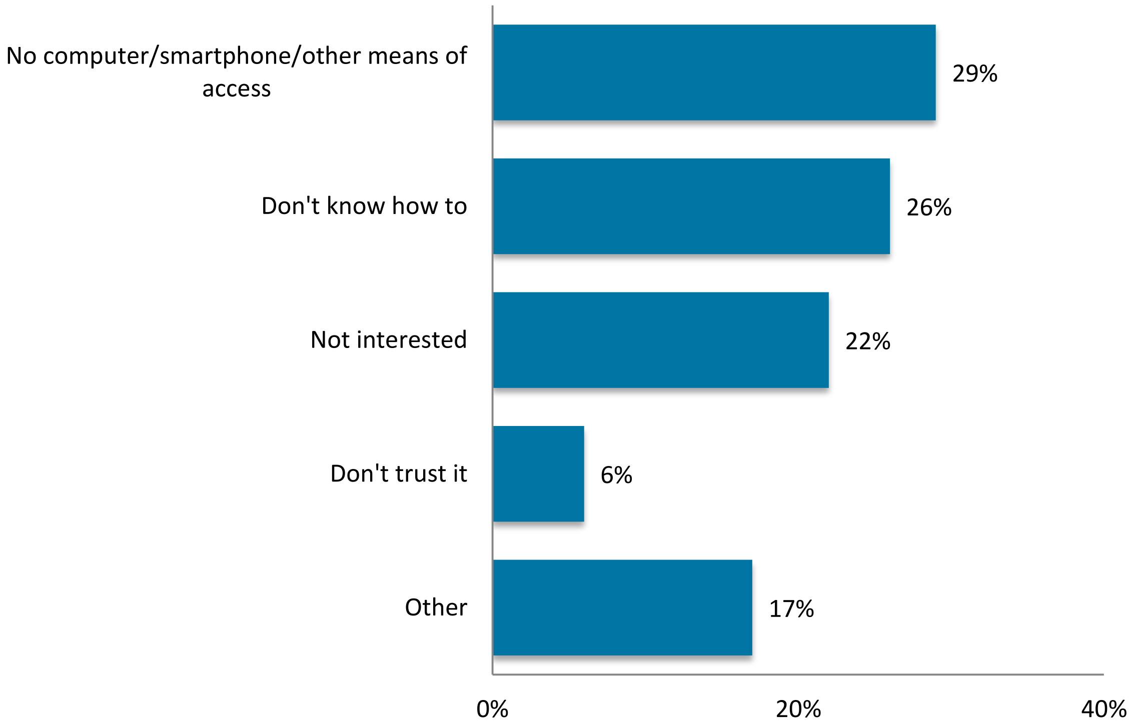
Figure 40: How often, if at all, do you use the Internet? (All responses)



Unweighted sample base: 1,022

The [relatively] small group who never use the internet were asked to select, from a given list, the main reason why. Although 22% say they are not interested, other answers suggest a lack of opportunity, with 29% saying they have no means of accessing the internet and 26% saying they don't know how to access the internet.

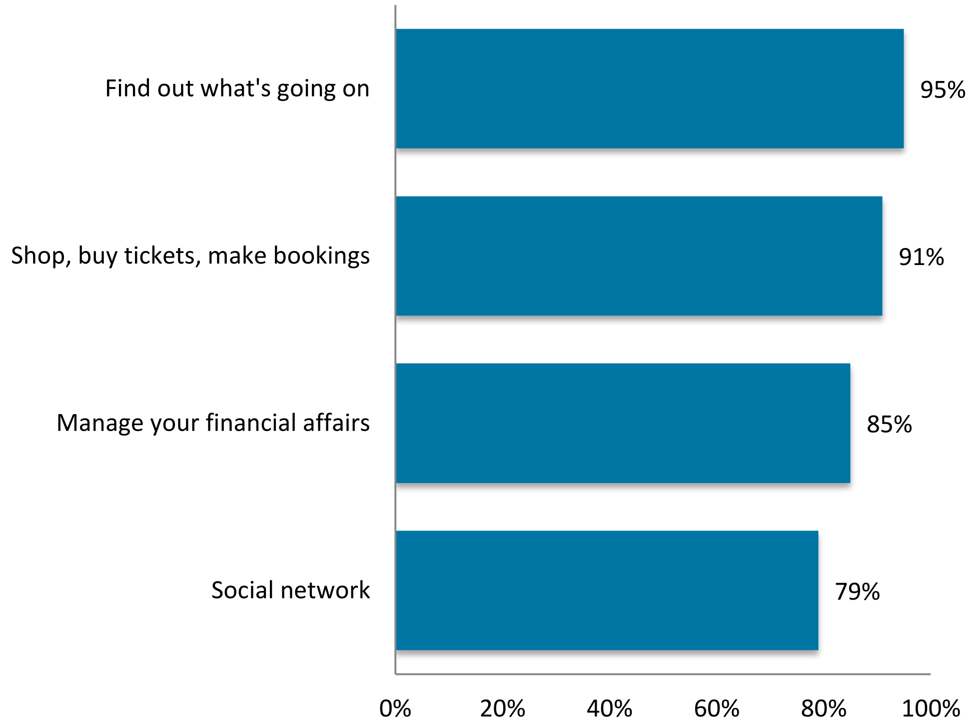
Figure 41: Which of these reasons best explains why you never use the internet? (All who never use the internet)



Unweighted sample base: 51

Residents who use the internet with any degree of frequency were asked whether they use the internet for a series of activities. The high proportion saying that they do engage in the following activities online suggests a high degree of confidence amongst most internet users in the borough. Whilst 95% of internet users use the internet to find out what is going on, most are also prepared to engage in financial transactions online (91% shop, buy tickets, make bookings), suggesting that there are few barriers to making payments to the Council for services online. Almost eight in ten (79%) of internet users also use social networking.

Figure 42: Proportion saying they use the internet to... (All who use the internet)



Unweighted sample base: 971

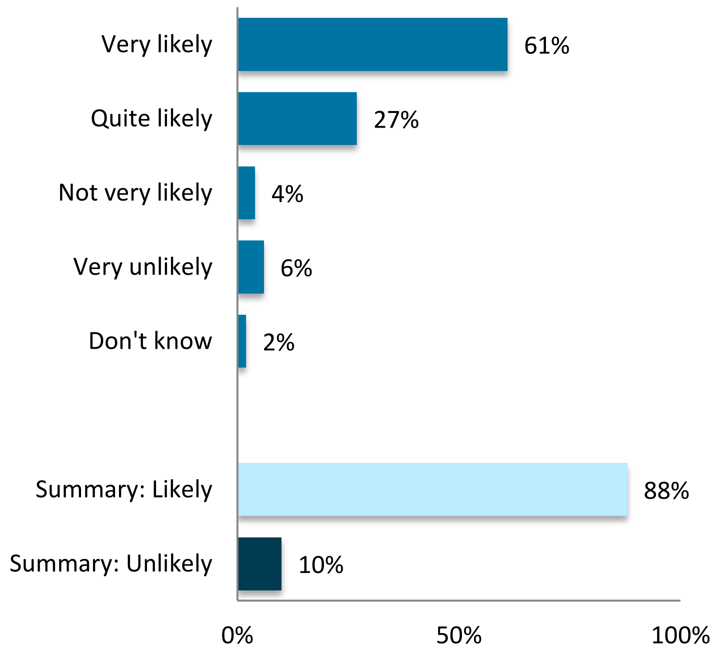
8.2 Willingness to apply for Council services online

Respondents were reminded that the majority of Council services can be applied for online and then asked (regardless of whether they access the internet) how likely they are to apply online, the next time they need a service from Richmond Council. Approaching nine in ten (88%) say they are likely to do so, including 61% who are very likely. Just 10% are unlikely to do this.

Four in ten (40%) of those who are unlikely to apply online never access the internet in any case, whilst 95% of those who use the internet every day say they are likely to apply online. This suggests that residents who use the internet and who are aware of the potential to apply for Council services online will mostly be happy to apply online.

By age, over 90% are likely to apply online except for those aged 65+. Six in ten (61%) of this group are likely to apply online and one in three (34%) unlikely, including 24% who are very unlikely. This suggests that the Council will need to continue to signpost offline methods of applying for services, for the benefit of older residents.

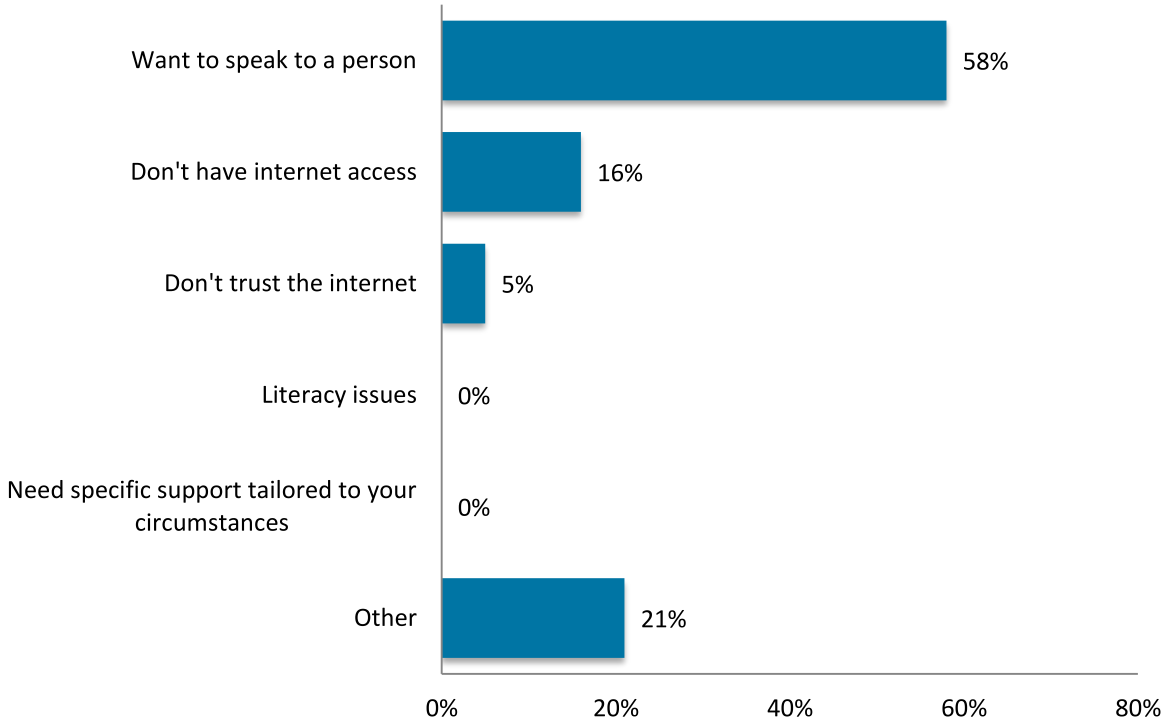
Figure 43: The next time you need to apply for a service from Richmond Council how likely are you to make this application online? (All responses)



Unweighted sample base: 1,022

Those unlikely to apply online were asked to select, from a given list of responses, the main reason why. In the majority of cases residents say they want to speak to a person (58%). A further 16% specifically cite lack of internet access.

Figure 44: As you are unlikely to apply online is this because you...? (All who are unlikely to apply for Council services online)



Unweighted sample base: 90

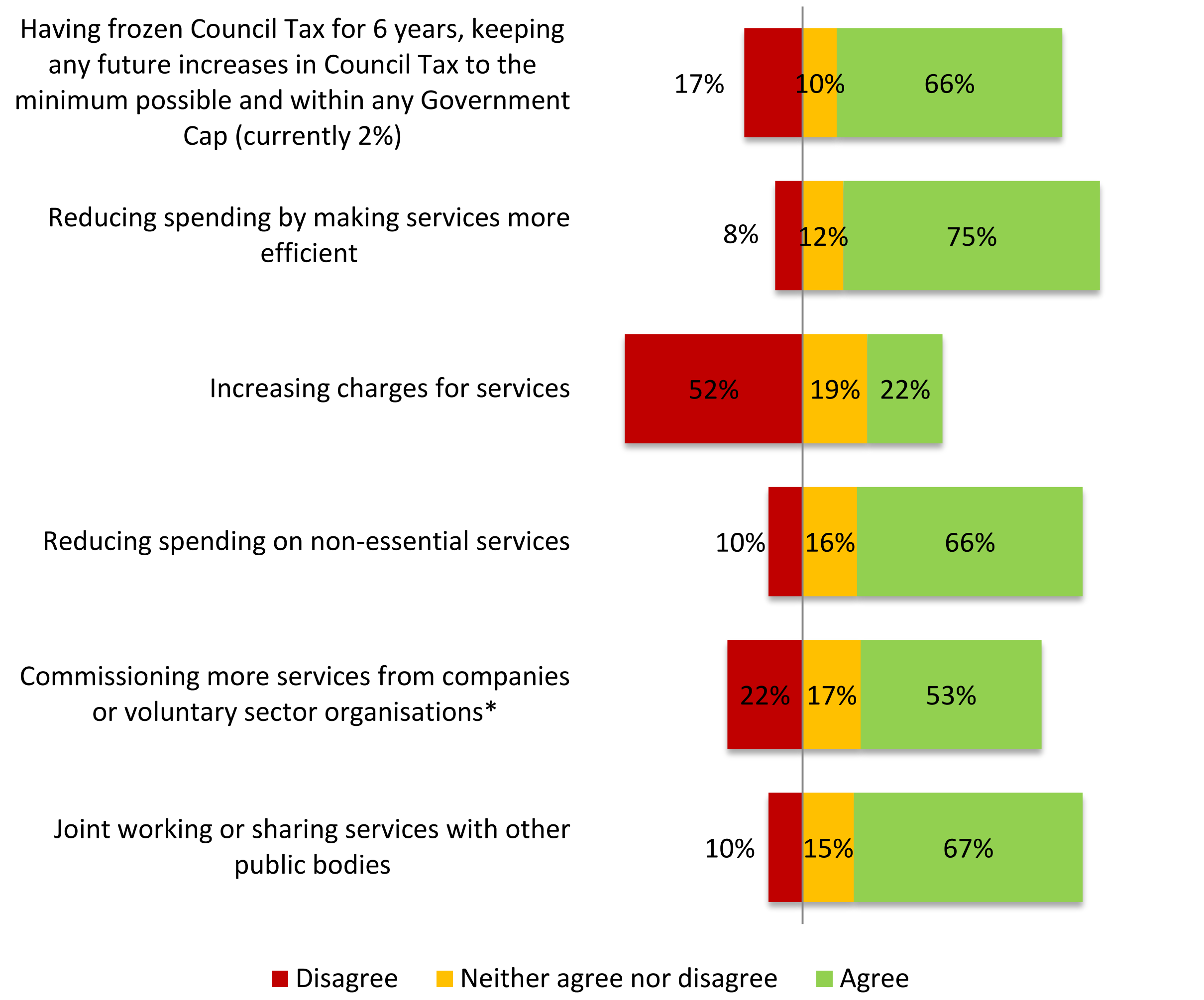
9 Budget issues

Like all local authorities, Richmond Council is faced with an increasingly challenging budget position. In this context a question was included in the survey to gather up to date information on what residents perceive to be the optimum approach for Richmond Council to take in difficult economic times.

A majority of Richmond residents agree with each of the options given, with the exception of increasing charges for services. Over half (52%) disagree with this proposition, with just 22% agreeing. The highest level of agreement, unsurprisingly, is with the proposition that the Council should reduce spending by making services more efficient (75% agree, 8% disagree).

A 'Don't know' option was also included at this question, and was used by between 6% and 9% of respondents at each statement.

Figure 45: Do you agree or disagree with the following ways the Council could manage its budget during the current difficult economic times? (All responses)



Unweighted sample base: 1,022
* text included 'They would deliver a service with the Council remaining responsible for ensuring its quality'

Whilst this question was asked in the 2014 research, changes to how the questions were asked make it difficult to evaluate any changes in perceptions over the last year. However, some of the changes in responses to this question are themselves potentially of interest in determining how propositions to reduce spending/increase charges or Council Tax should be communicated to residents:

- In 2014, residents were given the proposition of ‘Increasing charging for some services to help cover costs’. Four in ten (41%) agreed with this idea, compared to just 22% who agree with the revised proposition of ‘Increasing charges for services’. This may indicate that if the Council is to achieve higher levels of support for increased charges, it should be made clear that the charges will help to pay for that service as opposed to being ploughed back into Council coffers;
- A higher proportion agree with ‘Reducing spending on non-essential services’ (66% in 2015), as opposed to ‘Reducing spending by stopping some non-essential services’ (47% in 2014).

By age, residents aged 25 and over are more likely to advocate the options shown compared to those aged 16-34; however, in each case this is driven by a relatively high proportion of 16-24 year olds who do not express a view.

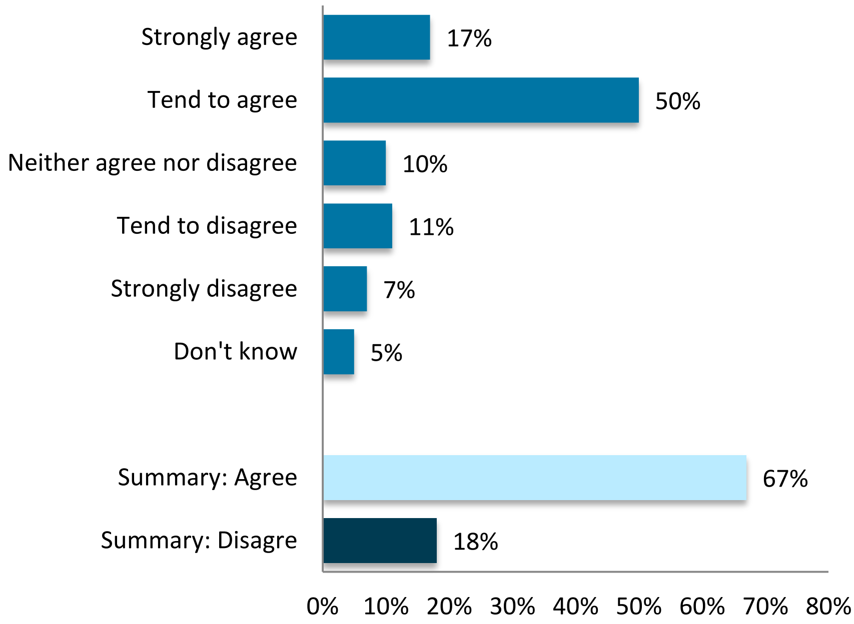
To understand the views expressed it is also interesting to examine residents’ current views on the value for money Richmond Council provides. Those who agree that the Council provides value for money are significantly more likely to agree with each of the approaches suggested, compared to those who disagree.

Table 12: Interaction of views on Council budget approach and current views on Council value for money (All responses)

	Richmond Council provides value for money		
% who agree with each approach to budget management	**Agree**	**Neither**	**Disagree**
Having frozen Council Tax for 6 years, keeping any future increases in Council Tax to the minimum possible and within any Government Cap (currently 2%)	**70%**	66%	56%
Reducing spending by making services more efficient	**78%**	73%	66%
Increasing charges for services	**26%**	17%	13%
Reducing spending on non-essential services	**73%**	58%	58%
Commissioning more services from companies or voluntary sector organisations	**60%**	44%	37%
Joint working or sharing services with other public bodies	**73%**	66%	55%
Unweighted sample base	**652**	**204**	**115**

The Council is working closely with Wandsworth Borough Council on sharing staffing to achieve efficiencies in spending. With this in mind, an additional question was included on this iteration of the research on the subject of joint working. Two-thirds (67%) agree that they do not care if the Council or another organisation carries out local services, providing that standards are maintained. Approaching one in five (18%) disagree.

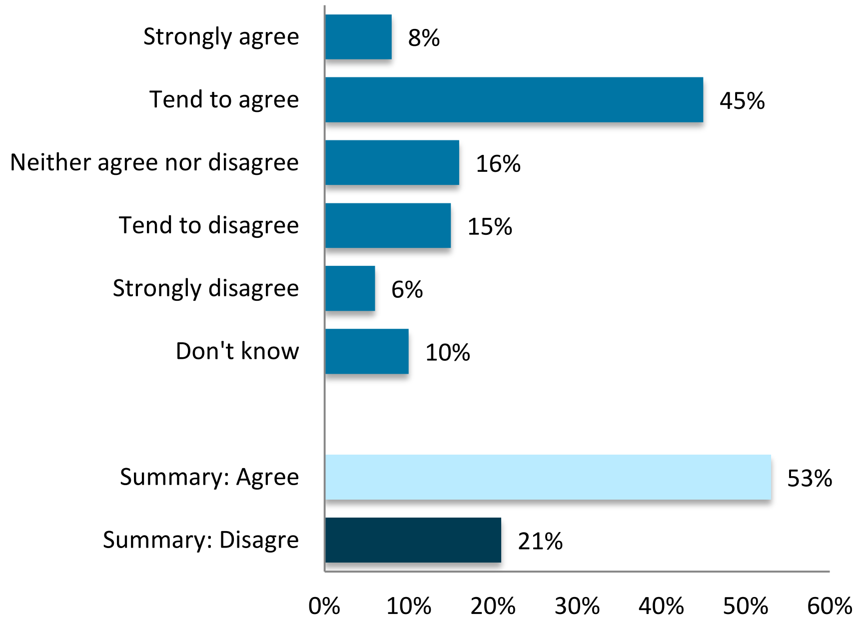
Figure 46: Thinking about commissioning or sharing services, to what extent do you agree with the following statement? 'I do not care if it is the Council or another organisation that carries out local services, as long as they are of a good standard' (All responses)



Unweighted sample base: 1,022

Another option for managing limited financial resources is to let residents themselves spend the money allocated to them to buy services. Just over half (53%) agree that the Council should extend this approach to other services where possible, whilst 21% disagree. Responses for this question are frequently ‘neutral’, with just 8% strongly agreeing and 6% strongly disagreeing. A further 10% don’t know. This may indicate that residents, whilst on balance positive about the idea, may need more information about how this would work in practice and for which services before fully committing to it.

Figure 47: For some services, the Council can give people the money they need to buy services directly so they can decide how best to spend it. This currently happens for adult social care. To what extent do you agree that the Council should extend this approach to other services where possible? (All responses)



Unweighted sample base: 1,022

10 Respondent profile

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

Demographic	Proportion (Unweighted %)	Sample base (Unweighted)
Gender		
Male	48%	485
Female	53%	537
16 – 24	7%	66
25 – 34	13%	129
35 – 44	33%	340
45 – 54	17%	174
55 – 59	7%	71
60 – 64	10%	97
65 – 74	8%	80
75 +	6%	59
Refused	1%	6
Tenure		
Owned outright	37%	381
Buying on mortgage	34%	352
Rent from Housing Association/RSL	7%	75
Rent from private landlord	16%	168
Shared ownership	0%	0
Student accommodation	<0.5%	1
Living with parent	3%	26
Other	1%	7
Don't know	1%	12
Parent of child under 19		
Yes – 0-3 years old	11%	111
Yes – 4-7 years old	17%	178
Yes – 8-11 years old	17%	178
Yes – 12-14 years old	9%	88
Yes – 15-18 years old	11%	107
No	56%	572
Time in borough		
Less than 3 months	2%	20
3-12 months	5%	51
1 to 2 years	6%	60

3 to 5 years	11%	107
6 to 10 years	16%	158
11 to 15 years	12%	120
16 to 20 years	12%	120
More than 20 years	34%	344
Always lived here	4%	42
Ethnicity		
White – British	78%	795
White Gypsy or Irish Traveller	<0.5%	1
White other	11%	111
Black or Black British Caribbean	1%	6
Black or Black British African	1%	6
Black other	<0.5%	1
Mixed - multiple ethnic groups	<0.5%	4
Mixed - white and black African	<0.5%	1
Mixed – white and black Caribbean	<0.5%	3
Mixed- white and Asian	<0.5%	2
Mixed - other	<0.5%	1
Asian – Indian	3%	34
Asian –Pakistani	1%	8
Asian – Bangladeshi	<0.5%	2
Asian- Chinese	1%	13
Asian -other	1%	11
Arab	1%	6
Other ethnic group	1%	10
Don't know	<0.5%	2
Refused	1%	5
Long standing illness, disability or infirmity		
Yes - respondent	4%	45
Yes –other household member	3%	34
No	93%	946

Appendix: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management ISO 27001:2013.

Interpretation and publication of results

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

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

Ethical practice

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

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

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

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

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

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