Research Report

Richmond Residents Survey 2017

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 1,001 residents aged 16 and over were interviewed face to face at randomly selected sampling points between 2nd October and 4th November 2017 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 2018/19 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 and environmental issues such as air quality
- To explore preferences for particular contact channels and customer experiences when contacting the Council
- To explore levels of digital access and competence among the Richmond public
- 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 and gender 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+. Where possible 2015 mid-year population estimates were used 2011 census as the basis for the demographic weights to provide sufficient level of granularity for the 16+ population. Elsewhere weights were based on the 2011 census.

It should be noted that iterations of this research conducted prior to 2015 were carried out by telephone, rather than face to face interviewing. This change in methodology means that caution should be exercised in comparing the 2017 results with those prior to 2015, 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 2017. 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

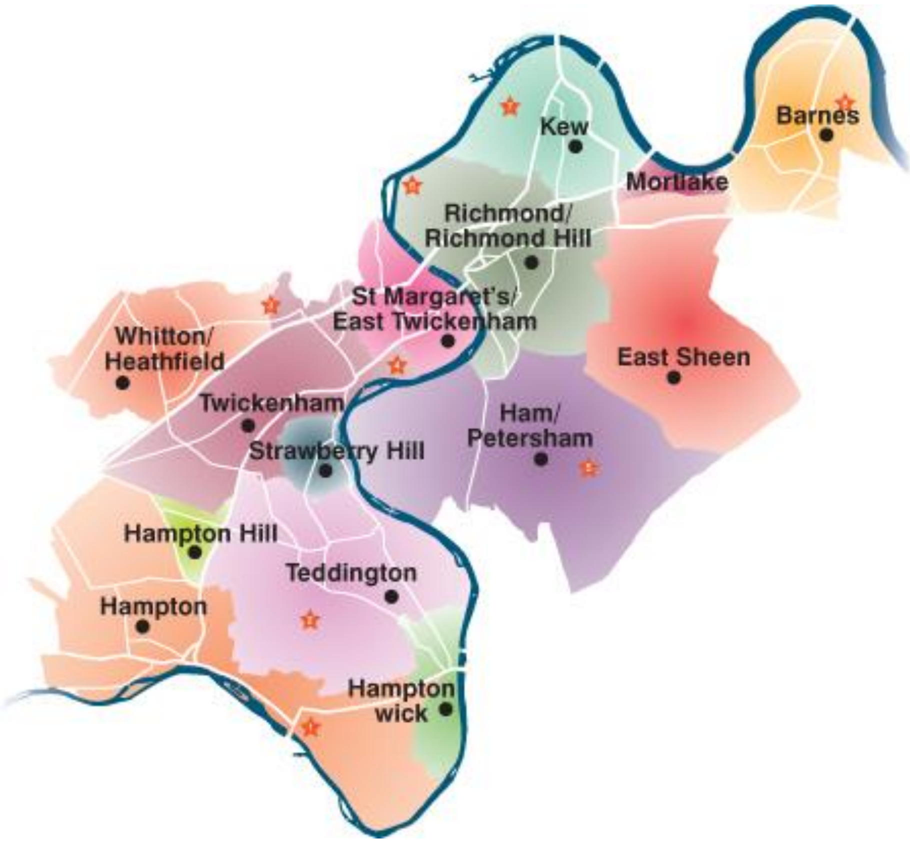
This document contains a concise summary of the key findings to emerge from this survey. It aims to highlight the positive messages in the data, plus any areas of concern that require further consideration.

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

Approaching nine in ten Richmond residents (87%) are satisfied with the way the Council runs things. This represents a 6-percentage point improvement since 2015.

On almost all the measures shown below, perceptions are more positive compared to the LGA national benchmark polling. Notably the indicator about keeping residents informed about Council services and benefits, was previously slightly behind the national average. However, in 2017 the 67% who agree they are kept informed is 9-percentage points above the latest LGA benchmark.

The most notable shifts in opinion since 2015 are found in relation to the Council act on concerns (+17-percentage points) and trust in the Council (+10–percentage points). However, for both these questions the largest proportion of residents are sitting in the tentative positive position on the scale, answering: ‘a fair amount’ rather than ’a great deal.' Therefore, these gains could be somewhat fragile.

Table 1: Summary of key survey indicators

Question	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2017 (%)	Change from 2015 (% points)	LGA benchmark - June 17(%)
% residents satisfied with the local area	93%	96%	96%	97%	94%	-3	81%
% residents satisfied with the way the Council runs things	77%	83%	83%	81%	87%	+6	66%
% residents agree who agree the Council provides value for money	48%	57%	62%	64%	70%	+6	47%
% residents informed about Council services and benefits	57%	62%	63%	58%	67%	+9	58%
Acts on concerns - a great deal / a fair amount	67%	70%	70%	65%	82%	+17	57%
Trust Council - a great deal / a fair amount	74%	79%	75%	77%	87%	+10	60%

2.2 Perceptions of the local area

As indicated above, almost all Richmond residents (94%) are satisfied with their local area as a place to live.

When asked what they like the most about their area, the most common responses given are parks/open spaces (mentioned by 39%); location/convenience (19%), and the area being quiet/peaceful (17%). These were also the top three mentions in 2015 suggesting a continuity in what residents value about their area.

When asked what they *dislike* the most about their area, the concerns most commonly cited are all linked at least in part to traffic and cars. Traffic congestion is disliked by 17% of residents, parking is mentioned by 15% and noise by 10%. Again these issues also featured most prominently in the 2015 results.

In response to increased press coverage of air quality issues, particularly in relation to the impact of diesel vehicles, questions on this topic were added to the 2017 survey. Residents were asked to rate the air quality both in their neighbourhood, i.e. the area 15-20 minutes walk from their home, and also within Richmond as a whole. At a borough level, 79% of residents feel that air quality is good, while 9% feel it is poor. Among the remainder, 11% of residents suggest that Richmond air quality is neither good nor poor and 2% are unsure. When answering specifically about their neighbourhood the balance of opinion is almost identical as 79% of residents indicate that their air quality is good. BMG Research omnibus data in comparison, shows that 56% of UK residents describe local air quality as good or very good.

While three quarters (74%) of residents are satisfied with their high street overall, this proportion represents a 10-percentage point fall since 2015. Indeed, the satisfaction residents express in relation to all aspects of their local high streets in 2017 is below that seen in 2015. Perceptions are least positive on the range of shops available, with 58% satisfied, but a quarter (25%) dissatisfied. Satisfaction with the range of shops available has fallen by a notable 19-percentage points since 2015.

2.3 Service strengths and weaknesses

Using a question first added to the survey in 2015, 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 (48%) and recycling (42%). Furthermore, 42% mention parks, open spaces and play areas. In 2015 the three options most commonly selected as the best services were refuse collection, recycling services and street cleaning.

In terms of the improvements sought by residents, pavement maintenance was selected by 48% of residents. More than a third also selected road maintenance (36%) and parking services (35%) as needing improvement. Again these were also the most common selections in the equivalent question asked in 2015. Pavement maintenance is most commonly selected as needing improvement by those living in the village of Ham and Petersham (73%).

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.

Asked whether they believe that residents can work together with the Council to make improvements to the local area, 83% agree that this is the case and 3% 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. The improved perceptions on this (a 13-percentage point increase in agreement) appears to be due to a drop in neutral and don't know responses since 2015.

Generally, approaching three quarters (73%) of residents feel well informed about the ways they can get involved with the Council and their community. By contrast, 25% do not feel well informed. While these 2017 proportions represent an improvement compared to 2015, this increased awareness hasn't resulted in an upswing in participation with the Council.

More than seven in ten (73%) residents believe the Council takes account of residents' views when making decisions. This represents a 12-percentage point increase since 2015. However, only 6% believe that the Council does this a great deal, which is in line with the 5% recorded two years ago. A clear majority of 68% feel that Richmond Council does this a fair amount. At the other end of the scale those who feel that the Council does not take account of residents' views at all is also unchanged (4% in 2017 compared to 5% in 2015).

2.5 Council contact

One in five (21%) 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 (44%) have only contacted the Council about one issue, with a further 31% making contact about two issues.

The most common reasons for contact were issues relating to parking (22%), waste and recycling (17%) and pavements (12%). The majority of those contacting the Council did so initially via phone (41%); and email (also 41%). While there has been a fall in email contact since 2015 (down 10-percentage points), this is mostly offset by an increase in online applications via the Council website (up 7-percentage points). The proportion of residents making their initial contact with the council in person at the Civic Centre is unchanged at 2%.

The quality of service being provided to individuals who contact the Council by phone or in person at the Civic Centre appears to be stable. Nine in ten (90%) of those who telephoned or visited the Civic Centre say it was easy to find the appropriate staff member. This proportion is in line with the 88% recorded in 2015, suggesting that this group is happy with the process of contacting the Council. Six in ten (60%) of those who contacted the Council - by any means - are satisfied with the way their query was dealt with. Again this is consistent with 2015 (63% satisfied).

2.6 Communications and information

Over two thirds of residents (67%) currently feel well informed about Richmond Council's services and benefits, up from 58% in 2015. Residents were also asked how informed they feel about Council plans to deal with reductions to its budget. In response, more than half (54%) of residents feel that they are kept well informed about this issue, up from 42% in 2015.

In terms of what Richmond Council are doing, the two key sources of information about this are the Council website (43%) and e-newsletters (39%). A further 23% indicated that they find out about what Richmond Council is doing from friends. Local print media is the fourth most commonly selected information source relating to Council activity (14%), with social media fifth (10%). Just 7% of residents said that they do not find out about Richmond Council via any of the information sources listed.

There does appear to be some potential for Richmond Council to more directly contact residents with information. Almost two thirds (65%) of all residents expressed interest in receiving regular email newsletters or letters from the Council. Slightly below this, six in ten (61%) are interested in receiving information via the Council website. However, social media based information only produces interest among 36% of all residents. The chapter in the report on information and communications contains updated information on social media usage by age.

2.7 Internet use

More than nine in ten (93%) Richmond residents have access to the internet. More specifically, 67% have internet access when out and about. The 7% who do not have access to the internet rises to 29% among those aged 65 and over, a statistically significant difference.

Among all residents, almost three quarters (74%) can be classified as advanced internet users. Less than one in ten residents (8%) are classified as novice users, only completing basic online tasks, while 12% are classed as intermediate users. These findings indicate that Richmond residents tend to be highly capable internet users, who use the internet for a range of purposes.

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. In total (86%) say they are likely to do so, which is in line with the 88% seen in 2015.

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. The proportion of residents who agree with the approach of commissioning services from more companies or voluntary sector organisations has remained stable. A total of 55% of residents agree with this approach, compared to 53% in 2015. Compared to two years ago there is reduced support for reducing spending by making services more efficient, although six in ten (60%) still favour this approach. Furthermore, 63% continue to feel that reducing spending on non-essential services is a suitable approach to budgetary challenges.

Increasing charges for services remains the least popular approach as 44% of residents disagree with this proposition, with just 27% agreeing. However, there has been a slight softening of opinion compared to last year when just 22% agreed with more charging at the point of service delivery.

A broader question on joint working arrangements was also included on this iteration of the research. In 2017 57% agree that they do not care if the Council or another organisation carries out local services, providing that standards are maintained, while 15% disagree. While disagreement is essentially stable compared to 2015, there has been a 10-percentage point drop in agreement with this statement (from 67% to 57%).

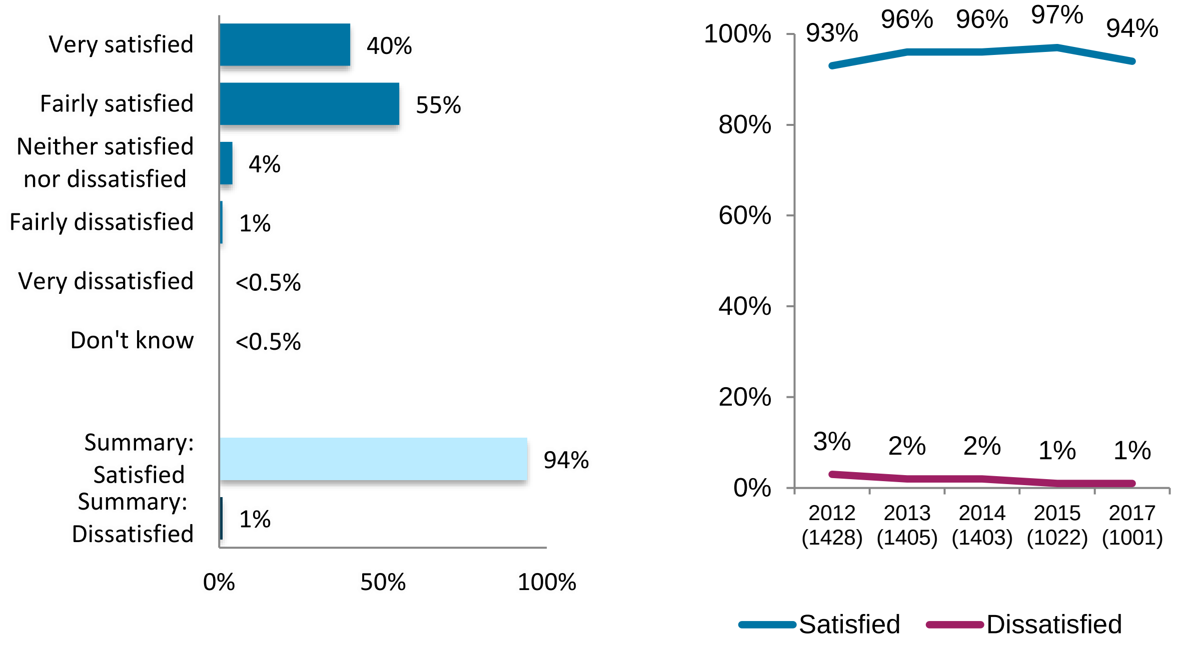
With Richmond Council's shared staffing arrangement with Wandsworth Council now well established, the 2017 residents' survey was used as an opportunity to gauge public perceptions of this collaboration. When asked if they felt that this shared staff arrangement was working well, a higher proportion of residents agree (43%) rather than disagree (10%). Among the remainder 18% gave the neutral response of neither agree nor disagree and 28% answered don't know.

3 Perceptions of the local area

3.1 Local area as a place to live

The vast majority of Richmond residents remain satisfied with their local area as a place to live (94%). Of these, two in five (40%) are very satisfied compared to three in five (63%) in 2015. Just 1% are dissatisfied with their local area as a place to live. This finding is in line with the 2015 results. Year on year results are shown in the figure below.

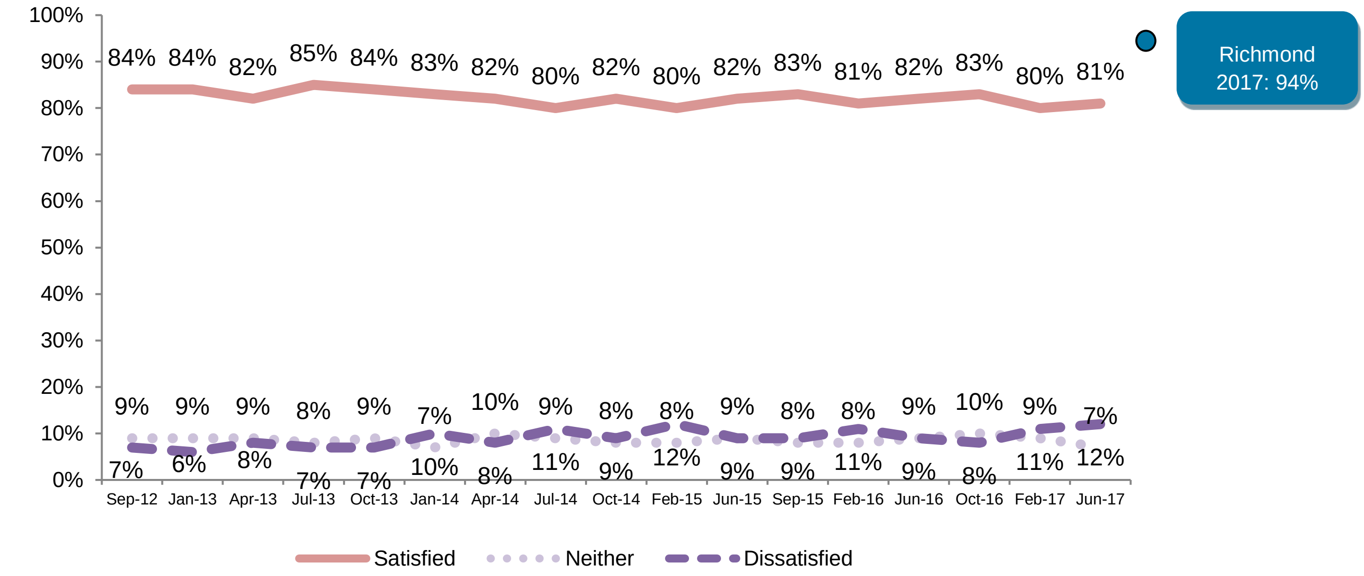
Figure 2: Overall, how satisfied or dissatisfied are you with your local area as a place to live? (All responses)



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 2017, 81% were satisfied on this measure and 7% dissatisfied.

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

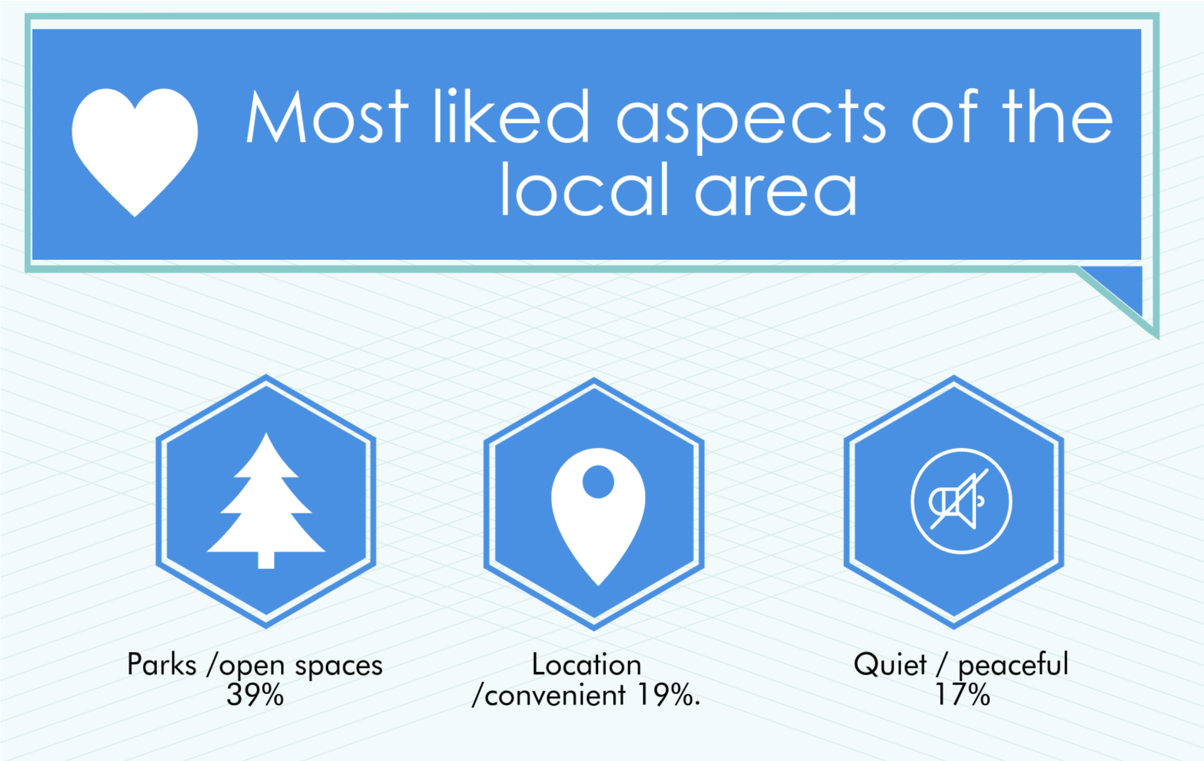


Looking at responses by village, at least nine in ten of the residents of each village are satisfied with their local area as a place to live with two exceptions. In East Sheen the satisfaction level is significantly below the survey average at 85%. In Hampton Wick the proportion satisfied is 1-percentage point lower than 90% at 89% but this does not constitute a significant variation.

3.2 Likes and dislikes of the local area

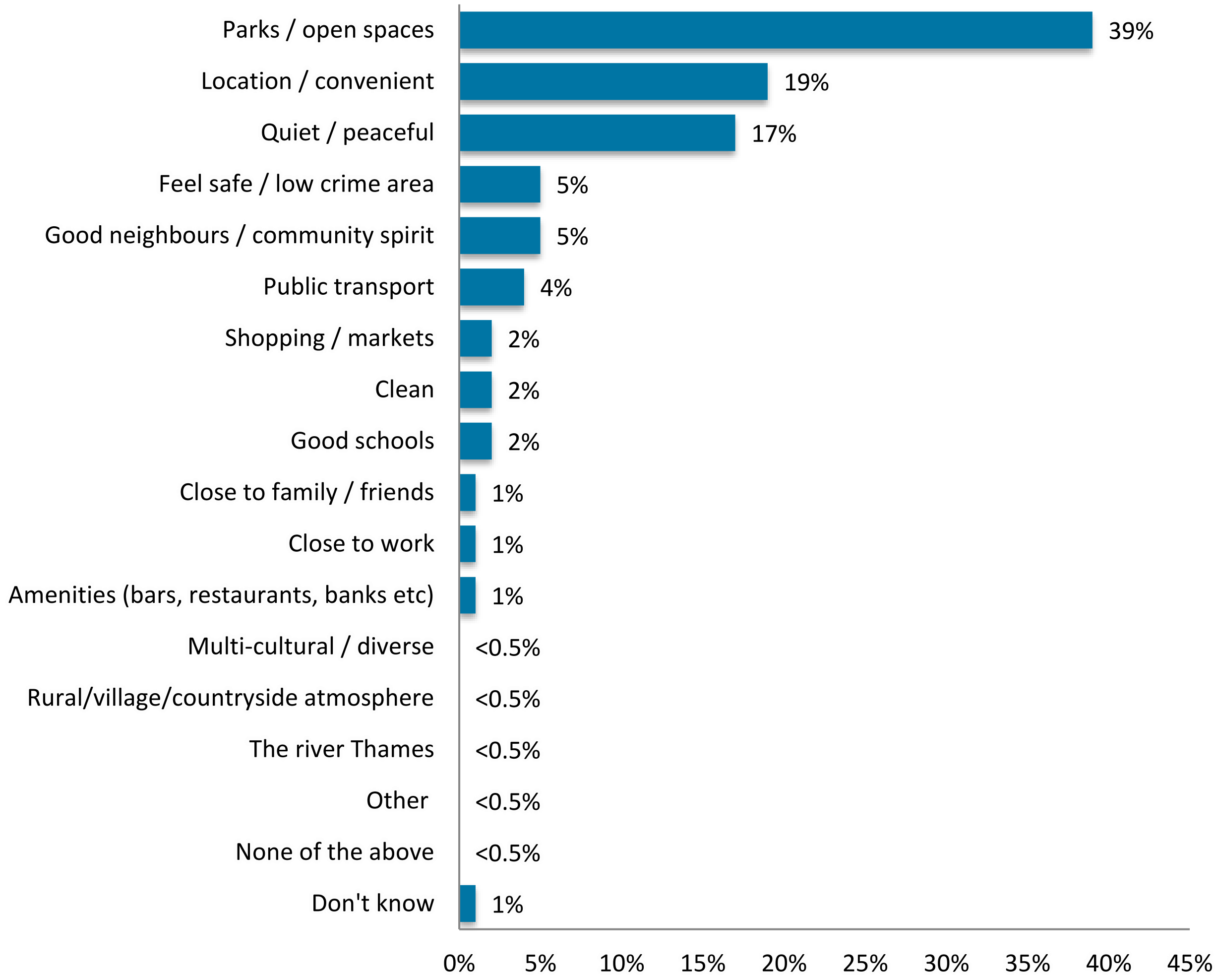
To probe further into residents' perceptions of their local area, all were asked to state in their own words what they like most about living in their area Responses were recorded by interviewers onto a pre-coded list (one response per respondent).

As illustrated below, the responses most commonly given are parks/open spaces (mentioned by 39%); location/convenience (19%), and the area being quiet/peaceful (17%). These were also the top three mentions in 2015.



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)



Unweighted sample base: 1,001

The table below breaks down the main 'likes' mentioned by village. The findings for Hampton Hill, Hampton Wick and Mortlake and Strawberry Hill are included below but should be treated with caution as the sample size for these villages is below 30. Figures highlighted in green are significantly higher compared to the overall sample of Richmond residents. Those highlighted in red are significantly lower compared to the survey average.

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

	Unweighted Bases	Parks / open spaces	Location / convenient	Quiet / peaceful
Total	1001	39%	19%	17%
Barnes Village	101	62%	16%	11%
East Sheen Village	53	22%	23%	22%
Ham & Petersham Village	50	78%	12%	6%
Hampton Village	103	39%	17%	26%
Hampton Hill Village	13	39%	23%	0%
Hampton Wick	10	13%	27%	18%
Kew Village	66	29%	32%	25%
Mortlake Village	10	50%	0%	30%
Richmond Village	115	45%	13%	15%
St Margarets Village	68	48%	17%	7%
Strawberry Hill Village	28	39%	22%	29%
Teddington Village	148	42%	24%	13%
Twickenham Village	131	31%	10%	17%
Whitton Village	105	23%	30%	20%

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. Traffic congestion is disliked by 17% of residents, parking is mentioned by 15% and noise by 10%. Again these issues also featured most prominently in the 2015 results.

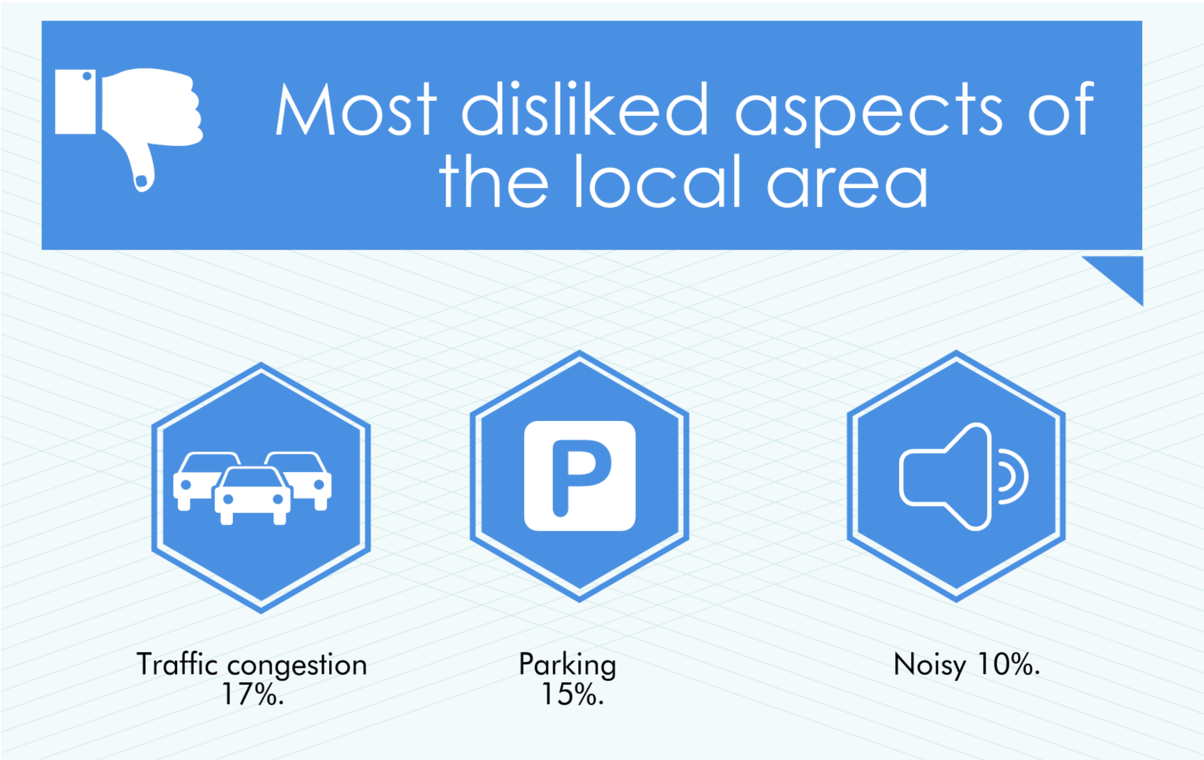
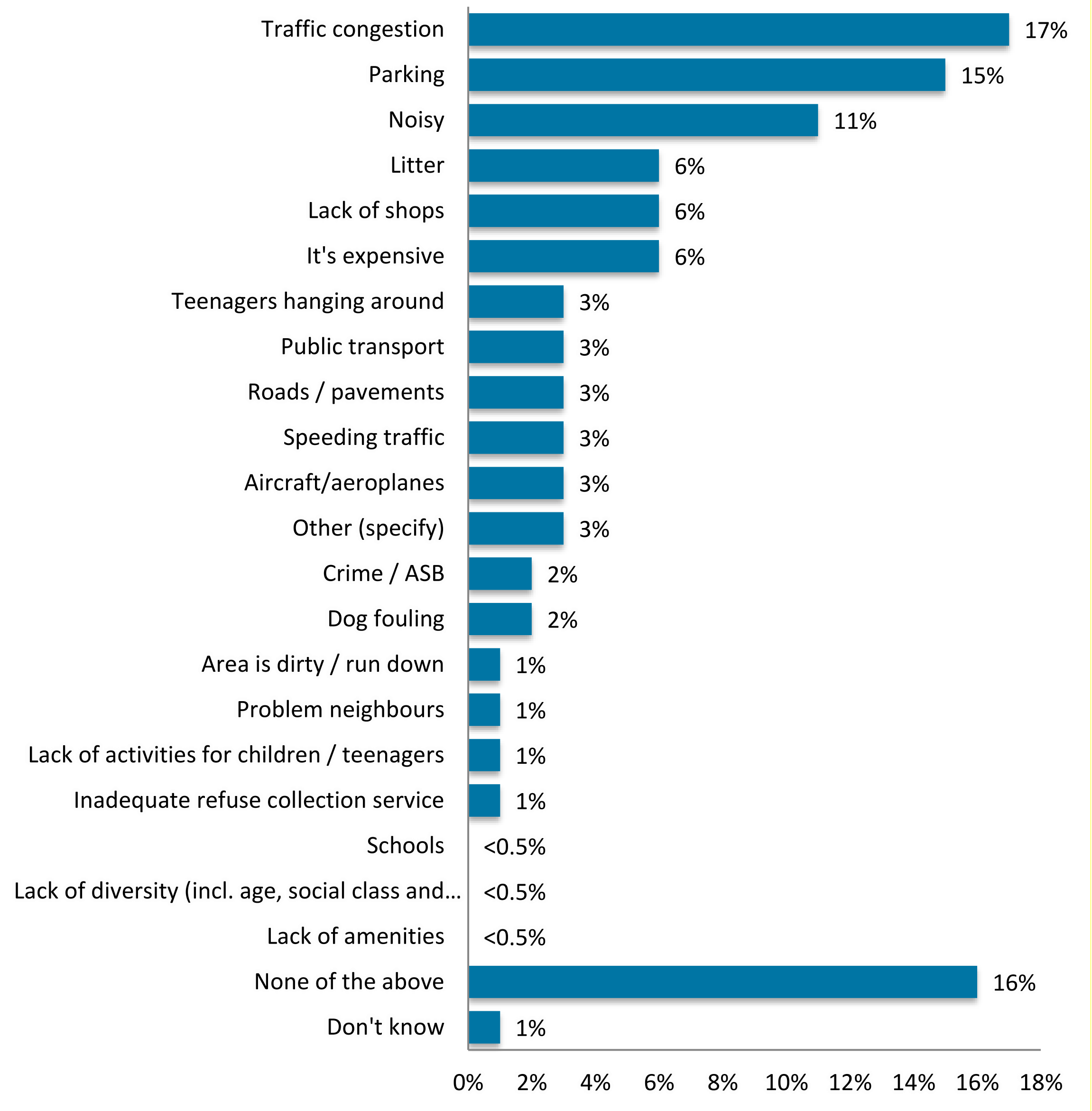


Figure 5: What do you MOST dislike about living in this area? (All responses)



Unweighted sample base: 1,001

The table below breaks down the 'dislikes' mentioned by village. Traffic congestion is most commonly selected by those living in Ham and Petersham (32%) and St Margarets (26%). Parking is most likely to be seen as an issue by residents of the East Sheen Village (30%), while noise is most commonly mentioned by those within the Richmond village (23%) and St Margarets (20%).

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

	Unweighted Bases	Traffic congestion	Parking	Noisy
Total	1001	17%	15%	11%
Barnes Village	101	21%	6%	13%
East Sheen Village	53	7%	30%	0%
Ham & Petersham Village	50	32%	6%	6%
Hampton Village	103	18%	12%	4%
Hampton Hill Village	13	31%	8%	0%
Hampton Wick	10	18%	23%	0%
Kew Village	66	11%	13%	16%
Mortlake Village	10	10%	40%	20%
Richmond Village	115	11%	2%	23%
St Margarets Village	68	26%	19%	20%
Strawberry Hill Village	28	7%	18%	0%
Teddington Village	148	18%	19%	13%
Twickenham Village	131	17%	12%	11%
Whitton Village	105	10%	16%	9%

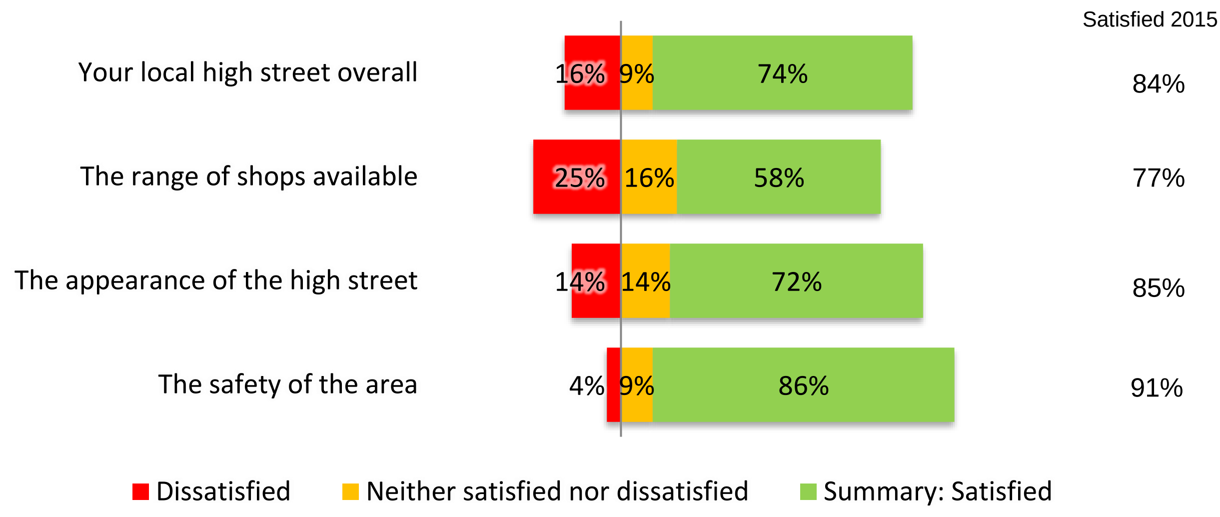
3.3 Perceptions of local high streets

The current economic situation remains challenging for retailers of all sizes. Inflationary pressure on household incomes coupled with changing consumer habits has resulted in ongoing 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. These questions were asked in the same way as in 2015 to allow a direct comparison of perceptions to be made.

While three quarters (74%) are satisfied with their local high street overall, this proportion represents a 10-percentage point fall since 2015. Indeed, as shown by the figure overleaf the satisfaction residents express in relation to all aspects of their local high streets in 2017 is below that seen in 2015. Perceptions are least positive on the range of shops available, with 58% satisfied, and a quarter (25%) are dissatisfied. Satisfaction with the range of shops available has fallen by a notable 19-percentage points since 2015.

A 'don't know' option was also included, but this was selected by less than 1% for 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: 1,001

The 2015 results appear to have produced a peak in satisfaction. Comparing the 2017 findings in relation to high streets to previous years show that overall high street satisfaction in 2017 is comparable to that seen in 2013 and 2014. High street safety perceptions are also similar to those recorded in 2012-2014. The key variation is on the range of shops indicator. The 58% expressing satisfaction with this is the lowest yet recorded in this research.

Table 4: Satisfaction with elements of local high street 2012-17 (All responses)

	% satisfied 2012	% satisfied 2013	% satisfied 2014	% satisfied 2015	% satisfied 2017	% point change 2015-17
Your local high street overall	78%	74%	76%	84%	74%	-10
The range of shops available	69%	65%	67%	77%	58%	-19
The appearance of the high street	77%	75%	79%	85%	72%	-13
The safety of the area	88%	87%	89%	91%	86%	-5
Unweighted sample base	**1,428**	**1,405**	**1,403**	**1,022**	**1001**	

The table below breaks down the proportion satisfied with their local high street by village. Levels of satisfaction that are significantly higher or lower than the survey average are shown by green and red shading respectively. Residents of Ham and Petersham are significantly less likely to be satisfied with their local high street overall, and in particular with the range of shops available. Residents of the Hampton village are significantly less positive in relation to high street appearance and safety. In contrast, residents of Teddington are significantly more satisfied with their high street overall (86%) along with those in Whitton (84%).

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

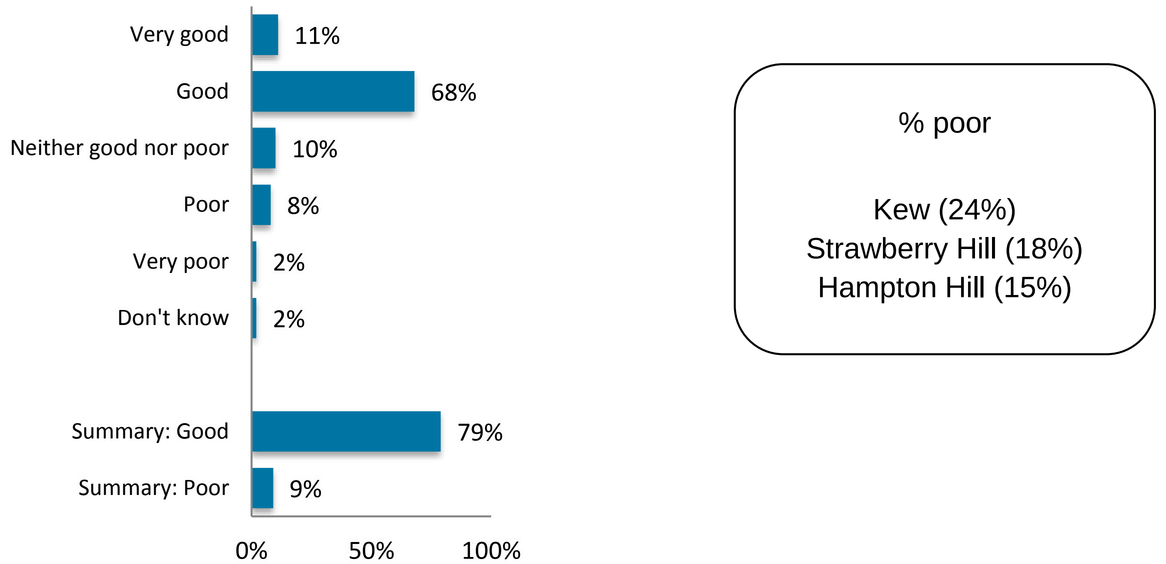
	Unweighted sample base	Your local high street overall -% satisfied	The range of shops available -% satisfied	The appearance of the high street -% satisfied	The safety of the area -% satisfied
Total	1001	74%	58%	72%	86%
Barnes Village	101	68%	60%	77%	85%
East Sheen Village	53	75%	55%	70%	100%
Ham & Petersham Village	50	58%	42%	60%	88%
Hampton Village	103	63%	50%	59%	78%
Hampton Hill Village	13	85%	69%	77%	77%
Hampton Wick	10	78%	68%	57%	100%
Kew Village	66	73%	60%	69%	85%
Mortlake Village	10	20%	30%	50%	90%
Richmond Village	115	79%	58%	81%	81%
St Margarets Village	68	74%	69%	66%	82%
Strawberry Hill Village	28	56%	38%	49%	89%
Teddington Village	148	86%	76%	84%	83%
Twickenham Village	131	78%	58%	73%	92%
Whitton Village	105	84%	51%	78%	81%

3.4 Local air quality

In response to increased press coverage of air quality issues, particularly in relation to the impact of diesel vehicles, questions on this topic were added to the 2017 survey. Residents were asked to rate the air quality both in their neighbourhood, i.e. the area 15-20 minutes walk from their home, and also within Richmond borough as a whole. At a borough level, 79% of residents feel that air quality is good, while 9% feel it is poor. Among the remainder, 11% of residents suggest that Richmond air quality is neither good nor poor and 2% are unsure.

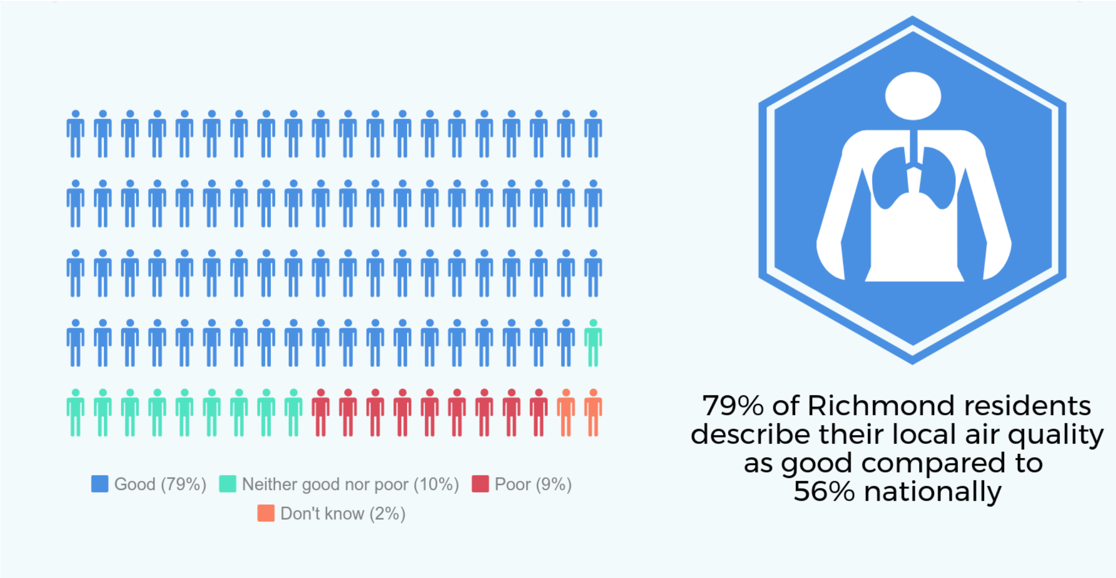
When answering specifically about their neighbourhood the balance of opinion is almost identical as 79% of residents indicate that their air quality is good. Within this, 11% go as far as to say that it is very good. Just 9% of residents indicate that the air quality in their neighbourhood in their view is poor. Breaking responses down geographically shown that residents living within the villages of Kew, Strawberry Hill and Hampton Hill are more likely that those living elsewhere to rate their air quality as poor. However, due to the relatively small bases sizes at this level only the poor rating in Kew village (24%) is significantly different to the borough average.

Figure 7: Perceptions of air quality in local neighbourhood (All responses)



Unweighted sample base: 1001

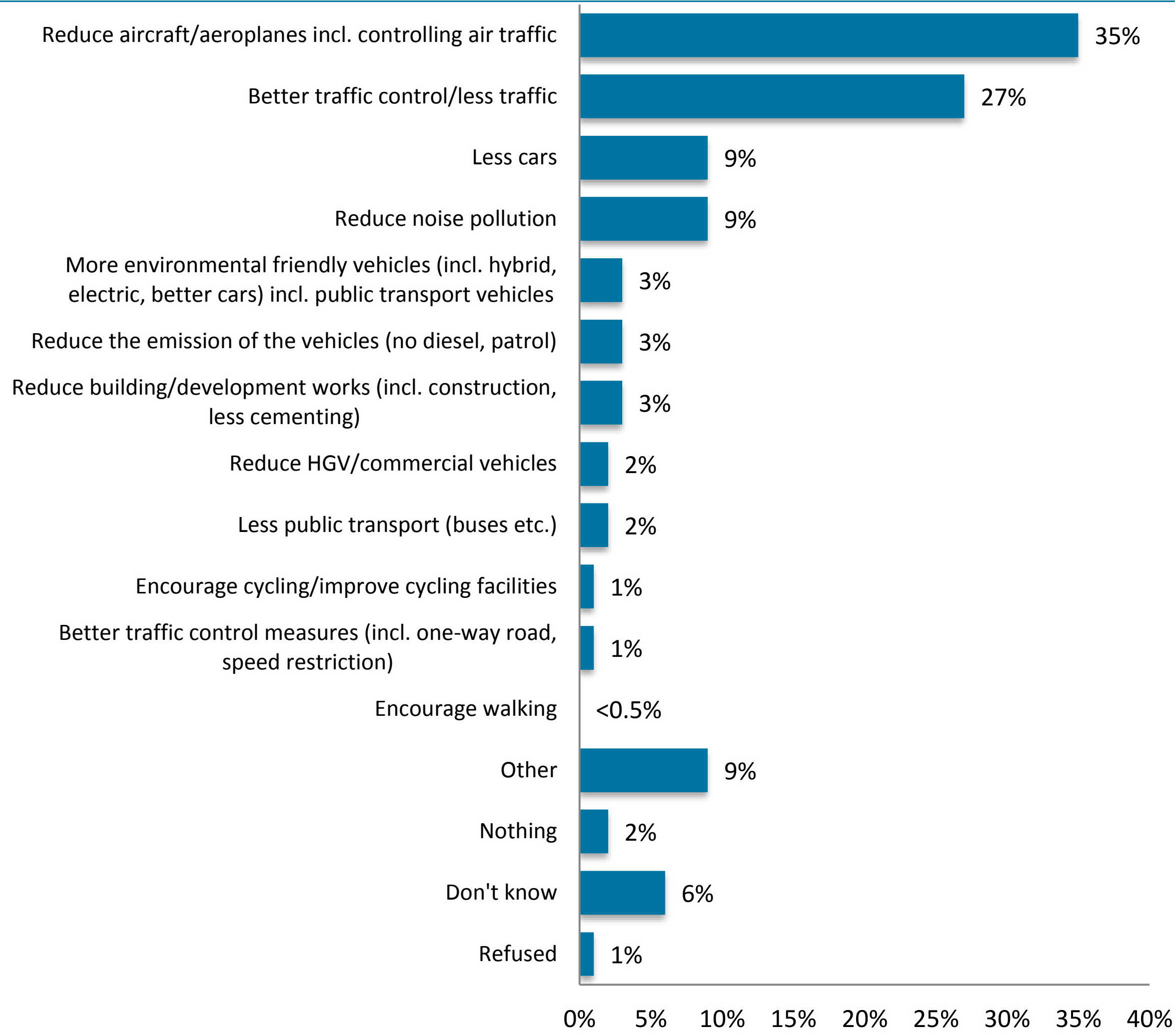
In order to add some context to these survey findings, BMG Research also added these new questions to its nationally representative omnibus. This omnibus collects a sample of 1,500 UK residents aged 16+ using an online methodology. Although the differences in data collection methods must be recognised, the omnibus data still offers some perspective on the Richmond findings. When asked about their neighbourhood (defined as the area 15-20 minutes walk from their home), 56% of UK residents described local air quality as good or very good. 15% described their local air quality as poor, while 29% either gave a neutral response or answered don’t know. Therefore the views of Richmond residents are above the national average.



Within the national data clear variations were evident by deprivation levels (IMD), with 44% of those living in the most deprived quartile of the UK suggesting that their local air quality is good, 22-percentage points below the 66% who give this response in the least deprived quartile. As might be anticipated, local air quality is less commonly described as good by those in urban areas (52%) relative to those in rural areas (76%).

All Richmond residents who did not suggest that their local air quality is either good or very good were asked to state in their own words what would make the most difference to improving air quality. Based on the responses given, residents clearly attribute air quality issues to both aeroplanes and road traffic. The most common response (35% once answers had been grouped into themes) was that reducing air traffic would improve air quality. A further 27% suggest that better traffic control/less traffic would have this effect. The full range of responses given is shown in the figure below.

Figure 8: What do you think would make the most difference to improving air quality in your local area? (Those who did not indicate it was good or very good)



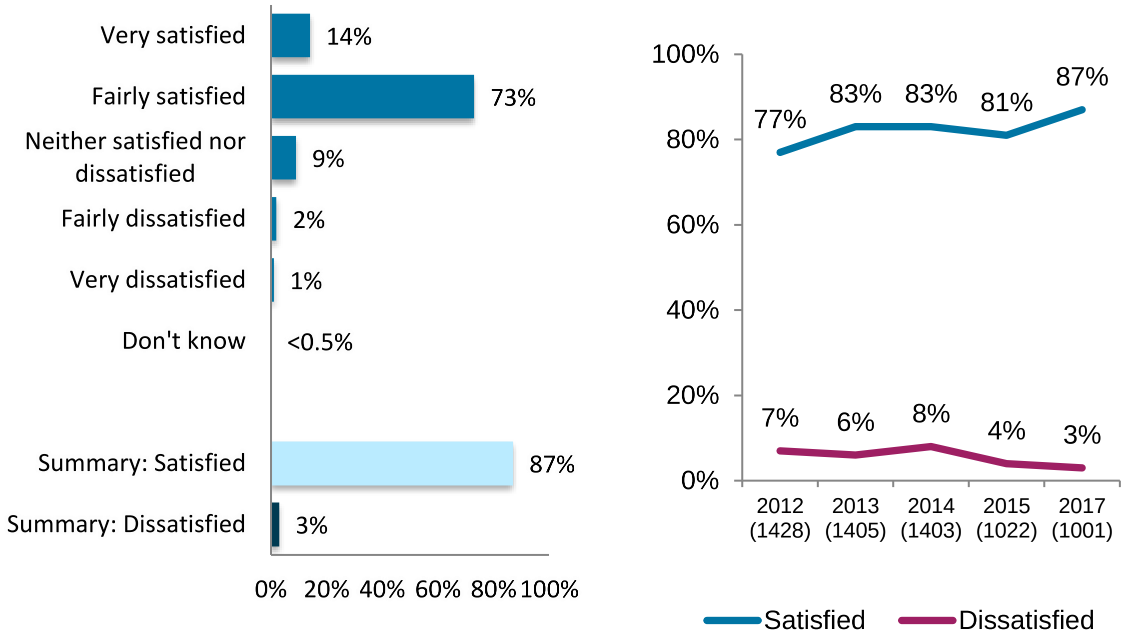
Unweighted sample base: 197

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. Approaching nine in ten (87%) residents are satisfied with the way the Council runs things. As the figure below indicates this level of satisfaction is 6-percentage points higher than the 81% recorded in 2015. Over the same period dissatisfaction has only fallen by 1-percentage point suggesting that in the last two years more residents have moved from giving a neutral response to giving a positive one.

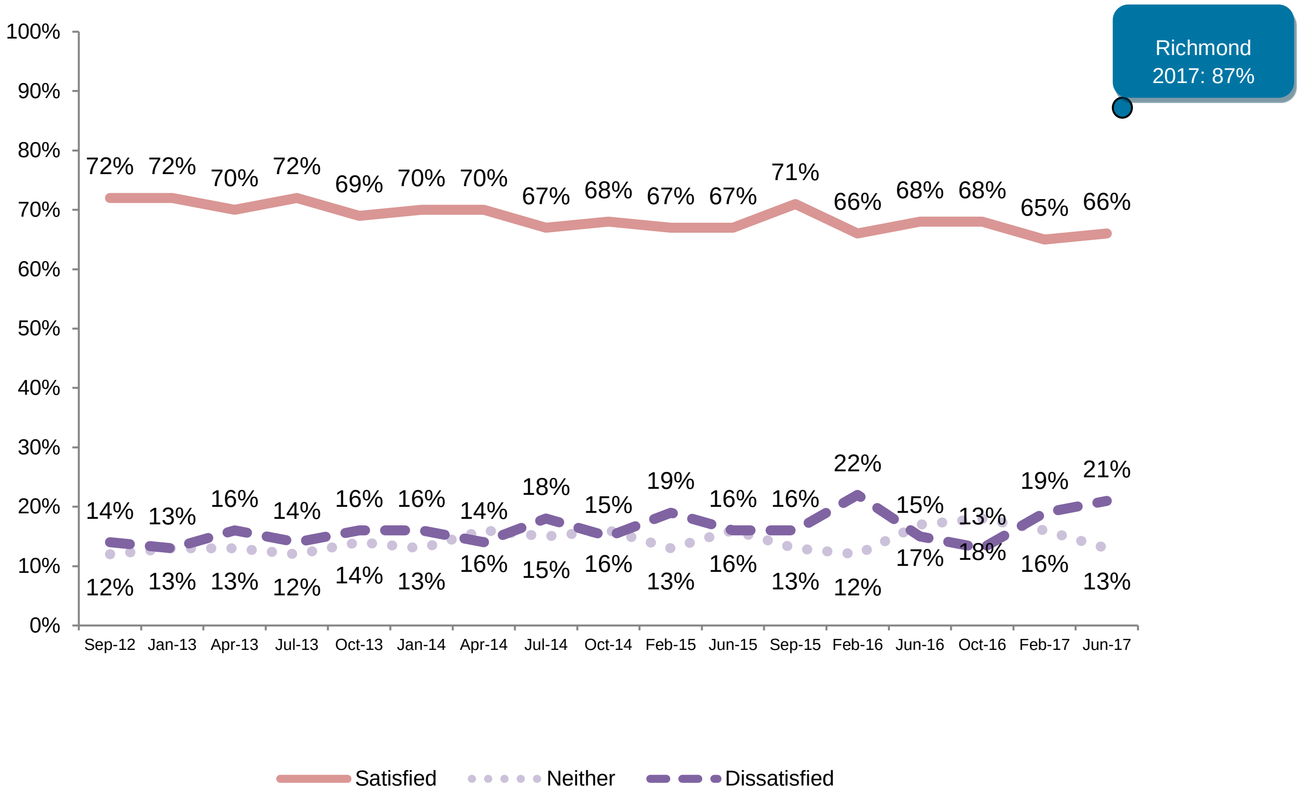
Figure 9: Overall, how satisfied or dissatisfied are you with the way Richmond Council runs things? (All responses)



Unweighted sample bases in parentheses

The wording of this question is consistent with that used in 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 (87%) is 21-percentage points above the latest national benchmark of 66% (LGA June 2017), continuing the pattern of previous years.

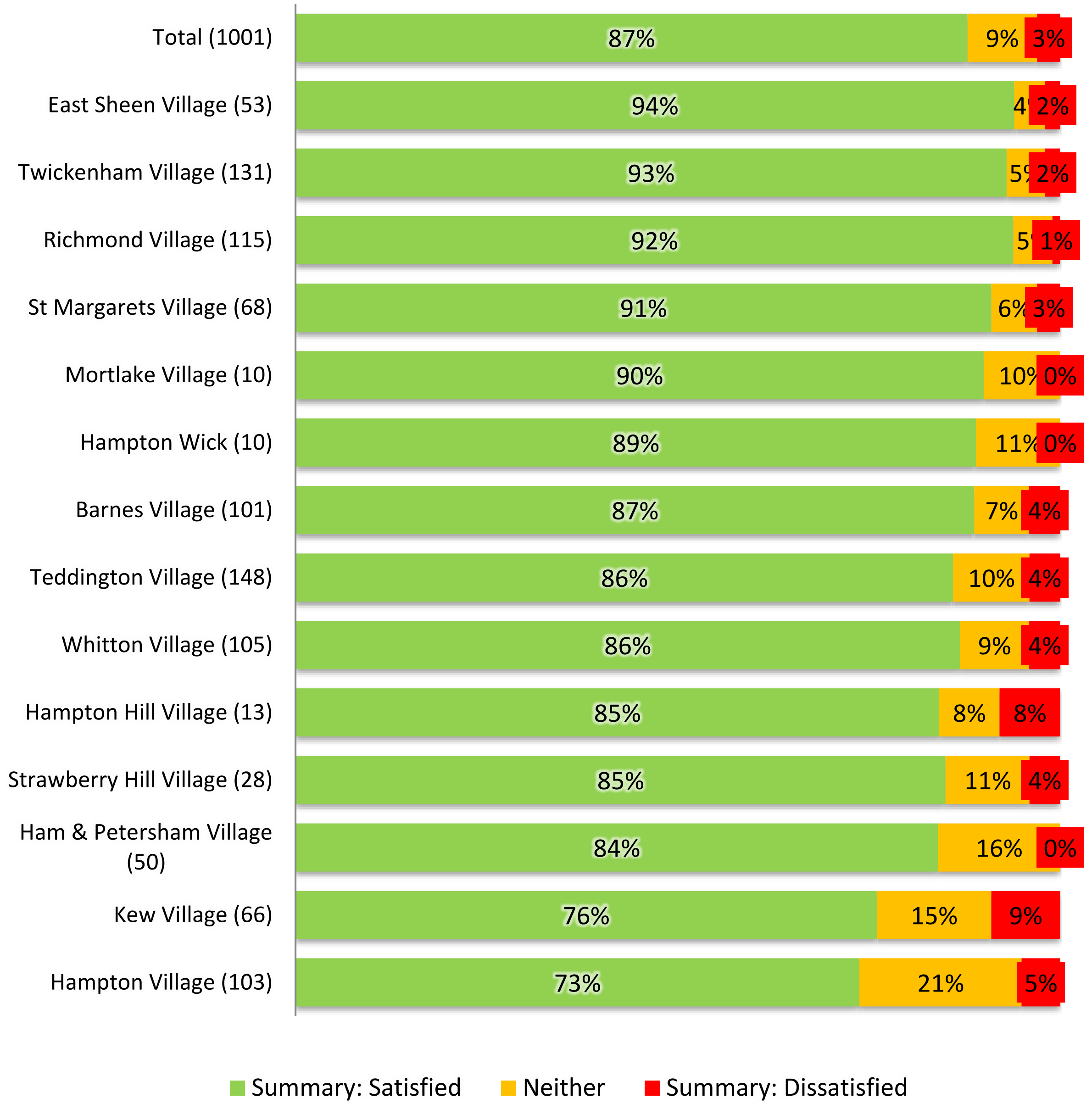
Figure 10: National trend in satisfaction with the way Councils run things – LGA Polling



Unweighted sample bases in parentheses

The figure below breaks down satisfaction with the Council by **village**. Only in Kew village and Hampton village is satisfaction with the way the Council runs things significantly below the survey average (75% and 73% respectively). However, even in these locations the levels of Council satisfaction remain considerably above the LGA national benchmark.

Figure 11: 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 is consistent within each age group. Dissatisfaction is significantly higher among those aged 45-64 (4%) and 65+ (6%), but these proportions remain small.

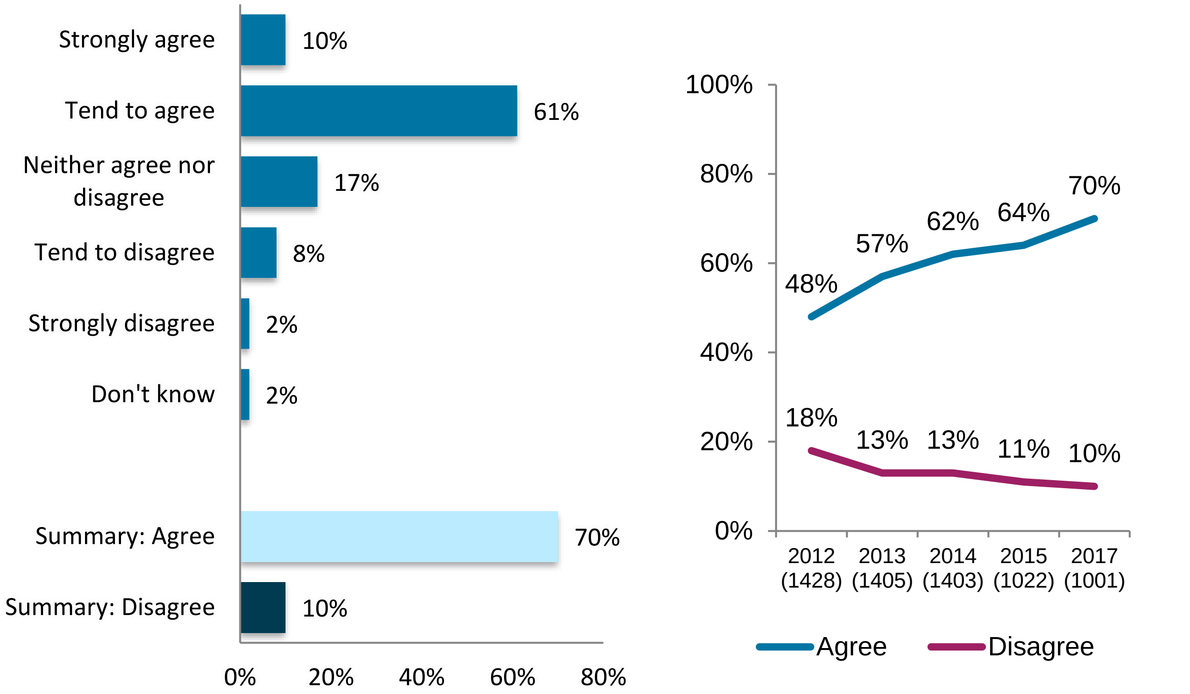
Table 6: Satisfaction with the way Richmond Council runs things - By age (All responses)

	16-24	25-44	45-64	65+
Satisfied	86%	88%	85%	87%
Neither satisfied nor dissatisfied	12%	9%	11%	7%
Dissatisfied	0%	3%	**4%**	**6%**
Don’t know	2%	*%	*%	*%
Unweighted sample base	**108**	**386**	**320**	**186**

4.2 Value for money

Residents were also asked to comment on the value for money Richmond Council provides. In response, 70% of residents agree that Richmond Council provides good value for money. In the same way that Council satisfaction has increased, satisfaction with value for money provision has also improved since 2015, increasing by 6-percentage points. The proportion of residents who are dissatisfied that Richmond Council provides value for money is stable at 10%.

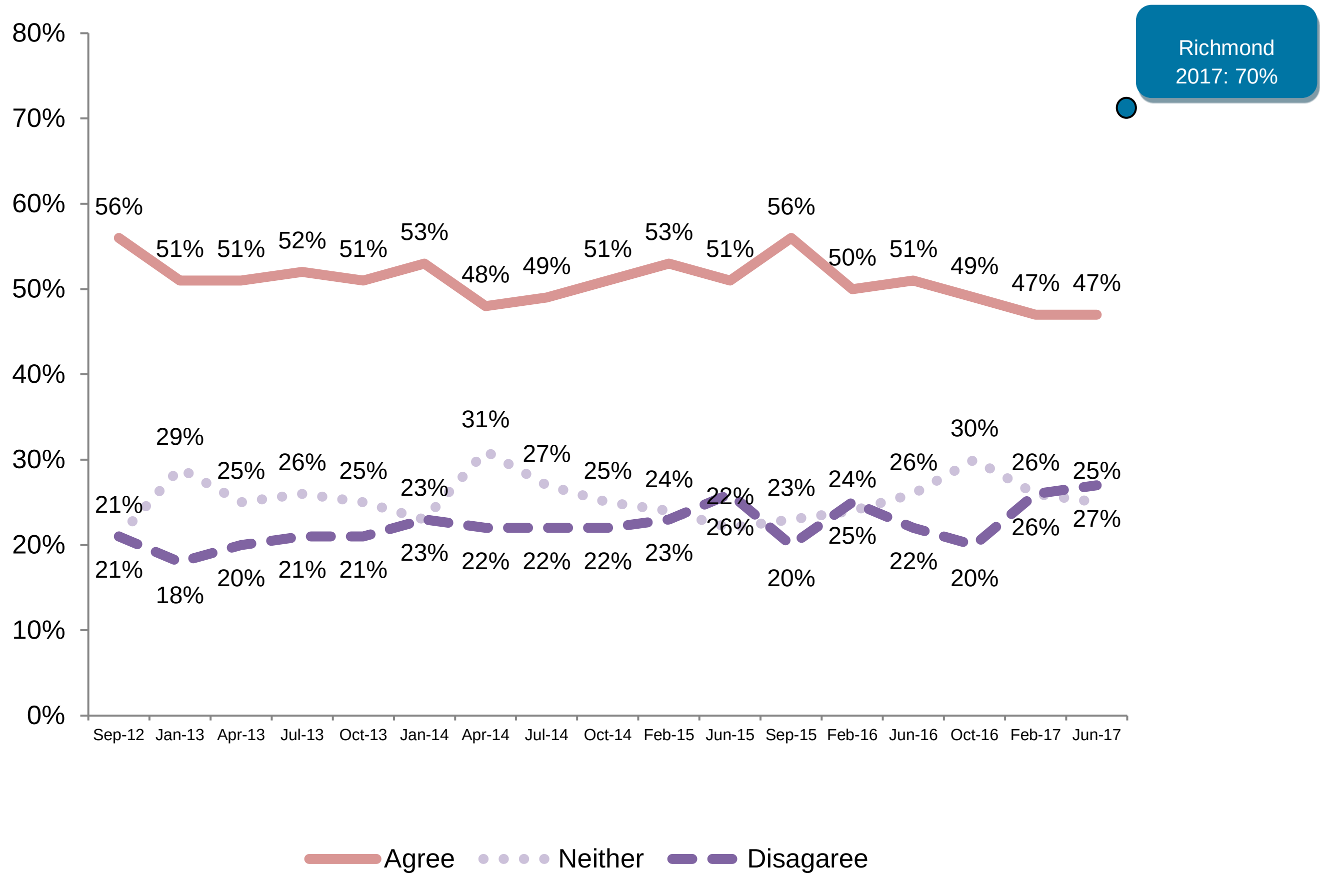
Figure 12: To what extent do you agree or disagree that Richmond Council provides good value for money? (All responses)



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 a slight downward trajectory. Agreement that Richmond Council provides value for money now stands 23-percentage points above the latest national benchmark (June 2017).

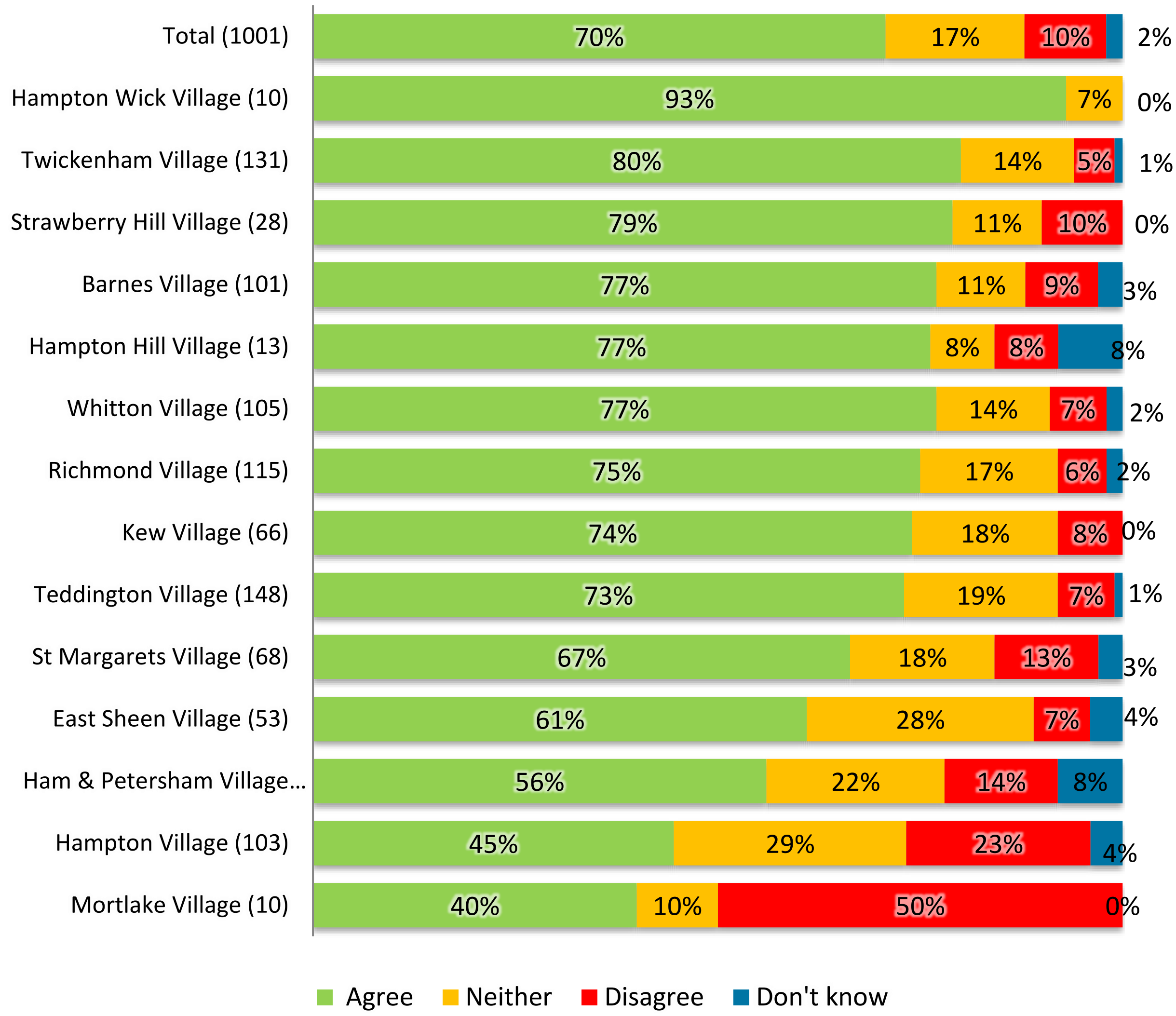
Figure 13: National trends in perceptions of Councils providing value for money– LGA Polling



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. The results from Hampton Wick and Mortlake village which makes up the extreme positive and negative results are shown for completeness but are based on just 10 respondents each. The 80% of residents in Twickenham village is significantly higher than the survey average, while the satisfaction in Hampton village (45%) and Ham and Petersham (56%) is significantly below average.

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 significantly more likely to say that they don't know (18%) if their Council provides value for money. This was also the case in 2015. The proportion agreeing that the Council provides good value for money peaks at 74% among those aged 25-44 and among those aged 65+. The proportion of those aged 45-64 who agree that Richmond Council provides value for money (65%), is lower due to a significant proportion of this age group giving a neutral response of neither agree nor disagree (24%).

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

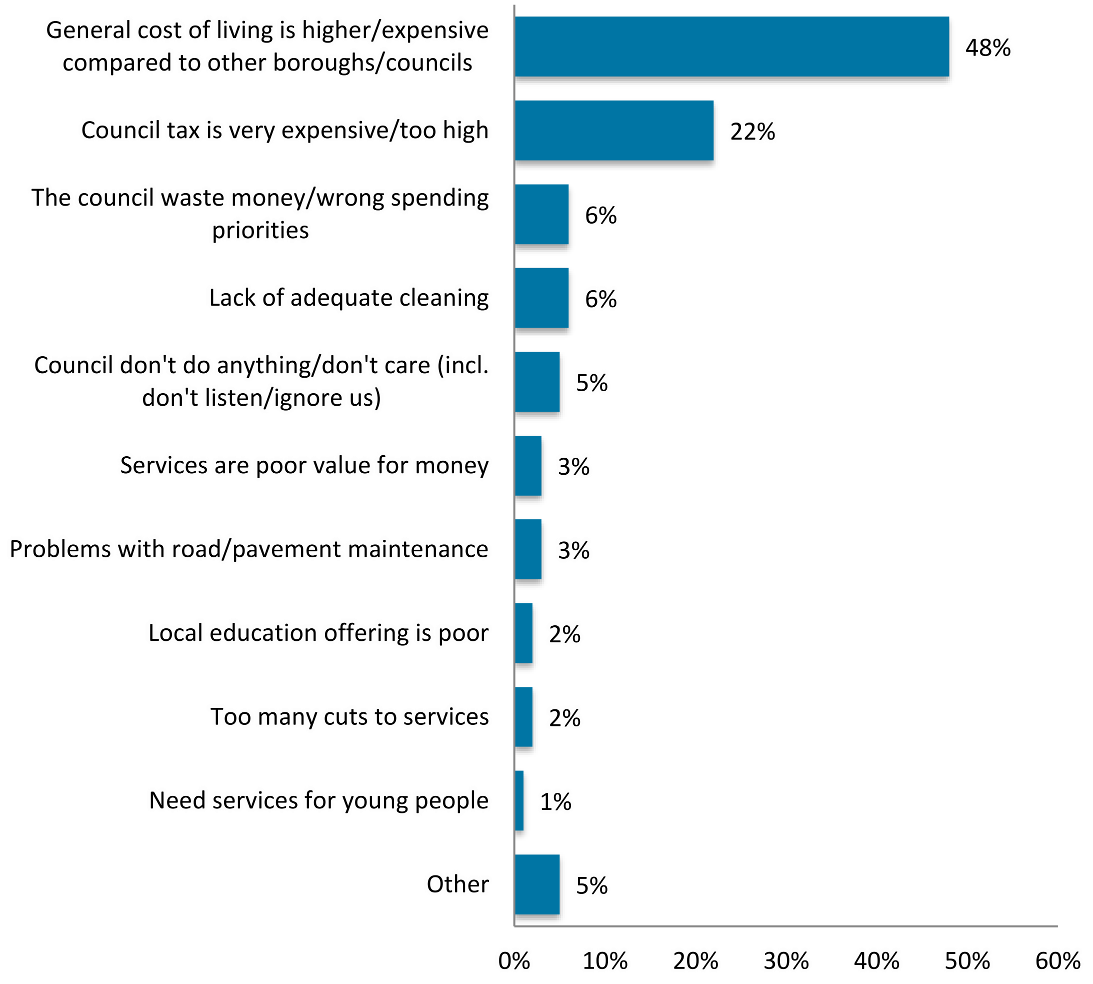
	16-24	25-44	45-64	65+
Agree	65%	**74%**	65%	**74%**
Neither agree nor disagree	16%	14%	**24%**	15%
Disagree	2%	11%	11%	10%
Don't know	**18%**	1%	*%	1%
Unweighted Bases	**108**	**386**	**320**	**186**

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

Whilst 70% of residents currently agree Richmond Council provide good value for money, there 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.

Almost half (48%) of those who disagree that the Council provides value for money 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 five (22%) believe that Council Tax is too high. A further 6% gave answers that suggest that that the Council waste money or spend it on the wrong priorities, with the same proportion (6%) suggesting that local cleaning is inadequate.

Figure 14: Reasons given for disagreeing that Richmond Council provides good value for money (All those who disagree)

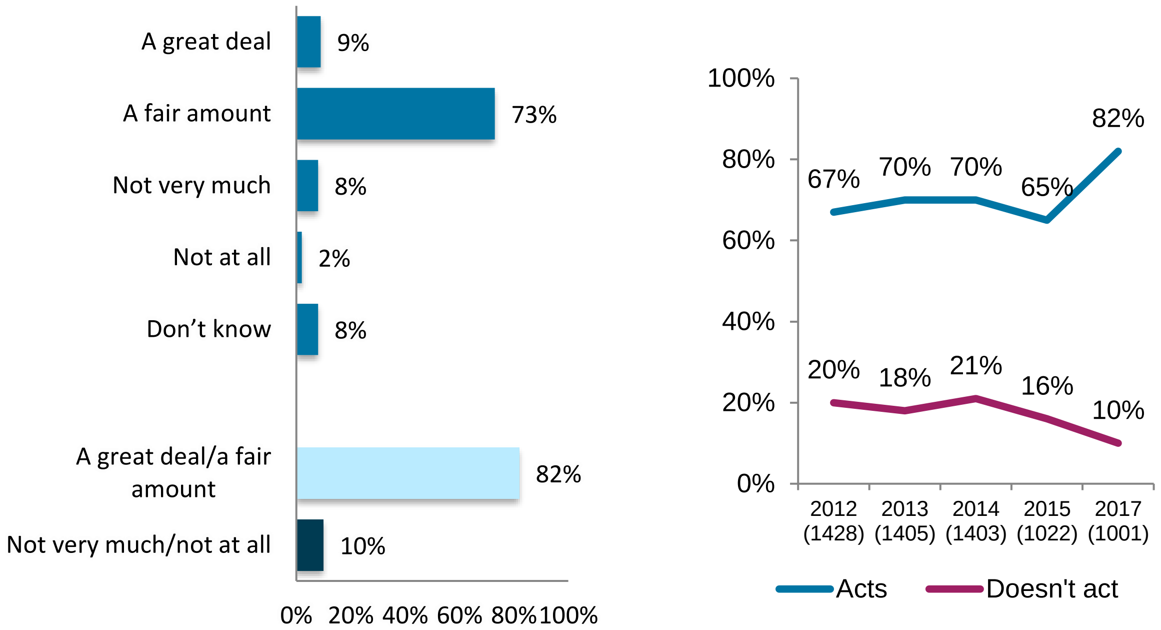


Unweighted sample base: 97

4.3 Acting on local concerns

Probing perceptions of Richmond Council further shows that four in five residents (82%) believe that Richmond Council acts on the concerns of local residents either a great deal or a fair amount. Where previously there was a high level of ambivalence or uncertainty on this question, (i,e.18% saying that they don't know in 2015), the majority of residents (73%) now suggest that the council acts on their concerns a fair amount. The proportion answering don't know has dropped by 10-percenatge points to 8%. However only one in eleven residents (9%) select the most positive response at this question of 'a great deal' suggesting that the improvement seen since 2015 is potentially a fragile one.

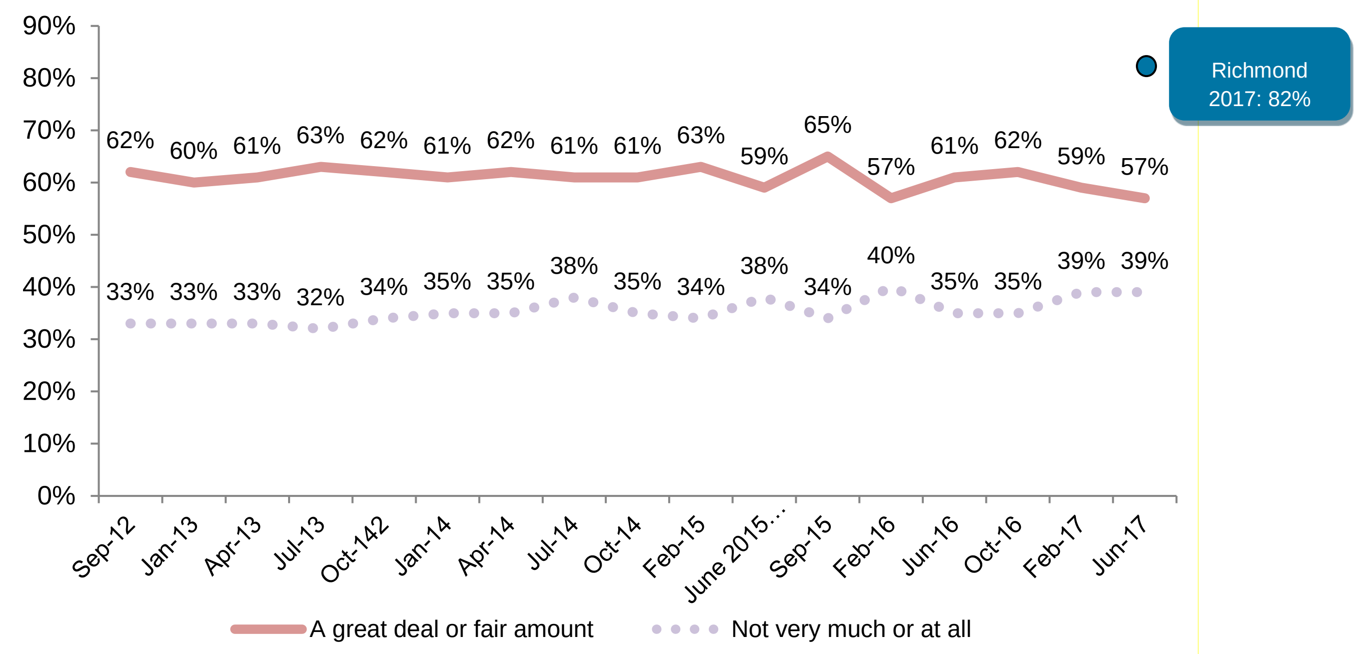
Figure 15: To what extent do you think Richmond Council acts on the concerns of local residents? (All responses)



Unweighted sample bases in parenthesis

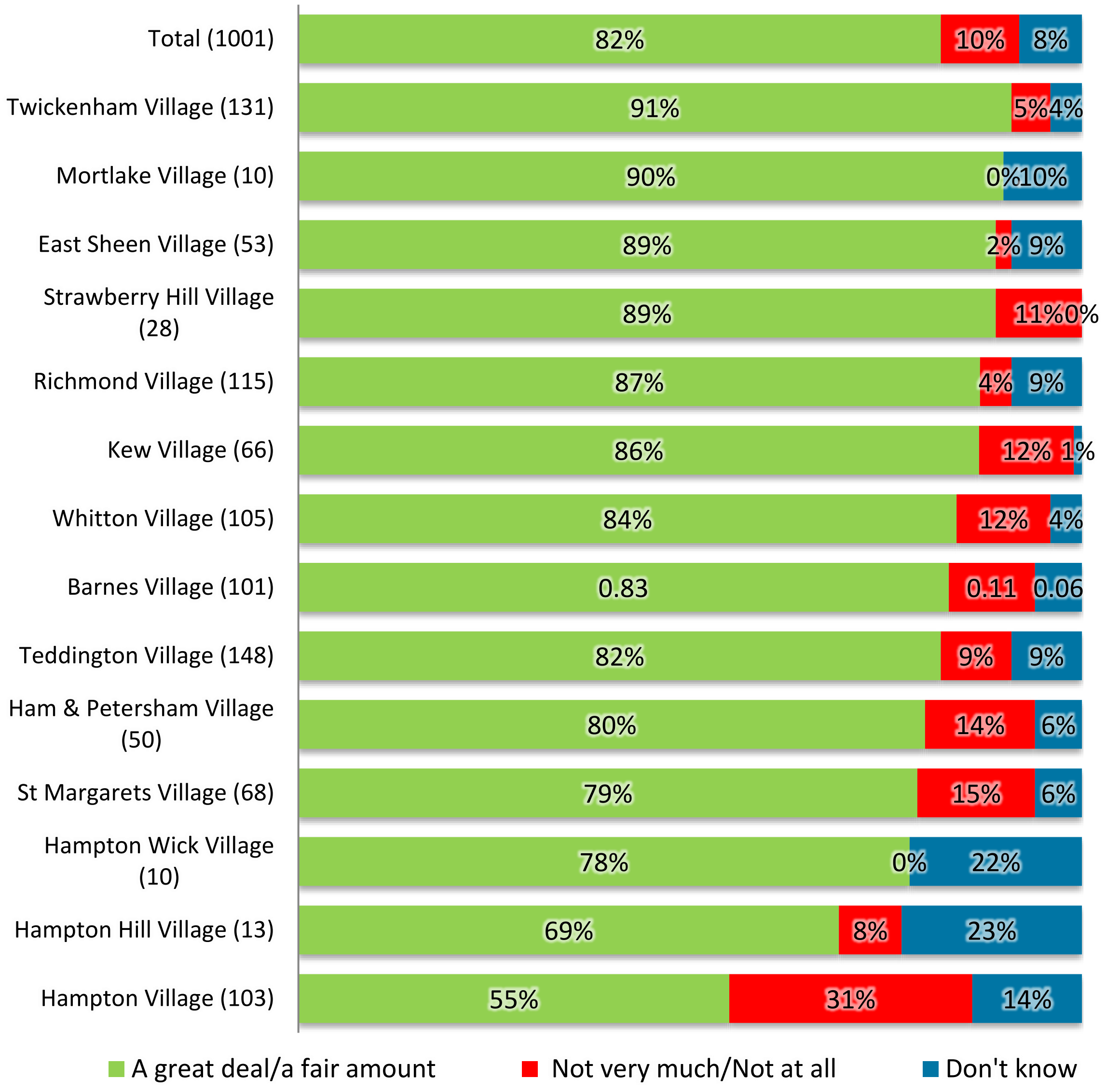
Perceptions of Richmond Council on this measure are, again, more positive than the national average according to LGA polling (82% of Richmond residents believe the Council acts on concerns compared to 57% on the latest national measure).

Figure 16: National trends in perceptions of Councils acting on the concerns of residents – LGA Polling



By village, perceptions are most positive amongst residents of Twickenham, Mortlake, East Sheen and Strawberry Hill villages. Hampton village is the one where there is a significantly higher level of negativity with 31% indicating that Richmond Council only acts on concerns 'not very much' or 'not at all'.

Figure 17: To what extent do you think Richmond Council acts on the concerns of local residents? - By village (All responses)



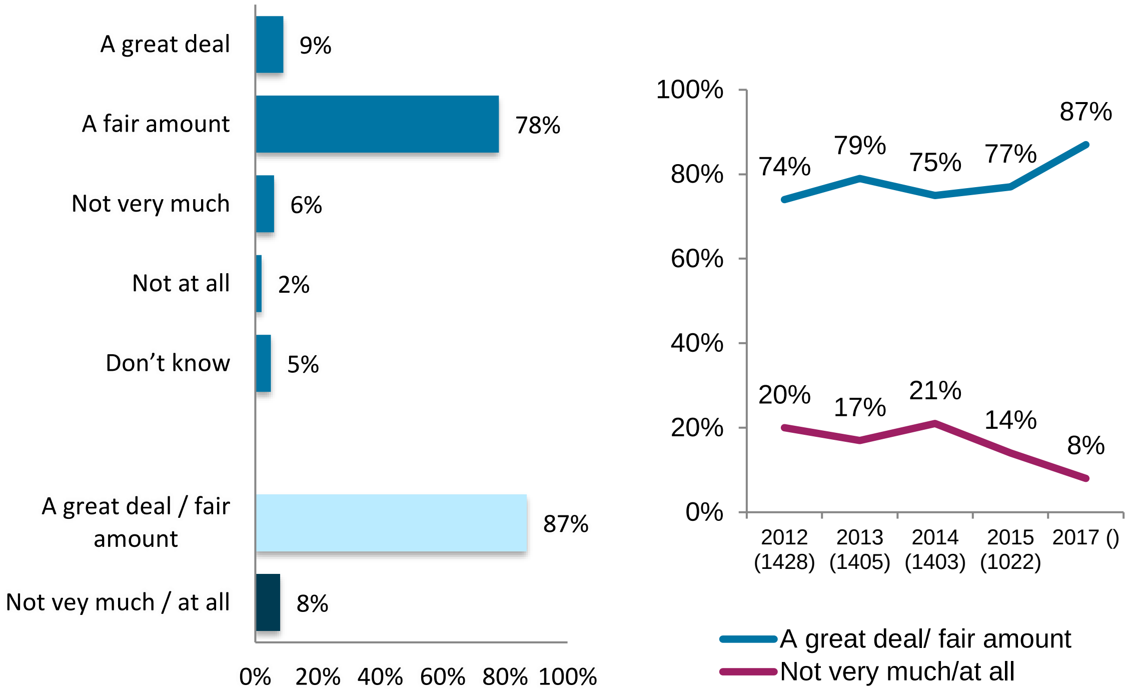
Unweighted sample bases in parentheses

The most commonly given reasons given for holding the view that Richmond Council do not act on the concerns of local residents were fairly generic, namely, 'they don't listen' (25%), 'they don't do anything/deal with issues' (12%), and that they don't meet or consult with residents (7%).

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, almost nine in ten (87%) state that they trust the Council a great deal or a fair amount, and 8% do not trust the Council very much or do not trust the Council at all. A further 5% don't know. Agreement at this question has risen 10-percentage points since 2015, although the majority of those answering positively selected the 'a fair amount' option (78%) rather than 'a great deal' (9%).

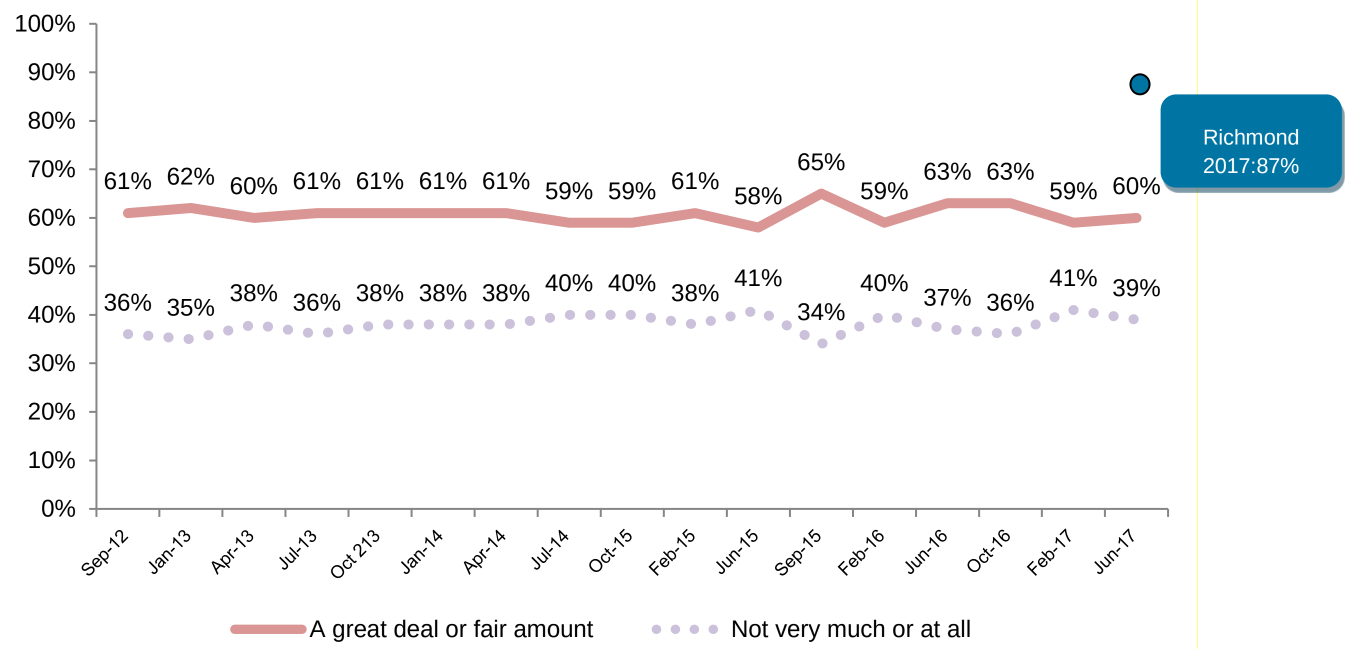
Figure 18: How much do you trust Richmond Council? (All responses)



Unweighted sample bases in parenthesis

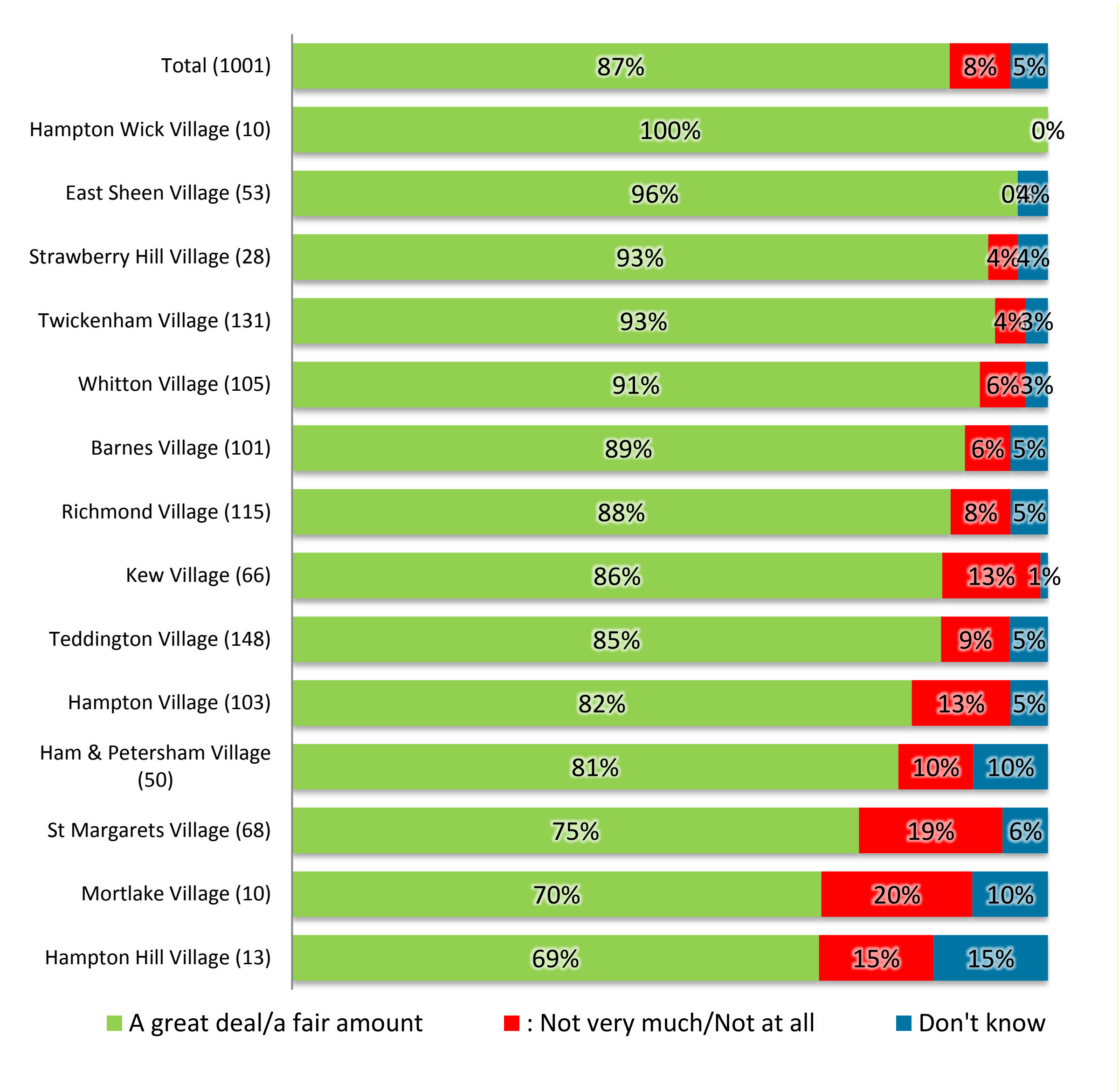
Comparing these results to the national average as provided by the LGA shows that levels of trust among Richmond residents remain above the norm. The current 87% of residents who trust the Council either a great deal or a fair amount is 27-percentage points above the June 2017 benchmark of 60%.

Figure 19: 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 100% trusting the Council in Hampton Wick (10 respondents) to 69% in Hampton village. Again the low base size villages provide the most extreme results.

Figure 20: How much do you trust Richmond Council? - By village (All responses)

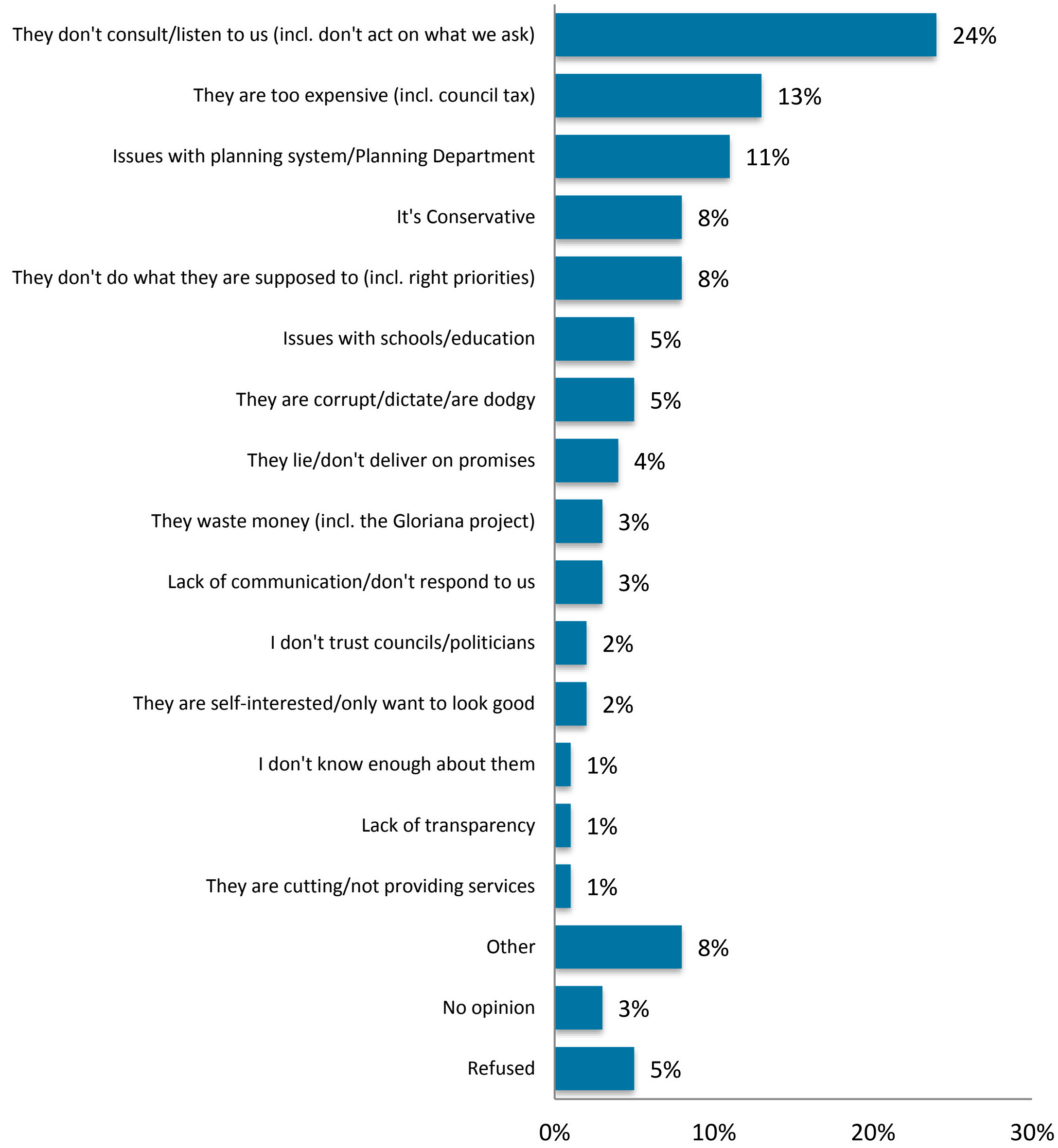


Unweighted sample bases in parentheses

4.4.1 Reasons for distrusting Richmond Council

A further open-ended question was included in the 2017 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 a lack of public consultation (24%), followed by negativity about Council Tax levels (13%) and issues with the planning system (11%). A total of 8% said their distrust of the Council comes from its political leadership, (i.e. being Conservative), with a further 8% having a negative view of Council priorities.

Figure 21: Why do you not trust Richmond Council very much/at all? (All those who do not trust Richmond Council very much/at all)



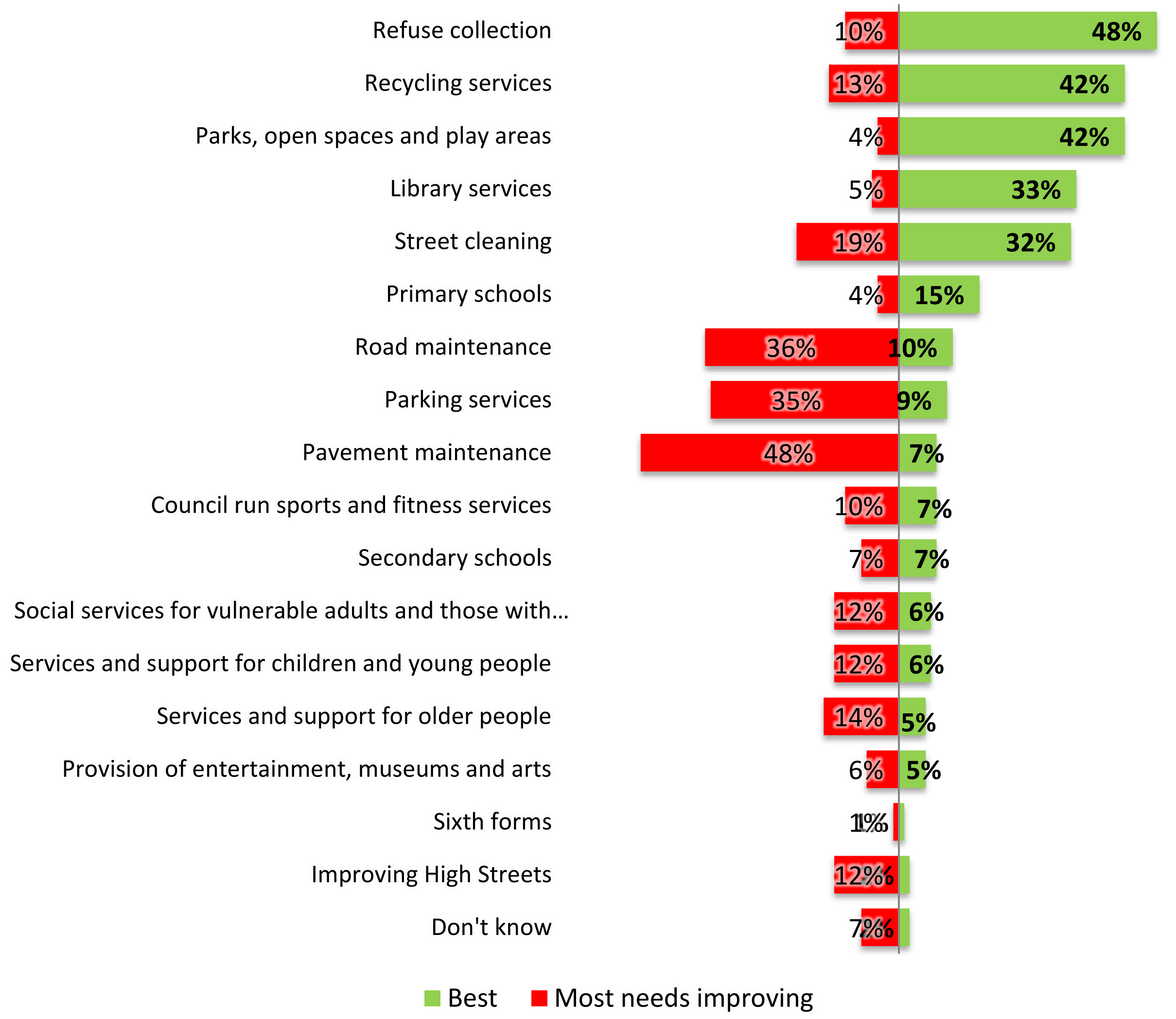
Unweighted sample base: 83

5 Service strengths and weaknesses

Using a question first added to the survey in 2015, 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 (48%) and recycling (42%). These are services which almost all residents will have direct experience of. Furthermore, 42% mention parks, open spaces and play areas. In 2015 the three options most commonly selected as the best services were refuse collection, recycling services and street cleaning.

Figure 22: 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: 1,001

In terms of the improvements sought by residents, pavement maintenance was selected by 48% of residents. More than a third also selected road maintenance (36%) and parking services (35%) as needing improvement. Again these were also the most common selections in the equivalent question asked in 2015.

Further analysis of responses shows that:

- Pavement maintenance is most commonly selected as needing improvement by those living in the village of Ham and Petersham (73%).

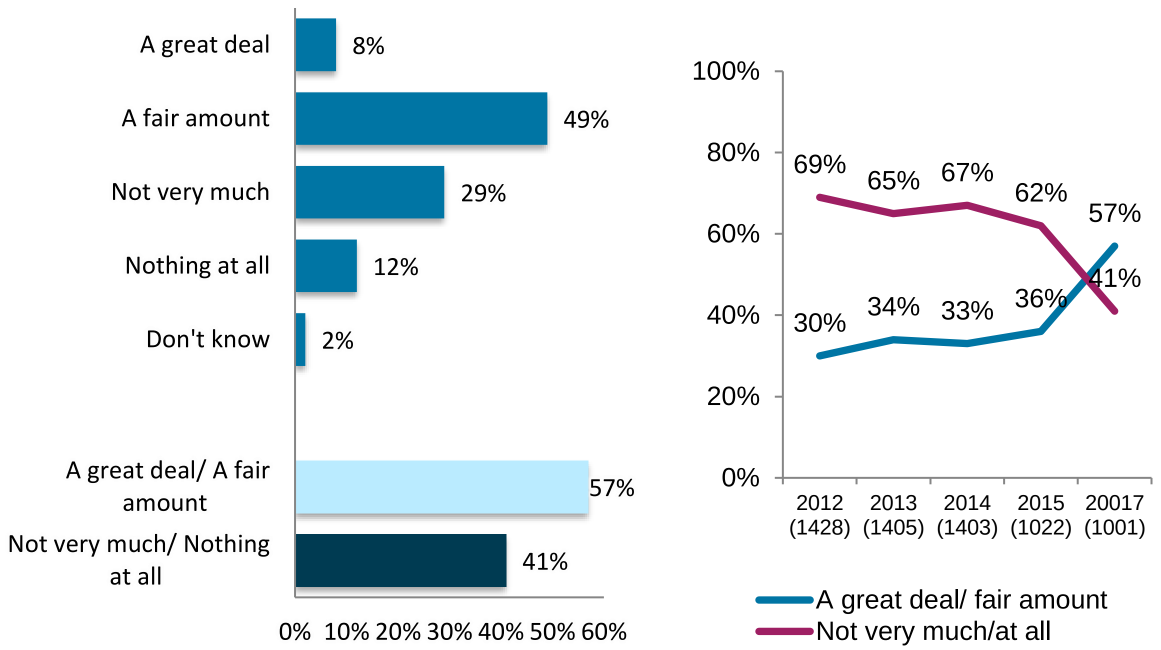
- Residents of East Sheen are significantly more likely to indicate that refuse collection (30%) recycling services (38%) and street cleaning (43%) need improving. This raises the question of whether there are specific environmental services issues that require further investigation in this location.

6 Resident involvement and Council contact

6.1 Volunteering

Currently, over half (57%) of residents give either ‘a great deal’ or ‘a fair amount’ of time doing something to help improve their community or neighbourhood. This proportion has risen notably slightly compared to previous years. In order to understand this shift it should be noted that the scale used on this question is somewhat subjective. Furthermore, since 2015, the proportions giving the responses of a fair amount and not very much have effectively reversed. In 2015 29% of residents said they did a fair amount for their community and 39% indicated they did not very much. In 2017 these proportions are 49% and 29% respectively. The 8% of Richmond residents who say that they personally spend time doing something to help improve their community is unchanged from the 7% recorded in 2015.

Figure 23: 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%

In the 2017 data there is no significant variation in the proportion of each age group who indicate that they spend a fair amount or a great deal of time doing something to improve their community or neighbourhood. However, females are significantly more likely than males to indicate that they do this (60% cf. 54%).

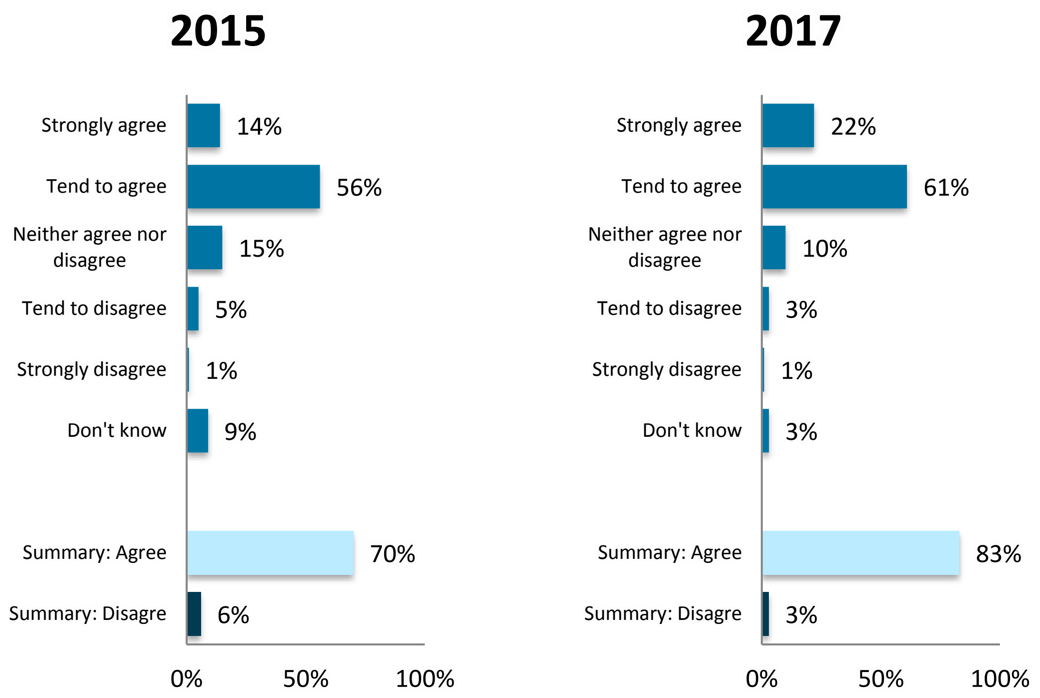
6.2 Resident involvement in decision making

At a time when difficult financial choices need to be made, there is a need for Councils to involve their residents in decision making and in some instances in the co-delivery of services. In this context, residents were asked for their views on how well residents and the Council work together and whether they have taken part in specific engagement opportunities provided by the Council.

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, 83% agree that this is the case and 3% 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. The improved perception on this (a 13-percentage point increase in agreement) appears to be due to a drop in neutral and don't know responses since 2015.

Figure 24: 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)



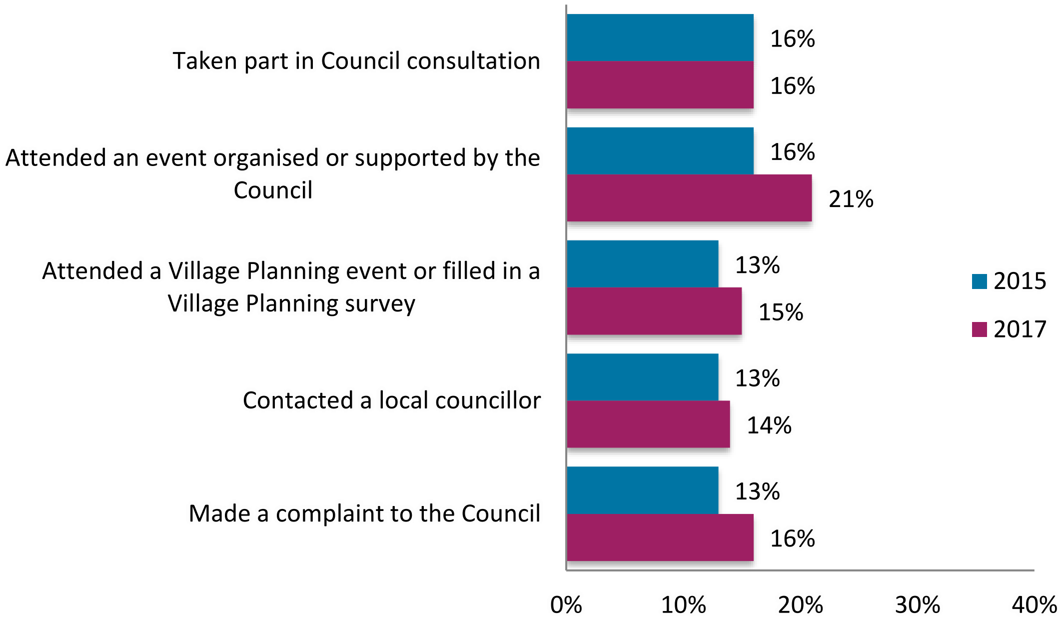
Unweighted sample base: 2015: 1,022 2017: 1001

Residents living in the villages of Kew and Hampton are significantly less likely than the survey average to indicate that residents can work together with the Council to make improvements to the local area (67% and 76% respectively). Significantly higher agreement on this issue is found among residents of Twickenham village (92%).

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. As is shown by the figure below, for four out of five of these possible Council interactions the proportion of residents taking part is essentially stable. However, there has been a 5-percentage point increase in the number of residents who indicate that they have attended an event organised or supported by the Council (now 21%).

Figure 25: Proportion interacting with the Council in the last 12 months by... (All responses)



Unweighted sample base: 2015: 1,022 2017: 1,001

In 2017 a further option was added to this question. This shows that 42% of residents used the Council website to apply for or pay for a service online, or report a fault in the last 12 months. Levels of online use and internet competence will be examined in more detail in a subsequent chapter of this report.

By age, relatively few 16-24 year olds have interacted with the Council recently in the listed ways. Only for attending a Council event is the proportion of 16-24 year olds doing so consistent with older age groups.

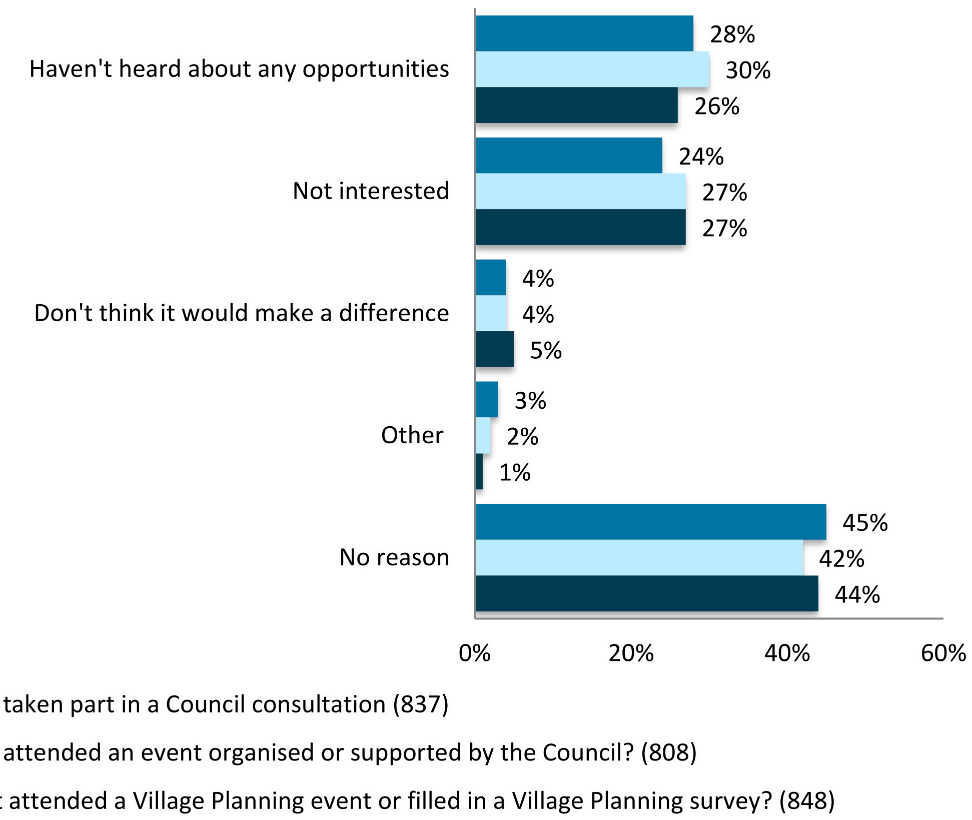
Table 9: Proportion interacting with the Council in the last 12 months by... - By age (All responses)

	16-24	25-44	45-64	65+
Taken part in Council consultation	8%	**17%**	**17%**	**18%**
Attended an event organised or supported by the Council	17%	22%	23%	18%
Attended a Village Planning event or filled in a Village Planning survey	10%	13%	**18%**	17%
Contacted a local councillor	5%	**12%**	**17%**	**17%**
Made a complaint to the Council	3%	**14%**	**20%**	**19%**
Used the Council website to apply for or pay for a service online, or report a fault	13%	**46%**	**53%**	**30%**
Unweighted sample base	**108**	**386**	**320**	**186**

Looking more specifically at the Village Planning events and surveys, responses within this dataset suggest that interactions of this kind have most commonly been found within the villages of Barnes (25%) and Hampton (24%) during the last 12 months. In contrast, only 2% of East Sheen residents and 5% of those within the Whitton Village have attended a Village Planning event or have filled in a Village Planning survey in this period.

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, 26% to 30% say they were not aware of such opportunities. These proportions are lower than the 35%-37% who gave this response in 2015. Around a quarter (24%-27%) of non-involved residents suggest that they are not interested in the participation activities covered in the survey, with two in five (42% - 45%) not giving a particular reason for their non-participation.

Figure 26: Reasons for non-participation, split by activity (All not participating in activities shown) - All responses

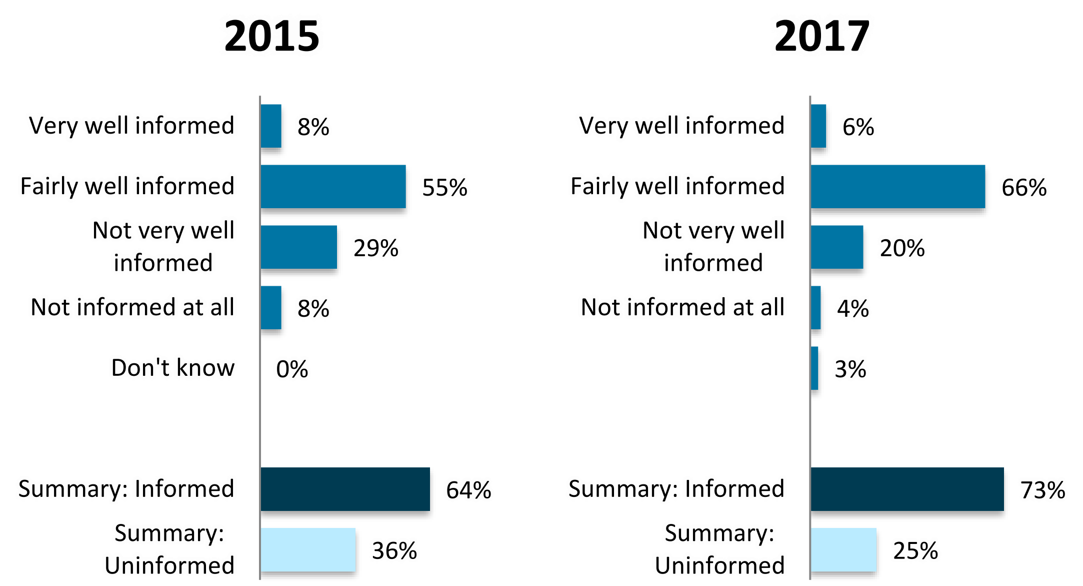


Unweighted sample bases in parentheses

6.2.3 Feeling informed about involvement with the Council and the community

Generally, approaching three quarters (73%) of residents feel well informed about the ways they can get involved with the Council and their community. By contrast, 25% do not feel well informed. While these 2017 proportions represent an improvement compared to 2015, this increased awareness hasn't resulted in an upswing in participation with the Council (see Figure 25).

Figure 27: And how informed do you feel about the ways you can get involved with the Council and your community? (All responses)



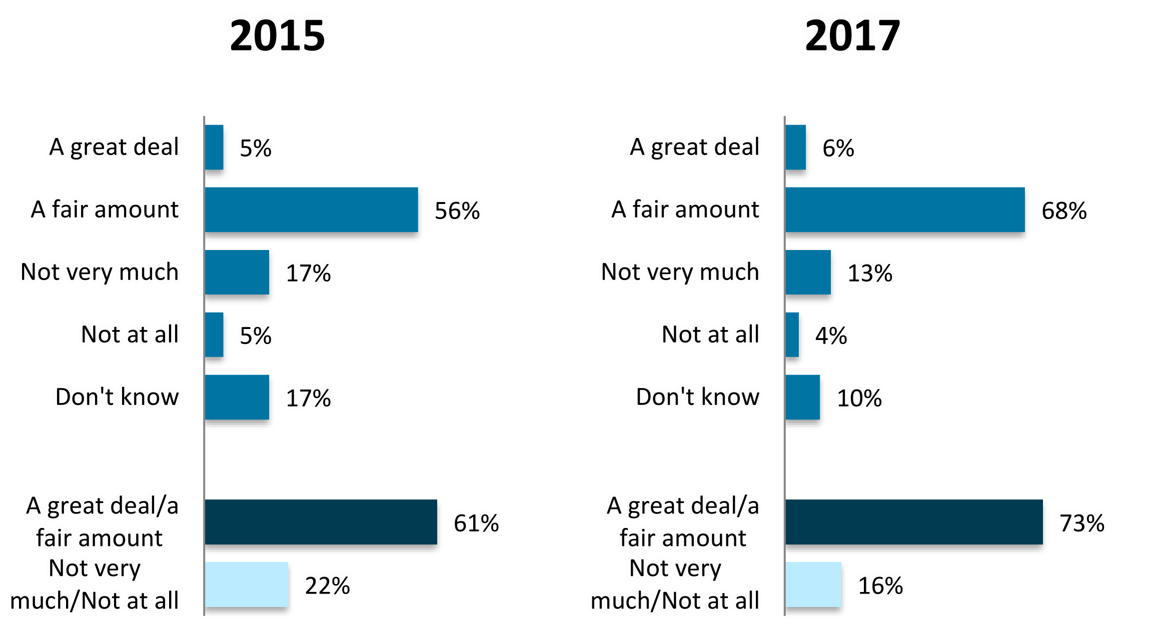
Unweighted sample base: 2015: 1,022 2017: 1,001

By age, 64% of 16-24 year olds feel well informed on this measure, a significantly lower proportion compared to those aged 25-44 and 65+ (75% cf. 77%). This is likely to reflect lower engagement levels amongst younger residents.

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

More than seven in ten (73%) residents believe the Council takes account of residents' views when making decisions. This represents a 12-percentage point increase since 2015. However, only 6% believe that the Council does this a great deal, which is in line with the 5% recorded two years ago. A clear majority of 68% feel that Richmond Council does this a fair amount. At the other end of the scale those who feel that the Council does not take account of residents views at all is also unchanged (4% 2017 compared to 5% in 2015).

Figure 28: To what extent do you think the Council takes account of residents' views when making decisions? (All responses)



Unweighted sample base: 2015: 1,022 2017: 1,001

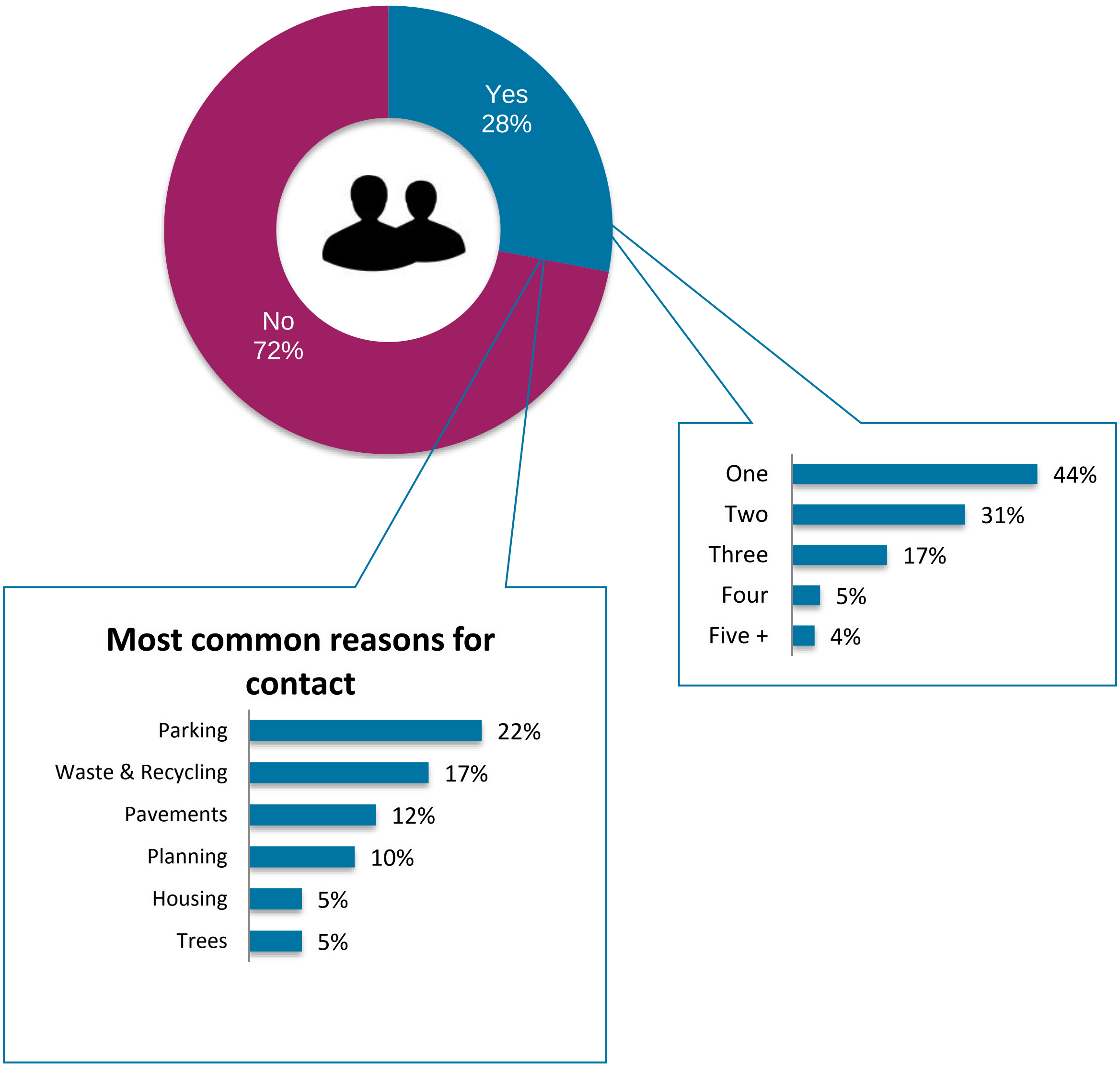
Among those who answered negatively at this question the most common explanations for this were that Richmond Council don't listen/act on what residents say (incl. regarding planning permission) (30%). A further 13% suggest that the Council does what they want regardless, (with some suggesting that decisions are already made in advance) (13%). A further 5% suggest there is a lack of consultation altogether.

6.3 Contact with the Council

One in five (21%) residents have contacted the Council directly, about Council services, in the last 12 months. Council contact is more common among those aged 45-64 (26%) and 65+ (25%) and those who are parents of children 12-18 (30%).

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 (44%) have only contacted the Council about one issue, with a further 31% making contact about two issues.

Figure 29: 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 and why? (All contacting the Council in the last 12 months)



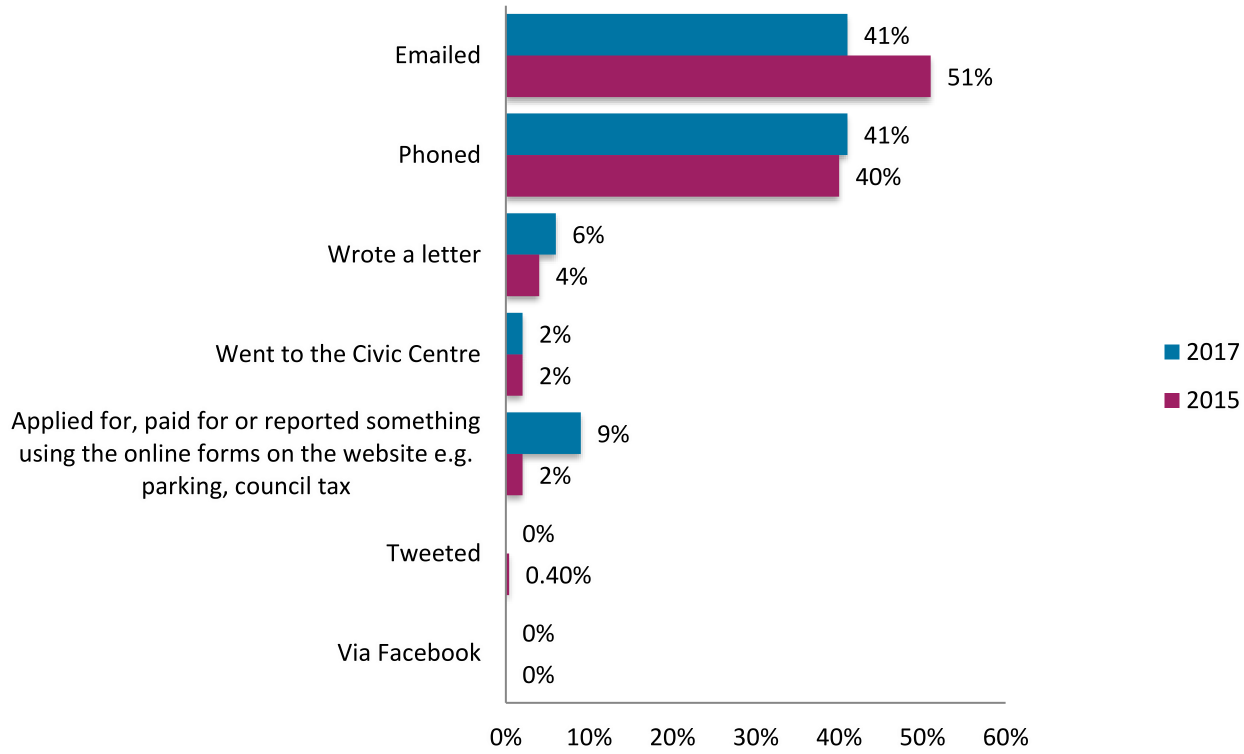
Unweighted sample base: 1,001 /203

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. The top six reasons for contact are shown in the figure above, with the most common of these being parking (22%), waste and recycling (17%) and pavements (12%).

In 2015, the most common reasons for Council contact were environmental issues (24%), waste and recycling (21%), parking (20%) and planning (15%).

The majority of those contacting the Council did so initially via phone (41%); and email (also 41%). While there has been a fall in email contact since 2015 (down 10-percentage points), this is mostly offset by an increase in online applications via the Council website (up 7-percentage points). The proportion of residents making their initial contact with the Council in person in the Civic Centre is unchanged at 2%.

Figure 30: Which way of contacting the Council did you use first? (All contacting the Council in the last 12 months)



Unweighted sample base: 2017: 203 2015: 300

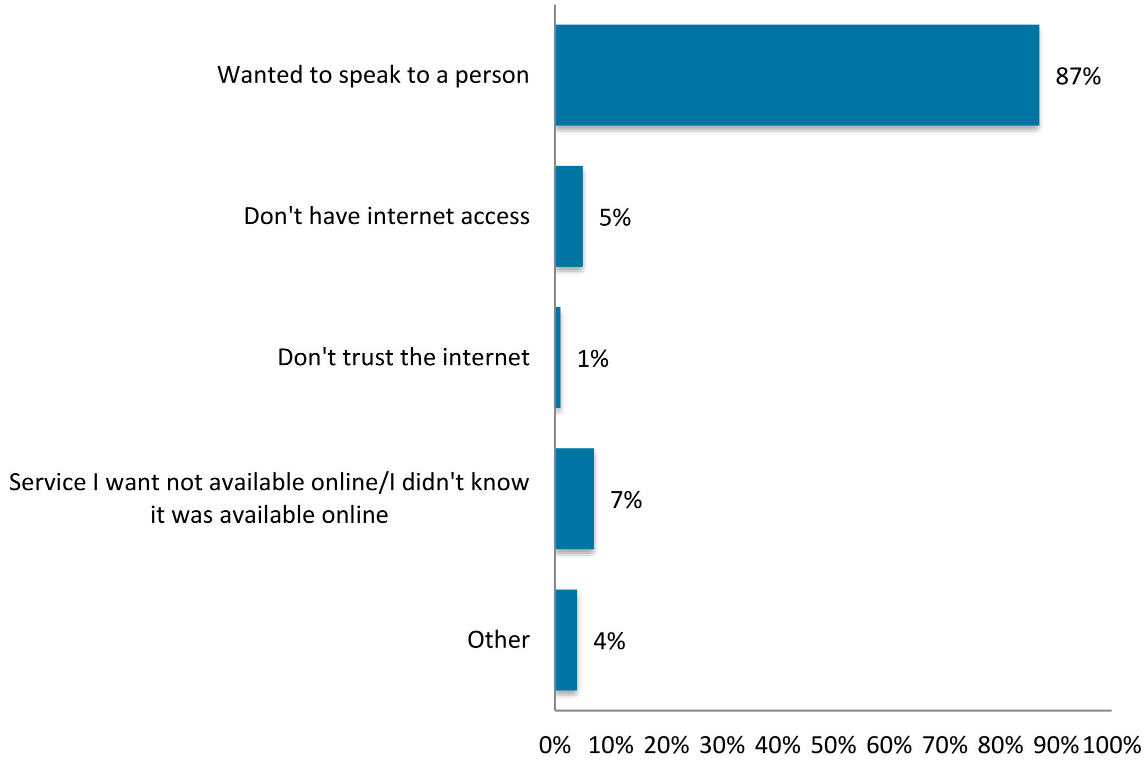
Further analysis of the contact channels used for particular types of enquiry is shown by the table below. This analysis is based on where at least 10 individuals had made a particular enquiry type. While phone and email are the primary means of making contact for all of the enquiry types below, only one notable variation can be identified. For those contacting about a waste or recycling issue significantly more first made contact via an online form (21%). However, contact for this type of issue was still more commonly made via phone (43%) and email (36%).

Table 10: Contact by channel used first by enquiry topic (All who have contacted the Council in the last 12 months)

	Council Tax	Housing	Parking	Pavements	Planning	Waste & Recycling	Trees
Phoned	45%	47%	33%	34%	33%	43%	60%
Emailed	42%	41%	47%	39%	53%	36%	40%
Applied for, paid for or reported something using the online forms on the website e.g. parking, council tax	13%	0%	14%	14%	0%	**21%**	0%
Wrote a letter	0%	5%	4%	13%	14%	0%	0%
Went to the Civic Centre	0%	8%	2%	0%	0%	0%	0%
Via Facebook	0%	0%	0%	0%	0%	0%	0%
Tweeted	0%	0%	0%	0%	0%	0%	0%
Other (e.g. via Councillor)	0%	0%	0%	0%	0%	0%	0%
Don't know/refused	0%	0%	0%	0%	0%	0%	0%
Unweighted Bases	**10**	**11**	**43**	**24**	**20**	**37**	**10**

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 (87%) 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.

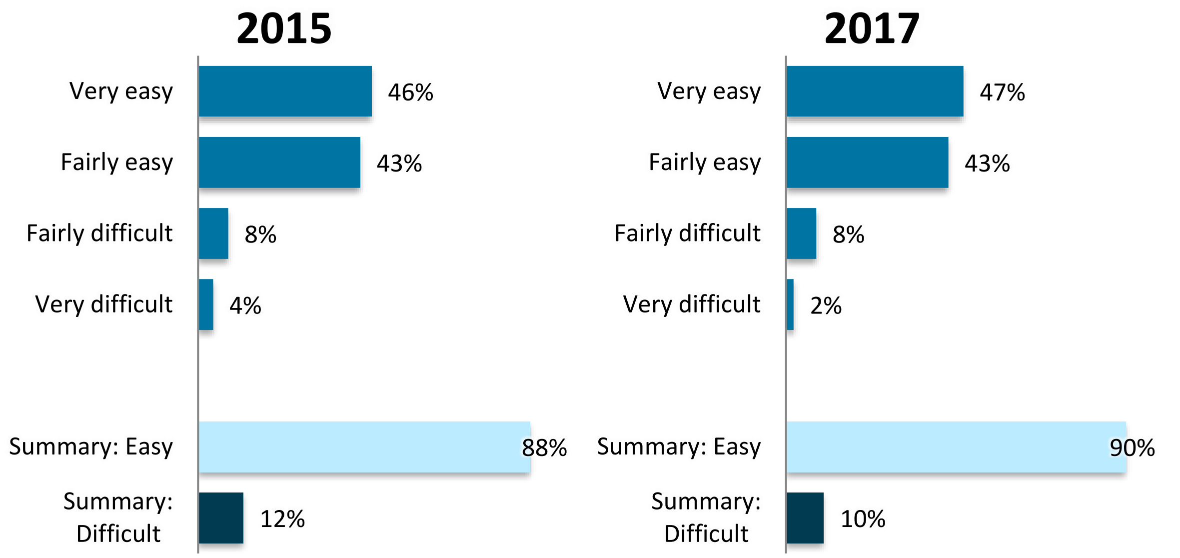
Figure 31: Why did you choose this way of contacting the Council rather than emailing or using the website? (All contacting the Council in the last 12 months who did so initially via telephone, letter, or visiting the Civic Centre)



Unweighted sample base: 98

The quality of service being provided to individuals who contact the Council by phone or in person at the Civic Centre appears to be stable. Nine in ten (90%) of those who telephoned or visited the Civic Centre say it was easy to find the appropriate staff member. This proportion is in line with the 88% recorded in 2015, suggesting that this group is happy with the process of contacting the Council.

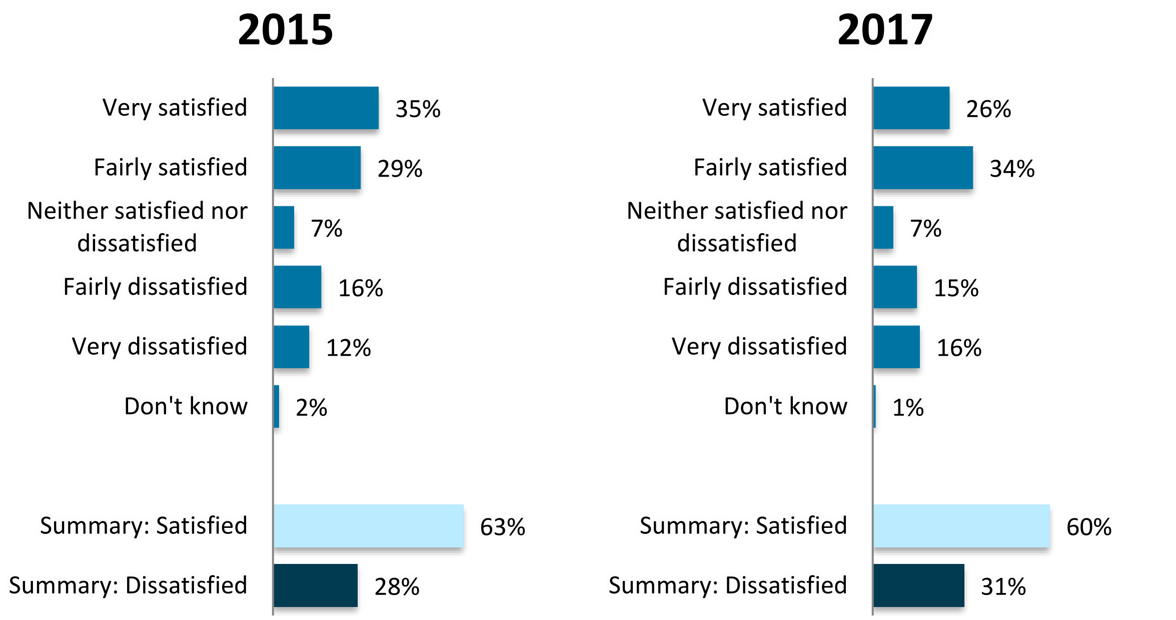
Figure 32: How easy was it to find an appropriate member of staff to respond to your enquiry? (All contacting the Council in the last 12 months who did so initially via telephone or by visiting the Civic Centre)



Unweighted sample base: 2015: 125 2017: 86

Six in ten (60%) of those who contacted the Council - by any means - are satisfied with the way their query was dealt with. Again this is consistent with 2015 (63% satisfied). However, in 2017 three in ten (31%) of those who made contact with Richmond Council during the previous 12 months were dissatisfied with how their enquiry was dealt with. It was beyond the scope of this research to explore the specifics of the contact experiences residents have had. In seeking to understand this level of dissatisfaction, future research should seek to examine the relative satisfaction with the service provided, vis a vis satisfaction with the outcome achieved.

Figure 33: How satisfied are you with the way your query was dealt with? (All contacting the Council in the last 12 months)



Unweighted sample base: 2015: 300 2017: 203

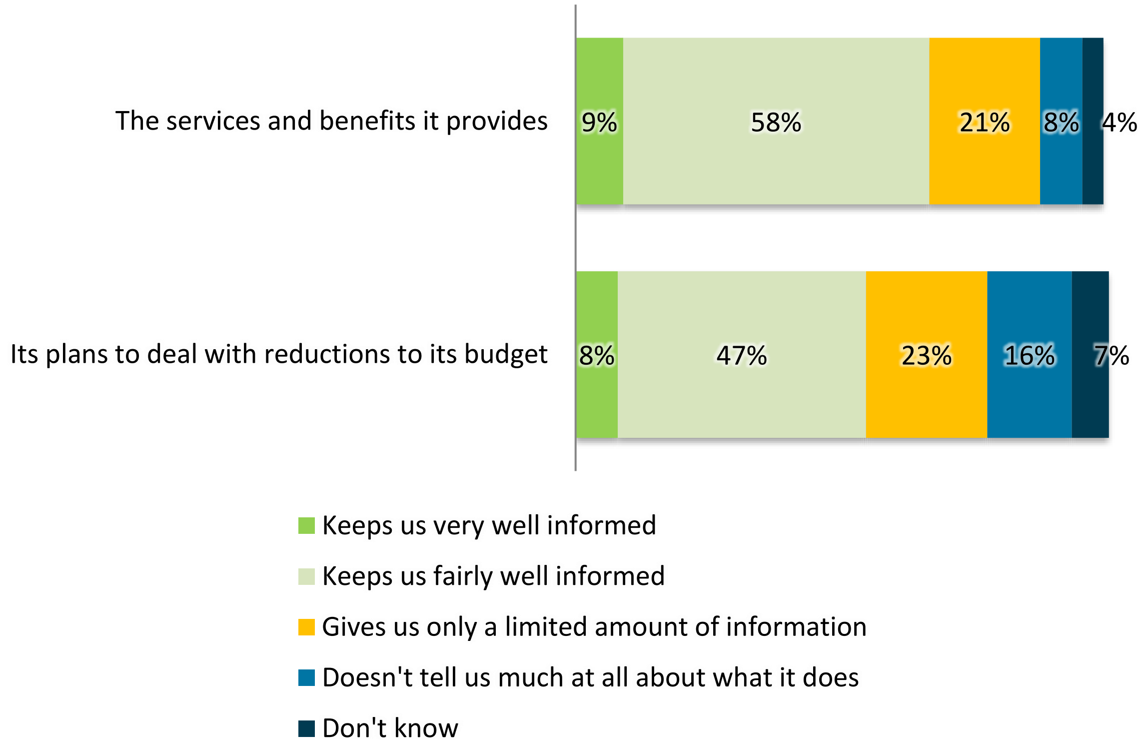
7 Communications and information

7.1 Feeling informed

The extent to which residents feel informed about Council services and benefits, is commonly explored in surveys such as this in order to contextualise resident satisfaction levels. Over two thirds of residents (67%) currently feel well informed about Richmond Council's services and benefits, up from 58% in 2015. As Richmond residents in 2017 feel both more satisfied with how the Council runs things and more informed about the services and benefits, it is interesting to examine the relationship between the two measures. Among those who feel informed about Council services and benefits, 92% are satisfied with the Council overall. In contrast, among those who do not feel well informed about services and benefits the proportion satisfied with the Council drops significantly to 79%. While this is a notable interaction, we cannot directly attribute a causal relationship.

Residents were also asked how informed they feel about Council plans to deal with reductions to its budget. In response, more than half (54%) of residents feel that they are kept well informed about this issue, up from 42% in 2015.

Figure 34: Overall, how well informed do you think Richmond Council keeps residents about...? (All responses)



Unweighted sample base: 1001

Table 11 below provides a broader historical context for the 2017 results. This shows that the proportion of residents informed about both service and benefits and budget reductions are the highest yet recorded in the 2012-2017 period.

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

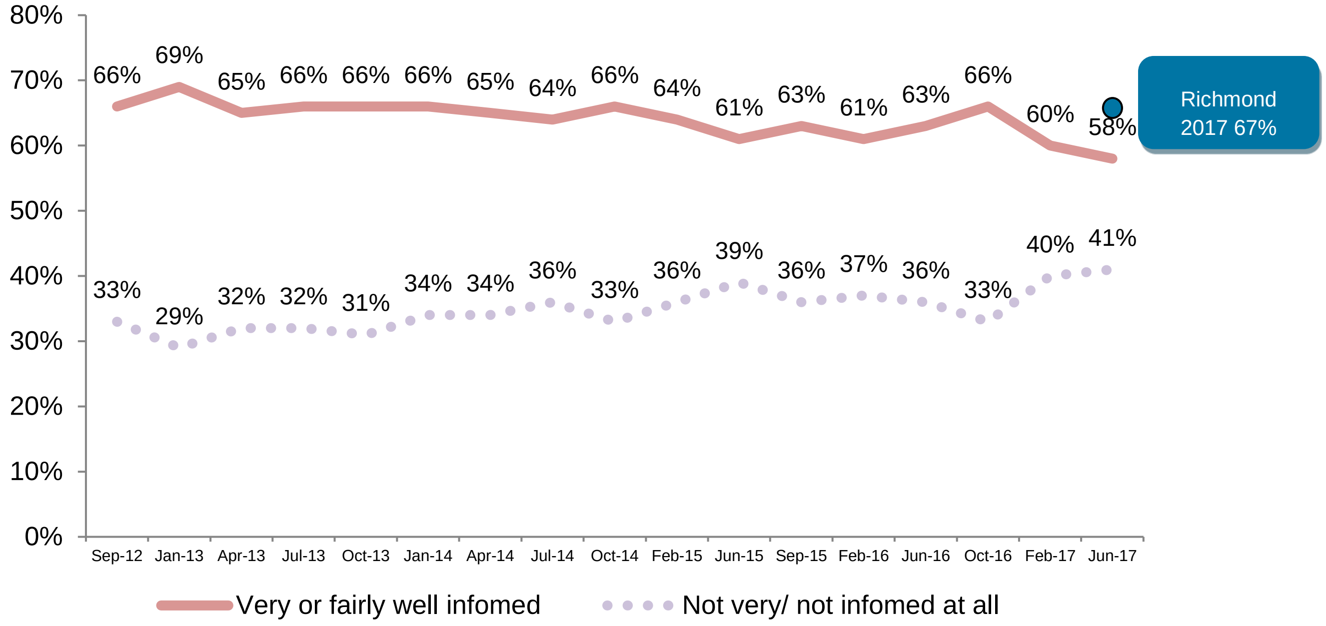
	% informed 2012	% informed 2013	% informed 2014	% informed 2015	% informed 2017	% point change 2015-17
… the services and benefits it provides?	57%	62%	63%	58%	67%	+9
… its plans to deal with reductions to its budget?	20%	22%	23%	42%	54%	+12
Unweighted sample base:	**1428**	**1405**	**1403**	**1022**	**1001**	

Probing the responses given in more detail shows that residents of East Sheen (51%) and Hampton (54%) villages are significantly less likely to feel informed about the services and benefits that Richmond Council provide. However, there is no significant variation by age or gender.

In a later chapter of this report, residents are categorised based on their level of internet competence. Interestingly, the gap in understanding of Council services and benefits is only 10-percentage points between non-internet users (58%) and advanced internet users (68%).

The proportion of residents who feel informed about Richmond Council's services and benefits is above the latest figures from LGA polling (67% of Richmond residents feel well informed on this compared to 58% nationally).

Figure 35: National trends in being kept informed about Council service and benefits – LGA Polling

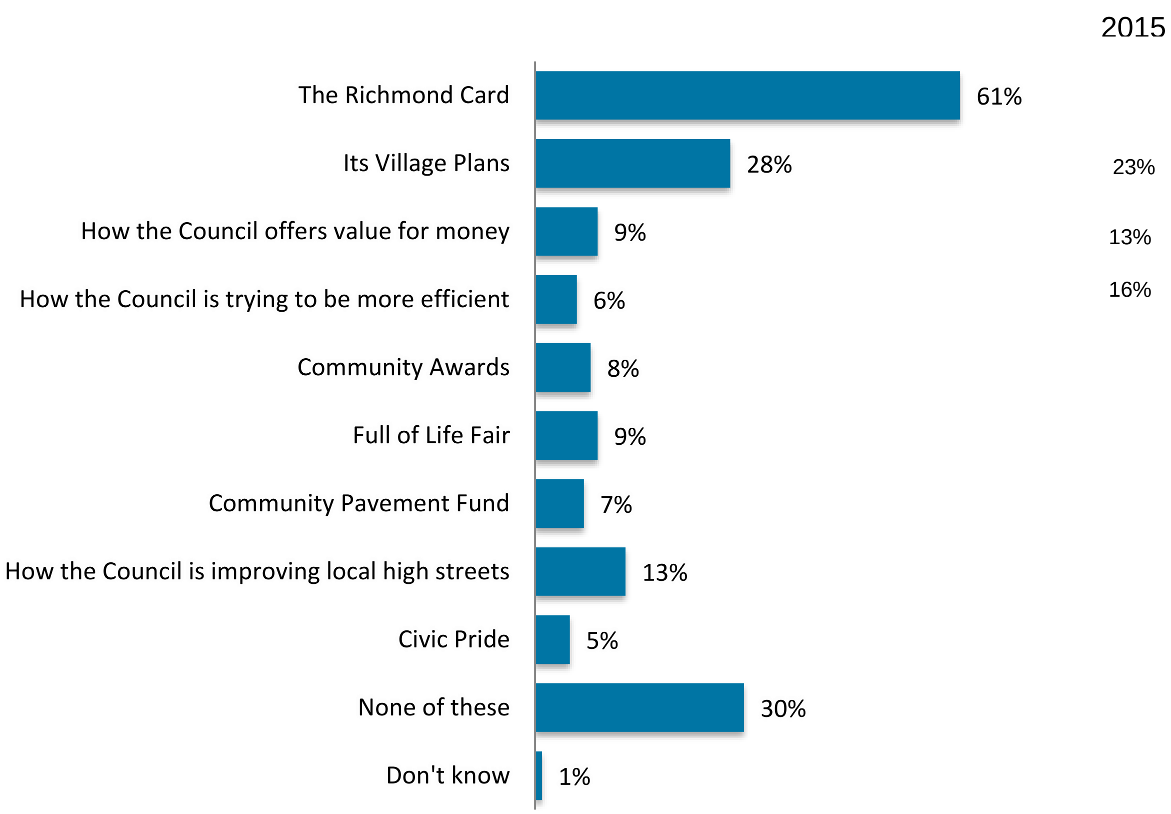


Unweighted bases in parenthesis

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. Three in ten (30%) are not aware of any of the messages (a further 1% responded 'don't know'). Because the list of options was revised at this question, this unaware proportion cannot be consistently compared to the equivalent figures from 2015. Awareness is highest in relation to the Richmond Card (61%) followed by Village Plans, with 28% saying they have recently seen or heard about this. In 2015, 23% had heard about Village Plans. At this question the proportion of residents who recall seeing or hearing about Council value for money and/or efficiency plans is slightly lower than seen two years ago. This is despite value for money perceptions having gone up. This illustrates that overall value for money views are likely to be influenced by multiple factors, rather than simply by direct messages from the Council.

Figure 36: Have you recently seen or heard any of the following about Richmond Council? (All responses)

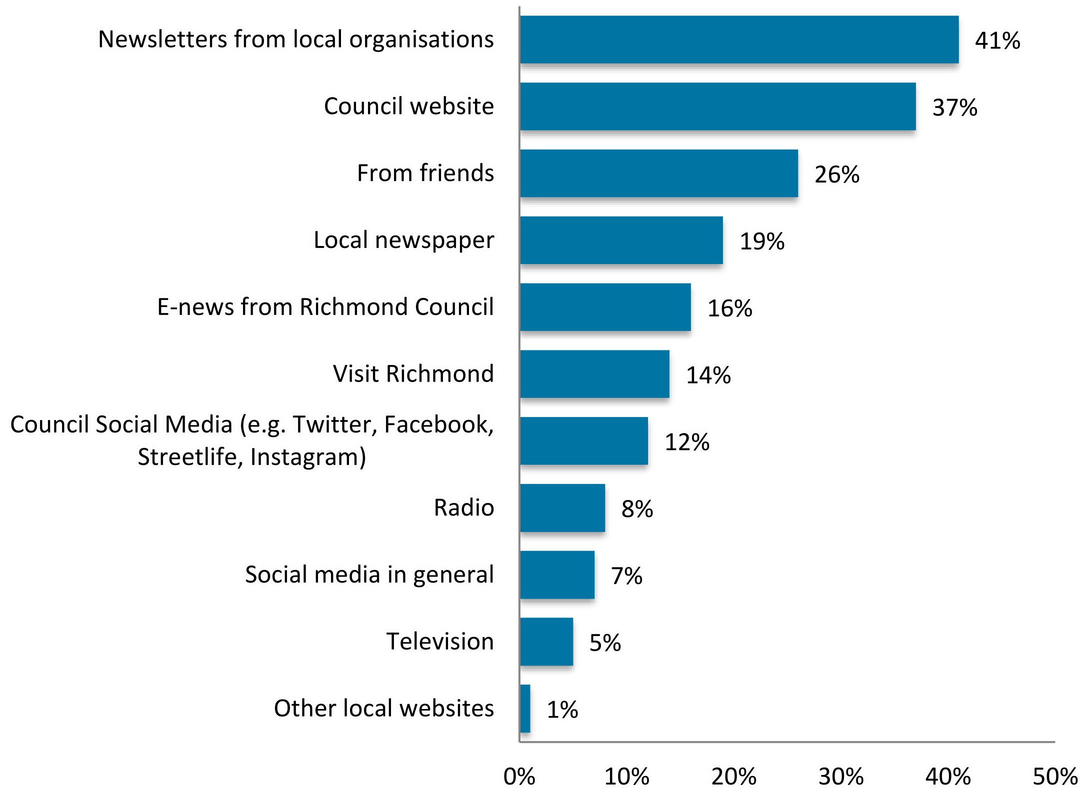


Unweighted sample base: 1,001

7.3 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 was newsletters from local organisations (mentioned by 41%), followed by the Council website (37%). E-news from Richmond Council was the fifth most commonly mentioned source of information about local events (16%), and the Council's social media was the seventh most commonly mentioned (12%). Please note that the list of options presented to respondents in 2017 was extended meaning that comparisons to 2015 are not possible.

Figure 37: How do you find out what's going on in your local area? (All responses)



Unweighted sample base: 1,001

An age breakdown of these responses is shown in the table below. This shows that:

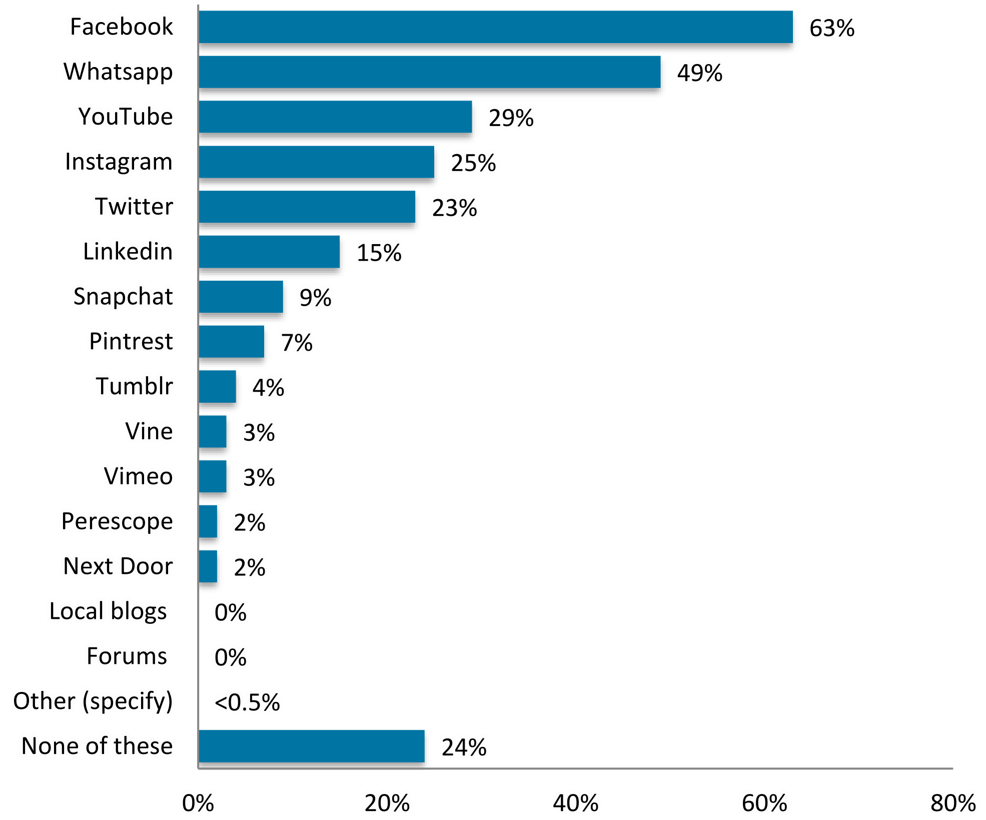
- Residents aged 65 and over are more likely to receive news about what is going on in their local area via print media such as newsletters (49%) and local newspapers (29%). This age group also more commonly chose radio in response to this question (13%).
- Among the youngest age group of residents, friends was most commonly cited as a source of information about what is going on in the local area (36%). This group are more likely to have mentioned social media at this question although the 13% who did so is still below local newsletters (34%).
- It appears that residents aged 25-44 are more likely to use the Council sources of information about what is going on in the local area, i.e. the Council website (42%), e-news (21%) and Council social media (17%).

Table 12: How do you find out what's going on in your local area?- responses by age (All responses)

	Total	16-24	25-44	45-64	65+
Newsletters from local organisations	41%	34%	41%	38%	49%
Council website	37%	26%	**42%**	38%	27%
From friends	26%	36%	20%	29%	27%
Local newspaper	19%	12%	11%	**24%**	**29%**
E-news from Richmond Council	16%	17%	**21%**	12%	13%
Visit Richmond	14%	16%	15%	13%	10%
Council Social Media (e.g. Twitter, Facebook, Streetlife, Instagram)	12%	14%	**17%**	8%	4%
Radio	8%	8%	7%	5%	**13%**
Social media in general	7%	**13%**	8%	5%	1%
Television	5%	4%	5%	6%	4%
Other local websites	1%	0%	*%	2%	0%
Unweighted Bases	**1001**	**108**	**386**	**320**	**186**

All residents were asked which, of a list of social media types, they use at least monthly [for any purpose]. Six in ten (63%) Richmond residents use Facebook at least monthly, followed by 49% who use Whatsapp and 29% who use YouTube. Around a quarter use Instagram (25%) and Twitter (23%).

Figure 38: Which social media sites do you use at least monthly? (All responses)



Unweighted sample base: 1001

As might be anticipated the use of social media is more prevalent among younger residents. Among those aged 65 and over while 64% do not use any of the social media channels listed, one in five (22%) use Facebook, 17% use YouTube and 16% use Whatsapp. Therefore these channels do have some potential for the delivery of messages to older residents.

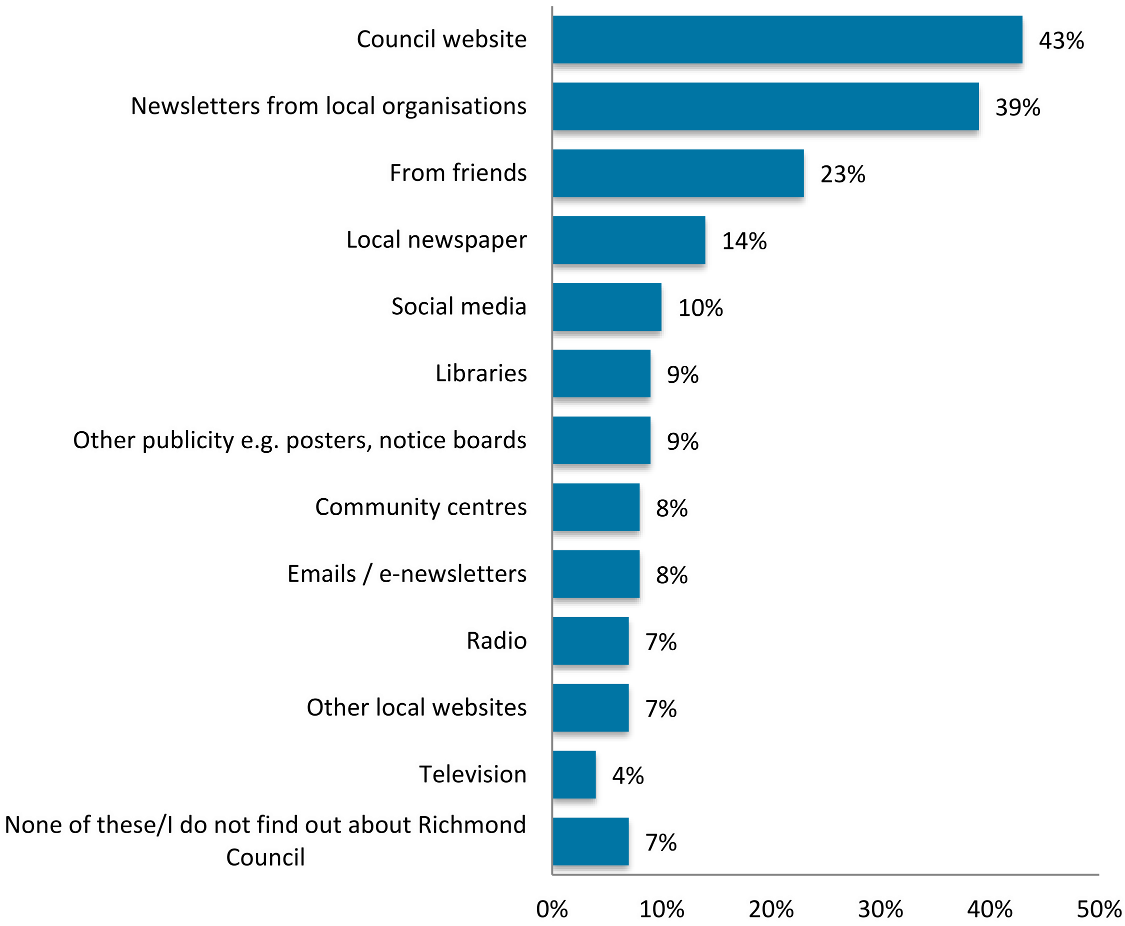
Table 13: Social media use by age (All responses)

	Total	16-24	25-44	45-64	65+
Facebook	63%	95%	82%	53%	22%
Whatsapp	49%	74%	60%	46%	16%
YouTube	29%	43%	32%	28%	17%
Instagram	25%	59%	35%	15%	3%
Twitter	23%	40%	32%	17%	5%
Linkedin	15%	23%	20%	16%	1%
Snapchat	9%	32%	10%	4%	0%
Pintrest	7%	13%	8%	6%	2%
Tumblr	4%	13%	5%	1%	1%
Vine	3%	8%	5%	1%	0%
Vimeo	3%	4%	4%	2%	1%
Perescope	2%	5%	3%	*%	*%
Next Door	2%	2%	4%	2%	*%
Local blogs	0%	0%	0%	0%	0%
Forums	0%	0%	0%	0%	0%
Other	*%	0%	*%	0%	0%
None of these	24%	0%	10%	24%	64%
Unweighted Bases	**1001**	**108**	**386**	**320**	**186**

7.4 Information about Richmond Council

In terms of what Richmond Council are doing, the two key sources of information about this are the Council website (43%) and newsletters (39%). A further 23% indicate that they find out about what Richmond Council is doing from friends. Local print media is the fourth most commonly selected information source relating to Council activity (14%), with social media fifth (10%). The full range of information channels is shown by the figure below. Just 7% of residents said that they do not find out about Richmond Council via any of the information sources listed.

Figure 39: And how do you find out about what Richmond Council is doing? (All responses)



Unweighted sample base: 1001

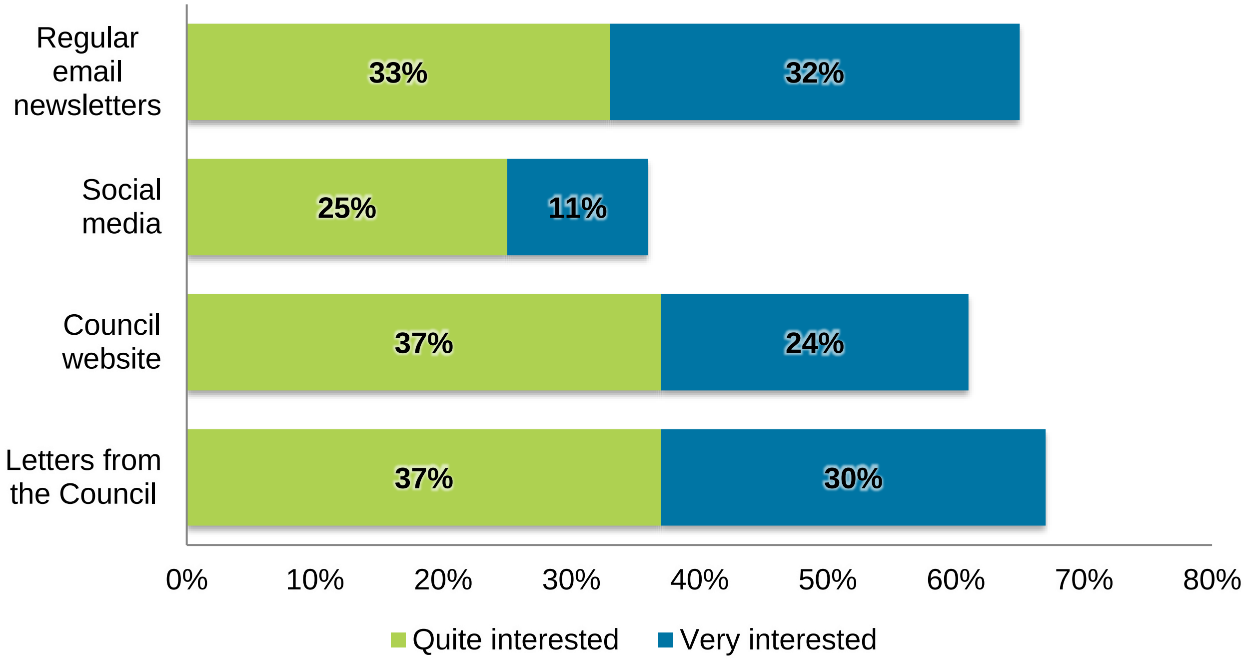
A full breakdown of responses to this question by age is found in the table below. The significant variations highlighted mirror the pattern previously described in relation to finding out about what is going on locally.

Table 14: And how do you find out about what Richmond Council is doing?- responses by age (All responses)

	Total	16-24	25-44	45-64	65+
Council website	43%	31%	**50%**	**46%**	31%
Newsletters from local organisations	39%	38%	40%	36%	42%
From friends	23%	**34%**	22%	20%	25%
Local newspaper (specify)	14%	12%	8%	18%	**23%**
Social media	10%	**17%**	15%	7%	4%
Libraries	9%	8%	10%	7%	11%
Other publicity e.g. posters, notice boards	9%	11%	9%	9%	11%
Community centres	8%	10%	9%	7%	8%
Emails / e-newsletters	8%	4%	**10%**	7%	4%
Radio	7%	5%	8%	4%	10%
Other local websites	7%	6%	11%	4%	4%
Television	4%	2%	4%	5%	4%
None of these/I do not find out about Richmond Council	7%	14%	7%	6%	6%
Unweighted Bases	**1001**	**108**	**386**	**320**	**186**

In order to help shape Richmond Council's future communication strategy, all residents were asked to indicate how interested if at all, they would be in receiving information in four possible ways from their Council. The figure below summarises the levels of interest recorded. Around two thirds (65%) expressed interest in receiving regular email newsletters and 67% were interested in receiving letters from the Council. Slightly below this, six in ten (61%) are interested in receiving information via the Council website. However, social media based information only produces interest among 36% of all residents.

Figure 40: In the future, how interested, if at all, are you in receiving information in the following ways from Richmond Council about what they are doing? (All responses)



Three of these four communication options were online ones. On this basis, interest in them has been broken down by levels of internet use/competence in the table below.

Table 15: % interested in ways of receiving information from Richmond Council by internet competence classification (All internet users)

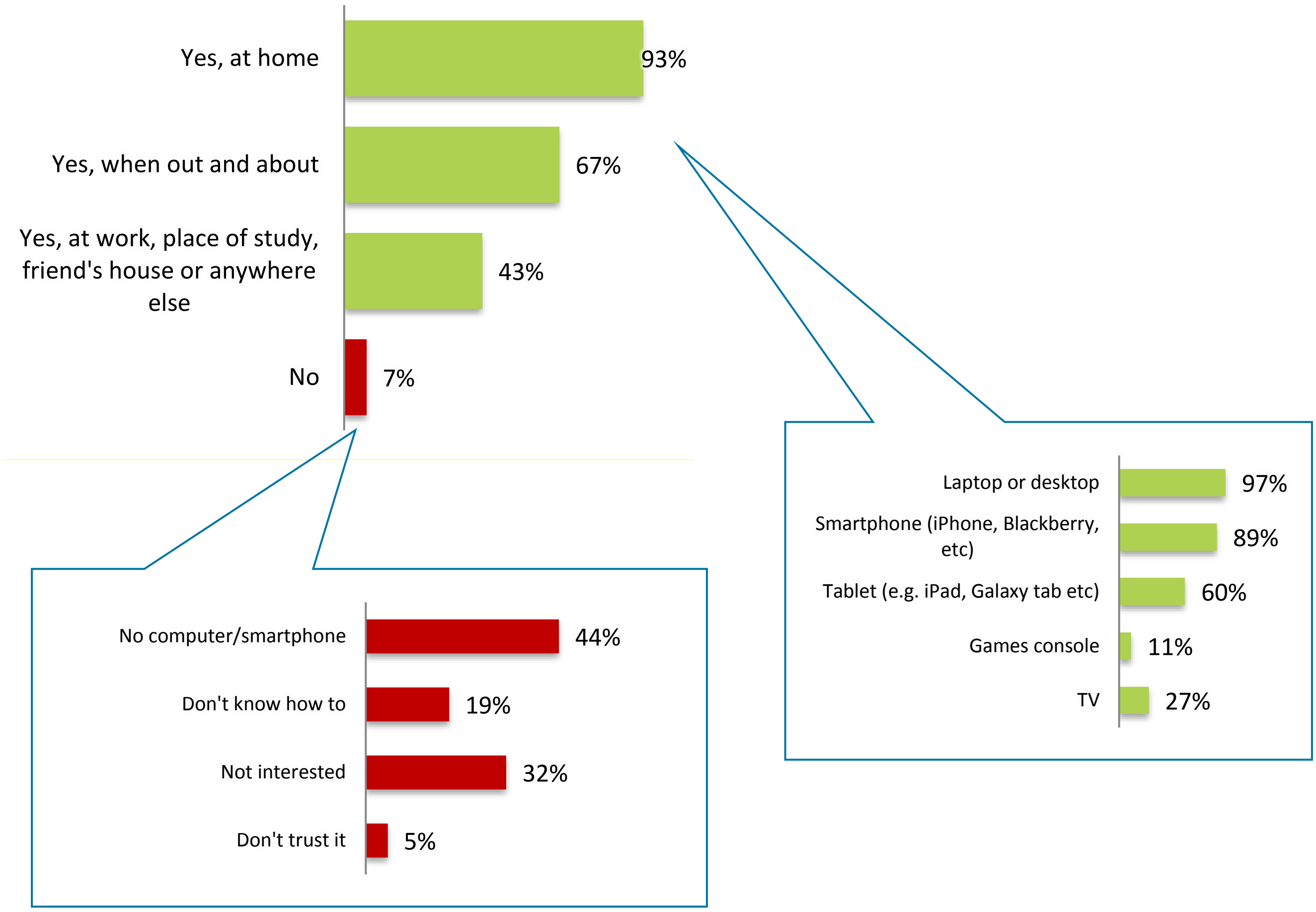
	Novice	Intermediate	Advanced
Regular email newsletters	69%	60%	68%
Social media	24%	21%	43%
Council website	63%	69%	64%
Letters from the Council	75%	76%	64%
Unweighted sample base	**76**	**110**	**747**

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. These questions were revised for 2017 to cover internet competence /skills as well as internet access.

More than nine in ten (93%) Richmond residents have access to the internet. More specifically, 67% have internet access when out and about. The 7% who do not have access to the internet rises to 29% among those aged 65% and over, a statistically significant difference. It is also notable that non-access to the internet is significantly higher among residents where there is a disability in the household (31%) compared to where there is not (5%).

Figure 41: Access to the internet and reasons for non use (All responses)



Unweighted sample base: All 1,001 Non users: 68 Users: 933

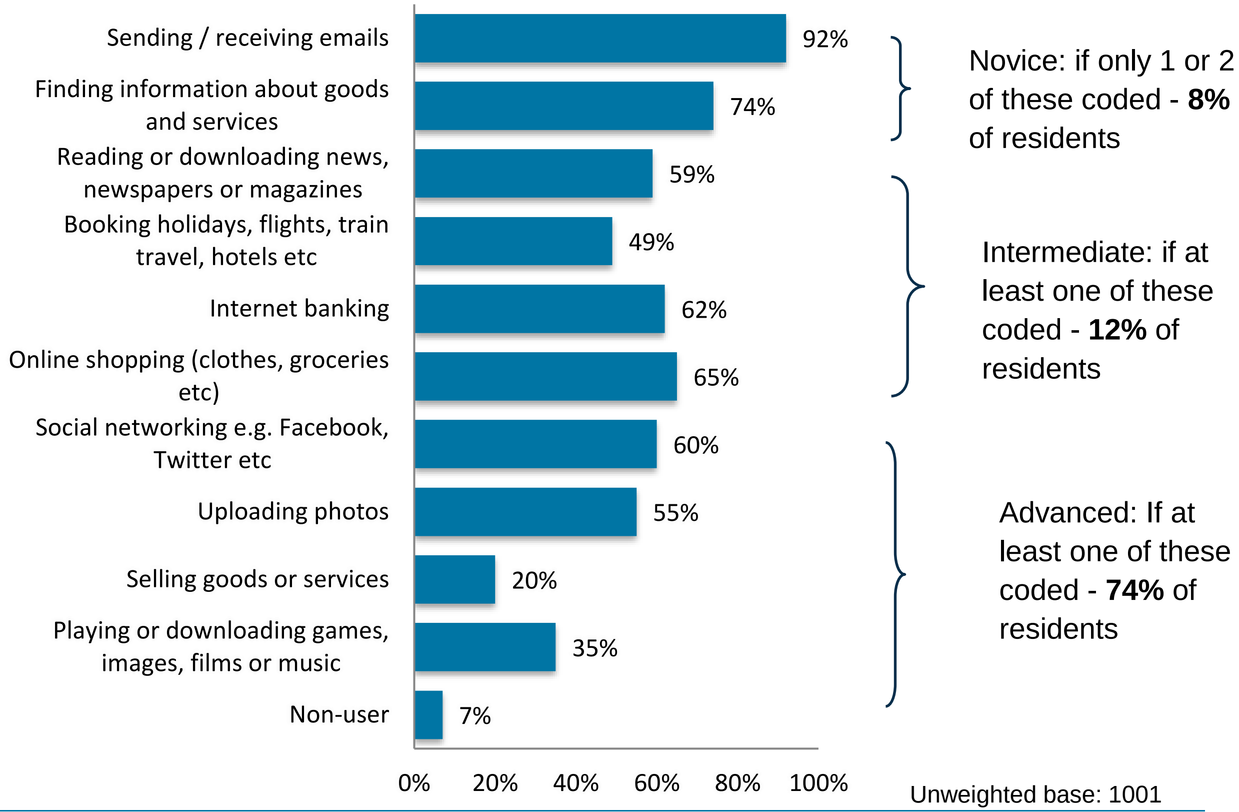
Among the 68 residents surveyed who are not online, the key reasons for this are not having the relevant technology (44%), a lack of interest in getting online (32%) and a lack of skills to do so (19%).

Among those who do have internet access, 97% have access via a laptop or desktop. Alongside this the proportion who have online access via a smart phone is just 8-percentage points lower at 89%. Among internet users under 65 years of age, the proportion who use laptops/desktops and smartphones is broadly equal. Only among those aged 65+ is there a notable gap between those using a laptop or desktop and (97%) and those having internet access via a smartphone (57%). Ensuring that the Council's online services are accessible and render appropriately on mobile devices therefore appears increasingly important.

8.1 Internet competence

In 2017 residents were asked to indicate which often online tasks they undertake. These ranged from email and web searches to downloading movies and playing games. Those who only selected sending receiving and e-mails and conducting web searches and no other activity are classed as novice users. Using the internet for at least one of five more detailed tasks such as internet banking and online shopping means that individuals can be classed as intermediate users. Selecting any of the four final online tasks such as uploading photos or selling goods and services makes an individual an advanced user. The figure below shows that among all residents, almost three quarters (74%) can be classified as advanced internet users. Less than one in ten residents (8%) are classed as novice users, only completing basic online tasks, while 12% are classed as intermediate. These findings indicate that Richmond residents tend to be highly capable internet users, who use the internet for a range of purposes.

Figure 42: Which of the following activities do you regularly do online? (All responses)



Unweighted base: 1001

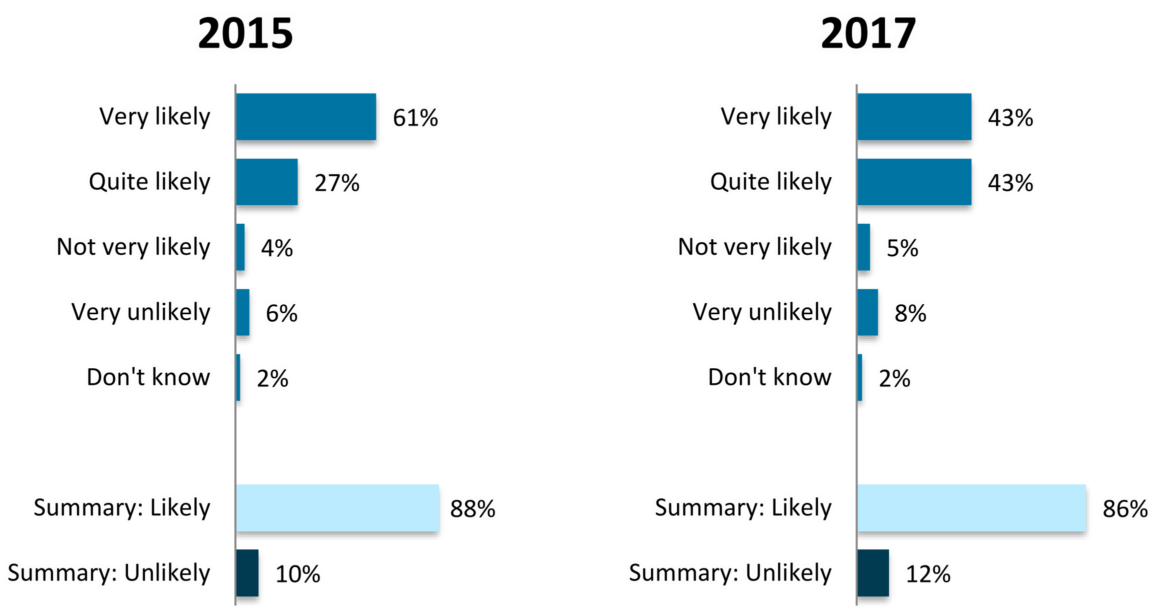
8.2 Willingness to apply for Council services online

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. In total 86% say they are likely to do so, which is in line with the 88% seen in 2015. However, within this the proportion who gave the most positive response of very likely has fallen from 61% to 43%. Just 12% are unlikely to do this.

Among the advanced internet users described above, 94% indicate that they are likely to make their next service application online. Although this is significantly higher than the proportion of intermediate users (84%) and Novice users (79%) who would do so, for all these levels of internet competence, a majority are likely to use online channels in the future.

By age, six in ten (61%) of those aged 65+ are likely to apply online and one in three (34%) are unlikely to do so. These proportions are unchanged since 2015. This suggests that the Council will need to continue to signpost offline methods of applying for services, for the benefit of older residents.

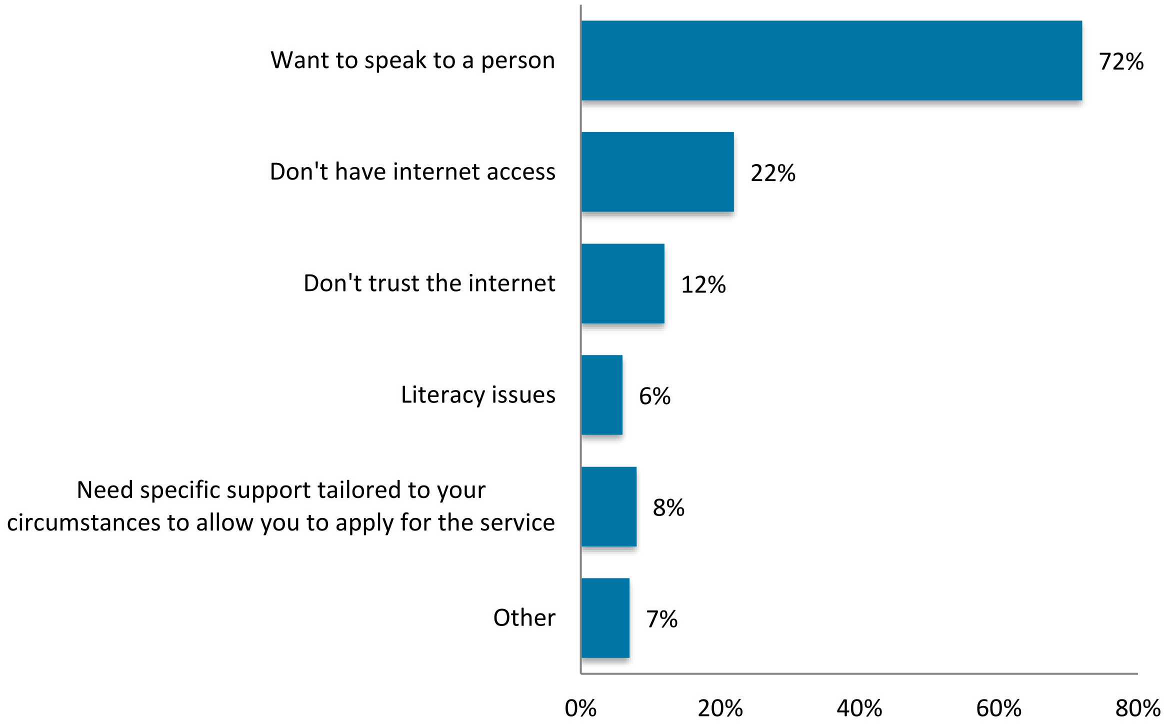
Figure 43: The next time you need to apply for a service from Richmond Council how likely are you to make this application online? (All responses)



Unweighted sample base: 2015: 1,022 2017: 1001

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 (72%). A further 22% 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)



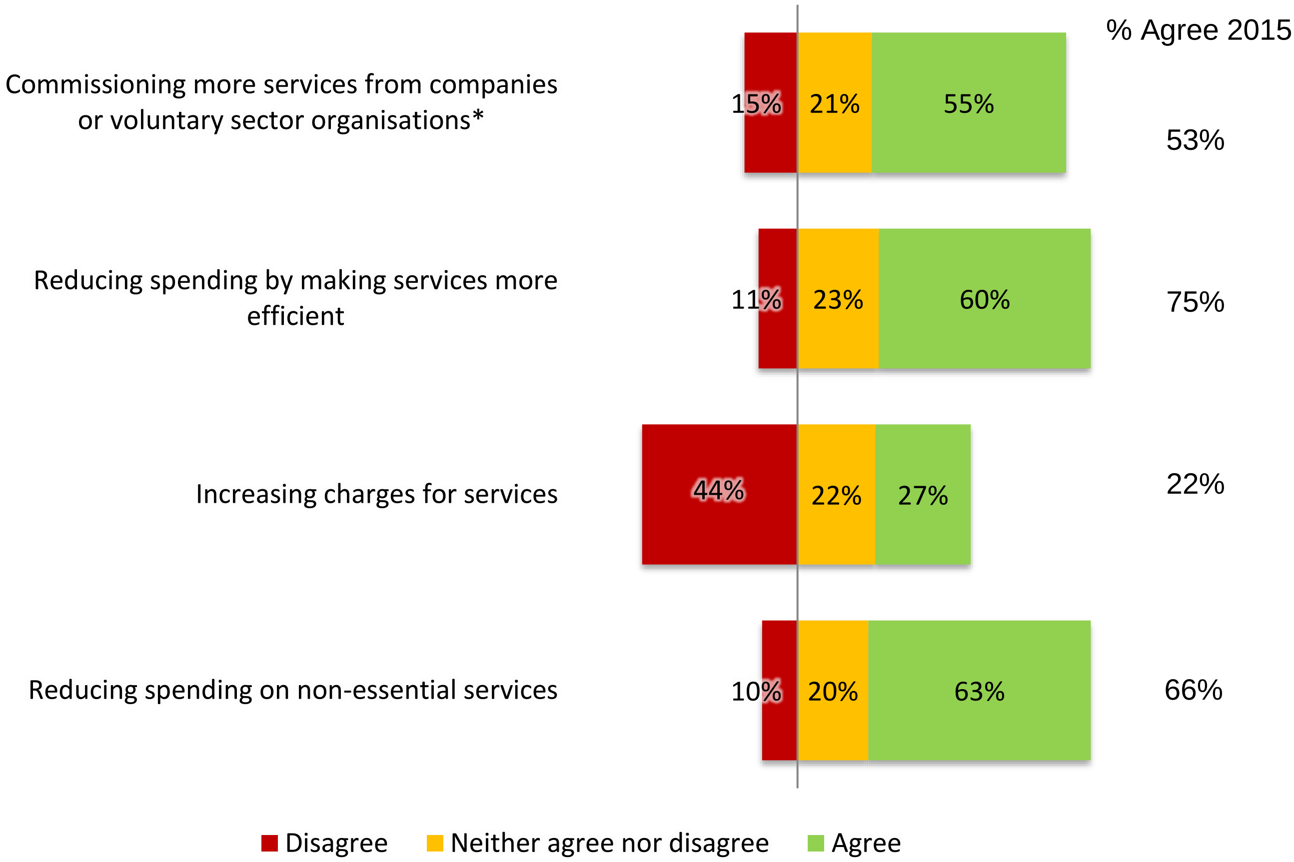
Unweighted sample base: 119

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. These questions were asked in a way that was consistent to the approach used in 2015. However, clearly the post-Grenfell disaster context has the potential to alter public perceptions on how services might be structured.

As shown by the figure below, the proportion of residents who agree with the approach of commissioning services from more companies or voluntary sector organisations has remained stable. A total of 55% of residents agree with this approach, compared to 53% in 2015. Compared to two years ago there is reduced support for reducing spending by making services more efficient, although six in ten (60%) still favour this approach. Furthermore, 63% continue to feel that reduced spending on non-essential services is a suitable approach to budgetary challenges.

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: 1001
* text included 'They would deliver a service with the Council remaining responsible for ensuring its quality'

Increasing charges for services remains the least popular approach as 44% of residents disagree with this proposition, with just 27% agreeing. However, there has been a slight softening of opinion compared to last year when just 22% agreed with more charging at the point of service delivery.

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

By age, for three of the four budget approaches there are no significant variations. However, the responses in relation to reducing spending on non-essential services does show significant variation. Among those aged 45-64 disagreement with this approach is significantly higher at 15% (54% agree).

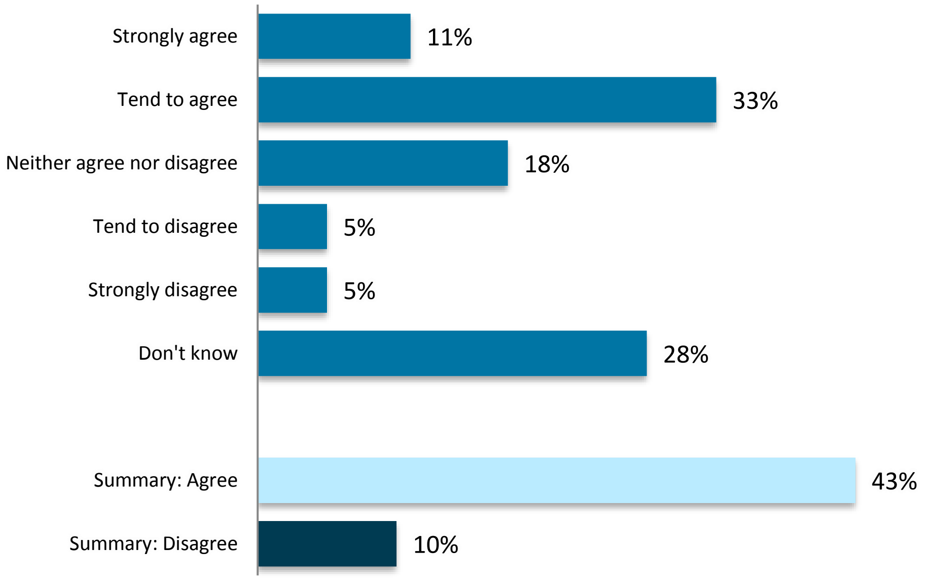
To understand the views expressed it is also interesting to examine residents' current views on the value for money Richmond Council provides. Those who agree that the Council provides value for money are significantly more likely to agree with three of the four of the approaches suggested, compared to those who disagree. Notably only 11% of those who disagree that the Council currently provides value for money agree with increasing charges for service use. Only on the suggestion of reducing spending by making services more efficient is the agreement constant.

Table 16: 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**
Commissioning more services from companies or voluntary sector organisations.	**59%**	49%	41%
Reducing spending by making services more efficient	59%	61%	61%
Increasing charges for services	**33%**	14%	11%
Reducing spending on non-essential services	**66%**	57%	53%
Unweighted sample base	**703**	**176**	**97**

With Richmond Council's shared staffing arrangement with Wandsworth Council now well established, the 2017 residents' survey was used as an opportunity to gauge public perceptions of this collaboration. When asked if they felt that this shared staff arrangement was working well a higher proportion of residents agree (43%) rather than disagree (10%). Among the remainder, 18% gave the neutral response of neither agree nor disagree and 28%answered don't know.

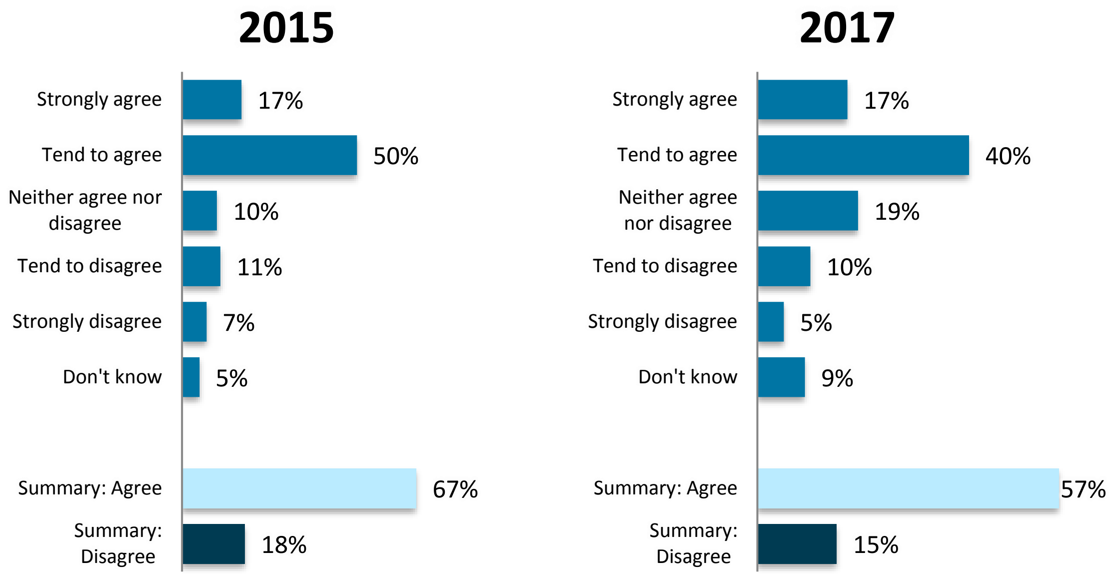
Figure 46: I think the Council's shared staff arrangement with Wandsworth Council is working well (All responses)



Unweighted sample base: 1001

A broader question on joint working arrangements was also included on this iteration of the research. In 2017 57% agree that they do not care if the Council or another organisation carries out local services, providing that standards are maintained while 15% disagree. While disagreement is essentially stable compared to 2015, there has been a 10-percentage point drop in agreement with this statement (previously 67%).

Figure 47: 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)

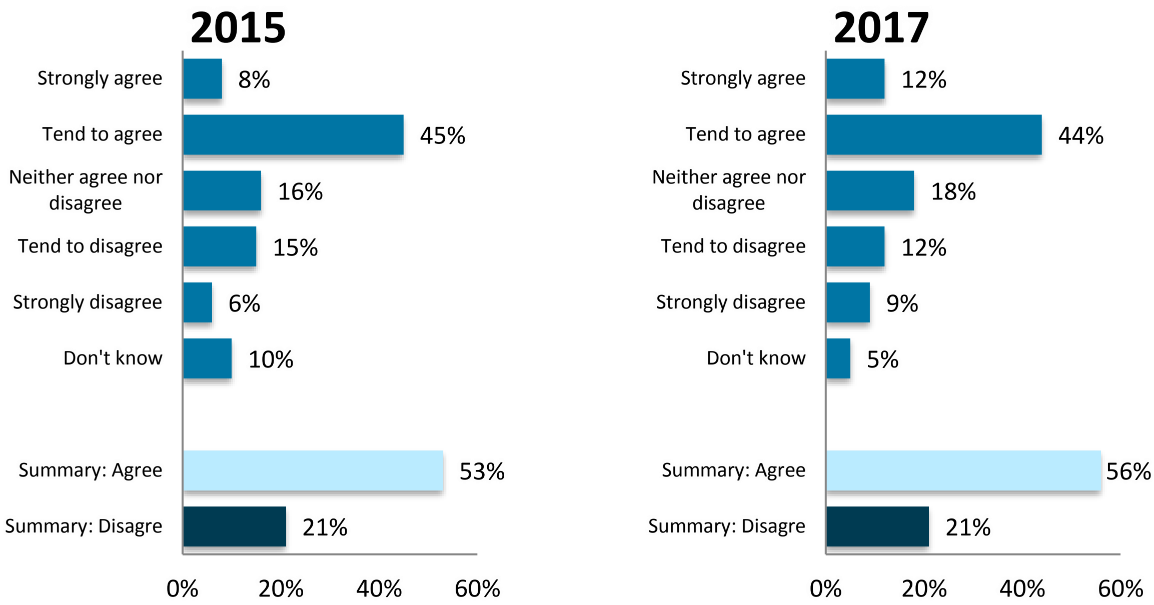


Unweighted sample base: 2015: 1,022 2017: 1001

Those aged 16-24 are least likely (46%) to agree with this approach compared to 61% of those aged 25-44, 53% of those aged 45-64 and 62% of those aged 65 and over.

Another option for managing limited financial resources is to let residents themselves spend the money allocated to them to buy services. Just over half (56%) 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 12% strongly agreeing and 9% strongly disagreeing. A further 5% don’t know. As shown by the figures below the 2017 results show only minimal variation compared to 2015. So it continues to be the case that whilst on balance residents are positive about the idea, more information may be needed about how this would work in practice and for which services in order for public support to grow.

Figure 48: 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: 2015: 1,022 2017: 1001

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%	478
Female	52%	523
Age		
16 – 24	11%	108
25 – 34	11%	111
35 – 44	27%	275
45 – 54	16%	163
55 – 59	7%	67
60 – 64	9%	90
65 – 74	12%	124
75 +	6%	62
Refused	*%	1
Tenure		
Owned outright	38%	378
Buying on a mortgage	28%	282
Rented from housing association or Registered Social Landlord (RSL)	10%	105
Rented from private landlord	18%	179
Shared ownership	*%	3
Student accommodation	*%	3
Living with parent	4%	43
Other (specify)	*%	5
Don't know	*%	3
Parent of child under 19		
Yes - 0-3 years old	11%	108
Yes - 4-7 years old	16%	156
Yes - 8-11 years old	15%	153
Yes - 12-14 years old	9%	89
Yes - 15-18 years old	8%	81
No	62%	617
Time in borough		

Less than 3 months	1%	12
3-12 months	4%	37
1 to 2 years	5%	48
3 to 5 years	11%	111
6 to 10 years	16%	161
11 to 15 years	13%	134
16 to 20 years	8%	81
More than 20 years	32%	321
Always lived here	10%	96
Ethnicity		
White: English / Welsh / Scottish / Northern Irish / British Irish	79%	787
White: Gypsy or Irish Traveller	*%	3
White: Any other White background (specify)	9%	88
Mixed/multiple ethnic groups: Mixed / multiple ethnic groups	*%	5
Mixed/multiple ethnic groups: White and Black Caribbean	*%	2
Mixed/multiple ethnic groups: White and Black African	0%	0
Mixed/multiple ethnic groups: White and Asian	*%	3
Mixed/multiple ethnic groups: Any other Mixed / multiple ethnic background (specify)	*%	1
Asian / Asian British: Indian	4%	40
Asian / Asian British: Pakistani	1%	9
Asian / Asian British: Bangladeshi	1%	6
Asian / Asian British: Chinese	2%	18
Asian / Asian British: Any other Asian background (specify)	1%	13
Black / African / Caribbean / Black British: African	1%	13
Black / African / Caribbean / Black British: Caribbean	*%	1
Black / African / Caribbean / Black British: Any other Black / African / Caribbean background (specify)	0%	0
Other ethnic group: Arab	*%	4
Other ethnic group: Any other ethnic group (specify)	*%	4
Don't know	0%	0

Refused	*%	4
Long standing illness, disability or infirmity		
Yes respondent	4%	43
Other household member	3%	30
No	93%	930

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 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.